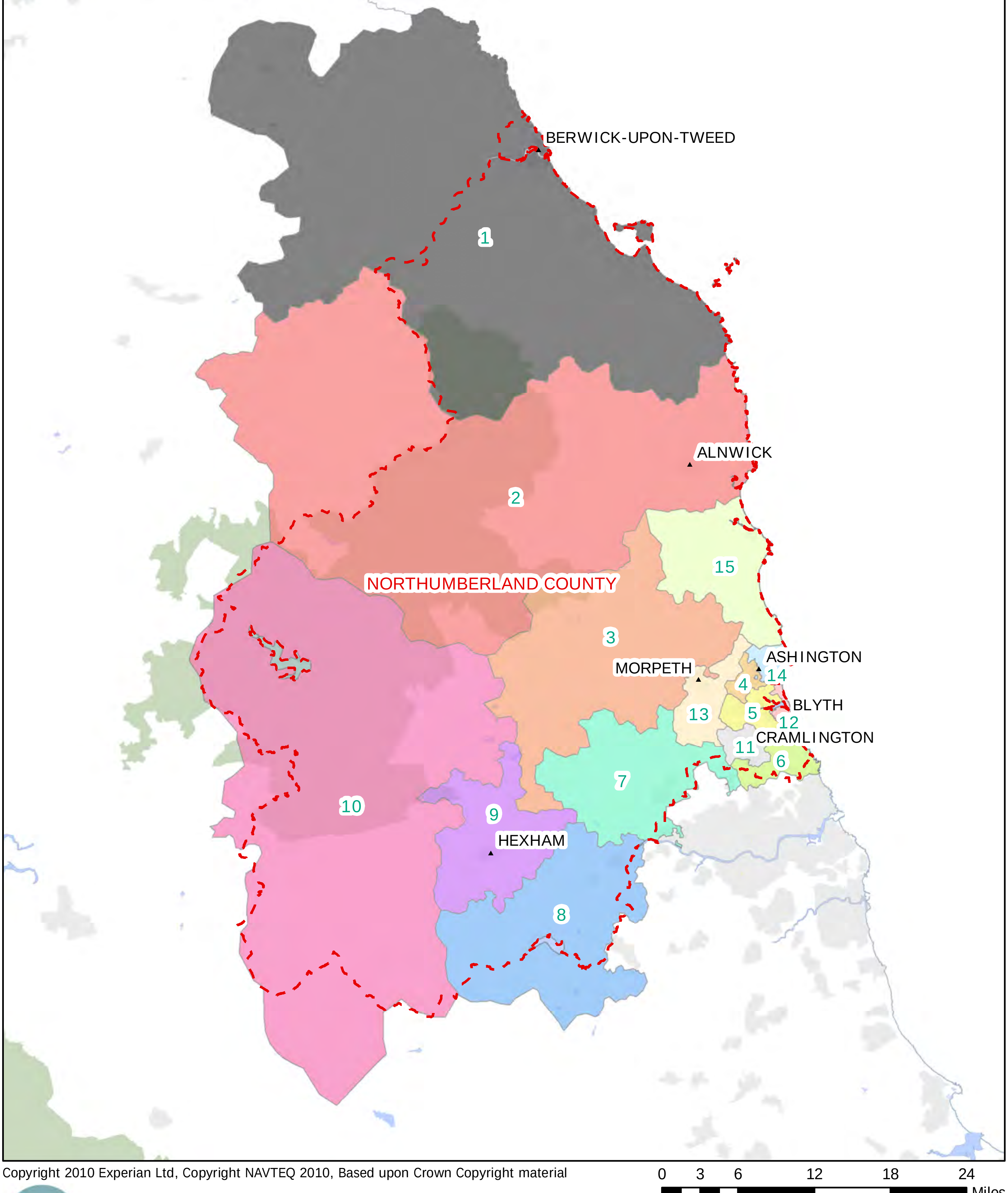
Northumberland Town Centres and Retail Study – Appendices

Page

Northumberland Catchment



Q01 Where do you go for your main food and grocery shopping?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Asda, Cowpen Road, Blyth	14.8%	223	0.0%	0	4.0%	5	2.0%	1	34.0%	25	53.5%	54	8.9%	9	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	2.1%	32	12.0%	22	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.7%	11	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1
Asda, Lyntonville Terrace, Ashington	9.2%	138	0.0%	0	2.0%	3	7.0%	2	42.0%	31	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.2%	94	0.0%	0	0.0%	0	2.0%	1	2.0%	1	3.0%	3	19.8%	19	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	1.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	26.7%	31
Asda, Spott Road, Dunbar	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	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
Co-op Foodstore, Highcroft, Kelso	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	17.8%	21
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	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
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	2.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Gateshead																		
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	3.3%	50	3.0%	6	31.7%	40	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13
Morrisons, North Road, Berwick-upon-Tweed	6.0%	90	49.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	4.7%	71	1.0%	2	3.0%	4	46.0%	15	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	3.5%	53	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	30.7%	30	6.0%	6	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Netto, Choppington Road, Bedlington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Netto, High Row, Lemington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Netto, Woodhorn Road, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1
Sainsbury’s, Aesica Road, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury’s, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, Etherstone Avenue, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury’s, Manor Walks Shopping Centre, Cramlington	2.6%	40	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Sainsbury’s, Newburn Road, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury’s, Newstead Drive, Whitley Bay	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14	1.0%	1	0.0%	0
Sainsbury’s, Willowburn Avenue, Alnwick	2.2%	33	1.0%	2	15.8%	20	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Parsons Drive, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Roxborough Street, Kelso	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	3.9%	59	1.0%	2	3.0%	4	7.0%	2	0.0%	0	4.0%	4	3.0%	3	26.0%	27	5.0%	6
Tesco Extra, Tynedale Retail Park, Hexham	6.3%	95	0.0%	0	3.0%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.9%	16
Tesco, Delves Lane, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Tesco, Market Place, Bedlington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.9%	13	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	29	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	7
Local Shops, Carlisle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Hexham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Morpeth	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	2.1%	31	1.0%	2	4.0%	5	2.0%	1	1.0%	1	0.0%	0	2.0%	2	9.0%	10	2.0%	2
Internet/ Home Delivery	3.3%	51	7.0%	13	2.0%	3	6.0%	2	1.0%	1	4.0%	4	6.9%	7	3.0%	3	4.0%	5
Varies	1.1%	16	1.0%	2	2.0%	3	4.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	1.1%	16	4.0%	7	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q01 Where do you go for your main food and grocery shopping?
Excluding those who said "Varies' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Asda, Cowpen Road, Blyth	15.0%	223	0.0%	0	4.0%	5	2.1%	1	34.3%	25	53.5%	54	9.0%	9	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	2.2%	32	12.1%	22	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.8%	11	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	7	1.0%	1
Asda, Lyntonville Terrace, Ashington	9.3%	138	0.0%	0	2.0%	3	7.3%	2	42.4%	31	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	6.3%	94	0.0%	0	0.0%	0	2.1%	1	2.0%	1	3.0%	3	20.0%	19	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	1.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	27.3%	31
Asda, Spott Road, Dunbar	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	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
Co-op Foodstore, Highcroft, Kelso	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.2%	21
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	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
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	2.0%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Centre, Gateshead																		
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	3.3%	50	3.0%	6	32.3%	40	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	13
Morrisons, North Road, Berwick-upon-Tweed	6.0%	90	49.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	4.8%	71	1.0%	2	3.0%	4	47.9%	15	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	3.6%	53	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	31.0%	30	6.1%	6	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Netto, Choppington Road, Bedlington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Netto, High Row, Lemington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Netto, Woodhorn Road, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	1.0%	1
Sainsbury’s, Aesica Road, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury’s, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, Etherstone Avenue, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury’s, Manor Walks Shopping Centre, Cramlington	2.7%	40	0.0%	0	0.0%	0	4.2%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Sainsbury’s, Newburn Road, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury’s, Newstead Drive, Whitley Bay	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	1.0%	1	0.0%	0
Sainsbury’s, Willowburn Avenue, Alnwick	2.2%	33	1.0%	2	16.2%	20	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Parsons Drive, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somerfield, Roxborough Street, Kelso	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	3.9%	59	1.0%	2	3.0%	4	7.3%	2	0.0%	0	4.0%	4	3.0%	3	26.3%	27	5.1%	6
Tesco Extra, Tynedale Retail Park, Hexham	6.4%	95	0.0%	0	3.0%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	14.1%	16
Tesco, Delves Lane, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Tesco, Market Place, Bedlington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.9%	13	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	29	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.1%	7
Local Shops, Carlisle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Hexham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Morpeth	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	2.1%	31	1.0%	2	4.0%	5	2.1%	1	1.0%	1	0.0%	0	2.0%	2	9.1%	10	2.0%	2
Internet/ Home Delivery	3.4%	51	7.1%	13	2.0%	3	6.3%	2	1.0%	1	4.0%	4	7.0%	7	3.0%	3	4.0%	5
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Paton Street, Galashiels	1.1%	16	4.0%	7	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1493		182		125		32		74		101		97		105		115
Sample:		1491		99		99		96		99		101		100		99		99

Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Accessibility by public transport	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	3.0%	3
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.5%	37	2.0%	4	3.0%	4	11.0%	4	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1
Choice of food goods available	10.8%	163	13.0%	24	5.0%	6	10.0%	3	12.0%	9	14.9%	15	5.9%	6	14.0%	15	5.9%	7
Choice of shops nearby selling non-food goods	0.5%	7	1.0%	2	0.0%	0	1.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	1.1%	17	1.0%	2	3.0%	4	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Entertainment/events	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
Habit/always use it/preference for retailer	8.5%	128	5.0%	9	8.9%	11	6.0%	2	12.0%	9	6.9%	7	13.9%	14	11.0%	12	5.0%	6
Lower prices	15.5%	234	16.0%	29	11.9%	15	6.0%	2	7.0%	5	14.9%	15	12.9%	13	20.0%	21	18.8%	22
Near to home	37.8%	570	38.0%	70	43.6%	55	41.0%	14	48.0%	36	41.6%	42	41.6%	41	30.0%	32	39.6%	46
Near to work	1.7%	26	1.0%	2	3.0%	4	5.0%	2	2.0%	1	0.0%	0	3.0%	3	1.0%	1	3.0%	3
Provision of leisure facilities nearby	0.2%	2	0.0%	0	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Quality of food goods available	5.6%	85	5.0%	9	5.0%	6	6.0%	2	6.0%	4	5.0%	5	5.0%	5	2.0%	2	5.9%	7
Quality of shops selling food goods	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shopping environment	0.7%	11	2.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Staff discount/work there	1.6%	24	2.0%	4	3.0%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Value for money	3.4%	51	1.0%	2	5.0%	6	1.0%	0	2.0%	1	1.0%	1	5.9%	6	4.0%	4	5.0%	6
Other	1.4%	22	3.0%	6	0.0%	0	1.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	2.0%	2
Convenience	0.7%	11	1.0%	2	3.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Delivery	1.1%	17	1.0%	2	0.0%	0	6.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Big	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Friendly/Helpful Staff	0.3%	5	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Loyalty card	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one	0.5%	8	1.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Get a lift	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't know / no reason in particular)	3.4%	52	7.0%	13	2.0%	3	2.0%	1	3.0%	2	1.0%	1	4.0%	4	4.0%	4	3.0%	3
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Too far away	2.0%	31	3.0%	6	4.0%	5	3.0%	1	2.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2
Difficult to get to	0.3%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Difficult/ expensive parking	1.7%	26	1.0%	2	2.0%	3	4.0%	1	3.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Lack of parking	1.7%	25	0.0%	0	5.9%	8	0.0%	0	7.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.3%	80	5.0%	9	5.9%	8	8.0%	3	7.0%	5	3.0%	3	9.9%	10	4.0%	4	4.0%	5
Too small	3.4%	51	2.0%	4	5.0%	6	5.0%	2	0.0%	0	6.9%	7	1.0%	1	1.0%	1	3.0%	3
Poor internal layout	1.1%	17	0.0%	0	0.0%	0	2.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	5
Poor quality	1.2%	18	2.0%	4	1.0%	1	2.0%	1	0.0%	0	5.0%	5	1.0%	1	0.0%	0	1.0%	1
Expensive	4.0%	60	2.0%	4	7.9%	10	7.0%	2	3.0%	2	3.0%	3	3.0%	3	5.0%	5	9.9%	12
No petrol station	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Staff rude/ unhelpful	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	70.0%	1057	77.0%	142	53.5%	68	59.0%	20	68.0%	51	64.4%	65	77.2%	76	77.0%	81	64.4%	75
Other	3.2%	49	3.0%	6	7.9%	10	3.0%	1	3.0%	2	6.9%	7	2.0%	2	3.0%	3	4.0%	5
Narrow aisles	0.4%	6	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long queues	0.7%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Too big	0.8%	12	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Too busy	1.5%	23	4.0%	7	1.0%	1	1.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Lack of checkouts	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unstocked shelves	0.4%	6	1.0%	2	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited disabled parking	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lack of named brands	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Moving products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Poor environment	0.2%	3	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Items blocking aisles	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Food goes off too quickly	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q04 Which retailer do you purchase your main food internet/ home delivery shopping from?

Those who do internet shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	54.7%	28	100.0%	13	100.0%	3	16.7%	0	0.0%	0	25.0%	1	57.1%	4	0.0%	0	25.0%	1
Tesco	38.8%	20	0.0%	0	0.0%	0	83.3%	2	100.0%	1	75.0%	3	42.9%	3	100.0%	3	75.0%	3
Other	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		51		13		3		2		1		4		7		3		5
Sample:		50		7		2		6		1		4		7		3		4

Q05 How frequently do you buy main food and grocery shopping trips from…? (Store/destination mentioned at Q01)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.6%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
At Least two times a week	8.0%	121	5.0%	9	9.9%	13	7.0%	2	16.0%	12	9.9%	10	8.9%	9	6.0%	6	5.0%	6
At least once a week	68.6%	1035	58.0%	107	68.3%	87	69.0%	23	67.0%	50	72.3%	73	71.3%	70	64.0%	68	65.3%	77
At least once a fortnight	13.9%	209	17.0%	31	14.9%	19	16.0%	5	10.0%	7	7.9%	8	14.9%	15	15.0%	16	20.8%	24
At least once a month	8.4%	127	20.0%	37	5.9%	8	8.0%	3	6.0%	4	9.9%	10	5.0%	5	13.0%	14	6.9%	8
At least every two months	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don’t know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q06 How do you normally travel to…? (Store/destination mentioned at Q01)

Those who do not do internet shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	63.3%	924	60.2%	103	80.8%	101	83.0%	26	53.5%	39	64.9%	63	62.8%	58	64.9%	67	61.9%	70
Car/van (as passenger)	24.0%	351	31.2%	53	11.1%	14	14.9%	5	32.3%	24	21.6%	21	25.5%	23	24.7%	25	23.7%	27
Bus, minibus or coach	5.5%	80	3.2%	6	1.0%	1	1.1%	0	7.1%	5	8.2%	8	6.4%	6	5.2%	5	10.3%	12
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.3%	77	4.3%	7	7.1%	9	1.1%	0	4.0%	3	4.1%	4	2.1%	2	3.1%	3	4.1%	5
Taxi	0.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shop via Internet	0.5%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q07 How long did your journey to (Store/destination mentioned at Q01) take?
Those who do not do internet shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
0-5 minutes	29.4%	429	24.7%	42	33.3%	42	19.1%	6	27.3%	20	42.3%	41	25.5%	23	9.3%	10	14.4%	16
6-10 minutes	27.3%	399	10.8%	18	13.1%	16	13.8%	4	33.3%	25	38.1%	37	46.8%	43	39.2%	40	16.5%	19
11-15 minutes	14.8%	215	8.6%	15	8.1%	10	14.9%	5	23.2%	17	7.2%	7	21.3%	19	28.9%	30	25.8%	29
16-20 minutes	12.6%	184	14.0%	24	13.1%	16	27.7%	9	8.1%	6	11.3%	11	3.2%	3	13.4%	14	29.9%	34
21-30 minutes	11.0%	161	33.3%	57	18.2%	23	22.3%	7	3.0%	2	1.0%	1	3.2%	3	4.1%	4	10.3%	12
31-60 minutes	3.6%	52	7.5%	13	13.1%	16	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Over 60 minutes	0.5%	7	1.1%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
(Don’t know/can’t remember)	0.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.1%	3	2.1%	2
Mean:		*12.0*		*17.8*		*16.7*		*15.2*		*10.5*		*7.4*		*8.5*		*12.5*		*13.8*
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97

Q08 When you go main food shopping is your journey part of another journey/ activity?
Those who do not do internet shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – travelling to work	1.3%	19	1.1%	2	2.0%	3	1.1%	0	1.0%	1	1.0%	1	2.1%	2	1.0%	1	2.1%	2
Yes – travelling from work	7.5%	109	3.2%	6	12.1%	15	18.1%	6	4.0%	3	8.2%	8	8.5%	8	8.2%	8	11.3%	13
Yes – travelling to school/college	0.8%	12	2.2%	4	1.0%	1	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes – travelling from school/college	0.4%	6	1.1%	2	0.0%	0	3.2%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes – Other	3.4%	50	6.5%	11	2.0%	3	3.2%	1	4.0%	3	2.1%	2	2.1%	2	7.2%	7	3.1%	3
No	85.6%	1249	84.9%	145	81.8%	102	73.4%	23	89.9%	66	86.6%	84	86.2%	79	81.4%	84	82.5%	93
Don’t Know	0.9%	13	1.1%	2	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97

Q09 When do you do your main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Weekdays during the day	48.7%	735	46.0%	85	40.6%	52	59.0%	20	45.0%	33	41.6%	42	55.4%	55	52.0%	55	45.5%	53
Weekdays during the evening	12.7%	191	12.0%	22	11.9%	15	18.0%	6	13.0%	10	14.9%	15	12.9%	13	12.0%	13	13.9%	16
Saturday	14.4%	217	18.0%	33	25.7%	33	8.0%	3	13.0%	10	16.8%	17	6.9%	7	13.0%	14	11.9%	14
Sunday	2.6%	39	1.0%	2	3.0%	4	2.0%	1	2.0%	1	3.0%	3	3.0%	3	1.0%	1	1.0%	1
Varies	21.2%	320	22.0%	40	18.8%	24	13.0%	4	27.0%	20	23.8%	24	20.8%	20	21.0%	22	26.7%	31
Don’t know	0.5%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q10 When you go main food shopping is your trip linked with any other activity?
Those who do not do internet shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – non-food shopping	11.1%	162	15.1%	26	8.1%	10	10.6%	3	10.1%	7	7.2%	7	5.3%	5	9.3%	10	14.4%	16
Yes – leisure activity	4.1%	59	6.5%	11	6.1%	8	6.4%	2	6.1%	4	7.2%	7	2.1%	2	2.1%	2	3.1%	3
Yes – visiting services such as banks and other financial institutions	4.9%	72	4.3%	7	4.0%	5	14.9%	5	2.0%	1	3.1%	3	1.1%	1	5.2%	5	6.2%	7
Yes – other activity	6.7%	97	3.2%	6	9.1%	11	12.8%	4	3.0%	2	6.2%	6	6.4%	6	8.2%	8	5.2%	6
Varies	3.1%	45	1.1%	2	1.0%	1	4.3%	1	2.0%	1	3.1%	3	3.2%	3	0.0%	0	3.1%	3
No	69.7%	1016	68.8%	118	71.7%	90	51.1%	16	76.8%	57	72.2%	70	81.9%	75	74.2%	76	67.0%	75
Don’t Know	0.5%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1458		171		125		31		74		97		92		103		113
Sample:		1459		93		99		94		99		97		94		97		97

Q11 Where do you do this linked trip? (EXCLUDING CHRISTMAS SHOPPING)
Those who do a linked trip at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	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
Alnwick	6.7%	29	3.6%	2	50.0%	18	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.2%	36	0.0%	0	0.0%	0	0.0%	0	30.4%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.1%	5	0.0%	0	0.0%	0	2.2%	0	8.7%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.3%	28	53.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Blyth	12.9%	56	0.0%	0	3.6%	1	0.0%	0	30.4%	5	46.2%	12	5.9%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	10
Cramlington	9.4%	41	0.0%	0	0.0%	0	6.5%	1	4.4%	1	15.4%	4	41.2%	7	4.2%	1	0.0%	0
Corbridge	0.3%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.4%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	1	3.8%	1	0.0%	0	4.2%	1	0.0%	0
Galashiels	3.1%	14	14.3%	7	17.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	8.3%	2	0.0%	0
Gosforth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
Haltwhistle	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
Hexham	15.4%	67	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	4	25.8%	9
Kelso	1.8%	8	10.7%	6	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	2.3%	10	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	23.5%	4	4.2%	1	0.0%	0
Morpeth	7.2%	31	0.0%	0	3.6%	1	58.7%	9	8.7%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	2.8%	12	0.0%	0	10.7%	4	6.5%	1	0.0%	0	3.8%	1	0.0%	0	8.3%	2	0.0%	0
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Ponteland	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Prudhoe	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	5
Rothbury	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.8%	4	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	17.6%	3	0.0%	0	0.0%	0
Widdrington Station	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	4	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Metro Centre, Gateshead	3.8%	17	3.6%	2	0.0%	0	0.0%	0	4.4%	1	3.8%	1	0.0%	0	4.2%	1	29.0%	10
Other	3.2%	14	7.1%	4	3.6%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	3.2%	1
Weighted base:		436		52		35		15		17		26		17		25		36
Sample:		455		28		28		46		23		26		17		24		31

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	80.2%	1210	85.0%	156	82.2%	105	80.0%	27	75.0%	56	85.1%	86	79.2%	78	71.0%	75	76.2%	89
No	19.8%	299	15.0%	28	17.8%	23	20.0%	7	25.0%	19	14.9%	15	20.8%	20	29.0%	31	23.8%	28
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q13 Where do you go for this 'top-up' shopping?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Cowpen Road, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.3%	40	0.0%	0	0.0%	0	0.0%	0	1.3%	1	17.4%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Asda, Lyntonville Terrace, Ashington	2.9%	35	0.0%	0	0.0%	0	2.5%	1	16.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	3.9%	47	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	8.8%	7	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	2
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.5%	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
Co-op Foodstore, Market Square, Duns	1.0%	12	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirnside	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-op Supermarket, Station Road, Bedlington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.9%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	28
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.5%	6	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	1.2%	1	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.4%	1	2.6%	2
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	12.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.6%	20	1.2%	2	15.7%	16	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Morrisons, North Road, Berwick-upon-Tweed	2.2%	27	16.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.5%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.2%	38	0.0%	0	0.0%	0	27.5%	7	4.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	14	0.0%	0
Sainsbury’s Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Aesica Road, Haltwhistle	0.6%	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
Sainsbury's, Bell Villas, Ponteland	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	6.3%	5	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.0%	24	1.2%	2	18.1%	19	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	0.9%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.3%	16	5.9%	9	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Tynedale Retail Park, Hexham	1.5%	19	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco, Market Place, Bedlington	2.3%	28	0.0%	0	0.0%	0	0.0%	0	1.3%	1	30.2%	26	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ashington	1.2%	14	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.0%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Coldstream	0.6%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Corbridge	0.2%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Guide Post	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.8%	22	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.7%	8	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Ponteland	1.1%	13	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	13	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Local Shops, Rothbury	0.4%	5	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Local Shops, Stakeford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wooler	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.8%	7
Other	6.6%	79	2.4%	4	7.2%	8	7.5%	2	8.0%	4	4.7%	4	20.0%	16	22.5%	17	7.8%	7
Internet/ Home Delivery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	7.2%	87	0.0%	0	7.2%	8	11.3%	3	1.3%	1	3.5%	3	11.3%	9	8.5%	6	13.0%	12
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	1.4%	17	0.0%	0	15.7%	16	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Weighted base:		1210		156		105		27		56		86		78		75		89
Sample:		1203		85		83		80		75		86		80		71		77

Column %ges.

Q13 Where do you go for this 'top-up' shopping?
Excluding those who said ''Varies' at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Cowpen Road, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.4%	1	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.5%	40	0.0%	0	0.0%	0	0.0%	0	1.4%	1	18.1%	15	0.0%	0	0.0%	0	0.0%	0
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Asda, Lyntonville Terrace, Ashington	3.1%	35	0.0%	0	0.0%	0	2.8%	1	16.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	9.9%	7	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.0%	2
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.6%	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
Co-op Foodstore, Market Square, Duns	1.1%	12	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirnside	0.6%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-op Supermarket, Station Road, Bedlington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	1.0%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	28
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.6%	6	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Albion Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	1.3%	1	2.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.5%	1	3.0%	2
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	14.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.8%	20	1.2%	2	16.9%	16	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Morrisons, North Road, Berwick-upon-Tweed	2.4%	27	16.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.8%	2	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.4%	38	0.0%	0	0.0%	0	31.0%	7	4.1%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	7.0%	5	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	14	0.0%	0
Sainsbury’s Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sainsbury's, Aesica Road, Haltwhistle	0.7%	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
Sainsbury's, Bell Villas, Ponteland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	7.0%	5	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.1%	24	1.2%	2	19.5%	19	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castlegate, Berwick-upon-Tweed	1.0%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.4%	16	5.9%	9	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, Tynedale Retail Park, Hexham	1.6%	19	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco, Market Place, Bedlington	2.5%	28	0.0%	0	0.0%	0	0.0%	0	1.4%	1	31.3%	26	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ashington	1.3%	14	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.2%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	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
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Coldstream	0.7%	7	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local Shops, Corbridge	0.3%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Guide Post	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haltwhistle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.9%	22	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.7%	8	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Ponteland	1.2%	13	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	13	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Local Shops, Rothbury	0.4%	5	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Local Shops, Stakeford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wooler	0.3%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	9.0%	7
Other	7.1%	79	2.4%	4	7.8%	8	8.5%	2	8.1%	4	4.8%	4	22.5%	16	24.6%	17	9.0%	7
Internet/ Home Delivery	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Cannongate, Jedburgh	1.6%	17	0.0%	0	16.9%	16	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0
Weighted base:		1123		156		97		24		55		83		69		69		78
Sample:		1111		85		77		71		74		83		71		65		67

Q14 How often do you make 'top up' shopping trips to…? (Store/destination mentioned at Q13)
Those who do top up food shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	7.3%	88	7.1%	11	6.0%	6	5.0%	1	8.0%	4	9.3%	8	6.3%	5	2.8%	2	9.1%	8
Two or more times a week	52.2%	631	54.1%	85	55.4%	58	32.5%	9	53.3%	30	54.7%	47	40.0%	31	60.6%	45	44.2%	39
At least once a week	32.5%	393	31.8%	50	30.1%	32	51.3%	14	26.7%	15	25.6%	22	47.5%	37	31.0%	23	39.0%	35
At least once a fortnight	3.1%	38	1.2%	2	3.6%	4	7.5%	2	1.3%	1	3.5%	3	3.8%	3	1.4%	1	3.9%	3
At least once a month	0.9%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Less often	0.4%	4	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	3.5%	42	4.7%	7	3.6%	4	3.8%	1	5.3%	3	7.0%	6	1.3%	1	2.8%	2	1.3%	1
Don't know	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Weighted base:		1210		156		105		27		56		86		78		75		89
Sample:		1203		85		83		80		75		86		80		71		77

Q15 Which retailer do you purchase your top-up food internet/ home delivery shopping from?
Those who do internet shopping at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	54.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	45.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2		0		0		0		0		0		0		0		0
Sample:		2		0		0		0		0		0		0		0		0

Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?
Those who do top up food shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Over ¾	65.4%	791	81.2%	127	62.7%	66	53.8%	14	69.3%	39	67.4%	58	71.3%	56	53.5%	40	67.5%	60
½ to ¾	24.5%	297	12.9%	20	30.1%	32	38.8%	10	26.7%	15	24.4%	21	18.8%	15	26.8%	20	22.1%	20
¼ to ½	3.8%	46	1.2%	2	3.6%	4	5.0%	1	1.3%	1	2.3%	2	3.8%	3	8.5%	6	5.2%	5
Less than ¼	1.2%	14	1.2%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
None	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	5.1%	61	3.5%	6	3.6%	4	1.3%	0	2.7%	1	5.8%	5	6.3%	5	11.3%	8	3.9%	3
Weighted base:		1210		156		105		27		56		86		78		75		89
Sample:		1203		85		83		80		75		86		80		71		77

Column %ges.

Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alnwick	1.2%	18	1.0%	2	10.9%	14	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.3%	81	0.0%	0	2.0%	3	3.0%	1	16.0%	12	6.9%	7	1.0%	1	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.1%	46	25.0%	46	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.3%	80	0.0%	0	3.0%	4	0.0%	0	8.0%	6	9.9%	10	7.9%	8	0.0%	0	1.0%	1
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	4.2%	63	0.0%	0	1.0%	1	2.0%	1	7.0%	5	6.9%	7	7.9%	8	2.0%	2	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Galashiels	3.0%	45	16.0%	29	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	0.0%	0	2.0%	3	1.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3
Gosforth	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
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.2%	93	0.0%	0	2.0%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	13.9%	16
Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	1.0%	1	0.0%	0	3.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Morpeth	1.8%	27	1.0%	2	2.0%	3	12.0%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	23.6%	356	9.0%	17	24.8%	32	34.0%	11	24.0%	18	35.6%	36	29.7%	29	43.0%	45	16.8%	20
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Rothbury	0.4%	6	1.0%	2	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.8%	28	2.0%	4	0.0%	0	1.0%	0	2.0%	1	3.0%	3	5.9%	6	2.0%	2	0.0%	0
South Shields	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.0%	31	0.0%	0	5.0%	6	2.0%	1	3.0%	2	1.0%	1	0.0%	0	3.0%	3	3.0%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.4%	51	0.0%	0	2.0%	3	2.0%	1	5.0%	4	4.0%	4	11.9%	12	1.0%	1	0.0%	0
The Metro Centre, Gateshead	14.1%	212	3.0%	6	10.9%	14	18.0%	6	18.0%	13	9.9%	10	6.9%	7	28.0%	30	40.6%	48
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	35	2.0%	4	4.0%	5	3.0%	1	0.0%	0	0.0%	0	4.0%	4	2.0%	2	0.0%	0
Internet/ Home Delivery	5.1%	78	11.0%	20	3.0%	4	6.0%	2	3.0%	2	2.0%	2	7.9%	8	6.0%	6	4.0%	5
Varies	0.2%	4	0.0%	0	0.0%	0	1.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	3.9%	58	3.0%	6	2.0%	3	4.0%	1	6.0%	4	5.9%	6	5.0%	5	6.0%	6	4.0%	5
Asda, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.3%	50	21.0%	39	8.9%	11	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Northumberland Household Survey
for White Young Green

Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alnwick	1.3%	18	1.0%	2	11.1%	14	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.6%	81	0.0%	0	2.0%	3	3.2%	1	17.4%	12	7.4%	7	1.0%	1	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.2%	46	25.8%	46	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.5%	80	0.0%	0	3.0%	4	0.0%	0	8.7%	6	10.6%	10	8.3%	8	0.0%	0	1.0%	1
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9
Cramlington	4.4%	63	0.0%	0	1.0%	1	2.1%	1	7.6%	5	7.4%	7	8.3%	8	2.1%	2	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Galashiels	3.1%	45	16.5%	29	12.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	0.0%	0	2.0%	3	1.1%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	3.1%	3
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.5%	93	0.0%	0	2.0%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	14.4%	16
Kelso	0.3%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	1.0%	1	0.0%	0	3.3%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Morpeth	1.8%	27	1.0%	2	2.0%	3	12.6%	4	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	24.6%	356	9.3%	17	25.3%	32	35.8%	11	26.1%	18	38.3%	36	31.3%	29	45.7%	45	17.5%	20
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Rothbury	0.4%	6	1.0%	2	2.0%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.9%	28	2.1%	4	0.0%	0	1.1%	0	2.2%	1	3.2%	3	6.3%	6	2.1%	2	0.0%	0
South Shields	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	3	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	31	0.0%	0	5.1%	6	2.1%	1	3.3%	2	1.1%	1	0.0%	0	3.2%	3	3.1%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.5%	51	0.0%	0	2.0%	3	2.1%	1	5.4%	4	4.3%	4	12.5%	12	1.1%	1	0.0%	0
The Metro Centre, Gateshead	14.7%	212	3.1%	6	11.1%	14	18.9%	6	19.6%	13	10.6%	10	7.3%	7	29.8%	30	42.3%	48
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	35	2.1%	4	4.0%	5	3.2%	1	0.0%	0	0.0%	0	4.2%	4	2.1%	2	0.0%	0
Internet/ Home Delivery	5.4%	78	11.3%	20	3.0%	4	6.3%	2	3.3%	2	2.1%	2	8.3%	8	6.4%	6	4.1%	5
Asda, Blyth	1.2%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	3.5%	50	21.7%	39	9.1%	11	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1447		178		125		32		68		94		94		99		113
Sample:		1445		97		99		95		92		94		96		94		97

Column %ges.

Q18 How do you normally travel to…? (destination mentioned at Q17)
Those who buy clothing or footwear at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	55.8%	766	58.1%	92	71.9%	87	76.7%	23	42.9%	29	57.0%	53	46.6%	40	53.4%	50	60.2%	65
Car/van (as passenger)	17.6%	242	24.4%	39	12.5%	15	12.2%	4	24.2%	16	11.8%	11	22.7%	19	14.8%	14	15.1%	16
Bus, minibus or coach	17.2%	236	4.7%	7	7.3%	9	10.0%	3	26.4%	18	30.1%	28	22.7%	19	27.3%	25	18.3%	20
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Walk	6.0%	82	8.1%	13	5.2%	6	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	23	3.5%	6	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Metro	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.5%	4	3.4%	3	0.0%	0
Bicycle	0.3%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Plane	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weighted base:		1373		158		121		30		68		93		86		93		108
Sample:		1374		86		96		90		91		93		88		88		93

Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?
Those who buy clothing or footwear at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – non-food shopping	15.0%	206	24.4%	39	11.5%	14	13.3%	4	7.7%	5	10.8%	10	11.4%	10	20.5%	19	15.1%	16
Yes – leisure activity	8.8%	120	9.3%	15	17.7%	21	15.6%	5	8.8%	6	10.8%	10	8.0%	7	5.7%	5	7.5%	8
Yes – visiting services such as banks and other financial institutions	2.1%	29	3.5%	6	0.0%	0	4.4%	1	0.0%	0	4.3%	4	2.3%	2	3.4%	3	0.0%	0
Yes – other activity	12.2%	167	7.0%	11	19.8%	24	12.2%	4	8.8%	6	6.5%	6	8.0%	7	14.8%	14	17.2%	19
Varies	3.9%	53	5.8%	9	2.1%	3	3.3%	1	3.3%	2	0.0%	0	5.7%	5	2.3%	2	7.5%	8
No	57.3%	787	48.8%	77	49.0%	59	51.1%	15	71.4%	48	67.7%	63	64.8%	56	51.1%	48	51.6%	56
Don’t Know	0.8%	11	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Weighted base:		1373		158		121		30		68		93		86		93		108
Sample:		1374		86		96		90		91		93		88		88		93

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7	Zone 8 %	Zone 8
Alnwick	3.3%	50	3.0%	6	26.7%	34	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Ashington	2.4%	37	0.0%	0	0.0%	0	1.0%	0	6.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.5%	37	19.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	5.2%	78	0.0%	0	2.0%	3	0.0%	0	13.0%	10	11.9%	12	4.0%	4	1.0%	1	0.0%	0
Carlisle City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	3.0%	45	0.0%	0	0.0%	0	2.0%	1	2.0%	1	2.0%	2	5.0%	5	1.0%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Dunbar	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	2.0%	4	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Gosforth	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
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.9%	75	0.0%	0	3.0%	4	6.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.9%	10
Kelso	0.9%	13	5.0%	9	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Morpeth	2.5%	37	0.0%	0	1.0%	1	30.0%	10	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.5%	143	4.0%	7	4.0%	5	14.0%	5	7.0%	5	12.9%	13	11.9%	12	16.0%	17	5.9%	7
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.4%	6	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wooler	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	1.0%	1	1.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.9%	43	1.0%	2	1.0%	1	3.0%	1	5.0%	4	7.9%	8	10.9%	11	1.0%	1	0.0%	0
The Metro Centre, Gateshead	7.0%	106	1.0%	2	4.0%	5	3.0%	1	2.0%	1	10.9%	11	1.0%	1	20.0%	21	27.7%	32
In-store in a supermarket	0.8%	12	1.0%	2	1.0%	1	2.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Other	1.7%	25	4.0%	7	1.0%	1	3.0%	1	2.0%	1	0.0%	0	5.0%	5	0.0%	0	1.0%	1
Internet/ Home Delivery	16.4%	247	19.0%	35	25.7%	33	18.0%	6	10.0%	7	14.9%	15	12.9%	13	14.0%	15	19.8%	23
Varies	0.6%	9	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
(Don't buy these products)	26.6%	401	25.0%	46	15.8%	20	13.0%	4	34.0%	25	25.7%	26	29.7%	29	35.0%	37	27.7%	32
Asda, Lyntonville Terrace, Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.7%	25	0.0%	0	0.0%	0	1.0%	0	3.0%	2	6.9%	7	1.0%	1	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Durham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Edinburgh	1.3%	19	9.0%	17	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)

Excluding 'Varies', and '(Don't buy these products)' at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alnwick	4.6%	50	4.1%	6	31.8%	34	2.3%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Ashington	3.3%	37	0.0%	0	0.0%	0	1.1%	0	9.1%	4	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	25.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Blyth	7.1%	78	0.0%	0	2.4%	3	0.0%	0	19.7%	10	16.2%	12	5.8%	4	1.6%	1	0.0%	0
Carlisle City Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cramlington	4.1%	45	0.0%	0	0.0%	0	2.3%	1	3.0%	1	2.7%	2	7.2%	5	1.6%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Dunbar	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.3%	14	2.7%	4	9.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.4%	1
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.8%	75	0.0%	0	3.5%	4	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	3	12.3%	10
Kelso	1.2%	13	6.8%	9	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morpeth	3.4%	37	0.0%	0	1.2%	1	34.5%	10	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.0%	143	5.4%	7	4.7%	5	16.1%	5	10.6%	5	17.6%	13	17.4%	12	25.0%	17	8.2%	7
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0
Wooler	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.1%	12	0.0%	0	1.2%	1	1.1%	0	0.0%	0	2.7%	2	0.0%	0	7.8%	5	1.4%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.9%	43	1.4%	2	1.2%	1	3.4%	1	7.6%	4	10.8%	8	15.9%	11	1.6%	1	0.0%	0
The Metro Centre, Gateshead	9.6%	106	1.4%	2	4.7%	5	3.4%	1	3.0%	1	14.9%	11	1.4%	1	31.3%	21	38.4%	32
In-store in a supermarket	1.1%	12	1.4%	2	1.2%	1	2.3%	1	1.5%	1	0.0%	0	2.9%	2	0.0%	0	1.4%	1
Other	2.3%	25	5.4%	7	1.2%	1	3.4%	1	3.0%	1	0.0%	0	7.2%	5	0.0%	0	1.4%	1
Internet/ Home Delivery	22.5%	247	25.7%	35	30.6%	33	20.7%	6	15.2%	7	20.3%	15	18.8%	13	21.9%	15	27.4%	23
Asda, Lyntonville Terrace, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	2.3%	25	0.0%	0	0.0%	0	1.1%	0	4.5%	2	9.5%	7	1.4%	1	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Durham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Edinburgh	1.7%	19	12.2%	17	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1099		136		107		29		49		74		67		68		85
Sample:		1104		74		85		87		66		74		69		64		73

Column %ges.

Q21 How do you normally travel to...? (destination mentioned at Q20)
Those who buy books, CD's and DVD's at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	58.2%	501	57.1%	59	69.5%	52	69.6%	16	51.8%	22	58.3%	35	55.2%	31	68.6%	37	62.3%	38
Car/van (as passenger)	16.6%	143	23.2%	24	10.2%	8	15.9%	4	23.2%	10	13.3%	8	22.4%	13	7.8%	4	18.9%	12
Bus, minibus or coach	12.3%	106	0.0%	0	3.4%	3	8.7%	2	14.3%	6	26.7%	16	15.5%	9	17.6%	10	13.2%	8
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.1%	87	14.3%	15	15.3%	11	5.8%	1	7.1%	3	1.7%	1	5.2%	3	2.0%	1	1.9%	1
Taxi	0.4%	4	1.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	15	3.6%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Metro	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:		861		103		74		23		42		60		57		54		61
Sample:		871		56		59		69		56		60		58		51		53

Column %ges.

Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alnwick	1.8%	27	1.0%	2	16.8%	21	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	41	0.0%	0	2.0%	3	3.0%	1	16.0%	12	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.8%	57	31.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Blyth	5.7%	87	0.0%	0	1.0%	1	1.0%	0	10.0%	7	12.9%	13	11.9%	12	0.0%	0	0.0%	0
Carlisle City Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	3.1%	46	1.0%	2	2.0%	3	3.0%	1	6.0%	4	4.0%	4	5.0%	5	0.0%	0	0.0%	0
Corbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Cramlington	1.2%	18	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Galashiels	1.5%	23	7.0%	13	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.1%	32	1.0%	2	1.0%	1	2.0%	1	1.0%	1	1.0%	1	2.0%	2	5.0%	5	3.0%	3
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.7%	41	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	7
Kelso	0.9%	14	5.0%	9	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	17	0.0%	0	1.0%	1	0.0%	0	3.0%	2	2.0%	2	7.9%	8	1.0%	1	0.0%	0
Morpeth	0.7%	11	0.0%	0	1.0%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.1%	198	4.0%	7	13.9%	18	21.0%	7	13.0%	10	10.9%	11	16.8%	17	22.0%	23	15.8%	19
North Shields	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rothbury	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.5%	23	0.0%	0	0.0%	0	2.0%	1	3.0%	2	3.0%	3	7.9%	8	2.0%	2	0.0%	0
South Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.4%	21	1.0%	2	2.0%	3	3.0%	1	1.0%	1	0.0%	0	0.0%	0	9.0%	10	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.6%	24	0.0%	0	1.0%	1	1.0%	0	1.0%	1	1.0%	1	8.9%	9	0.0%	0	0.0%	0
The Metro Centre, Gateshead	8.8%	132	6.0%	11	9.9%	13	9.0%	3	10.0%	7	9.9%	10	4.0%	4	13.0%	14	18.8%	22
In-store in a supermarket	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other	0.9%	14	2.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Internet/ Home Delivery	3.7%	56	8.0%	15	3.0%	4	5.0%	2	5.0%	4	6.9%	7	2.0%	2	3.0%	3	2.0%	2
Varies	1.3%	20	0.0%	0	4.0%	5	0.0%	0	2.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1
(Don't buy these products)	33.3%	502	22.0%	40	21.8%	28	30.0%	10	25.0%	19	37.6%	38	23.8%	23	36.0%	38	39.6%	46
Asda, Ashington	0.3%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Blyth	0.8%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Edinburgh	1.5%	22	8.0%	15	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Team Valley Retail Park, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Alnwick	2.8%	27	1.3%	2	22.7%	21	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	41	0.0%	0	2.7%	3	4.3%	1	21.9%	12	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Belford	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.8%	57	39.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Blyth	8.8%	87	0.0%	0	1.3%	1	1.4%	0	13.7%	7	21.0%	13	16.0%	12	0.0%	0	0.0%	0
Carlisle City Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5
Cramlington	4.7%	46	1.3%	2	2.7%	3	4.3%	1	8.2%	4	6.5%	4	6.7%	5	0.0%	0	0.0%	0
Corbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Cramlington	1.8%	18	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.6%	1	0.0%	0	1.6%	1	0.0%	0
Galashiels	2.3%	23	9.0%	13	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.2%	32	1.3%	2	1.3%	1	2.9%	1	1.4%	1	1.6%	1	2.7%	2	7.8%	5	5.0%	3
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	41	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	10.0%	7
Kelso	1.4%	14	6.4%	9	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.7%	17	0.0%	0	1.3%	1	0.0%	0	4.1%	2	3.2%	2	10.7%	8	1.6%	1	0.0%	0
Morpeth	1.1%	11	0.0%	0	1.3%	1	11.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	20.0%	198	5.1%	7	18.7%	18	30.0%	7	17.8%	10	17.7%	11	22.7%	17	34.4%	23	26.7%	19
North Shields	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Rothbury	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	2.3%	23	0.0%	0	0.0%	0	2.9%	1	4.1%	2	4.8%	3	10.7%	8	3.1%	2	0.0%	0
South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	21	1.3%	2	2.7%	3	4.3%	1	1.4%	1	0.0%	0	0.0%	0	14.1%	10	1.7%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.4%	24	0.0%	0	1.3%	1	1.4%	0	1.4%	1	1.6%	1	12.0%	9	0.0%	0	0.0%	0
The Metro Centre, Gateshead	13.4%	132	7.7%	11	13.3%	13	12.9%	3	13.7%	7	16.1%	10	5.3%	4	20.3%	14	31.7%	22
In-store in a supermarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Other	1.4%	14	2.6%	4	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	3.1%	2	0.0%	0
Internet/ Home Delivery	5.6%	56	10.3%	15	4.0%	4	7.1%	2	6.9%	4	11.3%	7	2.7%	2	4.7%	3	3.3%	2
Asda, Ashington	0.4%	4	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Blyth	1.2%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2	1.3%	1	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Edinburgh	2.2%	22	10.3%	15	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.3%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1
Team Valley Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		987		143		95		23		54		62		73		68		70
Sample:		974		78		75		70		73		62		75		64		60

Column %ges.

Q23 How do you normally travel to...? (destination mentioned at Q22)
Those who buy small household goods at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	63.5%	604	64.3%	83	73.7%	71	73.8%	16	50.0%	26	64.3%	36	56.0%	41	62.3%	40	64.4%	44
Car/van (as passenger)	18.8%	178	21.4%	28	13.2%	13	16.9%	4	17.1%	9	17.9%	10	25.3%	19	11.5%	7	18.6%	13
Bus, minibus or coach	10.2%	97	2.9%	4	2.6%	3	7.7%	2	25.7%	13	16.1%	9	9.3%	7	18.0%	12	11.9%	8
Walk	4.5%	43	8.6%	11	7.9%	8	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Train	1.3%	12	2.9%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.4%	2
Metro	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.0%	6	4.9%	3	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	1.5%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		951		129		96		22		52		56		73		64		68
Sample:		941		70		76		65		70		56		75		61		59

Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	35	3.0%	6	17.8%	23	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	2.5%	37	0.0%	0	0.0%	0	0.0%	0	13.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	51	26.0%	48	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.3%	50	0.0%	0	1.0%	1	0.0%	0	3.0%	2	8.9%	9	3.0%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	3.3%	50	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	4	6.9%	7	1.0%	1	0.0%	0
Corbridge	0.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	1.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Duns	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	13	3.0%	6	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.5%	23	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	3.0%	3
Gosforth	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Hexham	2.6%	40	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.9%	7
Kelso	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morpeth	1.0%	15	0.0%	0	0.0%	0	6.0%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0
Newcastle City Centre	7.1%	107	2.0%	4	8.9%	11	14.0%	5	9.0%	7	5.9%	6	9.9%	10	13.0%	14	5.0%	6
North Shields	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wooler	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	1.0%	1	1.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	1.0%	1	2.0%	1	4.0%	3	2.0%	2	8.9%	9	1.0%	1	0.0%	0
The Metro Centre, Gateshead	8.3%	125	1.0%	2	5.9%	8	10.0%	3	16.0%	12	9.9%	10	5.0%	5	8.0%	8	23.8%	28
In-store in a supermarket	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	13	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Internet/ Home Delivery	6.2%	94	8.0%	15	8.9%	11	2.0%	1	2.0%	1	7.9%	8	5.9%	6	7.0%	7	6.9%	8
Varies	0.5%	8	0.0%	0	0.0%	0	1.0%	0	2.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1
(Don't buy these products)	47.7%	719	41.0%	75	42.6%	54	50.0%	17	48.0%	36	49.5%	50	50.5%	50	52.0%	55	44.6%	52
Asda, Lyntonville Terrace, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.9%	14	6.0%	11	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.4%	35	5.1%	6	31.0%	23	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.8%	37	0.0%	0	0.0%	0	0.0%	0	26.0%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.6%	51	44.1%	48	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.4%	50	0.0%	0	1.7%	1	0.0%	0	6.0%	2	18.4%	9	6.1%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5
Cramlington	6.4%	50	0.0%	0	0.0%	0	4.1%	1	0.0%	0	8.2%	4	14.3%	7	2.1%	1	0.0%	0
Corbridge	0.1%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.3%	11	0.0%	0	0.0%	0	2.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Duns	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	13	5.1%	6	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	23	1.7%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	10.6%	5	5.5%	3
Gosforth	0.7%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	2.0%	1	4.3%	2	0.0%	0
Hexham	5.1%	40	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	10.9%	7
Kelso	0.5%	4	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Morpeth	2.0%	15	0.0%	0	0.0%	0	12.2%	2	0.0%	0	6.1%	3	2.0%	1	2.1%	1	0.0%	0
Newcastle City Centre	13.7%	107	3.4%	4	15.5%	11	28.6%	5	18.0%	7	12.2%	6	20.4%	10	27.7%	14	9.1%	6
North Shields	0.6%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.5%	3
Seahouses	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wooler	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.6%	12	0.0%	0	1.7%	1	2.0%	0	0.0%	0	2.0%	1	0.0%	0	8.5%	4	1.8%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.1%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	23	0.0%	0	1.7%	1	4.1%	1	8.0%	3	4.1%	2	18.4%	9	2.1%	1	0.0%	0
The Metro Centre, Gateshead	16.1%	125	1.7%	2	10.3%	8	20.4%	3	32.0%	12	20.4%	10	10.2%	5	17.0%	8	43.6%	28
In-store in a supermarket	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	13	1.7%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.6%	2
Internet/ Home Delivery	12.0%	94	13.6%	15	15.5%	11	4.1%	1	4.0%	1	16.3%	8	12.2%	6	14.9%	7	12.7%	8
Asda, Lyntonville Terrace, Ashington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.7%	14	10.2%	11	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		781		109		73		16		37		49		48		50		64
Sample:		769		59		58		49		50		49		49		47		55

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q25 How do you normally travel to...? (destination mentioned at Q24)
Those who buy recreational goods at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	67.4%	469	70.6%	66	73.5%	45	81.3%	13	56.0%	21	72.1%	31	56.8%	24	75.6%	33	79.6%	45
Car/van (as passenger)	16.1%	112	19.6%	18	14.3%	9	8.3%	1	26.0%	10	11.6%	5	22.7%	10	7.3%	3	14.3%	8
Bus, minibus or coach	7.4%	51	2.0%	2	2.0%	1	6.3%	1	12.0%	4	16.3%	7	11.4%	5	14.6%	6	6.1%	3
Walk	6.9%	48	7.8%	7	8.2%	5	0.0%	0	4.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.8%	6	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	2.4%	1	0.0%	0
Bicycle	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		696		94		62		16		37		43		43		43		57
Sample:		689		51		49		48		50		43		44		41		49

Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.9%	74	4.0%	7	46.5%	59	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	7.7%	116	0.0%	0	1.0%	1	2.0%	1	41.0%	30	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Bedlington	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	17	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	90	49.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	8.9%	134	0.0%	0	1.0%	1	0.0%	0	6.0%	4	25.7%	26	6.9%	7	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.7%	11	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10
Cramlington	7.7%	117	0.0%	0	0.0%	0	1.0%	0	1.0%	1	6.9%	7	14.9%	15	1.0%	1	0.0%	0
Corbridge	0.7%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	2.0%	30	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	3	8.9%	9	0.0%	0	0.0%	0
Dunbar	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	1.2%	18	10.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Gosforth	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Guide Post	0.8%	12	0.0%	0	0.0%	0	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.1%	107	0.0%	0	2.0%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	11.9%	14
Kelso	2.0%	31	12.0%	22	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	6.9%	7	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.3%	95	0.0%	0	2.0%	3	59.0%	20	1.0%	1	5.0%	5	0.0%	0	1.0%	1	0.0%	0
Newbiggin-by-the-Sea	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	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
Newcastle City Centre	3.9%	58	0.0%	0	5.9%	8	4.0%	1	3.0%	2	5.0%	5	8.9%	9	13.0%	14	4.0%	5
North Shields	0.1%	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
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	16	0.0%	0
Prudhoe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	22
Rothbury	0.9%	13	0.0%	0	6.9%	9	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ryton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Seahouses	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8
Kingston Retail Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	2.0%	3	2.0%	1	1.0%	1	1.0%	1	0.0%	0	13.0%	14	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0
The Metro Centre, Gateshead	2.7%	41	0.0%	0	0.0%	0	3.0%	1	0.0%	0	3.0%	3	0.0%	0	7.0%	7	13.9%	16
In-store in a supermarket	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other	2.1%	32	1.0%	2	2.0%	3	2.0%	1	1.0%	1	1.0%	1	10.9%	11	5.0%	5	5.0%	6
Internet/ Home Delivery	2.0%	30	2.0%	4	1.0%	1	2.0%	1	3.0%	2	3.0%	3	2.0%	2	2.0%	2	3.0%	3
Varies	0.4%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't buy these products)	7.3%	110	3.0%	6	4.0%	5	5.0%	2	9.0%	7	8.9%	9	5.9%	6	14.0%	15	4.0%	5
Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.6%	24	0.0%	0	1.0%	1	0.0%	0	3.0%	2	7.9%	8	1.0%	1	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7
Edinburgh	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.3%	74	4.1%	7	48.5%	59	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.3%	116	0.0%	0	1.0%	1	2.1%	1	46.1%	30	3.3%	3	1.1%	1	0.0%	0	0.0%	0
Bedlington	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	17	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.5%	90	50.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	9.6%	134	0.0%	0	1.0%	1	0.0%	0	6.7%	4	28.3%	26	7.4%	7	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.8%	11	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10
Cramlington	8.4%	117	0.0%	0	0.0%	0	1.1%	0	1.1%	1	7.6%	7	15.8%	15	1.2%	1	0.0%	0
Corbridge	0.7%	10	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	2.2%	30	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.3%	3	9.5%	9	0.0%	0	0.0%	0
Dunbar	0.3%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	1.3%	18	10.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	9.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Gosforth	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Guide Post	0.9%	12	0.0%	0	0.0%	0	0.0%	0	18.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.7%	107	0.0%	0	2.1%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	12.5%	14
Kelso	2.2%	31	12.4%	22	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	7.4%	7	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	6.8%	95	0.0%	0	2.1%	3	62.1%	20	1.1%	1	5.4%	5	0.0%	0	1.2%	1	0.0%	0
Newbiggin-by-the-Sea	0.6%	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
Newburn	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	4.2%	58	0.0%	0	6.2%	8	4.2%	1	3.4%	2	5.4%	5	9.5%	9	15.3%	14	4.2%	5
North Shields	0.1%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	16	0.0%	0
Prudhoe	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	22
Rothbury	1.0%	13	0.0%	0	7.2%	9	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Seahouses	0.5%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	8
Kingston Retail Park, Newcastle-upon-Tyne	1.7%	23	0.0%	0	2.1%	3	2.1%	1	1.1%	1	1.1%	1	0.0%	0	15.3%	14	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
The Metro Centre, Gateshead	2.9%	41	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.3%	3	0.0%	0	8.2%	7	14.6%	16
In-store in a supermarket	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Other	2.3%	32	1.0%	2	2.1%	3	2.1%	1	1.1%	1	1.1%	1	11.6%	11	5.9%	5	5.2%	6
Internet/ Home Delivery	2.1%	30	2.1%	4	1.0%	1	2.1%	1	3.4%	2	3.3%	3	2.1%	2	2.4%	2	3.1%	3
Alston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.8%	24	0.0%	0	1.0%	1	0.0%	0	3.4%	2	8.7%	8	1.1%	1	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Edinburgh	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
Weighted base:		1392		178		122		32		66		92		93		90		111
Sample:		1388		97		97		95		89		92		95		85		96

Q27 How do you normally travel to…? (destination mentioned at Q26)
Those who buy chemist goods at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	52.2%	715	47.4%	83	69.8%	84	73.1%	23	36.4%	24	51.7%	46	49.5%	45	50.0%	44	53.2%	58
Car/van (as passenger)	12.3%	169	12.6%	22	8.3%	10	14.0%	4	10.2%	7	12.4%	11	18.3%	17	14.3%	13	11.7%	13
Bus, minibus or coach	7.9%	109	4.2%	7	1.0%	1	3.2%	1	12.5%	8	9.0%	8	8.6%	8	13.1%	12	7.4%	8
Motorcycle, scooter or moped	0.3%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	25.4%	348	33.7%	59	19.8%	24	9.7%	3	40.9%	27	25.8%	23	18.3%	17	20.2%	18	26.6%	29
Taxi	0.6%	8	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Train	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Metro	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Weighted base:		1369		175		121		31		65		89		91		89		109
Sample:		1367		95		96		93		88		89		93		84		94

Column %ges.

Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.6%	24	2.0%	4	13.9%	18	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	3.6%	54	0.0%	0	0.0%	0	2.0%	1	18.0%	13	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.0%	76	40.0%	74	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.1%	46	0.0%	0	1.0%	1	0.0%	0	3.0%	2	10.9%	11	1.0%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Cramlington	1.8%	27	0.0%	0	0.0%	0	1.0%	0	4.0%	3	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Cowgate	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Cramlington	0.6%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Galashiels	2.4%	36	10.0%	18	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	11	0.0%	0	2.0%	3	3.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Gosforth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.7%	56	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	6
Kelso	0.7%	10	5.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	3.0%	4	19.0%	6	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Newbiggin-by-the-Sea	1.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	12.7%	191	1.0%	2	16.8%	21	19.0%	6	12.0%	9	10.9%	11	18.8%	19	25.0%	26	13.9%	16
North Shields	0.6%	9	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8
Rothbury	0.2%	3	0.0%	0	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	5.3%	80	0.0%	0	5.9%	8	11.0%	4	1.0%	1	1.0%	1	4.0%	4	22.0%	23	7.9%	9
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	14.9%	225	0.0%	0	6.9%	9	6.0%	2	30.0%	22	25.7%	26	34.7%	34	1.0%	1	0.0%	0
The Metro Centre, Gateshead	2.8%	42	0.0%	0	4.0%	5	3.0%	1	2.0%	1	4.0%	4	0.0%	0	2.0%	2	13.9%	16
Other	1.2%	17	3.0%	6	1.0%	1	1.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Internet/ Home Delivery	13.3%	200	14.0%	26	11.9%	15	10.0%	3	16.0%	12	11.9%	12	12.9%	13	15.0%	16	16.8%	20
Varies	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
(Don't buy these products)	15.1%	227	11.0%	20	9.9%	13	13.0%	4	7.0%	5	15.8%	16	15.8%	16	24.0%	25	18.8%	22
Asda, Cowpen Road, Blyth	0.7%	10	0.0%	0	0.0%	0	1.0%	0	1.0%	1	5.9%	6	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.6%	9	4.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Scots Gap	0.5%	7	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	8
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.9%	24	2.2%	4	15.4%	18	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	54	0.0%	0	0.0%	0	2.3%	1	19.4%	13	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	76	44.9%	74	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.6%	46	0.0%	0	1.1%	1	0.0%	0	3.2%	2	13.1%	11	1.2%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Cramlington	2.1%	27	0.0%	0	0.0%	0	1.1%	0	4.3%	3	0.0%	0	6.0%	5	0.0%	0	0.0%	0
Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Cramlington	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.6%	3	0.0%	0	1.3%	1
Galashiels	2.8%	36	11.2%	18	15.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	11	0.0%	0	2.2%	3	3.4%	1	0.0%	0	2.4%	2	1.2%	1	1.3%	1	0.0%	0
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.5%	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
Hexham	4.4%	56	0.0%	0	1.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	6.3%	6
Kelso	0.8%	10	5.6%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.8%	23	0.0%	0	3.3%	4	21.8%	6	1.1%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0
Newbiggin-by-the-Sea	1.3%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	15.0%	191	1.1%	2	18.7%	21	21.8%	6	12.9%	9	13.1%	11	22.6%	19	32.9%	26	17.5%	16
North Shields	0.7%	9	0.0%	0	1.1%	1	0.0%	0	1.1%	1	4.8%	4	1.2%	1	0.0%	0	0.0%	0
Prudhoe	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8
Rothbury	0.2%	3	0.0%	0	2.2%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	7	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	6.3%	80	0.0%	0	6.6%	8	12.6%	4	1.1%	1	1.2%	1	4.8%	4	28.9%	23	10.0%	9
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	17.6%	225	0.0%	0	7.7%	9	6.9%	2	32.3%	22	31.0%	26	41.7%	34	1.3%	1	0.0%	0
The Metro Centre, Gateshead	3.3%	42	0.0%	0	4.4%	5	3.4%	1	2.2%	1	4.8%	4	0.0%	0	2.6%	2	17.5%	16
Other	1.4%	17	3.4%	6	1.1%	1	1.1%	0	1.1%	1	1.2%	1	0.0%	0	1.3%	1	2.5%	2
Internet/ Home Delivery	15.7%	200	15.7%	26	13.2%	15	11.5%	3	17.2%	12	14.3%	12	15.5%	13	19.7%	16	21.3%	20
Asda, Cowpen Road, Blyth	0.8%	10	0.0%	0	0.0%	0	1.1%	0	1.1%	1	7.1%	6	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.7%	9	4.5%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Scots Gap	0.5%	7	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.8%	8
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1277		164		115		29		69		84		82		80		93
Sample:		1276		89		91		87		93		84		84		76		80

Q29 How do you normally travel to...? (destination mentioned at Q28)
Those who buy electrical goods at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	58.8%	636	58.7%	81	77.2%	77	74.0%	19	41.6%	24	67.1%	49	51.4%	36	54.1%	35	55.4%	42
Car/van (as passenger)	23.3%	252	26.7%	37	15.2%	15	14.3%	4	31.2%	18	17.8%	13	29.2%	20	18.0%	12	26.2%	20
Bus, minibus or coach	9.8%	107	1.3%	2	1.3%	1	5.2%	1	19.5%	11	13.7%	10	11.1%	8	23.0%	15	12.3%	9
Walk	5.8%	63	12.0%	17	3.8%	4	5.2%	1	7.8%	4	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	7	0.0%	0	2.5%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Metro	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	3.3%	2	1.5%	1
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		1081		138		100		26		57		73		70		64		75
Sample:		1079		75		79		77		77		73		72		61		65

Column %ges.

Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	3.2%	48	1.0%	2	2.0%	3	6.0%	2	1.0%	1	2.0%	2	0.0%	0	8.0%	8	4.0%	5
B&Q Supercentre, Hexham Road, Swalwell	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	8
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	2.3%	34	9.0%	17	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	4.8%	73	0.0%	0	1.0%	1	2.0%	1	4.0%	3	7.9%	8	19.8%	19	3.0%	3	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	6.5%	98	0.0%	0	0.0%	0	3.0%	1	3.0%	2	2.0%	2	4.0%	4	26.0%	27	30.7%	36
Focus, Cramlington Retail Park, Cramlington	4.8%	72	0.0%	0	0.0%	0	7.0%	2	1.0%	1	6.9%	7	15.8%	16	1.0%	1	0.0%	0
Focus, Front Street, Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Homebase, Blyth Valley Retail Park, Blyth	3.4%	51	0.0%	0	1.0%	1	0.0%	0	2.0%	1	9.9%	10	2.0%	2	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	1.0%	16	0.0%	0	2.0%	3	3.0%	1	0.0%	0	1.0%	1	1.0%	1	7.0%	7	1.0%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Willowburn Avenue, Alnwick	3.8%	57	1.0%	2	28.7%	37	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	4.1%	61	32.0%	59	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.7%	25	0.0%	0	15.8%	20	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	8.0%	121	0.0%	0	1.0%	1	10.0%	3	36.0%	27	11.9%	12	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.4%	37	20.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Blyth	2.2%	34	0.0%	0	0.0%	0	1.0%	0	1.0%	1	5.9%	6	2.0%	2	0.0%	0	0.0%	0
Carlisle City Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	1.6%	24	0.0%	0	1.0%	1	1.0%	0	3.0%	2	3.0%	3	6.9%	7	1.0%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Duns	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	4	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	45	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Kelso	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	24	0.0%	0	0.0%	0	16.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.9%	14	0.0%	0	3.0%	4	4.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
North Shields	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Prudhoe	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Wooler	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.7%	11	0.0%	0	1.0%	1	5.0%	2	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.2%	33	0.0%	0	0.0%	0	1.0%	0	3.0%	2	4.0%	4	5.9%	6	1.0%	1	0.0%	0
The Metro Centre, Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	2.0%	2
Internet/ Home Delivery	1.8%	27	3.0%	6	1.0%	1	1.0%	0	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Varies	0.7%	10	0.0%	0	0.0%	0	4.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1
(Don't buy these products)	27.8%	420	27.0%	50	18.8%	24	21.0%	7	30.0%	22	37.6%	38	28.7%	28	33.0%	35	24.8%	29
Edinburgh	0.4%	6	2.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	8.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hawick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q30

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	4.4%	48	1.4%	2	2.4%	3	8.0%	2	1.5%	1	3.2%	2	0.0%	0	12.5%	8	5.3%	5
B&Q Supercentre, Hexham Road, Swalwell	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.3%	8
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	3.2%	34	12.3%	17	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	6.7%	73	0.0%	0	1.2%	1	2.7%	1	5.8%	3	12.7%	8	27.8%	19	4.7%	3	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	9.0%	98	0.0%	0	0.0%	0	4.0%	1	4.3%	2	3.2%	2	5.6%	4	40.6%	27	41.3%	36
Focus, Cramlington Retail Park, Cramlington	6.7%	72	0.0%	0	0.0%	0	9.3%	2	1.5%	1	11.1%	7	22.2%	16	1.6%	1	0.0%	0
Focus, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Homebase, Blyth Valley Retail Park, Blyth	4.8%	51	0.0%	0	1.2%	1	0.0%	0	2.9%	1	15.9%	10	2.8%	2	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	1.4%	16	0.0%	0	2.4%	3	4.0%	1	0.0%	0	1.6%	1	1.4%	1	10.9%	7	1.3%	1
Homebase, Team Valley Trading Estate, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Willowburn Avenue, Alnwick	5.3%	57	1.4%	2	35.4%	37	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	5.7%	61	43.8%	59	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	25	0.0%	0	19.5%	20	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	11.2%	121	0.0%	0	1.2%	1	13.3%	3	52.2%	27	19.0%	12	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	27.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Blyth	3.1%	34	0.0%	0	0.0%	0	1.3%	0	1.5%	1	9.5%	6	2.8%	2	0.0%	0	0.0%	0
Carlisle City Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	9
Cramlington	2.2%	24	0.0%	0	1.2%	1	1.3%	0	4.3%	2	4.8%	3	9.7%	7	1.6%	1	0.0%	0
Corbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	0.0%	0
Duns	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.4%	4	1.4%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Haltwhistle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	45	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Kelso	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.2%	24	0.0%	0	0.0%	0	21.3%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	1.3%	14	0.0%	0	3.7%	4	5.3%	1	0.0%	0	0.0%	0	1.4%	1	3.1%	2	0.0%	0
North Shields	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Prudhoe	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	13
Seahouses	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0
Westerhope	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Wooler	0.3%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	11	0.0%	0	1.2%	1	6.7%	2	0.0%	0	0.0%	0	1.4%	1	6.3%	4	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	33	0.0%	0	0.0%	0	1.3%	0	4.3%	2	6.4%	4	8.3%	6	1.6%	1	0.0%	0
The Metro Centre, Gateshead	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	19	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.2%	2	2.8%	2	0.0%	0	2.7%	2
Internet/ Home Delivery	2.5%	27	4.1%	6	1.2%	1	1.3%	0	1.5%	1	1.6%	1	2.8%	2	3.1%	2	0.0%	0
Edinburgh	0.6%	6	2.7%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	11.6%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hawick	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1079		134		103		25		51		63		70		68		87
Sample:		1077		73		82		75		69		63		72		64		75

Q31 How do you normally travel to…? (destination mentioned at Q30)
Those who buy DIY goods at Q30

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	67.0%	712	61.4%	79	86.4%	88	78.2%	20	56.5%	29	72.6%	45	61.4%	42	78.5%	54	63.2%	56
Car/van (as passenger)	23.6%	251	27.1%	35	9.9%	10	19.2%	5	30.4%	16	21.0%	13	32.9%	22	21.5%	15	30.3%	27
Bus, minibus or coach	2.5%	26	0.0%	0	1.2%	1	1.3%	0	7.2%	4	6.5%	4	4.3%	3	0.0%	0	1.3%	1
Walk	6.5%	69	11.4%	15	2.5%	3	1.3%	0	5.8%	3	0.0%	0	1.4%	1	0.0%	0	3.9%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:		1062		129		102		26		51		62		68		69		88
Sample:		1064		70		81		78		69		62		70		65		76

Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Focus, Cramlington Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	1.5%	23	0.0%	0	1.0%	1	3.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2
Alnwick	2.0%	30	0.0%	0	17.8%	23	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.1%	16	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.1%	77	0.0%	0	3.0%	4	7.0%	2	20.0%	15	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Berwick-upon-Tweed	5.1%	77	39.0%	72	2.0%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blaydon	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Blyth	5.5%	83	0.0%	0	2.0%	3	1.0%	0	8.0%	6	12.9%	13	4.0%	4	0.0%	0	0.0%	0
Carlisle City Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
Cramlington	4.1%	62	0.0%	0	1.0%	1	2.0%	1	5.0%	4	10.9%	11	7.9%	8	1.0%	1	0.0%	0
Cramlington	1.4%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Duns	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	5.0%	9	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	17	0.0%	0	2.0%	3	1.0%	0	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1
Gosforth	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.1%	62	0.0%	0	1.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.9%	9
Kelso	0.3%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	2.0%	3	17.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.3%	19	0.0%	0	0.0%	0	1.0%	0	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.2%	139	2.0%	4	4.0%	5	15.0%	5	9.0%	7	5.0%	5	12.9%	13	22.0%	23	16.8%	20
North Shields	0.6%	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Ponteland	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Prudhoe	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	10
Seaton Delaval	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wallsend	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wooler	0.4%	7	3.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	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
Silverlink Shopping Park,	2.4%	37	0.0%	0	3.0%	4	3.0%	1	5.0%	4	4.0%	4	8.9%	9	1.0%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle-upon-Tyne																		
The Metro Centre, Gateshead	5.1%	76	3.0%	6	5.9%	8	6.0%	2	8.0%	6	5.9%	6	6.9%	7	5.0%	5	7.9%	9
Other	1.4%	21	1.0%	2	2.0%	3	1.0%	0	2.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1
Internet/ Home Delivery	2.6%	39	4.0%	7	1.0%	1	3.0%	1	1.0%	1	3.0%	3	2.0%	2	6.0%	6	1.0%	1
Varies	1.6%	24	3.0%	6	2.0%	3	2.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2	1.0%	1
(Don't buy these products)	30.4%	459	25.0%	46	24.8%	32	23.0%	8	37.0%	28	35.6%	36	30.7%	30	38.0%	40	34.7%	41
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.0%	15	6.0%	11	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.5%	7	2.0%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.3%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Team Valley Retail Park, Gateshead	0.5%	8	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	5
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	1.7%	1	1.5%	1
Focus, Cramlington Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.4%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	2.2%	23	0.0%	0	1.4%	1	4.0%	1	0.0%	0	1.6%	1	2.9%	2	0.0%	0	3.1%	2
Alnwick	2.9%	30	0.0%	0	24.3%	23	2.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.6%	16	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	7.5%	77	0.0%	0	4.1%	4	9.3%	2	31.7%	15	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Berwick-upon-Tweed	7.5%	77	54.2%	72	2.7%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Blaydon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1	0.0%	0
Blyth	8.1%	83	0.0%	0	2.7%	3	1.3%	0	12.7%	6	21.3%	13	5.9%	4	0.0%	0	0.0%	0
Carlisle City Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	9
Cramlington	6.0%	62	0.0%	0	1.4%	1	2.7%	1	7.9%	4	18.0%	11	11.8%	8	1.7%	1	0.0%	0
Cramlington	2.0%	21	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	1	5.9%	4	1.7%	1	0.0%	0
Duns	0.7%	7	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.4%	14	6.9%	9	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.7%	17	0.0%	0	2.7%	3	1.3%	0	0.0%	0	4.9%	3	1.5%	1	5.0%	3	1.5%	1
Gosforth	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.1%	62	0.0%	0	1.4%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	3	12.3%	9
Kelso	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.3%	23	0.0%	0	2.7%	3	22.7%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.9%	19	0.0%	0	0.0%	0	1.3%	0	4.8%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.6%	139	2.8%	4	5.4%	5	20.0%	5	14.3%	7	8.2%	5	19.1%	13	36.7%	23	26.2%	20
North Shields	0.9%	9	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	1.5%	1
Ponteland	0.5%	6	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Prudhoe	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	10
Seaton Delaval	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	10.3%	7	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Wooler	0.7%	7	4.2%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park,	3.6%	37	0.0%	0	4.1%	4	4.0%	1	7.9%	4	6.6%	4	13.2%	9	1.7%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Newcastle-upon-Tyne																		
The Metro Centre, Gateshead	7.4%	76	4.2%	6	8.1%	8	8.0%	2	12.7%	6	9.8%	6	10.3%	7	8.3%	5	12.3%	9
Other	2.0%	21	1.4%	2	2.7%	3	1.3%	0	3.2%	1	1.6%	1	1.5%	1	5.0%	3	1.5%	1
Internet/ Home Delivery	3.8%	39	5.6%	7	1.4%	1	4.0%	1	1.6%	1	4.9%	3	2.9%	2	10.0%	6	1.5%	1
Alston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.4%	15	8.3%	11	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.7%	7	2.8%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.4%	4	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Team Valley Retail Park, Gateshead	0.8%	8	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1	6.2%	5
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1026		132		93		25		47		61		66		63		75
Sample:		1026		72		74		75		63		61		68		60		65

Q33 How do you normally travel to...? (destination mentioned at Q32)
Those who buy furniture, carpets and floor coverings at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	62.1%	629	60.6%	79	76.0%	72	79.7%	20	48.4%	22	67.7%	42	54.4%	36	64.3%	38	56.9%	43
Car/van (as passenger)	23.0%	233	25.4%	33	16.0%	15	18.9%	5	32.3%	15	19.4%	12	29.4%	19	19.6%	12	18.5%	14
Bus, minibus or coach	6.5%	66	4.2%	6	1.3%	1	0.0%	0	12.9%	6	11.3%	7	7.4%	5	10.7%	6	15.4%	12
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	59	7.0%	9	4.0%	4	1.4%	0	4.8%	2	0.0%	0	4.4%	3	0.0%	0	6.2%	5
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Metro	0.8%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	5.4%	3	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	1.4%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1012		131		95		25		46		62		66		59		75
Sample:		1010		71		75		74		62		62		68		56		65

Q34 Do you use garden centres to buy plants, shrubs, garden furniture, etc?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	60.9%	918	64.0%	118	61.4%	78	77.0%	26	70.0%	52	52.5%	53	48.5%	48	63.0%	67	63.4%	74
No	39.1%	591	36.0%	66	38.6%	49	23.0%	8	30.0%	22	47.5%	48	51.5%	51	37.0%	39	36.6%	43
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q35 Which garden centre did you last visit?
Those who use garden centres at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Dobbies Garden World, Ponteland	7.8%	71	0.0%	0	0.0%	0	10.4%	3	1.4%	1	9.4%	5	2.0%	1	41.3%	27	12.5%	9
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.1%	10	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.0%	1	7.9%	5	3.1%	2
Heighley Gate Garden Centre, Morpeth	26.9%	247	12.5%	15	56.5%	44	74.0%	19	45.7%	24	30.2%	16	8.2%	4	7.9%	5	4.7%	3
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	9.6%	89	0.0%	0	1.6%	1	1.3%	0	35.7%	19	26.4%	14	4.1%	2	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Mickley	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	20
Other	7.5%	69	12.5%	15	9.7%	8	3.9%	1	2.9%	1	9.4%	5	8.2%	4	4.8%	3	10.9%	8
Don't know	9.1%	83	12.5%	15	8.1%	6	5.2%	1	2.9%	1	3.8%	2	12.2%	6	4.8%	3	23.4%	17
Azure Garden Centre, Station Road, Cramlington	3.7%	34	1.6%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick	2.0%	18	15.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woolsington	2.3%	21	0.0%	0	1.6%	1	2.6%	1	0.0%	0	1.9%	1	0.0%	0	23.8%	16	1.6%	1
Down To Earth, Tyne Mills Industrial Estate, Hexham	7.4%	68	0.0%	0	1.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
East Ord Garden Centre, East Ord, Berwick	2.5%	23	18.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.0%	9	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.6%	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
Mayfield Garden Centre, Kelso	3.6%	33	18.8%	22	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Peter Barratts, Gosforth Park, Newcastle	8.1%	75	0.0%	0	0.0%	0	0.0%	0	7.1%	4	3.8%	2	59.2%	28	6.4%	4	0.0%	0
Plants Plus, Seaton Burn, Newcastle	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.0%	1	1.6%	1	1.6%	1
Shaw Garden Centre, Cramlington	1.2%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.5%	4	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.7%	6	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.1%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	9.4%	7
Weighted base:		918		118		78		26		52		53		48		67		74
Sample:		938		64		62		77		70		53		49		63		64

Column %ges.

Q35 Which garden centre did you last visit?
Exluding those who said 'Don't know' at Q35

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Dobbies Garden World, Ponteland	8.5%	71	0.0%	0	0.0%	0	11.0%	3	1.5%	1	9.8%	5	2.3%	1	43.3%	27	16.3%	9
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.2%	10	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.3%	1	8.3%	5	4.1%	2
Heighley Gate Garden Centre, Morpeth	29.6%	247	14.3%	15	61.4%	44	78.1%	19	47.1%	24	31.4%	16	9.3%	4	8.3%	5	6.1%	3
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	10.6%	89	0.0%	0	1.8%	1	1.4%	0	36.8%	19	27.5%	14	4.7%	2	0.0%	0	0.0%	0
Tyne Valley Nurseries, Mickley Square, Mickley	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	20
Other	8.2%	69	14.3%	15	10.5%	8	4.1%	1	2.9%	1	9.8%	5	9.3%	4	5.0%	3	14.3%	8
Azure Garden Centre, Station Road, Cramlington	4.1%	34	1.8%	2	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0
Berwick Garden Centre, East Ord, Berwick	2.2%	18	17.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woolsington	2.5%	21	0.0%	0	1.8%	1	2.7%	1	0.0%	0	2.0%	1	0.0%	0	25.0%	16	2.0%	1
Down To Earth, Tyne Mills Industrial Estate, Hexham	8.2%	68	0.0%	0	1.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
East Ord Garden Centre, East Ord, Berwick	2.8%	23	21.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.1%	9	8.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.7%	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
Mayfield Garden Centre, Kelso	4.0%	33	21.4%	22	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Peter Barratts, Gosforth Park, Newcastle	8.9%	75	0.0%	0	0.0%	0	0.0%	0	7.4%	4	3.9%	2	67.4%	28	6.7%	4	0.0%	0
Plants Plus, Seaton Burn, Newcastle	1.2%	10	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.3%	1	1.7%	1	2.0%	1
Shaw Garden Centre, Cramlington	1.3%	11	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.8%	6	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.2%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	12.2%	7
Weighted base:		835		103		72		24		51		51		42		63		57
Sample:		861		56		57		73		68		51		43		60		49

Q36 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes, Internet	44.1%	666	50.0%	92	58.4%	74	51.0%	17	32.0%	24	42.6%	43	38.6%	38	47.0%	50	45.5%	53
Yes, TV Shopping	2.8%	42	2.0%	4	0.0%	0	0.0%	0	3.0%	2	5.9%	6	4.0%	4	1.0%	1	0.0%	0
Yes, both	4.9%	75	8.0%	15	5.9%	8	1.0%	0	5.0%	4	5.9%	6	5.0%	5	0.0%	0	3.0%	3
No	48.1%	726	40.0%	74	35.6%	45	48.0%	16	60.0%	45	45.5%	46	52.5%	52	52.0%	55	51.5%	60
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q37 Which goods or services does your household currently purchase via electronic home shopping?

Those who purchase goods via electronic shopping at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banking	9.8%	76	8.3%	9	4.6%	4	21.2%	4	5.0%	1	3.6%	2	10.4%	5	22.9%	12	10.2%	6
Books	35.8%	281	36.7%	40	33.8%	28	48.1%	8	22.5%	7	32.7%	18	39.6%	19	43.8%	22	46.9%	27
CD’s, music, videos	43.7%	342	46.7%	52	52.3%	43	44.2%	8	40.0%	12	41.8%	23	50.0%	23	41.7%	21	40.8%	23
Clothes	36.2%	283	58.3%	64	44.6%	37	38.5%	7	30.0%	9	27.3%	15	29.2%	14	33.3%	17	30.6%	17
DIY goods	4.8%	38	1.7%	2	3.1%	3	3.8%	1	2.5%	1	1.8%	1	6.3%	3	8.3%	4	4.1%	2
Food	12.2%	96	10.0%	11	9.2%	8	19.2%	3	5.0%	1	10.9%	6	12.5%	6	20.8%	11	16.3%	9
Furniture/Carpets	4.9%	39	10.0%	11	3.1%	3	3.8%	1	2.5%	1	5.5%	3	0.0%	0	8.3%	4	4.1%	2
Garden items	3.0%	24	1.7%	2	3.1%	3	5.8%	1	5.0%	1	1.8%	1	2.1%	1	10.4%	5	0.0%	0
Holiday and/or Travel Tickets	15.7%	123	16.7%	18	12.3%	10	25.0%	4	10.0%	3	10.9%	6	14.6%	7	31.3%	16	14.3%	8
Jewellery	4.4%	35	1.7%	2	1.5%	1	0.0%	0	12.5%	4	5.5%	3	8.3%	4	2.1%	1	0.0%	0
Major electrical items	20.7%	162	16.7%	18	15.4%	13	23.1%	4	27.5%	8	21.8%	12	22.9%	11	20.8%	11	30.6%	17
Small electrical items	24.7%	193	20.0%	22	21.5%	18	26.9%	5	32.5%	10	27.3%	15	14.6%	7	29.2%	15	40.8%	23
Small household goods	10.4%	81	16.7%	18	4.6%	4	9.6%	2	15.0%	4	10.9%	6	2.1%	1	20.8%	11	8.2%	5
Sports goods	7.1%	56	6.7%	7	10.8%	9	7.7%	1	2.5%	1	9.1%	5	12.5%	6	8.3%	4	6.1%	3
Toys	11.1%	87	10.0%	11	9.2%	8	7.7%	1	15.0%	4	25.5%	14	6.3%	3	14.6%	7	10.2%	6
Other	3.2%	25	1.7%	2	3.1%	3	1.9%	0	5.0%	1	7.3%	4	0.0%	0	4.2%	2	0.0%	0
Don't know	3.0%	23	1.7%	2	4.6%	4	0.0%	0	2.5%	1	3.6%	2	2.1%	1	0.0%	0	0.0%	0
Vehicle parts	1.5%	12	3.3%	4	1.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Beauty products	1.3%	10	3.3%	4	0.0%	0	0.0%	0	2.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Cosmetics	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Craft goods	1.1%	8	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.5%	4	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist goods	0.5%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer software	0.4%	3	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Photography equipment	0.5%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		783		110		82		17		30		55		47		51		57
Sample:		768		60		65		52		40		55		48		48		49

Q38 Which goods or services might your household purchase in the future via electronic home shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banking	1.5%	22	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1	4.0%	4	1.0%	1
Books	10.1%	152	14.0%	26	6.9%	9	12.0%	4	6.0%	4	14.9%	15	6.9%	7	11.0%	12	14.9%	17
CD’s, music, videos	11.4%	173	16.0%	29	7.9%	10	11.0%	4	11.0%	8	14.9%	15	5.0%	5	13.0%	14	12.9%	15
Clothes	10.2%	154	17.0%	31	10.9%	14	5.0%	2	8.0%	6	11.9%	12	5.0%	5	12.0%	13	7.9%	9
DIY goods	0.9%	14	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Food	4.8%	72	6.0%	11	2.0%	3	5.0%	2	2.0%	1	4.0%	4	5.9%	6	11.0%	12	4.0%	5
Furniture/Carpets	1.9%	28	4.0%	7	1.0%	1	3.0%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.0%	2
Garden items	0.6%	9	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Holiday and/or Travel Tickets	4.5%	68	4.0%	7	4.0%	5	5.0%	2	4.0%	3	5.9%	6	4.0%	4	2.0%	2	5.9%	7
Jewellery	1.7%	25	2.0%	4	2.0%	3	0.0%	0	1.0%	1	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Major electrical items	5.6%	84	4.0%	7	9.9%	13	4.0%	1	6.0%	4	8.9%	9	5.0%	5	6.0%	6	5.9%	7
Small electrical items	5.2%	79	1.0%	2	7.9%	10	1.0%	0	8.0%	6	8.9%	9	3.0%	3	11.0%	12	10.9%	13
Small household goods	2.6%	39	3.0%	6	0.0%	0	2.0%	1	2.0%	1	4.0%	4	2.0%	2	9.0%	10	3.0%	3
Sports goods	1.8%	26	1.0%	2	4.0%	5	0.0%	0	1.0%	1	4.0%	4	3.0%	3	3.0%	3	0.0%	0
Toys	3.5%	52	4.0%	7	3.0%	4	0.0%	0	4.0%	3	9.9%	10	2.0%	2	4.0%	4	0.0%	0
Other	1.1%	17	0.0%	0	1.0%	1	3.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Don't know	14.4%	217	16.0%	29	15.8%	20	12.0%	4	16.0%	12	8.9%	9	20.8%	20	10.0%	11	16.8%	20
Nothing	52.2%	788	49.0%	90	43.6%	55	59.0%	20	58.0%	43	51.5%	52	51.5%	51	52.0%	55	49.5%	58
Insurance	0.4%	5	0.0%	0	2.0%	3	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Beauty products	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Craft goods	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Ashington Leisure Centre, Institute Road, Ashington	1.7%	26	0.0%	0	0.0%	0	0.0%	0	10.0%	7	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Blyth Sports Centre, Bolam Avenue, Blyth	2.0%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.9%	8	2.0%	2	0.0%	0	0.0%	0
Bodyforge Fitness Centre, Station Road, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	4.0%	61	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.9%	6	8.9%	9	1.0%	1	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Castle Farm Road, South Gosforth	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
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	0.4%	6	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Club, Seafield Park, Seahouses	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	1.0%	15	0.0%	0	0.0%	0	13.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sporting Club Cramlington, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Granary Leisure Complex, Links Road, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	15
Wentworth Leisure Centre, Wentworth Park, Hexham	1.9%	29	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	2.4%	36	1.0%	2	22.8%	29	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	0.5%	8	0.0%	0	4.0%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	1.9%	29	15.0%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Duns	0.6%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	13	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3
Gosforth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	2.0%	2	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.6%	9	4.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.9%	13	0.0%	0	1.0%	1	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Newcastle City Centre	0.6%	10	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
North Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Prudhoe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6
Rothbury	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
Seahouses	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	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
Whitley Bay	0.5%	8	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wooler	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	0.0%	0	3.0%	4	2.0%	1	3.0%	2	1.0%	1	4.0%	4	10.0%	11	1.0%	1
(Don’t know/can’t remember)	1.0%	15	3.0%	6	1.0%	1	2.0%	1	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Do not do this activity)	64.7%	976	55.0%	101	52.5%	67	64.0%	21	68.0%	51	68.3%	69	59.4%	58	71.0%	75	73.3%	86
Jedburgh	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Ashington Leisure Centre, Institute Road, Ashington	4.9%	26	0.0%	0	0.0%	0	0.0%	0	33.3%	7	9.4%	3	0.0%	0	0.0%	0	0.0%	0
Blyth Sports Centre, Bolam Avenue, Blyth	5.9%	31	0.0%	0	0.0%	0	0.0%	0	3.3%	1	25.0%	8	5.0%	2	0.0%	0	0.0%	0
Bodyforge Fitness Centre, Station Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	11.7%	61	0.0%	0	0.0%	0	0.0%	0	6.7%	1	18.7%	6	22.5%	9	3.7%	1	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Castle Farm Road, South Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	1.1%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	1.1%	6	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Health Club, Woodhorn Road, Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Club, Seafield Park, Seahouses	0.7%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	2.9%	15	0.0%	0	0.0%	0	38.2%	4	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sporting Club Cramlington, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
The Granary Leisure Complex, Links Road, Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Sporting Club, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.5%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	15
Wentworth Leisure Centre, Wentworth Park, Hexham	5.7%	29	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	6.9%	36	2.4%	2	48.9%	29	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.6%	8	0.0%	0	8.5%	5	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	1.9%	10	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	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
Berwick-upon-Tweed	5.6%	29	35.7%	28	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Blyth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	7.5%	3	0.0%	0	0.0%	0
Carlisle City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Duns	1.8%	9	11.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.5%	13	2.4%	2	2.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	7.4%	2	11.1%	3
Gosforth	1.3%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	7.5%	3	7.4%	2	0.0%	0
Guide Post	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.0%	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
Hexham	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.7%	9	9.5%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	12.5%	5	0.0%	0	0.0%	0
Longbenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Lynemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.6%	13	0.0%	0	2.1%	1	26.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	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
Newburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Newcastle City Centre	1.8%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	7.4%	2	0.0%	0
North Shields	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	8	0.0%	0
Prudhoe	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	6
Rothbury	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.7%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.5%	8	0.0%	0	2.1%	1	2.9%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0
Wooler	1.1%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	31	0.0%	0	6.4%	4	5.9%	1	10.0%	2	3.1%	1	10.0%	4	37.0%	11	3.7%	1
Jedburgh	1.2%	6	0.0%	0	10.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		519		77		59		11		22		32		39		29		31
Sample:		511		42		47		34		30		32		40		27		27

Q40 How do you normally travel to...? (centre mentioned at Q39)
Those who visit indoor sports or health and fitness at Q39

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	67.5%	360	62.2%	52	77.1%	47	75.0%	9	75.0%	18	65.6%	21	70.7%	28	55.2%	17	70.4%	22
Car/van (as passenger)	8.2%	44	13.3%	11	2.1%	1	5.6%	1	6.2%	1	9.4%	3	9.8%	4	10.3%	3	3.7%	1
Bus, minibus or coach	3.0%	16	4.4%	4	2.1%	1	0.0%	0	3.1%	1	6.3%	2	0.0%	0	6.9%	2	3.7%	1
Walk	20.4%	109	20.0%	17	18.8%	11	19.4%	2	15.6%	4	12.5%	4	14.6%	6	27.6%	8	22.2%	7
Metro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	2.4%	1	0.0%	0	0.0%	0
Weighted base:		533		83		61		12		24		32		40		31		31
Sample:		525		45		48		36		32		32		41		29		27

Q41 Which centre/facility did you last visit for cinema?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cineworld, Boldon Leisure Park, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	3.7%	56	2.0%	4	5.0%	6	4.0%	1	2.0%	1	3.0%	3	4.0%	4	12.0%	13	4.0%	5
Odeon, Osprey Drive, Wallsend	18.2%	274	3.0%	6	12.9%	16	27.0%	9	28.0%	21	32.7%	33	39.6%	39	5.0%	5	0.0%	0
Odeon, Russell Way, Metro Centre, Gateshead	10.6%	160	6.0%	11	12.9%	16	8.0%	3	9.0%	7	3.0%	3	2.0%	2	19.0%	20	31.7%	37
Side Cinema, the Side, Newcastle-upon-Tyne	0.6%	10	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
The Forum Cinema, Market Place, Hexham	3.8%	58	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.9%	10
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	1.0%	16	1.0%	2	1.0%	1	4.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	27	7.0%	13	3.0%	4	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Alnwick Playhouse, Bondgate, Alnwick	0.7%	11	1.0%	2	5.9%	8	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	3.0%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	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
Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pavilion Cinema, Galasheils	0.7%	11	3.0%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	0.6%	9	0.0%	0	2.0%	3	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	0.9%	14	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Vue, Ocean Terminal, Edinburgh	1.5%	23	12.0%	22	1.0%	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)	4.3%	65	10.0%	18	5.0%	6	1.0%	0	5.0%	4	2.0%	2	2.0%	2	2.0%	2	4.0%	5
(Do not do this activity)	50.3%	758	45.0%	83	40.6%	52	47.0%	16	55.0%	41	58.4%	59	49.5%	49	57.0%	60	45.5%	53
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q41 Which centre/facility did you last visit for cinema?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cineworld, Boldon Leisure Park, Boldon Colliery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	8.2%	56	4.4%	4	9.1%	6	7.7%	1	5.0%	1	7.5%	3	8.2%	4	29.3%	13	7.8%	5
Odeon, Osprey Drive, Wallsend	40.0%	274	6.7%	6	23.6%	16	51.9%	9	70.0%	21	82.5%	33	81.6%	39	12.2%	5	0.0%	0
Odeon, Russell Way, Metro Centre, Gateshead	23.3%	160	13.3%	11	23.6%	16	15.4%	3	22.5%	7	7.5%	3	4.1%	2	46.3%	20	62.7%	37
Side Cinema, the Side, Newcastle-upon-Tyne	1.4%	10	0.0%	0	1.8%	1	1.9%	0	0.0%	0	0.0%	0	4.1%	2	4.9%	2	0.0%	0
The Forum Cinema, Market Place, Hexham	8.5%	58	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	17.6%	10
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	2.3%	16	2.2%	2	1.8%	1	7.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.9%	27	15.6%	13	5.5%	4	3.8%	1	0.0%	0	0.0%	0	2.0%	1	2.4%	1	3.9%	2
Alnwick Playhouse, Bondgate, Alnwick	1.6%	11	2.2%	2	10.9%	8	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.2%	8	6.7%	6	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	5	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Pavilion Cinema, Galasheils	1.5%	11	6.7%	6	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	1.3%	9	0.0%	0	3.6%	3	1.9%	0	2.5%	1	0.0%	0	0.0%	0	2.4%	1	2.0%	1
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	2.0%	14	15.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Vue, Ocean Terminal, Edinburgh	3.4%	23	26.7%	22	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		685		83		69		17		30		40		48		43		59
Sample:		685		45		55		52		40		40		49		41		51

Q42 How do you normally travel to…? (centre mentioned at Q41)
Those who visit the cinema at Q41

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	69.9%	525	72.7%	74	80.0%	61	83.0%	15	62.2%	21	64.3%	27	70.6%	35	72.1%	33	65.5%	42
Car/van (as passenger)	19.6%	147	25.5%	26	8.3%	6	9.4%	2	24.4%	8	23.8%	10	15.7%	8	18.6%	8	21.8%	14
Bus, minibus or coach	6.9%	52	0.0%	0	0.0%	0	3.8%	1	11.1%	4	11.9%	5	11.8%	6	9.3%	4	7.3%	5
Walk	1.6%	12	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.5%	11	0.0%	0	5.0%	4	3.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		751		101		76		18		33		42		50		45		64
Sample:		745		55		60		53		45		42		51		43		55

Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.8%	43	2.0%	4	28.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	3.1%	46	0.0%	0	0.0%	0	0.0%	0	19.0%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.9%	11	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.2%	33	18.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	1.0%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Cramlington	2.2%	34	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	6.9%	7	0.0%	0	0.0%	0
Corbridge	0.9%	14	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Cramlington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Duns	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Gosforth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.4%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.4%	6	2.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	5.0%	75	0.0%	0	0.0%	0	16.0%	5	14.0%	10	6.9%	7	1.0%	1	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newcastle City Centre	8.0%	120	1.0%	2	4.0%	5	3.0%	1	6.0%	4	10.9%	11	16.8%	17	12.0%	13	11.9%	14
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14	0.0%	0
Prudhoe	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	21
Rothbury	0.3%	5	0.0%	0	3.0%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Shiremoor	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Westerhope	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Whickham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.4%	21	1.0%	2	0.0%	0	1.0%	0	1.0%	1	1.0%	1	6.9%	7	1.0%	1	0.0%	0
Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Other	5.5%	83	4.0%	7	16.8%	21	10.0%	3	4.0%	3	4.0%	4	7.9%	8	7.0%	7	6.9%	8
(Don't know/can't remember)	1.4%	21	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	6.0%	6	2.0%	2
(Do not do this activity)	46.9%	708	53.0%	98	31.7%	40	61.0%	20	45.0%	33	42.6%	43	45.5%	45	50.0%	53	46.5%	55
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.8%	12	5.0%	9	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Jedburgh	0.8%	11	0.0%	0	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lake District	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Warkworth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.5%	43	4.3%	4	42.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	5.9%	46	0.0%	0	0.0%	0	0.0%	0	34.5%	14	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.8%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	19.3%	11	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Belford	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.2%	33	39.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	7.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	10	1.9%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.5%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Cramlington	4.3%	34	0.0%	0	0.0%	0	0.0%	0	7.3%	3	3.5%	2	13.5%	7	0.0%	0	0.0%	0
Corbridge	1.8%	14	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Cramlington	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Duns	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.8%	2
Gosforth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	1.9%	1	6.8%	3	0.0%	0
Guide Post	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.6%	21	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.8%	6	4.3%	4	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.6%	75	0.0%	0	0.0%	0	41.0%	5	25.5%	10	12.3%	7	1.9%	1	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Newcastle City Centre	15.4%	120	2.2%	2	5.8%	5	7.7%	1	10.9%	4	19.3%	11	32.7%	17	27.3%	13	23.1%	14
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Ponteland	2.1%	16	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	14	0.0%	0
Prudhoe	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	21
Rothbury	0.7%	5	0.0%	0	4.3%	4	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.7%	6	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0
Shiremoor	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	0.0%	0	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Westerhope	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Whickham	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.7%	21	2.2%	2	0.0%	0	2.6%	0	1.8%	1	1.8%	1	13.5%	7	2.3%	1	0.0%	0
Widdrington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5
Other	10.7%	83	8.7%	7	24.6%	21	25.6%	3	7.3%	3	7.0%	4	15.4%	8	15.9%	7	13.5%	8
Barrasford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.5%	12	10.9%	9	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Jedburgh	1.5%	11	0.0%	0	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Lake District	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Warkworth	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		780		85		87		13		41		57		51		47		60
Sample:		770		46		69		39		55		57		52		44		52

Column %ges.

Q44 How do you normally travel to...? (centre mentioned at Q43)
Those who visit nightlife at Q43

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	23.5%	188	25.5%	22	27.5%	24	48.7%	6	14.5%	6	24.1%	14	20.0%	11	20.0%	11	24.1%	15
Car/van (as passenger)	13.0%	104	12.8%	11	7.2%	6	10.3%	1	20.0%	8	24.1%	14	12.7%	7	14.0%	7	11.1%	7
Bus, minibus or coach	8.5%	68	8.5%	7	4.3%	4	5.1%	1	9.1%	4	8.6%	5	20.0%	11	12.0%	6	13.0%	8
Walk	38.2%	306	42.6%	37	50.7%	44	25.6%	3	32.7%	13	22.4%	13	18.2%	10	34.0%	18	35.2%	22
Taxi	14.5%	116	10.6%	9	7.2%	6	10.3%	1	21.8%	9	20.7%	12	20.0%	11	20.0%	11	14.8%	9
Train	1.2%	9	0.0%	0	1.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Metro	0.8%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Weighted base:		801		86		87		13		41		58		54		53		63
Sample:		791		47		69		39		55		58		55		50		54

Column %ges.

Q45 Which centre/facility did you last visit for restaurants?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	3.2%	48	1.0%	2	30.7%	39	4.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.4%	20	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	2.0%	30	1.0%	2	0.0%	0	1.0%	0	8.0%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.9%	13	1.0%	1	0.0%	0	0.0%	0
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.5%	53	29.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	4.4%	67	0.0%	0	0.0%	0	0.0%	0	5.0%	4	10.9%	11	4.0%	4	0.0%	0	0.0%	0
Carlisle City Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	7
Cramlington	2.9%	44	0.0%	0	0.0%	0	0.0%	0	5.0%	4	4.0%	4	7.9%	8	1.0%	1	0.0%	0
Corbridge	0.9%	13	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5
Cramlington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Duns	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	8	0.0%	0	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	18	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	5.9%	7
Gosforth	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.4%	66	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	6.9%	8
Kelso	1.2%	19	8.0%	15	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Longbenton	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
Morpeth	7.3%	110	0.0%	0	4.0%	5	30.0%	10	18.0%	13	7.9%	8	2.0%	2	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	0.7%	11	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.7%	146	1.0%	2	5.0%	6	9.0%	3	8.0%	6	14.9%	15	15.8%	16	20.0%	21	13.9%	16
North Shields	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Ponteland	2.1%	32	0.0%	0	1.0%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	19.0%	20	0.0%	0
Prudhoe	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
Rothbury	0.8%	12	0.0%	0	5.9%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seahouses	0.7%	10	5.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Shiremoor	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
South Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Stakeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whitley Bay	1.6%	24	1.0%	2	0.0%	0	4.0%	1	0.0%	0	2.0%	2	9.9%	10	1.0%	1	0.0%	0
Widdrington Station	1.0%	16	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wooler	0.5%	8	3.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wylam	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5
Other	7.9%	120	11.0%	20	12.9%	16	9.0%	3	8.0%	6	5.0%	5	10.9%	11	8.0%	8	9.9%	12
(Don't know/can't remember)	3.6%	54	4.0%	7	2.0%	3	1.0%	0	4.0%	3	2.0%	2	4.0%	4	4.0%	4	5.0%	6
(Do not do this activity)	23.0%	348	24.0%	44	12.9%	16	19.0%	6	28.0%	21	21.8%	22	24.8%	24	23.0%	24	26.7%	31
Barrasford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Edinburgh	0.7%	10	4.0%	7	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.3%	5	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Jedburgh	0.7%	10	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lake District	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.5%	8	1.0%	2	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seaton Sluice	0.7%	11	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Warkworth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q45 Which centre/facility did you last visit for restaurants?

Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allendale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.4%	48	1.4%	2	36.0%	39	5.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amble	1.8%	20	1.4%	2	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	30	1.4%	2	0.0%	0	1.3%	0	11.8%	6	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Bedlington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	2.9%	1	16.9%	13	1.4%	1	0.0%	0	0.0%	0
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Belford	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.8%	53	40.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.0%	67	0.0%	0	0.0%	0	0.0%	0	7.4%	4	14.3%	11	5.6%	4	0.0%	0	0.0%	0
Carlisle City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.7%	7
Cramlington	4.0%	44	0.0%	0	0.0%	0	0.0%	0	7.4%	4	5.2%	4	11.1%	8	1.4%	1	0.0%	0
Corbridge	1.2%	13	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.8%	5
Cramlington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0
Duns	0.5%	6	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Lane Ends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	8	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.6%	18	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.6%	2	1.4%	1	0.0%	0	8.7%	7
Gosforth	1.2%	13	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	4.2%	3	4.1%	3	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	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
Haydon Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.0%	66	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	4	10.1%	8
Kelso	1.7%	19	11.1%	15	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	9.9%	110	0.0%	0	4.7%	5	37.5%	10	26.5%	13	10.4%	8	2.8%	2	0.0%	0	0.0%	0
Newbiggin-by-the-Sea	1.0%	11	0.0%	0	1.2%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.2%	146	1.4%	2	5.8%	6	11.3%	3	11.8%	6	19.5%	15	22.2%	16	27.4%	21	20.3%	16
North Shields	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	1.4%	1	0.0%	0
Ponteland	2.9%	32	0.0%	0	1.2%	1	10.0%	3	0.0%	0	0.0%	0	0.0%	0	26.0%	20	0.0%	0
Prudhoe	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12
Rothbury	1.1%	12	0.0%	0	7.0%	8	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Seahouses	0.9%	10	6.9%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	0.0%	0	0.0%	0
Shiremoor	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	1	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1
Stakeford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Whitley Bay	2.2%	24	1.4%	2	0.0%	0	5.0%	1	0.0%	0	2.6%	2	13.9%	10	1.4%	1	0.0%	0
Widdrington Station	1.4%	16	0.0%	0	0.0%	0	0.0%	0	4.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wooler	0.7%	8	4.2%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wylam	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.8%	5
Other	10.8%	120	15.3%	20	15.1%	16	11.3%	3	11.8%	6	6.5%	5	15.3%	11	11.0%	8	14.5%	12
Barrasford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Edinburgh	0.9%	10	5.6%	7	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	5	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Jedburgh	0.9%	10	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Lake District	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.7%	8	1.4%	2	1.2%	1	1.3%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Seaton Sluice	1.0%	11	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	4.2%	3	2.7%	2	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamfordham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Warkworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1107		132		108		27		51		77		70		77		80
Sample:		1109		72		86		80		68		77		72		73		69

Column %ges.

Q46 How do you normally travel to…? (centre mentioned at Q45)
Those who visit restaurants at Q45

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	43.7%	507	44.7%	63	44.3%	49	63.0%	17	44.4%	24	40.5%	32	44.7%	33	29.9%	24	39.2%	34
Car/van (as passenger)	24.9%	289	27.6%	39	11.4%	13	18.5%	5	31.9%	17	29.1%	23	22.4%	17	23.4%	19	27.0%	23
Bus, minibus or coach	7.0%	81	2.6%	4	2.3%	3	4.9%	1	12.5%	7	12.7%	10	17.1%	13	14.3%	12	5.4%	5
Motorcycle, scooter or moped	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.3%	189	18.4%	26	33.0%	37	11.1%	3	4.2%	2	7.6%	6	2.6%	2	22.1%	18	12.2%	10
Taxi	6.0%	70	3.9%	6	4.5%	5	0.0%	0	4.2%	2	10.1%	8	11.8%	9	3.9%	3	12.2%	10
Train	1.2%	14	1.3%	2	2.3%	3	1.2%	0	2.8%	1	0.0%	0	0.0%	0	1.3%	1	4.1%	3
Metro	0.5%	6	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	1.3%	1	3.9%	3	0.0%	0
Other	0.3%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weighted base:		1161		140		111		27		54		79		74		81		86
Sample:		1161		76		88		81		72		79		76		77		74

Q47 Which centre/facility did you last visit for ten-pin bowling?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	1.6%	24	0.0%	0	3.0%	4	3.0%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3
Dunes Adventure Island, Sea Road, South Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	5.4%	82	0.0%	0	5.0%	6	5.0%	2	7.0%	5	6.9%	7	12.9%	13	3.0%	3	0.0%	0
Other	0.7%	11	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	1.0%	2	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	0.6%	9	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Metro Centre, Gateshead	1.1%	16	1.0%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Silverlink Shopping Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	1.7%	25	0.0%	0	1.0%	1	3.0%	1	8.0%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/can’t remember)	2.9%	43	1.0%	2	2.0%	3	2.0%	1	3.0%	2	1.0%	1	5.0%	5	1.0%	1	2.0%	2
(Do not do this activity)	84.5%	1275	92.0%	169	77.2%	98	87.0%	29	78.0%	58	90.1%	91	78.2%	77	90.0%	95	91.1%	107
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q47 Which centre/facility did you last visit for ten-pin bowling?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q47

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	12.6%	24	0.0%	0	14.3%	4	27.3%	1	5.3%	1	0.0%	0	0.0%	0	44.4%	4	42.9%	3
Dunes Adventure Island, Sea Road, South Shields	2.5%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	42.8%	82	0.0%	0	23.8%	6	45.5%	2	36.8%	5	77.8%	7	76.5%	13	33.3%	3	0.0%	0
Other	5.6%	11	0.0%	0	9.5%	3	0.0%	0	5.3%	1	0.0%	0	5.9%	1	0.0%	0	14.3%	1
Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	4.3%	8	14.3%	2	23.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	4.8%	9	71.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	3.6%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	11.8%	2	11.1%	1	0.0%	0
Metro Centre, Gateshead	8.5%	16	14.3%	2	19.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	28.6%	2
Silverlink Shopping Park, Newcastle-upon-Tyne	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	13.2%	25	0.0%	0	4.8%	1	27.3%	1	42.1%	6	22.2%	2	5.9%	1	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	0.7%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		191		13		26		4		14		9		17		10		8
Sample:		189		7		21		11		19		9		17		9		7

Q48 How do you normally travel to...? (centre mentioned at Q47)
Those who visit ten-pin bowling at Q47

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	72.5%	170	62.5%	9	78.3%	23	92.3%	4	68.2%	11	70.0%	7	63.6%	14	100.0%	11	66.7%	7
Car/van (as passenger)	22.3%	52	37.5%	6	21.7%	6	0.0%	0	18.2%	3	30.0%	3	27.3%	6	0.0%	0	11.1%	1
Bus, minibus or coach	3.6%	9	0.0%	0	0.0%	0	7.7%	0	13.6%	2	0.0%	0	4.5%	1	0.0%	0	22.2%	2
Walk	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Train	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		15		29		4		16		10		21		11		10
Sample:		234		8		23		13		22		10		22		10		9

Q49 Which centre/facility did you last visit for bingo?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	2.0%	31	0.0%	0	0.0%	0	1.0%	0	2.0%	1	4.0%	4	6.9%	7	1.0%	1	0.0%	0
Gala, Milburn Road, Ashington	1.5%	22	0.0%	0	0.0%	0	0.0%	0	10.0%	7	3.0%	3	0.0%	0	0.0%	0	1.0%	1
Gala, Metro Centre, Gateshead	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Mecca, Post Office Square, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Mecca, High Street West, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other	2.8%	43	6.0%	11	4.0%	5	2.0%	1	1.0%	1	4.0%	4	3.0%	3	1.0%	1	1.0%	1
Greenhead Village	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/can’t remember)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1
(Do not do this activity)	90.9%	1372	93.0%	171	96.0%	122	97.0%	32	87.0%	65	82.2%	83	88.1%	87	97.0%	103	93.1%	109
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q49 Which centre/facility did you last visit for bingo?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q49

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	1.4%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	24.1%	31	0.0%	0	0.0%	0	33.3%	0	15.4%	1	25.0%	4	70.0%	7	33.3%	1	0.0%	0
Gala, Milburn Road, Ashington	17.4%	22	0.0%	0	0.0%	0	0.0%	0	76.9%	7	18.7%	3	0.0%	0	0.0%	0	16.7%	1
Gala, Metro Centre, Gateshead	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	33.3%	2
Mecca, Post Office Square, Blyth	13.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0	0.0%	0
Mecca, High Street West, Wallsend	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Other	33.3%	43	85.7%	11	100.0%	5	66.7%	1	7.7%	1	25.0%	4	30.0%	3	33.3%	1	16.7%	1
Greenhead Village	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		128		13		5		1		10		16		10		3		7
Sample:		124		7		4		3		13		16		10		3		6

Q50 How do you normally travel to…? (centre mentioned at Q49)
Those who visit bingo at Q49

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	35.0%	48	28.6%	4	50.0%	3	66.7%	1	15.4%	1	55.6%	10	50.0%	6	66.7%	2	42.9%	3
Car/van (as passenger)	22.5%	31	28.6%	4	0.0%	0	33.3%	0	23.1%	2	11.1%	2	41.7%	5	33.3%	1	28.6%	2
Bus, minibus or coach	8.0%	11	0.0%	0	0.0%	0	0.0%	0	7.7%	1	11.1%	2	0.0%	0	0.0%	0	14.3%	1
Motorcycle, scooter or moped	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.0%	40	28.6%	4	50.0%	3	0.0%	0	30.8%	3	16.7%	3	8.3%	1	0.0%	0	14.3%	1
Taxi	3.3%	4	0.0%	0	0.0%	0	0.0%	0	23.1%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Played online	1.3%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		137		13		5		1		10		18		12		3		8
Sample:		133		7		4		3		13		18		12		3		7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alnwick Playhouse, Bondgate, Alnwick	1.1%	17	0.0%	0	9.9%	13	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	0.9%	14	1.0%	2	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Berwick Museum, The Parade, Berwick-upon-Tweed	0.4%	6	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon-Tyne	0.4%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.2%	3	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	1.8%	27	0.0%	0	1.0%	1	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	5.9%	7
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carliol Square, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	4.4%	67	1.0%	2	1.0%	1	9.0%	3	9.0%	7	5.9%	6	6.9%	7	4.0%	4	3.0%	3
Hatton Gallery, Newcastle University, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	1.9%	28	0.0%	0	5.0%	6	1.0%	0	2.0%	1	1.0%	1	2.0%	2	4.0%	4	2.0%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	0.5%	8	4.0%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Childhood, High Street, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Northern Stage, Barras Bridge, Newcastle-upon-Tyne	1.9%	29	1.0%	2	0.0%	0	2.0%	1	2.0%	1	1.0%	1	2.0%	2	5.0%	5	5.9%	7
Phoenix Theatre, Beaconsfield Street, Blyth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.2%	3	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Canongate, Edinburgh																		
The Old Gaol, Hallgate, Hexham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen’s Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roman Army Museum, Greenhead, Brampton	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Round, Lime Street, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalty Theatre, the Royalty, Sunderland	0.9%	14	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
The Writers’ Museum, Lawnmarket, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Grey Street, Newcastle-upon-Tyne	13.6%	206	6.0%	11	8.9%	11	26.0%	9	14.0%	10	19.8%	20	14.9%	15	20.0%	21	15.8%	19
Tynedale Museum Service, Market Place, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in London	2.1%	32	2.0%	4	5.0%	6	4.0%	1	2.0%	1	1.0%	1	1.0%	1	4.0%	4	2.0%	2
Other	4.0%	60	5.0%	9	7.9%	10	7.0%	2	3.0%	2	4.0%	4	3.0%	3	4.0%	4	3.0%	3
(Don’t know/can’t remember)	5.0%	76	2.0%	4	5.9%	8	2.0%	1	7.0%	5	5.0%	5	4.0%	4	8.0%	8	11.9%	14
(Do not do this activity)	52.4%	791	59.0%	109	37.6%	48	37.0%	12	52.0%	39	56.4%	57	58.4%	58	44.0%	47	44.6%	52
Alnwick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	2.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Edinburgh Playhouse, Edinburgh	0.9%	14	5.0%	9	3.0%	4	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Festival Theatre, Edinburgh	0.4%	6	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadrians Wall	0.3%	4	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Centre, Newcastle	0.4%	6	0.0%	0	1.0%	1	1.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sunderland Empire, High Street West, Sunderland	1.0%	15	0.0%	0	1.0%	1	1.0%	0	3.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Woodhorn Museum, Ashington	0.9%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Column %ges.

Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Alnwick Playhouse, Bondgate, Alnwick	2.6%	17	0.0%	0	17.5%	13	3.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	2.1%	14	2.6%	2	1.8%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Berwick Museum, The Parade, Berwick-upon-Tweed	0.9%	6	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon-Tyne	0.9%	6	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.6%	1	0.0%	0	2.1%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.5%	3	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	4.2%	27	0.0%	0	1.8%	1	3.3%	1	0.0%	0	2.6%	1	5.3%	2	0.0%	0	13.6%	7
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carliol Square, Newcastle-upon-Tyne	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	10.5%	67	2.6%	2	1.8%	1	14.8%	3	22.0%	7	15.4%	6	18.4%	7	8.3%	4	6.8%	3
Hatton Gallery, Newcastle University, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laing Art Gallery, New Bridge Street, Newcastle	4.4%	28	0.0%	0	8.8%	6	1.6%	0	4.9%	1	2.6%	1	5.3%	2	8.3%	4	4.5%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	1.3%	8	10.3%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Childhood, High Street, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	1.3%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1	2.1%	1	0.0%	0
Northern Stage, Barras Bridge, Newcastle-upon-Tyne	4.5%	29	2.6%	2	0.0%	0	3.3%	1	4.9%	1	2.6%	1	5.3%	2	10.4%	5	13.6%	7
Phoenix Theatre, Beaconsfield Street, Blyth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon-Tyne	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
The Chare Gallery, St Marys Chare, Hexham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.5%	3	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Canongate, Edinburgh																		
The Old Gaol, Hallgate, Hexham	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
The Queen's Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roman Army Museum, Greenhead, Brampton	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Round, Lime Street, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalty Theatre, the Royalty, Sunderland	2.2%	14	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	2.3%	1
The Writers' Museum, Lawnmarket, Edinburgh	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Grey Street, Newcastle-upon-Tyne	32.1%	206	15.4%	11	15.8%	11	42.6%	9	34.1%	10	51.3%	20	39.5%	15	41.7%	21	36.4%	19
Tynedale Museum Service, Market Place, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in London	5.0%	32	5.1%	4	8.8%	6	6.6%	1	4.9%	1	2.6%	1	2.6%	1	8.3%	4	4.5%	2
Other	9.4%	60	12.8%	9	14.0%	10	11.5%	2	7.3%	2	10.3%	4	7.9%	3	8.3%	4	6.8%	3
Alnwick	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.2%	8	5.1%	4	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Edinburgh Playhouse, Edinburgh	2.2%	14	12.8%	9	5.3%	4	1.6%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Festival Theatre, Edinburgh	0.9%	6	5.1%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadrians Wall	0.7%	4	0.0%	0	1.8%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Centre, Newcastle	1.0%	6	0.0%	0	1.8%	1	1.6%	0	0.0%	0	2.6%	1	2.6%	1	0.0%	0	0.0%	0
Sunderland Empire, High Street West, Sunderland	2.3%	15	0.0%	0	1.8%	1	1.6%	0	7.3%	2	2.6%	1	0.0%	0	2.1%	1	2.3%	1
Woodhorn Museum, Ashington	2.1%	13	0.0%	0	0.0%	0	0.0%	0	4.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		642		72		72		20		30		39		37		51		51
Sample:		656		39		57		61		41		39		38		48		44

Q52 How do you normally travel to…? (centre mentioned at Q51)
Those who visit cultural activities at Q51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	52.1%	374	56.1%	42	61.9%	49	66.7%	14	33.3%	12	43.2%	19	38.1%	16	42.9%	25	44.6%	29
Car/van (as passenger)	17.1%	123	14.6%	11	9.5%	8	12.7%	3	18.7%	7	20.5%	9	7.1%	3	21.4%	13	26.8%	17
Bus, minibus or coach	16.9%	121	12.2%	9	9.5%	8	14.3%	3	37.5%	13	34.1%	15	28.6%	12	16.1%	10	12.5%	8
Walk	1.8%	13	0.0%	0	7.9%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1
Train	7.4%	53	14.6%	11	7.9%	6	4.8%	1	4.2%	1	2.3%	1	2.4%	1	7.1%	4	14.3%	9
Metro	2.9%	21	0.0%	0	3.2%	3	0.0%	0	4.2%	1	0.0%	0	21.4%	9	8.9%	5	0.0%	0
Other	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.8%	1	0.0%	0
Aeroplane	0.4%	3	2.4%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		718		75		79		21		36		44		41		59		65
Sample:		733		41		63		63		48		44		42		56		56

Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?
Total sample

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Celtic Football Club, Celtic Park, Glasgow	0.3%	4	2.0%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	0.6%	9	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	9.9%	149	4.0%	7	11.9%	15	9.0%	3	7.0%	5	7.9%	8	10.9%	11	11.0%	12	14.9%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	1.3%	19	1.0%	2	3.0%	4	2.0%	1	2.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	4.0%	61	10.0%	18	6.9%	9	5.0%	2	3.0%	2	5.0%	5	5.0%	5	2.0%	2	0.0%	0
Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	1.0%	15	0.0%	0	2.0%	3	1.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2
(Don't know/can't remember)	1.6%	24	2.0%	4	4.0%	5	3.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1
(Do not do this activity)	80.2%	1210	79.0%	145	71.3%	91	76.0%	25	85.0%	63	80.2%	81	79.2%	78	80.0%	85	81.2%	95
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	

Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q53

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Celtic Football Club, Celtic Park, Glasgow	1.5%	4	10.5%	4	0.0%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	3.1%	9	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	3	5.6%	1
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	54.3%	149	21.1%	7	48.0%	15	42.9%	3	53.8%	5	40.0%	8	57.9%	11	55.0%	12	83.3%	17
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	10.0%	2	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	7.0%	19	5.3%	2	12.0%	4	9.5%	1	15.4%	1	10.0%	2	5.3%	1	0.0%	0	0.0%	0
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Other	22.2%	61	52.6%	18	28.0%	9	23.8%	2	23.1%	2	25.0%	5	26.3%	5	10.0%	2	0.0%	0
Ashington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	5.6%	15	0.0%	0	8.0%	3	4.8%	0	0.0%	0	15.0%	3	10.5%	2	5.0%	1	11.1%	2
Weighted base:		275		35		32		7		10		20		19		21		21
Sample:		272		19		25		21		13		20		19		20		18

Q54 How do you normally travel to...? (centre mentioned at Q53)
Those who visit sporting events at Q53

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car/van (as driver)	55.7%	167	42.9%	17	62.1%	23	66.7%	5	53.3%	6	60.0%	12	61.9%	13	60.0%	13	52.6%	12
Car/van (as passenger)	17.4%	52	23.8%	9	13.8%	5	16.7%	1	13.3%	1	15.0%	3	9.5%	2	10.0%	2	15.8%	3
Bus, minibus or coach	12.1%	36	4.8%	2	10.3%	4	8.3%	1	26.7%	3	15.0%	3	9.5%	2	10.0%	2	26.3%	6
Motorcycle, scooter or moped	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	18	23.8%	9	6.9%	3	4.2%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Train	3.9%	12	4.8%	2	3.4%	1	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Metro	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	14.3%	3	10.0%	2	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.8%	1	5.0%	1	0.0%	0
Weighted base:		299		39		37		8		11		20		20		21		22
Sample:		296		21		29		24		15		20		21		20		19

AGE Age of respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18-24 years	1.3%	20	1.0%	2	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1
25-34 years	5.6%	84	9.0%	17	5.9%	8	3.0%	1	3.0%	2	5.9%	6	7.9%	8	3.0%	3	5.0%	6
35-44 years	18.0%	272	20.0%	37	34.7%	44	11.0%	4	14.0%	10	20.8%	21	17.8%	18	9.0%	10	15.8%	19
45-54 years	24.5%	370	33.0%	61	36.6%	47	30.0%	10	31.0%	23	24.8%	25	19.8%	19	22.0%	23	21.8%	26
55-64 years	19.2%	290	13.0%	24	5.9%	8	17.0%	6	17.0%	13	25.7%	26	21.8%	21	13.0%	14	29.7%	35
65 plus	30.9%	467	24.0%	44	16.8%	21	37.0%	12	33.0%	25	21.8%	22	31.7%	31	50.0%	53	25.7%	30
(Refused)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

GEN Gender of respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	19.7%	297	14.0%	26	24.8%	32	22.0%	7	16.0%	12	24.8%	25	16.8%	17	15.0%	16	19.8%	23
Female	80.3%	1212	86.0%	158	75.2%	96	78.0%	26	84.0%	62	75.2%	76	83.2%	82	85.0%	90	80.2%	94
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

ETH Ethnicity of Respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
White	99.6%	1503	99.0%	182	100.0%	127	100.0%	34	100.0%	74	100.0%	101	100.0%	98	98.0%	104	100.0%	117
Indian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	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 Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

CWE Is the chief wage earner full-time or part-time?

Those who work

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Full time	62.6%	737	77.3%	107	78.3%	91	63.5%	18	60.0%	36	69.1%	56	65.8%	51	54.2%	41	61.0%	55
Part time	8.3%	98	10.7%	15	4.3%	5	5.9%	2	8.8%	5	7.4%	6	6.3%	5	6.9%	5	9.1%	8
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retired	25.1%	296	9.3%	13	14.1%	16	30.6%	9	27.5%	16	19.8%	16	26.6%	20	38.9%	30	26.0%	23
Unemployed	2.9%	34	1.3%	2	2.2%	3	0.0%	0	3.8%	2	2.5%	2	1.3%	1	0.0%	0	3.9%	3
Disabled / long term sick	0.9%	11	1.3%	2	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Housewife	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1177		138		116		28		59		81		77		76		89
Sample:		1178		75		92		85		80		81		79		72		77

HOM Do you own you own home?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	78.1%	1179	73.0%	134	74.3%	95	81.0%	27	79.0%	59	84.2%	85	76.2%	75	89.0%	94	83.2%	97
No	21.9%	330	27.0%	50	25.7%	33	19.0%	6	21.0%	16	15.8%	16	23.8%	23	11.0%	12	16.8%	20
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
One	23.1%	349	19.0%	35	25.7%	33	21.0%	7	22.0%	16	23.8%	24	26.7%	26	23.0%	24	22.8%	27
Two	55.8%	841	56.0%	103	48.5%	62	61.0%	20	53.0%	39	59.4%	60	58.4%	58	58.0%	61	56.4%	66
Three	14.0%	211	14.0%	26	15.8%	20	9.0%	3	19.0%	14	11.9%	12	11.9%	12	11.0%	12	11.9%	14
Four	5.4%	81	6.0%	11	7.9%	10	9.0%	3	4.0%	3	5.0%	5	3.0%	3	6.0%	6	6.9%	8
Five	0.8%	12	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	14	3.0%	6	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	75.0%	1132	64.0%	118	64.4%	82	80.0%	27	79.0%	59	71.3%	72	81.2%	80	77.0%	81	74.3%	87
One	11.3%	171	15.0%	28	15.8%	20	6.0%	2	9.0%	7	12.9%	13	5.0%	5	12.0%	13	11.9%	14
Two	9.6%	145	15.0%	28	11.9%	15	9.0%	3	6.0%	4	12.9%	13	10.9%	11	10.0%	11	8.9%	10
Three	2.4%	36	2.0%	4	4.0%	5	5.0%	2	4.0%	3	1.0%	1	3.0%	3	0.0%	0	3.0%	3
Four	0.4%	6	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	15	3.0%	6	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	15.4%	232	12.0%	22	5.9%	8	2.0%	1	21.0%	16	13.9%	14	14.9%	15	19.0%	20	16.8%	20
One	46.2%	697	40.0%	74	50.5%	64	43.0%	14	50.0%	37	49.5%	50	54.5%	54	42.0%	44	40.6%	48
Two	29.8%	450	37.0%	68	25.7%	33	44.0%	15	23.0%	17	29.7%	30	23.8%	23	31.0%	33	34.7%	41
Three	5.4%	82	5.0%	9	8.9%	11	9.0%	3	4.0%	3	5.0%	5	5.0%	5	6.0%	6	3.0%	3
Four	2.4%	36	3.0%	6	7.9%	10	2.0%	1	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	5
(Refused)	0.8%	13	3.0%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

SEG Socio-economic group

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
A	1.8%	27	2.0%	4	0.0%	0	4.0%	1	2.0%	1	2.0%	2	1.0%	1	6.0%	6	1.0%	1
B	10.4%	157	9.0%	17	10.9%	14	25.0%	8	6.0%	4	11.9%	12	5.0%	5	12.0%	13	12.9%	15
C1	28.2%	426	29.0%	53	38.6%	49	32.0%	11	26.0%	19	24.8%	25	27.7%	27	24.0%	25	28.7%	34
C2	20.4%	308	20.0%	37	24.8%	32	17.0%	6	20.0%	15	22.8%	23	24.8%	24	19.0%	20	16.8%	20
D	15.8%	239	14.0%	26	14.9%	19	7.0%	2	25.0%	19	16.8%	17	18.8%	19	11.0%	12	16.8%	20
E	17.8%	268	23.0%	42	8.9%	11	10.0%	3	18.0%	13	13.9%	14	19.8%	19	19.0%	20	12.9%	15
(Refused)	5.5%	83	3.0%	6	2.0%	3	5.0%	2	3.0%	2	7.9%	8	3.0%	3	9.0%	10	10.9%	13
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

QUOTA Postcode

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CA8 7	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA9 3	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH8 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
NE136	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	20	0.0%	0
NE150	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
NE159	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	26	0.0%	0
NE177	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	19
NE180	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
NE191	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE192	0.3%	4	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE200	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
NE209	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	41	0.0%	0
NE225	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	33	0.0%	0	0.0%	0	0.0%	0
NE226	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	24	0.0%	0	0.0%	0	0.0%	0
NE227	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	18	0.0%	0	0.0%	0	0.0%	0
NE231	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE232	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE233	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE236	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE237	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	45	0.0%	0	0.0%	0
NE238	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE241	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE242	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE243	2.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE244	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	0.0%	0	0.0%	0	0.0%	0
NE245	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE250	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	37	0.0%	0	0.0%	0
NE264	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	17	0.0%	0	0.0%	0
NE418	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	9
NE425	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	27
NE426	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	26
NE437	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	17
NE446	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
NE455	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE461	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE462	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE463	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE464	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE470	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
NE475	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE476	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE477	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE478	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE479	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE481	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE482	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE483	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE484	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE490	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE499	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE611	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE612	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE613	1.0%	16	0.0%	0	0.0%	0	47.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE614	0.3%	4	0.0%	0	0.0%	0	13.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE615	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE616	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE625	2.7%	41	0.0%	0	0.0%	0	0.0%	0	55.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE630	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE638	2.2%	33	0.0%	0	0.0%	0	0.0%	0	45.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE639	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE646	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE650	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE657	0.9%	14	0.0%	0	10.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE658	0.6%	9	0.0%	0	0.0%	0	28.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE659	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE661	1.6%	24	0.0%	0	18.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE662	1.7%	25	0.0%	0	19.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE663	1.3%	19	0.0%	0	14.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE664	0.4%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE665	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE675	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE687	0.7%	11	6.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
NE697	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE707	0.5%	7	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE716	0.9%	13	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD106	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD113	1.8%	28	15.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD124	1.2%	18	10.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD151	1.8%	28	15.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD152	3.0%	46	25.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 7	1.5%	22	12.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 8	0.7%	10	0.0%	0	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD8 6	1.5%	23	0.0%	0	17.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

ZONE Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	12.2%	184	100.0%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.4%	127	0.0%	0	100.0%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	100.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.9%	74	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0
Zone 7	7.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	0.0%	0
Zone 8	7.8%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	117
Zone 9	5.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.2%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	8.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	6.0%	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
Weighted base:		1509		184		127		34		74		101		98		106		117
Sample:		1509		100		101		100		100		101		101		100		101

Q01 Where do you go for your main food and grocery shopping?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	12.0%	9	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	14.8%	223	0.0%	0	0.0%	0	8.8%	11	60.0%	75	6.9%	5	20.0%	20	21.0%	19
Asda, Currie Road, Galashiels	2.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	9.2%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	61.0%	62	37.0%	33
Asda, Manor Walks Shopping Centre, Cramlington	6.2%	94	0.0%	0	0.0%	0	52.9%	65	0.0%	0	4.0%	3	1.0%	1	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Co-op Alldays, High Street, Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Lidl, Shedden Park Road, Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Centre, Gateshead																
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Front Street, Consett	0.9%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Regent Street, Blyth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	28.0%	35	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	4.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	42	0.0%	0	4.0%	4
Morrisons, The Killingworth Centre, Killingworth	3.5%	53	0.0%	0	0.0%	0	6.9%	8	1.0%	1	2.0%	1	2.0%	2	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	10	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.4%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Netto, High Row, Lemington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Sainsbury's Local, Lane Head, Ryton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Aesica Road, Haltwhistle	0.3%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	2.6%	40	0.0%	0	0.0%	0	23.5%	29	1.0%	1	3.0%	2	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	1.1%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9
Somerfield, Castlegate, Berwick-upon-Tweed	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Parsons Drive, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	3.9%	59	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	5	2.0%	2	2.0%	2
Tesco Extra, Tynedale Retail Park, Hexham	6.3%	95	46.0%	35	45.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Delves Lane, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	29	21.0%	16	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Carlisle	0.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Shops, Hexham	0.4%	6	6.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Column %ges.

Northumberland Household Survey
for White Young Green

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	2.0%	2	7.8%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet/ Home Delivery	3.3%	51	1.0%	1	6.9%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	4.0%	4
Varies	1.1%	16	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Paton Street, Galashiels	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q01 Where do you go for your main food and grocery shopping?

Excluding those who said "Varies' at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Aldi, Cowpen Road, Blyth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	1.0%	14	12.0%	9	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, McKendrick Villas, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Aldi, Stamfordham Road, Westerhope	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	15.0%	223	0.0%	0	0.0%	0	8.9%	11	60.0%	75	7.1%	5	20.2%	20	21.2%	19
Asda, Currie Road, Galashiels	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	9.3%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	61.6%	62	37.4%	33
Asda, Manor Walks Shopping Centre, Cramlington	6.3%	94	0.0%	0	0.0%	0	53.5%	65	0.0%	0	4.0%	3	1.0%	1	0.0%	0
Asda, Metro Centre, Gateshead	3.0%	46	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Spott Road, Dunbar	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Co-op Alldays, High Street, Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Shop, Market Place, Allendale	0.4%	5	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Queen Street, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Co-op Superstore, Main Street, Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	1.6%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, Bondgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Lidl, Albion Retail Park, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Lidl, Shedden Park Road, Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.4%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Marks and Spencer, Maidens Walk, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Centre, Gateshead																
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Front Street, Consett	0.9%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Regent Street, Blyth	3.0%	45	0.0%	0	0.0%	0	0.0%	0	28.0%	35	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	4.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.6%	42	0.0%	0	4.0%	4
Morrisons, The Killingworth Centre, Killingworth	3.6%	53	0.0%	0	0.0%	0	6.9%	8	1.0%	1	2.0%	1	2.0%	2	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	10	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.4%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Netto, High Row, Lemington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Kingston Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Sainsbury's Local, Lane Head, Ryton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Aesica Road, Haltwhistle	0.3%	4	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	2.7%	40	0.0%	0	0.0%	0	23.8%	29	1.0%	1	3.0%	2	0.0%	0	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	1.2%	17	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	9
Somerfield, Castlegate, Berwick-upon-Tweed	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Parsons Drive, Ryton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	3.9%	59	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	5	2.0%	2	2.0%	2
Tesco Extra, Tynedale Retail Park, Hexham	6.4%	95	46.0%	35	45.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Delves Lane, Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	1.9%	29	21.0%	16	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Carlisle	0.2%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Shops, Hexham	0.4%	6	6.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Morpeth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Local Shops, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Shops, Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	2.0%	2	7.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet/ Home Delivery	3.4%	51	1.0%	1	6.9%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	4.0%	4
Asda, Chandler Way, Carlisle	0.4%	6	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, Hadston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op Alldays, Cannongate, Jedburgh	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Paton Street, Galashiels	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1493		76		78		122		124		72		100		89
Sample:		1491		100		101		101		100		99		99		99

Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Accessibility by public transport	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Car parking provision	2.5%	37	4.0%	3	3.9%	3	0.0%	0	4.0%	5	1.0%	1	7.0%	7	1.0%	1
Choice of food goods available	10.8%	163	10.0%	8	13.7%	11	6.9%	8	16.0%	20	7.9%	6	15.0%	15	11.0%	10
Choice of shops nearby selling non-food goods	0.5%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Choice of shops selling food goods	1.1%	17	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1
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
Habit/always use it/preference for retailer	8.5%	128	9.0%	7	9.8%	8	8.8%	11	9.0%	11	6.9%	5	8.0%	8	9.0%	8
Lower prices	15.5%	234	18.0%	14	10.8%	9	28.4%	35	12.0%	15	7.9%	6	13.0%	13	22.0%	20
Near to home	37.8%	570	32.0%	24	39.2%	31	33.3%	41	31.0%	39	43.6%	32	37.0%	38	33.0%	30
Near to work	1.7%	26	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.0%	4	2.0%	2	2.0%	2
Provision of leisure facilities nearby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Quality of food goods available	5.6%	85	15.0%	11	7.8%	6	6.9%	8	6.0%	7	5.9%	4	1.0%	1	6.0%	5
Quality of shops selling food goods	0.4%	6	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Shopping environment	0.7%	11	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Staff discount/work there	1.6%	24	0.0%	0	1.0%	1	0.0%	0	4.0%	5	1.0%	1	2.0%	2	2.0%	2
Value for money	3.4%	51	3.0%	2	3.9%	3	2.9%	4	5.0%	6	4.0%	3	3.0%	3	3.0%	3
Other	1.4%	22	2.0%	2	1.0%	1	1.0%	1	3.0%	4	2.0%	1	1.0%	1	0.0%	0
Convenience	0.7%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Delivery	1.1%	17	1.0%	1	2.9%	2	0.0%	0	2.0%	2	2.0%	1	1.0%	1	1.0%	1
Big	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Easy	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Friendly/Helpful Staff	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Loyalty card	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Only one	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Get a lift	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / no reason in particular)	3.4%	52	2.0%	2	3.9%	3	5.9%	7	0.0%	0	2.0%	1	5.0%	5	3.0%	3
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Too far away	2.0%	31	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	2	0.0%	0	6.0%	5
Difficult to get to	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult/ expensive parking	1.7%	26	4.0%	3	1.0%	1	3.9%	5	0.0%	0	4.0%	3	2.0%	2	1.0%	1
Lack of parking	1.7%	25	1.0%	1	0.0%	0	2.0%	2	1.0%	1	3.0%	2	2.0%	2	2.0%	2
Limited range of goods	5.3%	80	3.0%	2	7.8%	6	4.9%	6	5.0%	6	6.9%	5	4.0%	4	4.0%	4
Too small	3.4%	51	0.0%	0	1.0%	1	4.9%	6	4.0%	5	9.9%	7	4.0%	4	4.0%	4
Poor internal layout	1.1%	17	1.0%	1	1.0%	1	1.0%	1	3.0%	4	2.0%	1	0.0%	0	1.0%	1
Poor quality	1.2%	18	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Expensive	4.0%	60	4.0%	3	0.0%	0	2.0%	2	0.0%	0	6.9%	5	3.0%	3	6.0%	5
No petrol station	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Staff rude/ unhelpful	0.5%	8	0.0%	0	2.9%	2	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nothing	70.0%	1057	76.0%	58	81.4%	64	72.5%	89	76.0%	95	49.5%	36	77.0%	78	65.0%	59
Other	3.2%	49	3.0%	2	0.0%	0	2.0%	2	3.0%	4	3.0%	2	1.0%	1	2.0%	2
Narrow aisles	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	2	0.0%	0	1.0%	1
Long queues	0.7%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	0.0%	0
Too big	0.8%	12	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Too busy	1.5%	23	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1
Lack of checkouts	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Unstocked shelves	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Limited disabled parking	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of named brands	0.2%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moving products	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Poor environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Items blocking aisles	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Food goes off too quickly	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q04 Which retailer do you purchase your main food internet/ home delivery shopping from?

Those who do internet shopping at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Asda	54.7%	28	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	4
Tesco	38.8%	20	0.0%	0	71.4%	4	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Other	6.6%	3	100.0%	1	28.6%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Weighted base:		51		1		5		1		0		1		2		4
Sample:		50		1		7		1		0		1		2		4

Q05 How frequently do you buy main food and grocery shopping trips from…? (Store/destination mentioned at Q01)

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Daily	0.6%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	2.0%	2
At Least two times a week	8.0%	121	13.0%	10	2.0%	2	6.9%	8	11.0%	14	9.9%	7	7.0%	7	7.0%	6
At least once a week	68.6%	1035	72.0%	55	63.7%	50	77.5%	95	76.0%	95	71.3%	52	76.0%	77	63.0%	57
At least once a fortnight	13.9%	209	9.0%	7	22.5%	18	12.7%	16	9.0%	11	9.9%	7	9.0%	9	17.0%	15
At least once a month	8.4%	127	4.0%	3	10.8%	9	2.9%	4	3.0%	4	5.9%	4	7.0%	7	9.0%	8
At least every two months	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	0.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Don’t know	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q06 How do you normally travel to…? (Store/destination mentioned at Q01)

Those who do not do internet shopping at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	63.3%	924	70.7%	53	63.2%	46	60.4%	74	61.0%	76	57.0%	42	55.1%	55	60.4%	52
Car/van (as passenger)	24.0%	351	18.2%	14	28.4%	21	23.8%	29	23.0%	29	23.0%	17	25.5%	25	28.1%	24
Bus, minibus or coach	5.5%	80	4.0%	3	1.1%	1	4.0%	5	7.0%	9	7.0%	5	11.2%	11	4.2%	4
Motorcycle, scooter or moped	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Walk	5.3%	77	5.1%	4	6.3%	5	7.9%	10	6.0%	7	12.0%	9	5.1%	5	5.2%	5
Taxi	0.8%	12	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Train	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	0.5%	7	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Column %ges.

Q07 How long did your journey to (Store/destination mentioned at Q01) take?
Those who do not do internet shopping at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
0-5 minutes	29.4%	429	47.5%	36	8.4%	6	53.5%	65	41.0%	51	32.0%	23	41.8%	42	6.3%	5
6-10 minutes	27.3%	399	29.3%	22	13.7%	10	29.7%	36	38.0%	47	30.0%	22	37.8%	38	25.0%	22
11-15 minutes	14.8%	215	9.1%	7	9.5%	7	10.9%	13	14.0%	17	16.0%	12	10.2%	10	19.8%	17
16-20 minutes	12.6%	184	4.0%	3	17.9%	13	5.0%	6	6.0%	7	12.0%	9	7.1%	7	26.0%	23
21-30 minutes	11.0%	161	7.1%	5	32.6%	24	0.0%	0	0.0%	0	6.0%	4	1.0%	1	19.8%	17
31-60 minutes	3.6%	52	2.0%	2	16.8%	12	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.1%	3
Over 60 minutes	0.5%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	0.8%	12	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Mean:		*12.0*		*8.2*		*22.5*		*6.1*		*7.4*		*9.7*		*7.5*		*15.9*
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Q08 When you go main food shopping is your journey part of another journey/ activity?
Those who do not do internet shopping at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes – travelling to work	1.3%	19	1.0%	1	3.2%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Yes – travelling from work	7.5%	109	3.0%	2	5.3%	4	7.9%	10	6.0%	7	7.0%	5	8.2%	8	7.3%	6
Yes – travelling to school/college	0.8%	12	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Yes – travelling from school/college	0.4%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other	3.4%	50	1.0%	1	3.2%	2	2.0%	2	5.0%	6	4.0%	3	1.0%	1	2.1%	2
No	85.6%	1249	91.9%	69	87.4%	64	87.1%	106	85.0%	106	88.0%	64	86.7%	86	89.6%	78
Don't Know	0.9%	13	0.0%	0	1.1%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

Q09 When do you do your main food shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Weekdays during the day	48.7%	735	61.0%	47	57.8%	46	50.0%	62	59.0%	73	42.6%	31	38.0%	39	49.0%	44
Weekdays during the evening	12.7%	191	10.0%	8	2.9%	2	17.6%	22	11.0%	14	8.9%	7	14.0%	14	17.0%	15
Saturday	14.4%	217	7.0%	5	15.7%	12	11.8%	14	12.0%	15	14.9%	11	18.0%	18	12.0%	11
Sunday	2.6%	39	5.0%	4	2.0%	2	5.9%	7	4.0%	5	3.0%	2	2.0%	2	1.0%	1
Varies	21.2%	320	17.0%	13	21.6%	17	14.7%	18	14.0%	17	30.7%	23	26.0%	26	21.0%	19
Don't know	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q10 When you go main food shopping is your trip linked with any other activity?
Those who do not do internet shopping at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes – non-food shopping	11.1%	162	11.1%	8	30.5%	22	8.9%	11	6.0%	7	7.0%	5	11.2%	11	14.6%	13
Yes – leisure activity	4.1%	59	6.1%	5	5.3%	4	2.0%	2	2.0%	2	2.0%	1	2.0%	2	3.1%	3
Yes – visiting services such as banks and other financial institutions	4.9%	72	6.1%	5	8.4%	6	5.0%	6	5.0%	6	6.0%	4	6.1%	6	4.2%	4
Yes – other activity	6.7%	97	8.1%	6	3.2%	2	5.0%	6	7.0%	9	15.0%	11	5.1%	5	10.4%	9
Varies	3.1%	45	7.1%	5	4.2%	3	3.0%	4	9.0%	11	2.0%	1	4.1%	4	1.0%	1
No	69.7%	1016	61.6%	47	48.4%	36	76.2%	93	71.0%	88	67.0%	49	70.4%	70	66.7%	58
Don't Know	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Weighted base:		1458		76		73		122		124		73		99		87
Sample:		1459		99		95		101		100		100		98		96

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q11 Where do you do this linked trip? (EXCLUDING CHRISTMAS SHOPPING)
Those who do a linked trip at Q10

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	6.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	9
Amble	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
Ashington	8.2%	36	0.0%	0	0.0%	0	0.0%	0	6.9%	2	3.1%	1	64.3%	18	28.1%	8
Bedlington	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	12.9%	56	0.0%	0	0.0%	0	4.2%	1	79.3%	29	0.0%	0	14.3%	4	9.4%	3
Carlisle City Centre	0.7%	3	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	9.4%	41	0.0%	0	0.0%	0	66.7%	19	6.9%	2	18.8%	4	3.6%	1	0.0%	0
Corbridge	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.4%	6	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	3.6%	1	3.1%	1
Galashiels	3.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Haltwhistle	0.4%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	15.4%	67	89.5%	26	67.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	2.3%	10	0.0%	0	0.0%	0	8.3%	2	0.0%	0	3.1%	1	3.6%	1	0.0%	0
Morpeth	7.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.4%	14	0.0%	0	9.4%	3
Newcastle City Centre	2.8%	12	5.3%	2	0.0%	0	4.2%	1	0.0%	0	3.1%	1	3.6%	1	0.0%	0
North Shields	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.7%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Tweedmouth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.1%	5	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widdrington Station	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Retail Park, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	3.6%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.1%	5	0.0%	0	0.0%	0	4.2%	1	6.9%	2	0.0%	0	0.0%	0	3.1%	1
The Metro Centre, Gateshead	3.8%	17	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Other	3.2%	14	2.6%	1	8.2%	3	0.0%	0	0.0%	0	3.1%	1	3.6%	1	0.0%	0
Weighted base:		436		29		38		29		36		23		28		29
Sample:		455		38		49		24		29		32		28		32

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes	80.2%	1210	83.0%	63	77.5%	61	86.3%	106	82.0%	102	81.2%	60	75.0%	76	77.0%	69
No	19.8%	299	17.0%	13	22.5%	18	13.7%	17	18.0%	22	18.8%	14	25.0%	25	23.0%	21
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q13 Where do you go for this 'top-up' shopping?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Aldi, Cowpen Road, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.4%	5	7.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	2.6%	2
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.3%	40	0.0%	0	0.0%	0	2.3%	2	14.6%	15	1.2%	1	5.3%	4	2.6%	2
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	2.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	25.3%	19	6.5%	5
Asda, Manor Walks Shopping Centre, Cramlington	3.9%	47	0.0%	0	0.0%	0	34.1%	36	1.2%	1	2.4%	1	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	14.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.5%	6	0.0%	0	10.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Market Square, Duns	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	1.3%	1
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirnside	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.4%	5	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	11.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	1.3%	1
Co-op Supermarket, Queen Street, Amble	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Co-op Supermarket, Station Road, Bedlington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0
Lidl, Albion Retail Park, Blyth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.0%	3	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7	1.3%	1	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	2.9%	35	0.0%	0	0.0%	0	0.0%	0	30.5%	31	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.2%	24	0.0%	0	5.2%	4
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sainsbury’s Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sainsbury's, Aesica Road, Haltwhistle	0.6%	8	0.0%	0	12.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.0%	36	0.0%	0	0.0%	0	23.9%	25	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.5%	6	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2
Somerfield, Castlegate, Berwick-upon-Tweed	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	1.5%	19	18.1%	11	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	13.3%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Allendale	0.2%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Ashington	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	1.3%	1
Local Shops, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	1.9%	23	0.0%	0	0.0%	0	0.0%	0	19.5%	20	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Coldstream	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.2%	3	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.3%	15	0.0%	0	0.0%	0	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Local Shops, Galashiels	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Guide Post	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Local Shops, Haltwhistle	0.3%	4	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.8%	22	28.9%	18	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Morpeth	0.7%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.5%	5	0.0%	0	1.3%	1
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stakeford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	2
Local Shops, Wooler	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.6%	79	0.0%	0	8.9%	5	1.1%	1	3.7%	4	3.7%	2	2.7%	2	5.2%	4
Internet/ Home Delivery	0.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Varies	7.2%	87	6.0%	4	8.9%	5	5.7%	6	13.4%	14	11.0%	7	5.3%	4	9.1%	6
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5
Co-op Alldays, Cannongate, Jedburgh	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1210		63		61		106		102		60		76		69
Sample:		1203		83		79		88		82		82		75		77

Column %ges.

Q13 Where do you go for this ‘top-up’ shopping?
Excluding those who said ''Varies' at Q13

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Aldi, Cowpen Road, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Cumbrian Road, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Haugh Lane Industrial Estate, Hexham	0.5%	5	7.7%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Morpeth Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.4%	1	2.9%	2
Aldi, North Road, Berwick-upon-Tweed	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	3.5%	40	0.0%	0	0.0%	0	2.4%	2	16.9%	15	1.4%	1	5.6%	4	2.9%	2
Asda, Currie Road, Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hollywood Avenue, Gosforth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lyntonville Terrace, Ashington	3.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	26.8%	19	7.1%	5
Asda, Manor Walks Shopping Centre, Cramlington	4.2%	47	0.0%	0	0.0%	0	36.1%	36	1.4%	1	2.7%	1	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitley Road, Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, High Street, Wooler	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, Hill Street, Corbridge	0.8%	9	15.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays, West Street, Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Avenue Road, Seaton Delaval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Coldstream	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Highcroft, Kelso	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Main Street, Haltwhistle	0.6%	6	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Market Square, Duns	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	1.4%	1
Co-op Late Shop, Front Street, Pegswood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op Late Shop, Gordon Terrace, Stakeford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Main Street, Chirnside	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op Late Shop, Milburn Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6	0.0%	0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	0.5%	5	0.0%	0	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Southend Avenue, Blyth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Victoria Road, Alnwick	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op Late Shop, West View, Bellingham	0.8%	9	0.0%	0	12.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Widdrington Station, Morpeth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Co-op Shop, Market Place, Allendale	0.3%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Bondgate, Within, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Main Street, Seahouses	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Newcastle Road, Blyth	0.7%	8	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	1.4%	1
Co-op Supermarket, Queen Street, Amble	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	9

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Co-op Supermarket, Station Road, Bedlington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Main Street, Tweedmouth	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Oakfield Terrace, Prudhoe	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Welcome, Newburgh Street, Amble	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Co-op Welcome, The Square, Choppington	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Priestpopple, Hexham	0.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bondgate, Alnwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Morpeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Iceland, Market Street, Blyth	0.3%	3	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, New Cramlington Shopping Centre, Cramlington	0.4%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodhorn Road, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9	0.0%	0
Lidl, Albion Retail Park, Blyth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Lidl, Northern Relief Road, Ashington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.2%	3	0.0%	0
Lidl, Shedden Park Road, Kelso	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stanley Terrace, Morpeth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Market, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks and Spencer Simply Food, Kingston Retail Park, Newcastle-upon-Tyne	0.5%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food, The Market Place, Morpeth	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	1.4%	1	0.0%	0
Marks and Spencer, Maidens Walk, Hexham	0.3%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Northumberland Road, Berwick-upon-Tweed	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fenkle Street, Alnwick	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Morrisons, Front Street, Consett	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road, Berwick-upon-Tweed	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Preston North Road, Tynemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Regent Street, Blyth	3.1%	35	0.0%	0	0.0%	0	0.0%	0	35.2%	31	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stanley Terrace, Morpeth	3.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.2%	24	0.0%	0	5.7%	4
Morrisons, The Killingworth Centre, Killingworth	0.6%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Two Ball Lonnen, Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Choppington Road, Bedlington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Cowpen Road, Blyth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Netto, Woodhorn Road, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Sainsbury’s Local, Chapel House Drive, Newcastle-upon-Tyne	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Lane Head, Ryton	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s Local, Station Road North, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Sainsbury's, Aesica Road, Haltwhistle	0.7%	8	0.0%	0	13.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bell Villas, Ponteland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Earsdon Road, Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Eleventh Avenue, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	3.2%	36	0.0%	0	0.0%	0	25.3%	25	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay	0.6%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, The Gosforth Centre, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Willowburn Avenue, Alnwick	2.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	2
Somerfield, Castlegate, Berwick-upon-Tweed	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Moorfarm Roundabout, Cramlington	0.3%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northumberland Road, Cramlington	0.8%	9	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Roxborough Street, Kelso	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Meadowfield, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Spar, South View, Wylam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, West View, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Queen Street, Amble	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	1.6%	19	19.2%	11	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Bedlington	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, Wentworth Park, Hexham	0.9%	10	14.1%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Allendale	0.2%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alnwick	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Local Shops, Ashington	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	8	1.4%	1
Local Shops, Bedlington	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Shops, Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Belford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Berwick-upon-Tweed	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Blyth	2.0%	23	0.0%	0	0.0%	0	0.0%	0	22.5%	20	0.0%	0	0.0%	0	0.0%	0
Local Shops, Choppington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Coldstream	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Consett	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Corbridge	0.3%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cramlington	1.4%	15	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Duns	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Local Shops, Galashiels	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Guide Post	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadston	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Local Shops, Haltwhistle	0.3%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haydon Bridge	0.1%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hexham	1.9%	22	30.8%	18	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local Shops, Morpeth	0.7%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.6%	5	0.0%	0	1.4%	1
Local Shops, Newbiggin-by-the-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Local Shops, Newcastle	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ponteland	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Prudhoe	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Rothbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seahouses	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Seaton Delaval	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stakeford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local Shops, Whitley Bay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	2
Local Shops, Wooler	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wylam	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.1%	79	0.0%	0	9.7%	5	1.2%	1	4.2%	4	4.1%	2	2.8%	2	5.7%	4
Internet/ Home Delivery	0.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op Supermarket, The Precinct, Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Co-op Alldays, Cannongate, Jedburgh	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Late Shop, Derwent Street, Chopwell	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Food Store, Market Street, Alston	0.4%	5	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Queen Street, Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Local shop, Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	0.4%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Main Street, Ponteland	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1123		59		56		100		88		53		72		63
Sample:		1111		78		72		83		71		73		71		70

Q14 How often do you make 'top up' shopping trips to…? (Store/destination mentioned at Q13)
Those who do top up food shopping at Q12

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Daily	7.3%	88	4.8%	3	8.9%	5	8.0%	8	7.3%	7	3.7%	2	8.0%	6	13.0%	9
Two or more times a week	52.2%	631	53.0%	34	45.6%	28	67.0%	71	58.5%	60	48.8%	29	49.3%	38	40.3%	28
At least once a week	32.5%	393	30.1%	19	35.4%	22	23.9%	25	30.5%	31	31.7%	19	34.7%	26	33.8%	23
At least once a fortnight	3.1%	38	6.0%	4	2.5%	2	1.1%	1	1.2%	1	7.3%	4	4.0%	3	5.2%	4
At least once a month	0.9%	11	2.4%	2	2.5%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	2.6%	2
Less often	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	3.5%	42	3.6%	2	5.1%	3	0.0%	0	1.2%	1	7.3%	4	2.7%	2	5.2%	4
Don't know	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Weighted base:		1210		63		61		106		102		60		76		69
Sample:		1203		83		79		88		82		82		75		77

Q15 Which retailer do you purchase your top-up food internet/ home delivery shopping from?
Those who do internet shopping at Q13

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Asda	54.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Other	45.8%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2		1		0		0		0		0		0		1
Sample:		2		1		0		0		0		0		0		1

Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?
Those who do top up food shopping at Q12

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Over ¾	65.4%	791	60.2%	38	67.1%	41	62.5%	66	70.7%	72	50.0%	30	56.0%	43	59.7%	42
½ to ¾	24.5%	297	30.1%	19	21.5%	13	30.7%	33	25.6%	26	26.8%	16	25.3%	19	26.0%	18
¼ to ½	3.8%	46	4.8%	3	5.1%	3	1.1%	1	1.2%	1	14.6%	9	5.3%	4	1.3%	1
Less than ¼	1.2%	14	1.2%	1	0.0%	0	3.4%	4	0.0%	0	1.2%	1	1.3%	1	6.5%	5
None	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	5.1%	61	3.6%	2	5.1%	3	2.3%	2	2.4%	2	7.3%	4	12.0%	9	6.5%	5
Weighted base:		1210		63		61		106		102		60		76		69
Sample:		1203		83		79		88		82		82		75		77

Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ashington	5.3%	81	1.0%	1	0.0%	0	1.0%	1	1.0%	1	5.9%	4	32.0%	32	19.0%	17
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.3%	80	0.0%	0	0.0%	0	3.9%	5	28.0%	35	2.0%	1	5.0%	5	6.0%	5
Carlisle City Centre	0.8%	12	1.0%	1	13.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.2%	63	0.0%	0	0.0%	0	19.6%	24	5.0%	6	3.0%	2	2.0%	2	5.0%	5
Corbridge	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.9%	14	0.0%	0	0.0%	0	5.9%	7	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Galashiels	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	3	0.0%	0
Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.2%	93	47.0%	36	42.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	0.0%	0	2.9%	4	5.0%	6	0.0%	0	3.0%	3	0.0%	0
Morpeth	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	11	0.0%	0	5.0%	5
Newcastle City Centre	23.6%	356	17.0%	13	6.9%	5	35.3%	43	18.0%	22	30.7%	23	21.0%	21	23.0%	21
North Shields	0.5%	7	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.8%	28	0.0%	0	0.0%	0	2.9%	4	3.0%	4	4.0%	3	0.0%	0	1.0%	1
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.0%	31	0.0%	0	1.0%	1	2.0%	2	3.0%	4	4.0%	3	2.0%	2	2.0%	2
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.4%	51	1.0%	1	2.0%	2	3.9%	5	12.0%	15	1.0%	1	2.0%	2	3.0%	3
The Metro Centre, Gateshead	14.1%	212	18.0%	14	15.7%	12	10.8%	13	5.0%	6	11.9%	9	8.0%	8	19.0%	17
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	35	3.0%	2	4.9%	4	1.0%	1	4.0%	5	2.0%	1	4.0%	4	2.0%	2
Internet/ Home Delivery	5.1%	78	6.0%	5	5.9%	5	2.9%	4	0.0%	0	6.9%	5	6.0%	6	5.0%	5
Varies	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	3.9%	58	2.0%	2	1.0%	1	2.0%	2	4.0%	5	3.0%	2	6.0%	6	5.0%	5
Asda, Blyth	1.1%	17	0.0%	0	0.0%	0	1.0%	1	6.0%	7	2.0%	1	1.0%	1	1.0%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Edinburgh	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Northumberland Household Survey
for White Young Green

Q17 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q17

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Ashington	5.6%	81	1.0%	1	0.0%	0	1.0%	1	1.0%	1	6.1%	4	34.0%	32	20.0%	17
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.5%	80	0.0%	0	0.0%	0	4.0%	5	29.2%	35	2.0%	1	5.3%	5	6.3%	5
Carlisle City Centre	0.8%	12	1.0%	1	14.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.4%	63	0.0%	0	0.0%	0	20.0%	24	5.2%	6	3.1%	2	2.1%	2	5.3%	5
Corbridge	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.9%	14	0.0%	0	0.0%	0	6.0%	7	0.0%	0	1.0%	1	3.2%	3	0.0%	0
Galashiels	3.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.0%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.2%	3	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.5%	93	48.0%	36	43.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.3%	19	0.0%	0	0.0%	0	3.0%	4	5.2%	6	0.0%	0	3.2%	3	0.0%	0
Morpeth	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	11	0.0%	0	5.3%	5
Newcastle City Centre	24.6%	356	17.3%	13	7.0%	5	36.0%	43	18.8%	22	31.6%	23	22.3%	21	24.2%	21
North Shields	0.5%	7	0.0%	0	0.0%	0	1.0%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	1.9%	28	0.0%	0	0.0%	0	3.0%	4	3.1%	4	4.1%	3	0.0%	0	1.1%	1
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	31	0.0%	0	1.0%	1	2.0%	2	3.1%	4	4.1%	3	2.1%	2	2.1%	2
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.5%	51	1.0%	1	2.0%	2	4.0%	5	12.5%	15	1.0%	1	2.1%	2	3.2%	3
The Metro Centre, Gateshead	14.7%	212	18.4%	14	16.0%	12	11.0%	13	5.2%	6	12.2%	9	8.5%	8	20.0%	17
In-store in a supermarket	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	35	3.1%	2	5.0%	4	1.0%	1	4.2%	5	2.0%	1	4.3%	4	2.1%	2
Internet/ Home Delivery	5.4%	78	6.1%	5	6.0%	5	3.0%	4	0.0%	0	7.1%	5	6.4%	6	5.3%	5
Asda, Blyth	1.2%	17	0.0%	0	0.0%	0	1.0%	1	6.3%	7	2.0%	1	1.1%	1	1.1%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.4%	6	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Edinburgh	3.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1447		75		77		121		119		71		95		86
Sample:		1445		98		100		100		96		98		94		95

Column %ges.

Q18 How do you normally travel to…? (destination mentioned at Q17)
Those who buy clothing or footwear at Q17

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	55.8%	766	57.6%	40	58.9%	43	51.5%	60	55.2%	66	47.3%	31	45.5%	41	56.7%	46
Car/van (as passenger)	17.6%	242	9.8%	7	24.2%	18	15.5%	18	21.9%	26	9.9%	7	17.0%	15	21.1%	17
Bus, minibus or coach	17.2%	236	12.0%	8	8.4%	6	21.6%	25	14.6%	17	26.4%	17	18.2%	16	18.9%	15
Motorcycle, scooter or moped	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	82	16.3%	11	1.1%	1	8.2%	10	6.3%	7	13.2%	9	17.0%	15	3.3%	3
Taxi	0.3%	4	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tram	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	23	3.3%	2	4.2%	3	1.0%	1	0.0%	0	3.3%	2	1.1%	1	0.0%	0
Metro	0.7%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plane	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1373		70		73		117		119		66		89		81
Sample:		1374		92		95		97		96		91		88		90

Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?
Those who buy clothing or footwear at Q17

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes – non-food shopping	15.0%	206	15.2%	11	25.3%	19	14.4%	17	13.5%	16	8.8%	6	10.2%	9	14.4%	12
Yes – leisure activity	8.8%	120	7.6%	5	3.2%	2	7.2%	8	6.3%	7	7.7%	5	10.2%	9	6.7%	5
Yes – visiting services such as banks and other financial institutions	2.1%	29	4.3%	3	2.1%	2	1.0%	1	3.1%	4	2.2%	1	2.3%	2	0.0%	0
Yes – other activity	12.2%	167	17.4%	12	7.4%	5	15.5%	18	10.4%	12	16.5%	11	12.5%	11	8.9%	7
Varies	3.9%	53	4.3%	3	2.1%	2	1.0%	1	4.2%	5	9.9%	7	5.7%	5	1.1%	1
No	57.3%	787	50.0%	35	60.0%	44	60.8%	71	62.5%	75	54.9%	36	53.4%	48	68.9%	56
Don't Know	0.8%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0
Weighted base:		1373		70		73		117		119		66		89		81
Sample:		1374		92		95		97		96		91		88		90

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick	3.3%	50	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	4.0%	4
Ashington	2.4%	37	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	19.0%	19	8.0%	7
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	5.2%	78	0.0%	0	0.0%	0	1.0%	1	28.0%	35	3.0%	2	6.0%	6	5.0%	5
Carlisle City Centre	0.5%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.0%	45	0.0%	0	0.0%	0	25.5%	31	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Corbridge	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.3%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dunbar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.9%	75	43.0%	33	28.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	17	0.0%	0	6.0%	5
Newcastle City Centre	9.5%	143	9.0%	7	5.9%	5	14.7%	18	9.0%	11	13.9%	10	13.0%	13	9.0%	8
North Shields	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Whitley Bay	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.9%	43	0.0%	0	1.0%	1	6.9%	8	3.0%	4	0.0%	0	1.0%	1	2.0%	2
The Metro Centre, Gateshead	7.0%	106	3.0%	2	4.9%	4	5.9%	7	2.0%	2	5.0%	4	5.0%	5	7.0%	6
In-store in a supermarket	0.8%	12	0.0%	0	2.9%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	25	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Internet/ Home Delivery	16.4%	247	16.0%	12	10.8%	9	12.7%	16	20.0%	25	19.8%	15	8.0%	8	18.0%	16
Varies	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
(Don't buy these products)	26.6%	401	22.0%	17	30.4%	24	24.5%	30	24.0%	30	20.8%	15	35.0%	35	32.0%	29
Asda, Lyntonville Terrace, Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1
Asda, Cowpen Road, Blyth	1.7%	25	0.0%	0	0.0%	0	0.0%	0	8.0%	10	1.0%	1	3.0%	3	1.0%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.5%	8	0.0%	0	0.0%	0	4.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Durham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q20 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)

Excluding 'Varies', and '(Don't buy these products)' at Q20

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick	4.6%	50	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	1	1.6%	1	6.0%	4
Ashington	3.3%	37	1.3%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	29.7%	19	11.9%	7
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Blyth	7.1%	78	0.0%	0	0.0%	0	1.3%	1	37.3%	35	3.7%	2	9.4%	6	7.5%	5
Carlisle City Centre	0.6%	7	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.1%	45	0.0%	0	0.0%	0	33.8%	31	0.0%	0	3.7%	2	1.6%	1	0.0%	0
Corbridge	0.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.5%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Dunbar	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.8%	75	55.1%	33	40.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	17	0.0%	0	9.0%	5
Newcastle City Centre	13.0%	143	11.5%	7	8.5%	5	19.5%	18	12.0%	11	17.5%	10	20.3%	13	13.4%	8
North Shields	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Whitley Bay	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.9%	43	0.0%	0	1.4%	1	9.1%	8	4.0%	4	0.0%	0	1.6%	1	3.0%	2
The Metro Centre, Gateshead	9.6%	106	3.8%	2	7.0%	4	7.8%	7	2.7%	2	6.3%	4	7.8%	5	10.4%	6
In-store in a supermarket	1.1%	12	0.0%	0	4.2%	2	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	25	1.3%	1	2.8%	2	0.0%	0	1.3%	1	1.3%	1	1.6%	1	4.5%	3
Internet/ Home Delivery	22.5%	247	20.5%	12	15.5%	9	16.9%	16	26.7%	25	25.0%	15	12.5%	8	26.9%	16
Asda, Lyntonville Terrace, Ashington	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.7%	3	1.5%	1
Asda, Cowpen Road, Blyth	2.3%	25	0.0%	0	0.0%	0	0.0%	0	10.7%	10	1.3%	1	4.7%	3	1.5%	1
Asda, Manor Walks Shopping Centre, Cramlington	0.7%	8	0.0%	0	0.0%	0	6.5%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Durham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	4	3.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1099		59		55		93		93		58		65		60
Sample:		1104		78		71		77		75		80		64		67

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q21 How do you normally travel to…? (destination mentioned at Q20)
Those who buy books, CD's and DVD's at Q20

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	58.2%	501	48.4%	23	56.7%	26	53.1%	41	58.9%	41	46.7%	20	52.6%	30	66.0%	30
Car/van (as passenger)	16.6%	143	12.9%	6	25.0%	12	12.5%	10	12.5%	9	11.7%	5	21.1%	12	18.0%	8
Bus, minibus or coach	12.3%	106	9.7%	5	8.3%	4	15.6%	12	14.3%	10	23.3%	10	12.3%	7	12.0%	5
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.1%	87	25.8%	12	5.0%	2	14.1%	11	14.3%	10	16.7%	7	14.0%	8	0.0%	0
Taxi	0.4%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	15	3.2%	2	5.0%	2	1.6%	1	0.0%	0	1.7%	1	0.0%	0	4.0%	2
Metro	0.4%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		861		47		46		77		70		44		58		45
Sample:		871		62		60		64		56		60		57		50

Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	2.7%	41	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	15.0%	15	5.0%	5
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.7%	87	0.0%	0	0.0%	0	2.0%	2	31.0%	39	1.0%	1	4.0%	4	8.0%	7
Carlisle City Centre	0.6%	9	2.0%	2	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.1%	46	0.0%	0	0.0%	0	11.8%	14	2.0%	2	7.9%	6	4.0%	4	1.0%	1
Corbridge	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.2%	18	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Galashiels	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.1%	32	1.0%	1	2.9%	2	2.0%	2	3.0%	4	3.0%	2	4.0%	4	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hexham	2.7%	41	26.0%	20	14.7%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kelso	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	17	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	1.0%	1
Newcastle City Centre	13.1%	198	19.0%	14	7.8%	6	20.6%	25	9.0%	11	15.8%	12	6.0%	6	13.0%	12
North Shields	0.3%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shiremoor	1.5%	23	1.0%	1	0.0%	0	1.0%	1	1.0%	1	3.0%	2	1.0%	1	1.0%	1
South Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Tweedmouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.4%	21	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.6%	24	2.0%	2	0.0%	0	2.9%	4	1.0%	1	2.0%	1	2.0%	2	2.0%	2
The Metro Centre, Gateshead	8.8%	132	6.0%	5	7.8%	6	8.8%	11	6.0%	7	9.9%	7	4.0%	4	9.0%	8
In-store in a supermarket	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	14	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Internet/ Home Delivery	3.7%	56	0.0%	0	3.9%	3	3.9%	5	1.0%	1	2.0%	1	4.0%	4	3.0%	3
Varies	1.3%	20	1.0%	1	0.0%	0	2.9%	4	0.0%	0	2.0%	1	2.0%	2	2.0%	2
(Don't buy these products)	33.3%	502	36.0%	27	47.1%	37	28.4%	35	36.0%	45	36.6%	27	45.0%	46	47.0%	42
Asda, Ashington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Blyth	0.8%	11	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	1.0%	1	0.0%	0
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edinburgh	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Team Valley Retail Park, Gateshead	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Northumberland Household Survey
for White Young Green

Q22 Where did you last buy small household goods such as home furnishings, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q22

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashington	4.2%	41	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.5%	3	28.3%	15	9.8%	5
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.4%	4	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	8.8%	87	0.0%	0	0.0%	0	2.9%	2	48.4%	39	1.6%	1	7.5%	4	15.7%	7
Carlisle City Centre	0.9%	9	3.2%	2	18.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.7%	46	0.0%	0	0.0%	0	17.1%	14	3.1%	2	12.9%	6	7.5%	4	2.0%	1
Corbridge	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.8%	18	0.0%	0	0.0%	0	14.3%	12	0.0%	0	0.0%	0	1.9%	1	2.0%	1
Galashiels	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.2%	32	1.6%	1	5.6%	2	2.9%	2	4.7%	4	4.8%	2	7.5%	4	0.0%	0
Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	41	41.3%	20	27.8%	12	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Kelso	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.7%	17	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	0.0%	0	2.0%	1
Newcastle City Centre	20.0%	198	30.2%	14	14.8%	6	30.0%	25	14.1%	11	25.8%	12	11.3%	6	25.5%	12
North Shields	0.5%	4	0.0%	0	1.9%	1	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shiremoor	2.3%	23	1.6%	1	0.0%	0	1.4%	1	1.6%	1	4.8%	2	1.9%	1	2.0%	1
South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	1.9%	1	0.0%	0
Tweedmouth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	2.1%	21	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	2	2.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.4%	24	3.2%	2	0.0%	0	4.3%	4	1.6%	1	3.2%	1	3.8%	2	3.9%	2
The Metro Centre, Gateshead	13.4%	132	9.5%	5	14.8%	6	12.9%	11	9.4%	7	16.1%	7	7.5%	4	17.6%	8
In-store in a supermarket	0.3%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.4%	14	1.6%	1	3.7%	2	0.0%	0	1.6%	1	1.6%	1	1.9%	1	2.0%	1
Internet/ Home Delivery	5.6%	56	0.0%	0	7.4%	3	5.7%	5	1.6%	1	3.2%	1	7.5%	4	5.9%	3
Asda, Ashington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Asda, Blyth	1.2%	11	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	1.9%	1	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Edinburgh	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Team Valley Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	3	4.8%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		987		48		42		84		80		45		54		46
Sample:		974		63		54		70		64		62		53		51

Column %ges.

Q23 How do you normally travel to...? (destination mentioned at Q22)
Those who buy small household goods at Q22

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	63.5%	604	65.6%	32	74.0%	29	59.4%	49	65.1%	51	62.9%	28	54.9%	28	66.0%	30
Car/van (as passenger)	18.8%	178	14.1%	7	22.0%	9	20.3%	17	19.0%	15	19.4%	9	21.6%	11	22.0%	10
Bus, minibus or coach	10.2%	97	6.3%	3	4.0%	2	15.9%	13	9.5%	7	9.7%	4	11.8%	6	10.0%	5
Walk	4.5%	43	12.5%	6	0.0%	0	1.4%	1	4.8%	4	6.5%	3	11.8%	6	0.0%	0
Taxi	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.3%	12	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Metro	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Weighted base:		951		49		39		83		78		45		52		45
Sample:		941		64		50		69		63		62		51		50

Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5
Amble	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ashington	2.5%	37	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	19.0%	19	5.0%	5
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Blyth	3.3%	50	1.0%	1	0.0%	0	1.0%	1	22.0%	27	1.0%	1	2.0%	2	3.0%	3
Carlisle City Centre	0.4%	5	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	3.3%	50	0.0%	0	0.0%	0	19.6%	24	5.0%	6	2.0%	1	3.0%	3	3.0%	3
Corbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	4.9%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Duns	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.5%	23	0.0%	0	1.0%	1	2.9%	4	0.0%	0	3.0%	2	3.0%	3	1.0%	1
Gosforth	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Hexham	2.6%	40	19.0%	14	19.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0	2.0%	2
Newcastle City Centre	7.1%	107	10.0%	8	5.9%	5	11.8%	14	2.0%	2	5.9%	4	6.0%	6	6.0%	5
North Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Prudhoe	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	12	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	0.0%	0	2.0%	2	2.0%	2	2.0%	1	0.0%	0	0.0%	0
The Metro Centre, Gateshead	8.3%	125	7.0%	5	7.8%	6	6.9%	8	7.0%	9	4.0%	3	8.0%	8	11.0%	10
In-store in a supermarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	13	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Internet/ Home Delivery	6.2%	94	7.0%	5	3.9%	3	4.9%	6	6.0%	7	11.9%	9	1.0%	1	5.0%	5
Varies	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	47.7%	719	50.0%	38	49.0%	39	43.1%	53	51.0%	63	52.5%	39	52.0%	53	51.0%	46
Asda, Lyntonville Terrace, Ashington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Edinburgh	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.2%	3	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q24 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q24

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	10.2%	5
Amble	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Ashington	4.8%	37	0.0%	0	0.0%	0	0.0%	0	2.1%	1	4.2%	1	39.6%	19	10.2%	5
Bellingham	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.6%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Blyth	6.4%	50	2.0%	1	0.0%	0	1.7%	1	45.8%	27	2.1%	1	4.2%	2	6.1%	3
Carlisle City Centre	0.7%	5	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.4%	50	0.0%	0	0.0%	0	34.5%	24	10.4%	6	4.2%	1	6.3%	3	6.1%	3
Corbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.3%	11	0.0%	0	0.0%	0	8.6%	6	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Duns	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	3.0%	23	0.0%	0	1.9%	1	5.2%	4	0.0%	0	6.2%	2	6.3%	3	2.0%	1
Gosforth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	0.0%	0
Hexham	5.1%	40	38.0%	14	38.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	7	0.0%	0	4.1%	2
Newcastle City Centre	13.7%	107	20.0%	8	11.5%	5	20.7%	14	4.2%	2	12.5%	4	12.5%	6	12.2%	5
North Shields	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	2.0%	1
Prudhoe	0.7%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Swalwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tweedmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.6%	12	4.0%	2	0.0%	0	1.7%	1	0.0%	0	2.1%	1	0.0%	0	2.0%	1
Newcastle Retail Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	23	0.0%	0	0.0%	0	3.4%	2	4.2%	2	4.2%	1	0.0%	0	0.0%	0
The Metro Centre, Gateshead	16.1%	125	14.0%	5	15.4%	6	12.1%	8	14.6%	9	8.3%	3	16.7%	8	22.4%	10
In-store in a supermarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	13	2.0%	1	1.9%	1	0.0%	0	2.1%	1	2.1%	1	2.1%	1	2.0%	1
Internet/ Home Delivery	12.0%	94	14.0%	5	7.7%	3	8.6%	6	12.5%	7	25.0%	9	2.1%	1	10.2%	5
Asda, Lyntonville Terrace, Ashington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.3%	3	0.0%	0
Edinburgh	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	3	6.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		781		38		40		70		60		35		49		44
Sample:		769		50		52		58		48		48		48		49

Column %ges.

Q25 How do you normally travel to...? (destination mentioned at Q24)
Those who buy recreational goods at Q24

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	67.4%	469	65.1%	21	64.6%	24	60.4%	39	67.4%	36	75.0%	20	46.8%	22	70.5%	28
Car/van (as passenger)	16.1%	112	11.6%	4	25.0%	9	9.4%	6	16.3%	9	8.3%	2	23.4%	11	15.9%	6
Bus, minibus or coach	7.4%	51	4.7%	2	8.3%	3	13.2%	8	2.3%	1	8.3%	2	4.3%	2	6.8%	3
Walk	6.9%	48	14.0%	5	0.0%	0	13.2%	8	11.6%	6	8.3%	2	21.3%	10	4.5%	2
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Train	0.8%	6	4.7%	2	2.1%	1	1.9%	1	0.0%	0	0.0%	0	2.1%	1	2.3%	1
Metro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	3	0.0%	0	0.0%	0	1.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		696		33		37		64		53		26		48		40
Sample:		689		43		48		53		43		36		47		44

Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.3%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Amble	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	17
Ashington	7.7%	116	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	61.0%	62	17.0%	15
Bedlington	1.2%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	8.9%	134	0.0%	0	0.0%	0	2.0%	2	65.0%	81	1.0%	1	5.0%	5	7.0%	6
Carlisle City Centre	0.4%	5	1.0%	1	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	7.7%	117	0.0%	0	1.0%	1	69.6%	86	3.0%	4	1.0%	1	2.0%	2	0.0%	0
Corbridge	0.7%	10	11.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.0%	30	0.0%	0	0.0%	0	10.8%	13	1.0%	1	2.0%	1	0.0%	0	1.0%	1
Dunbar	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Gosforth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Haltwhistle	1.1%	16	0.0%	0	20.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.1%	107	74.0%	56	36.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	2.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7
Morpeth	6.3%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.2%	58	0.0%	0	8.0%	7
Newbiggin-by-the-Sea	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	3.9%	58	1.0%	1	1.0%	1	3.9%	5	1.0%	1	1.0%	1	5.0%	5	2.0%	2
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ryton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wooler	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.5%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.9%	13	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1
The Metro Centre, Gateshead	2.7%	41	4.0%	3	1.0%	1	0.0%	0	0.0%	0	4.0%	3	1.0%	1	6.0%	5
In-store in a supermarket	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	32	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Internet/ Home Delivery	2.0%	30	1.0%	1	1.0%	1	2.0%	2	3.0%	4	0.0%	0	2.0%	2	2.0%	2
Varies	0.4%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
(Don't buy these products)	7.3%	110	5.0%	4	9.8%	8	3.9%	5	12.0%	15	5.9%	4	12.0%	12	10.0%	9
Alston	0.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.6%	24	0.0%	0	0.0%	0	1.0%	1	8.0%	10	0.0%	0	0.0%	0	1.0%	1
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.2%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Asda, Metro Centre, Gateshead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q26 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q26

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.3%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.3%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6
Amble	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	17
Ashington	8.3%	116	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	69.3%	62	18.9%	15
Bedlington	1.3%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	6	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.5%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	9.6%	134	0.0%	0	0.0%	0	2.0%	2	73.9%	81	1.1%	1	5.7%	5	7.8%	6
Carlisle City Centre	0.4%	5	1.1%	1	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	8.4%	117	0.0%	0	1.1%	1	72.4%	86	3.4%	4	1.1%	1	2.3%	2	0.0%	0
Corbridge	0.7%	10	11.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	30	0.0%	0	0.0%	0	11.2%	13	1.1%	1	2.2%	1	0.0%	0	1.1%	1
Dunbar	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Gosforth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5
Haltwhistle	1.2%	16	0.0%	0	23.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.3%	5	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	7.7%	107	77.9%	56	40.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	2.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lemington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7
Morpeth	6.8%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	87.0%	58	0.0%	0	8.9%	7
Newbiggin-by-the-Sea	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.0%	7	0.0%	0
Newburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	4.2%	58	1.1%	1	1.1%	1	4.1%	5	1.1%	1	1.1%	1	5.7%	5	2.2%	2
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Widdrington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wooler	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.7%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	1.0%	13	0.0%	0	0.0%	0	1.0%	1	2.3%	2	0.0%	0	1.1%	1	1.1%	1
The Metro Centre, Gateshead	2.9%	41	4.2%	3	1.1%	1	0.0%	0	0.0%	0	4.3%	3	1.1%	1	6.7%	5
In-store in a supermarket	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	32	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Internet/ Home Delivery	2.1%	30	1.1%	1	1.1%	1	2.0%	2	3.4%	4	0.0%	0	2.3%	2	2.2%	2
Alston	0.2%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cowpen Road, Blyth	1.8%	24	0.0%	0	0.0%	0	1.0%	1	9.1%	10	0.0%	0	0.0%	0	1.1%	1
Asda, Lyntonville Terrace, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Manor Walks Shopping Centre, Cramlington	0.3%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Metro Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Chopwell	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.4%	6	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Throckley	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wideopen	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1392		72		70		118		109		67		89		81
Sample:		1388		95		91		98		88		92		88		90

Q27 How do you normally travel to...? (destination mentioned at Q26)
Those who buy chemist goods at Q26

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	52.2%	715	50.0%	36	57.1%	40	54.2%	63	58.8%	62	38.9%	27	46.5%	41	50.0%	40
Car/van (as passenger)	12.3%	169	6.4%	5	15.4%	11	16.7%	19	14.1%	15	7.4%	5	7.0%	6	14.8%	12
Bus, minibus or coach	7.9%	109	6.4%	5	5.5%	4	10.4%	12	8.2%	9	9.5%	7	16.3%	14	6.8%	5
Motorcycle, scooter or moped	0.3%	5	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Walk	25.4%	348	35.1%	25	19.8%	14	14.6%	17	15.3%	16	44.2%	31	29.1%	25	26.1%	21
Taxi	0.6%	8	1.1%	1	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Train	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	5	0.0%	0	1.1%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Weighted base:		1369		72		70		116		106		69		87		79
Sample:		1367		94		91		96		85		95		86		88

Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ashington	3.6%	54	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	4	24.0%	24	8.0%	7
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.1%	46	0.0%	0	0.0%	0	2.0%	2	19.0%	24	1.0%	1	3.0%	3	1.0%	1
Carlisle City Centre	0.8%	12	0.0%	0	14.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cramlington	1.8%	27	0.0%	0	0.0%	0	12.7%	16	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Cowgate	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.6%	10	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	11	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gosforth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.7%	56	41.0%	31	18.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9	0.0%	0	1.0%	1
Newbiggin-by-the-Sea	1.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	12	2.0%	2
Newcastle City Centre	12.7%	191	18.0%	14	1.0%	1	19.6%	24	9.0%	11	13.9%	10	6.0%	6	16.0%	14
North Shields	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Prudhoe	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	5.3%	80	4.0%	3	4.9%	4	3.9%	5	5.0%	6	10.9%	8	2.0%	2	3.0%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	14.9%	225	0.0%	0	0.0%	0	33.3%	41	35.0%	44	10.9%	8	18.0%	18	22.0%	20
The Metro Centre, Gateshead	2.8%	42	2.0%	2	3.9%	3	0.0%	0	1.0%	1	3.0%	2	2.0%	2	2.0%	2
Other	1.2%	17	0.0%	0	2.9%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Internet/ Home Delivery	13.3%	200	16.0%	12	17.6%	14	11.8%	14	8.0%	10	14.9%	11	8.0%	8	16.0%	14
Varies	0.3%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	15.1%	227	12.0%	9	16.7%	13	11.8%	14	18.0%	22	16.8%	12	17.0%	17	19.0%	17
Asda, Cowpen Road, Blyth	0.7%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Durham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.5%	7	1.0%	1	3.9%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	2.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q28 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q28

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.2%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ashington	4.2%	54	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.1%	4	28.9%	24	9.9%	7
Bedlington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.2%	1	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	6.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.6%	46	0.0%	0	0.0%	0	2.2%	2	23.2%	24	1.2%	1	3.6%	3	1.2%	1
Carlisle City Centre	0.9%	12	0.0%	0	17.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cramlington	2.1%	27	0.0%	0	0.0%	0	14.4%	16	0.0%	0	3.6%	2	1.2%	1	0.0%	0
Cowgate	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.8%	10	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	2.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	11	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Gosforth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.5%	6	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.4%	56	46.6%	31	22.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	9	0.0%	0	1.2%	1
Newbiggin-by-the-Sea	1.3%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	14.5%	12	2.5%	2
Newcastle City Centre	15.0%	191	20.5%	14	1.2%	1	22.2%	24	11.0%	11	16.7%	10	7.2%	6	19.8%	14
North Shields	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Prudhoe	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	1.2%	1
Belvedere Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	6.3%	80	4.5%	3	6.0%	4	4.4%	5	6.1%	6	13.1%	8	2.4%	2	3.7%	3
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	17.6%	225	0.0%	0	0.0%	0	37.8%	41	42.7%	44	13.1%	8	21.7%	18	27.2%	20
The Metro Centre, Gateshead	3.3%	42	2.3%	2	4.8%	3	0.0%	0	1.2%	1	3.6%	2	2.4%	2	2.5%	2
Other	1.4%	17	0.0%	0	3.6%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Internet/ Home Delivery	15.7%	200	18.2%	12	21.4%	14	13.3%	14	9.8%	10	17.9%	11	9.6%	8	19.8%	14
Asda, Cowpen Road, Blyth	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	1
B&Q Warehouse, Scotswood Road, Scotswood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Durham	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scots Gap	0.5%	7	1.1%	1	4.8%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Tynedale Retail Park, Hexham	0.3%	4	2.3%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1277		67		65		109		102		61		84		73
Sample:		1276		88		84		90		82		84		83		81

Northumberland Household Survey
for White Young Green

Q29 How do you normally travel to...? (destination mentioned at Q28)
Those who buy electrical goods at Q28

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	58.8%	636	69.4%	38	58.2%	30	59.0%	55	56.8%	52	56.5%	28	46.7%	35	56.9%	33
Car/van (as passenger)	23.3%	252	9.7%	5	29.9%	15	19.2%	18	28.4%	26	21.7%	11	25.3%	19	32.3%	19
Bus, minibus or coach	9.8%	107	5.6%	3	4.5%	2	16.7%	16	8.1%	7	10.1%	5	12.0%	9	10.8%	6
Walk	5.8%	63	13.9%	8	6.0%	3	3.8%	4	5.4%	5	5.8%	3	16.0%	12	0.0%	0
Taxi	0.2%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Train	0.7%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Metro	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Weighted base:		1081		55		52		94		92		50		76		59
Sample:		1079		72		67		78		74		69		75		65

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	3.2%	48	10.0%	8	6.9%	5	2.0%	2	2.0%	2	4.0%	3	3.0%	3	2.0%	2
B&Q Supercentre, Hexham Road, Swalwell	0.8%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.2%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	2.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	4.8%	73	0.0%	0	0.0%	0	16.7%	21	8.0%	10	1.0%	1	4.0%	4	2.0%	2
B&Q Warehouse, Scotswood Road, Scotswood	6.5%	98	8.0%	6	6.9%	5	1.0%	1	2.0%	2	6.9%	5	1.0%	1	4.0%	4
Focus, Cramlington Retail Park, Cramlington	4.8%	72	0.0%	0	0.0%	0	29.4%	36	4.0%	5	5.9%	4	0.0%	0	0.0%	0
Focus, Front Street, Consett	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	3.4%	51	0.0%	0	0.0%	0	2.0%	2	26.0%	32	0.0%	0	1.0%	1	1.0%	1
Homebase, Kingston Park, Newcastle-upon-Tyne	1.0%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	3.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	17
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	4.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.2%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Ashington	8.0%	121	0.0%	0	0.0%	0	0.0%	0	5.0%	6	20.8%	15	39.0%	40	18.0%	16
Bedlington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	2.2%	34	0.0%	0	0.0%	0	0.0%	0	12.0%	15	3.0%	2	2.0%	2	6.0%	5
Carlisle City Centre	0.8%	12	0.0%	0	14.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.6%	24	0.0%	0	0.0%	0	5.9%	7	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Corbridge	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.7%	11	0.0%	0	0.0%	0	4.9%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Duns	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	45	32.0%	24	20.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.6%	24	0.0%	0	1.0%	1	1.0%	1	0.0%	0	18.8%	14	0.0%	0	2.0%	2
Newcastle City Centre	0.9%	14	4.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
North Shields	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Ponteland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.7%	11	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	2.2%	33	0.0%	0	2.0%	2	1.0%	1	4.0%	5	3.0%	2	4.0%	4	6.0%	5
The Metro Centre, Gateshead	0.3%	5	4.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	19	0.0%	0	4.9%	4	1.0%	1	3.0%	4	0.0%	0	2.0%	2	1.0%	1
Internet/ Home Delivery	1.8%	27	1.0%	1	3.9%	3	2.0%	2	3.0%	4	3.0%	2	1.0%	1	1.0%	1
Varies	0.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Don't buy these products)	27.8%	420	35.0%	27	27.5%	22	24.5%	30	29.0%	36	20.8%	15	33.0%	33	26.0%	23
Edinburgh	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.3%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	8.0%	8	2.0%	2
Hawick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q30 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q30

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	4.4%	48	15.6%	8	9.5%	5	2.6%	2	2.8%	2	5.1%	3	4.5%	3	2.7%	2
B&Q Supercentre, Hexham Road, Swalwell	1.1%	12	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.3%	3	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	3.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	6.7%	73	0.0%	0	0.0%	0	22.1%	21	11.3%	10	1.3%	1	6.1%	4	2.7%	2
B&Q Warehouse, Scotswood Road, Scotswood	9.0%	98	12.5%	6	9.5%	5	1.3%	1	2.8%	2	8.9%	5	1.5%	1	5.5%	4
Focus, Cramlington Retail Park, Cramlington	6.7%	72	0.0%	0	0.0%	0	39.0%	36	5.6%	5	7.6%	4	0.0%	0	0.0%	0
Focus, Front Street, Consett	0.3%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	4.8%	51	0.0%	0	0.0%	0	2.6%	2	36.6%	32	0.0%	0	1.5%	1	1.4%	1
Homebase, Kingston Park, Newcastle-upon-Tyne	1.4%	16	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	5.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	17
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	5.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Benton Park Road, Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Middle Engine Lane, Wallsend	0.3%	3	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allendale	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Amble	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Ashington	11.2%	121	0.0%	0	0.0%	0	0.0%	0	7.0%	6	26.6%	15	59.1%	40	24.7%	16
Bedlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.1%	34	0.0%	0	0.0%	0	0.0%	0	16.9%	15	3.8%	2	3.0%	2	8.2%	5
Carlisle City Centre	1.1%	12	0.0%	0	20.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	24	0.0%	0	0.0%	0	7.8%	7	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Corbridge	0.1%	2	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.0%	11	0.0%	0	0.0%	0	6.5%	6	1.4%	1	1.3%	1	0.0%	0	0.0%	0
Duns	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.3%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Haltwhistle	0.1%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.2%	45	50.0%	24	28.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.2%	24	0.0%	0	1.4%	1	1.3%	1	0.0%	0	24.1%	14	0.0%	0	2.7%	2
Newcastle City Centre	1.3%	14	6.3%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
North Shields	0.7%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	1	0.0%	0	1.4%	1
Ponteland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooler	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	1.0%	11	1.6%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.0%	33	0.0%	0	2.7%	2	1.3%	1	5.6%	5	3.8%	2	6.1%	4	8.2%	5
The Metro Centre, Gateshead	0.5%	5	6.3%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	19	0.0%	0	6.8%	4	1.3%	1	4.2%	4	0.0%	0	3.0%	2	1.4%	1
Internet/ Home Delivery	2.5%	27	1.6%	1	5.4%	3	2.6%	2	4.2%	4	3.8%	2	1.5%	1	1.4%	1
Edinburgh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	1.8%	20	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	1	12.1%	8	2.7%	2
Hawick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1079		49		57		93		88		58		67		66
Sample:		1077		64		74		77		71		79		66		73

Q31 How do you normally travel to…? (destination mentioned at Q30)
Those who buy DIY goods at Q30

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	67.0%	712	71.9%	35	70.0%	38	61.3%	55	66.2%	56	55.8%	31	62.1%	42	63.0%	42
Car/van (as passenger)	23.6%	251	7.8%	4	24.3%	13	25.3%	23	27.9%	24	27.3%	15	18.2%	12	26.0%	17
Bus, minibus or coach	2.5%	26	3.1%	2	2.9%	2	1.3%	1	0.0%	0	5.2%	3	3.0%	2	5.5%	4
Walk	6.5%	69	15.6%	8	1.4%	1	12.0%	11	5.9%	5	10.4%	6	16.7%	11	4.1%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Train	0.1%	2	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:		1062		49		54		90		85		56		67		66
Sample:		1064		64		70		75		68		77		66		73

Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0
Focus, Cramlington Retail Park, Cramlington	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	1.5%	23	3.0%	2	2.0%	2	3.9%	5	1.0%	1	4.0%	3	0.0%	0	3.0%	3
Alnwick	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	5
Amble	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	9
Ashington	5.1%	77	0.0%	0	0.0%	0	2.9%	4	4.0%	5	11.9%	9	25.0%	25	9.0%	8
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.1%	77	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	5.5%	83	0.0%	0	0.0%	0	2.9%	4	39.0%	49	0.0%	0	2.0%	2	4.0%	4
Carlisle City Centre	0.9%	13	0.0%	0	16.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.1%	62	0.0%	0	0.0%	0	17.6%	22	3.0%	4	6.9%	5	2.0%	2	4.0%	4
Cramlington	1.4%	21	0.0%	0	0.0%	0	8.8%	11	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Duns	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	17	2.0%	2	2.9%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Haltwhistle	0.6%	9	0.0%	0	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.1%	62	41.0%	31	19.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	12	1.0%	1	1.0%	1
Newbiggin-by-the-Sea	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.0%	10	4.0%	4
Newburn	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	9.2%	139	11.0%	8	5.9%	5	17.6%	22	4.0%	5	11.9%	9	5.0%	5	5.0%	5
North Shields	0.6%	9	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.8%	13	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wooler	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.5%	8	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park,	2.4%	37	2.0%	2	0.0%	0	3.9%	5	3.0%	4	1.0%	1	1.0%	1	3.0%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle-upon-Tyne																
The Metro Centre, Gateshead	5.1%	76	5.0%	4	2.9%	2	2.9%	4	2.0%	2	5.9%	4	4.0%	4	8.0%	7
Other	1.4%	21	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Internet/ Home Delivery	2.6%	39	2.0%	2	2.9%	2	1.0%	1	3.0%	4	2.0%	1	2.0%	2	4.0%	4
Varies	1.6%	24	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
(Don't buy these products)	30.4%	459	28.0%	21	28.4%	22	24.5%	30	27.0%	34	27.7%	20	40.0%	41	34.0%	31
Alston	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hawick	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.5%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q32 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)
Excluding 'Varies', and '(Don't buy these products)' at Q32

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, Low Buckholme Side, Galashiels	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Middle Engine Lane, Wallsend	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Scotswood Road, Scotswood	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	1	1.7%	1	0.0%	0
Focus, Cramlington Retail Park, Cramlington	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Homebase, Blyth Valley Retail Park, Blyth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Homebase, Team Valley Trading Estate, Gateshead	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Willowburn Avenue, Alnwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Gateshead	2.2%	23	4.3%	2	2.7%	2	5.3%	5	1.4%	1	5.5%	3	0.0%	0	4.6%	3
Alnwick	2.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	9.2%	5
Amble	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	15.4%	9
Ashington	7.5%	77	0.0%	0	0.0%	0	3.9%	4	5.6%	5	16.4%	9	42.4%	25	13.8%	8
Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Bellingham	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	7.5%	77	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.3%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	8.1%	83	0.0%	0	0.0%	0	3.9%	4	54.2%	49	0.0%	0	3.4%	2	6.2%	4
Carlisle City Centre	1.3%	13	0.0%	0	23.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	6.0%	62	0.0%	0	0.0%	0	23.7%	22	4.2%	4	9.6%	5	3.4%	2	6.2%	4
Cramlington	2.0%	21	0.0%	0	0.0%	0	11.8%	11	2.8%	2	1.4%	1	0.0%	0	0.0%	0
Duns	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.7%	17	2.9%	2	4.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Haltwhistle	0.8%	9	0.0%	0	15.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.1%	62	58.6%	31	27.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morpeth	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	12	1.7%	1	1.5%	1
Newbiggin-by-the-Sea	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	16.9%	10	6.2%	4
Newburn	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	13.6%	139	15.7%	8	8.2%	5	23.7%	22	5.6%	5	16.4%	9	8.5%	5	7.7%	5
North Shields	0.9%	9	0.0%	0	0.0%	0	2.6%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Ponteland	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	1.2%	13	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wooler	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston Retail Park, Newcastle-upon-Tyne	0.8%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Newcastle Retail Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park,	3.6%	37	2.9%	2	0.0%	0	5.3%	5	4.2%	4	1.4%	1	1.7%	1	4.6%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Newcastle-upon-Tyne																
The Metro Centre, Gateshead	7.4%	76	7.1%	4	4.1%	2	3.9%	4	2.8%	2	8.2%	4	6.8%	4	12.3%	7
Other	2.0%	21	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.4%	1	5.1%	3	3.1%	2
Internet/ Home Delivery	3.8%	39	2.9%	2	4.1%	2	1.3%	1	4.2%	4	2.7%	1	3.4%	2	6.2%	4
Alston	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Newbiggin Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Hawick	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocksfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail Park, Gateshead	0.8%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1026		53		56		92		90		53		60		59
Sample:		1026		70		73		76		72		73		59		65

Q33 How do you normally travel to…? (destination mentioned at Q32)
Those who buy furniture, carpets and floor coverings at Q32

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	62.1%	629	67.1%	36	64.3%	35	60.5%	55	65.7%	57	60.6%	31	50.0%	29	58.1%	32
Car/van (as passenger)	23.0%	233	14.3%	8	22.9%	12	26.3%	24	22.9%	20	22.5%	12	22.4%	13	33.9%	19
Bus, minibus or coach	6.5%	66	1.4%	1	2.9%	2	9.2%	8	2.9%	2	8.5%	4	6.9%	4	3.2%	2
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	59	15.7%	8	7.1%	4	2.6%	2	4.3%	4	4.2%	2	20.7%	12	4.8%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	6	1.4%	1	2.9%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Metro	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Delivered	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1012		53		54		92		87		52		59		56
Sample:		1010		70		70		76		70		71		58		62

Q34 Do you use garden centres to buy plants, shrubs, garden furniture, etc?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes	60.9%	918	71.0%	54	66.7%	53	62.7%	77	47.0%	58	74.3%	55	53.0%	54	58.0%	52
No	39.1%	591	29.0%	22	33.3%	26	37.3%	46	53.0%	66	25.7%	19	47.0%	48	42.0%	38
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q35 Which garden centre did you last visit?
Those who use garden centres at Q34

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Dobbies Garden World, Ponteland	7.8%	71	9.9%	5	16.2%	9	3.1%	2	8.5%	5	5.3%	3	1.9%	1	0.0%	0
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.1%	10	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heighley Gate Garden Centre, Morpeth	26.9%	247	0.0%	0	1.5%	1	12.5%	10	25.5%	15	77.3%	42	26.4%	14	67.2%	35
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	9.6%	89	0.0%	0	0.0%	0	1.6%	1	14.9%	9	2.7%	1	54.7%	29	22.4%	12
Tyne Valley Nurseries, Mickley Square, Mickley	2.6%	24	4.2%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.5%	69	4.2%	2	11.8%	6	4.7%	4	12.8%	7	4.0%	2	3.8%	2	0.0%	0
Don't know	9.1%	83	7.0%	4	5.9%	3	7.8%	6	14.9%	9	5.3%	3	5.7%	3	6.9%	4
Azure Garden Centre, Station Road, Cramlington	3.7%	34	0.0%	0	0.0%	0	34.4%	27	0.0%	0	1.3%	1	0.0%	0	1.7%	1
Berwick Garden Centre, East Ord, Berwick	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woolsington	2.3%	21	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down To Earth, Tyne Mills Industrial Estate, Hexham	7.4%	68	71.8%	39	48.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ord Garden Centre, East Ord, Berwick	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.6%	6	0.0%	0	8.8%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	3.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Barratts, Gosforth Park, Newcastle	8.1%	75	1.4%	1	0.0%	0	21.9%	17	21.3%	12	2.7%	1	7.5%	4	1.7%	1
Plants Plus, Seaton Burn, Newcastle	1.1%	10	0.0%	0	0.0%	0	4.7%	4	2.1%	1	1.3%	1	0.0%	0	0.0%	0
Shaw Garden Centre, Cramlington	1.2%	11	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.1%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		918		54		53		77		58		55		54		52
Sample:		938		71		68		64		47		75		53		58

Column %ges.

Q35 Which garden centre did you last visit?
Exluding those who said 'Don't know' at Q35

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Dobbies Garden World, Ponteland	8.5%	71	10.6%	5	17.2%	9	3.4%	2	10.0%	5	5.6%	3	2.0%	1	0.0%	0
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.2%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heighley Gate Garden Centre, Morpeth	29.6%	247	0.0%	0	1.6%	1	13.6%	10	30.0%	15	81.7%	42	28.0%	14	72.2%	35
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	10.6%	89	0.0%	0	0.0%	0	1.7%	1	17.5%	9	2.8%	1	58.0%	29	24.1%	12
Tyne Valley Nurseries, Mickley Square, Mickley	2.9%	24	4.5%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.2%	69	4.5%	2	12.5%	6	5.1%	4	15.0%	7	4.2%	2	4.0%	2	0.0%	0
Azure Garden Centre, Station Road, Cramlington	4.1%	34	0.0%	0	0.0%	0	37.3%	27	0.0%	0	1.4%	1	0.0%	0	1.9%	1
Berwick Garden Centre, East Ord, Berwick	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowells Garden Centre, Woolsington	2.5%	21	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Down To Earth, Tyne Mills Industrial Estate, Hexham	8.2%	68	77.3%	39	51.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ord Garden Centre, East Ord, Berwick	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glendale Garden Centre, Wooler	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Hall Garden Centre, Carlisle	0.7%	6	0.0%	0	9.4%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfield Garden Centre, Kelso	4.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Barratts, Gosforth Park, Newcastle	8.9%	75	1.5%	1	0.0%	0	23.7%	17	25.0%	12	2.8%	1	8.0%	4	1.9%	1
Plants Plus, Seaton Burn, Newcastle	1.2%	10	0.0%	0	0.0%	0	5.1%	4	2.5%	1	1.4%	1	0.0%	0	0.0%	0
Shaw Garden Centre, Cramlington	1.3%	11	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Willows Garden Centre, Alnwick	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wylam Nurseries, Stephenson Terrace, Wylam	1.2%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		835		50		49		71		50		52		51		49
Sample:		861		66		64		59		40		71		50		54

Q36 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes, Internet	44.1%	666	44.0%	34	39.2%	31	39.2%	48	43.0%	53	45.5%	34	35.0%	35	44.0%	40
Yes, TV Shopping	2.8%	42	0.0%	0	2.0%	2	4.9%	6	3.0%	4	3.0%	2	8.0%	8	4.0%	4
Yes, both	4.9%	75	1.0%	1	2.0%	2	6.9%	8	7.0%	9	7.9%	6	4.0%	4	5.0%	5
No	48.1%	726	55.0%	42	56.9%	45	49.0%	60	47.0%	58	43.6%	32	53.0%	54	47.0%	42
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q37 Which goods or services does your household currently purchase via electronic home shopping?
Those who purchase goods via electronic shopping at Q36

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Banking	9.8%	76	13.3%	5	11.4%	4	15.4%	10	9.4%	6	21.1%	9	0.0%	0	1.9%	1
Books	35.8%	281	42.2%	14	38.6%	13	30.8%	19	34.0%	22	43.9%	18	17.0%	8	34.0%	16
CD’s, music, videos	43.7%	342	33.3%	11	40.9%	14	42.3%	27	49.1%	32	43.9%	18	29.8%	14	43.4%	21
Clothes	36.2%	283	40.0%	14	38.6%	13	26.9%	17	28.3%	19	28.1%	12	34.0%	16	28.3%	14
DIY goods	4.8%	38	2.2%	1	15.9%	5	7.7%	5	3.8%	2	7.0%	3	8.5%	4	1.9%	1
Food	12.2%	96	6.7%	2	22.7%	8	15.4%	10	5.7%	4	14.0%	6	12.8%	6	11.3%	5
Furniture/Carpets	4.9%	39	2.2%	1	13.6%	5	3.8%	2	1.9%	1	5.3%	2	4.3%	2	1.9%	1
Garden items	3.0%	24	6.7%	2	4.5%	2	3.8%	2	1.9%	1	0.0%	0	2.1%	1	1.9%	1
Holiday and/or Travel Tickets	15.7%	123	31.1%	11	18.2%	6	23.1%	14	9.4%	6	12.3%	5	10.6%	5	5.7%	3
Jewellery	4.4%	35	2.2%	1	2.3%	1	9.6%	6	0.0%	0	10.5%	4	12.8%	6	3.8%	2
Major electrical items	20.7%	162	35.6%	12	45.5%	15	15.4%	10	11.3%	7	24.6%	10	8.5%	4	18.9%	9
Small electrical items	24.7%	193	26.7%	9	27.3%	9	34.6%	22	20.8%	14	36.8%	15	6.4%	3	15.1%	7
Small household goods	10.4%	81	15.6%	5	15.9%	5	13.5%	8	1.9%	1	5.3%	2	4.3%	2	13.2%	6
Sports goods	7.1%	56	2.2%	1	2.3%	1	3.8%	2	7.5%	5	10.5%	4	6.4%	3	5.7%	3
Toys	11.1%	87	13.3%	5	4.5%	2	15.4%	10	7.5%	5	7.0%	3	10.6%	5	7.5%	4
Other	3.2%	25	6.7%	2	2.3%	1	5.8%	4	1.9%	1	7.0%	3	2.1%	1	1.9%	1
Don't know	3.0%	23	0.0%	0	2.3%	1	0.0%	0	1.9%	1	5.3%	2	14.9%	7	5.7%	3
Vehicle parts	1.5%	12	0.0%	0	2.3%	1	1.9%	1	1.9%	1	0.0%	0	4.3%	2	0.0%	0
Beauty products	1.3%	10	0.0%	0	0.0%	0	3.8%	2	1.9%	1	0.0%	0	2.1%	1	0.0%	0
Cosmetics	0.5%	4	0.0%	0	2.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1
Craft goods	1.1%	8	2.2%	1	2.3%	1	0.0%	0	3.8%	2	5.3%	2	2.1%	1	1.9%	1
Insurance	0.5%	4	2.2%	1	2.3%	1	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0
Chemist goods	0.5%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Computer software	0.4%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Photography equipment	0.5%	4	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		783		34		34		63		66		42		48		48
Sample:		768		45		44		52		53		57		47		53

Q38 Which goods or services might your household purchase in the future via electronic home shopping?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Banking	1.5%	22	0.0%	0	2.9%	2	1.0%	1	3.0%	4	5.0%	4	0.0%	0	1.0%	1
Books	10.1%	152	7.0%	5	4.9%	4	5.9%	7	16.0%	20	7.9%	6	5.0%	5	12.0%	11
CD’s, music, videos	11.4%	173	5.0%	4	8.8%	7	7.8%	10	18.0%	22	9.9%	7	8.0%	8	16.0%	14
Clothes	10.2%	154	10.0%	8	7.8%	6	7.8%	10	13.0%	16	8.9%	7	8.0%	8	9.0%	8
DIY goods	0.9%	14	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	1	0.0%	0	1.0%	1
Food	4.8%	72	5.0%	4	6.9%	5	4.9%	6	2.0%	2	3.0%	2	4.0%	4	6.0%	5
Furniture/Carpets	1.9%	28	2.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	1	2.0%	2	2.0%	2
Garden items	0.6%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Holiday and/or Travel Tickets	4.5%	68	8.0%	6	5.9%	5	4.9%	6	4.0%	5	5.9%	4	3.0%	3	3.0%	3
Jewellery	1.7%	25	0.0%	0	2.0%	2	1.0%	1	1.0%	1	3.0%	2	4.0%	4	2.0%	2
Major electrical items	5.6%	84	5.0%	4	7.8%	6	3.9%	5	4.0%	5	3.0%	2	4.0%	4	6.0%	5
Small electrical items	5.2%	79	3.0%	2	3.9%	3	4.9%	6	5.0%	6	2.0%	1	1.0%	1	5.0%	5
Small household goods	2.6%	39	0.0%	0	2.0%	2	2.9%	4	2.0%	2	2.0%	1	1.0%	1	3.0%	3
Sports goods	1.8%	26	0.0%	0	1.0%	1	2.0%	2	2.0%	2	3.0%	2	0.0%	0	1.0%	1
Toys	3.5%	52	0.0%	0	0.0%	0	5.9%	7	5.0%	6	5.0%	4	4.0%	4	1.0%	1
Other	1.1%	17	2.0%	2	2.0%	2	1.0%	1	4.0%	5	0.0%	0	2.0%	2	0.0%	0
Don't know	14.4%	217	9.0%	7	10.8%	9	10.8%	13	20.0%	25	17.8%	13	11.0%	11	15.0%	14
Nothing	52.2%	788	64.0%	49	60.8%	48	55.9%	69	41.0%	51	55.4%	41	62.0%	63	48.0%	43
Insurance	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Beauty products	0.5%	7	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Craft goods	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Ashington Leisure Centre, Institute Road, Ashington	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	11.0%	11	2.0%	2
Blyth Sports Centre, Bolam Avenue, Blyth	2.0%	31	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0
Bodyforge Fitness Centre, Station Road, Bedlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.3%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	4.0%	61	0.0%	0	0.0%	0	31.4%	39	1.0%	1	2.0%	1	2.0%	2	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
David Lloyd, Castle Farm Road, South Gosforth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Oasis Health Club, Woodhorn Road, Ashington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ocean Club, Seafield Park, Seahouses	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.0%	0	1.0%	1
Sporting Club Cramlington, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Granary Leisure Complex, Links Road, Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
The Sporting Club, Highburn, Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	1.9%	29	26.0%	20	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Alnwick	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Amble	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Ashington	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	1.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	0.6%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	1	0.0%	0
Carlisle City Centre	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cramlington	0.4%	6	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Duns	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.8%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Gosforth	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	5	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.0%	15	13.0%	10	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kelso	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morpeth	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	1.0%	1	1.0%	1
Newbiggin-by-the-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Newburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.6%	10	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
North Shields	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Ponteland	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Wooler	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	31	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1
(Don’t know/can’t remember)	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Do not do this activity)	64.7%	976	55.0%	42	73.5%	58	57.8%	71	77.0%	96	64.4%	47	70.0%	71	69.0%	62
Jedburgh	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Warkworth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q39 Which facility/centre did you last visit for indoor sports or health and fitness activity?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q39

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Ashington Leisure Centre, Institute Road, Ashington	4.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	37.9%	11	6.7%	2
Blyth Sports Centre, Bolam Avenue, Blyth	5.9%	31	0.0%	0	0.0%	0	0.0%	0	69.6%	20	0.0%	0	0.0%	0	0.0%	0
Bodyforge Fitness Centre, Station Road, Bedlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Body-Tec Health Studio, Union Street, Blyth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Changes Health & Fitness, Front Street, Cramlington	0.8%	4	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concordia Leisure Centre, Forum Way, Cramlington	11.7%	61	0.0%	0	0.0%	0	74.4%	39	4.3%	1	5.7%	1	6.9%	2	0.0%	0
Curves For Women, Jubilee Industrial Estate, Ashington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
David Lloyd, Castle Farm Road, South Gosforth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
FX Gym, Tweedmouth Trading Estate, Tweedmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure Connection, The Swan Leisure Centre, Tweedmouth	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life & Soul Fitness Club, Bassington Lane, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbiggin Sports & Community Centre, Woodhorn Road, Newbiggin-by-the-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
No Limits Health Club, Fenkle Street, Alnwick	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
No Limits Health & Fitness, Fore Street, Hexham	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No Limits Health & Fitness Studio, North Banks, Amble	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Oasis Health Club, Woodhorn Road, Ashington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Ocean Club, Seafield Park, Seahouses	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paramount Health & Fitness Club, Glebe Road, Bedlington	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, New Market, Morpeth	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.4%	8	0.0%	0	3.3%	1
Sporting Club Cramlington, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tempo Dance, Hawthorn Road, Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
The Buzz Factory, Swalwell Close, Prudhoe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Granary Leisure Complex, Links Road, Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4
The Sporting Club, Highburn, Cramlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tropicana, Newgate Street, Morpeth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Village Farm Gym, Shilbottle, Alnwick	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterworld, Front Street, Prudhoe	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wentworth Leisure Centre, Wentworth Park, Hexham	5.7%	29	57.8%	20	25.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willowburn Sports & Leisure Centre, Willowburn Avenue, Alnwick	6.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4
Alnwick	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Amble	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4
Ashington	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	24.1%	7	0.0%	0
Belford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.4%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	5.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0	3.4%	1	0.0%	0
Carlisle City Centre	0.3%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	7.0%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Cramlington	1.2%	6	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Duns	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eyemouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	2.5%	13	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	3.3%	1
Gosforth	1.3%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	1.0%	5	0.0%	0	25.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	3.0%	15	28.9%	10	25.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Kelso	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Morpeth	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	7	3.4%	1	3.3%	1
Newbiggin-by-the-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.3%	1
Newburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	1.8%	10	4.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
North Shields	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.9%	1	0.0%	0	0.0%	0
Ponteland	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prudhoe	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.5%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	3.3%	1
Wooler	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	31	4.4%	2	0.0%	0	2.3%	1	4.3%	1	2.9%	1	6.9%	2	3.3%	1
Jedburgh	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Warkworth	0.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		519		34		21		52		29		26		29		27
Sample:		511		45		27		43		23		35		29		30

Q40 How do you normally travel to…? (centre mentioned at Q39)
Those who visit indoor sports or health and fitness at Q39

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	67.5%	360	73.3%	25	66.7%	14	67.4%	35	60.9%	17	63.9%	17	66.7%	20	64.5%	18
Car/van (as passenger)	8.2%	44	6.7%	2	7.4%	2	7.0%	4	4.3%	1	5.6%	1	16.7%	5	9.7%	3
Bus, minibus or coach	3.0%	16	0.0%	0	3.7%	1	4.7%	2	0.0%	0	2.8%	1	0.0%	0	3.2%	1
Walk	20.4%	109	20.0%	7	22.2%	5	20.9%	11	30.4%	9	27.8%	7	16.7%	5	22.6%	6
Metro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		533		34		21		52		29		26		30		28
Sample:		525		45		27		43		23		36		30		31

Q41 Which centre/facility did you last visit for cinema?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Cineworld, Boldon Leisure Park, Boldon Colliery	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	3.7%	56	0.0%	0	1.0%	1	7.8%	10	0.0%	0	4.0%	3	5.0%	5	1.0%	1
Odeon, Osprey Drive, Wallsend	18.2%	274	1.0%	1	1.0%	1	30.4%	37	35.0%	44	22.8%	17	23.0%	23	25.0%	23
Odeon, Russell Way, Metro Centre, Gateshead	10.6%	160	12.0%	9	12.7%	10	3.9%	5	3.0%	4	7.9%	6	16.0%	16	12.0%	11
Side Cinema, the Side, Newcastle-upon-Tyne	0.6%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.0%	1
The Forum Cinema, Market Place, Hexham	3.8%	58	40.0%	31	18.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	1.0%	16	1.0%	1	0.0%	0	4.9%	6	1.0%	1	2.0%	1	0.0%	0	1.0%	1
Other	1.8%	27	0.0%	0	2.9%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Alnwick Playhouse, Bondgate, Alnwick	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Edinburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion Cinema, Galasheils	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Edinburgh	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/can’t remember)	4.3%	65	0.0%	0	8.8%	7	2.0%	2	2.0%	2	5.0%	4	5.0%	5	6.0%	5
(Do not do this activity)	50.3%	758	45.0%	34	54.9%	43	50.0%	62	56.0%	70	52.5%	39	51.0%	52	52.0%	47
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q41 Which centre/facility did you last visit for cinema?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q41

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Cineworld, Boldon Leisure Park, Boldon Colliery	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Newgate Street, Newcastle-upon-Tyne	8.2%	56	0.0%	0	2.7%	1	16.3%	10	0.0%	0	9.3%	3	11.4%	5	2.4%	1
Odeon, Osprey Drive, Wallsend	40.0%	274	1.8%	1	2.7%	1	63.3%	37	83.3%	44	53.5%	17	52.3%	23	59.5%	23
Odeon, Russell Way, Metro Centre, Gateshead	23.3%	160	21.8%	9	35.1%	10	8.2%	5	7.1%	4	18.6%	6	36.4%	16	28.6%	11
Side Cinema, the Side, Newcastle-upon-Tyne	1.4%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	2.4%	1
The Forum Cinema, Market Place, Hexham	8.5%	58	72.7%	31	51.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne	2.3%	16	1.8%	1	0.0%	0	10.2%	6	2.4%	1	4.7%	1	0.0%	0	2.4%	1
Other	3.9%	27	0.0%	0	8.1%	2	0.0%	0	2.4%	1	2.3%	1	0.0%	0	2.4%	1
Alnwick Playhouse, Bondgate, Alnwick	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Edinburgh	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion Cinema, Galasheils	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gate Cinema, Newcastle-upon-Tyne	1.3%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.3%	1	0.0%	0	0.0%	0
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Ocean Terminal, Edinburgh	3.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		685		42		29		59		52		31		45		38
Sample:		685		55		37		49		42		43		44		42

Q42 How do you normally travel to…? (centre mentioned at Q41)
Those who visit the cinema at Q41

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	69.9%	525	67.3%	28	76.1%	27	58.8%	36	79.5%	44	62.5%	22	69.4%	34	62.5%	27
Car/van (as passenger)	19.6%	147	9.1%	4	19.6%	7	27.5%	17	18.2%	10	16.7%	6	18.4%	9	29.2%	13
Bus, minibus or coach	6.9%	52	5.5%	2	4.3%	2	11.8%	7	2.3%	1	18.7%	7	12.2%	6	6.3%	3
Walk	1.6%	12	16.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Train	1.5%	11	1.8%	1	0.0%	0	2.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Metro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		751		42		36		62		55		35		50		43
Sample:		745		55		46		51		44		48		49		48

Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	2.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Amble	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	14
Ashington	3.1%	46	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	27.0%	27	2.0%	2
Bedlington	0.9%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.3%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	3.7%	55	0.0%	0	0.0%	0	1.0%	1	34.0%	42	0.0%	0	1.0%	1	0.0%	0
Carlisle City Centre	0.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.2%	34	0.0%	0	0.0%	0	17.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	0.9%	14	12.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.5%	7	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Galashiels	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.4%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	1.4%	21	22.0%	17	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morpeth	5.0%	75	0.0%	0	0.0%	0	1.0%	1	0.0%	0	46.5%	34	3.0%	3	14.0%	13
Newbiggin-by-the-Sea	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	8.0%	120	6.0%	5	6.9%	5	21.6%	27	5.0%	6	3.0%	2	6.0%	6	3.0%	3
North Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ponteland	1.1%	16	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prudhoe	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Seahouses	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.4%	21	0.0%	0	0.0%	0	2.9%	4	4.0%	5	0.0%	0	1.0%	1	0.0%	0
Widdrington Station	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Wooler	0.3%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wylam	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	83	2.0%	2	9.8%	8	1.0%	1	3.0%	4	0.0%	0	2.0%	2	5.0%	5
(Don't know/can't remember)	1.4%	21	4.0%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0
(Do not do this activity)	46.9%	708	51.0%	39	55.9%	44	46.1%	57	46.0%	57	43.6%	32	49.0%	50	47.0%	42
Barrasford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Stocksfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.5%	7	2.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q43 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q43

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.2%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	5.5%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Amble	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	14
Ashington	5.9%	46	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.8%	1	54.0%	27	3.8%	2
Bedlington	1.8%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Bedlington Station	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belford	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.5%	4	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	7.1%	55	0.0%	0	0.0%	0	1.8%	1	64.2%	42	0.0%	0	2.0%	1	0.0%	0
Carlisle City Centre	0.4%	3	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choppington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.3%	34	0.0%	0	0.0%	0	32.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	1.8%	14	26.7%	9	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	0.9%	7	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duns	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1
Galashiels	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.7%	5	0.0%	0	2.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.3%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.2%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	2.6%	21	48.9%	17	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelso	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Morpeth	9.6%	75	0.0%	0	0.0%	0	1.8%	1	0.0%	0	85.5%	34	6.0%	3	26.4%	13
Newbiggin-by-the-Sea	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7	1.9%	1
Newburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	15.4%	120	13.3%	5	15.6%	5	40.0%	27	9.4%	6	5.5%	2	12.0%	6	5.7%	3
North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Ponteland	2.1%	16	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Prudhoe	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Seahouses	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shiremoor	0.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westerhope	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Whickham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.7%	21	0.0%	0	0.0%	0	5.5%	4	7.5%	5	0.0%	0	2.0%	1	0.0%	0
Widdrington Station	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.8%	2
Wooler	0.5%	4	0.0%	0	2.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wylam	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.7%	83	4.4%	2	22.2%	8	1.8%	1	5.7%	4	0.0%	0	4.0%	2	9.4%	5
Barrasford	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.3%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lake District	0.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Longframlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Sluice	0.6%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Stannington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1
Stocksfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	1.0%	7	4.4%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Weighted base:		780		34		35		66		66		40		51		48
Sample:		770		45		45		55		53		55		50		53

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q44 How do you normally travel to...? (centre mentioned at Q43)
Those who visit nightlife at Q43

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	23.5%	188	28.6%	11	28.9%	10	25.5%	17	22.2%	15	24.6%	10	7.8%	4	26.4%	13
Car/van (as passenger)	13.0%	104	6.1%	2	15.6%	5	10.9%	7	14.8%	10	10.5%	4	9.8%	5	17.0%	8
Bus, minibus or coach	8.5%	68	4.1%	2	2.2%	1	10.9%	7	11.1%	7	3.5%	1	3.9%	2	3.8%	2
Walk	38.2%	306	49.0%	18	42.2%	15	21.8%	14	37.0%	25	54.4%	23	56.9%	29	45.3%	22
Taxi	14.5%	116	8.2%	3	4.4%	2	27.3%	18	13.0%	9	7.0%	3	21.6%	11	5.7%	3
Train	1.2%	9	4.1%	2	6.7%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Weighted base:		801		37		35		66		67		42		52		48
Sample:		791		49		45		55		54		57		51		53

Q45 Which centre/facility did you last visit for restaurants?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	3.2%	48	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Amble	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	17.0%	15
Ashington	2.0%	30	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	1	13.0%	13	3.0%	3
Bedlington	1.3%	20	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Bedlington Station	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Belford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	3.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	4.4%	67	0.0%	0	0.0%	0	1.0%	1	32.0%	40	0.0%	0	6.0%	6	1.0%	1
Carlisle City Centre	0.5%	7	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Choppington	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Consett	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	2.9%	44	0.0%	0	0.0%	0	14.7%	18	4.0%	5	2.0%	1	2.0%	2	1.0%	1
Corbridge	0.9%	13	7.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.3%	20	0.0%	0	0.0%	0	12.7%	16	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Duns	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Four Lane Ends	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.2%	18	1.0%	1	1.0%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0	2.0%	2
Gosforth	0.9%	13	0.0%	0	0.0%	0	2.9%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Guide Post	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.4%	6	1.0%	1	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	4.4%	66	47.0%	36	18.6%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kelso	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morpeth	7.3%	110	0.0%	0	1.0%	1	2.9%	4	4.0%	5	48.5%	36	9.0%	9	19.0%	17
Newbiggin-by-the-Sea	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Newcastle City Centre	9.7%	146	6.0%	5	2.9%	2	16.7%	21	12.0%	15	7.9%	6	7.0%	7	6.0%	5
North Shields	0.6%	9	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	2.1%	32	2.0%	2	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Prudhoe	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	0.8%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.5%	8	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Shiremoor	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	1.6%	24	0.0%	0	0.0%	0	2.0%	2	4.0%	5	0.0%	0	1.0%	1	0.0%	0
Widdrington Station	1.0%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	1	2.0%	2	7.0%	6
Wooler	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wylam	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.9%	120	10.0%	8	11.8%	9	2.9%	4	3.0%	4	1.0%	1	6.0%	6	8.0%	7
(Don’t know/can’t remember)	3.6%	54	3.0%	2	2.0%	2	6.9%	8	2.0%	2	4.0%	3	2.0%	2	6.0%	5
(Do not do this activity)	23.0%	348	21.0%	16	27.5%	22	23.5%	29	23.0%	29	24.8%	18	28.0%	28	18.0%	16
Barrasford	0.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lake District	0.2%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Metro Centre, Gateshead	0.5%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Seaton Sluice	0.7%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stamfordham	0.3%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1
Stocksfield	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Warkworth	0.4%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q45 Which centre/facility did you last visit for restaurants?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q45

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allendale	0.3%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick	4.4%	48	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Amble	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	22.4%	15
Ashington	2.7%	30	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.8%	1	18.6%	13	3.9%	3
Bedlington	1.8%	20	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	2.9%	2	0.0%	0
Bedlington Station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Belford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Benton	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed	4.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blaydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blyth	6.0%	67	0.0%	0	0.0%	0	1.4%	1	42.7%	40	0.0%	0	8.6%	6	1.3%	1
Carlisle City Centre	0.7%	7	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Choppington	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Consett	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	4.0%	44	0.0%	0	0.0%	0	21.1%	18	5.3%	5	2.8%	1	2.9%	2	1.3%	1
Corbridge	1.2%	13	9.2%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cramlington	1.8%	20	0.0%	0	0.0%	0	18.3%	16	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Duns	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Four Lane Ends	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galashiels	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	1.6%	18	1.3%	1	1.4%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.6%	2
Gosforth	1.2%	13	0.0%	0	0.0%	0	4.2%	4	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Guide Post	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle	0.6%	6	1.3%	1	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham	6.0%	66	61.8%	36	26.4%	15	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kelso	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Longbenton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morpeth	9.9%	110	0.0%	0	1.4%	1	4.2%	4	5.3%	5	68.1%	36	12.9%	9	25.0%	17
Newbiggin-by-the-Sea	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0
Newcastle City Centre	13.2%	146	7.9%	5	4.2%	2	23.9%	21	16.0%	15	11.1%	6	10.0%	7	7.9%	5
North Shields	0.8%	9	0.0%	0	1.4%	1	2.8%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ponteland	2.9%	32	2.6%	2	1.4%	1	2.8%	2	1.3%	1	1.4%	1	1.4%	1	0.0%	0
Prudhoe	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rothbury	1.1%	12	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ryton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seahouses	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaton Delaval	0.7%	8	0.0%	0	0.0%	0	1.4%	1	2.7%	2	0.0%	0	1.4%	1	0.0%	0
Shiremoor	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stakeford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tweedmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallsend	0.2%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay	2.2%	24	0.0%	0	0.0%	0	2.8%	2	5.3%	5	0.0%	0	1.4%	1	0.0%	0
Widdrington Station	1.4%	16	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.8%	1	2.9%	2	9.2%	6
Wooler	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wylam	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.8%	120	13.2%	8	16.7%	9	4.2%	4	4.0%	4	1.4%	1	8.6%	6	10.5%	7
Barrasford	0.3%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Whittington	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhead Village	0.1%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heddon-on-the-Wall	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jedburgh	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jesmond	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lake District	0.2%	3	1.3%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Longframlington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Metro Centre, Gateshead	0.7%	8	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Seaton Sluice	1.0%	11	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stamfordham	0.5%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stannington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1
Stocksfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warkworth	0.5%	6	0.0%	0	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Weighted base:		1107		58		56		86		93		52		71		69
Sample:		1109		76		72		71		75		72		70		76

Column %ges.

Q46 How do you normally travel to...? (centre mentioned at Q45)
Those who visit restaurants at Q45

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	43.7%	507	51.9%	31	56.8%	32	41.0%	39	48.1%	46	42.1%	23	38.9%	28	42.7%	32
Car/van (as passenger)	24.9%	289	12.7%	8	23.0%	13	32.1%	30	23.4%	22	19.7%	11	34.7%	25	32.9%	24
Bus, minibus or coach	7.0%	81	2.5%	2	5.4%	3	6.4%	6	9.1%	9	3.9%	2	4.2%	3	4.9%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.3%	189	27.8%	17	13.5%	8	9.0%	8	16.9%	16	30.3%	17	16.7%	12	9.8%	7
Taxi	6.0%	70	3.8%	2	0.0%	0	10.3%	10	2.6%	2	3.9%	2	5.6%	4	8.5%	6
Train	1.2%	14	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Metro	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1161		60		57		94		96		55		73		74
Sample:		1161		79		74		78		77		76		72		82

Q47 Which centre/facility did you last visit for ten-pin bowling?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	1.6%	24	6.0%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1
Dunes Adventure Island, Sea Road, South Shields	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	5.4%	82	1.0%	1	0.0%	0	10.8%	13	14.0%	17	5.9%	4	7.0%	7	3.0%	3
Other	0.7%	11	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Cramlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Edinburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Metro Centre, Gateshead	1.1%	16	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	2	1.0%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	1.7%	25	0.0%	0	0.0%	0	7.8%	10	0.0%	0	2.0%	1	2.0%	2	1.0%	1
Wentworth Leisure Centre, Wentworth Park, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/can’t remember)	2.9%	43	4.0%	3	6.9%	5	4.9%	6	5.0%	6	3.0%	2	3.0%	3	1.0%	1
(Do not do this activity)	84.5%	1275	87.0%	66	91.2%	72	74.5%	92	78.0%	97	82.2%	60	81.0%	82	90.0%	81
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q47 Which centre/facility did you last visit for ten-pin bowling?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q47

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	12.6%	24	66.7%	5	0.0%	0	0.0%	0	11.8%	2	6.7%	1	12.5%	2	11.1%	1
Dunes Adventure Island, Sea Road, South Shields	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	11.1%	1
XS Superbowl, North Tyne Industrial Estate, Longbenton	42.8%	82	11.1%	1	0.0%	0	52.4%	13	82.4%	17	40.0%	4	43.7%	7	33.3%	3
Other	5.6%	11	11.1%	1	50.0%	1	0.0%	0	5.9%	1	6.7%	1	0.0%	0	22.2%	2
Cramlington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Edinburgh	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Kinnaird Park, Edinburgh	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Megabowl, Whitley Road, Benton	3.6%	7	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.2%	1	11.1%	1
Metro Centre, Gateshead	8.5%	16	11.1%	1	50.0%	1	4.8%	1	0.0%	0	20.0%	2	6.2%	1	0.0%	0
Silverlink Shopping Park, Newcastle-upon-Tyne	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0	0.0%	0
Star Bowl, Rotary Way, Royal Quays, North Shields	13.2%	25	0.0%	0	0.0%	0	38.1%	10	0.0%	0	13.3%	1	12.5%	2	11.1%	1
Wentworth Leisure Centre, Wentworth Park, Hexham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		191		7		2		25		21		11		16		8
Sample:		189		9		2		21		17		15		16		9

Q48 How do you normally travel to...? (centre mentioned at Q47)
Those who visit ten-pin bowling at Q47

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	72.5%	170	92.3%	9	55.6%	4	76.9%	24	63.6%	17	77.8%	10	73.7%	14	60.0%	5
Car/van (as passenger)	22.3%	52	7.7%	1	33.3%	2	23.1%	7	36.4%	10	16.7%	2	21.1%	4	10.0%	1
Bus, minibus or coach	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	5.3%	1	10.0%	1
Walk	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Taxi	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Train	0.3%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		10		7		31		27		13		19		9
Sample:		234		13		9		26		22		18		19		10

Q49 Which centre/facility did you last visit for bingo?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	2.0%	31	0.0%	0	0.0%	0	9.8%	12	0.0%	0	3.0%	2	2.0%	2	1.0%	1
Gala, Milburn Road, Ashington	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.0%	8	2.0%	2
Gala, Metro Centre, Gateshead	0.5%	8	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Mecca, Post Office Square, Blyth	1.1%	17	0.0%	0	0.0%	0	0.0%	0	8.0%	10	2.0%	1	0.0%	0	2.0%	2
Mecca, High Street West, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.8%	43	0.0%	0	2.9%	2	2.9%	4	5.0%	6	0.0%	0	2.0%	2	2.0%	2
Greenhead Village	0.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/can't remember)	0.6%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
(Do not do this activity)	90.9%	1372	97.0%	74	95.1%	75	85.3%	105	87.0%	108	92.1%	68	87.0%	88	91.0%	82
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q49 Which centre/facility did you last visit for bingo?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q49

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Forth Social & Leisure, Hide Hill, Berwick-upon-Tweed	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Forum Way, Cramlington	24.1%	31	0.0%	0	0.0%	0	71.4%	12	0.0%	0	42.8%	2	16.7%	2	12.5%	1
Gala, Milburn Road, Ashington	17.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	66.7%	8	25.0%	2
Gala, Metro Centre, Gateshead	6.0%	8	66.7%	2	0.0%	0	7.1%	1	0.0%	0	14.3%	1	0.0%	0	12.5%	1
Mecca, Post Office Square, Blyth	13.4%	17	0.0%	0	0.0%	0	0.0%	0	61.5%	10	28.6%	1	0.0%	0	25.0%	2
Mecca, High Street West, Wallsend	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, East Street, Gateshead	2.4%	3	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	33.3%	43	0.0%	0	60.0%	2	21.4%	4	38.5%	6	0.0%	0	16.7%	2	25.0%	2
Greenhead Village	1.2%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		128		2		4		17		16		5		12		7
Sample:		124		3		5		14		13		7		12		8

Q50 How do you normally travel to…? (centre mentioned at Q49)
Those who visit bingo at Q49

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	35.0%	48	33.3%	1	20.0%	1	33.3%	6	23.1%	4	37.5%	2	15.4%	2	33.3%	3
Car/van (as passenger)	22.5%	31	33.3%	1	20.0%	1	20.0%	4	23.1%	4	25.0%	1	30.8%	4	0.0%	0
Bus, minibus or coach	8.0%	11	33.3%	1	0.0%	0	0.0%	0	7.7%	1	25.0%	1	0.0%	0	44.4%	4
Motorcycle, scooter or moped	0.9%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.0%	40	0.0%	0	60.0%	2	40.0%	7	38.5%	6	12.5%	1	53.8%	7	22.2%	2
Taxi	3.3%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Played online	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		137		2		4		18		16		6		13		8
Sample:		133		3		5		15		13		8		13		9

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick Playhouse, Bondgate, Alnwick	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	0.9%	14	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Berwick Museum, The Parade, Berwick-upon-Tweed	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon-Tyne	0.4%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	1.8%	27	1.0%	1	0.0%	0	2.9%	4	3.0%	4	3.0%	2	5.0%	5	0.0%	0
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carliol Square, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	4.4%	67	2.0%	2	3.9%	3	6.9%	8	6.0%	7	7.9%	6	2.0%	2	6.0%	5
Hatton Gallery, Newcastle University, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Laing Art Gallery, New Bridge Street, Newcastle	1.9%	28	1.0%	1	2.0%	2	1.0%	1	1.0%	1	4.0%	3	1.0%	1	2.0%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Museum of Childhood, High Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	1	1.0%	1	1.0%	1
Northern Stage, Barras Bridge, Newcastle-upon-Tyne	1.9%	29	3.0%	2	1.0%	1	2.0%	2	0.0%	0	2.0%	1	1.0%	1	2.0%	2
Phoenix Theatre, Beaconsfield Street, Blyth	0.3%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	0.5%	7	4.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon-Tyne	0.2%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Canongate, Edinburgh																
The Old Gaol, Hallgate, Hexham	0.2%	3	1.0%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen’s Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roman Army Museum, Greenhead, Brampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Round, Lime Street, Newcastle-upon-Tyne	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalty Theatre, the Royalty, Sunderland	0.9%	14	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1
The Writers’ Museum, Lawnmarket, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Grey Street, Newcastle-upon-Tyne	13.6%	206	17.0%	13	7.8%	6	21.6%	27	8.0%	10	16.8%	12	11.0%	11	12.0%	11
Tynedale Museum Service, Market Place, Hexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in London	2.1%	32	2.0%	2	2.9%	2	1.0%	1	1.0%	1	2.0%	1	3.0%	3	0.0%	0
Other	4.0%	60	2.0%	2	5.9%	5	2.0%	2	4.0%	5	5.9%	4	1.0%	1	3.0%	3
(Don’t know/can’t remember)	5.0%	76	8.0%	6	2.9%	2	2.0%	2	2.0%	2	5.0%	4	6.0%	6	5.0%	5
(Do not do this activity)	52.4%	791	43.0%	33	61.8%	49	52.0%	64	65.0%	81	44.6%	33	60.0%	61	56.0%	51
Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edinburgh Playhouse, Edinburgh	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Theatre, Edinburgh	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hadrians Wall	0.3%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Centre, Newcastle	0.4%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunderland Empire, High Street West, Sunderland	1.0%	15	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1
Woodhorn Museum, Ashington	0.9%	13	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	3.0%	3	3.0%	3
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

Q51 Which centre/facility did you last visit for cultural activities, i.e. the theatre/art galleries/museums etc?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q51

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Alnwick Playhouse, Bondgate, Alnwick	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3
Artful, St Marys Chare, Hexham	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailiffgate Museum, Bailiffgate, Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baltic Centre for Contemporary Art, South Shore Road, Gateshead	2.1%	14	4.1%	2	0.0%	0	2.1%	1	0.0%	0	2.0%	1	5.9%	2	5.1%	2
Berwick Museum, The Parade, Berwick-upon-Tweed	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Galleries, Monument Mall, Newcastle-upon-Tyne	0.9%	6	4.1%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Chesterholm Museum, Bardon Mill, Hexham	0.2%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Art Centre, Market Street, Edinburgh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldstream Museum, Market Square, Coldstream	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coquetdale Art Centre, Front Street, Rothbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discovery Museum, Blandford Square, Newcastle-upon-Tyne	4.2%	27	2.0%	1	0.0%	0	6.4%	4	9.1%	4	5.9%	2	14.7%	5	0.0%	0
Edinburgh Brass Rubbing Centre, Chalmers Close, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Globe City, Carliol Square, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancock Museum, Great North Road, Barras Bridge	10.5%	67	4.1%	2	11.1%	3	14.9%	8	18.2%	7	15.7%	6	5.9%	2	15.4%	5
Hatton Gallery, Newcastle University, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Laing Art Gallery, New Bridge Street, Newcastle	4.4%	28	2.0%	1	5.6%	2	2.1%	1	3.0%	1	7.8%	3	2.9%	1	5.1%	2
Lazarides, Quayside, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maltings Theatre & Art Centre, Eastern Lane, Berwick-upon-Tweed	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mick Oxley Gallery, Craster, Alnwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Museum of Childhood, High Street, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne	1.3%	9	0.0%	0	0.0%	0	2.1%	1	3.0%	1	3.9%	1	2.9%	1	2.6%	1
Northern Stage, Barras Bridge, Newcastle-upon-Tyne	4.5%	29	6.1%	2	2.8%	1	4.3%	2	0.0%	0	3.9%	1	2.9%	1	5.1%	2
Phoenix Theatre, Beaconsfield Street, Blyth	0.8%	5	0.0%	0	0.0%	0	2.1%	1	9.1%	4	0.0%	0	0.0%	0	0.0%	0
Queens Hall Art Centre, Beaumont Street, Hexham	1.1%	7	8.2%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Lyceum Theatre, Grindlay Street, Edinburgh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Museum & Winter Gardens, Burdon Road, Sunderland	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Biscuit Factory, Stoddart Street, Newcastle-upon-Tyne	0.5%	3	4.1%	2	0.0%	0	0.0%	0	3.0%	1	2.0%	1	0.0%	0	0.0%	0
The Chare Gallery, St Marys Chare, Hexham	0.2%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Digital Arts Gallery, Forth Street, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Edinburgh,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Canongate, Edinburgh																
The Old Gaol, Hallgate, Hexham	0.5%	3	2.0%	1	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Queen's Hall, Clerk Street, Edinburgh	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roman Army Museum, Greenhead, Brampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Round, Lime Street, Newcastle-upon-Tyne	0.2%	2	2.0%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Royalty Theatre, the Royalty, Sunderland	2.2%	14	0.0%	0	0.0%	0	2.1%	1	3.0%	1	2.0%	1	5.9%	2	2.6%	1
The Writers' Museum, Lawnmarket, Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Grey Street, Newcastle-upon-Tyne	32.1%	206	34.7%	13	22.2%	6	46.8%	27	24.2%	10	33.3%	12	32.4%	11	30.8%	11
Tynedale Museum Service, Market Place, Hexham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitewall Galleries, Grey Street, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities in London	5.0%	32	4.1%	2	8.3%	2	2.1%	1	3.0%	1	3.9%	1	8.8%	3	0.0%	0
Other	9.4%	60	4.1%	2	16.7%	5	4.3%	2	12.1%	5	11.8%	4	2.9%	1	7.7%	3
Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Edinburgh Playhouse, Edinburgh	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Theatre, Edinburgh	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Hadrians Wall	0.7%	4	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Life Centre, Newcastle	1.0%	6	2.0%	1	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sunderland Empire, High Street West, Sunderland	2.3%	15	2.0%	1	2.8%	1	2.1%	1	6.1%	2	2.0%	1	2.9%	1	2.6%	1
Woodhorn Museum, Ashington	2.1%	13	2.0%	1	0.0%	0	2.1%	1	6.1%	2	2.0%	1	8.8%	3	7.7%	3
Weighted base:		642		37		28		57		41		37		34		35
Sample:		656		49		36		47		33		51		34		39

Q52 How do you normally travel to…? (centre mentioned at Q51)
Those who visit cultural activities at Q51

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	52.1%	374	63.2%	27	51.3%	15	49.0%	29	74.3%	32	50.0%	20	50.0%	20	56.8%	23
Car/van (as passenger)	17.1%	123	14.0%	6	15.4%	5	22.4%	13	14.3%	6	19.6%	8	17.5%	7	18.2%	7
Bus, minibus or coach	16.9%	121	8.8%	4	10.3%	3	20.4%	12	5.7%	2	19.6%	8	15.0%	6	20.5%	8
Walk	1.8%	13	7.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.0%	2	0.0%	0
Taxi	1.1%	8	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	5.0%	2	2.3%	1
Train	7.4%	53	5.3%	2	20.5%	6	4.1%	2	2.9%	1	7.1%	3	5.0%	2	2.3%	1
Metro	2.9%	21	1.8%	1	0.0%	0	0.0%	0	2.9%	1	1.8%	1	0.0%	0	0.0%	0
Other	0.4%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Weighted base:		718		43		30		59		44		41		41		40
Sample:		733		57		39		49		35		56		40		44

Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?
Total sample

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Celtic Football Club, Celtic Park, Glasgow	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	0.6%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	9.9%	149	8.0%	6	8.8%	7	13.7%	17	12.0%	15	9.9%	7	12.0%	12	7.0%	6
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	0.6%	9	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	1.3%	19	0.0%	0	1.0%	1	0.0%	0	1.0%	1	5.0%	4	1.0%	1	2.0%	2
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	61	4.0%	3	2.0%	2	2.0%	2	2.0%	2	5.0%	4	2.0%	2	3.0%	3
Ashington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	1.0%	15	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know/can't remember)	1.6%	24	1.0%	1	0.0%	0	0.0%	0	3.0%	4	1.0%	1	2.0%	2	3.0%	3
(Do not do this activity)	80.2%	1210	84.0%	64	87.3%	69	81.4%	100	81.0%	101	76.2%	56	80.0%	81	84.0%	76
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	

Q53 Which centre/facility did you last visit for sporting events, i.e. athletics/basketball/football/ice hockey etc?
Excluding those who said 'Don't know / can't remember' and 'Do not do this activity' at Q53

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Celtic Football Club, Celtic Park, Glasgow	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City of Edinburgh Kings, Portobello High School, Edinburgh	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Capitals, Murrayfield Ice Rink, Edinburgh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead International Stadium, Neilson Road, Gateshead	3.1%	9	13.3%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	5.6%	1	0.0%	0
Heart of Midlothian Football Club, Tynecastle Stadium, Edinburgh	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Football Club, Riverside Stadium, Middlesbrough	0.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle United Football Club, St James' Park, Newcastle-upon-Tyne	54.3%	149	53.3%	6	69.2%	7	73.7%	17	75.0%	15	43.5%	7	66.7%	12	53.8%	6
Newcastle Vipers, Metro Radio Arena, Newcastle-upon-Tyne	3.3%	9	0.0%	0	0.0%	0	10.5%	2	0.0%	0	8.7%	1	5.6%	1	0.0%	0
Sunderland Association Football Club, Stadium of Light, Sunderland	7.0%	19	0.0%	0	7.7%	1	0.0%	0	6.3%	1	21.7%	4	5.6%	1	15.4%	2
Team Northumbria, Westgate Centre for Sport, West Road, Newcastle-upon-Tyne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	22.2%	61	26.7%	3	15.4%	2	10.5%	2	12.5%	2	21.7%	4	11.1%	2	23.1%	3
Ashington	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Newcastle Rugby Club, Kingston Park, Gosforth	5.6%	15	6.7%	1	0.0%	0	5.3%	1	6.3%	1	0.0%	0	0.0%	0	7.7%	1
Weighted base:		275		11		10		23		20		17		18		12
Sample:		272		15		13		19		16		23		18		13

Q54 How do you normally travel to...? (centre mentioned at Q53)
Those who visit sporting events at Q53

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car/van (as driver)	55.7%	167	68.8%	8	69.2%	7	42.1%	10	52.6%	12	70.8%	12	45.0%	9	56.3%	8
Car/van (as passenger)	17.4%	52	12.5%	2	30.8%	3	21.1%	5	21.1%	5	12.5%	2	25.0%	5	18.7%	3
Bus, minibus or coach	12.1%	36	0.0%	0	0.0%	0	26.3%	6	10.5%	2	8.3%	1	15.0%	3	6.2%	1
Motorcycle, scooter or moped	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.2%	18	6.3%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	10.0%	2	0.0%	0
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	3.9%	12	12.5%	2	0.0%	0	5.3%	1	0.0%	0	4.2%	1	5.0%	1	18.7%	3
Metro	2.8%	8	0.0%	0	0.0%	0	5.3%	1	5.3%	1	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
Other	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Weighted base:		299		12		10		23		24		17		20		14
Sample:		296		16		13		19		19		24		20		16

AGE Age of respondent

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
18-24 years	1.3%	20	1.0%	1	3.9%	3	2.9%	4	1.0%	1	0.0%	0	2.0%	2	2.0%	2
25-34 years	5.6%	84	1.0%	1	2.9%	2	9.8%	12	4.0%	5	2.0%	1	9.0%	9	4.0%	4
35-44 years	18.0%	272	17.0%	13	13.7%	11	15.7%	19	20.0%	25	18.8%	14	17.0%	17	13.0%	12
45-54 years	24.5%	370	20.0%	15	12.7%	10	20.6%	25	21.0%	26	20.8%	15	18.0%	18	29.0%	26
55-64 years	19.2%	290	16.0%	12	21.6%	17	23.5%	29	27.0%	34	24.8%	18	20.0%	20	15.0%	14
65 plus	30.9%	467	45.0%	34	44.1%	35	27.5%	34	27.0%	34	33.7%	25	34.0%	34	36.0%	32
(Refused)	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

GEN Gender of respondent

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Male	19.7%	297	16.0%	12	14.7%	12	23.5%	29	23.0%	29	24.8%	18	21.0%	21	21.0%	19
Female	80.3%	1212	84.0%	64	85.3%	67	76.5%	94	77.0%	96	75.2%	55	79.0%	80	79.0%	71
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

ETH Ethnicity of Respondent

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
White	99.6%	1503	99.0%	76	100.0%	79	100.0%	123	100.0%	124	100.0%	74	100.0%	101	99.0%	89
Indian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

CWE Is the chief wage earner full-time or part-time?
Those who work

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Full time	62.6%	737	48.7%	29	56.3%	28	51.8%	53	55.8%	53	54.4%	31	57.9%	45	62.8%	44
Part time	8.3%	98	9.0%	5	14.1%	7	5.9%	6	13.0%	12	11.4%	7	7.9%	6	5.1%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retired	25.1%	296	38.5%	23	29.7%	15	31.8%	33	26.0%	25	31.6%	18	26.3%	20	26.9%	19
Unemployed	2.9%	34	3.8%	2	0.0%	0	8.2%	8	2.6%	2	1.3%	1	5.3%	4	3.8%	3
Disabled / long term sick	0.9%	11	0.0%	0	0.0%	0	2.4%	2	1.3%	1	1.3%	1	2.6%	2	0.0%	0
Housewife	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1
Weighted base:		1177		59		49		103		96		58		77		70
Sample:		1178		78		64		85		77		79		76		78

HOM Do you own you own home?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Yes	78.1%	1179	75.0%	57	77.5%	61	72.5%	89	77.0%	96	84.2%	62	78.0%	79	76.0%	69
No	21.9%	330	25.0%	19	22.5%	18	27.5%	34	23.0%	29	15.8%	12	22.0%	22	24.0%	22
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
One	23.1%	349	23.0%	18	23.5%	19	19.6%	24	28.0%	35	29.7%	22	24.0%	24	17.0%	15
Two	55.8%	841	56.0%	43	53.9%	43	58.8%	72	53.0%	66	48.5%	36	55.0%	56	63.0%	57
Three	14.0%	211	15.0%	11	12.7%	10	12.7%	16	16.0%	20	15.8%	12	14.0%	14	18.0%	16
Four	5.4%	81	6.0%	5	6.9%	5	4.9%	6	3.0%	4	4.0%	3	7.0%	7	2.0%	2
Five	0.8%	12	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Six or more	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	14	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
None	75.0%	1132	84.0%	64	87.3%	69	72.5%	89	77.0%	96	83.2%	61	80.0%	81	74.0%	67
One	11.3%	171	8.0%	6	6.9%	5	13.7%	17	10.0%	12	7.9%	6	13.0%	13	11.0%	10
Two	9.6%	145	5.0%	4	2.9%	2	10.8%	13	9.0%	11	7.9%	6	4.0%	4	11.0%	10
Three	2.4%	36	3.0%	2	1.0%	1	1.0%	1	4.0%	5	1.0%	1	2.0%	2	4.0%	4
Four	0.4%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Five	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	15	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
None	15.4%	232	12.0%	9	15.7%	12	17.6%	22	17.0%	21	17.8%	13	24.0%	24	18.0%	16
One	46.2%	697	48.0%	37	47.1%	37	42.2%	52	54.0%	67	51.5%	38	48.0%	49	36.0%	32
Two	29.8%	450	34.0%	26	24.5%	19	29.4%	36	23.0%	29	21.8%	16	27.0%	27	41.0%	37
Three	5.4%	82	5.0%	4	6.9%	5	8.8%	11	4.0%	5	6.9%	5	1.0%	1	5.0%	5
Four	2.4%	36	1.0%	1	4.9%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Refused)	0.8%	13	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

SEG Socio-economic group

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
A	1.8%	27	4.0%	3	0.0%	0	1.0%	1	2.0%	2	5.0%	4	0.0%	0	0.0%	0
B	10.4%	157	25.0%	19	7.8%	6	4.9%	6	11.0%	14	11.9%	9	7.0%	7	9.0%	8
C1	28.2%	426	30.0%	23	20.6%	16	30.4%	37	24.0%	30	38.6%	28	22.0%	22	28.0%	25
C2	20.4%	308	12.0%	9	20.6%	16	21.6%	27	22.0%	27	10.9%	8	25.0%	25	22.0%	20
D	15.8%	239	7.0%	5	13.7%	11	21.6%	27	17.0%	21	10.9%	8	19.0%	19	17.0%	15
E	17.8%	268	16.0%	12	29.4%	23	11.8%	14	21.0%	26	14.9%	11	21.0%	21	23.0%	21
(Refused)	5.5%	83	6.0%	5	7.8%	6	8.8%	11	3.0%	4	7.9%	6	6.0%	6	1.0%	1
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

QUOTA Postcode

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
CA8 7	0.5%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA9 3	0.6%	9	0.0%	0	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH8 9	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE136	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE150	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE159	1.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE177	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE180	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE191	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE192	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE200	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE209	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE225	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE226	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE227	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE231	1.0%	16	0.0%	0	0.0%	0	12.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE232	1.6%	24	0.0%	0	0.0%	0	19.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE233	1.7%	25	0.0%	0	0.0%	0	20.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE236	3.0%	46	0.0%	0	0.0%	0	37.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE237	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE238	0.8%	12	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE241	1.2%	17	0.0%	0	0.0%	0	0.0%	0	14.0%	17	0.0%	0	0.0%	0	0.0%	0
NE242	1.6%	24	0.0%	0	0.0%	0	0.0%	0	19.0%	24	0.0%	0	0.0%	0	0.0%	0
NE243	2.9%	44	0.0%	0	0.0%	0	0.0%	0	35.0%	44	0.0%	0	0.0%	0	0.0%	0
NE244	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE245	2.6%	40	0.0%	0	0.0%	0	0.0%	0	32.0%	40	0.0%	0	0.0%	0	0.0%	0
NE250	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE264	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE418	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE425	1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE426	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE437	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE446	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE455	1.0%	14	19.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE461	1.2%	18	23.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE462	1.2%	18	23.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE463	0.9%	14	18.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE464	0.9%	13	17.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE470	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE475	0.3%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE476	0.6%	9	0.0%	0	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE477	0.3%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE478	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE479	0.6%	9	0.0%	0	10.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE481	0.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE482	0.5%	8	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE483	0.3%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE484	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE490	0.3%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE499	0.9%	13	0.0%	0	16.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE611	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	17	0.0%	0	0.0%	0
NE612	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	35	0.0%	0	0.0%	0
NE613	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE614	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE615	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	35
NE616	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	21	0.0%	0	0.0%	0
NE625	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE630	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	32	0.0%	0
NE638	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE639	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	46	0.0%	0
NE646	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23	0.0%	0
NE650	2.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	32
NE657	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE658	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE659	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	23
NE661	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE662	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE663	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE664	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE665	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE675	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE687	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
NE697	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE707	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE716	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD106	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD113	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD124	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD151	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD152	3.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 7	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD5 8	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TD8 6	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

ZONE Zone

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Zone 1	12.2%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.4%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.5%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.0%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	7.8%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	5.1%	76	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	5.2%	79	0.0%	0	100.0%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.2%	123	0.0%	0	0.0%	0	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	8.2%	124	0.0%	0	0.0%	0	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0
Zone 13	4.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0
Zone 14	6.7%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
Zone 15	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90
Weighted base:		1509		76		79		123		124		74		101		90
Sample:		1509		100		102		102		100		101		100		100

Q02 Do you…..?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Live in [CENTRE] but don't work here	61.5%	302	36.8%	7	88.0%	22	36.0%	18	24.0%	6	56.0%	14	75.2%	94	72.6%	53	59.2%	29	65.3%	49	40.0%	10
Live and work in [CENTRE]	4.5%	22	5.3%	1	4.0%	1	8.0%	4	0.0%	0	0.0%	0	4.0%	5	5.5%	4	0.0%	0	6.7%	5	8.0%	2
Don't live in [CENTRE] but work here	2.6%	13	5.3%	1	8.0%	2	2.0%	1	0.0%	0	4.0%	1	2.4%	3	1.4%	1	0.0%	0	5.3%	4	0.0%	0
Don't live in [CENTRE] but shop here	11.4%	56	5.3%	1	0.0%	0	36.0%	18	12.0%	3	8.0%	2	8.0%	10	16.4%	12	0.0%	0	10.7%	8	8.0%	2
Just visiting	12.8%	63	21.1%	4	0.0%	0	18.0%	9	48.0%	12	20.0%	5	9.6%	12	4.1%	3	0.0%	0	10.7%	8	40.0%	10
Other	1.4%	7	10.5%	2	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Going to school	3.5%	17	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	15	1.3%	1	0.0%	0
Going to work	1.4%	7	10.5%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Just passing through	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Base:		491		19		25		50		25		25		125		73		49		75		25

Q03 Approximately how often are you in [CENTRE] in the evening and the daytime?

Evening

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Every day	24.0%	118	42.1%	8	8.0%	2	12.0%	6	28.0%	7	24.0%	6	17.6%	22	20.5%	15	59.2%	29	28.0%	21	8.0%	2
Once a week	4.7%	23	5.3%	1	8.0%	2	8.0%	4	4.0%	1	4.0%	1	2.4%	3	2.7%	2	4.1%	2	4.0%	3	16.0%	4
Twice a week	12.0%	59	15.8%	3	8.0%	2	6.0%	3	8.0%	2	8.0%	2	14.4%	18	17.8%	13	2.0%	1	16.0%	12	12.0%	3
Once a month	4.5%	22	10.5%	2	16.0%	4	12.0%	6	0.0%	0	8.0%	2	0.8%	1	0.0%	0	2.0%	1	5.3%	4	8.0%	2
Less than once a month	5.7%	28	5.3%	1	8.0%	2	10.0%	5	12.0%	3	12.0%	3	4.8%	6	5.5%	4	0.0%	0	1.3%	1	12.0%	3
One off visit	2.2%	11	0.0%	0	12.0%	3	4.0%	2	8.0%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	4.0%	1
(Don’t know / varies)	8.4%	41	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	16.0%	20	15.1%	11	0.0%	0	8.0%	6	0.0%	0
Never	38.5%	189	21.1%	4	40.0%	10	40.0%	20	40.0%	10	44.0%	11	43.2%	54	38.4%	28	32.7%	16	34.7%	26	40.0%	10
Base:		491		19		25		50		25		25		125		73		49		75		25

Daytime

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Every day	62.1%	305	84.2%	16	72.0%	18	48.0%	24	32.0%	8	40.0%	10	69.6%	87	52.1%	38	98.0%	48	64.0%	48	32.0%	8
Once a week	9.8%	48	10.5%	2	12.0%	3	14.0%	7	8.0%	2	12.0%	3	6.4%	8	16.4%	12	2.0%	1	6.7%	5	20.0%	5
Twice a week	14.5%	71	0.0%	0	12.0%	3	18.0%	9	8.0%	2	24.0%	6	12.8%	16	26.0%	19	0.0%	0	21.3%	16	0.0%	0
Once a month	4.3%	21	0.0%	0	0.0%	0	6.0%	3	8.0%	2	20.0%	5	4.8%	6	1.4%	1	0.0%	0	2.7%	2	8.0%	2
Less than once a month	3.3%	16	5.3%	1	4.0%	1	6.0%	3	12.0%	3	4.0%	1	2.4%	3	2.7%	2	0.0%	0	1.3%	1	4.0%	1
One off visit	3.7%	18	0.0%	0	0.0%	0	8.0%	4	32.0%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	16.0%	4
(Don’t know / varies)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Never	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	20.0%	5
Base:		491		19		25		50		25		25		125		73		49		75		25

Q04 What is the MAIN reason you are in the town centre today?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Food shopping only	44.8%	220	42.1%	8	72.0%	18	66.0%	33	28.0%	7	36.0%	9	39.2%	49	43.8%	32	42.9%	21	46.7%	35	32.0%	8
Non food shopping only	11.2%	55	10.5%	2	12.0%	3	0.0%	0	8.0%	2	16.0%	4	21.6%	27	8.2%	6	16.3%	8	1.3%	1	8.0%	2
Food & non food shopping	7.9%	39	0.0%	0	0.0%	0	14.0%	7	4.0%	1	0.0%	0	9.6%	12	26.0%	19	0.0%	0	0.0%	0	0.0%	0
Bank/ building society	4.1%	20	0.0%	0	0.0%	0	6.0%	3	12.0%	3	8.0%	2	1.6%	2	4.1%	3	8.2%	4	2.7%	2	4.0%	1
Education purposes	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Work	5.7%	28	21.1%	4	8.0%	2	4.0%	2	4.0%	1	4.0%	1	3.2%	4	4.1%	3	10.2%	5	8.0%	6	0.0%	0
Eating out	1.0%	5	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.0%	1
Social reasons	7.9%	39	10.5%	2	0.0%	0	4.0%	2	24.0%	6	4.0%	1	6.4%	8	4.1%	3	8.2%	4	12.0%	9	16.0%	4
Leisure centre	0.4%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Doctors appointment	1.2%	6	0.0%	0	0.0%	0	4.0%	2	8.0%	2	4.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hairdressers	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	8.0%	2
On holiday	1.0%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	3
Passing through	1.2%	6	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1	8.0%	2
School	1.4%	7	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.7%	5	0.0%	0
Visit chemist	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	2.4%	3	0.0%	0	0.0%	0	10.7%	8	0.0%	0
Visit Post Office	2.0%	10	10.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	2.4%	3	1.4%	1	0.0%	0	1.3%	1	0.0%	0
Other	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	2.7%	2	8.2%	4	1.3%	1	8.0%	2
(No main reason)	2.9%	14	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	6.4%	8	0.0%	0	2.0%	1	4.0%	3	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

Q05 How did you travel into the Town Centre today?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Car	41.8%	205	73.7%	14	12.0%	3	76.0%	38	76.0%	19	68.0%	17	32.0%	40	37.0%	27	24.5%	12	32.0%	24	44.0%	11
Bus	3.5%	17	5.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.6%	7	4.1%	3	0.0%	0	6.7%	5	0.0%	0
Bicycle	1.0%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0	1.3%	1	4.0%	1
Walk	52.7%	259	21.1%	4	88.0%	22	18.0%	9	24.0%	6	32.0%	8	60.0%	75	57.5%	42	73.5%	36	60.0%	45	48.0%	12
Taxi	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.0%	1	0.0%	0	4.0%	1
Base:		491		19		25		50		25		25		125		73		49		75		25

Q06 Where did you park?
Those who travel by car at Q05

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Allendale Town Centre	6.8%	14	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Town Centre	1.0%	2	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham Town Centre	17.1%	35	0.0%	0	0.0%	0	92.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge Town Centre	9.3%	19	0.0%	0	0.0%	0	0.0%	0	100.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington Town Centre	8.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post Town Centre	17.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston Town Centre	13.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	27	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge Town Centre	5.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	91.7%	11	0.0%	0	0.0%	0
Lynemouth Town Centre	6.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.3%	14	0.0%	0
Widdrington Station Town Centre	4.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.8%	9
Residential area	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2
Other	2.4%	5	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0
Off street	2.9%	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	25.0%	6	0.0%	0
(Refused)	3.4%	7	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	7.5%	3	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Base:		205		14		3		38		19		17		40		27		12		24		11

Mean Score - Very easy=5, Fairly easy=4, Neither easy nor difficult=3, Fairly difficult=2, Very difficult=1

Q07 How easy/difficult do you feel it is to travel into [CENTRE]?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Very easy	80.9%	397	84.2%	16	76.0%	19	74.0%	37	64.0%	16	72.0%	18	88.0%	110	95.9%	70	85.7%	42	58.7%	44	100.0%	25
Fairly easy	15.5%	76	15.8%	3	24.0%	6	26.0%	13	36.0%	9	20.0%	5	9.6%	12	1.4%	1	14.3%	7	26.7%	20	0.0%	0
Neither easy nor difficult	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.8%	1	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Fairly difficult	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.8%	1	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Very difficult	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	1.3%	1	0.0%	0
Mean:		*4.73*		*4.84*		*4.76*		*4.74*		*4.64*		*4.60*		*4.82*		*4.85*		*4.86*		*4.33*		*5.00*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q08 Can you tell me what, if anything, you would like to see improved with the shopping experience in [CENTRE]?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Traffic	6.9%	34	0.0%	0	4.0%	1	18.0%	9	4.0%	1	0.0%	0	13.6%	17	4.1%	3	0.0%	0	4.0%	3	0.0%	0
Road safety	5.7%	28	0.0%	0	8.0%	2	6.0%	3	0.0%	0	0.0%	0	8.0%	10	12.3%	9	0.0%	0	4.0%	3	4.0%	1
Illegal parking	9.2%	45	0.0%	0	40.0%	10	0.0%	0	0.0%	0	0.0%	0	21.6%	27	9.6%	7	0.0%	0	0.0%	0	4.0%	1
Safety and security	11.8%	58	0.0%	0	20.0%	5	0.0%	0	0.0%	0	0.0%	0	14.4%	18	31.5%	23	0.0%	0	14.7%	11	4.0%	1
Street lighting	3.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	11.0%	8	0.0%	0	6.7%	5	0.0%	0
Signage and information	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Quality of footpaths	4.7%	23	0.0%	0	8.0%	2	0.0%	0	0.0%	0	4.0%	1	2.4%	3	11.0%	8	2.0%	1	10.7%	8	0.0%	0
Parking provision	11.4%	56	0.0%	0	4.0%	1	28.0%	14	8.0%	2	4.0%	1	17.6%	22	6.8%	5	12.2%	6	6.7%	5	0.0%	0
A bakers	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.0%	1	0.0%	0	8.0%	2
A café	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
A supermarket	1.6%	8	0.0%	0	8.0%	2	4.0%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.3%	1	0.0%	0
Better shops	2.0%	10	0.0%	0	28.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Butchers	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	4.0%	1
Cheaper shops	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Facilities for children	0.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	1.0%	5	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Make it cleaner	2.4%	12	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	5.5%	4	0.0%	0	5.3%	4	0.0%	0
More shops	5.7%	28	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	4.0%	5	0.0%	0	12.2%	6	18.7%	14	4.0%	1
More variety	1.6%	8	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	2.7%	2	8.0%	2
Other	6.9%	34	0.0%	0	0.0%	0	8.0%	4	8.0%	2	16.0%	4	4.0%	5	1.4%	1	18.4%	9	5.3%	4	20.0%	5
Nothing	32.8%	161	89.5%	17	16.0%	4	26.0%	13	60.0%	15	60.0%	15	32.8%	41	26.0%	19	40.8%	20	9.3%	7	40.0%	10
(Don't know)	12.4%	61	10.5%	2	4.0%	1	8.0%	4	12.0%	3	8.0%	2	7.2%	9	16.4%	12	10.2%	5	28.0%	21	8.0%	2
Base:		491		19		25		50		25		25		125		73		49		75		25

Q09 On a scale of 1 to 5 (where 5 is very good and 1 is very poor) how would you rate the following:

Street Furniture

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	16.3%	80	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	3	53.4%	39	2.0%	1	48.0%	36	0.0%	0
2	13.2%	65	5.3%	1	4.0%	1	30.0%	15	4.0%	1	0.0%	0	6.4%	8	12.3%	9	18.4%	9	26.7%	20	4.0%	1
3	31.6%	155	73.7%	14	0.0%	0	34.0%	17	60.0%	15	0.0%	0	36.0%	45	26.0%	19	61.2%	30	9.3%	7	32.0%	8
4	11.4%	56	10.5%	2	0.0%	0	4.0%	2	28.0%	7	0.0%	0	21.6%	27	0.0%	0	10.2%	5	4.0%	3	40.0%	10
5 – Very Good	5.7%	28	5.3%	1	4.0%	1	0.0%	0	8.0%	2	0.0%	0	12.0%	15	2.7%	2	4.1%	2	1.3%	1	16.0%	4
(Don't Know)	21.8%	107	5.3%	1	92.0%	23	30.0%	15	0.0%	0	100.0%	25	21.6%	27	5.5%	4	4.1%	2	10.7%	8	8.0%	2
Mean:		*2.71*		*3.17*		*3.50*		*2.57*		*3.40*		*0.00*		*3.44*		*1.80*		*2.96*		*1.70*		*3.74*
Base:		491		19		25		50		25		25		125		73		49		75		25

Availability of public parking spaces

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	11.2%	55	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	27.2%	34	5.5%	4	12.2%	6	13.3%	10	0.0%	0
2	18.3%	90	0.0%	0	8.0%	2	36.0%	18	48.0%	12	4.0%	1	16.0%	20	5.5%	4	42.9%	21	16.0%	12	0.0%	0
3	30.6%	150	15.8%	3	68.0%	17	44.0%	22	24.0%	6	24.0%	6	19.2%	24	45.2%	33	32.7%	16	26.7%	20	12.0%	3
4	20.2%	99	52.6%	10	20.0%	5	12.0%	6	24.0%	6	20.0%	5	16.8%	21	19.2%	14	8.2%	4	22.7%	17	44.0%	11
5 – Very Good	11.4%	56	31.6%	6	0.0%	0	0.0%	0	0.0%	0	36.0%	9	11.2%	14	17.8%	13	2.0%	1	6.7%	5	32.0%	8
(Don't Know)	8.4%	41	0.0%	0	4.0%	1	8.0%	4	0.0%	0	16.0%	4	9.6%	12	6.8%	5	2.0%	1	14.7%	11	12.0%	3
Mean:		*3.02*		*4.16*		*3.13*		*2.74*		*2.68*		*4.05*		*2.65*		*3.41*		*2.44*		*2.92*		*4.23*
Base:		491		19		25		50		25		25		125		73		49		75		25

Safety/security of parking facilities

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	9.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	22	11.0%	8	6.1%	3	20.0%	15	0.0%	0
2	15.1%	74	0.0%	0	8.0%	2	4.0%	2	32.0%	8	4.0%	1	16.8%	21	11.0%	8	34.7%	17	17.3%	13	8.0%	2
3	33.4%	164	15.8%	3	64.0%	16	52.0%	26	36.0%	9	24.0%	6	23.2%	29	45.2%	33	44.9%	22	24.0%	18	8.0%	2
4	20.2%	99	52.6%	10	16.0%	4	28.0%	14	24.0%	6	12.0%	3	19.2%	24	17.8%	13	6.1%	3	20.0%	15	28.0%	7
5 – Very Good	10.0%	49	31.6%	6	0.0%	0	0.0%	0	4.0%	1	36.0%	9	12.0%	15	6.8%	5	4.1%	2	2.7%	2	36.0%	9
(Don't Know)	11.6%	57	0.0%	0	12.0%	3	16.0%	8	4.0%	1	24.0%	6	11.2%	14	8.2%	6	4.1%	2	16.0%	12	20.0%	5
Mean:		*3.06*		*4.16*		*3.09*		*3.29*		*3.00*		*4.05*		*2.90*		*2.99*		*2.66*		*2.62*		*4.15*
Base:		491		19		25		50		25		25		125		73		49		75		25

Availability of disabled parking spaces

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	11.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	28	6.8%	5	14.3%	7	21.3%	16	0.0%	0
2	15.3%	75	0.0%	0	4.0%	1	28.0%	14	28.0%	7	0.0%	0	14.4%	18	6.8%	5	36.7%	18	14.7%	11	4.0%	1
3	28.1%	138	15.8%	3	44.0%	11	40.0%	20	0.0%	0	28.0%	7	18.4%	23	54.8%	40	32.7%	16	17.3%	13	20.0%	5
4	13.8%	68	52.6%	10	16.0%	4	8.0%	4	0.0%	0	12.0%	3	20.0%	25	13.7%	10	2.0%	1	10.7%	8	12.0%	3
5 – Very Good	8.6%	42	26.3%	5	4.0%	1	0.0%	0	0.0%	0	28.0%	7	11.2%	14	6.8%	5	2.0%	1	2.7%	2	28.0%	7
(Don't Know)	22.8%	112	5.3%	1	32.0%	8	24.0%	12	72.0%	18	32.0%	8	13.6%	17	11.0%	8	12.2%	6	33.3%	25	36.0%	9
Mean:		*2.91*		*4.11*		*3.29*		*2.74*		*2.00*		*4.00*		*2.81*		*3.08*		*2.33*		*2.38*		*4.00*
Base:		491		19		25		50		25		25		125		73		49		75		25

The quality of bus services

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	10.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	4.0%	5	27.4%	20	0.0%	0	28.0%	21	8.0%	2
2	4.3%	21	10.5%	2	0.0%	0	0.0%	0	0.0%	0	16.0%	4	4.8%	6	2.7%	2	0.0%	0	5.3%	4	12.0%	3
3	21.0%	103	15.8%	3	12.0%	3	20.0%	10	0.0%	0	4.0%	1	27.2%	34	34.2%	25	18.4%	9	18.7%	14	16.0%	4
4	31.6%	155	21.1%	4	72.0%	18	56.0%	28	32.0%	8	4.0%	1	25.6%	32	12.3%	9	59.2%	29	28.0%	21	20.0%	5
5 – Very Good	6.5%	32	15.8%	3	4.0%	1	0.0%	0	12.0%	3	0.0%	0	14.4%	18	2.7%	2	4.1%	2	2.7%	2	4.0%	1
(Don't Know)	25.9%	127	36.8%	7	12.0%	3	24.0%	12	56.0%	14	56.0%	14	24.0%	30	20.5%	15	18.4%	9	17.3%	13	40.0%	10
Mean:		*3.25*		*3.67*		*3.91*		*3.74*		*4.27*		*1.82*		*3.55*		*2.50*		*3.83*		*2.66*		*3.00*
Base:		491		19		25		50		25		25		125		73		49		75		25

The regularity of bus services

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	11.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6	3.2%	4	27.4%	20	2.0%	1	28.0%	21	16.0%	4
2	4.7%	23	10.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	4.8%	6	2.7%	2	0.0%	0	6.7%	5	20.0%	5
3	21.6%	106	31.6%	6	12.0%	3	16.0%	8	0.0%	0	4.0%	1	30.4%	38	35.6%	26	16.3%	8	18.7%	14	8.0%	2
4	31.2%	153	21.1%	4	68.0%	17	58.0%	29	36.0%	9	4.0%	1	24.8%	31	9.6%	7	63.3%	31	26.7%	20	16.0%	4
5 – Very Good	6.1%	30	10.5%	2	8.0%	2	0.0%	0	12.0%	3	0.0%	0	13.6%	17	2.7%	2	4.1%	2	2.7%	2	0.0%	0
(Don't Know)	25.1%	123	26.3%	5	12.0%	3	26.0%	13	52.0%	13	56.0%	14	23.2%	29	21.9%	16	14.3%	7	17.3%	13	40.0%	10
Mean:		*3.21*		*3.43*		*3.95*		*3.78*		*4.25*		*1.73*		*3.53*		*2.46*		*3.79*		*2.63*		*2.40*
Base:		491		19		25		50		25		25		125		73		49		75		25

The destinations to and from served by public transport

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	10.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6	3.2%	4	27.4%	20	0.0%	0	26.7%	20	12.0%	3
2	4.7%	23	10.5%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	4.0%	5	2.7%	2	0.0%	0	8.0%	6	20.0%	5
3	18.7%	92	21.1%	4	12.0%	3	10.0%	5	0.0%	0	4.0%	1	26.4%	33	34.2%	25	16.3%	8	17.3%	13	0.0%	0
4	33.4%	164	26.3%	5	52.0%	13	62.0%	31	36.0%	9	4.0%	1	28.0%	35	11.0%	8	73.5%	36	26.7%	20	24.0%	6
5 – Very Good	6.9%	34	10.5%	2	20.0%	5	0.0%	0	12.0%	3	0.0%	0	14.4%	18	2.7%	2	2.0%	1	2.7%	2	4.0%	1
(Don't Know)	25.5%	125	31.6%	6	16.0%	4	28.0%	14	52.0%	13	56.0%	14	24.0%	30	21.9%	16	8.2%	4	18.7%	14	40.0%	10
Mean:		*3.28*		*3.54*		*4.10*		*3.86*		*4.25*		*1.73*		*3.61*		*2.47*		*3.84*		*2.64*		*2.80*
Base:		491		19		25		50		25		25		125		73		49		75		25

Safety & Security – Daytime

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.5%	4	0.0%	0	9.3%	7	0.0%	0
2	4.9%	24	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	7	5.5%	4	0.0%	0	14.7%	11	4.0%	1
3	22.4%	110	5.3%	1	36.0%	9	38.0%	19	0.0%	0	8.0%	2	25.6%	32	23.3%	17	0.0%	0	38.7%	29	4.0%	1
4	29.1%	143	21.1%	4	52.0%	13	46.0%	23	16.0%	4	44.0%	11	25.6%	32	11.0%	8	49.0%	24	22.7%	17	28.0%	7
5 – Very Good	34.0%	167	73.7%	14	8.0%	2	2.0%	1	84.0%	21	32.0%	8	39.2%	49	47.9%	35	51.0%	25	2.7%	2	40.0%	10
(Don't Know)	7.1%	35	0.0%	0	0.0%	0	14.0%	7	0.0%	0	16.0%	4	3.2%	4	6.8%	5	0.0%	0	12.0%	9	24.0%	6
Mean:		*3.94*		*4.68*		*3.64*		*3.58*		*4.84*		*4.29*		*4.00*		*3.97*		*4.51*		*2.94*		*4.37*
Base:		491		19		25		50		25		25		125		73		49		75		25

Safety & Security – Night time

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	15.7%	77	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	21.6%	27	30.1%	22	0.0%	0	30.7%	23	8.0%	2
2	13.2%	65	0.0%	0	44.0%	11	0.0%	0	0.0%	0	0.0%	0	14.4%	18	15.1%	11	0.0%	0	28.0%	21	16.0%	4
3	16.3%	80	5.3%	1	20.0%	5	44.0%	22	0.0%	0	8.0%	2	20.8%	26	19.2%	14	0.0%	0	13.3%	10	0.0%	0
4	15.1%	74	10.5%	2	16.0%	4	36.0%	18	4.0%	1	40.0%	10	6.4%	8	6.8%	5	30.6%	15	8.0%	6	20.0%	5
5 – Very Good	14.5%	71	68.4%	13	0.0%	0	2.0%	1	40.0%	10	12.0%	3	10.4%	13	9.6%	7	38.8%	19	0.0%	0	20.0%	5
(Don't Know)	25.3%	124	15.8%	3	8.0%	2	18.0%	9	56.0%	14	40.0%	10	26.4%	33	19.2%	14	30.6%	15	20.0%	15	36.0%	9
Mean:		*2.99*		*4.75*		*2.43*		*3.49*		*4.91*		*4.07*		*2.59*		*2.39*		*4.56*		*1.98*		*3.44*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q10 To what extent do you agree/disagree with the following statement using a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree. "On the whole, [CENTRE] offers a wide choice of quality shops"

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Strongly disagree	21.8%	107	0.0%	0	24.0%	6	22.0%	11	0.0%	0	44.0%	11	5.6%	7	52.1%	38	4.1%	2	37.3%	28	16.0%	4
2	19.1%	94	5.3%	1	76.0%	19	32.0%	16	12.0%	3	36.0%	9	12.0%	15	9.6%	7	18.4%	9	13.3%	10	20.0%	5
3	31.6%	155	47.4%	9	0.0%	0	30.0%	15	32.0%	8	12.0%	3	36.8%	46	30.1%	22	55.1%	27	29.3%	22	12.0%	3
4	19.8%	97	47.4%	9	0.0%	0	12.0%	6	52.0%	13	8.0%	2	29.6%	37	4.1%	3	22.4%	11	10.7%	8	32.0%	8
5 – Strongly agree	6.1%	30	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	15.2%	19	4.1%	3	0.0%	0	8.0%	6	4.0%	1
(Don't Know)	1.6%	8	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	16.0%	4
Mean:		*2.69*		*3.42*		*1.76*		*2.33*		*3.48*		*1.84*		*3.37*		*1.99*		*2.96*		*2.38*		*2.86*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q11 How much money do you PLAN to spend in [CENTRE] today?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Less than £25	85.7%	421	78.9%	15	100.0%	25	86.0%	43	60.0%	15	92.0%	23	84.8%	106	91.8%	67	95.9%	47	78.7%	59	84.0%	21
£25-£100	6.5%	32	15.8%	3	0.0%	0	2.0%	1	40.0%	10	0.0%	0	4.0%	5	8.2%	6	4.1%	2	2.7%	2	12.0%	3
Over £100	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know)	7.5%	37	5.3%	1	0.0%	0	12.0%	6	0.0%	0	8.0%	2	11.2%	14	0.0%	0	0.0%	0	17.3%	13	4.0%	1
Mean:		*16.3*		*20.8*		*12.5*		*13.6*		*32.5*		*12.5*		*14.8*		*16.6*		*14.5*		*16.1*		*18.8*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q12 What improvements would you like to see to the retail offer in [CENTRE]?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
More chain stores	1.4%	7	0.0%	0	4.0%	1	2.0%	1	0.0%	0	0.0%	0	1.6%	2	2.7%	2	0.0%	0	1.3%	1	0.0%	0
More shops offering local produce	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	2.0%	1	1.3%	1	0.0%	0
Increased variety of shops	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.6%	2	4.1%	3	0.0%	0	2.7%	2	4.0%	1
Longer opening hours	1.4%	7	0.0%	0	12.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.0%	1
A poundshop	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0	2.7%	2	0.0%	0
A supermarket	8.4%	41	0.0%	0	4.0%	1	18.0%	9	0.0%	0	8.0%	2	4.8%	6	23.3%	17	0.0%	0	8.0%	6	0.0%	0
Anything	3.1%	15	0.0%	0	36.0%	9	2.0%	1	0.0%	0	8.0%	2	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Asda	2.2%	11	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	3	6.8%	5	0.0%	0	2.7%	2	0.0%	0
Bakers	2.2%	11	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	4	1.4%	1	2.0%	1	2.7%	2	8.0%	2
Bigger Co-Op	1.6%	8	0.0%	0	0.0%	0	16.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	4.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	2.4%	3	4.1%	3	0.0%	0	14.7%	11	12.0%	3
Café	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	1.4%	1	0.0%	0	0.0%	0	8.0%	2
Cheaper shops	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	1.3%	1	0.0%	0
Clean it up	1.0%	5	0.0%	0	12.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Clothes shops	9.0%	44	0.0%	0	8.0%	2	6.0%	3	0.0%	0	4.0%	1	9.6%	12	27.4%	20	0.0%	0	8.0%	6	0.0%	0
DIY shop	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.2%	4	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Farm produce	1.2%	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	5.3%	4	8.0%	2
Fruit and Veg store	1.4%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	1.6%	2	1.4%	1	0.0%	0	1.3%	1	4.0%	1
Less empty shops	0.8%	4	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	3.1%	15	0.0%	0	0.0%	0	2.0%	1	0.0%	0	16.0%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	24.0%	6
Sports shop	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco	1.6%	8	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	4.0%	3	0.0%	0
Wilkinsons	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Other	3.5%	17	0.0%	0	32.0%	8	4.0%	2	0.0%	0	8.0%	2	1.6%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0
(Don’t know)	56.4%	277	100.0%	19	24.0%	6	42.0%	21	100.0%	25	44.0%	11	57.6%	72	45.2%	33	95.9%	47	45.3%	34	36.0%	9
Base:		491		19		25		50		25		25		125		73		49		75		25

Q13 Do you ever come to [CENTRE] for leisure / cultural events?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Yes	18.9%	93	78.9%	15	0.0%	0	26.0%	13	52.0%	13	4.0%	1	9.6%	12	2.7%	2	53.1%	26	12.0%	9	8.0%	2
No	81.1%	398	21.1%	4	100.0%	25	74.0%	37	48.0%	12	96.0%	24	90.4%	113	97.3%	71	46.9%	23	88.0%	66	92.0%	23
Base:		491		19		25		50		25		25		125		73		49		75		25

Q14 Which leisure / cultural event did you last visit?

Those who said Yes at Q13

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Other	49.5%	46	53.3%	8	0.0%	0	61.5%	8	30.8%	4	0.0%	0	58.3%	7	100.0%	2	38.5%	10	66.7%	6	50.0%	1
Pub	23.7%	22	26.7%	4	0.0%	0	7.7%	1	23.1%	3	100.0%	1	25.0%	3	0.0%	0	26.9%	7	22.2%	2	50.0%	1
Concert	7.5%	7	13.3%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Street party	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0
Bingo	4.3%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Bar meal	3.2%	3	0.0%	0	0.0%	0	0.0%	0	23.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snooker / pool	3.2%	3	0.0%	0	0.0%	0	15.4%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	3.2%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Base:		93		15		0		13		13		1		12		2		26		9		2

Q15 What events/ activities would you like to see on a regular basis?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Farmer’s Market	17.1%	84	0.0%	0	0.0%	0	24.0%	12	0.0%	0	4.0%	1	22.4%	28	21.9%	16	8.2%	4	26.7%	20	12.0%	3
Continental style market	6.1%	30	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	11.2%	14	6.8%	5	0.0%	0	8.0%	6	4.0%	1
Arts & crafts	7.5%	37	0.0%	0	0.0%	0	8.0%	4	0.0%	0	4.0%	1	8.0%	10	9.6%	7	2.0%	1	18.7%	14	0.0%	0
Sporting events	9.8%	48	0.0%	0	0.0%	0	10.0%	5	0.0%	0	12.0%	3	10.4%	13	11.0%	8	6.1%	3	20.0%	15	4.0%	1
Film screenings	6.5%	32	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	6.4%	8	8.2%	6	2.0%	1	17.3%	13	0.0%	0
Poetry & literary events	2.9%	14	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	4.0%	5	2.7%	2	0.0%	0	4.0%	3	4.0%	1
Active outdoor sessions	2.4%	12	5.3%	1	0.0%	0	2.0%	1	4.0%	1	0.0%	0	1.6%	2	1.4%	1	4.1%	2	4.0%	3	4.0%	1
Childrens activities	3.5%	17	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.8%	6	5.5%	4	0.0%	0	8.0%	6	0.0%	0
Community events	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Market	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.3%	16	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	2.4%	3	2.7%	2	8.2%	4	1.3%	1	20.0%	5
(None mentioned)	37.1%	182	15.8%	3	100.0%	25	48.0%	24	0.0%	0	72.0%	18	51.2%	64	42.5%	31	4.1%	2	14.7%	11	16.0%	4
(Don’t know)	26.3%	129	78.9%	15	0.0%	0	14.0%	7	88.0%	22	8.0%	2	8.0%	10	12.3%	9	67.3%	33	25.3%	19	48.0%	12
Base:		491		19		25		50		25		25		125		73		49		75		25

Q16 On a scale of 1 to 5 (where 5 is very good and 1 is very poor) how would you rate the following venues for eating and drinking in:

Restaurants

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	33.8%	166	0.0%	0	8.0%	2	4.0%	2	0.0%	0	4.0%	1	44.0%	55	61.6%	45	0.0%	0	68.0%	51	40.0%	10
2	4.5%	22	0.0%	0	0.0%	0	18.0%	9	0.0%	0	8.0%	2	0.0%	0	5.5%	4	0.0%	0	8.0%	6	4.0%	1
3	6.1%	30	15.8%	3	0.0%	0	16.0%	8	4.0%	1	8.0%	2	0.0%	0	11.0%	8	6.1%	3	1.3%	1	16.0%	4
4	9.2%	45	31.6%	6	0.0%	0	10.0%	5	28.0%	7	4.0%	1	0.8%	1	4.1%	3	36.7%	18	4.0%	3	4.0%	1
5 – Very Good	3.5%	17	0.0%	0	0.0%	0	0.0%	0	28.0%	7	0.0%	0	0.0%	0	2.7%	2	14.3%	7	1.3%	1	0.0%	0
(Don’t Know)	43.0%	211	52.6%	10	92.0%	23	52.0%	26	40.0%	10	76.0%	19	55.2%	69	15.1%	11	42.9%	21	17.3%	13	36.0%	9
Mean:		*2.02*		*3.67*		*1.00*		*2.67*		*4.40*		*2.50*		*1.05*		*1.60*		*4.14*		*1.34*		*1.75*
Base:		491		19		25		50		25		25		125		73		49		75		25

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Sandwich shops																						
1 – Very Poor	12.8%	63	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	3.2%	4	15.1%	11	0.0%	0	46.7%	35	44.0%	11
2	6.9%	34	0.0%	0	0.0%	0	18.0%	9	0.0%	0	12.0%	3	5.6%	7	9.6%	7	2.0%	1	8.0%	6	4.0%	1
3	30.1%	148	10.5%	2	44.0%	11	16.0%	8	4.0%	1	48.0%	12	41.6%	52	52.1%	38	6.1%	3	22.7%	17	16.0%	4
4	20.2%	99	31.6%	6	40.0%	10	20.0%	10	36.0%	9	12.0%	3	23.2%	29	4.1%	3	49.0%	24	6.7%	5	0.0%	0
5 – Very Good	7.3%	36	5.3%	1	0.0%	0	0.0%	0	12.0%	3	8.0%	2	10.4%	13	4.1%	3	24.5%	12	2.7%	2	0.0%	0
(Don't Know)	22.6%	111	52.6%	10	16.0%	4	42.0%	21	48.0%	12	20.0%	5	16.0%	20	15.1%	11	18.4%	9	13.3%	10	36.0%	9
Mean:		*3.03*		*3.89*		*3.48*		*2.90*		*4.15*		*3.20*		*3.38*		*2.68*		*4.18*		*1.97*		*1.56*
Base:		491		19		25		50		25		25		125		73		49		75		25
Takeaways																						
1 – Very Poor	7.7%	38	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.4%	3	23.3%	17	0.0%	0	14.7%	11	20.0%	5
2	8.8%	43	0.0%	0	4.0%	1	20.0%	10	4.0%	1	0.0%	0	8.8%	11	11.0%	8	2.0%	1	10.7%	8	12.0%	3
3	24.2%	119	0.0%	0	32.0%	8	14.0%	7	8.0%	2	4.0%	1	34.4%	43	38.4%	28	8.2%	4	29.3%	22	16.0%	4
4	19.8%	97	0.0%	0	24.0%	6	14.0%	7	8.0%	2	0.0%	0	25.6%	32	1.4%	1	59.2%	29	22.7%	17	12.0%	3
5 – Very Good	7.3%	36	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.0%	1	6.4%	8	5.5%	4	24.5%	12	12.0%	9	4.0%	1
(Don't Know)	32.2%	158	100.0%	19	40.0%	10	48.0%	24	76.0%	19	92.0%	23	22.4%	28	20.5%	15	6.1%	3	10.7%	8	36.0%	9
Mean:		*3.15*		*0.00*		*3.33*		*2.73*		*3.50*		*4.00*		*3.32*		*2.43*		*4.13*		*3.07*		*2.50*
Base:		491		19		25		50		25		25		125		73		49		75		25
Cafes																						
1 – Very Poor	17.7%	87	0.0%	0	4.0%	1	2.0%	1	0.0%	0	0.0%	0	27.2%	34	12.3%	9	0.0%	0	38.7%	29	52.0%	13
2	5.9%	29	0.0%	0	12.0%	3	8.0%	4	0.0%	0	0.0%	0	5.6%	7	9.6%	7	2.0%	1	9.3%	7	0.0%	0
3	21.2%	104	10.5%	2	44.0%	11	30.0%	15	0.0%	0	0.0%	0	8.0%	10	49.3%	36	16.3%	8	22.7%	17	20.0%	5
4	14.5%	71	42.1%	8	16.0%	4	40.0%	20	28.0%	7	4.0%	1	2.4%	3	2.7%	2	30.6%	15	14.7%	11	0.0%	0
5 – Very Good	3.9%	19	21.1%	4	0.0%	0	2.0%	1	20.0%	5	0.0%	0	0.0%	0	6.8%	5	4.1%	2	2.7%	2	0.0%	0
(Don't Know)	36.9%	181	26.3%	5	24.0%	6	18.0%	9	52.0%	13	96.0%	24	56.8%	71	19.2%	14	46.9%	23	12.0%	9	28.0%	7
Mean:		*2.70*		*4.14*		*2.95*		*3.39*		*4.42*		*4.00*		*1.67*		*2.78*		*3.69*		*2.24*		*1.56*
Base:		491		19		25		50		25		25		125		73		49		75		25
Pubs and clubs																						
1 – Very Poor	10.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	4.0%	5	24.7%	18	0.0%	0	29.3%	22	20.0%	5
2	7.9%	39	5.3%	1	4.0%	1	16.0%	8	0.0%	0	12.0%	3	0.8%	1	16.4%	12	0.0%	0	14.7%	11	8.0%	2
3	21.0%	103	15.8%	3	16.0%	4	26.0%	13	8.0%	2	16.0%	4	22.4%	28	27.4%	20	14.3%	7	24.0%	18	16.0%	4
4	18.3%	90	47.4%	9	8.0%	2	18.0%	9	28.0%	7	32.0%	8	19.2%	24	2.7%	2	44.9%	22	2.7%	2	20.0%	5
5 – Very Good	6.3%	31	0.0%	0	0.0%	0	2.0%	1	24.0%	6	0.0%	0	11.2%	14	4.1%	3	8.2%	4	4.0%	3	0.0%	0
(Don't Know)	35.6%	175	31.6%	6	72.0%	18	38.0%	19	40.0%	10	28.0%	7	42.4%	53	24.7%	18	32.7%	16	25.3%	19	36.0%	9
Mean:		*3.02*		*3.62*		*3.14*		*3.10*		*4.27*		*2.94*		*3.57*		*2.27*		*3.91*		*2.16*		*2.56*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q17 On a scale of 1 to 5 (where 5 is very good and 1 is very poor) what do you think of the general state of the Town Centre with regard to:

Litter

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	19.1%	94	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	10.4%	13	65.8%	48	4.1%	2	38.7%	29	0.0%	0
2	15.3%	75	0.0%	0	36.0%	9	0.0%	0	4.0%	1	0.0%	0	12.0%	15	9.6%	7	34.7%	17	33.3%	25	4.0%	1
3	33.4%	164	42.1%	8	56.0%	14	50.0%	25	16.0%	4	8.0%	2	46.4%	58	20.5%	15	40.8%	20	21.3%	16	8.0%	2
4	26.1%	128	52.6%	10	0.0%	0	50.0%	25	64.0%	16	64.0%	16	27.2%	34	0.0%	0	18.4%	9	2.7%	2	64.0%	16
5 – Very Good	4.9%	24	5.3%	1	0.0%	0	0.0%	0	16.0%	4	24.0%	6	4.0%	5	4.1%	3	2.0%	1	0.0%	0	16.0%	4
(Don't Know)	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	8.0%	2
Mean:		*2.82*		*3.63*		*2.48*		*3.50*		*3.92*		*4.17*		*3.02*		*1.67*		*2.80*		*1.88*		*4.00*
Base:		491		19		25		50		25		25		125		73		49		75		25

Graffiti/fly posting

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	17.5%	86	0.0%	0	44.0%	11	0.0%	0	0.0%	0	0.0%	0	8.0%	10	53.4%	39	0.0%	0	34.7%	26	0.0%	0
2	12.8%	63	0.0%	0	44.0%	11	0.0%	0	0.0%	0	0.0%	0	15.2%	19	16.4%	12	0.0%	0	25.3%	19	8.0%	2
3	29.5%	145	42.1%	8	12.0%	3	22.0%	11	12.0%	3	8.0%	2	44.8%	56	26.0%	19	42.9%	21	24.0%	18	16.0%	4
4	31.0%	152	52.6%	10	0.0%	0	78.0%	39	72.0%	18	48.0%	12	27.2%	34	1.4%	1	51.0%	25	5.3%	4	36.0%	9
5 – Very Good	6.1%	30	5.3%	1	0.0%	0	0.0%	0	16.0%	4	32.0%	8	4.0%	5	2.7%	2	6.1%	3	1.3%	1	24.0%	6
(Don't Know)	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.8%	1	0.0%	0	0.0%	0	9.3%	7	16.0%	4
Mean:		*2.95*		*3.63*		*1.68*		*3.78*		*4.04*		*4.27*		*3.04*		*1.84*		*3.63*		*2.04*		*3.90*
Base:		491		19		25		50		25		25		125		73		49		75		25

General state of buildings

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	16.7%	82	0.0%	0	60.0%	15	0.0%	0	0.0%	0	0.0%	0	9.6%	12	50.7%	37	0.0%	0	21.3%	16	8.0%	2
2	19.1%	94	0.0%	0	36.0%	9	56.0%	28	0.0%	0	0.0%	0	14.4%	18	20.5%	15	0.0%	0	30.7%	23	4.0%	1
3	35.2%	173	47.4%	9	4.0%	1	34.0%	17	16.0%	4	8.0%	2	44.0%	55	23.3%	17	65.3%	32	41.3%	31	20.0%	5
4	21.8%	107	52.6%	10	0.0%	0	10.0%	5	72.0%	18	64.0%	16	28.0%	35	4.1%	3	30.6%	15	0.0%	0	20.0%	5
5 – Very Good	5.5%	27	0.0%	0	0.0%	0	0.0%	0	12.0%	3	24.0%	6	4.0%	5	1.4%	1	2.0%	1	1.3%	1	40.0%	10
(Don't Know)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.0%	1	5.3%	4	8.0%	2
Mean:		*2.80*		*3.53*		*1.44*		*2.54*		*3.96*		*4.17*		*3.02*		*1.85*		*3.35*		*2.25*		*3.87*
Base:		491		19		25		50		25		25		125		73		49		75		25

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Street furniture																						
1 – Very Poor	17.9%	88	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.6%	7	58.9%	43	2.0%	1	48.0%	36	0.0%	0
2	14.5%	71	0.0%	0	0.0%	0	46.0%	23	0.0%	0	0.0%	0	4.8%	6	19.2%	14	0.0%	0	32.0%	24	16.0%	4
3	31.0%	152	57.9%	11	4.0%	1	32.0%	16	52.0%	13	4.0%	1	34.4%	43	20.5%	15	87.8%	43	9.3%	7	8.0%	2
4	16.9%	83	36.8%	7	0.0%	0	8.0%	4	44.0%	11	8.0%	2	33.6%	42	0.0%	0	10.2%	5	2.7%	2	40.0%	10
5 – Very Good	4.5%	22	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.0%	1	9.6%	12	0.0%	0	0.0%	0	1.3%	1	28.0%	7
(Don't Know)	15.3%	75	5.3%	1	96.0%	24	12.0%	6	0.0%	0	84.0%	21	12.0%	15	1.4%	1	0.0%	0	6.7%	5	8.0%	2
Mean:		*2.71*		*3.39*		*3.00*		*2.52*		*3.52*		*4.00*		*3.42*		*1.61*		*3.06*		*1.69*		*3.87*
Base:		491		19		25		50		25		25		125		73		49		75		25
Overall level of cleanliness																						
1 – Very Poor	15.5%	76	0.0%	0	24.0%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	7	58.9%	43	0.0%	0	26.7%	20	0.0%	0
2	13.2%	65	0.0%	0	60.0%	15	0.0%	0	0.0%	0	0.0%	0	9.6%	12	16.4%	12	0.0%	0	33.3%	25	4.0%	1
3	37.3%	183	36.8%	7	16.0%	4	68.0%	34	16.0%	4	8.0%	2	44.0%	55	23.3%	17	67.3%	33	33.3%	25	8.0%	2
4	26.3%	129	57.9%	11	0.0%	0	32.0%	16	72.0%	18	60.0%	15	32.8%	41	0.0%	0	30.6%	15	2.7%	2	44.0%	11
5 – Very Good	6.3%	31	0.0%	0	0.0%	0	0.0%	0	12.0%	3	28.0%	7	7.2%	9	1.4%	1	2.0%	1	0.0%	0	40.0%	10
(Don't Know)	1.4%	7	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.8%	1	0.0%	0	0.0%	0	4.0%	3	4.0%	1
Mean:		*2.95*		*3.61*		*1.92*		*3.32*		*3.96*		*4.21*		*3.27*		*1.68*		*3.35*		*2.13*		*4.25*
Base:		491		19		25		50		25		25		125		73		49		75		25
Shop frontage																						
1 – Very Poor	12.4%	61	0.0%	0	16.0%	4	4.0%	2	0.0%	0	0.0%	0	4.8%	6	49.3%	36	0.0%	0	14.7%	11	8.0%	2
2	23.6%	116	0.0%	0	60.0%	15	82.0%	41	0.0%	0	0.0%	0	10.4%	13	15.1%	11	0.0%	0	40.0%	30	24.0%	6
3	35.2%	173	36.8%	7	24.0%	6	10.0%	5	24.0%	6	20.0%	5	48.0%	60	34.2%	25	63.3%	31	34.7%	26	8.0%	2
4	22.8%	112	57.9%	11	0.0%	0	4.0%	2	68.0%	17	56.0%	14	29.6%	37	0.0%	0	36.7%	18	4.0%	3	40.0%	10
5 – Very Good	4.3%	21	0.0%	0	0.0%	0	0.0%	0	8.0%	2	20.0%	5	6.4%	8	1.4%	1	0.0%	0	1.3%	1	16.0%	4
(Don't Know)	1.6%	8	5.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.8%	1	0.0%	0	0.0%	0	5.3%	4	4.0%	1
Mean:		*2.83*		*3.61*		*2.08*		*2.14*		*3.84*		*4.00*		*3.23*		*1.89*		*3.37*		*2.34*		*3.33*
Base:		491		19		25		50		25		25		125		73		49		75		25
General quality of the footways/ paving																						
1 – Very Poor	15.9%	78	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	8	49.3%	36	6.1%	3	37.3%	28	0.0%	0
2	16.1%	79	15.8%	3	40.0%	10	2.0%	1	8.0%	2	12.0%	3	8.0%	10	21.9%	16	30.6%	15	25.3%	19	0.0%	0
3	38.9%	191	42.1%	8	44.0%	11	86.0%	43	20.0%	5	16.0%	4	47.2%	59	24.7%	18	38.8%	19	29.3%	22	8.0%	2
4	22.0%	108	36.8%	7	4.0%	1	12.0%	6	60.0%	15	52.0%	13	32.0%	40	1.4%	1	22.4%	11	2.7%	2	48.0%	12
5 – Very Good	4.9%	24	0.0%	0	0.0%	0	0.0%	0	8.0%	2	8.0%	2	6.4%	8	1.4%	1	2.0%	1	0.0%	0	40.0%	10
(Don't Know)	2.2%	11	5.3%	1	0.0%	0	0.0%	0	4.0%	1	12.0%	3	0.0%	0	1.4%	1	0.0%	0	5.3%	4	4.0%	1
Mean:		*2.84*		*3.22*		*2.40*		*3.10*		*3.71*		*3.64*		*3.24*		*1.82*		*2.84*		*1.97*		*4.33*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q18 On a scale of 1 to 5 (where 5 is very good and 1 is very poor) how do you rate [CENTRE] as:

A place to shop

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	20.2%	99	0.0%	0	28.0%	7	4.0%	2	0.0%	0	24.0%	6	8.8%	11	42.5%	31	0.0%	0	45.3%	34	32.0%	8
2	21.0%	103	0.0%	0	64.0%	16	38.0%	19	0.0%	0	32.0%	8	13.6%	17	16.4%	12	28.6%	14	13.3%	10	28.0%	7
3	36.7%	180	47.4%	9	4.0%	1	52.0%	26	28.0%	7	32.0%	8	46.4%	58	32.9%	24	46.9%	23	29.3%	22	8.0%	2
4	15.5%	76	42.1%	8	4.0%	1	2.0%	1	52.0%	13	0.0%	0	24.0%	30	4.1%	3	24.5%	12	5.3%	4	16.0%	4
5 – Very Good	4.1%	20	10.5%	2	0.0%	0	0.0%	0	20.0%	5	0.0%	0	6.4%	8	2.7%	2	0.0%	0	2.7%	2	4.0%	1
(Don't Know)	2.6%	13	0.0%	0	0.0%	0	4.0%	2	0.0%	0	12.0%	3	0.8%	1	1.4%	1	0.0%	0	4.0%	3	12.0%	3
Mean:		*2.61*		*3.63*		*1.84*		*2.54*		*3.92*		*2.09*		*3.06*		*2.07*		*2.96*		*2.03*		*2.23*
Base:		491		19		25		50		25		25		125		73		49		75		25

A place to visit

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	25.7%	126	0.0%	0	28.0%	7	0.0%	0	0.0%	0	0.0%	0	23.2%	29	64.4%	47	0.0%	0	53.3%	40	12.0%	3
2	16.7%	82	5.3%	1	44.0%	11	6.0%	3	0.0%	0	8.0%	2	20.8%	26	15.1%	11	12.2%	6	25.3%	19	12.0%	3
3	29.5%	145	47.4%	9	24.0%	6	44.0%	22	8.0%	2	28.0%	7	40.0%	50	17.8%	13	51.0%	25	6.7%	5	24.0%	6
4	19.3%	95	36.8%	7	0.0%	0	48.0%	24	68.0%	17	20.0%	5	11.2%	14	2.7%	2	30.6%	15	2.7%	2	36.0%	9
5 – Very Good	4.7%	23	10.5%	2	0.0%	0	2.0%	1	24.0%	6	24.0%	6	3.2%	4	0.0%	0	0.0%	0	2.7%	2	8.0%	2
(Don't Know)	4.1%	20	0.0%	0	4.0%	1	0.0%	0	0.0%	0	20.0%	5	1.6%	2	0.0%	0	6.1%	3	9.3%	7	8.0%	2
Mean:		*2.59*		*3.53*		*1.96*		*3.46*		*4.16*		*3.75*		*2.50*		*1.59*		*3.20*		*1.63*		*3.17*
Base:		491		19		25		50		25		25		125		73		49		75		25

A place to enjoy yourself

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
1 – Very Poor	27.3%	134	0.0%	0	16.0%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	25	78.1%	57	2.0%	1	54.7%	41	24.0%	6
2	16.5%	81	0.0%	0	48.0%	12	12.0%	6	0.0%	0	16.0%	4	22.4%	28	6.8%	5	10.2%	5	22.7%	17	16.0%	4
3	29.3%	144	47.4%	9	32.0%	8	52.0%	26	16.0%	4	28.0%	7	34.4%	43	12.3%	9	53.1%	26	10.7%	8	16.0%	4
4	18.7%	92	42.1%	8	4.0%	1	28.0%	14	56.0%	14	32.0%	8	17.6%	22	2.7%	2	32.7%	16	1.3%	1	24.0%	6
5 – Very Good	3.3%	16	0.0%	0	0.0%	0	0.0%	0	20.0%	5	16.0%	4	2.4%	3	0.0%	0	0.0%	0	1.3%	1	12.0%	3
(Don't Know)	4.9%	24	10.5%	2	0.0%	0	8.0%	4	8.0%	2	8.0%	2	3.2%	4	0.0%	0	2.0%	1	9.3%	7	8.0%	2
Mean:		*2.52*		*3.47*		*2.24*		*3.17*		*4.04*		*3.52*		*2.59*		*1.40*		*3.19*		*1.59*		*2.83*
Base:		491		19		25		50		25		25		125		73		49		75		25

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
A place to live																						
1 – Very Poor	10.6%	52	0.0%	0	12.0%	3	0.0%	0	0.0%	0	4.0%	1	6.4%	8	20.5%	15	2.0%	1	28.0%	21	12.0%	3
2	7.7%	38	0.0%	0	12.0%	3	0.0%	0	0.0%	0	4.0%	1	5.6%	7	6.8%	5	2.0%	1	24.0%	18	12.0%	3
3	31.4%	154	31.6%	6	44.0%	11	28.0%	14	12.0%	3	16.0%	4	32.8%	41	54.8%	40	18.4%	9	33.3%	25	4.0%	1
4	28.5%	140	42.1%	8	28.0%	7	56.0%	28	36.0%	9	36.0%	9	36.0%	45	11.0%	8	34.7%	17	6.7%	5	16.0%	4
5 – Very Good	15.1%	74	26.3%	5	0.0%	0	2.0%	1	36.0%	9	36.0%	9	16.0%	20	4.1%	3	36.7%	18	4.0%	3	24.0%	6
(Don’t Know)	6.7%	33	0.0%	0	4.0%	1	14.0%	7	16.0%	4	4.0%	1	3.2%	4	2.7%	2	6.1%	3	4.0%	3	32.0%	8
Mean:		*3.32*		*3.95*		*2.92*		*3.70*		*4.29*		*4.00*		*3.51*		*2.70*		*4.09*		*2.32*		*3.41*
Base:		491		19		25		50		25		25		125		73		49		75		25

Q19 In the last 12 months would you say the overall attractiveness of the town has:

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Declined	20.2%	99	0.0%	0	20.0%	5	24.0%	12	0.0%	0	8.0%	2	10.4%	13	20.5%	15	6.1%	3	62.7%	47	8.0%	2
Stayed the same	53.6%	263	73.7%	14	72.0%	18	50.0%	25	72.0%	18	84.0%	21	62.4%	78	58.9%	43	34.7%	17	25.3%	19	40.0%	10
Improved	17.7%	87	15.8%	3	8.0%	2	10.0%	5	4.0%	1	4.0%	1	23.2%	29	12.3%	9	59.2%	29	5.3%	4	16.0%	4
(Don’t know)	8.6%	42	10.5%	2	0.0%	0	16.0%	8	24.0%	6	4.0%	1	4.0%	5	8.2%	6	0.0%	0	6.7%	5	36.0%	9
Base:		491		19		25		50		25		25		125		73		49		75		25

Q20 How would you make this town centre better?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Improved parking	26.3%	129	10.5%	2	20.0%	5	48.0%	24	40.0%	10	0.0%	0	42.4%	53	8.2%	6	36.7%	18	14.7%	11	0.0%	0
Improved accessibility	3.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	7.2%	9	4.1%	3	0.0%	0	4.0%	3	0.0%	0
Better retail offer	37.1%	182	0.0%	0	56.0%	14	46.0%	23	0.0%	0	28.0%	7	44.8%	56	67.1%	49	4.1%	2	38.7%	29	8.0%	2
Improved leisure facilities	20.8%	102	0.0%	0	52.0%	13	18.0%	9	0.0%	0	0.0%	0	21.6%	27	27.4%	20	0.0%	0	42.7%	32	4.0%	1
Safety and security	13.2%	65	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	19.2%	24	26.0%	19	0.0%	0	25.3%	19	0.0%	0
A café	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3
Clean it	2.0%	10	5.3%	1	16.0%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	2.7%	2	0.0%	0
Fill empty shops	0.6%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Get rid of the undesirables	1.2%	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	8.0%	6	0.0%	0
Improve pavements	0.8%	4	5.3%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
More activities for young people	2.6%	13	5.3%	1	4.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	10.7%	8	4.0%	1
More greenery	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0
More pubs	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	3
More seating	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.1%	2	0.0%	0	0.0%	0
Nothing mentioned	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop dog fouling	1.0%	5	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other	6.9%	34	21.1%	4	12.0%	3	2.0%	1	16.0%	4	4.0%	1	3.2%	4	0.0%	0	12.2%	6	8.0%	6	20.0%	5
(Don’t know)	25.7%	126	57.9%	11	4.0%	1	30.0%	15	48.0%	12	48.0%	12	16.8%	21	13.7%	10	40.8%	20	18.7%	14	40.0%	10
Base:		491		19		25		50		25		25		125		73		49		75		25

GEN Gender of respondent

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Male	40.7%	200	68.4%	13	44.0%	11	38.0%	19	56.0%	14	52.0%	13	37.6%	47	19.2%	14	63.3%	31	34.7%	26	48.0%	12
Female	59.3%	291	31.6%	6	56.0%	14	62.0%	31	44.0%	11	48.0%	12	62.4%	78	80.8%	59	36.7%	18	65.3%	49	52.0%	13
Base:		491		19		25		50		25		25		125		73		49		75		25

AGE Which of the following age groups do you belong to?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
16-24	15.9%	78	5.3%	1	8.0%	2	6.0%	3	8.0%	2	8.0%	2	12.8%	16	28.8%	21	30.6%	15	17.3%	13	12.0%	3
25-34	12.4%	61	15.8%	3	16.0%	4	8.0%	4	8.0%	2	16.0%	4	15.2%	19	8.2%	6	2.0%	1	17.3%	13	20.0%	5
35-44	14.7%	72	21.1%	4	20.0%	5	16.0%	8	12.0%	3	8.0%	2	13.6%	17	17.8%	13	4.1%	2	18.7%	14	16.0%	4
45-54	14.9%	73	0.0%	0	20.0%	5	18.0%	9	16.0%	4	12.0%	3	16.0%	20	13.7%	10	12.2%	6	13.3%	10	24.0%	6
55-64	15.9%	78	21.1%	4	4.0%	1	20.0%	10	24.0%	6	28.0%	7	15.2%	19	9.6%	7	20.4%	10	14.7%	11	12.0%	3
65+	25.5%	125	36.8%	7	32.0%	8	30.0%	15	32.0%	8	28.0%	7	24.8%	31	21.9%	16	30.6%	15	18.7%	14	16.0%	4
(Refused)	0.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

ETH What is your ethnic origin?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
White (British)	98.6%	484	100.0%	19	100.0%	25	96.0%	48	100.0%	25	100.0%	25	100.0%	125	95.9%	70	100.0%	49	97.3%	73	100.0%	25
White (Irish)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian or Asian British (Pakistani)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian or Asian British (Bangladeshi)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian or Asian British (Indian)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed (White and Black Caribbean)	0.0%	0	0.0%	0	0.0%	0	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 (White and Black African)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed (White and Asian)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black or Black British (Caribbean)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black or Black British (African)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Refused)	1.2%	6	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.3%	1	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

DIS Do you consider yourself to have a disability?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Yes	10.0%	49	0.0%	0	4.0%	1	4.0%	2	12.0%	3	4.0%	1	15.2%	19	11.0%	8	6.1%	3	13.3%	10	8.0%	2
No	90.0%	442	100.0%	19	96.0%	24	96.0%	48	88.0%	22	96.0%	24	84.8%	106	89.0%	65	93.9%	46	86.7%	65	92.0%	23
Base:		491		19		25		50		25		25		125		73		49		75		25

EMP Which of the following best describes your current situation?

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Employed full time (30 hours or more)	23.2%	114	47.4%	9	24.0%	6	18.0%	9	32.0%	8	36.0%	9	13.6%	17	17.8%	13	20.4%	10	22.7%	17	64.0%	16
Employed part time (Less than 30 hours)	12.8%	63	5.3%	1	16.0%	4	16.0%	8	8.0%	2	8.0%	2	16.0%	20	17.8%	13	4.1%	2	14.7%	11	0.0%	0
Self employed (Full or part time)	2.6%	13	0.0%	0	4.0%	1	8.0%	4	0.0%	0	12.0%	3	2.4%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Unemployed	13.2%	65	5.3%	1	16.0%	4	4.0%	2	4.0%	1	4.0%	1	18.4%	23	20.5%	15	6.1%	3	18.7%	14	4.0%	1
Looking after the home	7.7%	38	0.0%	0	12.0%	3	8.0%	4	0.0%	0	4.0%	1	10.4%	13	5.5%	4	0.0%	0	14.7%	11	8.0%	2
Wholly retired from work	30.8%	151	31.6%	6	28.0%	7	42.0%	21	44.0%	11	32.0%	8	32.0%	40	28.8%	21	32.7%	16	21.3%	16	20.0%	5
In full time education	5.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	5.5%	4	28.6%	14	4.0%	3	4.0%	1
Permanently sick / disabled	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	4.0%	5	1.4%	1	0.0%	0	1.3%	1	0.0%	0
Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Refused	2.4%	12	10.5%	2	0.0%	0	4.0%	2	12.0%	3	0.0%	0	0.0%	0	1.4%	1	4.1%	2	2.7%	2	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

EMP2 If not already self employed, have you thought about starting you own business, or buying into an existing business, in the past 6 months?

Those who are not self employed

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Yes	4.4%	21	10.5%	2	0.0%	0	6.5%	3	0.0%	0	4.5%	1	0.8%	1	8.2%	6	0.0%	0	6.7%	5	12.0%	3
No	95.6%	457	89.5%	17	100.0%	24	93.5%	43	100.0%	25	95.5%	21	99.2%	121	91.8%	67	100.0%	47	93.3%	70	88.0%	22
Base:		478		19		24		46		25		22		122		73		47		75		25

LOC Location of interview:

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Allendale	3.9%	19	100.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedlington Station	5.1%	25	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellingham	10.2%	50	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corbridge	5.1%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellington	5.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guide Post	25.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadston	14.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%	0
Haydon Bridge	10.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0
Lynemouth	15.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0
Widdrington Station	5.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Base:		491		19		25		50		25		25		125		73		49		75		25

DAY Day of interview:

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
Monday	15.3%	75	100.0%	19	0.0%	0	100.0%	50	0.0%	0	24.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	24.4%	120	0.0%	0	0.0%	0	0.0%	0	88.0%	22	0.0%	0	20.0%	25	65.8%	48	0.0%	0	0.0%	0	100.0%	25
Wednesday	14.5%	71	0.0%	0	0.0%	0	0.0%	0	12.0%	3	76.0%	19	20.8%	26	0.0%	0	46.9%	23	0.0%	0	0.0%	0
Thursday	25.3%	124	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	39.2%	49	0.0%	0	0.0%	0	66.7%	50	0.0%	0
Friday	10.4%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	25	53.1%	26	0.0%	0	0.0%	0
Saturday	10.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	25	0.0%	0	0.0%	0	33.3%	25	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

TIM Time of Interview:

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
09.00 – 12.00	31.6%	155	21.1%	4	36.0%	9	20.0%	10	20.0%	5	32.0%	8	37.6%	47	39.7%	29	40.8%	20	17.3%	13	40.0%	10
12.01 – 14.00	32.4%	159	63.2%	12	24.0%	6	40.0%	20	24.0%	6	20.0%	5	36.8%	46	30.1%	22	20.4%	10	32.0%	24	32.0%	8
14.01 – 16.00	34.2%	168	15.8%	3	40.0%	10	40.0%	20	44.0%	11	48.0%	12	25.6%	32	30.1%	22	38.8%	19	42.7%	32	28.0%	7
16.01 – 17.00	1.8%	9	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

PC

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
BD5 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Blank	0.8%	4	5.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
CA11 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA8 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
CA9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
DE4 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH4 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH7 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
DH7 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH7 7	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DH7 8	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL1 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
DL13 2	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL15 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL3 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
EH11 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G76 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HD8 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
HU18 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
LN2 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
LS25 6	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M41 5	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE10 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE11 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
NE19 1	0.8%	4	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE22 5	1.8%	9	0.0%	0	36.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE22 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE22 7	3.3%	16	0.0%	0	60.0%	15	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE25 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE26 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE29 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
NE34 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
NE34 8	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE4 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE41 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE42 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE43 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE44 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE45	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE45 5	1.2%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE46 2	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
NE46 3	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE46 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE47	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE47 6	6.1%	30	5.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	57.1%	28	0.0%	0	0.0%	0

	Total		Allendale		Bedlington Station		Bellingham		Corbridge		Ellington		Guide Post		Hadston		Haydon Bridge		Lynemouth		Widdrington Station	
NE47 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE47 8	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE47 9	2.4%	12	57.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE48 1	1.0%	5	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE48 2	7.5%	37	0.0%	0	0.0%	0	66.0%	33	8.0%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
NE48 3	0.6%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
NE49 0	0.4%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
NE49 9	1.4%	7	5.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0
NE5 2	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE5 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE61 1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
NE61 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE61 3	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE61 5	20.4%	100	0.0%	0	4.0%	1	0.0%	0	0.0%	0	64.0%	16	0.8%	1	9.6%	7	0.0%	0	80.0%	60	60.0%	15
NE61 6	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
NE62	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
NE62 5	22.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE63 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE63 8	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	1.4%	1	0.0%	0	0.0%	0	0.0%	0
NE63 9	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	2	0.0%	0	4.0%	3	0.0%	0
NE64 6	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
NE65 0	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
NE65 9	12.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	80.8%	59	0.0%	0	1.3%	1	0.0%	0
NE66 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE68 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NG3 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
NR12 8	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TS15 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
TS20 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
WA11 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YO17 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
YO60 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		491		19		25		50		25		25		125		73		49		75		25

Town Centre	Sent	Returned	% Returned
Allendale	18	3	17%
Alnwick	273	65	24%
Amble	105	18	17%
Ashington	358	59	16%
Bedlington	84	23	27%
Bedlington Station	57	0	0%
Belford	36	9	25%
Bellingham	17	8	47%
Berwick-upon-Tweed	565	74	13%
Blyth	216	34	16%
Corbridge	75	22	29%
Cramlington	164	15	9%
Ellington	7	2	29%
Guide Post	12	4	33%
Hadston	15	2	13%
Haltwhistle	80	13	16%
Haydon Bridge	11	3	27%
Hexham	451	61	14%
Lynemouth	17	3	18%
Morpeth	146	23	16%
Newbiggn-by-the-Sea	45	4	9%
Ponteland	102	29	28%
Prudhoe	116	22	19%
Rothbury	76	16	21%
Seahouses	70	6	9%
Seaton Delaval	38	13	34%
Widdrington Station	6	0	0%
Wooler	70	14	20%
TOTAL	**3230**	**545**	**17%**

ALLENDALE TOWN CENTRE BUSINESS SURVEY RESULTS

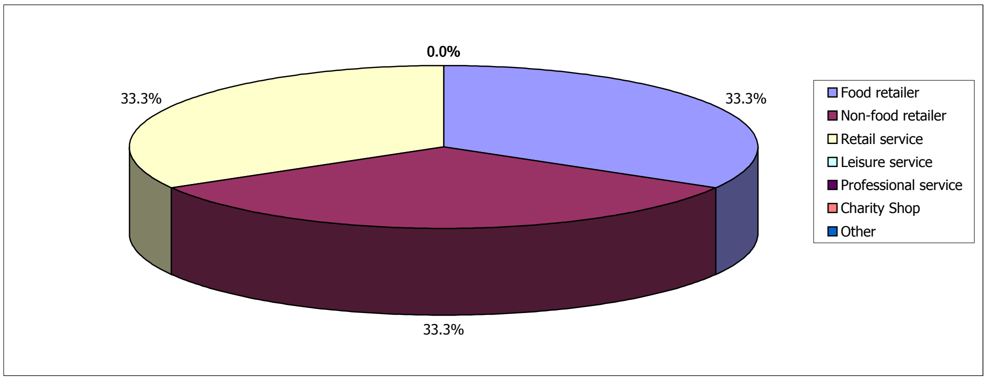
Questionnaires Distributed:	**18**	**Responses: 3 (17%)**

Q1b. How would you best describe your business?

Food retailer	1	(33.3%)
Non-food retailer	1	(33.3%)
Retail service	1	(33.3%)
Leisure service	0	(0.0%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	0	(0.0%)
	3	**(100.0%)**

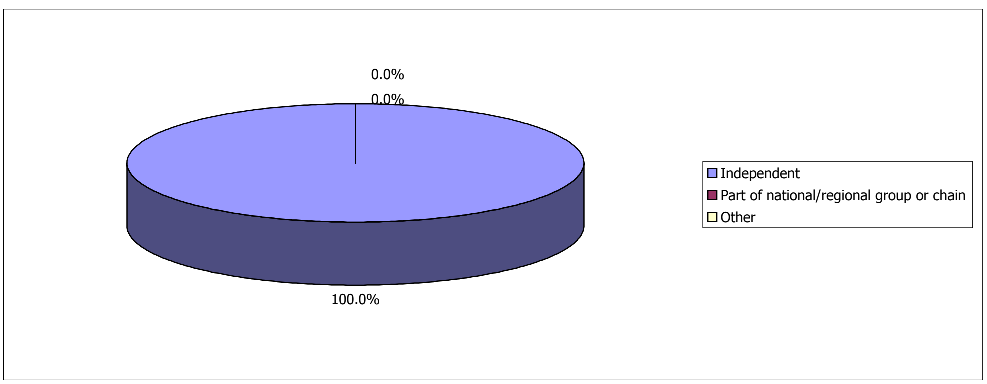
Other:

Not applicable



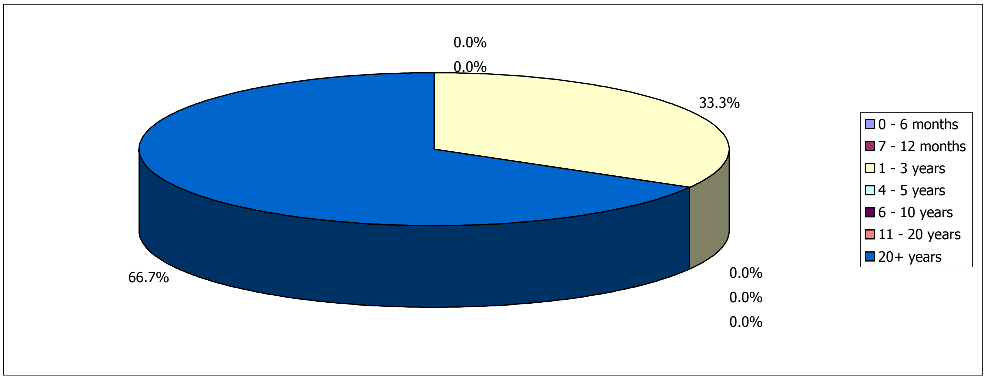
Q1c. Is your business?

Independent	3	(100.0%)
Part of national/regional group or chain	0	(0.0%)
Other	0	(0.0%)
	3	**(100.0%)**



Q1d. How long, approximately, has the business traded in Allendale Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(33.3%)
4 - 5 years	0	(0.0%)
6 - 10 years	0	(0.0%)
11 - 20 years	0	(0.0%)
20+ years	2	(66.7%)
	3	**(100.0%)**



Q1e. Why did you choose Allendale Town Centre as a business location?

Busy Village [1], Lived here all my life - a good place! [1]

Q1f. Are the business premises leased or owner occupied?

Leased	1	(33.3%)
Owner Occupied	2	(66.7%)
No Answer	0	(0.0%)
	3	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	1	(7.7%)
Part Time	12	(92.3%)
	13	**(100.0%)**

Q1h. Has the business always operated from Allendale Town Centre?

Yes	3	(100.0%)
No	0	(0.0%)
	3	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	2	(66.7%)
Remained largely static	1	(33.3%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	3	**(100.0%)**

Q1j. How would you say that your business is <u>currently</u> performing?

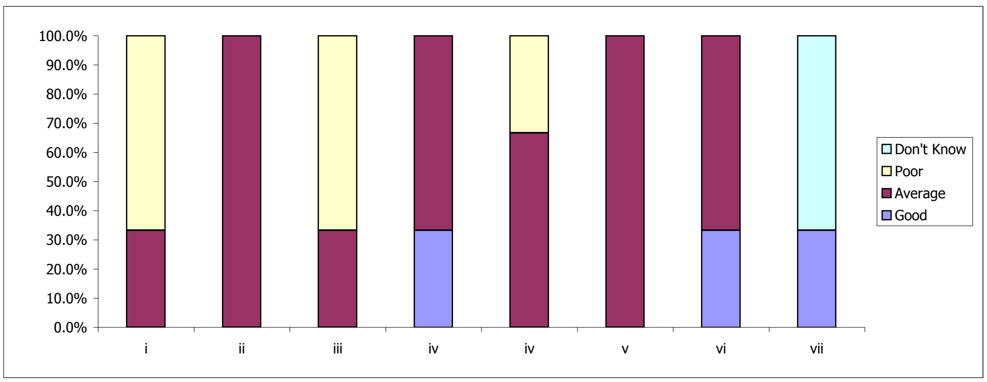
Very Well	0	(0.0%)
Well	2	(66.7%)
Moderately	1	(33.3%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	3	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

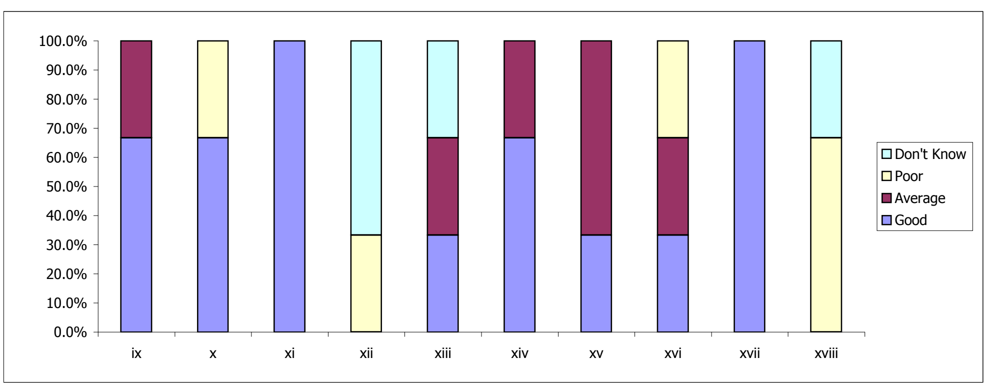
Residents from in or around Allendale Town Centre	2	(66.7%)
Residents from across Northumberland County	0	(0.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	1	(33.3%)
Workers from Allendale Town Centre	0	(0.0%)
Students from Allendale Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	3	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

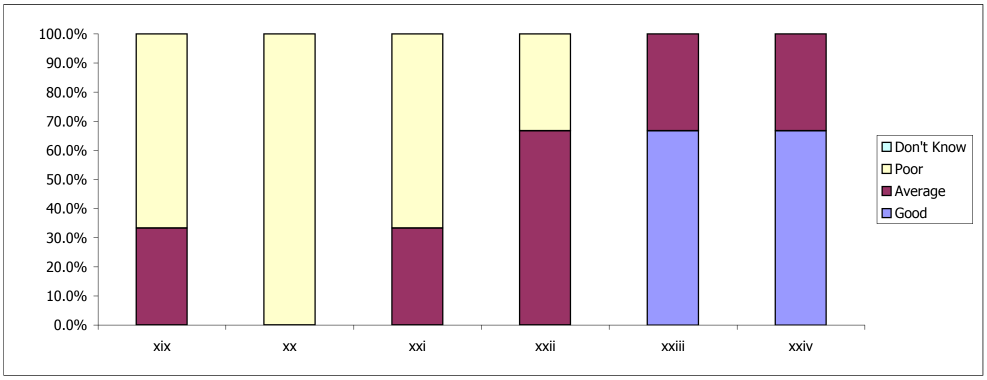
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Allendale Town Centre	0	(0.00%)	1	(33.33%)	2	(66.67%)	0	(0.00%)	**3**
ii. Accessibility by pedestrians	0	(0.00%)	3	(100.00%)	0	(0.00%)	0	(0.00%)	**3**
iii. Accessibility by public transport	0	(0.00%)	1	(33.33%)	2	(66.67%)	0	(0.00%)	**3**
iv. Accessibility by vehicles	1	(33.33%)	2	(66.67%)	0	(0.00%)	0	(0.00%)	**3**
v. Amount of signage for vehicles	0	(0.00%)	2	(66.67%)	1	(33.33%)	0	(0.00%)	**3**
vi. Amount of car parking	0	(0.00%)	3	(100.00%)	0	(0.00%)	0	(0.00%)	**3**
vii. Location of car parking	1	(33.33%)	2	(66.67%)	0	(0.00%)	0	(0.00%)	**3**
viii. Pricing of car parking	1	(33.33%)	0	(0.00%)	0	(0.00%)	2	(66.67%)	**3**
	3		**14**		**5**		**2**		



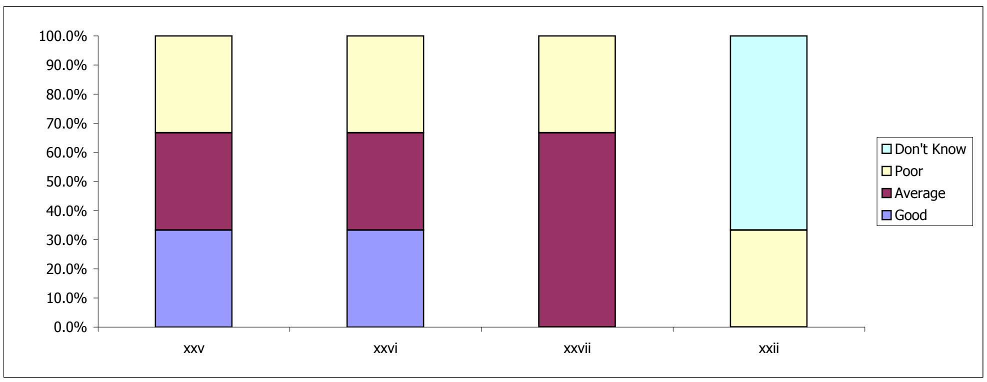
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
x. Range of shops in general	2	(66.67%)	0	(0.00%)	1	(33.33%)	0	(0.00%)	**3**
xi. Number of independent traders	3	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**3**
xii. Number of multiple traders	0	(0.00%)	0	(0.00%)	1	(33.33%)	2	(66.67%)	**3**
xiii. Number of supermarkets	1	(33.33%)	1	(33.33%)	0	(0.00%)	1	(33.33%)	**3**
xiv. Number of services in general (e.g. hairdressers, banks)	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
xv. Range of services in general	1	(33.33%)	2	(66.67%)	0	(0.00%)	0	(0.00%)	**3**
xvi. Number of restaurants	1	(33.33%)	1	(33.33%)	1	(33.33%)	0	(0.00%)	**3**
xvii. Number of licensed premises	3	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**3**
xviii. Number of fast-food shops	0	(0.00%)	0	(0.00%)	2	(66.67%)	1	(33.33%)	**3**
	15		**6**		**5**		**4**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	1	(33.33%)	2	(66.67%)	0	(0.00%)	**3**
xx. Cleanliness of the public realm	0	(0.00%)	0	(0.00%)	3	(100.00%)	0	(0.00%)	**3**
xxi. Safety within the public realm	0	(0.00%)	1	(33.33%)	2	(66.67%)	0	(0.00%)	**3**
xxii. Amount of signage for pedestrians	0	(0.00%)	2	(66.67%)	1	(33.33%)	0	(0.00%)	**3**
xxiii. Number of events (e.g. street markets, parades)	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
xxiv. Range of events	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
	4		**6**		**8**		**0**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	1	(33.33%)	1	(33.33%)	1	(33.33%)	0	(0.00%)	**3**
xxvi. Range of marketing and promotion (e.g. press, TV)	1	(33.33%)	1	(33.33%)	1	(33.33%)	0	(0.00%)	**3**
xxvii. Image of Allendale Town Centre	0	(0.00%)	2	(66.67%)	1	(33.33%)	0	(0.00%)	**3**
xxviii. Market	0	(0.00%)	0	(0.00%)	1	(33.33%)	2	(66.67%)	**3**
	2		**4**		**4**		**2**		

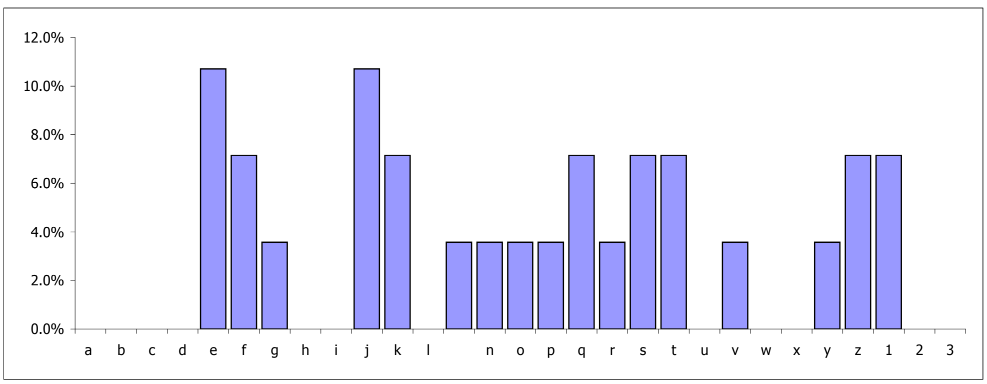


Comments:

No comments

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	0	(0.00%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	0	(0.00%)
e. Improved street paving	3	(10.71%)
f. Improved street furniture	2	(7.14%)
g. Improved built environment	1	(3.57%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	3	(10.71%)
k. Improved public transport	2	(7.14%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	1	(3.57%)
n. A cinema	1	(3.57%)
o. A bowling alley	1	(3.57%)
p. A new sports centre	1	(3.57%)
q. A new leisure/splash pool	2	(7.14%)
r. A new theatre	1	(3.57%)
s. More hotels	2	(7.14%)
t. More residential development	2	(7.14%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	1	(3.57%)
w. More specialist markets	0	(0.00%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	1	(3.57%)
z. Greater promotion/marketing of the centre	2	(7.14%)
1. Improved signposting	2	(7.14%)
2. Public toilets	0	(0.00%)
3. Other	0	(0.00%)
	28	**(100.0%)**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	3	(100.00%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	0	(0.00%)
	3	**(100.0%)**

Comments:

No comments

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	1	(25.00%)
b. Lack of passing trade outside your premises	1	(25.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	0	(0.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	0	(0.00%)

If so, where?

Not applicable

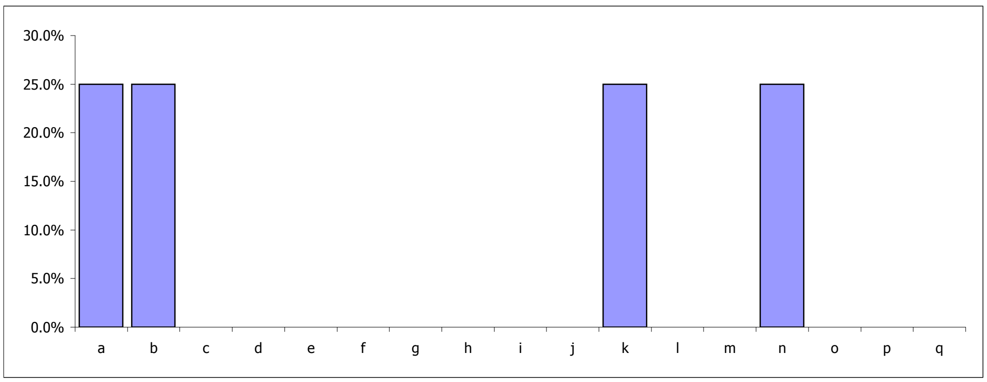
g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	0	(0.00%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	1	(25.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	1	(25.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	4	**(100.0%)**

Not Answered: **1**



Q7. Have you any plans to alter your business in any way in the next five years?

No	1	(50.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(50.00%)
Yes, other	0	(0.00%)
	2	**(100.0%)**

Other:

Not applicable

Not Answered: **1**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Metro Centre [1]

Not Answered:	**2**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	0	(0.0%)
No	3	(100.0%)
	3	**(100.0%)**

Q10. If yes, where is this?

Not applicable

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	#DIV/0!
Worse	0	#DIV/0!
Same	0	#DIV/0!
	0	**#DIV/0!**

Q12. Does your business currently have its own website?

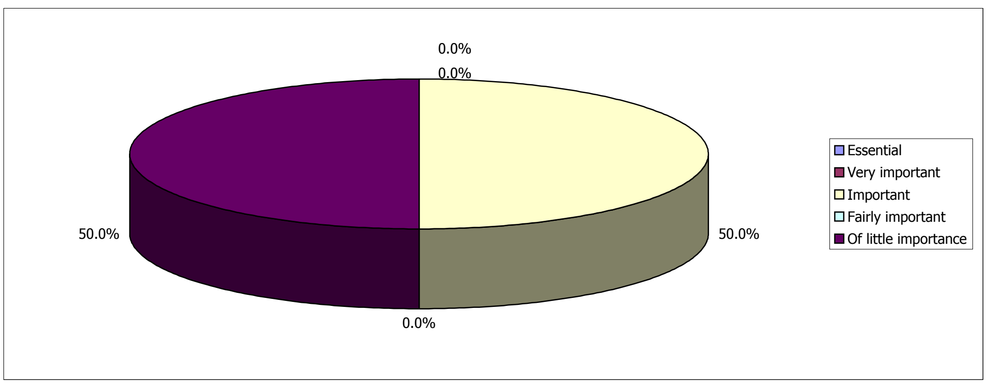
Yes	2	66.7%
No	1	33.3%
	3	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	1	33.3%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	2	66.7%
Contact directly via e-mail	0	0.0%
	3	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	1	50.0%
Fairly important	0	0.0%
Of little importance	1	50.0%
	2	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

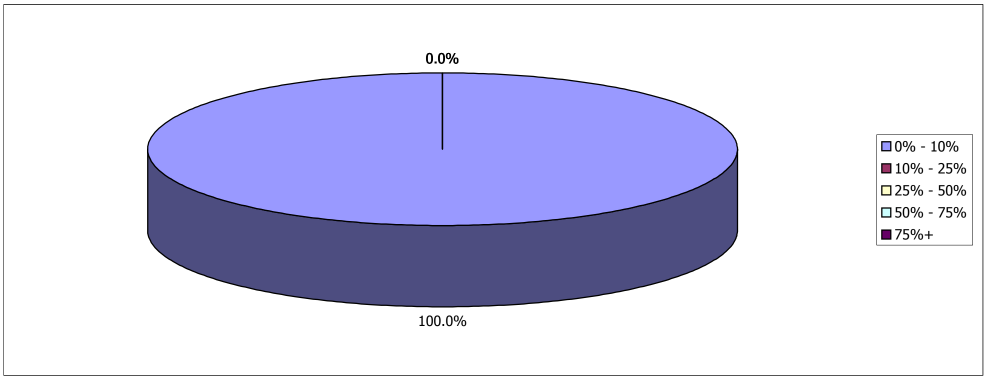
Yes	2	100.0%
No	0	0.0%
	2	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	2	100.0%
No	0	0.0%
	2	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	2	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	2	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	1	100.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	0	0.0%
	1	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

No comments

ALNWICK TOWN CENTRE BUSINESS SURVEY RESULTS

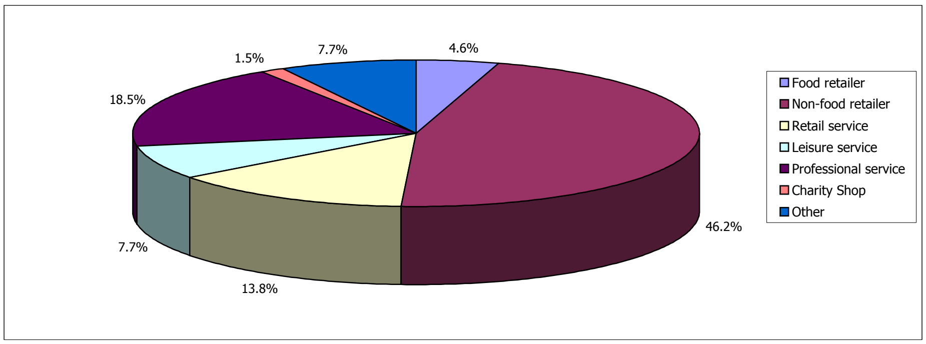
Questionnaires Distributed:	**273**	**Responses: 65 (24%)**

Q1b. How would you best describe your business?

Food retailer	3	(4.6%)
Non-food retailer	30	(46.2%)
Retail service	9	(13.8%)
Leisure service	5	(7.7%)
Professional service	12	(18.5%)
Charity Shop	1	(1.5%)
Other	5	(7.7%)
	65	**(100.0%)**

Other:

Local Authority [1], Theatre company [1], Equipment and staff hire [1], Hotel [1], Political office [1]



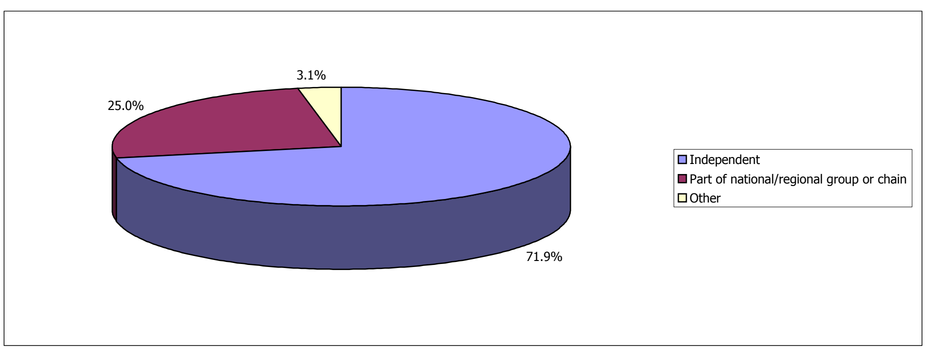
Q1c. Is your business?

Independent	46	(71.9%)
Part of national/regional group or chain	16	(25.0%)
Other	2	(3.1%)
	64	**(100.0%)**

Other:

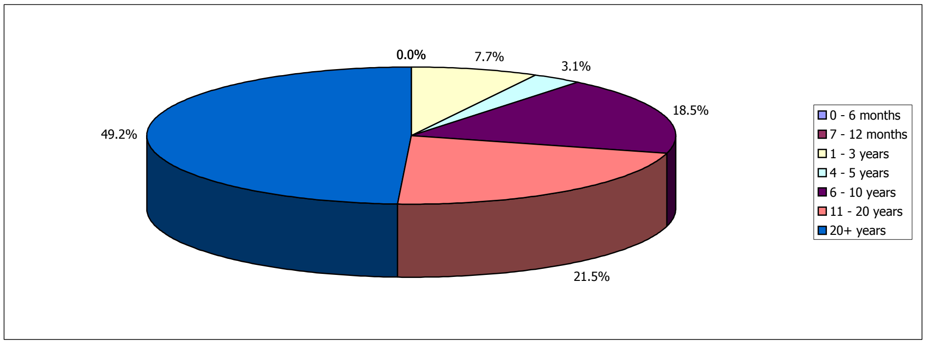
Local Authority [1], Council [1]

Not Answered: **1**



Q1d. How long, approximately, has the business traded in Alnwick Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	5	(7.7%)
4 - 5 years	2	(3.1%)
6 - 10 years	12	(18.5%)
11 - 20 years	14	(21.5%)
20+ years	32	(49.2%)
	65	**(100.0%)**



Q1e. Why did you choose Alnwick Town Centre as a business location?

Live in Alnwick [11], Familey owned property [1], Company choice [1], Only outdoor shop in town [1], Amount of tourists & locals [1], Established [1], Family business [2], Home town [1], DIY boom [1], Gap in the market [1], No other sports shop [1], Prime location [1], Business up for sale at time [2], Country Town [1], Worked as a young girl [1], Lovely Market Town with individual qualities [1], Busy [2] , Opportunities [1], Centre for tourism [1], Historial reasons [1], Took over existing practice [1], Owner has properties all over North East [1], Originally there was parking outside my shop [1], At the time a vibrant market town [1], Chose pub rather than Alnwick [1], It was busy [1], Accessible to clients [1], Own playhouse [1], Already located there [1], Previousley worked in Alnwick [1], Business already there [1], Live in Alnwick & need for goods I intended to sell [1], No other freestanding store between Newcastle & Scotland [1], Central point within Alnwick is essential that our service is based here [1]

Q1f. Are the business premises leased or owner occupied?

Leased	43	(66.2%)
Owner Occupied	18	(27.7%)
No Answer	4	(6.2%)
	65	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	195	(50.9%)
Part Time	188	(49.1%)
	383	**(100.0%)**

Q1h. Has the business always operated from Alnwick Town Centre?

Yes	60	(92.3%)
No	5	(7.7%)
	65	**(100.0%)**

If no, where did you relocate from?

All areas [1], Newcastle [1], Factory unit on Industrial Estate [1]

Not Answered [2]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	11	(17.2%)
Grown moderately	25	(39.1%)
Remained largely static	10	(15.6%)
Declined moderately	11	(17.2%)
Declined significantly	7	(10.9%)
	64	**(100.0%)**
Not Answered:	**1**	

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	5	(7.7%)
Well	12	(18.5%)
Moderately	30	(46.2%)
Poorly	11	(16.9%)
Very Poorly	7	(10.8%)
	65	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Alnwick Town Centre	36	(36.4%)
Residents from across Northumberland County	28	(28.3%)
Residents from outside Northumberland County	8	(8.1%)
Specialist buyers	3	(3.0%)
Workers from Alnwick Town Centre	5	(5.1%)
Students from Alnwick Town Centre	4	(4.0%)
Passers-by	9	(9.1%)
Other	6	(6.1%)
	99	**(100.0%)**

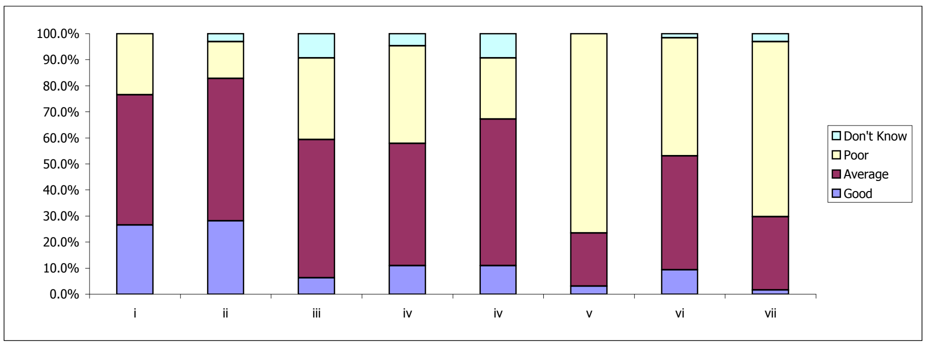
Other:

Tourists [2], Cover England, Ireland and Wales [1], North Northumberland [1], Local and visitors [1]

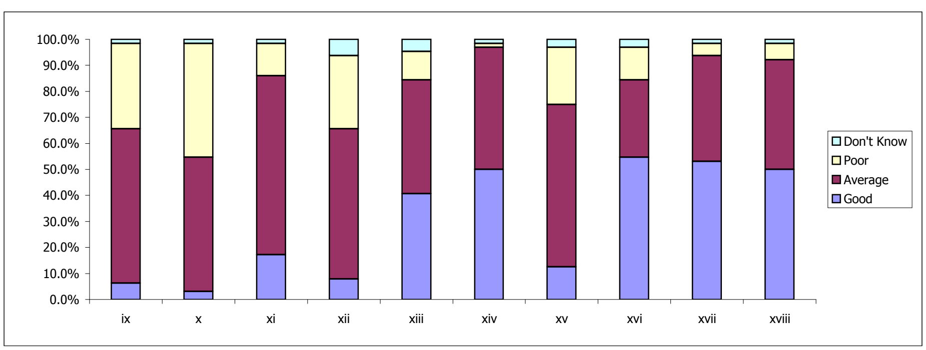
Not Answered [1]

Q3. How do you rate the following aspects of the Town Centre?

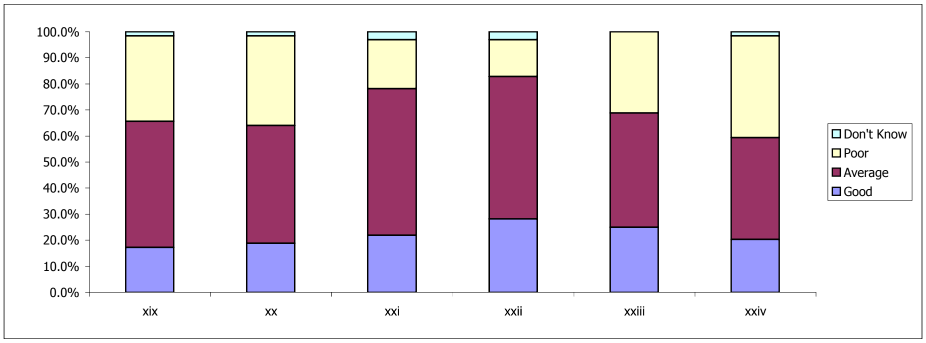
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Alnwick Town Centre	17	(26.56%)	32	(50.00%)	15	(23.44%)	0	(0.00%)	**64**
ii. Accessibility by pedestrians	18	(28.13%)	35	(54.69%)	9	(14.06%)	2	(3.13%)	**64**
iii. Accessibility by public transport	4	(6.25%)	34	(53.13%)	20	(31.25%)	6	(9.38%)	**64**
iv. Accessibility by vehicles	7	(10.94%)	30	(46.88%)	24	(37.50%)	3	(4.69%)	**64**
v. Amount of signage for vehicles	7	(10.94%)	36	(56.25%)	15	(23.44%)	6	(9.38%)	**64**
vi. Amount of car parking	2	(3.13%)	13	(20.31%)	49	(76.56%)	0	(0.00%)	**64**
vii. Location of car parking	6	(9.38%)	28	(43.75%)	29	(45.31%)	1	(1.56%)	**64**
viii. Pricing of car parking	1	(1.56%)	18	(28.13%)	43	(67.19%)	2	(3.13%)	**64**
	62		**226**		**204**		**20**		



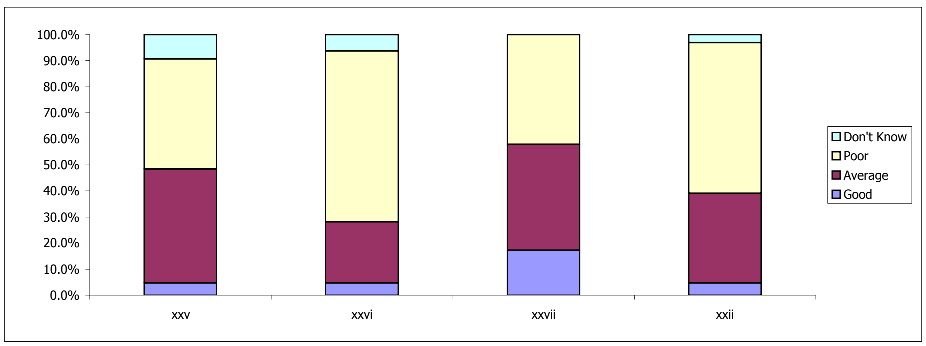
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	4	(6.25%)	38	(59.38%)	21	(32.81%)	1	(1.56%)	**64**
x. Range of shops in general	2	(3.13%)	33	(51.56%)	28	(43.75%)	1	(1.56%)	**64**
xi. Number of independent traders	11	(17.19%)	44	(68.75%)	8	(12.50%)	1	(1.56%)	**64**
xii. Number of multiple traders	5	(7.81%)	37	(57.81%)	18	(28.13%)	4	(6.25%)	**64**
xiii. Number of supermarkets	26	(40.63%)	28	(43.75%)	7	(10.94%)	3	(4.69%)	**64**
xiv. Number of services in general (e.g. hairdressers, banks)	32	(50.00%)	30	(46.88%)	1	(1.56%)	1	(1.56%)	**64**
xv. Range of services in general	8	(12.50%)	40	(62.50%)	14	(21.88%)	2	(3.13%)	**64**
xvi. Number of restaurants	35	(54.69%)	19	(29.69%)	8	(12.50%)	2	(3.13%)	**64**
xvii. Number of licensed premises	34	(53.13%)	26	(40.63%)	3	(4.69%)	1	(1.56%)	**64**
xviii. Number of fast-food shops	32	(50.00%)	27	(42.19%)	4	(6.25%)	1	(1.56%)	**64**
	189		**322**		**112**		**17**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	11	(17.19%)	31	(48.44%)	21	(32.81%)	1	(1.56%)	**64**
xx. Cleanliness of the public realm	12	(18.75%)	29	(45.31%)	22	(34.38%)	1	(1.56%)	**64**
xxi. Safety within the public realm	14	(21.88%)	36	(56.25%)	12	(18.75%)	2	(3.13%)	**64**
xxii. Amount of signage for pedestrians	18	(28.13%)	35	(54.69%)	9	(14.06%)	2	(3.13%)	**64**
xxiii. Number of events (e.g. street markets, parades)	16	(25.00%)	28	(43.75%)	20	(31.25%)	0	(0.00%)	**64**
xxiv. Range of events	13	(20.31%)	25	(39.06%)	25	(39.06%)	1	(1.56%)	**64**
	84		**184**		**109**		**7**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	3	(4.69%)	28	(43.75%)	27	(42.19%)	6	(9.38%)	**64**
xxvi. Range of marketing and promotion (e.g. press, TV)	3	(4.69%)	15	(23.44%)	42	(65.63%)	4	(6.25%)	**64**
xxvii. Image of Alnwick Town Centre	11	(17.19%)	26	(40.63%)	27	(42.19%)	0	(0.00%)	**64**
xxviii. Market	3	(4.69%)	22	(34.38%)	37	(57.81%)	2	(3.13%)	**64**
	20		**91**		**133**		**12**		



Comments:

Empty Market Square [1], Press for Alnwick now seems to be bad press - we still have lovely independent shops [1], Image good, but disappointing on arrival in town [1], Alnwick needs major improvements [1]

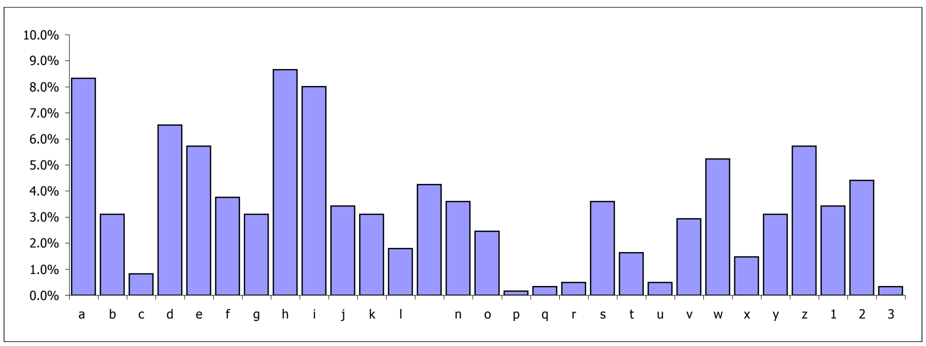
Not Answered: 1

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	51	(8.33%)
b. More national multiples	19	(3.10%)
c. Foodstore in the Town Centre	5	(0.82%)
d. More independent/specialist traders	40	(6.54%)
e. Improved street paving	35	(5.72%)
f. Improved street furniture	23	(3.76%)
g. Improved built environment	19	(3.10%)
h. Lower parking charges	53	(8.66%)
i. Better mix of short/long stay parking	49	(8.01%)
j. More street cleaning	21	(3.43%)
k. Improved public transport	19	(3.10%)
l. Improved access by foot and cycle	11	(1.80%)
m. More entertainment/leisure facilities	26	(4.25%)
n. A cinema	22	(3.59%)
o. A bowling alley	15	(2.45%)
p. A new sports centre	1	(0.16%)
q. A new leisure/splash pool	2	(0.33%)
r. A new theatre	3	(0.49%)
s. More hotels	22	(3.59%)
t. More residential development	10	(1.63%)
u. More commercial offices	3	(0.49%)
v. More quality restaurants/pavement cafes	18	(2.94%)
w. More specialist markets	32	(5.23%)
x. More cultural facilities (i.e. Museum)	9	(1.47%)
y. Improved security/CCTV	19	(3.10%)
z. Greater promotion/marketing of the centre	35	(5.72%)
1. Improved signposting	21	(3.43%)
2. Public toilets	27	(4.41%)
3. Other	2	(0.33%)
	612	**(100.0%)**

Other:

More car park spaces [1], More variety of shops, i.e. New Look [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	26	(41.27%)
Too many non-retail uses	25	(39.68%)
Not enough non-retail uses	7	(11.11%)
Other	5	(7.94%)
	63	**(92.1%)**

Other:

Too many empty shops [2], Too many charity shops [2], Better quality restaurants [1]

Not Answered: **2**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	31	(13.54%)
b. Lack of passing trade outside your premises	26	(11.35%)
c. Poor location of your premises (e.g. not prime pitch)	7	(3.06%)
d. Inadequate customer car parking	44	(19.21%)
e. Competition from other traders in the Town Centre	6	(2.62%)

If so, where?

Edge of town development [1], Sainsbury's [1], Morpeth [2], Market [1], George/Oddfellows [1]

f. Competition from other Town Centres nearby	30	(13.10%)

If so, where?

Morpeth [21], Metro Centre [3], Newcastle [4], Ashington [2]

g. Competition from elsewhere	5	(2.18%)

If so, where?

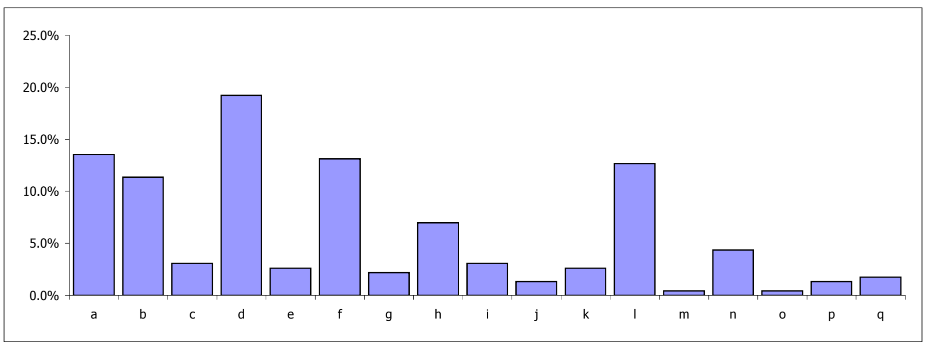
Homebase (with free parking) [2], Argos [1], Internet [1], Newcastle [1]

h. Lack of day visitors/tourists to the town	16	(6.99%)
i. Anti-social behaviour	7	(3.06%)
j. Poor security/policing	3	(1.31%)
k. The inadequacy of your current premises	6	(2.62%)
l. Poor quality of Town Centre shopping environment	29	(12.66%)
m. Mail Order	1	(0.44%)
n. Internet	10	(4.37%)
o. Don't Know	1	(0.44%)
p. None	3	(1.31%)
q. Other	4	(1.75%)
	229	**(100.0%)**

Other:

Lack of shops [1], Competition from Internet services [1], Not enough variety [1], Too many charity shops [1]

Not Answered: **3**



Q7. Have you any plans to alter your business in any way in the next five years?

No	36	(58.06%)
Yes, close	3	(4.84%)
Yes, relocate in Town Centre	2	(3.23%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(1.61%)
Yes, reduce floorspace	2	(3.23%)
Yes, refurbish existing floorspace	16	(25.81%)
Yes, other	2	(3.23%)
	62	**(100.0%)**

Other:

Expand activities [1], Don't want to move or close, but may not have any option [1]

Not Answered: **3**

If you are relocating, where are you considering moving to?

Under discussion [1], Same Town Centre [1]

If relocating, what is the main reason for this decision?

Existing premises too small [1], Poor current position [1], Condition of current building is poor [1]

8. Which centre(s) do you consider to be your biggest competitor?

Newcastle [7], Metrocentre [4], Morpeth [30], Cramington [1], Newcastle Retail Park [3], Out of town Superstores [1], Ashington [2] Berwick [5], Internet [2], Homebase [2], Willoburn Trading Est [1], Argos [1], Alnwick is individual, other towns have big store names so are not the same as Alnwick.

Not Answered:	**18**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	19	(30.2%)
No	44	(69.8%)
	63	**(100.0%)**

Not Answered:	**2**

Q10. If yes, where is this?

Country wide service [1], Morpeth [9], Ashington [3], Blyth [2], Cramlington [2], Bedlington [2], Alnwick Trading Estate [1], Berwick [5], Amble [2], Wooler [1], Kelso [1], Alnwick [2], Metro Newcastle [1], Stockton [1], Blyth [3], Ponteland [1], Seahouses [1], Marshall Meadows Hotel [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	9	(47.4%)
Worse	3	(15.8%)
Same	7	(36.8%)
	19	**(100.0%)**

Q12. Does your business currently have its own website?

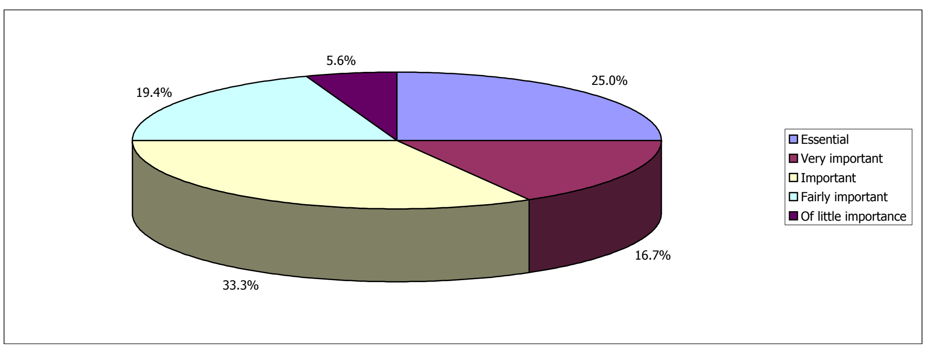
Yes	36	55.4%
No	29	44.6%
	65	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	27	22.9%
Ability to order goods directly from the website	15	12.7%
Ability to order goods that will be delivered to a designated address	12	10.2%
Ability to otder goods that can be picked up in store	11	9.3%
Contact information, e.g. telephone number, store locator etc.	29	24.6%
Contact directly via e-mail	24	20.3%
	118	**100.0%**

Q14. How important is your website to your business?

Essential	9	25.0%
Very important	6	16.7%
Important	12	33.3%
Fairly important	7	19.4%
Of little importance	2	5.6%
	36	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	30	88.2%
No	4	11.8%
	34	**100.0%**

Not Answered:	**2**

Q16. Do customers visit your store as a result of browsing your website?

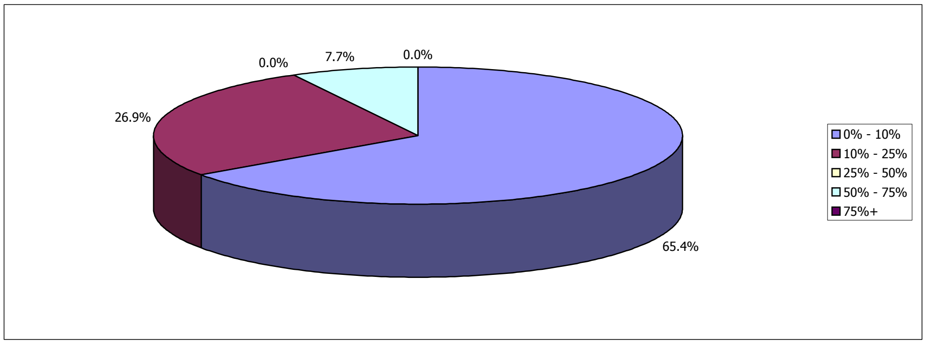
Yes	24	77.4%
No	7	22.6%
	31	**100.0%**

Not Answered:	**5**

Q17. What proportion of your sales are from the internet?

0% - 10%	17	65.4%
10% - 25%	7	26.9%
25% - 50%	0	0.0%
50% - 75%	2	7.7%
75%+	0	0.0%
	26	**100.0%**

Not Answered: **10**



Q18. Why do you not have a website?

Don't have a computer	2	5.7%
Not relevant/necessary	9	25.7%
Too expensive	5	14.3%
Too time consuming	8	22.9%
Do not have the skills to produce/run a website	3	8.6%
In the process of designing a website	8	22.9%
	35	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

*Only banks can afford the rents [1], Independent shops can't afford rent/rates [1], Not enough parking in town [3], Better quality shops [1], Shops & buildings looking tired [2], Town left & neglected to concentrate on Morpeth [1], Bus station needs revamping [1], Market place used for events all year [1], Parking during Summer is a big problem [1], Better parking & price structure [2], Hospitality trade is dying a death & needs some local investment to attract customers back to Pubs & Restaurants [1], Alnwick is dying [1], Need free parking [2], Re-open Market Square to car parking [4], Parking charges eased to residents at off peak times [1], Too many empty shops [2], Empty shops are not being occupied due to high rents/rates [3], Lack of support for social events that could benefit town {1], Too many charity shops [3], Too many pubs [2], Too many supermarkets [2], Town Centre maps advantage for tourists [1], Better parking for short stays [2], Repair road & potholes [1], Alnwick is not moving forward [1], Free or much lower parking charges [1], Inadequate parking [1], If Council are not careful Alnwick will be a ghost town [1], Shops owners relying on seasonal/tourism [1], Empty units increasing [1], Market Place should be pedestrians only, at least in Summer months [1], Facelift needed [1], Busy during tourist season, struggle through Winter [1], Looks scruffy with all the pot holes and building sites [1], Remove Bandgate Tower [1], There is no amusement centre to accommodate the needs of young families or young people [1], Boy racers ignored by Police and allowed to get away with dangerous driving through town [1], Footfall down due to opening of Argos/Sainsbury's/Homebase [2], Why Northumberland Council have to employ a survey company to explain all this, God only knows [1], Adverts for Homebase and Argos every 10 minutes on TV and Radio [1], Alnwick has slowly declined over the past 10 years [1], Local residents tend to shop elsewhere [1], We have become a tatty tourist town [1], Very little money has been spent on the centre [1], Many shop fronts are appalling [1], Parking is expensive and limited [1], The gardens don't promote the centre at all [1], We have not moved with the times [1], We need good multi-nationals alongside our independents to compliment each other and attract our residents back [1], Now people can shop at Argos/Sainsbury's/Homebase and park easily and for free [2], Centre needs a huge and extensive makeover [1], We need partial pedestrianisation [1], We could do a similar thing along the lines of Morpeth - from Iceland to Narrowgate - pave and undercover the area [1], Provide on-street cafés [1], Make Alnwick upmarket to attract other businesses and people to the centre again [1], Multi-nationals would bring more people back to Alnwick [1], I am sick of listening to traders complaining but not coming up with any answers to the problems! [1], Making Alnwick car free would kill the town completely [2], There is nowhere suitable to make car parks [1], **No** businesses want to pedestrianise the Market Place or Town Centre [1], Please listen to the businesses and the town's people [2], Areas of the town are very unattractive [1], The lovely old Corn Exchange is boarded up, littered and full of grafitti [1], Car park near the Corn Exchange is a disgrace - filthy and muddy - it should be free parking [1], Traffic presents many hazards to pedestrians and could be directed along by the Police Station [1], Market stalls are few and of poor quality [1], If building owners are not prepared to give their full support to revitalising Alnwick, there can be no long-term major improvement [1], Many of the lovely old buildings are in desperate need of repair or restoration [1], Some buildings that are in 'private ownership' and are some of the worst [1], Grant Aid for shop owners can be effective [1], Better use of the cobbles car parking - the layout could create **many** more spaces [1], Redevelop Roxboro Place car park and Corn Exchange (empty 20 years due to Planning blight) [1], Planning powers exist to require new shop front materials/colours to be in accord with the ADC/Civic Society approved guides to improve the overall appearance over the next few years [1], Parking maximum of 2 hours is shocking! [1], Leave the Market Place alone [1], There are not enough people in Alnwick for a 52 week busy trading town [1], Only opening new cafés and food outlets [1], For most of the year, traders lose money [1], Council decide what should be done without consultation, even when they are not best qualified [1], Visitors need Town Centre parking or they go out of town [1], A lot of traders rely on local shoppers, not on 'fayres' and 'music festivals', etc. [1], Too many building societies [1], Half of Northumberland has free parking - this is not a fair deal for the rest [1], Parking is the main problem [1], Have Market stalls every day [1], The Thursday Market should end or be vastly improved [1], Clear the streets into town of illegal parking on Bondgate Without [1], Signage for car parks needs to be improved for visitors [1], Pedestrianising Alnwick would put people off coming to town [1], Bringing in big stores will kill off trade for small shops and make it like every other high street [1], Tourists like Alnwick because it is defferent [1], The cost of parking is expensive [1], Rates are too high [1], Good town, great history [1], Being run by a skint Council/Unitary body that aren't local [1], This lot at Morpeth have no more grasp of local matters than a 4 year old [1], It defies belief that we have lost our thriving, buoyant local Council to this Unitary body (whose headmen prior to this Unitary have still never been held to task over money irregularities and poor investment - they took healthy pay offs, left a mess and have disappeared) [1], Northumberland Council proved how inept they were by losing huge sums of money that was badly invested [1], Alnwick Garden and Castle bring people to the town [1], Maybe put on a courtesy bus from Alnwick Garden car park [1], Lower rents to fill empty shops [1], No more charity shops [1], Lower Council rates [1], Encourage an M&S store [1], Better restaurants open in the evening; more family orientated [1], Better promotion of town [1], Cheaper parking permits for businesses [1], Better control of parking [1], I pay for a pass, but many traders have a "cosy" agreement with Traffic Wardens [1]*

AMBLE TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**105**	**Responses: 18 (17%)**

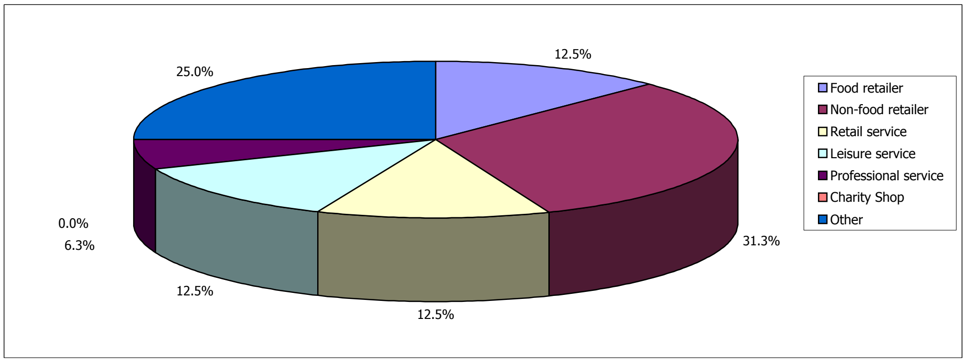
Q1b. How would you best describe your business?

Food retailer	2	(12.5%)
Non-food retailer	5	(31.3%)
Retail service	2	(12.5%)
Leisure service	2	(12.5%)
Professional service	1	(6.3%)
Charity Shop	0	(0.0%)
Other	4	(25.0%)
	16	**(100.0%)**

Other:

Boat Builders/Repairers [1], Gifts/Jewellery [1], Wine shop [1], Tourist information centre [1]

Not Answered: **2**



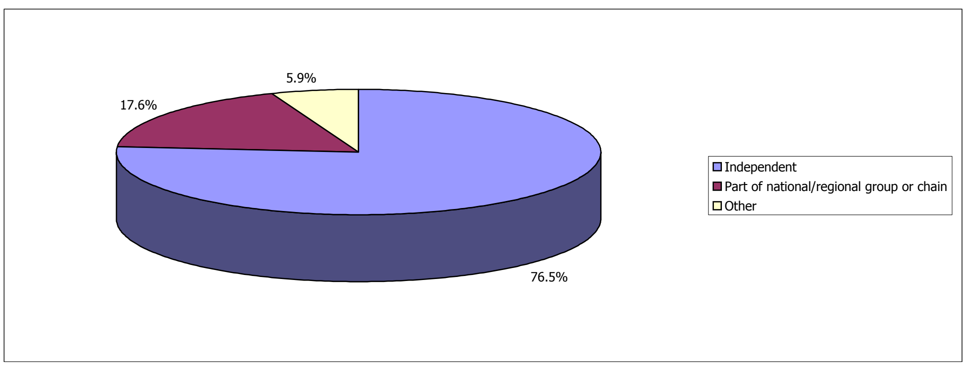
Q1c. Is your business?

Independent	13	(76.5%)
Part of national/regional group or chain	3	(17.6%)
Other	1	(5.9%)
	17	**(100.0%)**

Other:

Northumberland County Council [1]

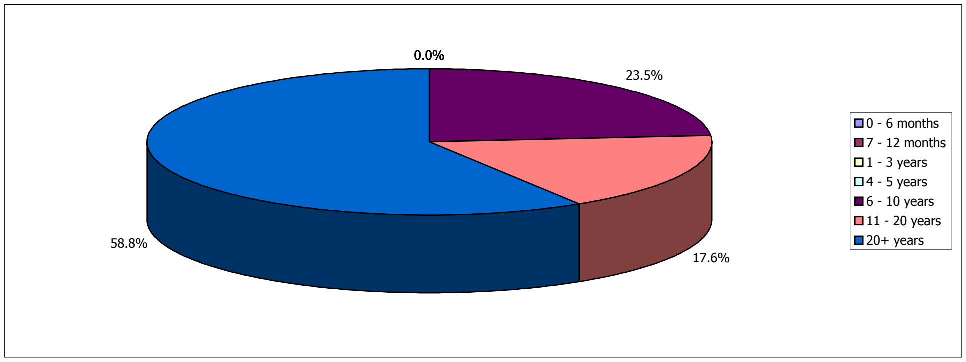
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Amble Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	4	(23.5%)
11 - 20 years	3	(17.6%)
20+ years	10	(58.8%)
	17	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Amble Town Centre as a business location?

Good location and people [1], Worked for the company that owned the premises [1], Family live here [1], We bought an existing Bookmaking business [1], The Barber that worked in the premises wanted to retire so we bought his lease off him. There was no other barbers in the area at the time so too good an opportunity to miss [1], At the time it was a busy street with no closed shops [1], Lack of other gyms & facilities [1], We live in Amble and think it can be a good town [1], Location of Boatyard/access to the water [1], Lived local [1], It's nice & friendly [1]

Not Answered [7]

Q1f. Are the business premises leased or owner occupied?

Leased	6	(35.3%)
Owner Occupied	11	(64.7%)
No Answer	0	(0.0%)
	17	**(100.0%)**

Not Answered: **1**

Q1g. How many staff does the business employ?

Full Time	50	(52.6%)
Part Time	45	(47.4%)
	95	**(100.0%)**

Q1h. Has the business always operated from Amble Town Centre?

Yes	16	(94.1%)
No	1	(5.9%)
	17	**(100.0%)**

If no, where did you relocate from?

Church Street [1]

Not Answered: **1**

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	2	(11.8%)
Grown moderately	7	(41.2%)
Remained largely static	2	(11.8%)
Declined moderately	4	(23.5%)
Declined significantly	2	(11.8%)
	17	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	1	(5.9%)
Well	5	(29.4%)
Moderately	9	(52.9%)
Poorly	2	(11.8%)
Very Poorly	0	(0.0%)
	17	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Amble Town Centre	14	(48.3%)
Residents from across Northumberland County	1	(3.4%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	4	(13.8%)
Workers from Amble Town Centre	1	(3.4%)
Students from Amble Town Centre	2	(6.9%)
Passers-by	4	(13.8%)
Other	3	(10.3%)
	29	**(100.0%)**

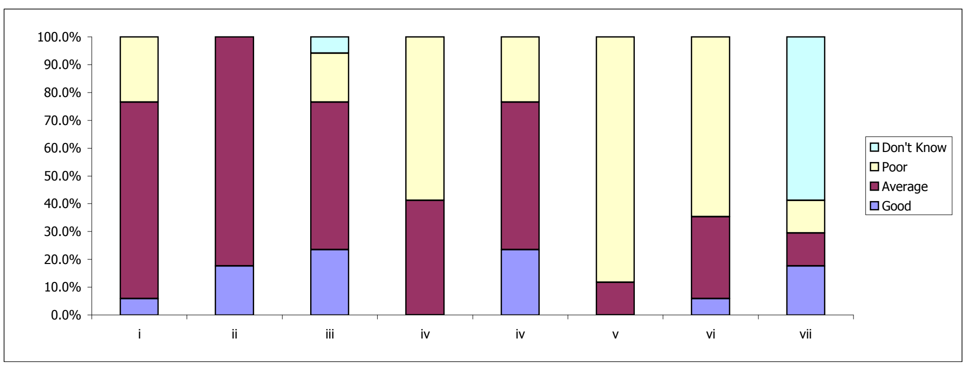
Other:

Tourists/visitors [3]

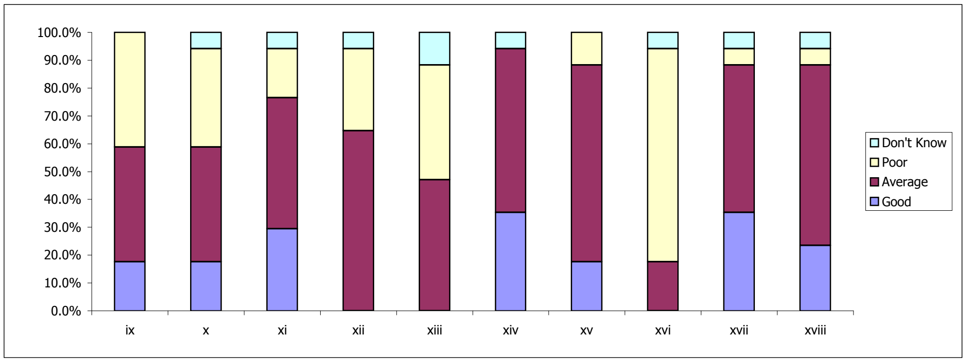
Not Answered: **2**

Q3. How do you rate the following aspects of the Town Centre?

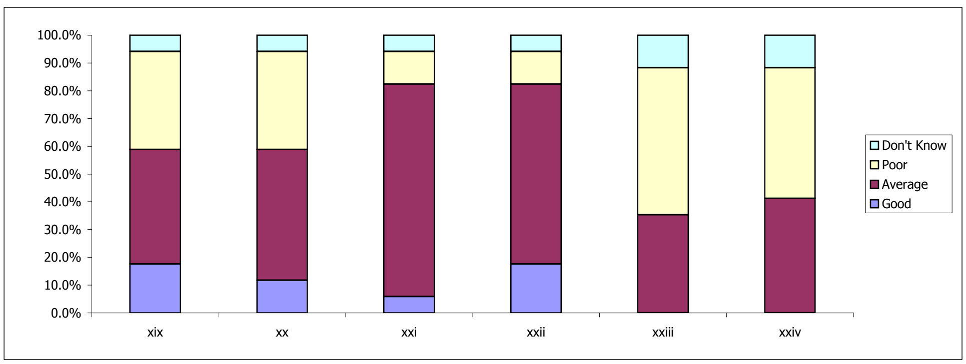
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Amble Town Centre	1	(5.88%)	12	(70.59%)	4	(23.53%)	0	(0.00%)	**17**
ii. Accessibility by pedestrians	3	(17.65%)	14	(82.35%)	0	(0.00%)	0	(0.00%)	**17**
iii. Accessibility by public transport	4	(23.53%)	9	(52.94%)	3	(17.65%)	1	(5.88%)	**17**
iv. Accessibility by vehicles	0	(0.00%)	7	(41.18%)	10	(58.82%)	0	(0.00%)	**17**
v. Amount of signage for vehicles	4	(23.53%)	9	(52.94%)	4	(23.53%)	0	(0.00%)	**17**
vi. Amount of car parking	0	(0.00%)	2	(11.76%)	15	(88.24%)	0	(0.00%)	**17**
vii. Location of car parking	1	(5.88%)	5	(29.41%)	11	(64.71%)	0	(0.00%)	**17**
viii. Pricing of car parking	3	(17.65%)	2	(11.76%)	2	(11.76%)	10	(58.82%)	**17**
	16		**60**		**49**		**11**		



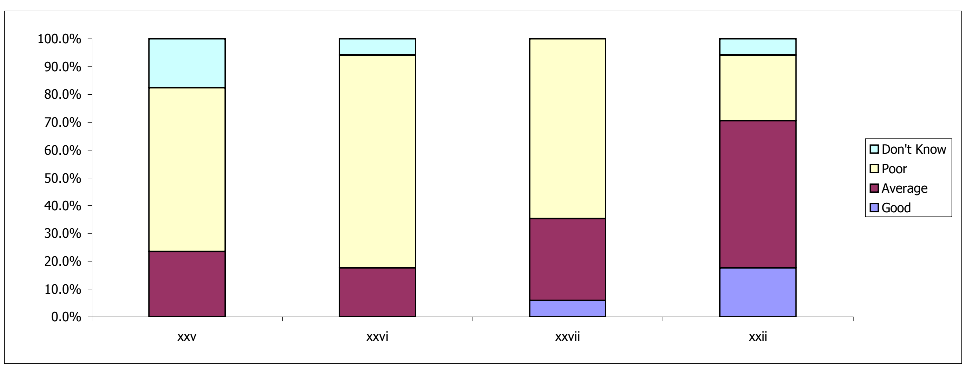
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	3	(17.65%)	7	(41.18%)	7	(41.18%)	0	(0.00%)	**17**
x. Range of shops in general	3	(17.65%)	7	(41.18%)	6	(35.29%)	1	(5.88%)	**17**
xi. Number of independent traders	5	(29.41%)	8	(47.06%)	3	(17.65%)	1	(5.88%)	**17**
xii. Number of multiple traders	0	(0.00%)	11	(64.71%)	5	(29.41%)	1	(5.88%)	**17**
xiii. Number of supermarkets	0	(0.00%)	8	(47.06%)	7	(41.18%)	2	(11.76%)	**17**
xiv. Number of services in general (e.g. hairdressers, banks)	6	(35.29%)	10	(58.82%)	0	(0.00%)	1	(5.88%)	**17**
xv. Range of services in general	3	(17.65%)	12	(70.59%)	2	(11.76%)	0	(0.00%)	**17**
xvi. Number of restaurants	0	(0.00%)	3	(17.65%)	13	(76.47%)	1	(5.88%)	**17**
xvii. Number of licensed premises	6	(35.29%)	9	(52.94%)	1	(5.88%)	1	(5.88%)	**17**
xviii. Number of fast-food shops	4	(23.53%)	11	(64.71%)	1	(5.88%)	1	(5.88%)	**17**
	30		**86**		**45**		**9**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	3	(17.65%)	7	(41.18%)	6	(35.29%)	1	(5.88%)	**17**
xx. Cleanliness of the public realm	2	(11.76%)	8	(47.06%)	6	(35.29%)	1	(5.88%)	**17**
xxi. Safety within the public realm	1	(5.88%)	13	(76.47%)	2	(11.76%)	1	(5.88%)	**17**
xxii. Amount of signage for pedestrians	3	(17.65%)	11	(64.71%)	2	(11.76%)	1	(5.88%)	**17**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	6	(35.29%)	9	(52.94%)	2	(11.76%)	**17**
xxiv. Range of events	0	(0.00%)	7	(41.18%)	8	(47.06%)	2	(11.76%)	**17**
	9		**52**		**33**		**8**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	0	(0.00%)	4	(23.53%)	10	(58.82%)	3	(17.65%)	**17**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	3	(17.65%)	13	(76.47%)	1	(5.88%)	**17**
xxvii. Image of Amble Town Centre	1	(5.88%)	5	(29.41%)	11	(64.71%)	0	(0.00%)	**17**
xxviii. Market	3	(17.65%)	9	(52.94%)	4	(23.53%)	1	(5.88%)	**17**
	4		**21**		**38**		**5**		



Comments:

Car parking sold off for development!!! [1], Need free parking in Town Centre [1], Coop closed 2yrs and still empty!!! [1], Cleanliness good apart from dog mess on main street footpaths [1], Market in wrong place, i.e. Harbour - should be in Town Centre [1], The withdrawal of Coop leaves an eyesore [1], Our two largest shops Electrical/Furniture and drapery are shuttered [1]

Not Answered: **1**

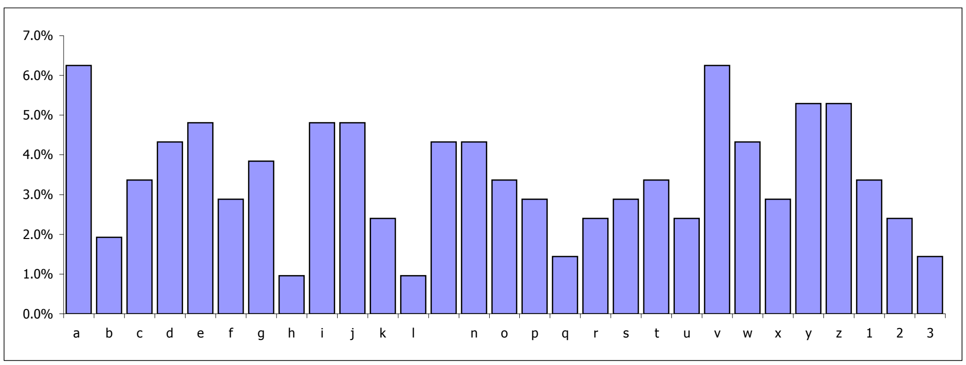
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	13	(6.25%)
b. More national multiples	4	(1.92%)
c. Foodstore in the Town Centre	7	(3.37%)
d. More independent/specialist traders	9	(4.33%)
e. Improved street paving	10	(4.81%)
f. Improved street furniture	6	(2.88%)
g. Improved built environment	8	(3.85%)
h. Lower parking charges	2	(0.96%)
i. Better mix of short/long stay parking	10	(4.81%)
j. More street cleaning	10	(4.81%)
k. Improved public transport	5	(2.40%)
l. Improved access by foot and cycle	2	(0.96%)
m. More entertainment/leisure facilities	9	(4.33%)
n. A cinema	9	(4.33%)
o. A bowling alley	7	(3.37%)
p. A new sports centre	6	(2.88%)
q. A new leisure/splash pool	3	(1.44%)
r. A new theatre	5	(2.40%)
s. More hotels	6	(2.88%)
t. More residential development	7	(3.37%)
u. More commercial offices	5	(2.40%)
v. More quality restaurants/pavement cafes	13	(6.25%)
w. More specialist markets	9	(4.33%)
x. More cultural facilities (i.e. Museum)	6	(2.88%)
y. Improved security/CCTV	11	(5.29%)
z. Greater promotion/marketing of the centre	11	(5.29%)
1. Improved signposting	7	(3.37%)
2. Public toilets	5	(2.40%)
3. Other	3	(1.44%)
	208	**(100.0%)**

Other:

Need car parks [1], Better monitoring of CCTV [1], Better maintenance of town square gardens; always needs weeding and tidying up [1]

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	11	(64.71%)
Too many non-retail uses	4	(23.53%)
Not enough non-retail uses	2	(11.76%)
	17	**(100.0%)**

Comments:

A lot of take aways [1], A lot of beauty salons [1], No shops, no supermarket [1], Need more quality restaurants [1]

Not Answered: **1**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	7	(12.50%)
b. Lack of passing trade outside your premises	6	(10.71%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	12	(21.43%)
e. Competition from other traders in the Town Centre	3	(5.36%)

If so, where?

Opposite [1], Bede Street [1], Supermarkets - Tesco/Coop [1]

f. Competition from other Town Centres nearby	3	(5.36%)

If so, where?

Ashington [2], Blyth [2], Metro Centre [1], Alnwick [2]

g. Competition from elsewhere	1	(1.79%)

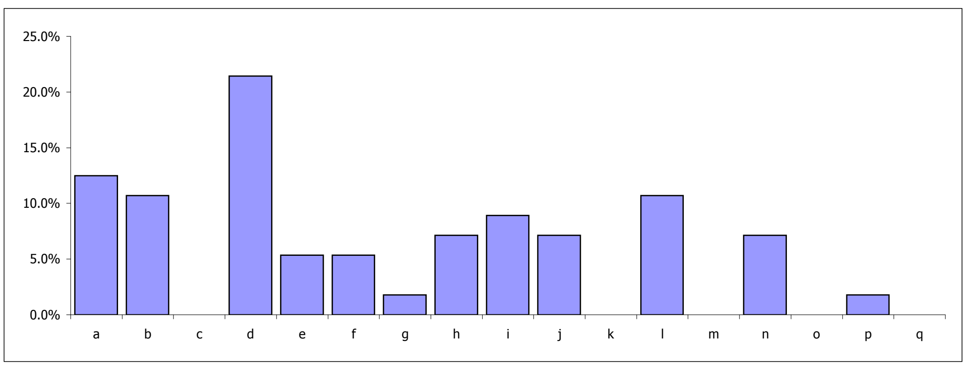
If so, where?

Not Answered [1]

h. Lack of day visitors/tourists to the town	4	(7.14%)
i. Anti-social behaviour	5	(8.93%)
j. Poor security/policing	4	(7.14%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	6	(10.71%)
m. Mail Order	0	(0.00%)
n. Internet	4	(7.14%)
o. Don't Know	0	(0.00%)
p. None	1	(1.79%)
q. Other	0	(0.00%)
	56	**(100.0%)**

Other:

Not applicable



Q7. Have you any plans to alter your business in any way in the next five years?

No	7	(50.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	2	(14.29%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	3	(21.43%)
Yes, other	2	(14.29%)
	14	**(100.0%)**

Other:

Retire [1], Considering closing [1]

Not Answered: **4**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Ashington [6], Alnwick [6], Amazon [1], Morpeth [3], Blythe [2], Alnwick - more choice of shops & more to do [1], Newcastle [1]

Not Answered [7]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	7	(43.8%)
No	9	(56.3%)
	16	**(100.0%)**
Not Answered:	**2**	

Q10. If yes, where is this?

Berwick [1], Alnwick [4], Ashington [3], Bedlington [2], Blyth [2], Cramlington [2], Haltwhistle [1], Newbiggin [1], Morpeth [3], Rothbury [1], Royal Quays Marina North Shields [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(16.7%)
Worse	1	(16.7%)
Same	4	(66.7%)
	6	**(100.0%)**
Not Answered:	**1**	

Q12. Does your business currently have its own website?

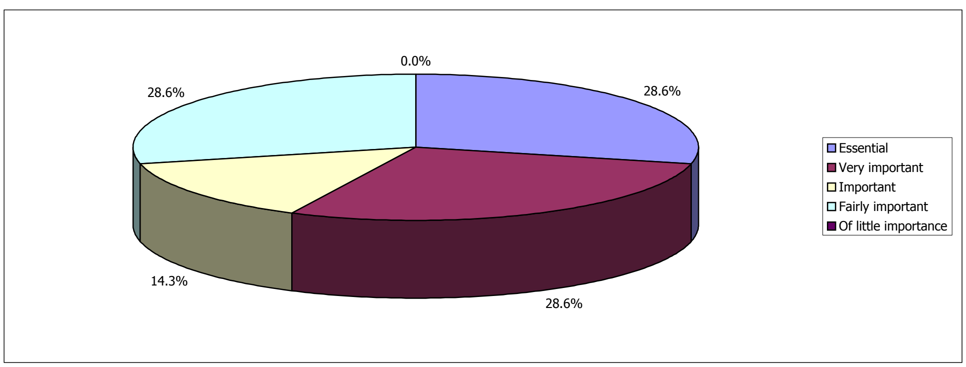
Yes	7	41.2%
No	10	58.8%
	17	**100.0%**
Not Answered:	**1**	

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	2	18.2%
Ability to order goods directly from the website	2	18.2%
Ability to order goods that will be delivered to a designated address	2	18.2%
Ability to otder goods that can be picked up in store	1	9.1%
Contact information, e.g. telephone number, store locator etc.	4	36.4%
Contact directly via e-mail	0	0.0%
	11	**100.0%**
Not Answered:	**1**	

Q14. How important is your website to your business?

Essential	2	28.6%
Very important	2	28.6%
Important	1	14.3%
Fairly important	2	28.6%
Of little importance	0	0.0%
	7	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	6	85.7%
No	1	14.3%
	7	**100.0%**

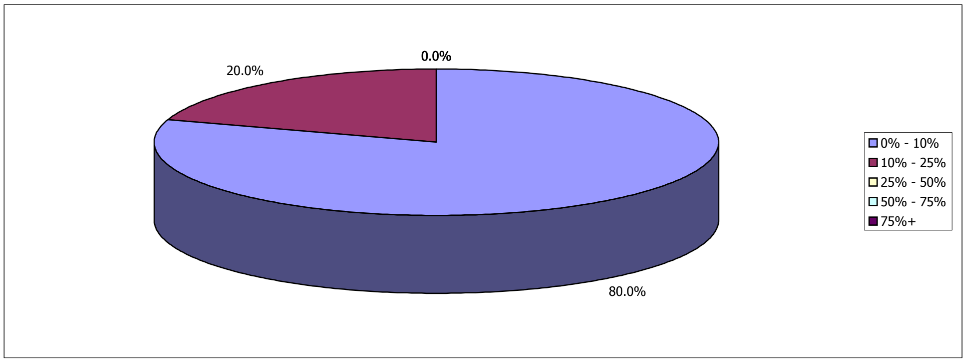
Q16. Do customers visit your store as a result of browsing your website?

Yes	6	85.7%
No	1	14.3%
	7	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	4	80.0%
10% - 25%	1	20.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	5	**100.0%**

Not Answered: **2**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	7	70.0%
Too expensive	1	10.0%
Too time consuming	1	10.0%
Do not have the skills to produce/run a website	1	10.0%
In the process of designing a website	0	0.0%
	10	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Car parking is much needed [2], Speedy redevelopment of the ex-Coop store [1], Letting & referbishment of empty shops [1], The car park behind Tesco has been closed for more than 2 years and the situation will become worse when the land next to the town square is used for the proposed building programme [1], We need a large "anchor store" on the main street or a supermarket close by [1], Ever since the Coop closed, the main shopping area has lost its vitality [1], Queen Street is filthy [1], When we first move here, Queen Street pavement was cleaned each morning. Haven't seen pavement cleaner for years! [1], It is especially dirty round seating areas where night revellers sit eating take aways, drop food or are sick! [1], I moved to Amble 10 years ago from Liverpool and thought it was a lovely town. Since then I have noticed how dirty it has become [1], So many shops have closed down [1], There is no parking [1], I would not come and shop in Amble [1], Amble is the only town going backwards [1], There are more shops closing down each year due to passing trade [1], A high percentage of Amble go outside of the Town Centre to do their shopping [1], Amble has nothing [1], Old Coop needs to be occupied [1], Shop frontages need to be tidied up [1], More events in the town square [1], With the exception of a few, most shop fronts are unattractive and run down [1], The range of retail outlets are limited with many chasing the same market with low quality merchandise [1] The street is very unattractive when closed up with security shutters [1], Supermarket would greatly benefit Queen Street businesses because people from surrounding areas would shop there & browse around the town [1], Parking on the main street is sometimes an issue [1], Amble tourist information centre is a vital link in the chain of T.I.C's [1], Amble is the first stop off point after visitors leave ferry in North Shields [1]

ASHINGTON TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**358**	**Responses: 59 (16%)**

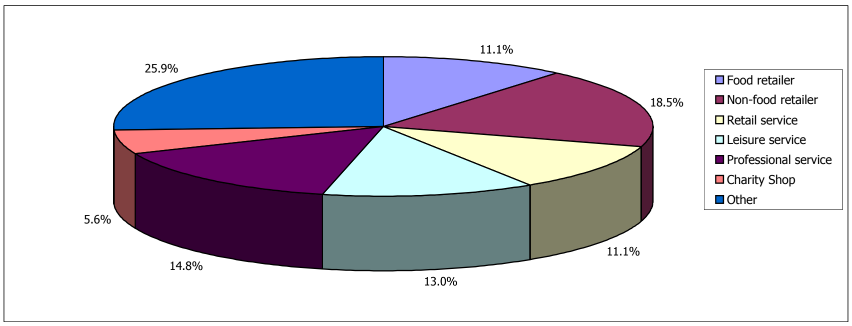
Q1b. How would you best describe your business?

Food retailer	6	(11.1%)
Non-food retailer	10	(18.5%)
Retail service	6	(11.1%)
Leisure service	7	(13.0%)
Professional service	8	(14.8%)
Charity Shop	3	(5.6%)
Other	14	(25.9%)
	54	**(100.0%)**

Other:

Transport Taxis [1], Medical [1], Take Away [1], Post Office [1], Dance school [1], Advice centre [1], Health Shop [1], Specialized Bra Fitter Service [1], Guitar shop/MFG glass guitar slides [1], Car sales [1], Manufacturing/retail/servicing [1], Home & Garden [1], Community services [1], Public Library [1]

Not Answered: **5**



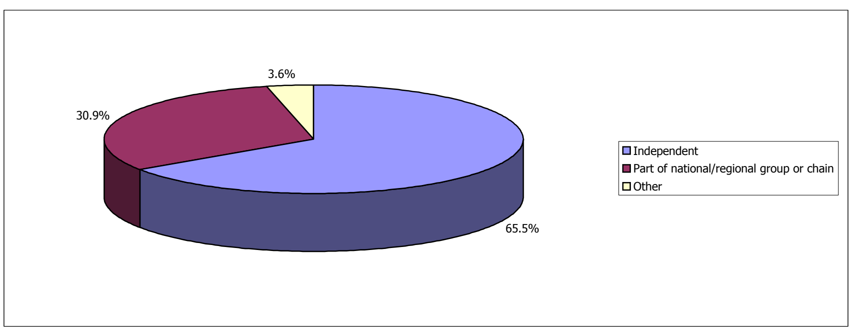
Q1c. Is your business?

Independent	36	(65.5%)
Part of national/regional group or chain	17	(30.9%)
Other	2	(3.6%)
	55	**(100.0%)**

Other:

National Charity [1], Recreation Charity [1]

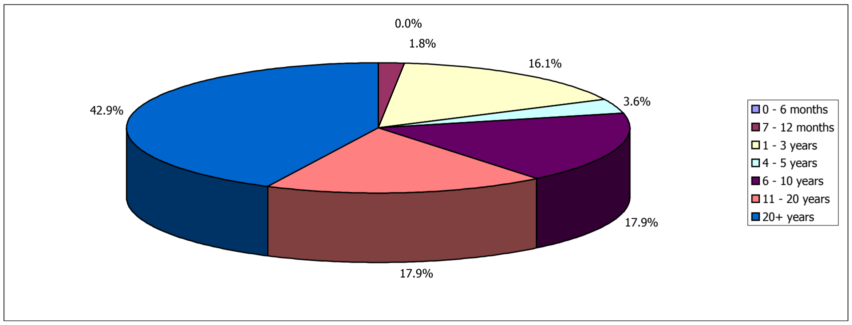
Not Answered: **4**



Q1d. How long, approximately, has the business traded in Ashington Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	1	(1.8%)
1 - 3 years	9	(16.1%)
4 - 5 years	2	(3.6%)
6 - 10 years	10	(17.9%)
11 - 20 years	10	(17.9%)
20+ years	24	(42.9%)
	56	**(100.0%)**

Not Answered: **3**



Q1e. Why did you choose Ashington Town Centre as a business location?

Bought existing business [3], Family business [1], Shop became available so I purchased lease [1], From a time effective management point [1], Live in the town [6], Over twenty years ago was a thriving community with a wide selection of shops [1], My home town [1], Passing trade and parking where I am located [1], Liked the area & people [1], 20 plus years ago Ashington was a thriving mining town [1], Very little specialist game shops [1], A gap in the market [1], In those days the mines were here and people spent [1], Already knew the area [1], Larger population to set up in [1], Take over [1], At the time this location was very good, we were the only hairdresser in this street [1], Competition is good but to many is suicide [1], Busy Town Centre [1], Thriving Tuesday Market [1], Light competition (1993) [1], Took over business in which I had previously worked, started new company [1], Central and plenty parking [1], Because of the close proximity to Ashington Register's Office [1], Existing client base in SE Northumberland [1], Expanding company [1], Home town of founder [1], Head office decision [1], Football & demographics [1], Central location [2], It has always been here [1], Was centre of activity in the area 20+ years ago [1], This is where our clients are [1], Easy access for members [1], Busy Town Centre then and getting bigger [1], Free parking unlike Morpeth [1], Close to Housing [1], At the time it was a thriving town and there was nobody else doing what I do in Ashington [1], Because we wanted to open a store in Ashington [1]

Q1f. Are the business premises leased or owner occupied?

Leased	35	(64.8%)
Owner Occupied	16	(29.6%)
No Answer	3	(5.6%)
	54	**(100.0%)**

Not Answered: **5**

Q1g. How many staff does the business employ?

Full Time	143	(41.4%)
Part Time	202	(58.6%)
	345	**(100.0%)**

Q1h. Has the business always operated from Ashington Town Centre?

Yes	50	(90.9%)
No	5	(9.1%)
	55	**(100.0%)**

If no, where did you relocate from?

Washington [1], Have two businesses [1], New Office [1], Nationwide [1], Morpeth [1]

Not Answered: **4**

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	10	(18.5%)
Grown moderately	22	(40.7%)
Remained largely static	10	(18.5%)
Declined moderately	4	(7.4%)
Declined significantly	8	(14.8%)
	54	**(100.0%)**

Not Answered: **5**

Q1j. How would you say that your business is currently performing?

Very Well	2	(3.6%)
Well	20	(36.4%)
Moderately	20	(36.4%)
Poorly	10	(18.2%)
Very Poorly	3	(5.5%)
	55	**(100.0%)**

Not Answered: **4**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Ashington Town Centre	40	(52.6%)
Residents from across Northumberland County	13	(17.1%)
Residents from outside Northumberland County	1	(1.3%)
Specialist buyers	4	(5.3%)
Workers from Ashington Town Centre	4	(5.3%)
Students from Ashington Town Centre	4	(5.3%)
Passers-by	6	(7.9%)
Other	4	(5.3%)
	76	**(100.0%)**

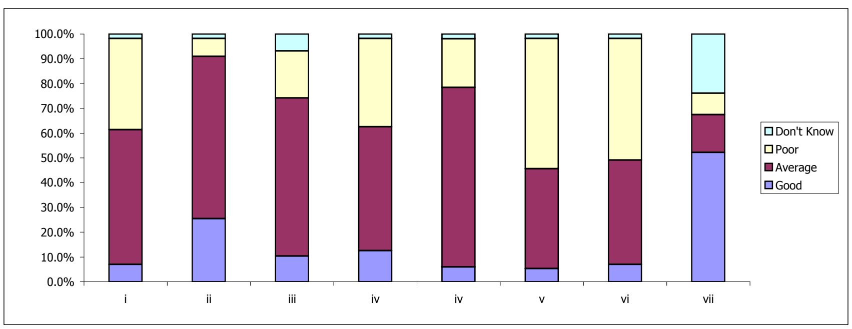
Other:

Commercial customers across county [1], All the above [1], Retired and redundant persons over 50 yrs of age [1], Residents from Ashington and business from Ashington & across country [1]

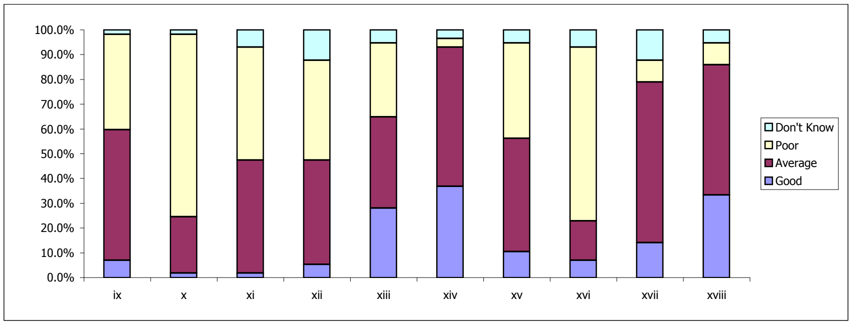
Not Answered: **2**

Q3. How do you rate the following aspects of the Town Centre?

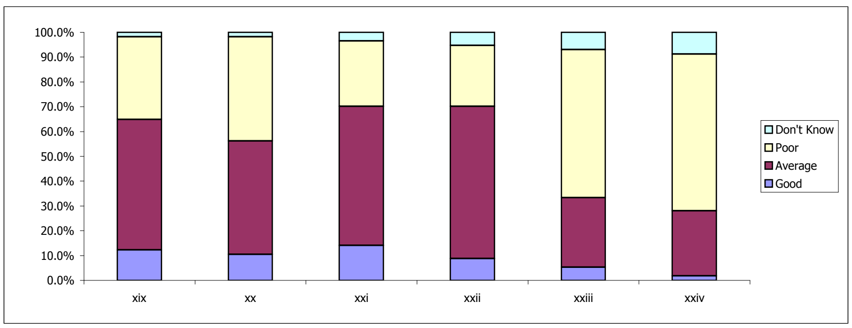
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Ashington Town Centre	4	(7.02%)	31	(54.39%)	21	(36.84%)	1	(1.75%)	**57**
ii. Accessibility by pedestrians	14	(25.45%)	36	(65.45%)	4	(7.27%)	1	(1.82%)	**55**
iii. Accessibility by public transport	6	(10.34%)	37	(63.79%)	11	(18.97%)	4	(6.90%)	**58**
iv. Accessibility by vehicles	7	(12.50%)	28	(50.00%)	20	(35.71%)	1	(1.79%)	**56**
v. Amount of signage for vehicles	3	(5.88%)	37	(72.55%)	10	(19.61%)	1	(1.96%)	**51**
vi. Amount of car parking	3	(5.26%)	23	(40.35%)	30	(52.63%)	1	(1.75%)	**57**
vii. Location of car parking	4	(7.02%)	24	(42.11%)	28	(49.12%)	1	(1.75%)	**57**
viii. Pricing of car parking	24	(52.17%)	7	(15.22%)	4	(8.70%)	11	(23.91%)	**46**
	65		**223**		**128**		**21**		



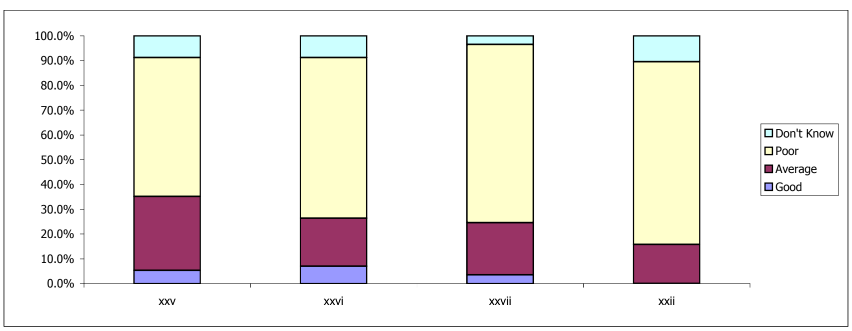
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	4	(7.02%)	30	(52.63%)	22	(38.60%)	1	(1.75%)	**57**
x. Range of shops in general	1	(1.75%)	13	(22.81%)	42	(73.68%)	1	(1.75%)	**57**
xi. Number of independent traders	1	(1.75%)	26	(45.61%)	26	(45.61%)	4	(7.02%)	**57**
xii. Number of multiple traders	3	(5.26%)	24	(42.11%)	23	(40.35%)	7	(12.28%)	**57**
xiii. Number of supermarkets	16	(28.07%)	21	(36.84%)	17	(29.82%)	3	(5.26%)	**57**
xiv. Number of services in general (e.g. hairdressers, banks)	21	(36.84%)	32	(56.14%)	2	(3.51%)	2	(3.51%)	**57**
xv. Range of services in general	6	(10.53%)	26	(45.61%)	22	(38.60%)	3	(5.26%)	**57**
xvi. Number of restaurants	4	(7.02%)	9	(15.79%)	40	(70.18%)	4	(7.02%)	**57**
xvii. Number of licensed premises	8	(14.04%)	37	(64.91%)	5	(8.77%)	7	(12.28%)	**57**
xviii. Number of fast-food shops	19	(33.33%)	30	(52.63%)	5	(8.77%)	3	(5.26%)	**57**
	83		**248**		**204**		**35**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	7	(12.28%)	30	(52.63%)	19	(33.33%)	1	(1.75%)	**57**
xx. Cleanliness of the public realm	6	(10.53%)	26	(45.61%)	24	(42.11%)	1	(1.75%)	**57**
xxi. Safety within the public realm	8	(14.04%)	32	(56.14%)	15	(26.32%)	2	(3.51%)	**57**
xxii. Amount of signage for pedestrians	5	(8.77%)	35	(61.40%)	14	(24.56%)	3	(5.26%)	**57**
xxiii. Number of events (e.g. street markets, parades)	3	(5.26%)	16	(28.07%)	34	(59.65%)	4	(7.02%)	**57**
xxiv. Range of events	1	(1.75%)	15	(26.32%)	36	(63.16%)	5	(8.77%)	**57**
	30		**154**		**142**		**16**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	3	(5.26%)	17	(29.82%)	32	(56.14%)	5	(8.77%)	**57**
xxvi. Range of marketing and promotion (e.g. press, TV)	4	(7.02%)	11	(19.30%)	37	(64.91%)	5	(8.77%)	**57**
xxvii. Image of Ashington Town Centre	2	(3.51%)	12	(21.05%)	41	(71.93%)	2	(3.51%)	**57**
xxviii. Market	0	(0.00%)	9	(15.79%)	42	(73.68%)	6	(10.53%)	**57**
	9		**49**		**152**		**18**		



Comments:

We need free parking as ASDA have free parking and are taking customers away [1], There should be no charge for parking as this will only harm business [1], Pricing of car parks will kill Ashington [1], Ashington sign post is hidden by vegetation and is slanting coming into Ash End Woodhorn Miners Cottages [1], Keep car parking free [1], Far too many take aways in a 1 mile radius [1], Too many supermarkets [1], Too many charity shops [1], Poor on recreation [1], Sick of Asda only [1], No good mens shops; only for young men [1], Quite a scary place [1], Toilets are a disgrace [1], The markets only steal from traders who are in the town 7 days a week [1], Market ruined [1], Nc promotion for west Ashington shops [1], Market should be in main street [1], The High Street is full of charity shops and has nc attractiveness [1], Town Centre is shabby with few impressive frontages [1], All you ever hear are negative things and the town caters for a certain type of person [1]

Not Answered: 2

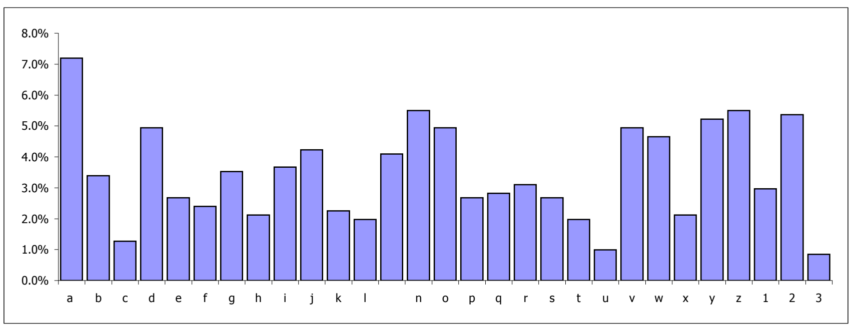
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	51	(7.19%)
b. More national multiples	24	(3.39%)
c. Foodstore in the Town Centre	9	(1.27%)
d. More independent/specialist traders	35	(4.94%)
e. Improved street paving	19	(2.68%)
f. Improved street furniture	17	(2.40%)
g. Improved built environment	25	(3.53%)
h. Lower parking charges	15	(2.12%)
i. Better mix of short/long stay parking	26	(3.67%)
j. More street cleaning	30	(4.23%)
k. Improved public transport	16	(2.26%)
l. Improved access by foot and cycle	14	(1.97%)
m. More entertainment/leisure facilities	29	(4.09%)
n. A cinema	39	(5.50%)
o. A bowling alley	35	(4.94%)
p. A new sports centre	19	(2.68%)
q. A new leisure/splash pool	20	(2.82%)
r. A new theatre	22	(3.10%)
s. More hotels	19	(2.68%)
t. More residential development	14	(1.97%)
u. More commercial offices	7	(0.99%)
v. More quality restaurants/pavement cafes	35	(4.94%)
w. More specialist markets	33	(4.65%)
x. More cultural facilities (i.e. Museum)	15	(2.12%)
y. Improved security/CCTV	37	(5.22%)
z. Greater promotion/marketing of the centre	39	(5.50%)
1. Improved signposting	21	(2.96%)
2. Public toilets	38	(5.36%)
3. Other	6	(0.85%)
	709	**(100.0%)**

Other:

Technical college weekly market [1], More attractive to potential tourists [1], Cleaner toilets [1], Public toilets are in a dark area, are smelly and not a pleasant place to visit in an emergency[1], We need to be a town to be proud of [1], Now I'm scared to walk home alone [1], Definitely the toilets [1]

Not Answered: 3



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	21	(42.00%)
Too many non-retail uses	17	(34.00%)
Not enough non-retail uses	10	(20.00%)
Other	2	(4.00%)
	50	**(100.0%)**

Other:

Very low mix of of shops - puts people off visiting Ashington, especially when Morpeth is quite near [1], Poor mix [1]

Comments:

Too many supermarkets [1], More charity shops than any other [1], Too many banks [1], Too many charity shops [4], Too many charity shops; they contribute nothing to Ashington!![1], Too many pharmacies allowed to open recently [1], Too many phone shops [1], Too many card shops [1], West end needs variance of shops & interest [1], Too many clothes shops [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	18	(8.41%)
b. Lack of passing trade outside your premises	23	(10.75%)
c. Poor location of your premises (e.g. not prime pitch)	12	(5.61%)
d. Inadequate customer car parking	28	(13.08%)
e. Competition from other traders in the Town Centre	16	(7.48%)

If so, where?

Within a 400 yard radius there are 14 take aways or cafes! [1], Supermarkets [1], ASDA (free parking) [3], Larger multiples [1], Next door! [1], Wetherspoons [1], Central pharmacy culture linton ville surgery [1], Hills & Ladbrokes [1], Laburnum & Litchville Terrace [1]

Not Answered [6]

f. Competition from other Town Centres nearby	8	(3.74%)

If so, where?

Cramlington [4], Morpeth [4], Blyth [3], Metro Newcastle [2], Newcastle [1], Bedlington [1], Killingworth [1]

g. Competition from elsewhere	4	(1.87%)

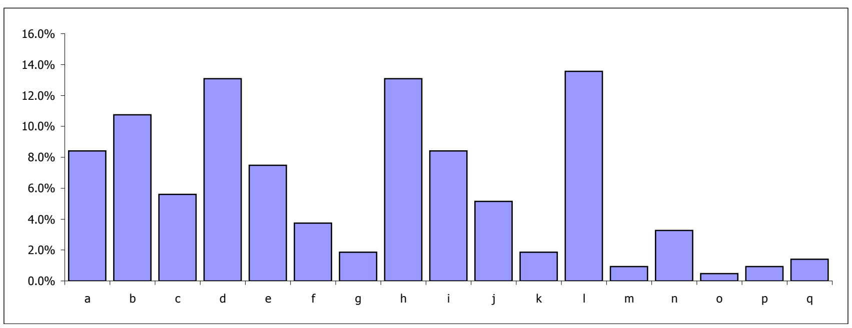
If so, where?

Viking [1], Staples [1], Neat Ideas [1], Metro Centre [2], Eldon Garden [1], Supermarkets - cheap [1]

h. Lack of day visitors/tourists to the town	28	(13.08%)
i. Anti-social behaviour	18	(8.41%)
j. Poor security/policing	11	(5.14%)
k. The inadequacy of your current premises	4	(1.87%)
l. Poor quality of Town Centre shopping environment	29	(13.55%)
m. Mail Order	2	(0.93%)
n. Internet	7	(3.27%)
o. Don't Know	1	(0.47%)
p. None	2	(0.93%)
q. Other	3	(1.40%)
	214	**(100.0%)**

Other:

High business rates compared to similar & larger premises [1], Not enough national retailers [1], Too many 'cut price' or charity type shops [1], We have lost business to internet - e.g. customer's taxing cars online [1], Too many charity shops [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	35	(64.81%)
Yes, close	4	(7.41%)
Yes, relocate in Town Centre	2	(3.70%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	2	(3.70%)
Yes, extend floorspace	1	(1.85%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	6	(11.11%)
Yes, other	4	(7.41%)
	54	**(100.0%)**

Other:

Our lease is up next year; we will make a decision then [1], Refurbish frontage [1], Would like to mark up shop ground etc. [1], We will likely have to be relocated because of new plans [1]

Not Answered: 5

If you are relocating, where are you considering moving to?

Retail Park [1], Jubilee Ind. Est. [1]

Not Answered [2]

If relocating, what is the main reason for this decision?

Someone buying the plot of land I occupy - opposite ASDA [1], Town Centre poorly policed [1], Anti-social behaviour in evenings [1], Redevelopment [1]

Not Answered [1]

8. Which centre(s) do you consider to be your biggest competitor?

Don't know [1], Metro [3], Cramlington [7], Asda [1], Decorators Trade Centre in Morpeth and DIY stores on outskirts of Ashington [1], Morpeth [14], Blyth [8], Manor Walks [1], Alnwick [2], Cramlington Indoor Centre [1], North Seaton Industrial Estate [1], Whitley Bay [1], Newcastle [2], New developments [1], Ashington [1], None - we are present in main regional centers [1], Silver Link [1], Newcastle Metro Centre [2]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	21	(38.2%)
No	34	(61.8%)
	55	**(100.0%)**

Not Answered: **4**

Q10. If yes, where is this?

Hawthorn Road, Ashington [1], Ashington [1], Bedlington [3], Wallsend, Middlesborough [1], Cramlington [4], Morpeth [3], Guide Post [1], Choppington [1], Subway has outlets in Consett, Alnwick, Berwick, etc. [1], Amitsford, West Denton [1], Blyth [4], Most other Northumbrian towns [1], Hexham [1], All over [1], We have shops all over Northumberland [1], Consett [1], Sunderland [1], Darlington [1], Alnwick [1], Berwick [1], Killingworth [1]

Not Answered [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	8	(50.0%)
Worse	1	(6.3%)
Same	7	(43.8%)
	16	**(100.0%)**

Not Answered: **5**

Q12. Does your business currently have its own website?

Yes	30	54.5%
No	25	45.5%
	55	**100.0%**

Not Answered: **4**

Q13. What services does your website provide to customers?

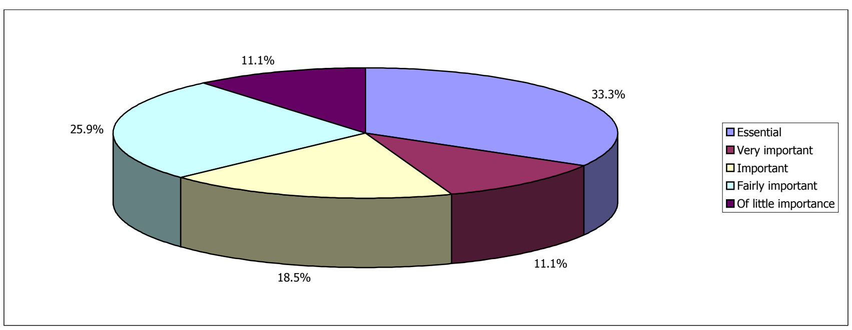
Ability to browse goods available at your premises	19	21.6%
Ability to order goods directly from the website	12	13.6%
Ability to order goods that will be delivered to a designated address	9	10.2%
Ability to otder goods that can be picked up in store	7	8.0%
Contact information, e.g. telephone number, store locator etc.	24	27.3%
Contact directly via e-mail	17	19.3%
	88	**100.0%**

Not Answered: **1**

Q14. How important is your website to your business?

Essential	9	33.3%
Very important	3	11.1%
Important	5	18.5%
Fairly important	7	25.9%
Of little importance	3	11.1%
	27	**100.0%**

Not Answered: **3**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	24	88.9%
No	3	11.1%
	27	**100.0%**

Not Answered: **3**

Q16. Do customers visit your store as a result of browsing your website?

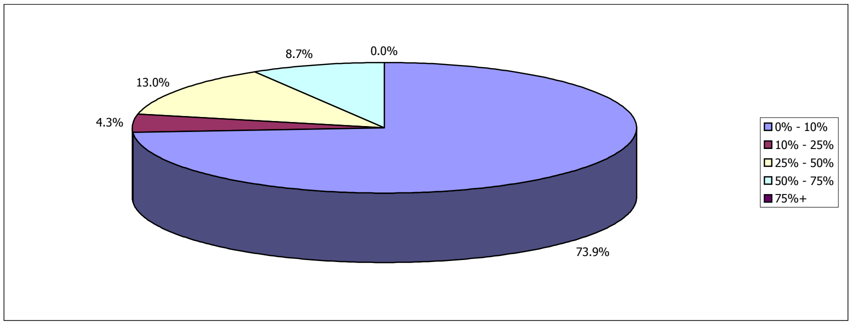
Yes	20	74.1%
No	7	25.9%
	27	**100.0%**

Not Answered: **3**

Q17. What proportion of your sales are from the internet?

0% - 10%	17	73.9%
10% - 25%	1	4.3%
25% - 50%	3	13.0%
50% - 75%	2	8.7%
75%+	0	0.0%
	23	**100.0%**

Not Answered: **7**



Q18. Why do you not have a website?

Don't have a computer	6	16.7%
Not relevant/necessary	13	36.1%
Too expensive	5	13.9%
Too time consuming	4	11.1%
Do not have the skills to produce/run a website	6	16.7%
In the process of designing a website	2	5.6%
	36	**100.0%**

Not Answered: **1**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Local Council are doing their best to ruin Ashington High Street giving ASDA a site within 100 yds of High Street; who on the Council put this proposal forward? [1], There is not enough different shops in Ashington [2], Any shops that open seem to be cafés and charity shops [1], No book shops or records shops [1], Apart from ASDA, there's nothing really to bring people from afar [1], A shop like Primark would really boost the area [1], I think with any new development you have to be very careful that you don't just move the shopping habits of the customer, to the detrement of another part of town [1], I think the proposal of paid parking in Ashington will send customers away [1], If the Council wants paid parking, it will most certainly ruin Ashington High Street [1], More consultation is required with existing traders who may want to expand or relocate [1], Ashington will probably come to a stand still when the new Asda opens [1], The roundabout couldn't cope with the old Asda [1], Why couldn't we have a Tesco so we could have a choice of where we shop? [1], I trade on west end of Ashington, there needs to be more done to encourage shoppers to this end of the street [1], Lower rates on Main Street to allow businesses to access this part of the street for their business [1], Town Centre desperately needs re-developing, but I hope the use of my premises is taken into consideration, as an industrial estate is no good to me [1], Letting Asda open a superstore; Council have no consideration to other shop keepers [1], Rates are far too high for a street that is dying [1], Council should have made all of Station Road pedestrians only [1], Time frame for improvement is very important [1], Too often we have been notified of coming changes, but nothing happens very quickly if at all [1], The mix of unemployed out weighs the employed population & at present we are catering for the majority. This would be logical if the majority had the disposable income we require, as business, to survive [1], I've been in Ashington now 30 years. The last two to three years have been shocking - no one wants to come to Ashington now as the people have changed [1], All the nice people do not shop in Ashington any more; they prefer to go elsewhere [1], I feel that the area in which my business is located would have benefited from being converted into a pedestrian only zone [1], I feel that visitors & locals walk as far as Station Bridge & no further [1], The rubbish is a disgrace [1], Poor lighting outside my shop [1], Pavement slabs are uneven - disaster waiting to happen [1], Lack of nearby parking [1], I would like to see Lintonville Terrace double sided [1], I started to fill this form in, then thought that the answer that I will give may not reflect what Ashington has and has not. You as Northumberland County Council need to get out and speak to businesses in the area and not send a form out [1], The key to regenerating the Town Centre is to increase the footfall to attract larger, more attractive shops [1], The Town Centre at present is not run down, it is unattractive for shoppers [1], A lot of passing trade is not enticed onto the pedestrianised area of Station Road [1], Being at the bottom end of Station Road, I feel there is not enough passing trade [1], People don't feel the need to come down to the bottom end of Station Road! [1], The Station Road Shopping Centre is facing a significant loss of retailers when the new parasitic ASDA opens [1], There are more empty shops [1], Less people visit from other towns [1], Walking along the main street nowadays, there are so many business closed down [1], Far too many charity/bargain shops [2], Too many phone shops [1], Nothing in town to attract outsiders [1], The Town Centre is out of date with not much choice [1], No real reason to shop in Ashington [1], Need more choice [1], Nobody uses the far end of Station Road past the post office [1], The new Asda is too near the High Street and may destroy what little trade/shops there are on High Street [1], We think Ashington needs high quality stores, e.g. Next, Topshop, M & S [1], Cafe next door to us has really bad furniture outside for smoking [1], There is no need to develop Ashington Town centre on a large scale [1], To develop retail units will only increase the competition for existing shops and businesses which we all know are already fighting the credit crunch [1], Local residents often comment on the lack of variety of shops [1], Feel ASDA new store in Lintonville will move centre of town to that site [1], We are a recreation for people over 50 yrs of age, we are run by volunteers, our premises belong to us, we have freehold possession. According to county planning we have to be relocated. We need to discuss relocation with the planners urgently, A.S.A.P. [1], Ashington was a town to be proud of, now it caters for a certain type of person who is becoming the majority [1], We need more security on the street, I feel scared locking up my shop on my own [1], We need a better police presence [1], Further signage would be useful in the Town Centre to promote the YMCA buildings as an important community venue [1]

BEDLINGTON TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**84**	**Responses: 23 (27%)**

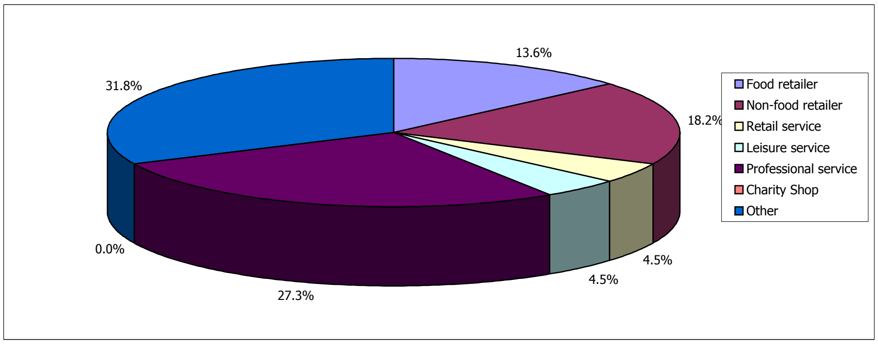
Q1b. How would you best describe your business?

Food retailer	3	(13.6%)
Non-food retailer	4	(18.2%)
Retail service	1	(4.5%)
Leisure service	1	(4.5%)
Professional service	6	(27.3%)
Charity Shop	0	(0.0%)
Other	7	(31.8%)
	22	**(100.0%)**

Other:

Garage services/Vehicle hire [1], D I Y/Hardware/Timber [1], Vending services [1], Wall coverings/Soft furnishings [1], Card & gift shop [1], Transport [1], Funeral Directors [1]

Not Answered: **1**



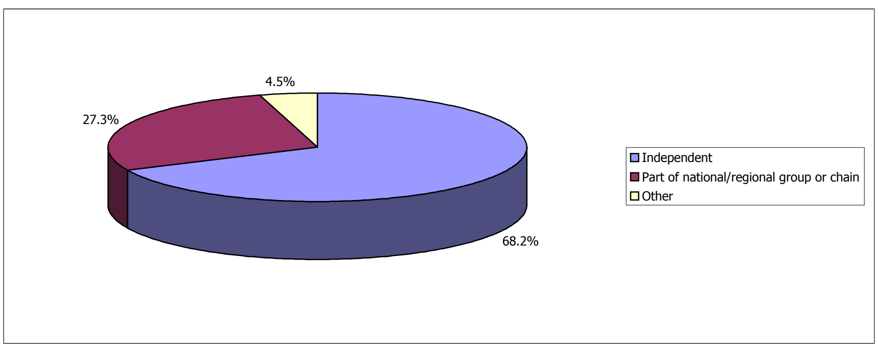
Q1c. Is your business?

Independent	15	(68.2%)
Part of national/regional group or chain	6	(27.3%)
Other	1	(4.5%)
	22	**(100.0%)**

Other:

County Council [1]

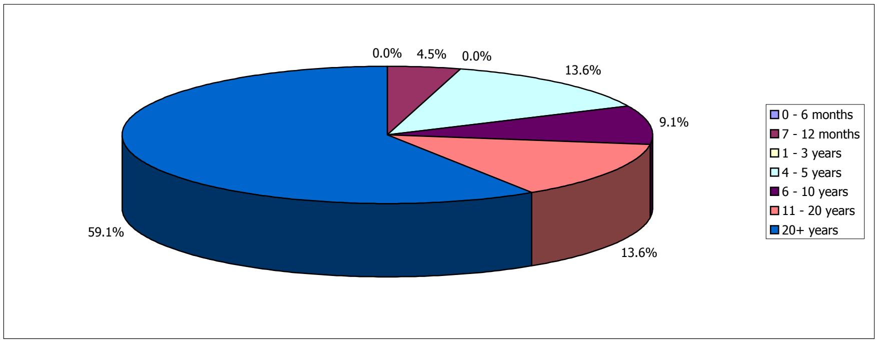
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Bedlington Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	1	(4.5%)
1 - 3 years	0	(0.0%)
4 - 5 years	3	(13.6%)
6 - 10 years	2	(9.1%)
11 - 20 years	3	(13.6%)
20+ years	13	(59.1%)
	22	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Bedlington Town Centre as a business location?

The bakery was for sale, near our home [1], Reasonable price at the time [1], Near a school [1], Born and bred in the town [1], Bought existing business [1], The premises was just what was looking for, plus the over head was reasonable [1], It was a thriving community [1], Existing Business [1], Social Club started 100 years ago [1], Proximity to Ashington Head Office [1], National Distribution [1], Take over of Mercantile B.S. [1], Shop available [1], Residential & business customers - large premises [1], It was a very busy shopping area, e.g. Banks, Railway Station and every type of shop needed [1], Work from home [1], Born in Bedlington [1], Because we live in the town [1], Central and near proposed railway station [1], To have a presence within and support the bereaved of the community [1]

Not Answered [4]

Q1f. Are the business premises leased or owner occupied?

Leased	9	(39.1%)
Owner Occupied	11	(47.8%)
No Answer	3	(13.0%)
	23	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	57	(53.8%)
Part Time	49	(46.2%)
	106	**(100.0%)**

Q1h. Has the business always operated from Bedlington Town Centre?

Yes	19	(86.4%)
No	3	(13.6%)
	22	**(100.0%)**

If no, where did you relocate from?

Newcastle [1], The Oval, Bedlington Station [1], Barrington Ind. Est. [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	2	(9.1%)
Grown moderately	9	(40.9%)
Remained largely static	2	(9.1%)
Declined moderately	5	(22.7%)
Declined significantly	4	(18.2%)
	22	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	1	(4.5%)
Well	4	(18.2%)
Moderately	13	(59.1%)
Poorly	3	(13.6%)
Very Poorly	1	(4.5%)
	22	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Bedlington Town Centre	15	(53.6%)
Residents from across Northumberland County	5	(17.9%)
Residents from outside Northumberland County	1	(3.6%)
Specialist buyers	1	(3.6%)
Workers from Bedlington Town Centre	2	(7.1%)
Students from Bedlington Town Centre	1	(3.6%)
Passers-by	2	(7.1%)
Other	1	(3.6%)
	28	**(100.0%)**

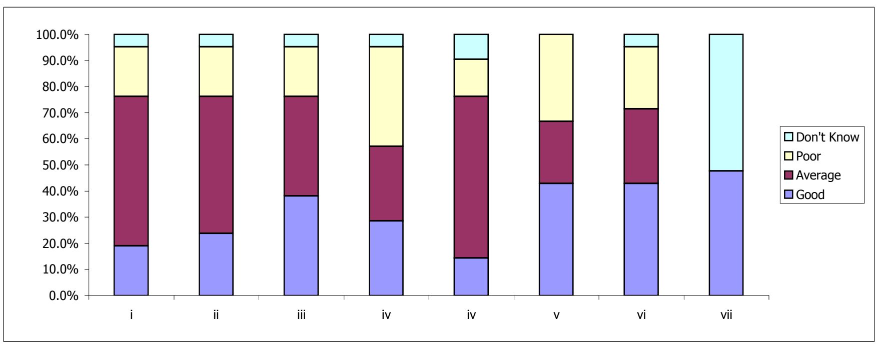
Other:

Public all over North East [1]

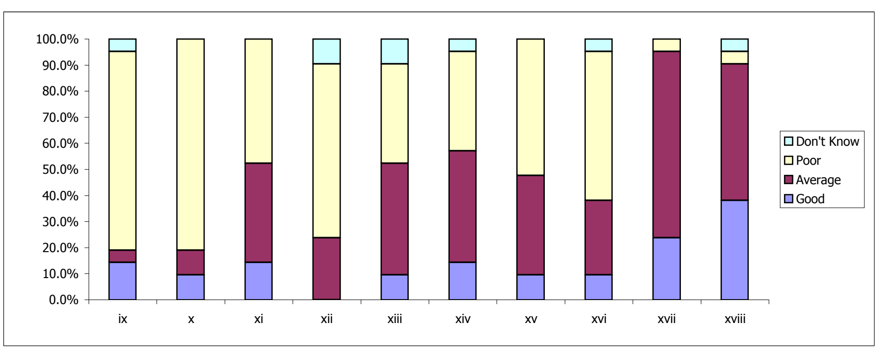
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

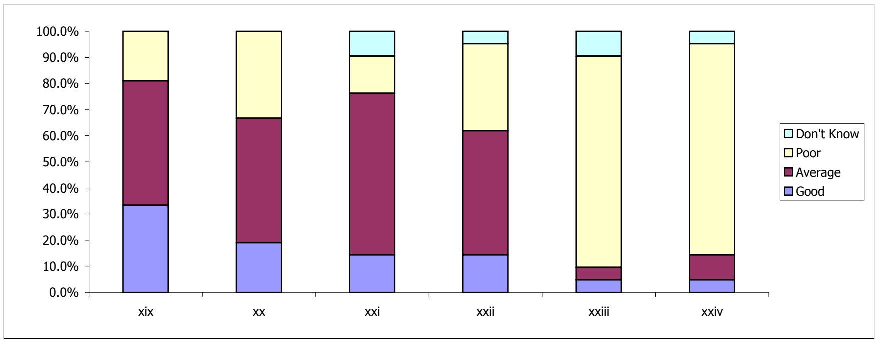
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Bedlington Town Centre	4	(19.05%)	12	(57.14%)	4	(19.05%)	1	(4.76%)	**21**
ii. Accessibility by pedestrians	5	(23.81%)	11	(52.38%)	4	(19.05%)	1	(4.76%)	**21**
iii. Accessibility by public transport	8	(38.10%)	8	(38.10%)	4	(19.05%)	1	(4.76%)	**21**
iv. Accessibility by vehicles	6	(28.57%)	6	(28.57%)	8	(38.10%)	1	(4.76%)	**21**
v. Amount of signage for vehicles	3	(14.29%)	13	(61.90%)	3	(14.29%)	2	(9.52%)	**21**
vi. Amount of car parking	9	(42.86%)	5	(23.81%)	7	(33.33%)	0	(0.00%)	**21**
vii. Location of car parking	9	(42.86%)	6	(28.57%)	5	(23.81%)	1	(4.76%)	**21**
viii. Pricing of car parking	10	(47.62%)	0	(0.00%)	0	(0.00%)	11	(52.38%)	**21**
	54		**61**		**35**		**18**		



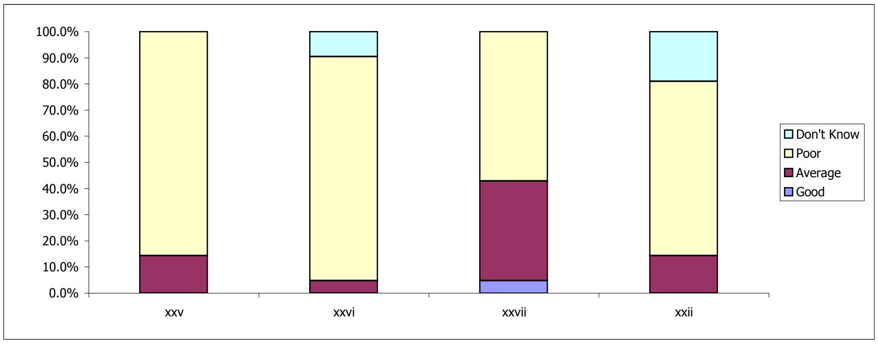
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	3	(14.29%)	1	(4.76%)	16	(76.19%)	1	(4.76%)	**21**
x. Range of shops in general	2	(9.52%)	2	(9.52%)	17	(80.95%)	0	(0.00%)	**21**
xi. Number of independent traders	3	(14.29%)	8	(38.10%)	10	(47.62%)	0	(0.00%)	**21**
xii. Number of multiple traders	0	(0.00%)	5	(23.81%)	14	(66.67%)	2	(9.52%)	**21**
xiii. Number of supermarkets	2	(9.52%)	9	(42.86%)	8	(38.10%)	2	(9.52%)	**21**
xiv. Number of services in general (e.g. hairdressers, banks)	3	(14.29%)	9	(42.86%)	8	(38.10%)	1	(4.76%)	**21**
xv. Range of services in general	2	(9.52%)	8	(38.10%)	11	(52.38%)	0	(0.00%)	**21**
xvi. Number of restaurants	2	(9.52%)	6	(28.57%)	12	(57.14%)	1	(4.76%)	**21**
xvii. Number of licensed premises	5	(23.81%)	15	(71.43%)	1	(4.76%)	0	(0.00%)	**21**
xviii. Number of fast-food shops	8	(38.10%)	11	(52.38%)	1	(4.76%)	1	(4.76%)	**21**
	30		**74**		**98**		**8**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	7	(33.33%)	10	(47.62%)	4	(19.05%)	0	(0.00%)	**21**
xx. Cleanliness of the public realm	4	(19.05%)	10	(47.62%)	7	(33.33%)	0	(0.00%)	**21**
xxi. Safety within the public realm	3	(14.29%)	13	(61.90%)	3	(14.29%)	2	(9.52%)	**21**
xxii. Amount of signage for pedestrians	3	(14.29%)	10	(47.62%)	7	(33.33%)	1	(4.76%)	**21**
xxiii. Number of events (e.g. street markets, parades)	1	(4.76%)	1	(4.76%)	17	(80.95%)	2	(9.52%)	**21**
xxiv. Range of events	1	(4.76%)	2	(9.52%)	17	(80.95%)	1	(4.76%)	**21**
	19		**46**		**55**		**6**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	0	(0.00%)	3	(14.29%)	18	(85.71%)	0	(0.00%)	**21**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	1	(4.76%)	18	(85.71%)	2	(9.52%)	**21**
xxvii. Image of Bedlington Town Centre	1	(4.76%)	8	(38.10%)	12	(57.14%)	0	(0.00%)	**21**
xxviii. Market	0	(0.00%)	3	(14.29%)	14	(66.67%)	4	(19.05%)	**21**
	1		**15**		**62**		**6**		



Comments:

No charge for parking [1], Too many fast food shops [1]

Not Answered: **2**

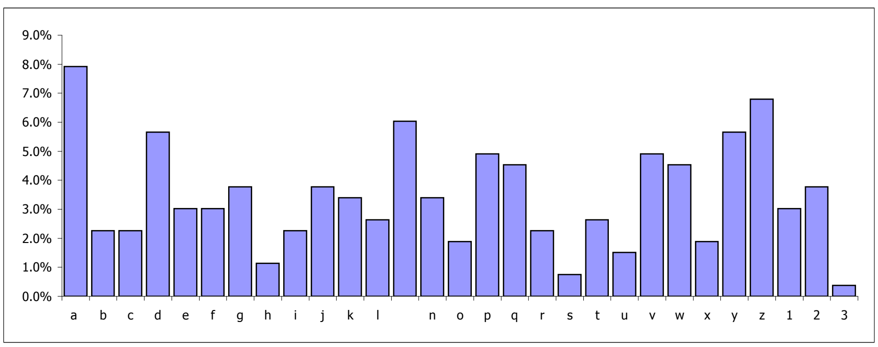
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	21	(7.92%)
b. More national multiples	6	(2.26%)
c. Foodstore in the Town Centre	6	(2.26%)
d. More independent/specialist traders	15	(5.66%)
e. Improved street paving	8	(3.02%)
f. Improved street furniture	8	(3.02%)
g. Improved built environment	10	(3.77%)
h. Lower parking charges	3	(1.13%)
i. Better mix of short/long stay parking	6	(2.26%)
j. More street cleaning	10	(3.77%)
k. Improved public transport	9	(3.40%)
l. Improved access by foot and cycle	7	(2.64%)
m. More entertainment/leisure facilities	16	(6.04%)
n. A cinema	9	(3.40%)
o. A bowling alley	5	(1.89%)
p. A new sports centre	13	(4.91%)
q. A new leisure/splash pool	12	(4.53%)
r. A new theatre	6	(2.26%)
s. More hotels	2	(0.75%)
t. More residential development	7	(2.64%)
u. More commercial offices	4	(1.51%)
v. More quality restaurants/pavement cafes	13	(4.91%)
w. More specialist markets	12	(4.53%)
x. More cultural facilities (i.e. Museum)	5	(1.89%)
y. Improved security/CCTV	15	(5.66%)
z. Greater promotion/marketing of the centre	18	(6.79%)
1. Improved signposting	8	(3.02%)
2. Public toilets	10	(3.77%)
3. Other	1	(0.38%)
	265	**(100.0%)**

Other:

More car parking on Front Street West [1]

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	3	(15.00%)
Too many non-retail uses	8	(40.00%)
Not enough non-retail uses	9	(45.00%)
	20	**(100.0%)**

Comments:

Banks - Barclays closing - no Halifax [1], Need more café's & bars to attract people to the area [1], More than enough fast food outlets [1], We need branded name shops re. clothes, and more leisure facilities for children [1]

Not Answered: **3**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	7	(8.54%)
b. Lack of passing trade outside your premises	14	(17.07%)
c. Poor location of your premises (e.g. not prime pitch)	1	(1.22%)
d. Inadequate customer car parking	10	(12.20%)
e. Competition from other traders in the Town Centre	2	(2.44%)

If so, where?

Too many food outlets open during day [1]

Not Answered [1]

f. Competition from other Town Centres nearby	5	(6.10%)

If so, where?

Cramlington [3], Blythe [1]

Not Answered [1]

g. Competition from elsewhere	4	(4.88%)

If so, where?

Asda, Blyth [2], Blyth [1], Morpeth [1], Cramlington [1], Out of town supermarkets [1]

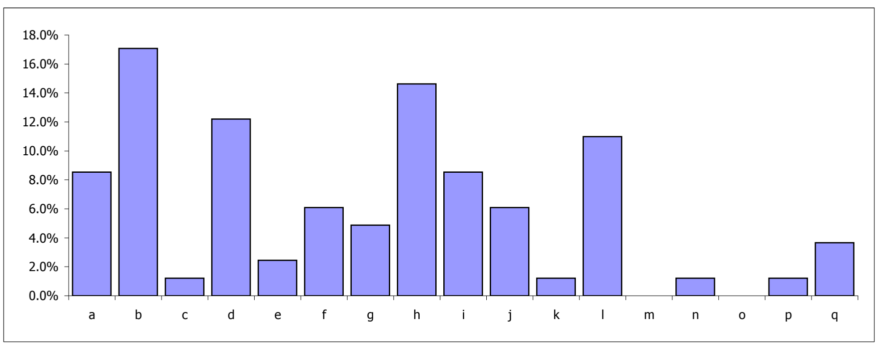
h. Lack of day visitors/tourists to the town	12	(14.63%)
i. Anti-social behaviour	7	(8.54%)
j. Poor security/policing	5	(6.10%)
k. The inadequacy of your current premises	1	(1.22%)
l. Poor quality of Town Centre shopping environment	9	(10.98%)
m. Mail Order	0	(0.00%)
n. Internet	1	(1.22%)
o. Don't Know	0	(0.00%)
p. None	1	(1.22%)
q. Other	3	(3.66%)
	82	**(100.0%)**

Other:

New market place development is putting clients off calling in [1], Trade halved when bank closed [1]

Not Answered [1]

Not Answered: **2**



Q7. Have you any plans to alter your business in any way in the next five years?

No	14	(73.68%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	1	(5.26%)
Yes, refurbish existing floorspace	4	(21.05%)
Yes, other	0	(0.00%)
	19	**(100.0%)**

Not Answered: **4**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Supermarkets [1], Manor Walks [1], Cramlington [8], Blyth [5], Morpeth [2], All [1], Ashington [1], None - maybe other agents [1], Bedlington [2]

Not Answered [10]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	11	(52.4%)
No	10	(47.6%)
	21	**(100.0%)**

Not Answered: **2**

Q10. If yes, where is this?

County wide [1], Blyth [4], Hexham [2], Throughout the North East [2], Cramlington [1], Ashington [2], Morpeth [3], Alnwick [1], Amble [1], Ponteland [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	6	(60.0%)
Worse	0	(0.0%)
Same	4	(40.0%)
	10	**(100.0%)**

Not Answered: **1**

Q12. Does your business currently have its own website?

Yes	11	52.4%
No	10	47.6%
	21	**100.0%**

Not Answered: **2**

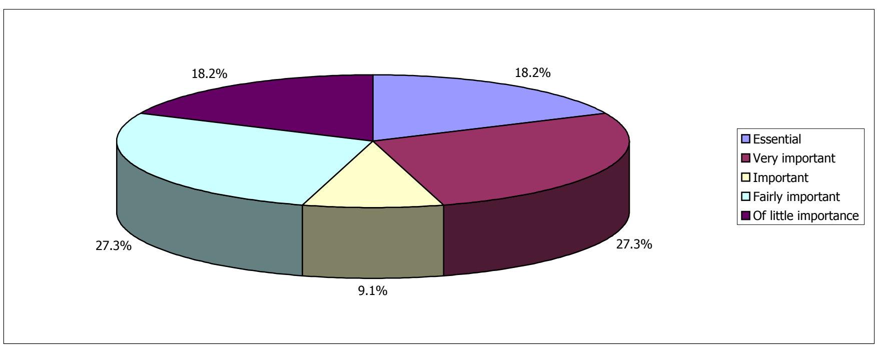
Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	7	20.6%
Ability to order goods directly from the website	5	14.7%
Ability to order goods that will be delivered to a designated address	3	8.8%
Ability to otder goods that can be picked up in store	3	8.8%
Contact information, e.g. telephone number, store locator etc.	10	29.4%
Contact directly via e-mail	6	17.6%
	34	**100.0%**

Not Answered: **1**

Q14. How important is your website to your business?

Essential	2	18.2%
Very important	3	27.3%
Important	1	9.1%
Fairly important	3	27.3%
Of little importance	2	18.2%
	11	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	10	90.9%
No	1	9.1%
	11	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

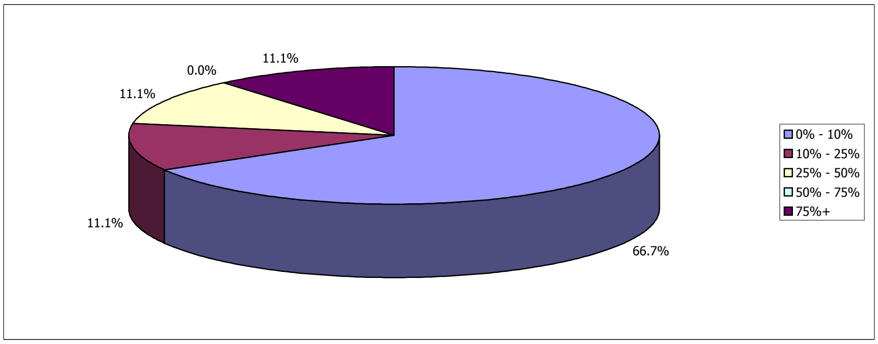
Yes	5	50.0%
No	5	50.0%
	10	**100.0%**

Not Answered: **1**

Q17. What proportion of your sales are from the internet?

0% - 10%	6	66.7%
10% - 25%	1	11.1%
25% - 50%	1	11.1%
50% - 75%	0	0.0%
75%+	1	11.1%
	9	**100.0%**

Not Answered: **2**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	6	50.0%
Too expensive	2	16.7%
Too time consuming	2	16.7%
Do not have the skills to produce/run a website	1	8.3%
In the process of designing a website	1	8.3%
	12	**100.0%**

Not Answered: **1**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Bedlington has never been regarded as a retail destination mainly due to lack of variety of shops [1], Too much emphasis has been put on Ashington Town Centre when under Wansbeck Council Control [1], Bedlington towns people have felt the 'poor relations' for many years [1], I also live in Bedlington Station and have watched it become run down [1], Bedlington & Bedlington Station are like ghost towns [1], There are very few facilities for young people [1], An affordable leisure centre and swimming pool would be useful [1], We were told grants would be given for prominent buildings in Bedlington. Please show me a more prominent building than the Bedlington Top Club [1], 30 years ago the Council decided to make Front Street West the commercial centre and allow Front Street East to decline and revert back to residential. Yet Front Street East has many successful independent traders… why? The answer is simple - car parking [1], Current road works have been very disruptive and poorly planned. The lack of communication regarding road closures etc. is very frustrating [1], Spine Road & the surrounding area road works/road closures have resulted in a 20 minute commute extending to an hour [1], I feel it is hard for public to park at Bedlington and find it difficult to park at Tesco's car park due to the work on the Main Street which is still ongoing [1], Railway Station to open again [1], Waste land opp. to be up graded? [1], The car park (Clayton Street) - would a path etc. be possible to come through to Station Street or car park extended [1], Bedlington has become very down graded in the last 20 years or so [1], Public Houses are all on the decline [1], We need a leisure centre, same as Ashington, or something similar [1], Must retain free parking [1], Need to re-open rail link [1], Needs to be attractive, particularly in the summer [1], There is a gap site, which needs addressing and utilising [1], Illegal parking shocking!!! [1]

BEDLINGTON STATION TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**70**	**Responses: 0 (0%)**

BELFORD TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**36**	**Responses: 9 (25%)**

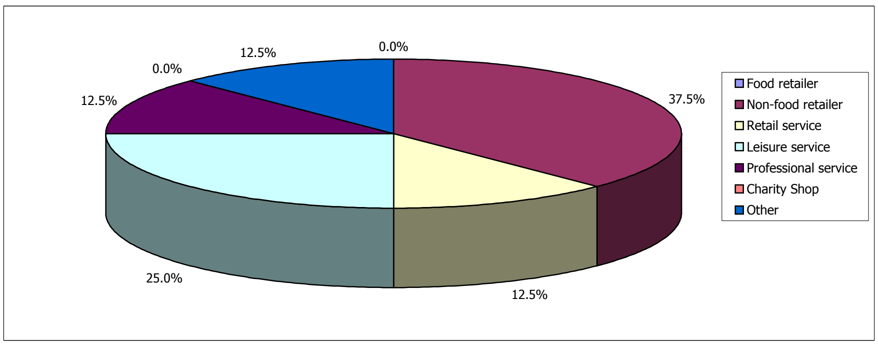
Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	3	(37.5%)
Retail service	1	(12.5%)
Leisure service	2	(25.0%)
Professional service	1	(12.5%)
Charity Shop	0	(0.0%)
Other	1	(12.5%)
	8	**(100.0%)**

Other:

General fancy goods, craft materials, Haberdashery, Toys etc. [1]

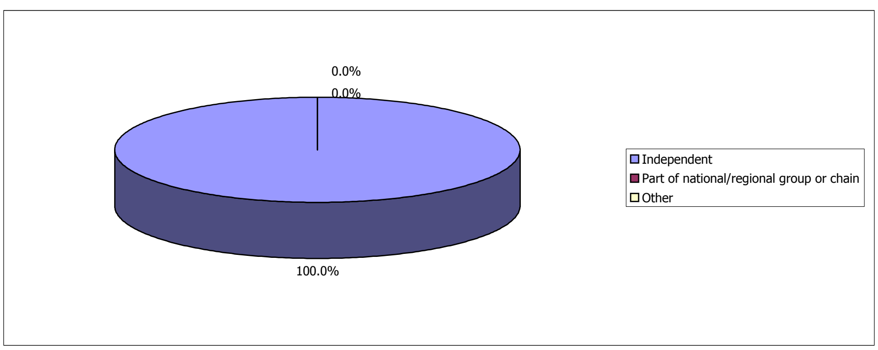
Not Answered: **1**



Q1c. Is your business?

Independent	8	(100.0%)
Part of national/regional group or chain	0	(0.0%)
Other	0	(0.0%)
	8	**(100.0%)**

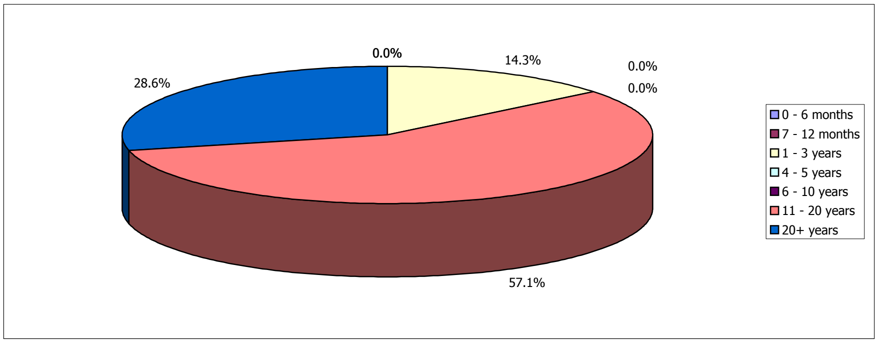
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Belford Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(14.3%)
4 - 5 years	0	(0.0%)
6 - 10 years	0	(0.0%)
11 - 20 years	4	(57.1%)
20+ years	2	(28.6%)
	7	**(100.0%)**

Not Answered: **2**



Q1e. Why did you choose Belford Town Centre as a business location?

Bought existing business [1], Shop was available [1], Family business [2], We are local [1], The premises had been a guest house for many years and we felt that Belford centre was an excellent location for a tourist based business [1], Convenient location for staff and owners [1], Resident [1]

Not Answered [1]

Q1f. Are the business premises leased or owner occupied?

Leased	2	(25.0%)
Owner Occupied	6	(75.0%)
No Answer	0	(0.0%)
	8	**(100.0%)**

Not Answered: **1**

Q1g. How many staff does the business employ?

Full Time	9	(42.9%)
Part Time	12	(57.1%)
	21	**(100.0%)**

Not Answered: **1**

Q1h. Has the business always operated from Belford Town Centre?

Yes	7	(87.5%)
No	1	(12.5%)
	8	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Not Answered [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	2	(25.0%)
Grown moderately	3	(37.5%)
Remained largely static	2	(25.0%)
Declined moderately	0	(0.0%)
Declined significantly	1	(12.5%)
	8	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	1	(12.5%)
Well	4	(50.0%)
Moderately	3	(37.5%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	8	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Belford Town Centre	3	(30.0%)
Residents from across Northumberland County	1	(10.0%)
Residents from outside Northumberland County	2	(20.0%)
Specialist buyers	1	(10.0%)
Workers from Belford Town Centre	0	(0.0%)
Students from Belford Town Centre	0	(0.0%)
Passers-by	2	(20.0%)
Other	1	(10.0%)
	10	**(100.0%)**

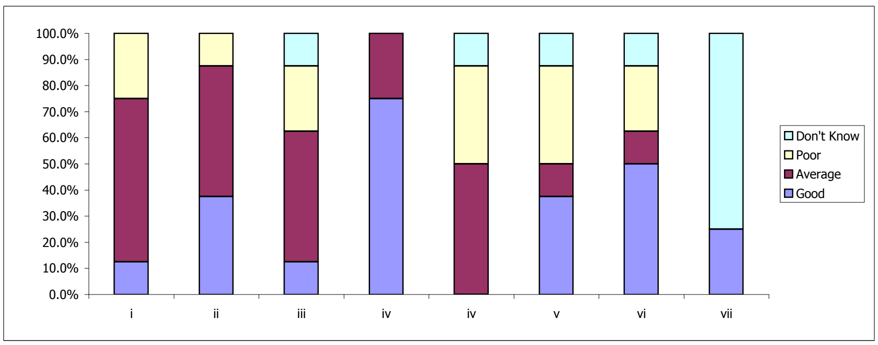
Other:

Holiday Makers [1]

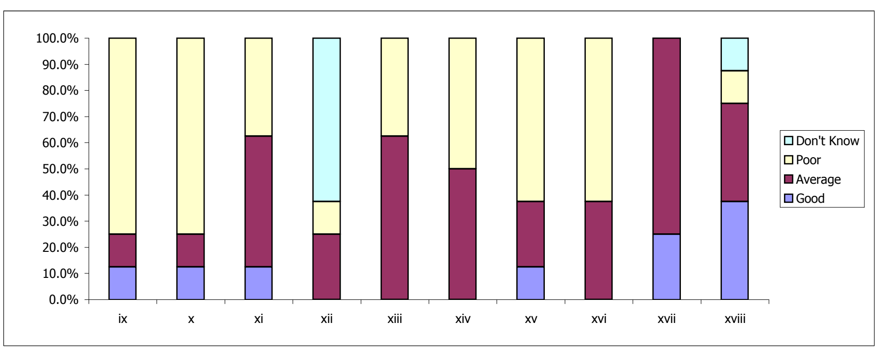
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

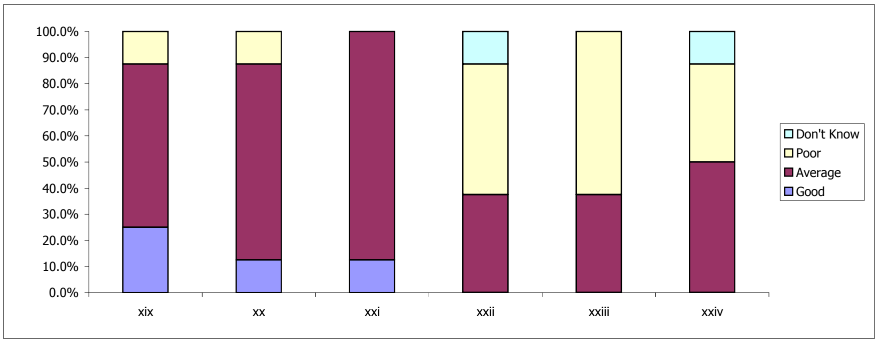
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Belford Town Centre	1	(12.50%)	5	(62.50%)	2	(25.00%)	0	(0.00%)	**8**
ii. Accessibility by pedestrians	3	(37.50%)	4	(50.00%)	1	(12.50%)	0	(0.00%)	**8**
iii. Accessibility by public transport	1	(12.50%)	4	(50.00%)	2	(25.00%)	1	(12.50%)	**8**
iv. Accessibility by vehicles	6	(75.00%)	2	(25.00%)	0	(0.00%)	0	(0.00%)	**8**
v. Amount of signage for vehicles	0	(0.00%)	4	(50.00%)	3	(37.50%)	1	(12.50%)	**8**
vi. Amount of car parking	3	(37.50%)	1	(12.50%)	3	(37.50%)	1	(12.50%)	**8**
vii. Location of car parking	4	(50.00%)	1	(12.50%)	2	(25.00%)	1	(12.50%)	**8**
viii. Pricing of car parking	2	(25.00%)	0	(0.00%)	0	(0.00%)	6	(75.00%)	**8**
	20		**21**		**13**		**10**		



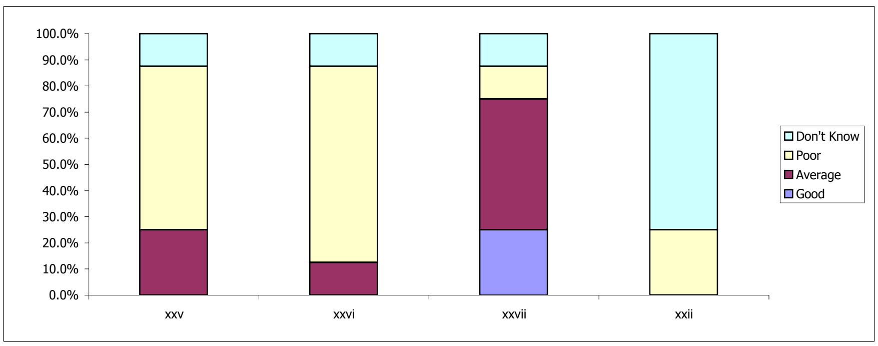
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	1	(12.50%)	1	(12.50%)	6	(75.00%)	0	(0.00%)	**8**
x. Range of shops in general	1	(12.50%)	1	(12.50%)	6	(75.00%)	0	(0.00%)	**8**
xi. Number of independent traders	1	(12.50%)	4	(50.00%)	3	(37.50%)	0	(0.00%)	**8**
xii. Number of multiple traders	0	(0.00%)	2	(25.00%)	1	(12.50%)	5	(62.50%)	**8**
xiii. Number of supermarkets	0	(0.00%)	5	(62.50%)	3	(37.50%)	0	(0.00%)	**8**
xiv. Number of services in general (e.g. hairdressers, banks)	0	(0.00%)	4	(50.00%)	4	(50.00%)	0	(0.00%)	**8**
xv. Range of services in general	1	(12.50%)	2	(25.00%)	5	(62.50%)	0	(0.00%)	**8**
xvi. Number of restaurants	0	(0.00%)	3	(37.50%)	5	(62.50%)	0	(0.00%)	**8**
xvii. Number of licensed premises	2	(25.00%)	6	(75.00%)	0	(0.00%)	0	(0.00%)	**8**
xviii. Number of fast-food shops	3	(37.50%)	3	(37.50%)	1	(12.50%)	1	(12.50%)	**8**
	9		**31**		**34**		**6**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	2	(25.00%)	5	(62.50%)	1	(12.50%)	0	(0.00%)	**8**
xx. Cleanliness of the public realm	1	(12.50%)	6	(75.00%)	1	(12.50%)	0	(0.00%)	**8**
xxi. Safety within the public realm	1	(12.50%)	7	(87.50%)	0	(0.00%)	0	(0.00%)	**8**
xxii. Amount of signage for pedestrians	0	(0.00%)	3	(37.50%)	4	(50.00%)	1	(12.50%)	**8**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	3	(37.50%)	5	(62.50%)	0	(0.00%)	**8**
xxiv. Range of events	0	(0.00%)	4	(50.00%)	3	(37.50%)	1	(12.50%)	**8**
	4		**28**		**14**		**2**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	2	(25.00%)	5	(62.50%)	1	(12.50%)	**8**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	1	(12.50%)	6	(75.00%)	1	(12.50%)	**8**
xxvii. Image of Belford Town Centre	2	(25.00%)	4	(50.00%)	1	(12.50%)	1	(12.50%)	**8**
xxviii. Market	0	(0.00%)	0	(0.00%)	2	(25.00%)	6	(75.00%)	**8**
	2		**7**		**14**		**9**		



Comments:

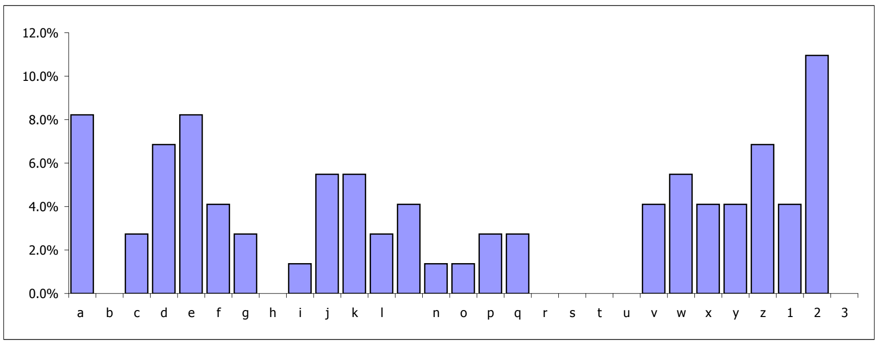
We are dying!!! Help! [1], No market [1], Empty shops give poor appearance [1]

Not Answered: **1**

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	6	(8.22%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	2	(2.74%)
d. More independent/specialist traders	5	(6.85%)
e. Improved street paving	6	(8.22%)
f. Improved street furniture	3	(4.11%)
g. Improved built environment	2	(2.74%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	1	(1.37%)
j. More street cleaning	4	(5.48%)
k. Improved public transport	4	(5.48%)
l. Improved access by foot and cycle	2	(2.74%)
m. More entertainment/leisure facilities	3	(4.11%)
n. A cinema	1	(1.37%)
o. A bowling alley	1	(1.37%)
p. A new sports centre	2	(2.74%)
q. A new leisure/splash pool	2	(2.74%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	3	(4.11%)
w. More specialist markets	4	(5.48%)
x. More cultural facilities (i.e. Museum)	3	(4.11%)
y. Improved security/CCTV	3	(4.11%)
z. Greater promotion/marketing of the centre	5	(6.85%)
1. Improved signposting	3	(4.11%)
2. Public toilets	8	(10.96%)
3. Other	0	(0.00%)
	73	**(100.0%)**

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	2	(40.00%)
Too many non-retail uses	1	(20.00%)
Not enough non-retail uses	1	(20.00%)
Other	1	(20.00%)
	5	**(100.0%)**

Other:

Only one cafe and one supermarket in village at present. (No competition)! [1]

Comments:

Very few shops left [1], Bank sorely missed [1]

Not Answered: **4**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	0	(0.00%)
b. Lack of passing trade outside your premises	3	(15.00%)
c. Poor location of your premises (e.g. not prime pitch)	1	(5.00%)
d. Inadequate customer car parking	2	(10.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	1	(5.00%)

If so, where?

Berwick [1], Wooler [1], Alnwick [1]

g. Competition from elsewhere	2	(10.00%)

If so, where?

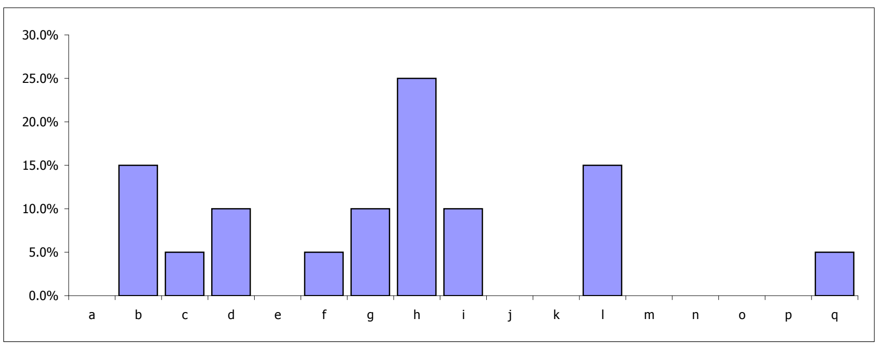
Bamburgh [1], Lots of small forest managers and some big [1]

h. Lack of day visitors/tourists to the town	5	(25.00%)
i. Anti-social behaviour	2	(10.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	3	(15.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	1	(5.00%)
	20	**(100.0%)**

Other:

Economic situation [1]

Not Answered: **2**



Q7. Have you any plans to alter your business in any way in the next five years?

No	2	(33.33%)
Yes, close	1	(16.67%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(16.67%)
Yes, other	2	(33.33%)
	6	**(100.0%)**

Other:

Open another additional gallery in busier place within the Northumberland area [1], We will be retiring and hope to find a successor [1]

Not Answered: **3**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Alnwick [2], Bamburgh [2], Seahouses [1], Wooler [1], Berwick [1]

Not Answered: **4**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	0	(0.0%)
No	7	(100.0%)
	7	**(100.0%)**

Not Answered: **2**

Q10. If yes, where is this?

Not applicable

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	#DIV/0!
Worse	0	#DIV/0!
Same	0	#DIV/0!
	0	**#DIV/0!**

Q12. Does your business currently have its own website?

Yes	5	62.5%
No	3	37.5%
	8	**100.0%**

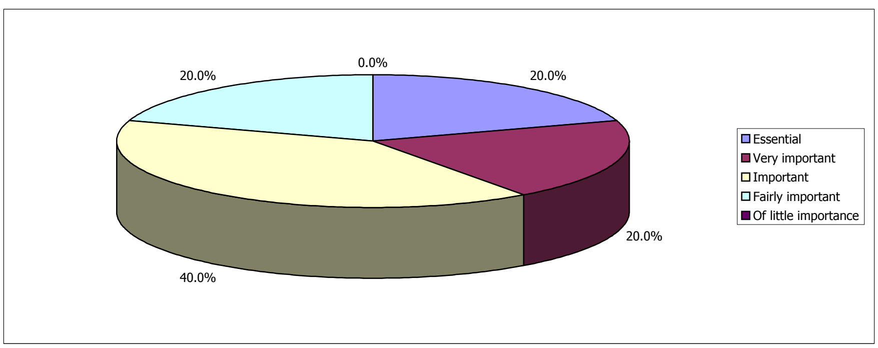
Not Answered: **1**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	3	27.3%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	4	36.4%
Contact directly via e-mail	4	36.4%
	11	**100.0%**

Q14. How important is your website to your business?

Essential	1	20.0%
Very important	1	20.0%
Important	2	40.0%
Fairly important	1	20.0%
Of little importance	0	0.0%
	5	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	4	80.0%
No	1	20.0%
	5	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

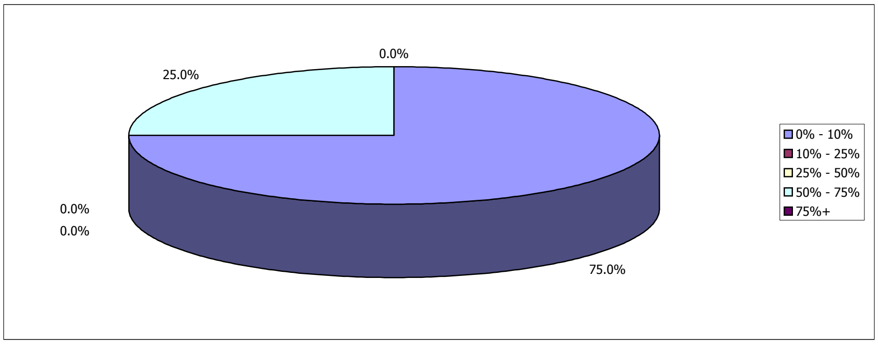
Yes	3	75.0%
No	1	25.0%
	4	**100.0%**

Not Answered: **1**

Q17. What proportion of your sales are from the internet?

0% - 10%	3	75.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	1	25.0%
75%+	0	0.0%
	4	**100.0%**

Not Answered: **1**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	0	0.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	1	100.0%
In the process of designing a website	0	0.0%
	1	**100.0%**

Not Answered: **2**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

We need to attract by a positive policy of low business rates and start up backing incentives and publicity, new independent, specialist shops, thus creating a very special shopping centre with good cafe's & restaurants [1], Barclays Bank closed - this has had an effect [1], Improvement of public toilets are absolutely essential, the village (I wouldn't call it a town) is a magnet for walkers & they need somewhere to go [1], No cash has been spent on the conveniences since the 1950's [1], Parking is our main problem, for our less informed customers [1], Disabled spaces would help [1], Signage on the bypass would help attract trade that was passing [1], The street cleanliness of the village leaves a lot to be desired [1], The total underuse of the many vacant shop premises on the high street is a concern [1], Many of the questions are not applicable to our business [1], Many of the questions are not applicable to Belford [1], Many of the questions lack context - if you ask people what they want, you can get unrealistic answers [1], Golf Club closed for 3 months, Salmon Inn for sale - shops in decline [1], Only one foodstore - needs competition [1], Lots of charitable works from the Hobby House but no relaxation of rates etc. [1]

BELLINGHAM TOWN CENTRE BUSINESS SURVEY RESULTS

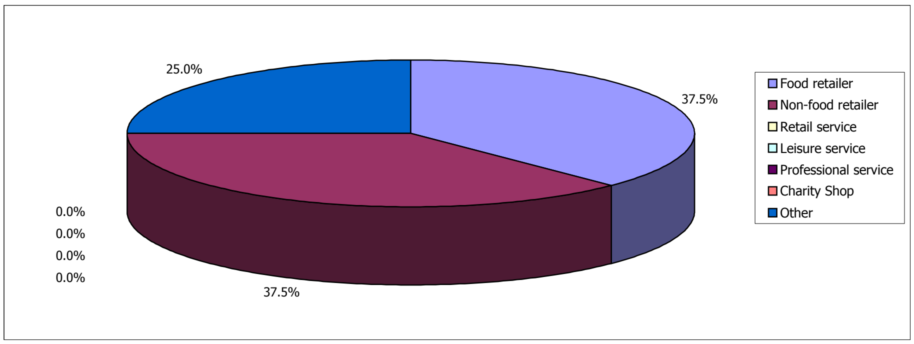
Questionnaires Distributed: **17** **Responses: 8 (47%)**

Q1b. How would you best describe your business?

Food retailer	3	(37.5%)
Non-food retailer	3	(37.5%)
Retail service	0	(0.0%)
Leisure service	0	(0.0%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	2	(25.0%)
	8	**(100.0%)**

Other:

Community Pharmacy [1], Heritage Centre [1]

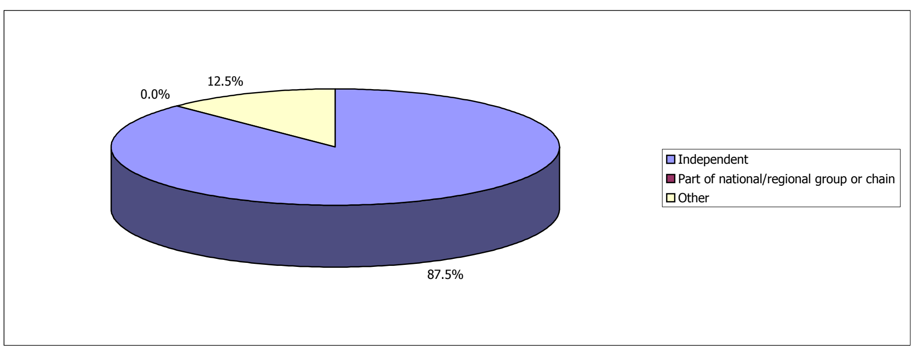


Q1c. Is your business?

Independent	7	(87.5%)
Part of national/regional group or chain	0	(0.0%)
Other	1	(12.5%)
	8	**(100.0%)**

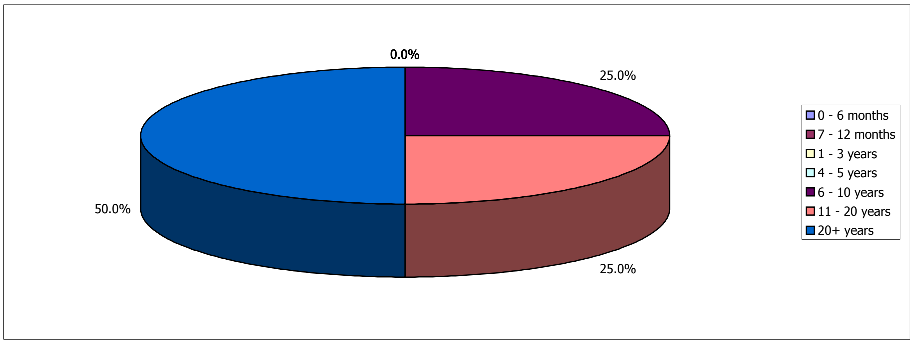
Other:

Charity [1]



Q1d. How long, approximately, has the business traded in Bellingham Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	2	(25.0%)
11 - 20 years	2	(25.0%)
20+ years	4	(50.0%)
	8	**(100.0%)**



Q1e. Why did you choose Bellingham Town Centre as a business location?

Bought existing business [1], I live there [2], My home town and I traded here years and years ago [1], Beautiful Location [1]

Not Answered [3]

Q1f. Are the business premises leased or owner occupied?

Leased	2	(25.0%)
Owner Occupied	6	(75.0%)
No Answer	0	(0.0%)
	8	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	6	(23.1%)
Part Time	20	(76.9%)
	26	**(100.0%)**

Q1h. Has the business always operated from Bellingham Town Centre?

Yes	8	(100.0%)
No	0	(0.0%)
	8	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	3	(42.9%)
Grown moderately	3	(42.9%)
Remained largely static	1	(14.3%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	7	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	1	(12.5%)
Well	5	(62.5%)
Moderately	2	(25.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	8	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

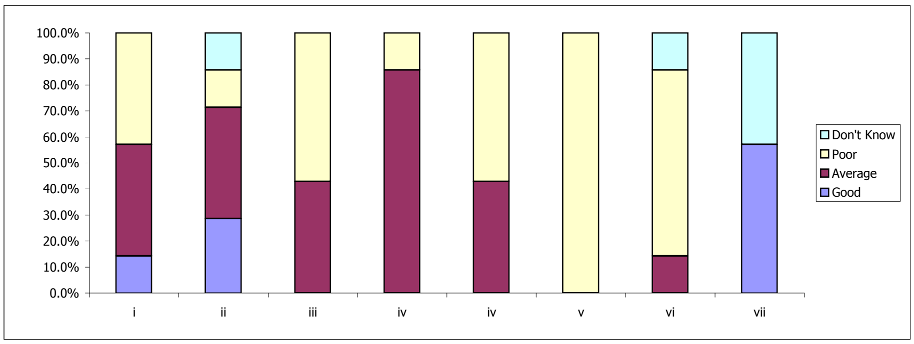
Residents from in or around Bellingham Town Centre	4	(40.0%)
Residents from across Northumberland County	1	(10.0%)
Residents from outside Northumberland County	1	(10.0%)
Specialist buyers	0	(0.0%)
Workers from Bellingham Town Centre	0	(0.0%)
Students from Bellingham Town Centre	0	(0.0%)
Passers-by	1	(10.0%)
Other	3	(30.0%)
	10	**(100.0%)**

Other:

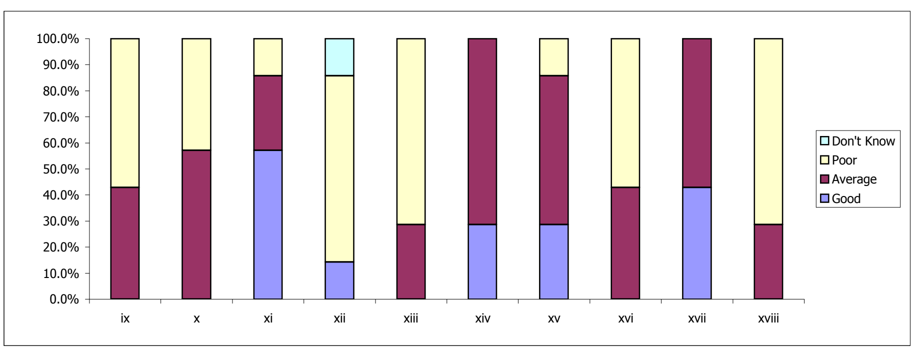
A general mix but a lot of tourism and passing trade [1], Prescriptions from across the region [1], Tourists [1]

Q3. How do you rate the following aspects of the Town Centre?

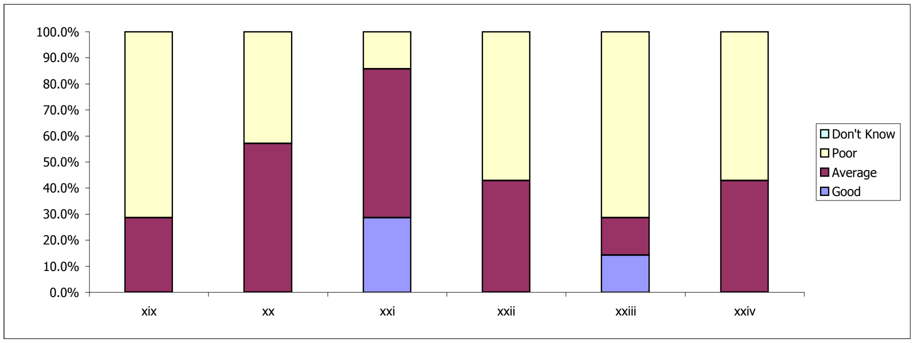
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Bellingham Town Centre	1	(14.29%)	3	(42.86%)	3	(42.86%)	0	(0.00%)	**7**
ii. Accessibility by pedestrians	2	(28.57%)	3	(42.86%)	1	(14.29%)	1	(14.29%)	**7**
iii. Accessibility by public transport	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
iv. Accessibility by vehicles	0	(0.00%)	6	(85.71%)	1	(14.29%)	0	(0.00%)	**7**
v. Amount of signage for vehicles	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
vi. Amount of car parking	0	(0.00%)	0	(0.00%)	7	(100.00%)	0	(0.00%)	**7**
vii. Location of car parking	0	(0.00%)	1	(14.29%)	5	(71.43%)	1	(14.29%)	**7**
viii. Pricing of car parking	4	(57.14%)	0	(0.00%)	0	(0.00%)	3	(42.86%)	**7**
	7		**19**		**25**		**5**		



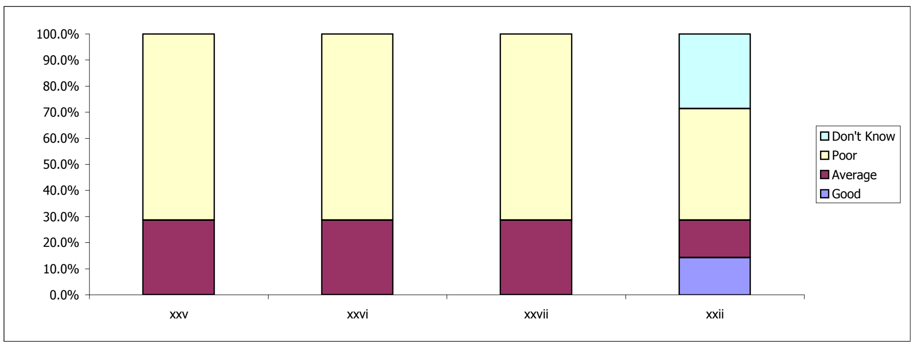
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
x. Range of shops in general	0	(0.00%)	4	(57.14%)	3	(42.86%)	0	(0.00%)	**7**
xi. Number of independent traders	4	(57.14%)	2	(28.57%)	1	(14.29%)	0	(0.00%)	**7**
xii. Number of multiple traders	1	(14.29%)	0	(0.00%)	5	(71.43%)	1	(14.29%)	**7**
xiii. Number of supermarkets	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
xiv. Number of services in general (e.g. hairdressers, banks)	2	(28.57%)	5	(71.43%)	0	(0.00%)	0	(0.00%)	**7**
xv. Range of services in general	2	(28.57%)	4	(57.14%)	1	(14.29%)	0	(0.00%)	**7**
xvi. Number of restaurants	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
xvii. Number of licensed premises	3	(42.86%)	4	(57.14%)	0	(0.00%)	0	(0.00%)	**7**
xviii. Number of fast-food shops	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
	12		**29**		**28**		**1**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
xx. Cleanliness of the public realm	0	(0.00%)	4	(57.14%)	3	(42.86%)	0	(0.00%)	**7**
xxi. Safety within the public realm	2	(28.57%)	4	(57.14%)	1	(14.29%)	0	(0.00%)	**7**
xxii. Amount of signage for pedestrians	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
xxiii. Number of events (e.g. street markets, parades)	1	(14.29%)	1	(14.29%)	5	(71.43%)	0	(0.00%)	**7**
xxiv. Range of events	0	(0.00%)	3	(42.86%)	4	(57.14%)	0	(0.00%)	**7**
	3		**17**		**22**		**0**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
xxvii. Image of Bellingham Town Centre	0	(0.00%)	2	(28.57%)	5	(71.43%)	0	(0.00%)	**7**
xxviii. Market	1	(14.29%)	1	(14.29%)	3	(42.86%)	2	(28.57%)	**7**
	1		**7**		**18**		**2**		



Comments:

Bellingham is fast becoming a ghost town because of lack of occupied shops [1], The large number of empty shops pulls down the image of the centre of the village [1]

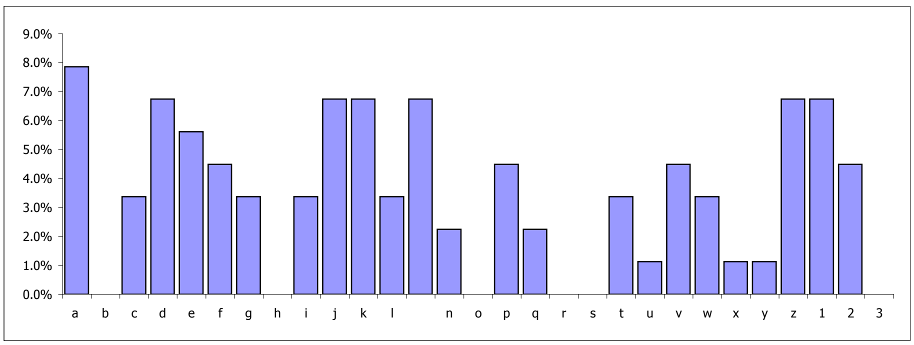
Not Answered: 1

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	7	(7.87%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	3	(3.37%)
d. More independent/specialist traders	6	(6.74%)
e. Improved street paving	5	(5.62%)
f. Improved street furniture	4	(4.49%)
g. Improved built environment	3	(3.37%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	3	(3.37%)
j. More street cleaning	6	(6.74%)
k. Improved public transport	6	(6.74%)
l. Improved access by foot and cycle	3	(3.37%)
m. More entertainment/leisure facilities	6	(6.74%)
n. A cinema	2	(2.25%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	4	(4.49%)
q. A new leisure/splash pool	2	(2.25%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	3	(3.37%)
u. More commercial offices	1	(1.12%)
v. More quality restaurants/pavement cafes	4	(4.49%)
w. More specialist markets	3	(3.37%)
x. More cultural facilities (i.e. Museum)	1	(1.12%)
y. Improved security/CCTV	1	(1.12%)
z. Greater promotion/marketing of the centre	6	(6.74%)
1. Improved signposting	6	(6.74%)
2. Public toilets	4	(4.49%)
3. Other	0	(0.00%)
	89	**(100.0%)**

Other:

Not applicable



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	4	(80.00%)
Too many non-retail uses	1	(20.00%)
Not enough non-retail uses	0	(0.00%)
	5	**(100.0%)**

Not Answered: **3**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	1	(3.33%)
b. Lack of passing trade outside your premises	3	(10.00%)
c. Poor location of your premises (e.g. not prime pitch)	1	(3.33%)
d. Inadequate customer car parking	6	(20.00%)
e. Competition from other traders in the Town Centre	3	(10.00%)

If so, where?

Co-ops own bakery [1], Other shops selling stamps [1]

Not Answered [1]

f. Competition from other Town Centres nearby	2	(6.67%)

If so, where?

Hexham [2]

g. Competition from elsewhere	2	(6.67%)

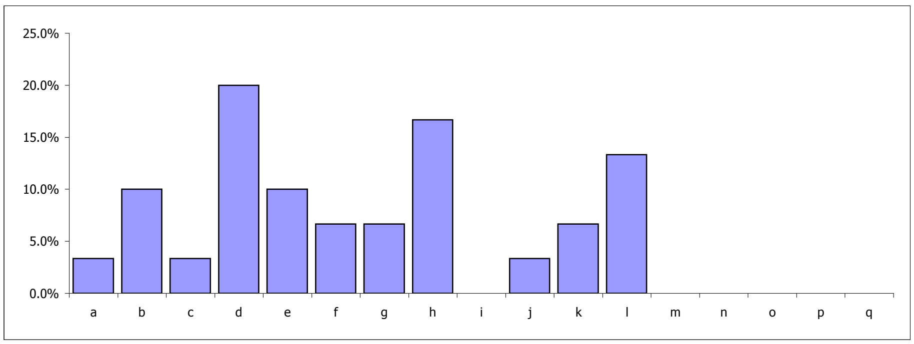
If so, where?

Metro Centre/Eldn Sq. etc. [1], Hadrians Wall [1]

h. Lack of day visitors/tourists to the town	5	(16.67%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	1	(3.33%)
k. The inadequacy of your current premises	2	(6.67%)
l. Poor quality of Town Centre shopping environment	4	(13.33%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	30	**(100.0%)**

Other:

Not applicable



Q7. Have you any plans to alter your business in any way in the next five years?

No	2	(28.57%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	1	(14.29%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	3	(42.86%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(14.29%)
Yes, other	0	(0.00%)
	7	**(100.0%)**

Other:

Not applicable

Not Answered: **1**

If you are relocating, where are you considering moving to?

Not Answered [1]

If relocating, what is the main reason for this decision?

Not Answered [1]

8. Which centre(s) do you consider to be your biggest competitor?

Hexham [3], Newcastle [1]

Not Answered:	**5**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	0	(0.0%)
No	7	(100.0%)
	7	**(100.0%)**
Not Answered:	**1**	

Q10. If yes, where is this?

Not applicable

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	#DIV/0!
Worse	0	#DIV/0!
Same	0	#DIV/0!
	0	**#DIV/0!**

Q12. Does your business currently have its own website?

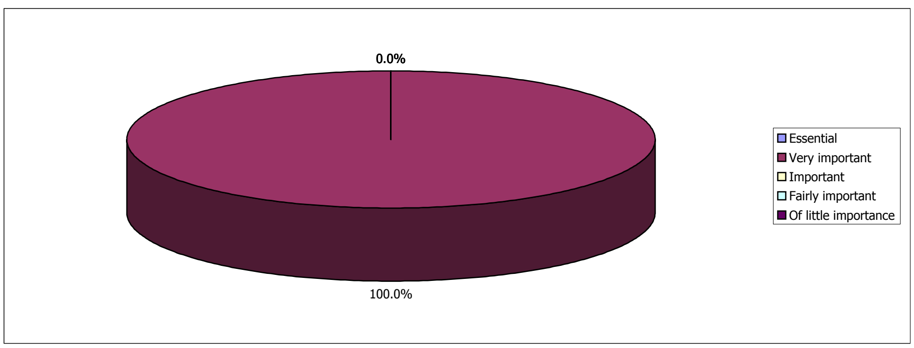
Yes	1	12.5%
No	7	87.5%
	8	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	1	33.3%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	33.3%
Contact directly via e-mail	1	33.3%
	3	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	1	100.0%
Important	0	0.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	1	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

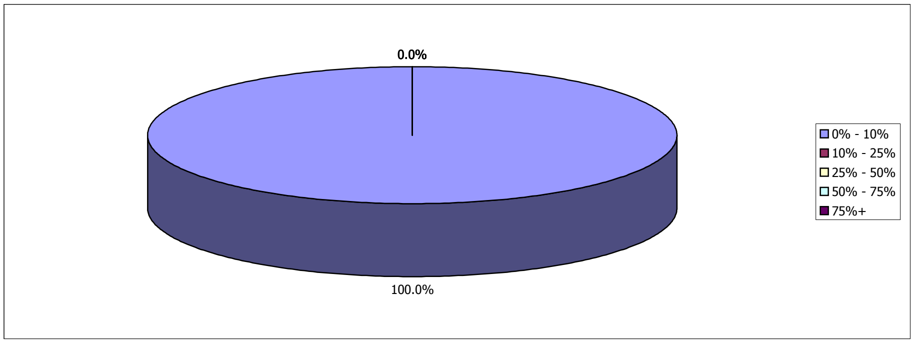
Yes	1	100.0%
No	0	0.0%
	1	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	1	100.0%
No	0	0.0%
	1	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	2	25.0%
Not relevant/necessary	3	37.5%
Too expensive	0	0.0%
Too time consuming	1	12.5%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	2	25.0%
	8	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

I don't feel this is an adequate survey of Bellingham as it is not a town but is a village. We do not have a lot of amenities and I don't feel 9 shops can justify this survey [1], Something needs to be done about the empty shop (formerly premier shop). The Co-op are meant to be moving in but to have the large area empty for so long has detracted from the village in a big way [1], The empty store in the centre is an eye sore and needs sorting out. Not only the front but also the back, there is a lot of rubbish & it will attract rats. Workers have been in and left the inside like a tip, the windows should be blanked out [1], Bellingham Town Centre is trading poorly because the Co-op being the only supermarket and grocery outlet has blocked the incoming of any other competitors [1], Bellingham was once a thriving market town, however over the last few years it has been on the decline [1], I am Chairman of the Bellingham & District Trade & Tourism Association and we are working hard to regenerate and enthuse the village [1], The growing number of teenagers congregating in the Town Centre until 10 pm Mon-Friday and until 11 pm on Saturday nights, playing football in the street, playing music & generally being rowdy and nothing seems to be done about it [1]

BERWICK-UPON-TWEED TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed: **565** **Responses: 74 (13%)**

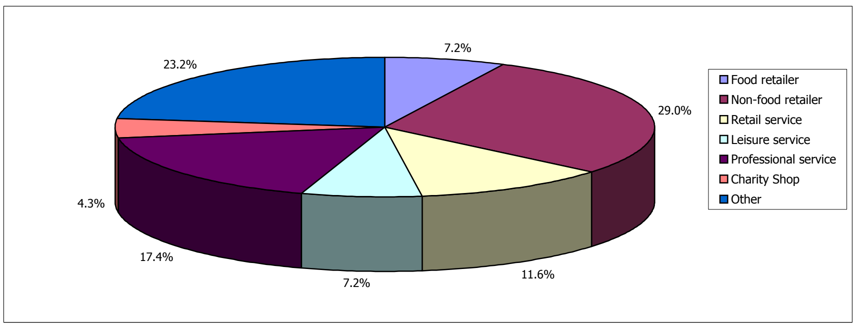
Q1b. How would you best describe your business?

Food retailer	5	(7.2%)
Non-food retailer	20	(29.0%)
Retail service	8	(11.6%)
Leisure service	5	(7.2%)
Professional service	12	(17.4%)
Charity Shop	3	(4.3%)
Other	16	(23.2%)
	69	**(100.0%)**

Other:

Museum - visitor attraction [1], Theatre [1], 4 shops in one health shop [1], Gifts, Gallery and supplies - picture framing [1], Specialist engineering consultancy & equipment supply to food industry [1], Solicitors [1], Property Development [2], Pet shop [1], Confectionery & tourist gifts for all age groups [1], Fuel cars provision to transport sector [1], Printshop [1], Guest house [1], Advice and Guidance [1], Fast fit - Tyres, Batteries, Exhausts etc. [1], Electrical & Technical Shop [1], Hotel [1]

Not Answered: **5**



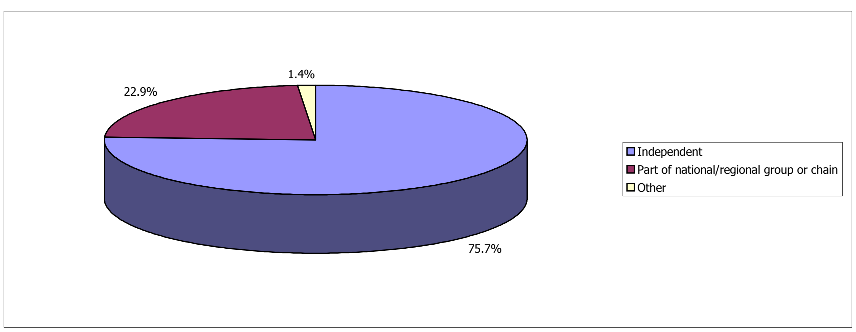
Q1c. Is your business?

Independent	53	(75.7%)
Part of national/regional group or chain	16	(22.9%)
Other	1	(1.4%)
	70	**(100.0%)**

Other:

Second office in Eyemouth, Berwickshire [1]

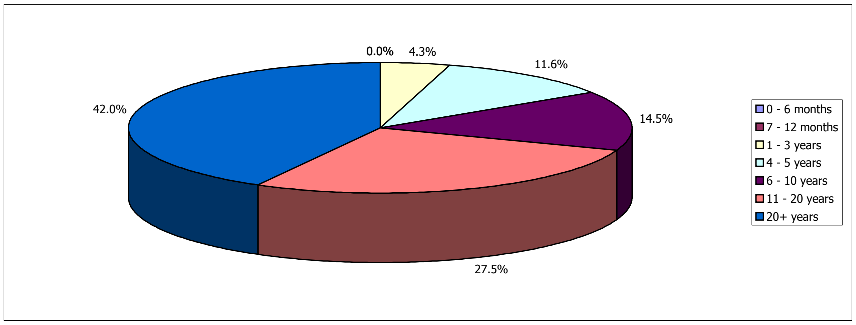
Not Answered: **4**



Q1d. How long, approximately, has the business traded in Berwick-upon-Tweed Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	3	(4.3%)
4 - 5 years	8	(11.6%)
6 - 10 years	10	(14.5%)
11 - 20 years	19	(27.5%)
20+ years	29	(42.0%)
	69	**(100.0%)**

Not Answered: **5**



Q1e. Why did you choose Berwick-upon-Tweed Town Centre as a business location?

Low crime level after previous business in Middlesbrough [1], Historic border town [1], Tradition [1], Traditional Town Centre - Historic and attractive to local residents and visitors [1], Good potential [1], Live here [7], Continuation of an existing business [1], It used to be a thriving shopping centre with lots of individual shops, not a run of the mill Town Centre as it is now [1], The centre did not have the problems of excess parking charges & no parking on High Street [1], Didn't choose, was always here [1], At the time, no parking problems [1], Stayed in Berwick [1], Proximity to home - easy travel [1], No local competition [1], Bought existing business that had traded in town for approx 70 years [1], Berwick person [1], Suitable property for the activities of the business [1], Family are in Berwick [1], Was chosen by company [1], Site available [1], Cheaper rent/rates than primary sites [1], Access to services locally [1], We live on-site [1], Been in Town Centre since 1921 [1], Opportunity arose at the time [1], Good opportunities [1], Residents [1], Good for schools etc [1], Proximity to court and police station [1], Family business established in 1894 [1], Original business was located there [1], Historically located here since 1919 [1], Central business location [1], Adequate parking [1], Middle of our economic area [1], Decision made by national head office [1], Army Barracks - estd. 1881 as a Training Depot [1], Bought this established business in 1999 but business has traded since 1975 [1], The property we manage is there [1], Near Home [1], Shareholders reside locally [1], Only shop of kind in the Town Centre at time of opening [1], Busy market town [1], Available office space [1], 17 years ago Berwick Upon Tweed Town Centre was at the heights of activity [1], I grew up in the town & bought the business 5 years ago [1], We rely on passing trade [1], National coverage [1], Good front for business [1]

Q1f. Are the business premises leased or owner occupied?

Leased	42	(56.8%)
Owner Occupied	24	(32.4%)
No Answer	8	(10.8%)
	74	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	296	(65.6%)
Part Time	155	(34.4%)
	451	**(100.0%)**

Q1h. Has the business always operated from Berwick-upon-Tweed Town Centre?

Yes	67	(94.4%)
No	4	(5.6%)
	71	**(100.0%)**

If no, where did you relocate from?

Ancroft North Moor [1], IND EST [1], East Luthion [1], Yorkshire [1]

Not Answered: **3**

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	8	(11.3%)
Grown moderately	23	(32.4%)
Remained largely static	16	(22.5%)
Declined moderately	12	(16.9%)
Declined significantly	12	(16.9%)
	71	**(100.0%)**

Not Answered: **3**

Q1j. How would you say that your business is currently performing?

Very Well	6	(8.6%)
Well	18	(25.7%)
Moderately	34	(48.6%)
Poorly	10	(14.3%)
Very Poorly	2	(2.9%)
	70	**(100.0%)**

Not Answered: **4**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Berwick-upon-Tweed Town Centre	30	(31.3%)
Residents from across Northumberland County	22	(22.9%)
Residents from outside Northumberland County	6	(6.3%)
Specialist buyers	9	(9.4%)
Workers from Berwick-upon-Tweed Town Centre	2	(2.1%)
Students from Berwick-upon-Tweed Town Centre	0	(0.0%)
Passers-by	7	(7.3%)
Other	20	(20.8%)
	96	**(100.0%)**

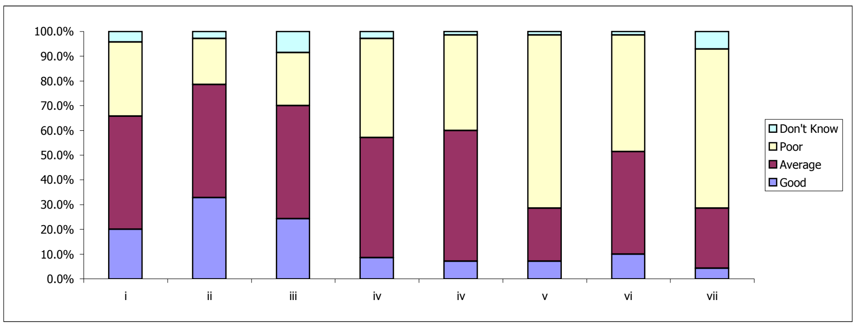
Other:

We have a fair local trade but rely on tourism [1], Both Northumberland and Scottish borders [1], Residents from town & visitors [2], Residents from 30 mile radius [1], Postal service/Holiday makers [1], Rely on all! [1], We also rely on our holiday makers [1], North Northumberland South East borders [1], Local & UK overall [1], Scottish visitors [1], Residents & business in North East England & South Scotland [1], Residents & Businesses from 30 mile radius [1], We are an admin body for the fishing industry [1], All of the above [1], Tourist trade [1], Tourists in summer [1], Holiday makers (95%) (From many holiday Caravan Parks) [1], Surrounding area - North of Alnwick [1], All of the above [1]

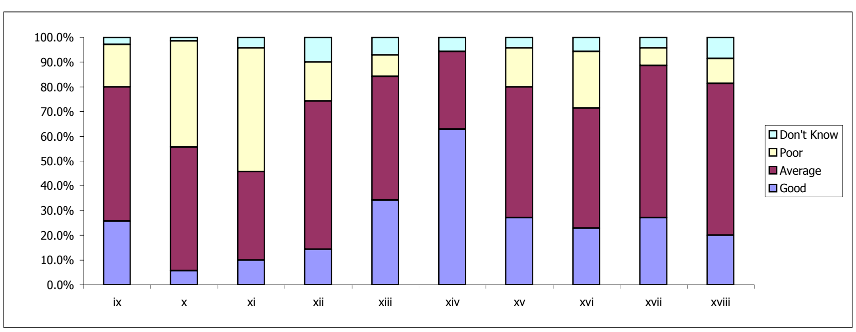
Not Answered: **6**

Q3. How do you rate the following aspects of the Town Centre?

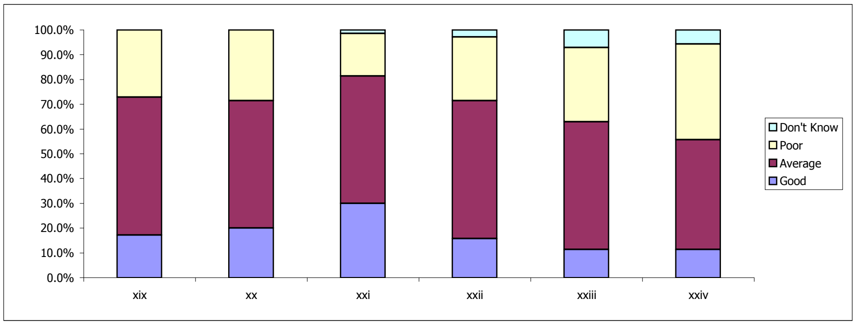
	Good		Average		Poor		Don't Know		
Transport	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**	
i. Appearance of the entrances to Berwick-upon-Tweed Town Centre	14	(20.00%)	32	(45.71%)	21	(30.00%)	3	(4.29%)	**70**
ii. Accessibility by pedestrians	23	(32.86%)	32	(45.71%)	13	(18.57%)	2	(2.86%)	**70**
iii. Accessibility by public transport	17	(24.29%)	32	(45.71%)	15	(21.43%)	6	(8.57%)	**70**
iv. Accessibility by vehicles	6	(8.57%)	34	(48.57%)	28	(40.00%)	2	(2.86%)	**70**
v. Amount of signage for vehicles	5	(7.14%)	37	(52.86%)	27	(38.57%)	1	(1.43%)	**70**
vi. Amount of car parking	5	(7.14%)	15	(21.43%)	49	(70.00%)	1	(1.43%)	**70**
vii. Location of car parking	7	(10.00%)	29	(41.43%)	33	(47.14%)	1	(1.43%)	**70**
viii. Pricing of car parking	3	(4.29%)	17	(24.29%)	45	(64.29%)	5	(7.14%)	**70**
	80		**228**		**231**		**21**		



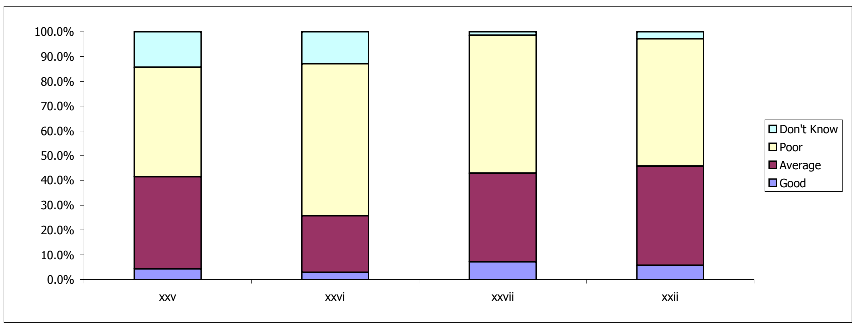
	Good		Average		Poor		Don't Know		
Business Offer	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**	
ix. Number of shops in general	18	(25.71%)	38	(54.29%)	12	(17.14%)	2	(2.86%)	**70**
x. Range of shops in general	4	(5.71%)	35	(50.00%)	30	(42.86%)	1	(1.43%)	**70**
xi. Number of independent traders	7	(10.00%)	25	(35.71%)	35	(50.00%)	3	(4.29%)	**70**
xii. Number of multiple traders	10	(14.29%)	42	(60.00%)	11	(15.71%)	7	(10.00%)	**70**
xiii. Number of supermarkets	24	(34.29%)	35	(50.00%)	6	(8.57%)	5	(7.14%)	**70**
xiv. Number of services in general (e.g. hairdressers, banks)	44	(62.86%)	22	(31.43%)	0	(0.00%)	4	(5.71%)	**70**
xv. Range of services in general	19	(27.14%)	37	(52.86%)	11	(15.71%)	3	(4.29%)	**70**
xvi. Number of restaurants	16	(22.86%)	34	(48.57%)	16	(22.86%)	4	(5.71%)	**70**
xvii. Number of licensed premises	19	(27.14%)	43	(61.43%)	5	(7.14%)	3	(4.29%)	**70**
xviii. Number of fast-food shops	14	(20.00%)	43	(61.43%)	7	(10.00%)	6	(8.57%)	**70**
	175		**354**		**133**		**38**		



Public Realm	Good		Average		Poor		Don't Know		
	No	%	No	%	No	%	No	%	
xix. Attractiveness of the public realm (paving, street furniture)	12	(17.14%)	39	(55.71%)	19	(27.14%)	0	(0.00%)	**70**
xx. Cleanliness of the public realm	14	(20.00%)	36	(51.43%)	20	(28.57%)	0	(0.00%)	**70**
xxi. Safety within the public realm	21	(30.00%)	36	(51.43%)	12	(17.14%)	1	(1.43%)	**70**
xxii. Amount of signage for pedestrians	11	(15.71%)	39	(55.71%)	18	(25.71%)	2	(2.86%)	**70**
xxiii. Number of events (e.g. street markets, parades)	8	(11.43%)	36	(51.43%)	21	(30.00%)	5	(7.14%)	**70**
xxiv. Range of events	8	(11.43%)	31	(44.29%)	27	(38.57%)	4	(5.71%)	**70**
	74		**217**		**117**		**12**		



Other	Good		Average		Poor		Don't Know		
	No	%	No	%	No	%	No	%	
xxv. Amount of marketing and promotion	3	(4.29%)	26	(37.14%)	31	(44.29%)	10	(14.29%)	**70**
xxvi. Range of marketing and promotion (e.g. press, TV)	2	(2.86%)	16	(22.86%)	43	(61.43%)	9	(12.86%)	**70**
xxvii. Image of Berwick-upon-Tweed Town Centre	5	(7.14%)	25	(35.71%)	39	(55.71%)	1	(1.43%)	**70**
xxviii. Market	4	(5.71%)	28	(40.00%)	36	(51.43%)	2	(2.86%)	**70**
	14		**95**		**149**		**22**		



Comments:

Parking charges too high [1], Car parking terrible [1], Pedestrian crossings on high street needed [1], Hilly town lake parking at bottom end [1], Town not now a charming town [1], Far too many charity shops! [2], Too many supermarkets - 5 at the moment & 1 coming [1], Need to encourage people to town [1], Could be more events [1], No Xmas festivals & nothing for visitors [1], Need more public events [1], Need more visitors to Town Centre [1], Alnwick does more with events but not sure it helps trade! [1], Need to recapture towns like Chester - York. We have a lot of history [1], Not enough promotion of Lowry Trail [1], Pavements poor in places [1], Uneven premises above shops [1], Parking on High Street, sort it out! [1], Market area needs cleaning after markets [1], Lots of tourists comment on the poor state of the town [1], Bridge street has better image [1], Not enough signage [1], Not enough unique, independent shops [1], I think the town is failing to attract people [1], The recent film festival was excellent [1]

Not Answered: **4**

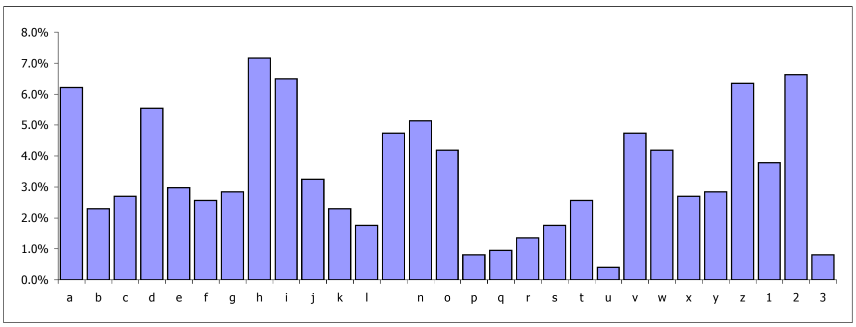
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	46	(6.22%)
b. More national multiples	17	(2.30%)
c. Foodstore in the Town Centre	20	(2.70%)
d. More independent/specialist traders	41	(5.54%)
e. Improved street paving	22	(2.97%)
f. Improved street furniture	19	(2.57%)
g. Improved built environment	21	(2.84%)
h. Lower parking charges	53	(7.16%)
i. Better mix of short/long stay parking	48	(6.49%)
j. More street cleaning	24	(3.24%)
k. Improved public transport	17	(2.30%)
l. Improved access by foot and cycle	13	(1.76%)
m. More entertainment/leisure facilities	35	(4.73%)
n. A cinema	38	(5.14%)
o. A bowling alley	31	(4.19%)
p. A new sports centre	6	(0.81%)
q. A new leisure/splash pool	7	(0.95%)
r. A new theatre	10	(1.35%)
s. More hotels	13	(1.76%)
t. More residential development	19	(2.57%)
u. More commercial offices	3	(0.41%)
v. More quality restaurants/pavement cafes	35	(4.73%)
w. More specialist markets	31	(4.19%)
x. More cultural facilities (i.e. Museum)	20	(2.70%)
y. Improved security/CCTV	21	(2.84%)
z. Greater promotion/marketing of the centre	47	(6.35%)
1. Improved signposting	28	(3.78%)
2. Public toilets	49	(6.62%)
3. Other	6	(0.81%)
	740	**(100.0%)**

Other:

Make town appealing [1], Parking facilities [1], There are no free public toilets [1], Parking for town workers [1], More national multiples will bring in more trade for independent/specialists retailers [1], Make better use of quayside [1]

Not Answered: **5**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	39	(60.94%)
Too many non-retail uses	13	(20.31%)
Not enough non-retail uses	8	(12.50%)
Other	4	(6.25%)
	64	**(100.0%)**

Other:

Not a good balance [1], Too many charity shops [2], There are few reasonable restaurants [1]

Comments:

Too many charity shops [2], Non retail units appear to be on the increase [1]

Not Answered: **10**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	27	(13.50%)
b. Lack of passing trade outside your premises	20	(10.00%)
c. Poor location of your premises (e.g. not prime pitch)	9	(4.50%)
d. Inadequate customer car parking	36	(18.00%)
e. Competition from other traders in the Town Centre	10	(5.00%)

If so, where?

f. Competition from other Town Centres nearby	6	(3.00%)

If so, where?

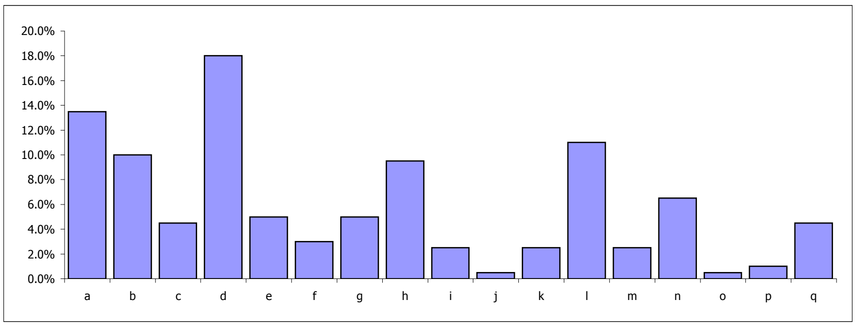
g. Competition from elsewhere	10	(5.00%)

If so, where?

h. Lack of day visitors/tourists to the town	19	(9.50%)
i. Anti-social behaviour	5	(2.50%)
j. Poor security/policing	1	(0.50%)
k. The inadequacy of your current premises	5	(2.50%)
l. Poor quality of Town Centre shopping environment	22	(11.00%)
m. Mail Order	5	(2.50%)
n. Internet	13	(6.50%)
o. Don't Know	1	(0.50%)
p. None	2	(1.00%)
q. Other	9	(4.50%)
	200	**(100.0%)**

Other:

Lack of coach parking in town big problem [1], Taking parking from Marygate has been the biggest problem to every town centre business [1], General demise of individual shops and facilities in a prime market town [1], General lack of care [1], Lack of choice in Berwick [1], Customers comment that there aren't enough shops to bring them into town [1], None of the above is applicable [1], Not very relevant to a firm of chartered accountants [1], Lack of awareness [1], Poor signage [1], Lack of marketing [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	38	(56.72%)
Yes, close	3	(4.48%)
Yes, relocate in Town Centre	1	(1.49%)
Yes, relocate to another Town Centre	4	(5.97%)
Yes, relocate out-of-centre	3	(4.48%)
Yes, extend floorspace	3	(4.48%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	10	(14.93%)
Yes, other	5	(7.46%)
	67	**(100.0%)**

Other:

General maintenance [1], Selling on [1], Diversity [1], Possibly move to gain space [1], Researching [1]

Not Answered: 7

If you are relocating, where are you considering moving to?

Dunbar [1], Kelso [2], Anywhere [1], Ramparts Business Park [1]

Not Answered: 4

If relocating, what is the main reason for this decision?

Supermarkets [1], Parking [1], Rates [1], Do not feel Berwick is going anywhere [1], To find a Local Authority which recognises the importance of cars and therefore parking [1], Free parking [1], Berwick has too much out of town shopping for such a small population [1], Lack of space [1], Poor trade in the town [1], Very poor car parking [1], More space [1], Better location (Priew) [1]

Not Answered: 1

8. Which centre(s) do you consider to be your biggest competitor?

Supermarkets out of town with free parking [1], Not yet researched [1], Newcastle [11], Edinburgh [9], Alnwick [10], Kelso [3], Morrisons [1], Retail Park, Northumberland Road [1], Tesco [1], Galashiels [3], Internet [1], Scottish Boarders [1], All market towns [1], Metro Centre [3], Kinnard Park [1], Fort Kinnard [1], Gala [2], Any towns within 30 mile radius [1], None. Our biggest competition in terms of driving our business is Northumberland County Council [1], None - Berwick Barracks is a one off [1], Not sure what this question means but don't really see other shops as competition; all cafe's and the unique shops in the town help to bring in customers which is what Berwick needs! More customers please [1], The Borders [1], Bridge Street [1]

Not Answered [43]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	10	(14.7%)
No	58	(85.3%)
	68	**(100.0%)**

Not Answered:	**6**

Q10. If yes, where is this?

Wooler [2], Alnwick [6], Morpeth [4], Galashiels [1], Gateshead [1], Benwell [1], Seahouses [1], South of the county; several more branches [1], Leahouse [1], Blyth [2], Hexham [1], Ashington [1], Many locations [1], Duns (just opened and going very well) [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	4	(40.0%)
Worse	2	(20.0%)
Same	4	(40.0%)
	10	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	41	57.7%
No	30	42.3%
	71	**100.0%**

Not Answered:	**3**

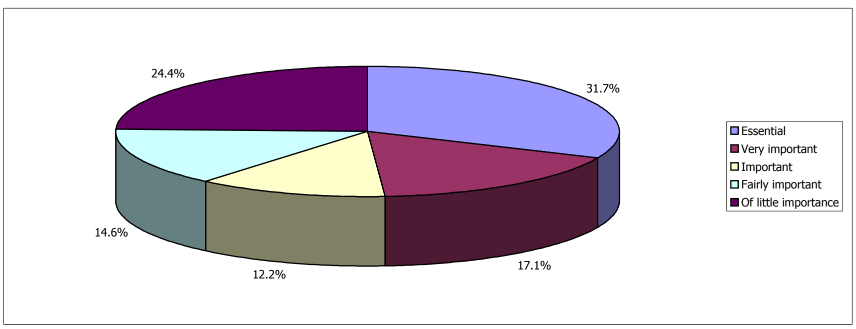
Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	17	18.5%
Ability to order goods directly from the website	12	13.0%
Ability to order goods that will be delivered to a designated address	8	8.7%
Ability to otder goods that can be picked up in store	4	4.3%
Contact information, e.g. telephone number, store locator etc	29	31.5%
Contact directly via e-mail	22	23.9%
	92	**100.0%**

Not Answered:	**3**

Q14. How important is your website to your business?

Essential	13	31.7%
Very important	7	17.1%
Important	5	12.2%
Fairly important	6	14.6%
Of little importance	10	24.4%
	41	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	31	75.6%
No	10	24.4%
	41	**100.0%**

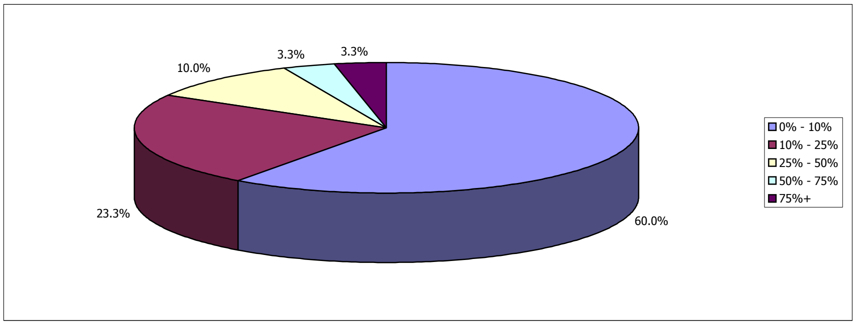
Q16. Do customers visit your store as a result of browsing your website?

Yes	21	58.3%
No	15	41.7%
	36	**100.0%**

Not Answered:	**5**

Q17. What proportion of your sales are from the internet?

0% - 10%	18	60.0%
10% - 25%	7	23.3%
25% - 50%	3	10.0%
50% - 75%	1	3.3%
75%+	1	3.3%
	30	**100.0%**
Not Answered:	**11**	



Q18. Why do you not have a website?

Don't have a computer	6	14.6%
Not relevant/necessary	10	24.4%
Too expensive	10	24.4%
Too time consuming	6	14.6%
Do not have the skills to produce/run a website	6	14.6%
In the process of designing a website	3	7.3%
	41	**100.0%**
Not Answered:	**4**	

If you have any further comments in regard to the Town Centre then please feel free to express your views below

A small town like Berwick cannot justify parking charges; we are not Newcastle or Edinburgh [1], Greater efficiency of market through Internet usage [1], Removal of large unnecessary pavement in Marygate and return of short time parking bays would benefit all retailers [1], As we are now a unitary authority, parking should be the same cost for every resident in North Northumberland [1], If Blythe has free parking, then so should Berwick [1], Berwick will soon have four shopping destinations: Town Centre, Morrisons, Retail Park & Tesco - 3 have free parking, and 1 has dearer parking than Newcastle City Centre. Where would you shop? [1], Supermarkets are not food shops anymore (ASDA - largest fashion retailer) [1], I feel if parking charges were more sensible, people would stay in the town longer [1], Bring back parking on Marygate, instead of the walkways which are a waste of time [1], Move the Market to Maltings car park [1], Spend some money on moving the Market instead of wasting it on silly planters that are ugly! [1], Think about the businesses in Berwick, not yourselves [1], More marketing required [1], Car parking is the prime issue - the lack of spaces available gets worse each year [1], Shameful parking arrangements [1], No policing of parking - dangerous to pedestrians at times [1], Unsocial behaviour (worse than a city) Police totally uninterested [1], Money wasted on consultations [1], I feel the calls for return of on-street parking on Marygate are ill advised [1], Car parking needs to be improved [1], Need more high profile stores to attract people [1]. My son is 16; I can't buy clothes for him in the town - I have to go to Newcastle or Edinburgh [1], Buildings need to be looked at and painted/repaired to look more attractive [1], Berwick Town Centre looks tired [1], We need better & cheaper parking [1], Poor retail for teenagers [1], Poor retail for fashion [1], Probably the biggest threat to our business location is the difficulty our clients have in parking when visiting us [1], Time limit of 1 hour parking is not long enough [1], More public toilets are needed [1], The town needs to be tidied and cleaned up to make it more attractive [1], Berwick Barracks and its Museum along with the Elizabeth Walls are unique, yet visitors stumble on them [1], More signage required [1], Signage is poor [1], There is need for significant refurbishment of the High Street, which is currently unattractive [1], When Priceless shoe shop closed down, I was very interested in making our shop into Priceless hoping that it would generate more business by passing trade. When I looked into this further I discovered the rent was far too high [1], There is nothing in winter months to attract visitors - the town needs a winter festival - a skating park (out doors) for everyone to enjoy [1], There is little for young people to do [2], Young people just drink alcohol and roam the streets [1], We need an all weather attraction in the Town Centre like a bowling alley/cinema to keep people coming [1], We need some specialist shops to make our Town Centre unique [1] We do still need some of the big names - Next, Matalan, etc. [1], As with many small business in town, the main complaint both from ourselves and customers is the poor parking arrangements [1], Customers who purchase large items that we sell, tend to go elsewhere as some have had tickets for parking outside the shop [1], A dedicated coach park possibly situated across the road from the Railway Station would possibly bring in a minimum of 20% extra trade [1], We are missing out big style as coach drivers bypass Berwick [1], The current drop off and pick up points for coaches are no use [1], Berwick is a beautiful town which has a lot of potential [1], I appreciate retail is suffering nationally but Berwick has a unique history which should be exploited [1], The town itself is dirty and run down especially the High Street and Hide Hill [1], It concerns me that you have asked the wrong question re question 2 - the majority of businesses rely on customers within a 20-mile radius of Berwick, both north, south and west - Catchment area information available from retail planning inquiry 2007-08 [1], For a market town to survive it needs more individual specialist retailers [1], Do not need more High Street multiples who can afford excessive rates & rents [1], Instead of converting units for office which are unfilled, make available to small businesses [1], The Marygate scheme has certainly taken customers out of the town, no doubt [1], Parking sites too few [1], Too many charity shops for size of town [1], There are so many great aspects to this lovely little town - the people, history, architecture; a great place to live [1], Feel that the Town Centre lacks a good image [1], Tourists say things like "rundown", "scary at night", "empty", "not much to do in the evening" [1], Benches are a disgrace [1], Lets maintain what we have before we look at new projects [1], Do something with selected sites rather than allow to stand for years [1], A couple of trees would be nice in the centre [1], Quayside area, i.e. water views - restaurants & bars developed [1], Signage of specialist areas away from High Street [1], Bring back short-term parking on High Street [1], Traffic flow too fast and dangerous since new pedestrian layout approx. 24 months ago [1]

BLYTH TOWN CENTRE BUSINESS SURVEY RESULTS

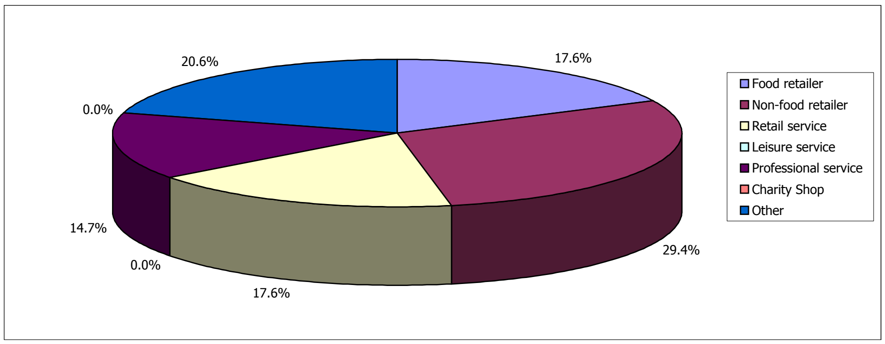
Questionnaires Distributed:	**216**	**Responses: 34 (16%)**

Q1b. How would you best describe your business?

Food retailer	6	(17.6%)
Non-food retailer	10	(29.4%)
Retail service	6	(17.6%)
Leisure service	0	(0.0%)
Professional service	5	(14.7%)
Charity Shop	0	(0.0%)
Other	7	(20.6%)
	34	**(100.0%)**

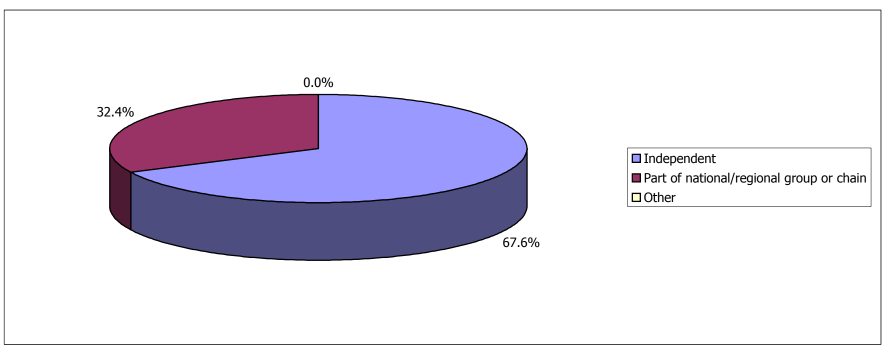
Other:

Pharmacy [1], Youth Project [1], Public Service [1], Travel Agency [1], Pet Shop [1], A.G.C. [1], DIY retailer [1]



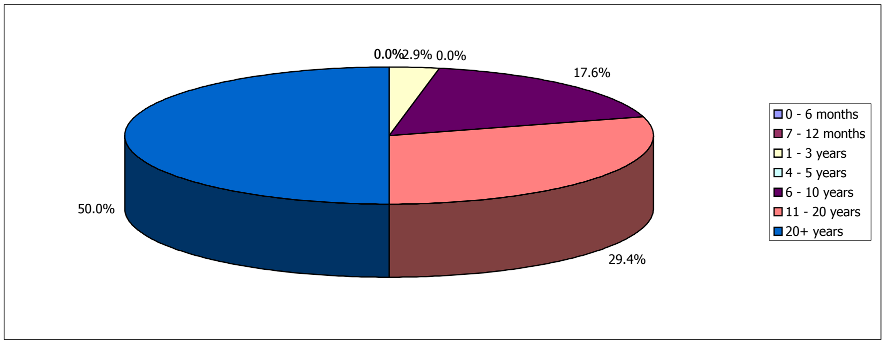
Q1c. Is your business?

Independent	23	(67.6%)
Part of national/regional group or chain	11	(32.4%)
Other	0	(0.0%)
	34	**(100.0%)**



Q1d. How long, approximately, has the business traded in Blyth Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(2.9%)
4 - 5 years	0	(0.0%)
6 - 10 years	6	(17.6%)
11 - 20 years	10	(29.4%)
20+ years	17	(50.0%)
	34	**(100.0%)**



Q1e. Why did you choose Blyth Town Centre as a business location?

We thought it was a good place [1], It's not bad for business [1], Close to home [6], Moved premises from two shops into current premises 27 yrs ago [1], Busy Town Centre [1], We saw a gap in the market for someone like us [1], WH Smith wants to be in every major location [1], At the time it was a busy town [2], At the time it had quite a large population of the age group we were targeting [1], We are a community based company [1], Not sure[1], Historical Reasons [1], Busy Shopping Centre [1], Brought it as a going concern [1], Historical - Established in 1836 [1], Proximity to Ashington base [1], Availability of suitable premises [1], The company trades in most major towns within the North East [1], We wanted to support the retail small independent trade [1], Rental at time [1], It was trading in Blyth when I purchased the 3 stores [1]

Q1f. Are the business premises leased or owner occupied?

Leased	25	(73.5%)
Owner Occupied	8	(23.5%)
No Answer	1	(2.9%)
	34	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	125	(50.8%)
Part Time	121	(49.2%)
	246	**(100.0%)**

Q1h. Has the business always operated from Blyth Town Centre?

Yes	33	(97.1%)
No	1	(2.9%)
	34	**(100.0%)**

If no, where did you relocate from?

Amble [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	5	(15.2%)
Grown moderately	8	(24.2%)
Remained largely static	5	(15.2%)
Declined moderately	4	(12.1%)
Declined significantly	11	(33.3%)
	33	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	2	(5.9%)
Well	2	(5.9%)
Moderately	18	(52.9%)
Poorly	7	(20.6%)
Very Poorly	5	(14.7%)
	34	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

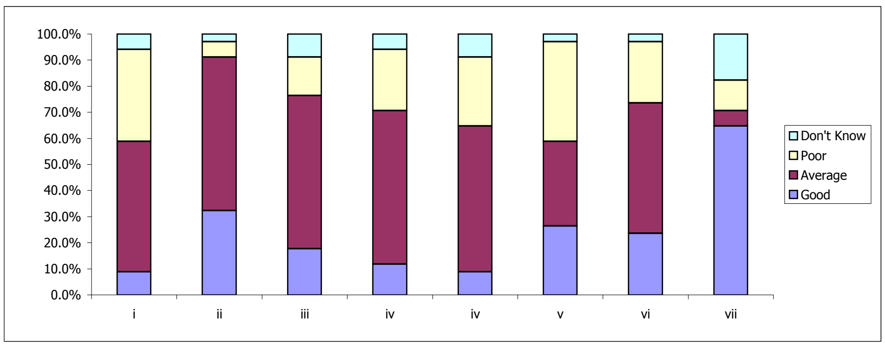
Residents from in or around Blyth Town Centre	30	(61.2%)
Residents from across Northumberland County	4	(8.2%)
Residents from outside Northumberland County	2	(4.1%)
Specialist buyers	1	(2.0%)
Workers from Blyth Town Centre	5	(10.2%)
Students from Blyth Town Centre	1	(2.0%)
Passers-by	4	(8.2%)
Other	2	(4.1%)
	49	**(100.0%)**

Other:

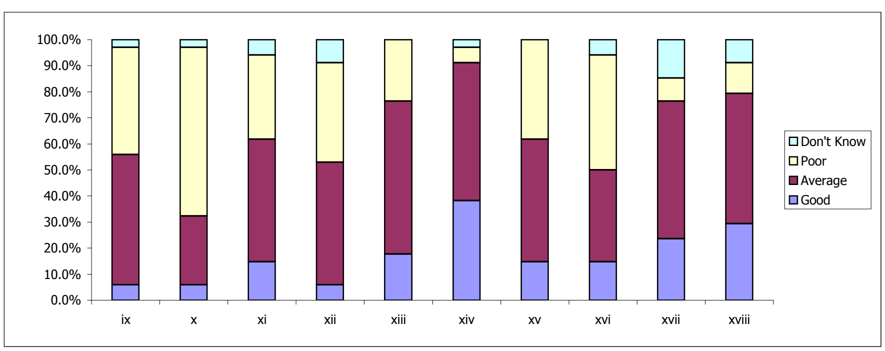
Young people from Blyth [1], Business account customers [1]

Q3. How do you rate the following aspects of the Town Centre?

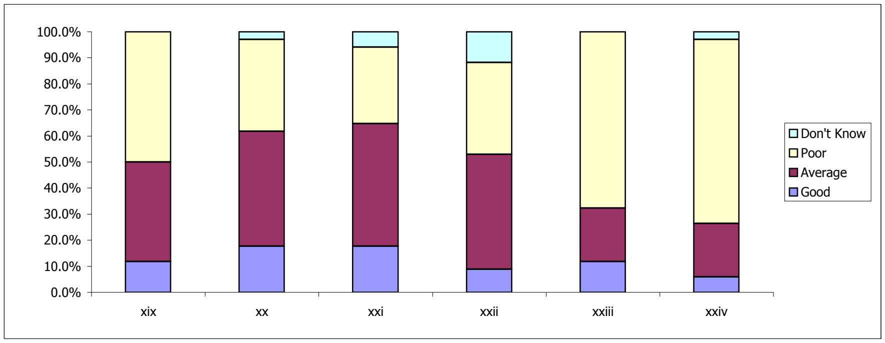
	Good		Average		Poor		Don't Know		
Transport	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**	
i. Appearance of the entrances to Blyth Town Centre	3	(8.82%)	17	(50.00%)	12	(35.29%)	2	(5.88%)	**34**
ii. Accessibility by pedestrians	11	(32.35%)	20	(58.82%)	2	(5.88%)	1	(2.94%)	**34**
iii. Accessibility by public transport	6	(17.65%)	20	(58.82%)	5	(14.71%)	3	(8.82%)	**34**
iv. Accessibility by vehicles	4	(11.76%)	20	(58.82%)	8	(23.53%)	2	(5.88%)	**34**
v. Amount of signage for vehicles	3	(8.82%)	19	(55.88%)	9	(26.47%)	3	(8.82%)	**34**
vi. Amount of car parking	9	(26.47%)	11	(32.35%)	13	(38.24%)	1	(2.94%)	**34**
vii. Location of car parking	8	(23.53%)	17	(50.00%)	8	(23.53%)	1	(2.94%)	**34**
viii. Pricing of car parking	22	(64.71%)	2	(5.88%)	4	(11.76%)	6	(17.65%)	**34**
	66		**126**		**61**		**19**		



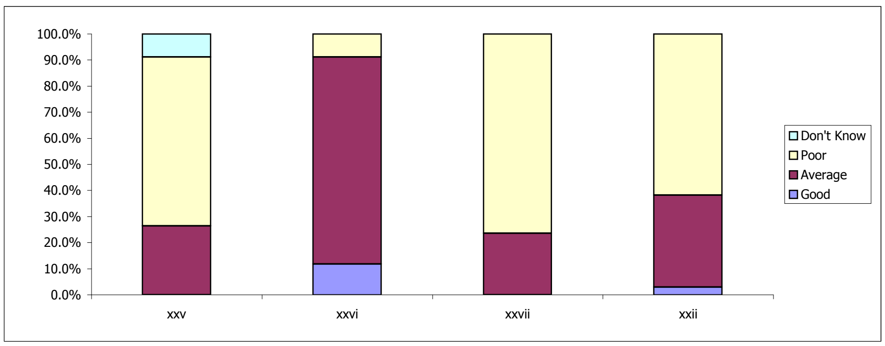
	Good		Average		Poor		Don't Know		
Business Offer	**No**	**%**	**No**	**%**	**No**	**%**	**No**	**%**	
ix. Number of shops in general	2	(5.88%)	17	(50.00%)	14	(41.18%)	1	(2.94%)	**34**
x. Range of shops in general	2	(5.88%)	9	(26.47%)	22	(64.71%)	1	(2.94%)	**34**
xi. Number of independent traders	5	(14.71%)	16	(47.06%)	11	(32.35%)	2	(5.88%)	**34**
xii. Number of multiple traders	2	(5.88%)	16	(47.06%)	13	(38.24%)	3	(8.82%)	**34**
xiii. Number of supermarkets	6	(17.65%)	20	(58.82%)	8	(23.53%)	0	(0.00%)	**34**
xiv. Number of services in general (e.g. hairdressers, banks)	13	(38.24%)	18	(52.94%)	2	(5.88%)	1	(2.94%)	**34**
xv. Range of services in general	5	(14.71%)	16	(47.06%)	13	(38.24%)	0	(0.00%)	**34**
xvi. Number of restaurants	5	(14.71%)	12	(35.29%)	15	(44.12%)	2	(5.88%)	**34**
xvii. Number of licensed premises	8	(23.53%)	18	(52.94%)	3	(8.82%)	5	(14.71%)	**34**
xviii. Number of fast-food shops	10	(29.41%)	17	(50.00%)	4	(11.76%)	3	(8.82%)	**34**
	58		**159**		**105**		**18**		



Public Realm	**Good** No	**%**	**Average** No	**%**	**Poor** No	**%**	**Don't Know** No	**%**	
xix. Attractiveness of the public realm (paving, street furniture)	4	(11.76%)	13	(38.24%)	17	(50.00%)	0	(0.00%)	**34**
xx. Cleanliness of the public realm	6	(17.65%)	15	(44.12%)	12	(35.29%)	1	(2.94%)	**34**
xxi. Safety within the public realm	6	(17.65%)	16	(47.06%)	10	(29.41%)	2	(5.88%)	**34**
xxii. Amount of signage for pedestrians	3	(8.82%)	15	(44.12%)	12	(35.29%)	4	(11.76%)	**34**
xxiii. Number of events (e.g. street markets, parades)	4	(11.76%)	7	(20.59%)	23	(67.65%)	0	(0.00%)	**34**
xxiv. Range of events	2	(5.88%)	7	(20.59%)	24	(70.59%)	1	(2.94%)	**34**
	25		**73**		**98**		**8**		



Other	**Good** No	**%**	**Average** No	**%**	**Poor** No	**%**	**Don't Know** No	**%**	
xxv. Amount of marketing and promotion	0	(0.00%)	9	(26.47%)	22	(64.71%)	3	(8.82%)	**34**
xxvi. Range of marketing and promotion (e.g. press, TV)	4	(11.76%)	27	(79.41%)	3	(8.82%)	0	(0.00%)	**34**
xxvii. Image of Blyth Town Centre	0	(0.00%)	8	(23.53%)	26	(76.47%)	0	(0.00%)	**34**
xxviii. Market	1	(2.94%)	12	(35.29%)	21	(61.76%)	0	(0.00%)	**34**
	5		**56**		**72**		**3**		



Comments:

Good for parking at the moment [1], If you had to pay to park it will make Blyth a ghost town [1], Parking price is good because it's free [1], What happened to Blyth fair this year? Not a single notification to the public [1], Market was good, now is very poor [1], Blyth Market i not very good since they don't market the place [1], The work to Market Place has made a big impact on foot flow and loss of customers to Cramlington who haven't returned [1], A lot of money spent, nothing done with it [1], Poorly designed Market Place - no colour or vibrancy [1], No positive PR about Blyth Town Centre since Malcolm Hutchinson was Town Centre Manager [1], Works to Market Square have caused decline in there [1], Blyth Market Place needs a good clean [1], Market Place is dowdy with no flowers [1], Market looks very bland [1], Money spent on market was wasted [1], Market place too open, lacks colour, very depressing [1]

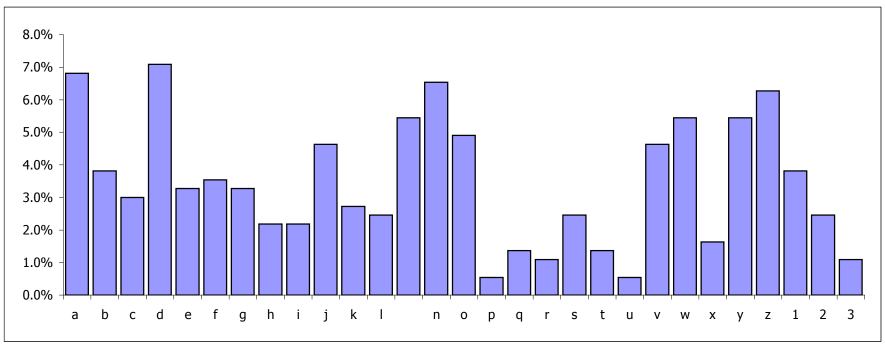
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	25	(6.81%)
b. More national multiples	14	(3.81%)
c. Foodstore in the Town Centre	11	(3.00%)
d. More independent/specialist traders	26	(7.08%)
e. Improved street paving	12	(3.27%)
f. Improved street furniture	13	(3.54%)
g. Improved built environment	12	(3.27%)
h. Lower parking charges	8	(2.18%)
i. Better mix of short/long stay parking	8	(2.18%)
j. More street cleaning	17	(4.63%)
k. Improved public transport	10	(2.72%)
l. Improved access by foot and cycle	9	(2.45%)
m. More entertainment/leisure facilities	20	(5.45%)
n. A cinema	24	(6.54%)
o. A bowling alley	18	(4.90%)
p. A new sports centre	2	(0.54%)
q. A new leisure/splash pool	5	(1.36%)
r. A new theatre	4	(1.09%)
s. More hotels	9	(2.45%)
t. More residential development	5	(1.36%)
u. More commercial offices	2	(0.54%)
v. More quality restaurants/pavement cafes	17	(4.63%)
w. More specialist markets	20	(5.45%)
x. More cultural facilities (i.e. Museum)	6	(1.63%)
y. Improved security/CCTV	20	(5.45%)
z. Greater promotion/marketing of the centre	23	(6.27%)
1. Improved signposting	14	(3.81%)
2. Public toilets	9	(2.45%)
3. Other	4	(1.09%)
	367	**(100.0%)**

Other:

Sheltered markets (No tents) [1], Car parking [1], A better variety of shops is needed not just hairdressers, card shops or cafes! [1], Closure of Blyth Asda [1]

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	13	(40.63%)
Too many non-retail uses	13	(40.63%)
Not enough non-retail uses	4	(12.50%)
Other	2	(6.25%)
	32	**(100.0%)**

Other:

Not enough shops [2]

Comments:

Too many charity shops [4], Too many cafés [1], We need more shops that will bring people into the town [1]

Not Answered: **2**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	13	(9.49%)
b. Lack of passing trade outside your premises	20	(14.60%)
c. Poor location of your premises (e.g. not prime pitch)	2	(1.46%)
d. Inadequate customer car parking	9	(6.57%)
e. Competition from other traders in the Town Centre	6	(4.38%)

If so, where?

Local supermarkets killing independent retailers [1], Nearly all shops do our stuff [1], Hills & Ladbrokes [1], Wilkinson's [2]

Not Answered [1]

f. Competition from other Town Centres nearby	13	(9.49%)

If so, where?

Silverlink [1], Morpeth [5], Metro Centre [1], Cramlington [8], Ashington [1]

g. Competition from elsewhere	5	(3.65%)

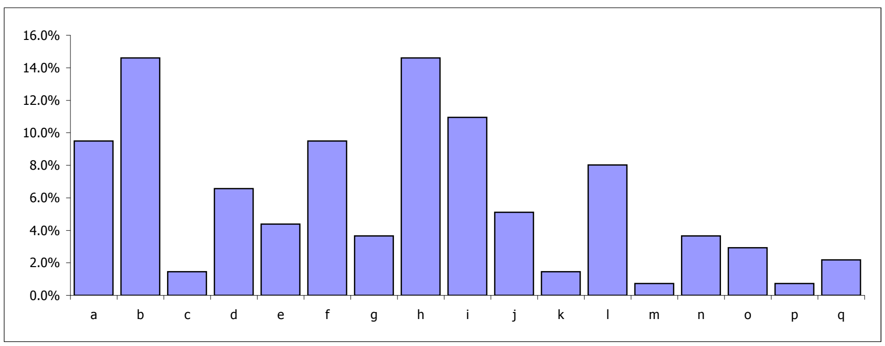
If so, where?

Metro Centre [2], Cramlington [2], Morpeth [1], Internet [1], Silverlink [1]

h. Lack of day visitors/tourists to the town	20	(14.60%)
i. Anti-social behaviour	15	(10.95%)
j. Poor security/policing	7	(5.11%)
k. The inadequacy of your current premises	2	(1.46%)
l. Poor quality of Town Centre shopping environment	11	(8.03%)
m. Mail Order	1	(0.73%)
n. Internet	5	(3.65%)
o. Don't Know	4	(2.92%)
p. None	1	(0.73%)
q. Other	3	(2.19%)
	137	**(100.0%)**

Other:

High Rates [1], Poor condition of streets [1], Cycle parking close to youth project [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	21	(67.74%)
Yes, close	2	(6.45%)
Yes, relocate in Town Centre	2	(6.45%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	2	(6.45%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	1	(3.23%)
Yes, refurbish existing floorspace	2	(6.45%)
Yes, other	1	(3.23%)
	31	**(100.0%)**

Other:

We are retiring [1]

Not Answered: 3

If you are relocating, where are you considering moving to?

Not sure yet! [1], Morrison's is expanding and we will be knocked down - we will be staying on in Town Centre [1]

Not Answered [2]

If relocating, what is the main reason for this decision?

Rent/Rates are significantly higher than my other 2 units, with very poor sales (-38% on last year) [1], Morrison's is expanding and we will be knocked down [1]

Not Answered [2]

8. Which centre(s) do you consider to be your biggest competitor?

Cramlington [14], Silverlink [2], Morpeth [5], Metro Centre [1], Newcastle Town Centre [1], Not familiar with the other local Town Centres & what they have to offer, so not sure [1], Cramlington Manor Walks as it has far more variety of shops and is covered for those colder, wetter times of the year [1], Cramlington Manor Walks [3], North Shields [1], Ashington [3], Bedlington [1], None [1], Cramlington - much better shopping centre undercover, which is what should have happened in Blyth [1], Not Blyth [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	14	(41.2%)
No	20	(58.8%)
	34	**(100.0%)**

Q10. If yes, where is this?

Morpeth [6], Ashington [5], Cramlington [2], Alnwick [2], Berwick [1], Newcastle [3], Team Vally, Metro [1], Cramlington Manor Walks [1], Throughout the North East [2], Bedlington [1], Amble [1], Many [1], Chester-le-Street [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	8	(66.7%)
Worse	0	(0.0%)
Same	4	(33.3%)
	12	**(100.0%)**

Not Answered: **2**

Q12. Does your business currently have its own website?

Yes	19	57.6%
No	14	42.4%
	33	**100.0%**

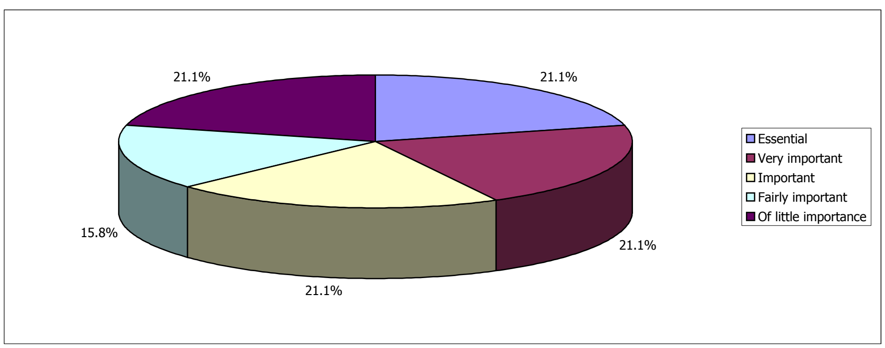
Not Answered: **1**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	10	18.2%
Ability to order goods directly from the website	9	16.4%
Ability to order goods that will be delivered to a designated address	6	10.9%
Ability to otder goods that can be picked up in store	5	9.1%
Contact information, e.g. telephone number, store locator etc	16	29.1%
Contact directly via e-mail	9	16.4%
	55	**100.0%**

Q14. How important is your website to your business?

Essential	4	21.1%
Very important	4	21.1%
Important	4	21.1%
Fairly important	3	15.8%
Of little importance	4	21.1%
	19	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	11	61.1%
No	7	38.9%
	18	**100.0%**

Not Answered: **1**

Q16. Do customers visit your store as a result of browsing your website?

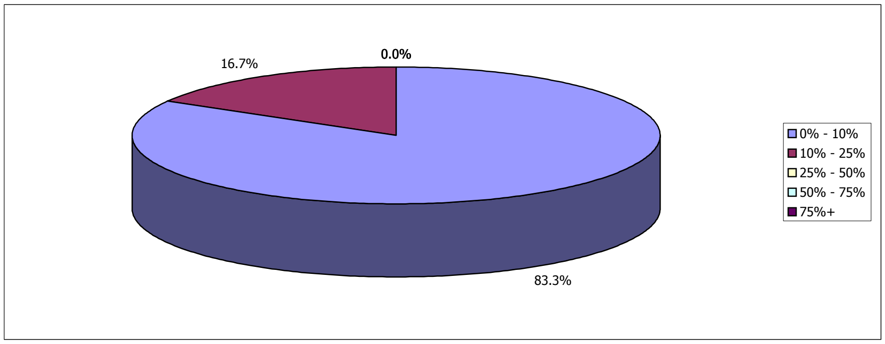
Yes	12	70.6%
No	5	29.4%
	17	**100.0%**

Not Answered: **2**

Q17. What proportion of your sales are from the internet?

0% - 10%	15	83.3%
10% - 25%	3	16.7%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	18	**100.0%**

Not Answered: **1**



Q18. Why do you not have a website?

Don't have a computer	2	11.1%
Not relevant/necessary	6	33.3%
Too expensive	1	5.6%
Too time consuming	1	5.6%
Do not have the skills to produce/run a website	5	27.8%
In the process of designing a website	3	16.7%
	18	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below

The Blyth Market should be sheltered [1], When weather is bad, there is hardly any business at the Market [1], The Market is not an adequate environment for prime trading [1], Council has spent 3 million pounds on resurfacing but nothing else [1], The worst thing that was done in Blyth was the Market; we lost a lot of customers [1], The Market took too long to finish and people found other places to shop where they weren't getting covered in dust [1], Need to have something like entertainment or a new shop, e.g. Primark to attract people back [1], Town Centre has been neglected for too long [1], Debated about Market Place for over 30 yrs. All we got was a Market Place to replace a Market Place - Morpeth got a new shopping centre [1], We have heard about paying for parking! We are totally against it [1], How many people will pay to park just to visit charity shops and empty shops? [1], We feel the development of the Market Place was a waste of time and money [2], The seating area of the Market just provides a place for close walkers and "Druggies" to hang around with their intimitating dogs! [1], The Market stalls are barely there! [1], I feel that Blyth Town Centre has been going downhill for a number of years and I fear it may be too late to do anything about it [1], We have far too many charity shops [1], As an owner of a small independent business I am very concerned regarding the latest idea from the Council to bring in parking charges [1], Introducing parking charges will kill off Blyth Town Centre [1], The Town Centre has declined in shop choice [1], Lack of shop choice doesn't encourage people into town [1], The new Market Place hasn't made any real difference as it isn't very colourful and hasn't brought anything extra to Blyth that it didn't already have [1], A lot of money spent on the Town Centre and nothing done with it [1], Market is still very poor and is no longer a destination for customers [1], Road had been resurfaced nice but now has been dug up again [1], We need to improve trade in Blyth by advertising and making the Market Place more attractive. [1], Any thoughts of car park charging would spell the end for traders [1], The investment in the Market Square has been a total disaster [1], Trade collapsed when the work on Market Square was in progress [1], Many people have not returned to the Town Centre since work on Market Square was finished [1], The Market Square does not attract individuals to come to Blyth and shop [1], I feel that if paying for parking comes in to action we will lose a lot of our customers [1], Very poor Market, especially on a Friday (used to be a very busy day which brought a lot of trade) [1], Some attention to Bowes Street would be good, i.e. road, flower beds [1], Nothing is ever spent on Bowes Street - WHY!? [1], Blyth Market redevelopments has been a bit of a let down [1], Traders have started to relocate to Morpeth on Fridays, taking more business away from Blyth [1], Concrete chairs & redevelopments does not look inviting [1], Last year there was a survey by Nigel Walsh about the Town Centre including a few sessions at Silk Teen Bar in which young people were asked their views on the shops they would like to see in the Town Centre [1], The money that was spent on the new Market Place should have been spent on covering the shopping area [1], Cramlington took a lot of business away from Blyth which hasn't come back [2], The Market Place is very stark [1], Blyth Council killed Blyth when they turned the Town Centre into a building site called the Market [1], The Council said loss of trade would be insignificant; there has been a 40% loss of trade [1], Pull the place down it's a total shit hole - come & see for yourself and ask others [1], Due to this store running at a considerable loss, I am looking at many options to improve things, including the possibility of closing the store [1]

CORBRIDGE TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**75**	**Responses: 22 (29%)**

Q1b. How would you best describe your business?

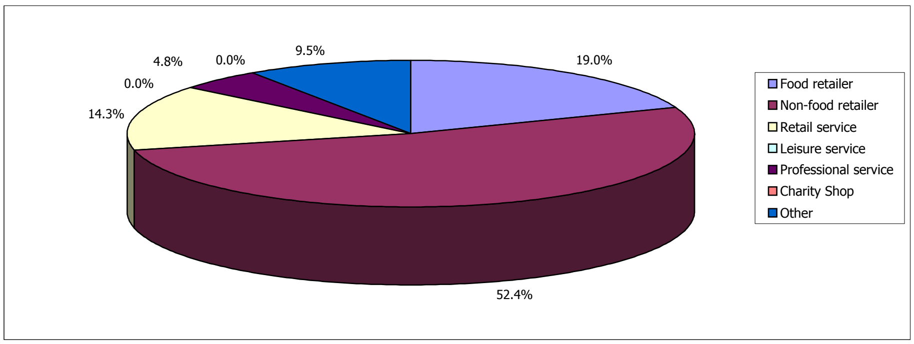
Food retailer	4	(19.0%)
Non-food retailer	11	(52.4%)
Retail service	3	(14.3%)
Leisure service	0	(0.0%)
Professional service	1	(4.8%)
Charity Shop	0	(0.0%)
Other	2	(9.5%)
	21	**(100.0%)**

Other:

Computer Retail/Services [1]

Not Answered [1]

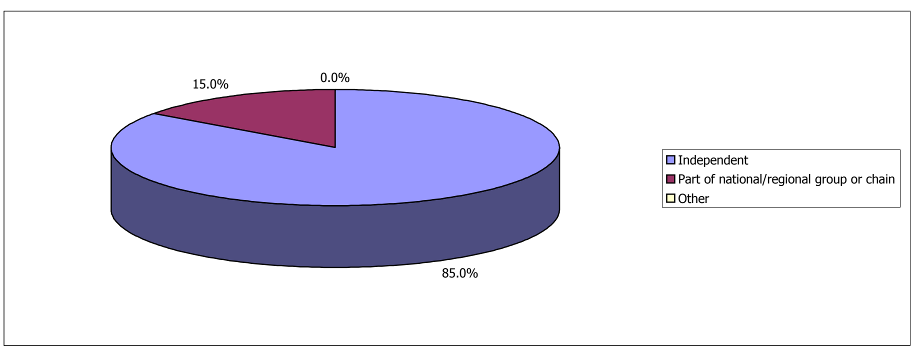
Not Answered: **1**



Q1c. Is your business?

Independent	17	(85.0%)
Part of national/regional group or chain	3	(15.0%)
Other	0	(0.0%)
	20	**(100.0%)**

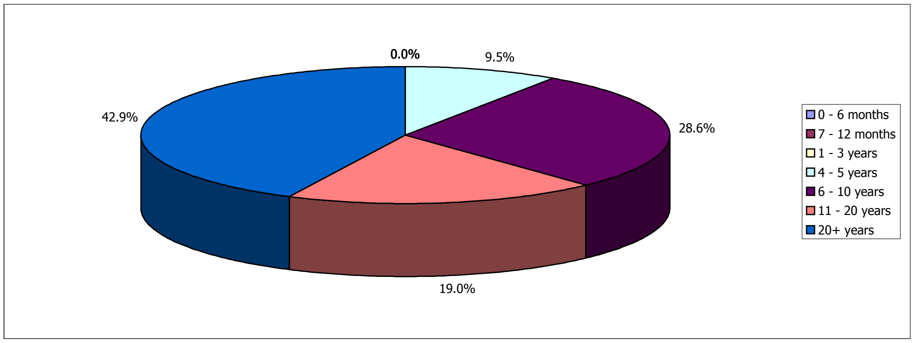
Not Answered: **2**



Q1d. How long, approximately, has the business traded in Corbridge Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(9.5%)
6 - 10 years	6	(28.6%)
11 - 20 years	4	(19.0%)
20+ years	9	(42.9%)
	21	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Corbridge Town Centre as a business location?

Company decision [1], Business was established when bought [4], Parking was free and there is a perfect choice of shops to hold a community together and attract customers [1], Right blend of customers to suit our business [1], It seemed the right place for a shop of our type - 32 years ago! [1], Busy village [1], Live here [1], Right location for clothing boutique [1], Range of business & range of visitors [1], Its location to the River Tyne for the products we sell [1], Reputation of high quality shopping experience [1], Unexpected availability of this business [1], Good location and area for the kind of business we run [1], Corbridge is suited to specialist shops and its quaint surroundings attract visitors [1], Proximity to established client base [1], Higher levels of education and skills qualifications of workers [1], Availability of commercial premises [1], Ideal location in central Tynedale [1]

Q1f. Are the business premises leased or owner occupied?

Leased	14	(66.7%)
Owner Occupied	6	(28.6%)
No Answer	1	(4.8%)
	21	**(100.0%)**

Not Answered: **1**

Q1g. How many staff does the business employ?

Full Time	70	(48.6%)
Part Time	74	(51.4%)
	144	**(100.0%)**

Q1h. Has the business always operated from Corbridge Town Centre?

Yes	18	(85.7%)
No	3	(14.3%)
	21	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Wylam [1], Metro Centre [1]

Not Answered [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	5	(23.8%)
Grown moderately	14	(66.7%)
Remained largely static	1	(4.8%)
Declined moderately	1	(4.8%)
Declined significantly	0	(0.0%)
	21	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	1	(4.8%)
Well	11	(52.4%)
Moderately	9	(42.9%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	21	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Corbridge Town Centre	8	(21.6%)
Residents from across Northumberland County	14	(37.8%)
Residents from outside Northumberland County	4	(10.8%)
Specialist buyers	3	(8.1%)
Workers from Corbridge Town Centre	2	(5.4%)
Students from Corbridge Town Centre	1	(2.7%)
Passers-by	4	(10.8%)
Other	1	(2.7%)
	37	**(100.0%)**

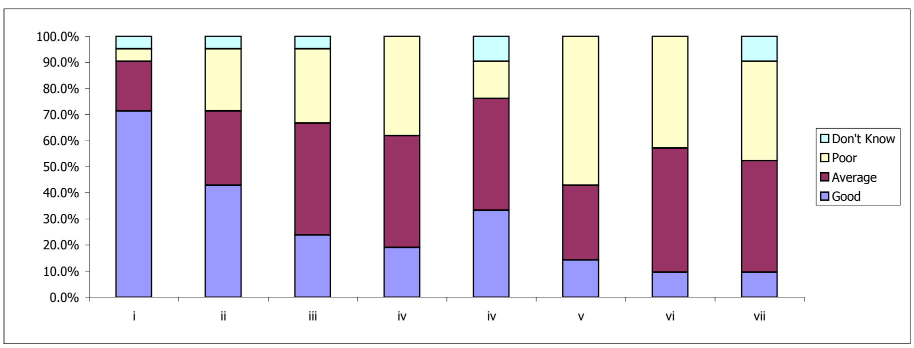
Other:

All of the above [1]

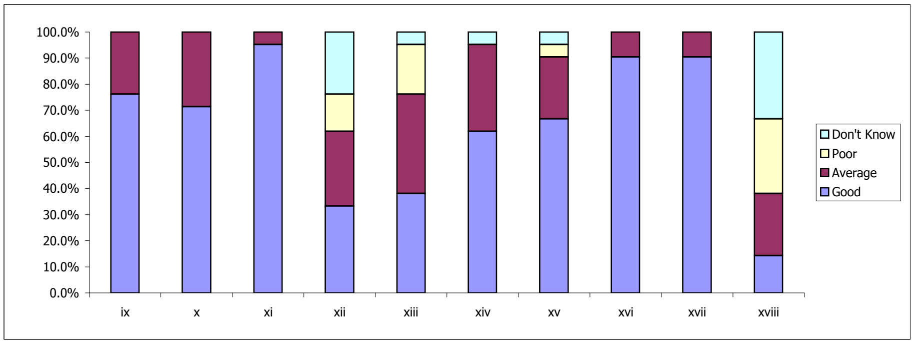
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

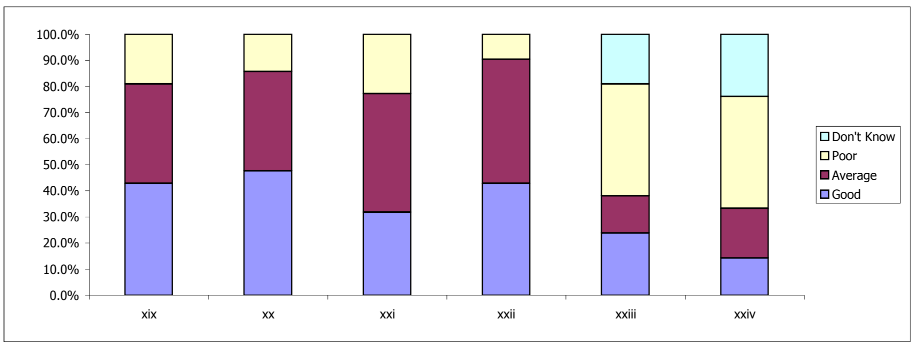
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Corbridge Town Centre	15	(71.43%)	4	(19.05%)	1	(4.76%)	1	(4.76%)	**21**
ii. Accessibility by pedestrians	9	(42.86%)	6	(28.57%)	5	(23.81%)	1	(4.76%)	**21**
iii. Accessibility by public transport	5	(23.81%)	9	(42.86%)	6	(28.57%)	1	(4.76%)	**21**
iv. Accessibility by vehicles	4	(19.05%)	9	(42.86%)	8	(38.10%)	0	(0.00%)	**21**
v. Amount of signage for vehicles	7	(33.33%)	9	(42.86%)	3	(14.29%)	2	(9.52%)	**21**
vi. Amount of car parking	3	(14.29%)	6	(28.57%)	12	(57.14%)	0	(0.00%)	**21**
vii. Location of car parking	2	(9.52%)	10	(47.62%)	9	(42.86%)	0	(0.00%)	**21**
viii. Pricing of car parking	2	(9.52%)	9	(42.86%)	8	(38.10%)	2	(9.52%)	**21**
	47		**62**		**52**		**7**		



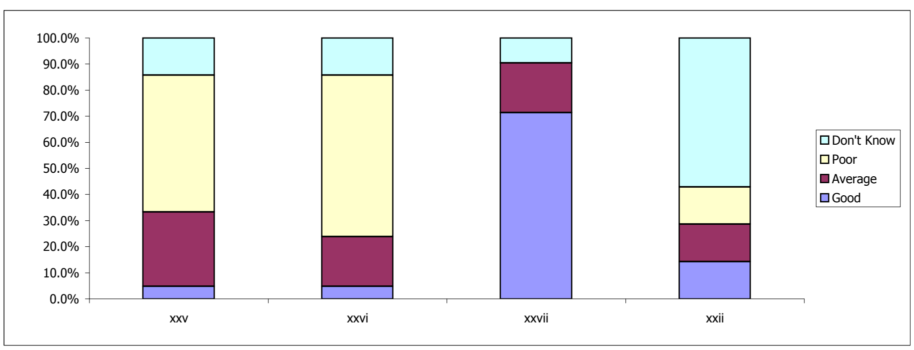
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	16	(76.19%)	5	(23.81%)	0	(0.00%)	0	(0.00%)	**21**
x. Range of shops in general	15	(71.43%)	6	(28.57%)	0	(0.00%)	0	(0.00%)	**21**
xi. Number of independent traders	20	(95.24%)	1	(4.76%)	0	(0.00%)	0	(0.00%)	**21**
xii. Number of multiple traders	7	(33.33%)	6	(28.57%)	3	(14.29%)	5	(23.81%)	**21**
xiii. Number of supermarkets	8	(38.10%)	8	(38.10%)	4	(19.05%)	1	(4.76%)	**21**
xiv. Number of services in general (e.g. hairdressers, banks)	13	(61.90%)	7	(33.33%)	0	(0.00%)	1	(4.76%)	**21**
xv. Range of services in general	14	(66.67%)	5	(23.81%)	1	(4.76%)	1	(4.76%)	**21**
xvi. Number of restaurants	19	(90.48%)	2	(9.52%)	0	(0.00%)	0	(0.00%)	**21**
xvii. Number of licensed premises	19	(90.48%)	2	(9.52%)	0	(0.00%)	0	(0.00%)	**21**
xviii. Number of fast-food shops	3	(14.29%)	5	(23.81%)	6	(28.57%)	7	(33.33%)	**21**
	134		**47**		**14**		**15**		



Public Realm	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xix. Attractiveness of the public realm (paving, street furniture)	9	(42.86%)	8	(38.10%)	4	(19.05%)	0	(0.00%)	**21**
xx. Cleanliness of the public realm	10	(47.62%)	8	(38.10%)	3	(14.29%)	0	(0.00%)	**21**
xxi. Safety within the public realm	7	(31.82%)	10	(45.45%)	5	(22.73%)	0	(0.00%)	**22**
xxii. Amount of signage for pedestrians	9	(42.86%)	10	(47.62%)	2	(9.52%)	0	(0.00%)	**21**
xxiii. Number of events (e.g. street markets, parades)	5	(23.81%)	3	(14.29%)	9	(42.86%)	4	(19.05%)	**21**
xxiv. Range of events	3	(14.29%)	4	(19.05%)	9	(42.86%)	5	(23.81%)	**21**
	43		**43**		**32**		**9**		



Other	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xxv. Amount of marketing and promotion	1	(4.76%)	6	(28.57%)	11	(52.38%)	3	(14.29%)	**21**
xxvi. Range of marketing and promotion (e.g. press, TV)	1	(4.76%)	4	(19.05%)	13	(61.90%)	3	(14.29%)	**21**
xxvii. Image of Corbridge Town Centre	15	(71.43%)	4	(19.05%)	0	(0.00%)	2	(9.52%)	**21**
xxviii. Market	3	(14.29%)	3	(14.29%)	3	(14.29%)	12	(57.14%)	**21**
	20		**17**		**27**		**20**		



Comments:

No one likes to pay for parking, that's why Tesco opens stores with free parking [1], Length of time of parking is too limited [2], Poor signage from A68 North! [1], Very worn signs [1], Length of parking on meters is too short [1], Parking time limit is too short - Corbridge is a place tc take your time to visit and browse [1], Need more planting and hanging flower baskets [1], When I first moved here the Town Centre was quiet at nights & moderated, now it attracts a lot of drinkers who are very noisy, rowdy, and sometimes aggressive [1], Urgently need Christmas lighting/decorations like other towns, e.g. Durham and Hexham [1]

Not Answered: 1

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	2	(1.71%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	3	(2.56%)
e. Improved street paving	14	(11.97%)
f. Improved street furniture	5	(4.27%)
g. Improved built environment	1	(0.85%)
h. Lower parking charges	12	(10.26%)
i. Better mix of short/long stay parking	16	(13.68%)
j. More street cleaning	8	(6.84%)
k. Improved public transport	3	(2.56%)
l. Improved access by foot and cycle	2	(1.71%)
m. More entertainment/leisure facilities	4	(3.42%)
n. A cinema	2	(1.71%)
o. A bowling alley	2	(1.71%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	1	(0.85%)
s. More hotels	0	(0.00%)
t. More residential development	2	(1.71%)
u. More commercial offices	3	(2.56%)
v. More quality restaurants/pavement cafes	1	(0.85%)
w. More specialist markets	4	(3.42%)
x. More cultural facilities (i.e. Museum)	3	(2.56%)
y. Improved security/CCTV	8	(6.84%)
z. Greater promotion/marketing of the centre	14	(11.97%)
1. Improved signposting	3	(2.56%)
2. Public toilets	2	(1.71%)
3. Other	2	(1.71%)
	117	**(100.0%)**

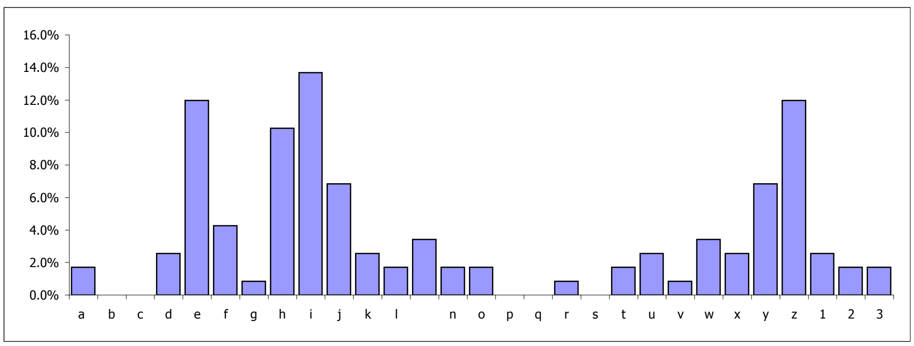
Other:

Need better lights - the village is too dark at night [1], Need somewhere businesses can park and not be charged like residents! [1]

Comments:

Pavements throughout centre of village are very uneven & cause difficulty for wheelchairs & elderly people [1], Manual sweeping of streets/gutters in Town Centre - the streets are never swept nowadays [1]

Not Answered: 2



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	20	(95.24%)
Too many non-retail uses	1	(4.76%)
Not enough non-retail uses	0	(0.00%)
	21	**(100.0%)**

Comments:

Needs Natwest bank [1]

Not Answered: 1

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	9	(17.31%)
b. Lack of passing trade outside your premises	1	(1.92%)
c. Poor location of your premises (e.g. not prime pitch)	1	(1.92%)
d. Inadequate customer car parking	15	(28.85%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	4	(7.69%)

If so, where?

Hexham [4]

g. Competition from elsewhere	6	(11.54%)

If so, where?

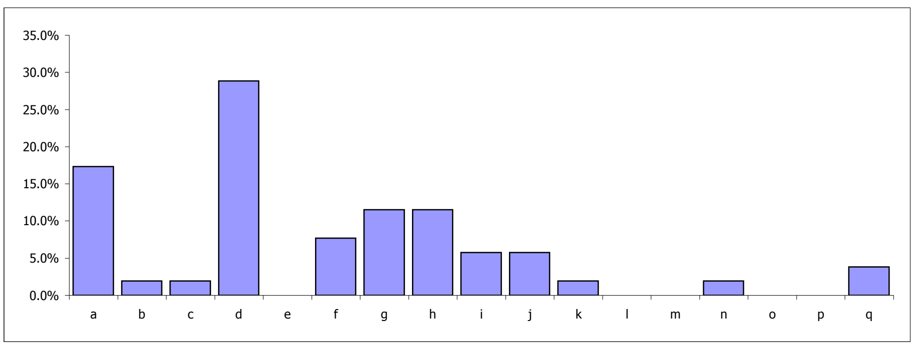
Brock Bushes [1], M&S [1], Tesco [1], Waitrose [1], Aldi [1], Internet [2], Metro Centre [1], Tesco is the devil! [1]

h. Lack of day visitors/tourists to the town	6	(11.54%)
i. Anti-social behaviour	3	(5.77%)
j. Poor security/policing	3	(5.77%)
k. The inadequacy of your current premises	1	(1.92%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	1	(1.92%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	2	(3.85%)
	52	**(100.0%)**

Other:

Rates steadily on the increase again [1], Police who cover the area have a huge patch and insufficient men [1]

Not Answered: **4**



Q7. Have you any plans to alter your business in any way in the next five years?

No	14	(66.67%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	1	(4.76%)
Yes, extend floorspace	1	(4.76%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	3	(14.29%)
Yes, other	2	(9.52%)
	21	**(100.0%)**

Other:

Retire (Sell business) [2]

Not Answered: **1**

If you are relocating, where are you considering moving to?

Not Answered [1]

If relocating, what is the main reason for this decision?

Local Council may pedestrianise Market Square [1]

8. Which centre(s) do you consider to be your biggest competitor?

Hexham [12], Metro Centre [6], Newcastle [2], No direct comparison [1], John Norris - Carlisle [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	3	(15.0%)
No	17	(85.0%)
	20	**(100.0%)**

Not Answered: **2**

Q10. If yes, where is this?

Wylam [1], Almost every town in Northumberland [1], Hexham [1], Prudhoe [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	1	(33.3%)
Same	2	(66.7%)
	3	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	12	57.1%
No	9	42.9%
	21	**100.0%**

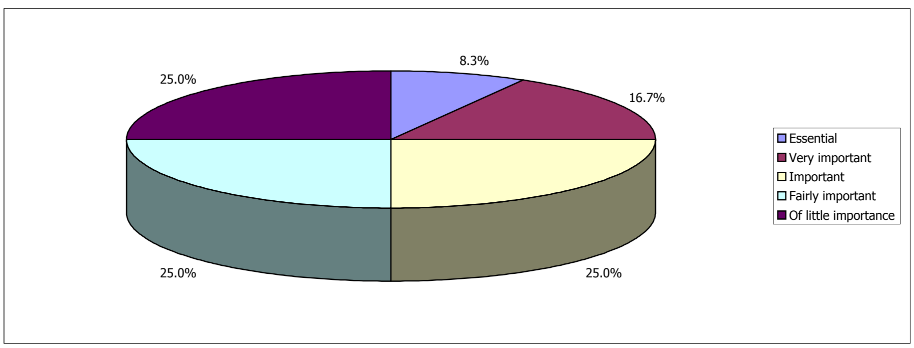
Not Answered: **1**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	6	14.6%
Ability to order goods directly from the website	6	14.6%
Ability to order goods that will be delivered to a designated address	5	12.2%
Ability to otder goods that can be picked up in store	6	14.6%
Contact information, e.g. telephone number, store locator etc.	11	26.8%
Contact directly via e-mail	7	17.1%
	41	**100.0%**

Q14. How important is your website to your business?

Essential	1	8.3%
Very important	2	16.7%
Important	3	25.0%
Fairly important	3	25.0%
Of little importance	3	25.0%
	12	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	11	100.0%
No	0	0.0%
	11	**100.0%**

Not Answered: **1**

Q16. Do customers visit your store as a result of browsing your website?

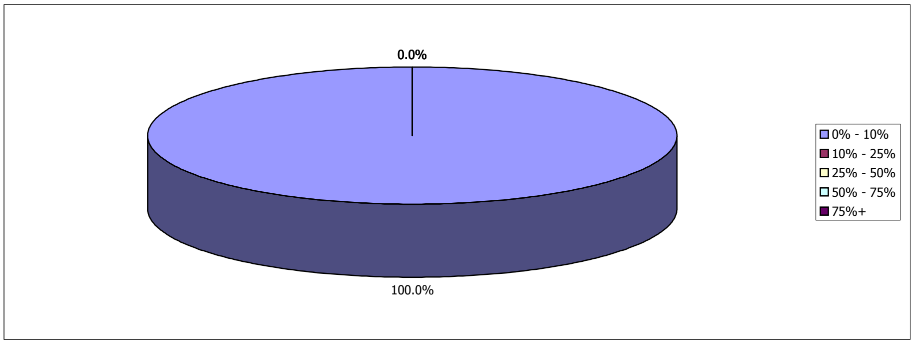
Yes	7	70.0%
No	3	30.0%
	10	**100.0%**

Not Answered: **2**

Q17. What proportion of your sales are from the internet?

0% - 10%	9	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	9	**100.0%**

Not Answered: **3**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	5	62.5%
Too expensive	0	0.0%
Too time consuming	2	25.0%
Do not have the skills to produce/run a website	1	12.5%
In the process of designing a website	0	0.0%
	8	**100.0%**

Not Answered: **1**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Car parking needs to be made available for longer time! [1], Entrance to village on all roads needs better signage to attractions and shops [1], Are there any plans to ban traffic from the Market Square?? [1], Trading against Farmers Market is unfair to us rate payers as we pay for their stalls, their erection and refuse collection [1], Please tell me what I get for my business rates? Don't say the police [1], Short-term parking should be extended to at least 3 hours [1], More consideration should be gives to local businesses when road closures/utility work is needed [1], The pavements in some parts of the Village need repaving or resurfacing [1], Elderly & disabled residents find the poor surfaces very difficult [1], Street cleaning: the streets have not been manually swept for at least a year, to my knowledge [1], Short stay parking too short [1], Car park very awkward for older people to access Town Centre [1], Please can we have Christmas lighting/decoration in Corbridge at Christmas? [1], Need Christmas lighting and a tree to make it look like a magical Christmas town on our late Christmas shopping nights [1], duration of car parking is far too short [1], Most customers I have like to spend a good half day at least in Corbridge, so need long stay parking [1], We had heard that there was going to be a pedestrianised Market Place in Corbridge and that the Council is pushing for no parking. I would like to say that if this happened it would be catastrophic for the Village - I know I would be looking for other premises [1], Tesco has far too much of a monopoly [1]

CRAMLINGTON TOWN CENTRE BUSINESS SURVEY RESULTS

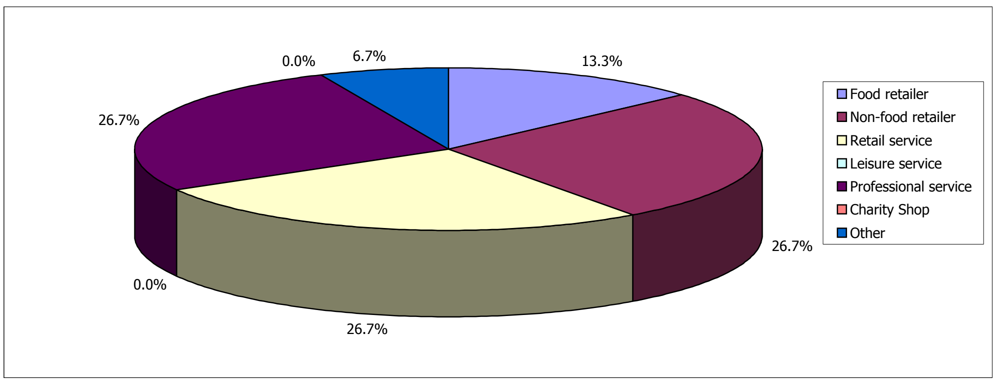
Questionnaires Distributed:	**164**	**Responses: 15 (9%)**

Q1b. How would you best describe your business?

Food retailer	2	(13.3%)
Non-food retailer	4	(26.7%)
Retail service	4	(26.7%)
Leisure service	0	(0.0%)
Professional service	4	(26.7%)
Charity Shop	0	(0.0%)
Other	1	(6.7%)
	15	**(100.0%)**

Other:

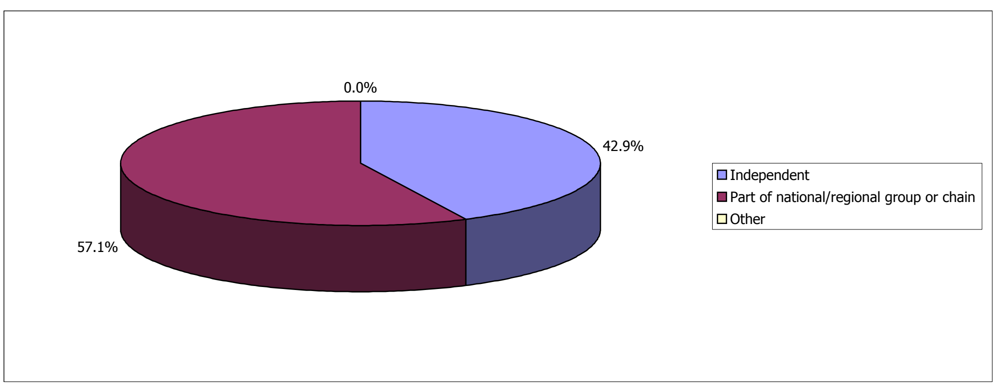
Beds and furniture [1]



Q1c. Is your business?

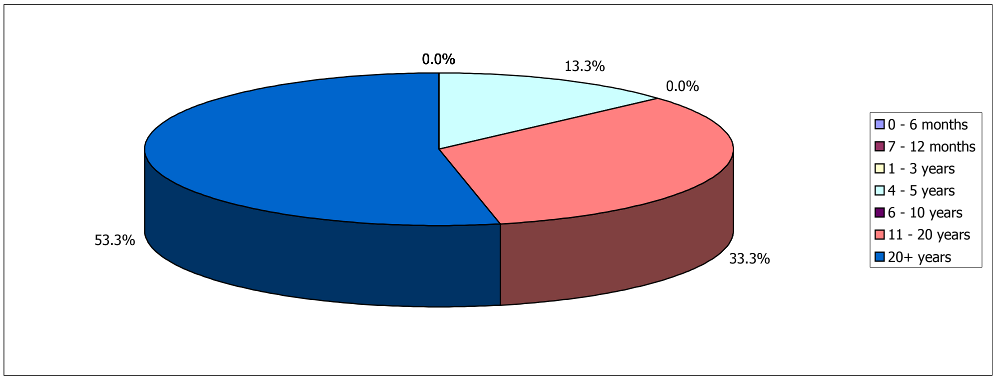
Independent	6	(42.9%)
Part of national/regional group or chain	8	(57.1%)
Other	0	(0.0%)
	14	**(100.0%)**

Not Answered:	**1**



Q1d. How long, approximately, has the business traded in Cramlington Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(13.3%)
6 - 10 years	0	(0.0%)
11 - 20 years	5	(33.3%)
20+ years	8	(53.3%)
	15	**(100.0%)**



Q1e. Why did you choose Cramlington Town Centre as a business location?

Before my time as Manager [1], Growth [1], Had previously been to shopping centre and liked it [1], Seemed a busy place [1], No Ladbrokes brand in Town Centre [1], Natural progression from employed to self-employed to retain customer base and use local experience [1], No alternative suitable accommodation available at the time of selection [1], New town with potential (40+ years ago) [1]

Q1f. Are the business premises leased or owner occupied?

Leased	13	(86.7%)
Owner Occupied	1	(6.7%)
No Answer	1	(6.7%)
	15	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	48	(44.9%)
Part Time	59	(55.1%)
	107	**(100.0%)**

Q1h. Has the business always operated from Cramlington Town Centre?

Yes	12	(80.0%)
No	3	(20.0%)
	15	**(100.0%)**

If no, where did you relocate from?

Branch of Newcastle office originally [1]

Not Answered [2]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	4	(26.7%)
Grown moderately	9	(60.0%)
Remained largely static	1	(6.7%)
Declined moderately	1	(6.7%)
Declined significantly	0	(0.0%)
	15	**(100.0%)**

Q1j. How would you say that your business is <u>currently</u> performing?

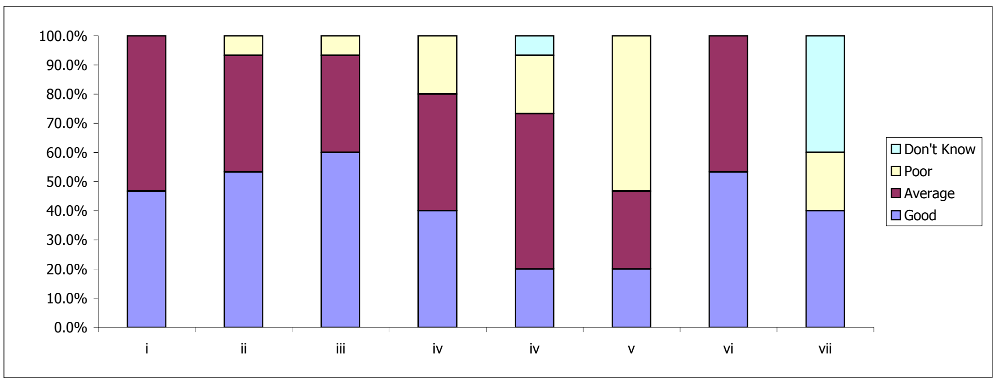
Very Well	2	(13.3%)
Well	6	(40.0%)
Moderately	7	(46.7%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	15	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

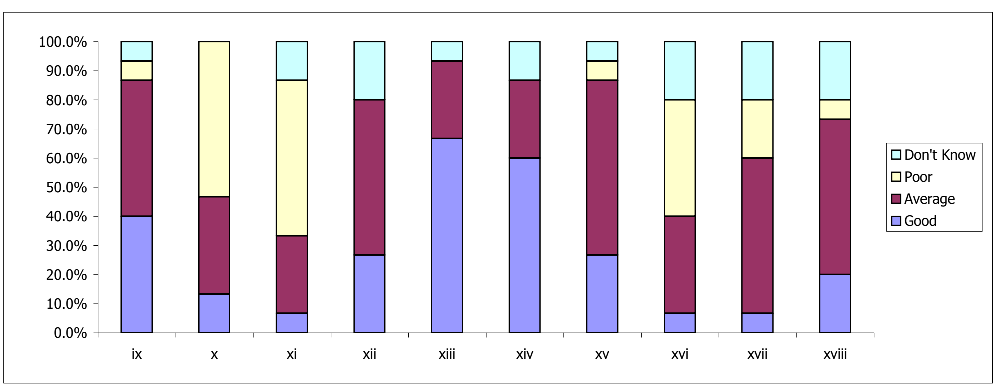
Residents from in or around Cramlington Town Centre	12	(54.5%)
Residents from across Northumberland County	4	(18.2%)
Residents from outside Northumberland County	1	(4.5%)
Specialist buyers	1	(4.5%)
Workers from Cramlington Town Centre	1	(4.5%)
Students from Cramlington Town Centre	1	(4.5%)
Passers-by	2	(9.1%)
Other	0	(0.0%)
	22	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

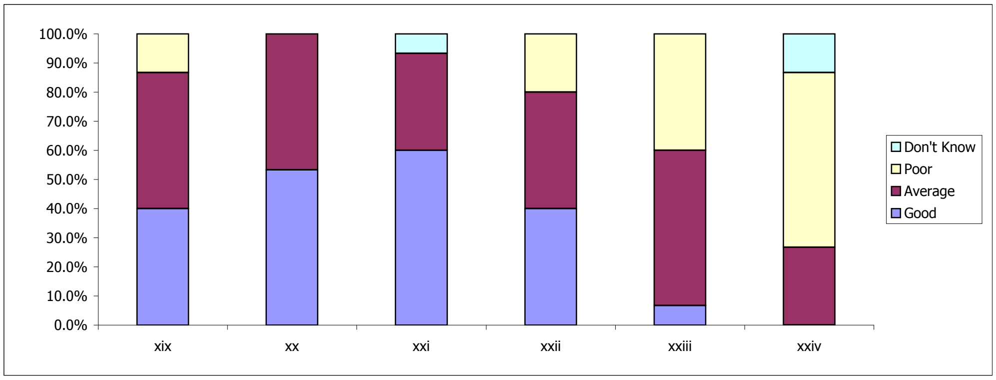
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Cramlington Town Centre	7	(46.67%)	8	(53.33%)	0	(0.00%)	0	(0.00%)	**15**
ii. Accessibility by pedestrians	8	(53.33%)	6	(40.00%)	1	(6.67%)	0	(0.00%)	**15**
iii. Accessibility by public transport	9	(60.00%)	5	(33.33%)	1	(6.67%)	0	(0.00%)	**15**
iv. Accessibility by vehicles	6	(40.00%)	6	(40.00%)	3	(20.00%)	0	(0.00%)	**15**
v. Amount of signage for vehicles	3	(20.00%)	8	(53.33%)	3	(20.00%)	1	(6.67%)	**15**
vi. Amount of car parking	3	(20.00%)	4	(26.67%)	8	(53.33%)	0	(0.00%)	**15**
vii. Location of car parking	8	(53.33%)	7	(46.67%)	0	(0.00%)	0	(0.00%)	**15**
viii. Pricing of car parking	6	(40.00%)	0	(0.00%)	3	(20.00%)	6	(40.00%)	**15**
	50		**44**		**19**		**7**		



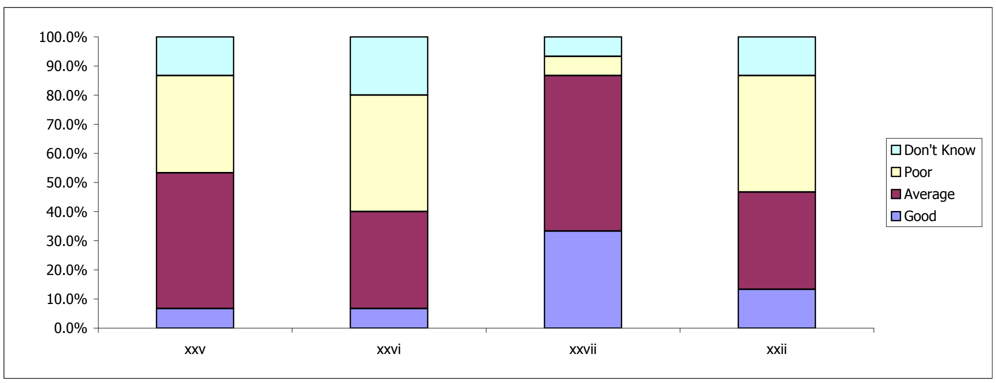
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	6	(40.00%)	7	(46.67%)	1	(6.67%)	1	(6.67%)	**15**
x. Range of shops in general	2	(13.33%)	5	(33.33%)	8	(53.33%)	0	(0.00%)	**15**
xi. Number of independent traders	1	(6.67%)	4	(26.67%)	8	(53.33%)	2	(13.33%)	**15**
xii. Number of multiple traders	4	(26.67%)	8	(53.33%)	0	(0.00%)	3	(20.00%)	**15**
xiii. Number of supermarkets	10	(66.67%)	4	(26.67%)	0	(0.00%)	1	(6.67%)	**15**
xiv. Number of services in general (e.g. hairdressers, banks)	9	(60.00%)	4	(26.67%)	0	(0.00%)	2	(13.33%)	**15**
xv. Range of services in general	4	(26.67%)	9	(60.00%)	1	(6.67%)	1	(6.67%)	**15**
xvi. Number of restaurants	1	(6.67%)	5	(33.33%)	6	(40.00%)	3	(20.00%)	**15**
xvii. Number of licensed premises	1	(6.67%)	8	(53.33%)	3	(20.00%)	3	(20.00%)	**15**
xviii. Number of fast-food shops	3	(20.00%)	8	(53.33%)	1	(6.67%)	3	(20.00%)	**15**
	41		**62**		**28**		**19**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	6	(40.00%)	7	(46.67%)	2	(13.33%)	0	(0.00%)	**15**
xx. Cleanliness of the public realm	8	(53.33%)	7	(46.67%)	0	(0.00%)	0	(0.00%)	**15**
xxi. Safety within the public realm	9	(60.00%)	5	(33.33%)	0	(0.00%)	1	(6.67%)	**15**
xxii. Amount of signage for pedestrians	6	(40.00%)	6	(40.00%)	3	(20.00%)	0	(0.00%)	**15**
xxiii. Number of events (e.g. street markets, parades)	1	(6.67%)	8	(53.33%)	6	(40.00%)	0	(0.00%)	**15**
xxiv. Range of events	0	(0.00%)	4	(26.67%)	9	(60.00%)	2	(13.33%)	**15**
	30		**37**		**20**		**3**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	1	(6.67%)	7	(46.67%)	5	(33.33%)	2	(13.33%)	**15**
xxvi. Range of marketing and promotion (e.g. press, TV)	1	(6.67%)	5	(33.33%)	6	(40.00%)	3	(20.00%)	**15**
xxvii. Image of Cramlington Town Centre	5	(33.33%)	8	(53.33%)	1	(6.67%)	1	(6.67%)	**15**
xxviii. Market	2	(13.33%)	5	(33.33%)	6	(40.00%)	2	(13.33%)	**15**
	9		**25**		**18**		**8**		



Comments:

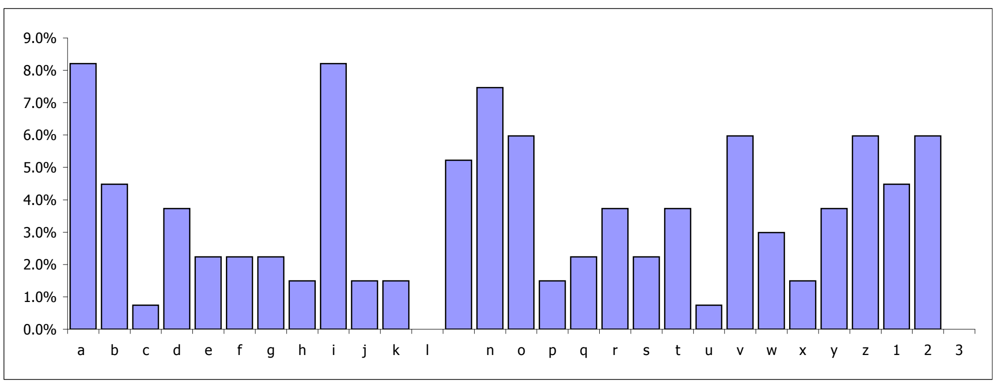
Time limit for parking in centre has affected trade [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	11	(8.21%)
b. More national multiples	6	(4.48%)
c. Foodstore in the Town Centre	1	(0.75%)
d. More independent/specialist traders	5	(3.73%)
e. Improved street paving	3	(2.24%)
f. Improved street furniture	3	(2.24%)
g. Improved built environment	3	(2.24%)
h. Lower parking charges	2	(1.49%)
i. Better mix of short/long stay parking	11	(8.21%)
j. More street cleaning	2	(1.49%)
k. Improved public transport	2	(1.49%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	7	(5.22%)
n. A cinema	10	(7.46%)
o. A bowling alley	8	(5.97%)
p. A new sports centre	2	(1.49%)
q. A new leisure/splash pool	3	(2.24%)
r. A new theatre	5	(3.73%)
s. More hotels	3	(2.24%)
t. More residential development	5	(3.73%)
u. More commercial offices	1	(0.75%)
v. More quality restaurants/pavement cafes	8	(5.97%)
w. More specialist markets	4	(2.99%)
x. More cultural facilities (i.e. Museum)	2	(1.49%)
y. Improved security/CCTV	5	(3.73%)
z. Greater promotion/marketing of the centre	8	(5.97%)
1. Improved signposting	6	(4.48%)
2. Public toilets	8	(5.97%)
3. Other	0	(0.00%)
	134	**(100.0%)**

Comments:

More car parking [1], Remove 4 hour restriction on car parking [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	6	(40.00%)
Too many non-retail uses	7	(46.67%)
Not enough non-retail uses	1	(6.67%)
Other	1	(6.67%)
	15	**(100.0%)**

Other:

Not enough leading High street retailers [1]

Comments:

Too many banks [2], Too many phone shops [1], Too many travel agents [1], Too many non retail units [1], Too many estate agents [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	12	(28.57%)
b. Lack of passing trade outside your premises	4	(9.52%)
c. Poor location of your premises (e.g. not prime pitch)	2	(4.76%)
d. Inadequate customer car parking	9	(21.43%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	2	(4.76%)

If so, where?

Silverlink [1]

Not Answered [1]

g. Competition from elsewhere	1	(2.38%)

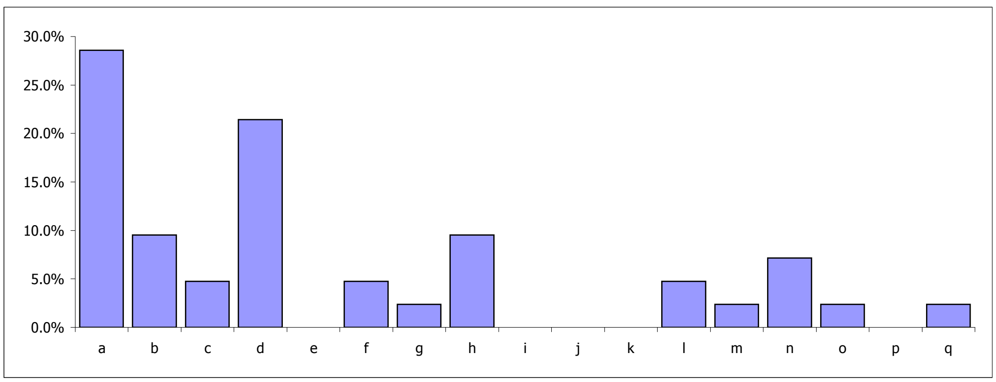
If so, where?

Internet [1]

h. Lack of day visitors/tourists to the town	4	(9.52%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	2	(4.76%)
m. Mail Order	1	(2.38%)
n. Internet	3	(7.14%)
o. Don't Know	1	(2.38%)
p. None	0	(0.00%)
q. Other	1	(2.38%)
	42	**(100.0%)**

Other:

The economy [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	12	(85.71%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	1	(7.14%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(7.14%)
Yes, other	0	(0.00%)
	14	**(100.0%)**

Not Answered: **1**

If you are relocating, where are you considering moving to?

Any where with better rents [1]

If relocating, what is the main reason for this decision?

Increased overheads, especially business rates [1]

8. Which centre(s) do you consider to be your biggest competitor?

Metro Centre town [1], Silverlink [3], Kingston Park [1], Metro Centre [4], Newcastle [3], Blyth [3], Metro Centre (free parking) [1], Kirkton Park [1], Killingworth Centre [1]

Not Answered:	**5**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	6	(40.0%)
No	9	(60.0%)
	15	**(100.0%)**

Q10. If yes, where is this?

Ladhar Leisure [1], All over [1], Blyth [2], Ashington [2], Alnwick [1], Hexham [1], N/Shield Silver Link [1]

Not Answered:	**1**

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(20.0%)
Worse	3	(60.0%)
Same	1	(20.0%)
	5	**(100.0%)**

Not Answered:	**1**

Q12. Does your business currently have its own website?

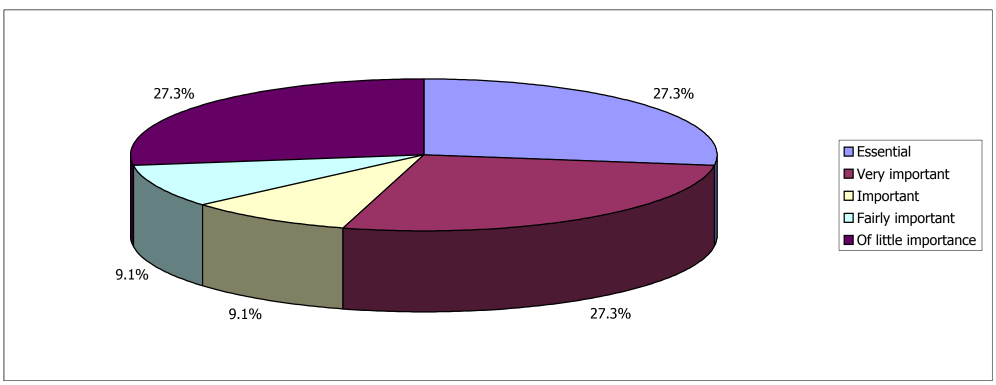
Yes	11	73.3%
No	4	26.7%
	15	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	5	15.6%
Ability to order goods directly from the website	5	15.6%
Ability to order goods that will be delivered to a designated address	3	9.4%
Ability to otder goods that can be picked up in store	2	6.3%
Contact information, e.g. telephone number, store locator etc.	11	34.4%
Contact directly via e-mail	6	18.8%
	32	**100.0%**

Q14. How important is your website to your business?

Essential	3	27.3%
Very important	3	27.3%
Important	1	9.1%
Fairly important	1	9.1%
Of little importance	3	27.3%
	11	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	8	72.7%
No	3	27.3%
	11	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

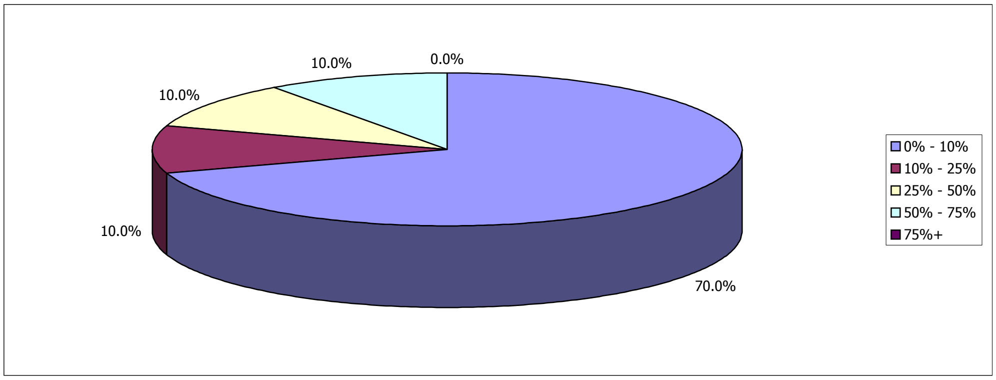
Yes	7	70.0%
No	3	30.0%
	10	**100.0%**

Not Answered:	**1**

Q17. What proportion of your sales are from the internet?

0% - 10%	7	70.0%
10% - 25%	1	10.0%
25% - 50%	1	10.0%
50% - 75%	1	10.0%
75%+	0	0.0%
	10	**100.0%**

Not Answered: **1**



Q18. Why do you not have a website?

Don't have a computer	1	20.0%
Not relevant/necessary	2	40.0%
Too expensive	0	0.0%
Too time consuming	1	20.0%
Do not have the skills to produce/run a website	1	20.0%
In the process of designing a website	0	0.0%
	5	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Not enough leisure facilities, i.e. cinema etc. [1], Not enough designer shops like shoe shops, and mens & ladies clothes [1], Very poor clothing choice [1], Parking permits for Phoenix a joke [1], Our weekend circuit trade has suffered a lot as our customers find it too far to walk now [1], Try and attract bigger companies like M & S and Primark to the Town Centre [1], Take down the two new building's and make it bigger and better by making it all under one roof [1], I have been trading in Cramlington for 12 years and in my early years used to see a lot of customers who would travel from outside the area as far as Alnwick and spend the day in Cramlington shopping and using the leisure centre and cafes - this type of customer has gone [1], I am very disappointed with the lack of an alternative to being in the Manor Walks Shopping Centre [1], Rents have become so high that we may be forced to relocate [1], The knock on effect of the rents being high is very high business rates [1], Parking within the Town Centre is a problem [1], There is little provision for staff parking [1], Lack of staff parking results in an over-spill to surrounding streets and the Marby Village [1], Customers can not park near my premises [1], The Cramlington centre has always had great potential spoilt by poor management, high costs and poor promotion [1]

ELLINGTON TOWN CENTRE BUSINESS SURVEY RESULTS

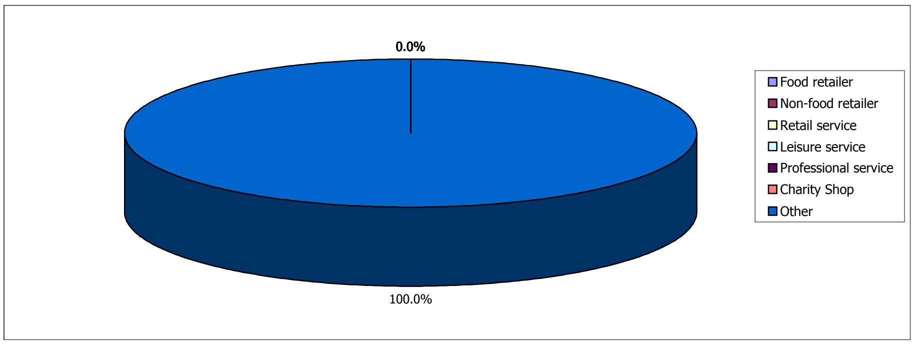
Questionnaires Distributed:	**7**	**Responses: 2 (29%)**

Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	0	(0.0%)
Retail service	0	(0.0%)
Leisure service	0	(0.0%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	2	(100.0%)
	2	**(100.0%)**

Other:

Post Office [1], Public Library [1]

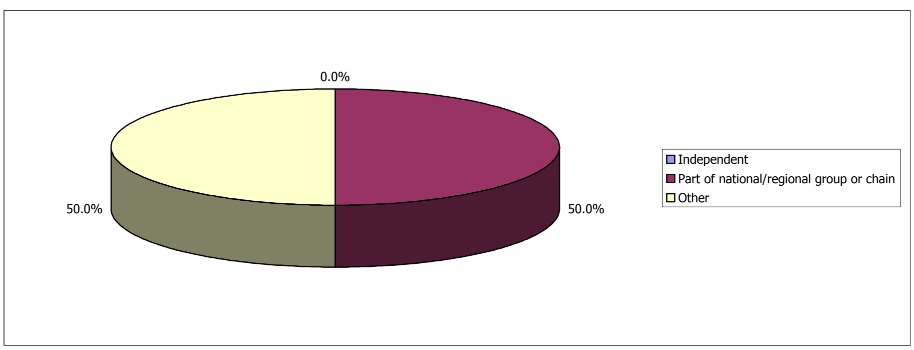


Q1c. Is your business?

Independent	0	(0.0%)
Part of national/regional group or chain	1	(50.0%)
Other	1	(50.0%)
	2	**(100.0%)**

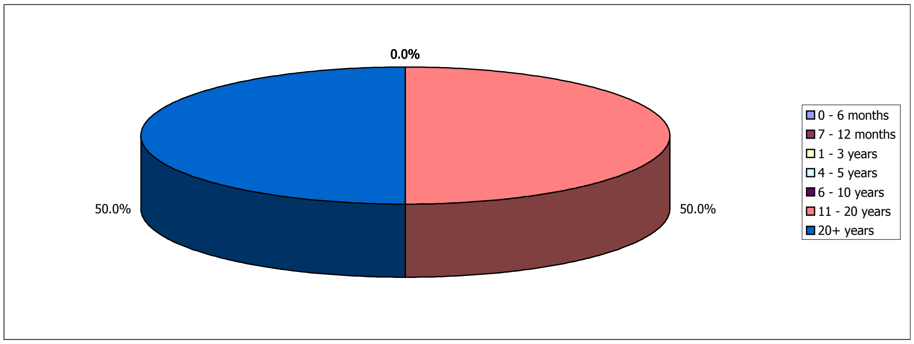
Other:

County Council [1]



Q1d. How long, approximately, has the business traded in Ellington Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	0	(0.0%)
11 - 20 years	1	(50.0%)
20+ years	1	(50.0%)
	2	**(100.0%)**



Q1e. Why did you choose Ellington Town Centre as a business location?

Not Answered [2]

Q1f. Are the business premises leased or owner occupied?

Leased	0	(0.0%)
Owner Occupied	1	(50.0%)
No Answer	1	(50.0%)
	2	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	0	(0.0%)
Part Time	2	(100.0%)
	2	**(100.0%)**

Q1h. Has the business always operated from Ellington Town Centre?

Yes	2	(100.0%)
No	0	(0.0%)
	2	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	1	(50.0%)
Remained largely static	1	(50.0%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	2	**(100.0%)**

Q1j. How would you say that your business is currently performing?

Very Well	0	(0.0%)
Well	1	(50.0%)
Moderately	1	(50.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	2	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

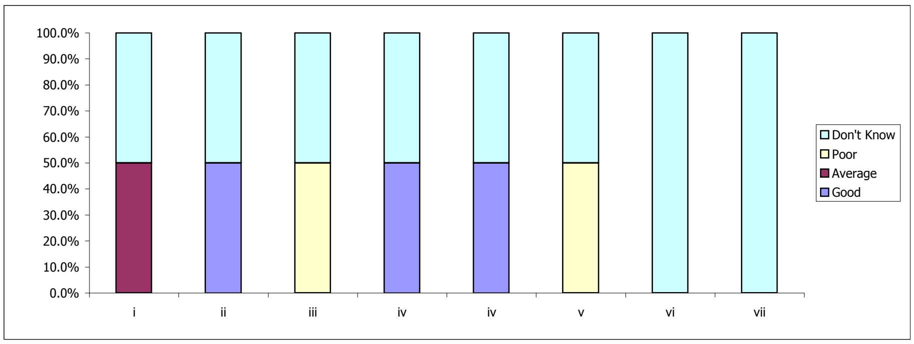
Residents from in or around Ellington Town Centre	2	(66.7%)
Residents from across Northumberland County	0	(0.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	0	(0.0%)
Workers from Ellington Town Centre	0	(0.0%)
Students from Ellington Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	1	(33.3%)
	3	**(100.0%)**

Other:

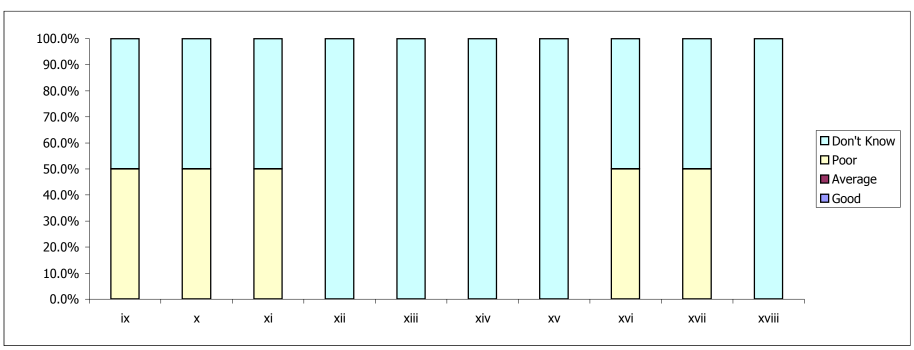
Caravan visitors [1]

Q3. How do you rate the following aspects of the Town Centre?

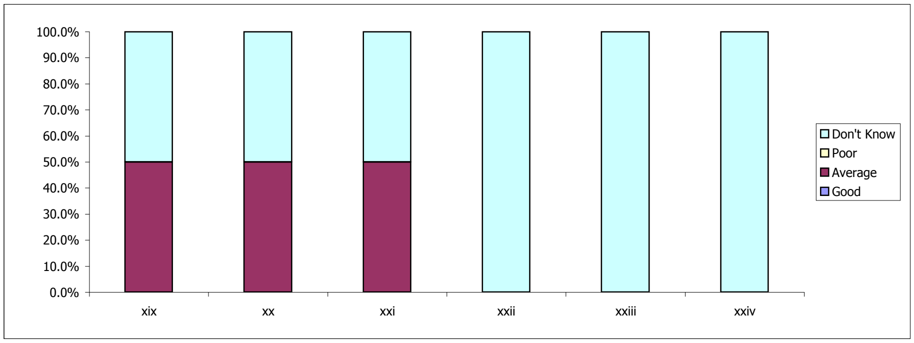
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Ellington Town Centre	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
ii. Accessibility by pedestrians	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
iii. Accessibility by public transport	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
iv. Accessibility by vehicles	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
v. Amount of signage for vehicles	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
vi. Amount of car parking	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
vii. Location of car parking	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
viii. Pricing of car parking	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	3		**1**		**2**		**10**		



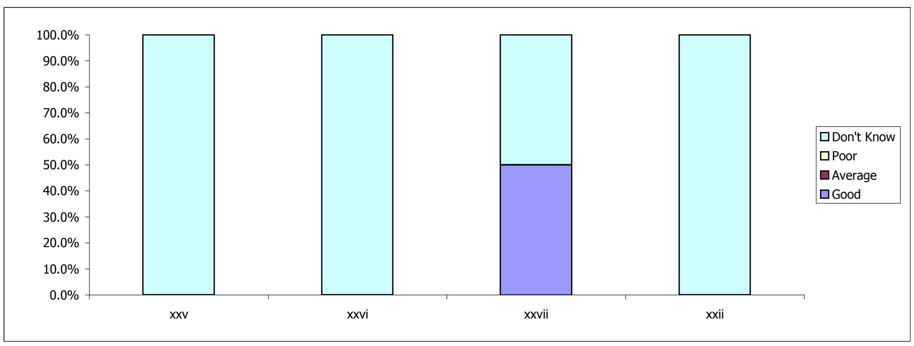
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
x. Range of shops in general	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xi. Number of independent traders	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xii. Number of multiple traders	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xiii. Number of supermarkets	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xiv. Number of services in general (e.g. hairdressers, banks)	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xv. Range of services in general	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xvi. Number of restaurants	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xvii. Number of licensed premises	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xviii. Number of fast-food shops	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	0		**0**		**5**		**15**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
xx. Cleanliness of the public realm	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
xxi. Safety within the public realm	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
xxii. Amount of signage for pedestrians	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xxiv. Range of events	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	0		**3**		**0**		**9**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
xxvii. Image of Ellington Town Centre	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
xxviii. Market	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	1		**0**		**0**		**7**		



Comments:

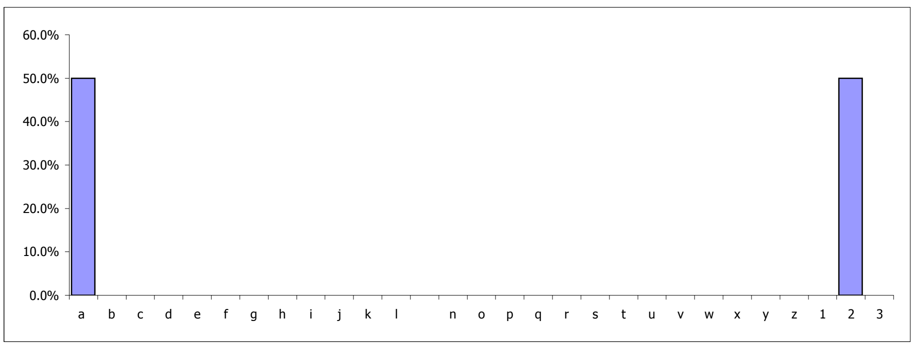
No comments

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	1	(50.00%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	0	(0.00%)
e. Improved street paving	0	(0.00%)
f. Improved street furniture	0	(0.00%)
g. Improved built environment	0	(0.00%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	0	(0.00%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	0	(0.00%)
n. A cinema	0	(0.00%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	0	(0.00%)
w. More specialist markets	0	(0.00%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	0	(0.00%)
z. Greater promotion/marketing of the centre	0	(0.00%)
1. Improved signposting	0	(0.00%)
2. Public toilets	1	(50.00%)
3. Other	0	(0.00%)
	2	**(100.0%)**

Other:

Not applicable



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	0	#DIV/0!
Too many non-retail uses	0	#DIV/0!
Not enough non-retail uses	0	#DIV/0!
	0	**#DIV/0!**

Not Answered: **2**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	0	(0.00%)
b. Lack of passing trade outside your premises	0	(0.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	0	(0.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	0	(0.00%)

If so, where?

Not applicable

g. Competition from elsewhere	0	(0.00%)

If so, where?

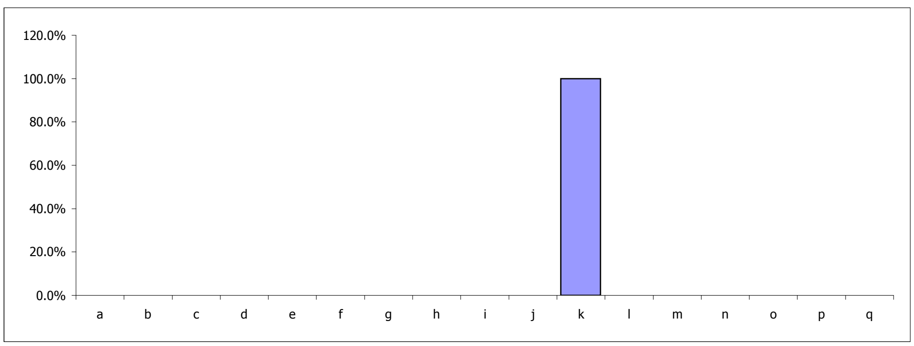
Not applicable

h. Lack of day visitors/tourists to the town	0	(0.00%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	1	(100.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	1	**(100.0%)**

Other:

Not applicable

Not Answered: **1**



Q7. Have you any plans to alter your business in any way in the next five years?

No	0	(0.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(100.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	0	(0.00%)
Yes, other	0	(0.00%)
	1	**(100.0%)**

Other:

Not applicable

Not Answered: **1**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Not Answered [2]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	0	#DIV/0!
No	0	#DIV/0!
	0	**#DIV/0!**
Not Answered:	**2**	

Q10. If yes, where is this?

Not Answered [2]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	#DIV/0!
Worse	0	#DIV/0!
Same	0	#DIV/0!
	0	**#DIV/0!**
Not Answered:	**2**	

Q12. Does your business currently have its own website?

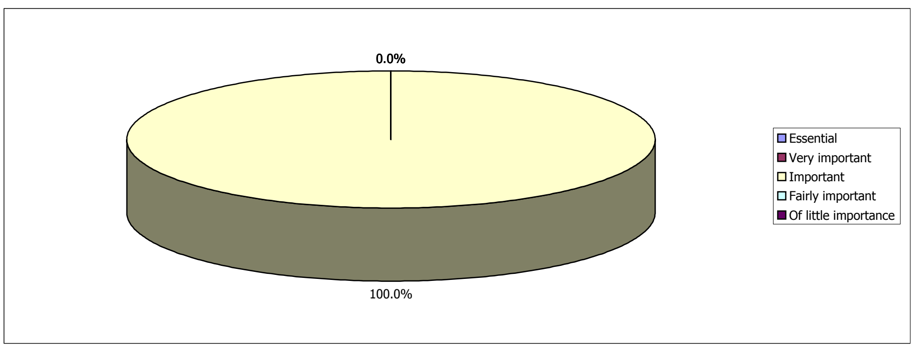
Yes	1	50.0%
No	1	50.0%
	2	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	1	25.0%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	1	25.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	25.0%
Contact directly via e-mail	1	25.0%
	4	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	1	100.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	1	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	0	#DIV/0!
No	0	#DIV/0!
	0	**#DIV/0!**
Not Answered:	**1**	

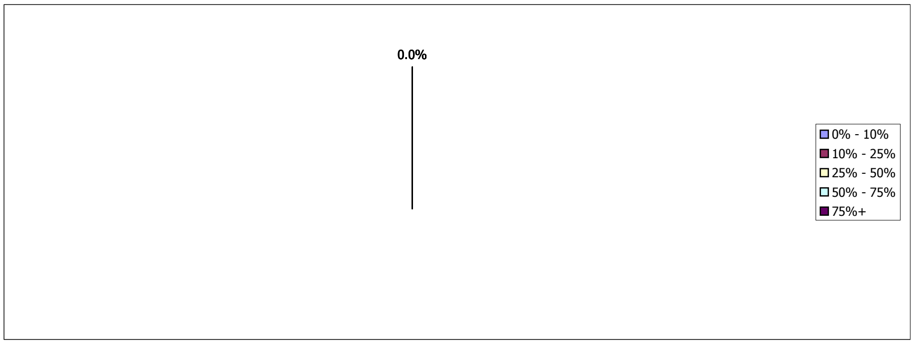
Q16. Do customers visit your store as a result of browsing your website?

Yes	0	#DIV/0!
No	0	#DIV/0!
	0	**#DIV/0!**
Not Answered:	**1**	

Q17. What proportion of your sales are from the internet?

0% - 10%	0	#DIV/0!
10% - 25%	0	#DIV/0!
25% - 50%	0	#DIV/0!
50% - 75%	0	#DIV/0!
75%+	0	#DIV/0!
	0	**#DIV/0!**

Not Answered: **1**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	1	100.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	0	0.0%
	1	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Ellington is a Village - quite a lot of this questionnaire does not apply [1]

GUIDE POST TOWN CENTRE BUSINESS SURVEY RESULTS

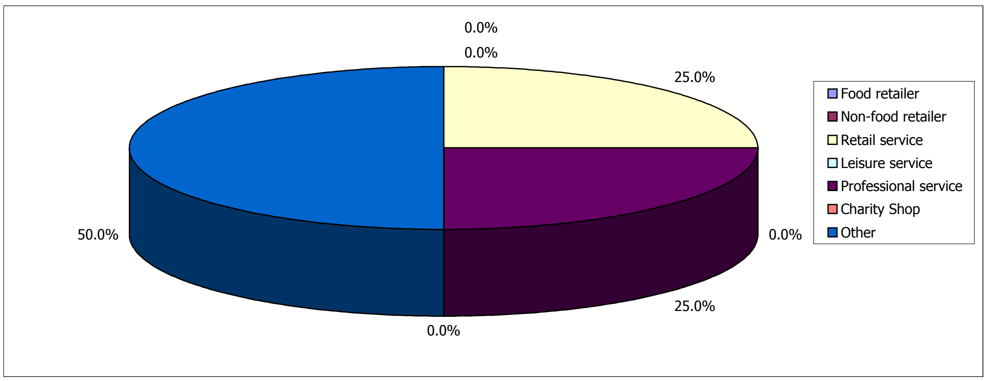
Questionnaires Distributed:	**12**	**Responses: 4 (33%)**

Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	0	(0.0%)
Retail service	1	(25.0%)
Leisure service	0	(0.0%)
Professional service	1	(25.0%)
Charity Shop	0	(0.0%)
Other	2	(50.0%)
	4	**(100.0%)**

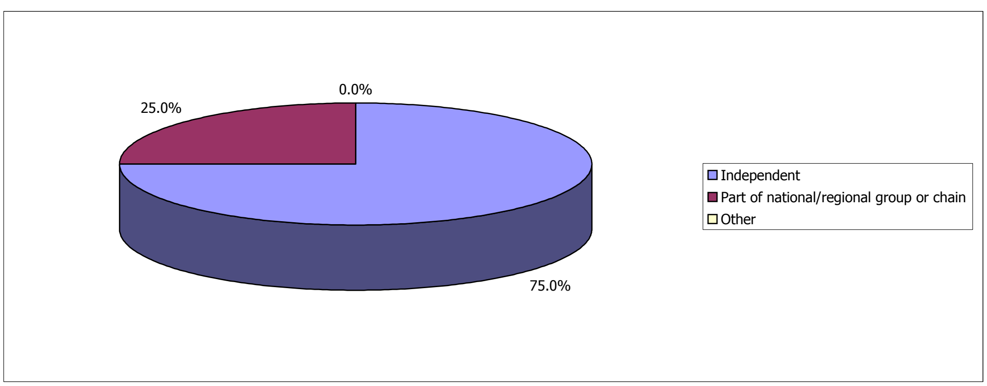
Other:

Sun bed shop [1], Greeting Cards & Gifts [1]



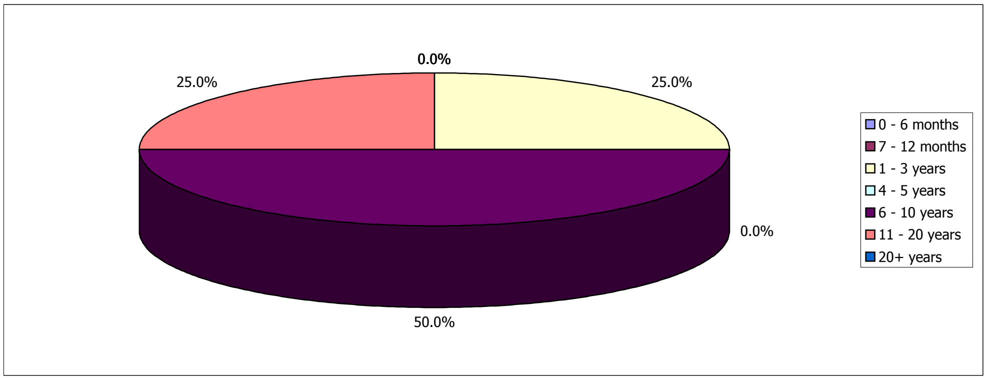
Q1c. Is your business?

Independent	3	(75.0%)
Part of national/regional group or chain	1	(25.0%)
Other	0	(0.0%)
	4	**(100.0%)**



Q1d. How long, approximately, has the business traded in Guide Post Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(25.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	2	(50.0%)
11 - 20 years	1	(25.0%)
20+ years	0	(0.0%)
	4	**(100.0%)**



Q1e. Why did you choose Guide Post Town Centre as a business location?

Live in the area [2], It was a business already open which I took over [2], Wanted to provide a service that wasn't previously available [1]

Q1f. Are the business premises leased or owner occupied?

Leased	4	(100.0%)
Owner Occupied	0	(0.0%)
No Answer	0	(0.0%)
	4	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	4	(40.0%)
Part Time	6	(60.0%)
	10	**(100.0%)**

Q1h. Has the business always operated from Guide Post Town Centre?

Yes	4	(100.0%)
No	0	(0.0%)
	4	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	2	(50.0%)
Remained largely static	2	(50.0%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	4	**(100.0%)**

Q1j. How would you say that your business is currently performing?

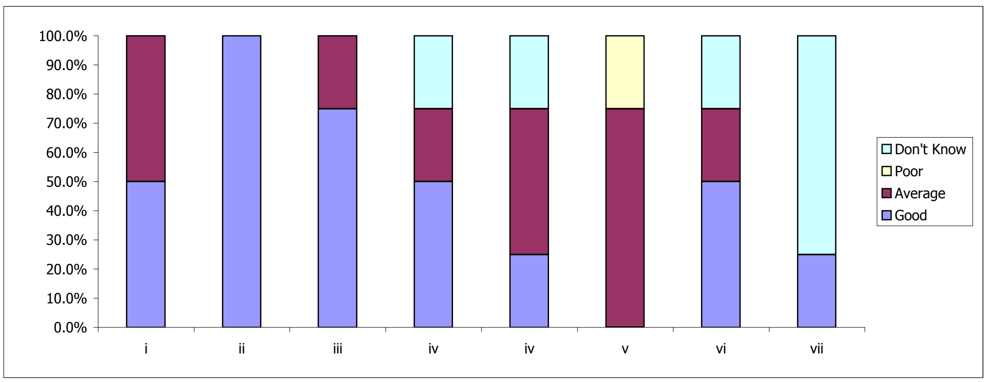
Very Well	0	(0.0%)
Well	2	(50.0%)
Moderately	2	(50.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	4	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

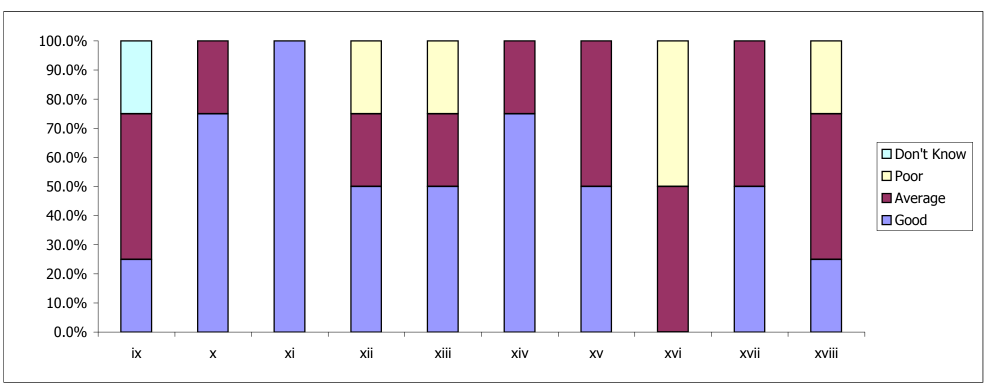
Residents from in or around Guide Post Town Centre	3	(75.0%)
Residents from across Northumberland County	1	(25.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	0	(0.0%)
Workers from Guide Post Town Centre	0	(0.0%)
Students from Guide Post Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	4	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

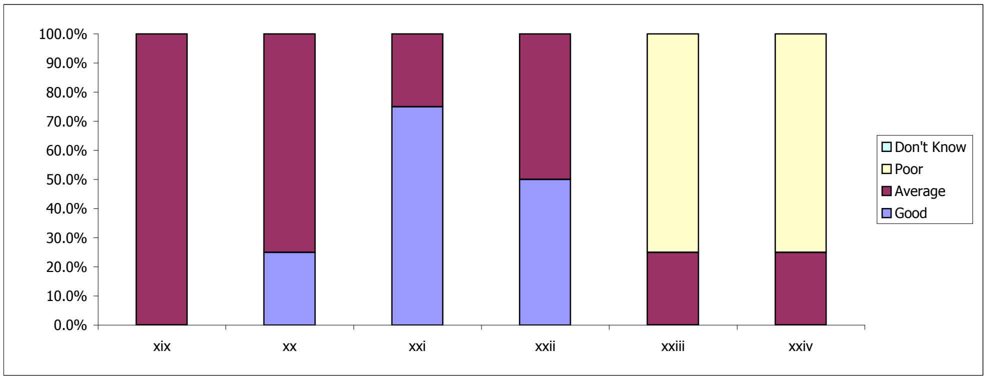
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Guide Post Town Centre	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
ii. Accessibility by pedestrians	4	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**4**
iii. Accessibility by public transport	3	(75.00%)	1	(25.00%)	0	(0.00%)	0	(0.00%)	**4**
iv. Accessibility by vehicles	2	(50.00%)	1	(25.00%)	0	(0.00%)	1	(25.00%)	**4**
v. Amount of signage for vehicles	1	(25.00%)	2	(50.00%)	0	(0.00%)	1	(25.00%)	**4**
vi. Amount of car parking	0	(0.00%)	3	(75.00%)	1	(25.00%)	0	(0.00%)	**4**
vii. Location of car parking	2	(50.00%)	1	(25.00%)	0	(0.00%)	1	(25.00%)	**4**
viii. Pricing of car parking	1	(25.00%)	0	(0.00%)	0	(0.00%)	3	(75.00%)	**4**
	15		**10**		**1**		**6**		



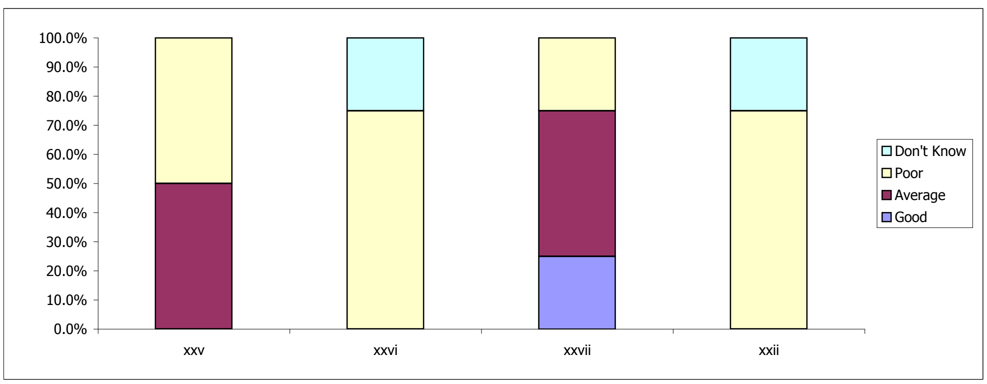
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	1	(25.00%)	2	(50.00%)	0	(0.00%)	1	(25.00%)	**4**
x. Range of shops in general	3	(75.00%)	1	(25.00%)	0	(0.00%)	0	(0.00%)	**4**
xi. Number of independent traders	4	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**4**
xii. Number of multiple traders	2	(50.00%)	1	(25.00%)	1	(25.00%)	0	(0.00%)	**4**
xiii. Number of supermarkets	2	(50.00%)	1	(25.00%)	1	(25.00%)	0	(0.00%)	**4**
xiv. Number of services in general (e.g. hairdressers, banks)	3	(75.00%)	1	(25.00%)	0	(0.00%)	0	(0.00%)	**4**
xv. Range of services in general	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xvi. Number of restaurants	0	(0.00%)	2	(50.00%)	2	(50.00%)	0	(0.00%)	**4**
xvii. Number of licensed premises	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xviii. Number of fast-food shops	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
	20		**14**		**5**		**1**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	4	(100.00%)	0	(0.00%)	0	(0.00%)	**4**
xx. Cleanliness of the public realm	1	(25.00%)	3	(75.00%)	0	(0.00%)	0	(0.00%)	**4**
xxi. Safety within the public realm	3	(75.00%)	1	(25.00%)	0	(0.00%)	0	(0.00%)	**4**
xxii. Amount of signage for pedestrians	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	1	(25.00%)	3	(75.00%)	0	(0.00%)	**4**
xxiv. Range of events	0	(0.00%)	1	(25.00%)	3	(75.00%)	0	(0.00%)	**4**
	6		**12**		**6**		**0**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	0	(0.00%)	2	(50.00%)	2	(50.00%)	0	(0.00%)	**4**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	0	(0.00%)	3	(75.00%)	1	(25.00%)	**4**
xxvii. Image of Guide Post Town Centre	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
xxviii. Market	0	(0.00%)	0	(0.00%)	3	(75.00%)	1	(25.00%)	**4**
	1		**4**		**9**		**2**		

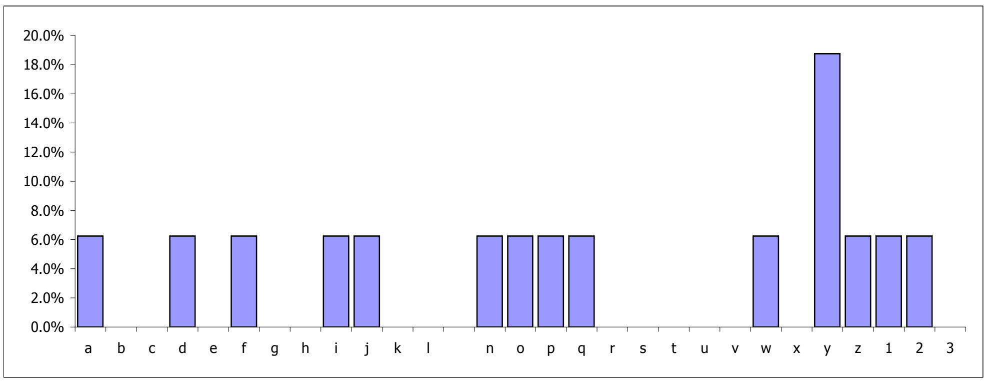


Comments:

No comments

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	1	(6.25%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	1	(6.25%)
e. Improved street paving	0	(0.00%)
f. Improved street furniture	1	(6.25%)
g. Improved built environment	0	(0.00%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	1	(6.25%)
j. More street cleaning	1	(6.25%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	0	(0.00%)
n. A cinema	1	(6.25%)
o. A bowling alley	1	(6.25%)
p. A new sports centre	1	(6.25%)
q. A new leisure/splash pool	1	(6.25%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	0	(0.00%)
w. More specialist markets	1	(6.25%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	3	(18.75%)
z. Greater promotion/marketing of the centre	1	(6.25%)
1. Improved signposting	1	(6.25%)
2. Public toilets	1	(6.25%)
3. Other	0	(0.00%)
	16	**(100.0%)**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	3	(75.00%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	1	(25.00%)
	4	**(100.0%)**

Comments:

No comments

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	2	(20.00%)
b. Lack of passing trade outside your premises	1	(10.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	1	(10.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	2	(20.00%)

If so, where?

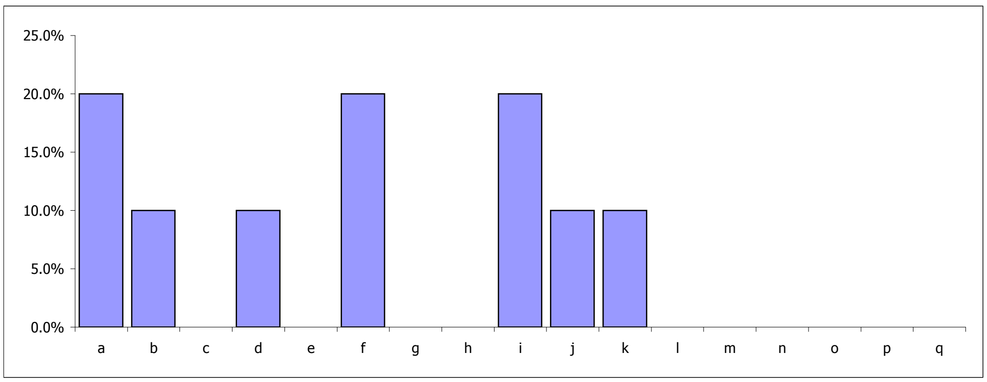
Morpeth [1], Ashington [1]

g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	0	(0.00%)
i. Anti-social behaviour	2	(20.00%)
j. Poor security/policing	1	(10.00%)
k. The inadequacy of your current premises	1	(10.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	10	**(100.0%)**



Q7. Have you any plans to alter your business in any way in the next five years?

No	2	(66.67%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(33.33%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	0	(0.00%)
Yes, other	0	(0.00%)
	3	**(100.0%)**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Other salons in the area [1], Ashington [2], Morpeth [2]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	1	(25.0%)
No	3	(75.0%)
	4	**(100.0%)**

Q10. If yes, where is this?

Most Northumbrian towns [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	1	(100.0%)
	1	**(100.0%)**

Q12. Does your business currently have its own website?

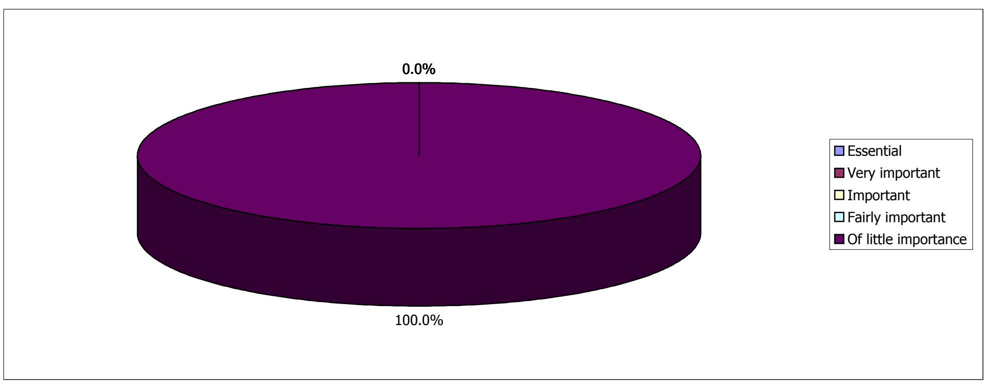
Yes	1	25.0%
No	3	75.0%
	4	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	100.0%
Contact directly via e-mail	0	0.0%
	1	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	0	0.0%
Fairly important	0	0.0%
Of little importance	1	100.0%
	1	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

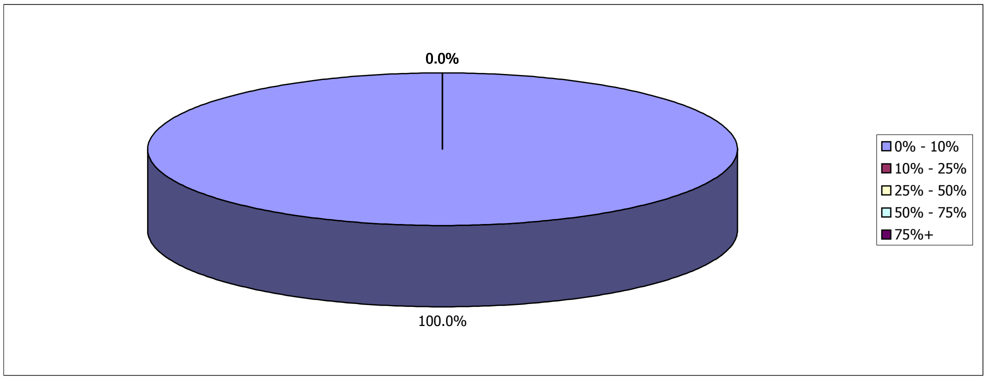
Yes	0	0.0%
No	1	100.0%
	1	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	0	0.0%
No	1	100.0%
	1	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	2	50.0%
Too expensive	0	0.0%
Too time consuming	1	25.0%
Do not have the skills to produce/run a website	1	25.0%
In the process of designing a website	0	0.0%
	4	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

A good local centre which has benefited recently from improved car parking arrangements [1], Currently my main concern is that as we are now run by one Council, parking charges will soon be imposed and this will drive away customers which will effect trade [1]

HADSTON TOWN CENTRE BUSINESS SURVEY RESULTS

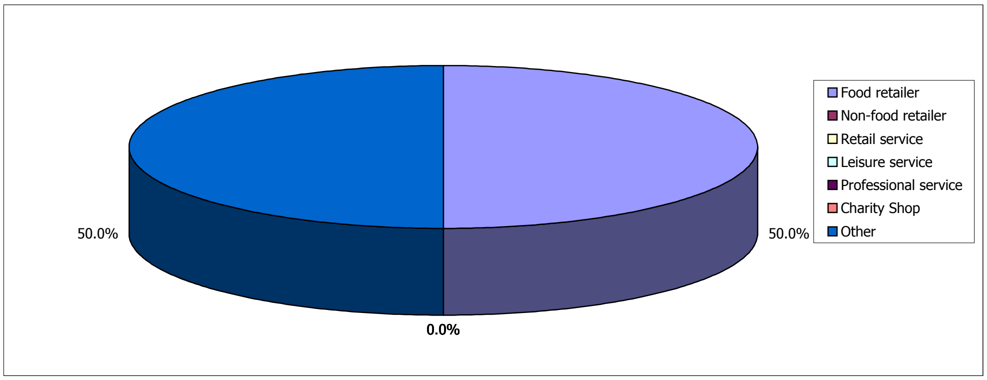
Questionnaires Distributed:	**15**	**Responses: 2 (13%)**

Q1b. How would you best describe your business?

Food retailer	1	(50.0%)
Non-food retailer	0	(0.0%)
Retail service	0	(0.0%)
Leisure service	0	(0.0%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	1	(50.0%)
	2	**(100.0%)**

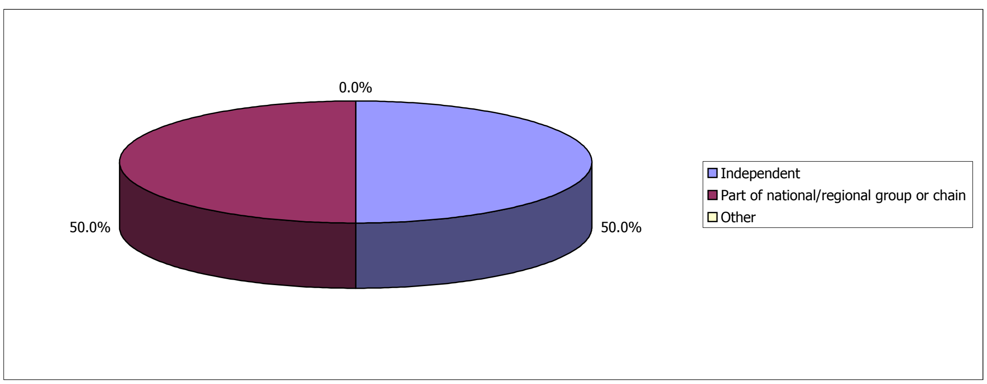
Other:

Manufacturing [1]



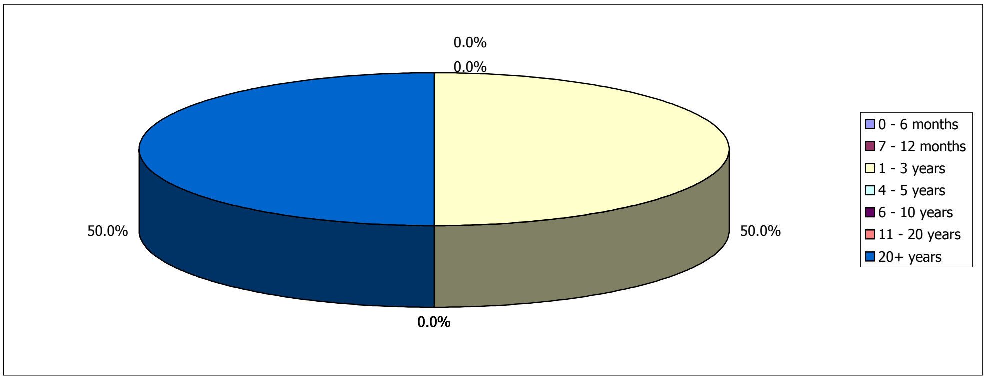
Q1c. Is your business?

Independent	1	(50.0%)
Part of national/regional group or chain	1	(50.0%)
Other	0	(0.0%)
	2	**(100.0%)**



Q1d. How long, approximately, has the business traded in Hadston Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(50.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	0	(0.0%)
11 - 20 years	0	(0.0%)
20+ years	1	(50.0%)
	2	**(100.0%)**



Q1e. Why did you choose Hadston Town Centre as a business location?

Cheaper than Alnwick [1]

Not Answered [1]

Q1f. Are the business premises leased or owner occupied?

Leased	2	(100.0%)
Owner Occupied	0	(0.0%)
No Answer	0	(0.0%)
	2	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	9	(31.0%)
Part Time	20	(69.0%)
	29	**(100.0%)**

Q1h. Has the business always operated from Hadston Town Centre?

Yes	1	(50.0%)
No	1	(50.0%)
	2	**(100.0%)**

If no, where did you relocate from?

Alnwick [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	1	(50.0%)
Grown moderately	1	(50.0%)
Remained largely static	0	(0.0%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	2	**(100.0%)**

Q1j. How would you say that your business is currently performing?

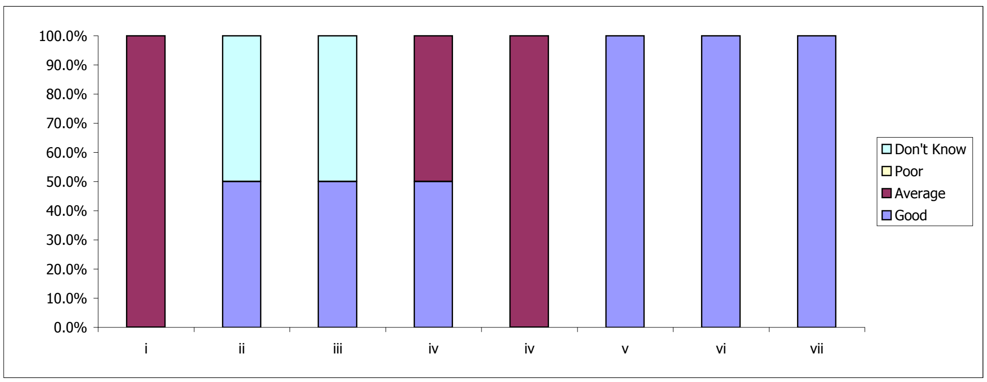
Very Well	1	(50.0%)
Well	1	(50.0%)
Moderately	0	(0.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	2	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

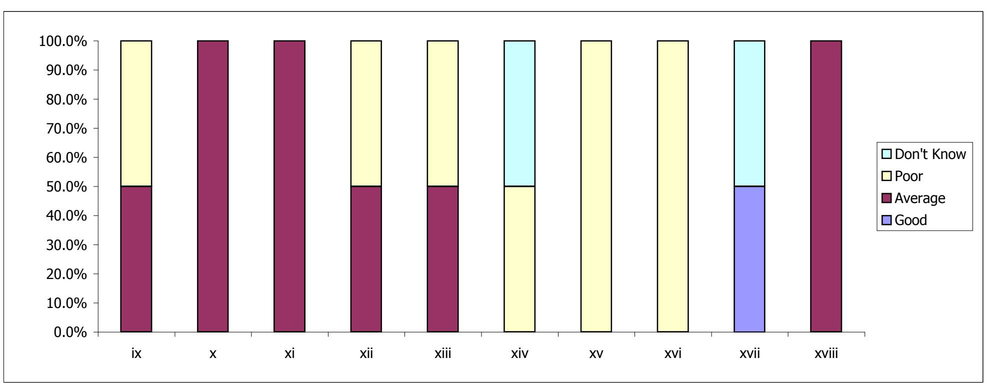
Residents from in or around Hadston Town Centre	1	(50.0%)
Residents from across Northumberland County	0	(0.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	1	(50.0%)
Workers from Hadston Town Centre	0	(0.0%)
Students from Hadston Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	2	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

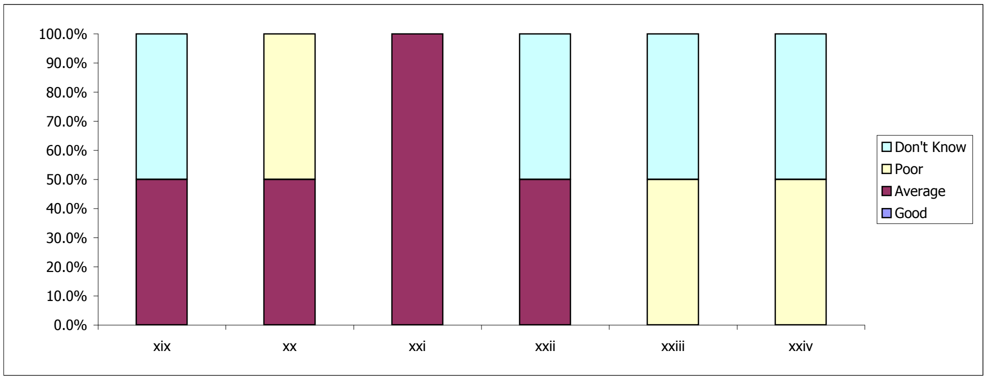
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Hadston Town Centre	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
ii. Accessibility by pedestrians	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
iii. Accessibility by public transport	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
iv. Accessibility by vehicles	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
v. Amount of signage for vehicles	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
vi. Amount of car parking	2	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**2**
vii. Location of car parking	2	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**2**
viii. Pricing of car parking	2	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**2**
	9		**5**		**0**		**2**		



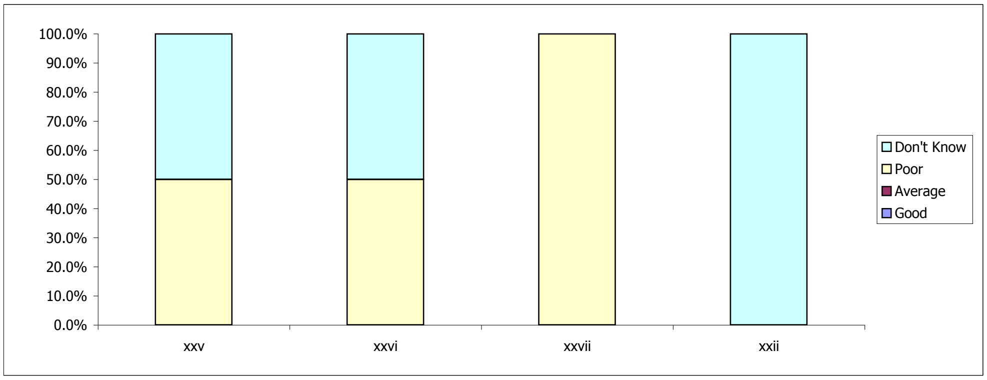
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
x. Range of shops in general	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
xi. Number of independent traders	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
xii. Number of multiple traders	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xiii. Number of supermarkets	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xiv. Number of services in general (e.g. hairdressers, banks)	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xv. Range of services in general	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xvi. Number of restaurants	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xvii. Number of licensed premises	1	(50.00%)	0	(0.00%)	0	(0.00%)	1	(50.00%)	**2**
xviii. Number of fast-food shops	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
	1		**9**		**8**		**2**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
xx. Cleanliness of the public realm	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xxi. Safety within the public realm	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
xxii. Amount of signage for pedestrians	0	(0.00%)	1	(50.00%)	0	(0.00%)	1	(50.00%)	**2**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xxiv. Range of events	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
	0		**5**		**3**		**4**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xxvii. Image of Hadston Town Centre	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xxviii. Market	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	0		**0**		**4**		**4**		

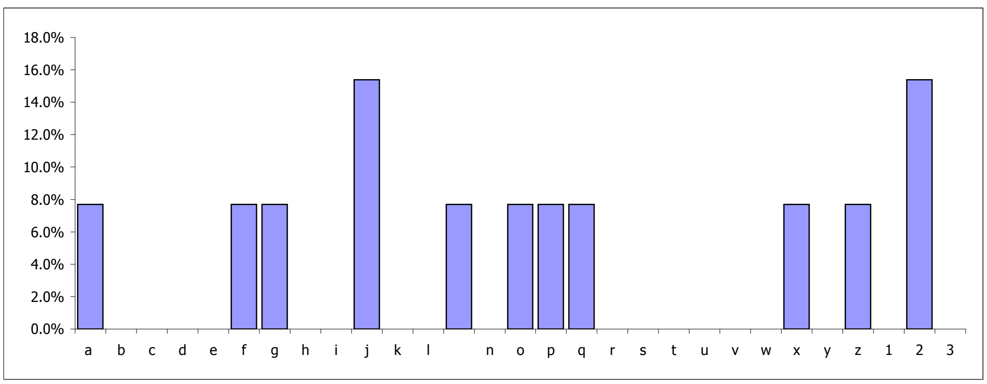


Comments:

No comments

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	1	(7.69%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	0	(0.00%)
e. Improved street paving	0	(0.00%)
f. Improved street furniture	1	(7.69%)
g. Improved built environment	1	(7.69%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	2	(15.38%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	1	(7.69%)
n. A cinema	0	(0.00%)
o. A bowling alley	1	(7.69%)
p. A new sports centre	1	(7.69%)
q. A new leisure/splash pool	1	(7.69%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	0	(0.00%)
w. More specialist markets	0	(0.00%)
x. More cultural facilities (i.e. Museum)	1	(7.69%)
y. Improved security/CCTV	0	(0.00%)
z. Greater promotion/marketing of the centre	1	(7.69%)
1. Improved signposting	0	(0.00%)
2. Public toilets	2	(15.38%)
3. Other	0	(0.00%)
	13	**(100.0%)**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	0	(0.00%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	1	(100.00%)
	1	**(100.0%)**

Comments:

No comments

Not Answered: **1**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	0	(0.00%)
b. Lack of passing trade outside your premises	1	(25.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	0	(0.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	0	(0.00%)

If so, where?

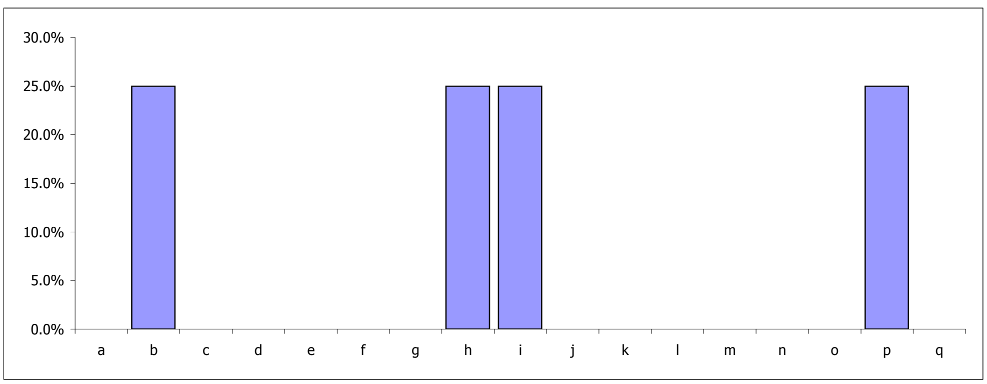
Not applicable

g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	1	(25.00%)
i. Anti-social behaviour	1	(25.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	1	(25.00%)
q. Other	0	(0.00%)
	4	**(100.0%)**



Q7. Have you any plans to alter your business in any way in the next five years?

No	1	(50.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(50.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	0	(0.00%)
Yes, other	0	(0.00%)
	2	**(100.0%)**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Ashington [1]

Not Answered [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	1	(50.0%)
No	1	(50.0%)
	2	**(100.0%)**

Q10. If yes, where is this?

All cooperative stores [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(100.0%)
Worse	0	(0.0%)
Same	0	(0.0%)
	1	**(100.0%)**

Q12. Does your business currently have its own website?

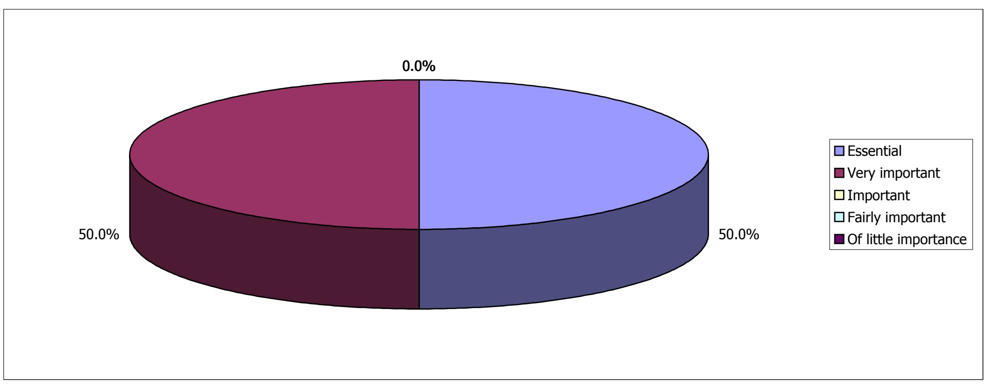
Yes	2	100.0%
No	0	0.0%
	2	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	1	20.0%
Ability to order goods that will be delivered to a designated address	1	20.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	20.0%
Contact directly via e-mail	2	40.0%
	5	**100.0%**

Q14. How important is your website to your business?

Essential	1	50.0%
Very important	1	50.0%
Important	0	0.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	2	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

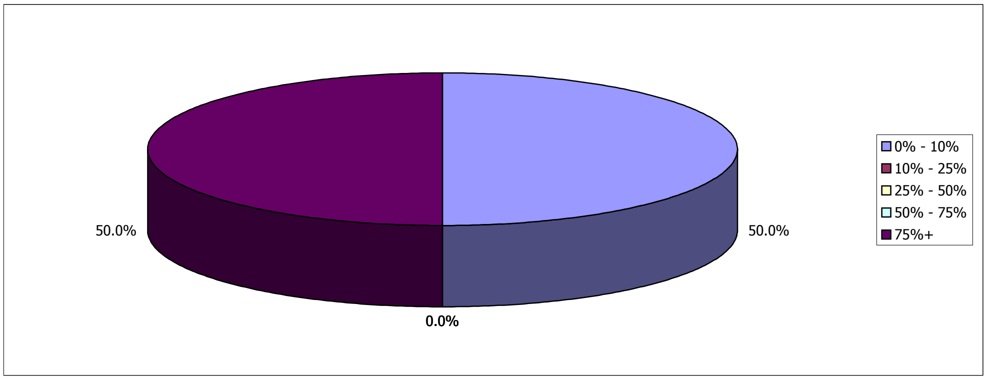
Yes	2	100.0%
No	0	0.0%
	2	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	0	0.0%
No	2	100.0%
	2	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	50.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	1	50.0%
	2	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	0	#DIV/0!
Not relevant/necessary	0	#DIV/0!
Too expensive	0	#DIV/0!
Too time consuming	0	#DIV/0!
Do not have the skills to produce/run a website	0	#DIV/0!
In the process of designing a website	0	#DIV/0!
	0	**#DIV/0!**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

It's hard to class Hadston as a Town Centre as we only have the precinct [1], Although the car park is a great asset, the actual building is in need of repair [1], We are based at the industrial estate & feel that the entrance area could do with tidying up. The first unit is currently up for sale and getting very unkempt [1]

HALTWHISTLE TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**80**	**Responses: 13 (16%)**

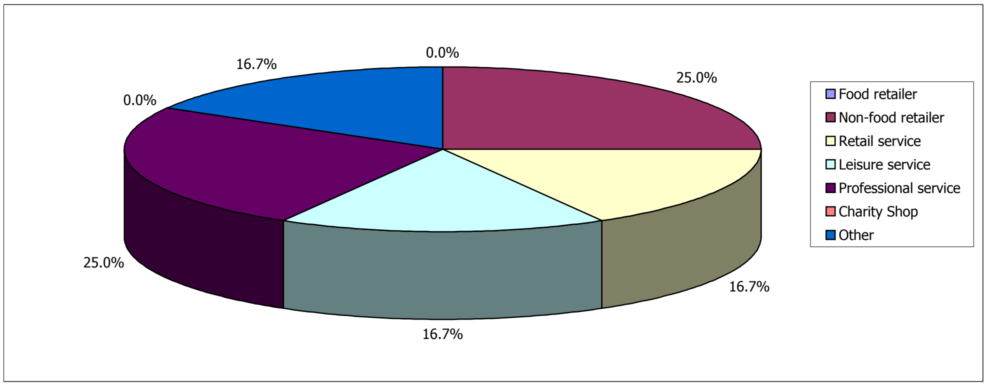
Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	3	(25.0%)
Retail service	2	(16.7%)
Leisure service	2	(16.7%)
Professional service	3	(25.0%)
Charity Shop	0	(0.0%)
Other	2	(16.7%)
	12	**(100.0%)**

Other:

Community office [1], Blind Manufacturer/Supplier [1]

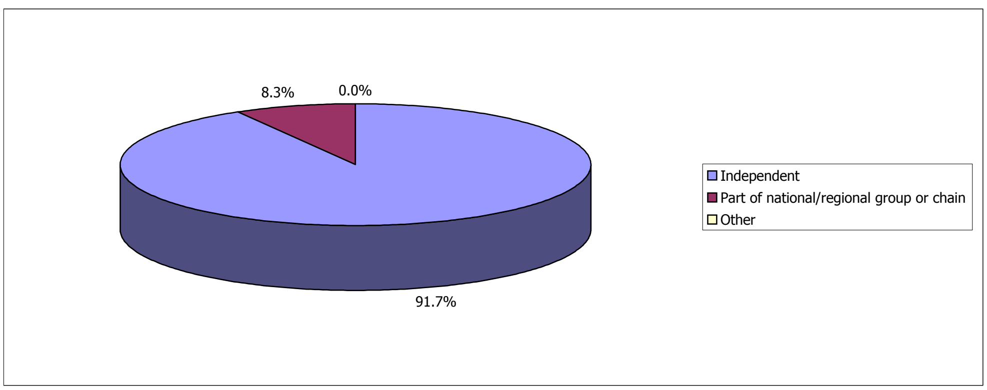
Not Answered: **1**



Q1c. Is your business?

Independent	11	(91.7%)
Part of national/regional group or chain	1	(8.3%)
Other	0	(0.0%)
	12	**(100.0%)**

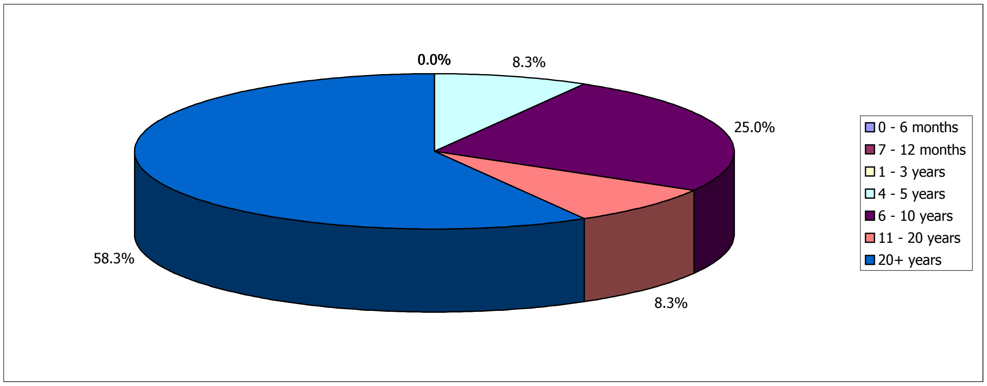
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Haltwhistle Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	1	(8.3%)
6 - 10 years	3	(25.0%)
11 - 20 years	1	(8.3%)
20+ years	7	(58.3%)
	12	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Haltwhistle Town Centre as a business location?

Founders of business lived close to Haltwhistle in 1926 [1], Because the shoe shop was for sale [1], Best premises at that time [1], Property became available when business set up (1927) [1], In response to local need [1], Business opportunity [1], My home town [3], Family Reasons [1], Took over existing business in same location [1]

Q1f. Are the business premises leased or owner occupied?

Leased	5	(41.7%)
Owner Occupied	6	(50.0%)
No Answer	1	(8.3%)
	12	**(100.0%)**

Not Answered: **1**

Q1g. How many staff does the business employ?

Full Time	20	(36.4%)
Part Time	35	(63.6%)
	55	**(100.0%)**

Not Answered: **1**

Q1h. Has the business always operated from Haltwhistle Town Centre?

Yes	12	(100.0%)
No	0	(0.0%)
	12	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	3	(27.3%)
Grown moderately	3	(27.3%)
Remained largely static	2	(18.2%)
Declined moderately	2	(18.2%)
Declined significantly	1	(9.1%)
	11	**(100.0%)**

Not Answered: **2**

Q1j. How would you say that your business is currently performing?

Very Well	2	(18.2%)
Well	5	(45.5%)
Moderately	4	(36.4%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	11	**(100.0%)**

Not Answered: **2**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Haltwhistle Town Centre	7	(38.9%)
Residents from across Northumberland County	5	(27.8%)
Residents from outside Northumberland County	1	(5.6%)
Specialist buyers	2	(11.1%)
Workers from Haltwhistle Town Centre	0	(0.0%)
Students from Haltwhistle Town Centre	0	(0.0%)
Passers-by	2	(11.1%)
Other	1	(5.6%)
	18	**(100.0%)**

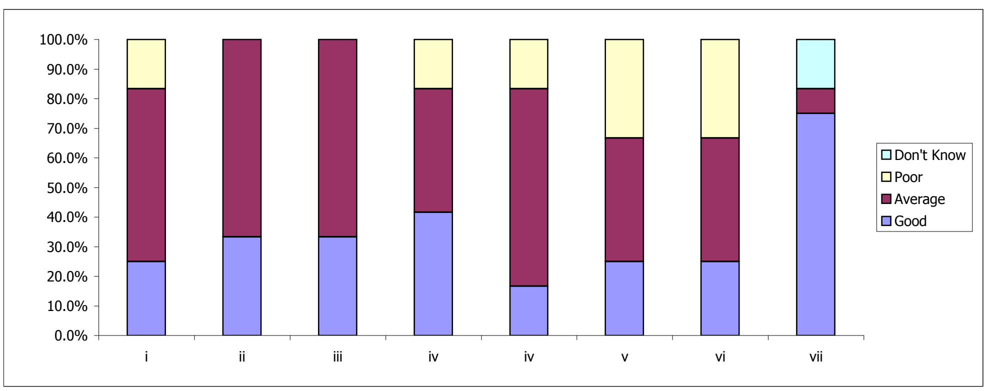
Other:

A whole cross section of above options [1]

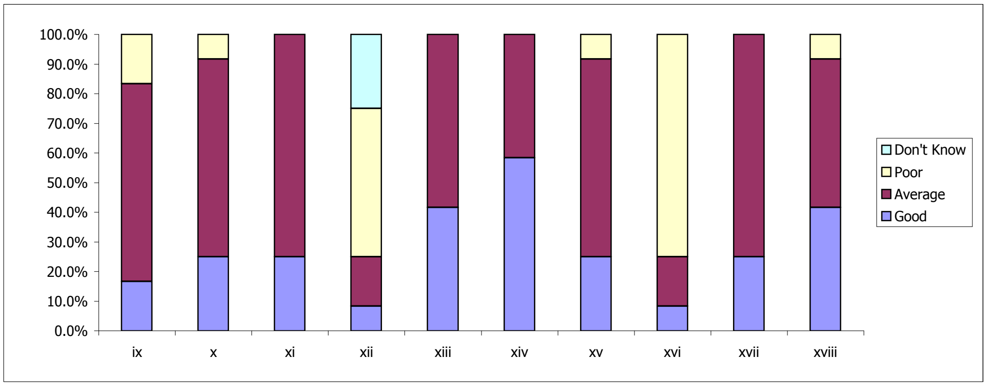
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

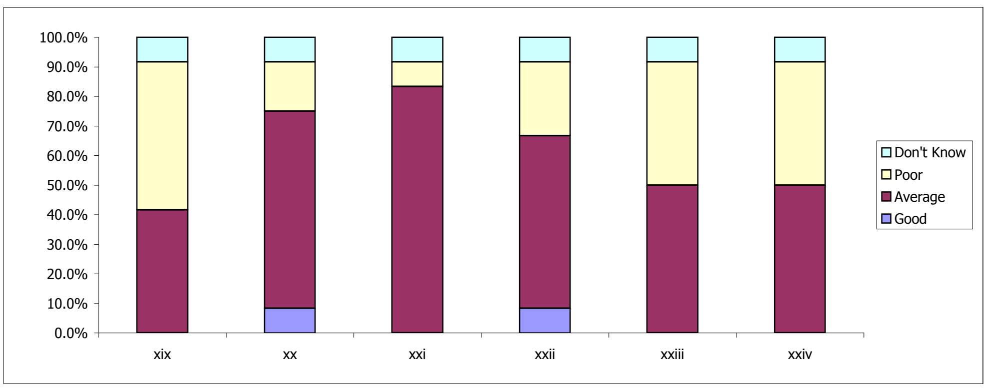
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Haltwhistle Town Centre	3	(25.00%)	7	(58.33%)	2	(16.67%)	0	(0.00%)	**12**
ii. Accessibility by pedestrians	4	(33.33%)	8	(66.67%)	0	(0.00%)	0	(0.00%)	**12**
iii. Accessibility by public transport	4	(33.33%)	8	(66.67%)	0	(0.00%)	0	(0.00%)	**12**
iv. Accessibility by vehicles	5	(41.67%)	5	(41.67%)	2	(16.67%)	0	(0.00%)	**12**
v. Amount of signage for vehicles	2	(16.67%)	8	(66.67%)	2	(16.67%)	0	(0.00%)	**12**
vi. Amount of car parking	3	(25.00%)	5	(41.67%)	4	(33.33%)	0	(0.00%)	**12**
vii. Location of car parking	3	(25.00%)	5	(41.67%)	4	(33.33%)	0	(0.00%)	**12**
viii. Pricing of car parking	9	(75.00%)	1	(8.33%)	0	(0.00%)	2	(16.67%)	**12**
	33		**47**		**14**		**2**		



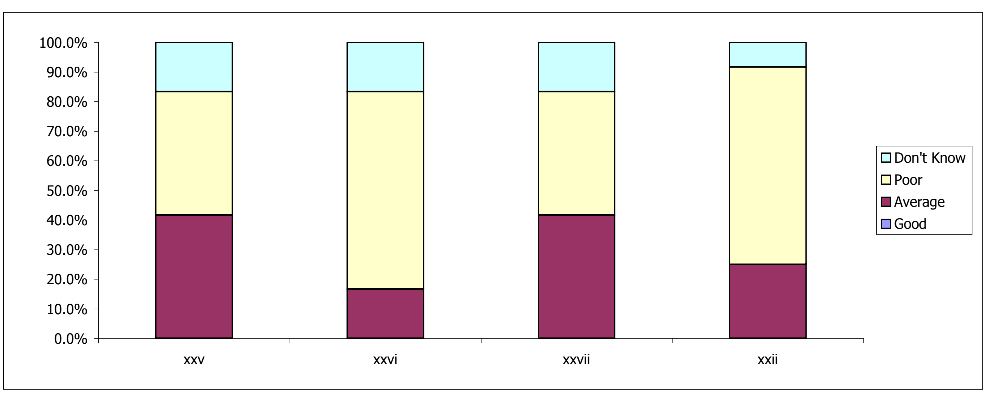
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	2	(16.67%)	8	(66.67%)	2	(16.67%)	0	(0.00%)	**12**
x. Range of shops in general	3	(25.00%)	8	(66.67%)	1	(8.33%)	0	(0.00%)	**12**
xi. Number of independent traders	3	(25.00%)	9	(75.00%)	0	(0.00%)	0	(0.00%)	**12**
xii. Number of multiple traders	1	(8.33%)	2	(16.67%)	6	(50.00%)	3	(25.00%)	**12**
xiii. Number of supermarkets	5	(41.67%)	7	(58.33%)	0	(0.00%)	0	(0.00%)	**12**
xiv. Number of services in general (e.g. hairdressers, banks)	7	(58.33%)	5	(41.67%)	0	(0.00%)	0	(0.00%)	**12**
xv. Range of services in general	3	(25.00%)	8	(66.67%)	1	(8.33%)	0	(0.00%)	**12**
xvi. Number of restaurants	1	(8.33%)	2	(16.67%)	9	(75.00%)	0	(0.00%)	**12**
xvii. Number of licensed premises	3	(25.00%)	9	(75.00%)	0	(0.00%)	0	(0.00%)	**12**
xviii. Number of fast-food shops	5	(41.67%)	6	(50.00%)	1	(8.33%)	0	(0.00%)	**12**
	33		**64**		**20**		**3**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	5	(41.67%)	6	(50.00%)	1	(8.33%)	**12**
xx. Cleanliness of the public realm	1	(8.33%)	8	(66.67%)	2	(16.67%)	1	(8.33%)	**12**
xxi. Safety within the public realm	0	(0.00%)	10	(83.33%)	1	(8.33%)	1	(8.33%)	**12**
xxii. Amount of signage for pedestrians	1	(8.33%)	7	(58.33%)	3	(25.00%)	1	(8.33%)	**12**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	6	(50.00%)	5	(41.67%)	1	(8.33%)	**12**
xxiv. Range of events	0	(0.00%)	6	(50.00%)	5	(41.67%)	1	(8.33%)	**12**
	2		**42**		**22**		**6**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	0	(0.00%)	5	(41.67%)	5	(41.67%)	2	(16.67%)	**12**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	2	(16.67%)	8	(66.67%)	2	(16.67%)	**12**
xxvii. Image of Haltwhistle Town Centre	0	(0.00%)	5	(41.67%)	5	(41.67%)	2	(16.67%)	**12**
xxviii. Market	0	(0.00%)	3	(25.00%)	8	(66.67%)	1	(8.33%)	**12**
	0		**15**		**26**		**7**		



Comments:

No comments

Not Answered: 1

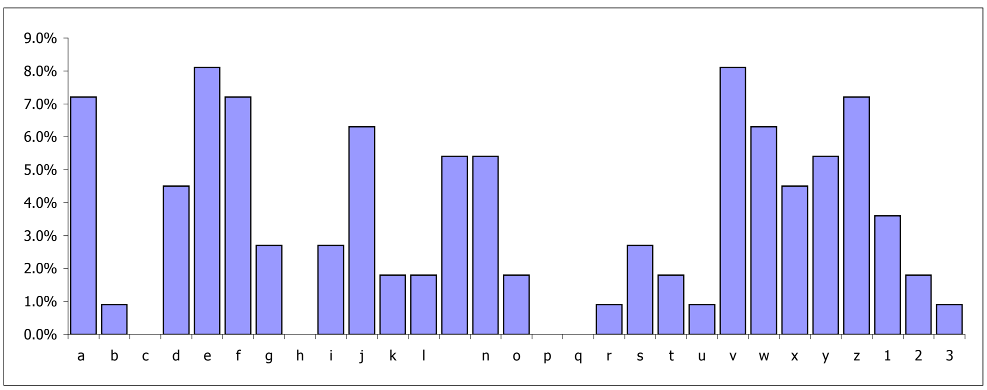
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	8	(7.21%)
b. More national multiples	1	(0.90%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	5	(4.50%)
e. Improved street paving	9	(8.11%)
f. Improved street furniture	8	(7.21%)
g. Improved built environment	3	(2.70%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	3	(2.70%)
j. More street cleaning	7	(6.31%)
k. Improved public transport	2	(1.80%)
l. Improved access by foot and cycle	2	(1.80%)
m. More entertainment/leisure facilities	6	(5.41%)
n. A cinema	6	(5.41%)
o. A bowling alley	2	(1.80%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	1	(0.90%)
s. More hotels	3	(2.70%)
t. More residential development	2	(1.80%)
u. More commercial offices	1	(0.90%)
v. More quality restaurants/pavement cafes	9	(8.11%)
w. More specialist markets	7	(6.31%)
x. More cultural facilities (i.e. Museum)	5	(4.50%)
y. Improved security/CCTV	6	(5.41%)
z. Greater promotion/marketing of the centre	8	(7.21%)
1. Improved signposting	4	(3.60%)
2. Public toilets	2	(1.80%)
3. Other	1	(0.90%)
	111	**(100.0%)**

Other:

Greater use of "centre of Britain" everywhere in Haltwhistle [1]

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	5	(45.45%)
Too many non-retail uses	2	(18.18%)
Not enough non-retail uses	4	(36.36%)
	11	**(100.0%)**

Comments:

Lack of decent restaurants [1]

Not Answered: **2**

Q6. What, if anything, do you consider are the main barriers to the trading performance o your business?

a. High Rents/Overheads	4	(13.79%)
b. Lack of passing trade outside your premises	3	(10.34%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	4	(13.79%)
e. Competition from other traders in the Town Centre	1	(3.45%)

If so, where?

Not Answered [1]

f. Competition from other Town Centres nearby	2	(6.90%)

If so, where?

Metro/Eldon Square (Newcastle) [1], Large supermarkets selling same items at a much lower price [1]

g. Competition from elsewhere	2	(6.90%)

If so, where?

Out of town superstores [1]

Not Answered [1]

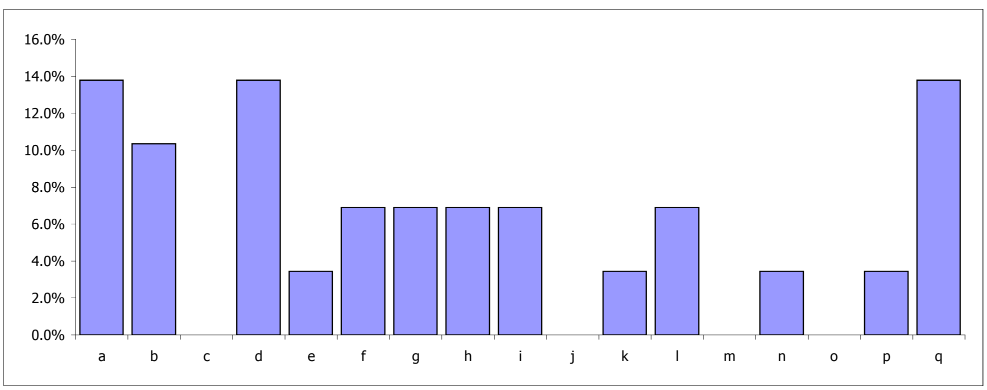
h. Lack of day visitors/tourists to the town	2	(6.90%)
i. Anti-social behaviour	2	(6.90%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	1	(3.45%)
l. Poor quality of Town Centre shopping environment	2	(6.90%)
m. Mail Order	0	(0.00%)
n. Internet	1	(3.45%)
o. Don't Know	0	(0.00%)
p. None	1	(3.45%)
q. Other	4	(13.79%)
	29	**(100.0%)**

Other:

None - It's how you market yourself [1], Funding opportunities [1], Marketing - Haltwhistle not promoted enough for what it has to offer [1]

Not Answered [1]

Not Answered: **3**



Q7. Have you any plans to alter your business in any way in the next five years?

No	9	(81.82%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(9.09%)
Yes, other	1	(9.09%)
	11	**(100.0%)**

Other:

Retirement - want to sell as going concern [1]

Not Answered: **2**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Newcastle [1], Carlisle [2], Hexham [1], Cities [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	1	(9.1%)
No	10	(90.9%)
	11	**(100.0%)**

Not Answered: **2**

Q10. If yes, where is this?

Not Answered [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	1	(100.0%)
	1	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	6	50.0%
No	6	50.0%
	12	**100.0%**

Not Answered: **1**

Q13. What services does your website provide to customers?

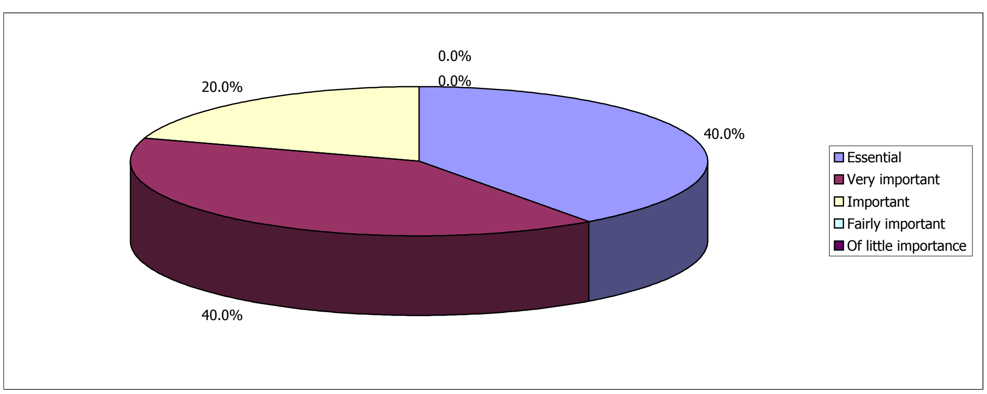
Ability to browse goods available at your premises	4	36.4%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	1	9.1%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	3	27.3%
Contact directly via e-mail	3	27.3%
	11	**100.0%**

Not Answered: **1**

Q14. How important is your website to your business?

Essential	2	40.0%
Very important	2	40.0%
Important	1	20.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	5	**100.0%**

Not Answered: **1**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

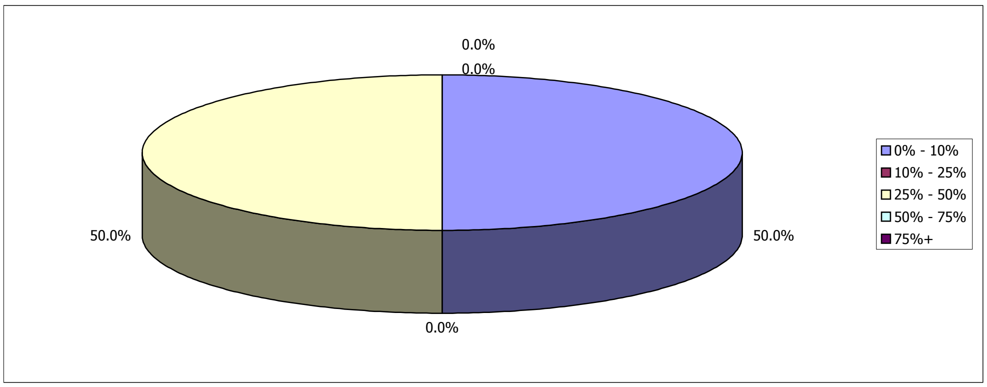
Yes	5	100.0%
No	0	0.0%
	5	**100.0%**
Not Answered:	**1**	

Q16. Do customers visit your store as a result of browsing your website?

Yes	5	100.0%
No	0	0.0%
	5	**100.0%**
Not Answered:	**1**	

Q17. What proportion of your sales are from the internet?

0% - 10%	2	50.0%
10% - 25%	0	0.0%
25% - 50%	2	50.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	4	**100.0%**
Not Answered:	**2**	



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	5	62.5%
Too expensive	0	0.0%
Too time consuming	2	25.0%
Do not have the skills to produce/run a website	1	12.5%
In the process of designing a website	0	0.0%
	8	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

The cobbled area in the market place could be re-laid improved [1]. The marketing of Haltwhistle as a gateway to the roman wall could be vastly improved [1], More effort must be made to promote Haltwhistle and what it has to offer (i.e. history/heritage) and the services in the area [1], The town is seriously lacking good marketing to bring in more much needed business and money [1], In my opinion the 'Centre of Britain' concept is not being used to anywhere near it's potential [1], All year round thousands of visitors walk the Roman Walk and thousands of tourists visit this area to view the wall etc. [1]

HAYDON BRIDGE TOWN CENTRE BUSINESS SURVEY RESULTS

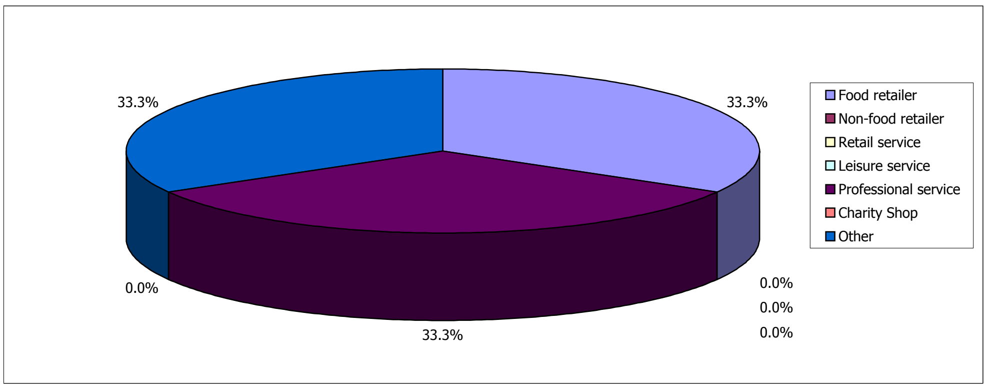
Questionnaires Distributed: **11** **Responses: 3 (27%)**

Q1b. How would you best describe your business?

Food retailer	1	(33.3%)
Non-food retailer	0	(0.0%)
Retail service	0	(0.0%)
Leisure service	0	(0.0%)
Professional service	1	(33.3%)
Charity Shop	0	(0.0%)
Other	1	(33.3%)
	3	**(100.0%)**

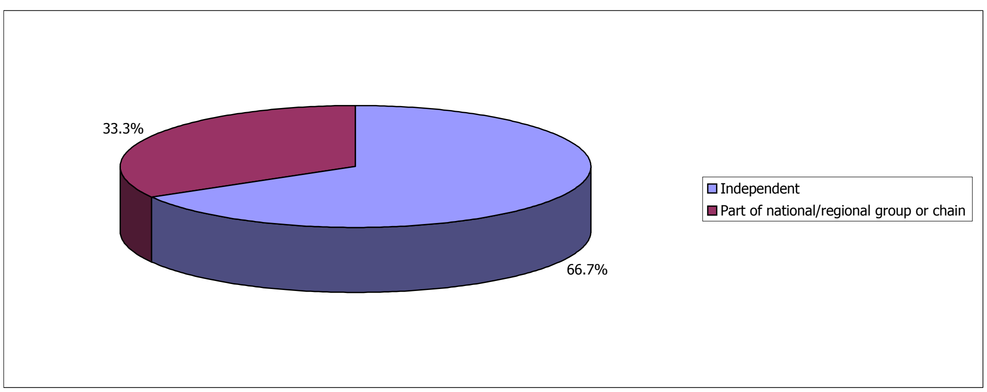
Other:

Manufacturing company importing and selling alarm systems [1]



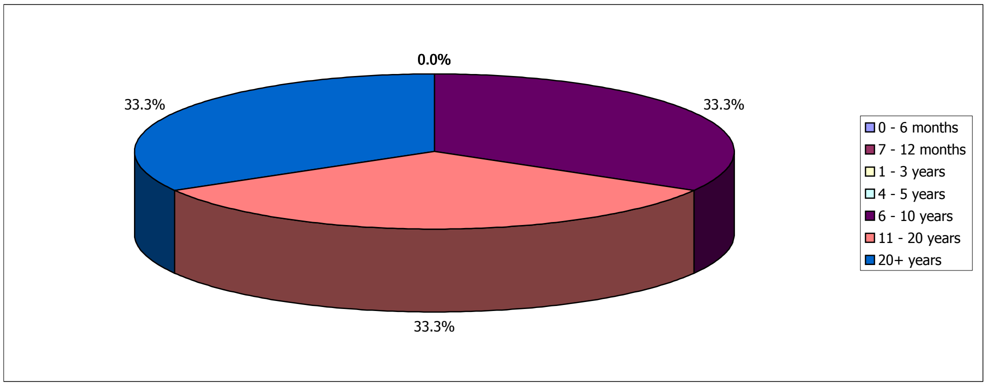
Q1c. Is your business?

Independent	2	(66.7%)
Part of national/regional group or chain	1	(33.3%)
Other	0	(0.0%)
	3	**(100.0%)**



Q1d. How long, approximately, has the business traded in Haydon Bridge Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	0	(0.0%)
6 - 10 years	1	(33.3%)
11 - 20 years	1	(33.3%)
20+ years	1	(33.3%)
	3	**(100.0%)**



Q1e. Why did you choose Haydon Bridge Town Centre as a business location?

There was an empty shop & we live just outside the village [1], Central location to our home [1], Cheaper than Newcastle [1], Good connecting roads - A69 A68 A1, etc. [1]

Q1f. Are the business premises leased or owner occupied?

Leased	0	(0.0%)
Owner Occupied	3	(100.0%)
No Answer	0	(0.0%)
	3	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	7	(63.6%)
Part Time	4	(36.4%)
	11	**(100.0%)**

Q1h. Has the business always operated from Haydon Bridge Town Centre?

Yes	2	(66.7%)
No	1	(33.3%)
	3	**(100.0%)**

If no, where did you relocate from?

Kingston Park, Newcastle [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	2	(66.7%)
Grown moderately	0	(0.0%)
Remained largely static	0	(0.0%)
Declined moderately	1	(33.3%)
Declined significantly	0	(0.0%)
	3	**(100.0%)**

Q1j. How would you say that your business is currently performing?

Very Well	0	(0.0%)
Well	2	(100.0%)
Moderately	0	(0.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	2	**(100.0%)**

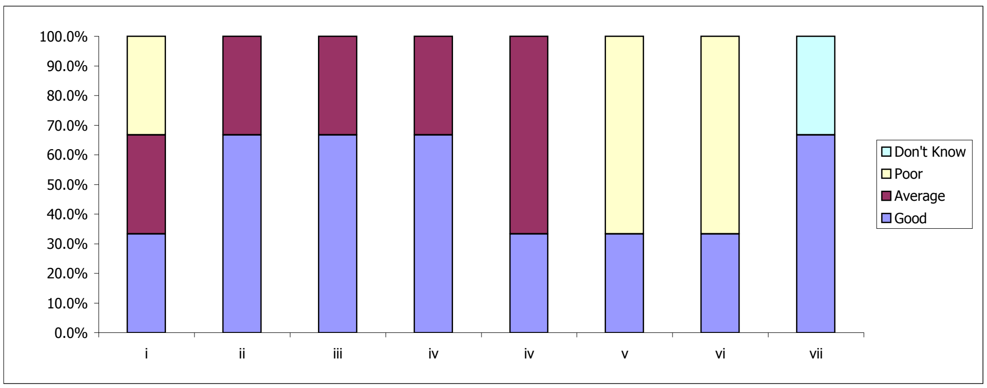
Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

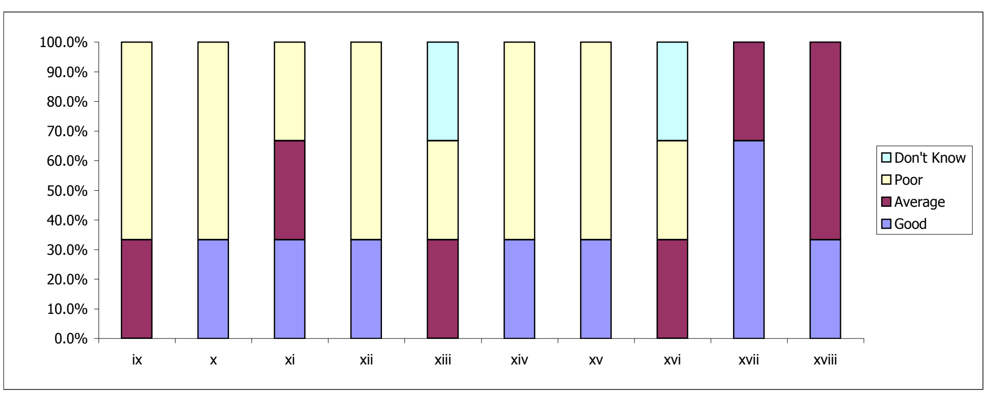
Residents from in or around Haydon Bridge Town Centre	2	(50.0%)
Residents from across Northumberland County	1	(25.0%)
Residents from outside Northumberland County	1	(25.0%)
Specialist buyers	0	(0.0%)
Workers from Haydon Bridge Town Centre	0	(0.0%)
Students from Haydon Bridge Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	4	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

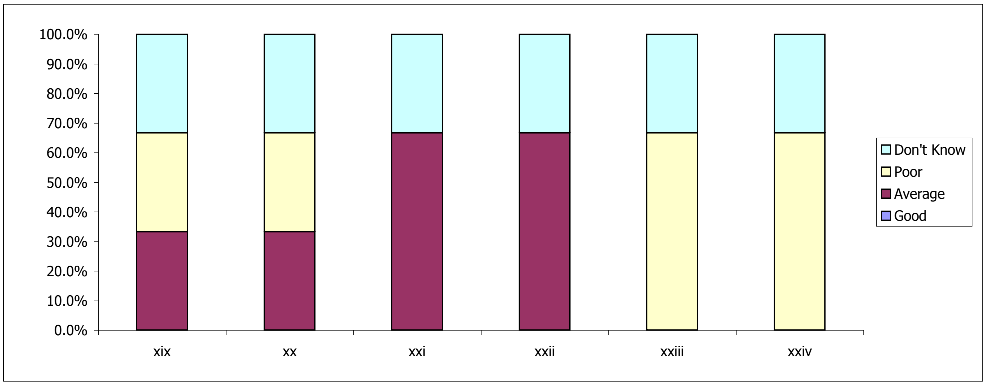
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Haydon Bridge Town Centre	1	(33.33%)	1	(33.33%)	1	(33.33%)	0	(0.00%)	**3**
ii. Accessibility by pedestrians	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
iii. Accessibility by public transport	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
iv. Accessibility by vehicles	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
v. Amount of signage for vehicles	1	(33.33%)	2	(66.67%)	0	(0.00%)	0	(0.00%)	**3**
vi. Amount of car parking	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
vii. Location of car parking	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
viii. Pricing of car parking	2	(66.67%)	0	(0.00%)	0	(0.00%)	1	(33.33%)	**3**
	12		**6**		**5**		**1**		



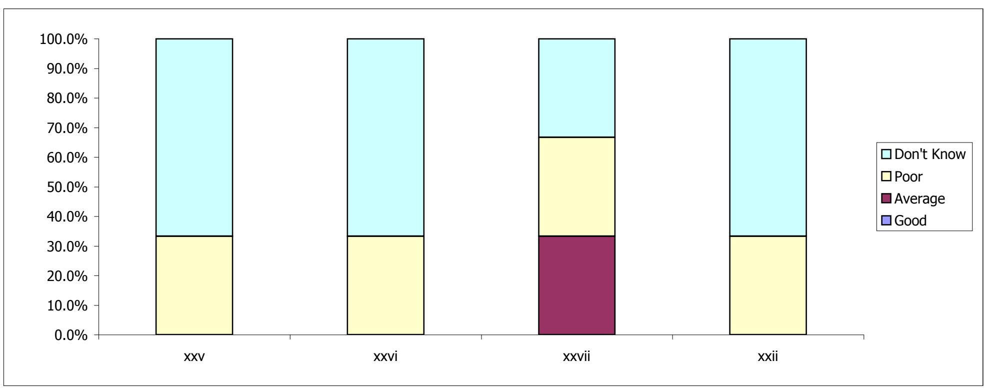
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	1	(33.33%)	2	(66.67%)	0	(0.00%)	**3**
x. Range of shops in general	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
xi. Number of independent traders	1	(33.33%)	1	(33.33%)	1	(33.33%)	0	(0.00%)	**3**
xii. Number of multiple traders	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
xiii. Number of supermarkets	0	(0.00%)	1	(33.33%)	1	(33.33%)	1	(33.33%)	**3**
xiv. Number of services in general (e.g. hairdressers, banks)	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
xv. Range of services in general	1	(33.33%)	0	(0.00%)	2	(66.67%)	0	(0.00%)	**3**
xvi. Number of restaurants	0	(0.00%)	1	(33.33%)	1	(33.33%)	1	(33.33%)	**3**
xvii. Number of licensed premises	2	(66.67%)	1	(33.33%)	0	(0.00%)	0	(0.00%)	**3**
xviii. Number of fast-food shops	1	(33.33%)	2	(66.67%)	0	(0.00%)	0	(0.00%)	**3**
	8		**7**		**13**		**2**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	1	(33.33%)	1	(33.33%)	1	(33.33%)	**3**
xx. Cleanliness of the public realm	0	(0.00%)	1	(33.33%)	1	(33.33%)	1	(33.33%)	**3**
xxi. Safety within the public realm	0	(0.00%)	2	(66.67%)	0	(0.00%)	1	(33.33%)	**3**
xxii. Amount of signage for pedestrians	0	(0.00%)	2	(66.67%)	0	(0.00%)	1	(33.33%)	**3**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	0	(0.00%)	2	(66.67%)	1	(33.33%)	**3**
xxiv. Range of events	0	(0.00%)	0	(0.00%)	2	(66.67%)	1	(33.33%)	**3**
	0		**6**		**6**		**6**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	0	(0.00%)	1	(33.33%)	2	(66.67%)	**3**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	0	(0.00%)	1	(33.33%)	2	(66.67%)	**3**
xxvii. Image of Haydon Bridge Town Centre	0	(0.00%)	1	(33.33%)	1	(33.33%)	1	(33.33%)	**3**
xxviii. Market	0	(0.00%)	0	(0.00%)	1	(33.33%)	2	(66.67%)	**3**
	0		**1**		**4**		**7**		

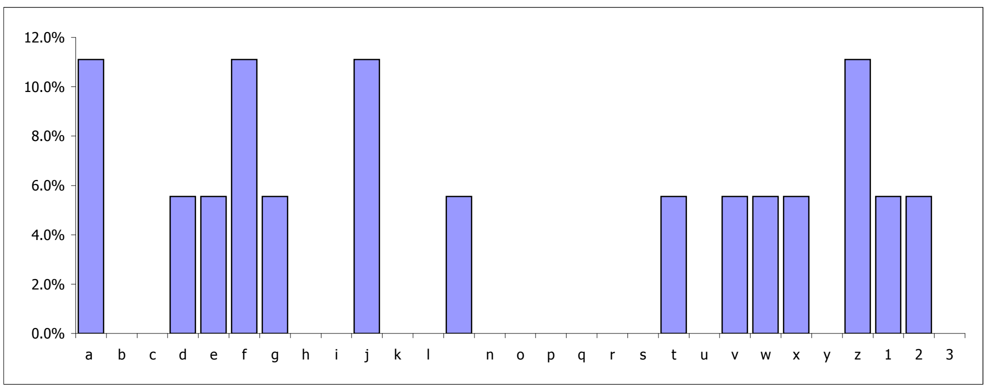


Comments:

Not enough signs for shops in Haydon Bridge on A69 turnoffs since bypass [1], Free parking [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	2	(11.11%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	1	(5.56%)
e. Improved street paving	1	(5.56%)
f. Improved street furniture	2	(11.11%)
g. Improved built environment	1	(5.56%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	2	(11.11%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	1	(5.56%)
n. A cinema	0	(0.00%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	1	(5.56%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	1	(5.56%)
w. More specialist markets	1	(5.56%)
x. More cultural facilities (i.e. Museum)	1	(5.56%)
y. Improved security/CCTV	0	(0.00%)
z. Greater promotion/marketing of the centre	2	(11.11%)
1. Improved signposting	1	(5.56%)
2. Public toilets	1	(5.56%)
3. Other	0	(0.00%)
	18	**(100.0%)**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	1	(50.00%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	1	(50.00%)
	2	**(100.0%)**

Comments:

No comments

Not Answered: **1**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	0	(0.00%)
b. Lack of passing trade outside your premises	1	(25.00%)
c. Poor location of your premises (e.g. not prime pitch)	1	(25.00%)
d. Inadequate customer car parking	1	(25.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	0	(0.00%)

If so, where?

Not applicable

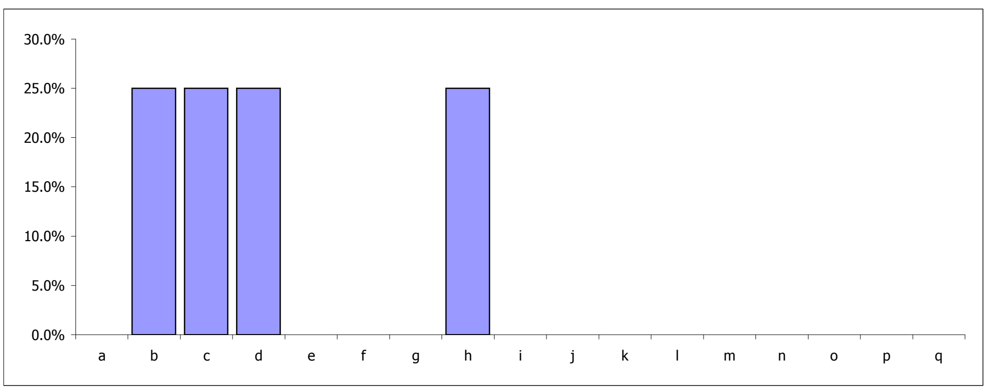
g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	1	(25.00%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	4	**(100.0%)**

Not Answered: **1**



Q7. Have you any plans to alter your business in any way in the next five years?

No	1	(33.33%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	1	(33.33%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(33.33%)
Yes, other	0	(0.00%)
	3	**(100.0%)**

If you are relocating, where are you considering moving to?

Specialist retail park business [1]

If relocating, what is the main reason for this decision?

More customers visiting day to day [1]

8. Which centre(s) do you consider to be your biggest competitor?

Business Park Haltwhistle or Hexham [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	2	(66.7%)
No	1	(33.3%)
	3	**(100.0%)**

Q10. If yes, where is this?

Haltwhistle [1]

Not Answered: **1**

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	1	(100.0%)
	1	**(100.0%)**

Not Answered: **1**

Q12. Does your business currently have its own website?

Yes	2	66.7%
No	1	33.3%
	3	**100.0%**

Q13. What services does your website provide to customers?

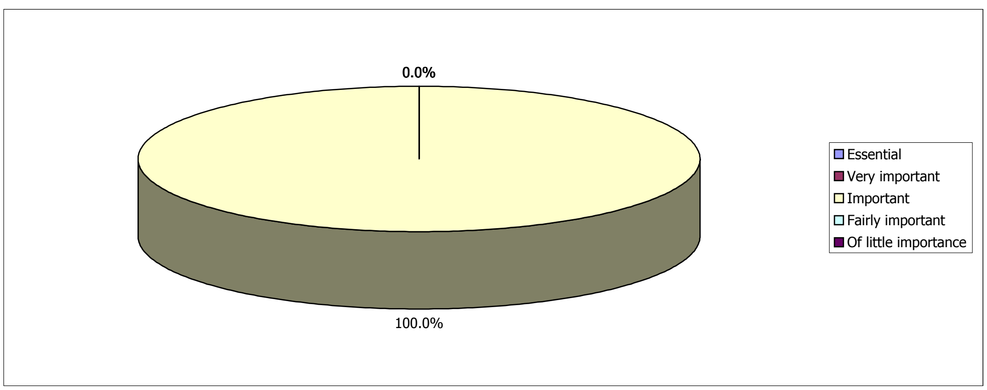
Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	100.0%
Contact directly via e-mail	0	0.0%
	1	**100.0%**

Not Answered: **1**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	1	100.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	1	**100.0%**

Not Answered: **1**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	1	100.0%
No	0	0.0%
	1	**100.0%**

Not Answered: **1**

Q16. Do customers visit your store as a result of browsing your website?

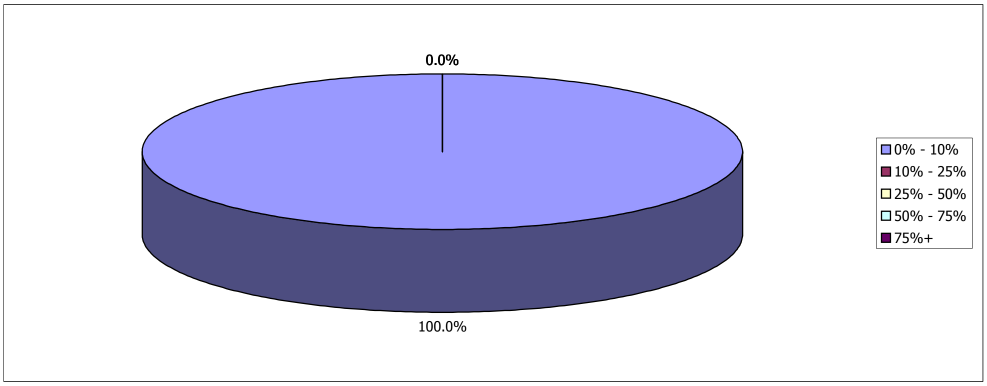
Yes	0	0.0%
No	1	100.0%
	1	**100.0%**

Not Answered: **1**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**

Not Answered: **1**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	1	100.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	0	0.0%
	1	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Before the bypass we enquired with another business about brown signs to advertise our business but got nowhere [1], I feel there would be a need to create a business park outside of Haydon Bridge on the new bypass (great access), the centre of the town would then be freed up for more residential homes - thus increasing the number of people living in the village [1]

HEXHAM TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed: **451** **Responses: 61 (14%)**

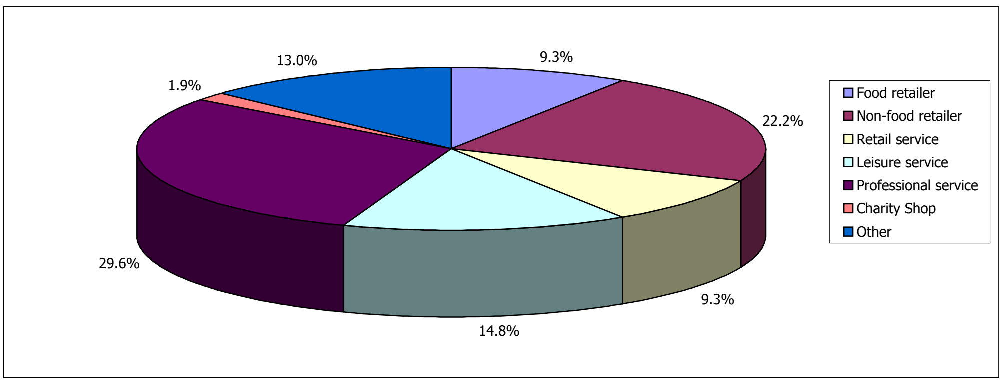
Q1b. How would you best describe your business?

Food retailer	5	(9.3%)
Non-food retailer	12	(22.2%)
Retail service	5	(9.3%)
Leisure service	8	(14.8%)
Professional service	16	(29.6%)
Charity Shop	1	(1.9%)
Other	7	(13.0%)
	54	**(100.0%)**

Other:

Charity - Company Ltd by guarantee [1], Commercial [1], Complementary Therapy Centre & Gift Shop [1], Garage [1], Health Service [1], Hotel [1], Specialist retail [1]

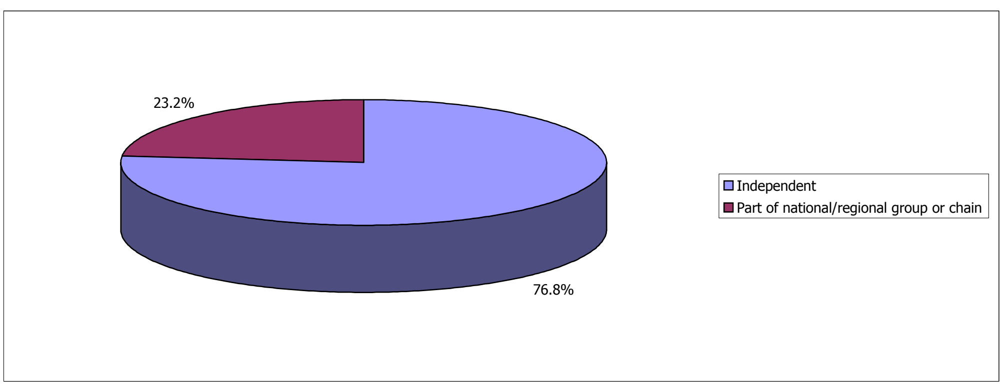
Not Answered: **7**



Q1c. Is your business?

Independent	43	(76.8%)
Part of national/regional group or chain	13	(23.2%)
Other	0	(0.0%)
	56	**(100.0%)**

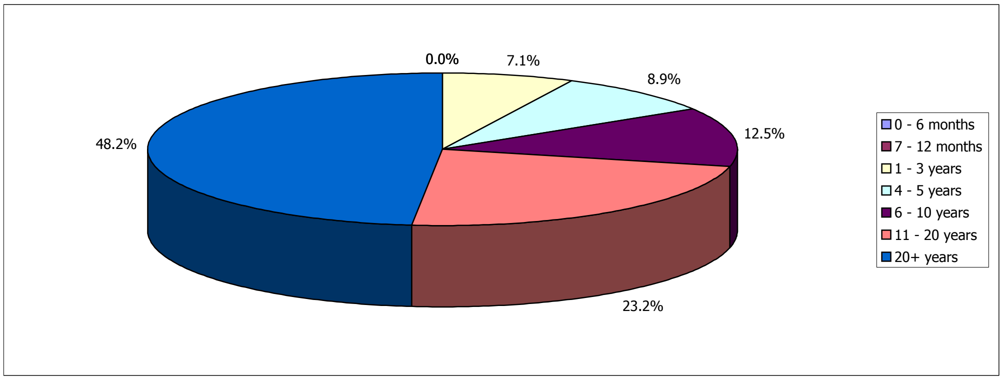
Not Answered: **5**



Q1d. How long, approximately, has the business traded in Hexham Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	4	(7.1%)
4 - 5 years	5	(8.9%)
6 - 10 years	7	(12.5%)
11 - 20 years	13	(23.2%)
20+ years	27	(48.2%)
	56	**(100.0%)**

Not Answered: **5**



Q1e. Why did you choose Hexham Town Centre as a business location?

3rd Generation Family Business [1], A change [1], Because this is where I live [1], Been here since 1864 [1], Business already there [1], Business opportunity [1], Chosen by Save The Children centrally [1], Communications with principal employer [1], Community/Local [1], Convenient central location [2], Established centuries ago [1], Familiar - grew up here [1], Local knowledge [1], Good position [2], Good quality market town [1], Hexham has a good reputation in the North East and is a popular tourist destination [1], Hexham Historic Centre and tunistic destination and potential [1], Historical building function [1], I owned the premises & business downstairs (then) [1], I used to live in Hexham [1], It was felt that location met aims of the business [1], Live in Hexham [1], Lived locally and passionate about offering the best for the privilege of being here [1], Local trade potential [1], Location and opportunities [1], Managing director and engineering staff initially living in area [1], Market Town [2], Also have offices in Morpeth, Ashington, Blyth, Alnwick & Berwick [1], Nice [1], Nice Building [1], Gap in the market [1], Opportunity arose while working in the above business [1], Our clients are mainly located in this area and it is a pleasant town to work in [1], Owner is from this district [1], Potential local customers who did not want to travel into major cities for their shopping [1], Cheap rent [1], Pretty location - tourist attraction [1], Rates being low [1], Refurbished the building after a fire & liked the space and location [1], Suitable site was available [1], The salon has been John Gerard for over 40 years and at the time it looked like a good opportunity as there were very few hairdressers at the time [1], Tourism & catchment for locals & beyond is excellent [1], Wanted to live in/around Hexham [1], There was no business competition when I started [1], We needed a sales office [1], Worked in business premises & had opportunity to lease [1], Worked in Hexham since leaving QEHS and had built up a strong clientele [1]

Not Answered: **5**

Q1f. Are the business premises leased or owner occupied?

Leased	41	(73.2%)
Owner Occupied	15	(26.8%)
No Answer	0	(0.0%)
	56	**(100.0%)**

Not Answered: **5**

Q1g. How many staff does the business employ?

Full Time	205	(51.5%)
Part Time	193	(48.5%)
	398	**(100.0%)**

Not Answered: **5**

Q1h. Has the business always operated from Hexham Town Centre?

Yes	52	(94.5%)
No	3	(5.5%)
	55	**(100.0%)**

Not Answered: **6**

If no, where did you relocate from?

Acomb [1], 700 stores Nationwide [1], Private house in Hexham [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	12	(21.8%)
Grown moderately	15	(27.3%)
Remained largely static	15	(27.3%)
Declined moderately	5	(9.1%)
Declined significantly	8	(14.5%)
	55	**(100.0%)**

Not Answered: **6**

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	5	(9.1%)
Well	21	(38.2%)
Moderately	22	(40.0%)
Poorly	5	(9.1%)
Very Poorly	2	(3.6%)
	55	**(100.0%)**

Not Answered: **6**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Hexham Town Centre	19	(29.2%)
Residents from across Northumberland County	26	(40.0%)
Residents from outside Northumberland County	1	(1.5%)
Specialist buyers	4	(6.2%)
Workers from Hexham Town Centre	4	(6.2%)
Students from Hexham Town Centre	1	(1.5%)
Passers-by	3	(4.6%)
Other	7	(10.8%)
	65	**(100.0%)**

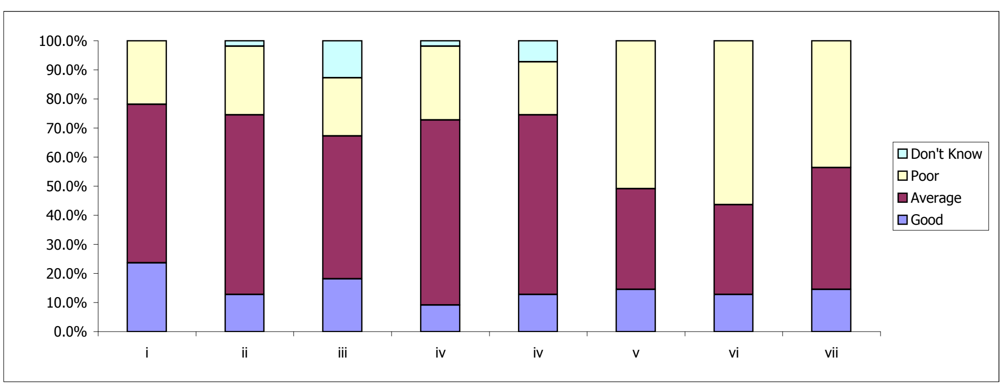
Other:

Across the North East [1], Visitors [1], Business contacts [1], From Tyne Valley and beyond [1], Varies daily and seasonally [1], Variety of user groups from Tynedale [1], Passing tourists [1]

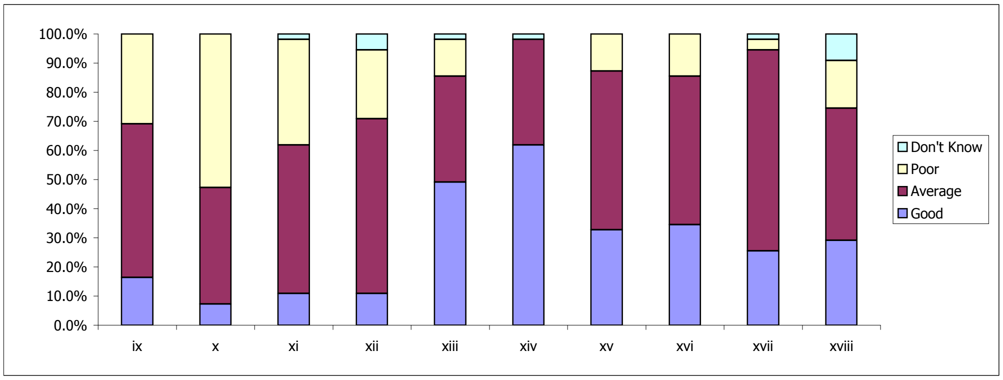
Not Answered: **6**

Q3. How do you rate the following aspects of the Town Centre?

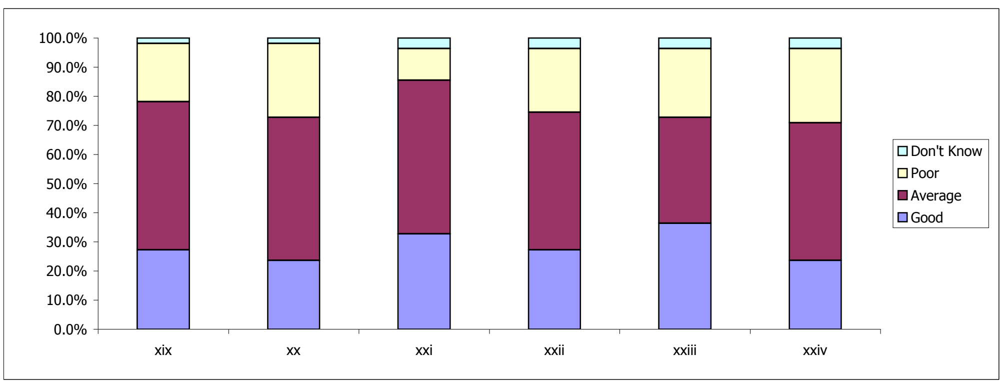
	Good		**Average**		**Poor**		**Don't Know**		
<u>Transport</u>	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Hexham Town Centre	13	(23.64%)	30	(54.55%)	12	(21.82%)	0	(0.00%)	**55**
ii. Accessibility by pedestrians	7	(12.73%)	34	(61.82%)	13	(23.64%)	1	(1.82%)	**55**
iii. Accessibility by public transport	10	(18.18%)	27	(49.09%)	11	(20.00%)	7	(12.73%)	**55**
iv. Accessibility by vehicles	5	(9.09%)	35	(63.64%)	14	(25.45%)	1	(1.82%)	**55**
v. Amount of signage for vehicles	7	(12.73%)	34	(61.82%)	10	(18.18%)	4	(7.27%)	**55**
vi. Amount of car parking	8	(14.55%)	19	(34.55%)	28	(50.91%)	0	(0.00%)	**55**
vii. Location of car parking	7	(12.73%)	17	(30.91%)	31	(56.36%)	0	(0.00%)	**55**
viii. Pricing of car parking	8	(14.55%)	23	(41.82%)	24	(43.64%)	0	(0.00%)	**55**
	65		**219**		**143**		**13**		



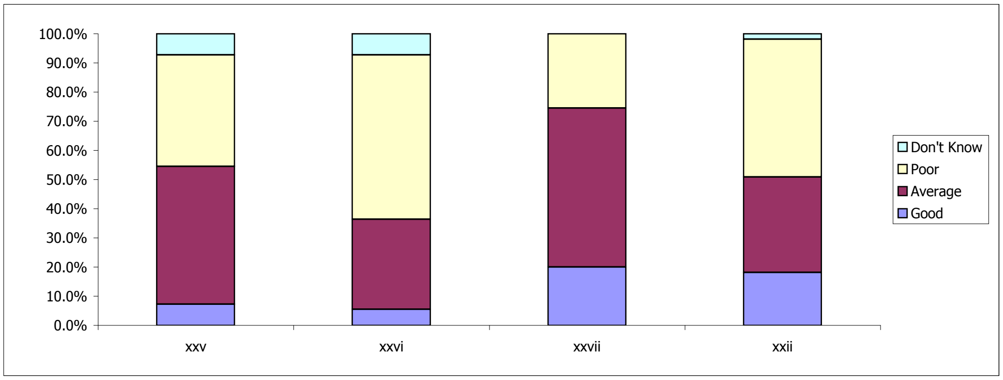
Business Offer	Good		Average		Poor		Don't Know		
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	9	(16.36%)	29	(52.73%)	17	(30.91%)	0	(0.00%)	**55**
x. Range of shops in general	4	(7.27%)	22	(40.00%)	29	(52.73%)	0	(0.00%)	**55**
xi. Number of independent traders	6	(10.91%)	28	(50.91%)	20	(36.36%)	1	(1.82%)	**55**
xii. Number of multiple traders	6	(10.91%)	33	(60.00%)	13	(23.64%)	3	(5.45%)	**55**
xiii. Number of supermarkets	27	(49.09%)	20	(36.36%)	7	(12.73%)	1	(1.82%)	**55**
xiv. Number of services in general (e.g. hairdressers, banks)	34	(61.82%)	20	(36.36%)	0	(0.00%)	1	(1.82%)	**55**
xv. Range of services in general	18	(32.73%)	30	(54.55%)	7	(12.73%)	0	(0.00%)	**55**
xvi. Number of restaurants	19	(34.55%)	28	(50.91%)	8	(14.55%)	0	(0.00%)	**55**
xvii. Number of licensed premises	14	(25.45%)	38	(69.09%)	2	(3.64%)	1	(1.82%)	**55**
xviii. Number of fast-food shops	16	(29.09%)	25	(45.45%)	9	(16.36%)	5	(9.09%)	**55**
	153		**273**		**112**		**12**		



Public Realm	Good		Average		Poor		Don't Know		
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xix. Attractiveness of the public realm (paving, street furniture)	15	(27.27%)	28	(50.91%)	11	(20.00%)	1	(1.82%)	**55**
xx. Cleanliness of the public realm	13	(23.64%)	27	(49.09%)	14	(25.45%)	1	(1.82%)	**55**
xxi. Safety within the public realm	18	(32.73%)	29	(52.73%)	6	(10.91%)	2	(3.64%)	**55**
xxii. Amount of signage for pedestrians	15	(27.27%)	26	(47.27%)	12	(21.82%)	2	(3.64%)	**55**
xxiii. Number of events (e.g. street markets, parades)	20	(36.36%)	20	(36.36%)	13	(23.64%)	2	(3.64%)	**55**
xxiv. Range of events	13	(23.64%)	26	(47.27%)	14	(25.45%)	2	(3.64%)	**55**
	94		**156**		**70**		**10**		



Other	Good		Average		Poor		Don't Know		
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xxv. Amount of marketing and promotion	4	(7.27%)	26	(47.27%)	21	(38.18%)	4	(7.27%)	**55**
xxvi. Range of marketing and promotion (e.g. press, TV)	3	(5.45%)	17	(30.91%)	31	(56.36%)	4	(7.27%)	**55**
xxvii. Image of Hexham Town Centre	11	(20.00%)	30	(54.55%)	14	(25.45%)	0	(0.00%)	**55**
xxviii. Market	10	(18.18%)	18	(32.73%)	26	(47.27%)	1	(1.82%)	**55**
	28		**91**		**92**		**9**		



Comments:

(Transport & Public Realm) - In a degenerate state [1], New annual passes very good [1], Too many hairdressers [1], Too many estate agents [1], Too many charity shops [4], Too many restaurants & cafes [1], Rates too high [1], Too many supermarkets [1], More car free areas [1], Need a multi-storey car park in Town Centre! [1], Hexham needs to attract more Market trader's on Tuesdays - maybe reduce the stall rates for that day [1], Tuesday Market very poor [1], Lower rates on Market [1], Attract more shoppers to Market [1], Market is very small; some times only 6 traders [1], Town Centre needs total regeneration [1], Farmers market recently improved [1], Not enough promotion [1], Retail image is very poor [1], Market could be extended - poor range of shops & signage [1], Farmers Market on Saturdays seems to have a negative effect on other High Street shops [1]

Not Answered: 6

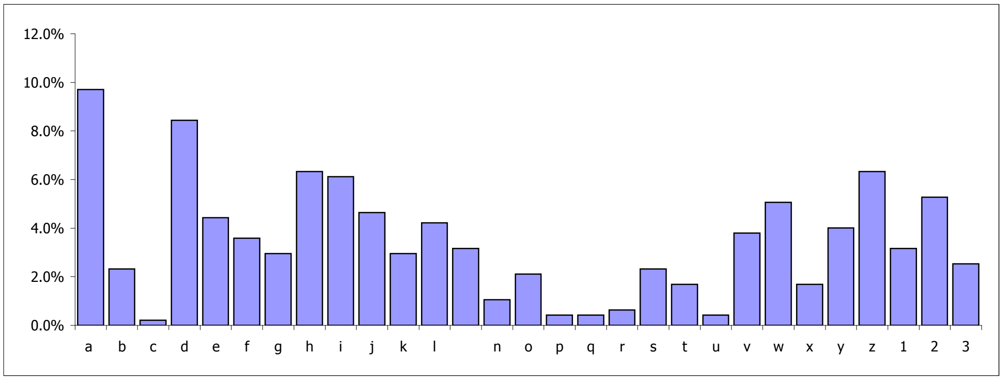
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	46	(9.70%)
b. More national multiples	11	(2.32%)
c. Foodstore in the Town Centre	1	(0.21%)
d. More independent/specialist traders	40	(8.44%)
e. Improved street paving	21	(4.43%)
f. Improved street furniture	17	(3.59%)
g. Improved built environment	14	(2.95%)
h. Lower parking charges	30	(6.33%)
i. Better mix of short/long stay parking	29	(6.12%)
j. More street cleaning	22	(4.64%)
k. Improved public transport	14	(2.95%)
l. Improved access by foot and cycle	20	(4.22%)
m. More entertainment/leisure facilities	15	(3.16%)
n. A cinema	5	(1.05%)
o. A bowling alley	10	(2.11%)
p. A new sports centre	2	(0.42%)
q. A new leisure/splash pool	2	(0.42%)
r. A new theatre	3	(0.63%)
s. More hotels	11	(2.32%)
t. More residential development	8	(1.69%)
u. More commercial offices	2	(0.42%)
v. More quality restaurants/pavement cafes	18	(3.80%)
w. More specialist markets	24	(5.06%)
x. More cultural facilities (i.e. Museum)	8	(1.69%)
y. Improved security/CCTV	19	(4.01%)
z. Greater promotion/marketing of the centre	30	(6.33%)
1. Improved signposting	15	(3.16%)
2. Public toilets	25	(5.27%)
3. Other	12	(2.53%)
	474	**(100.0%)**

Other:

Stop the monopoly of Tesco! - They are destroying small business [1], Over 11 - 18yrs activities affordable [1], Closed @ 5pm - not satisfactory [1], Fewer charity shops [1], Why include items n, p, q, r, x or z? We have all of these [1], Vastly improve bus station [1], Limited bus times & reduced times on Saturdays difficult for employees [1], Town Centre needs total regeneration [1], Something needed for teenagers in Hexham [1], General improvement of services & facilities all round [1], Get rid of Anti-Social yob's! [1], The Town Centre, especially the bus station area needs a total facelift [1]

Not Answered: 6



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	22	(42.31%)
Too many non-retail uses	22	(42.31%)
Not enough non-retail uses	3	(5.77%)
Other	5	(9.62%)
	52	**(100.0%)**

Other:

Too many charity shops [2], Reasonable balance [1], No opinion [1], Not enough retail [1]

Comments:

Too many failed offices occupying retail space - redesignate as retail starter units [1], Several shops are currently used for office purposes [1], Not enough retail shops [1], Too many charity shops, but this is a symptom of a less than healthy retail centre [1], Too many food outlets [1], Too many hairdressing salons/barbers [2]

Not Answered: **9**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	28	(15.91%)
b. Lack of passing trade outside your premises	16	(9.09%)
c. Poor location of your premises (e.g. not prime pitch)	9	(5.11%)
d. Inadequate customer car parking	28	(15.91%)
e. Competition from other traders in the Town Centre	12	(6.82%)

If so, where?

10 yards away from the entrance due to the Landlord's planning permission being granted [1], Charity cafes - Tesco Robbs [1], All over Hexham [1], Ladbrokes [1], Tesco, Pound Stretcher etc. [1], Central [1]

f. Competition from other Town Centres nearby	11	(6.25%)

If so, where?

Metro Centre [8], Newcastle [3], Team Vallay Retail Park [1], Corbridge [2],

g. Competition from elsewhere	4	(2.27%)

If so, where?

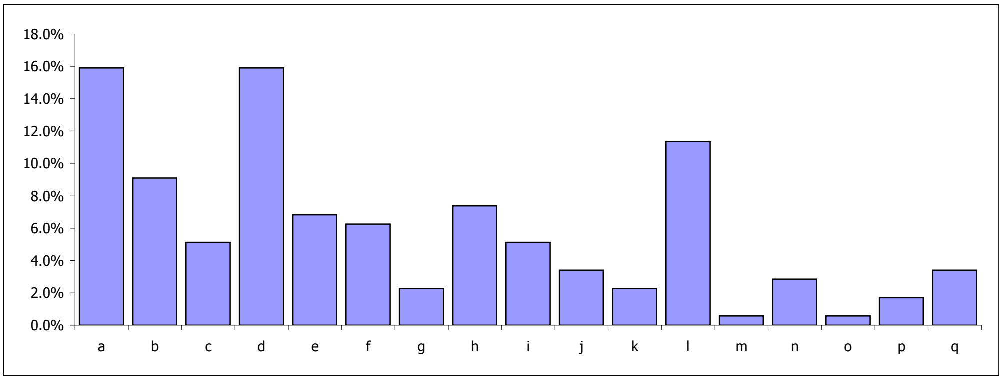
Carlisle [1], Newcastle [2], E-Commerce [1],

h. Lack of day visitors/tourists to the town	13	(7.39%)
i. Anti-social behaviour	9	(5.11%)
j. Poor security/policing	6	(3.41%)
k. The inadequacy of your current premises	4	(2.27%)
l. Poor quality of Town Centre shopping environment	20	(11.36%)
m. Mail Order	1	(0.57%)
n. Internet	5	(2.84%)
o. Don't Know	1	(0.57%)
p. None	3	(1.70%)
q. Other	6	(3.41%)
	176	**(100.0%)**

Other:

Loading bay outside premises used for parking! [1], Lack of vibrant evening economy, i.e. few good pubs & restaurants [1], Rates far too high [1], Recession [1], General downturn in industry, i.e. not as many people getting married [1], Signage [1]

Not Answered: **6**



Q7. Have you any plans to alter your business in any way in the next five years?

No	31	(62.00%)
Yes, close	3	(6.00%)
Yes, relocate in Town Centre	1	(2.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	1	(2.00%)
Yes, extend floorspace	1	(2.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	9	(18.00%)
Yes, other	4	(8.00%)
	50	**(100.0%)**

Other:

Alter signage [1], Relocate to larger premises [1], Emigrate again [1]

Not Answered [1]

If you are relocating, where are you considering moving to?

Larger premises [1]

Not Answered [3]

If relocating, what is the main reason for this decision?

Lack of space [1], High rates & rent in current premises [1], Better premises [1]

Not Answered [1]

Comments:

Closure may be forced upon us by internet & lack of support from the area [1]

Not Answered: 11

8. Which centre(s) do you consider to be your biggest competitor?

Morpeth [1], Metro Centre [14], Newcastle [11], Carlisle [1], Surrounding towns [1], Corbridge [2], Hexham Main Street & Centre [1], Goverment run/grant aided community centres [1], We do not 'compete' we watch and observe and offer a special alternative service-driven shopping experience! - Competition is for fools [1]

Not Answered: 36

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	14	(26.9%)
No	38	(73.1%)
	52	**(100.0%)**

Not Answered: 9

Q10. If yes, where is this?

Morpeth [6], Alnwick [3], Amble [1], Blym [1], Ashington [2], Bedlington [1], Newcastle - Westend [1], Durham, Desmond [1], Haltwhistle [1], Prudhoe [1], Hexham [1], National [1], Mobile services around Northumberland [1], Newcastle[1], Blyth [1], Berwick [1]

Not Answered: 1

Q11. If yes, is this other business trading better, worse, or the same?

Better	7	(50.0%)
Worse	0	(0.0%)
Same	7	(50.0%)
	14	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	35	63.6%
No	20	36.4%
	55	**100.0%**

Not Answered: **6**

Q13. What services does your website provide to customers?

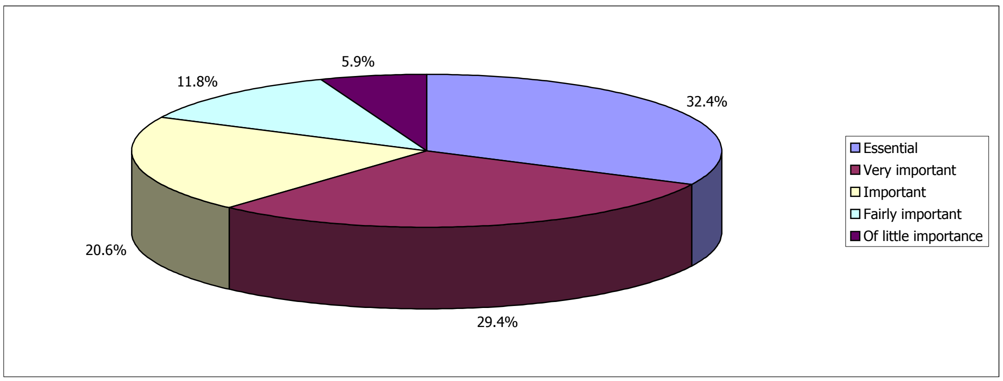
Ability to browse goods available at your premises	22	21.6%
Ability to order goods directly from the website	13	12.7%
Ability to order goods that will be delivered to a designated address	8	7.8%
Ability to otder goods that can be picked up in store	7	6.9%
Contact information, e.g. telephone number, store locator etc.	30	29.4%
Contact directly via e-mail	22	21.6%
	102	**100.0%**

Not Answered: **13**

Q14. How important is your website to your business?

Essential	11	32.4%
Very important	10	29.4%
Important	7	20.6%
Fairly important	4	11.8%
Of little importance	2	5.9%
	34	**100.0%**

Not Answered: **1**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	30	90.9%
No	3	9.1%
	33	**100.0%**

Not Answered: **2**

Q16. Do customers visit your store as a result of browsing your website?

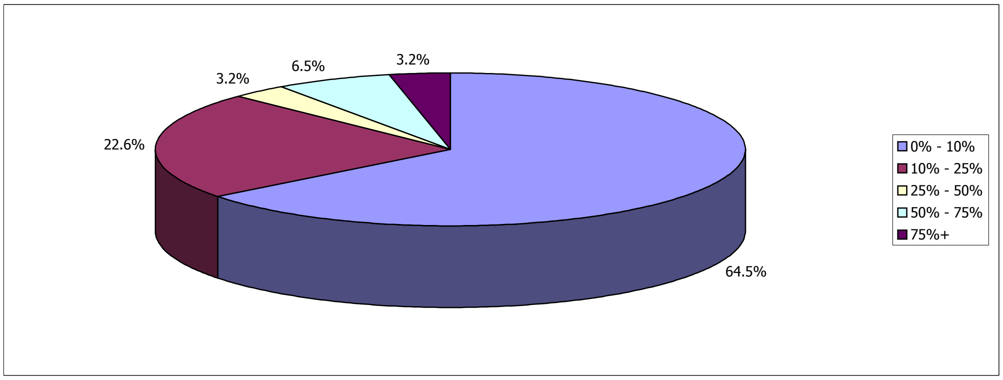
Yes	28	84.8%
No	5	15.2%
	33	**100.0%**

Not Answered: **2**

Q17. What proportion of your sales are from the internet?

0% - 10%	20	64.5%
10% - 25%	7	22.6%
25% - 50%	1	3.2%
50% - 75%	2	6.5%
75%+	1	3.2%
	31	**100.0%**

Not Answered: **4**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	8	40.0%
Too expensive	5	25.0%
Too time consuming	3	15.0%
Do not have the skills to produce/run a website	2	10.0%
In the process of designing a website	2	10.0%
	20	**100.0%**

Not Answered: **3**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

A redevelopment of the bus station & the old garage next to it do would be an advantage to the town [1], More central parking [1], Why not expand the parking into a small part of the face opposite the Queens Hall area [1], Why was the Hexham Business Forum not informed about survey? We could have helped!! An important matter [1], The problem of illegal parking is increasing [1], Delivery vehicles regularly double park on the Main Street during the day [1], Many more taxis queue along Priest Popple than can be accommodated in the taxi rank [1], Security vans and post office vans use the pavement [1], The front street is becoming very tacky with the introduction of Iceland and their brash advertising in the windows [2], The pedestrian access from the station is a real 'after thought' [1], Development of the market place would be a fantastic thing to do [1], We need more up-market shops [1], Need more independent shops [1], We would love to know what is happening with that swimming pool on Market Street! [1], Activities at Wentworth are too expensive for young children [1], I do feel the lack of a decent department store is a real draw back [1], Robbs is very depressing - not a destiny store [1], Rutherford's in Morpeth is a good example of what we could have [1], People just seem to go to Tesco [1], There are too many charity shops in Hexham! [4], Town Centre is the problem [1], Signage to Town Centre is so poor for cars and people [1], Lack and cost of parking for staff who provide a service for Hexham [1], Hexham has the potential for a lovely market town but lacks some facilities to attract people - especially since Tynedale Retail Park closed and Tesco look over [1], There aren't enough children's wear facilities, e.g. Next [1], The Town Centre, mainly the bus station is in need of total regeneration. It's state is detrimental to both business and tourism [1], The bus station development which is in year 14 now is a dangerous place to be, especially at night [1], Impact of Tesco is threat to Town Centre if small independents put out of business [1], Need more specialized shops [1], It is supposed to be a Market Town - the amount of stalls on the Market is very poor [1], Need to promote the Market [1], Strongly disapprove of Iceland's impact - it lowers the tone of whole street [1], Strongly approve of traders efforts to promote the businesses in Market Street [1], There should be a centre of entertainment for our youth in Hexham and the surrounding villages [1], Need a place where teenagers can go and play a game of Pool/Snooker, Football, Air Hockey, Pinball, etc. [1], Further pedestrianisation would benefit the centre [1], Restrict access to the market place at peak times [1], Lower speed limit with priority given to pedestrians [1], Need to attract more small traders [1], Rubbish collection by Council must be early in mornings - at the moment if you arrive at 9 o'clock you see a parade of rubbish waiting to be emptied [1], Hallgate Traffic Wardens must enforce "no parking" rules [1], Independent traders have strived to improve the look of the Town Centre (e.g. hanging baskets, flags, etc.), but have been disappointed by the obstructive reaction to these initiatives by the Council [1], Customers struggle to find a space to park in [1], Customers struggle to pay the parking charges [1], Tesco has been a mixed blessing [1], Tesco's free car parking has been a bonus [1], Tesco under cuts my prices on many product ranges [1], We need more car parking in the Town Centre [1], The Wentworth Car Park is too far away and down a steep hill if you're carrying shopping [1], Charity shops have an unfair advantage over other outlets (no rates & no wages) [1], Charity shops give the town a rundown look, and this is also the opinion of most other shopkeepers I have spoken to [1], The Town Centre is a mess [1], Development model should focus on unique, specialist quality traders (York in miniature) [1], Make centre more organized & develop cafe-development culture [1], Hexham is a lovely country town with many facilities [1], Too few amenities for teenagers [1], Too many supermarkets [1], The main road through Hexham looks dilapidated compared to Alnwick & Morpeth due to the studio building [1], We feel on Market Street that we are forgotten about, e.g. Christmas lights and street entertainment [1], If we want to improve anything on our street we have to do it ourselves and are then victimized by the Council because of it! [1], Other centres in Northumberland don't have parking charges; people need to know they can come to our town and park without any worries [1], Poor retail outlets in centre - Robbs is tatty & very poor [1], Bus station is a lost opportunity [1], M & S has poor link to centre [1], Lack of prime national retailers & private boutique shops [1], The bus station area was supposed to have been developed many years ago but nothing ever seems to be agreed [1], Marks & Spencer which should be a big asset to the town feels very isolated from it [1], I am off Town Centre - no passing trade yet [1], Any promotions I have the council will not allow me to advertise [1], Not allowed any signage to put in centre attracting customers towards my pub [1], Poor selection of individual shops to draw people into Hexham [1]

LYNEMOUTH TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed: **17** **Responses: 3 (18%)**

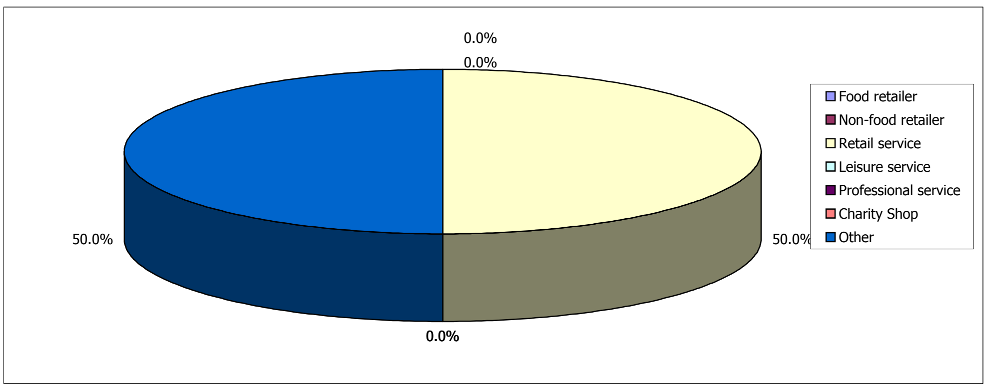
Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	0	(0.0%)
Retail service	1	(50.0%)
Leisure service	0	(0.0%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	1	(50.0%)
	2	**(100.0%)**

Other:

Pharmacy [1]

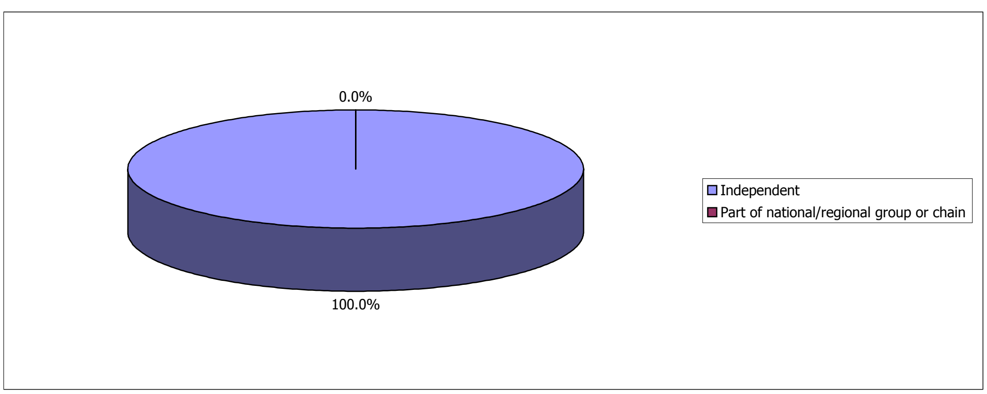
Not Answered: **1**



Q1c. Is your business?

Independent	2	(100.0%)
Part of national/regional group or chain	0	(0.0%)
Other	0	(0.0%)
	2	**(100.0%)**

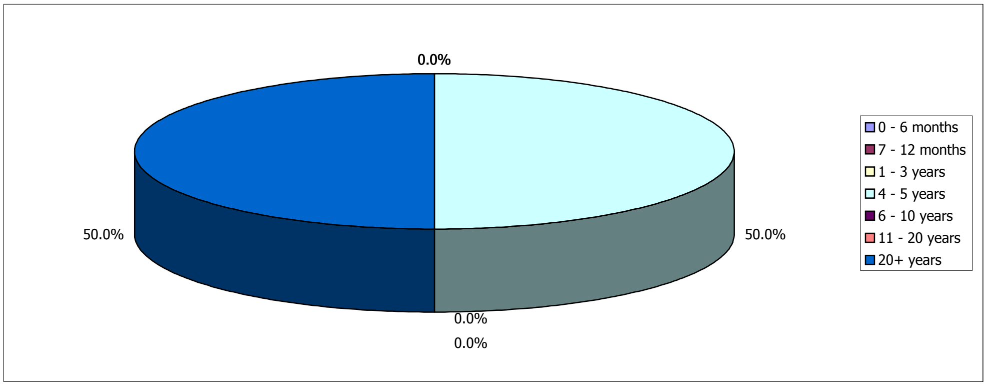
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Lynemouth Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	1	(50.0%)
6 - 10 years	0	(0.0%)
11 - 20 years	0	(0.0%)
20+ years	1	(50.0%)
	2	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Lynemouth Town Centre as a business location?

Came here to live and open business [1], Not specifically chosen - opportunity to acquire existing Pharmacy [1]

Not Answered: **1**

Q1f. Are the business premises leased or owner occupied?

Leased	1	(50.0%)
Owner Occupied	1	(50.0%)
No Answer	0	(0.0%)
	2	**(100.0%)**

Not Answered: **1**

Q1g. How many staff does the business employ?

Full Time	4	(44.4%)
Part Time	5	(55.6%)
	9	**(100.0%)**

Not Answered: **1**

Q1h. Has the business always operated from Lynemouth Town Centre?

Yes	2	(100.0%)
No	0	(0.0%)
	2	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	1	(50.0%)
Remained largely static	1	(50.0%)
Declined moderately	0	(0.0%)
Declined significantly	0	(0.0%)
	2	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	0	(0.0%)
Well	1	(50.0%)
Moderately	1	(50.0%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	2	**(100.0%)**

Not Answered: **1**

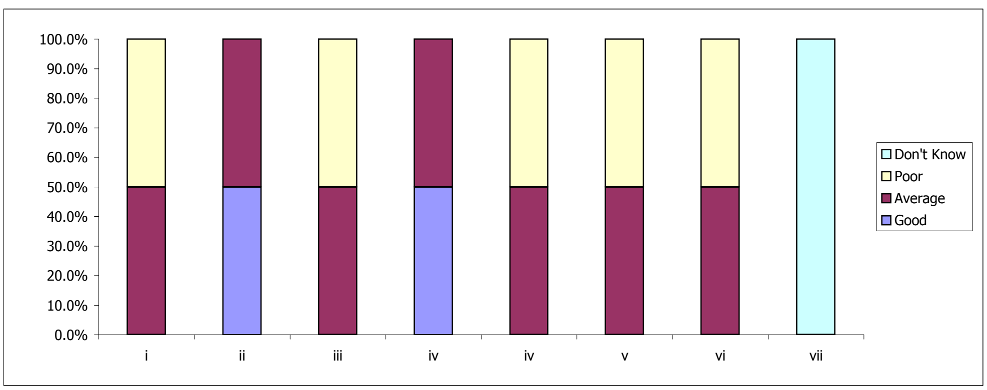
Q2. What type of customers does your business rely on primarily?

Residents from in or around Lynemouth Town Centre	1	(50.0%)
Residents from across Northumberland County	1	(50.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	0	(0.0%)
Workers from Lynemouth Town Centre	0	(0.0%)
Students from Lynemouth Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	2	**(100.0%)**

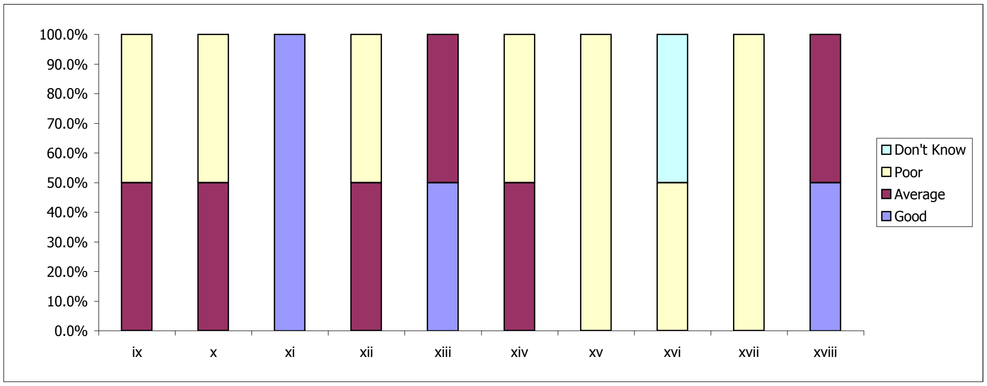
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

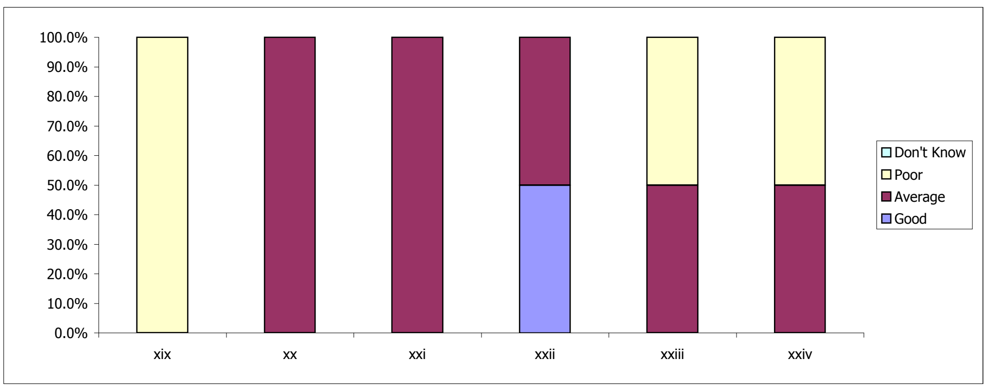
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Lynemouth Town Centre	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
ii. Accessibility by pedestrians	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
iii. Accessibility by public transport	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
iv. Accessibility by vehicles	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
v. Amount of signage for vehicles	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
vi. Amount of car parking	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
vii. Location of car parking	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
viii. Pricing of car parking	0	(0.00%)	0	(0.00%)	0	(0.00%)	2	(100.00%)	**2**
	2		**7**		**5**		**2**		



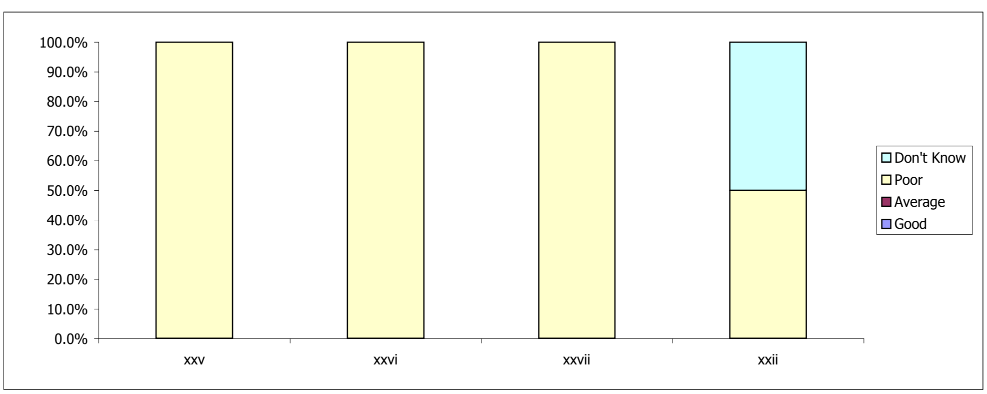
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
x. Range of shops in general	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xi. Number of independent traders	2	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**2**
xii. Number of multiple traders	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xiii. Number of supermarkets	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
xiv. Number of services in general (e.g. hairdressers, banks)	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xv. Range of services in general	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xvi. Number of restaurants	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
xvii. Number of licensed premises	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xviii. Number of fast-food shops	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
	4		**6**		**9**		**1**		



Public Realm	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xix. Attractiveness of the public realm (paving, street furniture)	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xx. Cleanliness of the public realm	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
xxi. Safety within the public realm	0	(0.00%)	2	(100.00%)	0	(0.00%)	0	(0.00%)	**2**
xxii. Amount of signage for pedestrians	1	(50.00%)	1	(50.00%)	0	(0.00%)	0	(0.00%)	**2**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
xxiv. Range of events	0	(0.00%)	1	(50.00%)	1	(50.00%)	0	(0.00%)	**2**
	1		**7**		**4**		**0**		



Other	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xxv. Amount of marketing and promotion	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xxvii. Image of Lynemouth Town Centre	0	(0.00%)	0	(0.00%)	2	(100.00%)	0	(0.00%)	**2**
xxviii. Market	0	(0.00%)	0	(0.00%)	1	(50.00%)	1	(50.00%)	**2**
	0		**0**		**7**		**1**		



Comments:

No comments

Not Answered: **1**

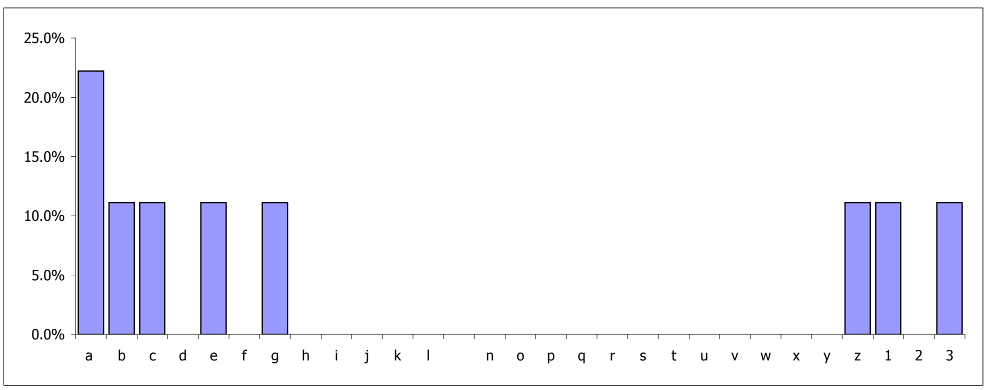
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	2	(22.22%)
b. More national multiples	1	(11.11%)
c. Foodstore in the Town Centre	1	(11.11%)
d. More independent/specialist traders	0	(0.00%)
e. Improved street paving	1	(11.11%)
f. Improved street furniture	0	(0.00%)
g. Improved built environment	1	(11.11%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	0	(0.00%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	0	(0.00%)
n. A cinema	0	(0.00%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	0	(0.00%)
w. More specialist markets	0	(0.00%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	0	(0.00%)
z. Greater promotion/marketing of the centre	1	(11.11%)
1. Improved signposting	1	(11.11%)
2. Public toilets	0	(0.00%)
3. Other	1	(11.11%)
	9	**(100.0%)**

Other:

This is a village not a town [1]

Not Answered: 1



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	1	(100.00%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	0	(0.00%)
	1	**(100.0%)**

Comments:

Not a big enough place [1]

Not Answered: 2

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	0	(0.00%)
b. Lack of passing trade outside your premises	1	(12.50%)
c. Poor location of your premises (e.g. not prime pitch)	1	(12.50%)
d. Inadequate customer car parking	0	(0.00%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Too many cowboy hairdressers not paying rent rates etc. [1]

f. Competition from other Town Centres nearby	1	(12.50%)

If so, where?

Not Answered [1]

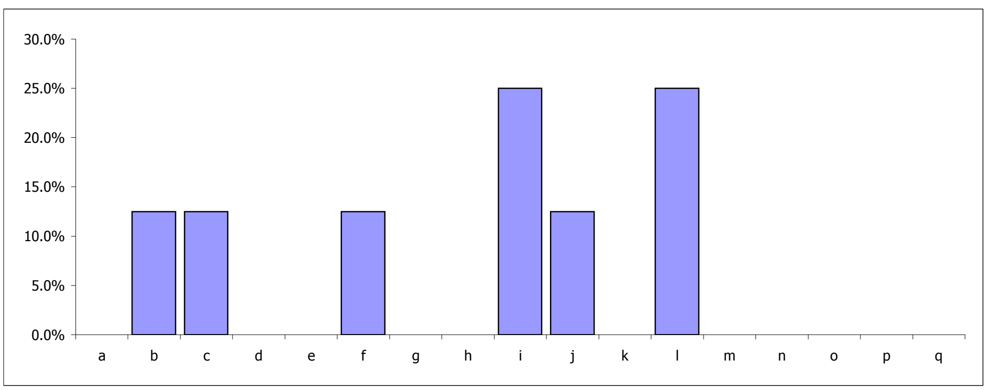
g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	0	(0.00%)
i. Anti-social behaviour	2	(25.00%)
j. Poor security/policing	1	(12.50%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	2	(25.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	8	**(100.0%)**

Not Answered: **1**



Q7. Have you any plans to alter your business in any way in the next five years?

No	1	(50.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	1	(50.00%)
Yes, other	0	(0.00%)
	2	**(100.0%)**

Not Answered: **1**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Ashington [2]

Not Answered:	**1**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	0	(0.0%)
No	2	(100.0%)
	2	**(100.0%)**
Not Answered:	**1**	

Q10. If yes, where is this?

Not applicable

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	#DIV/0!
Worse	0	#DIV/0!
Same	0	#DIV/0!
	0	**#DIV/0!**

Not applicable

Q12. Does your business currently have its own website?

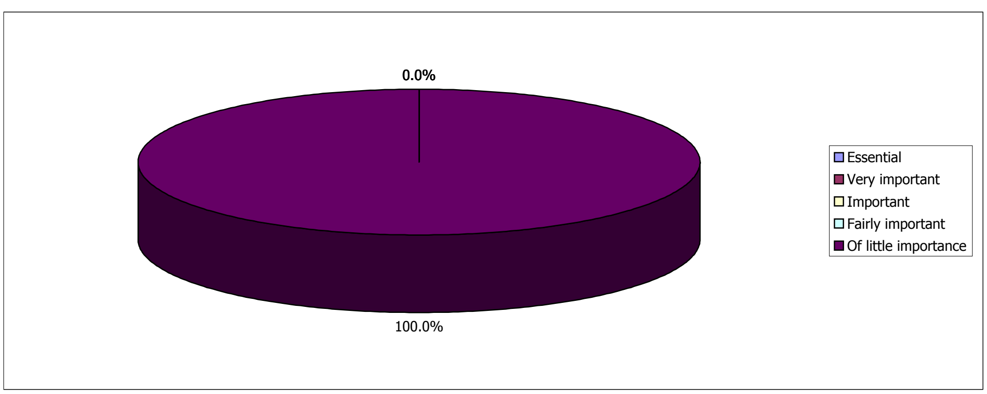
Yes	1	50.0%
No	1	50.0%
	2	**100.0%**
Not Answered:	**1**	

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	50.0%
Contact directly via e-mail	1	50.0%
	2	**100.0%**
Not Answered:	**1**	

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	0	0.0%
Fairly important	0	0.0%
Of little importance	1	100.0%
	1	**100.0%**
Not Answered:	**1**	



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

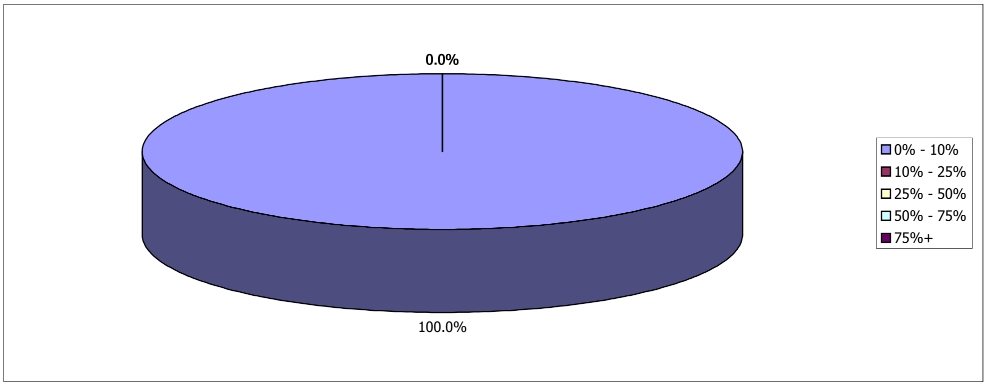
Yes	0	0.0%
No	1	100.0%
	1	**100.0%**
Not Answered:	**1**	

Q16. Do customers visit your store as a result of browsing your website?

Yes	0	0.0%
No	1	100.0%
	1	**100.0%**
Not Answered:	**1**	

Q17. What proportion of your sales are from the internet?

0% - 10%	1	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**
Not Answered:	**1**	



Q18. Why do you not have a website?

Don't have a computer	0	#DIV/0!
Not relevant/necessary	0	#DIV/0!
Too expensive	0	#DIV/0!
Too time consuming	0	#DIV/0!
Do not have the skills to produce/run a website	0	#DIV/0!
In the process of designing a website	0	#DIV/0!
	0	**#DIV/0!**
Not Answered:	**2**	

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Measures need to be taken to improve quality of buildings in the area, i.e. encourage businesses to invest in premises - grants, etc. [1], Improve pavements [1], A purpose-built car park would be desirable to make pedestrian safety better [1]

MORPETH TOWN CENTRE BUSINESS SURVEY RESULTS

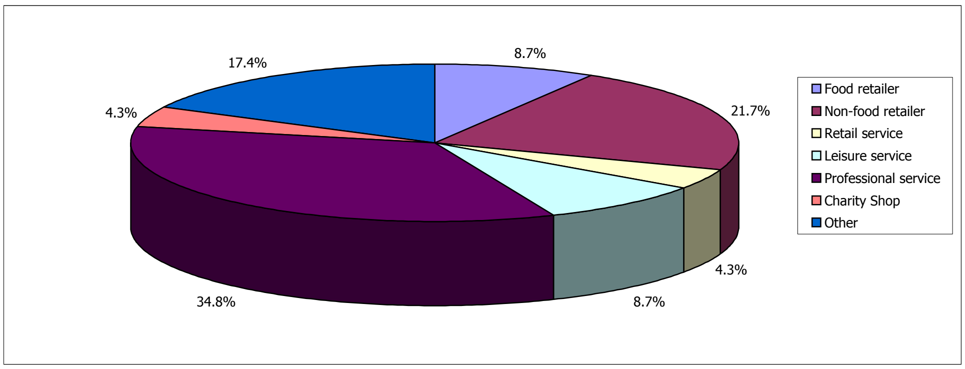
Questionnaires Distributed:	146	Responses: 23 (16%)

Q1b. How would you best describe your business?

Food retailer	2	(8.7%)
Non-food retailer	5	(21.7%)
Retail service	1	(4.3%)
Leisure service	2	(8.7%)
Professional service	8	(34.8%)
Charity Shop	1	(4.3%)
Other	4	(17.4%)
	23	**(100.0%)**

Other:

Optician [1], Department Store [1], Sandwich shop [1], Travel Agency [1]

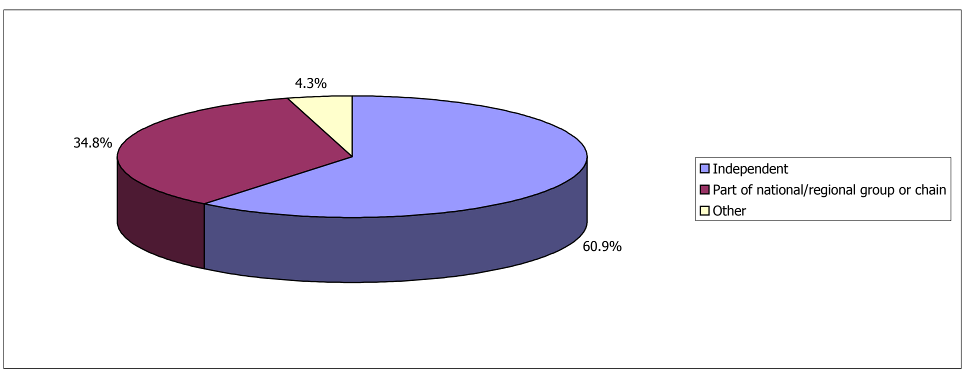


Q1c. Is your business?

Independent	14	(60.9%)
Part of national/regional group or chain	8	(34.8%)
Other	1	(4.3%)
	23	**(100.0%)**

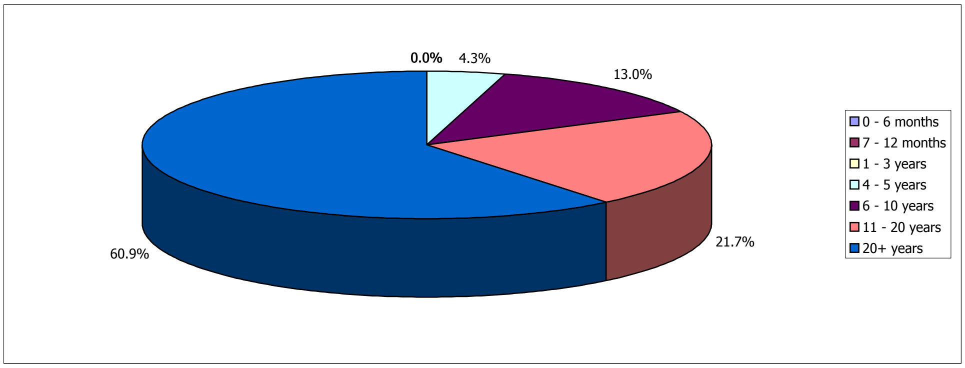
Other:

Franchise [1]



Q1d. How long, approximately, has the business traded in Morpeth Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	1	(4.3%)
6 - 10 years	3	(13.0%)
11 - 20 years	5	(21.7%)
20+ years	14	(60.9%)
	23	**(100.0%)**



Q1e. Why did you choose Morpeth Town Centre as a business location?

Nearer home [1], We were expanding our business into new areas [1], Busy and very good town to trade in 20 years ago [1], Because we live here & wanted to try & save the shop [1], Morpeth is the centre of Northumberland; it's the gateway to our country [1], Established in 1953 because of owners residence being above shop [1], Central [1], Local to partners residence [1], No other franchise operating by subway or competitor [1], Local to Ashington [1], Existing local connections [1], Live in town and no tackle shop in Morpeth [1], Thomas Cook has been trading in Morpeth since approx 1980! [1], Up and running business [1]

Q1f. Are the business premises leased or owner occupied?

Leased	19	(82.6%)
Owner Occupied	3	(13.0%)
No Answer	1	(4.3%)
	23	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	127	(59.3%)
Part Time	87	(40.7%)
	214	**(100.0%)**

Q1h. Has the business always operated from Morpeth Town Centre?

Yes	21	(95.5%)
No	1	(4.5%)
	22	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Gateshead [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	6	(26.1%)
Grown moderately	6	(26.1%)
Remained largely static	6	(26.1%)
Declined moderately	4	(17.4%)
Declined significantly	1	(4.3%)
	23	**(100.0%)**

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	2	(8.7%)
Well	4	(17.4%)
Moderately	14	(60.9%)
Poorly	3	(13.0%)
Very Poorly	0	(0.0%)
	23	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

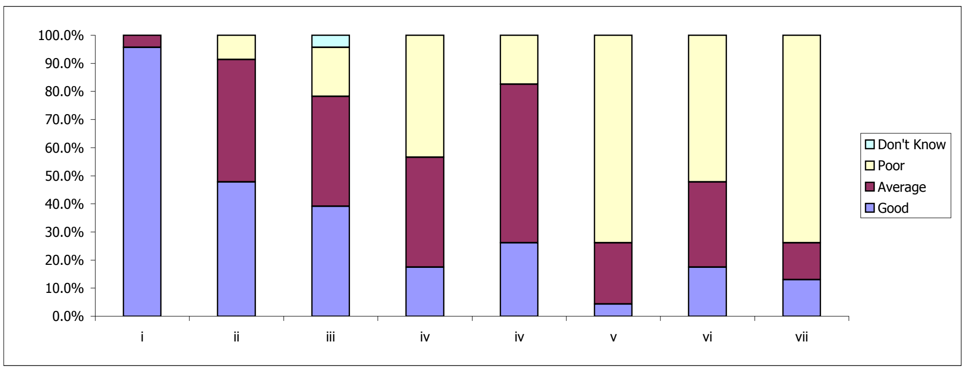
Residents from in or around Morpeth Town Centre	15	(46.9%)
Residents from across Northumberland County	6	(18.8%)
Residents from outside Northumberland County	2	(6.3%)
Specialist buyers	3	(9.4%)
Workers from Morpeth Town Centre	3	(9.4%)
Students from Morpeth Town Centre	1	(3.1%)
Passers-by	1	(3.1%)
Other	1	(3.1%)
	32	**(100.0%)**

Other:

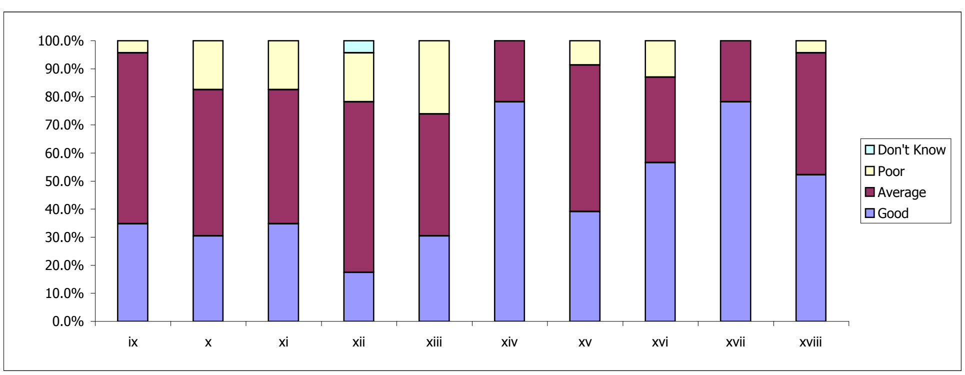
Morpeth & 5 mile radius [1]

Q3. How do you rate the following aspects of the Town Centre?

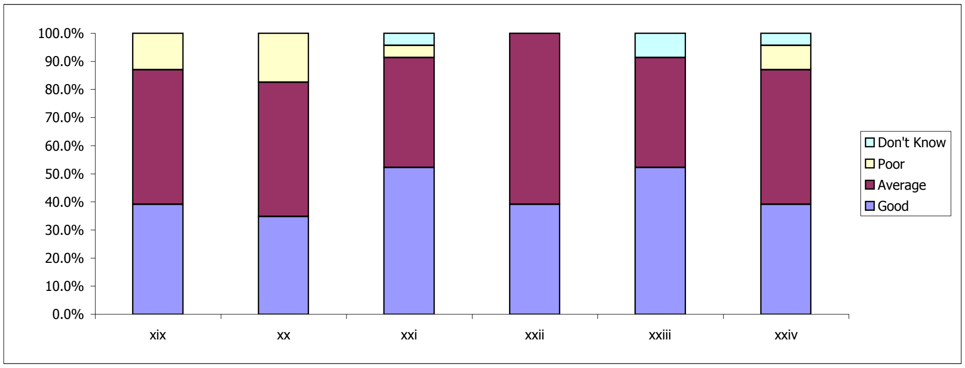
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Morpeth Town Centre	22	(95.65%)	1	(4.35%)	0	(0.00%)	0	(0.00%)	**23**
ii. Accessibility by pedestrians	11	(47.83%)	10	(43.48%)	2	(8.70%)	0	(0.00%)	**23**
iii. Accessibility by public transport	9	(39.13%)	9	(39.13%)	4	(17.39%)	1	(4.35%)	**23**
iv. Accessibility by vehicles	4	(17.39%)	9	(39.13%)	10	(43.48%)	0	(0.00%)	**23**
v. Amount of signage for vehicles	6	(26.09%)	13	(56.52%)	4	(17.39%)	0	(0.00%)	**23**
vi. Amount of car parking	1	(4.35%)	5	(21.74%)	17	(73.91%)	0	(0.00%)	**23**
vii. Location of car parking	4	(17.39%)	7	(30.43%)	12	(52.17%)	0	(0.00%)	**23**
viii. Pricing of car parking	3	(13.04%)	3	(13.04%)	17	(73.91%)	0	(0.00%)	**23**
	60		**57**		**66**		**1**		



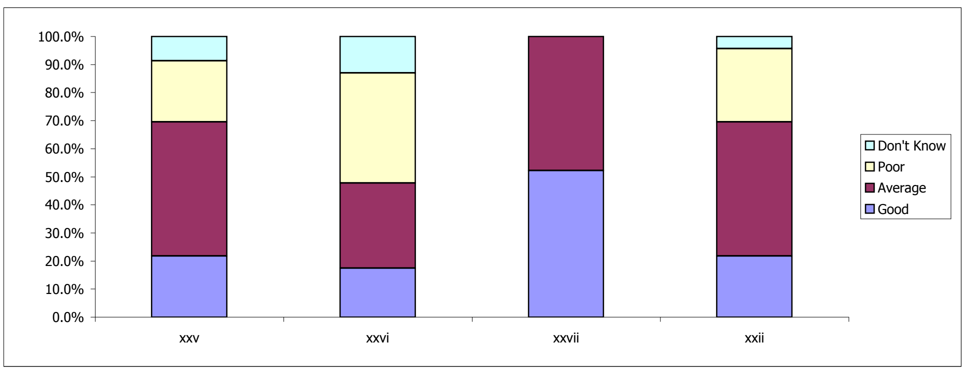
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	8	(34.78%)	14	(60.87%)	1	(4.35%)	0	(0.00%)	**23**
x. Range of shops in general	7	(30.43%)	12	(52.17%)	4	(17.39%)	0	(0.00%)	**23**
xi. Number of independent traders	8	(34.78%)	11	(47.83%)	4	(17.39%)	0	(0.00%)	**23**
xii. Number of multiple traders	4	(17.39%)	14	(60.87%)	4	(17.39%)	1	(4.35%)	**23**
xiii. Number of supermarkets	7	(30.43%)	10	(43.48%)	6	(26.09%)	0	(0.00%)	**23**
xiv. Number of services in general (e.g. hairdressers, banks)	18	(78.26%)	5	(21.74%)	0	(0.00%)	0	(0.00%)	**23**
xv. Range of services in general	9	(39.13%)	12	(52.17%)	2	(8.70%)	0	(0.00%)	**23**
xvi. Number of restaurants	13	(56.52%)	7	(30.43%)	3	(13.04%)	0	(0.00%)	**23**
xvii. Number of licensed premises	18	(78.26%)	5	(21.74%)	0	(0.00%)	0	(0.00%)	**23**
xviii. Number of fast-food shops	12	(52.17%)	10	(43.48%)	1	(4.35%)	0	(0.00%)	**23**
	104		**100**		**25**		**1**		



Public Realm	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	9	(39.13%)	11	(47.83%)	3	(13.04%)	0	(0.00%)	**23**
xx. Cleanliness of the public realm	8	(34.78%)	11	(47.83%)	4	(17.39%)	0	(0.00%)	**23**
xxi. Safety within the public realm	12	(52.17%)	9	(39.13%)	1	(4.35%)	1	(4.35%)	**23**
xxii. Amount of signage for pedestrians	9	(39.13%)	14	(60.87%)	0	(0.00%)	0	(0.00%)	**23**
xxiii. Number of events (e.g. street markets, parades)	12	(52.17%)	9	(39.13%)	0	(0.00%)	2	(8.70%)	**23**
xxiv. Range of events	9	(39.13%)	11	(47.83%)	2	(8.70%)	1	(4.35%)	**23**
	59		**65**		**10**		**4**		



Other	**Good** No.	%	**Average** No.	%	**Poor** No.	%	**Don't Know** No.	%	
xxv. Amount of marketing and promotion	5	(21.74%)	11	(47.83%)	5	(21.74%)	2	(8.70%)	**23**
xxvi. Range of marketing and promotion (e.g. press, TV)	4	(17.39%)	7	(30.43%)	9	(39.13%)	3	(13.04%)	**23**
xxvii. Image of Morpeth Town Centre	12	(52.17%)	11	(47.83%)	0	(0.00%)	0	(0.00%)	**23**
xxviii. Market	5	(21.74%)	11	(47.83%)	6	(26.09%)	1	(4.35%)	**23**
	26		**40**		**20**		**6**		



Comments:

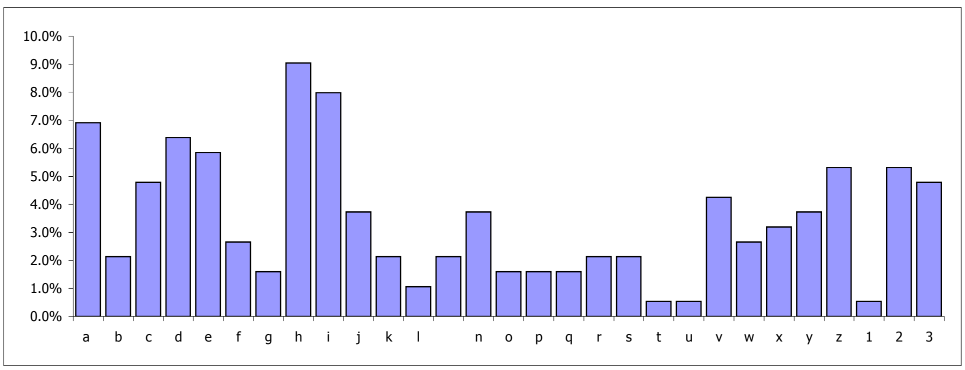
Parking should be free [1], Time limited disc parking in parts of the centre for shoppers etc. [1], Other areas should improve once development is finished [1], Car parking for traders and staff [1], Too many markets [1], Not enough events [1], Once arcade complete it will be better [1], Main Street i.e. Newgate Street needs an uplift & better lighting [1], I see no benefit to market - it clutters Town Centre and blocks visibility to shops [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	13	(6.91%)
b. More national multiples	4	(2.13%)
c. Foodstore in the Town Centre	9	(4.79%)
d. More independent/specialist traders	12	(6.38%)
e. Improved street paving	11	(5.85%)
f. Improved street furniture	5	(2.66%)
g. Improved built environment	3	(1.60%)
h. Lower parking charges	17	(9.04%)
i. Better mix of short/long stay parking	15	(7.98%)
j. More street cleaning	7	(3.72%)
k. Improved public transport	4	(2.13%)
l. Improved access by foot and cycle	2	(1.06%)
m. More entertainment/leisure facilities	4	(2.13%)
n. A cinema	7	(3.72%)
o. A bowling alley	3	(1.60%)
p. A new sports centre	3	(1.60%)
q. A new leisure/splash pool	3	(1.60%)
r. A new theatre	4	(2.13%)
s. More hotels	4	(2.13%)
t. More residential development	1	(0.53%)
u. More commercial offices	1	(0.53%)
v. More quality restaurants/pavement cafes	8	(4.26%)
w. More specialist markets	5	(2.66%)
x. More cultural facilities (i.e. Museum)	6	(3.19%)
y. Improved security/CCTV	7	(3.72%)
z. Greater promotion/marketing of the centre	10	(5.32%)
1. Improved signposting	1	(0.53%)
2. Public toilets	10	(5.32%)
3. Other	9	(4.79%)
	188	**(100.0%)**

Other:

Thropton - Rothburn Cycle route must go ahead!! [1], Less charity shops and banks [1], We need another car park in the centre away from Sandersons Arcade [1], Why not combine the sorting office with BT and use the old post office for parking? [1], Move taxi rank from main street [1], More more car park spaces & on-street parking [1], Parking meters on high street so people can pop into a shop [1], Greater control of illegal on-street car parking in Town Centre and surrounding residential streets [1], Offers for staff who work in Morpeth? (other business) [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	14	(73.68%)
Too many non-retail uses	5	(26.32%)
Not enough non-retail uses	0	(0.00%)
	19	**(100.0%)**

Comments:

We need childrens clothes, toys, DVDs, electrical, i.e. Argos [1], More of each would be better! [1]

Not Answered: **4**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	10	(13.16%)
b. Lack of passing trade outside your premises	4	(5.26%)
c. Poor location of your premises (e.g. not prime pitch)	1	(1.32%)
d. Inadequate customer car parking	16	(21.05%)
e. Competition from other traders in the Town Centre	8	(10.53%)

If so, where?

Markets [2], Martin's Stokers [1], M & S [1], Morrison's [1], Market traders [1], Cramlington [1], All on street [1], Blackbull, Waterford [1], Other retail bank [1], Supermarkets [1]

f. Competition from other Town Centres nearby	7	(9.21%)

If so, where?

Surrounding areas with free parking [1], Ashington [2], Cramlington [3], Kinston Park [1], Ashington & Blyth as they have free parking [1]

g. Competition from elsewhere	2	(2.63%)

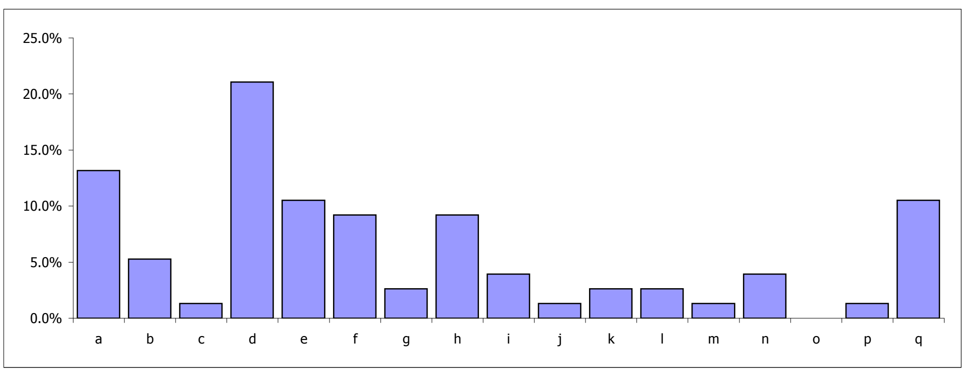
If so, where?

Metro Centre [1], Internet [1]

h. Lack of day visitors/tourists to the town	7	(9.21%)
i. Anti-social behaviour	3	(3.95%)
j. Poor security/policing	1	(1.32%)
k. The inadequacy of your current premises	2	(2.63%)
l. Poor quality of Town Centre shopping environment	2	(2.63%)
m. Mail Order	1	(1.32%)
n. Internet	3	(3.95%)
o. Don't Know	0	(0.00%)
p. None	1	(1.32%)
q. Other	8	(10.53%)
	76	**(89.5%)**

Other:

From 2000 - 2006 no barriers existed for us [1], Car parking charges [2], The opportunity to enhance the towns evening economy is held back by the pub culture [1], Building work to Morpeth [2], Telephone [1], Recession & parking problems that we've had throughout the development of the Town Centre [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	12	(57.14%)
Yes, close	1	(4.76%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	2	(9.52%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	3	(14.29%)
Yes, other	3	(14.29%)
	21	**(100.0%)**

Other:

Private [1], Got to do something - not sure what [1], Retire [1]

Not Answered: **2**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Ashington [2], Cramlington [6], Cramlington Metro Centre[1], Cramlington & Ashington due to car parking issues [1], Newcastle [2], Black Bull, Waterford[1], Blyth [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	10	(43.5%)
No	13	(56.5%)
	23	**(100.0%)**

Q10. If yes, where is this?

Jarrow [1], Blyth [3], Newcastle [2], Gosforth [3], Benton [1], Jesmond [1], Alnwick [2], Cramlington [1], W. Bay [1], Most Northumbrian towns [1], Ashington [1], Barclays has 20 branches in Northumberland [1], We are multinational & have stores all over the county [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	4	(40.0%)
Worse	2	(20.0%)
Same	4	(40.0%)
	10	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	15	68.2%
No	7	31.8%
	22	**100.0%**

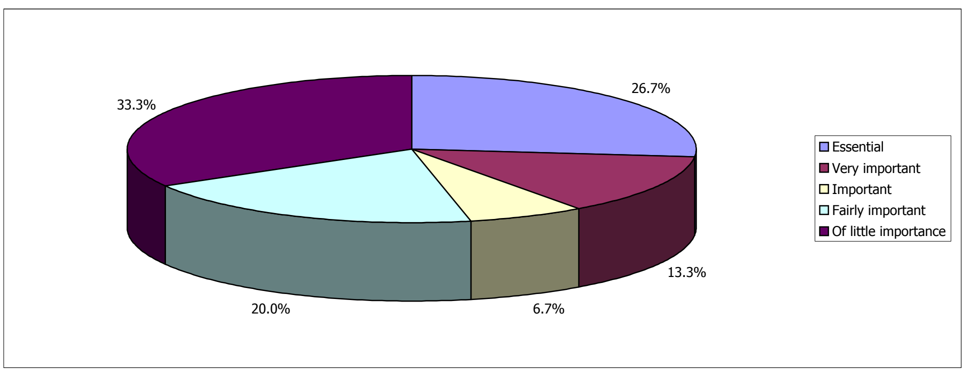
Not Answered: **1**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	10	30.3%
Ability to order goods directly from the website	4	12.1%
Ability to order goods that will be delivered to a designated address	2	6.1%
Ability to otder goods that can be picked up in store	1	3.0%
Contact information, e.g. telephone number, store locator etc.	11	33.3%
Contact directly via e-mail	5	15.2%
	33	**100.0%**

Q14. How important is your website to your business?

Essential	4	26.7%
Very important	2	13.3%
Important	1	6.7%
Fairly important	3	20.0%
Of little importance	5	33.3%
	15	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	12	80.0%
No	3	20.0%
	15	**100.0%**

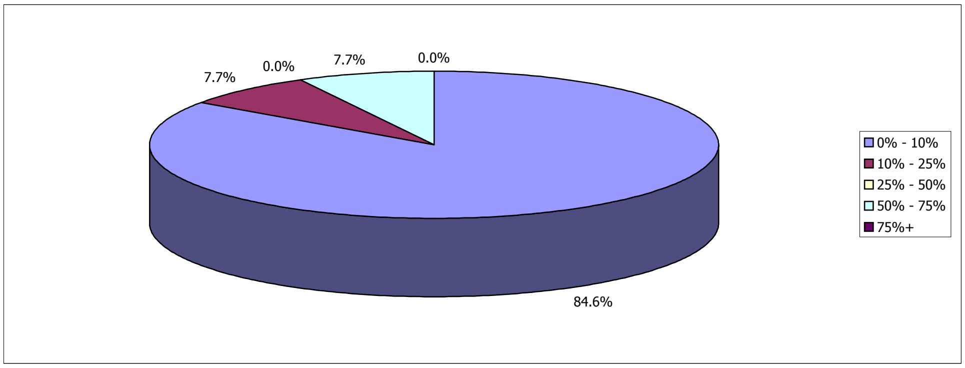
Q16. Do customers visit your store as a result of browsing your website?

Yes	9	60.0%
No	6	40.0%
	15	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	11	84.6%
10% - 25%	1	7.7%
25% - 50%	0	0.0%
50% - 75%	1	7.7%
75%+	0	0.0%
	13	**100.0%**

Not Answered: **2**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	2	25.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	1	12.5%
In the process of designing a website	5	62.5%
	8	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Public Realm: There were grants from English Heritage for upgrading bounding within conservation area, but none for public realm [1], An overall re-vamp of roads, pavements & street furniture would greatly improve the quality of the centre [1], Lack of support from the Council for the independent shops [1], The only thing that the Council seems to be doing is trying to close down shops by its policy of encouraging and supporting markets in the town [1], Currently everything is now concentrated around the new arcade & the bottom end of Bridge Street [1], Newgate St. doesn't feel like the centre anymore [1], The old M & S needs to get a big name in there quickly to being people back up here [1], I have traded in Morpeth for the past seventeen years. I have built my business up from scratch to probably the best and most successful of its type in Northumberland, there is no other business in Morpeth in a better trading position than my premises [1], Customer satisfaction surveys completed by our customers always highlight problems with the taxi rank on Bridge Street [1], Some customers have large amounts of coins to pay in & have to carry them a considerable distance from car parks [1], Taxi drivers are often rude [1], Morpeth is at a very important phase in its development with the new Town Centre diansfield scheme almost complete. This will place the town as a premium destination for shoppers in Northumberland [1], Access & parking is crucial to the success of the town [1], Town Centre needs more car parking, especially if the new shopping development it as successful as hoped [1], I find the market unappealing from an image point of view [1], Far too much is squeezed on to the market site [1], Market blocks out visibility of the shops - which badly affect sales from impulse buyers - Wednesdays are our worst trading day [1], Expect a significant increase in empty shop units when the new development opens [1], It is absolutely essential that a greater provision of car parking is provided, particularly in the light of the new Sanderson Arcade opening in November increasing retail space by 90,000 sq ft [1], Car parking charges should be equal to other areas of the county [1], The biggest hinderance to trading in Morpeth are the high business rates and the parking charges in the Town Centre [1], Very much looking forward to Sanderson's Arcade being finished so it attracts extra foot fall to the town [1], The parking issues we've encountered throughout the year need to be ironed out fully [1], We would love more leisure facilities [1]

NEWBIGGIN-BY-THE-SEA TOWN CENTRE BUSINESS SURVEY RESULTS

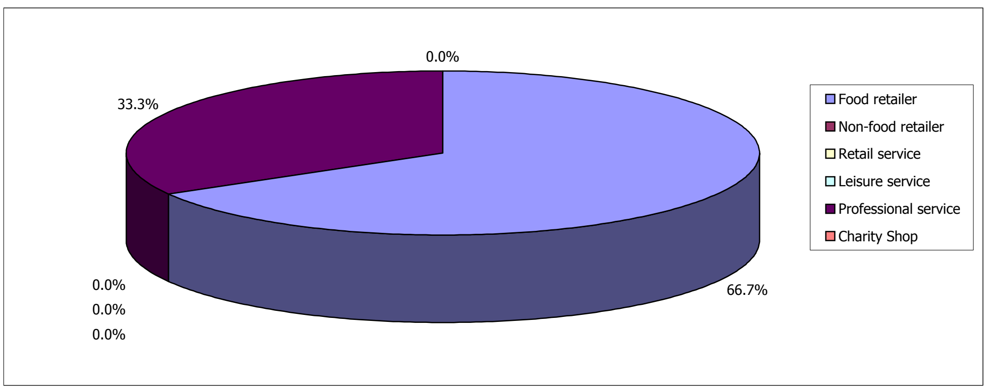
Questionnaires Distributed:	**45**	**Responses: 4 (9%)**

Q1b. How would you best describe your business?

Food retailer	2	(50.0%)
Non-food retailer	0	(0.0%)
Retail service	0	(0.0%)
Leisure service	0	(0.0%)
Professional service	1	(25.0%)
Charity Shop	0	(0.0%)
Other	1	(25.0%)
	4	**(100.0%)**

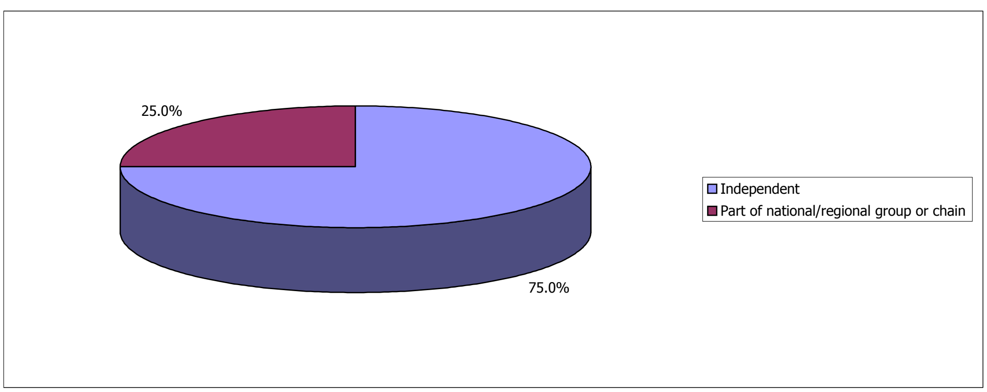
Other:

Restaurant [1]



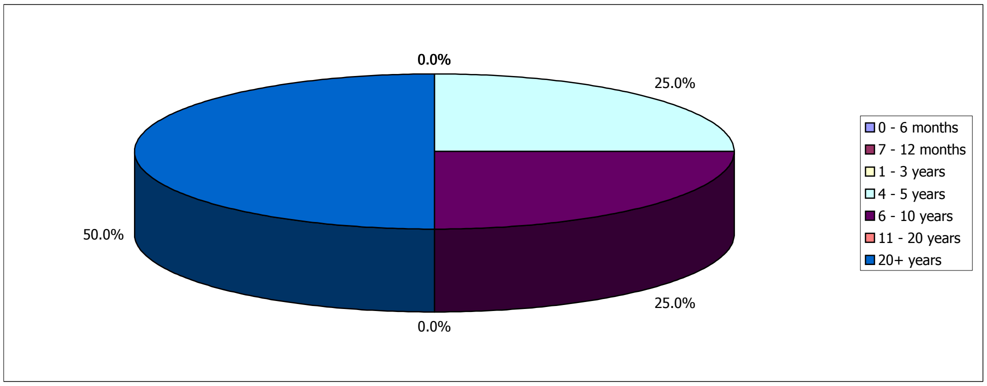
Q1c. Is your business?

Independent	3	(75.0%)
Part of national/regional group or chain	1	(25.0%)
Other	0	(0.0%)
	4	**(100.0%)**



Q1d. How long, approximately, has the business traded in Newbiggin-by-the-Sea Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	1	(25.0%)
6 - 10 years	1	(25.0%)
11 - 20 years	0	(0.0%)
20+ years	2	(50.0%)
	4	**(100.0%)**



Q1e. Why did you choose Newbiggin-by-the-Sea Town Centre as a business location?

Premises available to rent in 1968 [1], No other kebab shops there [1], Local to home town of Ashington [1], Regeneration of coastline and village [1]

Q1f. Are the business premises leased or owner occupied?

Leased	1	(25.0%)
Owner Occupied	3	(75.0%)
No Answer	0	(0.0%)
	4	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	3	(21.4%)
Part Time	11	(78.6%)
	14	**(100.0%)**

Q1h. Has the business always operated from Newbiggin-by-the-Sea Town Centre?

Yes	4	(100.0%)
No	0	(0.0%)
	4	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	1	(25.0%)
Remained largely static	1	(25.0%)
Declined moderately	2	(50.0%)
Declined significantly	0	(0.0%)
	4	**(100.0%)**

Q1j. How would you say that your business is currently performing?

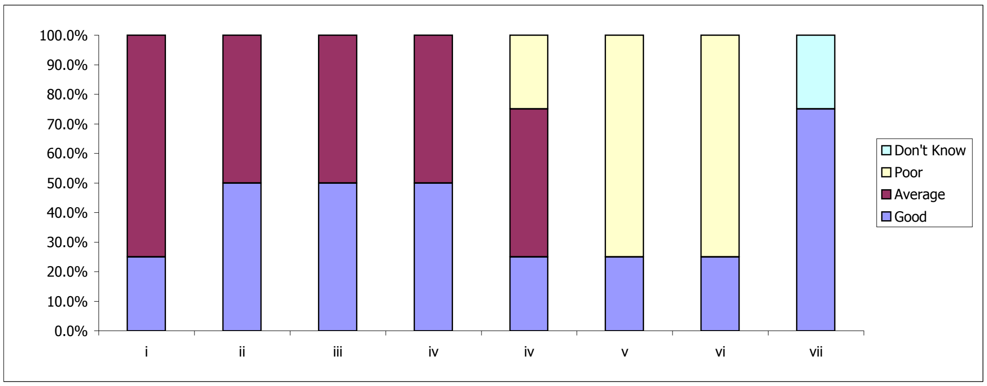
Very Well	0	(0.0%)
Well	2	(50.0%)
Moderately	0	(0.0%)
Poorly	2	(50.0%)
Very Poorly	0	(0.0%)
	4	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

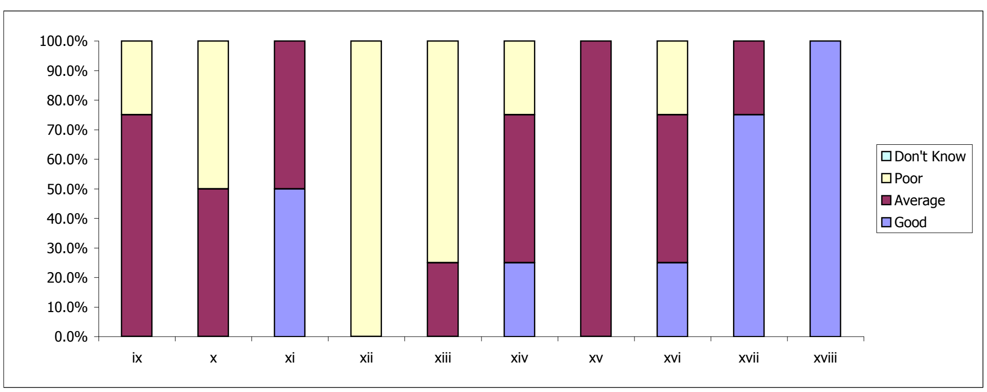
Residents from in or around Newbiggin-by-the-Sea Town Centre	4	(80.0%)
Residents from across Northumberland County	1	(20.0%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	0	(0.0%)
Workers from Newbiggin-by-the-Sea Town Centre	0	(0.0%)
Students from Newbiggin-by-the-Sea Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	0	(0.0%)
	5	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

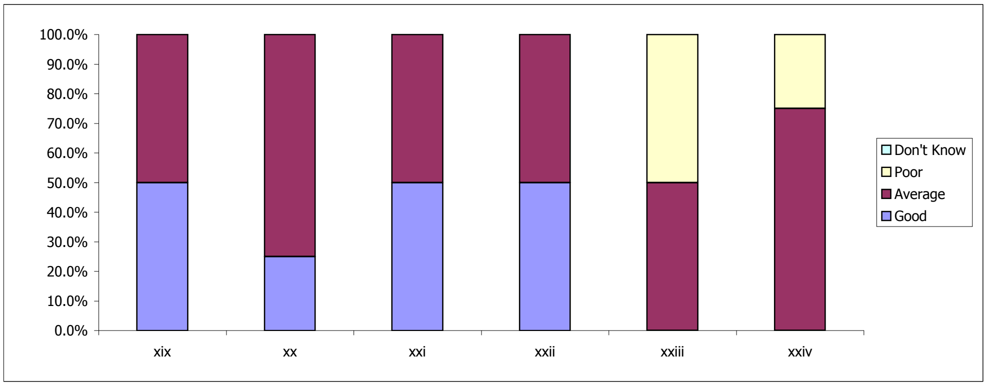
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Newbiggin-by-the-Sea	1	(25.00%)	3	(75.00%)	0	(0.00%)	0	(0.00%)	**4**
ii. Accessibility by pedestrians	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
iii. Accessibility by public transport	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
iv. Accessibility by vehicles	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
v. Amount of signage for vehicles	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
vi. Amount of car parking	1	(25.00%)	0	(0.00%)	3	(75.00%)	0	(0.00%)	**4**
vii. Location of car parking	1	(25.00%)	0	(0.00%)	3	(75.00%)	0	(0.00%)	**4**
viii. Pricing of car parking	3	(75.00%)	0	(0.00%)	0	(0.00%)	1	(25.00%)	**4**
	13		**11**		**7**		**1**		



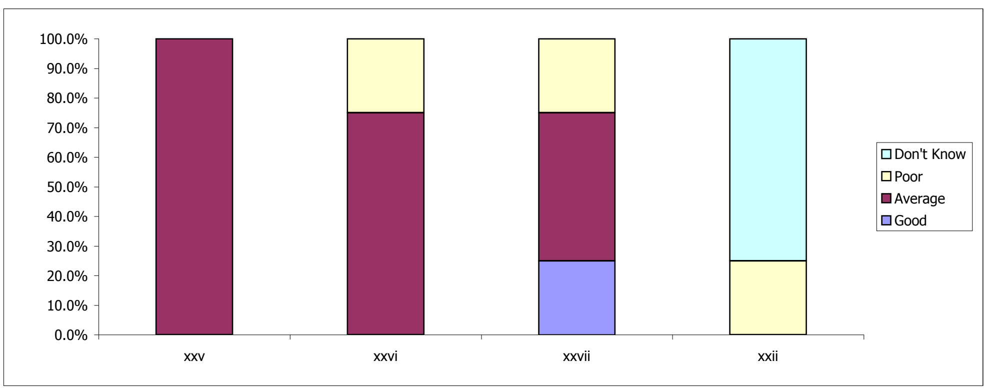
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	0	(0.00%)	3	(75.00%)	1	(25.00%)	0	(0.00%)	**4**
x. Range of shops in general	0	(0.00%)	2	(50.00%)	2	(50.00%)	0	(0.00%)	**4**
xi. Number of independent traders	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xii. Number of multiple traders	0	(0.00%)	0	(0.00%)	4	(100.00%)	0	(0.00%)	**4**
xiii. Number of supermarkets	0	(0.00%)	1	(25.00%)	3	(75.00%)	0	(0.00%)	**4**
xiv. Number of services in general (e.g. hairdressers, banks)	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
xv. Range of services in general	0	(0.00%)	4	(100.00%)	0	(0.00%)	0	(0.00%)	**4**
xvi. Number of restaurants	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
xvii. Number of licensed premises	3	(75.00%)	1	(25.00%)	0	(0.00%)	0	(0.00%)	**4**
xviii. Number of fast-food shops	4	(100.00%)	0	(0.00%)	0	(0.00%)	0	(0.00%)	**4**
	11		**17**		**12**		**0**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xx. Cleanliness of the public realm	1	(25.00%)	3	(75.00%)	0	(0.00%)	0	(0.00%)	**4**
xxi. Safety within the public realm	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xxii. Amount of signage for pedestrians	2	(50.00%)	2	(50.00%)	0	(0.00%)	0	(0.00%)	**4**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	2	(50.00%)	2	(50.00%)	0	(0.00%)	**4**
xxiv. Range of events	0	(0.00%)	3	(75.00%)	1	(25.00%)	0	(0.00%)	**4**
	7		**14**		**3**		**0**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	4	(100.00%)	0	(0.00%)	0	(0.00%)	**4**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	3	(75.00%)	1	(25.00%)	0	(0.00%)	**4**
xxvii. Image of Newbiggin-by-the-Sea Town Centre	1	(25.00%)	2	(50.00%)	1	(25.00%)	0	(0.00%)	**4**
xxviii. Market	0	(0.00%)	0	(0.00%)	1	(25.00%)	3	(75.00%)	**4**
	1		**9**		**3**		**3**		



Comments:

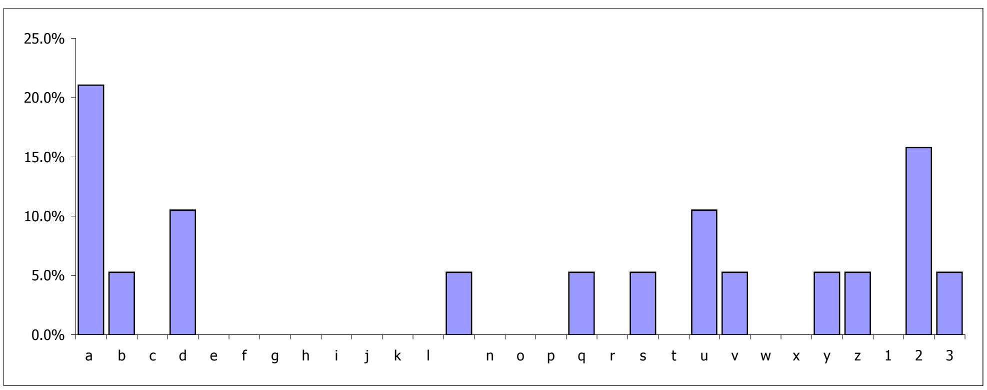
No comments

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	4	(21.05%)
b. More national multiples	1	(5.26%)
c. Foodstore in the Town Centre	0	(0.00%)
d. More independent/specialist traders	2	(10.53%)
e. Improved street paving	0	(0.00%)
f. Improved street furniture	0	(0.00%)
g. Improved built environment	0	(0.00%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	0	(0.00%)
j. More street cleaning	0	(0.00%)
k. Improved public transport	0	(0.00%)
l. Improved access by foot and cycle	0	(0.00%)
m. More entertainment/leisure facilities	1	(5.26%)
n. A cinema	0	(0.00%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	0	(0.00%)
q. A new leisure/splash pool	1	(5.26%)
r. A new theatre	0	(0.00%)
s. More hotels	1	(5.26%)
t. More residential development	0	(0.00%)
u. More commercial offices	2	(10.53%)
v. More quality restaurants/pavement cafes	1	(5.26%)
w. More specialist markets	0	(0.00%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	1	(5.26%)
z. Greater promotion/marketing of the centre	1	(5.26%)
1. Improved signposting	0	(0.00%)
2. Public toilets	3	(15.79%)
3. Other	1	(5.26%)
	19	**(100.0%)**

Other:

Newbiggin TC has suffered, as most other towns in S. E. Northumberland have [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	2	(50.00%)
Too many non-retail uses	2	(50.00%)
Not enough non-retail uses	0	(0.00%)
	4	**(100.0%)**

Comments:

No comments

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	1	(10.00%)
b. Lack of passing trade outside your premises	2	(20.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	1	(10.00%)
e. Competition from other traders in the Town Centre	1	(10.00%)

If so, where?

Too many food shops [1]

f. Competition from other Town Centres nearby	1	(10.00%)

If so, where?

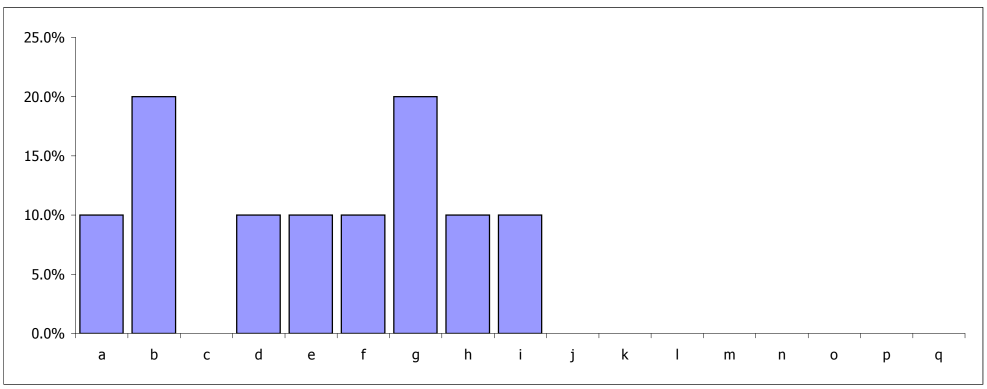
North Seaton/Ashington [1]

g. Competition from elsewhere	2	(20.00%)

If so, where?

Bloody ASDA's taking trade away from local centres [1], Supermarkets (Asda) [1]

h. Lack of day visitors/tourists to the town	1	(10.00%)
i. Anti-social behaviour	1	(10.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	0	(0.00%)
	10	**(100.0%)**



Q7. Have you any plans to alter your business in any way in the next five years?

No	3	(75.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	0	(0.00%)
Yes, other	1	(25.00%)
	4	**(100.0%)**

Other:

Retire after 40 years [1]

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Ashington [1], Blyth [1], Morpeth [1]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	1	(25.0%)
No	3	(75.0%)
	4	**(100.0%)**

Q10. If yes, where is this?

Most other Northumbrian towns [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	1	(100.0%)
Same	0	(0.0%)
	1	**(100.0%)**

Q12. Does your business currently have its own website?

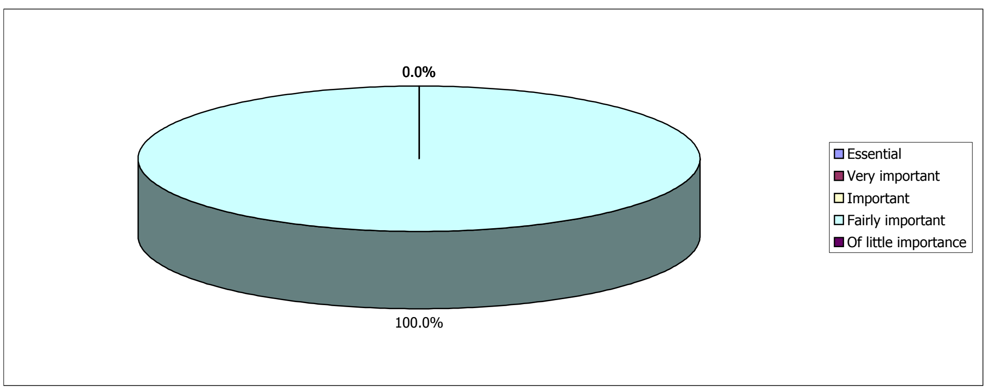
Yes	1	25.0%
No	3	75.0%
	4	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	0	0.0%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	100.0%
Contact directly via e-mail	0	0.0%
	1	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	0	0.0%
Important	0	0.0%
Fairly important	1	100.0%
Of little importance	0	0.0%
	1	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

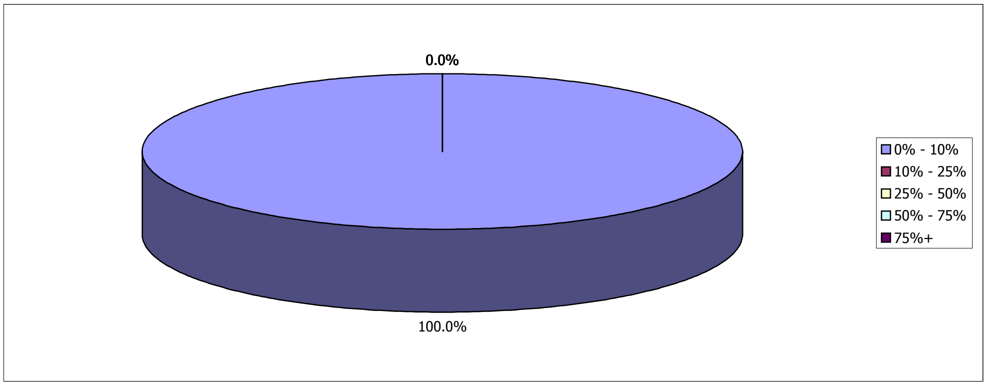
Yes	0	0.0%
No	1	100.0%
	1	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	0	0.0%
No	1	100.0%
	1	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	1	50.0%
Not relevant/necessary	0	0.0%
Too expensive	1	50.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	0	0.0%
	2	**100.0%**

Not Answered: **1**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

As with all smaller towns, their shopping centres are suffering from the parasitic out of town supermarkets [1], Two many food shops for a small village [1]

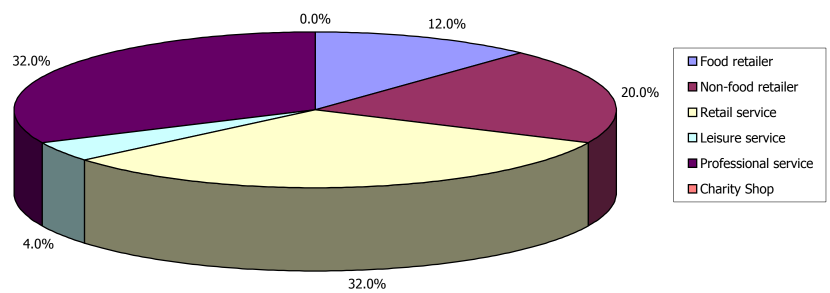
PONTELAND TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**102**	**Responses: 29 (28%)**

Q1b. How would you best describe your business?

Food retailer	3	(12.0%)
Non-food retailer	5	(20.0%)
Retail service	8	(32.0%)
Leisure service	1	(4.0%)
Professional service	8	(32.0%)
Charity Shop	0	(0.0%)
Other	0	(0.0%)
	25	**(100.0%)**

Not Answered: **4**



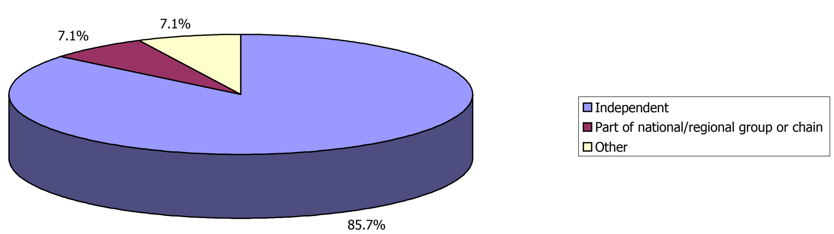
Q1c. Is your business?

Independent	24	(85.7%)
Part of national/regional group or chain	2	(7.1%)
Other	2	(7.1%)
	28	**(100.0%)**

Other:

Franchise [1], Building owned by NCC, run by volunteers, supported by Ponteland Town Council [1]

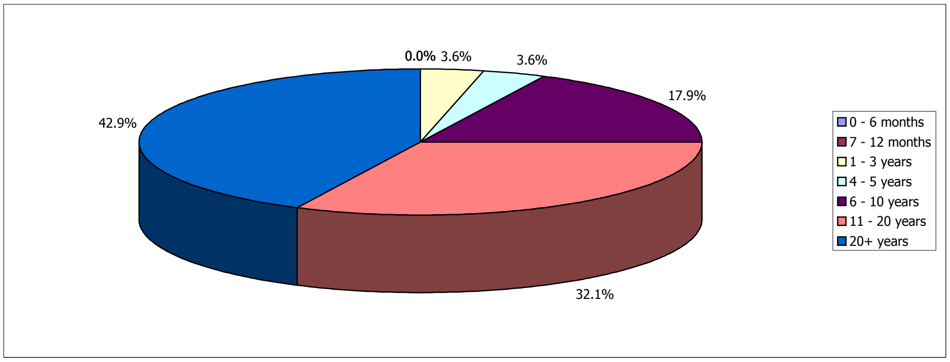
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Ponteland Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(3.6%)
4 - 5 years	1	(3.6%)
6 - 10 years	5	(17.9%)
11 - 20 years	9	(32.1%)
20+ years	12	(42.9%)
	28	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Ponteland Town Centre as a business location?

Don't know [1], Didn't - took over business that was situated here [3], Fantastic area at the time [1], We were residents here [1], I bought the business from the previous owners after working for them for 15 years [1], I was born here and my wife has lived here for 40 years [1], Good existing business locality [1], We have lived here for 40 years [1], It was already a successful existing business when we bought it [1], Nice area [1], Easy parking [1], Good Location [1], Live in Ponteland [1] Close to where I live and a good business [1]

Q1f. Are the business premises leased or owner occupied?

Leased	21	(77.8%)
Owner Occupied	5	(18.5%)
No Answer	1	(3.7%)
	27	**(100.0%)**

Not Answered: **2**

Q1g. How many staff does the business employ?

Full Time	91	(50.8%)
Part Time	88	(49.2%)
	179	**(100.0%)**

Q1h. Has the business always operated from Ponteland Town Centre?

Yes	26	(92.9%)
No	2	(7.1%)
	28	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Wickam [1], Part relocated from London [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	6	(21.4%)
Grown moderately	14	(50.0%)
Remained largely static	5	(17.9%)
Declined moderately	3	(10.7%)
Declined significantly	0	(0.0%)
	28	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	4	(14.3%)
Well	11	(39.3%)
Moderately	13	(46.4%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	28	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

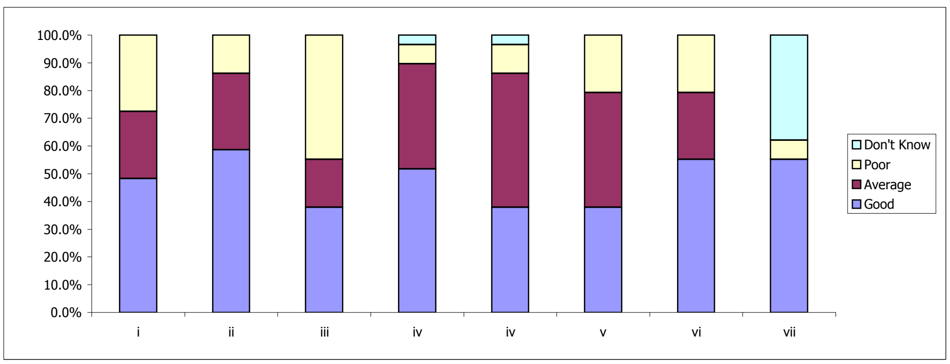
Residents from in or around Ponteland Town Centre	16	(36.4%)
Residents from across Northumberland County	9	(20.5%)
Residents from outside Northumberland County	2	(4.5%)
Specialist buyers	4	(9.1%)
Workers from Ponteland Town Centre	4	(9.1%)
Students from Ponteland Town Centre	3	(6.8%)
Passers-by	2	(4.5%)
Other	4	(9.1%)
	44	**(100.0%)**

Other:

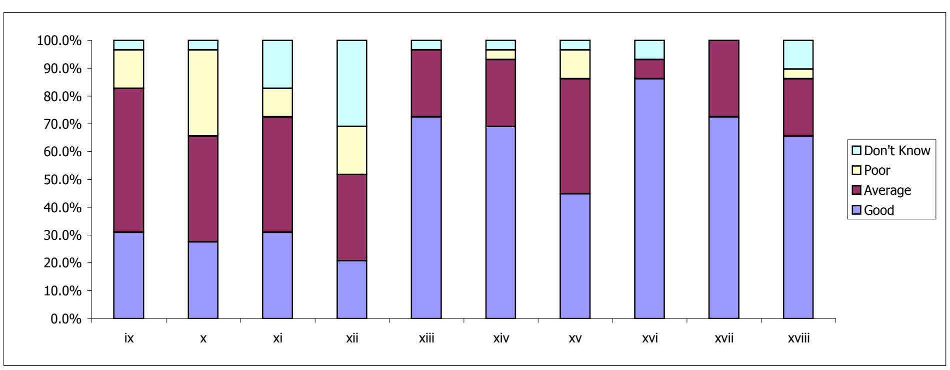
North East restaurants, hotels etc. [1], All of the above [2], Global buyers [1]

Q3. How do you rate the following aspects of the Town Centre?

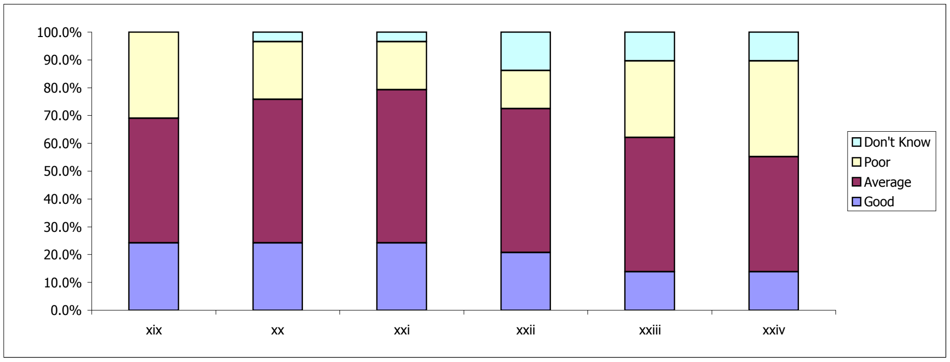
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Ponteland Town Centre	14	(48.28%)	7	(24.14%)	8	(27.59%)	0	(0.00%)	**29**
ii. Accessibility by pedestrians	17	(58.62%)	8	(27.59%)	4	(13.79%)	0	(0.00%)	**29**
iii. Accessibility by public transport	11	(37.93%)	5	(17.24%)	13	(44.83%)	0	(0.00%)	**29**
iv. Accessibility by vehicles	15	(51.72%)	11	(37.93%)	2	(6.90%)	1	(3.45%)	**29**
v. Amount of signage for vehicles	11	(37.93%)	14	(48.28%)	3	(10.34%)	1	(3.45%)	**29**
vi. Amount of car parking	11	(37.93%)	12	(41.38%)	6	(20.69%)	0	(0.00%)	**29**
vii. Location of car parking	16	(55.17%)	7	(24.14%)	6	(20.69%)	0	(0.00%)	**29**
viii. Pricing of car parking	16	(55.17%)	0	(0.00%)	2	(6.90%)	11	(37.93%)	**29**
	111		**64**		**44**		**13**		



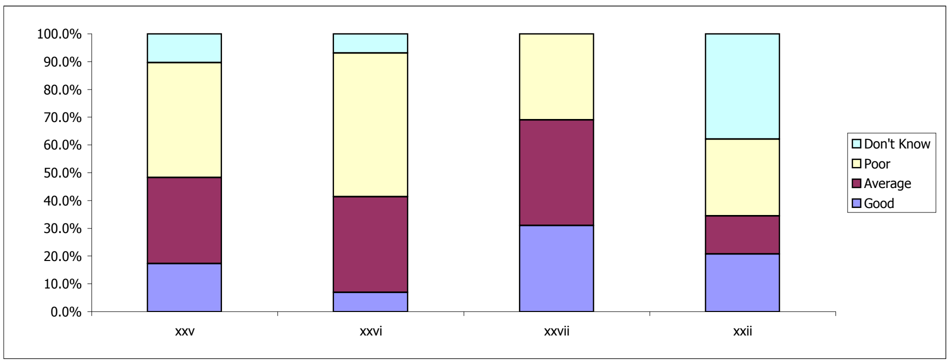
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	9	(31.03%)	15	(51.72%)	4	(13.79%)	1	(3.45%)	**29**
x. Range of shops in general	8	(27.59%)	11	(37.93%)	9	(31.03%)	1	(3.45%)	**29**
xi. Number of independent traders	9	(31.03%)	12	(41.38%)	3	(10.34%)	5	(17.24%)	**29**
xii. Number of multiple traders	6	(20.69%)	9	(31.03%)	5	(17.24%)	9	(31.03%)	**29**
xiii. Number of supermarkets	21	(72.41%)	7	(24.14%)	0	(0.00%)	1	(3.45%)	**29**
xiv. Number of services in general (e.g. hairdressers, banks)	20	(68.97%)	7	(24.14%)	1	(3.45%)	1	(3.45%)	**29**
xv. Range of services in general	13	(44.83%)	12	(41.38%)	3	(10.34%)	1	(3.45%)	**29**
xvi. Number of restaurants	25	(86.21%)	2	(6.90%)	0	(0.00%)	2	(6.90%)	**29**
xvii. Number of licensed premises	21	(72.41%)	8	(27.59%)	0	(0.00%)	0	(0.00%)	**29**
xviii. Number of fast-food shops	19	(65.52%)	6	(20.69%)	1	(3.45%)	3	(10.34%)	**29**
	151		**89**		**26**		**24**		



Public Realm	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
xix. Attractiveness of the public realm (paving, street furniture)	7	(24.14%)	13	(44.83%)	9	(31.03%)	0	(0.00%)	**29**
xx. Cleanliness of the public realm	7	(24.14%)	15	(51.72%)	6	(20.69%)	1	(3.45%)	**29**
xxi. Safety within the public realm	7	(24.14%)	16	(55.17%)	5	(17.24%)	1	(3.45%)	**29**
xxii. Amount of signage for pedestrians	6	(20.69%)	15	(51.72%)	4	(13.79%)	4	(13.79%)	**29**
xxiii. Number of events (e.g. street markets, parades)	4	(13.79%)	14	(48.28%)	8	(27.59%)	3	(10.34%)	**29**
xxiv. Range of events	4	(13.79%)	12	(41.38%)	10	(34.48%)	3	(10.34%)	**29**
	35		**85**		**42**		**12**		



Other	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
xxv. Amount of marketing and promotion	5	(17.24%)	9	(31.03%)	12	(41.38%)	3	(10.34%)	**29**
xxvi. Range of marketing and promotion (e.g. press, TV)	2	(6.90%)	10	(34.48%)	15	(51.72%)	2	(6.90%)	**29**
xxvii. Image of Ponteland Town Centre	9	(31.03%)	11	(37.93%)	9	(31.03%)	0	(0.00%)	**29**
xxviii. Market	6	(20.69%)	4	(13.79%)	8	(27.59%)	11	(37.93%)	**29**
	22		**34**		**44**		**16**		



Comments:

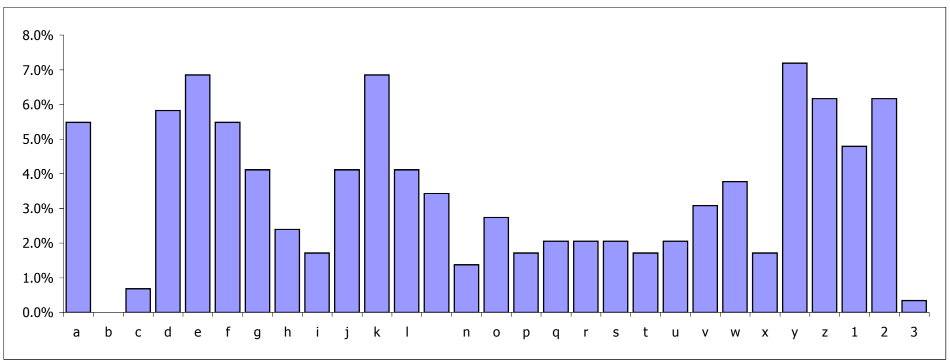
Country markets (WI) weekly at Merton Hall are very well serviced and supported farmers market decreasing in popularity [1], The overall appearance of Ponteland is very shabby [1], There is far too much traffic passing through the centre of Ponteland at all hours [1], Traffic noise is a major problem for businesses in the centre of the village [1], Cyclists constantly use pavements as cycle track [1], No charge for parking [1], Over supply of food/catering outlets in proportion to retailers [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	16	(5.48%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	2	(0.68%)
d. More independent/specialist traders	17	(5.82%)
e. Improved street paving	20	(6.85%)
f. Improved street furniture	16	(5.48%)
g. Improved built environment	12	(4.11%)
h. Lower parking charges	7	(2.40%)
i. Better mix of short/long stay parking	5	(1.71%)
j. More street cleaning	12	(4.11%)
k. Improved public transport	20	(6.85%)
l. Improved access by foot and cycle	12	(4.11%)
m. More entertainment/leisure facilities	10	(3.42%)
n. A cinema	4	(1.37%)
o. A bowling alley	8	(2.74%)
p. A new sports centre	5	(1.71%)
q. A new leisure/splash pool	6	(2.05%)
r. A new theatre	6	(2.05%)
s. More hotels	6	(2.05%)
t. More residential development	5	(1.71%)
u. More commercial offices	6	(2.05%)
v. More quality restaurants/pavement cafes	9	(3.08%)
w. More specialist markets	11	(3.77%)
x. More cultural facilities (i.e. Museum)	5	(1.71%)
y. Improved security/CCTV	21	(7.19%)
z. Greater promotion/marketing of the centre	18	(6.16%)
1. Improved signposting	14	(4.79%)
2. Public toilets	18	(6.16%)
3. Other	1	(0.34%)
	292	**(100.0%)**

Other:

Upgrading of shopping centre [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	18	(69.23%)
Too many non-retail uses	7	(26.92%)
Not enough non-retail uses	1	(3.85%)
	26	**(100.0%)**

Comments:

Too many eating places [1], More cafes would make centre appealing [1], Over supply of food outlets [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	17	(16.67%)
b. Lack of passing trade outside your premises	12	(11.76%)
c. Poor location of your premises (e.g. not prime pitch)	5	(4.90%)
d. Inadequate customer car parking	5	(4.90%)
e. Competition from other traders in the Town Centre	4	(3.92%)

If so, where?

Next to us in shopping centre [1], On the main street [1], On the Industrial Estate [1], Mills/Chemist [1]

f. Competition from other Town Centres nearby	5	(4.90%)

If so, where?

Kingston Park [6], Jesmond [1], Gosforth [1], Corbridge [1], Metro Centre [1]

g. Competition from elsewhere	1	(0.98%)

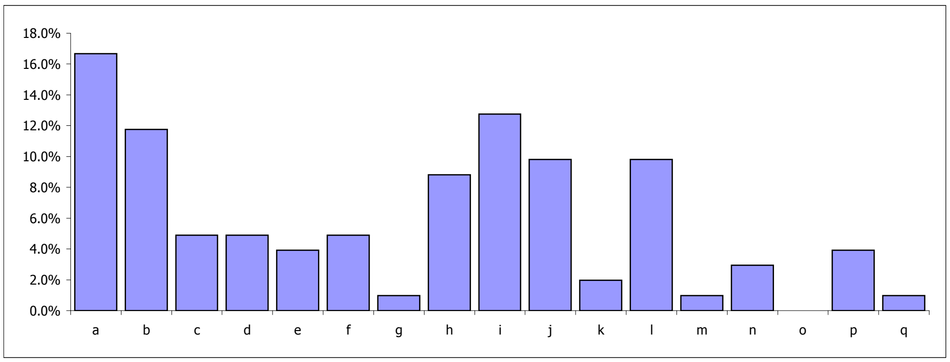
If so, where?

Dallas Hall shops [1], St. Mary's Church Hall Memorial Hall & other local halls [1]

h. Lack of day visitors/tourists to the town	9	(8.82%)
i. Anti-social behaviour	13	(12.75%)
j. Poor security/policing	10	(9.80%)
k. The inadequacy of your current premises	2	(1.96%)
l. Poor quality of Town Centre shopping environment	10	(9.80%)
m. Mail Order	1	(0.98%)
n. Internet	3	(2.94%)
o. Don't Know	0	(0.00%)
p. None	4	(3.92%)
q. Other	1	(0.98%)
	102	**(99.0%)**

Other:

None locally [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	15	(65.22%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	1	(4.35%)
Yes, relocate to another Town Centre	2	(8.70%)
Yes, relocate out-of-centre	1	(4.35%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	4	(17.39%)
Yes, other	0	(0.00%)
	23	**(100.0%)**

Not Answered: **6**

If you are relocating, where are you considering moving to?

Still in Ponteland if rent is reasonable [1], Morpeth - Coopies Lane Ind. [1]

Not Answered [2]

If relocating, what is the main reason for this decision?

Increase storage space i.e. freezers fridges, for wholesale side of business [1], If this redevelopment goes ahead within the next 5 years [1], Local kids/thugs outside office [1]

Not Answered [1]

8. Which centre(s) do you consider to be your biggest competitor?

Newcastle Upon Tyne [4], Kingston Park [5], Business could not be better - it is a well established business [1], Gosforth [3], Any potential new development which could incorporate a similar business [1], Langston Park [1], Jesmond [2], Darras Hall [2]

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	3	(11.5%)
No	23	(88.5%)
	26	**(100.0%)**
Not Answered:	**3**	

Q10. If yes, where is this?

Morpeth [1], Ashington [1], Blyth [1], Alnwick [1], Each Town Centre [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	3	(100.0%)
	3	**(100.0%)**

Q12. Does your business currently have its own website?

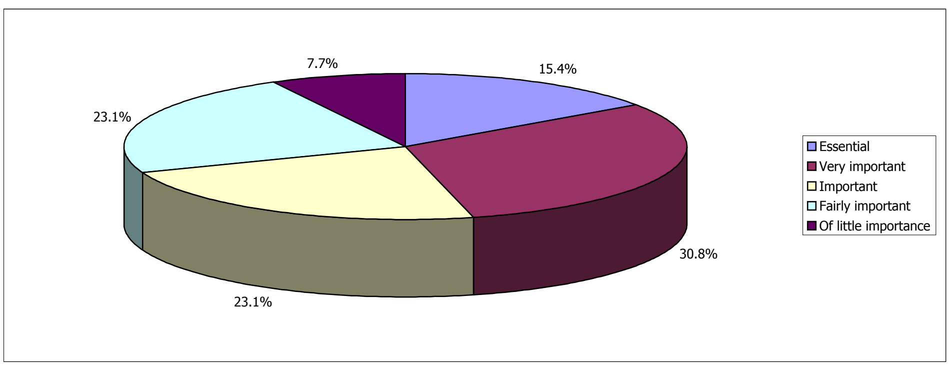
Yes	13	56.5%
No	10	43.5%
	23	**100.0%**
Not Answered:	**6**	

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	5	17.9%
Ability to order goods directly from the website	2	7.1%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	1	3.6%
Contact information, e.g. telephone number, store locator etc.	12	42.9%
Contact directly via e-mail	8	28.6%
	28	**100.0%**

Q14. How important is your website to your business?

Essential	2	15.4%
Very important	4	30.8%
Important	3	23.1%
Fairly important	3	23.1%
Of little importance	1	7.7%
	13	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	9	69.2%
No	4	30.8%
	13	**100.0%**

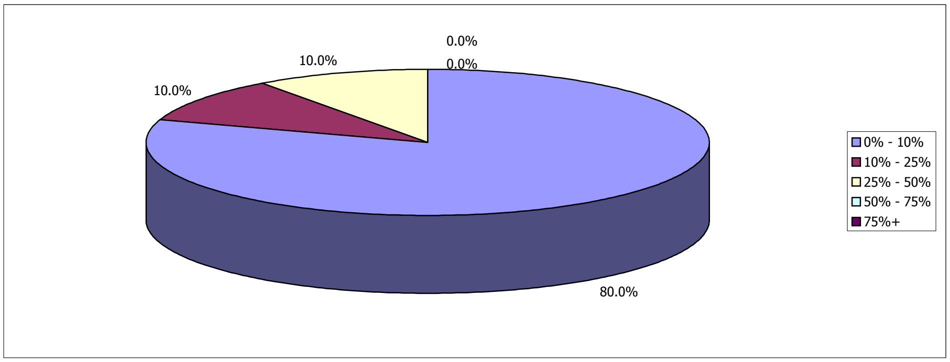
Q16. Do customers visit your store as a result of browsing your website?

Yes	7	70.0%
No	3	30.0%
	10	**100.0%**
Not Answered:	**3**	

Q17. What proportion of your sales are from the internet?

0% - 10%	8	80.0%
10% - 25%	1	10.0%
25% - 50%	1	10.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	10	**100.0%**

Not Answered: **3**



Q18. Why do you not have a website?

Don't have a computer	1	10.0%
Not relevant/necessary	6	60.0%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	3	30.0%
	10	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Too many restaurants [1], Bad public transport [1], Car parking problems [1], Develop A.S.A.P [1], Ponteland is a village not a town [1], As long as the new development builds shops & business premises first before demolishing existing buildings [1], I feel Sainsburys is an important part of the Town Centre and the car park a vital provision [1], Sainsbury's could do with modernising inside [1], There would need to be a shop for every retailer if there was to be revamp of our shopping centre [1], Premises need to be built before the current premises are demolished [1], Refurbishment/Redevelopment is definitely needed in Ponteland Town Centre (especially Merton Way Shopping Centre) [1], We would like to see more independent unique, specialist shops in Ponteland rather than large multiple trades and retail chains [1], Ponteland needs a by-pass urgently [1], All traffic converses in the centre of Ponteland and this creates substantial traffic and delays [1], Noise levels are acute in the centre of Ponteland due to traffic [1], The Shopping Centre is in serious need of development [1], Bad location of Health Centre - separate from other services [1], Need a healthy living centre which is easily accessible [1], Too many ethnic takeaways/restaurants - no more to be opened [1], The regeneration of the Town Centre is a priority with NCC and promoted by the Town Council (Ponteland) and Ponteland Community Partnership (Cameron Scott) is aware of the situation [1], Merton way needs to be developed fast, or trade will disappear [1]

PRUDHOE TOWN CENTRE BUSINESS SURVEY RESULTS

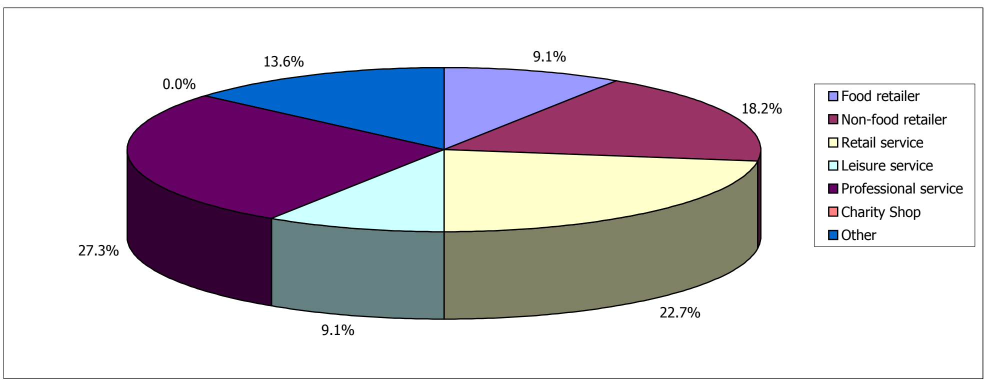
Questionnaires Distributed: 116 Responses: 22 (19%)

Q1b. How would you best describe your business?

Food retailer	2	(9.1%)
Non-food retailer	4	(18.2%)
Retail service	5	(22.7%)
Leisure service	2	(9.1%)
Professional service	6	(27.3%)
Charity Shop	0	(0.0%)
Other	3	(13.6%)
	22	**(100.0%)**

Other:

Flooring Retailer [1], Beauty [1], Youth Service [1]

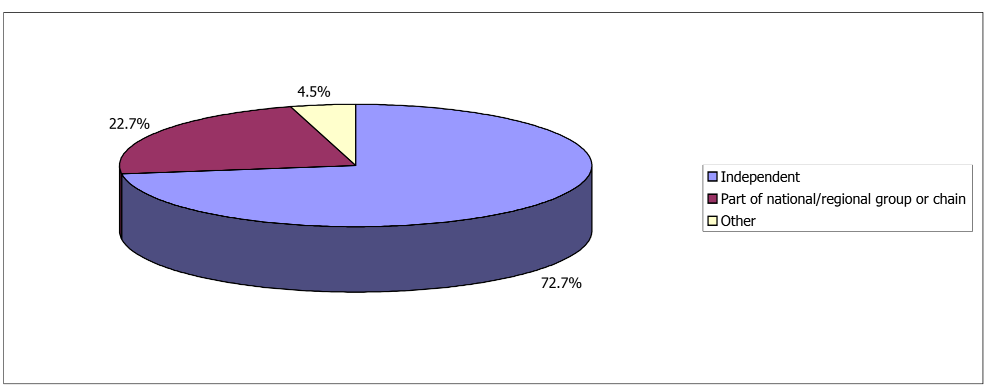


Q1c. Is your business?

Independent	16	(72.7%)
Part of national/regional group or chain	5	(22.7%)
Other	1	(4.5%)
	22	**(100.0%)**

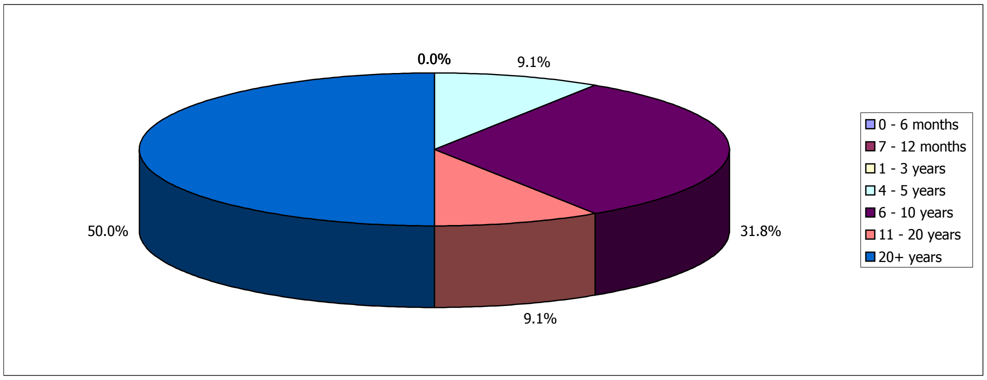
Other:

Northumberland County Council [1]



Q1d. How long, approximately, has the business traded in Prudhoe Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(9.1%)
6 - 10 years	7	(31.8%)
11 - 20 years	2	(9.1%)
20+ years	11	(50.0%)
	22	**(100.0%)**



Q1e. Why did you choose Prudhoe Town Centre as a business location?

High population [2], Local to where I was brought up [1], Town was lacking in variety of shops [1], Opportunity to open clothes shop [1], No competition at time [1], There was a niche in the market [3], At the time rates and rent very reasonable [1], Good areas for trade [1], Available property [1], Great Catchment at the time [1], Location close to Newcastle, Hexham, A69 and A1 [1], It was chosen by previous owners [1], Resided close by [1], Close to owner's residence [1], Based upon the residence of an early proprietor of business [1], Convenient central location [1], I felt there was a need for another solicitor's practice [1], The Youth Service is required to be based in 14 different Northumberland areas; Prudhoe being one of them [1]

Not Answered: **5**

Q1f. Are the business premises leased or owner occupied?

Leased	15	(68.2%)
Owner Occupied	6	(27.3%)
No Answer	1	(4.5%)
	22	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	47	(37.3%)
Part Time	79	(62.7%)
	126	**(100.0%)**

Q1h. Has the business always operated from Prudhoe Town Centre?

Yes	20	(90.9%)
No	2	(9.1%)
	22	**(100.0%)**

If no, where did you relocate from?

West Royham [1], Newcastle [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	4	(18.2%)
Grown moderately	7	(31.8%)
Remained largely static	3	(13.6%)
Declined moderately	3	(13.6%)
Declined significantly	5	(22.7%)
	22	**(100.0%)**

Q1j. How would you say that your business is currently performing?

Very Well	2	(9.1%)
Well	4	(18.2%)
Moderately	12	(54.5%)
Poorly	1	(4.5%)
Very Poorly	3	(13.6%)
	22	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

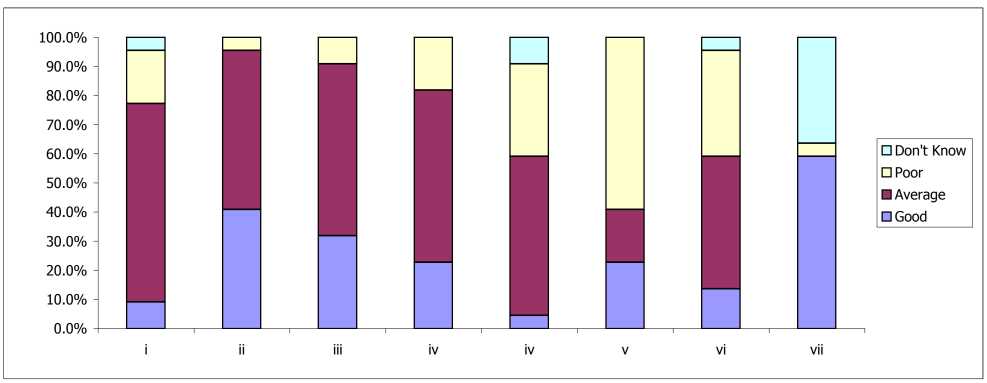
Residents from in or around Prudhoe Town Centre	17	(47.2%)
Residents from across Northumberland County	5	(13.9%)
Residents from outside Northumberland County	1	(2.8%)
Specialist buyers	1	(2.8%)
Workers from Prudhoe Town Centre	3	(8.3%)
Students from Prudhoe Town Centre	2	(5.6%)
Passers-by	2	(5.6%)
Other	5	(13.9%)
	36	**(100.0%)**

Other:

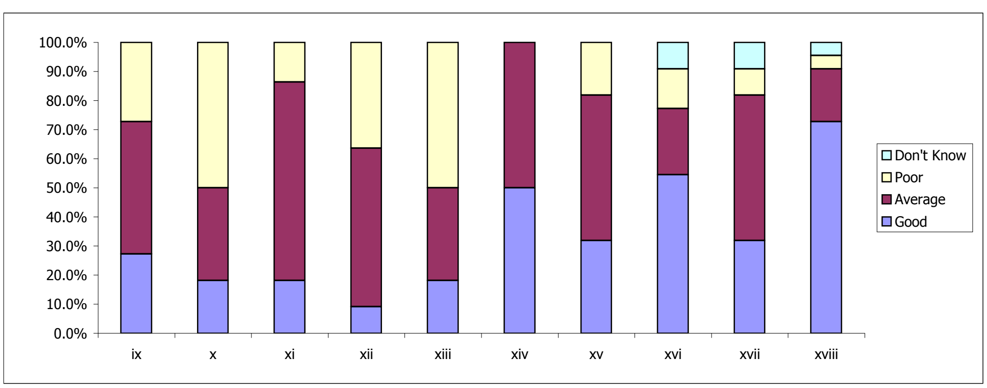
All of the above [1], Contracts NHS [1], Care homes [1], Residents and business from N/E [1], A variety of the above [1]

Q3. How do you rate the following aspects of the Town Centre?

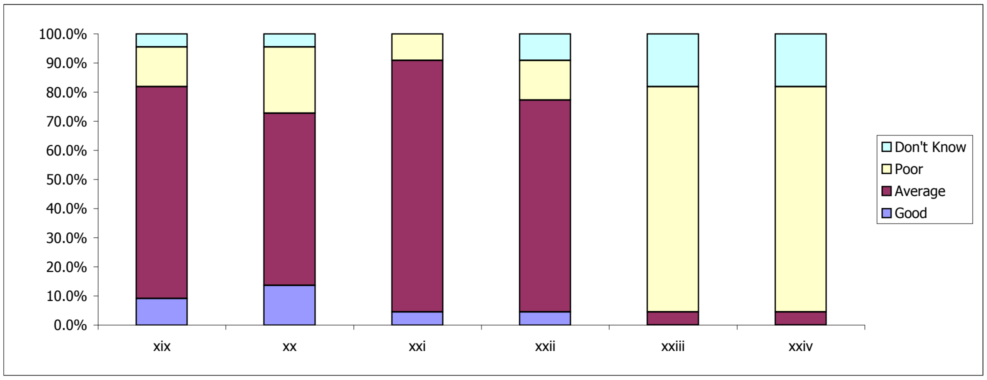
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Prudhoe Town Centre	2	(9.09%)	15	(68.18%)	4	(18.18%)	1	(4.55%)	**22**
ii. Accessibility by pedestrians	9	(40.91%)	12	(54.55%)	1	(4.55%)	0	(0.00%)	**22**
iii. Accessibility by public transport	7	(31.82%)	13	(59.09%)	2	(9.09%)	0	(0.00%)	**22**
iv. Accessibility by vehicles	5	(22.73%)	13	(59.09%)	4	(18.18%)	0	(0.00%)	**22**
v. Amount of signage for vehicles	1	(4.55%)	12	(54.55%)	7	(31.82%)	2	(9.09%)	**22**
vi. Amount of car parking	5	(22.73%)	4	(18.18%)	13	(59.09%)	0	(0.00%)	**22**
vii. Location of car parking	3	(13.64%)	10	(45.45%)	8	(36.36%)	1	(4.55%)	**22**
viii. Pricing of car parking	13	(59.09%)	0	(0.00%)	1	(4.55%)	8	(36.36%)	**22**
	45		**79**		**40**		**12**		



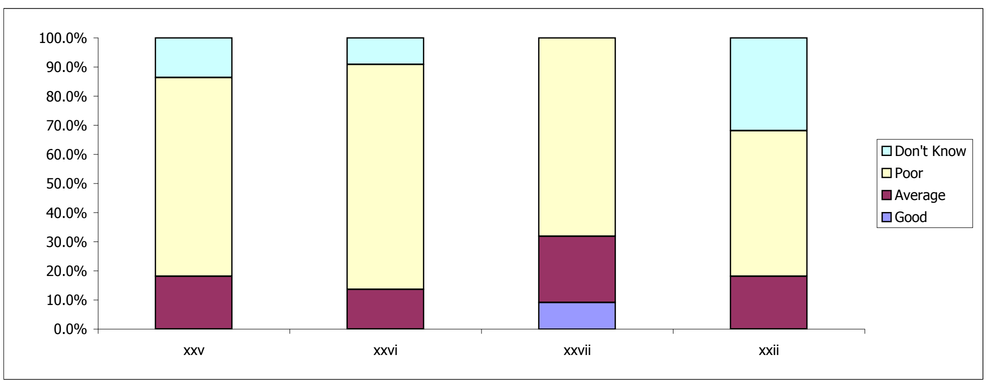
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	6	(27.27%)	10	(45.45%)	6	(27.27%)	0	(0.00%)	**22**
x. Range of shops in general	4	(18.18%)	7	(31.82%)	11	(50.00%)	0	(0.00%)	**22**
xi. Number of independent traders	4	(18.18%)	15	(68.18%)	3	(13.64%)	0	(0.00%)	**22**
xii. Number of multiple traders	2	(9.09%)	12	(54.55%)	8	(36.36%)	0	(0.00%)	**22**
xiii. Number of supermarkets	4	(18.18%)	7	(31.82%)	11	(50.00%)	0	(0.00%)	**22**
xiv. Number of services in general (e.g. hairdressers, banks)	11	(50.00%)	11	(50.00%)	0	(0.00%)	0	(0.00%)	**22**
xv. Range of services in general	7	(31.82%)	11	(50.00%)	4	(18.18%)	0	(0.00%)	**22**
xvi. Number of restaurants	12	(54.55%)	5	(22.73%)	3	(13.64%)	2	(9.09%)	**22**
xvii. Number of licensed premises	7	(31.82%)	11	(50.00%)	2	(9.09%)	2	(9.09%)	**22**
xviii. Number of fast-food shops	16	(72.73%)	4	(18.18%)	1	(4.55%)	1	(4.55%)	**22**
	73		**93**		**49**		**5**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	2	(9.09%)	16	(72.73%)	3	(13.64%)	1	(4.55%)	**22**
xx. Cleanliness of the public realm	3	(13.64%)	13	(59.09%)	5	(22.73%)	1	(4.55%)	**22**
xxi. Safety within the public realm	1	(4.55%)	19	(86.36%)	2	(9.09%)	0	(0.00%)	**22**
xxii. Amount of signage for pedestrians	1	(4.55%)	16	(72.73%)	3	(13.64%)	2	(9.09%)	**22**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	1	(4.55%)	17	(77.27%)	4	(18.18%)	**22**
xxiv. Range of events	0	(0.00%)	1	(4.55%)	17	(77.27%)	4	(18.18%)	**22**
	7		**66**		**47**		**12**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	0	(0.00%)	4	(18.18%)	15	(68.18%)	3	(13.64%)	**22**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	3	(13.64%)	17	(77.27%)	2	(9.09%)	**22**
xxvii. Image of Prudhoe Town Centre	2	(9.09%)	5	(22.73%)	15	(68.18%)	0	(0.00%)	**22**
xxviii. Market	0	(0.00%)	4	(18.18%)	11	(50.00%)	7	(31.82%)	**22**
	2		**16**		**58**		**12**		



Comments:

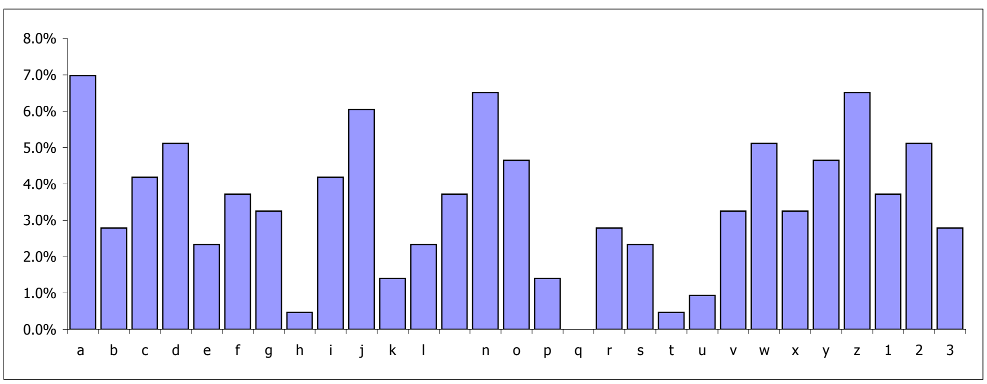
Too many fast food shops [2], Poor pavements and road surfaces [1], No collaboration between groups. It's a case of us and them (Community Partnership) [1], Community Partnership doesn't have the vision to take us forward [1], Large pot holes [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	15	(6.98%)
b. More national multiples	6	(2.79%)
c. Foodstore in the Town Centre	9	(4.19%)
d. More independent/specialist traders	11	(5.12%)
e. Improved street paving	5	(2.33%)
f. Improved street furniture	8	(3.72%)
g. Improved built environment	7	(3.26%)
h. Lower parking charges	1	(0.47%)
i. Better mix of short/long stay parking	9	(4.19%)
j. More street cleaning	13	(6.05%)
k. Improved public transport	3	(1.40%)
l. Improved access by foot and cycle	5	(2.33%)
m. More entertainment/leisure facilities	8	(3.72%)
n. A cinema	14	(6.51%)
o. A bowling alley	10	(4.65%)
p. A new sports centre	3	(1.40%)
q. A new leisure/splash pool	0	(0.00%)
r. A new theatre	6	(2.79%)
s. More hotels	5	(2.33%)
t. More residential development	1	(0.47%)
u. More commercial offices	2	(0.93%)
v. More quality restaurants/pavement cafes	7	(3.26%)
w. More specialist markets	11	(5.12%)
x. More cultural facilities (i.e. Museum)	7	(3.26%)
y. Improved security/CCTV	10	(4.65%)
z. Greater promotion/marketing of the centre	14	(6.51%)
1. Improved signposting	8	(3.72%)
2. Public toilets	11	(5.12%)
3. Other	6	(2.79%)
	215	**(100.0%)**

Other:

Christmas Market - More seasonal events [1], New multi-lane bridge to north of town - this economically cripples us [1], More activities for teenagers [1], More should be made of Front Street at Christmas [1], Somewhere for young people/younger teenagers [1], We have lots of public asking to use our staff toilet [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	7	(35.00%)
Too many non-retail uses	7	(35.00%)
Not enough non-retail uses	4	(20.00%)
Other	2	(10.00%)
	20	**(100.0%)**

Other:

Need more competitive food shops e.g. Aldi or Lidl [1], Too many fast food outlets [1]

Comments:

Too many take aways [2], Need more independent retailers [1], Too many estate agents - due to coop covenants on old buildings they retain [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	8	(12.31%)
b. Lack of passing trade outside your premises	7	(10.77%)
c. Poor location of your premises (e.g. not prime pitch)	1	(1.54%)
d. Inadequate customer car parking	6	(9.23%)
e. Competition from other traders in the Town Centre	2	(3.08%)

If so, where?

7 other hairdressers on High Street [1], Supermarkets [1]

f. Competition from other Town Centres nearby	3	(4.62%)

If so, where?

Metro Centre [2], Crawcrook, Ryton [1], Blaydon [1]

g. Competition from elsewhere	1	(1.54%)

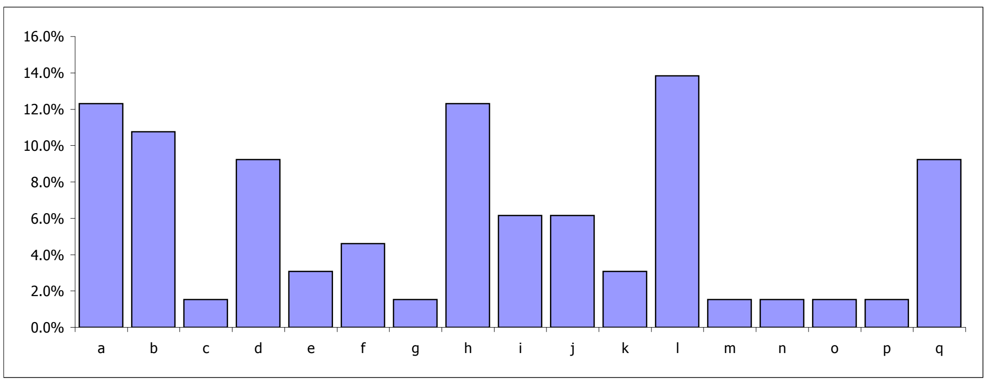
If so, where?

Newcastle [1]

h. Lack of day visitors/tourists to the town	8	(12.31%)
i. Anti-social behaviour	4	(6.15%)
j. Poor security/policing	4	(6.15%)
k. The inadequacy of your current premises	2	(3.08%)
l. Poor quality of Town Centre shopping environment	9	(13.85%)
m. Mail Order	1	(1.54%)
n. Internet	1	(1.54%)
o. Don't Know	1	(1.54%)
p. None	1	(1.54%)
q. Other	6	(9.23%)
	65	**(90.8%)**

Other:

Interference by central and local government [1], No North Gateway [1], No Prudhoe recognition [1], A69 signage poor [1], Bridge far too inadequate to support our town - over 3,800 cars use it twice a day [1], Recession [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	11	(55.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	1	(5.00%)
Yes, relocate to another Town Centre	2	(10.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(5.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	5	(25.00%)
Yes, other	0	(0.00%)
	20	**(100.0%)**

Not Answered: **2**

If you are relocating, where are you considering moving to?

Consett [1], Up to owner [1]

Not answered [1]

If relocating, what is the main reason for this decision?

More dispensing [1], Need greater footfall to continue trading [1], No support from previous Council of town - has bad image - though this is totally untrue [1]

8. Which centre(s) do you consider to be your biggest competitor?

Metro Centre [5], Hexham Town has far more facilities than its poor neighbour Prudhoe [1], Hexham [5], Blaydon [1], Consett [1], Newcastle [1]

Not Answered:	**11**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	5	(22.7%)
No	17	(77.3%)
	22	**(100.0%)**

Q10. If yes, where is this?

Newcastle [1], All over [1], Hexham [1], Haltwhistle [1], Morpeton [1], Hercham [1], Ashington [1], Bedlington [1], Blyth [1], Ovingham [1], Wyton [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(20.0%)
Worse	2	(40.0%)
Same	2	(40.0%)
	5	**(100.0%)**

Q12. Does your business currently have its own website?

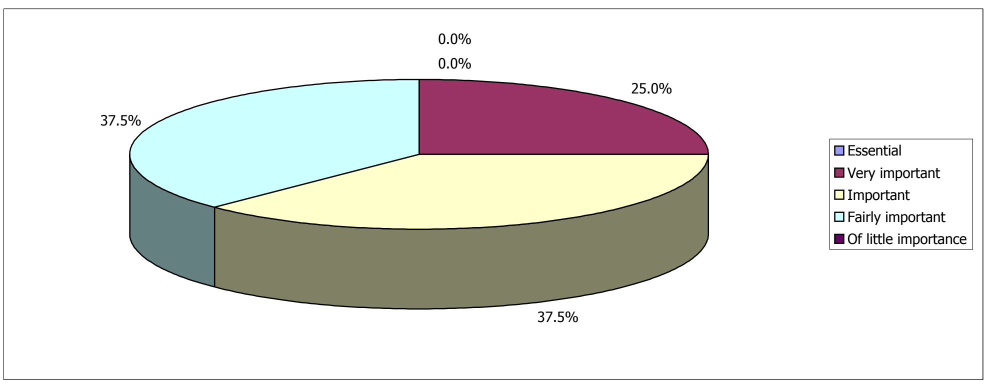
Yes	8	36.4%
No	14	63.6%
	22	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	3	16.7%
Ability to order goods directly from the website	2	11.1%
Ability to order goods that will be delivered to a designated address	1	5.6%
Ability to otder goods that can be picked up in store	1	5.6%
Contact information, e.g. telephone number, store locator etc.	6	33.3%
Contact directly via e-mail	5	27.8%
	18	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	2	25.0%
Important	3	37.5%
Fairly important	3	37.5%
Of little importance	0	0.0%
	8	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

Yes	7	87.5%
No	1	12.5%
	8	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

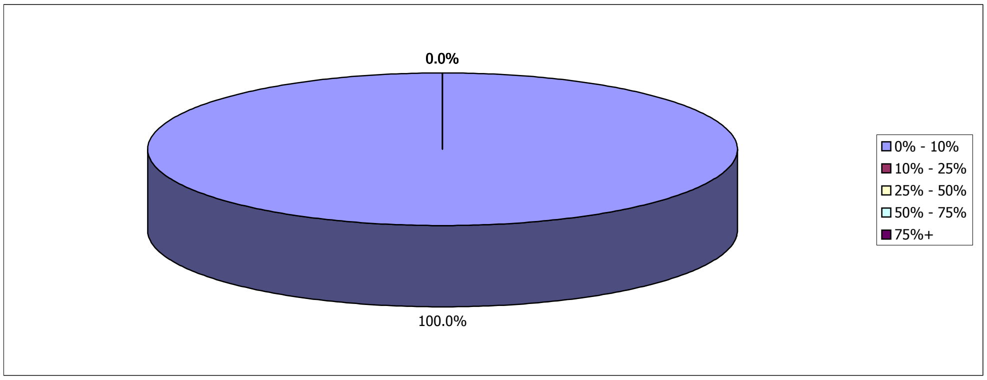
Yes	5	71.4%
No	2	28.6%
	7	**100.0%**

Not Answered:	**1**

Q17. What proportion of your sales are from the internet?

0% - 10%	5	100.0%
10% - 25%	0	0.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	5	**100.0%**

Not Answered: **3**



Q18. Why do you not have a website?

Don't have a computer	1	6.3%
Not relevant/necessary	3	18.8%
Too expensive	4	25.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	6	37.5%
In the process of designing a website	2	12.5%
	16	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Prudhoe requires investment for Xmas decorations [1], We need to attract more people to Prudhoe [1[, More independent retailers required [1], Give people a reason to shop in Prudhoe [1], Need butchers [1], Need fishmongers [1], Need craft shops [1], Need shoe shop [1], Prudhoe needs a park where families can go & picnic or play [1], We need a good sports centre that doubles as a Community Centre [1], We have no large meeting places in town [1], This is the 21st Century and we have to borrow clubs & pubs if we wish to have meetings [1], The Rent and Rates at my shop are too high [1], Is it possible to have a rates reduction? [1], The town was once quaint - it has lost this to ugly business signage [1], No disabled parking on Front Street [1], I would prefer to see money spent upgrading Prudhoe High Street [1], Need to include higher profile shops & stores [1], Need a second supermarket [1], Whilst we appreciate Prudhoe Town could do with an uplift, not sure if the proposed Dukes development would be it [1], The majority of existing Town Councillors are about as much use as ash trays on motorbikes [1], The new hanging baskets have improved the Town Centre appearance, it's just a shame all the brackets have been put up - "upside down"!! [1], Too many take-aways [1], Too many food shops [1], Too many hairdressers [1], Too many charity shops [1], Our location is on the outskirts of the Town Centre - it would be good to have more "appeal" in this area for the public to take time to walk up that far [1]

ROTHBURY TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**76**	**Responses: 19 (25%)**

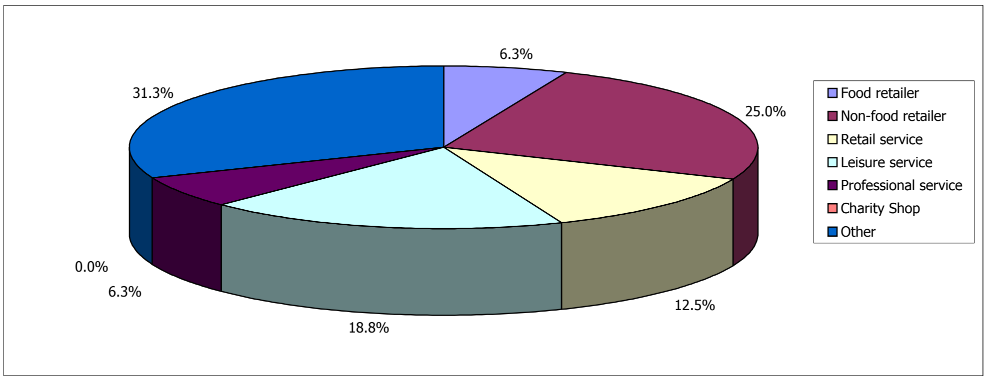
Q1b. How would you best describe your business?

Food retailer	1	(6.3%)
Non-food retailer	4	(25.0%)
Retail service	2	(12.5%)
Leisure service	3	(18.8%)
Professional service	1	(6.3%)
Charity Shop	0	(0.0%)
Other	5	(31.3%)
	16	**(100.0%)**

Other:

Upholstery [1], Doctors Surgery [1], Manufacturer [1], Respite Care Home [1], IT Specialist [1]

Not Answered: **3**



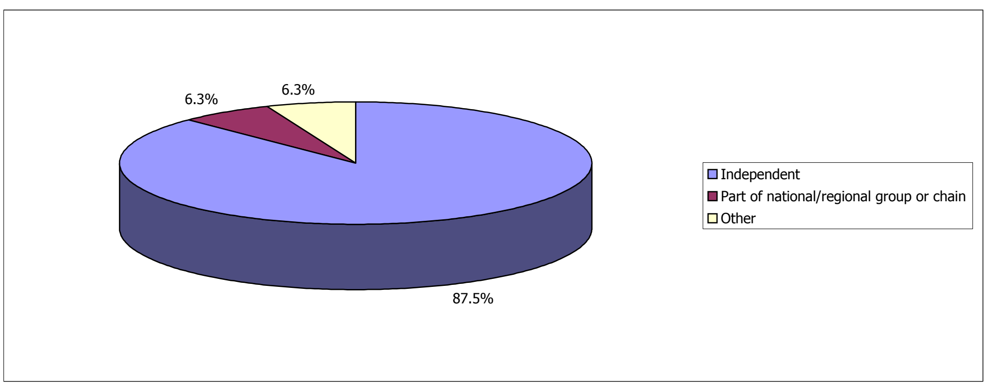
Q1c. Is your business?

Independent	14	(87.5%)
Part of national/regional group or chain	1	(6.3%)
Other	1	(6.3%)
	16	**(100.0%)**

Other:

Registered charity [1]

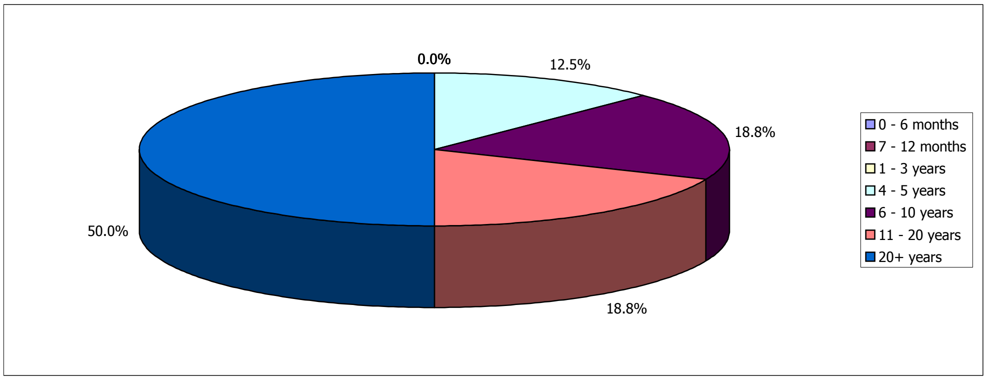
Not Answered: **3**



Q1d. How long, approximately, has the business traded in Rothbury Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(12.5%)
6 - 10 years	3	(18.8%)
11 - 20 years	3	(18.8%)
20+ years	8	(50.0%)
	16	**(100.0%)**

Not Answered: **3**



Q1e. Why did you choose Rothbury Town Centre as a business location?

Good village life [1], Already residing in area [6], Thought Rothbury ideal location (i.e. in the country but with all necessary amenities on the doorstep) [1], Existing business [2], Service to patients of Rothbury and surrounding area of Upper Coquetdale [1], Rural setting for respite care [1], Cheaper office accommodation [1]

Not Answered: **6**

Q1f. Are the business premises leased or owner occupied?

Leased	10	(62.5%)
Owner Occupied	5	(31.3%)
No Answer	1	(6.3%)
	16	**(100.0%)**

Not Answered: **3**

Q1g. How many staff does the business employ?

Full Time	34	(31.8%)
Part Time	73	(68.2%)
	107	**(100.0%)**

Not Answered: **5**

Q1h. Has the business always operated from Rothbury Town Centre?

Yes	13	(81.3%)
No	3	(18.8%)
	16	**(100.0%)**

Not Answered: **3**

If no, where did you relocate from?

Sunderland [1], Alnwick [1], Heighley Gate Garden Centre, Morpeth [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	3	(18.8%)
Grown moderately	7	(43.8%)
Remained largely static	5	(31.3%)
Declined moderately	1	(6.3%)
Declined significantly	0	(0.0%)
	16	**(100.0%)**

Not Answered: **3**

Q1j. How would you say that your business is currently performing?

Very Well	2	(13.3%)
Well	6	(40.0%)
Moderately	7	(46.7%)
Poorly	0	(0.0%)
Very Poorly	0	(0.0%)
	15	**(100.0%)**

Not Answered: **4**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Rothbury Town Centre	3	(18.8%)
Residents from across Northumberland County	9	(56.3%)
Residents from outside Northumberland County	1	(6.3%)
Specialist buyers	1	(6.3%)
Workers from Rothbury Town Centre	0	(0.0%)
Students from Rothbury Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	2	(12.5%)
	16	**(100.0%)**

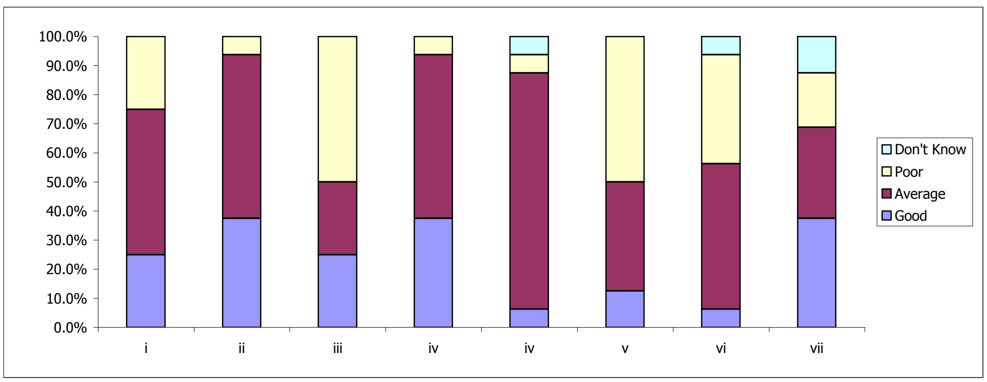
Other:

Local & Nationwide [1], Whole of UK [1]

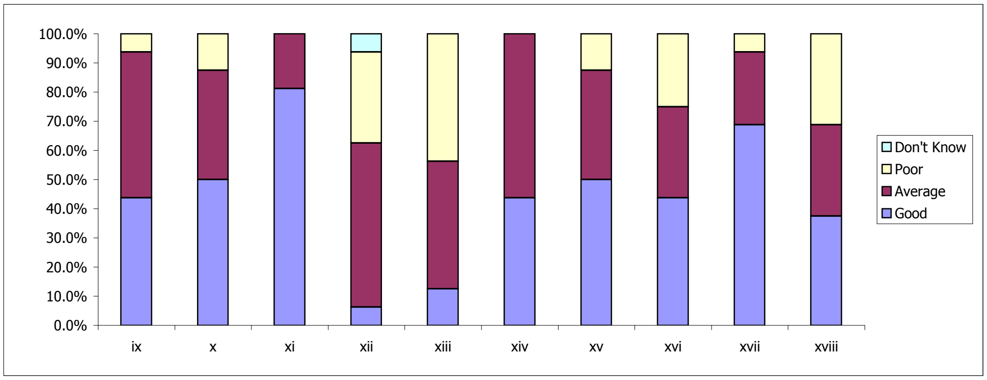
Not Answered: **3**

Q3. How do you rate the following aspects of the Town Centre?

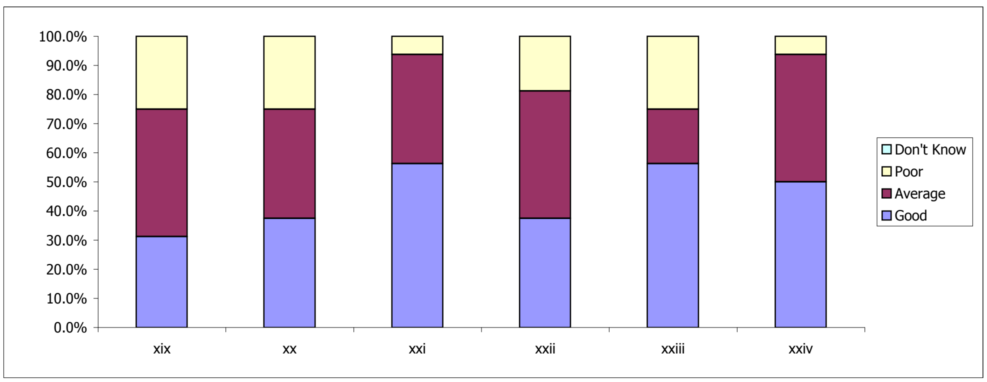
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Rothbury Town Centre	4	(25.00%)	8	(50.00%)	4	(25.00%)	0	(0.00%)	**16**
ii. Accessibility by pedestrians	6	(37.50%)	9	(56.25%)	1	(6.25%)	0	(0.00%)	**16**
iii. Accessibility by public transport	4	(25.00%)	4	(25.00%)	8	(50.00%)	0	(0.00%)	**16**
iv. Accessibility by vehicles	6	(37.50%)	9	(56.25%)	1	(6.25%)	0	(0.00%)	**16**
v. Amount of signage for vehicles	1	(6.25%)	13	(81.25%)	1	(6.25%)	1	(6.25%)	**16**
vi. Amount of car parking	2	(12.50%)	6	(37.50%)	8	(50.00%)	0	(0.00%)	**16**
vii. Location of car parking	1	(6.25%)	8	(50.00%)	6	(37.50%)	1	(6.25%)	**16**
viii. Pricing of car parking	6	(37.50%)	5	(31.25%)	3	(18.75%)	2	(12.50%)	**16**
	30		**62**		**32**		**4**		



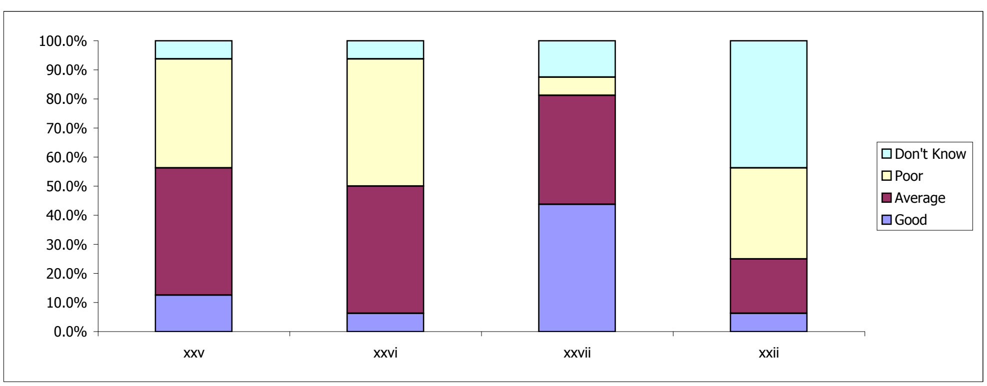
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	7	(43.75%)	8	(50.00%)	1	(6.25%)	0	(0.00%)	**16**
x. Range of shops in general	8	(50.00%)	6	(37.50%)	2	(12.50%)	0	(0.00%)	**16**
xi. Number of independent traders	13	(81.25%)	3	(18.75%)	0	(0.00%)	0	(0.00%)	**16**
xii. Number of multiple traders	1	(6.25%)	9	(56.25%)	5	(31.25%)	1	(6.25%)	**16**
xiii. Number of supermarkets	2	(12.50%)	7	(43.75%)	7	(43.75%)	0	(0.00%)	**16**
xiv. Number of services in general (e.g. hairdressers, banks)	7	(43.75%)	9	(56.25%)	0	(0.00%)	0	(0.00%)	**16**
xv. Range of services in general	8	(50.00%)	6	(37.50%)	2	(12.50%)	0	(0.00%)	**16**
xvi. Number of restaurants	7	(43.75%)	5	(31.25%)	4	(25.00%)	0	(0.00%)	**16**
xvii. Number of licensed premises	11	(68.75%)	4	(25.00%)	1	(6.25%)	0	(0.00%)	**16**
xviii. Number of fast-food shops	6	(37.50%)	5	(31.25%)	5	(31.25%)	0	(0.00%)	**16**
	70		**62**		**27**		**1**		



	Good		Average		Poor		Don't Know		
<u>Public Realm</u>	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xix. Attractiveness of the public realm (paving, street furniture)	5	(31.25%)	7	(43.75%)	4	(25.00%)	0	(0.00%)	**16**
xx. Cleanliness of the public realm	6	(37.50%)	6	(37.50%)	4	(25.00%)	0	(0.00%)	**16**
xxi. Safety within the public realm	9	(56.25%)	6	(37.50%)	1	(6.25%)	0	(0.00%)	**16**
xxii. Amount of signage for pedestrians	6	(37.50%)	7	(43.75%)	3	(18.75%)	0	(0.00%)	**16**
xxiii. Number of events (e.g. street markets, parades)	9	(56.25%)	3	(18.75%)	4	(25.00%)	0	(0.00%)	**16**
xxiv. Range of events	8	(50.00%)	7	(43.75%)	1	(6.25%)	0	(0.00%)	**16**
	43		**36**		**17**		**0**		



	Good		Average		Poor		Don't Know		
<u>Other</u>	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xxv. Amount of marketing and promotion	2	(12.50%)	7	(43.75%)	6	(37.50%)	1	(6.25%)	**16**
xxvi. Range of marketing and promotion (e.g. press, TV)	1	(6.25%)	7	(43.75%)	7	(43.75%)	1	(6.25%)	**16**
xxvii. Image of Rothbury Town Centre	7	(43.75%)	6	(37.50%)	1	(6.25%)	2	(12.50%)	**16**
xxviii. Market	1	(6.25%)	3	(18.75%)	5	(31.25%)	7	(43.75%)	**16**
	11		**23**		**19**		**11**		



Comments:

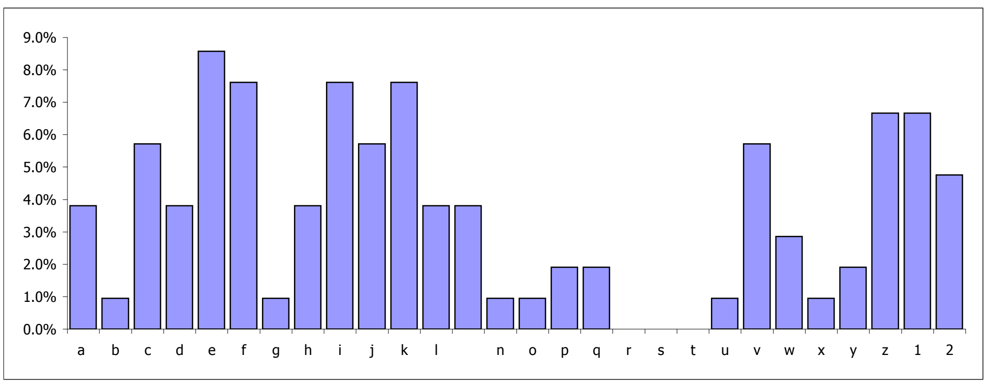
Bad public transport is why we will be moving out of Rothbury [1], Another Supermarket is vital - Coop isn't big enough to cope & runs out of stock [1], Need a weekly Market [1]

Not Answered: 3

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	4	(3.81%)
b. More national multiples	1	(0.95%)
c. Foodstore in the Town Centre	6	(5.71%)
d. More independent/specialist traders	4	(3.81%)
e. Improved street paving	9	(8.57%)
f. Improved street furniture	8	(7.62%)
g. Improved built environment	1	(0.95%)
h. Lower parking charges	4	(3.81%)
i. Better mix of short/long stay parking	8	(7.62%)
j. More street cleaning	6	(5.71%)
k. Improved public transport	8	(7.62%)
l. Improved access by foot and cycle	4	(3.81%)
m. More entertainment/leisure facilities	4	(3.81%)
n. A cinema	1	(0.95%)
o. A bowling alley	1	(0.95%)
p. A new sports centre	2	(1.90%)
q. A new leisure/splash pool	2	(1.90%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	0	(0.00%)
u. More commercial offices	1	(0.95%)
v. More quality restaurants/pavement cafes	6	(5.71%)
w. More specialist markets	3	(2.86%)
x. More cultural facilities (i.e. Museum)	1	(0.95%)
y. Improved security/CCTV	2	(1.90%)
z. Greater promotion/marketing of the centre	7	(6.67%)
1. Improved signposting	7	(6.67%)
2. Public toilets	5	(4.76%)
3. Other	0	(0.00%)
	105	**(100.0%)**

Not Answered: **3**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	15	(93.75%)
Too many non-retail uses	0	(0.00%)
Not enough non-retail uses	1	(6.25%)
	16	**(100.0%)**

Comments:

Rothbury needs more 'real' shops - not charity shops & another foodstore [1]

Not Answered: **3**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	11	(28.95%)
b. Lack of passing trade outside your premises	2	(5.26%)
c. Poor location of your premises (e.g. not prime pitch)	1	(2.63%)
d. Inadequate customer car parking	7	(18.42%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	1	(2.63%)

If so, where?

Alnwick [1]

g. Competition from elsewhere	3	(7.89%)

If so, where?

Supermarkets [1], Tourism based firms in Alnwick & Coast [1]

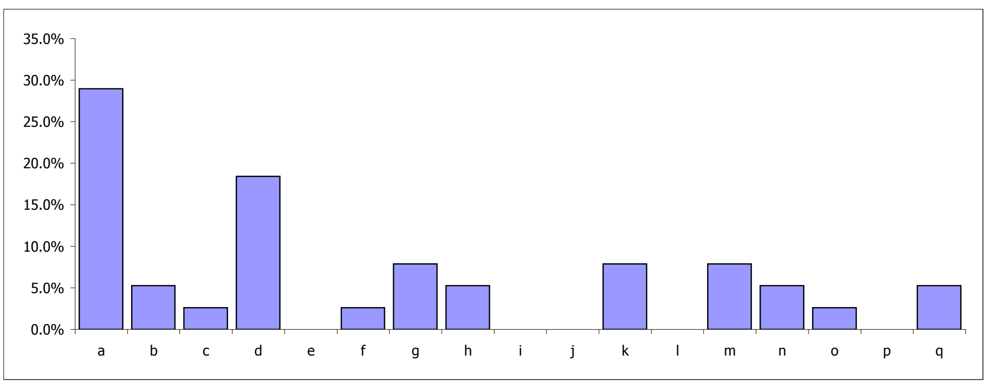
Not Answered [1]

h. Lack of day visitors/tourists to the town	2	(5.26%)
i. Anti-social behaviour	0	(0.00%)
j. Poor security/policing	0	(0.00%)
k. The inadequacy of your current premises	3	(7.89%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	3	(7.89%)
n. Internet	2	(5.26%)
o. Don't Know	1	(2.63%)
p. None	0	(0.00%)
q. Other	2	(5.26%)
	38	**(100.0%)**

Other:

Restrictions relating to listing of building and any alterations/modifications to make it more usable [1], Lack of decent public transport - it is impossible for staff out of the area to reach Rothbury for 9am [1]

Not Answered: **3**



Q7. Have you any plans to alter your business in any way in the next five years?

No	12	(75.00%)
Yes, close	1	(6.25%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	1	(6.25%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	2	(12.50%)
Yes, other	0	(0.00%)
	16	**(100.0%)**

Not Answered: **3**

If you are relocating, where are you considering moving to?

Newcastle [1]

If relocating, what is the main reason for this decision?

Open plan office & better transport [1]

8. Which centre(s) do you consider to be your biggest competitor?

Alnwick [3], Online internet shopping [1], Cramlington [1], Morpeth [3], National Trust Properties [1]

Not Answered: **9**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	3	(18.8%)
No	13	(81.3%)
	16	**(100.0%)**

Not Answered: **3**

Q10. If yes, where is this?

South Broomhill [1], Long Framlington [1], Same building [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	3	(100.0%)
	3	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	7	43.8%
No	9	56.3%
	16	**100.0%**

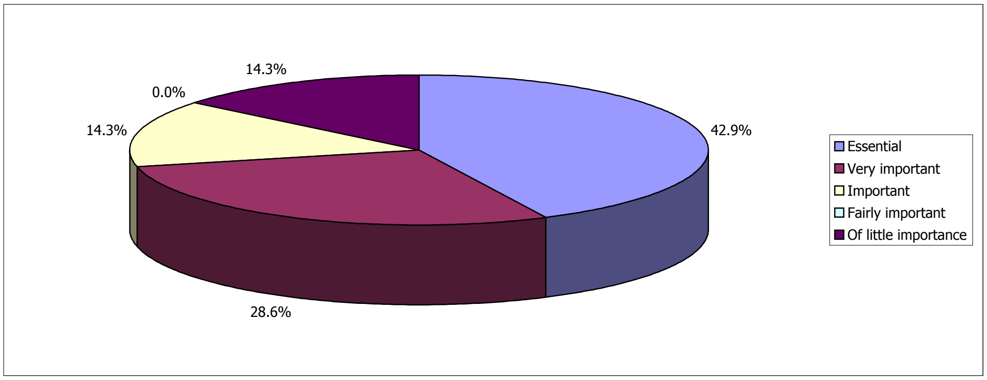
Not Answered: **3**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	5	20.8%
Ability to order goods directly from the website	2	8.3%
Ability to order goods that will be delivered to a designated address	2	8.3%
Ability to otder goods that can be picked up in store	2	8.3%
Contact information, e.g. telephone number, store locator etc.	7	29.2%
Contact directly via e-mail	6	25.0%
	24	**100.0%**

Q14. How important is your website to your business?

Essential	3	42.9%
Very important	2	28.6%
Important	1	14.3%
Fairly important	0	0.0%
Of little importance	1	14.3%
	7	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

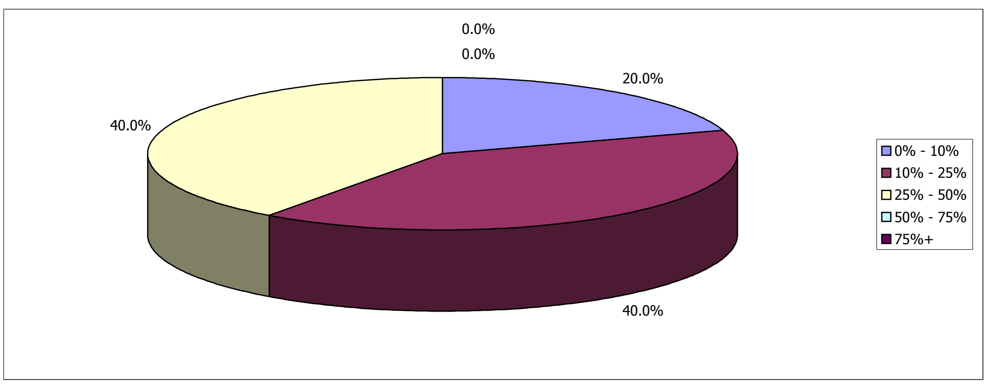
Yes	7	100.0%
No	0	0.0%
	7	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	4	66.7%
No	2	33.3%
	6	**100.0%**
Not Answered:	**1**	

Q17. What proportion of your sales are from the internet?

0% - 10%	1	20.0%
10% - 25%	2	40.0%
25% - 50%	2	40.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	5	**100.0%**
Not Answered:	**2**	



Q18. Why do you not have a website?

Don't have a computer	1	5.3%
Not relevant/necessary	5	26.3%
Too expensive	3	15.8%
Too time consuming	5	26.3%
Do not have the skills to produce/run a website	5	26.3%
In the process of designing a website	0	0.0%
	19	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Need for a high class florist [1], Need a gift shop [1], Need a greengrocers [1], Better street lighting. [1], Could make Town Centre more attractive, i.e. flower beds & hanging baskets [3], Trees on village green could do with being cut back, so people can enjoy sitting on seats [1], Scrap charges on Cow Haugh car park [1], Impose a 2 hour parking restriction in the village centre with no charge [1], Any restrictions on parking would be detrimental to business [1], Weekly shoppers would run out of time after visits to butchers, Co-op, chemist, library etc. [1], Install a pedestrian crossing [1], Rothbury is a very attractive country village/town [1], Rothbury is perceived by visitors to be idyllic with good shops and pubs/cafes [1], Rothbury relies very heavily on the tourist trade [1], Rothbury does well thanks to its lovely location and free can-parking in the Town Centre [1], Rothbury's biggest problem is its low national profile - most UK residents have never heard of it [1], Parking [1], Lack of places to eat restaurant wise & takeaway wise [1], Lack of facilities for after work activities [1], Appalling public transport means staff do not want to work in Rothbury [1]

SEAHOUSES TOWN CENTRE BUSINESS SURVEY RESULTS

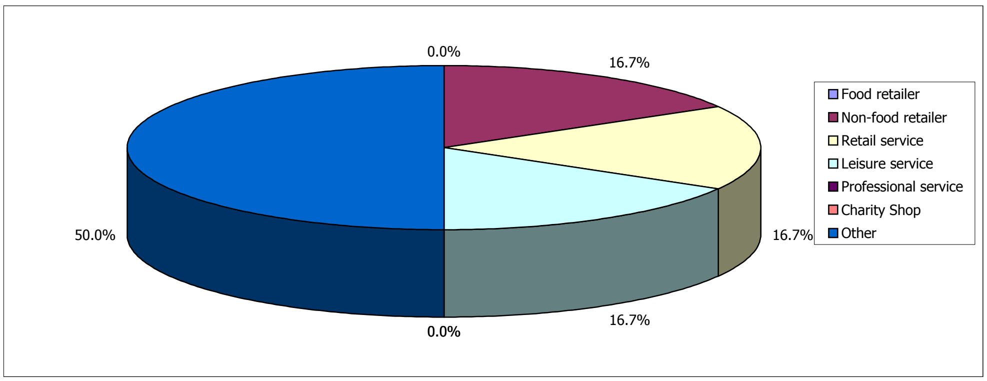
Questionnaires Distributed: **70** **Responses: 6 (9%)**

Q1b. How would you best describe your business?

Food retailer	0	(0.0%)
Non-food retailer	1	(16.7%)
Retail service	1	(16.7%)
Leisure service	1	(16.7%)
Professional service	0	(0.0%)
Charity Shop	0	(0.0%)
Other	3	(50.0%)
	6	**(100.0%)**

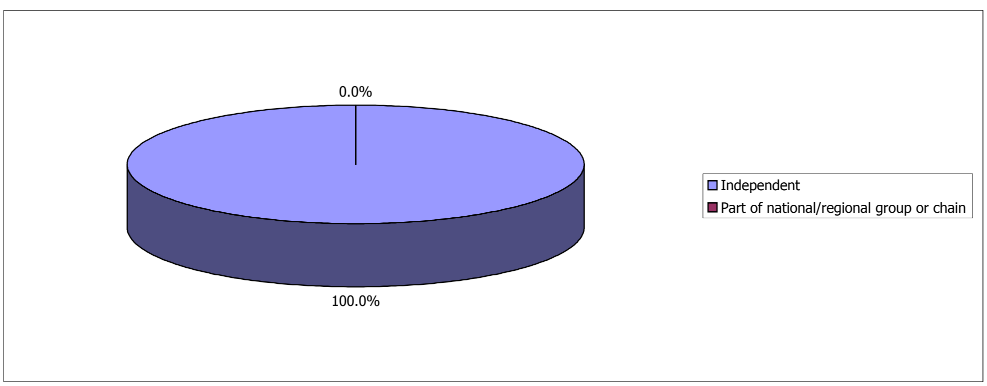
Other:

Coach company [1], Hardware, key cutting, paint & garden supplies [1], Souvenir shop [1]



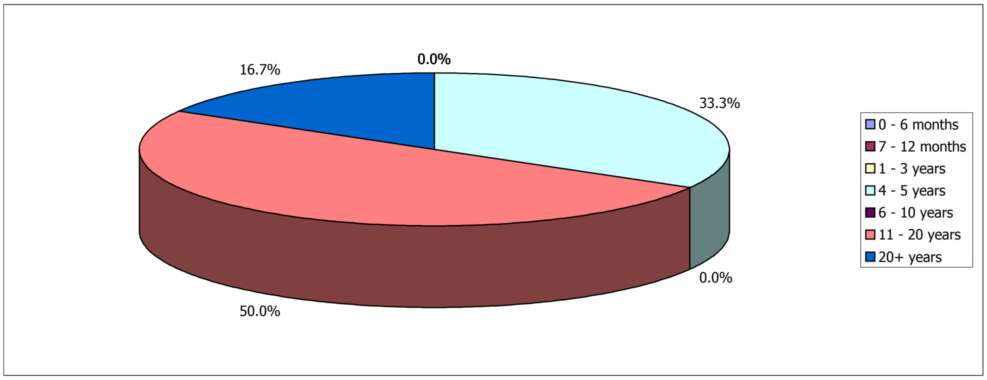
Q1c. Is your business?

Independent	6	(100.0%)
Part of national/regional group or chain	0	(0.0%)
Other	0	(0.0%)
	6	**(100.0%)**



Q1d. How long, approximately, has the business traded in Seahouses Town Centre?

0 - 6 months	0	(0.0%)
7 - 12 months	0	(0.0%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(33.3%)
6 - 10 years	0	(0.0%)
11 - 20 years	3	(50.0%)
20+ years	1	(16.7%)
	6	**(100.0%)**



Q1e. Why did you choose Seahouses Town Centre as a business location?

It was already established [1], Came to live in area, shop closed, already in business elsewhere, saw opportunity [1], I thought it was something the Town Centre needed for visitors [1], Taken over father-in-laws business [1], Business availability at the time [1], Near home [1]

Not Answered: 1

Q1f. Are the business premises leased or owner occupied?

Leased	5	(83.3%)
Owner Occupied	1	(16.7%)
No Answer	0	(0.0%)
	6	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	23	(85.2%)
Part Time	4	(14.8%)
	27	**(100.0%)**

Q1h. Has the business always operated from Seahouses Town Centre?

Yes	6	(100.0%)
No	0	(0.0%)
	6	**(100.0%)**

If no, where did you relocate from?

Not applicable

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	0	(0.0%)
Grown moderately	5	(83.3%)
Remained largely static	0	(0.0%)
Declined moderately	1	(16.7%)
Declined significantly	0	(0.0%)
	6	**(100.0%)**

Q1j. How would you say that your business is currently performing?

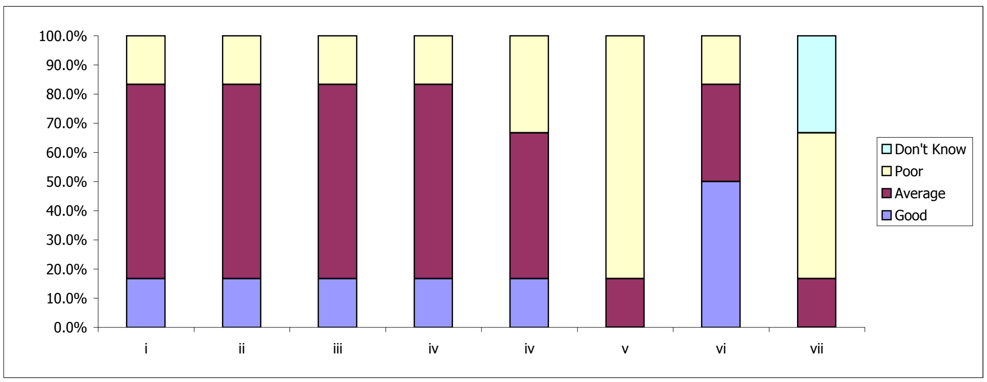
Very Well	0	(0.0%)
Well	4	(66.7%)
Moderately	1	(16.7%)
Poorly	1	(16.7%)
Very Poorly	0	(0.0%)
	6	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

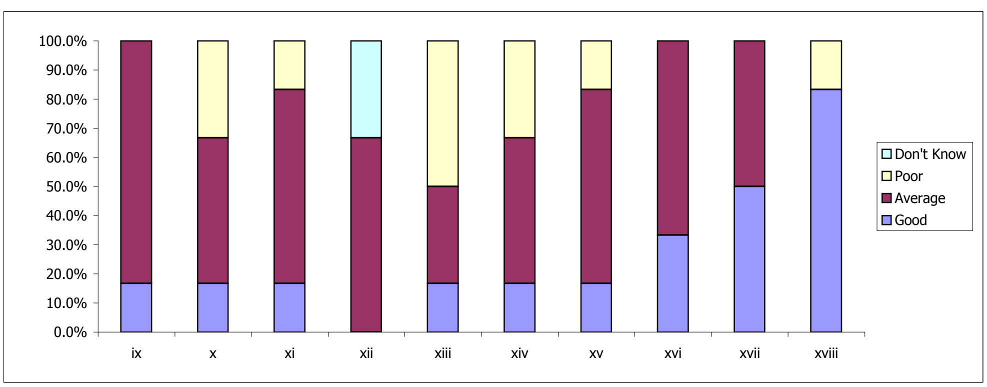
Residents from in or around Seahouses Town Centre	2	(33.3%)
Residents from across Northumberland County	2	(33.3%)
Residents from outside Northumberland County	1	(16.7%)
Specialist buyers	0	(0.0%)
Workers from Seahouses Town Centre	0	(0.0%)
Students from Seahouses Town Centre	0	(0.0%)
Passers-by	1	(16.7%)
Other	0	(0.0%)
	6	**(100.0%)**

Q3. How do you rate the following aspects of the Town Centre?

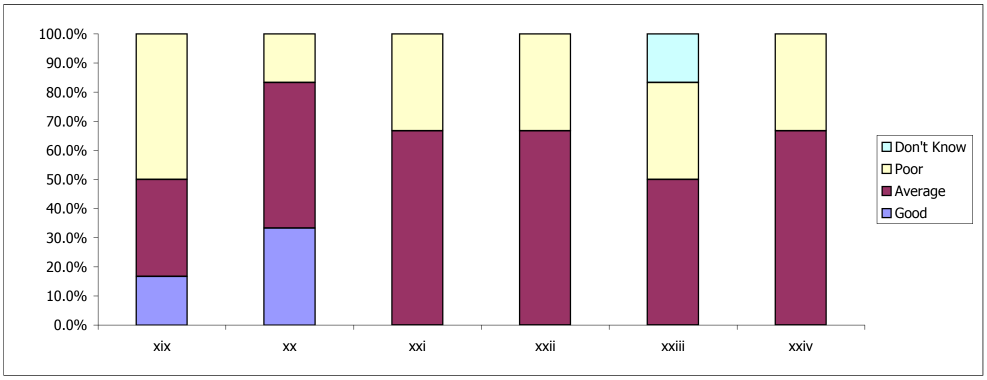
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Seahouses Town Centre	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
ii. Accessibility by pedestrians	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
iii. Accessibility by public transport	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
iv. Accessibility by vehicles	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
v. Amount of signage for vehicles	1	(16.67%)	3	(50.00%)	2	(33.33%)	0	(0.00%)	**6**
vi. Amount of car parking	0	(0.00%)	1	(16.67%)	5	(83.33%)	0	(0.00%)	**6**
vii. Location of car parking	3	(50.00%)	2	(33.33%)	1	(16.67%)	0	(0.00%)	**6**
viii. Pricing of car parking	0	(0.00%)	1	(16.67%)	3	(50.00%)	2	(33.33%)	**6**
	8		**23**		**15**		**2**		



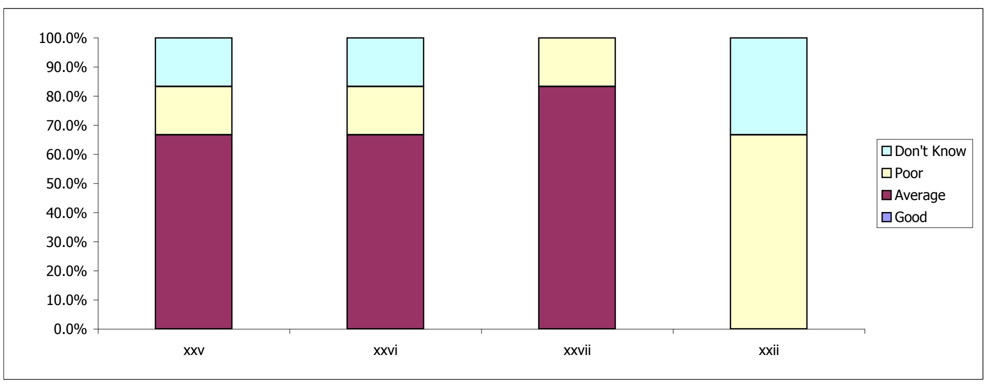
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	1	(16.67%)	5	(83.33%)	0	(0.00%)	0	(0.00%)	**6**
x. Range of shops in general	1	(16.67%)	3	(50.00%)	2	(33.33%)	0	(0.00%)	**6**
xi. Number of independent traders	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
xii. Number of multiple traders	0	(0.00%)	4	(66.67%)	0	(0.00%)	2	(33.33%)	**6**
xiii. Number of supermarkets	1	(16.67%)	2	(33.33%)	3	(50.00%)	0	(0.00%)	**6**
xiv. Number of services in general (e.g. hairdressers, banks)	1	(16.67%)	3	(50.00%)	2	(33.33%)	0	(0.00%)	**6**
xv. Range of services in general	1	(16.67%)	4	(66.67%)	1	(16.67%)	0	(0.00%)	**6**
xvi. Number of restaurants	2	(33.33%)	4	(66.67%)	0	(0.00%)	0	(0.00%)	**6**
xvii. Number of licensed premises	3	(50.00%)	3	(50.00%)	0	(0.00%)	0	(0.00%)	**6**
xviii. Number of fast-food shops	5	(83.33%)	0	(0.00%)	1	(16.67%)	0	(0.00%)	**6**
	16		**32**		**10**		**2**		



Public Realm	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xix. Attractiveness of the public realm (paving, street furniture)	1	(16.67%)	2	(33.33%)	3	(50.00%)	0	(0.00%)	**6**
xx. Cleanliness of the public realm	2	(33.33%)	3	(50.00%)	1	(16.67%)	0	(0.00%)	**6**
xxi. Safety within the public realm	0	(0.00%)	4	(66.67%)	2	(33.33%)	0	(0.00%)	**6**
xxii. Amount of signage for pedestrians	0	(0.00%)	4	(66.67%)	2	(33.33%)	0	(0.00%)	**6**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	3	(50.00%)	2	(33.33%)	1	(16.67%)	**6**
xxiv. Range of events	0	(0.00%)	4	(66.67%)	2	(33.33%)	0	(0.00%)	**6**
	3		**20**		**12**		**1**		



Other	**Good** No.	**Good** %	**Average** No.	**Average** %	**Poor** No.	**Poor** %	**Don't Know** No.	**Don't Know** %	
xxv. Amount of marketing and promotion	0	(0.00%)	4	(66.67%)	1	(16.67%)	1	(16.67%)	**6**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	4	(66.67%)	1	(16.67%)	1	(16.67%)	**6**
xxvii. Image of Seahouses Town Centre	0	(0.00%)	5	(83.33%)	1	(16.67%)	0	(0.00%)	**6**
xxviii. Market	0	(0.00%)	0	(0.00%)	4	(66.67%)	2	(33.33%)	**6**
	0		**13**		**7**		**4**		

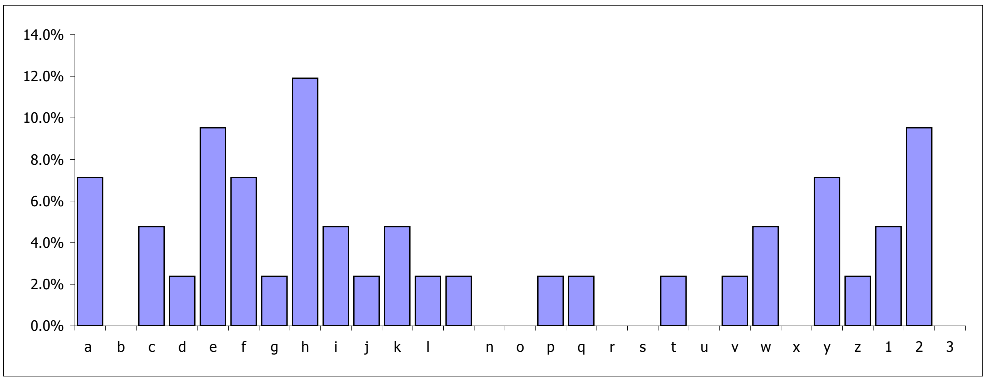


Comments:

"Crossings" - non existent - an accident waiting to happen [1], Cobbles in road - people think are a crossing! [1], Cleaning people do great job [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	3	(7.14%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	2	(4.76%)
d. More independent/specialist traders	1	(2.38%)
e. Improved street paving	4	(9.52%)
f. Improved street furniture	3	(7.14%)
g. Improved built environment	1	(2.38%)
h. Lower parking charges	5	(11.90%)
i. Better mix of short/long stay parking	2	(4.76%)
j. More street cleaning	1	(2.38%)
k. Improved public transport	2	(4.76%)
l. Improved access by foot and cycle	1	(2.38%)
m. More entertainment/leisure facilities	1	(2.38%)
n. A cinema	0	(0.00%)
o. A bowling alley	0	(0.00%)
p. A new sports centre	1	(2.38%)
q. A new leisure/splash pool	1	(2.38%)
r. A new theatre	0	(0.00%)
s. More hotels	0	(0.00%)
t. More residential development	1	(2.38%)
u. More commercial offices	0	(0.00%)
v. More quality restaurants/pavement cafes	1	(2.38%)
w. More specialist markets	2	(4.76%)
x. More cultural facilities (i.e. Museum)	0	(0.00%)
y. Improved security/CCTV	3	(7.14%)
z. Greater promotion/marketing of the centre	1	(2.38%)
1. Improved signposting	2	(4.76%)
2. Public toilets	4	(9.52%)
3. Other	0	(0.00%)
	42	**(100.0%)**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	4	(66.67%)
Too many non-retail uses	2	(33.33%)
Not enough non-retail uses	0	(0.00%)
	6	**(100.0%)**

Comments:

For a small village it's OK [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	6	(27.27%)
b. Lack of passing trade outside your premises	2	(9.09%)
c. Poor location of your premises (e.g. not prime pitch)	1	(4.55%)
d. Inadequate customer car parking	3	(13.64%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	1	(4.55%)

If so, where?

Alnwick [1], Berwick [1]

g. Competition from elsewhere	1	(4.55%)

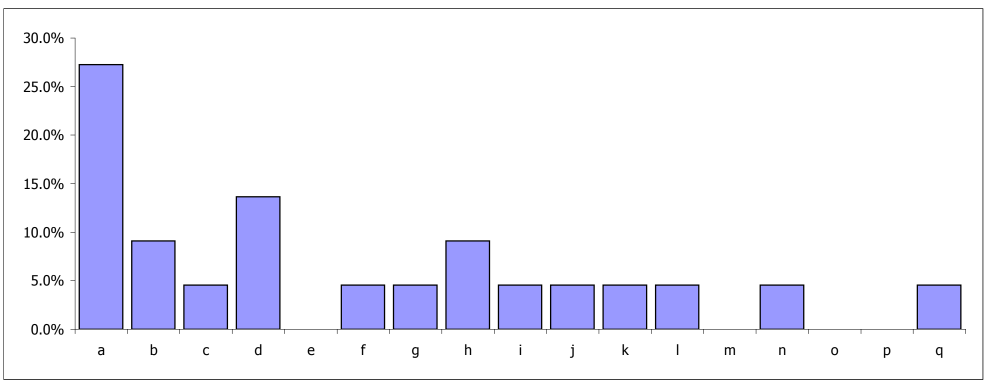
If so, where?

Newcastle [1]

h. Lack of day visitors/tourists to the town	2	(9.09%)
i. Anti-social behaviour	1	(4.55%)
j. Poor security/policing	1	(4.55%)
k. The inadequacy of your current premises	1	(4.55%)
l. Poor quality of Town Centre shopping environment	1	(4.55%)
m. Mail Order	0	(0.00%)
n. Internet	1	(4.55%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	1	(4.55%)
	22	**(100.0%)**

Other:

Winter [1]



Q7. Have you any plans to alter your business in any way in the next five years?

No	2	(33.33%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	1	(16.67%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(16.67%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	2	(33.33%)
Yes, other	0	(0.00%)
	6	**(100.0%)**

If you are relocating, where are you considering moving to?

Barter Books [1]

If relocating, what is the main reason for this decision?

Not Answered [1]

8. Which centre(s) do you consider to be your biggest competitor?

Newcastle [1], Alnwick [2]

Not Answered: 3

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	1	(16.7%)
No	5	(83.3%)
	6	**(100.0%)**

Q10. If yes, where is this?

Alnwick [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	0	(0.0%)
Worse	0	(0.0%)
Same	1	(100.0%)
	1	**(100.0%)**

Q12. Does your business currently have its own website?

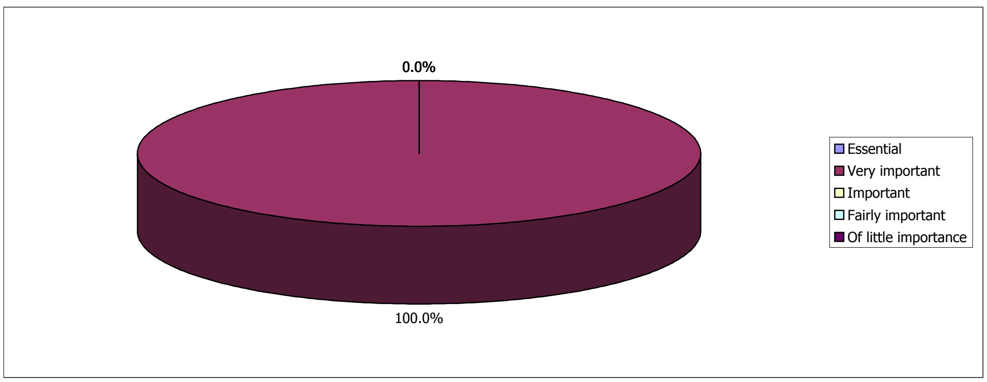
Yes	1	16.7%
No	5	83.3%
	6	**100.0%**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	1	33.3%
Ability to order goods directly from the website	0	0.0%
Ability to order goods that will be delivered to a designated address	0	0.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	33.3%
Contact directly via e-mail	1	33.3%
	3	**100.0%**

Q14. How important is your website to your business?

Essential	0	0.0%
Very important	1	100.0%
Important	0	0.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	1	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

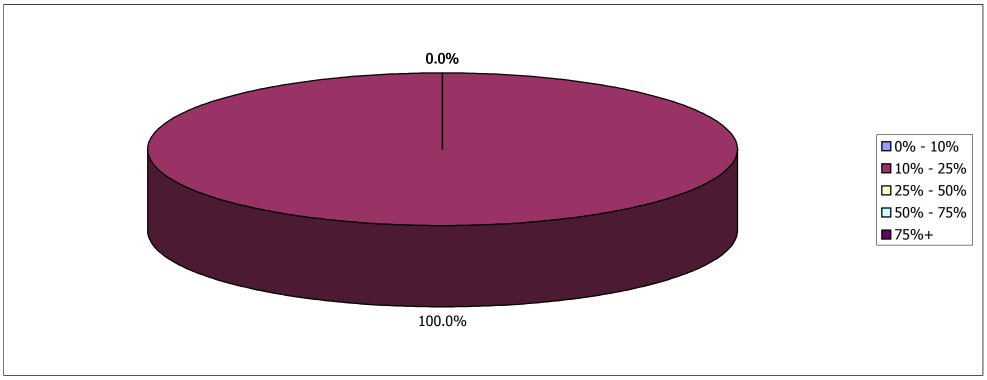
Yes	1	100.0%
No	0	0.0%
	1	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	1	100.0%
No	0	0.0%
	1	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	0	0.0%
10% - 25%	1	100.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	1	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	2	25.0%
Too expensive	4	50.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	2	25.0%
In the process of designing a website	0	0.0%
	8	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Not enough car parking [1], No on-street parking [1], Rents, rates etc. expensive [1], No other shops in prime area [1], Advertising etc. expensive [1], Area seasonal; out of season - not many visitors [1], Pavements cracked [1], Cobbles in road going to cause ar accident [1], New double yellow lines outside shop stop people stopping and is now in force for 12 months of the year [1], No litter bins this part of the street [1]

SEATON DELAVAL TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed: **38** **Responses: 13 (34%)**

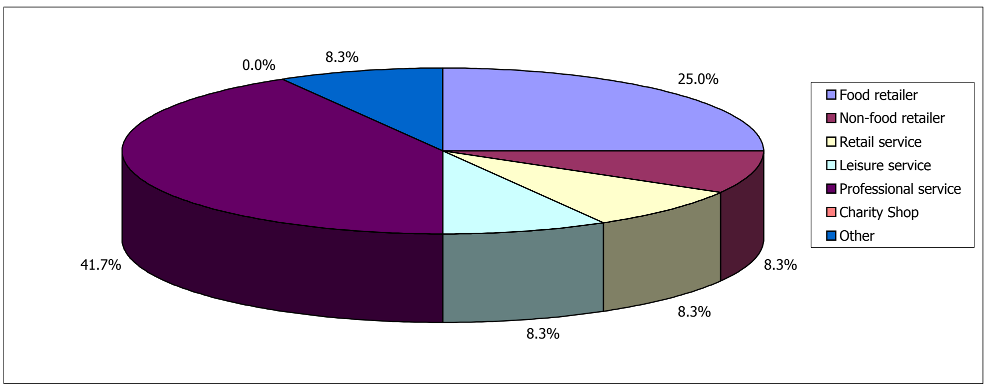
Q1b. How would you best describe your business?

Food retailer	3	(25.0%)
Non-food retailer	1	(8.3%)
Retail service	1	(8.3%)
Leisure service	1	(8.3%)
Professional service	5	(41.7%)
Charity Shop	0	(0.0%)
Other	1	(8.3%)
	12	**(100.0%)**

Other:

Hardware [1]

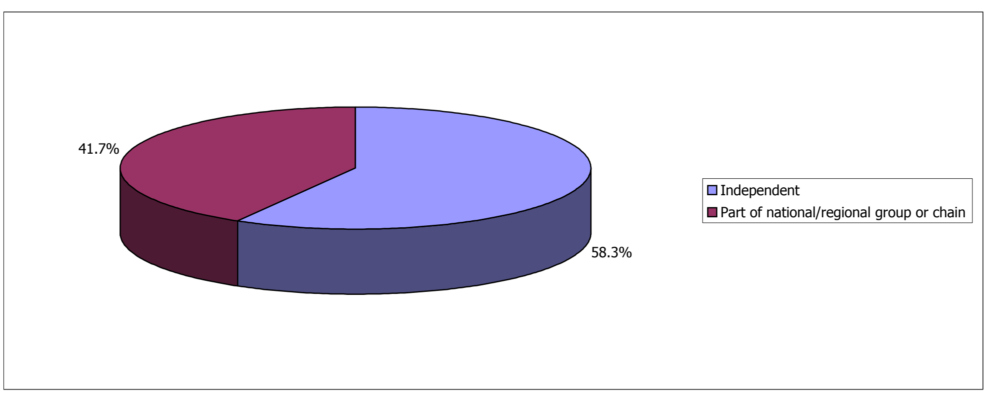
Not Answered: **1**



Q1c. Is your business?

Independent	7	(58.3%)
Part of national/regional group or chain	5	(41.7%)
Other	0	(0.0%)
	12	**(100.0%)**

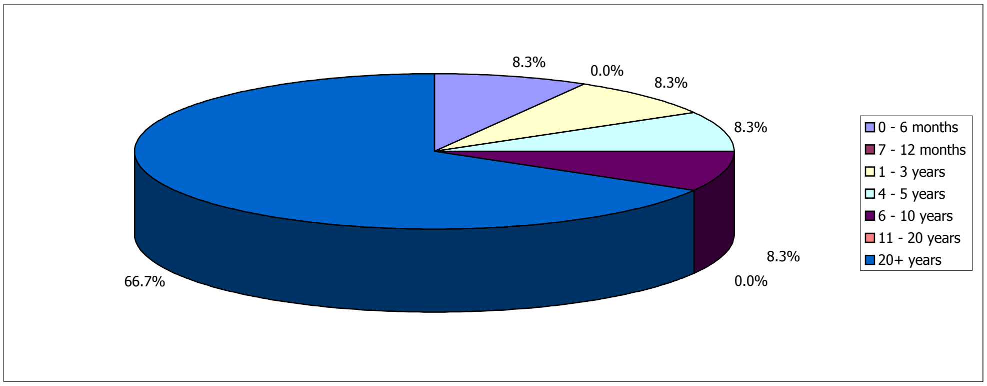
Not Answered: **1**



Q1d. How long, approximately, has the business traded in Seaton Delaval Town Centre?

0 - 6 months	1	(8.3%)
7 - 12 months	0	(0.0%)
1 - 3 years	1	(8.3%)
4 - 5 years	1	(8.3%)
6 - 10 years	1	(8.3%)
11 - 20 years	0	(0.0%)
20+ years	8	(66.7%)
	12	**(100.0%)**

Not Answered: **1**



Q1e. Why did you choose Seaton Delaval Town Centre as a business location?

Because it is where I live [1], Grandfather began business and it has been handed down [1], Not up to me [1], Purchase of going concern [1], Family business created in 1925 [1], Already established in Seaton Delaval; wanted to expand restaurant [1], Busy little town [1]

Not Answered: **6**

Q1f. Are the business premises leased or owner occupied?

Leased	2	(15.4%)
Owner Occupied	10	(76.9%)
No Answer	1	(7.7%)
	13	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	29	(27.4%)
Part Time	77	(72.6%)
	106	**(100.0%)**

Not Answered: **1**

Q1h. Has the business always operated from Seaton Delaval Town Centre?

Yes	10	(83.3%)
No	2	(16.7%)
	12	**(100.0%)**

Not Answered: **1**

If no, where did you relocate from?

Tynemouth [1], Newcastle [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	4	(33.3%)
Grown moderately	3	(25.0%)
Remained largely static	0	(0.0%)
Declined moderately	1	(8.3%)
Declined significantly	4	(33.3%)
	12	**(100.0%)**

Not Answered: **1**

Q1j. How would you say that your business is currently performing?

Very Well	3	(25.0%)
Well	4	(33.3%)
Moderately	3	(25.0%)
Poorly	1	(8.3%)
Very Poorly	1	(8.3%)
	12	**(100.0%)**

Not Answered: **1**

Q2. What type of customers does your business rely on primarily?

Residents from in or around Seaton Delaval Town Centre	10	(45.5%)
Residents from across Northumberland County	1	(4.5%)
Residents from outside Northumberland County	0	(0.0%)
Specialist buyers	1	(4.5%)
Workers from Seaton Delaval Town Centre	4	(18.2%)
Students from Seaton Delaval Town Centre	2	(9.1%)
Passers-by	3	(13.6%)
Other	1	(4.5%)
	22	**(100.0%)**

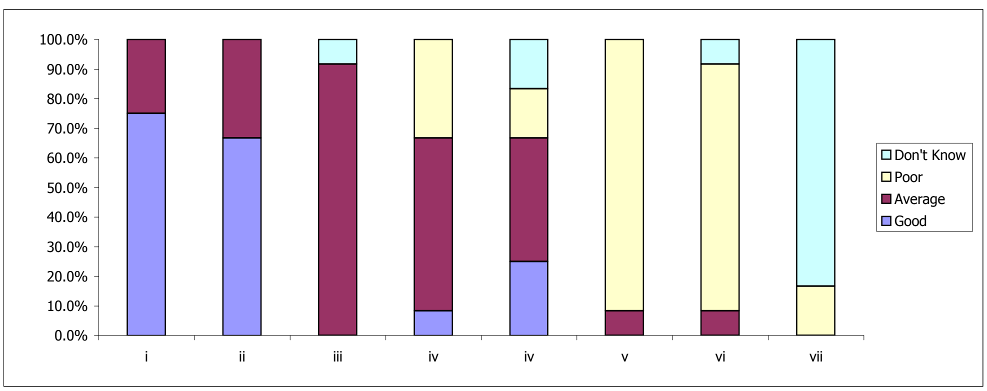
Other:

All of the above [1]

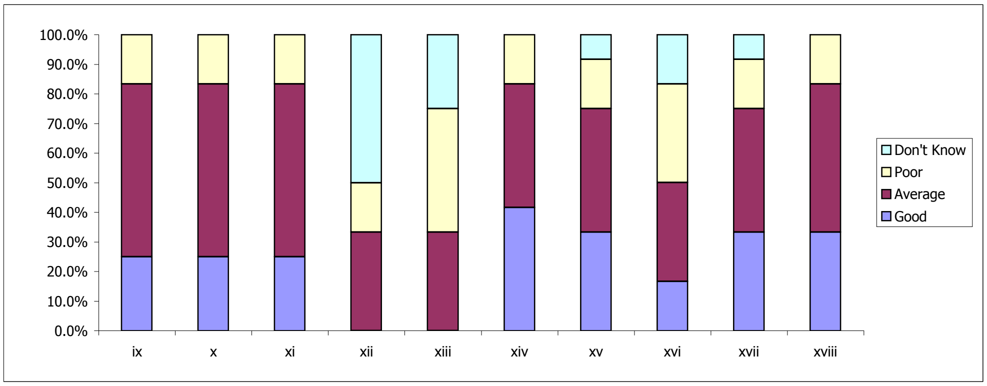
Not Answered: **1**

Q3. How do you rate the following aspects of the Town Centre?

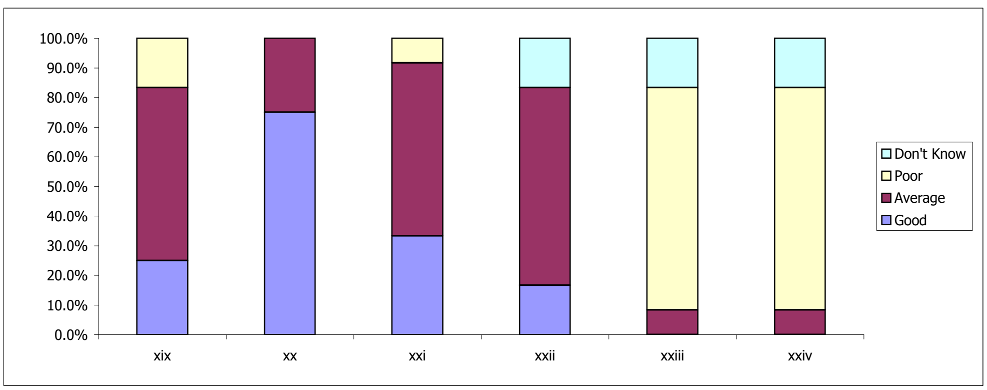
	Good		**Average**		**Poor**		**Don't Know**		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Seaton Delaval Town Centre	9	(75.00%)	3	(25.00%)	0	(0.00%)	0	(0.00%)	**12**
ii. Accessibility by pedestrians	8	(66.67%)	4	(33.33%)	0	(0.00%)	0	(0.00%)	**12**
iii. Accessibility by public transport	0	(0.00%)	11	(91.67%)	0	(0.00%)	1	(8.33%)	**12**
iv. Accessibility by vehicles	1	(8.33%)	7	(58.33%)	4	(33.33%)	0	(0.00%)	**12**
v. Amount of signage for vehicles	3	(25.00%)	5	(41.67%)	2	(16.67%)	2	(16.67%)	**12**
vi. Amount of car parking	0	(0.00%)	1	(8.33%)	11	(91.67%)	0	(0.00%)	**12**
vii. Location of car parking	0	(0.00%)	1	(8.33%)	10	(83.33%)	1	(8.33%)	**12**
viii. Pricing of car parking	0	(0.00%)	0	(0.00%)	2	(16.67%)	10	(83.33%)	**12**
	21		**32**		**29**		**14**		



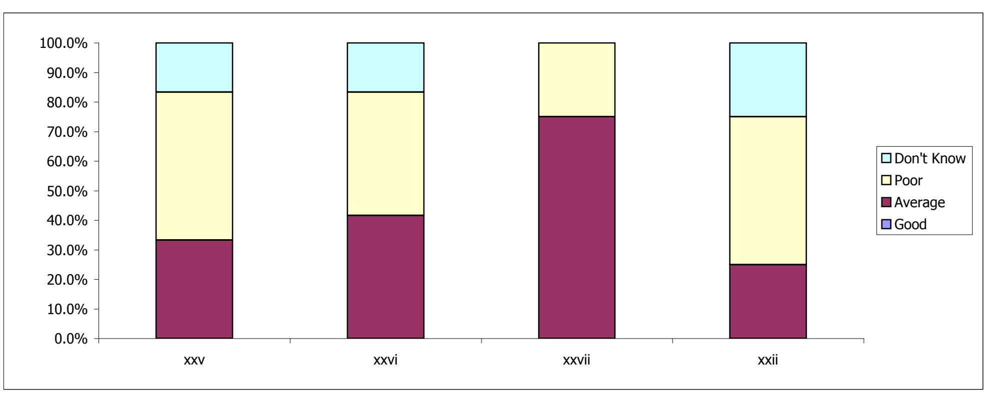
	Good		**Average**		**Poor**		**Don't Know**		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	3	(25.00%)	7	(58.33%)	2	(16.67%)	0	(0.00%)	**12**
x. Range of shops in general	3	(25.00%)	7	(58.33%)	2	(16.67%)	0	(0.00%)	**12**
xi. Number of independent traders	3	(25.00%)	7	(58.33%)	2	(16.67%)	0	(0.00%)	**12**
xii. Number of multiple traders	0	(0.00%)	4	(33.33%)	2	(16.67%)	6	(50.00%)	**12**
xiii. Number of supermarkets	0	(0.00%)	4	(33.33%)	5	(41.67%)	3	(25.00%)	**12**
xiv. Number of services in general (e.g. hairdressers, banks)	5	(41.67%)	5	(41.67%)	2	(16.67%)	0	(0.00%)	**12**
xv. Range of services in general	4	(33.33%)	5	(41.67%)	2	(16.67%)	1	(8.33%)	**12**
xvi. Number of restaurants	2	(16.67%)	4	(33.33%)	4	(33.33%)	2	(16.67%)	**12**
xvii. Number of licensed premises	4	(33.33%)	5	(41.67%)	2	(16.67%)	1	(8.33%)	**12**
xviii. Number of fast-food shops	4	(33.33%)	6	(50.00%)	2	(16.67%)	0	(0.00%)	**12**
	28		**54**		**25**		**13**		



	Good		Average		Poor		Don't Know		
Public Realm	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xix. Attractiveness of the public realm (paving, street furniture)	3	(25.00%)	7	(58.33%)	2	(16.67%)	0	(0.00%)	**12**
xx. Cleanliness of the public realm	9	(75.00%)	3	(25.00%)	0	(0.00%)	0	(0.00%)	**12**
xxi. Safety within the public realm	4	(33.33%)	7	(58.33%)	1	(8.33%)	0	(0.00%)	**12**
xxii. Amount of signage for pedestrians	2	(16.67%)	8	(66.67%)	0	(0.00%)	2	(16.67%)	**12**
xxiii. Number of events (e.g. street markets, parades)	0	(0.00%)	1	(8.33%)	9	(75.00%)	2	(16.67%)	**12**
xxiv. Range of events	0	(0.00%)	1	(8.33%)	9	(75.00%)	2	(16.67%)	**12**
	18		**27**		**21**		**6**		



	Good		Average		Poor		Don't Know		
Other	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
xxv. Amount of marketing and promotion	0	(0.00%)	4	(33.33%)	6	(50.00%)	2	(16.67%)	**12**
xxvi. Range of marketing and promotion (e.g. press, TV)	0	(0.00%)	5	(41.67%)	5	(41.67%)	2	(16.67%)	**12**
xxvii. Image of Seaton Delaval Town Centre	0	(0.00%)	9	(75.00%)	3	(25.00%)	0	(0.00%)	**12**
xxviii. Market	0	(0.00%)	3	(25.00%)	6	(50.00%)	3	(25.00%)	**12**
	0		**21**		**20**		**7**		



Comments:

We need a car park; people have nowhere to park [2], Half of the shops are closed [1]

Not Answered: 1

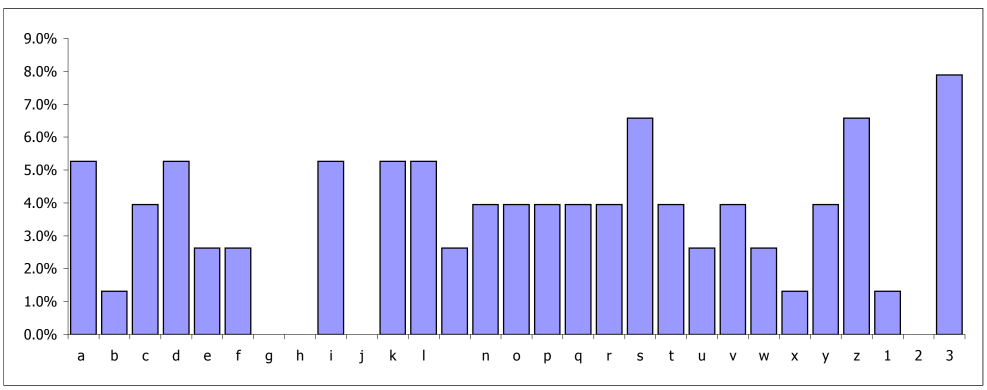
Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	4	(5.26%)
b. More national multiples	1	(1.32%)
c. Foodstore in the Town Centre	3	(3.95%)
d. More independent/specialist traders	4	(5.26%)
e. Improved street paving	2	(2.63%)
f. Improved street furniture	2	(2.63%)
g. Improved built environment	0	(0.00%)
h. Lower parking charges	0	(0.00%)
i. Better mix of short/long stay parking	4	(5.26%)
j. More street cleaning	0	(0.00%)
k. Improved public transport	4	(5.26%)
l. Improved access by foot and cycle	4	(5.26%)
m. More entertainment/leisure facilities	2	(2.63%)
n. A cinema	3	(3.95%)
o. A bowling alley	3	(3.95%)
p. A new sports centre	3	(3.95%)
q. A new leisure/splash pool	3	(3.95%)
r. A new theatre	3	(3.95%)
s. More hotels	5	(6.58%)
t. More residential development	3	(3.95%)
u. More commercial offices	2	(2.63%)
v. More quality restaurants/pavement cafes	3	(3.95%)
w. More specialist markets	2	(2.63%)
x. More cultural facilities (i.e. Museum)	1	(1.32%)
y. Improved security/CCTV	3	(3.95%)
z. Greater promotion/marketing of the centre	5	(6.58%)
1. Improved signposting	1	(1.32%)
2. Public toilets	0	(0.00%)
3. Other	6	(7.89%)
	76	**(100.0%)**

Other:

Need on-street free parking for accessibility to shops and restaurants [2], More parking facilities [4]

Not Answered: **1**



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	8	(66.67%)
Too many non-retail uses	2	(16.67%)
Not enough non-retail uses	2	(16.67%)
	12	**(100.0%)**

Comments:

No comments

Not Answered: **1**

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	2	(5.71%)
b. Lack of passing trade outside your premises	6	(17.14%)
c. Poor location of your premises (e.g. not prime pitch)	1	(2.86%)
d. Inadequate customer car parking	13	(37.14%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	1	(2.86%)

If so, where?

Cramlington [1], Blyth [1], Whitley Bay [1]

g. Competition from elsewhere	1	(2.86%)

If so, where?

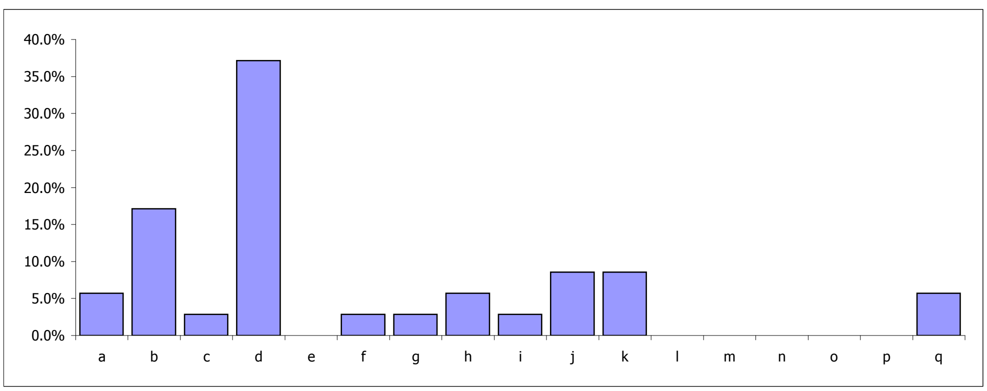
Supermarkets and out-of-town centres [1]

h. Lack of day visitors/tourists to the town	2	(5.71%)
i. Anti-social behaviour	1	(2.86%)
j. Poor security/policing	3	(8.57%)
k. The inadequacy of your current premises	3	(8.57%)
l. Poor quality of Town Centre shopping environment	0	(0.00%)
m. Mail Order	0	(0.00%)
n. Internet	0	(0.00%)
o. Don't Know	0	(0.00%)
p. None	0	(0.00%)
q. Other	2	(5.71%)
	35	**(100.0%)**

Other:

Need on-foot beat policemen [2]

Not Answered: **1**



Q7. Have you any plans to alter your business in any way in the next five years?

No	2	(20.00%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	1	(10.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	7	(70.00%)
Yes, other	0	(0.00%)
	10	**(100.0%)**

Not Answered: **3**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Whitley Bay [1], Supermarkets wherever they are [1], Cramlington [5], Blyth [3], Killingworth [3], Crampton Shopping Centre [1], Blyth Shopping Centre [1]

Not Answered:	**5**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	5	(41.7%)
No	7	(58.3%)
	12	**(100.0%)**

Not Answered:	**1**

Q10. If yes, where is this?

Newbiggin [1], Cramlington [1], Alnwick [1], Seghill [1], Blyth [1], Ashington [2]

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(20.0%)
Worse	3	(60.0%)
Same	1	(20.0%)
	5	**(100.0%)**

Q12. Does your business currently have its own website?

Yes	2	16.7%
No	10	83.3%
	12	**100.0%**

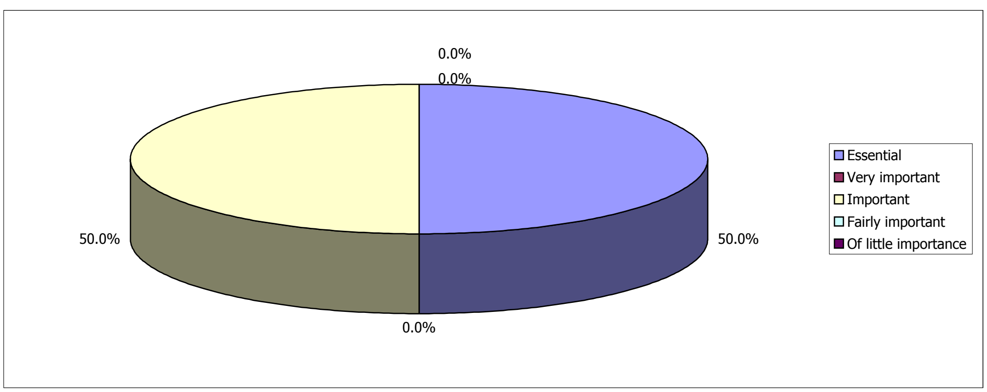
Not Answered:	**1**

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	2	40.0%
Ability to order goods directly from the website	1	20.0%
Ability to order goods that will be delivered to a designated address	1	20.0%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	1	20.0%
Contact directly via e-mail	0	0.0%
	5	**100.0%**

Q14. How important is your website to your business?

Essential	1	50.0%
Very important	0	0.0%
Important	1	50.0%
Fairly important	0	0.0%
Of little importance	0	0.0%
	2	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

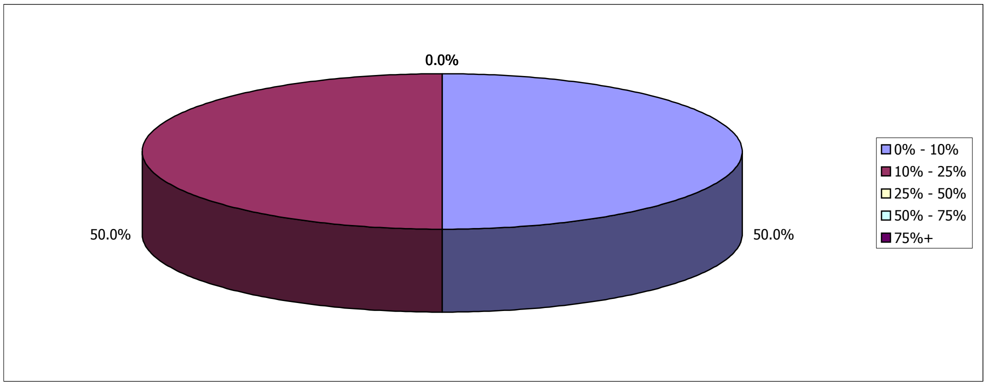
Yes	1	50.0%
No	1	50.0%
	2	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	1	50.0%
No	1	50.0%
	2	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	1	50.0%
10% - 25%	1	50.0%
25% - 50%	0	0.0%
50% - 75%	0	0.0%
75%+	0	0.0%
	2	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	2	22.2%
Not relevant/necessary	2	22.2%
Too expensive	0	0.0%
Too time consuming	0	0.0%
Do not have the skills to produce/run a website	0	0.0%
In the process of designing a website	5	55.6%
	9	**100.0%**

Not Answered: **1**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

Seaton Delaval has outgrown its size i.e. there is very little car parking space [1], Parking is poor [1], Parking on Astley Road is not acceptable (major issue to traders and customers) [1], Dog fouling is an issue [1], Seaton Delaval is a good area the only lacking area would be the ongoing shortage of free car parking [1], We need to encourage more trade [1], Almost every customer complains about not being able to park [1], Demolish the toilets and make the toilet/green a big car park by the Co-op [1], We need a car park [1]

WIDDRINGTON STATION TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:	**6**	**Responses: 0 (0%)**

WOOLER TOWN CENTRE BUSINESS SURVEY RESULTS

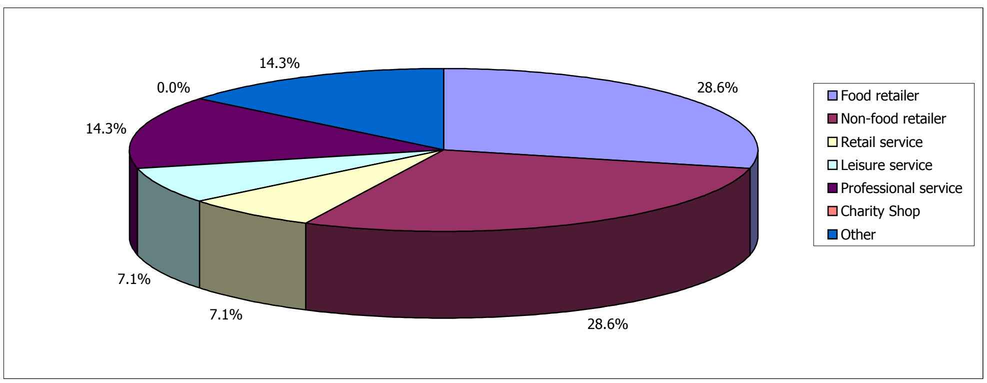
Questionnaires Distributed:	**70**	**Responses: 14 (20%)**

Q1b. How would you best describe your business?

Food retailer	4	(28.6%)
Non-food retailer	4	(28.6%)
Retail service	1	(7.1%)
Leisure service	1	(7.1%)
Professional service	2	(14.3%)
Charity Shop	0	(0.0%)
Other	2	(14.3%)
	14	**(100.0%)**

Other:

Specialist Confectioner [1], B & B [1]

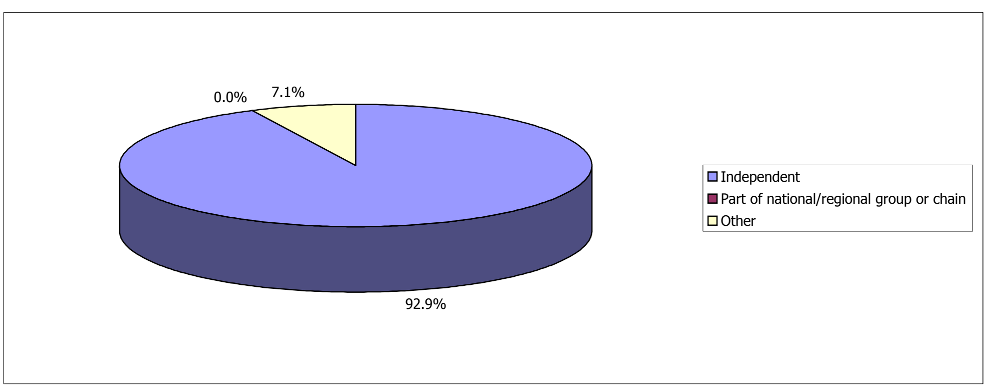


Q1c. Is your business?

Independent	13	(92.9%)
Part of national/regional group or chain	0	(0.0%)
Other	1	(7.1%)
	14	**(100.0%)**

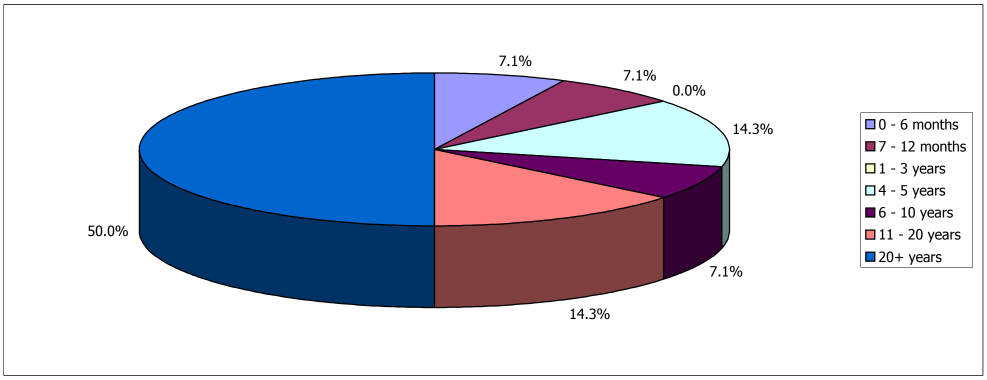
Other:

NCC [1]



Q1d. How long, approximately, has the business traded in Wooler Town Centre?

0 - 6 months	1	(7.1%)
7 - 12 months	1	(7.1%)
1 - 3 years	0	(0.0%)
4 - 5 years	2	(14.3%)
6 - 10 years	1	(7.1%)
11 - 20 years	2	(14.3%)
20+ years	7	(50.0%)
	14	**(100.0%)**



Q1e. Why did you choose Wooler Town Centre as a business location?

Shop became available and was an extension to the business on South Road, Wooler [1], Grew up in Wooler [1], Started by local people [1], Since 1947 [1], Low rent compared with Berwick/Alnwick [1], Friendly area [1], Up coming support of the Glendale Gateway Trust [1], No particular reason [1], Local Town [1], We purchased business in 1974 [1], Where partners of business live [1], Opportunity for business in town [1], Business already established to our ownership [1], Existing Office [1], Walkers/Tourists [1], Live in Wooler [1]

Q1f. Are the business premises leased or owner occupied?

Leased	7	(50.0%)
Owner Occupied	7	(50.0%)
No Answer	0	(0.0%)
	14	**(100.0%)**

Q1g. How many staff does the business employ?

Full Time	14	(35.0%)
Part Time	26	(65.0%)
	40	**(100.0%)**

Q1h. Has the business always operated from Wooler Town Centre?

Yes	13	(92.9%)
No	1	(7.1%)
	14	**(100.0%)**

If no, where did you relocate from?

Belford & Seahouses [1]

Q1i. During the time you have been trading in the Town Centre, has the business...?

Grown significantly	4	(28.6%)
Grown moderately	6	(42.9%)
Remained largely static	3	(21.4%)
Declined moderately	0	(0.0%)
Declined significantly	1	(7.1%)
	14	**(100.0%)**

Q1j. How would you say that your business is <u>currently</u> performing?

Very Well	2	(14.3%)
Well	5	(35.7%)
Moderately	6	(42.9%)
Poorly	1	(7.1%)
Very Poorly	0	(0.0%)
	14	**(100.0%)**

Q2. What type of customers does your business rely on primarily?

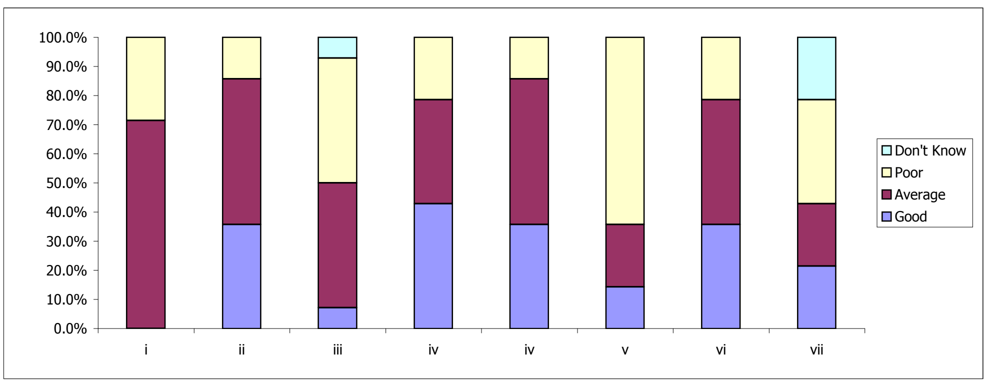
Residents from in or around Wooler Town Centre	7	(50.0%)
Residents from across Northumberland County	1	(7.1%)
Residents from outside Northumberland County	1	(7.1%)
Specialist buyers	2	(14.3%)
Workers from Wooler Town Centre	0	(0.0%)
Students from Wooler Town Centre	0	(0.0%)
Passers-by	0	(0.0%)
Other	3	(21.4%)
	14	**(100.0%)**

Other:

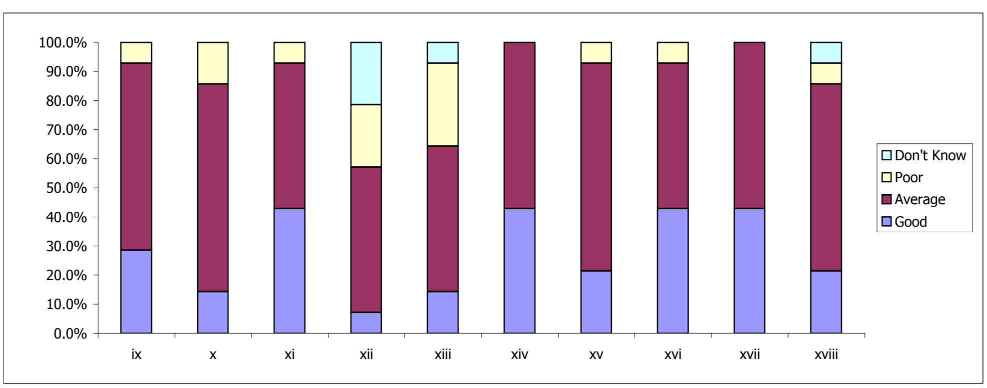
All above apply [1], Tourists [2], Walkers [1]

Q3. How do you rate the following aspects of the Town Centre?

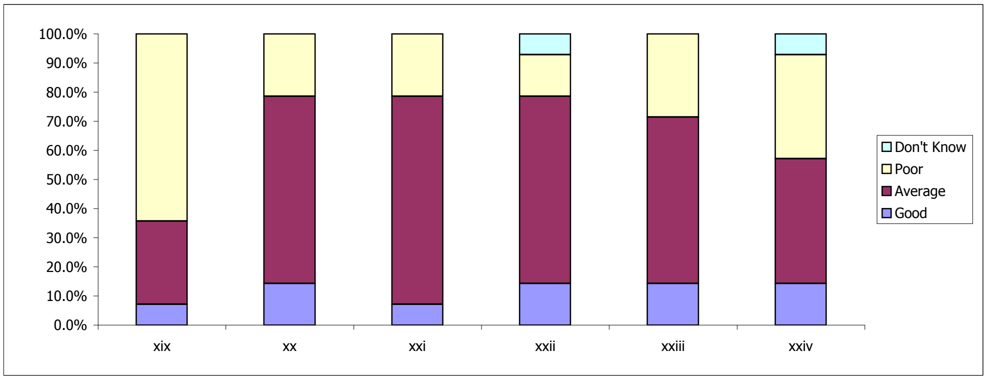
	Good		Average		Poor		Don't Know		
Transport	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
i. Appearance of the entrances to Wooler Town Centre	0	(0.00%)	10	(71.43%)	4	(28.57%)	0	(0.00%)	**14**
ii. Accessibility by pedestrians	5	(35.71%)	7	(50.00%)	2	(14.29%)	0	(0.00%)	**14**
iii. Accessibility by public transport	1	(7.14%)	6	(42.86%)	6	(42.86%)	1	(7.14%)	**14**
iv. Accessibility by vehicles	6	(42.86%)	5	(35.71%)	3	(21.43%)	0	(0.00%)	**14**
v. Amount of signage for vehicles	5	(35.71%)	7	(50.00%)	2	(14.29%)	0	(0.00%)	**14**
vi. Amount of car parking	2	(14.29%)	3	(21.43%)	9	(64.29%)	0	(0.00%)	**14**
vii. Location of car parking	5	(35.71%)	6	(42.86%)	3	(21.43%)	0	(0.00%)	**14**
viii. Pricing of car parking	3	(21.43%)	3	(21.43%)	5	(35.71%)	3	(21.43%)	**14**
	27		**47**		**34**		**4**		



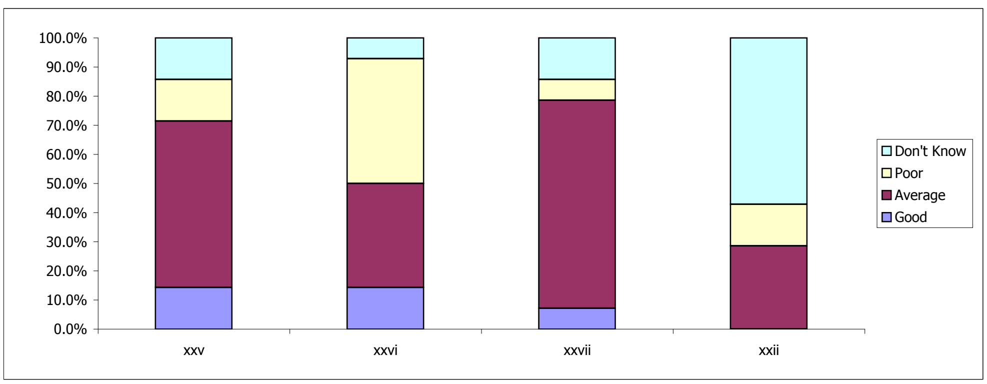
	Good		Average		Poor		Don't Know		
Business Offer	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	
ix. Number of shops in general	4	(28.57%)	9	(64.29%)	1	(7.14%)	0	(0.00%)	**14**
x. Range of shops in general	2	(14.29%)	10	(71.43%)	2	(14.29%)	0	(0.00%)	**14**
xi. Number of independent traders	6	(42.86%)	7	(50.00%)	1	(7.14%)	0	(0.00%)	**14**
xii. Number of multiple traders	1	(7.14%)	7	(50.00%)	3	(21.43%)	3	(21.43%)	**14**
xiii. Number of supermarkets	2	(14.29%)	7	(50.00%)	4	(28.57%)	1	(7.14%)	**14**
xiv. Number of services in general (e.g. hairdressers, banks)	6	(42.86%)	8	(57.14%)	0	(0.00%)	0	(0.00%)	**14**
xv. Range of services in general	3	(21.43%)	10	(71.43%)	1	(7.14%)	0	(0.00%)	**14**
xvi. Number of restaurants	6	(42.86%)	7	(50.00%)	1	(7.14%)	0	(0.00%)	**14**
xvii. Number of licensed premises	6	(42.86%)	8	(57.14%)	0	(0.00%)	0	(0.00%)	**14**
xviii. Number of fast-food shops	3	(21.43%)	9	(64.29%)	1	(7.14%)	1	(7.14%)	**14**
	39		**82**		**14**		**5**		



Public Realm	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xix. Attractiveness of the public realm (paving, street furniture)	1	(7.14%)	4	(28.57%)	9	(64.29%)	0	(0.00%)	**14**
xx. Cleanliness of the public realm	2	(14.29%)	9	(64.29%)	3	(21.43%)	0	(0.00%)	**14**
xxi. Safety within the public realm	1	(7.14%)	10	(71.43%)	3	(21.43%)	0	(0.00%)	**14**
xxii. Amount of signage for pedestrians	2	(14.29%)	9	(64.29%)	2	(14.29%)	1	(7.14%)	**14**
xxiii. Number of events (e.g. street markets, parades)	2	(14.29%)	8	(57.14%)	4	(28.57%)	0	(0.00%)	**14**
xxiv. Range of events	2	(14.29%)	6	(42.86%)	5	(35.71%)	1	(7.14%)	**14**
	10		**46**		**26**		**2**		



Other	Good No.	Good %	Average No.	Average %	Poor No.	Poor %	Don't Know No.	Don't Know %	
xxv. Amount of marketing and promotion	2	(14.29%)	8	(57.14%)	2	(14.29%)	2	(14.29%)	**14**
xxvi. Range of marketing and promotion (e.g. press, TV)	2	(14.29%)	5	(35.71%)	6	(42.86%)	1	(7.14%)	**14**
xxvii. Image of Wooler Town Centre	1	(7.14%)	10	(71.43%)	1	(7.14%)	2	(14.29%)	**14**
xxviii. Market	0	(0.00%)	4	(28.57%)	2	(14.29%)	8	(57.14%)	**14**
	5		**27**		**11**		**13**		



Comments:

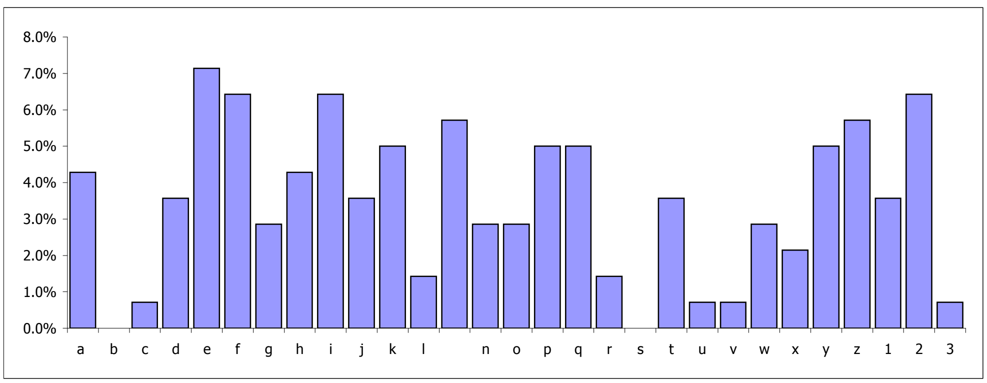
Car parks not big enough [1], Image improving by hard work of some locals [1]

Q4. What improvement measures would you like to see in the Town Centre?

	No	
a. Increased choice/range of shops	6	(4.29%)
b. More national multiples	0	(0.00%)
c. Foodstore in the Town Centre	1	(0.71%)
d. More independent/specialist traders	5	(3.57%)
e. Improved street paving	10	(7.14%)
f. Improved street furniture	9	(6.43%)
g. Improved built environment	4	(2.86%)
h. Lower parking charges	6	(4.29%)
i. Better mix of short/long stay parking	9	(6.43%)
j. More street cleaning	5	(3.57%)
k. Improved public transport	7	(5.00%)
l. Improved access by foot and cycle	2	(1.43%)
m. More entertainment/leisure facilities	8	(5.71%)
n. A cinema	4	(2.86%)
o. A bowling alley	4	(2.86%)
p. A new sports centre	7	(5.00%)
q. A new leisure/splash pool	7	(5.00%)
r. A new theatre	2	(1.43%)
s. More hotels	0	(0.00%)
t. More residential development	5	(3.57%)
u. More commercial offices	1	(0.71%)
v. More quality restaurants/pavement cafes	1	(0.71%)
w. More specialist markets	4	(2.86%)
x. More cultural facilities (i.e. Museum)	3	(2.14%)
y. Improved security/CCTV	7	(5.00%)
z. Greater promotion/marketing of the centre	8	(5.71%)
1. Improved signposting	5	(3.57%)
2. Public toilets	9	(6.43%)
3. Other	1	(0.71%)
	140	**(100.0%)**

Other:

Re-build the fountain and develop the market place area. This would mean a great deal to the locals [1]



Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?

Good Balance	13	(92.86%)
Too many non-retail uses	1	(7.14%)
Not enough non-retail uses	0	(0.00%)
	14	**(100.0%)**

Comments:

Too many charity shops [1], Too many empty premises [1]

Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?

a. High Rents/Overheads	5	(16.67%)
b. Lack of passing trade outside your premises	3	(10.00%)
c. Poor location of your premises (e.g. not prime pitch)	0	(0.00%)
d. Inadequate customer car parking	5	(16.67%)
e. Competition from other traders in the Town Centre	0	(0.00%)

If so, where?

Not applicable

f. Competition from other Town Centres nearby	2	(6.67%)

If so, where?

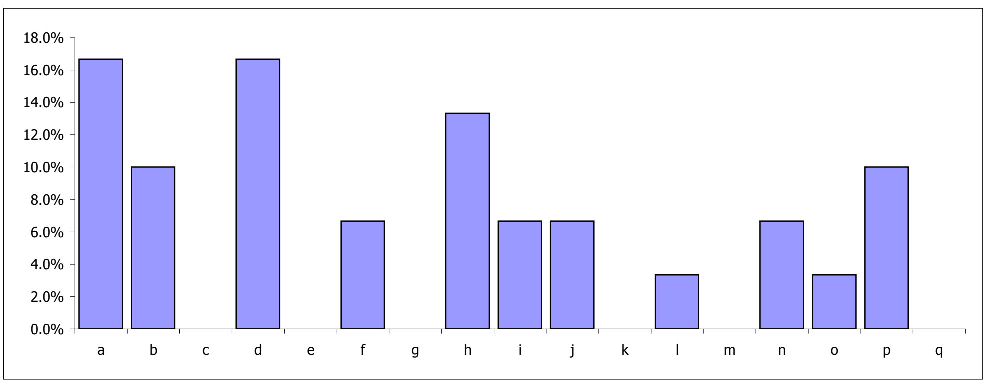
Large Supermarket [1], Berwick [2], Alnwick [2], Morpeth [1]

g. Competition from elsewhere	0	(0.00%)

If so, where?

Not applicable

h. Lack of day visitors/tourists to the town	4	(13.33%)
i. Anti-social behaviour	2	(6.67%)
j. Poor security/policing	2	(6.67%)
k. The inadequacy of your current premises	0	(0.00%)
l. Poor quality of Town Centre shopping environment	1	(3.33%)
m. Mail Order	0	(0.00%)
n. Internet	2	(6.67%)
o. Don't Know	1	(3.33%)
p. None	3	(10.00%)
q. Other	0	(0.00%)
	30	**(100.0%)**



Q7. Have you any plans to alter your business in any way in the next five years?

No	8	(66.67%)
Yes, close	0	(0.00%)
Yes, relocate in Town Centre	0	(0.00%)
Yes, relocate to another Town Centre	0	(0.00%)
Yes, relocate out-of-centre	0	(0.00%)
Yes, extend floorspace	0	(0.00%)
Yes, reduce floorspace	0	(0.00%)
Yes, refurbish existing floorspace	4	(33.33%)
Yes, other	0	(0.00%)
	12	**(100.0%)**

Not Answered: **2**

If you are relocating, where are you considering moving to?

Not applicable

If relocating, what is the main reason for this decision?

Not applicable

8. Which centre(s) do you consider to be your biggest competitor?

Berwick-upon-Tweed [1], Renwick [1] Alnwick [1], Newcastle [1], Berwick - Morrison Asda Home Delivery [1], Internal competition within the town is increasing for all traders [1]

Not Answered: **10**

Q9. Do you operate any other businesses in any other centres in Northumberland County?

Yes	6	(42.9%)
No	8	(57.1%)
	14	**(100.0%)**

Q10. If yes, where is this?

Berwick-upon-Tweed [3], Seahouses [1], Alnwick [2], Eyemouth [1], Coldstream [1], Duns [1], Kerpo [1], Chatton [1]

Q11. If yes, is this other business trading better, worse, or the same?

Better	1	(16.7%)
Worse	0	(0.0%)
Same	5	(83.3%)
	6	**(100.0%)**

Q12. Does your business currently have its own website?

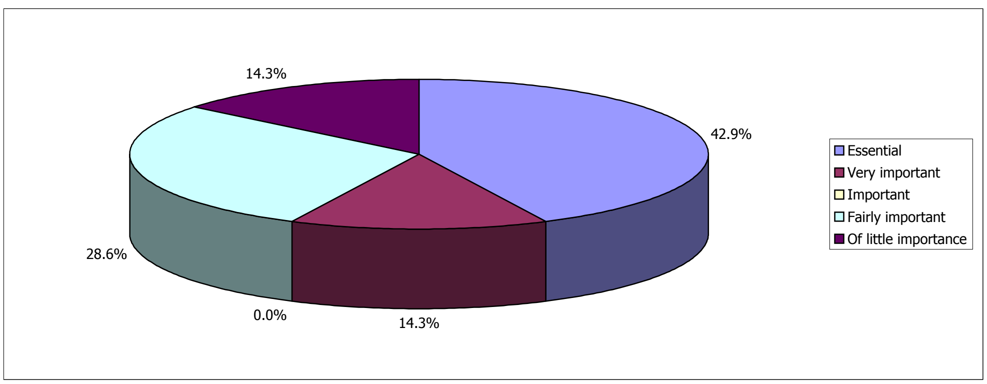
Yes	7	53.8%
No	6	46.2%
	13	**100.0%**
Not Answered:	**1**	

Q13. What services does your website provide to customers?

Ability to browse goods available at your premises	4	25.0%
Ability to order goods directly from the website	3	18.8%
Ability to order goods that will be delivered to a designated address	1	6.3%
Ability to otder goods that can be picked up in store	0	0.0%
Contact information, e.g. telephone number, store locator etc.	5	31.3%
Contact directly via e-mail	3	18.8%
	16	**100.0%**

Q14. How important is your website to your business?

Essential	3	42.9%
Very important	1	14.3%
Important	0	0.0%
Fairly important	2	28.6%
Of little importance	1	14.3%
	7	**100.0%**



Q15. Does your website attract customers from a wider catchment, i.e. beyond Northumberland?

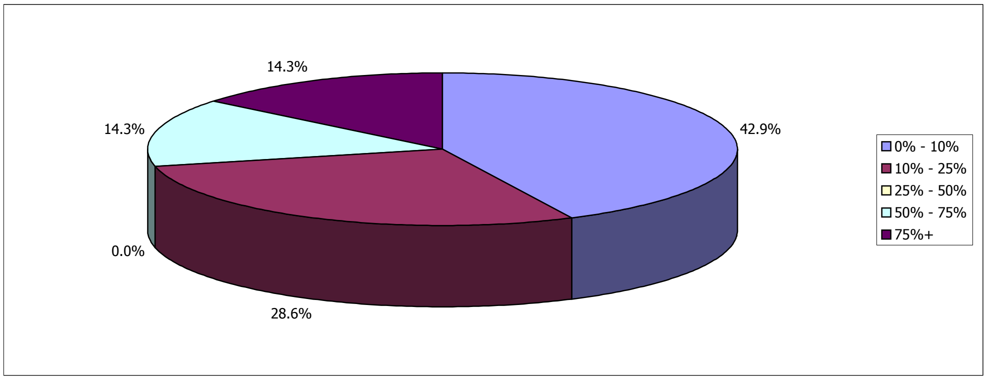
Yes	6	85.7%
No	1	14.3%
	7	**100.0%**

Q16. Do customers visit your store as a result of browsing your website?

Yes	4	57.1%
No	3	42.9%
	7	**100.0%**

Q17. What proportion of your sales are from the internet?

0% - 10%	3	42.9%
10% - 25%	2	28.6%
25% - 50%	0	0.0%
50% - 75%	1	14.3%
75%+	1	14.3%
	7	**100.0%**



Q18. Why do you not have a website?

Don't have a computer	0	0.0%
Not relevant/necessary	2	25.0%
Too expensive	2	25.0%
Too time consuming	1	12.5%
Do not have the skills to produce/run a website	2	25.0%
In the process of designing a website	1	12.5%
	8	**100.0%**

If you have any further comments in regard to the Town Centre then please feel free to express your views below.

We would like to upgrade our internet use and website and would welcome any help/ideas [1], The Glendale gateway trust have done a great deal to improve Wooler High Street and this type of improvement would be so beneficial to the whole area [1], On talking to visitors - once they come onto the high street & surrounding countryside they love the area, but a lot of visitors (and locals) are put off by the Main South Road and limited public conveniences for visitors however for such a small population we do enjoy a good range of retail services [1], Youth activity on the high street at nights [1], Too many charity shops/empty premises [1], Increase time limit for parking on the hight street to 1 hour [1], Quality of the pavements in the Town Centre are poor [1], No promotion of the town in press etc. [1], Council tax too expensive for the services and facilities that we have compared to other towns [1], Nothing for young children to do [1], Refuse collection at approx 6.20 am is far too early as noise is terrible and wakes up B & B guests [1], Co-op Lorry's deliver from 6.30 in mornings and the noise is terrible [1], More use of Traffic Warden - parking on street is 45 minutes. Some employees and shop owners park on the high street all day. This would give more flow of parking for shoppers to the town [1], Too many public houses for population [1]

HEALTH CHECK ASSESSMENTS

Introduction

Set out below is WYG's assessment of the vitality and viability of ten of Northumberland's town centres as specified in the tender, these being: Allendale; Bedlington Station; Bellingham; Corbridge; Ellington; Guide Post; Hadston; Haydon Bridge; Lynemouth; and Widdrington Station.

The Importance of Town Centres

The ten town centres have an important role to play in Northumberland in serving the needs of the local community. They form a focal point for the community and provide a wide range of services that are accessible to the local population, including retail, employment, leisure, education and transport.

Planning Policy Statement 6: Planning for Town Centres (PPS6) emphasises the need for local authorities to monitor the 'health' of their town centres and how they are changing over time. Vital and viable town centres help to foster civic pride and local identity and can contribute towards the aims of sustainable development.

Since the turn of the century, town centres nationally have generally performed strongly, with significant retail sales growth and the implementation of a large number of town centre redevelopment schemes. Therefore, despite the ongoing growth of out-of-centre retail development, there has been resurgence in development activity within established centres, primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Next, Primark and so on. However, more recently, the onset of the 'credit crunch' has impacted on consumer spending, which has in turn impacted on the vitality of the high street nationally. This has led to an increase in vacancy rates in many centres, as retailers struggle to compete in a challenging market and shop owners struggle to let their stores to retailers.

Purpose

It is important that established centres in Northumberland remain competitive and continue to attract and meet the needs of shoppers, visitors and businesses. To achieve this, town centres must continually strive to build on their strengths, alleviate their weaknesses and improve the facilities they provide to the community. Successful town centres must respond effectively to the changing needs and demands of their users.

The Northumberland Town Centre Health Check Assessment serves a number of important functions, these being to:

1. Help assess the success of retail policies in the Northumberland Consolidated Planning Policy Framework and to assist, where necessary, in the formulation of new policies;
2. Provide a starting point for any future retail strategy;
3. Provide useful baseline data against which annual monitoring can be undertaken to assess how the town centres are performing over time;
4. Allow positive and negative aspects of the town centres to be identified and, where appropriate, for action to be taken;
5. Provide data that can be used to compare the performance of town centres to other neighbouring centres in the County, to ensure that Northumberland's centres remain competitive.

Regional Hierarchy

Table 1 illustrates the position of Northumberland's main centres within the hierarchy of nationwide town centres based upon the Management Horizons Europe's (MHE) UK Shopping Index (2008). The index ranks the top 6,721 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlets), based on current retail provision. Towns and major shopping centres are rated using a straightforward weighted scoring system which takes account of each location's provision of multiple retailers and anchor store strength. It should be noted that the 2004 data included only 1,672 centres.

Table 1: The Sub-Regional Shopping Hierarchy

Centre	MHE Score	Location Grade	Rank 2008	Rank 2004	Change in Rank 2004 - 2008
Edinburgh	564	Major City	5	3	-2
Newcastle	385	Major Regional	16	13	-3
Carlisle	227	Regional	79	68	-11
Ashington	80	District	424	336	-88
Berwick-upon-Tweed	72	District	477	360	-117
Hexham	71	District	487	435	-52
Cramlington	65	District	532	502	-30
Blyth	62	District	553	421	-132
Morpeth	51	Minor District	694	664	-30
Alnwick	38	Minor District	943	743	-200
Bedlington	17	Local	1,950	1,120	-830
Ponteland	12	Minor Local	2,467	-	-
Amble	11	Minor Local	2,608	-	-
Newbiggin-by-Sea	10	Minor Local	2,779	-	-
Corbridge	**8**	**Minor Local**	**3,120**	**-**	**-**
Haltwhistle	7	Minor Local	3,321	-	-
Prudhoe	7	Minor Local	3,321	-	-
Wooler	7	Minor Local	3,321	-	-
Rothbury	6	Minor Local	3,575	-	-
Haydon Bridge	**5**	**Minor Local**	**3,870**	**-**	**-**
Seahouses	5	Minor Local	3,870	-	-
Belford	4	Minor Local	4,226	-	-
Bellingham	**3**	**Minor Local**	**4,666**	**-**	**-**
Seaton Delaval	2	Minor Local	5,257	-	-

Source: Management Horizons Europe: UK Shopping Index (2008)

Of 6,721 shopping venues surveyed, Corbridge is ranked 3,120th, which places it within the top 47% of all UK shopping venues. Haydon Bridge is ranked 3,870th, which places it within the top 58% of all UK shopping venues. Bellingham is placed within the top 70% of all UK shopping venues and is ranked 4,666th. These three centres are all identified as a 'minor local centre' by MHE, and none of these centres were surveyed in 2004. The remaining seven centres were not surveyed by MHE in either 2004 or 2008.

ALLENDALE HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Town Centre (Tynedale District Local Plan (2000))

Centre Overview

Allendale is located approximately 10 miles to the south west of Hexham, and acts as a service centre for the local population and a destination for tourists. Allerdale is identified as a defined centre by the Tynedale Local Plan (2000) which has now become part of the Consolidated Planning Policy Framework for Northumberland (April 2009). Much of its initial development was focussed around the Market Place; however, this is now used as a car park and bus stop. The centre is accessed off the B6295, which is off the A686. The B6303 provides a 'loop' road off the B6295, presumably making it easier for heavy goods vehicles to service the town, given the location of a number of tricky bends and a small road bridge on the B6295. At the time of the 2001 census, the Allendale Ward had a population of 2,402.

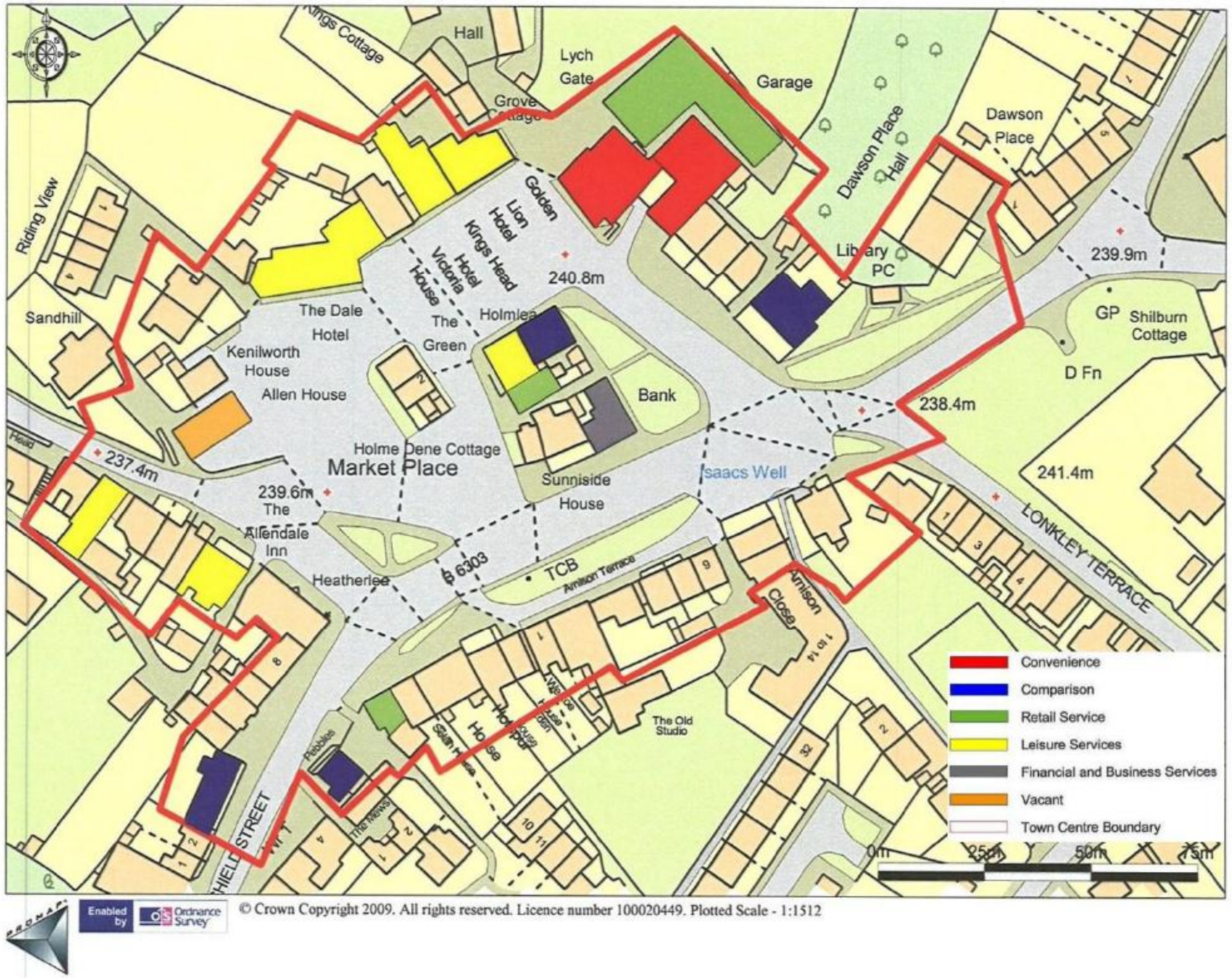
The main focus for retailing in Allendale is the Market Place. There are also a couple of retail units off Shield Street, which is the main through road to Allendale Town Centre.

Photographs of Allendale Town Centre

Photos removed for distribution purposes.

Figure 1 (top left): Market Place, Shield Street
Figure 2 (top centre): Allendale Gift Shop, Market Place/Shield Street junction
Figure 3 (top right): Co-op store, Market Place
Figure 4 (bottom left): Pebbles Art Gallery, Shield Street
Figure 5 (bottom right): Car park, Market Place

Figure 6: Land Use Plan for Allendale Town Centre (2009)



Source: WYG site visit (September 2009)

Table 2: Diversity of Uses in Allendale Town Centre (2009)

	Number of Outlets		
	Number	Allendale (%)	UK (%)
Convenience	2	12.5	8.8
Comparison	4	25.0	34.5
Retail Service	3	18.8	13.0
Leisure Services	6	37.5	21.5
Financial and Business Services	1	6.3	11.2
Vacant	0	0.0	10.8
Total	**16**	**100**	**100**

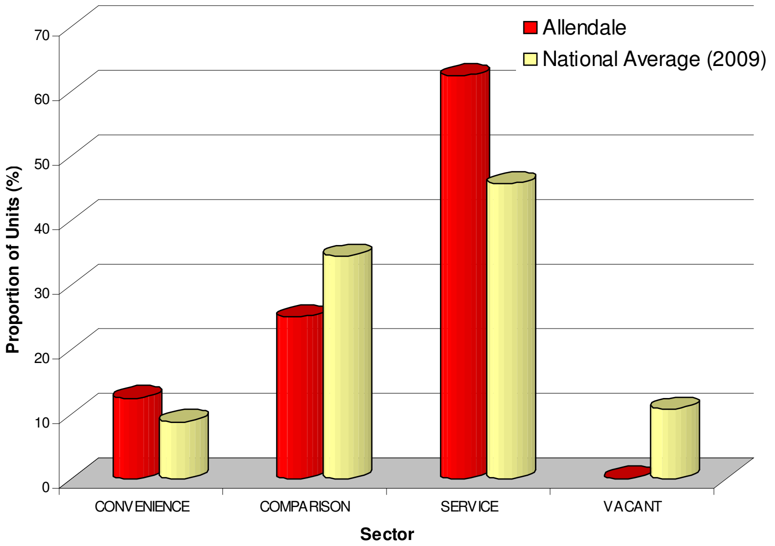
Source: WYG site visit (September 2009)

Table 3: Existing Floorspace in Allendale Town Centre (2009)

	Existing Floorspace		
	Sq m	Allendale (%)	UK (%)
Convenience	598	20.3	14.2
Comparison	468	15.9	37.7
Retail Service	657	22.3	7.0
Leisure Services	1,094	37.2	22.7
Financial and Business Services	123	4.2	8.7
Vacant	0	0.0	9.0
Total	**2,940**	**100**	**100**

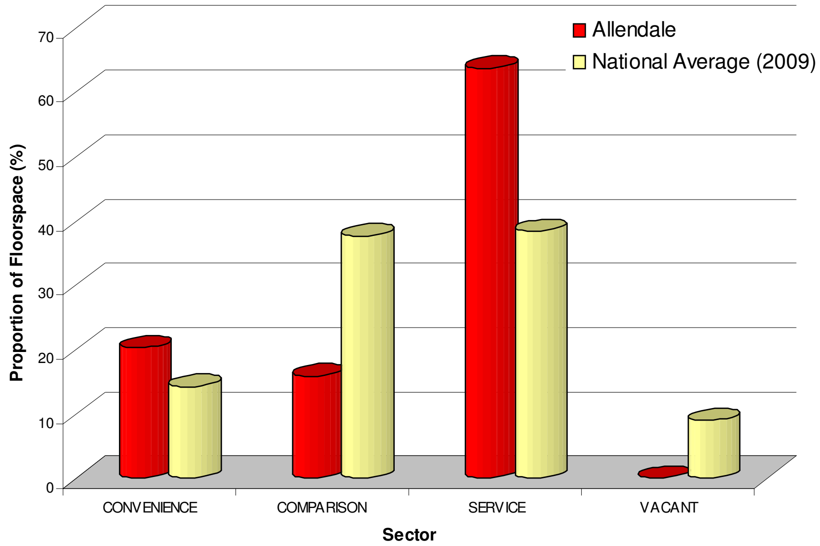
Source: WYG site visit (September 2009)

Figure 7: Use of Units in Allendale Town Centre (2009)



Source: WYG site visit (September 2009)

Figure 8: Use of Floorspace in Allendale Town Centre (2009)



Source: WYG site visit (September 2009)

Convenience
12.5% of units are used for the sale of convenience goods in Allendale, which is slightly higher than the national average of 8.8%. The proportion of floorspace, at 20.3%, is also greater than the national average of 14.2%. This sector contains the principal grocery store, the Allendale Co-Operative Society, along with the local butcher, Cranstons.

Comparison
Comparison stores in Allendale occupy 25.0% of units, which is lower than the national average of 34.5%. Comparison goods floorspace comprises 15.9% of all floorspace, which is less than half of the national average of 37.7%. The sector is dominated by independent stores and traders include a chemist, an art sales shop, a newsagent and a gift shop.

Overall Service
The service sector comprises 10 units and occupies 1,874 sq m of floorspace. The proportion of service outlets (62.6%) is above the national average (45.7%). Likewise, the proportion of service floorspace (63.7%) is also above the national average (38.4%).

Retail Service
The proportion of retail service units (18.8%) is above the national average (13.0%). The amount of floorspace in use in this sector amounts to 22.3%, which was significantly higher than the national average of 7.0%. This sector includes an independent garage located off the Market Place, where the proprietor has exploited a 'niche' market and sell/rents out quad bikes for use. Other units comprise a hairdressers and a post office.

Leisure Services
Leisure services are particularly dominant in Allendale, with the proportion of units dedicated to this use (37.5%) being above the national average (21.5%) Likewise, the proportion of floorspace occupied (37.2%) is also above the national average (22.7%). The leisure service offer within Allendale comprises a number of independents including public houses, a hotel and a café.

Financial Services
Just one unit, a high street bank, falls within this sector. This sector is under-represented in Allendale with the proportion of units occupied (6.3%) being below the national average (11.2%).

Non-Retail
There was one non-retail use within the town centre boundary, Allendale Library, which has limited hours of opening, being open on a Tuesday, Thursday and Saturday.

Vacancies

The number of vacant units within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures. Vacancies can occur for positive as well as negative reasons; for example, the opening of a new retail centre elsewhere in a town may draw retailers from older properties or more peripheral areas of the city. Vacant units will be found in even the strongest of town centres. However, they can be a useful indicator of the level of demand. For example, some properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.

Table 4: Vacancies in Allendale Town Centre (2009)

	Vacancy		
	Total	Allendale (%)	UK (%)
No. of Outlets	0	0.0	10.8
Floorspace (sq m)	0	0.0	9.0

Source: WYG site visit (September 2009)

Table 4 illustrates that, at September 2009, there were no vacant units within Allendale Town Centre. There is however a vacant site, which has planning permission for a new art gallery and design studio. The applicant is Allendale Creative Artists CIC Ltd, which already operates a gallery in the centre and which is looking to expand its business.

Business Survey Results

A questionnaire was distributed to all local businesses within Allendale in order to gain an understanding of the opinions of retailers. A total of 18 questionnaires were distributed, with 3 being returned: a response rate of 17%. The main findings of the business survey results were as follows:

- A third (33%) of respondents indicated that their business was a food retailer. A further 33% were non-food retailers and 33% were retail services. There were no respondents from leisure services, professional services or charity shops;
- All respondents were independent traders;
- Two thirds (67%) of respondents had been trading in the town centre in excess of twenty years, with 33% having been in operation for over one year;
- 67% of respondents owned their premises, whilst 33% leased their premises;
- Two thirds (67%) of traders stated that since they began trading business had 'grown moderately', with 33% indicating that business had 'remained largely static';
- 67% of respondents indicated that their business was currently trading 'well' with 33% stating that their business was currently performing 'moderately';
- The survey indicated that two thirds (67%) of traders relied upon residents from in or around Allendale Town Centre for the majority of their business, although a further 33% relied primarily on specialist buyers;
- When asked about measures that would improve the town centre, 11% of respondents stated that improved street paving would have this effect. Other measures suggested included more street cleaning (11%) and improved street furniture (7%);
- All of the respondents felt that there was a goods balance between shops and other non-retail uses;
- Respondents identified the main barriers to trading performance as being high rents/overheads (20%), a lack of passing trade outside premises (20%), competition from other traders in the town centre (20%), the inadequacy of current premises (20%) and the internet (20%);
- Half of respondents indicated that they had no plans to alter their business in any way over the next five years, with another half planning to refurbish their existing floorspace;
- When asked if their business currently has its own website, 67% stated yes, with 33% stating that their business does not currently have its own website;
- Of those who did have a website, two thirds (67%) stated that their website contains contact information, with 33% stating that their website provides to ability to browse goods available at their premises;
- Half of respondents said that their website was important to their business, however 50% of respondents said that their website was of little importance to their business;
- All respondents indicated that their website attracts customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers visit their store as a result of browsing their website;
- Up to 10% of sales are from the internet according to all respondents; and
- Of those respondents who did not have a website, the reason all respondents gave was because a website was not relevant/necessary.

The business survey asked respondents to rate a number of different aspects of Allendale in terms of whether they were considered to be 'good', 'average' or 'poor'. The majority of aspects were rated as being 'average' by the largest proportion of respondents. However, a number of aspects were rated as being 'poor' by the greatest proportion of respondents. These aspects were: the cleanliness of the public realm (100%), the number of fast-food shops (100%) and the number of multiple traders (100%). Respondents were also able to add any additional comments they wished to make at the end of the survey, however no further comments were made.

In Street Survey Results

Introduction

- Of respondents questioned, 37% live in Allendale but do not work there;
- 39% of respondents never visit Allendale in the evening. However, 62% visit Allendale every day in the daytime;
- The main reason provided for visiting Allendale is for food shopping only (42%), followed by work (21%) and then for social reasons (11%).

Accessibility

- The majority of respondents travelled into the centre by car (74%), with a further 21% walking to the centre;
- All respondents who drove parked in Allendale Town Centre;
- The majority of respondents (89%) did not think anything could be improved as part of their shopping experience in Allendale, with a further 11% indicating that they did not know what they would like to see improved;
- The following are the aspects of the town centre which were most frequently rated as being 'good' or 'very good' by respondents: safety and security in the daytime (95%); the availability of public parking spaces; and the safety/security of parking facilities (84%);
- The following are the aspects of the town centre which were most frequently rated as being 'poor' or 'very poor' by respondents: the quality of bus services (11%); the regularity of bus services (11%); and the destinations to and from Allendale served by public transport (11%).

- Almost half of respondents (47%) thought that Allendale does not offer a wide choice of quality shops;
- The majority of respondents (79%) planned to spend less than £25 in Allendale during their visit.

Leisure

- The majority of respondents (79%) do, on occasion, visit Allendale for leisure/cultural events. Of those which do, 53% visit events which were not specified on the survey, 27% said that they visit their local pub in Allendale and 13% attend concerts in Allendale;
- 79% of respondents did not know which additional events/activities they would like to see in Allendale on a regular basis. 5% of respondents stated that they wished to see more active outdoor sessions;
- Visits to cafes (63%) and pubs and clubs (47%) were the leisure/cultural activities which were most frequently rated as being 'good' or 'very good' by respondents;
- Only pubs and clubs (5%) were rated as 'poor' or 'very poor' by respondents.

Local Environment

- The following factors affecting the environmental quality of Allendale were most frequently rated by respondents as either being 'good' or 'very good': litter (58%); graffiti/fly posting (58%); and the overall level of cleanliness (58%);
- The only environmental quality factor rated as 'poor' or 'very poor' was the general quality of the footways/paving (16%);
- In terms of how Allendale is used, the largest proportion of respondents felt that as a place to live (68%) or as a place to shop (53%) Allendale is 'good' or 'very good';
- However, 5% of respondents felt that Allendale is 'poor' or 'very poor' as a place to visit (5%);
- Over the last twelve months, the majority of respondents (74%) felt that the overall attractiveness of the town had stayed the same, with 16% stating that the attractiveness of Allendale had improved and 11% did not know either way;
- To make Allendale better, the largest proportion of respondents (11%) considered that Allendale needs improved parking, with 5% stating that improved pavements would improve the centre.

Accessibility	Environmental Quality
Car: Allendale is situated circa 11 miles south west of Hexham, with the A69 (which connects to the A1(M) and M6 motorway networks being located a short distance to the north. The A686 runs southwards from the A69, which leads to Allendale via a 'B' road. Allendale is not therefore readily accessible to the main road network. However, as part of the in-street survey, 84.2% of respondents who travelled to Allendale felt it was easy to access, presumably due to their proximity to the centre and the relative lack of traffic. **Car parks:** A limited amount of parking is available in the Market Place itself, though this was dominated by a number of caravans on visit. Street parking is readily available on Shield Street, to the front of Arnison Terrace, and on the day of visit appeared busy. **Public transport:** There are bus stops at the Market Place, with services heading in northerly and southerly directions. This includes an hourly service to Hexham, and a service every 90 minutes to Allenheads.	Allendale is a small local centre used primarily to serve the needs of local people, though, given the surrounding countryside, it also provides for recreational visitors. The town centre is focused around the Market Place and parts of Shield Street. None of the centre is pedestrianised, but given the relatively low levels of traffic which use the Market Place this is not considered to be a problem. Shield Street itself is fairly busy, and it may be that a pedestrian crossing would be of benefit. Retail units are fairly randomly interspersed with dwellings, with pub/hotel buildings being to some degree dominant. There is a single infill redevelopment site available to the west of the market place. Street furniture and landscaping is limited. A Public toilet is located adjacent to the library. The streets are relatively litter-free and the town centre itself is well maintained. At the time of the survey, there was no evidence of graffiti or crime. There is little evidence of street lighting, which may make the centre less safe for visitors at night-time.

BEDLINGTON STATION HEALTH CHECK ASSESSMENT

Date of Site Visit: 22 September 2009

Status: Town Centre (Wansbeck District Local Plan (2007))

Centre Overview

Bedlington Station is located adjacent to the nearby town of Bedlington. The centre is defined as a Town Centre in the Wansbeck District Local Plan (July 2007), which has now become part of the Consolidated Planning Policy Framework for Northumberland (April 2009). The centre has developed around the (now disused) train station, with trains passing through the centre directly across Station Road. The centre benefits from strong road links with the A1147 and the A189 (which links to the A1) accessed off the eastern end of Clayton Street. At the time of the 2001 census, Bedlington Station had a population of 5,316 (derived from the appropriate Wansbeck Super Output Areas).

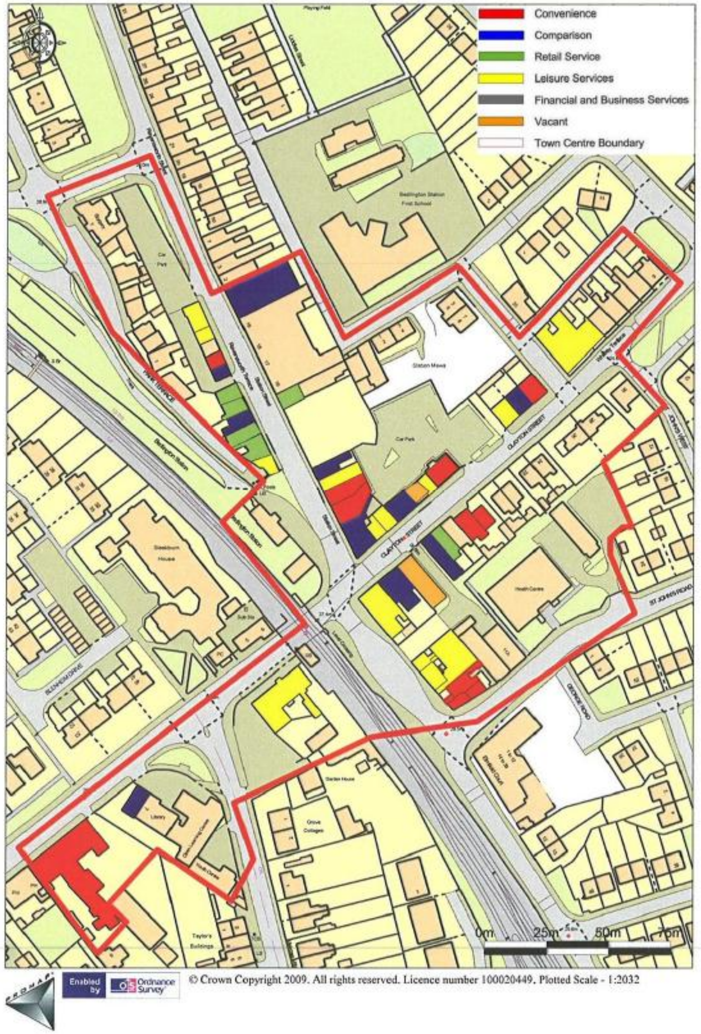
The main focus for retailing in Bedlington Station comprises Station Road, Station Street, Ravensworth Terrace and Clayton Street. A land use plan of Bedlington Station is provided overleaf.

Photographs of Bedlington Station Town Centre

Photos removed for distribution purposes.

Figure 9 (top left): Former railway station, Station Street
Figure 10 (top centre): Retail frontages, Station Street
Figure 11 (top right): Vacant unit, Ravensworth Terrace
Figure 12 (bottom left): Landscaped area, Station Street
Figure 13 (bottom right): Retail frontages, Palace Road

Figure 14: Land Use Plan for Bedlington Station Town Centre (2009)



Source: WYG site visit (September 2009)

Table 5: Diversity of Uses in Bedlington Station Town Centre (2009)

	Number of Outlets		
	Number	Bedlington Station (%)	UK (%)
Convenience	7	18.0	8.8
Comparison	9	23.1	34.5
Retail Service	6	15.4	13.0
Leisure Services	14	35.9	21.5
Financial and Business Services	0	0.0	11.2
Vacant	3	7.7	10.8
Total	**39**	**100**	**100**

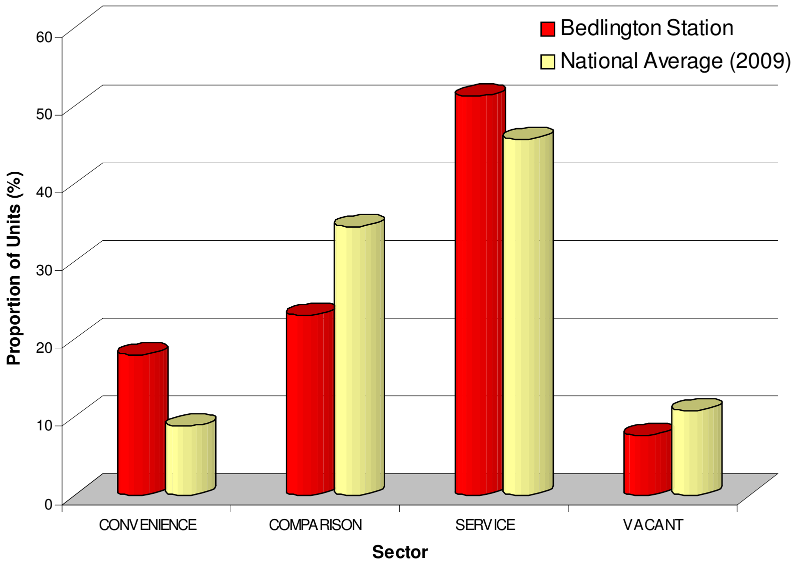
Source: WYG site visit (September 2009)

Table 6: Existing Floorspace in Bedlington Station Town Centre (2009)

	Existing Floorspace		
	Sq m	Bedlington Station (%)	UK (%)
Convenience	1,295	27.1	14.2
Comparison	1,075	22.5	37.7
Retail Service	398	8.3	7.0
Leisure Services	1,767	37.0	22.7
Financial and Business Services	0	0.0	8.7
Vacant	242	5.1	9.0
Total	**4,777**	**100**	**100**

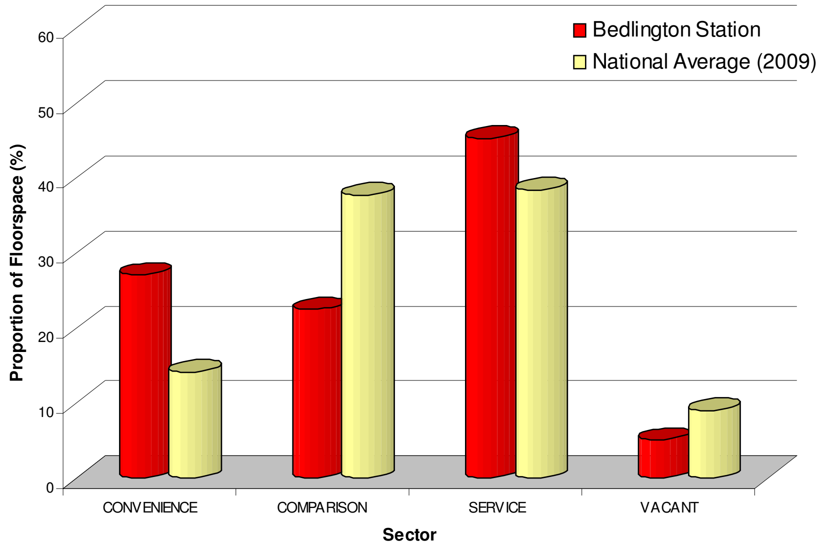
Source: WYG site visit (September 2009)

Figure 15: Use of Units in Bedlington Station Town Centre (2009)



Source: WYG site visit (September 2009)

Figure 16: Use of Floorspace in Bedlington Station Town Centre (2009)



Source: WYG site visit (September 2009)

Convenience 18.0% of retail units in Bedlington Station are in use for the sale of convenience goods which is greater than the national average (8.8%). The proportion of floorspace dedicated to this use (27.1%) is significantly higher than the national average (14.2%). The sector is dominated by the Co-op store and Premier store (both Station Road) and Londis (Clayton Street). Other convenience traders in the centre include local independent butchers, bakers, greengrocers and a pet supplies store. **Comparison** Comparison stores in Bedlington Station occupy 23.1% of units, which is below the national average of 34.5%. In terms of floorspace, this is again below the national average, with 22.5% being occupied by the sale of comparison goods compared to the UK benchmark of 37.7%. The comparison goods offer in Bedlington Station includes a Boots store and several independent stores. Both Station Motorcycles and Michael Metcalf Carpet Shop were both closed on the day of visit, but did not appear to be vacant. **Overall Service** The service sector comprises 20 units and occupies 2,165 sq m of floorspace. The proportion of service outlets (51.3%) is slightly above the national average (45.7%). Similarly, the proportion of service floorspace (45.3%) is also above national average (38.4%).	**Retail Service** Retail services in Bedlington Station comprise 15.4% of all outlets and 8.3% of all floorspace, which compares with respective national averages of 13.0% and 7.0%. These services include independent hairdressers, 'health and beauty' traders and a funeral director. The majority of this offer is located along Ravensworth Terrace, to the north of the centre. **Leisure Services** The proportion of Bedlington Station outlets within this sector (15.4%) is above the national average (13.0%). Similarly, the proportion of floorspace in this sector (37.0%) is above the national average (22.7%). Hot food/take aways occupy eight units in this sector, and there are also two pubs and a working mans club within the town centre. **Financial Services** There are no financial service units in Bedlington Station. **Non-Retail** Non-retail uses include the medical centre, library and a taxi service. There are also several residential properties included within the town centre boundary.

Vacancies

Table 7: Vacancies in Bedlington Station Town Centre (2009)

	Vacancy		
	Total	Bedlington Station (%)	UK (%)
No. of Outlets	3	7.7	10.8
Floorspace (sq m)	242	5.1	9.0

Source: WYG site visit (September 2009)

At the time of survey, Bedlington Station had three vacant retail units in the town centre, occupying a total of 242 sq m of floorspace. This represents 7.7% of units and 5.1% of floorspace, compared with respective national averages of 10.8% and 9.0%. Two of the vacant units are located on Clayton Street, with the other being located on Station Road. WYG has spoken with local agents, Mike Rogerson Estate Agents and Property Consultants, and understands that there have been several offers for the vacant properties, all of which are considered too low by the vendor. The units on Clayton Street do not appear to be being actively marketed.

In addition, it is also evident that a unit outside the town centre boundary (at Station Street) is being marketed for A1/A2 use. Furthermore, the former railway station building lies disused and has the potential to enhance the retail offer within Bedlington Station given its prominent town centre location. On the day of survey, two units (Michael Metcalf Carpet Shop and Station Motorcycles) were closed, which could be a sign of reduced opening hours or that the units have recently been vacated. According to the local agent (Mike Rogerson), the Station Motorcycles unit has been re-let, though he does not know for what use.

Business Survey Results

No business surveys were returned for this centre.

In Street Survey Results

Introduction

- 88% of those questioned live in Bedlington Station but don't work there;
- 40% of respondents never visit Bedlington Station in the evening. However, 72% visit Bedlington Station every day in the daytime;
- The main reason respondents visit Bedlington Station is for food shopping only (72%), followed by non-food shopping only (12%) and then for work purposes (8%).

Accessibility

- The majority of respondents walked to centre on the day of survey (88%), with a further 12% travelling to the centre by car;
- Two thirds of respondents (67%) parked in Bedlington Station Town Centre, with a third (33%) parking in other places;
- 40% of respondents stated that they want to see illegal parking eradicated to improve their shopping experience in Bedlington Station. In addition to this, 28% suggested that better shops are required and 20% stated a need for increased safety and security;
- The following are the aspects of the town centre which were most frequently rated as being 'good' or 'very good' by respondents: the quality of bus services (76%); the regularity of bus services (76%); and the destinations to and from Bedlington Station served by public transport (72%);
- The following are the aspects of the town centre which were most frequently rated as being 'poor' or 'very poor' by respondents: safety and security in the night-time (56%); the availability of public parking spaces (8%) and street furniture (4%).

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- All the respondents thought that Bedlington Station did not offer a wide choice of quality shops;
- All of the respondents planned to spend less than £25 during their visit to Bedlington Station.

Leisure

- No respondents ever visit Bedlington Station to participate in leisure/cultural events;
- Respondents failed to suggest any events/activities that they would like to see take place in the town centre on a regular basis;
- The leisure/cultural destinations which were most frequently rated as being 'good' or 'very good' by respondents were sandwich shops (40%) and takeaways (24%);
- The leisure/cultural destinations which were most frequently rated as being 'poor' or 'very poor' by respondents were cafes (16%) and restaurants (8%).

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Local Environment

- In terms of factors affecting the environmental quality of Bedlington Station, the only factor respondents rated as 'good' or 'very good' was the general quality of the footways/paving (4%)'
- Factors rated as 'poor' or 'very poor' by the majority of respondents include: the general state of the buildings (96%); the level of graffiti/fly posting (88%); and the overall level of cleanliness (84%);
- When asked about how Bedlington Station is used, 28% of respondents considered that it is a 'good' or 'very good' place to live and 4% stated the same in terms of it being a place to enjoy yourself;
- However, the majority of respondents considered that, as a place to shop (92%) or as a place to visit (72%), Bedlington Station is 'poor' or 'very poor';
- In the last twelve months, the majority of respondents (72%) felt that the overall attractiveness of the town had stayed the same, with 20% stating that the attractiveness of the centre had declined. 8% felt that the attractiveness of Bedlington Station had improved;
- More than half of respondents thought that a better retail offer was required to make Bedlington Station better, with 52% believing that improved leisure facilities would improve the centre.

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Accessibility	Environmental Quality
Car: Bedlington Station is situated near the junction of the A1147 and the A189, The A189 connects to Ashington to the north and Blyth, Cramlington and Newcastle (via the A19/A1) to the south. The A1(M) is the nearest motorway to the south of Newcastle, providing links to Scotland and the rest of the UK. All respondents to the in-street survey stated Bedlington Station was 'very easy' or 'fairly easy' to access. **Car parks:** There are two main shoppers' car parks in Bedlington Station, off Clayton Street and Ravensworth Terrace. In addition, there is a shoppers' car park located to the rear of the Co-op store on Station Road. It was noted that all car parks were well used, though in the case of the Ravensworth Terrace car park, this may be related to residential uses to the rear, or through the use of the car park by shop employees. Parking on-street is also possible, principally at the periphery of Bedlington Station. **Public transport:** There are four bus stops (two in either direction) along Station Road and Station Street, and two bus stops opposite the Clayton Arms along Palace road which serve destinations en route to Blyth, Newbiggin, Ashington, and Wansbeck Hospital. The local railway line is no longer in use.	Bedlington Station is a small local centre used primarily to serve the needs of local people. The town centre is focussed on Station Road, Station Street (which runs into Ravensworth Terrace on the opposing side of the road), Palace Road and Clayton Street. The centre is dominated by the train line which runs through the centre. None of the centre is pedestrianised. Pavement widths and quality vary, with a change in paving style evident outside shops on the eastern side of the train line. Traffic islands at Station Road and Clayton Street facilitate the crossing of pedestrians adequately. The streets were relatively litter free (though this was not the case in the car parks) and bins were well used on the day of survey. Retail units take the form of the ground floor of terraced properties and there is some variety in terms of how well they are maintained. Generally speaking, units along Station Road, Station Street and Ravensworth Terrace are well maintained, and Clayton Street and Palace Road less so. Street furniture includes bins, benches, bus shelters and landscaping. In terms of evident criminal activity small amounts of graffiti were found, particularly to the rears and side walls of shop units.

BELLINGHAM HEALTH CHECK ASSESSMENT

Date of Site Visit: 22 September 2009

Status: Town Centre (Tynedale District Local Plan (2000))

Centre Overview

Bellingham is identified as a town centre by the Tynedale Local Plan. Bellingham operates as a service centre for a number of small hamlets at the southern end of the Northumberland National Park. The town is located adjacent to the B6320, and the A68 runs north to south a few miles to the east. The town centre is not well located in terms of accessibility to other, larger, centres such as Hexham (approximately 17 miles by road). At the time of the 2001 census, the Bellingham ward had a population of 1,228.

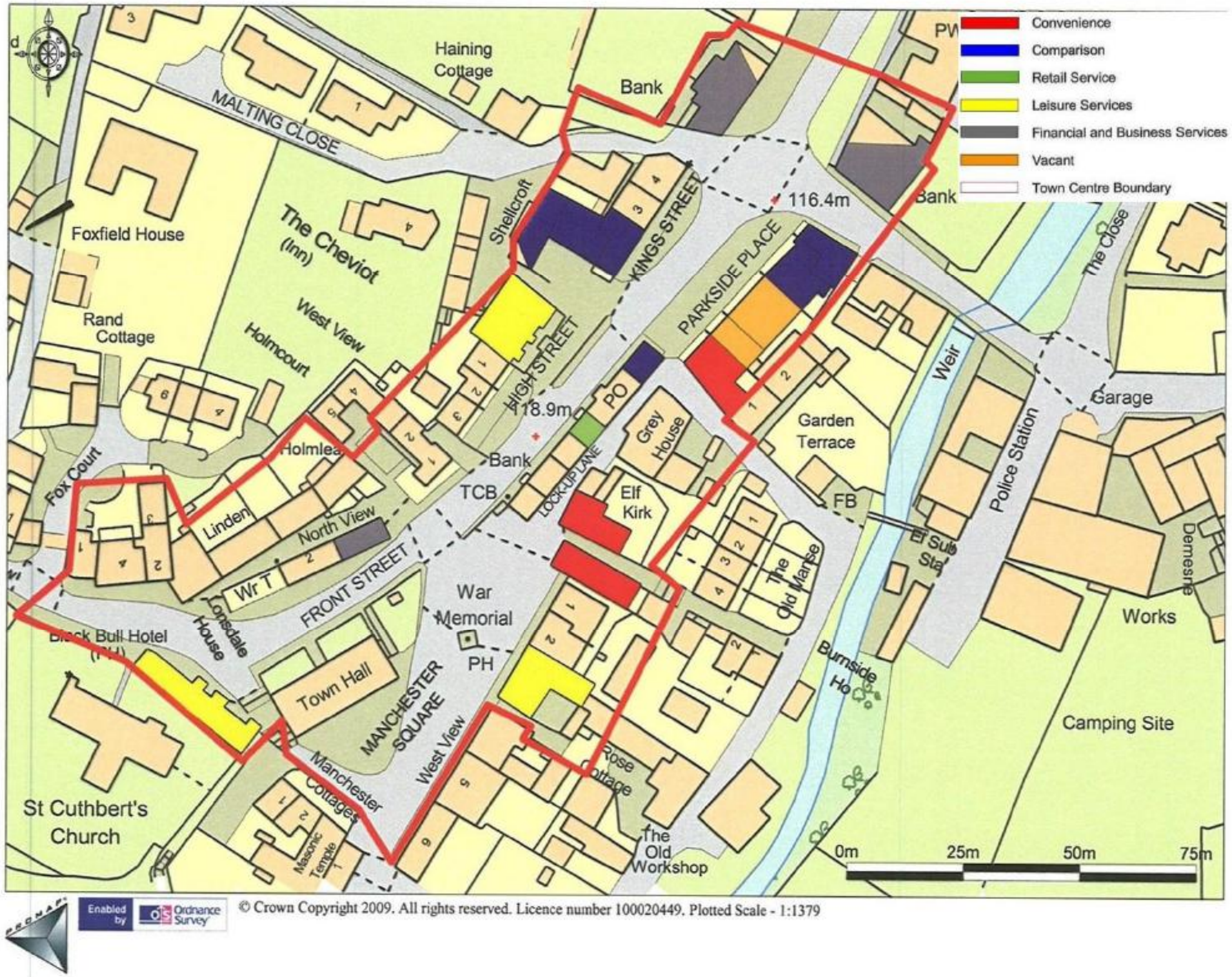
The main focus for retailing in Bellingham comprises Front Street, Parkside Place, Lock Up Lane and Manchester Square. A land use plan of Bellingham Town Centre is provided overleaf.

Photographs of Bellingham Town Centre

Photos removed for distribution purposes.

Figure 17 (top left): Rose and Crown public house, Market Square
Figure 18 (top centre): Vacant unit, Parkside Place
Figure 19 (top right): Green amenity area, Market Square
Figure 20 (bottom left): Retail frontages, Front Street
Figure 21 (bottom right): Retail frontages, Front Street

Figure 22: Land Use Plan for Bellingham Town Centre (2009)



Source: WYG site visit (September 2009)

Table 8: Diversity of Uses in Bellingham Town Centre (2009)

	Number of Outlets		
	Number	Bellingham (%)	UK (%)
Convenience	3	18.8	8.8
Comparison	5	31.3	34.5
Retail Service	1	6.3	13.0
Leisure Services	3	18.8	21.5
Financial and Business Services	3	18.8	11.2
Vacant	1	6.3	10.8
Total	**16**	**100**	**100**

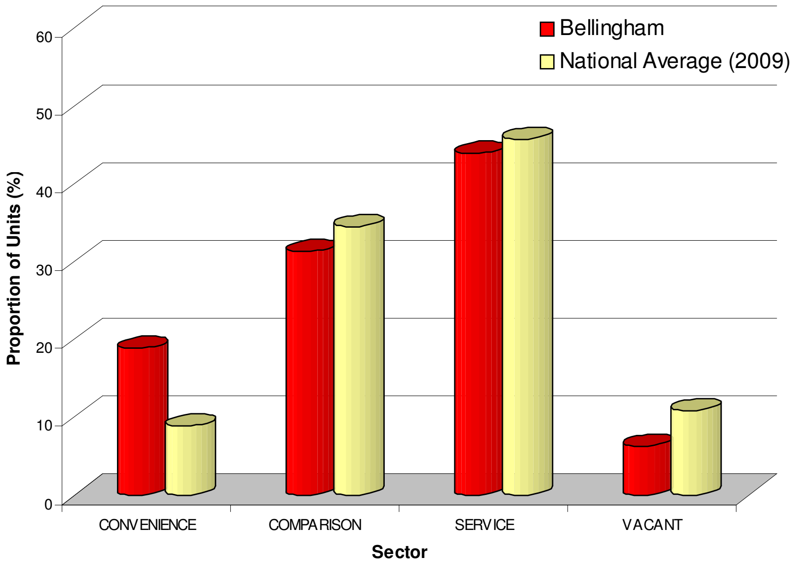
Source: WYG site visit (September 2009)

Table 9: Existing Floorspace in Bellingham Town Centre (2009)

	Existing Floorspace		
	Sq m	Bellingham (%)	UK (%)
Convenience	333	16.3	14.2
Comparison	495	24.3	37.7
Retail Service	31	1.5	7.0
Leisure Services	509	24.9	22.7
Financial and Business Services	489	24.0	8.7
Vacant	184	9.0	9.0
Total	**2,041**	**100**	**100**

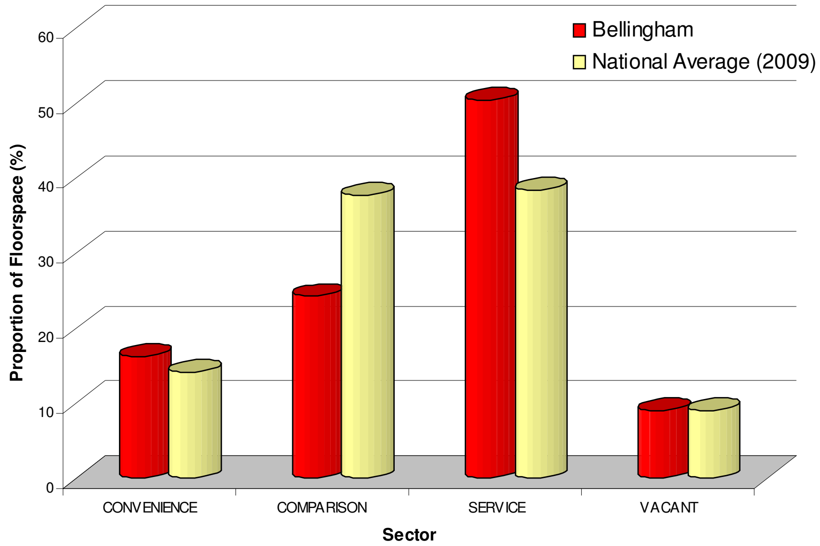
Source: WYG site visit (September 2009)

Figure 23: Use of Units in Bellingham Town Centre (2009)



Source: WYG site visit (September 2009)

Figure 24: Use of Floorspace in Bellingham Town Centre (2009)



Source: WYG site visit (September 2009)

Convenience 18.8% of retail units in Bellingham are in use for the sale of convenience goods, which is higher than the national average of 8.8%. The proportion of floorspace dedicated to the sale of convenience goods (16.3%) is slightly higher than the national average of 14.2%. The convenience goods sector is dominated by the Co-op store. There is also a butcher and a baker in the centre. **Comparison** Comparison goods retailers occupy 31.3% of all units. This compares to a national average of 34.5%. The proportion of comparison floorspace (24.3%) is also below the national average (37.7%). All comparison goods stores in Bellingham are occupied by independent traders. **Overall Service** The service sector comprises seven units and occupies 1,029 sq m of floorspace. The proportion of service outlets (43.9%) is slightly below the national average (45.7%). However, the proportion of service floorspace (50.4%) is above the national average (38.4%).	**Retail Service** Retail services in Bellingham comprise 6.3% of outlets, compared to the national average of 13.0%. The proportion of retail service floorspace (1.5%) is also well below the national average (7.0%). The only retail service unit evident in Bellingham is a hairdresser. However, the premises were closed at the time of the site visit and it was not clear if the business was still in operation. **Leisure Services** Leisure service units comprise 18.8% of all units in Bellingham Town Centre, which compares to a national average of 21.5%. In contrast, the proportion of floorspace in this sector (24.9%) is above the national average (22.7%). The leisure service offer in Bellingham comprises two pubs and one hotel/restaurant. **Financial Services** Financial and business services occupy three units in the centre. The proportion of floorspace occupied in this sector equates to 18.8%, higher than the national average of 11.2%. Two high street banks and a solicitor make up the uses in this sector. **Non-Retail** Other than residential dwellings, there were no other non-retail uses in the centre.

Vacancies

Table 10: Vacancies in Bellingham Town Centre (2009)

	Vacancy		
	Total	Bellingham (%)	UK (%)
No. of Outlets	1	6.3	10.8
Floorspace (sq m)	184	9.0	9.0

Source: WYG site visit (September 2009)

Table 10 indicates that at September 2009 there was one vacant unit in Bellingham Town Centre, which was 184 sq m in size and located at Parkside Place. This single vacancy represents 6.3% of outlets and 9.0% of floorspace in Bellingham, which compares with respective national averages of 10.8% and 9.0%. A planning application for a new refrigeration unit to the rear of the store was registered in October 2009, which suggests this store is being readied for conversion into a convenience store. Local press reports indicate that the occupier may be the Co-op, which is seeking to move to larger premises than their existing store.

Business Survey Results

A questionnaire was distributed to all local businesses within Bellingham in order to gain an understanding of the opinions of retailers. A total of 17 questionnaires were distributed, with 8 being returned: a response rate of 47%. The main findings of the business survey results were as follows:

- Half (50%) of respondents indicated that their business was a food retailer and the other half of respondents indicated that their business was a non-food retailer;
- All respondents were independent traders;
- Half (50%) of respondents had been trading in the town centre in excess of twenty years, with 25% having been in operation for over five years and 25% for over ten years;
- 75% of respondents owned their premises, whilst 25% leased their premises;
- The majority (86%) of traders stated that since they began trading business had either 'grown moderately' or 'grown significantly', with 14% indicating that business had 'remained largely static';
- Three quarters of respondents (75%) indicated that their business was currently trading 'well' or 'very well', with a quarter (25%) stating that their business was currently performing 'moderately';
- The survey indicated that over half (57%) of traders relied upon residents from in or around Bellingham Town Centre for the majority of their business, although 14% relied primarily on residents from across Northumberland County and a further 14% relied primarily on residents from outside Northumberland County;
- When asked about measures that would improve the town centre, 8% of respondents stated that an increased choice/range of shops would have this effect. Other measures suggested included more independent/specialist traders (7%) and more street cleaning (7%);
- The majority of respondents (80%) felt that there was a good balance between shops and other non-retail uses, with 20% indicating that there were too many non-retail uses;
- Respondents identified the main barriers to trading performance as being inadequate customer car parking (20%), a lack of day visitors/tourists to the town (17%), the poor quality of the town centre shopping environment (13%) and a lack of passing trade outside premises (10%);
- 43% of respondents indicated that they planned to extend the floorspace in their premises over the next five years, although 29% had no plans to alter their business in any way;
- When asked if their business currently has its own website, 13% stated yes, with 88% stating that their business does not currently have its own website;
- Of those who did have a website, one third (33%) stated their website gives customers the ability to order goods directly from the website, with 33% stating that their website contains contact information and another 33% stating that their website allows customers to contact the business directly via e-mail;
- All respondents said that their website was very important to their business;
- All respondents indicated that their website attracts customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers visit their store as a result of browsing their website;
- Up to 10% of sales are from the internet according to all respondents; and
- Of those respondents who did not have a website, 38% indicated that this was because a website was not relevant/necessary, 25% of respondents indicated that they were in the process of designing a website. A further 25% stated that they don't have a computer and 13% indicated that having a website is too time consuming.

The business survey asked respondents to rate a number of different aspects of Bellingham in terms of whether they were considered to be 'good', 'average' or 'poor'. A large proportion of aspects were rated as being 'average' by a number of respondents. However, even more aspects were rated as being 'poor' by the greatest proportion of respondents. These aspects were: the amount of car parking (100%), the location of car parking (71%) and the number of multiple traders (71%) amongst others. Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, retailers highlighted that the former Premier store, which is now vacant, has a negative effect on the centre. In addition to this, certain retailers felt that there is an antisocial behaviour problem in the centre, particularly in the evenings.

In Street Survey Results

Introduction

- Of those respondents questioned, 36% live in Bellingham but do not work there;
- 40% of respondents do not visit Bellingham in the evening. However, 48% visit Bellingham every day in the daytime;
- The main reason respondents visit Bellingham is for food shopping only (66%), followed by food and non-food shopping (14%) and to visit the bank/building society (6%).

Accessibility

- The majority of respondents travelled into the centre by car (76%), with a further 18% walking to the centre;
- Of those respondents that travelled by car, 92% parked in Bellingham Town Centre;
- Respondents were asked what, if anything, they would like to see improved as part of their shopping experience. Although 28% of respondents felt that improved parking provision would improve their shopping experience, a further 26% stated that nothing could be added to improve it;
- The following are the aspects of the town centre which were most frequently rated as being 'good' or 'very good' by respondents: the destinations to and from Bellingham served by public transport (62%); the regularity of bus services (58%); and the quality of bus services (56%);
- The following are the aspects of the town centre which were most frequently rated as being 'poor' or 'very poor' by respondents: the availability of public parking spaces (36%); street furniture (32%); and the availability of disabled parking spaces (28%);

- Over half of respondents (54%) thought that Bellingham does not offer a wide choice of quality shops;
- The majority of respondents (86%) planned to spend less than £25 in Bellingham during their visit;
- 42% of respondents stated that they did not know what improvements to Bellingham's retail offer they would like to see. However, 18% of respondents considered that a supermarket would improve the town centre's offer, with 16% stating a bigger Co-op and 6% believing that more clothes shops would achieve the same effect.

Leisure

- The majority of respondents (74%) do not come to Bellingham for leisure/cultural events.
- When asked what events/activities respondents would like to see on a regular basis, almost half of respondents (48%) did not mention anything. However, of those that did offer a response, the most popular suggestions were a farmer's market (24%), sporting events (10%) and a continental style market (8%);
- The leisure/cultural destinations which were most frequently rated as being 'good' or 'very good' by respondents were cafes (42%) and sandwich shops (20%);
- The leisure/cultural destinations which were most frequently rated as being 'poor' or 'very poor' by respondents were takeaways (24%) and restaurants (22%).

Local Environment

- In terms of factors affecting the environmental quality of Bellingham, those most frequently rated as 'good' or 'very good' were: the level of graffiti/fly posting (78%); litter (50%); and the overall level of cleanliness (32%);
- Environmental quality factors in Bellingham most frequently rated as 'poor' or 'very poor' were: shop frontages (86%); the general state of buildings (56%); and street furniture (48%);
- In terms of how Bellingham is used, 58% of respondents felt that Bellingham is a 'good' or 'very good' place to live, with 50% feeling the same about it as a place to visit;
- However, 42% of respondents considered it to be a 'poor' or 'very poor' place to shop, with 12% feeling the same about it as a place to shop;
- Over the last twelve months, half of respondents (50%) felt that the overall attractiveness of the town had stayed the same, with 24% stating that Bellingham's attractiveness had declined. 10% felt that the attractiveness of Bellingham had improved and 16% did not know;
- In terms of making Bellingham better, 46% of respondents felt that the centre needs to improve its parking provision, with a further 46% stating that a better retail offer is necessary to improve the centre.

Accessibility	Environmental Quality
Car: Bellingham is located a few miles from the B6320, which runs through the National Park. The town is therefore not particularly well located in terms of accessibility to larger centres, such as Hexham (approximately 17 miles away). However, the in-street survey suggests that 74% of respondents consider Bellingham 'very easy' to access. **Car parks:** On street parking is available outside Barclays Bank on Manchester Square. On the day of survey, the level of parking seemed appropriate to visitor numbers; though parking may be limited at busier times. **Public transport:** There is a bus service every 90 minutes on the newly opened 880 route to Hexham and Kielder Water.	Bellingham is a small local centre which serves a wide, sparsely populated area. The town centre is focussed on Front Street, Parkside Place, Lock Up Lane and Manchester Square. The war memorial and town hall building sit at the heart of the centre. None of the centre is pedestrianised, and this is not considered necessary given the fairly low level of traffic evident on visit. Pavement widths and qualities vary, dependent on the area of town and age of buildings. There is little street furniture in evidence, other than that to the rear of the war memorial where there are a number of bins and benches. This area is reasonably well maintained, as is the town itself, though some buildings suffer due to a lack of maintenance. On the day of survey there was no evidence of anti-social behaviour and the town felt very safe. No graffiti or littering are present in the town centre and this contributes to a very pleasant overall environment.

CORBRIDGE HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Town Centre (Tynedale District Local Plan (2000))

Centre Overview

Corbridge is located approximately three miles to the east of Hexham and 17 miles to the west of Newcastle-upon-Tyne. Corbridge is identified as a town centre by the Tynedale Local Plan (2000), which has now become part of the Consolidated Planning Policy Framework for Northumberland (April 2009). Corbridge is also 'washed over' by Green Belt. The centre itself is part of a wider Conservation Area designation, and has developed around the former Market Place and St Andrew's Church. The centre is accessed off three 'B' roads from the north, two of which link directly to the A69 dual carriageway. To the south, a narrow road bridge gives the B6321 access to Hexham and the A68 (via Broomhaugh and Riding), as well as Corbridge Station, where trains to Newcastle and Carlisle are available. At the time of the 2001 census, Corbridge had a population of 1,501.

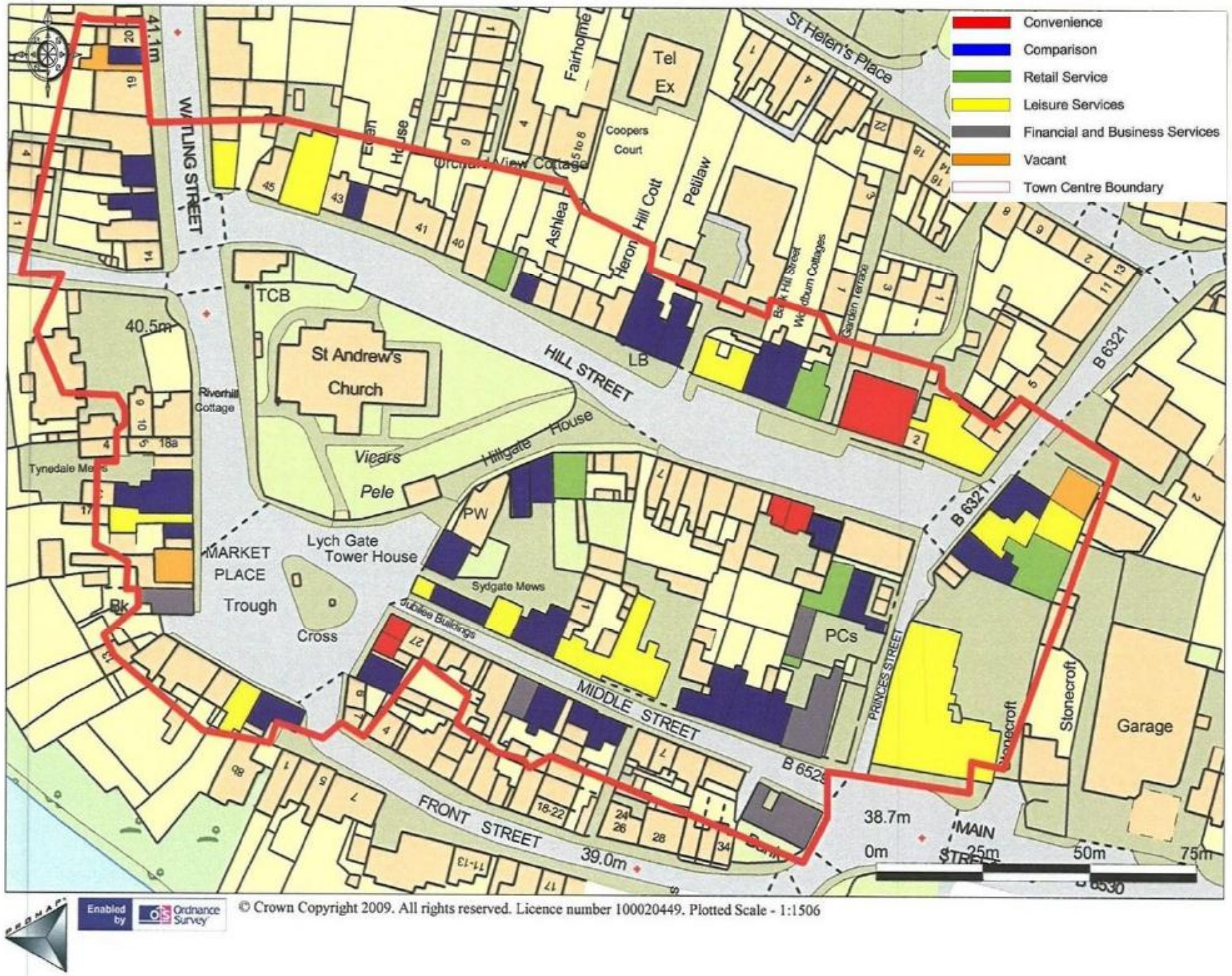
The main focus for retailing in Corbridge comprises Middle Street, the Market Place, Hill Street and Princess Street. There are also secondary retail frontages on Watling Street. A land use plan of Corbridge Town Centre is provided overleaf.

Photographs of Corbridge Town Centre

Photos removed for distribution purposes.

Figure 25 (top left): Retail frontages, Market Place
Figure 26 (top centre): Retail frontages, Market Place
Figure 27 (top right): Co-op store, Hill Street
Figure 28 (bottom left): Retail frontages, Hill Street
Figure 29 (bottom right): The Angel Inn public house, Main Street

Figure 30: Land Use Plan for Corbridge Town Centre (2009)



Source: WYG site visit (September 2009)

Table 11: Diversity of Uses in Corbridge Town Centre (2009)

Number of Outlets			
	Number	Corbridge (%)	UK (%)
Convenience	4	7.0	8.8
Comparison	27	47.4	34.5
Retail Service	6	10.5	13.0
Leisure Services	11	19.3	21.5
Financial and Business Services	6	10.5	11.2
Vacant	3	5.3	10.8
Total	**57**	**100**	**100**

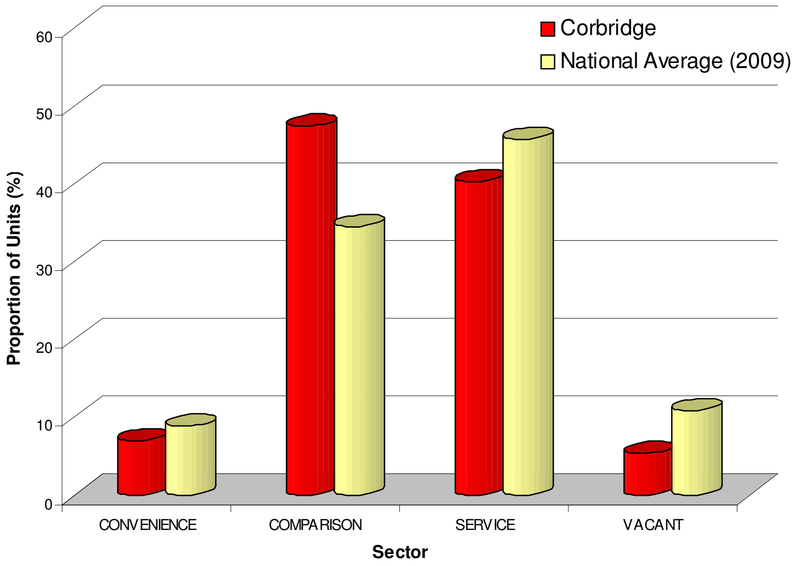
Source: WYG site visit (September 2009)

Table 12: Existing Floorspace in Corbridge Town Centre (2009)

Existing Floorspace			
	Sq m	Corbridge (%)	UK (%)
Convenience	325	5.8	14.2
Comparison	2,152	38.6	37.7
Retail Service	543	9.8	7.0
Leisure Services	1,833	32.9	22.7
Financial and Business Services	521	9.4	8.7
Vacant	195	3.5	9.0
Total	**5,569**	**100**	**100**

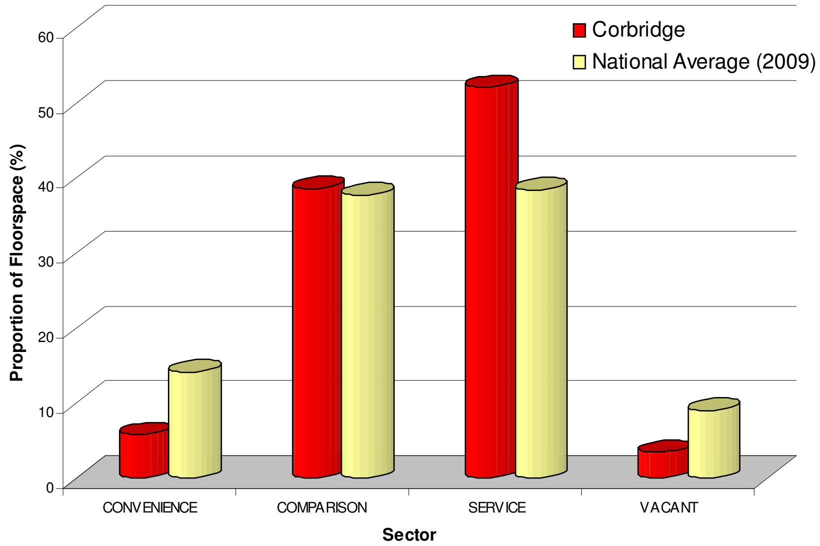
Source: WYG site visit (September 2009)

Figure 31: Use of Units in Corbridge Town Centre (2009)



Source: WYG site visit (September 2009)

Figure 32: Use of Floorspace in Corbridge Town Centre (2009)



Source: WYG site visit (September 2009)

Convenience

5.8% of floorspace within Corbridge Town Centre is used for the sale of convenience goods, which is significantly lower than the national average of 14.2%. In terms of unit numbers, this is only slightly lower than the national average, with 7.0% being in use for the sale of convenience goods, compared to 8.8% nationally. The convenience offer in Corbridge comprises a Co-op supermarket and Threshers off licence, along with independent retailers including a baker and butcher.

Comparison

Comparison stores in Corbridge comprise 47.4% of units, which is higher than the national average of 34.5%. Comparison goods sales occupy 38.6% of floorspace, which is also higher than the national average of 37.7%. The sector comprises a high number of independent retailers, many of which are clothing shops.

Overall Service

The service sector comprises 23 units and occupies 2,897 sq m of floorspace. The proportion of service outlets (40.3%) is below the national average (45.7%). However, the proportion of service floorspace (52.1%) is significantly above the national average (38.4%).

Retail Service

10.5% of units in Corbridge Town Centre are in use within this sector, which compares to a national average of 13.0%. The use represents 9.8% of all floorspace, which is higher than the national average of 7.0%. Units in retail service use include a vehicle maintenance centre, hairdresser and various health and beauty uses.

Leisure Services

19.3% of all units fall within this sector, equating to 32.9% of floorspace. This compares to respective national averages of 21.5% and 22.7%. The leisure service offer within Corbridge comprised several pubs, take aways and cafés.

Financial Services

There are six units within this sector, which represents 10.5% of units which broadly correlated to the national average of 11.2%. The offer within this sector is made up of a couple of high street banks and a number of independent financial services.

Non-Retail

Other than retail uses, there is a dental practice, medical practice, tourist information centre and library in the town centre.

Vacancies

Table 13: Vacancies in Corbridge Town Centre (2009)

	Vacancy		
	Total	Corbridge (%)	UK (%)
No. of Outlets	3	5.3	10.8
Floorspace	195	3.5	9.0

Source: WYG site visit (September 2009)

The above table illustrates that at September 2009 there were three vacant retail units in Corbridge Town Centre. Two of these are located on Watling Street, with a further unit being situated at the Market Place. The three units are all limited in size and occupy a combined floorspace of 195 sq m. This represents 5.3% of all outlets and 3.5% of floorspace, compared to respective national averages of 10.8% and 9.0%.

The units were not being actively marketed by agents and it is unclear why these units have not been resold/let.

Business Survey Results

A questionnaire was distributed to all local businesses within Corbridge in order to gain an understanding of the opinions of retailers. A total of 75 questionnaires were distributed, with 22 being returned: a response rate of 29%. The main findings of the business survey results were as follows:

- Over half (58%) of respondents indicated that their business was a non-food retailer, with 21% indicating that their business was a food retailer. 16% of respondents indicated that their business was a retail service, whilst the remaining 5% stated that their business was a professional service;
- The majority (85%) of respondents were independent traders, with 15% indicating that they were part of a national/regional group or chain;
- Less than half (43%) of respondents had been trading in the town centre in excess of twenty years, with 19% indicating that they had been trading in the town centre for over ten years. 29% of respondents had been in the centre for over five years and 10% for over three years;
- Two thirds (67%) of respondents leased their premises, whilst 29% owned their premises. 5% of respondents did not answer this question;
- The majority (91%) of traders stated that since they began trading business had either 'grown moderately' or 'grown significantly', with 5% indicating that business had 'remained largely static. 5% of respondents indicated that their business had declined moderately;
- Over half (57%) of respondents indicated that their business was currently trading 'well' or 'very well', with 43% stating that their business was currently performing 'moderately';
- The survey indicated that 39% of traders relied upon residents from across Northumberland County for the majority of their business, although 22% relied primarily on residents from in or around Corbridge Town Centre and a further 11% relied primarily on residents from outside Northumberland County;
- When asked about measures that would improve the town centre, 14% of respondents stated that a better mix of short/long stay parking would have this effect. Other measures suggested included improved street paving (12%) and lower parking charges (10%);
- The majority of respondents (95%) felt that there was a good balance between shops and other non-retail uses, with 5% indicating that there were too many non-retail uses;
- Respondents identified the main barriers to trading performance as being inadequate customer car parking (32%), high rents/overheads (19%), a lack of passing trade outside premises (2%) and the poor location of premises (2%);
- Almost three quarters (74%) of respondents indicated that they had no plans to alter their business in any way over the next five years, although 16% planned to refurbish their existing floorspace, 5% planned to extend their floorspace and 5% planned to relocate out-of-centre;
- When asked if their business currently has its own website, over half (57%) stated yes, with 43% stating that their business does not currently have its own website;27% stated their website gives customers the ability to order goods directly from the website;
- Of those who did have a website, the largest proportion of respondents (27%) stated their website provides customers with contact information, 17% stated that their website allows customers to contact their business directly via e-mail, 15% stated that their website allows customers to browse goods available, and 15% stated that their website gives customers the opportunity to order goods directly from the website;

- A quarter (25%) of respondents said that their website was very important or essential to their business, however half (50%) of respondents felt that their website was fairly important or of little importance to their business. A further 25% of respondents stated that their website was important to their business;
- All respondents indicates that their website attracts customers from a wider catchment, i.e. beyond Northumberland;
- 70% respondents stated that customers visit their store as a result of browsing their website, with 30% stating that their website does not lead to more customers visiting their store;
- Up to 10% of sales are from the internet according to all respondents; and
- Of those respondents who did not have a website, almost two thirds (63%) indicated that this was because a website was not relevant/necessary. A further 25% stated that it was because a website was too time consuming with 13% indicating that it was because they do not have the skills to produce/run a website.

The business survey asked respondents to rate a number of different aspects of Corbridge in terms of whether they were considered to be 'good', 'average' or 'poor'. A large proportion of aspects were rated as being 'average' by a number of respondents. However, even more aspects were rated as being 'poor' by the greatest proportion of respondents. These aspects were: the range of marketing and promotion (65%), the amount of car parking (57%) and the amount of marketing and promotion (55%). Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, a number of retailers highlighted that the short stay car parks are too short. In addition to this, certain retailers felt that more street cleaning needs to be done and that there needs to be an improvement in signage in the centre.

In Street Survey Results

Introduction

- Of those respondents questioned, 48% had made a special visit to Corbridge, rather than working or living there;
- 40% of respondents did not visit Corbridge in the evening. However, 32% visit Corbridge every day in the daytime;
- The main reason respondents visit Corbridge is for food shopping (28%), followed by for social reasons (24%) and then to visit the bank/building society (12%).

Accessibility

- The majority of respondents travelled into the centre by car on the day of survey (76%), with a further 24% walking to the centre;
- All respondents who travelled by car parked in Corbridge Town Centre;
- Respondents were asked what would improve their shopping experience in Corbridge. The largest proportion of respondents (60%) suggested nothing, although 8% suggested improved parking provision and 4% suggested less traffic;
- The following are the aspects of the town centre which were most frequently rated as being 'good' or 'very good' by respondents: safety and security in the daytime (all respondents); the regularity of bus services (48%); and the destinations to and from Corbridge served by public transport (48%);
- The following are the aspects of the town centre which were most frequently rated as being 'poor' or 'very poor' by respondents: the availability of public parking spaces (52%); the safety/security of parking facilities (32%) and the availability of disabled parking spaces (28%);

▪ The majority of respondents (56%) thought that Corbridge offers a wide choice of quality shops; ▪ The majority of respondents (60%) planned to spend less than £25 in Corbridge on the day of survey; ▪ None of the respondents knew what improvements to the retail offer they would like to see in Corbridge. **Leisure** ▪ Over half of respondents (52%) come to Corbridge for leisure/cultural events. Of those which do, 31% said that they visit an event not listed on the survey, with 23% stating that they visit their local pub in Corbridge; ▪ When asked what events/activities respondents would like to see on a regular basis, the majority of respondents (88%) did not mention anything. However, of those that did, the most popular responses were active outdoor sessions (4%), children's activities (4%) and other events (4%); ▪ The leisure/cultural destinations which were most frequently rated as being 'good' or 'very good' by respondents were restaurants (56%) and pubs and clubs (52%); ▪ Only the take aways in the town centre (4%) were rated as 'poor' or 'very poor' by any respondents.	**Local Environment** ▪ In terms of factors affecting the environmental quality of Corbridge, those most frequently rated as 'good' or 'very good' were: the level of graffiti/fly posting (88%); the general state of buildings (84%); and the overall level of cleanliness (84%); ▪ The environmental quality factors in Corbridge most frequently rated as 'poor' or 'very poor' were: the general quality of the footways/paving (8%); and the level of litter (4%); ▪ In terms of how Corbridge is used, the majority of respondents felt that as a place to visit (92%) or as a place to enjoy yourself (76%) Corbridge is 'good' or 'very good'; ▪ Over the last twelve months, the majority of respondents (72%) felt that the overall attractiveness of the town had stayed the same, with 4% stating that the attractiveness of the centre had improved. A further 24% did not know; ▪ In terms of making Corbridge better, 40% of respondents felt that the centre needs to improve its parking provision, with 8% stating that improved pavements would benefit the centre.

Accessibility	**Environmental Quality**
Car: Corbridge is easily accessible via the A69, being located a short distance to the south. It is located approximately 3 miles to the east of Hexham, which is again accessible via the A69 or the 'B' road network. The A68 is a couple of miles to the east and links the town to County Durham to the south. **Car parks:** Car parking is limited in Corbridge and comprises several on street 'pay and display' car parking spaces. These were almost all occupied on the day of visit, and this clearly presented a problem for local visitors. **Public transport:** Several bus stops were easily accessible within the centre. These provide services to Hexham, Carlisle (hourly) and Newcastle (hourly).	Corbridge is a medium-sized Town Centre, which is situated to the south west of the authority area, and which is anchored by a Co-op store. The centre is focused around St Andrew's Church, with former Town Hall buildings located to the eastern side. The convenience retail provision is considered adequate for most needs of shoppers; however, it is likely that the location and convenient access of Hexham is a particular draw. Although Corbridge is not pedestrianised, it is considered that a safe and pleasant environment is provided for shoppers. At the time of survey (the morning of 23 September) there was an average level of footfall. Pavements are wide, but there are no pedestrian crossings in the centre. The streets are generally clean with little evidence of litter or graffiti, whilst shop units themselves are maintained to high standards which reflect the traditional environment. Retail units are mostly located within traditional properties, though the 'Old Bakery Yard' development has provided some new floorspace, which is fully occupied. Street furniture includes benches, bins, flowers, trees and street lighting. There are public toilets in the centre which are maintained to a reasonable standard.

ELLINGTON HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Local Retail Service Centre (Castle Morpeth District Local Plan 1991 - 2006 (2003))

Centre Overview

Ellington is situated to the north west of Lynemouth and to the south east of Widdrington Station. It is located approximately 23 miles north of Newcastle City Centre and is identified as a local retail service centre by the adopted Castle Morpeth District Local Plan 1991 – 2006 (February 2003). Ellington is situated close to the A189, which leads in turn to the A19 and is also not far from the A1. The A1 provides access to Scotland to the north and Newcastle to the south, and communications are further enhanced by Newcastle International Airport, some 23 miles away.

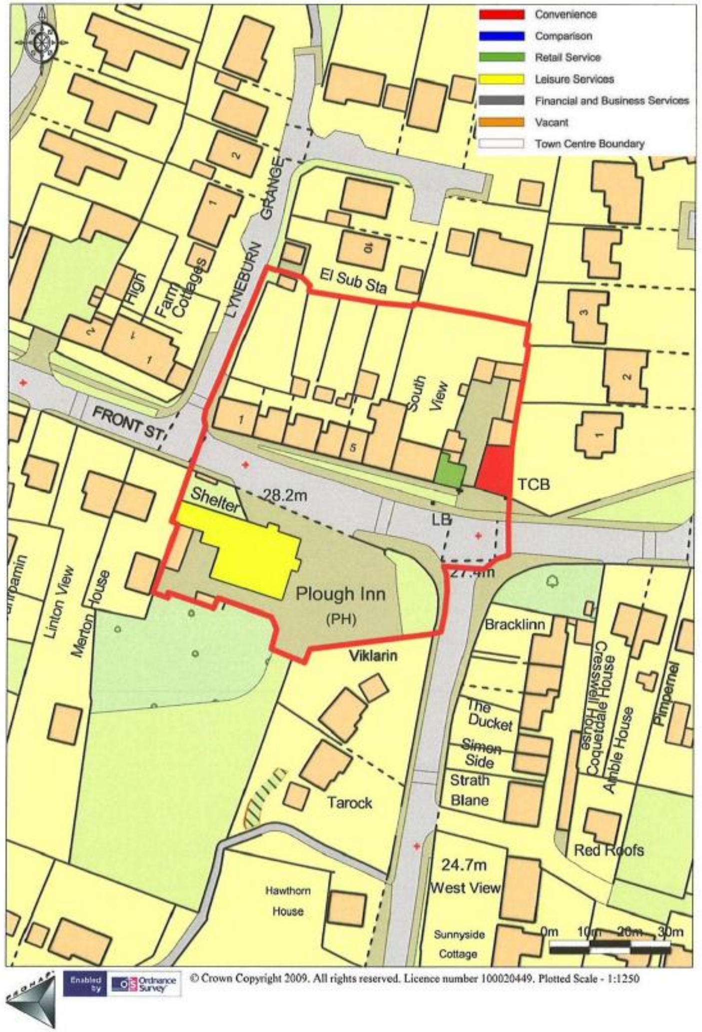
The focus for retailing in Ellington comprises Front Street and Warkworth Drive. A land use plan of Ellington centre is provided overleaf.

Photographs of Ellington Local Retail Service Centre

Photos removed for distribution purposes.

Figure 33 (top left): General store, Front Street
Figure 34 (top centre): Post office, Front Street
Figure 35 (top right): The Plough Inn public house, Front Street
Figure 36 (bottom left): Convenience store, Warkworth Drive
Figure 37 (bottom right): Retail frontages, Warkworth Drive

Figure 38: Land Use Plan for Ellington Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Table 14: Diversity of Uses in Ellington Local Retail Service Centre (2009)

	Number of Outlets		
	Number	Ellington (%)	UK (%)
Convenience	2	33.3	8.8
Comparison	0	0.0	34.5
Retail Service	2	33.3	13.0
Leisure Services	2	33.3	21.5
Financial and Business Services	0	0.0	11.2
Vacant	0	0.0	10.8
Total	**6**	**100**	**100**

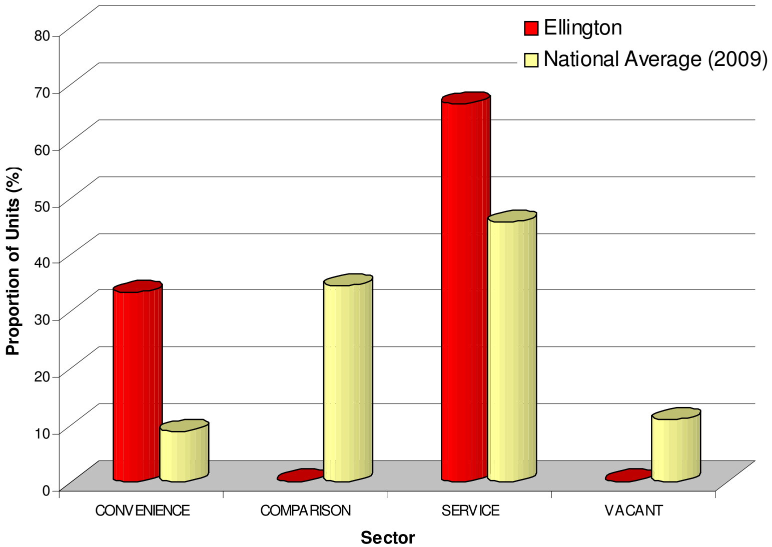
Source: WYG site visit (September 2009)

Table 15: Existing Floorspace in Ellington Local Retail Service Centre (2009)

	Existing Floorspace		
	Sq m	Ellington (%)	UK (%)
Convenience	243	29.5	14.2
Comparison	0	0.0	37.7
Retail Service	118	14.3	7.0
Leisure Services	463	56.2	22.7
Financial and Business Services	0	0.0	8.7
Vacant	0	0.0	9.0
Total	**824**	**100**	**100**

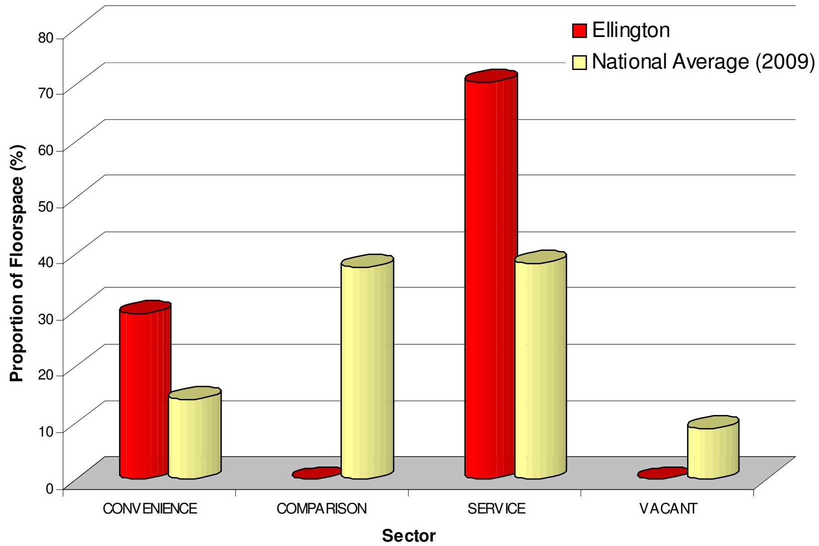
Source: WYG site visit (September 2009)

Figure 39: Use of Units in Ellington Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Figure 40: Use of Floorspace in Ellington Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Convenience

33.3% of all retail units in Ellington centre are in use for the sale of convenience goods, compared to the national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods also is well above the national average (29.5% compared to 14.2% nationally). No particular store dominates this sector in Ellington.

Comparison

There are no comparison goods traders in Ellington.

Overall Service

The service sector comprises four units and occupies 581 sq m of floorspace. The proportion of service outlets (66.6%) is above the national average (45.7%). Similarly, the proportion of service floorspace (70.5%) is above the national average (38.4%).

Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 33.3% of outlets and 14.3% of floorspace in Ellington, which compares to respective national averages of 13.0% and 7.0%. Ellington contains a Post Office on Front Street.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. Ellington is over-provided for in terms of the proportion of such outlets in comparison to the national average (33.3% compared to 21.5%). Likewise, the proportion of floorspace occupied (56.2%) is above the national average (22.7%).

Financial Services

There are no financial services in Ellington.

Non-Retail

In addition to the retail service on offer, there is a church, library, community centre and several dwellings in the settlement. However, these are scattered throughout Ellington and are not located in the centre.

Vacancies

Table 16: Vacancies in Ellington Local Retail Service Centre (2009)

	Vacancy		
	Total	Ellington (%)	UK (%)
No. of Outlets	0	0.0	10.8
Floorspace	0	0.0	9.0

Source: WYG site visit (September 2009)

Table 4 illustrates that at September 2009 there were no vacant retail units in Ellington centre.

Business Survey Results

A questionnaire was distributed to all local businesses within Ellington in order to gain an understanding of the opinions of retailers. A total of 7 questionnaires were distributed, with 2 being returned: a response rate of 29%. The main findings of the business survey results were as follows:

- None of the respondents indicated their retail type;
- All respondents were independent traders;
- Half (50%) of respondents had been trading in the town centre for over twenty years, with 50% having been in operation for over ten years;
- 50% of respondents owned their premises and the other 50% of respondents did not give an answer;
- Half (50%) of traders stated that since they began trading business had ‘grown moderately’, with 50% indicating that business had ‘remained largely static’;
- 50% of respondents indicated that their business was currently trading ‘well’, with 50% stating that their business was currently performing ‘moderately’;
- The survey indicates that all traders relied upon residents from in or arounf Ellington Town Centre for the majority of their business;
- When asked about measures that would improve the town centre, half (50%) of respondents stated that an increased choice would have this effect. The remaining 50% stated that improved public toilets would benefit the centre;
- All respondents identified the main barrier to trading performance as being the inadequacy of their current premises;
- All respondents indicates that they planned to extend the floorspace in their premises over the next five years;
- When asked if their business currently has its own website, half (50%) stated yes, with the remaining 50% stating that their business does not currently have its own website;
- Of those who did have a website, 25% of respondents stated that their website provides customers with the ability to browse goods available at their premises, 25% stated that their website provides customers with the ability to order goods that will be delivered to a designated address and 25% stated that their website provides customers with their business contact information. The remaining 25% stated that their website allows customers to contact their website directly via e-mail;
- All respondents said that their website was important to their business;

- Of those respondents who did not have a website, all respondents indicated that this was because a website was not relevant/necessary.

The business survey asked respondents to rate a number of different aspects of Ellington in terms of whether they were considered to be 'good', 'average' or 'poor'. A large proportion of aspects were rated as being 'average' by a number of respondents. However, other aspects were rated as being 'poor' by a number of respondents. These aspects were: accessibility by public transport (50%), the amount of car parking (50%) and the number of shops in general (50%). Respondents were also able to add any additional comments they wished to make at the end of the survey, however no further comments were made.

In Street Survey Results

Introduction

- Of those respondents questioned, 56% live in Ellington but do not work there;
- 44% of respondents do not visit Ellington in the evening. However, 40% visit Ellington every day in the daytime;
- The main reason respondents visit Ellington is for food shopping only (36%), followed by non-food shopping (16%) and then to visit the post office (12%).

Accessibility

- The majority of respondents travelled into the centre by car (68%), with a further 32% walking to the centre;
- All respondents who travelled by car parked in Ellington centre;
- Respondents were asked what, if anything, they would like to see improved as part of their shopping experience. The majority of respondents (60%) did not think anything would improve their shopping experience in Ellington. The most popular suggestions were improvements to the quality of footpaths (4%), improved parking provision (4%) and improved facilities for children (4%);
- The following are the aspects of the centre which were most frequently rated as being 'good' or 'very good' by the largest proportion of respondents: safety and security in the daytime (76%); the availability of public parking spaces (56%); and safety and security in the night-time (52%);
- The following are the aspects of the centre which were most frequently rated 'poor' or 'very poor' by the largest proportion of respondents: the quality of bus services (36%); the regularity of bus services (36%); and the destinations to and from Ellington served by public transport (36%);

- The majority of respondents (80%) thought that Ellington did not offer a wide choice of quality shops;
- The majority of respondents (92%) planned to spend less than £25 in Ellington during their visit;
- 44% of respondents stated that they did not know what improvements to the retail offer they would like to see in Ellington. However, 8% of respondents considered that a supermarket would improve the town centre's offer, 8% suggested that anything would and 4% felt that a butcher would improve Ellington's retail offer.

Leisure

- Almost all respondents (96%) do not come into Ellington for leisure/cultural events. All of those that do visit said that it was to visit their local pub;
- When asked what events/activities respondents would like to see on a regular basis, the majority of respondents (72%) did not mention anything. However, of those that did offer a response, the most popular responses were sporting events (12%), a farmer's market (4%) and arts and crafts (4%);
- The leisure/cultural activities which were most frequently rated as being 'good' or 'very good' by respondents were pubs and clubs (32%) and sandwich shops (20%);
- The leisure/cultural activities most frequently rated as being 'poor' or 'very poor' by respondents were pubs and clubs (24%) and restaurants (12%).

Local Environment

- The factors affecting the environmental quality of Ellington which were most frequently rated as 'good' or 'very good' by respondents were: the amount of litter (88%); the general state of buildings (88%); and the overall level of cleanliness (88%);
- The only environmental quality factor rated as 'poor' or 'very poor' was the general quality of the footways/paving (12%);
- In terms of how Ellington is used, 72% of respondents felt that the centre is a 'good' or 'very good' place to live, with 48% feeling the same about it as a place to enjoy yourself;
- However, 56% of respondents considered it to be a 'poor' or 'very poor' place to shop, with 16% feeling the same about it as a place to enjoy yourself (16%);
- Over the last twelve months, the majority of respondents (84%) felt that the overall attractiveness of the town had stayed the same, with 8% stating that the attractiveness of the centre had declined. 4% felt that the attractiveness of Ellington had improved and 4% did not know;
- In terms of making Ellington better, 28% of respondents felt that the centre needs to improve its general retail offer, and 12% stated that improved accessibility would improve the centre.

Accessibility	Environmental Quality
Car: Ellington is situated adjacent to the A1068, which leads to the A189. The centre also benefits from reasonable proximity to the A1. Front Street is the busiest road running through the centre. However, it is generally safe for shoppers. The majority of respondents to the in-street survey (92%) felt that it was either 'fairly easy' or 'very easy' to travel into Ellington. **Car parks:** There is one car park in Ellington, located off Warkworth Drive, which is free of charge. On-street parking is also available. **Public transport:** The town also benefits from good accessibility by public transport. Ellington is located on the 518 bus route which provides services to Amble, Morpeth, Gosforth and Newcastle City Centre amongst other locations.	Ellington is a small local centre situated to the east of the authority area. The centre is focused on Front Street and Warkworth Drive, which are located in separate parts of the settlement. There are very few retail units in Ellington. The retail units available provide only the basic needs of shoppers; however, this is considered appropriate for the size of the settlement. None of the streets are pedestrianised in the centre, but the centre appears to be a safe environment for shoppers. At mid-afternoon on the day of the survey (Wednesday 23 September), there was a very low level of footfall in Ellington. Pavements are wide and there are no pedestrian crossings in the centre. The streets are generally clean, with little evidence of litter, whilst shop units themselves are maintained to fairly high standards, creating an attractive shopping environment. Units are a mixture of old and new build. Street furniture includes benches, bins, flowers and street lighting. There are no public toilets in the centre.

GUIDE POST HEALTH CHECK ASSESSMENT

Date of Site Visit: 22 September 2009

Status: Town Centre (Wansbeck District Local Plan (2007))

Centre Overview

Guide Post is situated to the east of Morpeth and to the south west of Newbiggin-by-the-Sea. Guide Post is located approximately 16 miles north of Newcastle City Centre and is identified as a town centre by the Wansbeck District Local Plan (July 2007). Guide Post is located off the A1068, which runs north to south between the A1 and A189. Newcastle International Airport is around 16 miles away.

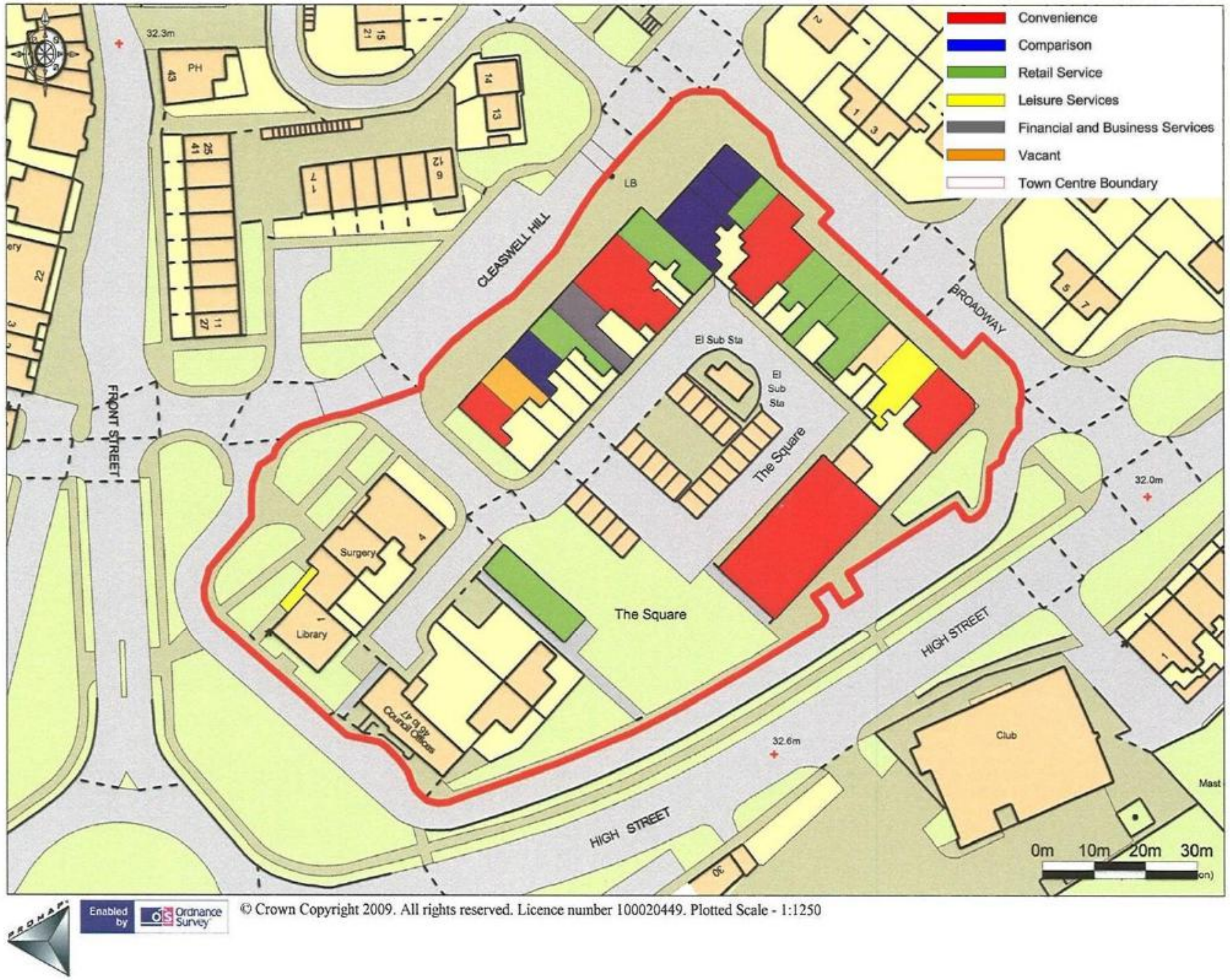
The focus for retailing in Guide Post is The Square. A land use plan of Guide Post Town Centre is provided overleaf.

Photographs of Guide Post Town Centre

Photos removed for distribution purposes.

Figure 41 (top left): Co-op Foodstore, The Square
Figure 42 (top centre): Londis store, The Square
Figure 43 (top right): Boots store, The Square
Figure 44 (bottom left): Retail frontages, The Square
Figure 45 (bottom right): Post office, The Square

Figure 46: Land Use Plan for Guide Post Town Centre (2009)



Source: WYG site visit (September 2009)

Table 17: Diversity of Uses in Guide Post Town Centre (2009)

	Number of Outlets		
	Number	Guide Post (%)	UK (%)
Convenience	5	25.0	8.8
Comparison	4	20.0	34.5
Retail Service	7	35.0	13.0
Leisure Services	2	10.0	21.5
Financial and Business Services	1	5.0	11.2
Vacant	1	5.0	10.8
Total	**20**	**100**	**100**

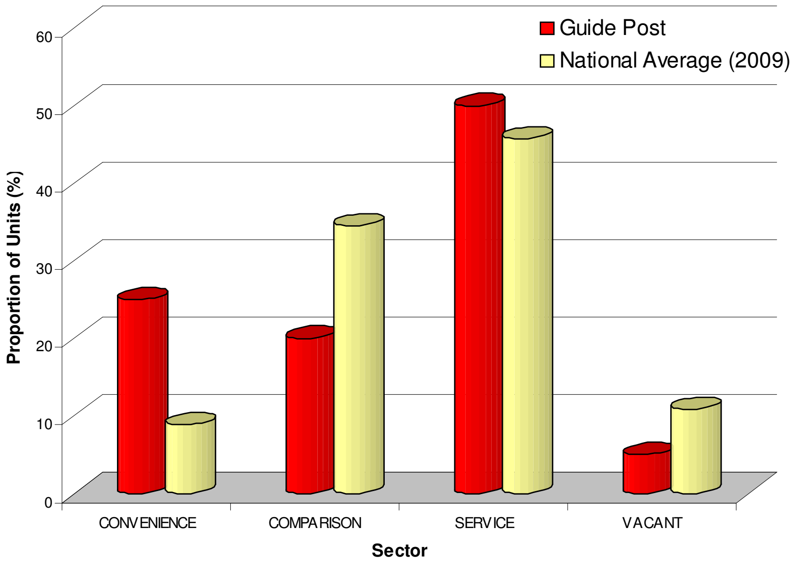
Source: WYG site visit (September 2009)

Table 18: Existing Floorspace in Guide Post Town Centre (2009)

	Existing Floorspace		
	Sq m	Guide Post (%)	UK (%)
Convenience	1,069	43.9	14.2
Comparison	356	14.6	37.7
Retail Service	720	29.6	7.0
Leisure Services	127	5.2	22.7
Financial and Business Services	95	3.9	8.7
Vacant	66	2.7	9.0
Total	**2,433**	**100**	**100**

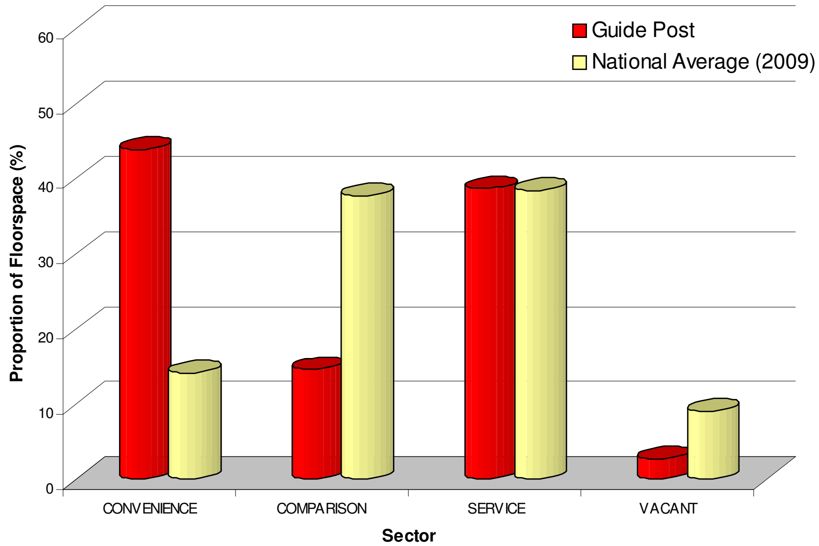
Source: WYG site visit (September 2009)

Figure 47: Use of Units in Guide Post Town Centre (2009)



Source: WYG site visit (September 2009)

Figure 48: Use of Floorspace in Guide Post Town Centre (2009)



Source: WYG site visit (September 2009)

Convenience

25.0% of all retail units in Guide Post Town Centre are in use for the sale of convenience goods, compared to the national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods is also well above the national average (43.9% compared to 14.2% nationally). The single biggest store within this sector is the Co-op foodstore at The Square.

Comparison

Comparison traders in Guide Post occupy 20.0% of outlets, compared to the national average of 34.5%. Similarly, with regard to comparison goods floorspace, Guide Post has a relative under-provision, with 14.6% of floorspace being in this use, compared to a national average of 37.7%. The comparison goods retail offer in Guide Post includes one national multiple, this being the Boots store.

Overall Service

The service sector comprises ten units and occupies 942 sq m of floorspace. The proportion of service outlets (50.0%) is slightly above the national average (45.7%). The proportion of service floorspace dedicated to service uses (38.7%) almost directly corresponds to the national average (38.4%).

Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 35.0% of outlets and 29.6% of floorspace in Guide Post, which compares to respective national averages of 13.0% and 7.0%. Guide Post contains a Post Office at The Square.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. Guide Post is under-provided for in terms of the proportion of such outlets in comparison to the national average (10.0% compared to 21.5%). Similarly, the proportion of floorspace occupied by leisure uses (5.2%) is well below the national average (22.7%).

Financial Services

In terms of the proportion of units occupied by financial and business services, the proportion of outlets (5.0%) is below the national average (11.2%).

Non-Retail

In addition to the retail service on offer, there is a dentist's surgery, a library and two dwellings, all of which are located within the town centre boundary.

Vacancies

Table 19: Vacancies in Guide Post Town Centre (2009)

	Vacancy		
	Total	Guide Post (%)	UK (%)
No. of Outlets	1	5.0	10.8
Floorspace	66	2.7	9.0

Source: WYG site visit (September 2009)

Table 19 illustrates that at September 2009 there was one vacant retail unit in Guide Post Town Centre, at The Square, which occupied a floorspace of 6,110 sq m. This single vacancy represents 5.0% of all outlets and 2.7% of floorspace, compared to respective national averages of 10.8% and 9.0%. No commercial agent information was available for the vacant unit at the Square.

Business Survey Results

A questionnaire was distributed to all local businesses within Guide Post in order to gain an understanding of the opinions of retailers. A total of 12 questionnaires were distributed, with 4 being returned: a response rate of 33%. The main findings of the business survey results were as follows:

- Half (50%) of respondents indicated that their business was a retail service and the other half of respondents indicated that their business was a professional service;
- Three quarters (75%) of respondents were independent traders and a further 25% were part of a national/regional group or chain;
- 25% of respondents had been trading in the in the town centre for over ten years, with 50% having been in operation for over five years and 25% for over one year;
- All respondents leased their premises;
- Half (50%) of traders stated that since they began trading business had either 'grown moderately' or 'grown significantly', with 50% indicating that business had 'remained largely static';
- 50% of respondents indicated that their business was currently trading 'well', with 50% stating that their business was currently performing 'moderately';
- The survey indicates that all traders relied upon residents from in or around Guide Post Town Centre for the majority of their business;
- When asked about measures that would improve the town centre, 19% of respondents stated that improved security/CCTV would have this effect. Other measures suggested included an increased choice/range of shops (6%) and more independent/specialist traders (6%);
- The majority of respondents (75%) felt that there was a good balance between shops and other non-retail uses, with 25% indicating that there were not enough non-retail uses;
- Respondents identified the main barriers to trading performance as being high rents/overheads (22%), anti-social behaviour (22%), a lack of passing trade outside premises (11%) and inadequate customer car parking (11%);
- Two thirds (67%) of respondents indicated that they had no plans to alter their business in any way over the next five years, although 33% planned to extend the floorspace in their premises;
- When asked if their business currently has its own website, 25% stated yes, with 75% stating that their business does not currently have its own website;
- Of those who did have a website, all respondents stated that their website provides customers with contact information;
- All respondents said that their website was of little importance to their business;
- All respondents indicated that their website does not attract customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers do not visit their store as a result of browsing their website;
- Up to 10% of sales are from the internet according to all respondents; and
- Of those respondents who did not have a website, half (50%) indicated that this was because a website was not relevant/necessary, 25% of respondents indicated that a website was too time consuming and 25% indicates that they do not have the skills to produce/run a website.

The business survey asked respondents to rate a number of different aspects of Guide Post in terms of whether they were considered to be ‘good’, ‘average’ or ‘poor’. A large proportion of aspects were rated as being ‘average’ by a number of respondents. However, other aspects were rated as being ‘poor’ by a number of respondents. These aspects were: the number of events (75%), the range of events (75%) and the number of restaurants (50%). Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, retailers highlighted that they had concerns that parking charges will be brought in due to the merging of the seven local planning authorities in the County. In addition to this, certain retailers felt that Guide Post is a good centre which has benefited recently from improved car parking arrangements.

In Street Survey Results

Introduction

- Of those respondents questioned, 75% live in Guide Post but do not work there;
- 43% of respondents do not visit Guide Post in the evening. However, 70% visit Guide Post every day in the daytime;
- The main reason respondents visit Guide Post was due to food shopping only (39%), followed by non-food shopping only (22%) and then food and non-food shopping (10%).

Accessibility

- The majority of respondents walked to the centre (60%), with a further 32% travelling to the centre by car;
- Of those respondents that travelled by car, 90% parked in Guide Post Town Centre;
- Respondents were asked what, if anything, they would like to see improved as part of their shopping experience. Although 33% of respondents did not think that there was anything that would improve their shopping experience in Guide Post, 22% suggested a reduction in illegal parking, 18% stated that improved parking provision was required and 14 suggested improved safety and security;
- The following are the aspects of the town centre which were most frequently rated as being ‘good’ or ‘very good’ by the largest proportion of respondents: safety and security in the daytime (65%); the destinations to and from Guide Post served by public transport (42%); and the quality of bus services (40%);

- The following are the aspects of the town centre which were most frequently rated 'poor' or 'very poor' by the largest proportion of respondents: the availability of public parking spaces (43%); the availability of disabled parking spaces (37%); and safety and security in the night-time (36%);
- Nearly half of respondents (45%) thought that Guide Post did offer a wide choice of quality shops;
- The majority of respondents (85%) planned to spend less than £25 in Guide Post on the day of survey;
- Over half of respondents (58%) stated that they did not know what improvements to the retail offer they would like to see in Guide Post. However, 10% stated clothes shops, 5% said a supermarket and 5% felt that a café would improve Guide Post's retail offer.

Leisure

- The majority of respondents (90%) do not come to Guide Post for leisure/cultural events. Of those who do, 25% visit their local pub, whilst 17% visit the bingo hall;
- When asked what events/activities respondents would like to see on a regular basis, the majority of respondents (51%) did not suggest anything. However, the most popular responses provided by those that did offer an opinion were a farmer's market (22%), a continental style market (11%) and sporting events (10%);
- The leisure/cultural activities which were most frequently rated as 'good' or 'very good' by respondents were: sandwich shops (34%) and takeaways (32%);
- The following leisure/cultural activities were rated as 'poor' or 'very poor' by the largest proportion of respondents: restaurants (44%) and cafes (33%).

Local Environment

- In terms of factors affecting the environmental quality of Guide Post, the greatest proportion of respondents rated the following as 'good' or 'very good': street furniture (43%); the overall level of cleanliness (40%); and the general quality of the footways/paving (38%);
- Environmental quality factors rated as 'poor' or 'very poor' included: the general state of buildings (24%); graffiti/fly posting problems (23%); and the level of litter (22%);
- In terms of how Guide Post is used, the largest proportion of respondents felt that as a place to live (52%) or as a place to shop (30%) Guide Post was 'good' or 'very good';
- However, 44% of respondents considered Guide Post to be a 'poor' or 'very poor' place to visit, with 42% feeling the same about it as a place to shop;
- Over the last twelve months, the majority of respondents (62%) felt that the overall attractiveness of the town had stayed the same, with 23% stating that the attractiveness of the centre had improved. 10% felt that the attractiveness of Guide Post had improved and 4% did not know;
- To make Guide Post better, 45% of respondents felt that that centre needs a stronger retail offer, with 42% stating that improved parking would benefit the centre.

Accessibility	**Environmental Quality**
Car: Guide Post is located off the A1068, about equidistance from the A1 and A189. Broadway and High Street are the busiest roads surrounding the centre, but these are considered generally safe for shoppers. Almost all of the respondents to the in street survey (98%) considered it to be either 'fairly easy' or 'very easy' to travel into Widdrington Station. **Car parks:** There are two car parks in Guide Post, one off The Square and another outside the Co-op Foodstore which is dedicated to Co-op customers. Both these car parks are free of charge. There is also on-street parking available. **Public transport:** The town benefits from good accessibility by public transport. Guide Post is located on the 501, 505, 518 and 525 bus routes which provide services to Berwick-upon-Tweed, Alnwick, Morpeth and Newcastle City Centre amongst others.	Guide Post is a medium-sized town centre situated to the south east of the authority area, anchored by a Co-op store. The centre is focused around The Square. There are an adequate number and variety of retail units in Guide Post, though some shoppers may travel to do main convenience goods shopping at larger stores elsewhere. There is no pedestrianisation in the centre. However, Guide Post is considered to provide a safe environment for shoppers. At midday on the day of the survey (Tuesday 22 September), there was a low level of footfall in Guide Post. Pavements are wide and there are no pedestrian crossings in the centre. The streets are generally clean with little evidence of litter, whilst shop units themselves are maintained to fairly high standards, creating a fairly attractive shopping environment. Units are mostly housed in traditional accommodation. Street furniture includes benches, bins, flowers, trees and street lighting. There are no public toilets in the centre.

HADSTON HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Local Retail Service Centre (Castle Morpeth District Local Plan 1991 - 2006 (2003))

Centre Overview

Hadston is situated to the north of Widdrington Station and to the south east of Alnwick. Hadston is located approximately 28 miles north of Newcastle City Centre and is identified as a local retail service centre by the Castle Morpeth District Local Plan 1991 – 2006 (February 2003). The town is located off the A1068, which runs parallel to the A1. Newcastle International Airport is some 28 miles away.

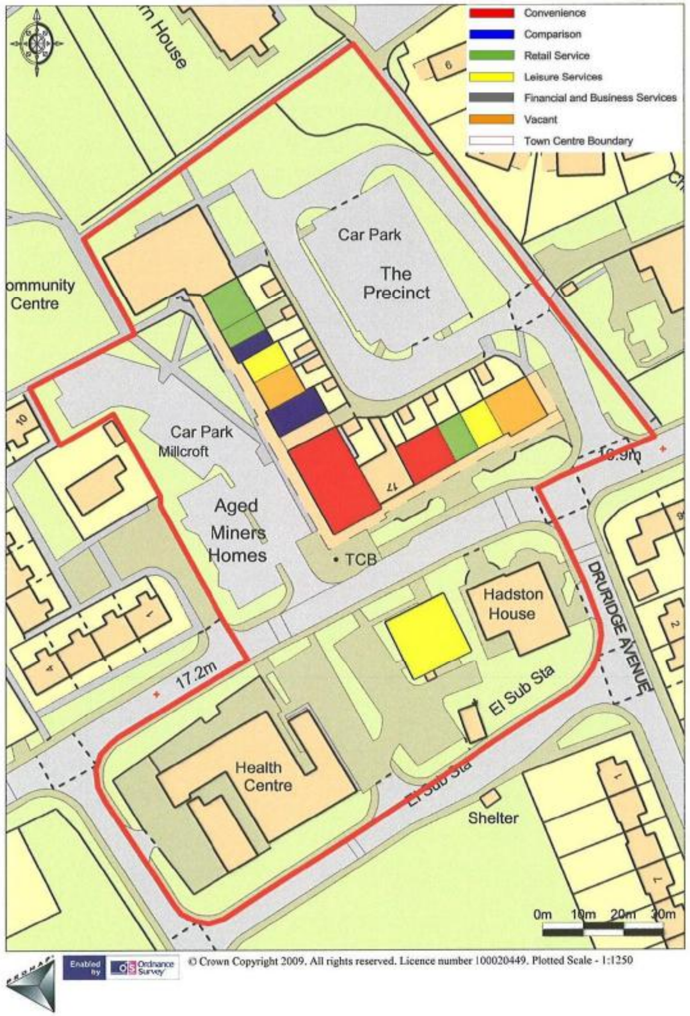
The focus for retailing in Hadston is focussed around The Precinct. A land use plan of Hadston Town Centre is provided overleaf.

Photographs of Hadston Local Retail Service Centre

Photos removed for distribution purposes.

Figure 49 (top left): Co-op Foodstore, The Precinct
Figure 50 (top centre): Boots Pharmacy, The Precinct
Figure 51 (top right): Retail frontages, The Precinct
Figure 52 (bottom left): Retail frontages, The Precinct
Figure 53 (bottom right): Retail frontages, The Precinct

Figure 54: Land Use Plan for Hadston Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Table 20: Diversity of Uses in Hadston Local Retail Service Centre (2009)

	Number of Outlets		
	Number	Hadston (%)	UK (%)
Convenience	2	16.7	8.8
Comparison	2	16.7	34.5
Retail Service	3	25.0	13.0
Leisure Services	3	25.0	21.5
Financial and Business Services	0	0.0	11.2
Vacant	2	16.7	10.8
Total	**12**	**100**	**100**

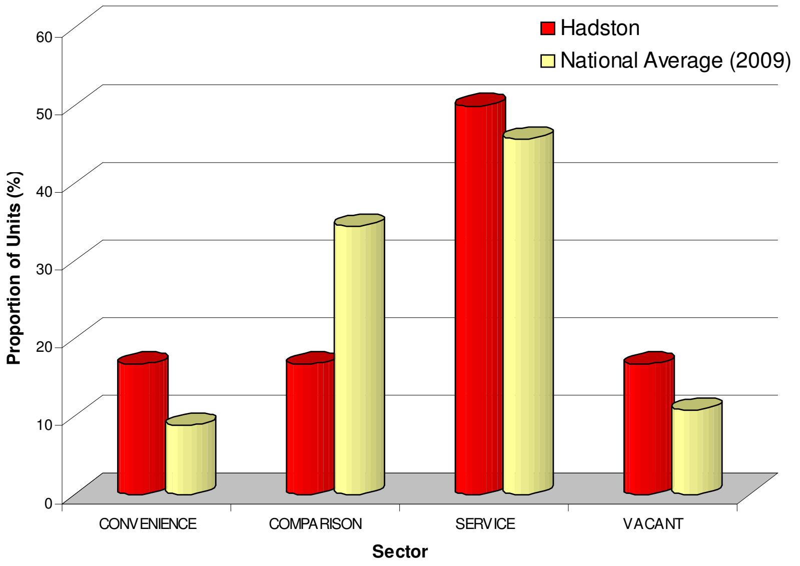
Source: WYG site visit (September 2009)

Table 21: Existing Floorspace in Hadston Local Retail Service Centre (2009)

	Existing Floorspace		
	Sq m	Hadston (%)	UK (%)
Convenience	438	31.4	14.2
Comparison	136	9.7	37.7
Retail Service	214	15.3	7.0
Leisure Services	399	28.6	22.7
Financial and Business Services	0	0.0	8.7
Vacant	209	15.0	9.0
Total	**1,396**	**100**	**100**

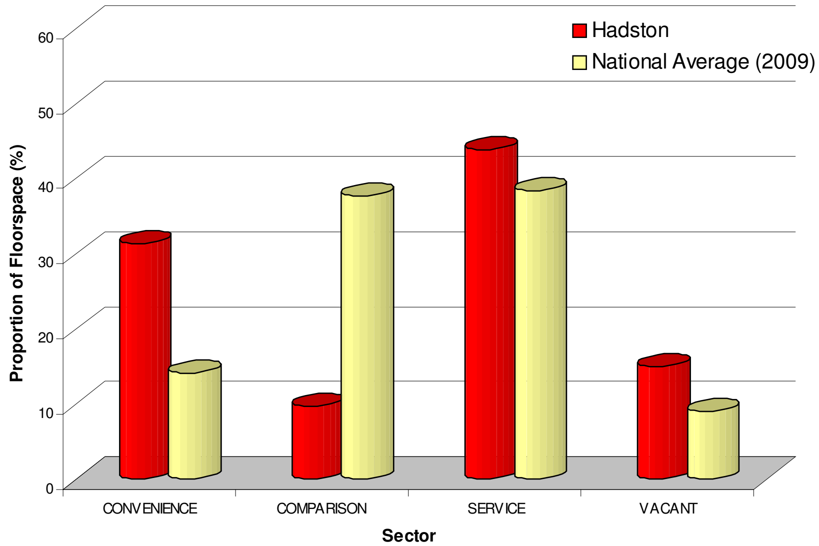
Source: WYG site visit (September 2009)

Figure 55: Use of Units in Hadston Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Figure 56: Use of Floorspace in Hadston Local Retail Service Centre (2009)



Source: WYG site visit (September 2009)

Convenience

16.7% of all retail units in Hadston centre are in use for the sale of convenience goods, compared to the national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods is also well above the national average (31.4% compared to 14.2% nationally). The sector is dominated by the Co-op Foodstore at The Precinct.

Comparison

Comparison goods units occupy 16.7% of outlets in Hadston against a national average of 34.5%. Similarly, with regard to comparison goods floorspace, Hadston is under-provided for with 9.7% of floorspace being dedicated to this use, which is significantly below the national average of 37.7%. The comparison goods retail offer in Hadston includes one national multiple, this being the Boots store.

Overall Service

The service sector comprises six units and occupies 613 sq m of floorspace. The proportion of service outlets (50.0%) is above the national average (45.7%). Similarly, the proportion of service floorspace utilised for service uses (43.9%) is above the national average (38.4%).

Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 25.0% of outlets and 15.3% of floorspace in Hadston, which compares to respective national averages of 13.0% and 7.0%.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. Hadston is well-provided for in terms of the proportion of such outlets in comparison to the national average (25.0% compared to 21.5%). Similarly, the proportion of floorspace occupied (28.6%) is above the national average (22.7%).

Financial Services

There are no financial service traders in Hadston.

Non-Retail

In addition to the retail service on offer, there is a library, police station, school and several dwellings. However, all of these are located outside the centre boundary.

Vacancies

Table 22: Vacancies in Hadston Local Retail Service Centre (2009)

	Vacancy		
	Total	Hadston (%)	UK (%)
No. of Outlets	2	16.7	10.8
Floorspace	209	15.0	9.0

Source: WYG site visit (September 2009)

Table 10 illustrates that at September 2009 there were two vacant retail units in Hadston centre, both of which are located at The Precinct and occupied a floorspace of 209 sq m. The vacancies represent 16.7% of all outlets and 15.0% of floorspace, compared to respective national averages of 10.8% and 9.0%. We have spoken to commercial property agent Rickard Chartered Surveyors Ltd, who indicates that there has not been significant interest in the vacant unit towards the east of the Precinct. What interest there has been is from operators seeking to let the unit as a hot food takeaway. However, this particular unit has restrictions prohibiting this type of use. It is also relevant to note that The Precinct has recently changed hands and is in new ownership. No information is available with regard to the other vacant unit at the west of the Precinct.

Business Survey Results

A questionnaire was distributed to all local businesses within Hadston in order to gain an understanding of the opinions of retailers. A total of 15 questionnaires were distributed, with 2 being returned: a response rate of 13%. The main findings of the business survey results were as follows:

- All respondents indicated that their businesses were food retailers;
- Half (50%) of respondents were independent traders and the other half were part of a national/regional group or chain;
- 50% of respondents had been trading in the town centre for over twenty years, with 50% having been in operation for over one year;
- All respondents leased their premises;
- All traders responding to the business survey stated that since they began trading business had either 'grown moderately' or 'grown significantly';
- All respondents indicated that their business was currently trading 'well' or 'very well';
- The survey indicates that half (50%) of traders primarily relied on residents from in or around Hadston Town Centre for the majority of their business and the other half primarily relied on specialist buyers;
- When asked about measures that would improve the town centre, 15% of respondents stated that more street cleaning would have this effect. Other measures suggested included improved public toilets (15%) and an increased choice/range of shops (8%);
- All respondents felt that there were not enough non-retail uses;
- Respondents identified the main barriers to trading performance as being a lack of passing trade outside premises (25%), a lack of day visitors/tourists to the town (25%) and anti-social behaviour (25%). 25% felt that there were no barriers to the trading performance of their business;
- Half (50%) of respondents indicated that they had no plans to alter their business in any way over the next five years, although 50% planned to extend the floorspace in their premises;
- When asked if their business currently has its own website, all respondents said yes;
- Of those who did have a website, 40% of respondents stated that their website provides customers with the ability to contact their business directly via e-mail and 20% stated that their website provides customers with the ability to order goods directly from the website. 20% indicated that their website allows customers the ability to order goods that will be delivered to a designated address and a further 20% stated that contact information is provided on their website;
- 50% of respondents said that their website was essential to their business, with a further 50% stating that their website was very important to their business;
- All respondents indicated that their website does attract customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers do not visit their store as a result of browsing their website;
- Over 75% of sales are from the internet according to half of respondents, whilst up to 10% of sales from the internet for the other half of respondents; and
- None of the respondents who did not have a website stated why this was the case.

The business survey asked respondents to rate a number of different aspects of Hadston in terms of whether they were considered to be ‘good’, ‘average’ or ‘poor’. A large proportion of aspects were rated as being ‘average’ by a number of respondents. However, other aspects were rated as being ‘poor’ by a number of respondents. These aspects were: the number of services in general (100%), the range of services in general (100%) and the number of restaurants (100%). Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, retailers highlighted that the car park building is in need of repair.

In Street Survey Results

Introduction

- Of those respondents questioned, 73% live in Hadston but do not work there;
- 38% of respondents do not visit Hadston in the evening. However, 52% visit Hadston every day in the daytime;
- The main reason respondents visit Hadston is for food shopping only (44%), followed by food and non-food shopping (26%) and non-food shopping (8%).

Accessibility

- The majority of respondents walked to the centre (58%), with a further 37% travelling to the centre by car;
- All respondents that travelled by car parked in Hadston centre;
- Respondents were asked what, if anything, they would like to see improved as part of their shopping experience. The most frequent suggestion was for safety and security to be improved (32%), with other responses being improved road safety (12%), improved street lighting (11%) and improved quality of the footpaths (11%);
- The following are the aspects of the centre which were most frequently rated as being ‘good’ or ‘very good’ by respondents: safety and security in the daytime (59%); the availability of public parking spaces (37%); and the safety/security of parking facilities (25%);
- The following are the aspects of the centre which were most frequently rated as being ‘poor’ or ‘very poor’ by the largest proportion of respondents: street furniture (66%); safety and security in the night-time (45%); and the quality of bus services (30%);

▪ More than half of respondents (52%) thought that Hadston did not offer a wide choice of quality of shops; ▪ The majority of respondents (92%) planned to spend less than £25 in Hadston during their visit; ▪ 45% of respondents stated that they did not know what improvements to Hadston's retail offer that they would like to see. However, 27% of respondents considered that clothes shops would improve the town centre's offer, with 23% stating that a supermarket and 7% indicating that more clothes shops would achieve the same effect. **Leisure** ▪ Almost all of the respondents (97%) do not come to Hadston for leisure/cultural events; ▪ When asked what events/activities respondents would like to see on a regular basis, 43% of respondents did not mention anything. However, of those that did offer a response, the most popular responses were a farmer's market (22%), sporting events (11%) and arts and crafts activities (10%); ▪ The leisure/cultural activities which were most frequently rated as being 'good' or 'very good' by respondents were cafes (10%) and sandwich shops (8%); ▪ The leisure/cultural activities which were most frequently rated as being 'poor' or 'very poor' by respondents were restaurants (67%) and pubs and clubs (41%).	**Local Environment** ▪ In terms of factors affecting the environmental quality of Hadston, those most frequently rated as 'good' or 'very good' were: the general condition of the buildings (6%); the level of litter (4%); and the amount of graffiti/fly posting (4%); ▪ Environmental quality factors in Bellingham most frequently rated as 'poor' or 'very poor' were: shop frontages (78%); the level of litter (75%); and the overall level of cleanliness (75%); ▪ In terms of how Hadston is used, 15% of respondents felt that as a place to live (15%) or as a place to shop (7%) Hadston was 'good' or 'very good'; ▪ However, 85% of respondents considered Hadston to be a 'poor' or 'very poor' place to enjoy yourself, with 80% feeling the same about it as a place to visit (80%); ▪ Over the last twelve months, the majority of respondents (59%) felt that the overall attractiveness of the town had stayed the same, with 21% stating that the attractiveness of the centre had declined. 12% felt that the attractiveness of Hadston had improved and 8% did not know; ▪ In terms of improving Hadston, 67% of respondents felt that the centre needed a stronger retail offer, with 27% stating that improved leisure facilities would benefit the centre.

Accessibility	**Environmental Quality**
Car: Hadston is located off the A1068, close to the east coast. Hadston Road is the busiest road running through the centre. However, traffic calming measures are in place to increase pedestrian safety. Almost all of the respondents to the in street survey (97%) considered it to be either 'fairly easy' or 'very easy' to travel into Hadston. **Car parks:** There are two car parks in Hadston, located on either side of The Precinct and both of which are free of charge. On-street parking is also available. **Public transport:** The town also benefits from good accessibility by public transport. Hadston is located on the 518 bus route which provides services to Amble, Morpeth, Gosforth and Newcastle City Centre amongst others.	Hadston is a small local centre, situated to the east of the county and anchored by a Co-op store. The centre is focused around The Precinct. There are considered to be an adequate number and variety of retail units in Hadston. Some shoppers do their main food shop at the Co-op store at The Precinct, whilst others travel further afield to larger supermarkets. None of the streets in the centre is pedestrianised. However, Hadston is considered to offer a safe environment for shoppers. At mid-morning on the day of the survey (Wednesday 23 September), there was a low level of footfall in Hadston. Pavements are generally wide and there are no pedestrian crossings in the centre. The streets are clean with little evidence of litter, whilst shop units themselves are maintained to fairly high standards, creating an attractive shopping environment. Units are a mixture of traditional properties and new build. Street furniture includes benches, bins, bike racks, trees and street lighting. The public toilets in the centre were closed at the time of the survey.

HAYDON BRIDGE HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Local Centre (Tynedale District Local Plan (2000))

Centre Overview

Hayden Bridge Local Centre is located approximately 7 miles to the west of Hexham. The centre is identified in the Tynedale Local Plan (2000) which has now become part of the Consolidated Planning Policy Framework for Northumberland (April 2009). Haydon Bridge is situated close to the A69, which leads to the A1 (easterly direction) and M6 (westerly). The A1/M6 routes can be used to reach Scotland to the north, with the A69 linking Newcastle to the east. At the time of the 2001 census the Haydon Ward (which encompasses an area much larger that Haydon Bridge itself) had a population of 2,027.

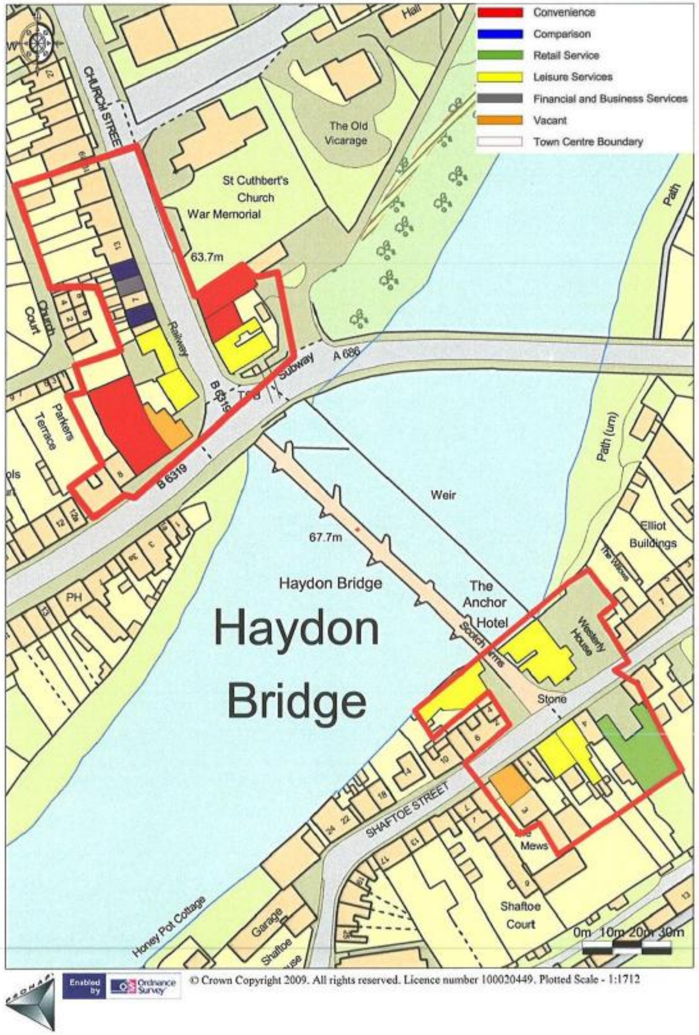
The focus for retailing in Haydon Bridge comprises North Bank, Ratcliffe Road (both north of the River Tyne) and John Martin Street/Shaftoe Street (south of the River Tyne). A land use plan of Haydon Bridge Local Centre is provided overleaf.

Photographs of Haydon Bridge Local Centre

Photos removed for distribution purposes.

Figure 57 (top left): Bridge spanning River Tyne
Figure 58 (top centre): Spar Distribution Centre, Church Street
Figure 59 (top right): Vacant unit, Shaftoe Street
Figure 60 (bottom left): Retail frontages, Shaftoe Street
Figure 61 (bottom right): Co-op store, Ratcliffe Road

Figure 62: Land Use Plan for Haydon Bridge Local Centre (2009)



Source: WYG site visit (September 2009)

Table 23: Diversity of Uses in Haydon Bridge Local Centre (2009)

	Number of Outlets		
	Number	Haydon Bridge (%)	UK (%)
Convenience	2	12.5	8.8
Comparison	2	12.5	34.5
Retail Service	1	6.3	13.0
Leisure Services	8	50.0	21.5
Financial and Business Services	1	6.3	11.2
Vacant	2	12.5	10.8
Total	**16**	**100**	**100**

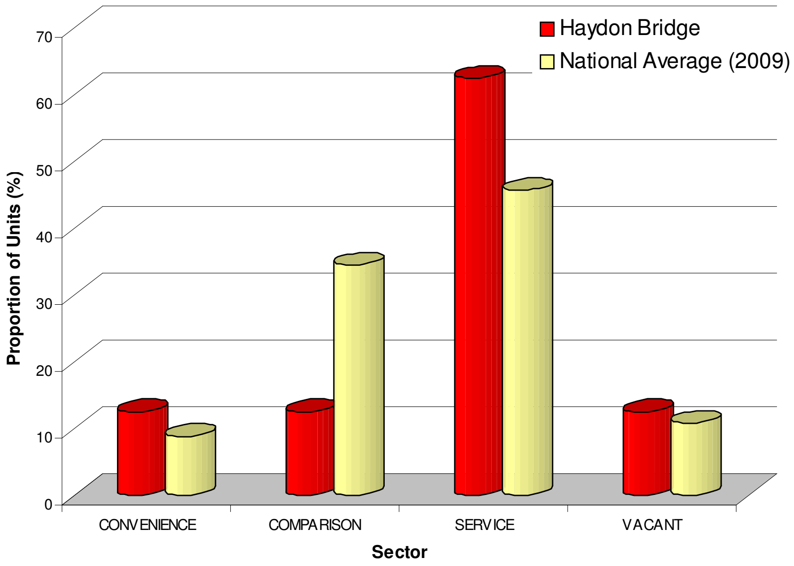
Source: WYG site visit (September 2009)

Table 24: Existing Floorspace in Haydon Bridge Local Centre (2009)

	Existing Floorspace		
	Sq m	Haydon Bridge (%)	UK (%)
Convenience	722	24.9	14.2
Comparison	111	3.8	37.7
Retail Service	376	13.0	7.0
Leisure Services	1,333	46.0	22.7
Financial and Business Services	45	1.6	8.7
Vacant	310	10.7	9.0
Total	**2,897**	**100**	**100**

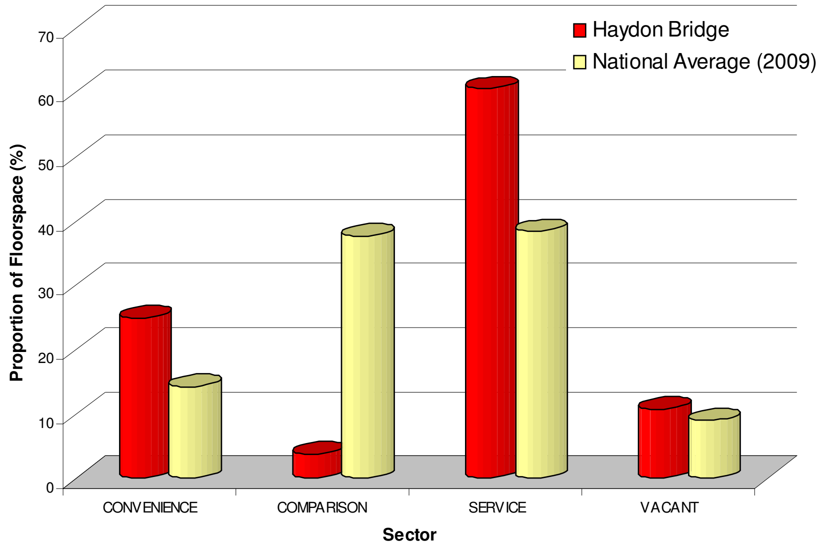
Source: WYG site visit (September 2009)

Figure 63: Use of Units in Haydon Bridge Local Centre (2009)



Source: WYG site visit (September 2009)

Figure 64: Use of Floorspace in Haydon Bridge Local Centre (2009)



Source: WYG site visit (September 2009)

Convenience

12.5% of all retail units in Haydon Bridge Local Centre are in use for the sale of convenience goods, compared to the national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods is well above the national average, at 24.9% (compared to 14.2%). The Co-op and Post Office (single unit) dominates this sector.

Comparison

Two units (12.5%) are in use within this sector, which equate to 3.8% of total retail floorspace. This is significantly lower than the national average of 37.7% of floorspace being in comparison goods use. The two comparison goods units comprise a newsagent and a chemist.

Overall Service

The service sector comprises ten units and occupies 1,754 sq m of floorspace. The proportion of service outlets (71.4%) is above the national average (45.7%). Similarly, the proportion of floorspace in service sector use (60.6%) is well above the national average (38.4%).

Retail Service

Retail services account for 6.3% of outlets and 13.0% of floorspace (there is just a single unit in retail service use). This is represents a relative under-provision in terms of the proportion of units (the national average being 13.0%) and an over-provision in terms of floorspace (the national average is 7.0%). The single unit within this sector is a car mechanic.

Leisure Services

Half of all units (50.0%) and a similar proportion of floorspace (46.0%) are utilised for leisure services, which is well above the respective national averages of 21.5% and 22.7%. This sector is dominated by a number of pubs and by bed and breakfast accommodation.

Financial Services

The financial services sector in Haydon Bridge is comprised of a single high street bank, which represents 6.3% of units and 1.6% of floorspace. Accordingly, this sector is under-represented in Haydon Bridge compared to the national average of 11.2% of units and 8.7% of floorspace falling in this use.

Non-Retail

In addition to the centre's retail services, there is also a church and several residential dwellings.

Vacancies

Table 25: Vacancies in Haydon Bridge Local Centre (2009)

	Vacancy		
	Total	Haydon Bridge (%)	UK (%)
No. of Outlets	2	12.5	10.8
Floorspace	310	10.7	9.0

Source: WYG site visit (September 2009)

At the time of survey, there were two vacant units in Haydon Bridge, which represent 12.5% of outlets and 10.7% of floorspace. This broadly corresponds with the respective national averages of 10.8% and 9.0%.

The units were not being actively marketed by agents and no further information on these properties has been discovered during the site visit. Accordingly, it is unclear why these units have not been resold/let.

Business Survey Results

A questionnaire was distributed to all local businesses within Haydon Bridge in order to gain an understanding of the opinions of retailers. A total of 11 questionnaires were distributed, with 3 being returned: a response rate of 27%. The main findings of the business survey results were as follows:

- The majority of respondents (83%) were professional services and the other 17% were food retailers;
- Two thirds (67%) of respondents were independent traders and the other 33% were part of a national/regional group or chain;
- One third (33%) of respondents had been trading in the town centre for over twenty years, with 33% having been in operation for over ten years and a further 33% for over five years;
- All respondents owned their premises;
- Two thirds of traders responding to the business survey stated that since they began trading business had 'grown significantly', although 33% of traders had 'declined moderately';
- All respondents indicated that their business was currently trading 'well';
- The survey indicates that half (50%) of traders primarily relied on residents from in or around Haydon Bridge Town Centre for the majority of their business, whilst 25% primarily relied on residents from across Northumberland County and the remaining 25% primarily relied on residents from outside Northumberland County;
- When asked about measures that would improve the town centre, 11% of respondents stated that more street cleaning would have this effect. Other measures suggested included improved street furniture (11%), more street cleaning (11%) and greater promotion/marketing of the centre (11%);
- Half (50%) of respondents felt that there was a good balance of shops and other non-retail uses and the other half felt that there were not enough non-retail uses;
- Respondents identified the main barriers to trading performance as being a lack of passing trade outside premises (25%), the poor location of premises (25%), inadequate customer car parking (25%) and a lack of day visitors/tourists to the town (25%);
- A third (33%) of respondents indicated that they had no plans to alter their business in any way over the next five years, although 33% planned to relocate out-of-centre and 33% planned to refurbish their existing floorspace;
- When asked if their business currently has its own website two thirds (67%) of respondents said yes, whilst the other 33% said no;
- Of those who did have a website, all respondents stated that their website provides customers with contact information;
- All respondents said that their website was important to their business;
- All respondents indicated that their website does attract customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers do not visit their store as a result of browsing their website;
- Up to 10% of sales are from the internet according to all respondents; and
- All of the respondents who did not have a website stated that this was because it was not relevant/necessary.

The business survey asked respondents to rate a number of different aspects of Haydon Bridge in terms of whether they were considered to be 'good', 'average' or 'poor'. A large proportion of aspects were rated as being 'average' by a number of respondents. However, other aspects were rated as being 'poor' by a number of respondents. These aspects were: the number of events (100%), the range of events (100%), the amount of marketing and promotion (100%) and the range of marketing and promotion (100%). Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, retailers highlighted that a business park outside of the centre should be created.

In Street Survey Results

Introduction

- Of those respondents questioned, 59% live in Haydon Bridge but do not work there;
- 59% of respondents (59%) visited Haydon Bridge every day in the evening. However, almost all respondents (98%) visited Haydon Bridge every day in the daytime;
- The main reason respondents visited Haydon Bridge was due to food shopping only (43%), followed by non-food shopping only (16%) and for work (10%).

Accessibility

- The majority of respondents (74%) walked to the centre and a further 25% travelled into the centre by car;
- The majority of respondents (92%) parked in Haydon Bridge Town Centre;
- Respondents were asked what would improve their shopping experience in Haydon Bridge. The largest proportion of respondents (41%) suggested nothing, although 12% suggested improved parking provision and a further 12% suggested more shops would improve their shopping experience in Haydon Bridge;
- The following were rated 'good' or 'very good' by the majority of respondents: safety and security in the daytime (all respondents); the destinations to and from Haydon Bridge served by public transport (76%); and safety and security in the night-time (69%);
- The following were rated 'poor' or 'very poor' by the largest proportion of respondents: the availability of public parking spaces (55%); the availability of disabled parking spaces (51%); and the safety/security of parking facilities (41%);

- The majority of respondents (55%) neither agreed or disagreed with the statement that 'Haydon Bridge offers a wide choice of quality shops';
- Almost all respondents (96%) planned to spend less than £25 in Haydon Bridge;
- The largest proportion of respondents (96%) did not know what improvements to the retail offer they would like to see in Haydon Bridge. However, 2% stated more shops offering local produce and 2% felt that a bakers would improve Haydon Bridge's retail offer.

Leisure

- Over half of respondents (53%) come to Haydon Bridge for leisure/cultural events. Of those who do, 39% visit other responses not listed on the survey and 27% visit their local pub in Haydon Bridge;
- When asked what events/activities respondents would like to see on a regular basis, the majority of respondents (67%) didn't know. However, of those that did, the most popular responses were a farmer's market (8%), sporting events (6%) and community events (6%);
- The following leisure/cultural activities were rated as 'good' or 'very good' by the largest proportion of respondents: takeaways (84%) and sandwich shops (74%);
- The following leisure/cultural activities were rated as 'poor' or 'very poor' by the largest proportion of respondents: sandwich shops (2%) and cafes (2%).

Local Environment

- In terms of factors affecting the environmental quality of Haydon Bridge, the largest proportion of respondents rated the following as 'good' or 'very good': the level of graffiti/fly posting (57%); shop frontages (37%); and the general state of buildings (33%);
- Environmental quality factors rated as 'poor' or 'very poor' in Haydon Bridge by the largest proportion of respondents include: the level of litter (39%); the general quality of the footways/paving (37%); and street furniture (2%);
- In terms of how Haydon Bridge is used, the largest proportion of respondents felt that as a place to live (71%) or as a place to enjoy yourself (33%) Haydon Bridge was 'good' or 'very good';
- However, as a place to shop (29%) or as a place to visit (12%), the largest proportion of respondents felt that Haydon Bridge was 'poor' or 'very poor';
- In the last twelve months, the majority of respondents (59%) felt that the overall attractiveness of the town had improved, with 35% stating that the attractiveness of the centre had stayed the same and 6% felt that it had declined;
- To make Haydon Bridge better; the largest proportion of respondents (41%) didn't know how to make the town centre better, with 37% stating that improved parking would benefit the centre.

Accessibility	Environmental Quality
Car: Haydon Bridge is situated close to the A69 which leads to the A1 (east direction) and M6 (west). The recent A69 bypass scheme has taken traffic away from Haydon Bridge centre, though this is still accessible via Ratcliffe Road (B6319) which is the busiest road running through the centre. Shoppers have to cross this to access the footbridge over the river, and the other side of the town centre. Crossing this road is potentially dangerous, particularly for vulnerable users. The majority of respondents (85.7%) felt it was very easy to travel into Haydon Bridge. **Car parks:** There was only on street parking available (other than a patron's only car park for one of the pubs) and this lack of parking clearly was an issue highlighted by respondents. Parked cars did dominate the centre, despite the low footfall. **Public transport:** The town benefits from good public transport accessibility, though no stops were present within the centre itself with bus stops and a railway station located just outside the centre boundary Haydon Bridge is on the Newcastle – Carlisle train line, and is served by bus to these destinations (and others en route).	Haydon Bridge is a small local centre to the west of the authority area. The centre is split into two separate areas, which are separated by the River Tyne and linked by a footbridge. To access this footbridge from the northern side pedestrian have to cross a busy main road. There are few retail units in Haydon Bridge, which provide for only the basic needs of shoppers. None of the streets within the centre were pedestrianised though the footways were very wide which assisted towards a safe retail environment. At mid afternoon on the day of survey (Wednesday 23rd September) there was a low level of footfall in the centre. The streets are generally clean with little evidence of litter, whilst shop units themselves were fairly well maintained (particularly the Co-op) on the north side of the river, this was not the case on the southern side of the river (though there were very few units present here). Street furniture included bins and a couple of benches in front of the church, with some landscaping here. There was also a picnic area to the rear of units on Church Street, outside the town centre boundary adjacent to the river, though this did not appear well used. There are no public toilets within the centre.

LYNEMOUTH HEALTH CHECK ASSESSMENT

Date of Site Visit: 22 September 2009

Status: Local Centre (Castle Morpeth District Local Plan 1991 - 2006 (2003))

Centre Overview

Lynemouth is situated to the south east of Ellington and to the north of Newbiggin-by-the-Sea. Lynemouth is located approximately 22 miles north of Newcastle City Centre and is identified as a local centre by the Castle Morpeth District Local Plan 1991 – 2006 (February 2003). Lynemouth is located off the A1068 which is parallel to the A1. Newcastle International Airport is some 22 miles away.

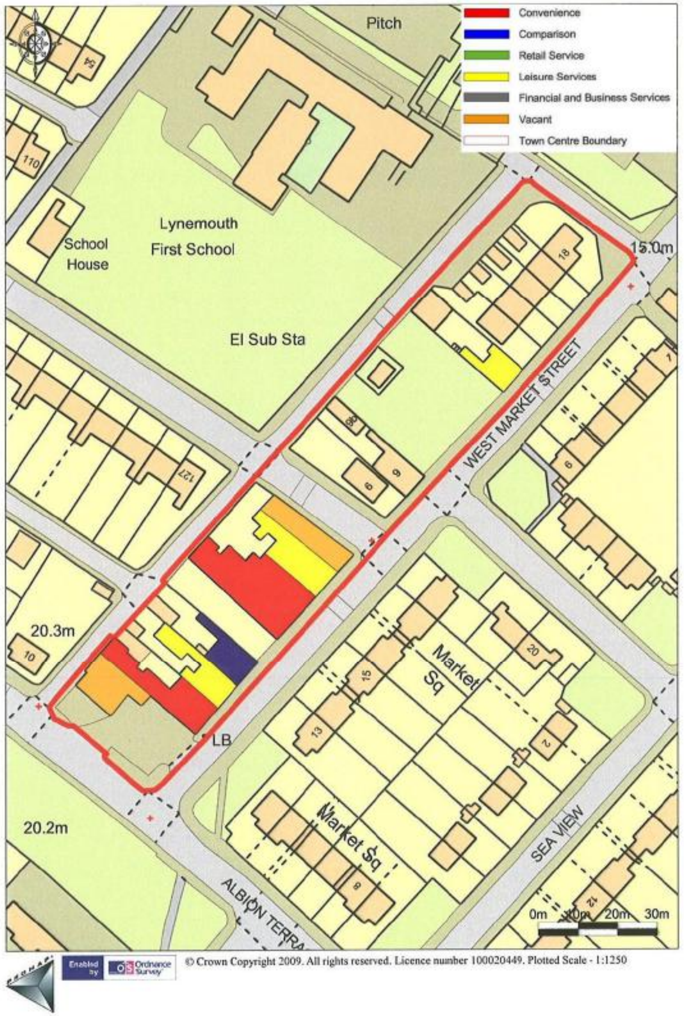
The focus for retailing in Lynemouth comprises West Market Street. A land use plan of Lynemouth Town Centre is provided overleaf.

Photographs of Lynemouth Local Centre

Photos removed for distribution purposes.

Figure 65 (top left): Co-op Foodstore, West Market Street
Figure 66 (top centre): Premier store, West Market Street
Figure 67 (top right): Retail frontages, West Market Street
Figure 68 (bottom left): Vacant petrol filling station, West Market Street
Figure 69 (bottom right): Vacant unit, West Market Street

Figure 70: Land Use Plan for Lynemouth Local Centre (2009)



Source: WYG site visit (September 2009)

Table 26: Diversity of Uses in Lynemouth Local Centre (2009)

	Number of Outlets		
	Number	Lynemouth (%)	UK (%)
Convenience	2	25.0	8.8
Comparison	1	12.5	34.5
Retail Service	0	0.0	13.0
Leisure Services	3	37.5	21.5
Financial and Business Services	0	0.0	11.2
Vacant	2	25.0	10.8
Total	**8**	**100**	**100**

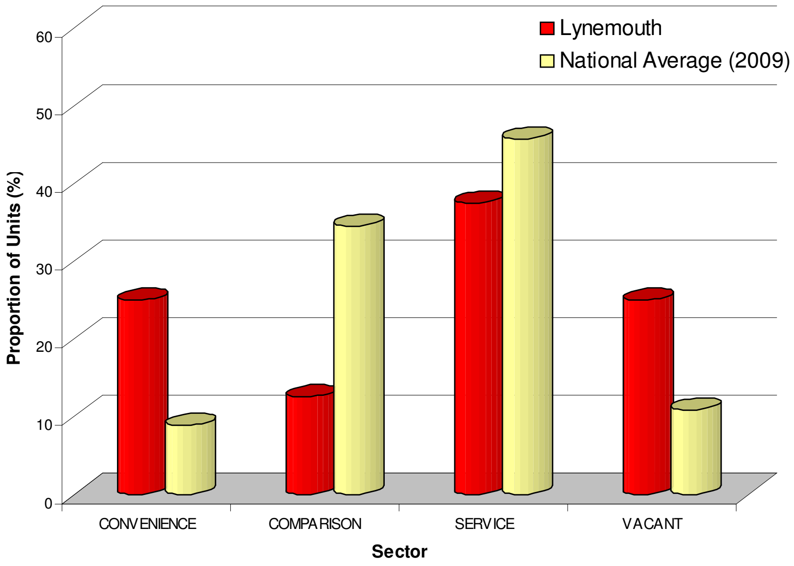
Source: WYG site visit (September 2009)

Table 27: Existing Floorspace in Lynemouth Local Centre (2009)

	Existing Floorspace		
	Sq m	Lynemouth (%)	UK (%)
Convenience	541	41.7	14.2
Comparison	101	7.8	37.7
Retail Service	0	0.0	7.0
Leisure Services	383	29.6	22.7
Financial and Business Services	0	0.0	8.7
Vacant	271	20.9	9.0
Total	**1,296**	**100**	**100**

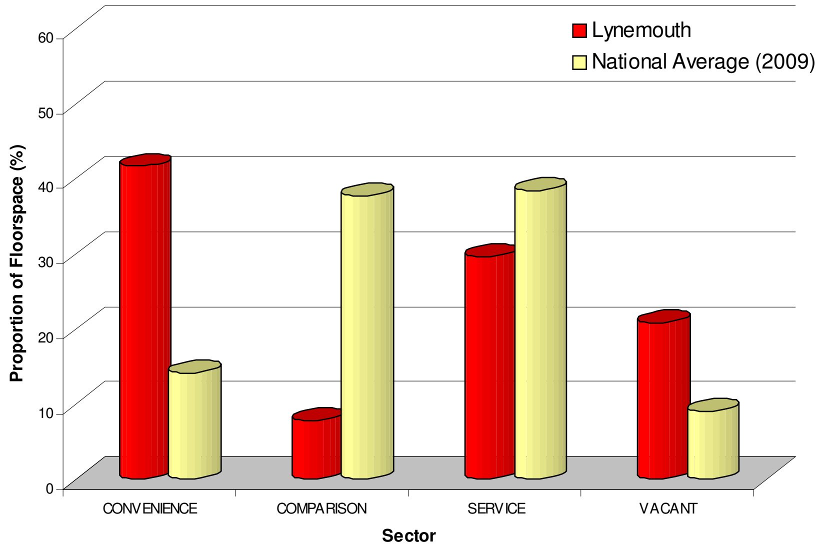
Source: WYG site visit (September 2009)

Figure 71: Use of Units in Lynemouth Local Centre (2009)



Source: WYG site visit (September 2009)

Figure 72: Use of Floorspace in Lynemouth Local Centre (2009)



Source: WYG site visit (September 2009)

Convenience

25.0% of all retail units in Lynemouth Local Centre are in use for the sale of convenience goods, compared to a national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods also is well above the national average (41.7% compared to 14.2% nationally). At present, this sector is dominated by the Co-op Foodstore on West Market Street.

Comparison

Comparison traders in Lynemouth occupy 12.5% of outlets against a national 34.5%. Similarly, when it comes to comparison goods floorspace, Lynemouth is below the national average of 37.7% with a figure of 7.8%. The one comparison goods store in the centre is an independent retailer.

Overall Service

The service sector comprises three units and occupies 383 sq m of floorspace. The proportion of service outlets (37.5%) is below the national average (45.7%). Likewise, the proportion of service floorspace (29.6%) is below the national average (38.4%).

Retail Service

There are no retail service traders in Lynemouth.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. Lynemouth is well-provided for in terms of the proportion of such outlets in comparison to the national average (37.5% compared to 21.5%). Likewise, the proportion of floorspace occupied (29.6%) is above the national average (22.7%).

Financial Services

There are no financial service traders in Lynemouth.

Non-Retail

In addition to the retail service on offer, there are two churches, a community centre, a school and several dwellings; however all of these are located outside the town centre boundary.

Vacancies

Table 28: Vacancies in Lynemouth Local Centre (2009)

	Vacancy		
	Total	Lynemouth (%)	UK (%)
No. of Outlets	2	25.0	10.8
Floorspace	271	20.9	9.0

Source: WYG site visit (September 2009)

Table 13 illustrates that at September 2009 there were two vacant retail units in Lynemouth Town Centre, both of which are located on West Market Street and occupied a floorspace of 271 sq m. This represents 25.0% of all outlets and 20.9% of floorspace, compared to respective national averages of 10.8% and 9.0%. Having spoken to commercial property agent Greig Cavey Commercial Ltd, it was found that the former Storewise unit on West Market Street has been vacant for 6-9 months; however there has been interest in the unit. No information was available for the other vacant unit on West Market Street.

Business Survey Results

A questionnaire was distributed to all local businesses within Lynemouth in order to gain an understanding of the opinions of retailers. A total of 17 questionnaires were distributed, with 3 being returned: a response rate of 18%. The main findings of the business survey results were as follows:

- All respondents were retail services;
- All respondents were independent traders;
- Half (50%) of respondents had been trading in the town centre for over twenty years, with half having been in operation for over three years;
- 50% of respondents leased their premises and a further 50% owned their premises;
- Half (50%) of traders responding to the business survey stated that since they began trading business had 'grown moderately', although 50% of traders had 'remained largely static';
- 50% of respondents indicated that their business was currently trading 'well' and 50% of respondents indicated that their business was currently trading 'moderately';
- The survey indicates that half (50%) of traders primarily relied on residents from in or around Lynemouth Town Centre for the majority of their business, whilst 50% primarily relied on residents from across Northumberland County;
- When asked about measures that would improve the town centre, 25% of respondents stated that an increased choice/range of shops would have this effect. Other measures suggested included more national multiples (13%), a foodstore in the town centre (13%) and an improved built environment (13%) amongst others;
- All respondents felt that there was a good balance of shops and other non-retail uses;
- Respondents identified the main barriers to trading performance as being anti-social behaviour (25%), the poor quality of the town centre shopping environment (25%), a lack of passing trade outside premises (13%) and the poor location of premises (13%);
- Half (50%) of respondents indicated they had no plans to alter their business in any way over the next five years, although 50% planned to refurbish their existing floorspace;
- When asked if their business currently has its own website, half (50%) of respondents said yes, whilst the other half said no;
- Of those who did have a website, 50% of respondents stated that their website provides customers with contact information, whilst 50% of respondents stated that their website allows customers to contact their business directly via e-mail;
- All respondents said that their website was of little importance to their business;
- All respondents indicated that their website does not attract customers from a wider catchment, i.e. beyond Northumberland;

- All respondents stated that customers do not visit their store as a result of browsing their website;
- Up to 10% of sales are from the internet according to all respondents; and
- None of the respondents who did not have a website gave a reason for not having a website.

The business survey asked respondents to rate a number of different aspects of Lynemouth in terms of whether they were considered to be 'good', 'average' or 'poor'. A large proportion of aspects were rated as being 'average' by a number of respondents. However, other aspects were rated as being 'poor' by a number of respondents. These aspects were: the range of services in general (100%), the number of restaurants (100%), the number of licensed premises (100%) and the attractiveness of the public realm (100%). Respondents were also able to add any additional comments they wished to make at the end of the survey. Through this process, retailers highlighted that businesses need to be encouraged to invest in their premises. In addition to this, certain retailers felt that a purpose-built car park would improve pedestrian safety and the pavements needed improving in the centre.

In Street Survey Results

Introduction

- Of those respondents questioned, 65% lived in Lynemouth but didn't work there;
- The largest proportion of respondents (35%) never visited Lynemouth in the evening. However, 64% visited Lynemouth every day in the daytime;
- The main reason respondents visited Lynemouth was due to food shopping only (47%), followed by social reasons (12%) and to visit the chemist (11%).

Accessibility

- The majority of respondents (60%) walked to the centre (60%) and a further 32% travelled into the centre by car;
- The majority of respondents (58%) parked in Lynemouth Local Centre, with 25% parking off-street and 17% in other areas;
- The greatest proportion of respondents (28%) didn't know what would improve their shopping experience in Lynemouth. Aside from this, respondents suggested more shops would be an improvement (19%), as well as improved safety and security (15%) and improved quality of the footpaths (11%);
- The following were rated 'good' or 'very good' by the largest proportion of respondents: the quality of bus services (31%); the availability of public parking spaces (29%); and the regularity of bus services (29%);
- The following were rated 'poor' or 'very poor' by the largest proportion of respondents: street furniture (75%); safety and security in the night-time (59%); and safety/security of parking facilities (37%);

- The majority of respondents (51%) thought that Lynemouth did not offer a wide choice of quality of shops;
- The majority of respondents (79%) planned to spend less than £25 in Lynemouth;
- The largest proportion of respondents (45%) did not know what improvements to the retail offer they would like to see in Lynemouth. However, 15% stated a butchers, 8% said a supermarket and 8% felt that clothes shops would improve Lynemouth's retail offer.

Leisure

- The majority of respondents (88%) never come to Lynemouth for leisure/cultural events. Of those who do, 67% visit other facilities not mentioned in the survey and 22% visit their local pub in Lynemouth;
- When asked what events/activities respondents would like to see on a regular basis, the greatest proportion of respondents (27%) wanted a farmer's market in Lynemouth. Aside from this, 25% didn't know, 20% wanted sporting events and 19% suggested arts and crafts;
- The following leisure/cultural activities were rated as 'good' or 'very good' by the largest proportion of respondents: takeaways (35%) and cafes (17%);
- The following leisure/cultural activities were rated as 'poor' or 'very poor' by the largest proportion of respondents: restaurants (76%) and sandwich shops (55%).

Local Environment

- In terms of factors affecting the environmental quality of Lynemouth, the greatest proportion of respondents rated the following as 'good' or 'very good': graffiti/fly posting problems (7%); shop frontages (5%); and street furniture (4%);
- Environmental quality factors rated as 'poor' or 'very poor' included: street furniture (80%); the level of litter (72%); and the general quality of the footways/paving (63%);
- In terms of how Lynemouth is used, the largest proportion of respondents felt that as a place to live (11%) or as a place to shop (8%) Lynemouth was 'good' or 'very good';
- However, as a place to visit (79%) or as a place to enjoy yourself (77%), the largest proportion of respondents felt that Lynemouth was 'poor' or 'very poor';
- In the last twelve months, the majority of respondents (63%) felt that the overall attractiveness of the town had declined, with 25% stating that the attractiveness of the centre had stayed the same. 7% didn't know and 5% felt that the attractiveness of the centre had improved;
- To make Lynemouth better; the greatest proportion of respondents (43%) felt that the centre needed improved leisure facilities with 39% stating that a better retail offer would benefit the centre.

Accessibility	Environmental Quality
Car: Lynemouth is is located off the A1068 which is parallel to the A1. Albion Terrace is the the busiest road running adjacent to the centre; however traffic calming measures are in place to increase pedestrian safety. The majority of respondents to the in-street survey (85%) felt that it was either 'fairly easy' or 'very easy' to travel into Lynemouth. **Car parks:** There are no car parks in Lynemouth; however there is on-street parking available. **Public transport:** The town also benefits from good accessibility by public transport. Hadston is located on the 518 bus route which provides services to Amble, Morpeth, Gosforth and Newcastle City Centre amongst others.	Lynemouth is a small local centre situated to the east of the authority area, anchored by a Co-op store. The centre is focused on West Market Street. Retail units are few in number and lack variety in Lynemouth. Again, many shoppers will choose to do their main food shop at larger supermarkets elsewhere. None of the streets in the centre are pedestrianised; however traffic calming measures are in place to aid shopper safety. At late afternoon on the day of the survey (Tuesday, 22 September), there was a very low level of footfall in Lynemouth. Pavements are wide and there are no pedestrian crossings in the centre. The streets are generally clean however litter was present in places. Shop units themselves are maintained to mixed standards, creating a fairly unattractive shopping environment. Units are a mixture of old and new build. Street furniture includes benches, bins and street lights. There are no public toilets in the centre.

WIDDRINGTON STATION HEALTH CHECK ASSESSMENT

Date of Site Visit: 23 September 2009

Status: Local Centre (Castle Morpeth District Local Plan 1991 - 2006 (2003))

Centre Overview

Widdrington Station is situated to the north of Ashington and to the south of Alnwick. Widdrington Station is located approximately 26 miles north of Newcastle City Centre and is identified as a local centre by the Castle Morpeth District Local Plan 1991 – 2006 (February 2003). Widdrington Station is located off the A1068 which is parallel to the A1. Newcastle International Airport is some 26 miles away.

The main focus for retailing in Widdrington Station comprises Ena Street and Grangemoor Road. A land use plan of Widdrington Station is provided overleaf.

Photographs of Widdrington Station Local Centre

Photos removed for distribution purposes.

Figure 73 (top left): Co-op Foodstore, Grangemoor Road
Figure 74 (top centre): Retail frontages, Grangemoor Road
Figure 75 (top right): Retail frontages, Ena Street
Figure 76 (bottom left): The Widdy Chippy, Ena Street
Figure 77 (bottom right): Railway Station, Grangemoor Road

Figure 78: Land Use Plan for Widdrington Station Local Centre (2009)

Source: WYG site visit (September 2009)

Table 29: Diversity of Uses in Widdrington Station Local Centre (2009)

	Number of Outlets		
	Number	Widdrington Station (%)	UK (%)
Convenience	1	10.0	8.8
Comparison	0	0.0	34.5
Retail Service	2	20.0	13.0
Leisure Services	1	10.0	21.5
Financial and Business Services	0	0.0	11.2
Vacant	6	60.0	10.8
Total	**10**	**100**	**100**

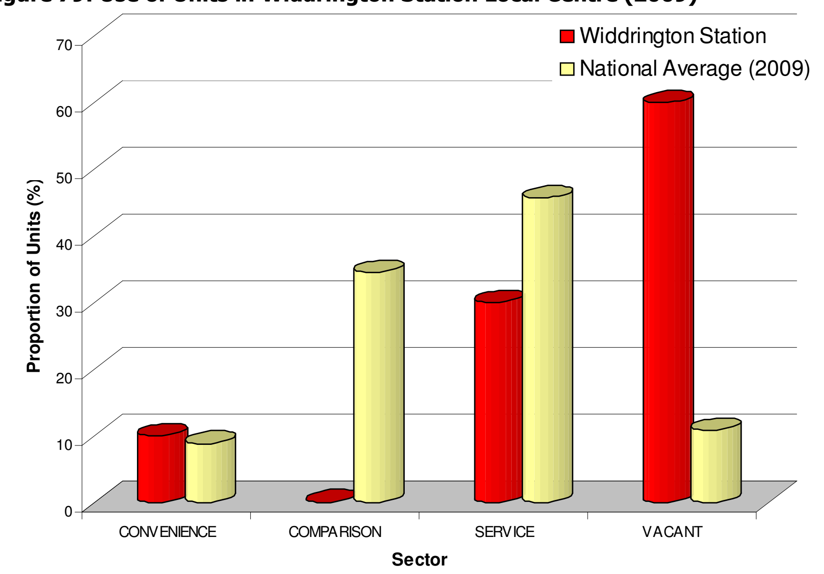
Source: WYG site visit (September 2009)

Table 30: Existing Floorspace in Widdrington Station Local Centre (2009)

	Existing Floorspace		
	Sq m	Widdrington Station (%)	UK (%)
Convenience	341	37.3	14.2
Comparison	0	0.0	37.7
Retail Service	117	12.8	7.0
Leisure Services	121	13.3	22.7
Financial and Business Services	0	0.0	8.7
Vacant	334	36.6	9.0
Total	**913**	**100**	**100**

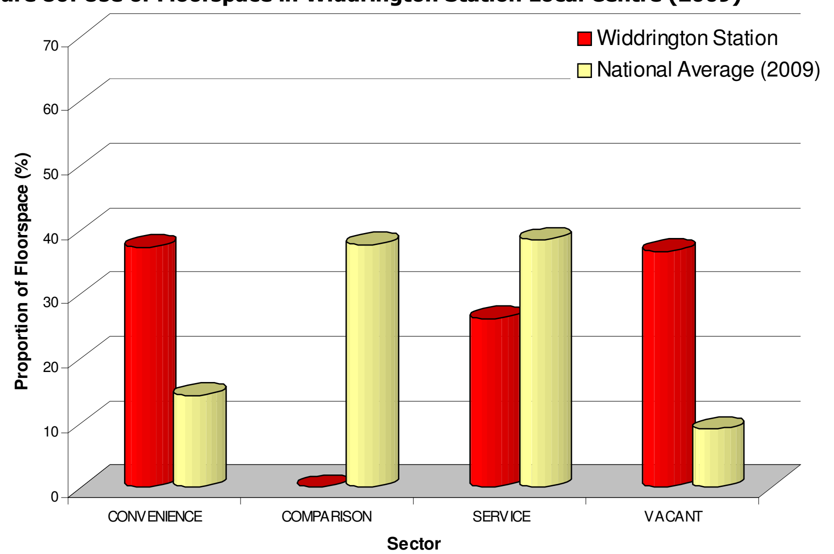
Source: WYG site visit (September 2009)

Figure 79: Use of Units in Widdrington Station Local Centre (2009)



Source: WYG site visit (September 2009)

Figure 80: Use of Floorspace in Widdrington Station Local Centre (2009)



Source: WYG site visit (September 2009)

Convenience

10.0% of all retail units in Widdrington Station Local Centre are in use for the sale of convenience goods, compared to a national average of 8.8%. The proportion of retail floorspace in use for the sale of convenience goods also is well above the national average (37.3% compared to 14.2% nationally). At present, this sector is dominated by the Co-op Foodstore on Grangemoor Road.

Comparison

There are no comparison traders in Widdrington Station.

Overall Service

The service sector comprises three units and occupies 238 sq m of floorspace. The proportion of service outlets (30.0%) is below the national average (45.7%). Likewise, the proportion of service floorspace (26.1%) is below the national average (38.4%).

Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 20.0% of outlets and 12.8% of floorspace in Widdrington Station, which compares to respective national averages of 13.0% and 7.0%.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. Widdrington Station is under-provided for in terms of the proportion of such outlets in comparison to the national average (10.0% compared to 21.5%). Likewise, the proportion of floorspace occupied (13.3%) is below the national average (22.7%).

Financial Services

There are no financial service traders in Widdrington Station.

Non-Retail

In addition to the retail service on offer, there is a church, community centre, library, school and several dwellings; however all of these are located outside the town centre boundary.

Vacancies

Table 31: Vacancies in Widdrington Station Local Centre (2009)

	Vacancy		
	Total	Widdrington Station (%)	UK (%)
No. of Outlets	6	60.0	10.8
Floorspace	334	36.6	9.0

Source: WYG site visit (September 2009)

Table 16 illustrates that at September 2009 there were six vacant retail units in Widdrington Station Town Centre, three of which are located on Ena Street and the other three units are on Grangemoor Road. These units occupied a floorspace of 334 sq m. It represents 60.0% of all outlets and 36.6% of floorspace, compared to respective national averages of 10.8% and 9.0%. Having spoken to commercial property agent Rickard Chartered Surveyors Ltd, there has been some interest in the vacant units on Grangemoor Road; however they have been vacant for the past 6 months. Two separate parties have been close to letting one or more of the properties however they pulled out due to personal reasons. As with Hadston, the majority of the offers have been from developers seeking to let the unit as a hot food takeaway (Use Class A5); however these units have restrictions prohibiting this type of use. No information was available for the vacant units on Ena Street.

Business Survey Results	In Street Survey Results
No business surveys were returned for this centre.	**Introduction** ▪ Of those respondents questioned, 40% lived in Widdrington Station but didn't work there, with a further 40% just visiting; ▪ The largest proportion of respondents (40%) never visited Widdrington Station in the evening. However, 32% visited Widdrington Station every day in the daytime; ▪ The main reason respondents visited Widdrington Station was due to food shopping only (32%), followed by for social reasons (16%) and whilst on holiday (12%). **Accessibility** ▪ The greatest proportion of respondents walked to centre (48%) and a further 44% travelled into the centre by car; ▪ The majority of respondents (82%) parked in Widdrington Station Local Centre; ▪ The greatest proportion of respondents thought that nothing would improve their shopping experience in Widdrington Station. Aside from this, respondents suggested a bakers (8%), more variety (8%) and improved road safety (4%); ▪ The following were rated 'good' or 'very good' by the largest proportion of respondents: the availability of public parking spaces (76%); safety and security in the daytime (68%); and safety/security of parking facilities (64%); ▪ The following were rated 'poor' or 'very poor' by the largest proportion of respondents: the regularity of bus services (36%); the destinations to and from Widdrington Station served by public transport (32%); and safety and security in the night-time (24%);

- Respondents were split equally with regard to the question of whether Widdrington Station offers a wide choice of quality shops;
- The majority of respondents (84%) planned to spend less than £25 in Widdrington Station;
- The largest proportion of respondents (36%) did not know what improvements to the retail offer they would like to see in Widdrington Station. However, 24% stated nothing, 12% said a butchers and 8% felt that a bakers would improve Widdrington Station's retail offer.

Leisure

- The majority of respondents (92%) never come to Widdrington Station for leisure/cultural events. Of those who do, half visit other facilities not mentioned on the survey and the other half visit their local pub in Widdrington Station;
- When asked what events/activities respondents would like to see on a regular basis, the greatest proportion of respondents (48%) didn't know. However, of those that did, the most popular responses were a farmer's market (12%), a continental style market (4%) and sporting events (4%);
- The following leisure/cultural activities were rated as 'good' or 'very good' by the largest proportion of respondents: restaurants (36%) and pubs and clubs (20%);
- The following leisure/cultural activities were rated as 'poor' or 'very poor' by the largest proportion of respondents: cafes (52%) and sandwich shops (48%).

Local Environment

- In terms of factors affecting the environmental quality of Widdrington Station, the greatest proportion of respondents rated the following as 'good' or 'very good': the general quality of the footways/paving (88%); the overall level of cleanliness (84%); and the level of litter (80%);
- Environmental quality factors rated as 'poor' or 'very poor' included: shop frontages (32%); street furniture (16%); and the general state of the buildings (12%);
- In terms of how Widdrington Station is used, the largest proportion of respondents felt that as a place to visit (44%) or as a place to live (40%) Widdrington Station was 'good' or 'very good';
- However, as a place to shop (60%) or as a place to enjoy yourself (40%) the largest proportion of respondents felt that Widdrington Station was 'poor' of 'very poor';
- In the last twelve months, the greatest proportion of respondents (40%) felt that the overall attractiveness of the town had stayed the same and 36% didn't know. 16% felt that the attractiveness of Widdrington Station had improved and 8% stated that it had declined;
- To make Widdrington Station better; the greatest proportion of respondents (40%) didn't know how to improve the centre. However, of those who did, 12% stated that the centre needed a café and a further 12% stated that more pubs would benefit the centre.

Accessibility	Environmental Quality
Car: Widdrington Station is located off the A1068 which is parallel to the A1. Grangemoor Road is the busiest road running through the centre; however pedestrian crossings are in place to aid pedestrians. All of the respondents to the in-street survey felt that it was 'very easy' to travel into Lynemouth. **Car parks:** There is one car park in Widdrington Station, located off Ena Street, which is free of charge. There is also on-street parking available. **Public transport:** The town also benefits from good accessibility by public transport. Hadston is located on the 518 bus route which provides services to Amble, Morpeth, Gosforth and Newcastle City Centre amongst others. There is also a railway station off Grangemoor Road which provides a local service.	Widdrington Station is a small local centre situated to the east of the authority area, anchored by a Co-op store. The centre is focused at Ena Street and Grangemoor Road. There are a small number of retail units which lack variety in Widdrington Station. It is likely that shoppers will travel further afield to a larger supermarket to do their main food shop. None of the streets in the centre are pedestrianised; however Widdrington Station provides a safe environment for shoppers. At midday on the day of the survey (Wednesday, 23 September), there was a very low level of footfall in Widdrington Station. Pavements are wide and there are no pedestrian crossings in the centre. The streets are clean with no evidence of litter, whilst shop units themselves are maintained to high standards. This creates an attractive shopping environment, although this would be improved if there were fewer vacancies in the centre. Units are mostly new build. Street furniture includes bins, flowers and street lighting. There are no public toilets in the centre.

ALNWICK TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 73
Date: October 2008

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The Northumberland Information Network is a partnership between:

Northumberland Strategic Partnership, Northumberland County Council, Northumberland Community Safety, CDRPs, Northumberland DAAT and Northumberland Early Years & Childcare Service.

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EXECUTIVE SUMMARY

- 51% of the floorspace in Alnwick was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative - 40% did not think Alnwick offered a wide choice of shops.
- Shopper's felt that the range and choice of shops needed to be improved.
- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 5% of vacant floorspace in Alnwick.
- The amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant.
- 78% of shoppers interviewed found it easy to travel into the town centre by car.
- 49% of these shoppers felt that the parking in the town centre was either poor or very poor.
- 29 shoppers commented on the lack of parking and a further 9 said parking in general was a problem.
- Alnwick also has good bus connectivity by the frequency and number of destinations reached from Alnwick.
- 79% of shoppers interviewed found it easy to travel into the town centre by bus.
- Approximately one quarter of respondents rating the quality, regularity and destinations served by public transport negatively.
- 51% of Alnwick residents shopped in Alnwick. 12% of expenditure was lost to Newcastle and a further 7% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.

- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper’s perception of crime and safety within the town centre.
- Investigate impact of future proposals for Alnwick on shopper’s overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

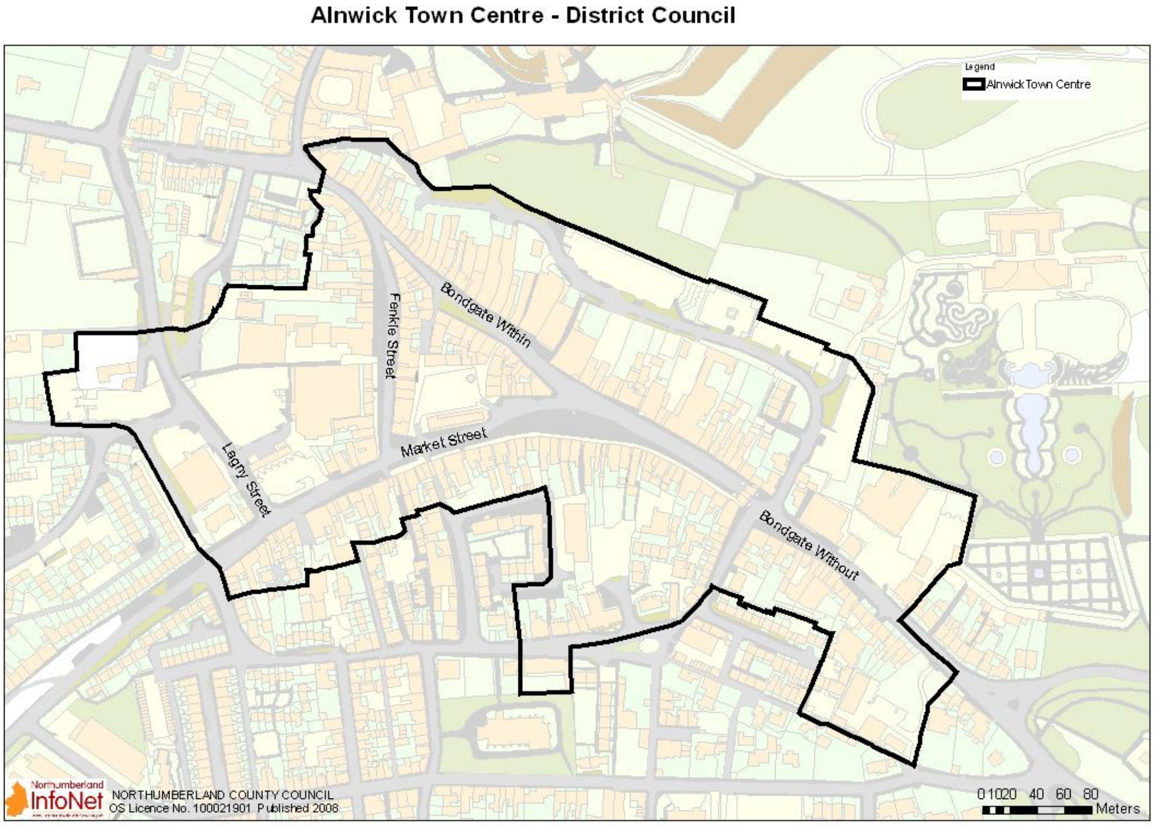
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Alnwick's Town Centre Boundary

Throughout this report there are two different boundaries for Alnwick Town Centre that will be used depending on the section: the town centre boundary as defined by Alnwick District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

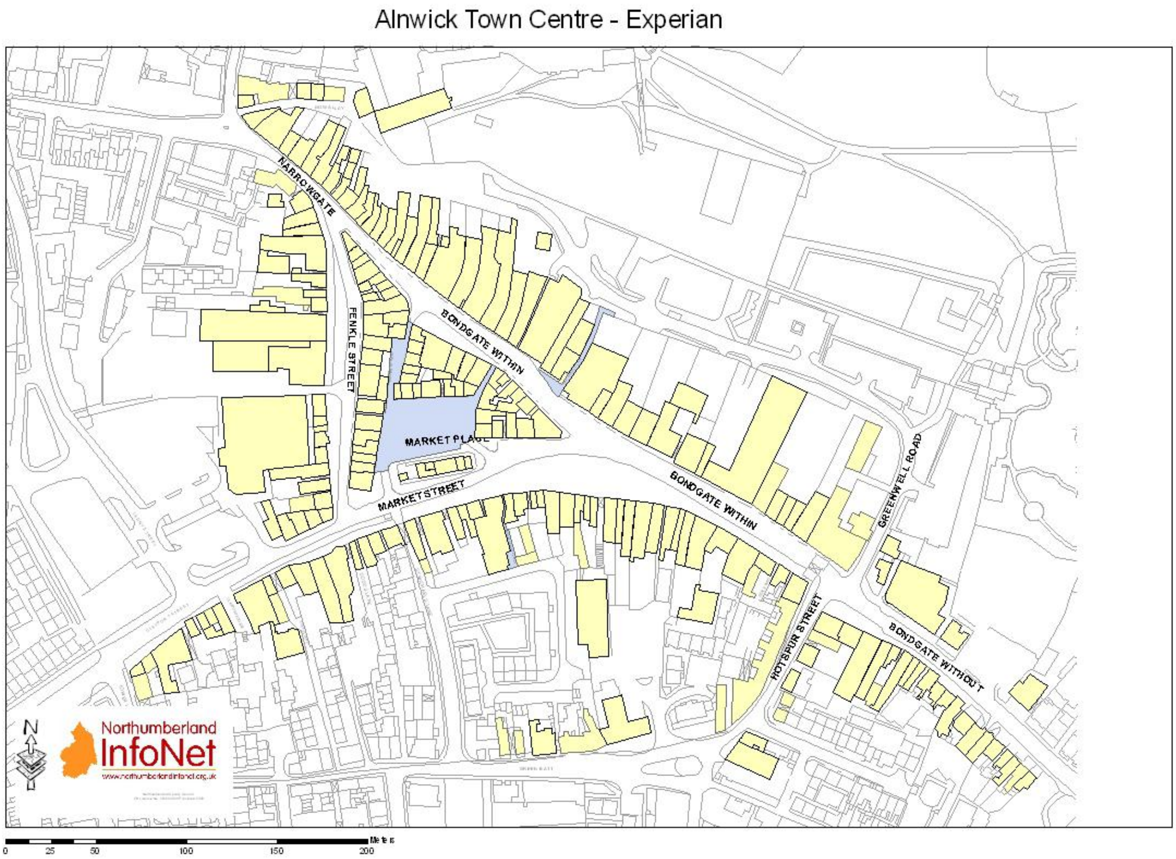
The area of Alnwick Town Centre in relation to the District Council boundary is 142,544.40 m² (14.25 Ha).

Figure 1: Boundary for Alnwick Town Centre (District Council)



Source: Alnwick District Council, July 2008

Figure 2: Boundary for Alnwick Town Centre (Experian)



Source: Experian, August 2008

2.2 Alnwick's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Alnwick District Council): Alnwick is an historic ducal market town where there is a strong sense of place and a charming town centre development pattern with much to interest the visitor by way of areas to explore and local vernacular. The town core has a good mix of nationals and local shops which when coupled with its role as an administrative and service centre for the wider area provides a strong base from which to trade. Out of town development by the A1 junction does not seem to be impeding the role of the town centre as yet. Recent investment in properties along Fenkle Street and Bondgate Without have brought back to the fore some tired areas of Alnwick which are now some of the most vibrant in terms of use.

The town hosts the Alnwick Garden which receives in excess of 500,000 visitors per annum. This influx of visitors can be stretching for local services during the height of the summer season although the additional visitors in the spring and summer sustain much of the town. The town centre market place is central to the functionality of the town and host a number of popular events. A future as a true festival town is now a real ambition so long as investment into services and facilities is forthcoming.

2.3 History and Development of Alnwick

Alnwick town is situated in Northumberland on the edge of the A1, with Newcastle-upon Tyne 30 miles to the south and Berwick-upon-Tweed 30 miles to the north.

The name "Alnwick" means "settlement by the Aln", and it is believed that it dates back to the Anglo-Saxon period, although there is evidence of people living in the area of Alnwick from the Neolithic period. Burial sites from the Bronze Age have also been discovered, as have evidence of settlements from the Iron Age.

Alnwick is dominated by a large castle dating back to the 11th century. The castle was a focus of conflict and warfare between the English and the Scots during the 12th and 13th centuries. It finally settled into the hands of Henry Percy in 1309 and continued to remain in the Percy family for the next 700 years. It is currently owned by the Duke of Northumberland, and is the second largest inhabited castle in England.

Alnwick is now a bustling market town situated on the river Aln, with a population of around 8,000. It is a popular tourist spot, and holds numerous events, including the annual International Music Festival. The Alnwick Garden, a key attraction in the town, is popular with residents and tourists alike.

In 2002, Alnwick was voted the “Best place in Britain to live” by Country Life magazine.

3.0 DIVERSITY OF USES

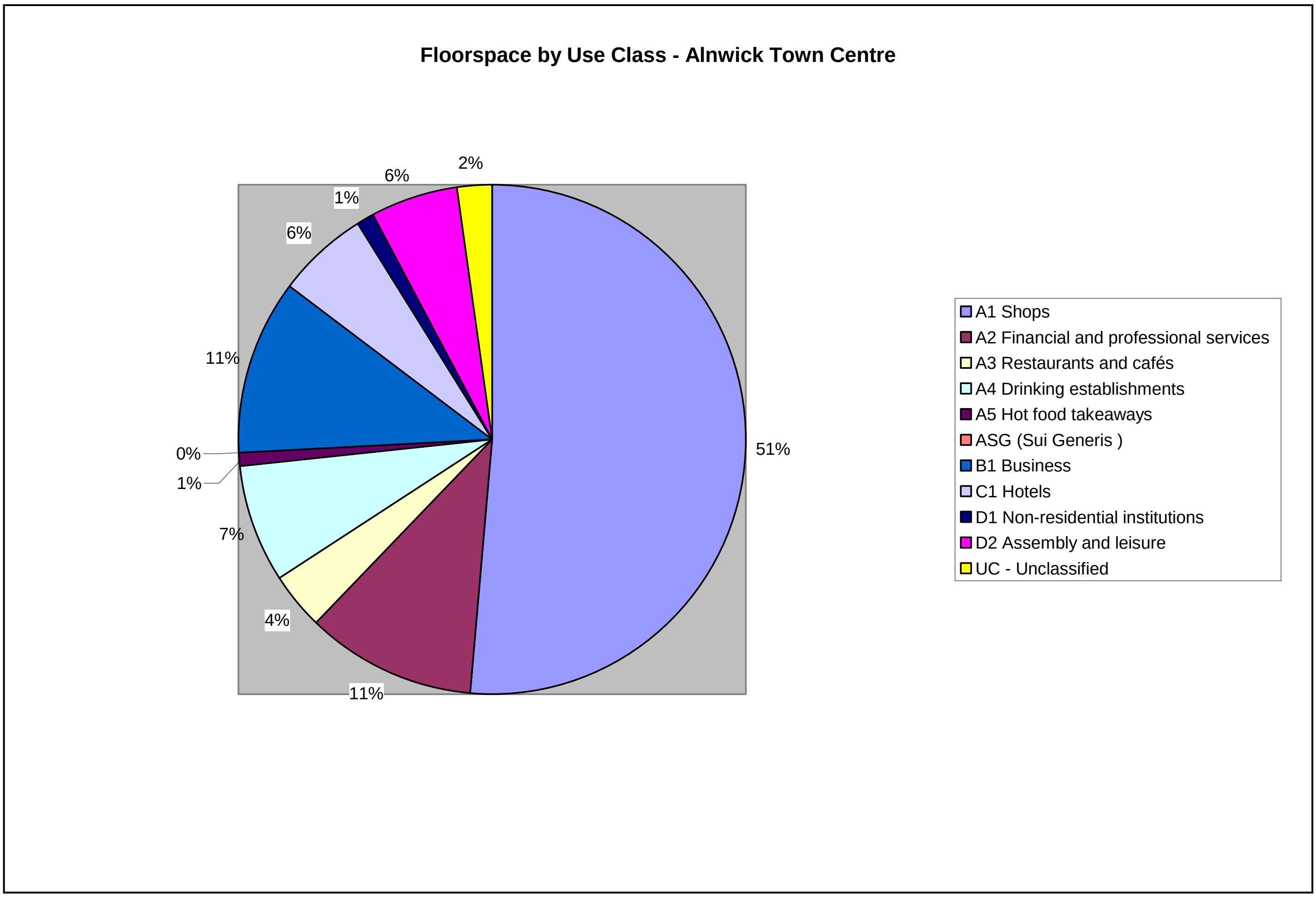
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Alnwick Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Alnwick.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

Figure 3 shows that just over half (51%) of the floorspace in Alnwick Town Centre are classed as shops. Financial and professional services and businesses each account for 11% of the floorspace in Alnwick, with drinking establishments and hotels occupying 7% and 6% of floorspace, respectively.

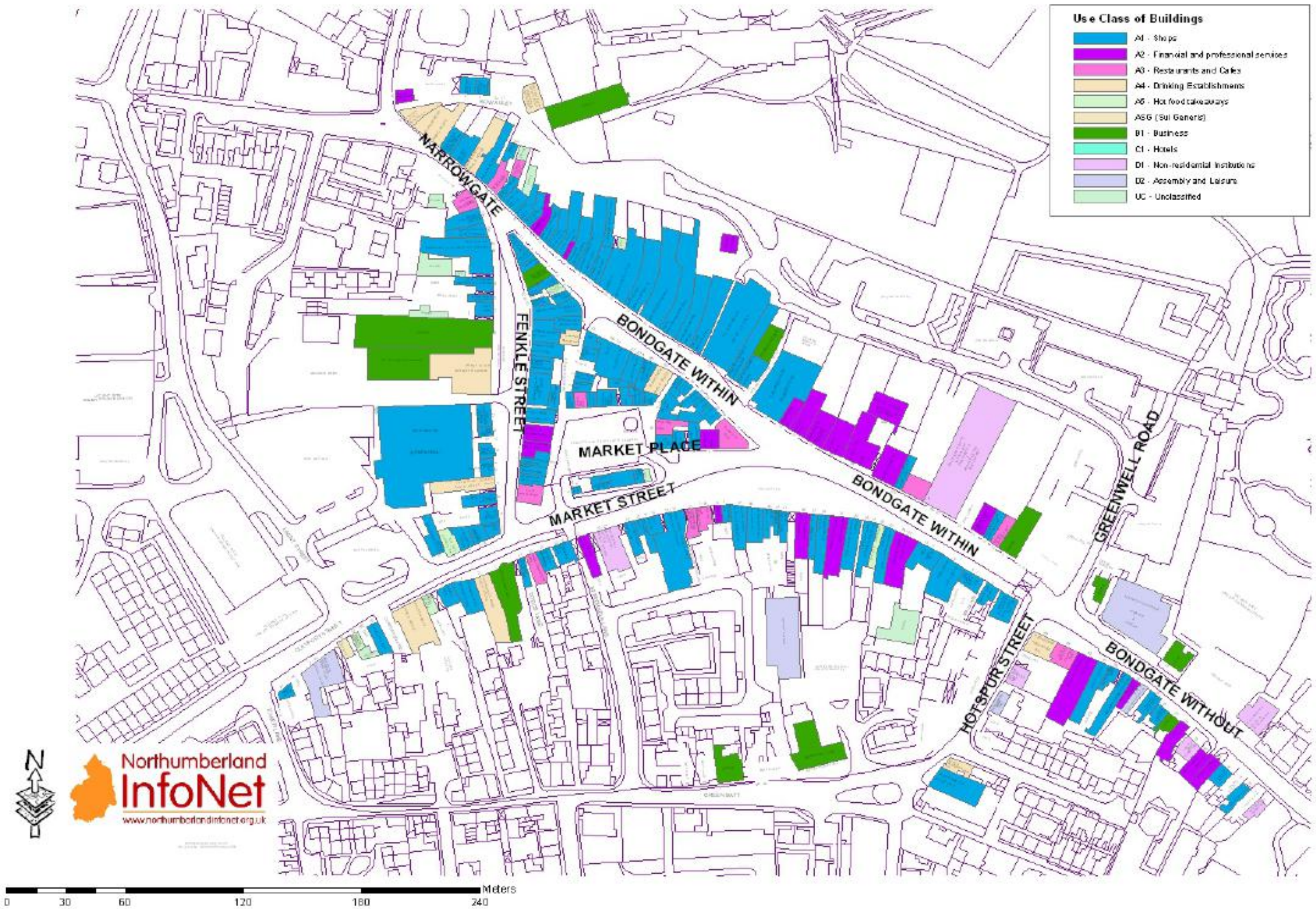
Figure 3: Floorspace by Use Class



Source: Experian, August 2008

Figure 4: Building Use class for Alnwick Town Centre

Building Use Class for Alnwick Town Centre



Source: Experian, August 2008

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the three main streets: Bondgate Within, Fenkle Street and Market Street (including the Market Place). The main cluster of financial and professional services is situated at the top of Bondgate Without where it meets Bondgate Within. Businesses are generally set on the edge of the town centre, with the exception of three premises on Bondgate Within. Drinking establishments in Alnwick are also generally on the outskirts of the town centre, notably on Narrowgate.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. A Saturday Market is held in the Market Place all year as well as a Thursday Market in the summer. A Farmers Market is held on the last Friday of the month and this is also held in the Market Place. A Continental Market is based within the Market Place occasionally. The annual Alnwick International Music Festival is held within the Market Place and various other venues, this event takes occurs in August and has seven days of festival performances. This event has gone from strength to strength, and now attracts an estimated 20,000 visitors each year and has become the largest independent music festival in the UK and the area's premier music event. The Alnwick Food Festival takes place in September and is a two day event. There are plenty of chances to sample what the region has to offer, plus even more opportunities to buy it. Cookery demonstrations, talks, food and drinks trails, wine-tasting sessions, a chocolate-making experience, special recipes, offers and surprises are all on the menu of the Alnwick Food Festival. Street entertainment and workshops will keep the children amused as well as a Young Chef of the Year competition. The Alnwick Beer Festival is held in the Market Place and Town Hall in September. The event provides the chance for the people of Northumberland to taste the offerings of local breweries throughout the north east. The Beer festival features 30 real ales from 15 local breweries all located in the North of England. In November the Alnwick Northumbrian Gathering is a two day event, with sessions in

Alnwick, competitions and concerts at Alnwick Playhouse as well as a dance at Northumberland Hall. The Market Place hosts the annual Alnwick Christmas Lights switch on in November, which has a spectacular display of Christmas lights. In November the Alnwick Fireworks display also takes place at Alnwick Rugby Club, where there is a fireworks display and bonfire.

3.3 Satisfaction with the range of provision – retail

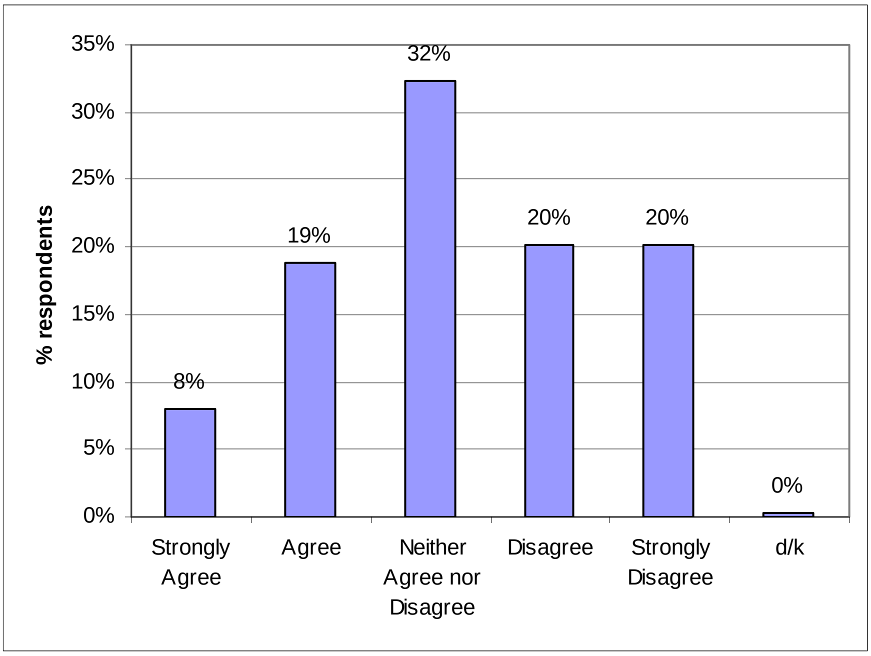
Question 14 in the Alnwick Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Alnwick offers a wide choice of quality shops"?

The level of disagreement with this statement was considerably higher than the level of agreement (40% vs. 27% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Alnwick offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys,June 2008

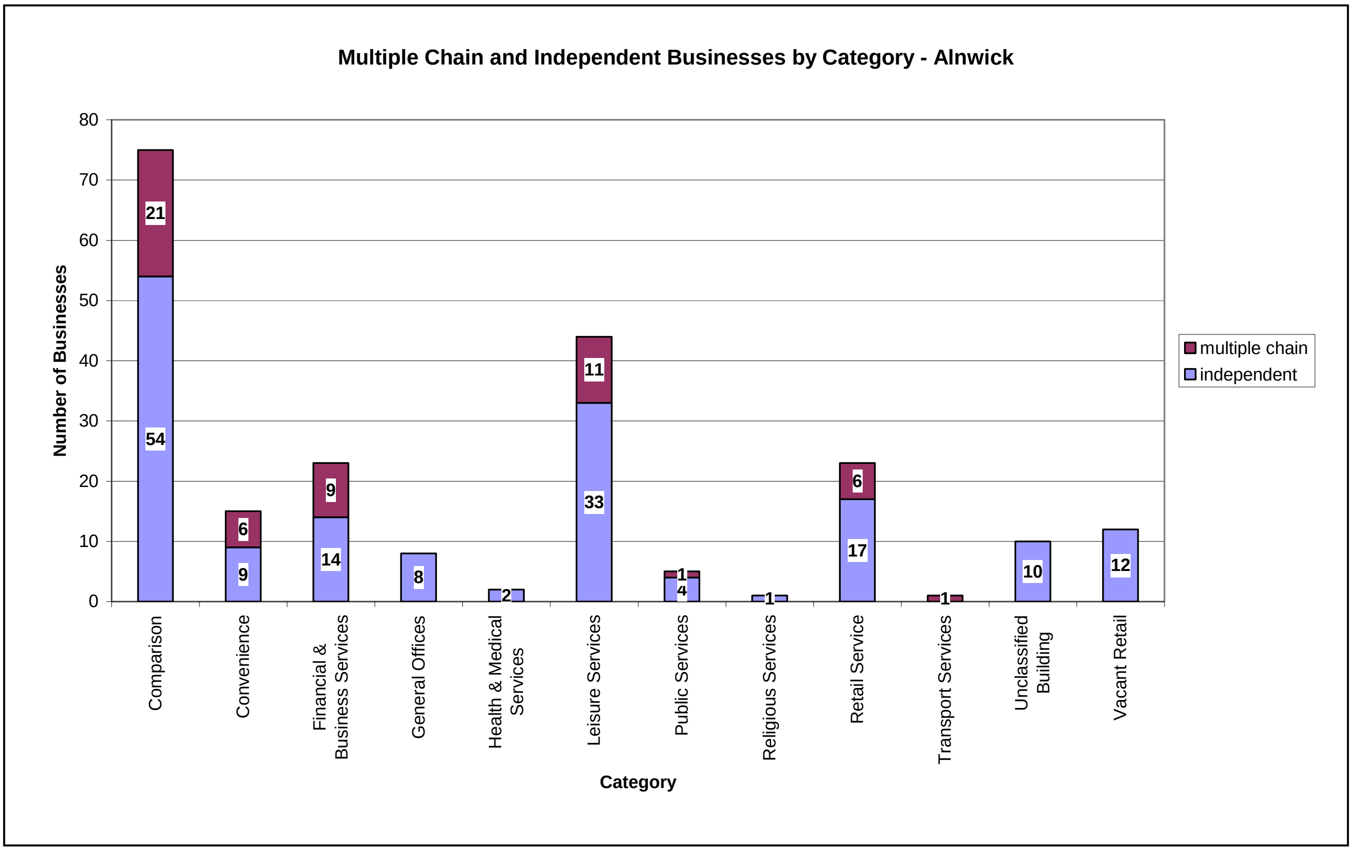
Base: 297 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Alnwick



Source: Experian, August 2008

Figure 6 shows that in Alnwick town centre, the majority of businesses are comparison retail (54 independent, 21 multiple chain). The category which has the

2nd highest amount of businesses is leisure services: 33 of which are independent and 11 multiple chain. There are 15 convenience retail premises and 23 retail service in total.

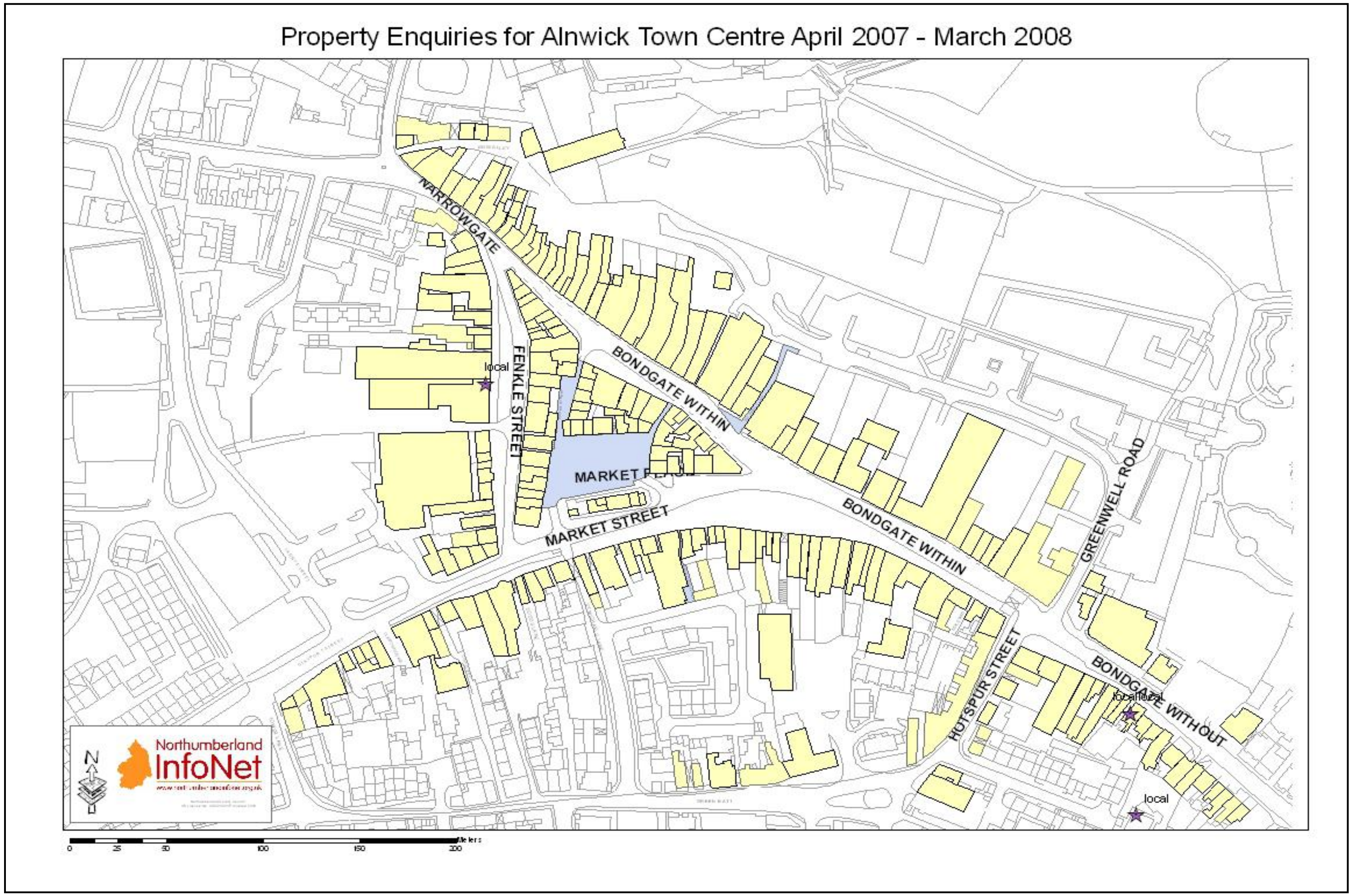
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Alnwick Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland). Enquiries were recorded for properties on Fenkle Street which is a main shopping area in Alnwick, and also on Bondgate Without towards the edge of the town centre. However, it must be noted that this data is based solely on one source (Northumberland Property Database of which Alnwick District Council was not a partner) and other sources may provide further insight.

Figure 7: Property Enquiries for Alnwick Town Centre April 2007 – March 2008



Source: Northumberland Property Search.com, April 2008

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Alnwick Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

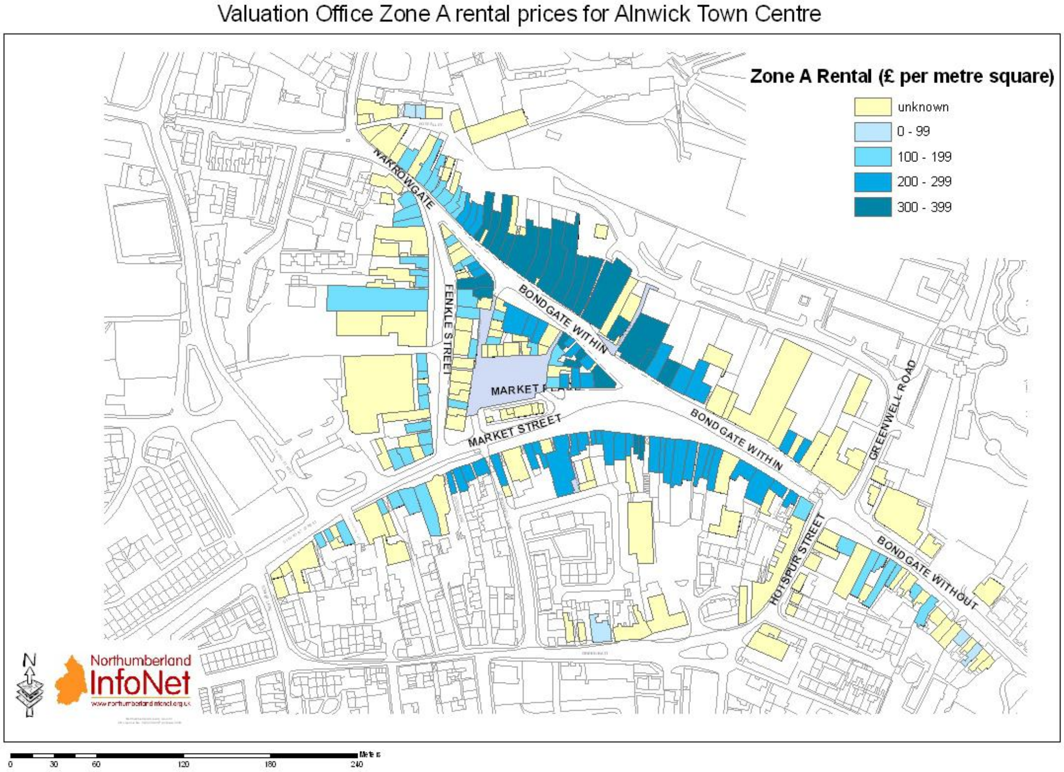
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).

- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Alnwick Town Centre



Source: Valuation Office, April 2003

Figure 8 shows that the properties on Bondgate Within generally have the highest zone A rent, with the majority being £300 - £399 per m². The prices decrease towards the edge of the town centre and onto Narrowgate where the majority of properties are £100 - £199 per m² or unknown. On Market Street the majority of properties have zone A rents of £200 - £299 per m². On Fenkle Street approximately half of the properties did not have zone A rental information, however, the properties which did have zone A rental information here were valued at £100 - £199 per m².

6.2 Yield

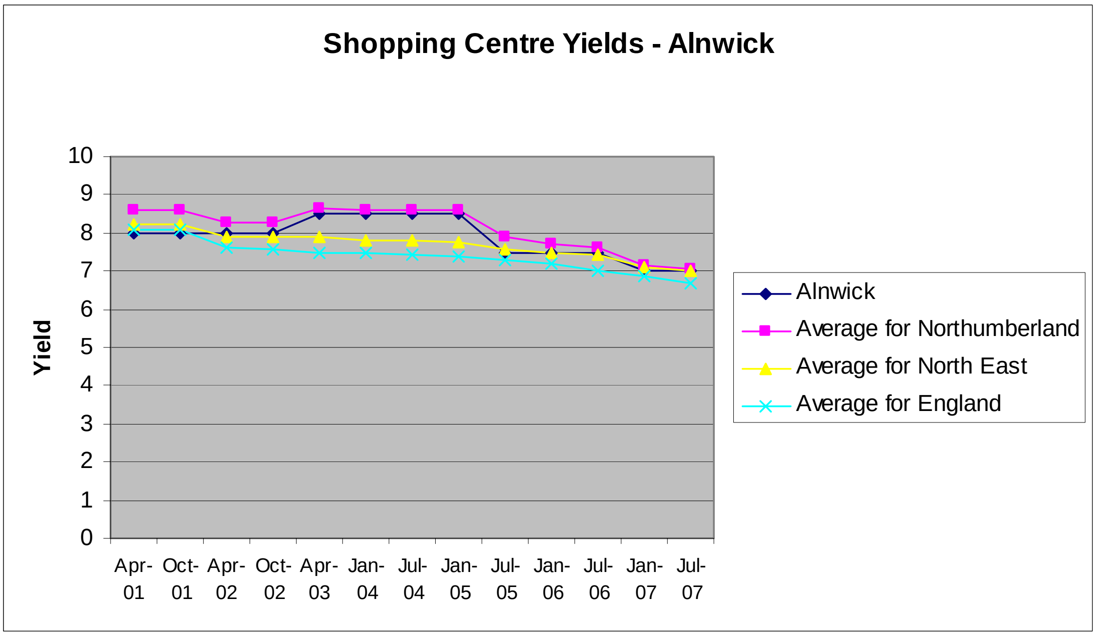
Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

Figure 9: Shopping Centre Yields - Alnwick



Source: Valuation Office (www.voa.gov.uk), July 2007

The graph shows that in 2001 (April and October), the average yield for Alnwick (8 in both months) was lower than the average for Northumberland (8.6 in both months),

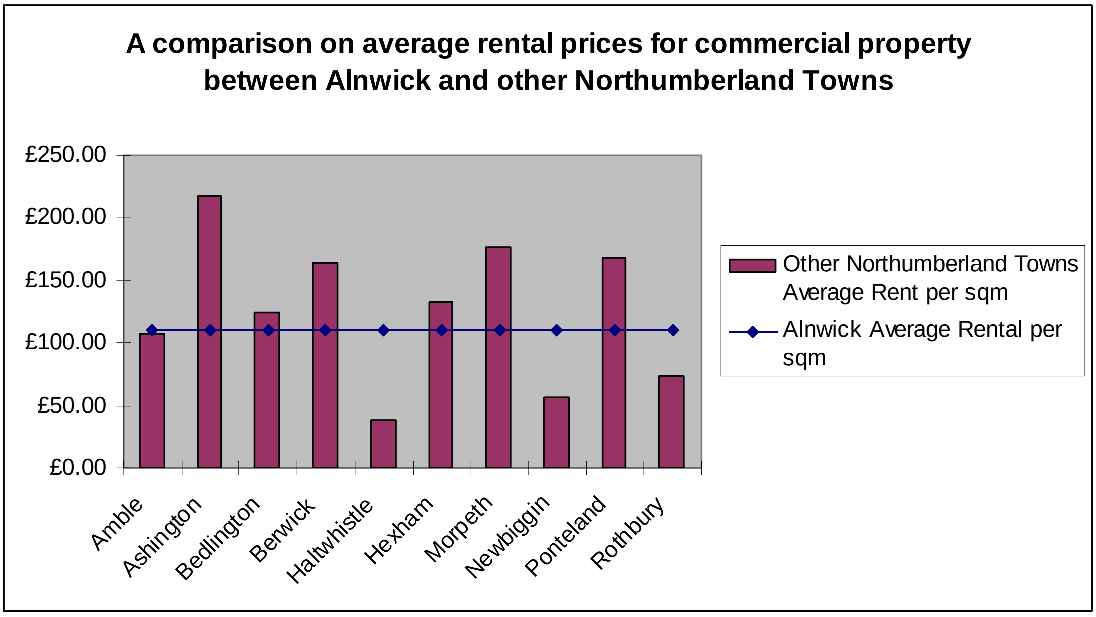
[1] www.voa.gov.uk
[2] www.voa.gov.uk

the North East of England (8.22 in both months), and England (8.10 and 8.08 respectively). In 2002 (April and October), despite the average yield for Alnwick (8 in both months) remaining lower than the average for Northumberland (8.25 in both months), the yield averages for the North East (7.90 in both months), and England (7.61 and 7.55 respectively), dropped lower than Alnwick. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Alnwick compared to the rest of the North East and England. The “rankings” for these averages of yields have stayed the same for 2002 – 2006. However, average yields for 2007 (January and July) showed that although the average yield for Alnwick (7 in both months) was still higher than the average yield for England (6.85 and 6.70 respectively), it was now lower than the average yield for the North East (7.09 and 7.02 respectively). It was also still lower than the average yield for Northumberland (7.15 and 7.05 respectively).

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Alnwick town centre between 1st January 2006 and 31st December 2007 was £110.21 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Alnwick has the 7th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Haltwhistle, Newbiggin, Rothbury and Amble with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Alnwick and other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Alnwick town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Alnwick Town Centre with the most vacant premises is Market Place with 15% of premises vacant. However, when looking at vacancy rates in terms of floorspace, Market Place was ranked 3rd with 9% of its total floorspace vacant. The streets with the most vacant floorspace in Alnwick were Bondgate Without and Narrowgate (both 11%).

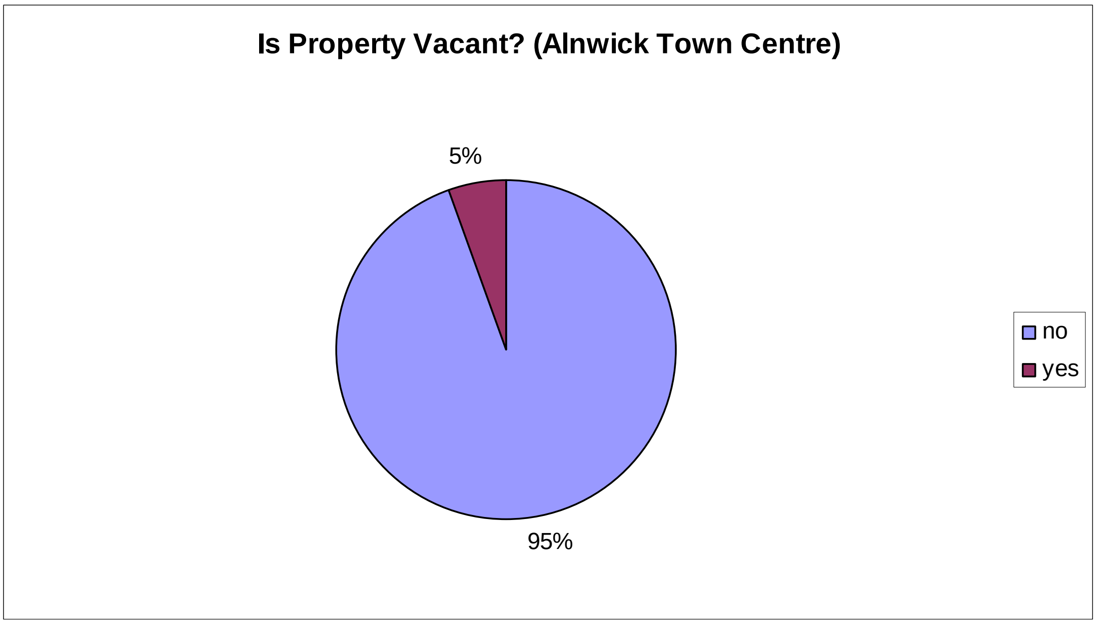
Figure 12 shows that in Alnwick Town Centre, there were 95% of occupied premises and 5% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
MARKET PLACE	15%	1	9%	3
BONDGATE WITHOUT	14%	2	11%	1
BONDGATE WITHIN	3%	3	5%	4
BOW ALLEY	0%		0%	
CHAPEL LANE	0%		0%	
CLAYPORT STREET	6%		4%	5
FENKLE STREET	0%		0%	
GREEN BATT	0%		0%	
GREENWELL LANE	0%		0%	
GREENWELL ROAD	0%		0%	
HOTSPUR STREET	0%		0%	
MARKET STREET	0%		0%	
NARROWGATE	9%		11%	1
PAIKES STREET	0%		0%	
Grand Total	5%		5%	

Source: Experian, August 2008

Figure 12: Is a Property Vacant

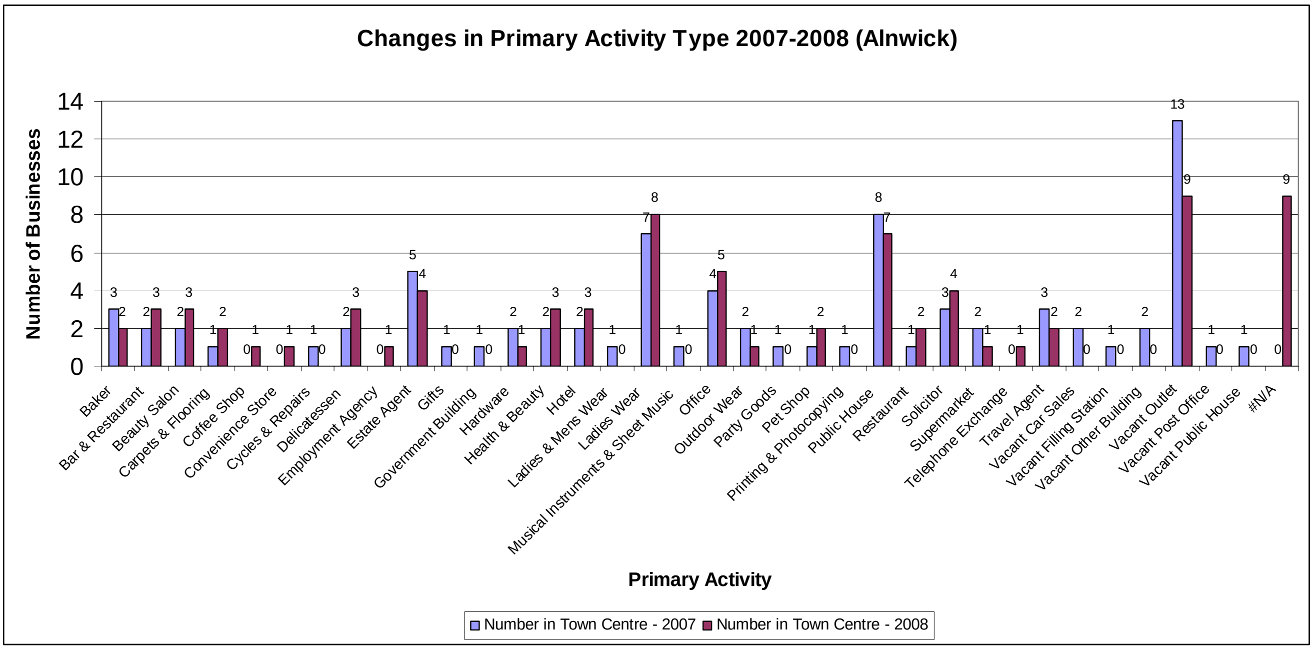


Source: Experian, August 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Alnwick Town Centre. The graph shows the number of vacant outlets have decreased in 2007 from 13 to 9 in 2008. There has also been a decrease in the number of Estate Agents from 5 in 2007 to 4 in 2008, as well as a decrease in the number of Supermarkets from 2 in 2007 to 1 in 2008. However, there has been a number of increases, Ladies Wear increased from 7 in 2007 to 8 in 2008 as well as an increases in the number of Beauty Salons from 2 in 2007 to 3 on 2008.

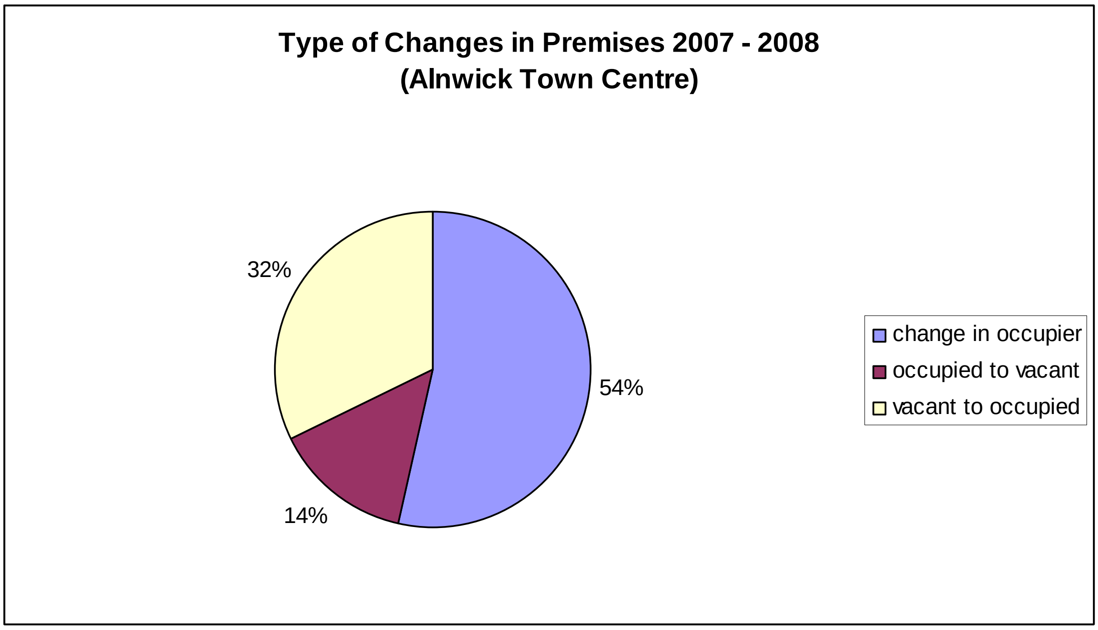
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian, August 2008

Figure 14 shows the type of changes in premises in Alnwick Town Centre between 2007 and 2008. Over half (54%) of the changes were a change in occupier. Almost a third (32%) of these changes were premises that were vacant in 2007 but were occupied in 2008. Only 14% of premises were occupied in 2007 but vacant in 2008, therefore a reduction of vacant premises is evident.

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian, August 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Alnwick Town Centre in June 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Monday 9th June, Thursday 12th June and Saturday 14th June 2008. They were carried out by interviewers at four “access points” within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Alnwick town centre is around 23,400, although this will obviously vary depending on the time of year. The data suggests that, on a market day, around 2000 fewer people visit the town centre than on a Saturday, and that on a ‘normal weekday’ this daily figure drops to around 17 thousand.

Figure 15: Estimated daily footfall in Alnwick Town Centre

	Estimated daily footfall[3]		
Location (see Figure 2)	**Monday ("normal" day)**	**Thursday (Market Day)**	**Saturday (Weekend)**
Bondgate/ Hotspur Tower	3,954	4,164	6,090
Iceland, Bondgate Within	3,834	6,012	6,696
Hotspur	4,674	6,228	4,578
Fenkle Street/ Narrowgate (junction)	4,692	5,070	6,054
Total	17,154	21,474	23,418

Source: Northumberland Footfall Counts, June 2008

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[3] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

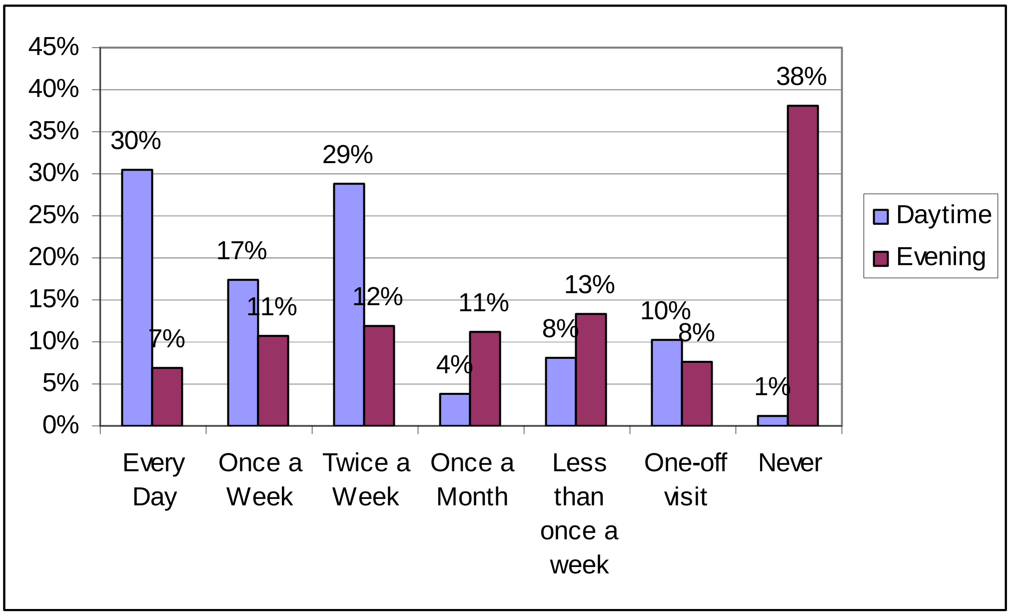
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Alnwick town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

63% of respondents travelled into Alnwick by car on the day of the interview. Over three quarters of these (77%) (Figure 16) said that they go into Alnwick at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 30% in the evenings.

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



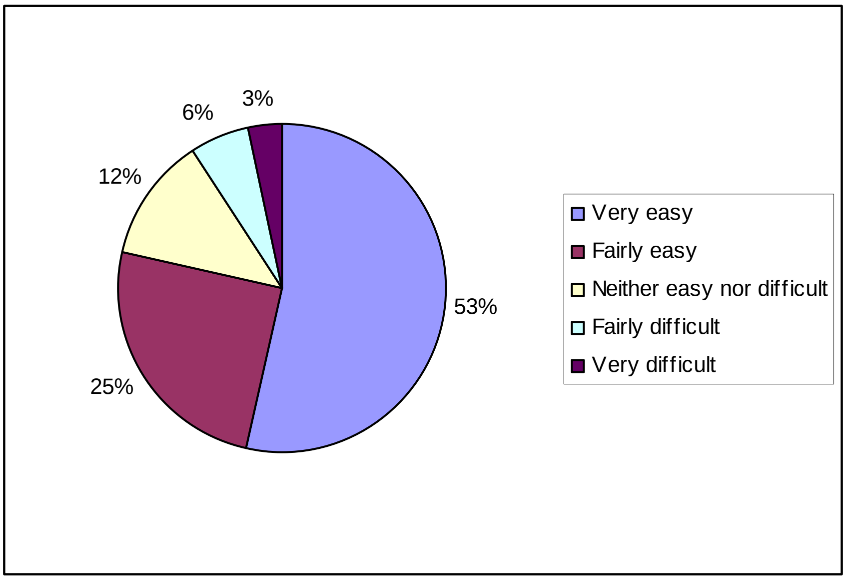
Source: Northumberland Infonet Shopper Questionnaires, June2008

Base: 184 for daytime; 186 for evening

Over half (53%) of the respondents that travelled by car found it very easy to travel into Alnwick town centre (Figure 17). A further quarter found it fairly easy. 9% found it fairly or very difficult.

Figure 17: How easy/difficult do you feel it is to travel into Alnwick town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 187

9.2 Access to car parking

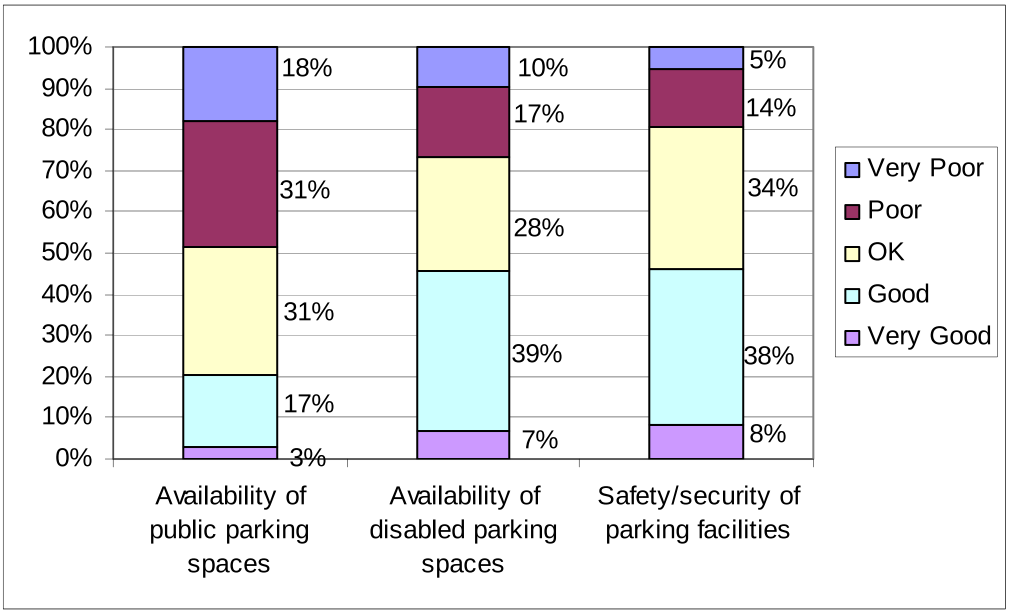
Parking in Alnwick town centre was not rated very highly (Figure 18). Only one fifth of respondents said that the availability of parking spaces was good or very good, whereas almost half (49%) gave a poor or very poor rating.

The availability of disabled parking spaces was perceived to be better, with 46% giving a positive rating and 27% giving a negative rating.

The safety/security of the parking facilities also received a good/very good rating by 46% of the respondents.

Figure 18: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 166 to 259 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

A number of comments relating to parking were given in response to the question about the main problems with the shopping experience in Alnwick town centre. These comments are listed below:

- Not enough parking (29 responses)
- Parking (9 responses)
- Not enough short stay parking (2 responses)
- Disabled parking is poor (2 responses)
- Requires … better parking.
- Parking not adequate
- Parking in general

When respondents were asked how they would make the town centre better, the second most common answer was to improve the parking (43% of respondents mentioned this). A number of comments were also made in answer to this question. The ones related to parking are given below:

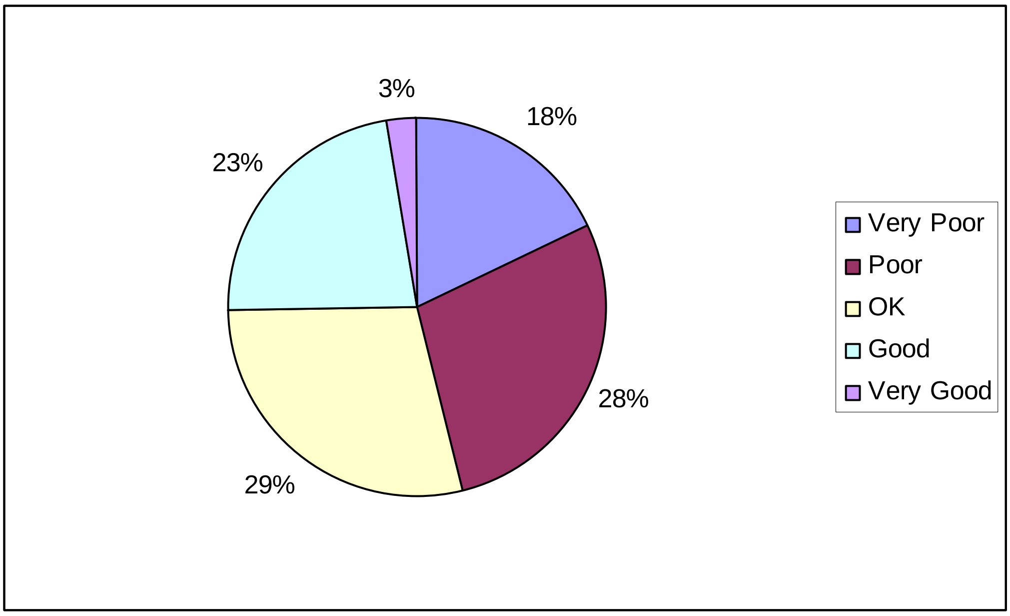
- Better & free parking
- Larger parking spaces for motor homes
- More parking space
- Residents parking.
- More parking around edge.
- Park in Market Square

9.3 Cost of parking

Only one quarter of respondents thought that the cost of parking was good or very good, and 46% thought that it was poor/very poor.

Figure 19: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 237 respondents (note: this excludes those respondents that gave a 'don't know' response)

A number of comments were given by the respondents relating to the cost of parking. These were as follows:

1. The main problems with the town centre:
   - Cost of parking

- Free Parking

2. Ways to make the town centre better:
   - Free parking
   - Price of parking
   - Better & free parking

9.4 Alnwick's Car parks

Figures 20 and 21 show the location of car parks within and surrounding Alnwick Town Centre.

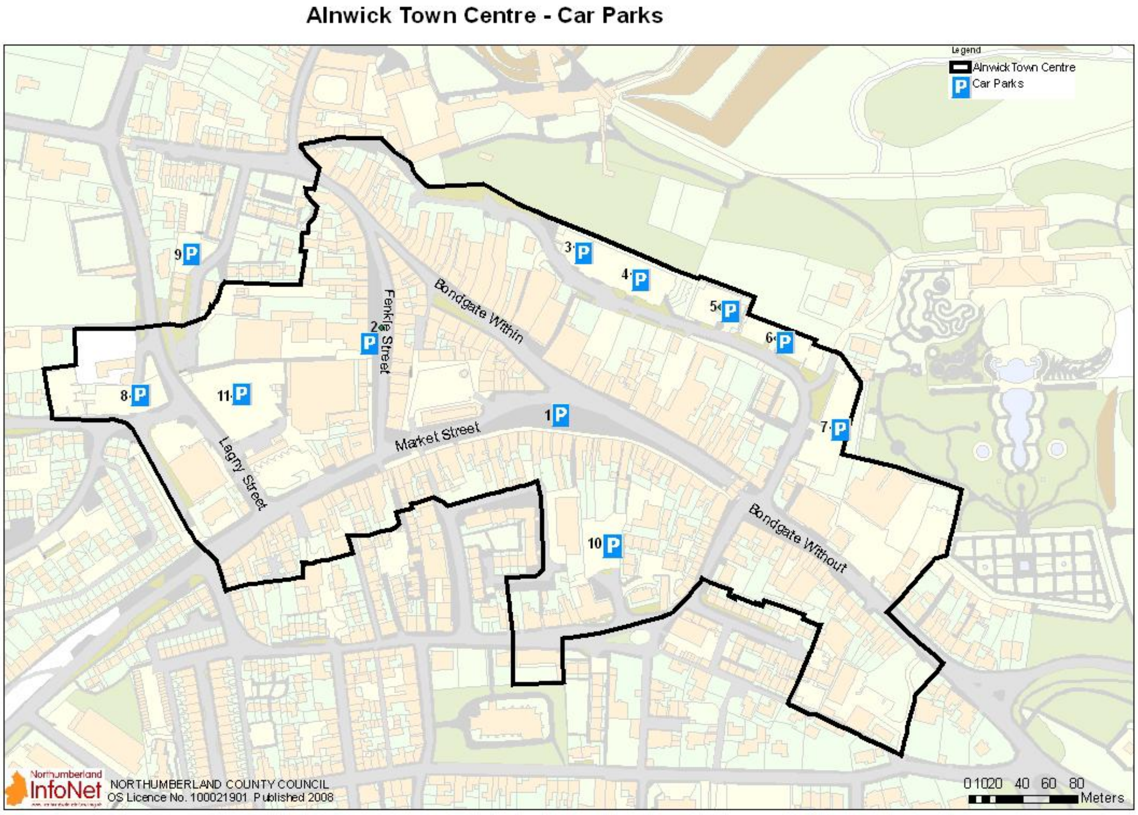
Figure 20: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Bondgate Hill (The Cobbles), Bondgate Within**	30 mins – 40p 60 mins – 80p 2 hours - £1.60	Off street, surface car park.	43	Short			Weekly tickets at £9 are available from Tourist Information Centres in Alnwick, Amble, Berwick, Craster, Seahouses and Wooler.
2	**Fenkle Street**	30 mins – 40p 60 mins – 80p 2 hours - £1.60	Off street, surface car park.	41	Short			
3	**Greenwell Road (Bondgate)**	4 hours - £1.50 All day - £2.00	Off street, surface car park.	80	Long	2		4 motor home bays, reserved between Apr-Oct, can be used by cars outside these times.
4	**Greenwell Road (Bondgate)**	4 hours - £1.50 All day - £2.00	Off street, surface car park.	44	Long			
5	**Greenwell Road (Bondgate)**	4 hours - £1.50 All day - £2.00	Off street, surface car park.	34	Long			
6	**Greenwell Road (Bondgate)**	30 mins – 40p 60 mins – 80p 2 hours - £1.60	Off street, surface car park.	47	Short	1		
7	**Greenwell Road (Bondgate)**	4 hours - £1.50 All day - £2.00	Off street, surface car park.	32	Long	2	3	

8	**Old Brewery / Dispensary Street**	2 hours – £1.00 4 hours - £1.50 All day - £2.00	Off street, surface car park.	73	Long	1		
9	**New Row**	2 hours – £1.00 4 hours - £1.50 All day - £2.00	Off street, surface car park.	22	Long	1		
10	**Roxbro Place**	60 mins – 80p	Off street, surface car park.	28	Long			
11	**Morrisons**	1.5 hours – £1.00	Off street, surface car park.	135		5		
			TOTAL NUMBER OF CARPARK SPACES	**579**				

Source: Alnwick District Council, Transport Direct, August 2008

Figure 21: Location of Car Parks



Source: Alnwick District Council, Transport Direct, August 2008

9.5 Bus Connectivity

The direct connections linking Alnwick to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Alnwick

Destination	Mon - Fri	Sat	Sun
Acklington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Alnmouth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Amble	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Ashington	Approx 1 per hour	Approx 1 per hour	None
Bamburgh	Approx 2 per 2 hours	Approx 2 per 2 hours	5 per day
Barresdale	Approx 2 per hour	Approx 2 per hour	None
Beadnell	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Beal	Approx 1 per hour	Approx 1 per hour	5 per day
Belford	Approx 1 per hour	Approx 1 per hour	7 per day
Berwick Upon Tweed	Approx 1 per hour	Approx 1 per hour	5 per day
Chapel Lands	Approx 2 per hour	Approx 2 per hour	None
Chathill	1 per day	None	None
Chatton	5 per day	4 per day	None
Chillingham	5 per day	4 per day	None
Christon Bank	3 per day	None	None
Craster	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Denwick	5 per day	2 per day	5 per day
Eglingham	3 per day	3 per day	None
Embleton	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Felton	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour

Glanton	5 per day	5 per day	None
Hadston	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Haggerston	Approx 2 per hour	Approx 2 per hour	5 per day
Howick	2 per day	2 per day	3 per day
Longhoughton Spa	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Morpeth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Newcastle upon Tyne	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Newton on The Moor	5 per day	2 per day	None
North Charlton	Approx 1 per hour	Approx 1 per hour	6 per day
North Sunderland	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Old Bewick	4 per day	3 per day	None
Powburn	5 per day	4 per day	None
Rennington	1 per day	None	None
Rock	1 per day	None	None
Scremerston	Approx 1 per hour	Approx 1 per hour	5 per day
Seahouses	Approx 2 per 3 hours	Approx 2 per 3 hours	5 per day
Shilbottle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Stannington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Swarland	5 per day	2 per day	None
Togston	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Warenmill	8 per day	8 per day	2 per day
Warkworth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Whittingham	5 per day	4 per day	None
Widdrington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wooler	5 per day	4 per day	None
Wooperton	5 per day	4 per day	None

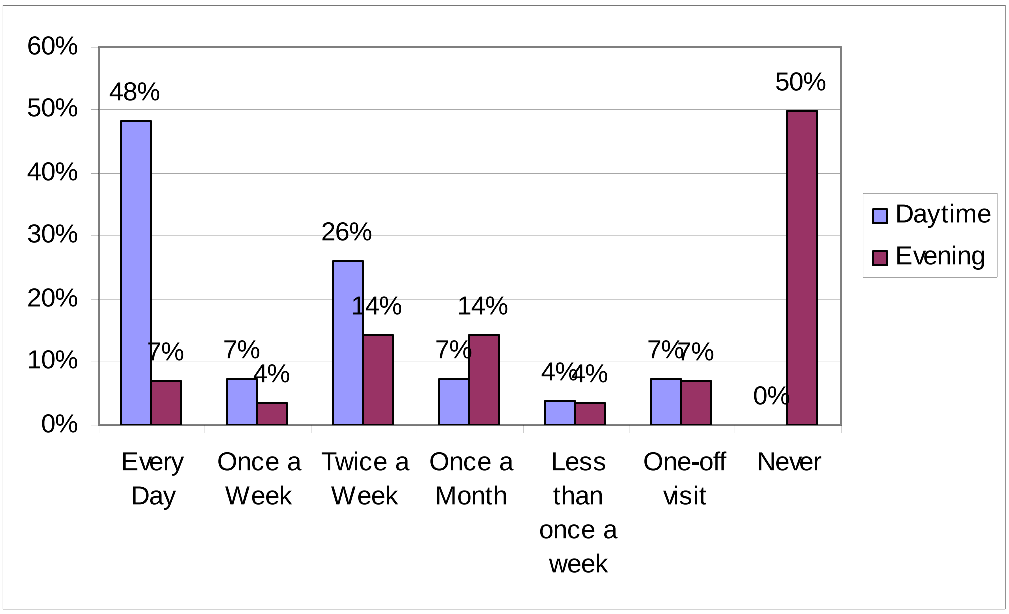
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), July 2008

9.6 Shoppers travelling to town by bus

9% of respondents travelled into Alnwick by bus on the day of the interview. Over three quarters of these (81%) said that they go into Alnwick at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 25% in the evenings.

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



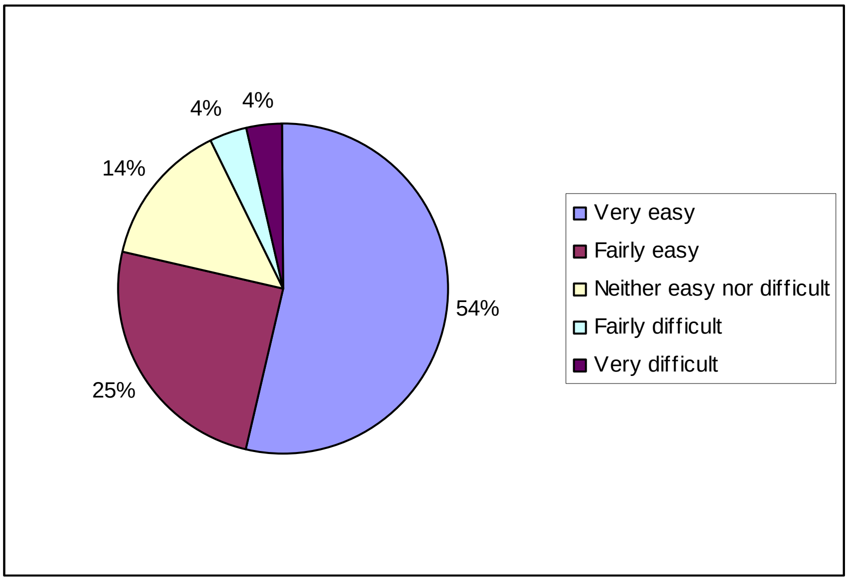
Source: Northumberland Infonet Shopper Questionnaire, June 2008

Base: 27 for daytime; 28 for evening

Over half (54%) of the respondents that travelled by bus found it very easy to travel into Alnwick town centre. A further quarter found it fairly easy. 7% found it fairly or very difficult.

Figure 24: How easy/difficult do you feel it is to travel into Alnwick town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 28 respondents

9.7 Train Connectivity

There is no train access to Alnwick.

9.8 Shoppers travelling to town by train

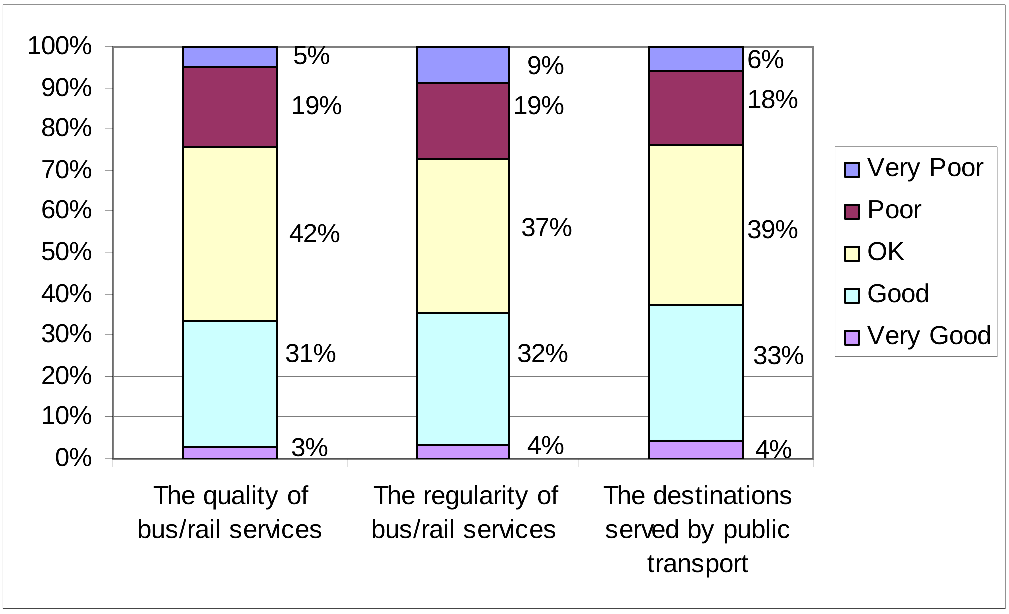
There is no train access to Alnwick and therefore no shopper's questionnaire respondents said that they travelled to Alnwick town centre by train.

9.9 Perception of Public Transport Services

Public transport in Alnwick was rated very poorly. Just over one third of respondents gave a good/very good rating for the quality, the regularity and the destinations served by public transport. Around one quarter gave a poor/very poor response.

Figure 25: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 197 to 204 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

A few comments were made regarding public transport. These related to:

1. The main problems with the town centre:
   - bus service
   - not enough buses

2. Ways to make the town centre better:
   - better bus service
   - put buses back in market place.
   - better transport links running later at night.
   - better bus service
   - bus service does not correspond with the trains, you can't get from bus stop to platform…

9.10 Perception of Accessibility

When asked how they would make the town centre better, 10 respondents (3% of respondents) said that improved accessibility was needed. Three comments were also made relating to this:

- Better disabled access i.e. Automatic Doors etc.
- Improved footpaths for disabled scooters
- More access and facilities for disabled people

Another comment was also made relating to the main perceived problems with Alnwick town centre: “Roads are not level. Problems getting around building site.”

9.11 Origin and method of travel of Shoppers Interviewed

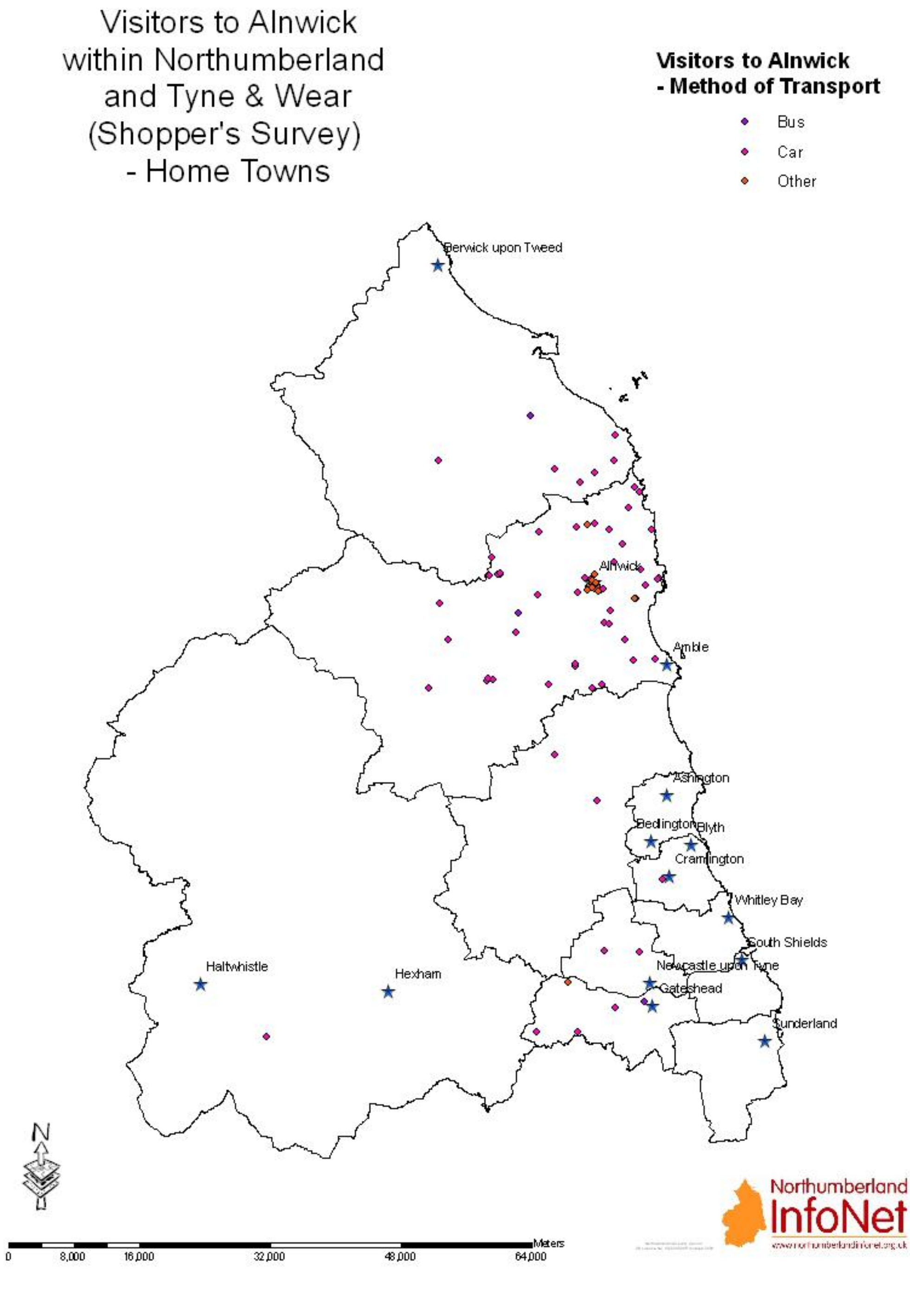
As Figure 26 shows, most of the respondents from the Alnwick Shopper Survey live in the Alnwick District, with a large proportion living in or around Alnwick itself. In addition, some respondents came from the district of Berwick-upon-Tweed, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents travelled in by car, although a number of the respondents that live in, or close to, Alnwick said that they used an ‘other’ method of transport.

The remaining few respondents were spread across the rest of the UK. Most of these travelled into Alnwick by car.

Figure 26: Visitors to Alnwick within Northumberland

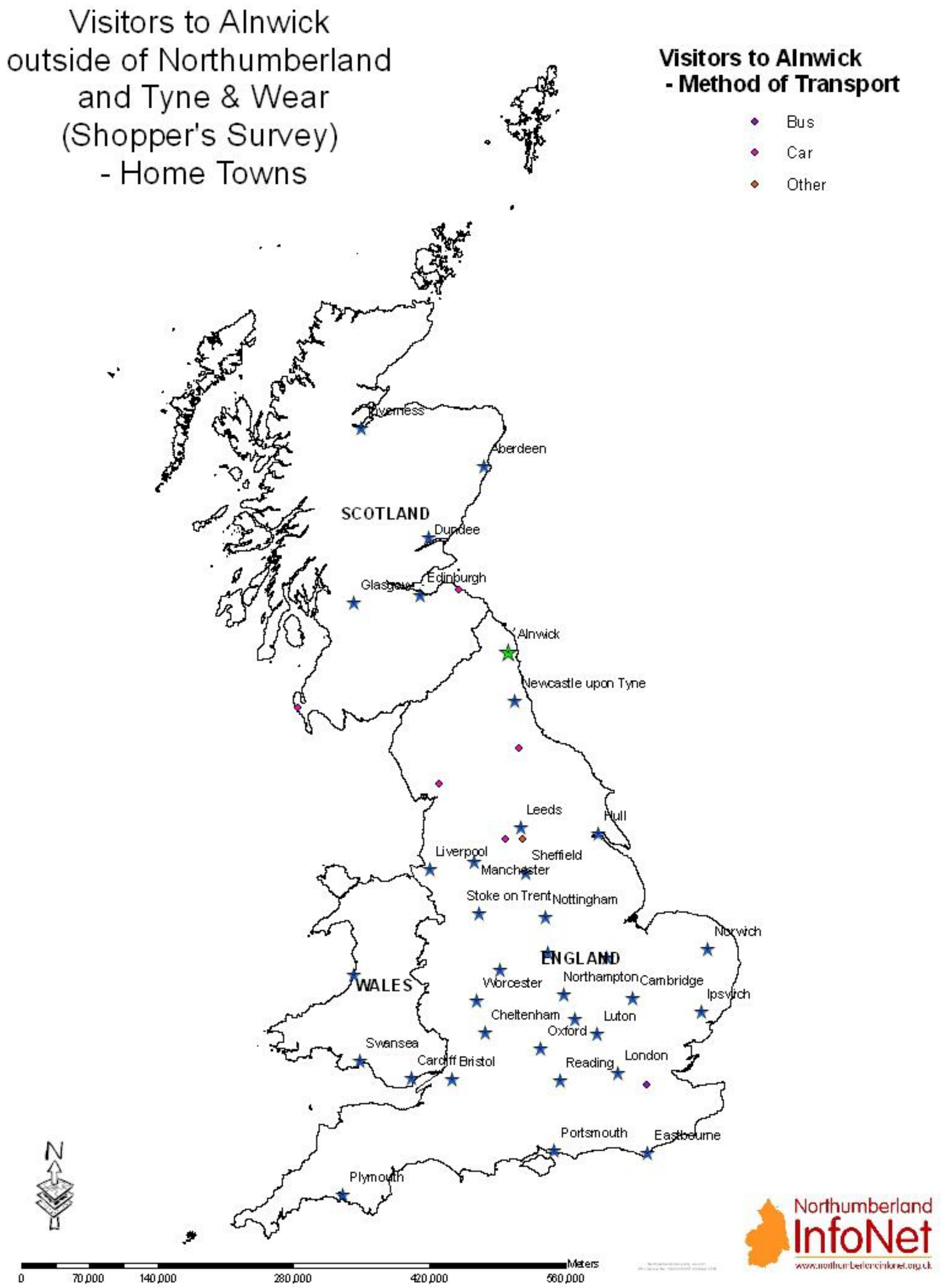
(Excludes 'don't know' responses unless otherwise specified)



Source:Northumberland Infonet Shopper Questionnaires, June 2008

Figure 27: Visitors to Alnwick outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Alnwick

- Shops within Alnwick are being awarded grants under the 'Shop Front Scheme' by Alnwick District Council and the Community Development Trust. There are currently 9 shops all together that are either work in progress or near to completion. The shop front improvements scheme aims to improve shop fronts in selected areas as a means of supporting the growth of local businesses, improving the local environment and raising the image of the town centres amongst locals and visitors. So far this scheme has been welcomed but take up in the current economic climate is slow.

- High quality town maps, display cases and dispensers have been installed in key locations throughout the town.

- The Centre, 27 Fenkle Street now houses the Registrar of Births, Deaths and Marriages. A special wedding room has been provided with new wallpaper, curtains, carpets and furnishings as an attractive setting for civil marriages.

- A brand new park was opened in 2007 which provides a large grassed area and a modern children's adventure playground. The park has received two awards.

- Alnwick achieved Fairtrade status in 2007

- Funding was secured to purchase new market stalls for Alnwick Market Place and lights for the stalls will be purchased soon.

- The multi use games area facility is due to be completed by march 2009.

- A number of high quality flower planters have been installed on the cobbles in Alnwick which replace the old stone planters. More flower planters are being purchased for the Market Place and other areas in the town.

- The Willowburn Wildlife Corridor has been protected during the development of the Willowburn Industrial Estate and has now been replanted with trees and shrubs which will be allowed to naturalise to encourage the return of insects and birds to the area.

- The Community Café is now operational following the purchase of new fridge/freezers and other equipment.

- New equipment has been installed at the Community Play Park and plans are underway to improve and fence the younger children’s play area.

- Plans are now underway to improve the access to the town centre from Greenwell Road to Stonewell Lane.

- To commemorate the 700 year anniversary of the Percy Family in Alnwick, the Community Development Trust is making progress with a project to erect a bronze statue of Harry Hotspur in the town. The renowned Northumberland sculptor, Keith Maddison has been commissioned to design and produce the statue which should be in place by summer 2009.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey. However, when asked about suggested ways to make the town centre better, a few comments were made relating to this subject:

- Pedestrianise some streets
- Pedestrianise the main street (2 responses)
- Pedestrian area.
- Pedestrianise it (2 responses).

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

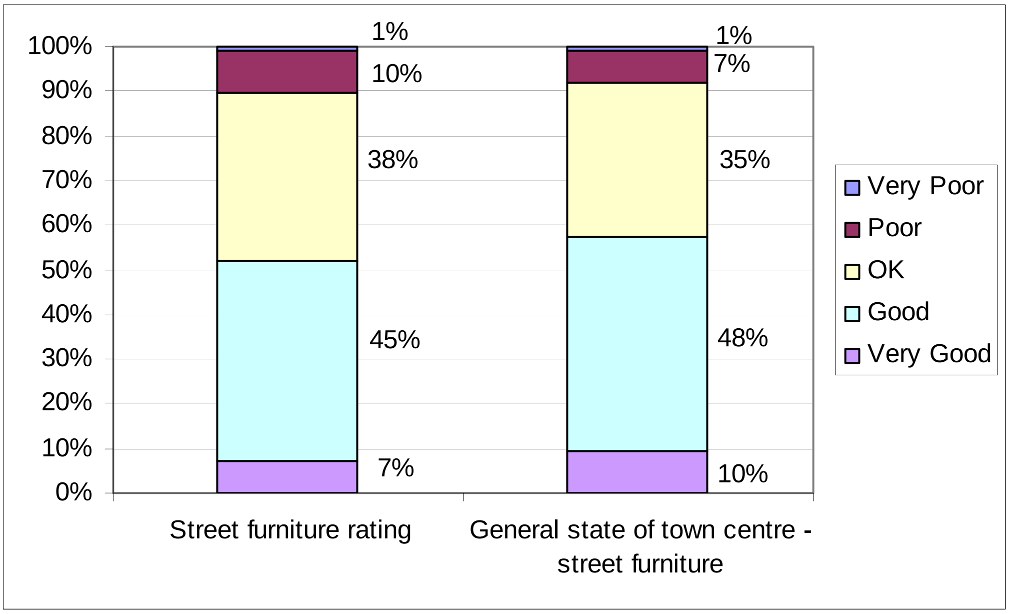
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 28). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to the two questions were similar. Over half of respondents gave a good or very good rating, and less than 11% gave a poor or very poor rating.

Figure 28: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

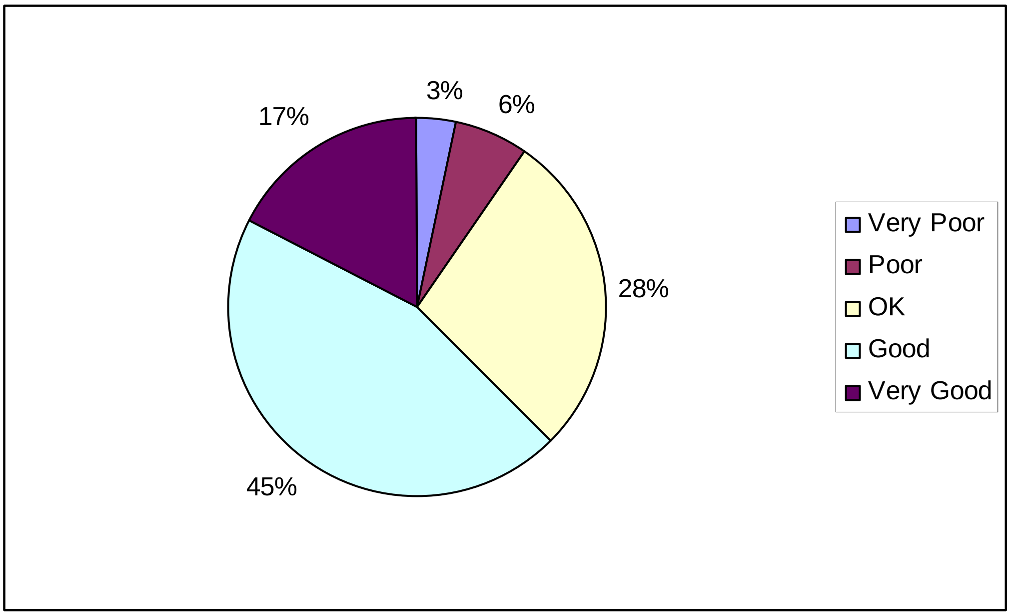
Base: 278 to 284 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

Nearly two thirds (63%) of the respondents gave a positive rating for the parks and open spaces in Alnwick (Figure 29). 10% gave a negative rating.

Figure 29: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 235 respondents (note: this excludes those respondents that gave a 'don't know' response)

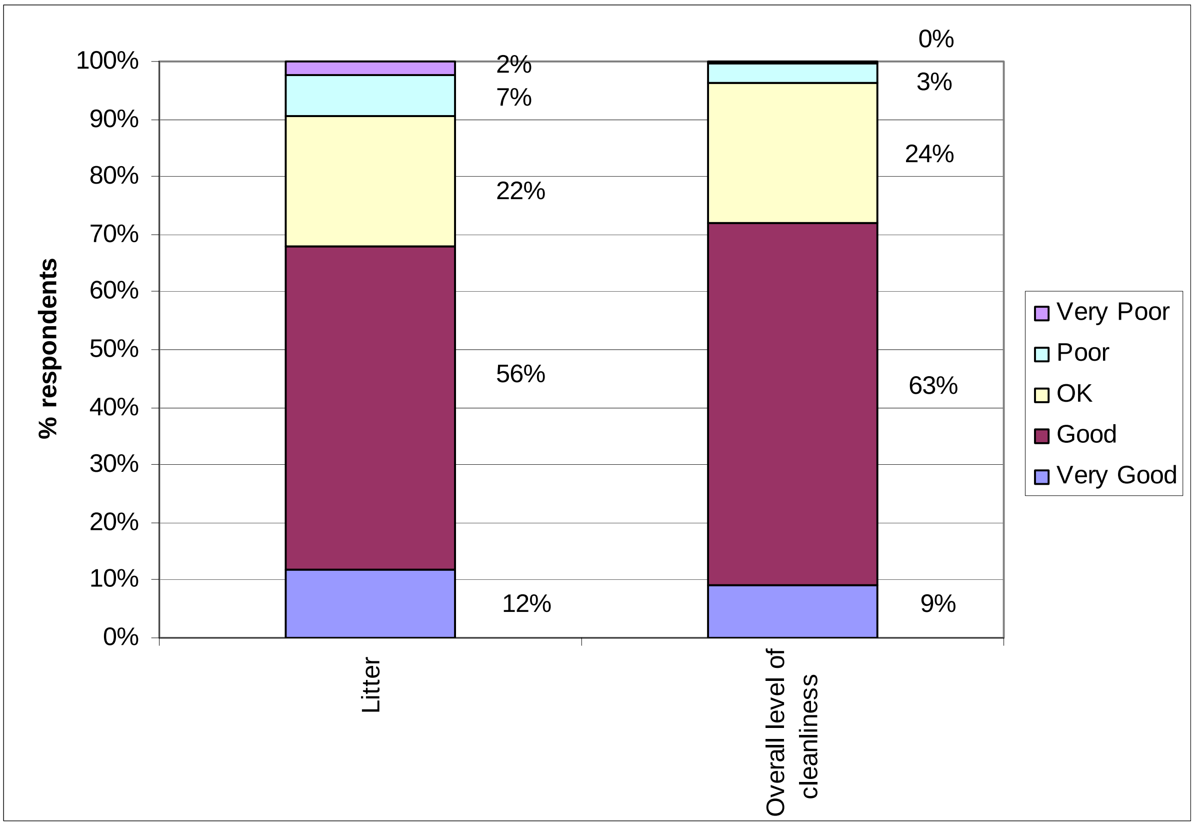
A suggestion for making the town centre better was to have "more open spaces for children".

10.2.3 Litter and Cleanliness

The overall level of cleanliness in Alnwick town centre was perceived to be quite good, with 72% of respondents giving a good or very good rating, and only 4% giving a poor or very poor rating (Figure 30). Litter within the town centre received a slightly lower rating (68% positive and 10% negative).

Figure 30: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

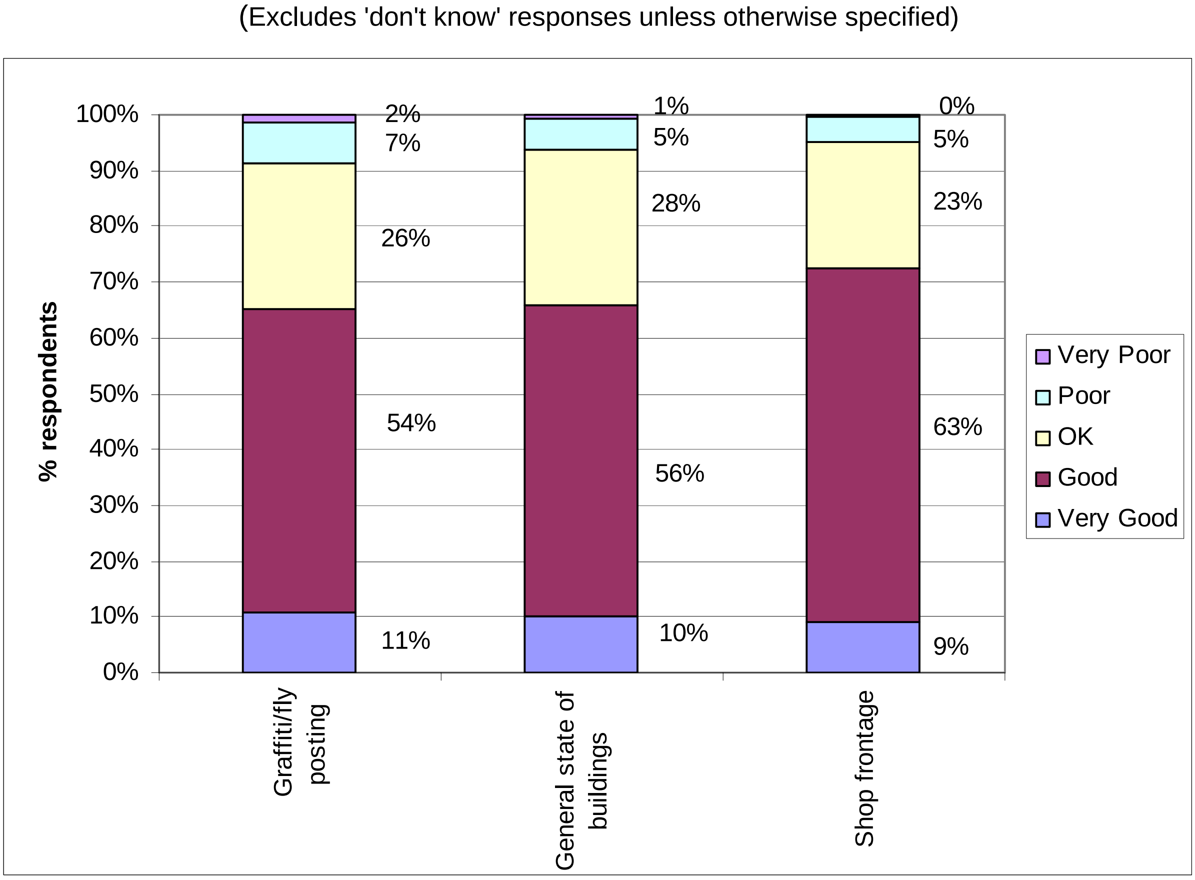
Base: 294 respondents (litter); 297 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

When asked how the respondents would make the town centre better, one respondent gave the suggestion 'make town more attractive, tidy it up, clean it'.

10.2.4 General Appearance of the Town

Respondents were reasonably positive about the general appearance of the town. Shop frontage received the highest rating (72% good or very good). Graffiti and the general state of the buildings were rated slightly lower (65% and 66% positive ratings respectively) (Figure 31).

Figure 31: Ratings given for the appearance of the town



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 261 to 197 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A number of suggestions of ways to make the town centre better were made. Comments relating to the appearance of the town are given below:

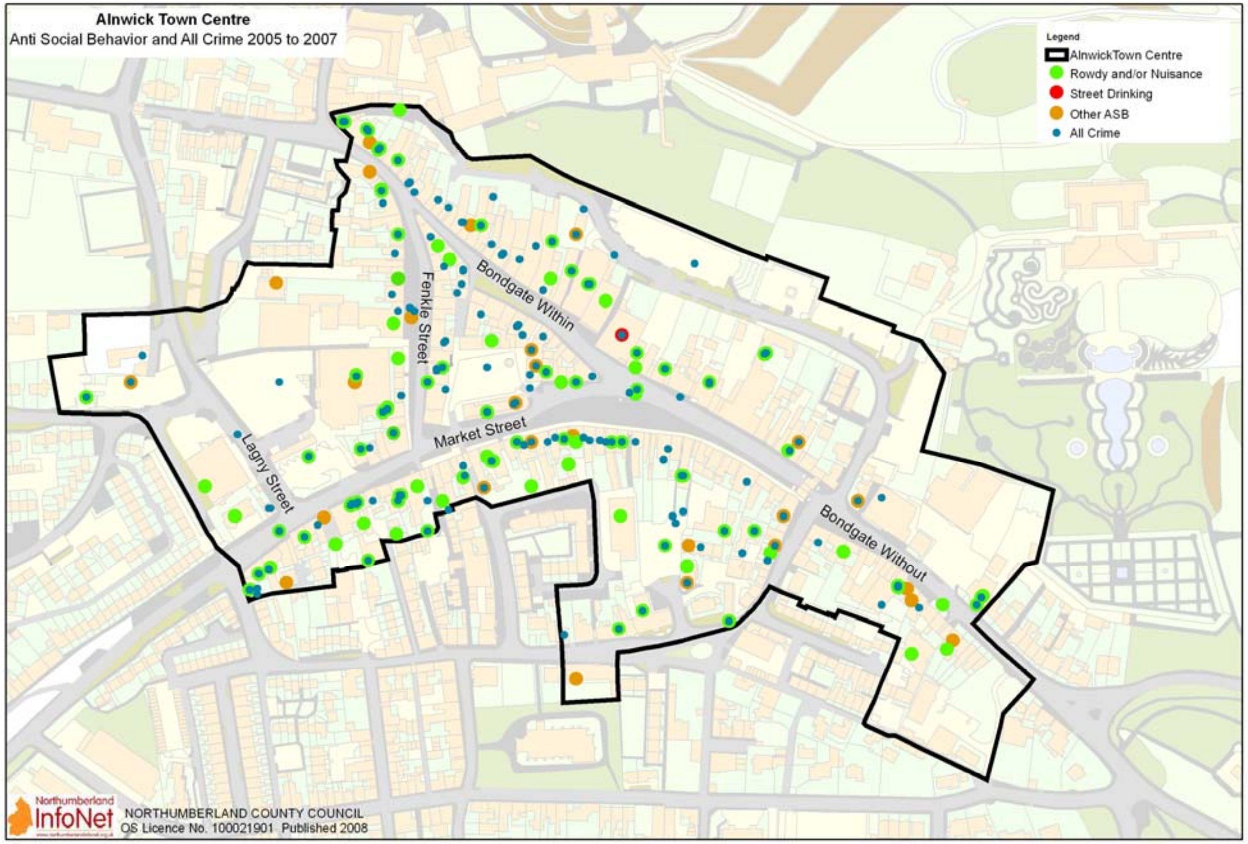
- Trees in market place
- More floral displays
- Upgrade the town
- Tidy the shop fronts - some are tatty
- Clean up some run down buildings
- Make market area more attractive to liven it up.
- Make town more attractive, tidy it up, and clean it.

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

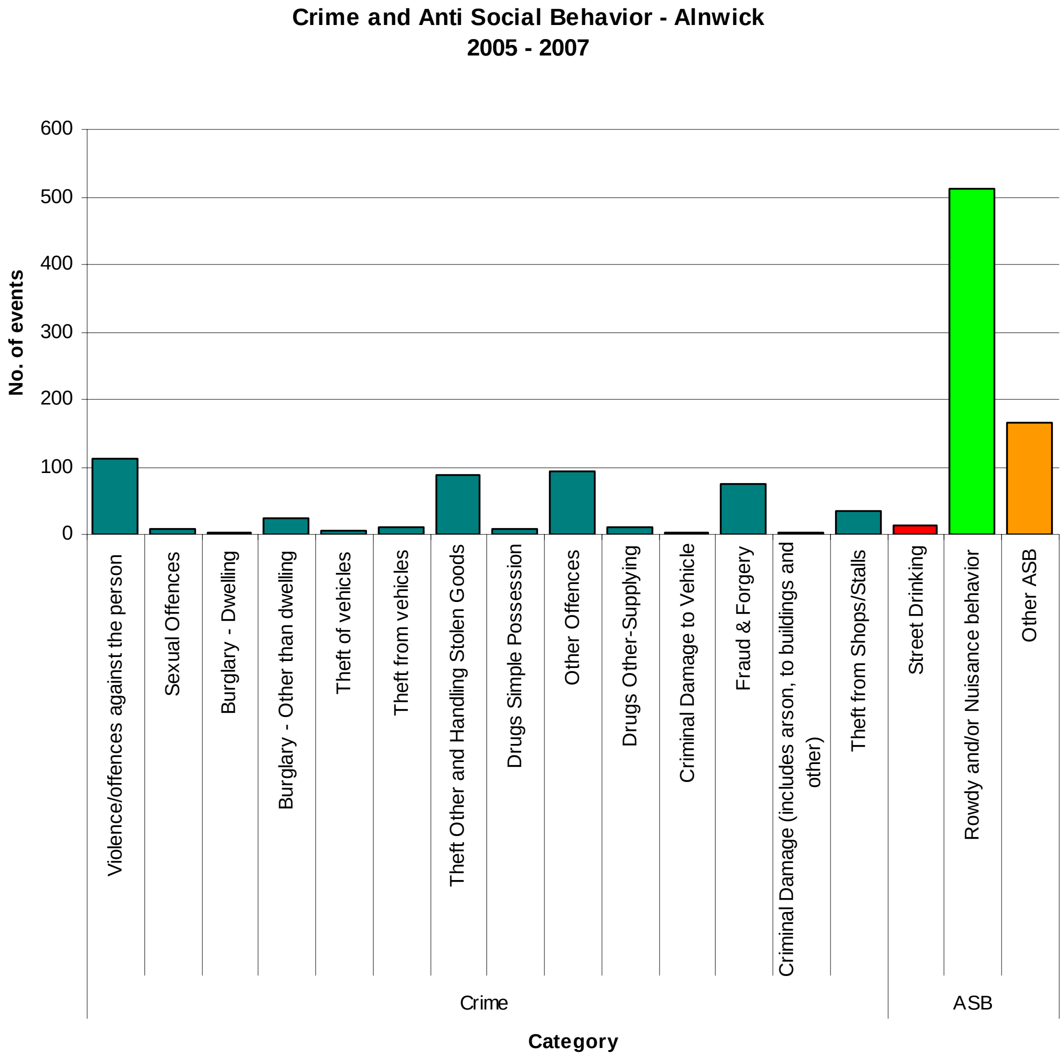
11.1 Analysis of Reported Crimes

Figure 32: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 33: Crime and Anti Social Behaviour



Source: Northumbria Police, December 2007

Looking at Figures 32 and 33, it is clear to see that the majority of crime in Alnwick in 2005 – 2007 occurred on Market Street, and the main type of crime here was "rowdy and/ or nuisance". There were also a significant number of cases of "rowdy and/ or nuisance" crimes recorded throughout the town centre including on Bondgate Within and Fenkle Street. There was a case of "street drinking" recorded on Bondgate Within during this time, but crimes of this type have been found to be rare. Occurrences of all types of crime are more sparsely distributed.

Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Alnwick Town Centre between 2005 and 2007 was “violence/offences against the person”, of which there were 112 occurrences. The 2nd most frequent type of crime was “other offences” of which there were 93 occurrences.

11.2 Perception or Fear of Crime

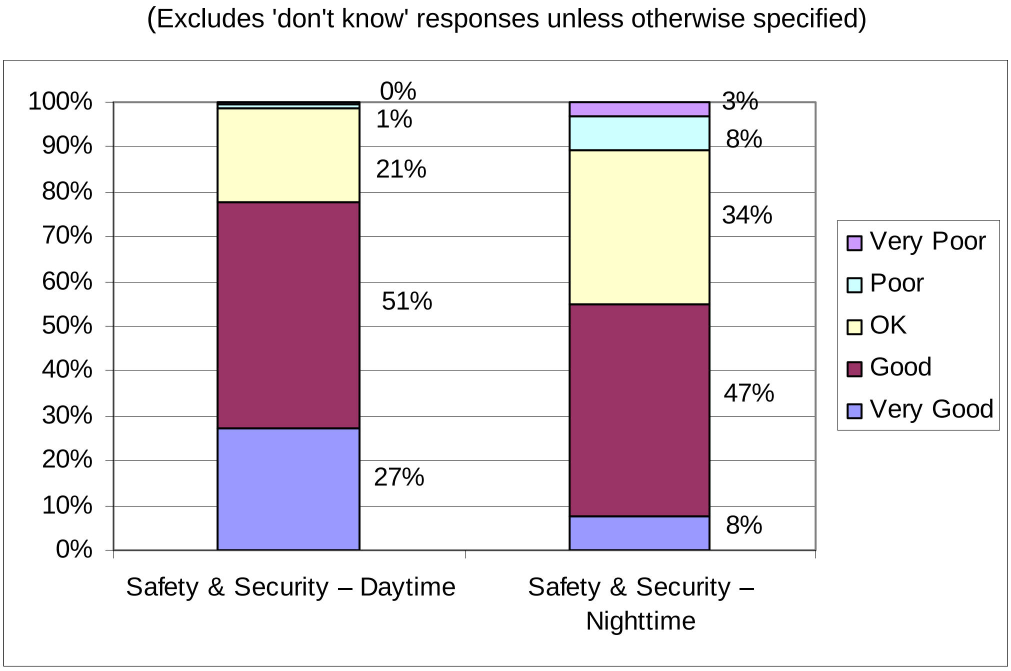
Only one respondent thought that safety/security was a main problem with the shopping experience in the town centre, although another respondent did mention that, “unruly youths at bus station” were a problem.

However, when asked how they would make the town centre better, seven people gave an answer related to safety or security.

Respondents were also asked to rate safety/security during the daytime and the night-time. Over three quarters of respondents (78%) gave a good or very good rating for the daytime, and only 1% a poor or very poor rating. For the night-time, the ratings were not quite as good, with 55% giving a positive rating and 11% a negative rating.

As can be seen in Figure 18, less than half of respondents felt that the safety/security of the parking facilities was good/very good.

Figure 34: Ratings given for safety/security



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 186 respondents (nighttime); 280 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Alnwick Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Alnwick District (September 2008):

- The Enough Campaign (North Northumberland wide but spreading countywide) a project to tackle alcohol misuse. It has three aspects public awareness through a poster campaign, support to licensees of public houses and enforcement. It was the forerunner of the Northumbria Police DVD campaign.

- Pub watch schemes in Alnwick town and Amble as well as Rothbury. An off watch scheme in the district to support Off Licence shops.

- Shop watch schemes in Alnwick town, Amble and Rothbury.

- Designated Public Place Orders in both Amble and Alnwick town. These allow the police to seize alcohol from people who are acting in an anti social manner in a public place.

- Cease24 is a North Northumberland scheme being spread countywide. It tackles domestic violence by providing a wide range of services to victims and by looking at how offending behaviour should be tackled.

- The Crime and Disorder Reduction Partnership runs a number of sub groups which tackle crime problems and anti social behaviour but in particular there is a problem solving group in Amble which is strongly partnership focussed.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Alnwick Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Alnwick catchment area; spending patterns and retaining shopper spend within the town centre.

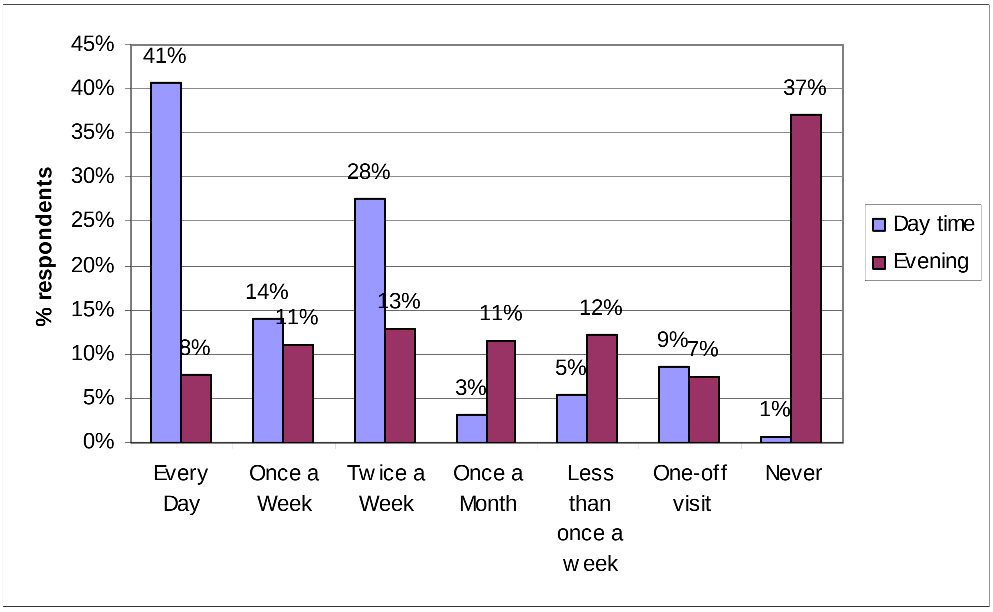
12.1 Regularity of visits

82% of respondents go to Alnwick town centre during the daytime at least once a week, with the most common frequency of visit being every day (41%).

Respondents visit the centre far less often during the evenings, with only 32% visiting at least once a week. 37% said that they never visit the town centre during the evening (Figure 35).

Figure 35: Approximately how often are you in Alnwick Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 293 respondents (daytime) and 296 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 36 shows the proportion of respondents that shop for different items solely in Alnwick town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

As can be seen from the tables, the respondents use Alnwick primarily for food and other domestic shopping, and also to a lesser extent for DIY goods and CDs/DVDs. For the other items asked about (clothes, shoes, electrical goods and furniture/carpets) respondents were much more likely to travel to Newcastle.

This ties in with the question about what improvements the respondents would like to see to the retail offer in Alnwick. 84 specifically mentioned clothes or shoe shops (mainly clothes shops). A full list of these suggested improvements can be found in Appendix 1.

Figure 36: Proportion of respondents shopping in Alnwick and other areas

	Main food shopping	Top-up food shopping	Other domestic (e.g. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Alnwick									
Alnwick only	62%	70%	66%	11%	14%	18%	17%	41%	34%
Alnwick + local area[4]	5%	0%	5%	8%	9%	4%	1%	3%	6%
Alnwick + internet/non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	2%
Non-Alnwick									
Local area (not Alnwick)	14%	10%	15%	69%	65%	51%	50%	29%	31%
Internet or other	11%	13%	12%	9%	10%	16%	11%	10%	16%
Mixture of places (not Alnwick)	1%	1%	0%	1%	1%	2%	1%	0%	3%
Don't buy	6%	6%	2%	1%	1%	9%	20%	18%	8%
Base	297	297	297	297	297	292	294	294	297

Source: Northumberland Infonet Shopper Questionnaires, June 2008

[4] 'Local area' is defined as being one of the following: Morpeth, Berwick, Amble, Rothbury, Wooler, Ashington, Blyth, Cramlington, Newcastle, Silverlink, Metro Centre.

Figure 37: Shopping centres used by respondents to purchase different items

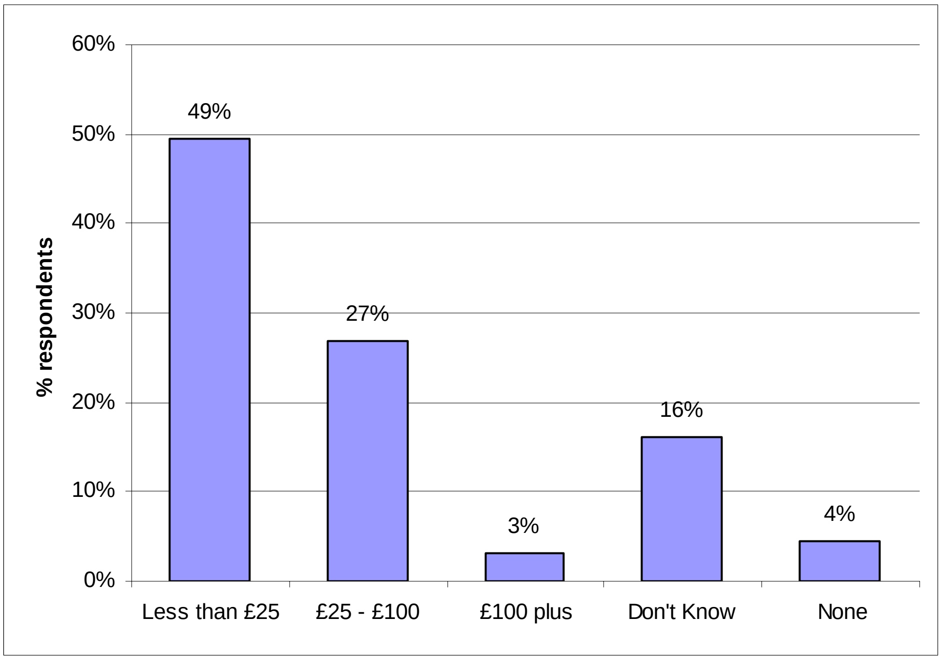
	Main food shopping	Top-up food shopping	Other domestic (e.g. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Alnwick	67%	70%	71%	19%	23%	22%	18%	44%	42%
Morpeth	2%	2%	3%	1%	1%	1%	1%	0%	1%
Berwick	1%	0%	0%	0%	0%	1%	1%	1%	0%
Amble	1%	2%	1%	0%	0%	0%	1%	0%	0%
Rothbury	0%	2%	1%	0%	0%	0%	0%	0%	0%
Wooler	1%	0%	0%	0%	0%	0%	0%	0%	0%
Ashington	5%	1%	1%	3%	2%	2%	4%	3%	3%
Blyth	4%	1%	2%	1%	1%	1%	2%	1%	1%
Cramlington	2%	1%	2%	4%	4%	2%	2%	1%	2%
Newcastle	6%	4%	8%	61%	58%	44%	34%	22%	30%
Silverlink	0%	0%	0%	2%	2%	4%	4%	2%	1%
Metro Centre	2%	1%	3%	28%	27%	14%	9%	4%	14%
Internet	1%	0%	0%	1%	0%	6%	1%	0%	12%
Other	12%	13%	12%	10%	11%	12%	11%	10%	9%
Don't buy	6%	6%	2%	1%	1%	9%	20%	18%	8%
Base	297	297	297	297	297	292	294	294	296

Source: Northumberland Infonet Shopper Questionnaires, June 2008

Nearly half of the respondents planned to spend less than £25 in Alnwick on the day they were interviewed, with a further 27% expecting to spend between £25 and £100. 16% did not know how much they would spend (Figure 38).

Figure 38: How much do you plan to spend in Alnwick today?

(Excludes 'don't know' responses unless otherwise specified)



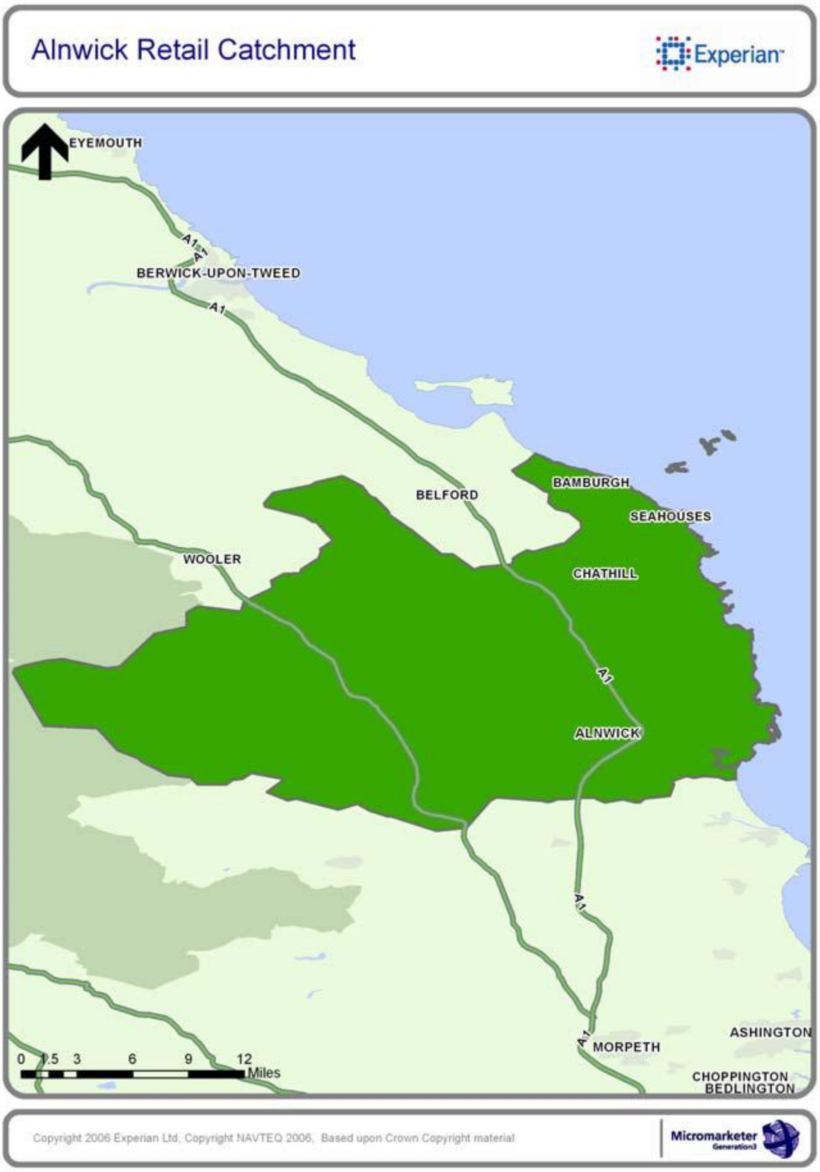
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 297 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Within the context of the RSS and Alnwick Local Development Framework, the town of Alnwick is defined as being a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. With the exception of Amble, which falls within the Rural Coalfields Regeneration Area, the other settlements within the Alnwick district are Secondary Settlements: towns and villages that are smaller in scale or function than Rural Service Centres.

Figure 39: Alnwick Retail Catchment



Source: Experian, August 2008

The map (Figure 39) shows the catchment area for Alnwick town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, is based on the Where Britain Shops survey carried out by Experian. Where Britain Shops is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of down locations. The retail catchment area is based on the following theory.

“Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works”[5].

[5] “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian

12.4 Spending Patterns

In addition to the town of Alnwick and a number of smaller adjacent settlements, including Denwick, Hawkhill and Lesbury, the catchment extends to Alnmouth in the South East, Bamburgh and Seahouses to the North East and into the Northumberland National Park to the west. Altogether, the catchment covers an area of 828.28 km², is home to almost 21,300 people and 9,650 households. Together, these households and residents spend an estimated £94.2 million per annum on retail goods and services, with 35.5% of expenditure on convenience retail goods (£33.4 million) and 64.5% on comparison retail (£60.7 million). This balance differs slightly from the national (UK) average, which reports 36.7% of expenditure on convenience retail and 63.3% on comparison. The difference between the national and local position is clearly illustrated through the index which relates the proportion of each spend type in the Alnwick catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 40: Alnwick Catchment Summary Profile

Alnwick Catchment Summary Profile					
Totals	Alnwick Catchment	%	UK	%	Index
2007 Population	21,288.00		60,796,178.00		
2007 Households	9,647.00		26,018,847.00		
Total Comparison	60,732,580.00	64.50%	171,926,829,196.00	63.40%	101.82
Total Convenience	33,421,279.00	35.50%	99,464,696,627.00	36.60%	96.85
Total Retail	94,153,859.00	100.00%	271,391,525,823.00	100.00%	100
Total Comparison per household	£6,295.49		£6,607.78		95.27
Total Convenience per household	£3,464.42		£3,822.79		90.63
Total Retail per household	£9,759.91		£10,430.57		93.57

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £9,759, with average comparison retail spend at £6,295 per annum and convenience spend at £3,464 per annum (Figure 40). All of these figures are below the national average, with total spend 93.57% of the UK figure.

Figure 41 below provides a breakdown of Comparison retail expenditure within the Alnwick catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £13.1 million or 21.5% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£7.2 million or 11.8%) and Furniture and furnishings; carpets and other floor coverings (£6.3 million or 10.3%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Alnwick spend more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Household Textiles as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Materials for maintenance and repair of the dwelling, Small tools and miscellaneous accessories and Materials for maintenance and repair of the dwelling.

Figure 41: Total Expenditure (in 2006 prices) Comparison

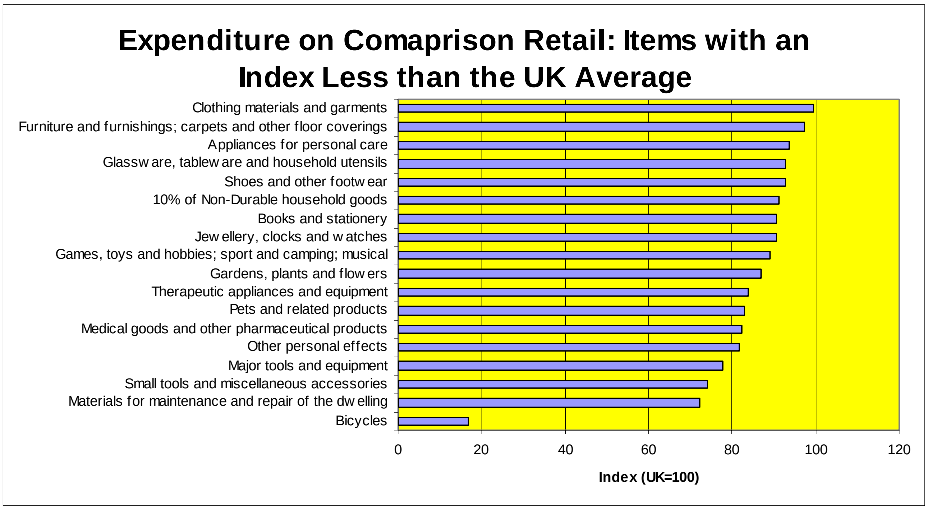
2007 Total Expenditure (in 2006 prices) Comparison

Totals	Alnwick Catchment	%	UK	%	Index
10% of Non-Durable household goods	115,144.00	0.19%	357,185,476.00	0.21%	91.26
Appliances for personal care	5,062,221.00	8.34%	15,298,262,865.00	8.90%	93.67
Audio-visual, photographic and information processing equipment	7,164,871.00	11.80%	14,926,597,385.00	8.68%	135.9
Bicycles	79,536.00	0.13%	1,345,908,674.00	0.78%	16.73
Books and stationery	2,233,058.00	3.68%	6,968,169,166.00	4.05%	90.72
Clothing materials and garments	13,068,627.00	21.52%	37,197,970,202.00	21.64%	99.46
Furniture and furnishings; carpets and other floor coverings	6,273,391.00	10.33%	18,218,052,893.00	10.60%	97.48
Games, toys and hobbies; sport and camping; musical instruments	5,956,002.00	9.81%	18,951,364,780.00	11.02%	88.97
Gardens, plants and flowers	1,045,071.00	1.72%	3,402,000,385.00	1.98%	86.96
Glassware, tableware and household utensils	1,557,412.00	2.56%	4,753,009,610.00	2.76%	92.76
Household textiles	2,285,138.00	3.76%	5,378,572,610.00	3.13%	120.3
Jewellery, clocks and watches	1,452,737.00	2.39%	4,533,353,900.00	2.64%	90.72
Major household appliances (electric or not)	2,298,801.00	3.79%	4,457,482,024.00	2.59%	146
Major tools and equipment	101,704.00	0.17%	370,528,409.00	0.22%	77.7
Materials for maintenance and repair of the dwelling	1,741,882.00	2.87%	6,826,571,834.00	3.97%	72.23
Medical goods and other pharmaceutical products	1,135,532.00	1.87%	3,904,354,994.00	2.27%	82.33

Other personal effects	656,888.00	1.08%	2,276,336,174.00	1.32%	81.69
Pets and related products	804,689.00	1.32%	2,747,999,981.00	1.60%	82.9
Recording media	3,729,587.00	6.14%	7,513,288,250.00	4.37%	140.5
Shoes and other footwear	1,750,934.00	2.88%	5,348,647,704.00	3.11%	92.67
Small electrical household appliances	437,032.00	0.72%	748,364,529.00	0.44%	165.3
Small tools and miscellaneous accessories	862,456.00	1.42%	3,301,806,678.00	1.92%	73.94
Therapeutic appliances and equipment	919,865.00	1.51%	3,101,000,673.00	1.80%	83.97
Total Comparison	60,732,580.00	100.00%	171,926,829,196.00	100.00%	100

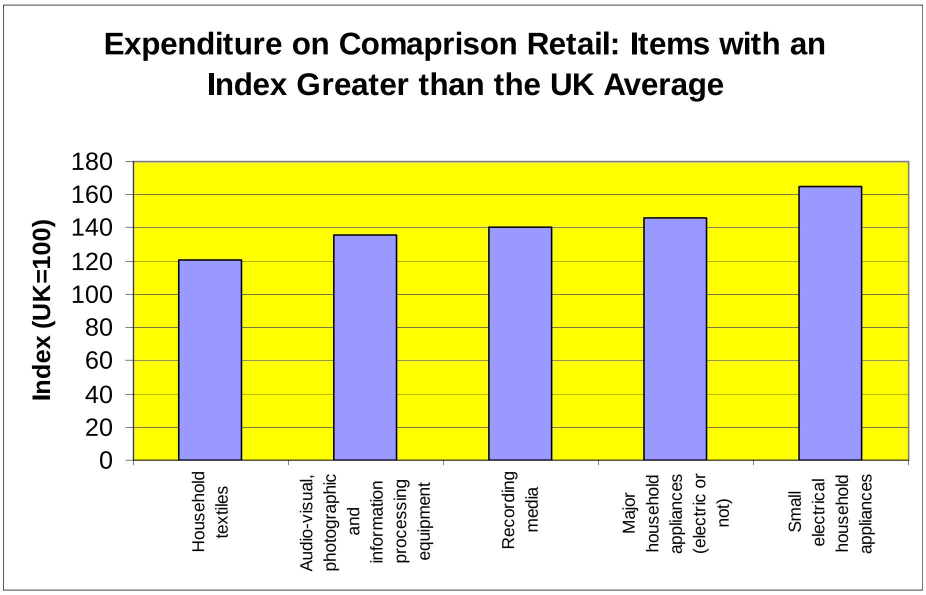
Source: Experian, August 2008

Figure 42: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 43: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 44 below provides a breakdown of Convenience retail expenditure within the Alnwick catchment and in the UK. Clearly the largest expenditure type within comparison retail is Alnwick is Food and non-alcoholic beverages, accounting for £23.8 million or 71.3% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£4.4 million or 13.0%) and Tobacco (£2.5 million or 7.6%). The pattern of expenditure nationally differs a little. Referring to the index, households in Alnwick spend more on Newspapers and Periodicals as a proportion of total spend and less on Tobacco.

Figure 44: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Alnwick Catchment	%	UK	%	Index
90% of Non-Durable household goods	1,036,289.00	3.10%	3,214,575,062.00	3.23%	95.94
Alcohol (off-trade)	4,354,289.00	13.03%	12,313,767,021.00	12.38%	105.24
Food and non-alcoholic beverages	23,825,452.00	71.29%	70,035,886,128.00	70.41%	101.24
Newspapers and periodicals	1,682,932.00	5.04%	4,451,576,478.00	4.48%	112.51
Tobacco	2,522,317.00	7.55%	9,448,891,938.00	9.50%	79.44
Total Convenience	33,421,279.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Alnwick town. What the information does not indicate is how much of the expenditure is spend purchasing goods and services in Alnwick and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Alnwick catchment that shops in Alnwick and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Alnwick and the extent to which spending leaks to other centres.

The figures in Figure 45 below provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over half of the resident population shop in Alnwick. The other main destinations are Newcastle City Centre (2,558 or 12%), the MetroCentre (1,550 or 7%), Ashington (1,200 or 6%) and Berwick upon Tweed (1,121 or 5%).

Figure 45: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population**
Alnwick	**51.34**	**10,929**
Newcastle upon Tyne – Central	12.02	2,558
Metro Centre	7.28	1,550
Ashington	5.64	1,200
Berwick-upon-Tweed	5.26	1,121
Amble	3.65	776
Seahouses	3.30	702
Morpeth	2.94	627
Blyth	1.62	344
Cramlington	1.57	333
Belford	1.39	296
North Shields - Silverlink Retail Park	1.11	237
Wooler	0.72	154
Newcastle upon Tyne - Kingston Park Centre	0.72	152
North Shields	0.63	134
Wallsend	0.38	80
Sunderland	0.21	44
Gateshead - Team Valley Retail World	0.18	38
Rothbury	0.06	13

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Experian estimates that just over half of retail spend by residents and households domiciled within the Alnwick catchment, representing almost £48 million per annum, is spent in the town.

Almost £11.5 million of expenditure is lost to Newcastle City Centre (£11.45 million or 12%), with other notable leakage to the MetroCentre (£6.9 million or 7%), Ashington (£5.4 million or 6%) and Berwick upon Tweed (£5 million or 5%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

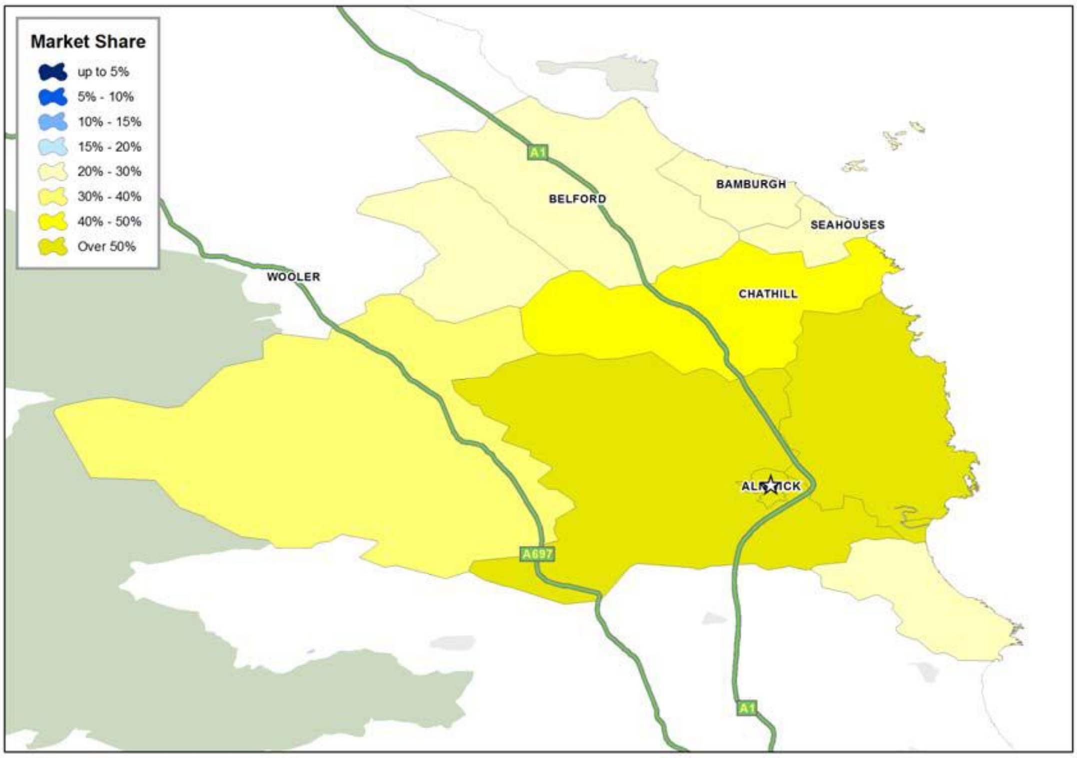
Figure 46: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Alnwick	**50.88**	47,908,798
Newcastle upon Tyne - Central	12.16	11,452,374
Metro Centre	7.36	6,934,229
Ashington	5.69	5,356,781
Berwick-upon-Tweed	5.26	4,954,795
Amble	3.68	3,461,882
Seahouses	3.29	3,097,326
Morpeth	2.97	2,799,038
Blyth	1.64	1,541,834
Cramlington	1.58	1,490,378
Belford	1.38	1,295,160
North Shields - Silverlink Retail Park	1.12	1,058,829
Wooler	0.76	714,666
Newcastle upon Tyne - Kingston Park Centre	0.72	682,310
North Shields	0.64	606,459
Wallsend	0.38	360,761
Sunderland	0.21	199,414
Gateshead - Team Valley Retail World	0.18	172,911
Rothbury	0.07	65,915

Source: Experian, August 2008

The map below shows the Alnwick catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Alnwick. From the map, it can be seen that households located within Alnwick and in settlements within close proximity of Alnwick (extending to Craster, Howick, Boulmer and Longhoughton in the east, Hedgeley and Abberwick in the West) spend in excess of 50% of their total retail expenditure in Alnwick. Propensity to shop in Alnwick diminishes as you travel further afield, dropping to between 40-50% of total expenditure amongst households in Chathill, to between 30-40% amongst those in the west of the district and into the National Park; and to between 20-30% of expenditure in Bamburgh and Seahouses in the North East and Alnmouth and Amble in the South East.

Figure 47: Proportion of Retail Expenditure



Source: Experian, August 2008

12.6 Opinions on and use of Leisure and Entertainment

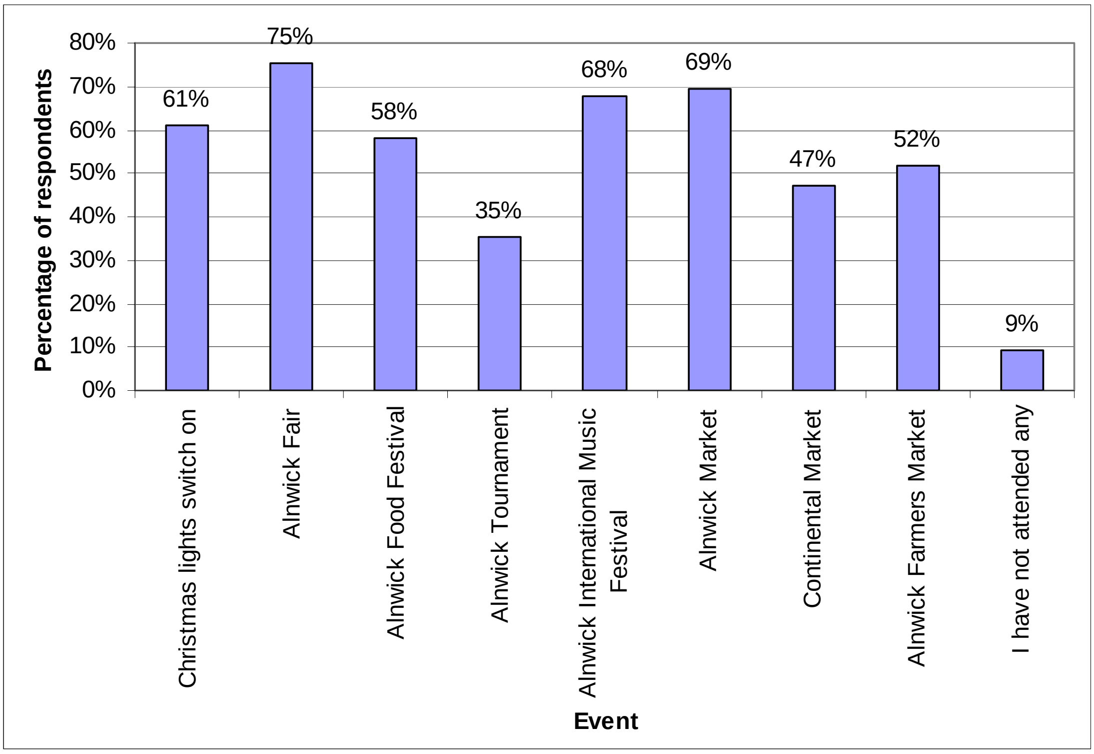
6% of respondents said that they were in Alnwick town centre for leisure on the day of the interview.

Events attended

Over 90% of the respondents had attended at least one of the events in the questionnaire in Alnwick. The most well attended events were the Alnwick Fair (75% of respondents), Alnwick Market (69%) and the Alnwick International Music Festival (68%), although most of the other events were also well attended by the respondents (Figure 48).

Figure 48: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

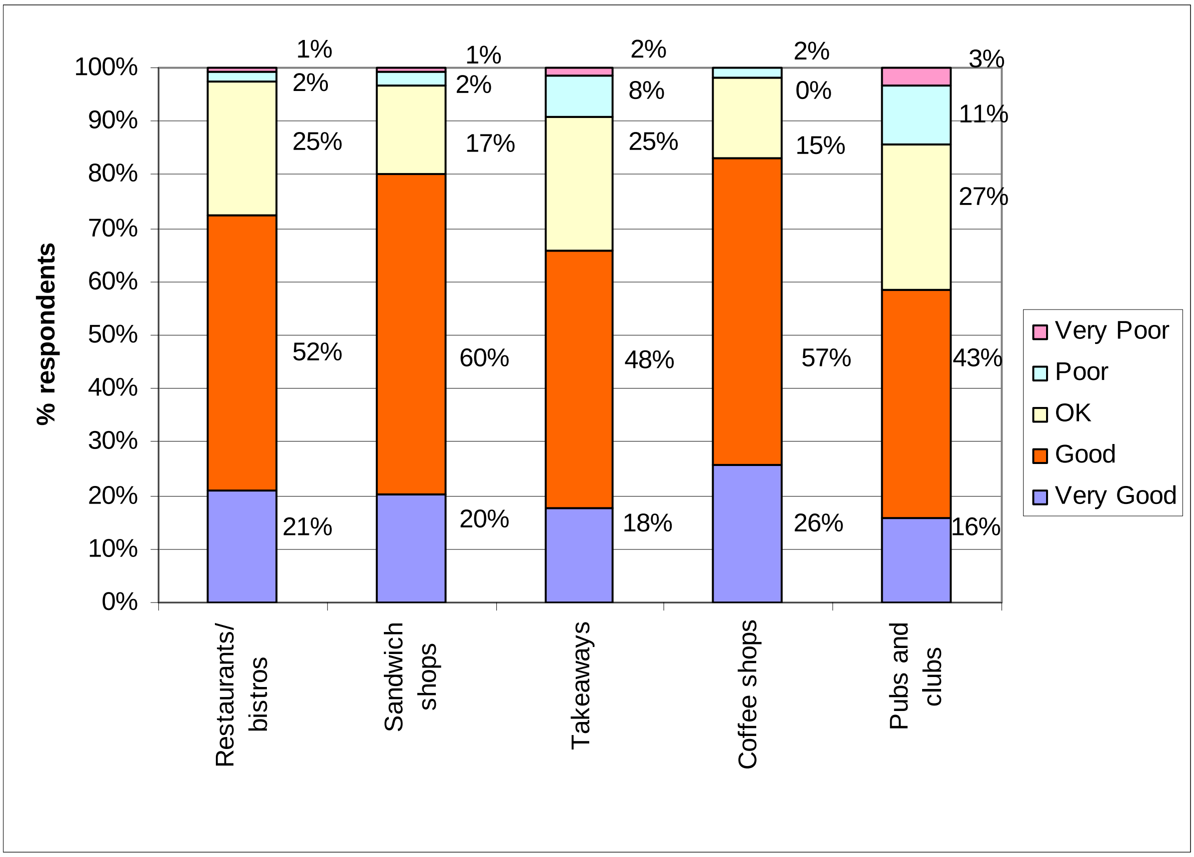
Base: 297 respondents

Eating and drinking

Eating and drinking venues in Alnwick were generally rated well by the respondents. The best rating (83% of respondents giving a good/very good rating) was for the coffee shops, and the lowest rating was for the pubs and clubs (59% gave a positive rating) (Figure 49).

Figure 49: How would you rate the following venues for eating and drinking in Alnwick?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 176 to 265 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

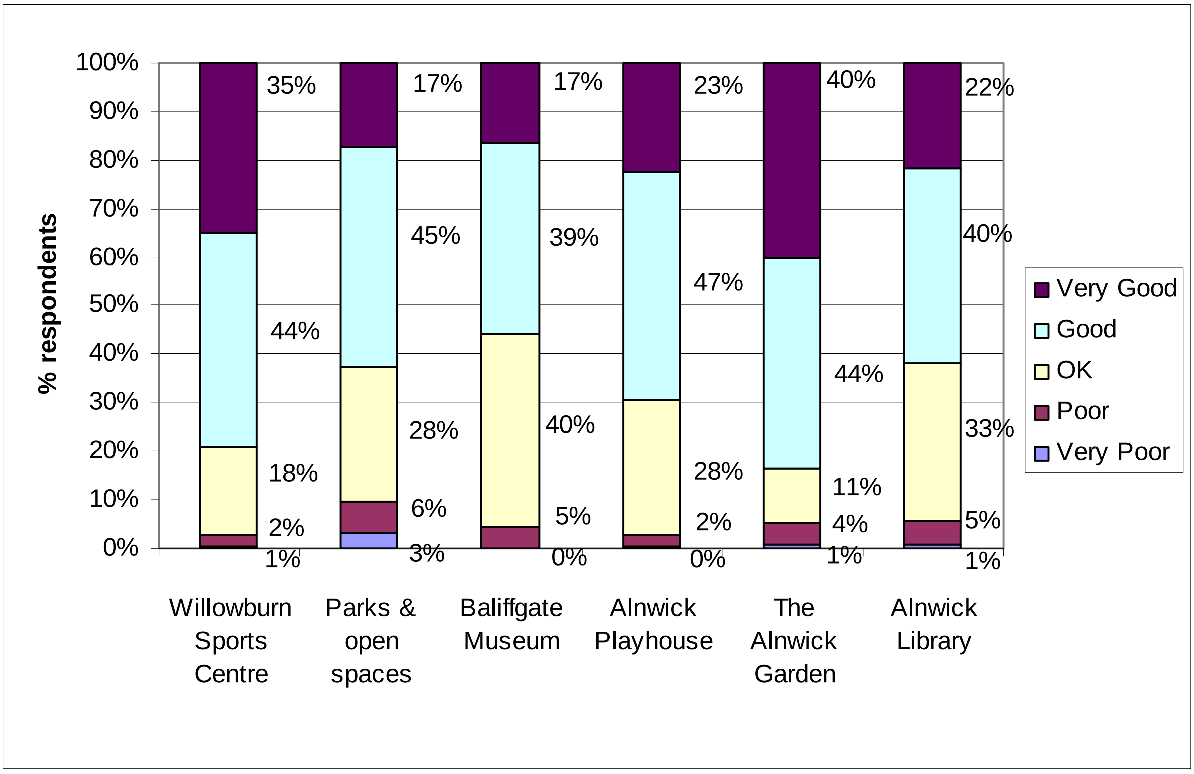
Arts and leisure facilities

All of the arts and leisure facilities in Alnwick were given a good/very good rating by over half of the respondents and a poor/very poor rating by less than 10% of the respondents (Figure 50).

The best ratings were given for the Alnwick Gardens and the Willowburn Leisure centre (84% and 79% of respondents gave a positive rating). The lowest rating was given for the Baliffgate Museum (56% gave a positive rating).

Figure 50: How would you rate the following arts and leisure facilities in Alnwick?

(Excludes 'don't know' responses unless otherwise specified)



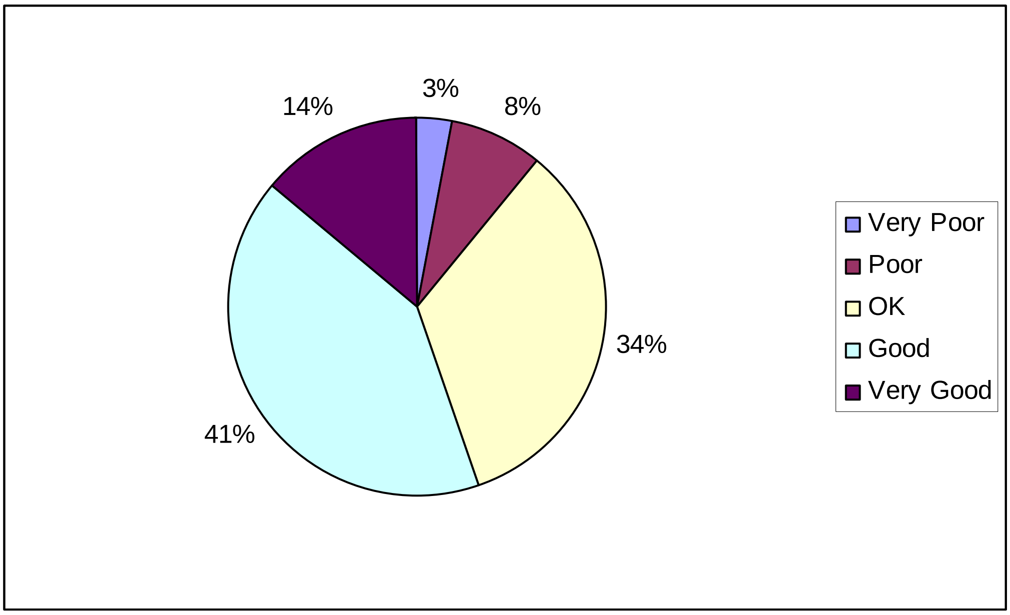
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 133 to 252 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Alnwick as a place to enjoy yourself, over half (55%) of respondents gave a good or very good response (Figure 51).

Figure 51: How do you rate Alnwick as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 288 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 9% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

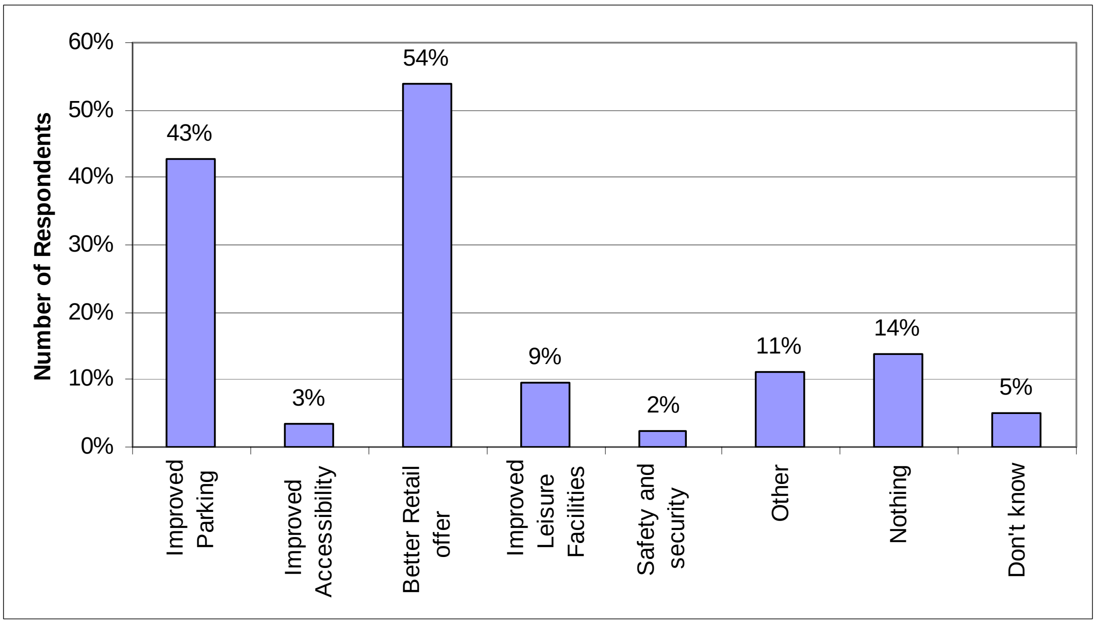
- Discount Alnwick gardens.
- More things for teenagers to do.
- More open spaces for children.
- More for 16-17 year olds to do.
- Better leisure facilities for children

12.7 The Future: what will improve the town as a place to shop or visit?

From the analysis of the Alnwick shopper survey, it appears that in order to improve the town as a place to shop or visit, two issues need to be addressed. One relates to the retail offer, and the other relates to parking in the town centre. The parking issue has already been covered in sections 9.2 and 9.3. The retail offer is examined in more detail in this section.

Figure 52: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 295 respondents

Retail

Throughout the survey, respondents have been fairly negative about the retail offer in Alnwick as can be seen in the following figures:

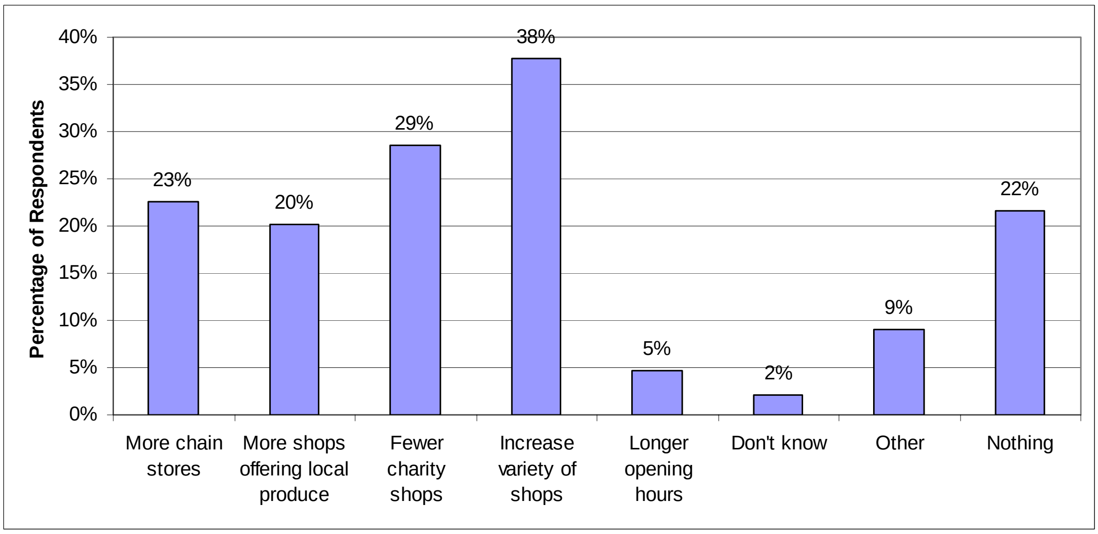
- 18% of respondents gave a response relating to the ‘limited offer or range of shops/goods’ as being one of the main problems with the shopping experience in Alnwick town centre.
- Comments given as part of the main problems question include: “more shops”, “variety of shops, not many”, “no good shops”, “shops lack choice”, “requires more varied shops” and “poor staffing of supermarket checkouts”.
- Only 27% of respondents agreed that Alnwick offers a wide choice of quality shops; 40% disagreed with the statement.

- As can be seen in sections 12.2 and 12.3, a large proportion of respondents go to alternative shopping centres to do their shopping, particularly for clothes and shoes.
- Only 30% of respondents gave a good/very good rating when asked to rate Alnwick as a place to shop; 23% gave a poor/very poor rating.

When asked what improvements respondents would like to see to the retail offer in Alnwick, the most common suggestion was to have an increased variety of shops (38% of respondents mentioned this). Fewer charity shops, more chain stores and more shops offering local produce were also popular answers (Figure 53).

Figure 53: What improvements would you like to see to the retail offer in Alnwick?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 297 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Alnwick. A list of these responses is given in Appendix 2 (Q17).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Alnwick Town Centre;

- New homes and shops are planned at the former AMC Ford site in Alnwick. This is set to be completed in early 2009, the development will see 93 one and two bedroom apartments by Gentoo Ventures, including 17 affordable homes. Argon properties are set to develop four retail units on the Clayport Street Site. This development will transform the old AMC Ford depot alongside the Bird and Bush pub and the Carpet Warehouse from a derelict area of the town into a welcome addition to the town.

- A large redevelopment is being proposed at St Michael's Square which would be mainly housing.

14.0 CONCLUSION

Alnwick is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration is residential properties, there are four retail units being developed, which equates to 2,601m² of retail floorspace. These developments, which are set to be completed in early 2009, should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 51% of the floorspace use was for retail (Figure 3).
However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 40% disagreeing or strongly disagreeing to the statement "Alnwick offers a wide choice of quality shops", compared to 27% agreeing or strongly agreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the range and choice of shops needed to be improved. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more clothes shops were high on their priorities. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

Since July 2005, the yield for Alnwick has been lower than the average for Northumberland, and was at its lowest at 7% in July 2007, when the last figure was calculated (Figure 9), since April 2001 when the data originated. It had also dropped to just below the average yield for the North East of England. Recent improvements such as the Shop Front Scheme led by Alnwick District Council, would all contribute to keeping the yield at a low value and Alnwick being a more attractive place to set up business. This low yield is supported by the response given by interviewed shoppers for their opinion on general appearance of the town which was reasonably positive (Figure 31).

There was 5% of vacant floorspace in Alnwick (see Figure 12). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant. There had been local interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 78% (of those travelling by car) finding it very or fairly easy (Figure 17). However, 49% of these shoppers felt that the parking in the town centre was either poor or very poor. Appendix 2 also shows that 29 shoppers commented on the lack of parking and a further 9 said parking in general was a problem. Alnwick also has good bus connectivity, which is shown in Figure 22 by the frequency and number of destinations reached from Alnwick. 79% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 24). However, Figure 25 shows that this was not the case when looking at overall perception of the shoppers interviewed with around one quarter of respondents rating the quality, regularity and destinations served by public transport negatively. These two findings appear to contradict; however it may be that the negative response to the perception of public transport was given by those who do not use it, or vice versa. These two areas would need to be looked at more closely together to gain further insight on this matter.

When looking at retaining shopper spend, 51% of Alnwick residents shopped in Alnwick. 12% of expenditure was lost to Newcastle and a further 7% to the Metro Centre (Figure 45). However, the current regeneration programmes may show that the percentage for Alnwick will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Alnwick was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer in general, the implementation of the various regeneration projects and increase in retail floorspace in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Alnwick by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Alnwick Town Centre?

Parking

- Not enough parking (29 responses)
- Not enough short stay parking (2 responses)
- Parking (9 responses)
- Disabled parking is poor (2 responses)
- Cost of parking
- Free Parking

Retail

- Mens clothing. Next
- More shops
- No good shops.
- Variety of shops, not many
- Shops lack choice.
- Poor staffing of supermarket checkouts.

Mixture of problems

- Lack of baby facilities. Pedestrian crossings.
- Requires more varied shops and better parking.
- Shops lack choice. Parking not adequate
- Tourist buses. Parking in general
- Roads are not level. Problems getting around building site.

Other

- Bus service
- Not enough buses

- Too busy with people
- Too much traffic
- Traffic congestion.
- Not Natwest bank
- Sheltered benches
- Unruly youths at bus station
- Accessible with park. Busy

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Alnwick?’

Clothes and shoes

- More clothes shops (10 responses)
- More clothing shops. (4 responses)
- Clothes shops (5 responses)
- Better clothes shops.
- More clothes & shoe shops (2 responses)
- Classics Clothes.
- Mens clothing - Topman
- Mens clothing i.e. Burtons
- Mens clothing shops. River Island
- Mens clothing. Burtons. Next
- More mens clothing.
- Better shops for men.
- Ladies & Mens Clothing
- Ladies clothes shops
- Ladies clothing
- More middle range womens clothes
- Female and childrens clothing. Boys clothing.
- More childrens clothings.
- More clothes shops. More childrens clothes shops.
- Shoe shops. Childrens clothes. Next.
- Clothes, shoes, childrens clothing. M&S
- Clothes shops for younger people (3 responses)
- Clothes shops for younger people i.e. Miss selfridge, topsho
- Clothes shops for younger people, Topshop
- Clothing shops for teenagers
- Fashion shops
- M&S (8 responses)
- M&S. Clothes shops.
- Clothes Shops, M&S
- Department store (M&S), designer clothes shop, shoe shops.
- Department stores i.e. M&S. Clothes shops.

- Department stores (2 responses)
- Next
- Next. M&S
- Primark, New Look. Clothes shops
- Quality shops i.e. Next, M&S
- Topshop
- Topshop. Fashion stores
- Clothes shops i.e. Evans.
- Evans. Bigger Primark
- Evans. New Look

Mixture of shop types

- Clothes for older people. M&S simply food. Wilkinsons.
- Clothes shops, Primark. Sports shops
- Clothes shops. Electrical shops. (2 responses)
- Clothing, M&S. Food
- DIY shops. Clothes shops.
- Evans, M&S, Wilkinson
- M&S. Primark. ASDA
- Menswear shops. Less charity shops
- More Childrens clothes and Toy shops
- More choice of clothes. Childrens Toys
- More electrical shops more clothes shops
- More mens clothing. Next. Wilkinsons
- Next. Food shops
- Wilkinsons. Clothes shops
- No more chain stores. Variety stores.
- Specialist shops i.e. Handmade jewellery, clothes shops for
- Coats. Collectables
- Large stores. Electrical stores.

Other shops

- Baby shops
- Better known shops
- Book Shops
- Cheaper shops - All too expensive.
- Furniture shops
- Craft shops
- High quality shops
- Home décor shops to attract up market visitors. Increase Su
- Tesco

Other comment

- More disabled parking. Safer driving up Main street
- Too many cafes
- Too many cafes. More casual clothes shops.
- (comment indecipherable)

Verbatim responses to ‘Q23 How would you make this town centre better?’

Parking

- Better & free parking
- Free parking
- Larger parking spaces for motor homes
- More parking space
- Price of parking
- Residents parking.

Pedestrians & traffic

- Pedestrianise some streets
- Pedestrianise the main street (2 responses)
- Traffic. Pedestrian area.
- More pedestrian crossings (2 responses)
- Less traffic congestion (2 responses)
- Make it less busy traffic wise.

Various things mentioned

- Better bus service. ASDA, Primark, M&S.
- Discount Alnwick gardens. More parking around edge. Pedestrianise it.
- Put buses back in market place. Roundabout at war memorial.
- More things for teenagers to do. Better transport links running later at night.
- Park in market square. Pedestrianise it.
- More open spaces for children. Fewer cars on Main Street.

Attractiveness of town

- Trees in market place
- Upgrade the town
- Tidy the shop fronts - some are tatty
- Make market area more attractive to liven it up.

- Make town more attractive, tidy it up, clean it.
- Clean up some run down buildings
- More floral displays

Disabilities

- Better disabled access i.e. Automatic Doors etc.
- Improved footpaths for disabled scooters
- More access and facilities for disabled people

Other

- Public toilets, 24 hours access to public toilets.
- Toilets are needed
- Too many cafes
- Too many empty shops
- Better bus service
- Bus service does not correspond with the trains, you can't get from bus stop to platform i
- Environmental improvements as suggested in the Streetscape study. Alnwick Council trust?
- More electrical shops. More larger stores.
- More for 16-17 year olds to do.
- Better leisure facilities for children

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AMBLE TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 82
Date: December 2008

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CONTENTS

LIST OF FIGURES

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.

- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis Function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

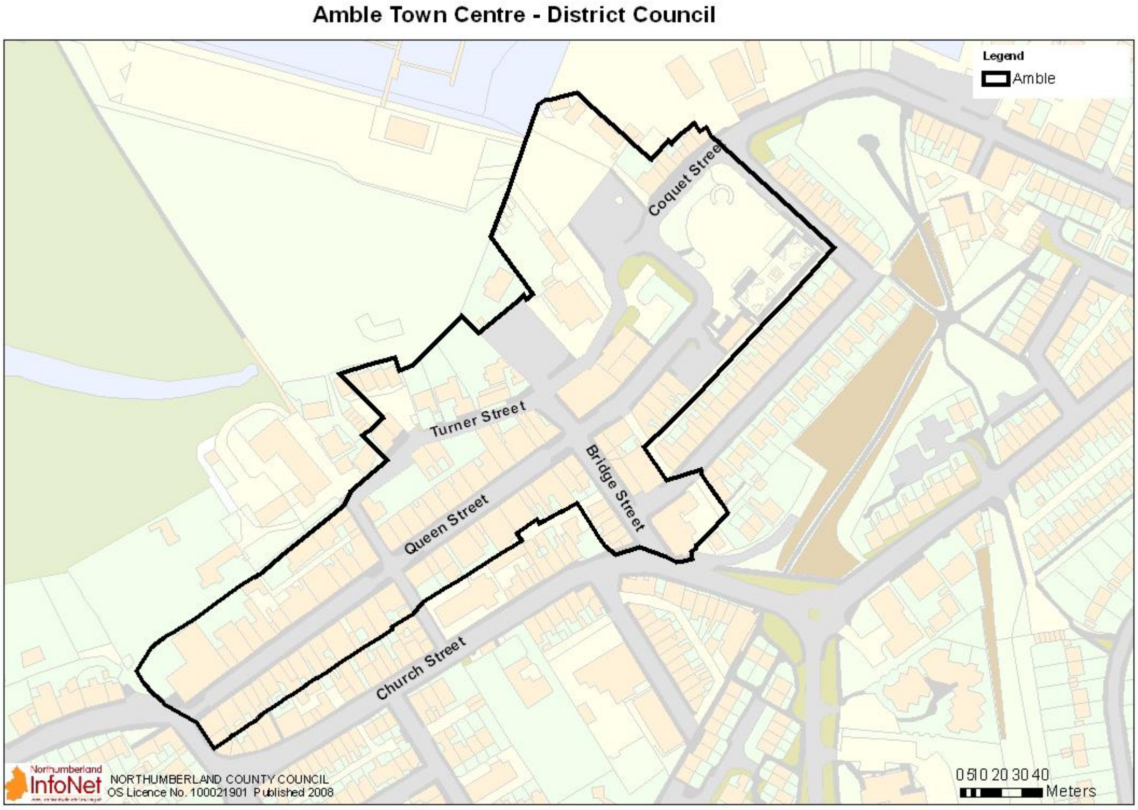
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Amble's Town Centre Boundary

Throughout this report there are two different boundaries for Amble Town Centre that will be used depending on the section: the town centre boundary as defined by Alnwick District Council (Alnwick DC Local Plan town boundary) (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Amble Town Centre in relation to the District Council boundary is 38,513.88m².

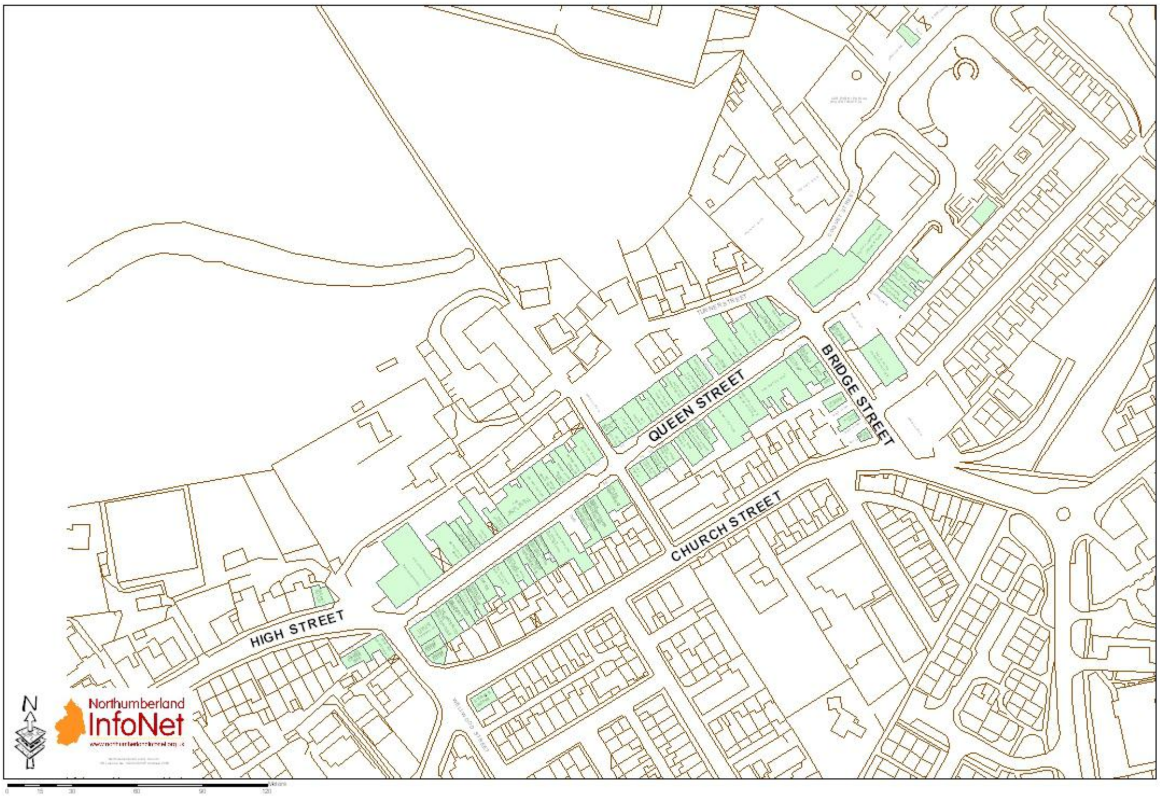
Figure 1: Boundary for Amble Town Centre (District Council)



Source: Alnwick District Council, July 2008

Figure 2: Boundary for Amble Town Centre (Experian)

Amble Town Centre - Experian



Source: Experian, August 2008

2.2 Amble's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Alnwick District Council): Amble town is a port once catering for coal but now serving a fishing fleet and a leisure marina. The town grew rapidly in the 19^{th} century at the mouth of the River Coquet and has a strongly lineated main shopping area (Queen Street) with a town square at the eastern end created recently on a derelict site. The town centre is very close to the harbour and marina and so has the sounds and atmosphere of a working port. To the visitor, the layout of the town can be difficult to navigate.

The town has no edge of town or out of town retail although there is current interest in developing a supermarket adjacent to the town centre on an open area known as the Braid. Queen St. itself has a poor physical appearance with tired public realm, inappropriate infill development with a high level of vacant premises and visually unappealing facades. That said, the town has much potential to further develop as a vibrant day visitor destination and local service centre trading on its distinctive assets and qualities. The town could benefit greatly from some remedial investment in the fabric before any additional development

2.3 History and Development of Amble

Amble is a busy harbour town situated at the mouth of the river Coquet, nine miles south-east of Alnwick. The old spelling for Amble is thought to be Annebelle which means 'Anna's promontory', This is thought to refer to Amble being sited on a point of land that juts out, thus giving extensive views of the coastline.

Evidence of human activity dates back to the Bronze Age, from which a cemetery containing over 40 graves was discovered during quarrying in the 19th century. Evidence of Roman occupation has also been discovered near Gloster Hill.

Up until the 18th century, Amble was situated well to the south of the river Coquet. However, in 1764, heavy rains forced the river to break its banks and change course to a more direct route to the sea. As a result, Amble ended up less than ¼ mile away from the river mouth.

About 70 years later, a harbour was built (originally known as Warkworth Harbour). This became an important port, mainly used for exporting coal from the Radcliffe and Broomhill collieries to Southern England and the Continent. These exports, together with the expanding fishing industry, brought about a massive population growth in the town, from 200 in 1821 to almost 3,000 in 1891.

Today, Amble has a population of around 6,000, and is Northumberland's most important fishing centre north of the Tyne. As well as accommodating fishing vessels, the harbour also contains an award winning marina, visited by around 3000 visitors each year. Amble town centre has a variety of shops and eating places, and a market is held at the harbour every Sunday.

Two nature reserves can be found nearby – Hauxley Nature Reserve and Druridge Bay Country Park. Coquet Island is located a mile offshore, which hosts an 80ft high lighthouse, and is a RSPB reserve.

3.0 DIVERSITY OF USES

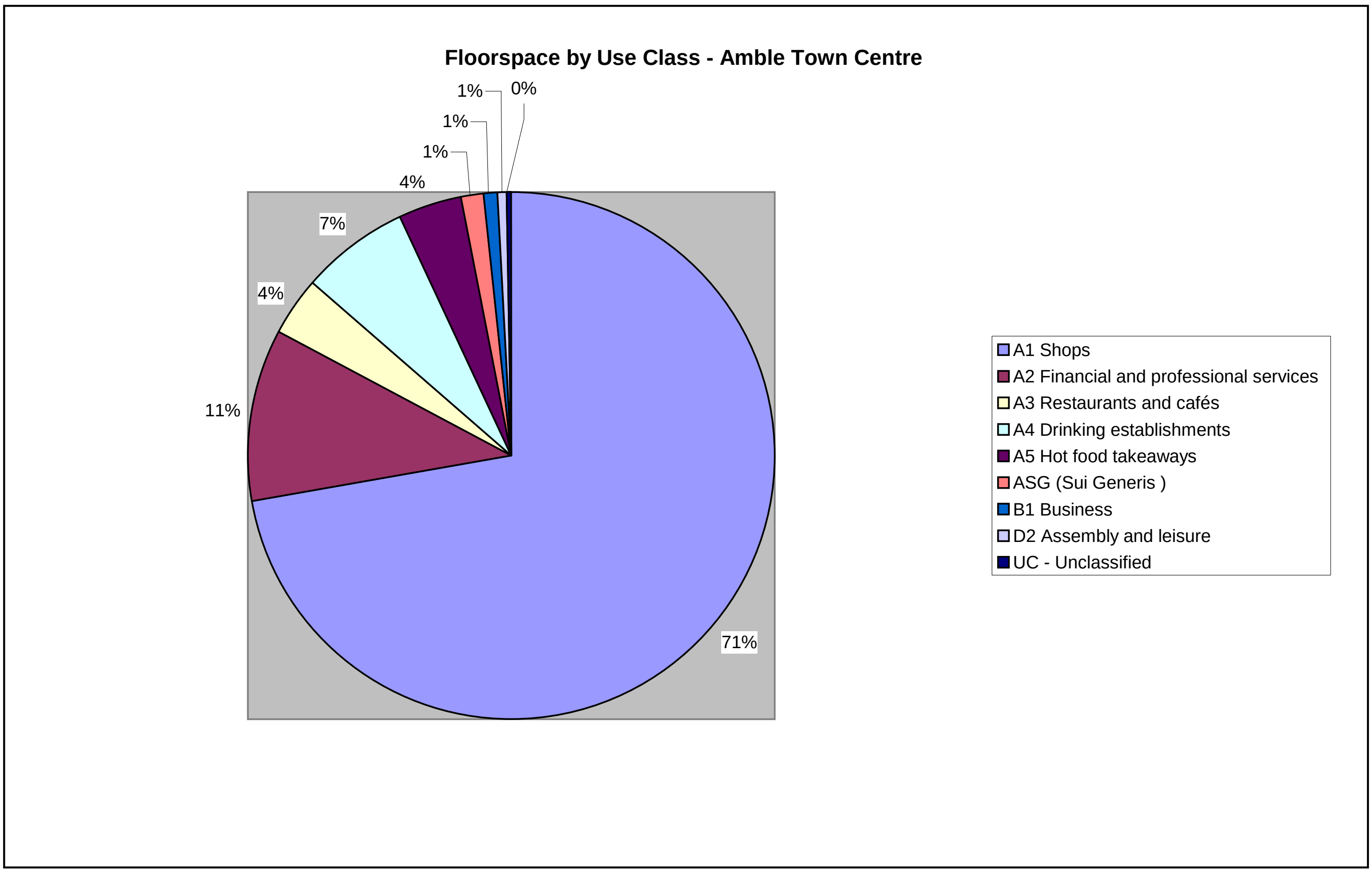
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Amble Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Amble.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

Figure 3 shows that just less than three quarters (71%) of the floorspace in Amble Town Centre are classed as shops. Financial and professional services account for 11% of the floorspace in Amble, with drinking establishments occupying 7% of floorspace. Restaurants and cafes and hot food takeaways each occupy 4% of floorspace.

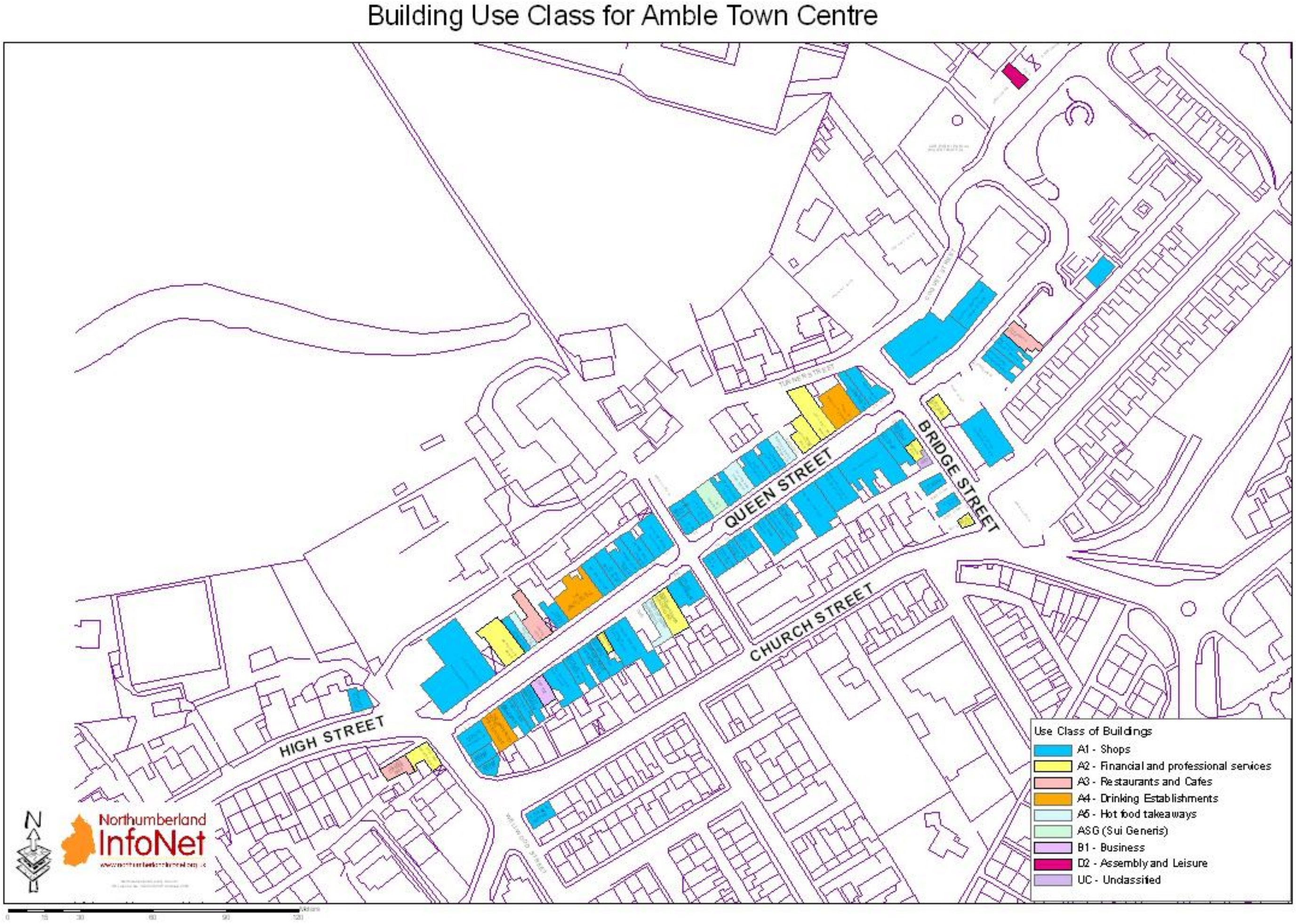
Figure 3: Floorspace by Use Class



Source: Experian, August 2008

The map (Figure 4) shows that the majority of businesses within the town centre are situated along one main street: Queen Street. The majority of these businesses are shops and are distributed evenly along Queen Street and interspersed with financial and professional services, restaurants and cafes, drinking establishments, hot food takeaways, businesses and assembly and leisure.

Figure 4: Building Use class for Amble Town Centre



Source: Experian, August 2008

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that take place throughout the year. The Amble Sea Fayre Festival is a two day event which takes place in July. This festival is an outdoor event incorporating a different theme each year and celebrating local tradition with a children's fun fair, entertainment, local food and craft stalls. The festival also hosts local bands and acoustic sessions to provide a fun, easy-going atmosphere. The Sea Cadets also make an appearance, Amble's traditional trawler race takes place on the Saturday, the only one in the North East. A continental market also takes place for 2 days at the Market Square in Amble. The Amble Christmas lights get switched on in November with a procession down the main street, followed by entertainment and stalls in the market place. A Sunday Market takes place at the Harbour each week.

3.3 Satisfaction with the range of provision – retail

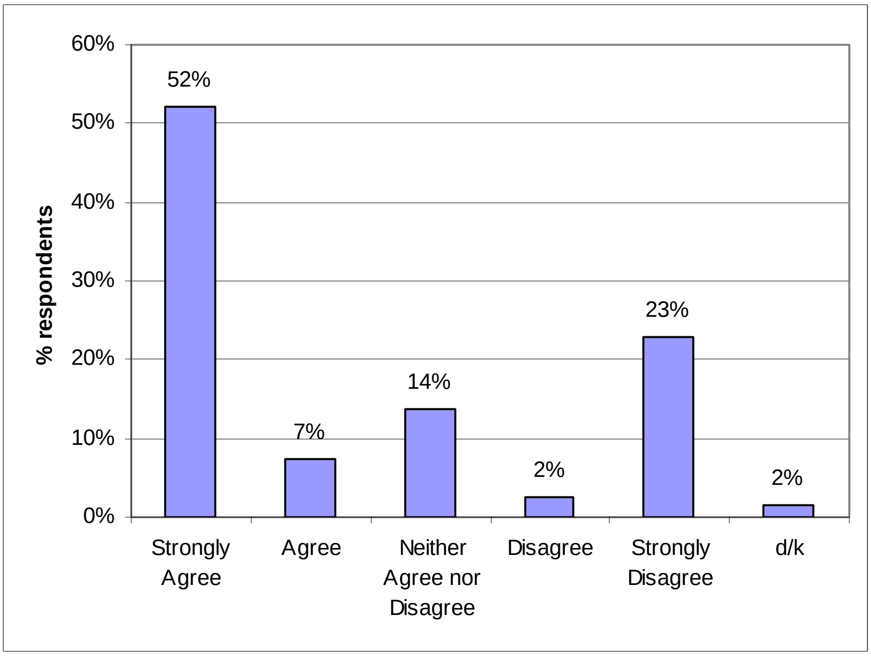
Question 14 in the Amble Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Amble offers a wide choice of quality shops"?

The level of agreement with this statement was considerably higher than the level of disagreement (59% vs. 25% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Amble offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires, June 2008

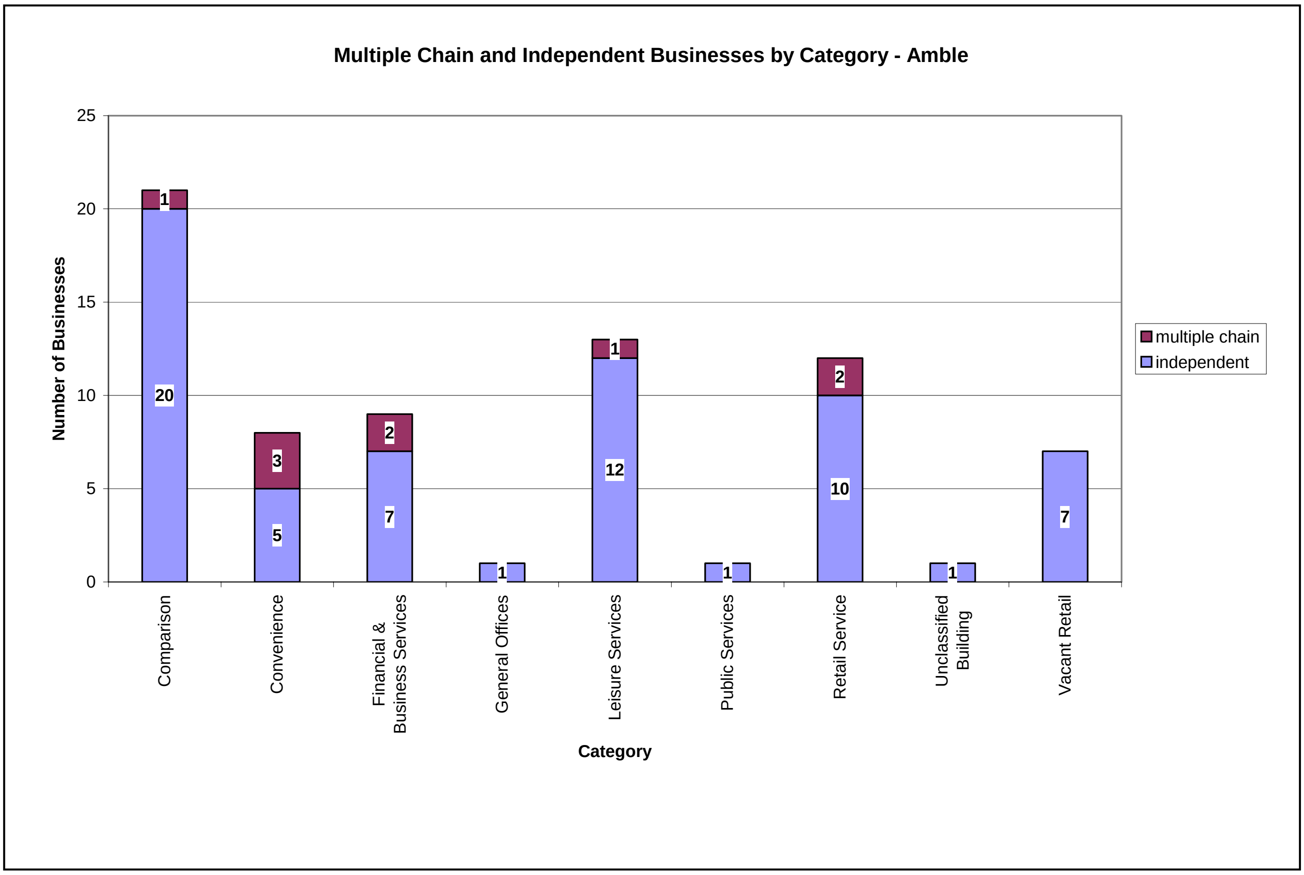
Base: 123 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Amble



Source: Experian, August 2008

Figure 6 shows that in Amble town centre, the majority of businesses are comparison retail (20 independent, 1 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 12 of which are independent and 1 multiple chain. There are 8 convenience retail premises and 12 retail service in total.

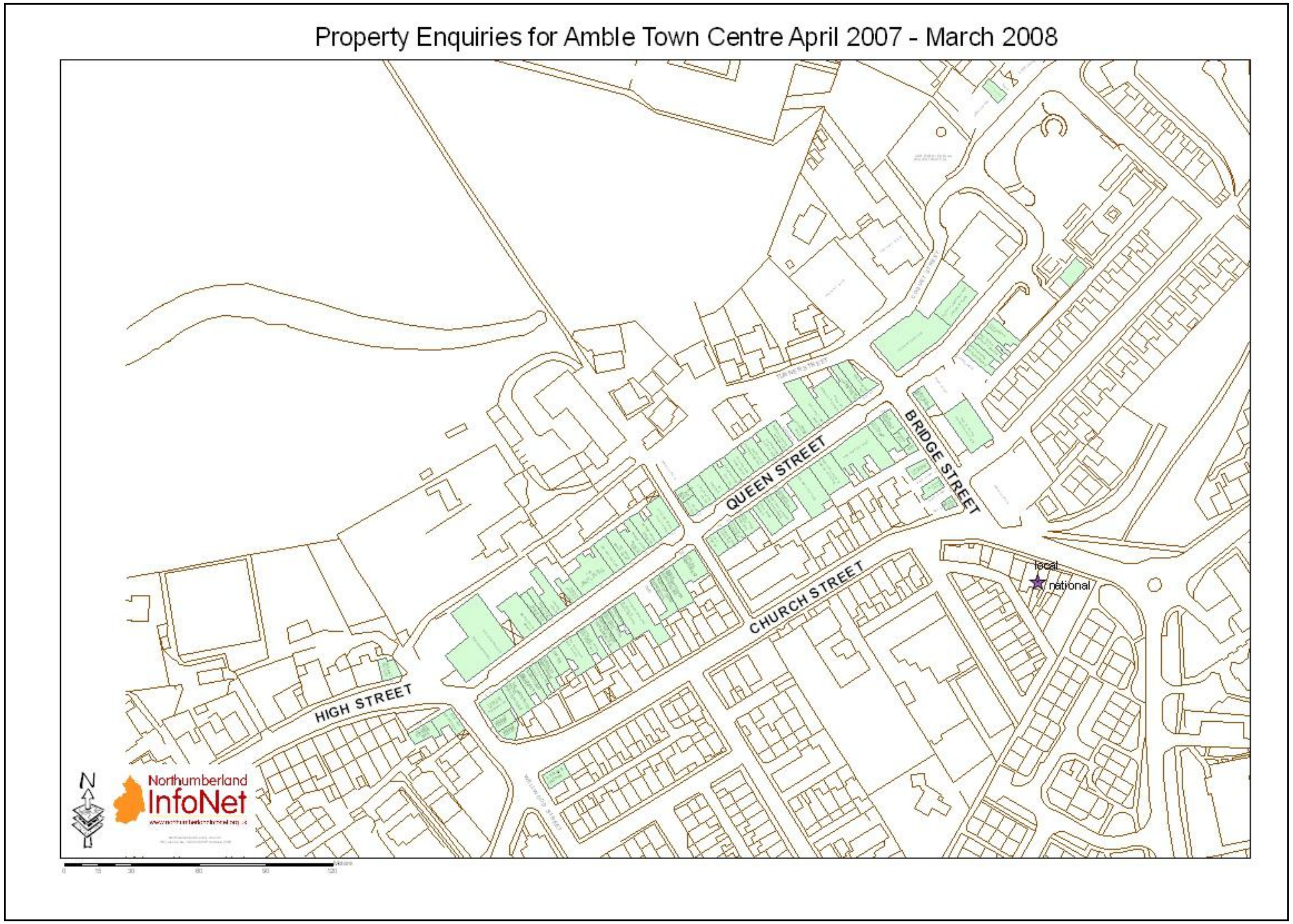
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Amble Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland) and national. Enquiries were recorded for properties on Dilston Terrace which is just off Church Street towards the edge of the town centre. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Figure 7: Property Enquiries for Amble Town Centre April 2007 – March 2008



Source: Northumberland Property Search.com, April 2008

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Amble Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.” [1]

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

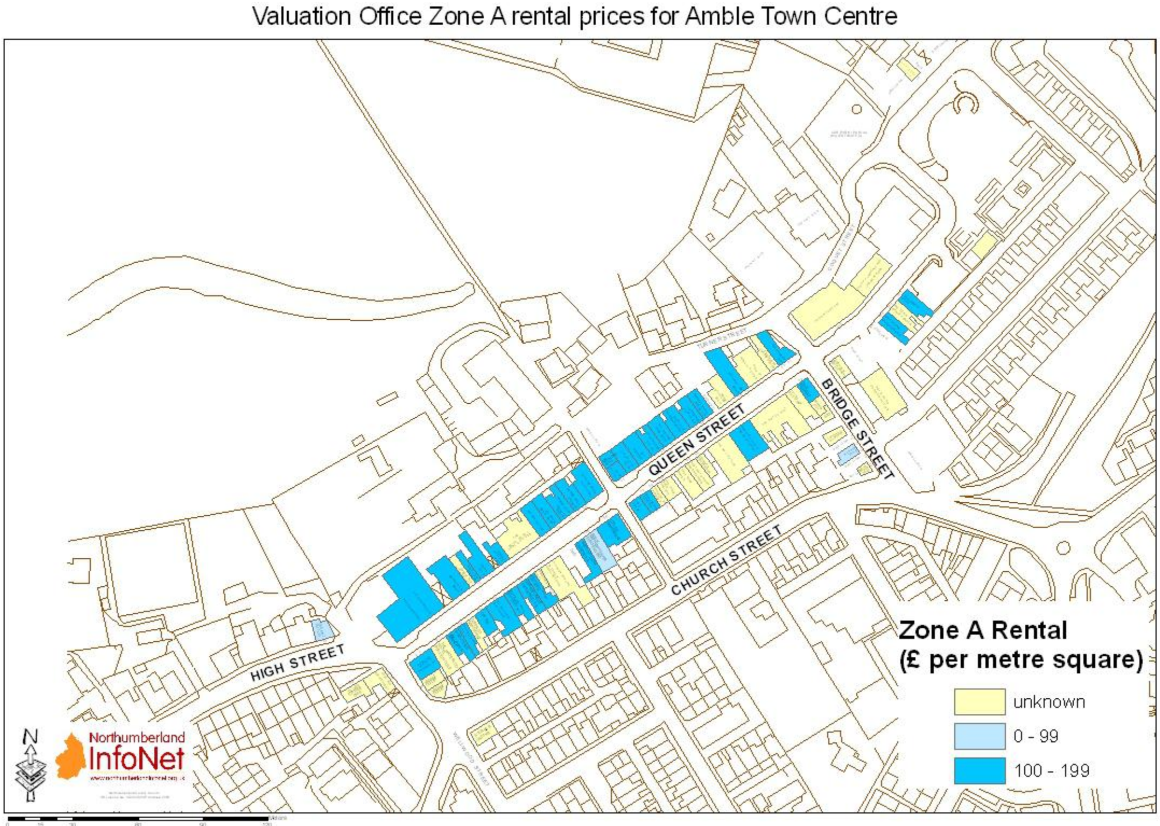
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[1] www.voa.gov.uk

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Amble Town Centre



Source: Valuation Office, April 2003

Figure 8 shows that for the majority of properties in Amble Town Centre for which the zone A rental information is known, the rent was £100 - £199 per m². These properties were also mainly situated on Queen Street. There were just three properties in Amble which had a lower zone A rental rate of £0 - £99 per m² in comparison to the other known properties: one on High Street; one on Queen Street; and one on Bridge Street.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

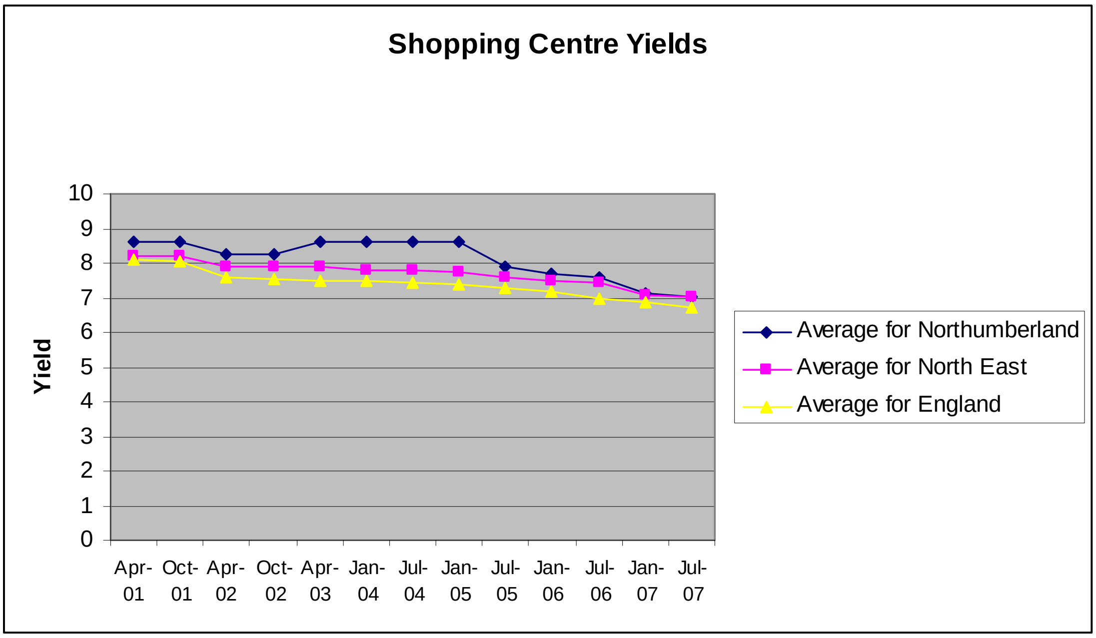
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham. There is therefore no available data for Amble. However, Figure 9 shows the average yield for Northumberland, the North East of England, and England.

[2] www.voa.gov.uk
[3] www.voa.gov.uk

Figure 9: Shopping Centre Yields – Northumberland



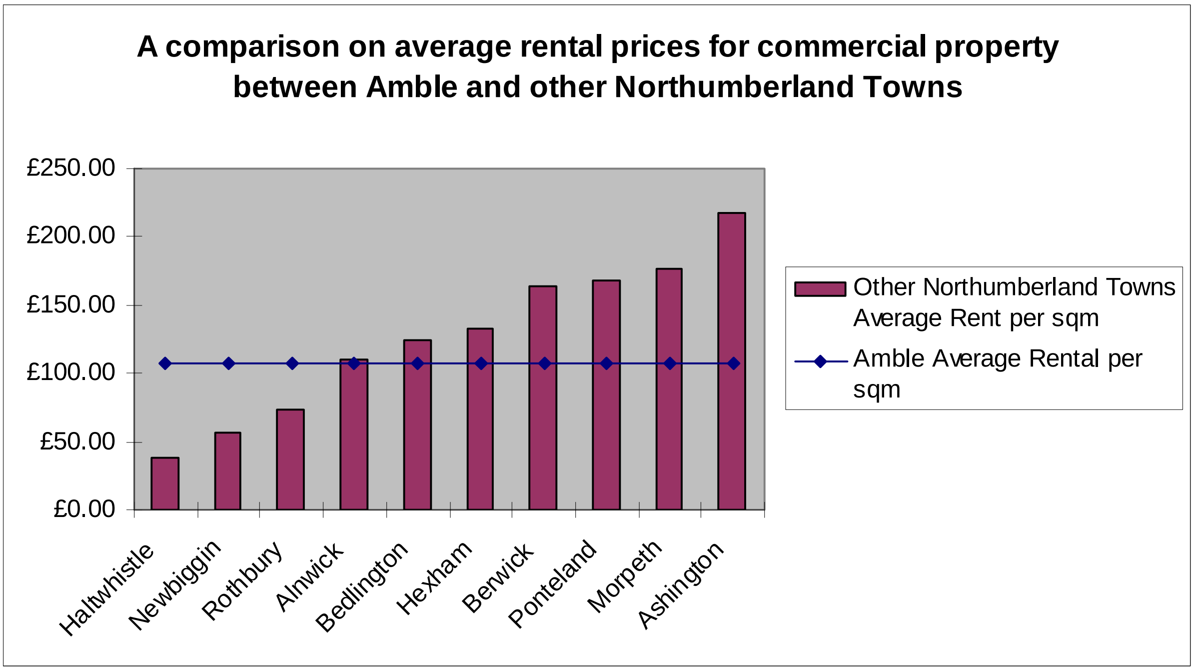
Source: Valuation Office (www.voa.gov.uk), July 2007

The graph (Figure 9) shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Amble town centre between 1st January 2006 and 31st December 2007 was £107.87 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Amble has the 8th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Haltwhistle, Newbiggin and Rothbury with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Amble and other Northumberland Towns



Source: Northumberland Property Database, July 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Amble town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the streets within Amble Town Centre with the most vacant premises are High Street and Wellwood Street, each with 50% of premises vacant. However, when looking at vacancy rates in terms of floorspace, High Street was ranked 1st with 47% of its total floorspace vacant, whereas Wellwood Street was ranked 2nd with 38% of its total floorspace vacant. The only other street recorded to have vacant property in Amble was Queen Street, which was ranked 3rd for highest number of buildings vacant (7%) and total floorspace vacant (15%).

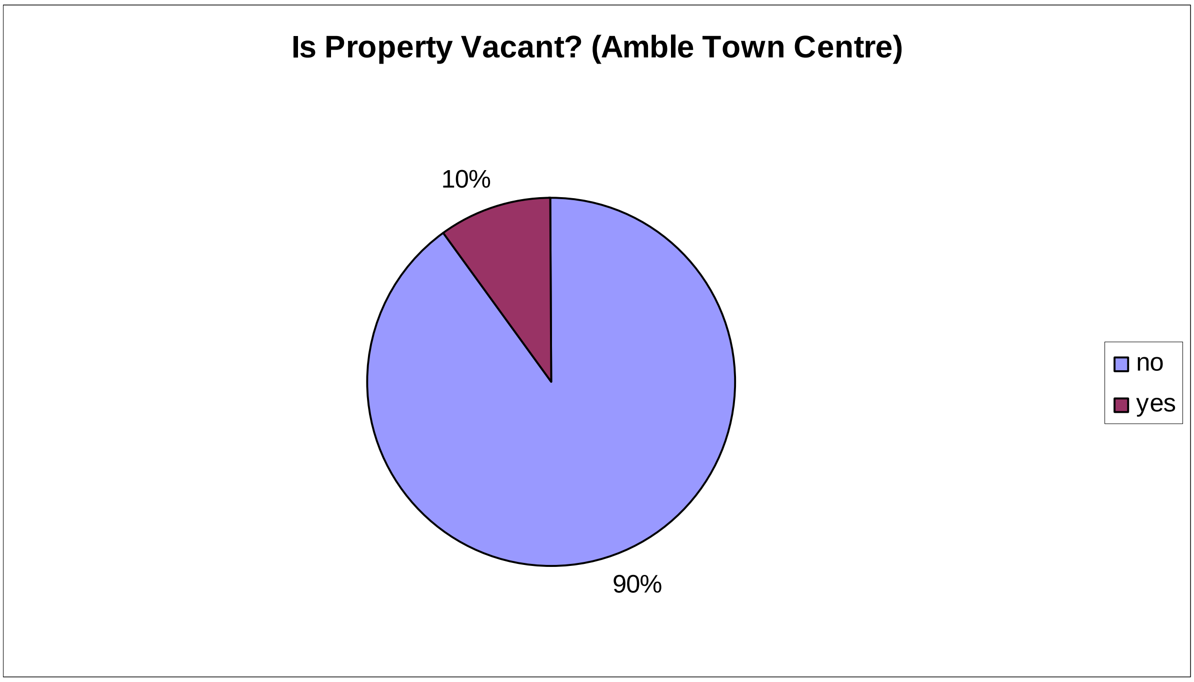
Figure 12 shows that in Amble Town Centre, there were 90% of occupied premises and 10% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
BRIDGE STREET	0%		0%	
COQUET STREET	0%		0%	
HIGH STREET	50%	1	47%	1
QUEEN STREET	7%	3	15%	3
WELLWOOD STREET	50%	1	38%	2
Grand Total	10%		16%	

Source: Experian, August 2008

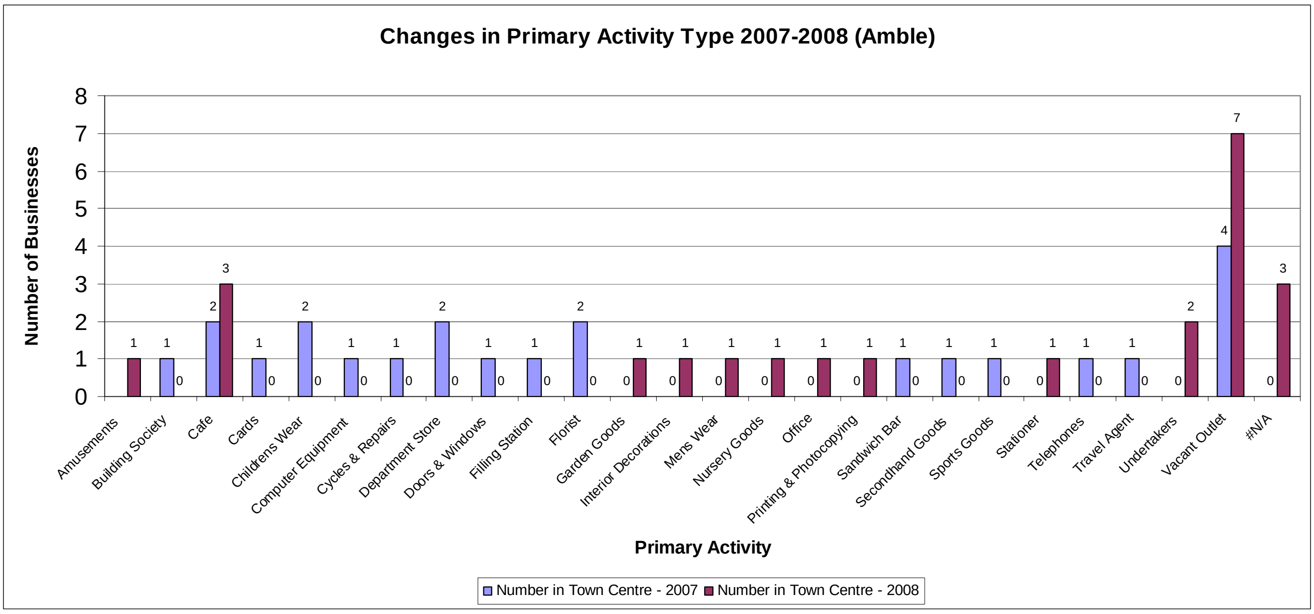
Figure 12: Is a Property Vacant



Source: Experian, August 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13: Changes in Primary Activity Type 2007-2008

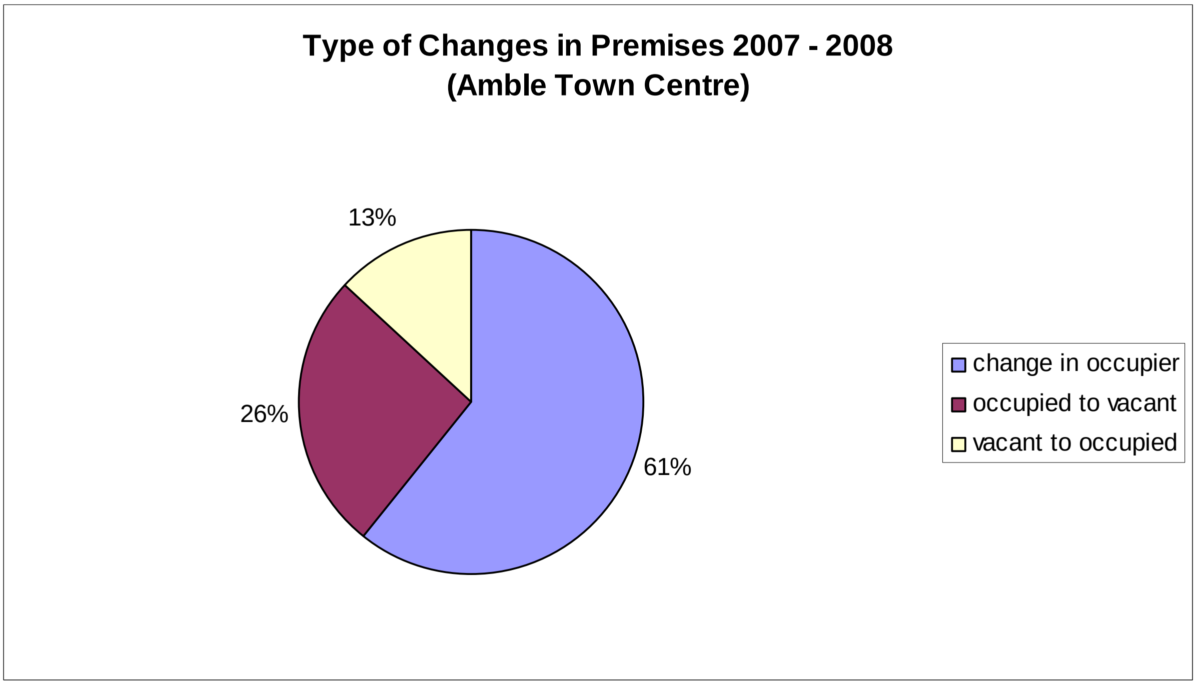


Source: Experian, August 2008

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Amble Town Centre. The graph shows the number of vacant outlets have increased in 2007 from 4 to 7 in 2008. The primary activities which had increased in quantity within Amble between 2007 and 2008, all increased by one premises apart from Undertakers which increased by two (0 in 2007 to 2 in 2008). The most significant decreases in primary activity were for Children's Wear (2 in 2007 to 0 in 2008); Department Stores (2 in 2007 to 0 in 2008); and Florists (2 in 2007 to 0 in 2008).

Figure 14 shows the type of changes in premises in Amble Town Centre between 2007 and 2008. Just under two thirds (61%) of the changes were a change in occupier. 13% of these changes were premises that were vacant in 2007 but were occupied in 2008. Approximately one quarter (26%) of premises were occupied in 2007 but vacant in 2008, therefore an increase of vacant premises is evident.

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian, August 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Amble Town Centre in June 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Tuesday 10th June, Thursday 12th June and Saturday 14th June 2008.
They were carried out by interviewers at two “access points” within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Amble town centre is around 1,750, although this will obviously vary depending on the time of year. The data suggests that, on a ‘normal weekday’, this daily figure drops by approximately 400 to 1,350.

Figure 15: Estimated daily footfall in Amble Town Centre

	Estimated daily footfall[4]		
Location (see Figure 2)	**Tuesday ("normal” day)**	**Thursday ("normal” day)**	**Saturday (Weekend)**
North End of Queen Street	708	918	876
South End of Queen Street	612	444	858
Total	1,320	1,362	1,734

Source: Northumberland Footfall Counts, June 2008

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

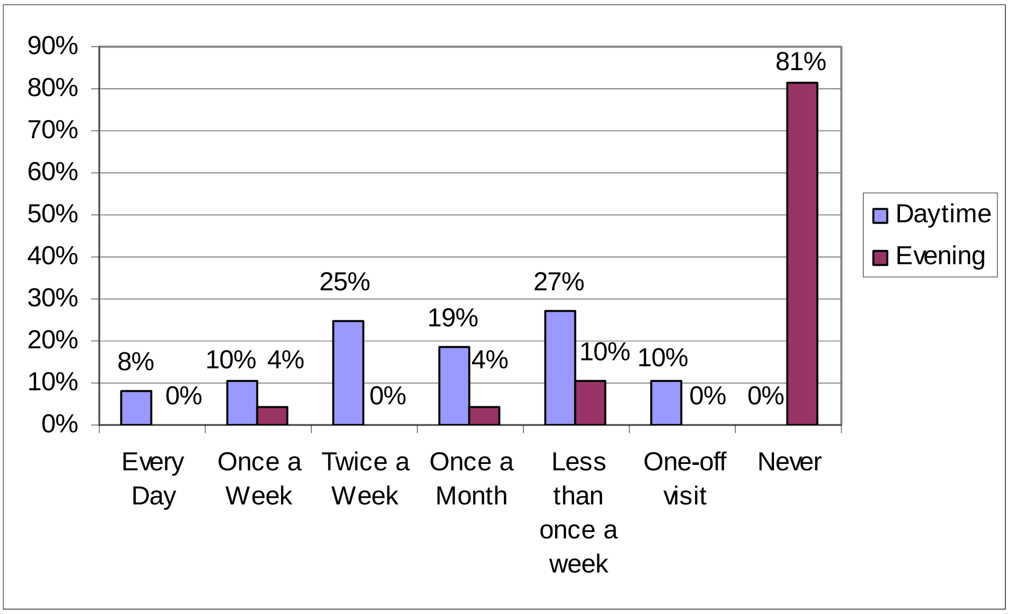
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Amble town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

39% of respondents travelled into Amble town centre by car on the day of the interview. 44% of these said that they go to Amble at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 4% in the evenings (Figure 16).

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



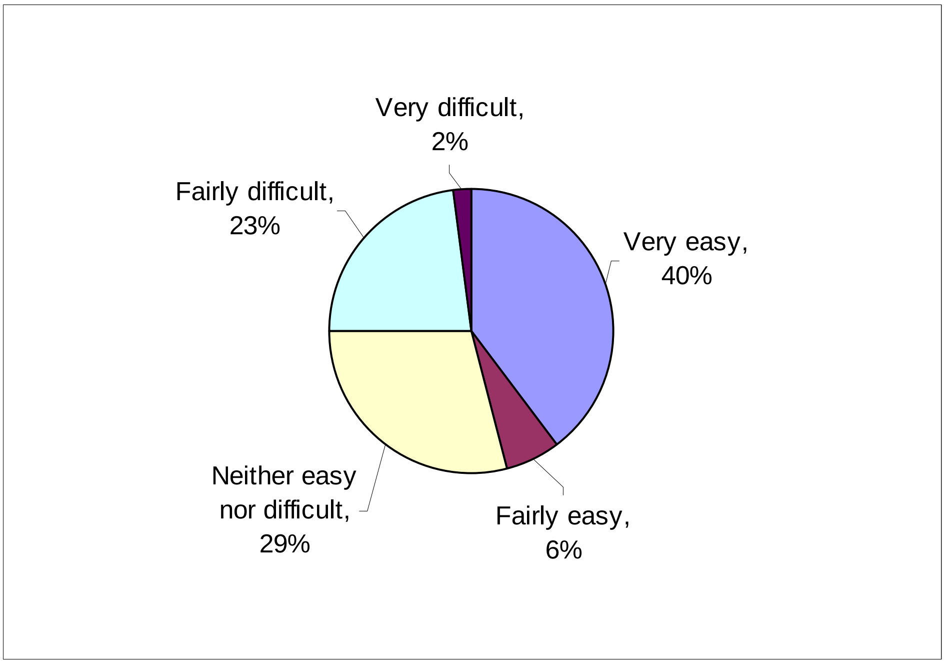
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 48 for daytime; 48 for evening

46% of the respondents that travelled by car found it fairly easy or very easy to travel into Amble town centre. 25% found it fairly difficult or very difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Amble town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 48

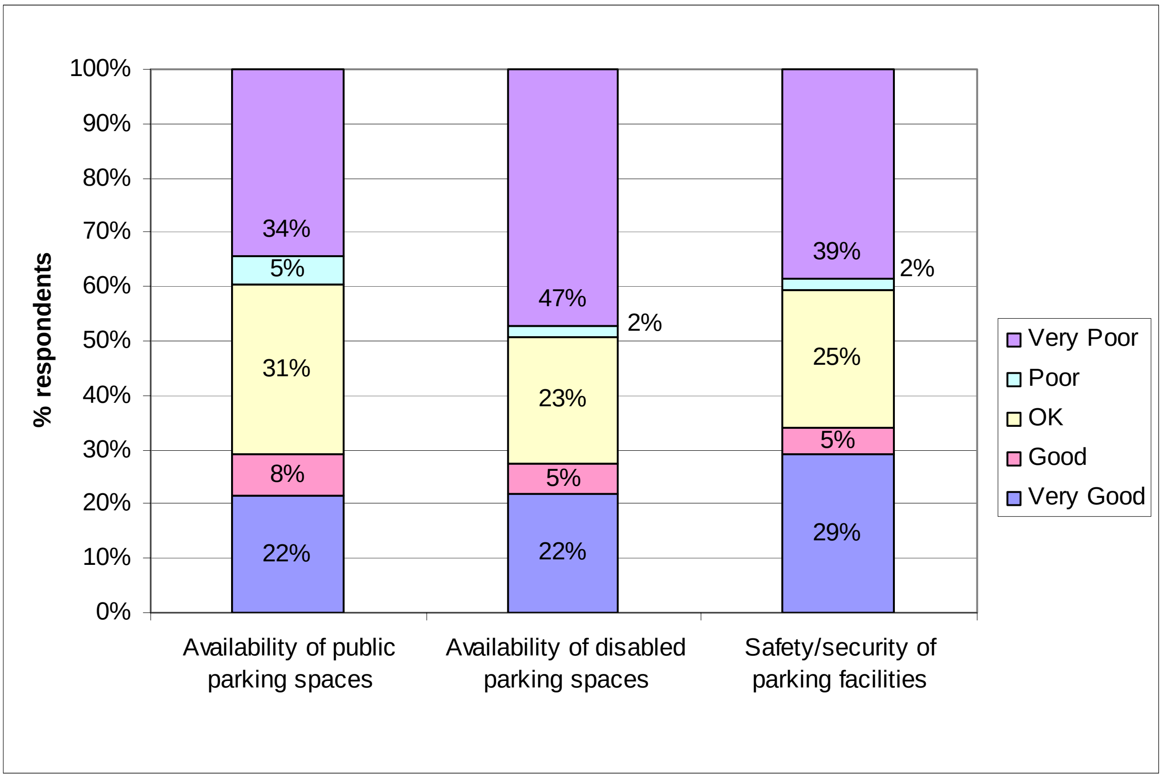
9.2 Access to car parking

The availability of car parking spaces was not rated very favourably, with more respondents giving a negative rating than giving a positive rating. For public parking spaces, 29% gave a good or very good rating, and 40% gave a poor or very poor rating. For disabled parking spaces, these figures were 27% and 49% for positive and negative ratings respectively (Figure 18).

The safety/security of the parking facilities was given a slightly higher rating, but still had more respondents giving a negative rating than a positive rating (41% vs. 34%).

Figure 18: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 91 to 116 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

12% of the respondents said that one of the main problems with the shopping experience in Amble was the parking. A much greater proportion (48%) said that, in order to improve the town centre, the parking needed to be improved.

Various comments were also made relating to parking in Amble town centre. These are listed below:

1. The main problems with the town centre:
   - "Parking" (4 responses).
   - "Parking can be difficult".
   - "Parking is poor".
   - "Limited parking" (3 responses).
   - "Limited parking spaces".

- “Very little parking”.
- “Lack of parking spaces”.
- “No parking”.
- “No parking spaces”.
- “Nowhere to park”.

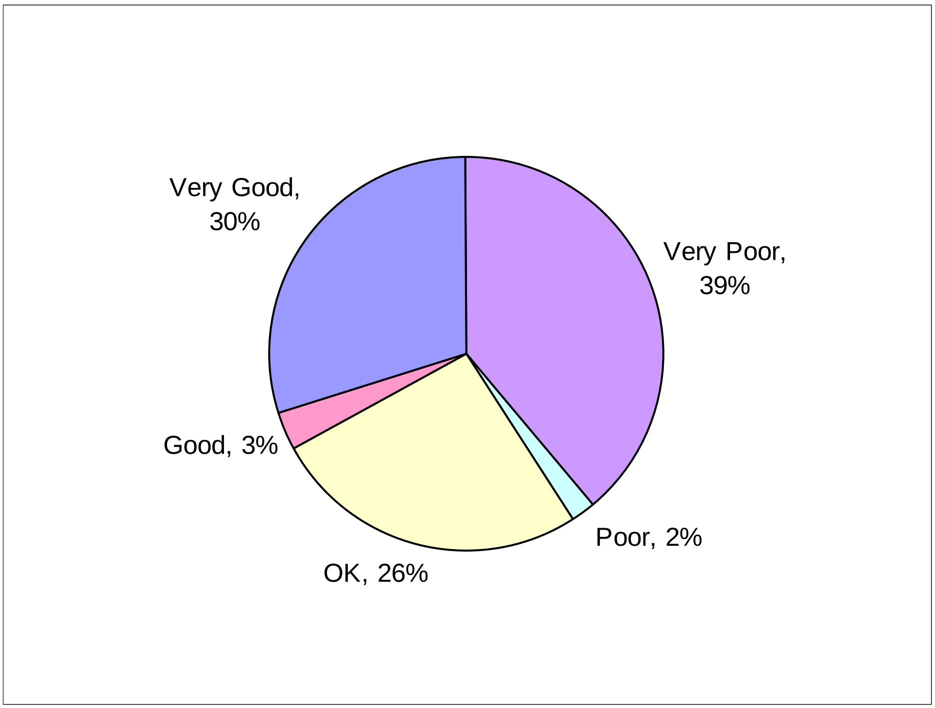
2. Ways to improve the retail offer:
    - “Better parking” (2 responses).
    - “Better parking for disabled/able bodied”.
    - “More parking”.
    - “More parking spaces”.

9.3 Cost of parking

Only one third of the respondents gave a good or very good rating for the cost of parking. 41% gave a poor or very poor rating (Figure 19).

Figure 19: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 103 respondents (note: this excludes those respondents that gave a ‘don’t know’ response)

9.4 Amble's car parks

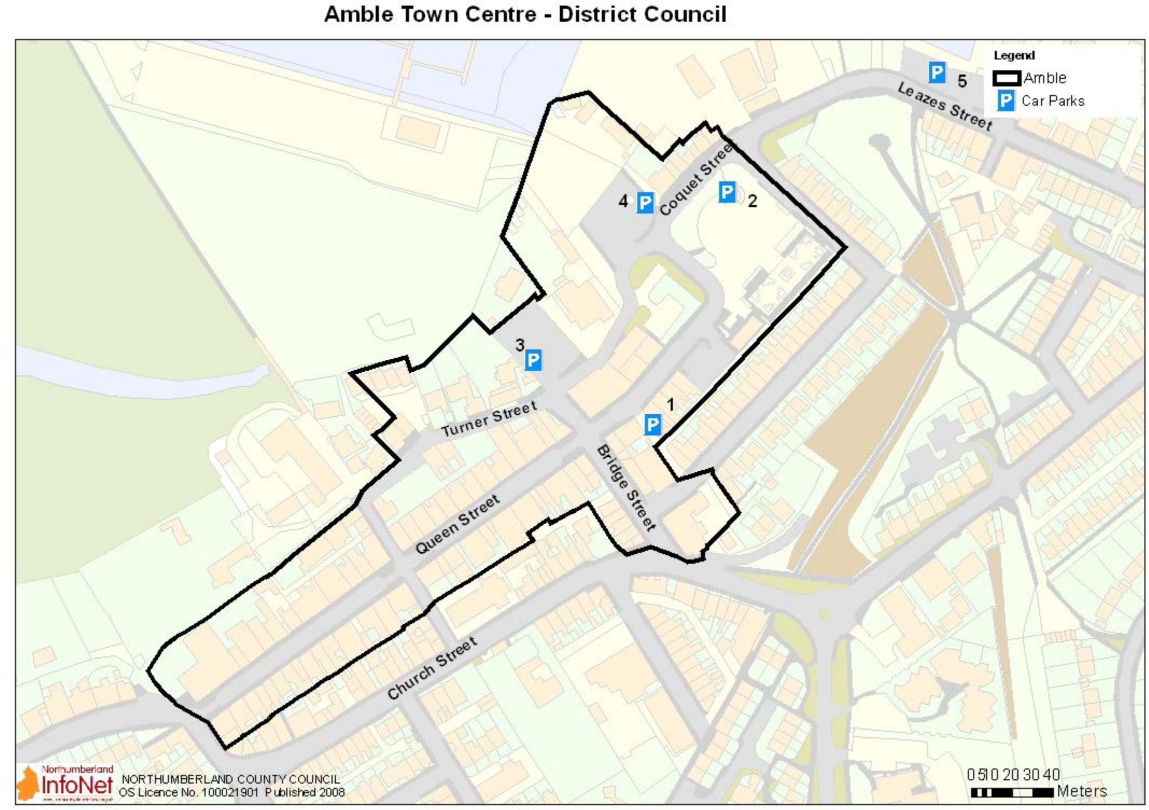
Figures 20 and 21 show the location of car parks within and surrounding Amble Town Centre.

Figure 20: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Amble Queen Street**	Free	Off street, surface car park	15				Next to Tourist Information
2	**Amble Queen Street**							
3	**Amble, Turner Street**	Free	Off street, surface car park	9				
4	**Amble, Coquet Street**	Free	Off street, surface car park	30				
5	**Amble, Leazes Street**							

Source: Alnwick District Council, Transport Direct, August 2008

Figure 21: Location of Car Parks



Source: Alnwick District Council, Transport Direct, August 2008

9.5 Bus Connectivity

The direct connections linking Amble to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Amble

Destination	Mon - Fri	Sat	Sun
Acklington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Alnmouth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Alnwick	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Ashington	Approx 1 per hour	Approx 1 per hour	None
Guyzance	1 per day	None	None
Morpeth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Newcastle upon Tyne	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Shilbottle	Approx 1 per hour	Approx 1 per hour	None
Warkworth	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Widdrington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), July 2008

9.6 Shoppers travelling to town by bus

Only five respondents (4%) travelled into Amble town centre by bus on the day of the interview. Two of these said that they go to Amble at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). Only one said that they go at least once a week in the evenings; the others said that they never go to Amble in the evenings.

All five of these respondents found it easy to travel into the town centre. Four of them found it very easy.

9.7 Train Connectivity

There is no train access to Amble.

9.8 Shoppers travelling to town by train

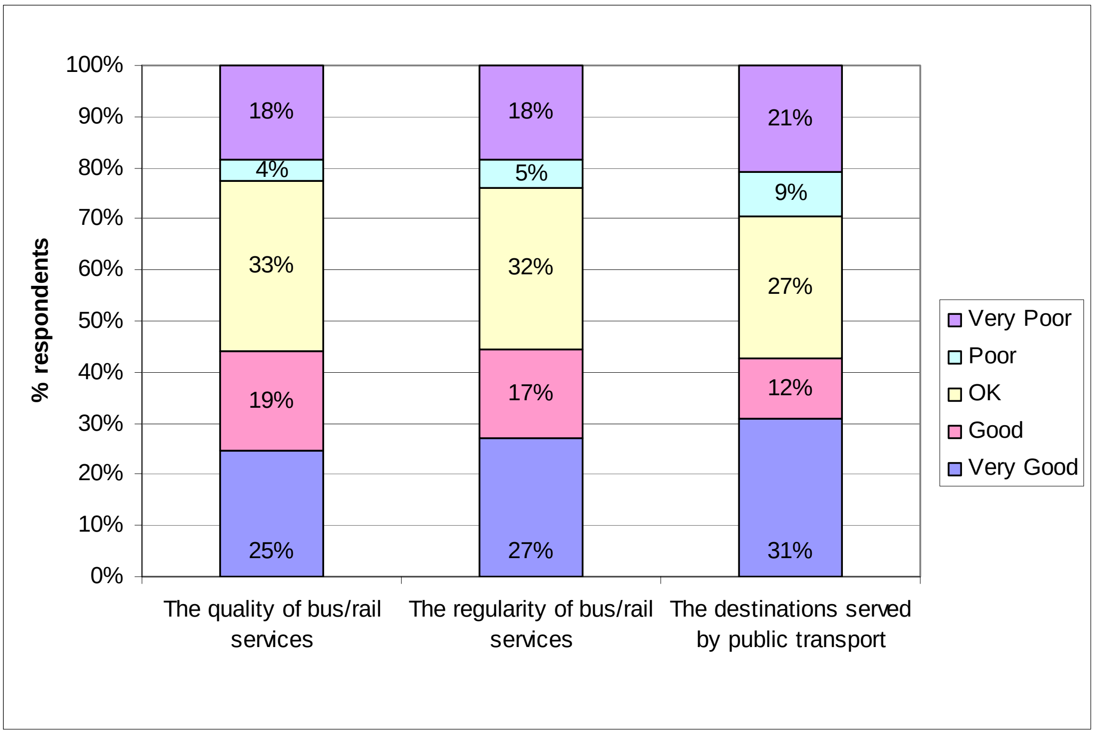
There is no train access to Amble therefore no shopper's questionnaire respondents said that they travelled to Amble centre by train.

9.9 Perception of Public Transport Services

The attributes related to public transport were given a good/very good rating by between 43% and 45% of the respondents, with the highest of these ratings relating to the regularity of the bus/rail services (Figure 23).

Figure 23: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 91 to 93 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, only one person said that they would improve the accessibility. One person also said that there needs to be, “better wheelchair access”.

However, the quality of footpaths appears to be quite a problem in Amble town centre, with 20% of respondents saying that this was one of the main problems with the shopping experience. A few people also made a related comment when asked how they would make the town centre better:

- “Paving is bad”.
- “Paving stones need replacing in town centre”.
- “Paving stones/Beach Street near club needs repairing”.

9.11 Origin and method of travel of Shoppers Interviewed

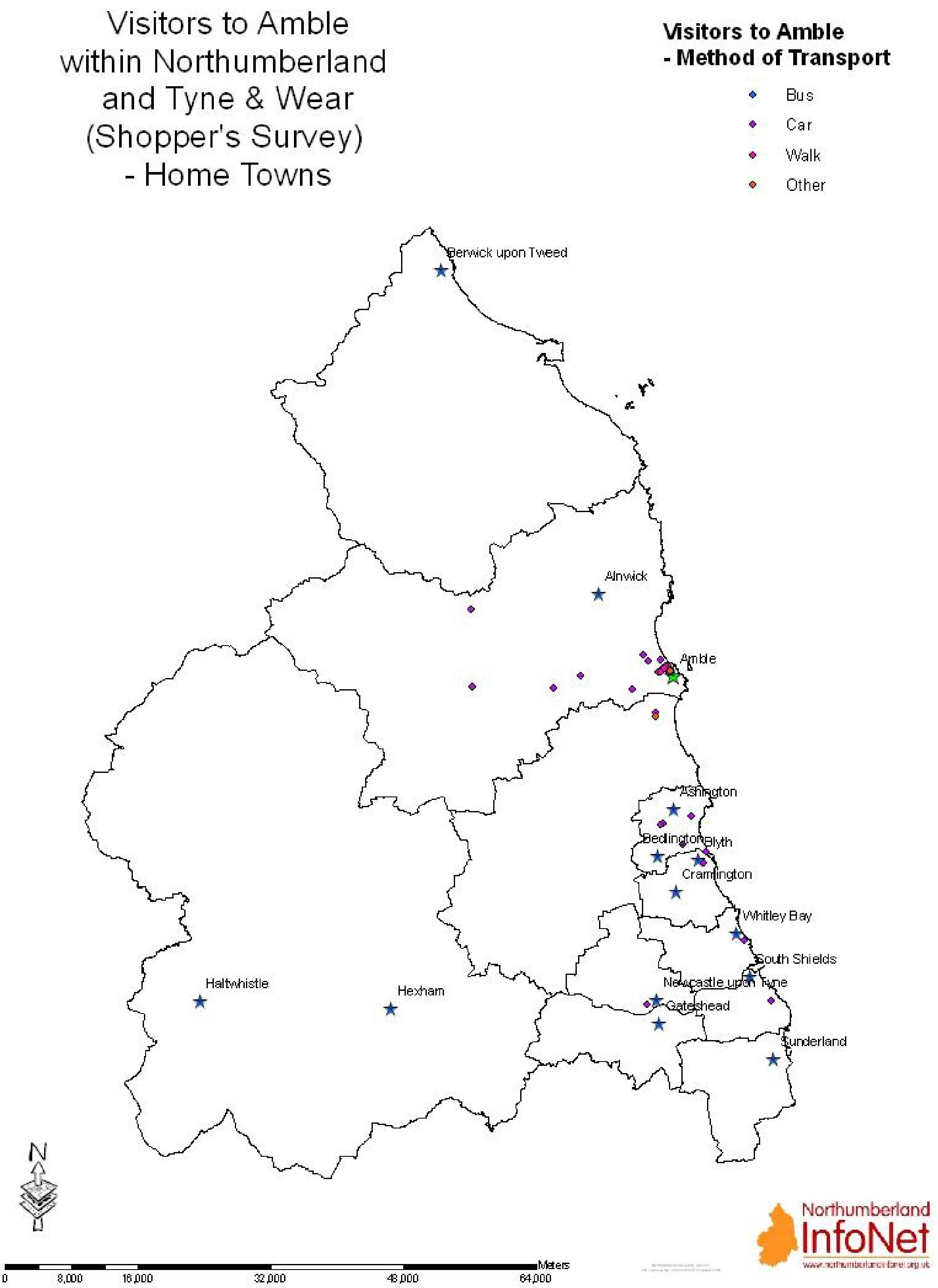
As Figure 24 shows, most of the respondents from the Amble Shopper Survey live in the Alnwick District, with a large proportion living in or around Amble itself. In addition, some respondents came from the districts of Blyth Valley and Wansbeck, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents either walked into the town centre or travelled by car. The rest either travelled by bus or “other” method of transport.

The remaining few respondents were spread across the rest of the UK (Figure 25). Most of these travelled into Amble by car.

Figure 24: Visitors to Amble within Northumberland

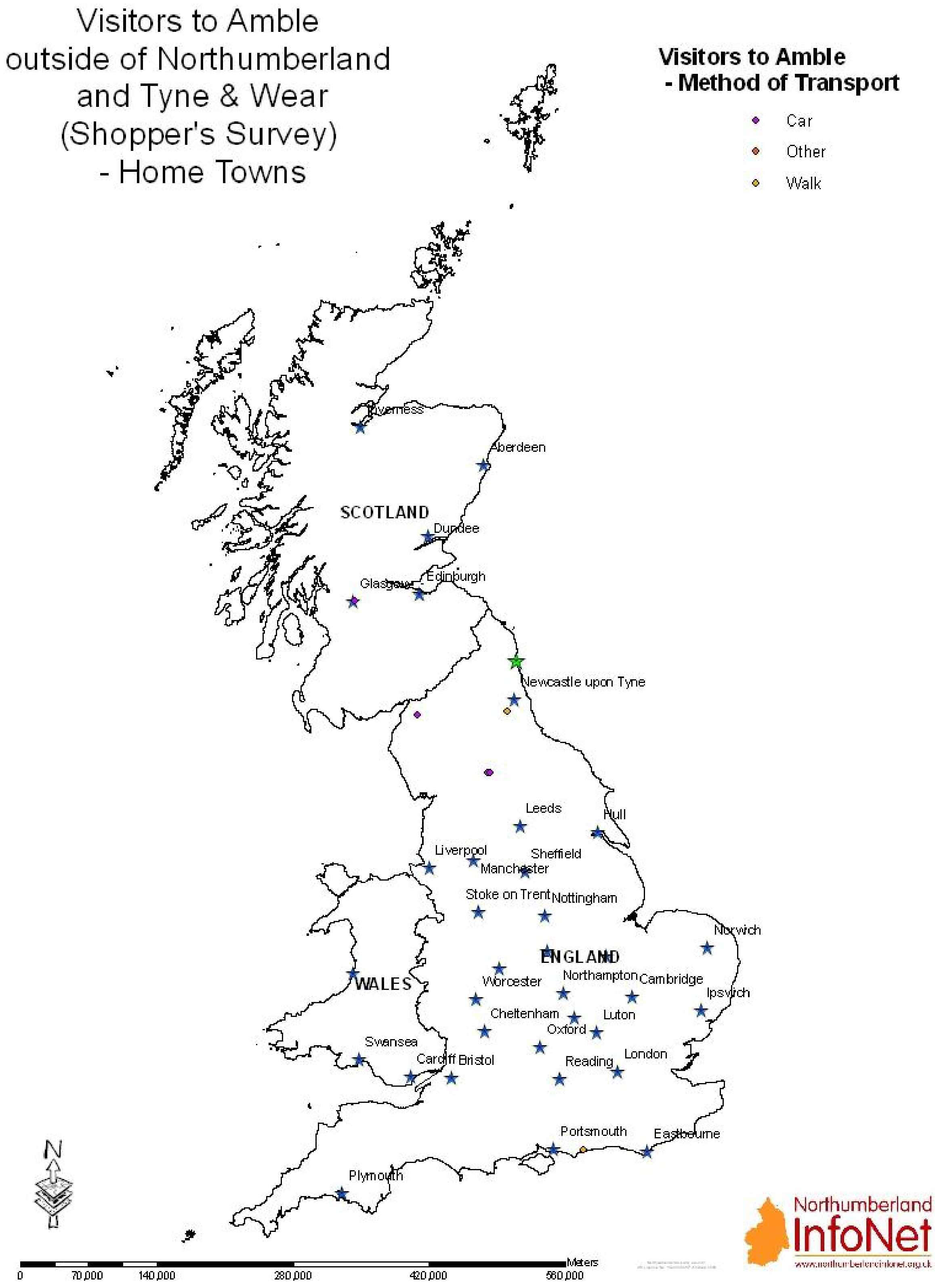
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Figure 25: Visitors to Amble outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Amble:

- The new community building 'The Fourways 2' has been completed which includes office accommodation and conferencing facilities.
- 'Shop Front Scheme' by Alnwick District Council is currently underway with one shop being developed and several others in the application and planning stage.
- New street furniture has recently been ordered and the planning approval has been received, this will link the main shopping area to the quayside via the town square.
- Several new areas have been planted up.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Pedestrianisation was not specifically asked about in the survey. No comments were made on the subject either.

10.2.2 Signage, Street furniture and Open Spaces

Signage

One person said that signage and information was one of the main problems with the shopping experience in Amble town centre.

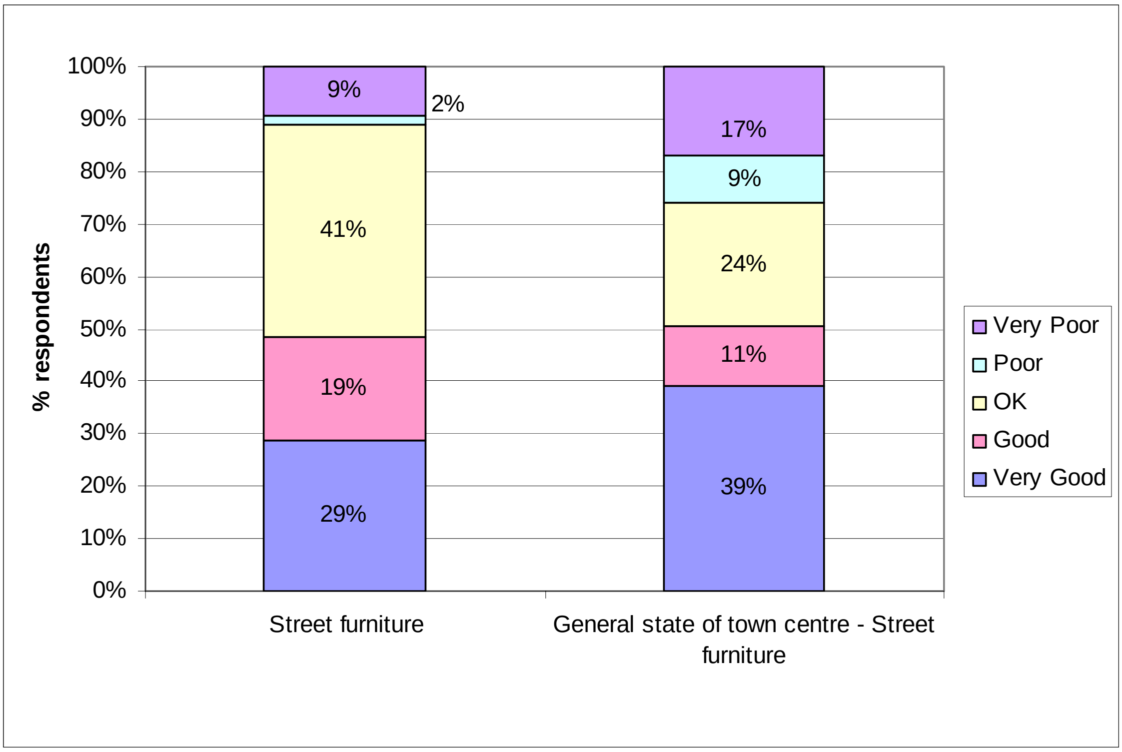
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 26). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The positive ratings for the two questions were fairly similar, with 48% of respondents giving a positive rating for the first question, and 50% for the second question. However, when asked about street furniture in relation to the general state of the town centre, a much greater proportion of respondents gave a negative rating (26% vs. 11%).

Figure 26: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

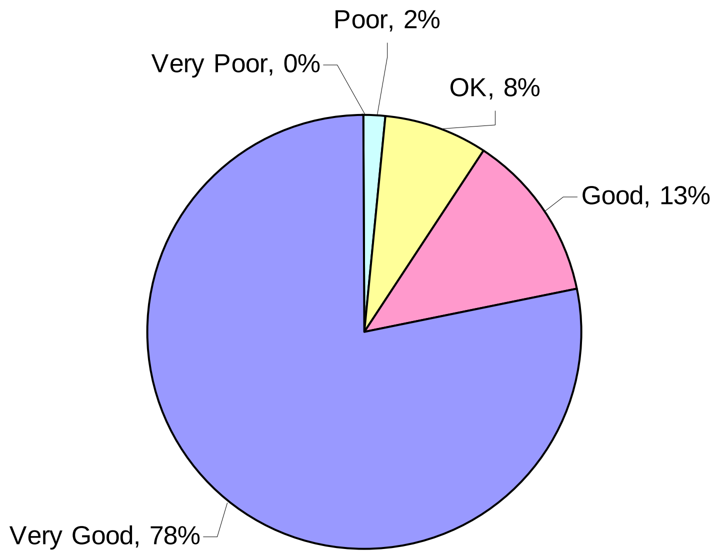
Base: 118 to 123 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

A large proportion of the respondents (91%) gave a positive rating for the parks and open spaces in Amble (Figure 27). Only 2% gave a poor or very poor response.

Figure 27: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



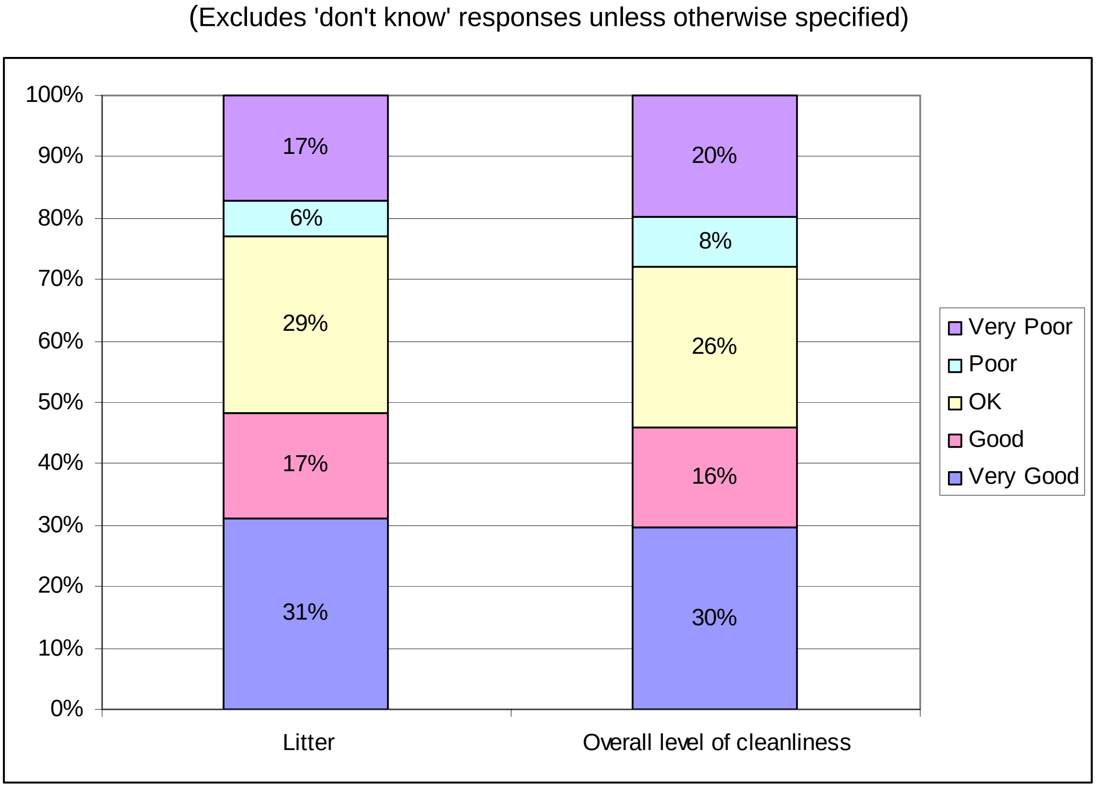
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 64 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

Nearly one half of respondents (48%) gave a positive rating for the litter within Amble town centre, but nearly one quarter (23%) gave a negative rating (Figure 28). For the overall level of cleanliness, slightly fewer respondents (46%) gave a positive rating and slightly more gave a negative rating (28%).

Figure 28: Ratings given for litter and overall cleanliness



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 122 respondents (litter & cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

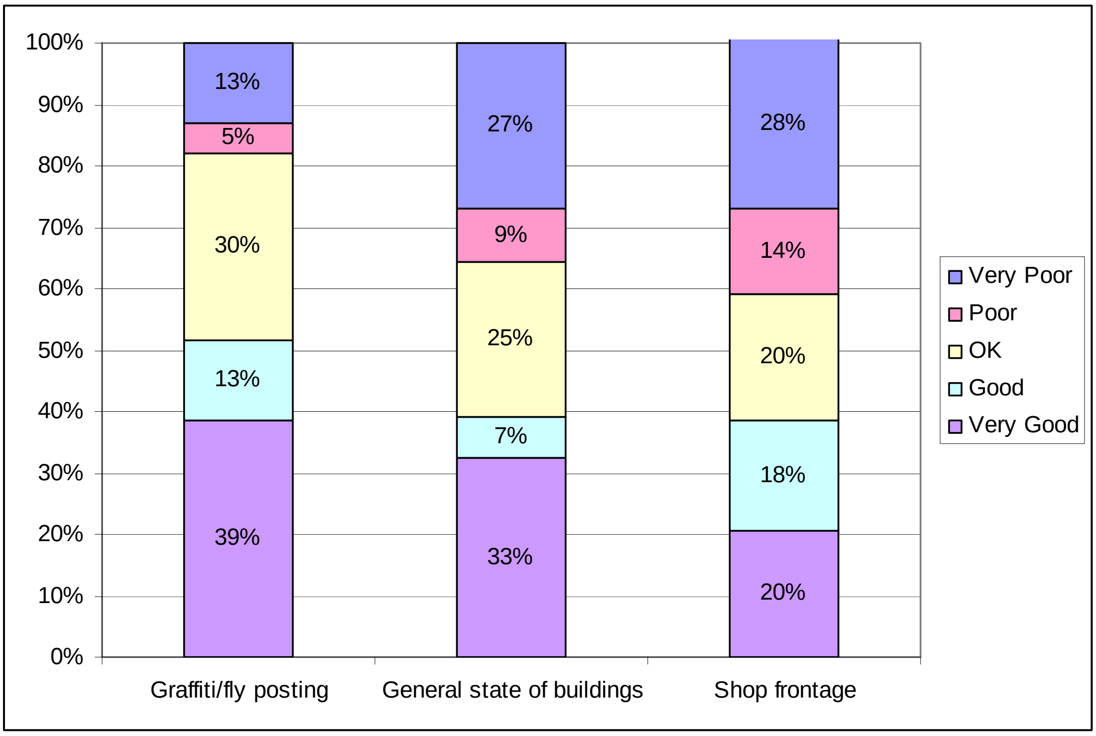
One respondent also made a related comment in response to how they would make the town centre better: "less litter out of town".

10.2.4 General Appearance of the Town

Respondents were not particularly positive about the general state of the town centre. Only 39% gave a good or very good rating for the general state of the buildings and the shop frontage, and 36% / 42% gave a poor or very poor rating for these two attributes respectively. Graffiti / fly posting received a slightly better rating, with just over one half (52%) of respondents giving a positive rating, and 18% giving a negative rating (Figure 29).

Figure 29: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 122 to 123 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A few comments were also given relating to this subject:

1. Ways to improve the retail offer:
   - "A new frontage".
   - "Make street look better".
   - "Needs an uplift".
   - "Tidy place up".

2. Ways to make the town centre better:
   - "Needs a general overhaul".
   - "Tidy up".
   - "Make shops look better".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

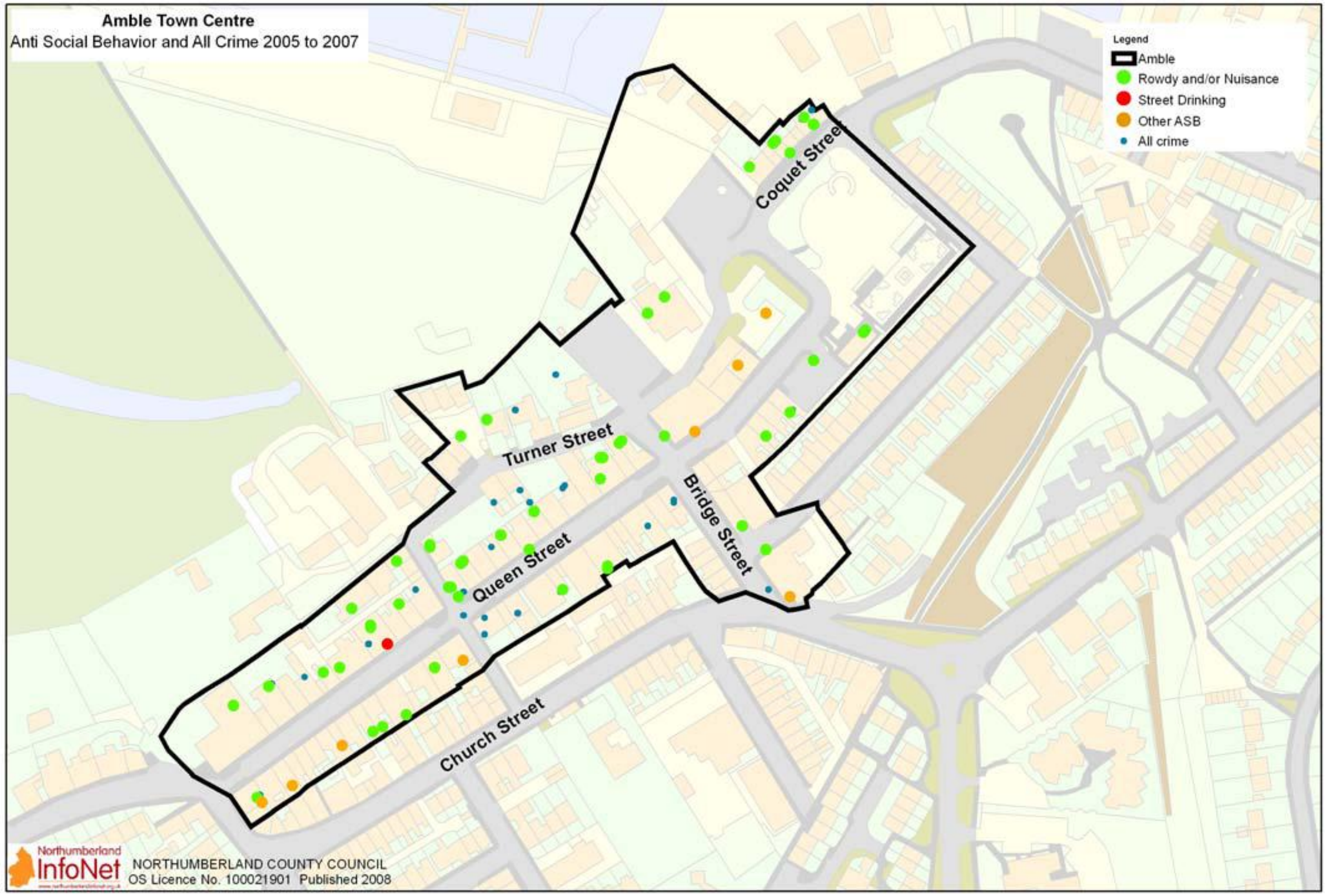
High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

11.1 Analysis of Reported Crimes

Looking at Figures 30 and 31, it is clear to see that the majority of crime in Amble in 2005 – 2007 occurred on Queen Street, and the main type of crime here was “rowdy and/ or nuisance behaviour”. There were also a significant number of cases of “rowdy and/ or nuisance behaviour” crimes recorded throughout the town centre including on Bridge Street, Coquet Street and Turner Street. There were a few cases of “other ASB” recorded on either end of Queen Street during this time, but crimes of this type have been found to be rare. Occurrences of all types of crime are more sparsely distributed.

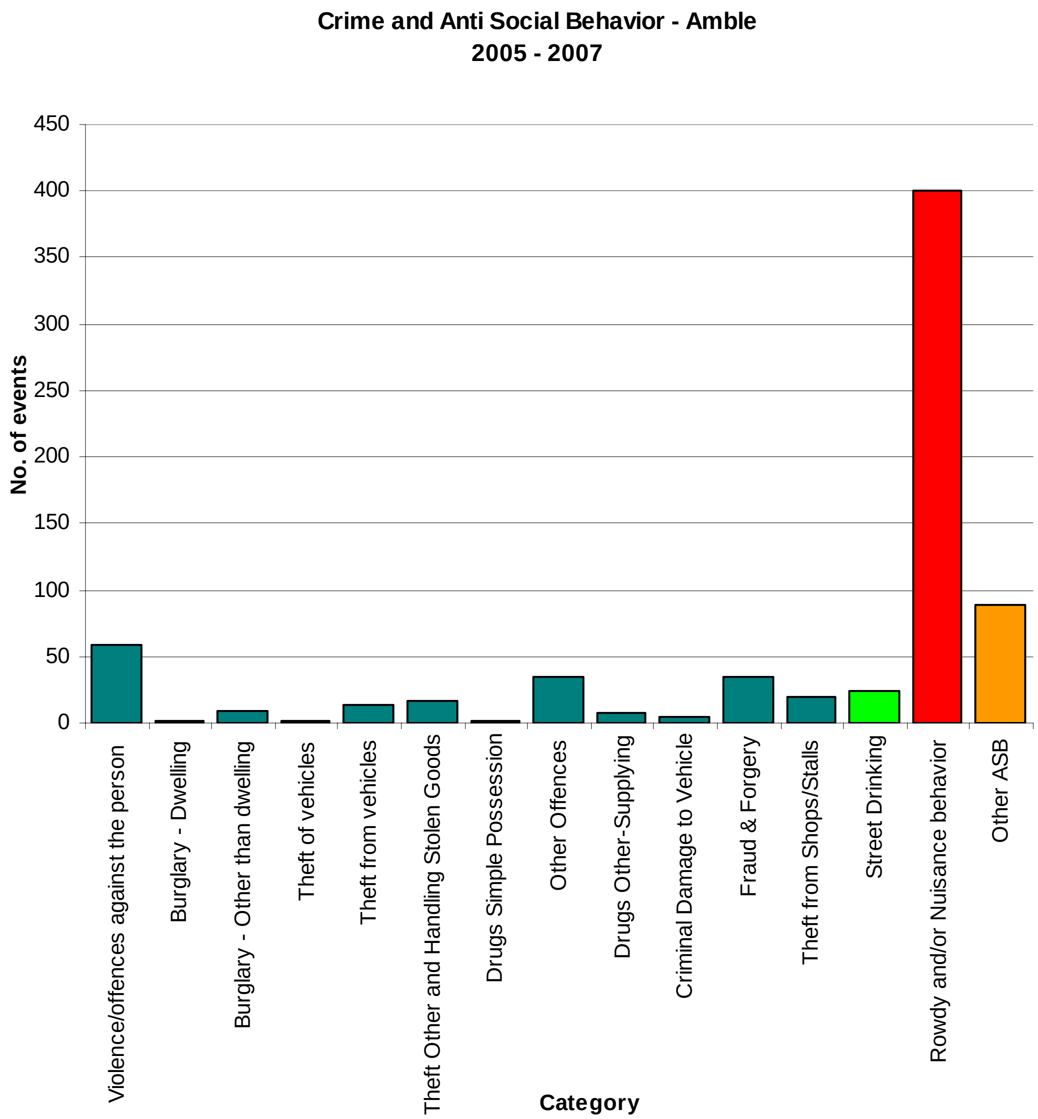
Looking at the chart (Figure 31), the types of crime have been broken down further. The most frequent type of crime occurring in Amble Town Centre between 2005 and 2007 was rowdy and/ or nuisance behaviour of which there were 400 occurrences. The 2nd most frequent type of crime was “other ASB” of which there were 89 occurrences.

Figure 30: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 31: Crime and Anti Social Behaviour

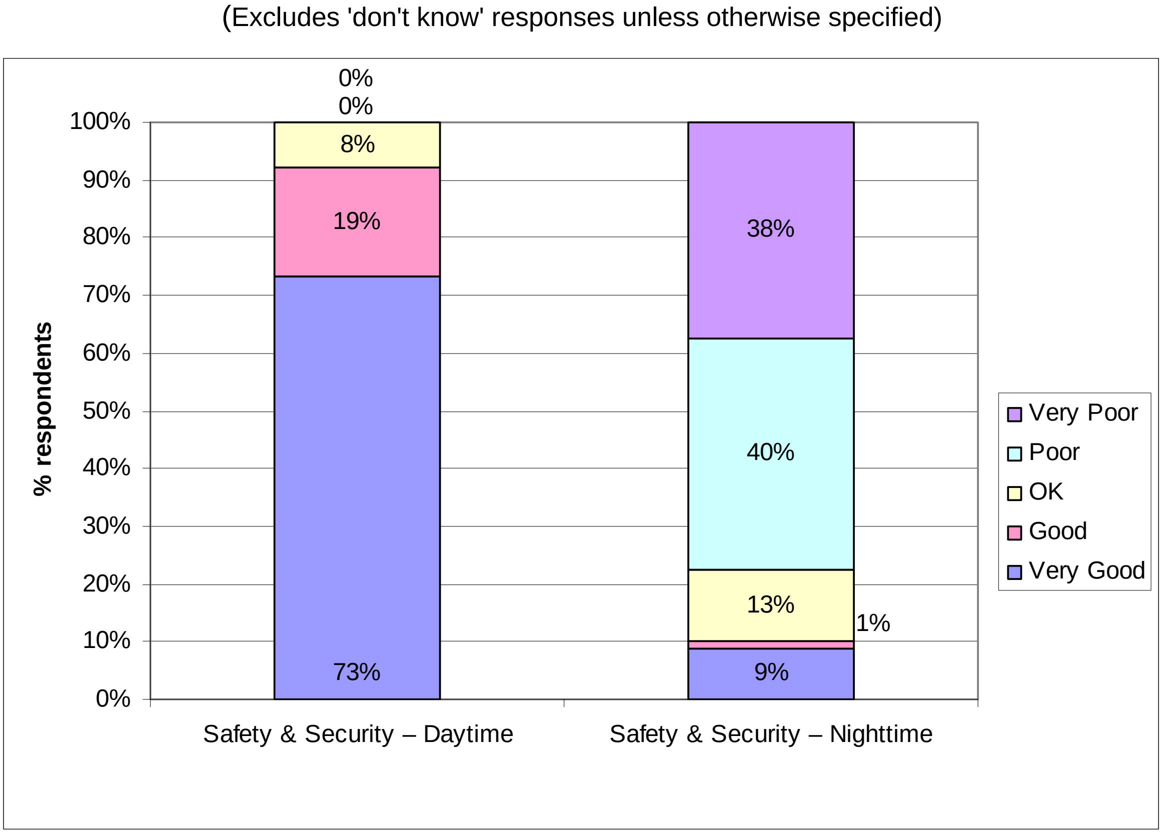


Source: Northumbria Police, December 2007

11.2 Perception or Fear of Crime

A high proportion of respondents (92%) felt that safety/security during the daytime was good or very good. No-one gave a poor rating. The opposite was true for safety/security during the night-times – only 10% gave a positive rating whereas 78% gave a negative rating (Figure 32).

Figure 32: Ratings given for safety/security



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base : 113 respondents (daytime); 80 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

Two people gave safety/security related comments when asked what the main problems with the shopping experience in Amble were:

- "People causing problems eg teenage thugs".
- "Kids at night".

Another comment was also made when asked how the respondent would make the town centre better:

- “Get kids off the streets at night”.

As can be seen in section 9.2, a higher proportion of respondents felt that the safety/security of the parking facilities was poor/very poor than good/very good (41% vs. 34%).

11.3 Initiatives to Address Town Centre-Related Crime

According to the Alnwick Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Alnwick District (September 2008):

- The Enough Campaign (North Northumberland wide but spreading countywide) a project to tackle alcohol misuse. It has three aspects public awareness through a poster campaign, support to licensees of public houses and enforcement. It was the forerunner of the Northumbria Police DVD campaign.

- Pub watch schemes in Alnwick town and Amble as well as Rothbury. An off watch scheme in the district to support Off Licence shops.

- Shop watch schemes in Alnwick town, Amble and Rothbury.

- Designated Public Place Orders in both Amble and Alnwick town. These allow the police to seize alcohol from people who are acting in an anti social manner in a public place.

- Cease24 is a North Northumberland scheme being spread countywide. It tackles domestic violence by providing a wide range of services to victims and by looking at how offending behaviour should be tackled.

- The Crime and Disorder Reduction Partnership runs a number of sub groups which tackle crime problems and anti social behaviour but in particular there is a problem solving group in Amble which is strongly partnership focussed.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Amble Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Amble catchment area; spending patterns and retaining shopper spend within the town centre.

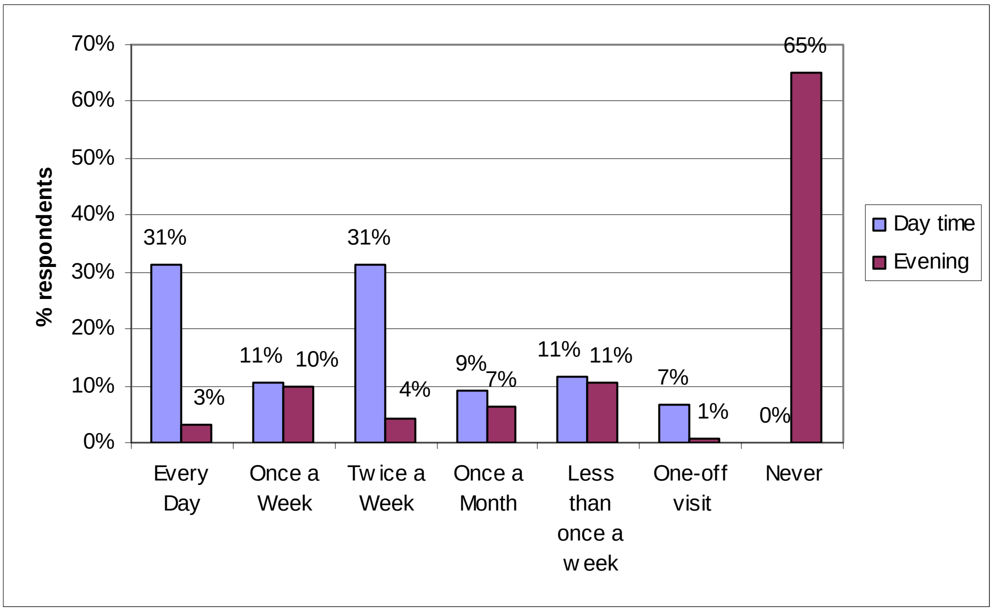
12.1 Regularity of visits

Nearly three quarters (73%) of respondents go to Amble town centre during the daytime at least once a week, with the most common frequencies of visit being every day or twice a week (both 31% of respondents).

Respondents visit the centre far less often during the evenings, with only 17% visiting at least once a week. 65% said that they never visit the town centre in the evenings (Figure 33).

Figure 33: Approximately how often are you in Amble Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 122 respondents (daytime); 123 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 34 shows the proportion of respondents that shop for different items solely in Amble town centre, and how many go further afield. Figure 35 gives more details about which shopping centres the respondents use.

As the tables show, respondents are most likely to do their food shopping in Alnwick or Amble. For top-up food shopping and shopping for other domestic items, Amble tends to be the preferred choice. However, for other non-food items, respondents are much more likely to shop elsewhere, particularly Newcastle and the Metro Centre.

Figure 34: Proportion of respondents shopping in Amble and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc.
Amble									
Amble only	20%	61%	54%	11%	13%	12%	5%	12%	7%
Amble + local area[5]	4%	6%	5%	0%	0%	0%	2%	1%	1%
Amble + internet/non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Amble									
Local area (non-Amble)	64%	21%	31%	76%	74%	70%	67%	61%	70%
Internet or other	11%	11%	11%	11%	11%	11%	11%	10%	7%
Mixture of places (not Amble)	0%	0%	0%	1%	1%	2%	2%	2%	1%
Don't buy	2%	1%	0%	2%	2%	6%	14%	15%	13%
Total	123	123	123	123	123	122	123	123	122

Source: Northumberland Infonet Shopper Questionnaires, June 2008

[5] 'Local area' is defined as being one of the following: Alnwick, Morpeth, Berwick, Rothbury, Wooler, Ashington, Blyth, Cramlington, Newcastle, Silverlink, Metro Centre.

Figure 35: Shopping centres used by respondents to purchase different items

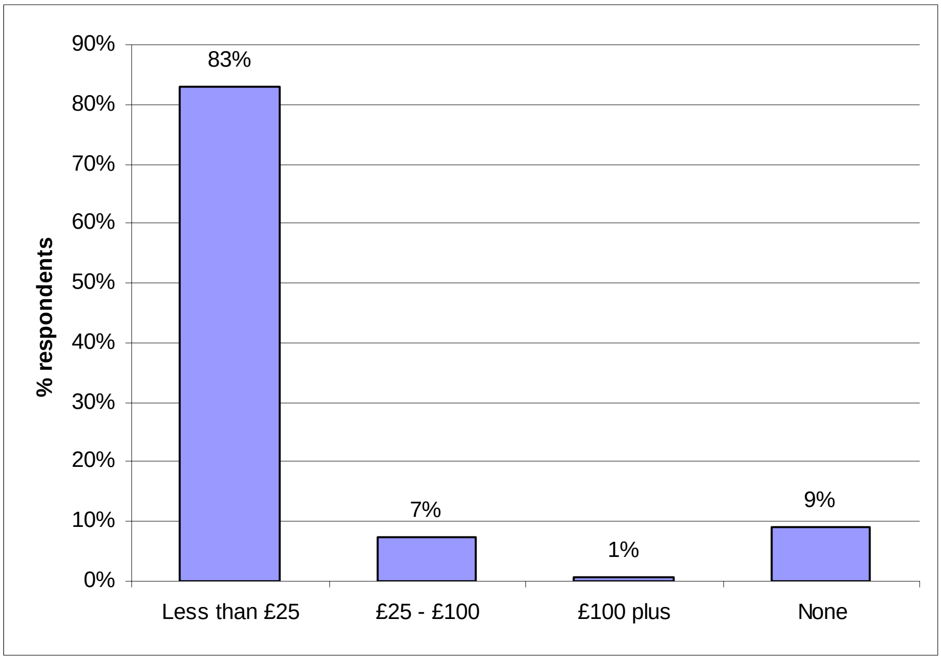
	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Alnwick	29%	13%	11%	15%	15%	19%	14%	18%	17%
Morpeth	8%	7%	6%	10%	9%	8%	7%	8%	9%
Amble	24%	67%	59%	11%	13%	13%	7%	13%	8%
Ashington	15%	4%	8%	15%	15%	17%	15%	15%	12%
Blyth	16%	4%	6%	7%	6%	11%	7%	7%	12%
Cramlington	2%	1%	2%	5%	3%	4%	5%	6%	6%
Newcastle	1%	2%	4%	27%	26%	25%	29%	22%	24%
Silverlink	0%	0%	1%	11%	11%	11%	11%	11%	11%
Metro Centre	0%	0%	1%	27%	26%	15%	20%	15%	20%
Internet	2%	1%	0%	0%	0%	0%	0%	0%	0%
Other	9%	11%	11%	11%	11%	12%	13%	11%	8%
Don't buy	2%	1%	0%	2%	2%	6%	14%	15%	13%
Base	123	123	123	123	123	122	123	123	122

Source: Northumberland Infonet Shopper Questionnaires, June 2008

The majority of respondents (83%) planned to spend less than £25 in Amble on the day they were interviewed, with a further 7% expecting to spend between £25 and £100 (Figure 36).

Figure 36: How much do you plan to spend in Amble today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 123 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Within the context of the RSS and Alnwick Local Development Framework, the town of Amble is defined as being a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. With the exception of Alnwick, the other settlements within the Alnwick district are Secondary Settlements: towns and villages that are smaller in scale or function than Rural Service Centres.

Figure 37: Amble Retail Catchment

Source: Experian, September 2008

The map (Figure 37) shows the catchment area for Amble town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

The Amble catchment area extends north towards Warkworth, West to North Togston, South to Radcliffe and in the East takes in the coastal town of Amble. Altogether, the catchment covers an area of 222.55 sq km, is home to almost 6,300 people and more than 2,700 households. Together, these households and residents spend an estimated £25.9 million per annum on retail goods and services, with 36.1% of expenditure on convenience retail goods (£9.3 million) and 63.9% on comparison retail (£16.5 million). This balance differs only slightly from the national (UK) average, which reports 36.7% of expenditure on convenience retail and 63.3% on comparison. Differences between the national and local position are clearly illustrated through the index which relates the proportion of each spend type in the Amble catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 38: Amble Catchment Summary Profile

Amble Catchment Summary Profile					
Totals	Amble Catchment	%	UK	%	Index
2007 Population	6,262.00		60,796,178.00		
2007 Households	2,732.00		26,018,847.00		
Total Comparison	16,538,628.00	63.9%	171,926,829,196.00	63.4%	100.90
Total Convenience	9,336,166.00	36.1%	99,464,696,627.00	36.6%	98.45
Total Retail	25,874,794.00	100.0%	271,391,525,823.00	100.0%	100.00
Total Comparison per houshold	6,053.67		6,607.78		91.61
Total Convenience per household	3,417.34		3,822.79		89.39
Total Retail per household	9,471.01		10,430.57		90.80

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £9,471 with average comparison retail spend at £6,053 per annum and convenience spend at £3,417 per annum (Figure 38). All of these figures are below the national average, with total spend 90.8% of the UK figure.

Figure 39 provides a breakdown of comparison retail expenditure within the Amble catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £3.7 million or 22.3% of total comparison expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£2.0 million or 12.3%) and Games, toys and hobbies; sport and camping; musical instruments (£1.8 million or 11.0%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in the Amble catchment spend more on Audio-visual, photographic and information processing equipment, Small electrical household appliances, Major Household Appliances and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Materials for maintenance and repair of the dwelling, Small tools and miscellaneous accessories and Major tools and equipment

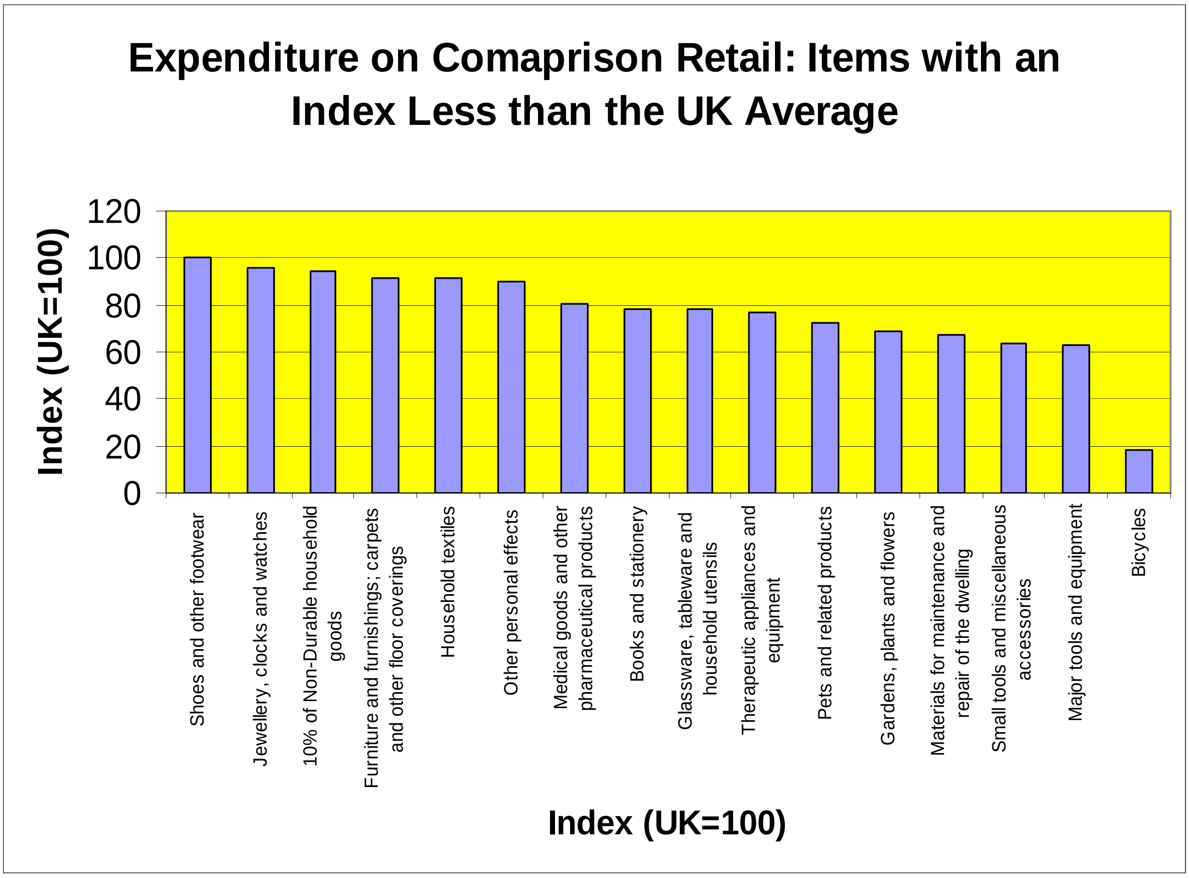
Figure 39: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Amble Catchment	%	UK	%	Index
Clothing materials and garments	3,686,235.00	22.29%	37,197,970,202.00	21.64%	103.02
Audio-visual, photographic and information processing equipment	2,037,475.00	12.32%	14,926,597,385.00	8.68%	141.90
Games, toys and hobbies; sport and camping; musical instruments	1,825,305.00	11.04%	18,951,364,780.00	11.02%	100.12
Furniture and furnishings; carpets and other floor coverings	1,605,422.00	9.71%	18,218,052,893.00	10.60%	91.61
Appliances for personal care	1,490,266.00	9.01%	15,298,262,865.00	8.90%	101.27
Recording media	1,021,799.00	6.18%	7,513,288,250.00	4.37%	141.38
Major household appliances (electric or not)	608,144.00	3.68%	4,457,482,024.00	2.59%	141.83
Books and stationery	526,622.00	3.18%	6,968,169,166.00	4.05%	78.56
Shoes and other footwear	513,926.00	3.11%	5,348,647,704.00	3.11%	99.89
Household textiles	473,646.00	2.86%	5,378,572,610.00	3.13%	91.54
Materials for maintenance and repair of the dwelling	439,926.00	2.66%	6,826,571,834.00	3.97%	66.99
Jewellery, clocks and watches	419,451.00	2.54%	4,533,353,900.00	2.64%	96.18
Glassware, tableware and household utensils	358,539.00	2.17%	4,753,009,610.00	2.76%	78.42
Medical goods and other pharmaceutical products	303,044.00	1.83%	3,904,354,994.00	2.27%	80.69
Therapeutic appliances and equipment	228,884.00	1.38%	3,101,000,673.00	1.80%	76.73
Gardens, plants and flowers	225,896.00	1.37%	3,402,000,385.00	1.98%	69.03

Small tools and miscellaneous accessories	202,202.00	1.22%	3,301,806,678.00	1.92%	63.66
Other personal effects	196,887.00	1.19%	2,276,336,174.00	1.32%	89.91
Pets and related products	191,149.00	1.16%	2,747,999,981.00	1.60%	72.31
Small electrical household appliances	104,854.00	0.63%	748,364,529.00	0.44%	145.65
10% of Non-Durable household goods	32,434.00	0.20%	357,185,476.00	0.21%	94.40
Bicycles	23,988.00	0.15%	1,345,908,674.00	0.78%	18.53
Major tools and equipment	22,534.00	0.14%	370,528,409.00	0.22%	63.22
Total Comparison	16,538,628.00	100.00%	171,926,829,196.00	100.00%	100.00

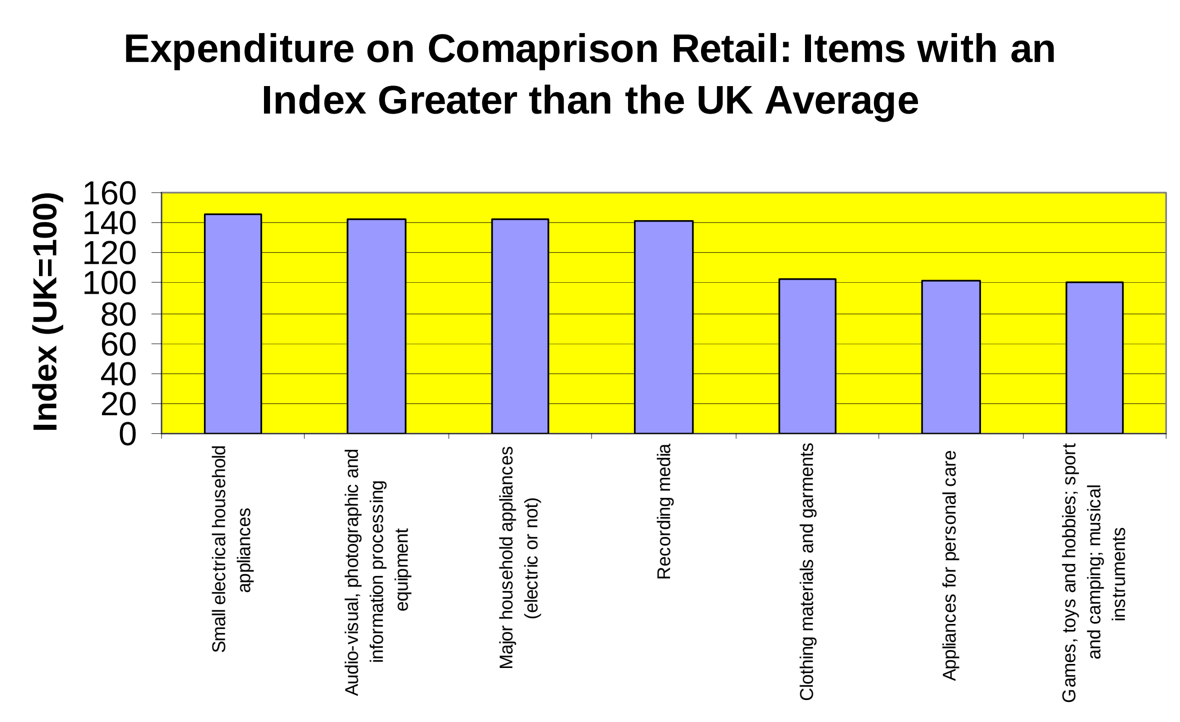
Source: Experian, August 2008

Figure 40: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 41: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 42 provides a breakdown of Convenience retail expenditure within the Amble catchment and in the UK. Clearly the largest expenditure type within comparison retail in the Amble catchment is Food and non-alcoholic beverages, accounting for £6.5 million or 69.3% of total comparison expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£1.1 million or 12.0%) and Tobacco (£1.0 million or 10.8%). The pattern of expenditure nationally differs a little. Referring to the index, households in the Amble catchment spend more on Tobacco and less on Alcohol as a proportion of total spend.

Figure 42: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Amble Catchment	%	UK	%	Index
Food and non-alcoholic beverages	6,472,192.00	69.32%	70,035,886,128.00	70.41%	98.45
Alcohol (off-trade)	1,119,426.00	11.99%	12,313,767,021.00	12.38%	96.85
Tobacco	1,011,171.00	10.83%	9,448,891,938.00	9.50%	114.01
Newspapers and periodicals	441,486.00	4.73%	4,451,576,478.00	4.48%	105.66
90% of Non-Durable household goods	291,892.00	3.13%	3,214,575,062.00	3.23%	96.74
Total Convenience	9,336,166.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Amble. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Amble and how much leaks to neighbouring retail destinations. Experian have calculated:

- The proportion of the population within the Amble catchment that shops in Amble and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Amble and the extent to which spending leaks to other centres.

The figures in Figure 43 below provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just under 7% of the resident population shop in Amble. In contrast, almost one third shop in Alnwick (31% or 1932) and just under one-fifth in Newcastle City Centre (18% or 1130). Other main destinations include Ashington (13% or 820) and the MetroCentre (12% or 735).

Figure 43: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population**
Alnwick	30.86	1,932
Newcastle upon Tyne – Central	18.04	1,130
Ashington	13.10	820
Metro Centre	11.74	735
Amble	**6.96**	436
Morpeth	5.39	338
Blyth	3.85	241
Cramlington	2.96	186
North Shields - Silverlink Retail Park	2.03	127
Newcastle upon Tyne - Kingston Park Centre	1.34	84
North Shields	1.26	79

Wallsend	0.93	58
Gateshead - Team Valley Retail World	0.55	34
Sunderland	0.52	32
Berwick-upon-Tweed	0.28	17
Newcastle upon Tyne - Byker Shields Road	0.19	12

Source: Experian, August 2008

The pattern with regards to spend is relatively similar (Figure 44). Experian estimates that just under 7% of retail spend by residents and households domiciled within the Amble cachment, representing almost £1.8 million per annum, is spent in the town.

Almost £7.8 million of expenditure is lost to Alnwick (30%), with other notable leakage to Newcastle City Centre (£4.8 million or 18%) Ashington (£3.4 million or 13%) and the MetroCentre (£3.1 million or 12%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

Figure 44: Spend Leakage

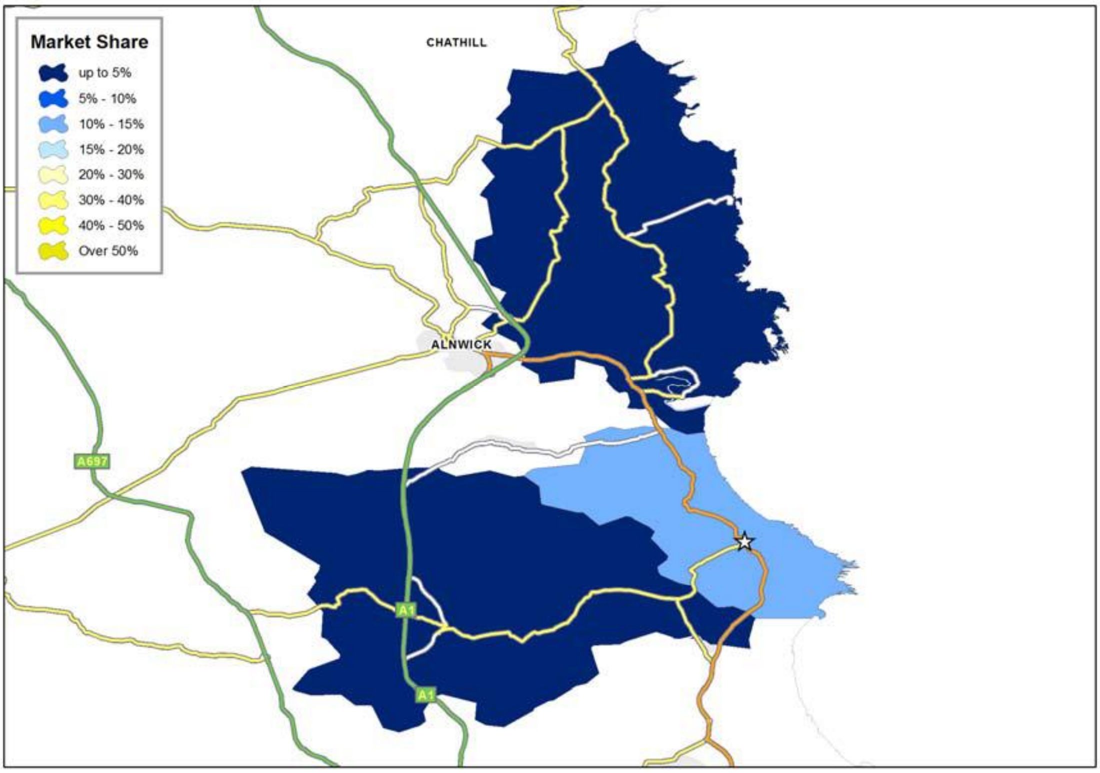
Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Alnwick	29.96	7,752,988
Newcastle upon Tyne - Central	18.43	4,767,747
Ashington	13.18	3,410,243
Metro Centre	12.03	3,112,197
Amble	**6.83**	1,768,380
Morpeth	5.50	1,422,905
Blyth	3.88	1,003,364
Cramlington	2.99	773,363
North Shields - Silverlink Retail Park	2.05	530,655
Newcastle upon Tyne - Kingston Park Centre	1.37	355,520
North Shields	1.27	327,525
Wallsend	0.95	245,018
Gateshead - Team Valley Retail World	0.57	147,938
Sunderland	0.53	135,901
Berwick-upon-Tweed	0.26	67,926
Newcastle upon Tyne - Byker Shields	0.21	53,124

Source: Experian, August 2008

The map below (Figure 45) shows the Amble catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in

Amble. From the map, it can be seen that households located within the town of Amble and in settlements within close proximity to the town (Hauxley, Radcliffe and East Chevington) spend between 10-15%% of their total retail expenditure in Amble. Propensity to shop in Amble diminishes as you travel further afield, dropping to less than 5% further up the coast in settlements such as Boulmer, Longhoughton, and Rennington and in Acklington, Felton, Newton on the Moor and Swarland to the West and South West of Amble town.

Figure 45: Proportion of Retail Expenditure



Source: Experian, August 2008

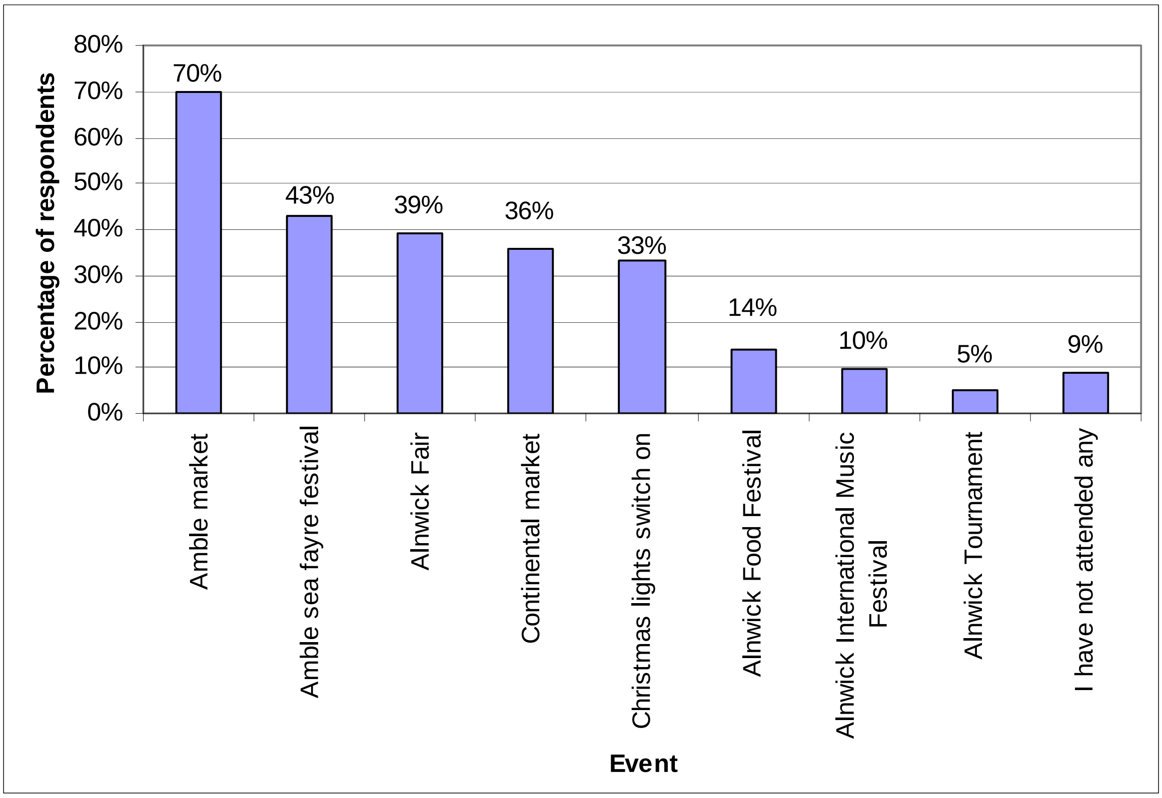
12.6 Opinions on and use of Leisure and Entertainment

Events attended

Nearly all of the respondents (91%) had attended at least one of the events mentioned in the survey. The most popular of these events was the Amble market which had been attended by 70% of the respondents at some point (Figure 46).

Figure 46: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



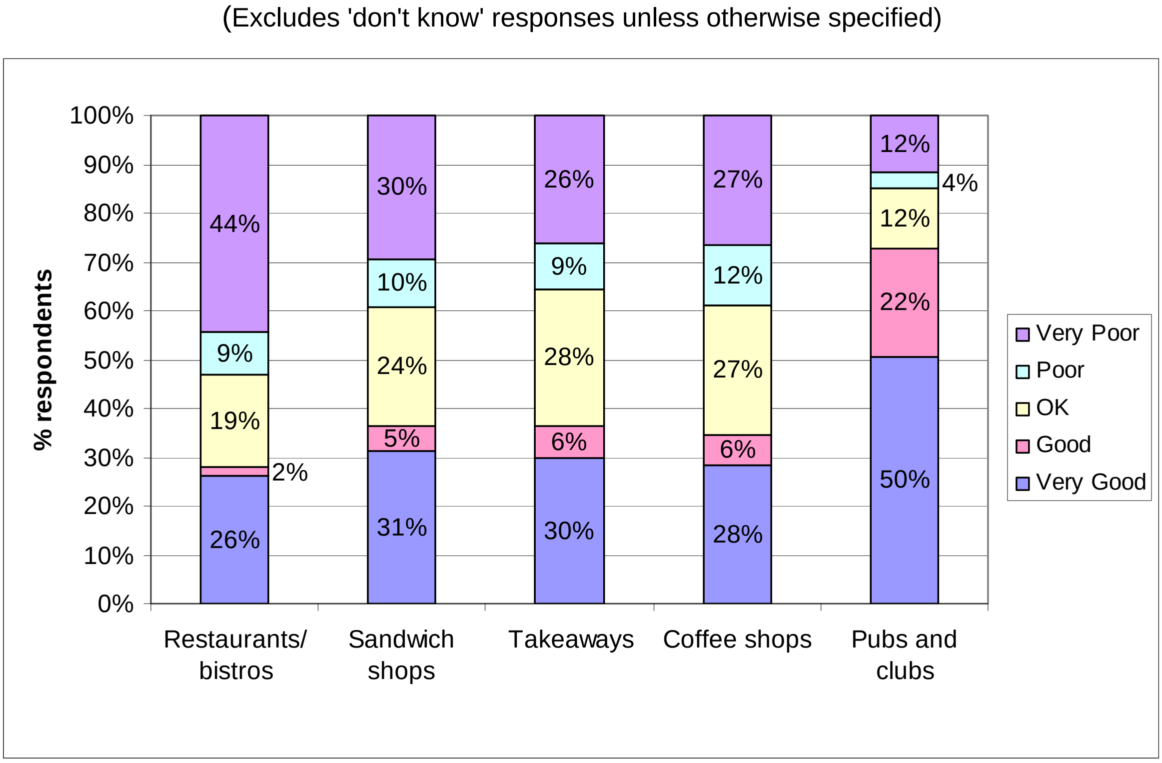
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 123 respondents

Eating and drinking

With the exception of pubs and clubs which received a positive rating from 73% of the respondents, the eating and drinking venues in Amble were not rated very highly. Only 28-37% of respondents gave a positive rating for each venue, and over one third gave a negative rating in each case. More than half of respondents (53%) gave a poor/very poor rating for restaurants/bistros (Figure 47).

Figure 47: How would you rate the following venues for eating and drinking in Amble?



Source: Northumberland Infonet Shopper Questionnaires, June 2008

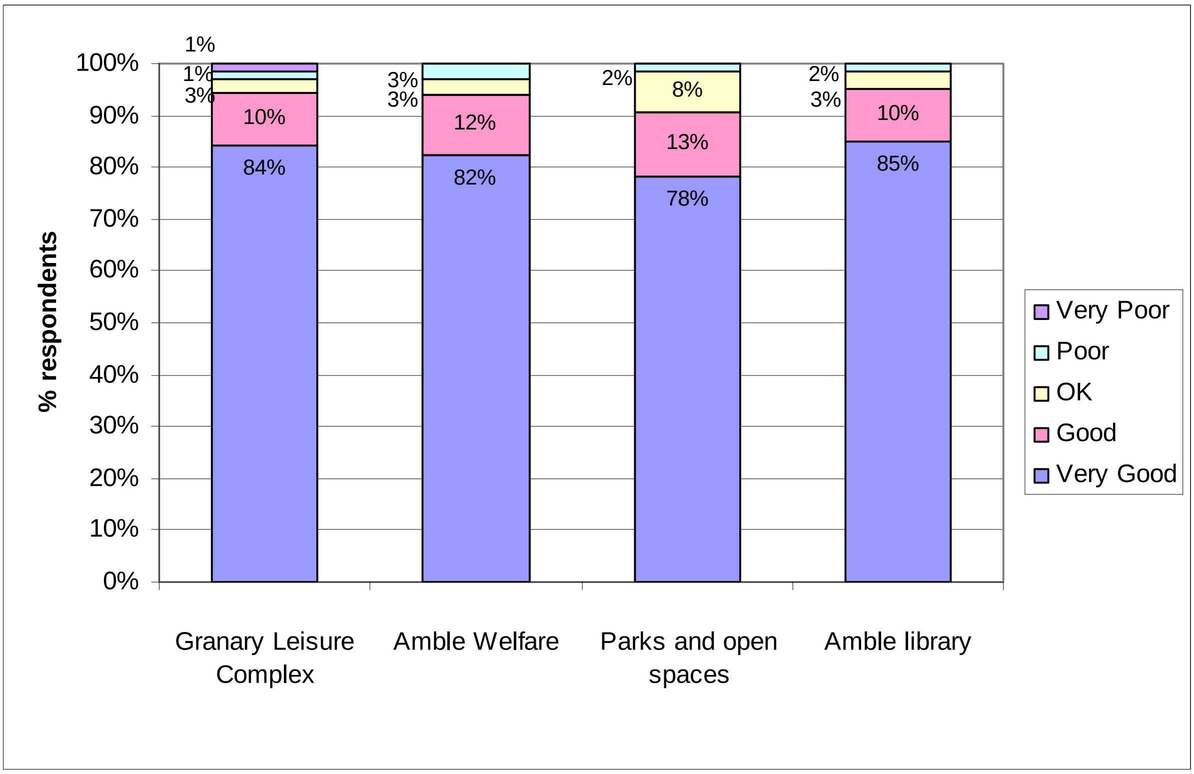
Base: 110 to 116 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

All of the arts and leisure facilities in Amble were viewed very positively, with over 90% of respondents giving a good or very good rating in each case (Figure 48).

Figure 48: How would you rate the following arts and leisure facilities in Amble?

(Excludes 'don't know' responses unless otherwise specified)



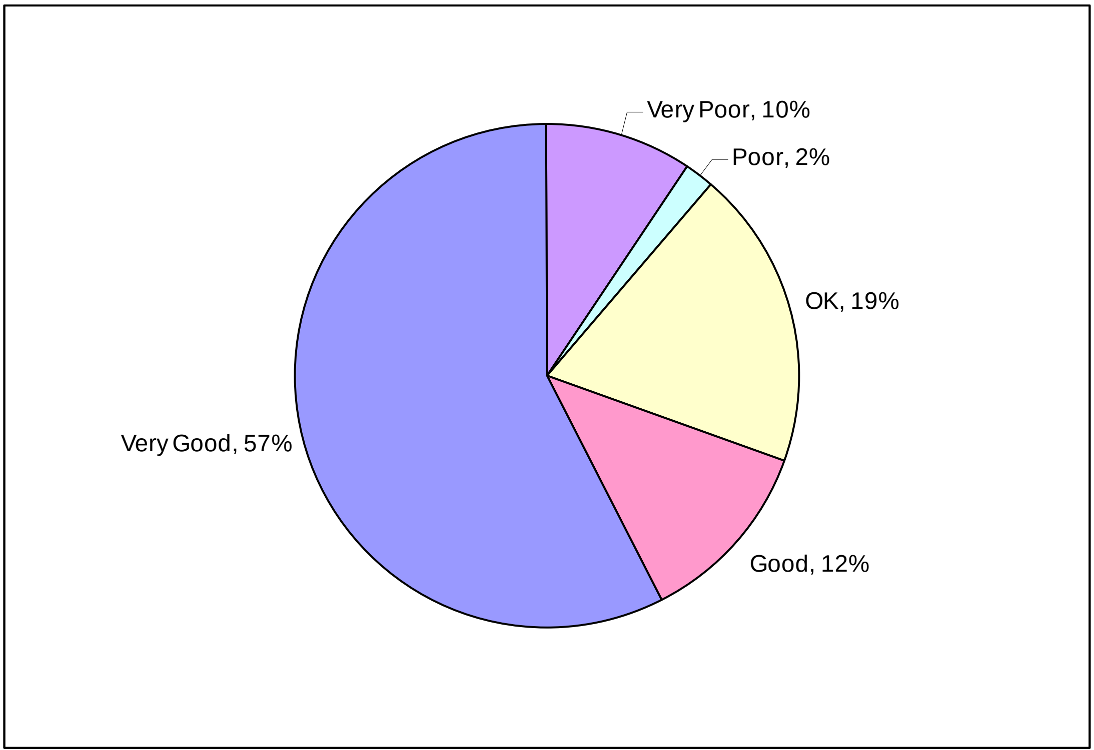
Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 34 to 70 (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Amble as a place to enjoy yourself, 70% of respondents gave a good or very good rating (57% gave a very good rating) (Figure 49).

Figure 49: How do you rate Amble as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 115 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 8% gave an answer relating to improving the leisure facilities. Two comments were also made on this subject:

- "Better shops & coffee shops".
- "More café's".

21% of respondents said that they were in Amble town centre for leisure on the day of the interview.

12.7 The Future: what will improve the town as a place to shop or visit?

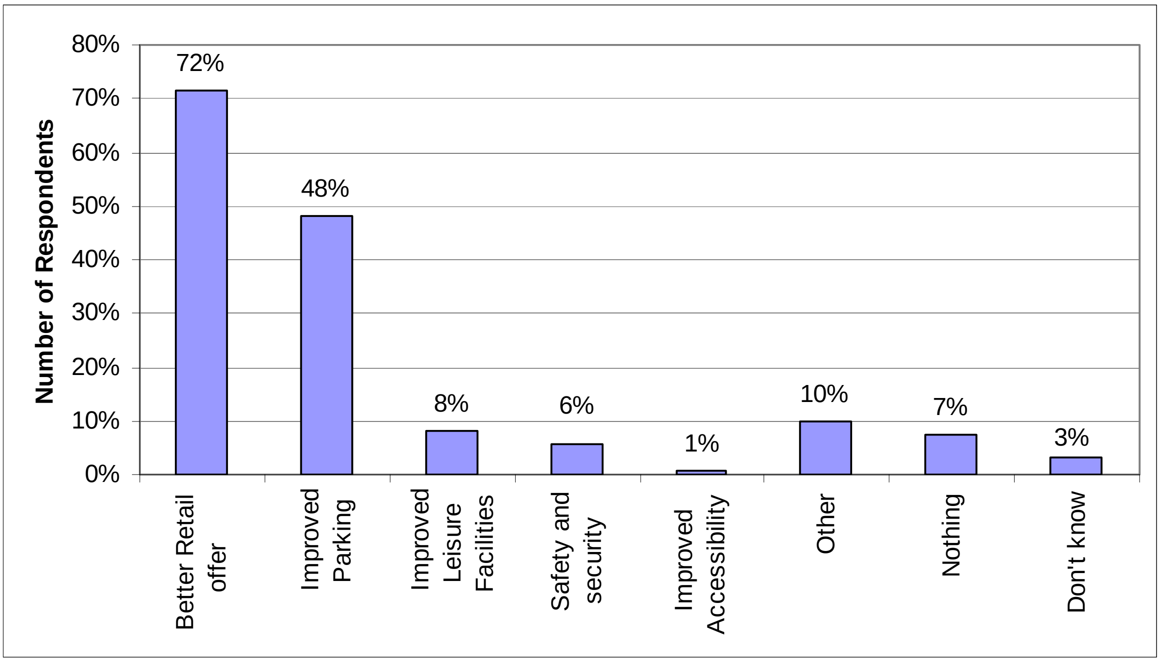
From the analysis of the Amble shopper survey, it appears that two key issues need to be addressed:

- The retail offer – respondents suggested that there was a need for an increased variety of shops, and also a supermarket.
- The parking facilities, in terms of the number of spaces, the cost, and the security.

Respondent's views on parking have already been covered in sections 9.2 and 9.3. Opinions on the retail offer are covered in more detail below.

Figure 50: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 123 respondents

In addition to these two issues, the analysis has highlighted a number of areas which should be investigated further to determine whether these need to be addressed also:

- Safety/security during the night-times
  78% of respondents gave a poor/very poor rating for this, but only 2 people mentioned general safety/security as a problem ("kids at night", "…teenage thugs"), and only 6% gave this as a response for how they would make the town centre better;
- Traffic
  25% of respondents said that this was a problem with the shopping experience, but none of them mentioned this when asked how they would make the town centre better;
- Quality of footpaths
  20% of respondents said that this was a problem, but only 3 respondents mentioned this when asked how they would make the town centre better;
- General state of the town centre
  Aspects relating to this were not rated particularly highly (see section 10.2(d)).

Retail

Almost two thirds of respondents (66%) gave a poor or very poor rating for Amble as a place to shop. Only 15% said that it was good or very good.
This rating is extremely low when compared with the ratings for Amble as a place to live, enjoy yourself and visit, in which over two thirds of respondents gave a positive rating in each case.

When asked whether respondents agreed with the statement 'on the whole, Amble offers a wide choice of quality shops', 59% agreed and 25% disagreed (23% strongly disagreed).

29% of respondents said that the limited offer or range of shops/goods were one of the main problems with the shopping experience in Amble town centre.

72% of the respondents said that Amble needed a better retail offer in order to make the town centre better. From the comments made in response to this question (see Appendix 2) respondents mainly desire a supermarket.

When asked what improvements they would like to see to the retail offer, over half of respondents (53%) said that they would like an increase in the variety of shops. More chain stores and more shops offering local produce were also popular responses (Figure 51).

Figure 51: What improvements would you like to see to the retail offer in Amble?

(Excludes 'don't know' responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 123 respondents

Respondents were also asked to give examples of suggested improvements or to specify their ‘other’ response to this question. The most popular of these responses was a supermarket, given by 50 out of the 86 respondents that answered the question. Clothes shops were also a common response (26 respondents mentioned these).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Amble Town Centre;

- The Duke of Northumberland's plans for a supermarket outlet, together with more than 200 car parking spaces, a new access road and 49 houses, are currently lodged with Alnwick District Council. Northumberland Estates have resubmitted an application form to Alnwick District Council.

14.0 CONCLUSION

There are plans for a new supermarket, more than 200 car parking spaces, a new access road and 49 houses currently lodged with Alnwick District Council. These proposals, should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 71% of the floorspace use was for retail (Figure 3). Further, shopper's perceptions of the range of retail provision was somewhat positive with 59% agreeing or strongly agreeing to the statement "Amble offers a wide choice of quality shops", compared to 25% disagreeing or strongly disagreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the range and choice of shops needed to be improved. In particular, the lack of food shops and supermarket was mentioned. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) also highlighted a particular need for a supermarket in Amble. However, responses in future surveys should alter with the development of a new supermarket (Section 13). Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience (including food and groceries) or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 10% of vacant floorspace in Amble (see Figure 12). Figure 14 also shows that between 2007 and 2008, the amount of vacant floorspace had increased when looking at property flows. This was a result of more buildings changing from being occupied to vacant from 2007 to 2008, than vacant to occupied. There had been local and national interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 46% (of those travelling by car) finding it very or fairly easy (Figure 17) and only 25% finding it difficult; or very difficult. However, 39% of these shoppers felt that the parking in the town centre was either poor or very poor. Appendix 2 also shows that various shoppers commented on the lack of parking and the fact that there was no parking. Hopefully, the addition of more than 200 car parking spaces in the Town Centre will see a more positive response in the future. Amble also has adequate bus connectivity, which is shown in Figure 22 by the frequency and number of destinations reached from Amble. 4 of the 5 shoppers travelling into the town centre by bus also found it very easy to travel there (Figure 24). The other shopper found it easy to travel by bus. Additionally, Figure 23 shows that shopper's overall perception of public transport with regards to quality, regularity and destinations was more positively skewed.

When looking at retaining shopper spend, 7% of Amble residents shopped in Amble. 31% of expenditure was lost to Alnwick, 18% was lost to Newcastle, 13% to Ashington, and a further 12% to the Metro Centre (Figure 45). However, the current regeneration programmes (especially the introduction of a new supermarket) may show that the percentage for Amble will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Amble was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer in general, the implementation of the regeneration project in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Amble by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Amble Town Centre?

Parking

- Parking (4 responses)
- Parking can be difficult
- Parking is poor
- Limited parking (3 responses)
- Limited parking spaces
- Very little parking
- Lack of parking spaces
- No parking
- No parking spaces
- Nowhere to park

Retail

- Choice of shops (2 responses)
- Lack of shops
- Not enough shops
- Food shops needed
- No co-op
- No supermarket
- Prices too high

Other

- Lack of customers
- Too busy sometimes
- Depressing to come to
- Kids at night
- People causing problems eg teenage thugs

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Amble?'

Food shops

- Supermarket (7 responses)
- A supermarket (3 responses)
- A new supermarket
- Good supermarket.
- Cheaper supermarket
- Supermarket needed.
- Supermarkets eg Asda Sainsburys
- Sainsburys Asda
- Supermarket eg Asda
- Supermarket eg Sainsburys Asda
- Supermarket eg Sainsburys local or M&S simply food.
- Supermarket eg Sainsburys Tesco. extra.
- New supermarket eg Sainsburys/local Tesco(in the centre of t
- Sainsburys Bon marche
- More supermarkets eg. Sainsburys
- More local supermarkets in town
- Supermarkets, fish shop, butcher.
- More supermarkets & bakeries
- Food shops needed (2 responses)
- Food shops
- Food shop with competetive prices

Clothes & shoe shops

- Clothes shops. (2 responses)
- More clothes shops
- Clothes shops shoe shops
- More ladies clothes shops
- Womens clothes shop

- Ladies clothing shops eg Primark/Bon marche
- Next, Topshop, Miss Selfridge, Accessorize, Primark
- More fashion shops
- Fashion shops eg Next
- Littlewoods, next, Primark, BHS.
- More department stores eg Primark

Various types of shops mentioned

- Asda kids clothes ladies clothes
- Baby shops, childrens clothing, & female eg Next.
- Department store. generally more stores
- Department stores & a new supermarket in town
- Department stores bhs/simply food.
- Food shop. Wilkinsons
- Food shops, supermarket, clothes
- Clothes shops for women. supermarkets, wet fish shop
- BHS Bon Marche Asda
- Bhs mens shops supermarket
- New shopping centre Asda
- Supermarket & cheaper shops
- Sainsburys local Next Principles Bon Marche
- Sports wear small supermarkets like Tesco local Sainsburys l
- New supermarket eg Morrisons more clothes shops
- New supermarket, BHS, department store eg Next.
- More supermarkets & ladies fashion stores
- More supermarkets eg Sainsburys mens shops
- More mens shops more supermarkets eg Asda
- Mens shops Asda/Sainsburys
- Supermarket ladies shop
- Supermarket, more gift shops, more womens clothing shops
- Supermarket, Woolworths, Superdrug
- Supermarket. womens clothes shops

- Supermarkets eg Asda womens clothes shops
- Supermarkets fashion shops eg Bon Marche.
- Tesco clothes shops
- Woolworths, computer shop, supermarket.
- More parking spaces. need more department stores

General retail

- Good range of quality shops
- Better access to shops
- Have more upmarket shops
- Just a variety of everything needed
- More of everything
- More quality shopping
- Main chain stores

Appearance

- A new frontage
- Make street look better
- Needs an uplift
- Tidy place up

Parking

- Better parking (2 responses)
- Better parking for disabled/able bodied
- More parking

Verbatim responses to ‘Q23 How would you make this town centre better?’

Supermarket / food shops

- A supermarket (4 responses)
- Supermarket (3 responses)
- A good supermarket
- New supermarket.
- Food shops/supermarket
- New supermarket. Asda
- Asda
- Supermarket Eg. Sainsburys local
- New Sainsburys

Other shops / cafes

- Better shops & coffee shops
- More Café’s
- Womens clothes shops Topshop/Dororthy Perkins Next

Appearance

- Needs a general overhall
- Tidy up
- Make shops look better
- Less litter out of town

Other

- Paving is bad/bus stop is in a disgusting state. Needs repairing
- Paving stones need replacing in town centre
- Paving stones/Beach Street near club needs repairing
- Better wheelchair access
- Get kids off the streets at night

The Northumberland Information Network

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ASHINGTON TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 74
Date: October 2008

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CONTENTS

LIST OF FIGURES

EXECUTIVE SUMMARY

- 59% of the floorspace use in Ashington was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative - 52% did not think that Ashington offered a wide choice of shops.
- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 7% of vacant floorspace in Ashington.
- Between 2007 and 2008, the amount of vacant floorspace had remained the same when looking at property flows.
- 74% of shoppers interviewed found it easy to travel into the town centre by car.
- Ashington also has good bus connectivity with a wide range of destinations reached.
- 25% of shoppers interviewed found it easy to travel into the town centre by bus.
- 21% of Ashington residents shopped in Newcastle and only 20% in Ashington.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.

- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Ashington on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:

"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (ie the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis Function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

2.0 DESCRIPTION OF THE TOWN CENTRE

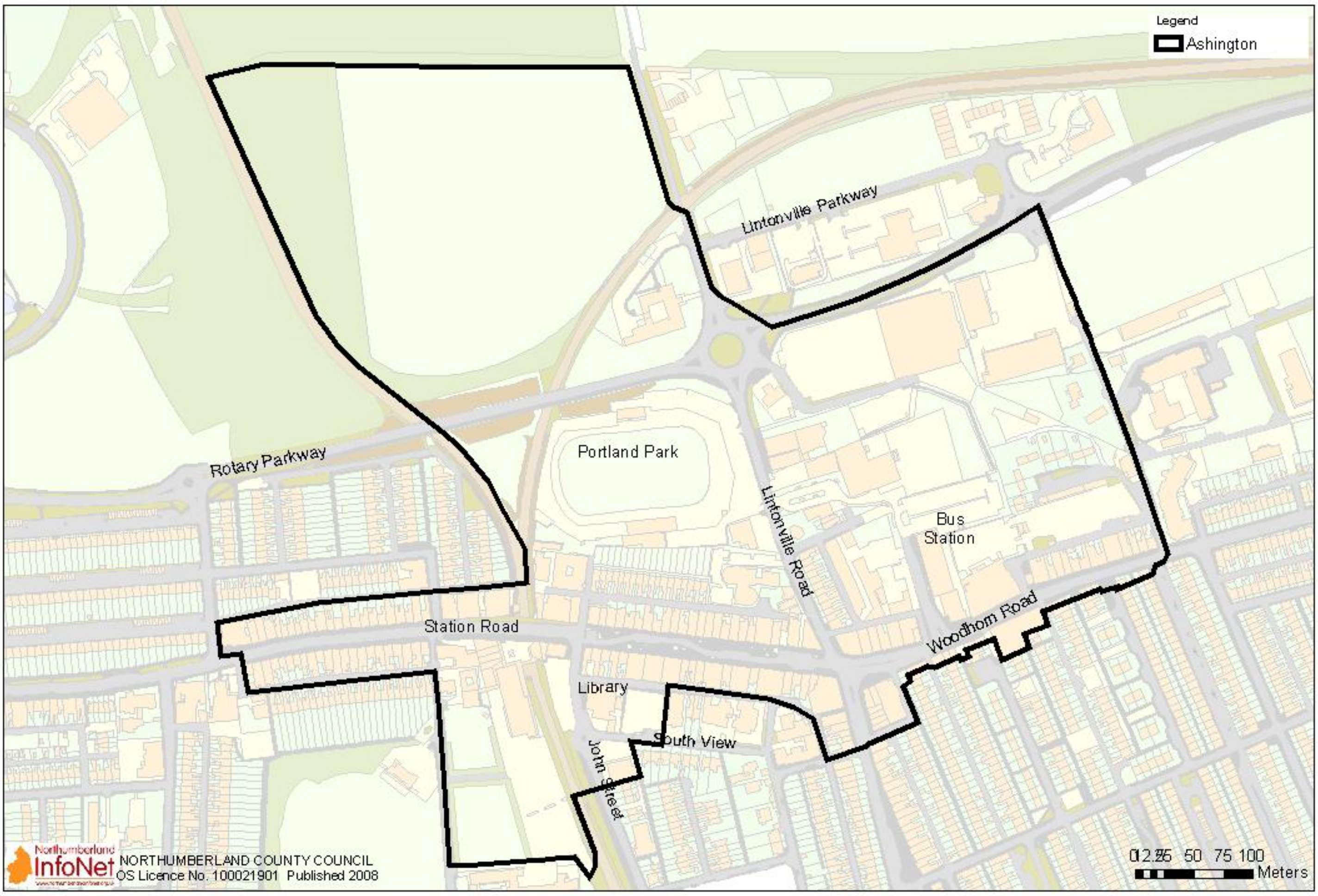
2.1 Ashington Town Centre Boundary

Throughout this report there are two different boundaries for Ashington Town Centre that will be used depending on the section: the town centre boundary as defined by the Wansbeck District Council Local Plan (2007) (Figure 1), and the boundary as defined by Experian (from where a lot of data within this report has come) (Figure 2).

The area of Ashington Town Centre in relation to the District Council boundary is 297434.95 m².

Figure 1: Boundary for Ashington Town Centre (District Council)

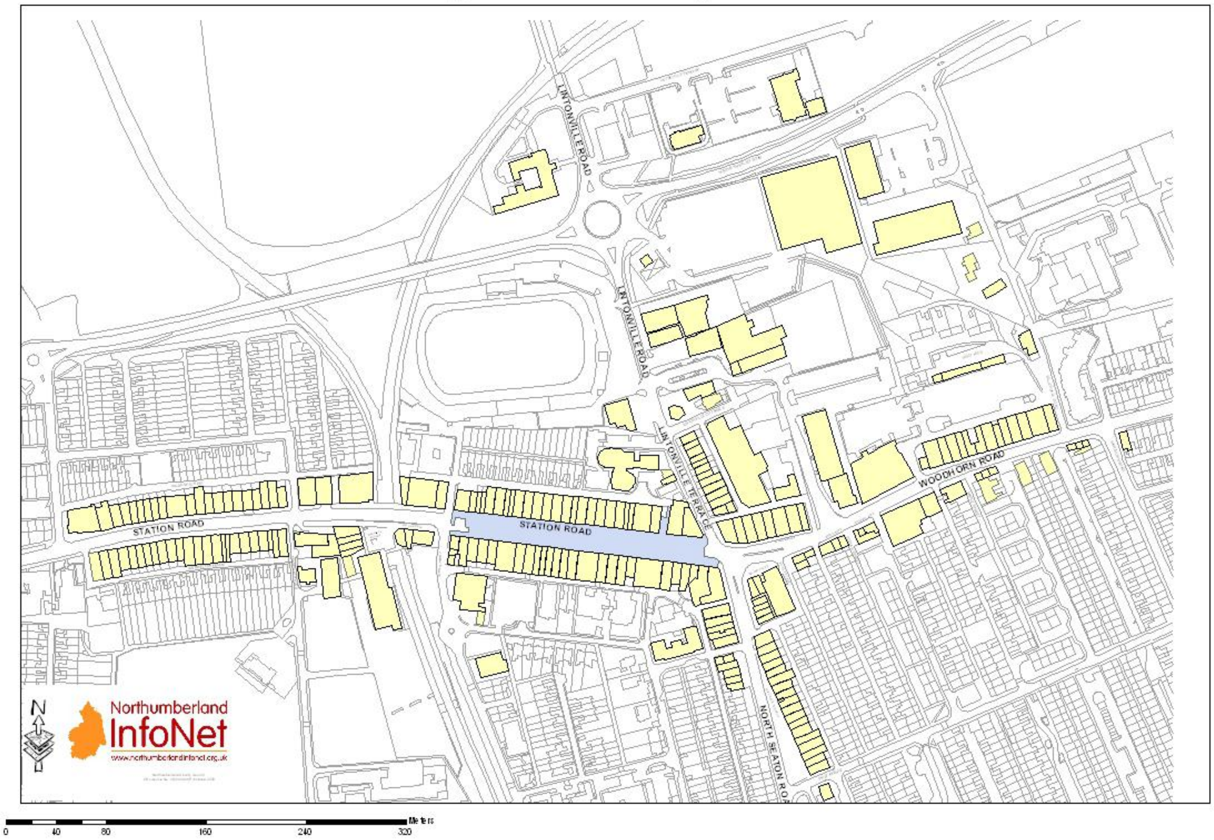
Ashington Town Centre - District Council



Source: Wansbeck District Council Local Plan 2007

Figure 2: Boundary for Ashington Town Centre (Experian)

Ashington Town Centre - Experian



Source: Experian

2.2 Ashington's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Wansbeck District Council): The town of Ashington is the largest settlement in Wansbeck, and is situated approximately 24 km north of Newcastle upon Tyne and 6km east of Morpeth. It expanded from being a small hamlet in the 1840s and grew to be an important centre for coal mining until the mining decline in the 1980s. Today the coal mining industry has gone but the fabric of a strong town centre surrounded by tight terraced streets remains. Key vehicular routes into the town centre are from the A197, Rotary Parkway, which runs east to west across the northern extent of the town. The town centre of Ashington is offset to the north of the town, with the majority of the residential area located to the south. Ashington remains the principle commercial and administrative centre in the District.

The high street of Ashington is located along Station Road and is partly pedestrianised at the retail core. There are a range of shops and services including 3 supermarkets which are mainly situated in ‘edge of town’ locations.

There has been a four year rolling programme of public realm improvements in the town centre. A complementary grant scheme continues to support town centre businesses to improve shop fronts, which is gradually refreshing the image of the town. The town centre is subject to some changes relating to outstanding planning permissions and other areas identified for development. A Masterplan is currently being developed, which aims to attract quality investment and to promote the long term sustainability of the town. Ashington Football Club has been assisted to relocate from Portland Park, paving the way for new retail investment in the town centre in coming years.

2.3 History and Development of Ashington

Ashington is situated in south-east Northumberland on the north bank of the river Wansbeck.

The history of the town is dominated by the development of the coal-mining industry in the 19^{th} and 20^{th} centuries, when Ashington grew from a small hamlet into a successful mining town. During the peak coal mining period it was considered to be the ‘world’s largest coal-mining village’. However, the collieries closed one by one as deep pit coal mining declined during the 1980’s and 1990’s. Ashington Colliery closed in 1983, and the last remaining colliery in the area (Ellington) closed in 2005.

Today, there is some debate about whether Ashington should be described as a town or village, but with a population of around 28,000, it is larger than every other village in England. It has numerous large employers, including Northumberland College, some of which are based in Ashington, and others which are located in the recently developed Wansbeck Business Park.

The main attraction around Ashington is the Woodhorn Colliery Museum which illustrates Ashington's mining history. It also contains a gallery dedicated to 'The Pitman Painters'. Other attractions include the popular Tuesday market, the Queen Elizabeth II Country Park, and the Wansbeck Riverside Country Park.

3.0 DIVERSITY OF USES

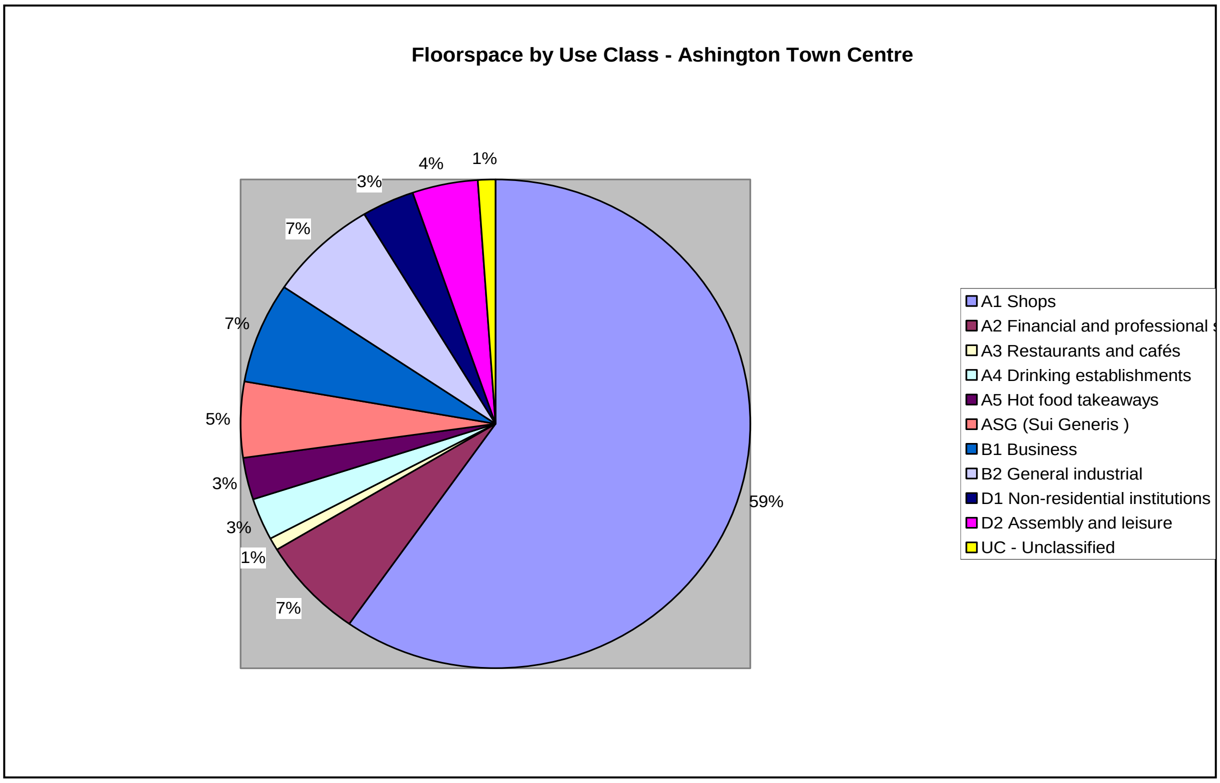
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Ashington Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Ashington.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

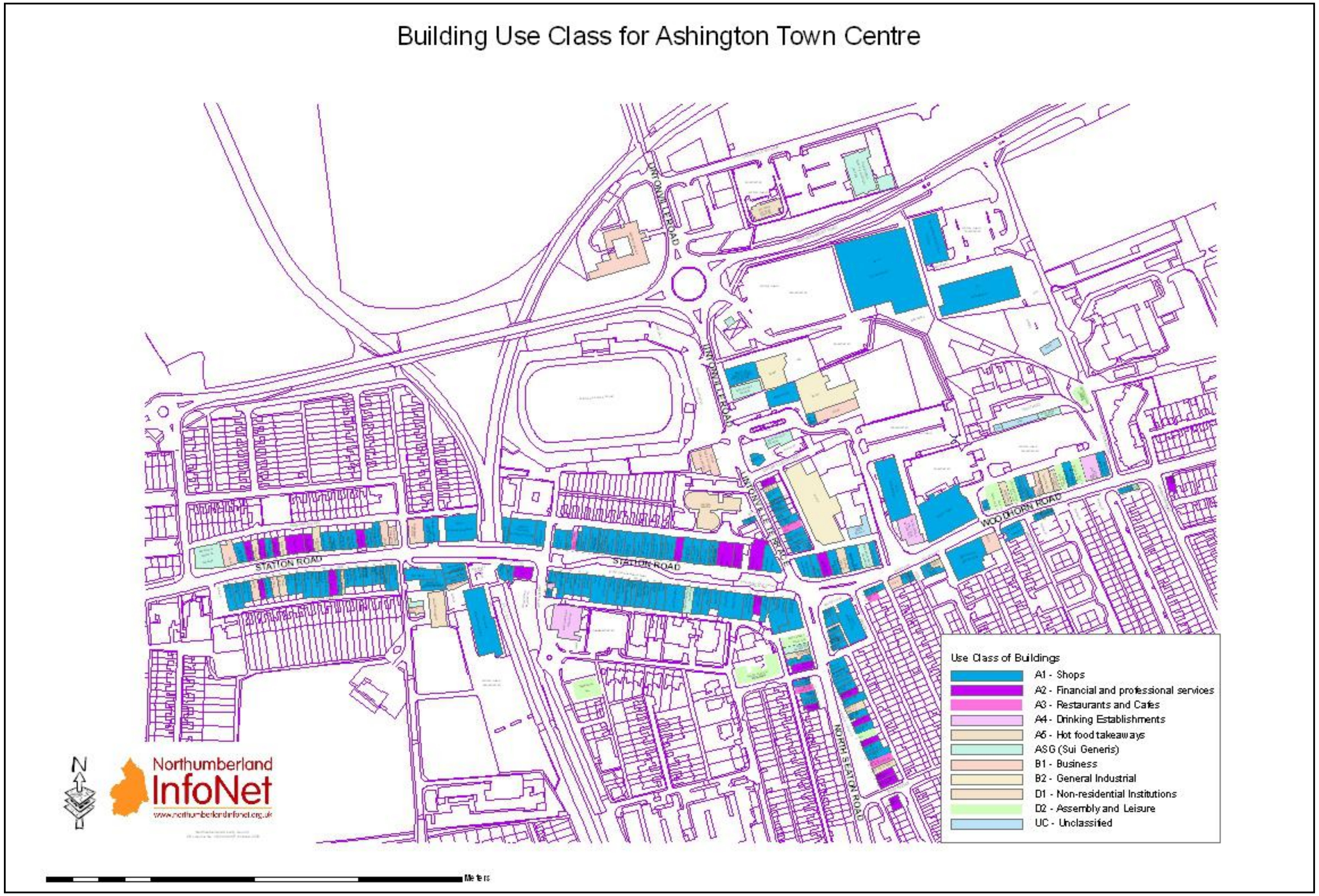
Figure 3 shows that just over half (59%) of the floorspace in Ashington Town Centre are classed as shops. Financial and professional services, businesses and general industrial each account for 7% of the floorspace in Ashington, with assembly and leisure occupying 4%.

Figure 3: Diversity of Use within Town Centre



Source: Experian

Figure 4: Building Use Class for Ashington Town Centre



Source :Experian

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the longest street, Station Road. There are also financial and professional services situated here and also on Lintonville Road which runs perpendicular to Station Road. Business properties are also distributed throughout the town centre, with premises on Woodhorn Road, Station Road and Lintonville Terrace. Assembly and Leisure properties tend to be situated on the edge of the town centre, notably on the far end of Woodhorn Road.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that take place throughout the year in Ashington. The weekly Market is currently based at John Street but will soon be relocating to Wansbeck Square Car Park within the next 3-6 months. The Ashington Street Fair takes place on Station Road where there is plenty of funfair rides and entertainment for the family. The Miner's Memorial Service takes place at Holy Sepulchre Church which is a memorial service for miners. A two day Continental Market will be taking place on 31st October to the 1st of November, where there will; be traders from France, Belgium, Italy, Spain, Holland and Poland all selling quality products. This event takes place on Station Road.

3.3 Satisfaction with the range of provision – retail

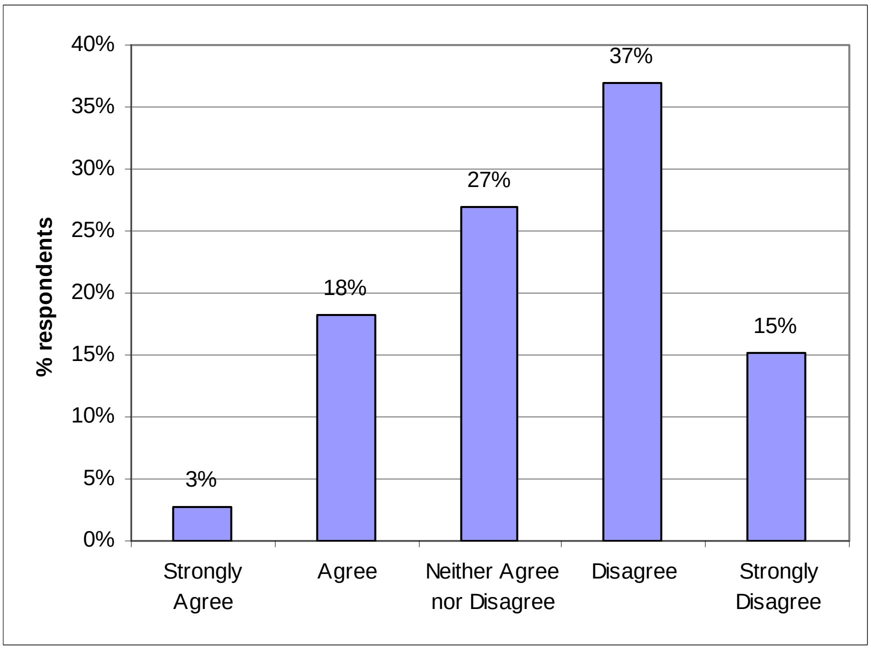
Question 16 in the Ashington Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Ashington offers a wide choice of quality shops"? (Figure 5).

Respondents were not very positive about this statement, with 52% disagreeing or strongly disagreeing. Only 21% were in agreement.

Figure 5: How would you rate "On the whole, Ashington offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

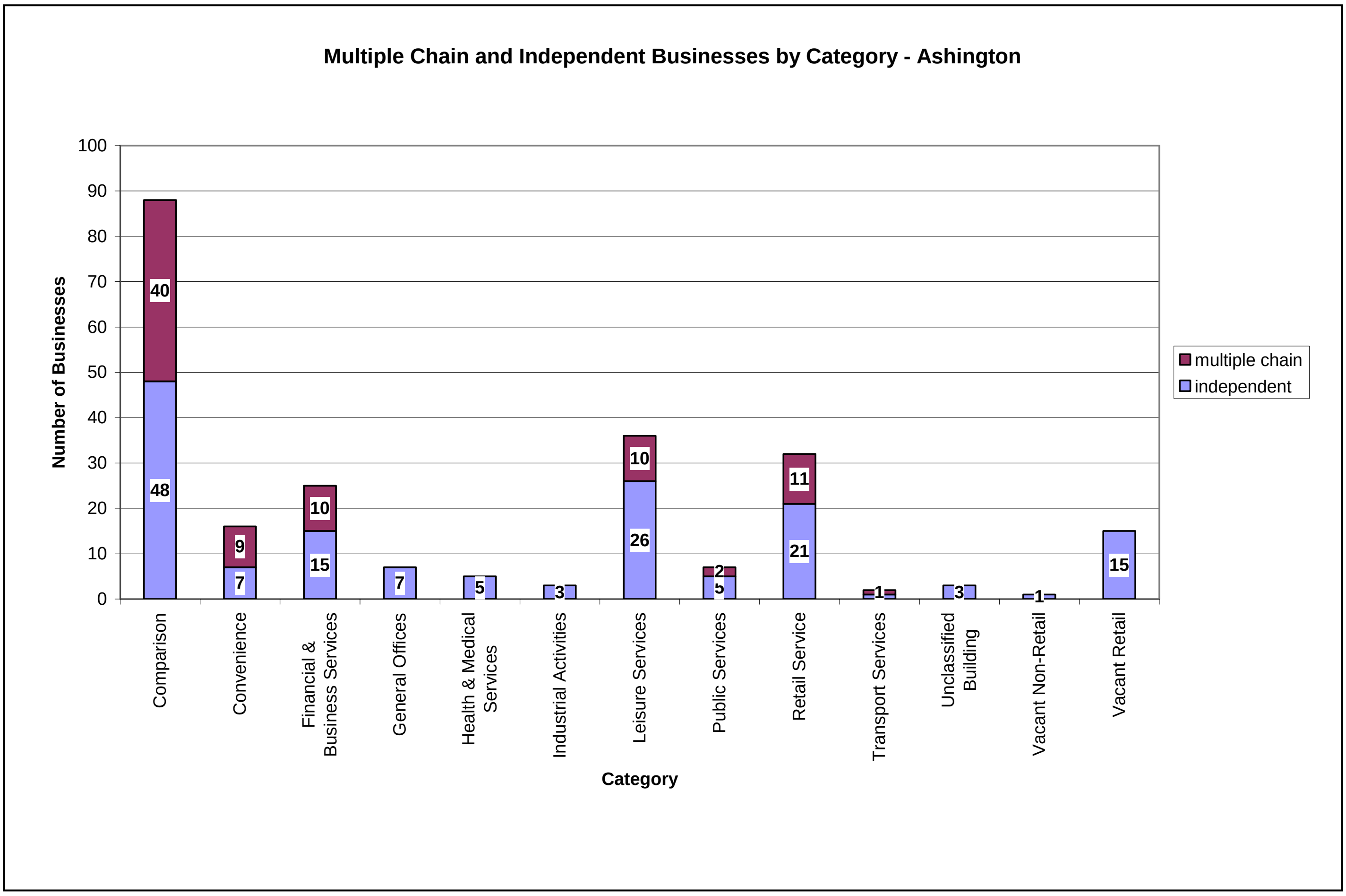
Base: 290 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category – Ashington



Source: Experian

Figure 6 shows that in Ashington town centre, the majority of businesses are comparison retail (48 independent, 40 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 26 of which are independent and 10 multiple chain. There are 16 convenience retail premises and 32 retail service in total.

5.0 RETAILER DEMAND

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Ashington Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Ashwood Business Park, North Seaton Industrial Estate, Wansbeck Business Park and Jubilee Industrial Estate which are all out of town industrial estates or business parks. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight. The Northumberland Property Database mainly collects information on enquiries for industrial estates and business parks i.e. industrial and office space. The Business Forum takes local enquiries about vacant retail outlets and between April 07 and March 08, 17 clients requested information about available retail premises on or near Ashington Town Centre.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Ashington Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

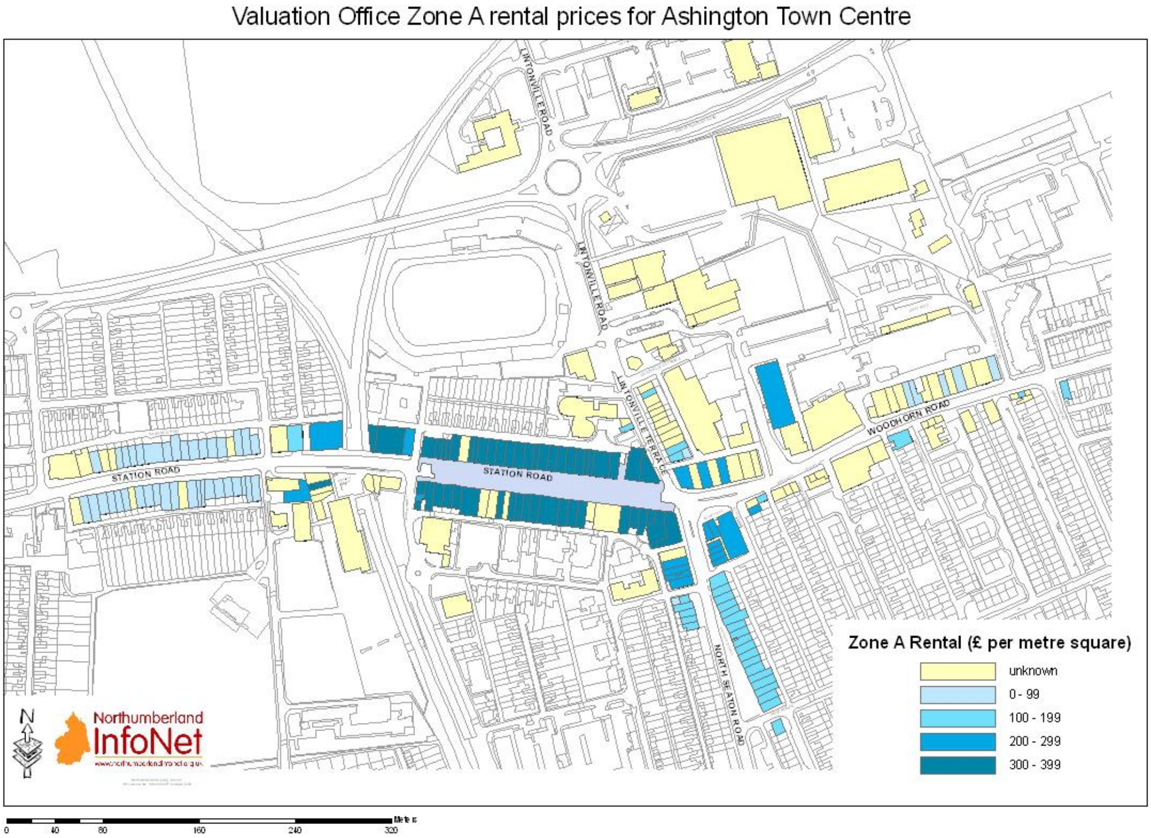
"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 7. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically Zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Ashington Town Centre



Source: Valuation Office

Figure 7 shows that the majority of properties on one of the main streets in Ashington Town Centre, Station Road, generally have a zone A rental value of £300 - £399 per m² at the end closest to Woodhorn Road and Lintonville Road. Towards the other end of Station Road at the edge of the town centre, the zone A rental is lower at 0 – 99 per m². Woodhorn Road and Lintonville Road are also within Ashington Town Centre, however the majority of property’s zone A rental information was unknown. On North Seaton Road, the properties are £200 - £299 per m² at the end closest to the Station Road, Woodhorn Road and Lintonville Road junction. Further away from this junction and towards the edge of the town centre, the zone A rental was lower at £100 - £199 per m².

6.2 Yield

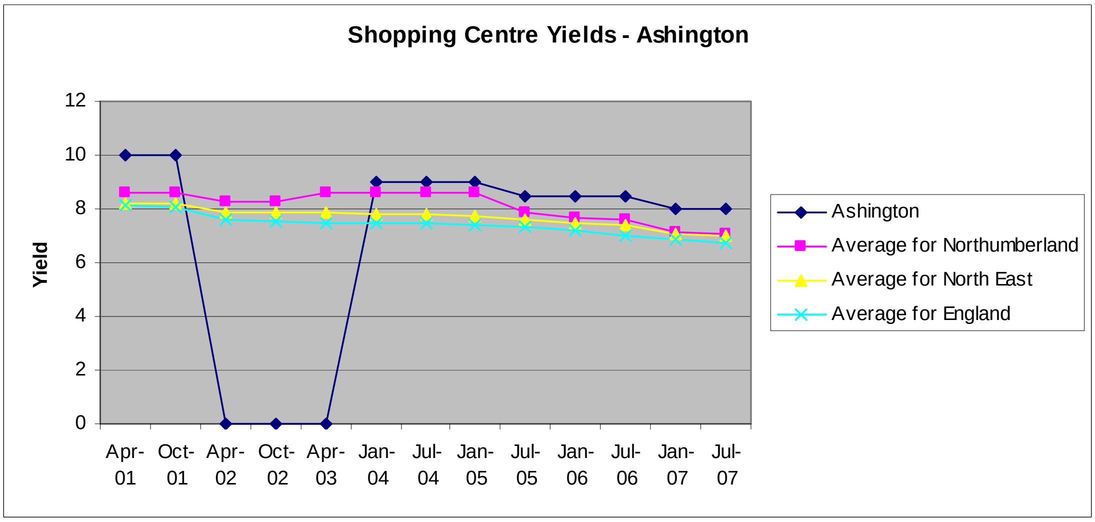
Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country… low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

$$\text{Yield} = \frac{Annual\,\mathrm{Re}\,nt}{CapitalValue\,/\,Sale\,\mathrm{Pr}\,iceofthe\,\mathrm{Pr}\,operty}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

Figure 8: Shopping Centre Yields - Ashington



Source: Valuation Office (www.voa.gov.uk)

[1] www.voa.gov.uk
[2] www.voa.gov.uk

Nb. "From Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued."[3]

Figure 9: Shopping Centre Yields - Ashington

Shopping Centre	Apr-01	Oct-01	Apr-02	Oct-02	Apr-03	Jan-04	Jul-04	Jan-05	Jul-05	Jan-06	Jul-06	Jan-07	Jul-07
Ashington	10	10	>=10	>=10	>=10	9	9	9	8.5	8.5	8.5	8	8
Average for Northumberland	8.6	8.6	8.25	8.25	8.625	8.6	8.6	8.6	7.9	7.7	7.6	7.15	7.05
Average for North East	8.22	8.22	7.90	7.90	7.89	7.80	7.81	7.74	7.57	7.46	7.41	7.09	7.02
Average for England	8.10	8.08	7.61	7.55	7.49	7.48	7.44	7.40	7.31	7.18	6.99	6.85	6.70

Source: Valuation Office (www.voa.gov.uk)

The graph shows that for the entire 2001 – 2007 period, Ashington has had a higher average yield than Northumberland, the North East, and England. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Ashington compared to the rest of Northumberland, the North East and England. From April 2002 to April 2003, the yield appears to have dropped to 0. However, as stated above, this illustrates that the yield for Ashington at these times, was actually higher than 10, and therefore not recorded by the Valuation Office. However, in January 2004, the gap between the yield for Ashington, and the other stated "areas", decreased as Ashington's yield lowered to 9. The most recent results of July 2007 showed Ashington with an average yield of 8 which shows that it is now considered to be a more attractive place to set up business than in previous years.

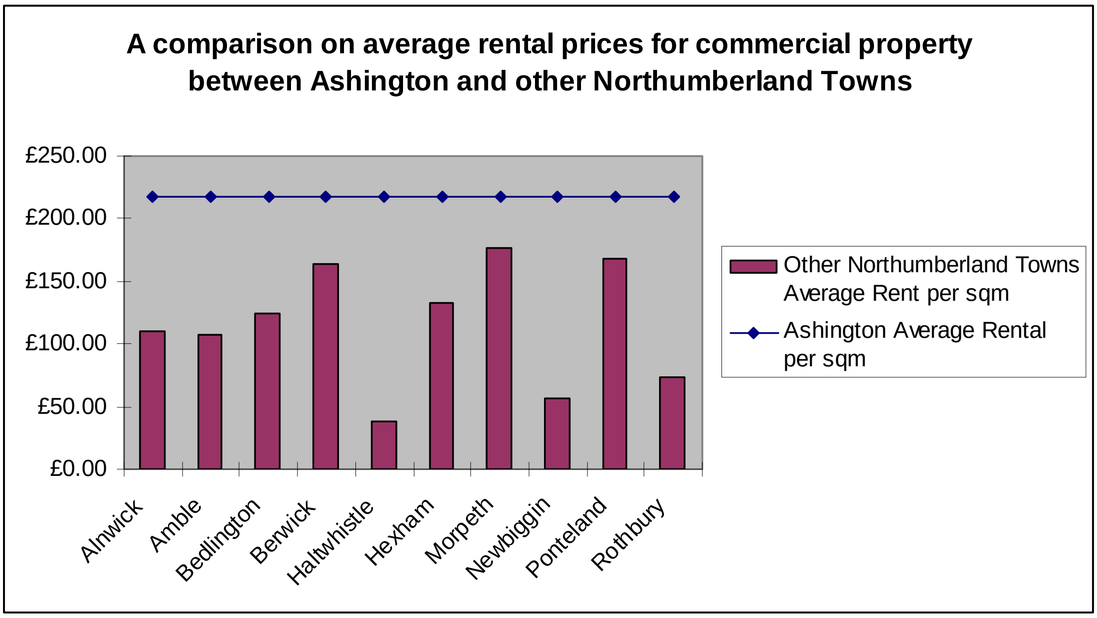
6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Ashington town centre between 1st January 2006 and 31st December 2007 was £217.04 per square metre. Figure 10 show this rate in comparison with other town centres. According to

[3] www.voa.gov.uk

Figure 10, in comparison with other Northumberland town centres, Ashington has the highest average monthly rental rate in Northumberland for the 11 towns recorded here. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration

Figure 10: A comparison on average rental prices for commercial property between Ashington and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and should not always be interpreted as a sign of weakness. A large number of vacant units within centres, however, may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Ashington town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

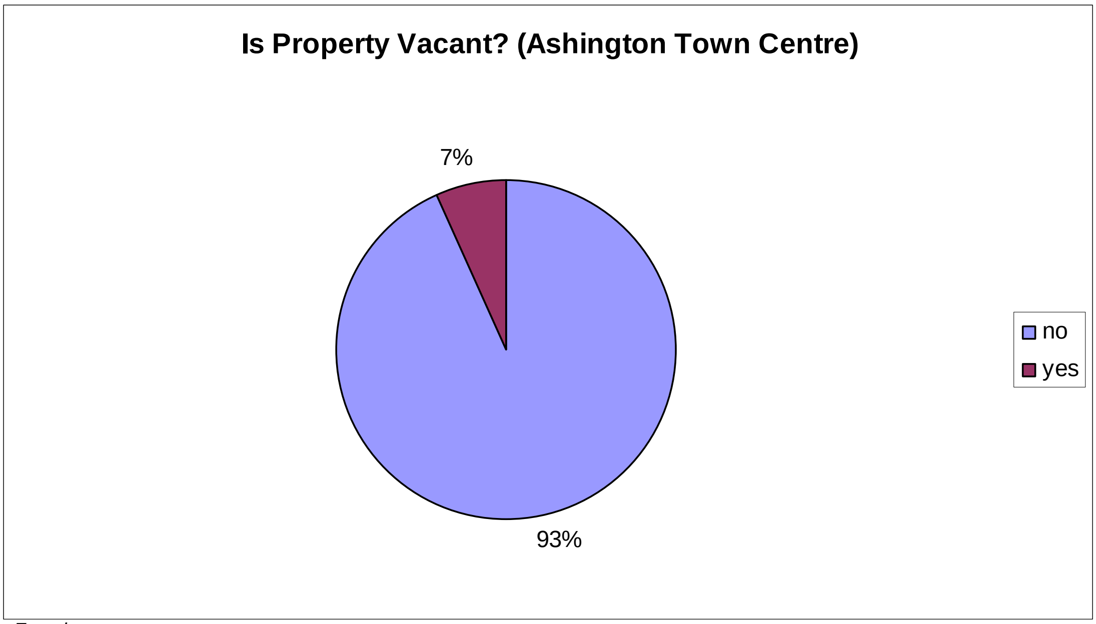
7.1 Vacancy Rates of Premises

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
WANSBECK SQUARE	20%	1	6%	2
WOODHORN ROAD	16%	2	20%	1
LINTONVILLE TERRACE	10%	3	6%	2
NORTH SEATON ROAD	8%	4	2%	
LABURNUM TERRACE	5%	5	5%	4
JOHN STREET	0%		0%	
KENILWORTH ROAD	0%		0%	
LINTONVILLE PARKWAY	0%		0%	
MAPLE STREET	0%		0%	
MYRTLE STREET	0%		0%	
STATION ROAD	2%		2%	
VIEWLANDS , HIRST YARD	0%		0%	
WOODHORN ROAD BACK	0%		0%	
Grand Total	7%		6%	

Source: Experian

Figure 12: Is a Property Vacant



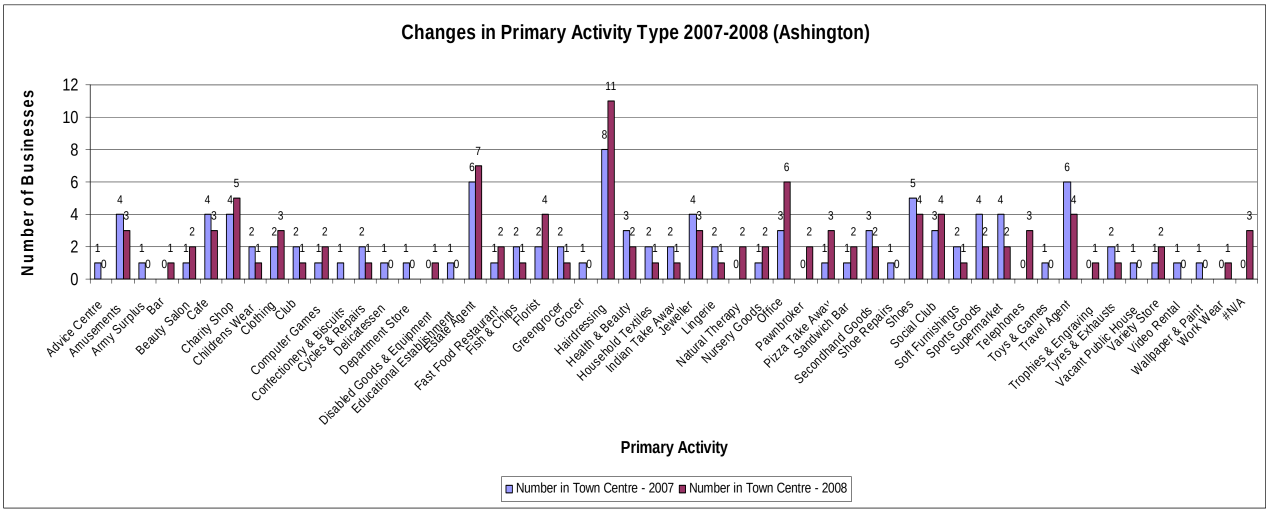
Source: Experian

Figure 11 shows that the street within Ashington Town Centre with the most vacant premises is Wansbeck Square with 20% of premises vacant. However, when looking at vacancy rates in terms of floorspace, Wansbeck Square was ranked 2nd with only 6% of its total floorspace vacant. The street with the most vacant floorspace in Ashington was Woodhorn Road (20%). One reason for this maybe the former Co-op building on Woodhorn Road which is like to constitute the majority of this vacant floorspace.

Figure 12 shows that in Ashington Town Centre, there were 93% of occupied premises and 7% of vacant premises overall.

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

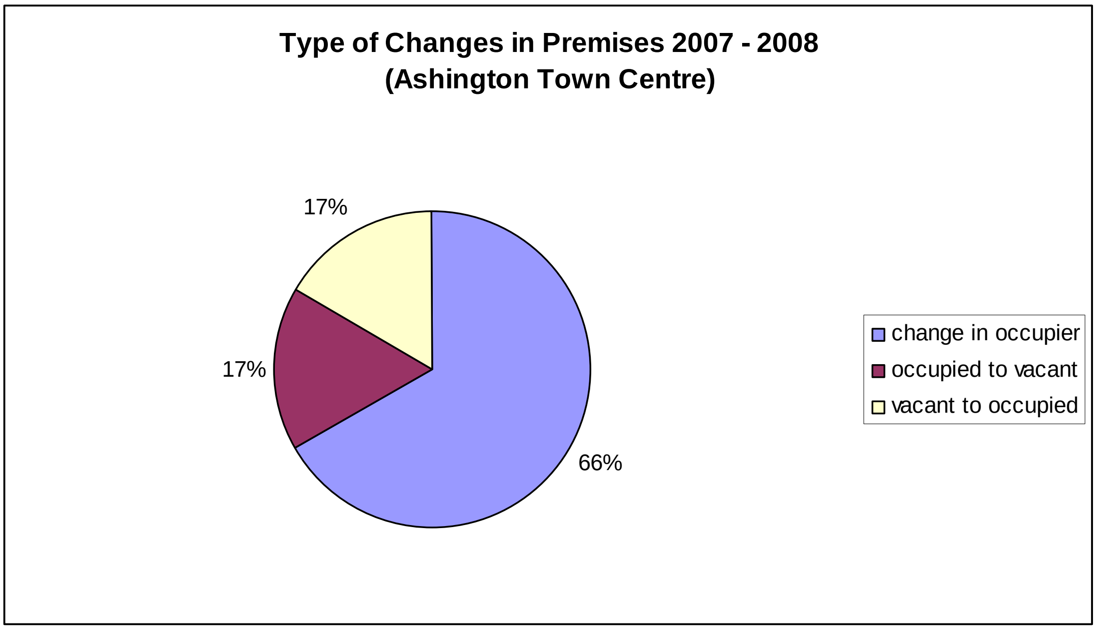
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Ashington Town Centre. There has been a decrease in Amusements from 4 in 2007 to 3 in 2008 as well as a decrease in the number of Cafes from 4 in 2007 to 3 in 2008. The number of Travel Agents has also decreased from 6 in 2007 to 4 in 2008. However, there has been a number of increases, the number of Hairdressing businesses has increased from 8 in 2007 to 11 in 2008, there has also been an increase in the number of Estate Agents from 6 in 2007 to 7 in 2008 as well as an increase in the number of Charity Shops from 4 in 2007 to 5 in 2008 and finally in the number of Pizza Takeaway businesses from 1 in 2007 to 3 in 2008.

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian

Figure 14 shows the type of changes in premises in Ashington Town Centre between 2007 and 2008. Two thirds (66%) of the changes were a change in occupier. 17% of premises changed from vacant to occupied and equally 17% of premises changed from being occupied to vacant. Therefore the amount of vacancies remained the same for 2007 and 2008.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Ashington Town Centre in April 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 3rd April, Saturday 5th April and Tuesday 8th April 2008. They were carried out by interviewers at four "access points" within the town centre (see Figure 15). These counts were then used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the daily footfall for a typical Tuesday (Market day) in Ashington town centre is around 24,000, although this will obviously vary depending on the time of year. The footfall count suggests that the number of pedestrians in the town is very high compared with the rest of the week. Saturday's footfall count was more than 9,000 lower than the Market day, and Thursday's count was 4,000 less than this.

Figure 15: Estimated daily footfall in Ashington Town Centre

	Estimated daily footfall[4]		
Location (see Figure 2)	**Thursday ("normal" day)**	**Saturday (weekend)**	**Tuesday (Market day)**
Wansbeck Square	3,756	3,432	8,952
Wilkinsons, Wansbeck Square	4,428	6,924	5,142
Laburnum Terrace	1,188	3,192	2,196
Lintonville Terrace	1,254	1,284	7,842
Total	10,626	14,832	24,132

Source: Northumberland Footfall Counts

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

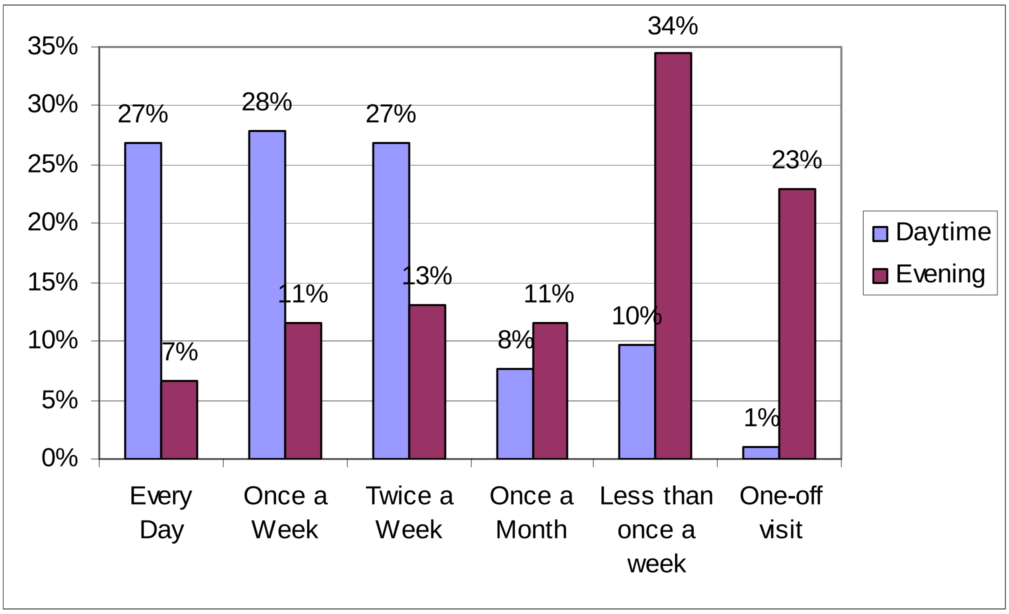
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Ashington town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

37% of respondents travelled into Ashington by car on the day of the interview. 82% of these said that they go to Ashington at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips) (Figure 16). This figure dropped to less than one third (31%) in the evenings.

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



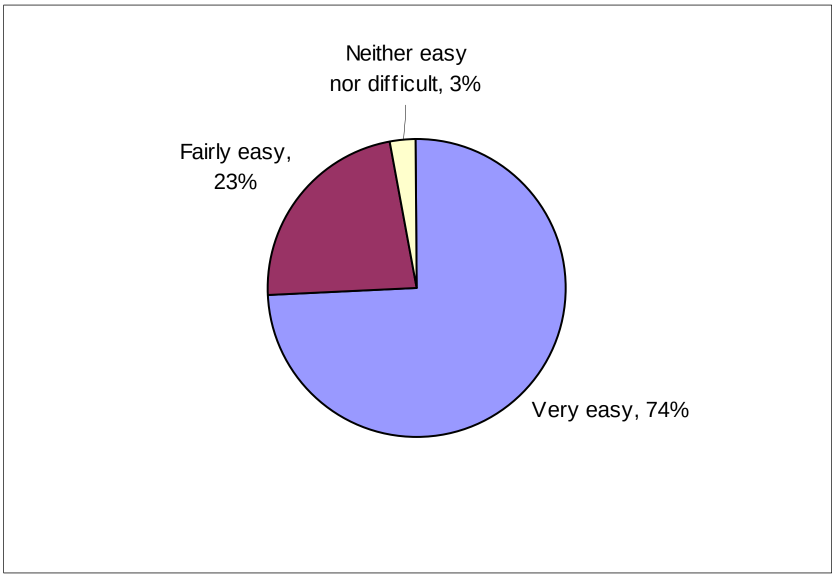
Source: Northumberland Shopper Questionnaire

Base: 104 for daytime; 61 for evening

Almost all (97%) of the respondents that travelled by car found it fairly easy or very easy to travel into Ashington town centre. No-one found it difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Ashington town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 105

Two related comments were also made when asked what the respondents would like to see improved with the shopping experience:

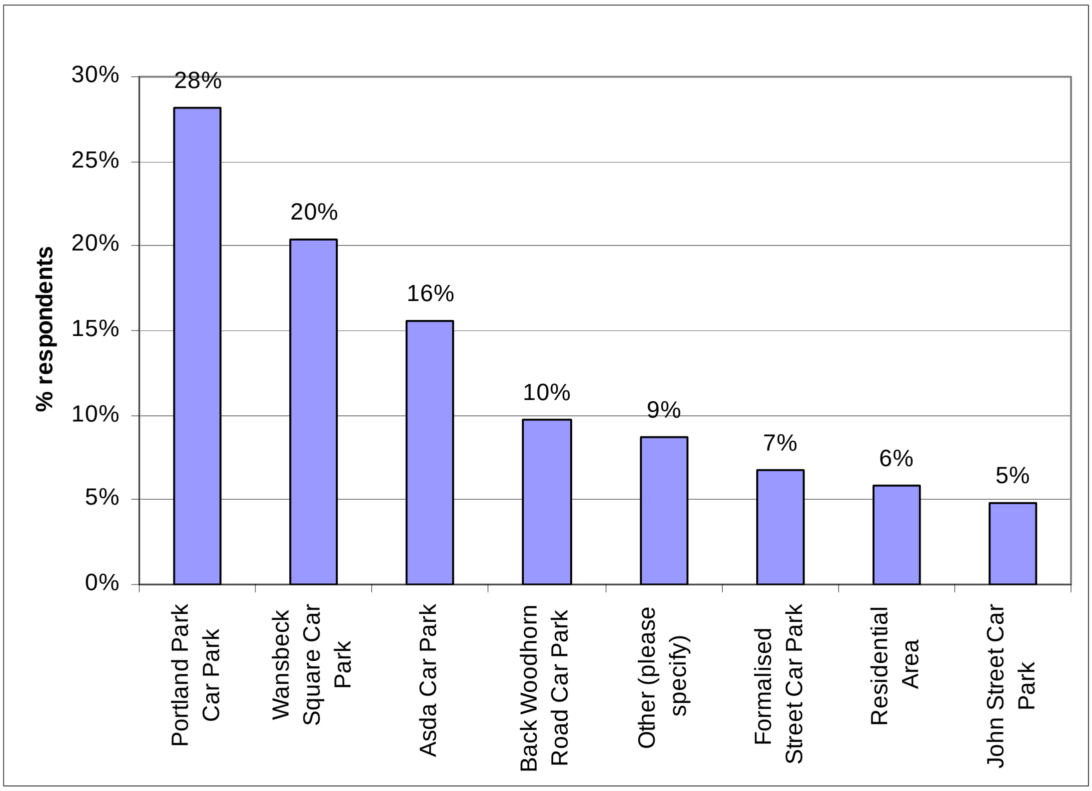
- “road surfaces”;
- ”roads poor condition”.

9.2 Access to car parking

The most popular places to park were the Portland Park Car Park (28%) and the Wansbeck Square Car Park (20%) (Figure 18).

Figure 18: If you travelled by car, where did you park?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 103 respondents

The "back of Wilkinsons" was also given as a response.

When asked what they would like to see improved with the shopping experience in Ashington town centre, 15% gave an answer related to parking provision. There were also a few comments noted in response to this question:

- "more disabled parking (2 responses)";
- "better parking facilities";
- "general parking facilities";
- "bicycle parks".

When asked how they would make the town centre better, 11% gave an answer relating to improving the parking. Two additional verbatim responses were mentioned in response to this question: "more parking" and "disabled parking".

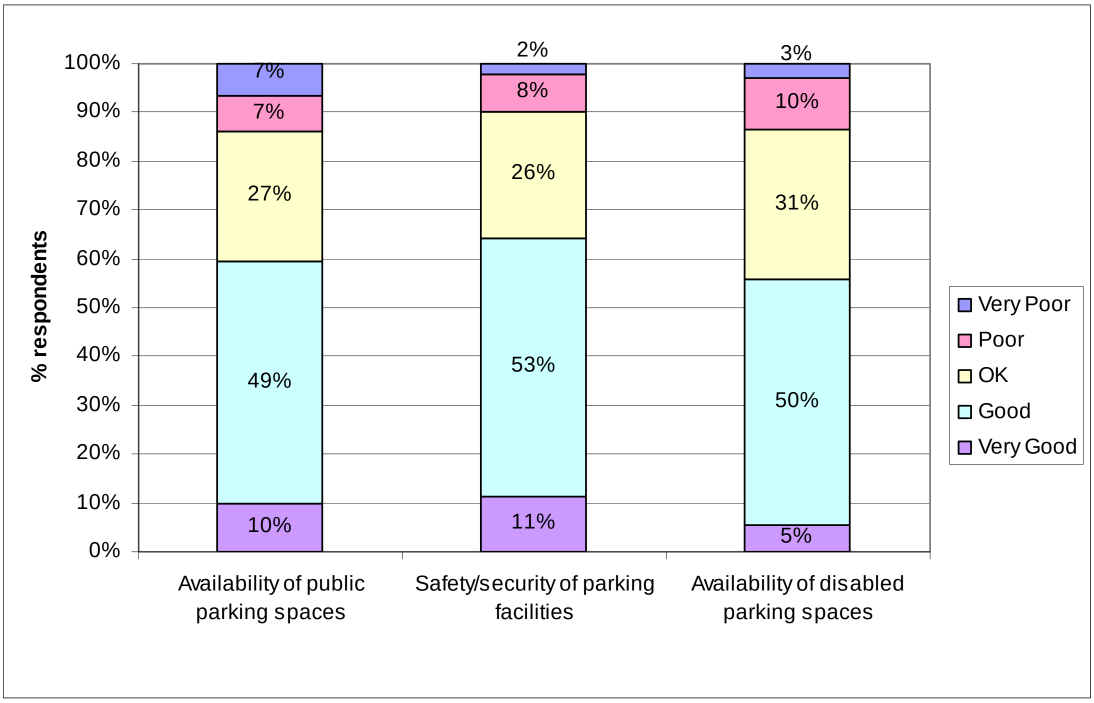
“More parking” was also mentioned when asked for suggested improvements to the retail offer.

The safety/security of the parking facilities was rated quite highly by the respondents, with nearly two thirds (64%) giving a positive rating, and only 10% giving a negative rating (Figure 19).

The availability of parking spaces was rated slightly lower. The availability of public parking spaces received a good/very good rating by 59% of respondents, and the availability of disabled parking spaces received a good/very good rating from 56% of respondents (based on those that answered the question).

Figure 19: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base : 201 to 241 respondents depending on question (note: this excludes those respondents that gave a ‘don’t know’ response)

9.3 Cost of parking

No information is available on the respondent's perceptions of the cost of parking.

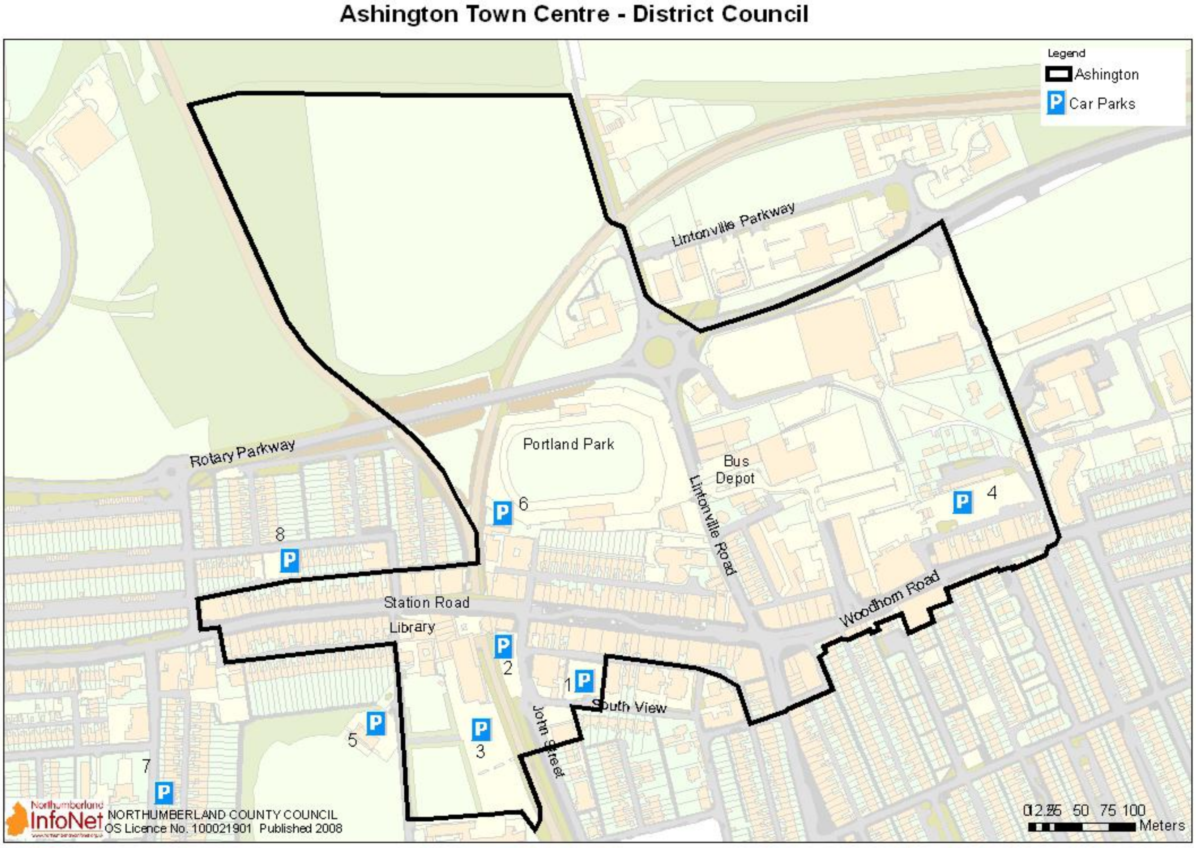
9.4 Ashington's Car parks

Figures 20 and 21 show the location of car parks within and surrounding Ashington Town Centre. Any car parks listed in the table which are not shown on the map are therefore situated outside of the town centre.

Figure 20: Location of Public Car Parks

Location	**Car Park**	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Street Parking	Coach Parking	Additional Notes
1	**Dairy House, South View**	Free	Surface Car Park	54					
2	**John Street**	Free	Surface Car Park	97					
3	**Wansbeck Square, Station Yard**	Free	Surface Car Park	122					
4	**Rear Woodhorn Road**	Free	Surface Car Park	159					
5	**Cricket Club, Langwell Crescent (Private Carpark)**	Free	Surface Car Park	36					
6	**Portland Park West, North View**	Free	Surface Car Park	27					
7	**Park Road**	Free	Surface Car Park	32					
8	**Haldane Street**	Free	Surface Car Park	25					

Figure 21: Location of Car Parks



9.5 Bus Connectivity

The direct connections linking Ashington to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Ashington

Destination	Mon – Fri	Sat	Sun
Alnwick	Approx 1 per hour	Approx 1 per hour	None
Amble	Approx 1 per hour	Approx 1 per hour	None
Barnston	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Beacon Hill	Approx 3 per hour	Approx 3 per hour	5 per day
Bebside	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Bedlington	Over 6 per hour	Over 6 per hour	Approx 2 per hour
Blyth	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Bomarsund	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Cambois	Approx 2 per 3 hours	Approx 2 per 3 hours	4 per day
Choppington	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Clifton	Approx 1 per hour	Approx 1 per hour	None
Cramlington	Approx 2 per hour	Approx 2 per hour	None
Cresswell	Approx 1 per hour	Approx 1 per hour	None
Ellington	Approx 1 per hour	Approx 1 per hour	None
Guide Post	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
High Pit	3 per day	2 per day	None
Holywell	3 per day	None	
Linton	Approx 1 per hour	Approx 1 per hour	None
Loansdean	Approx 1 per hour	Approx 1 per hour	None
Lynemouth	Approx 1 per hour	Approx 1 per hour	None
Morpeth	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Newbiggin by the Sea	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Newcastle upon Tyne	Approx 6 per hour	Approx 6 per hour	Approx 2 per hour
North Seaton	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Pegswood	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Seaton Burn	Approx 6 per hour	Approx 6 per hour	Approx 2 per hour
Shilbottle	Approx 1 per hour	Approx 1 per hour	None
Silverlink	2 per day	None	None
Stakeford	Over 6 per hour	Over 6 per hour	Approx 2 per hour
Warkworth	Approx 1 per hour	Approx 1 per hour	None
Widdrington	Approx 1 per hour	Approx 1 per hour	None
Woodhorn	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour

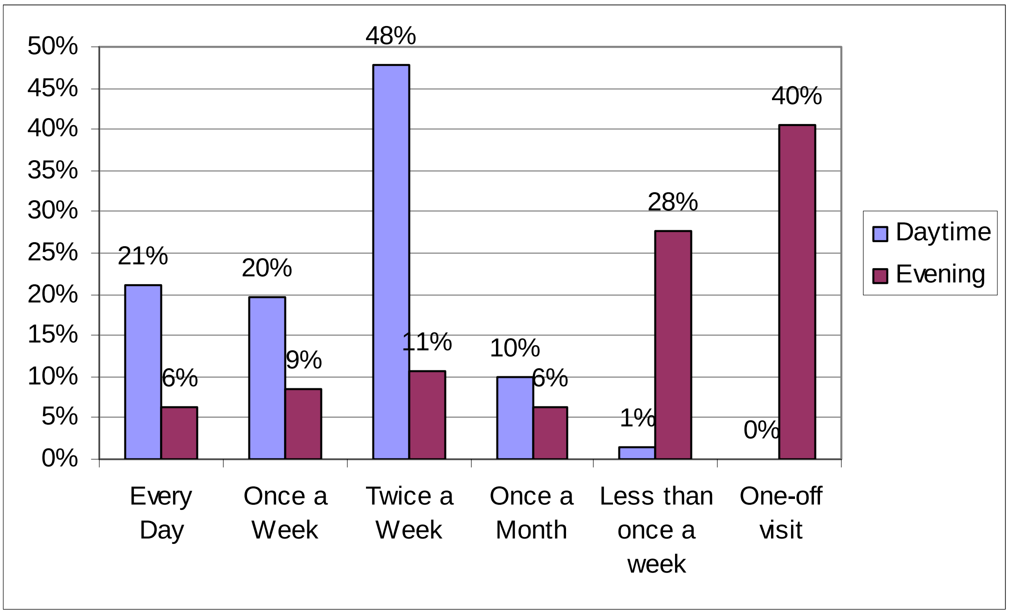
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info);

9.6 Shoppers travelling to town by bus

One quarter of respondents (25%) travelled into Ashington town centre by bus on the day of the interview. 89% of these said that they go to Ashington at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 26% in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



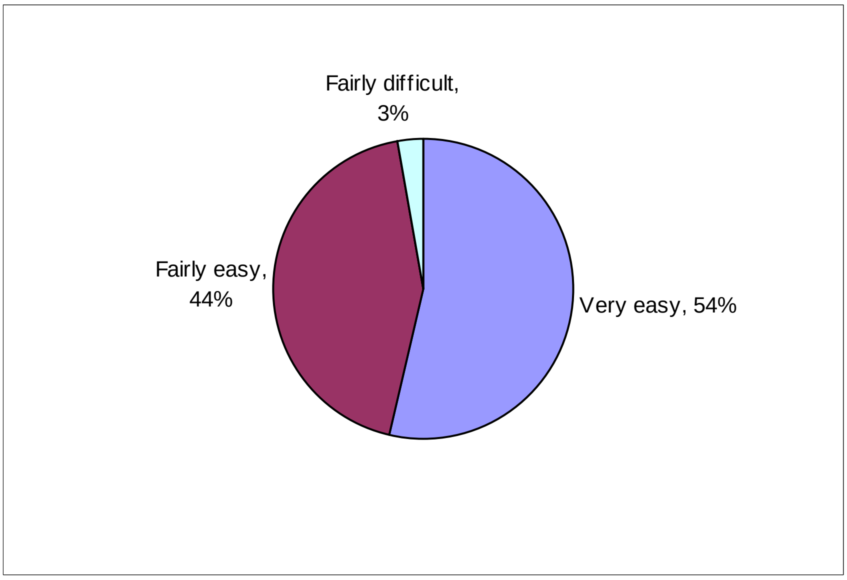
Source: Northumberland InfoNet Shopper Questionnaire

Base: 71 for daytime; 47 for evening

Nearly all respondents (97%) who travelled into the centre by bus found it easy or very easy. Only 3% found it fairly difficult, and none found it very difficult.

Figure 24: How easy/difficult do you feel it is to travel into Ashington town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

Base: 71 respondents

9.7 Train Connectivity

There is no train access to Ashington.

9.8 Shoppers travelling to town by train

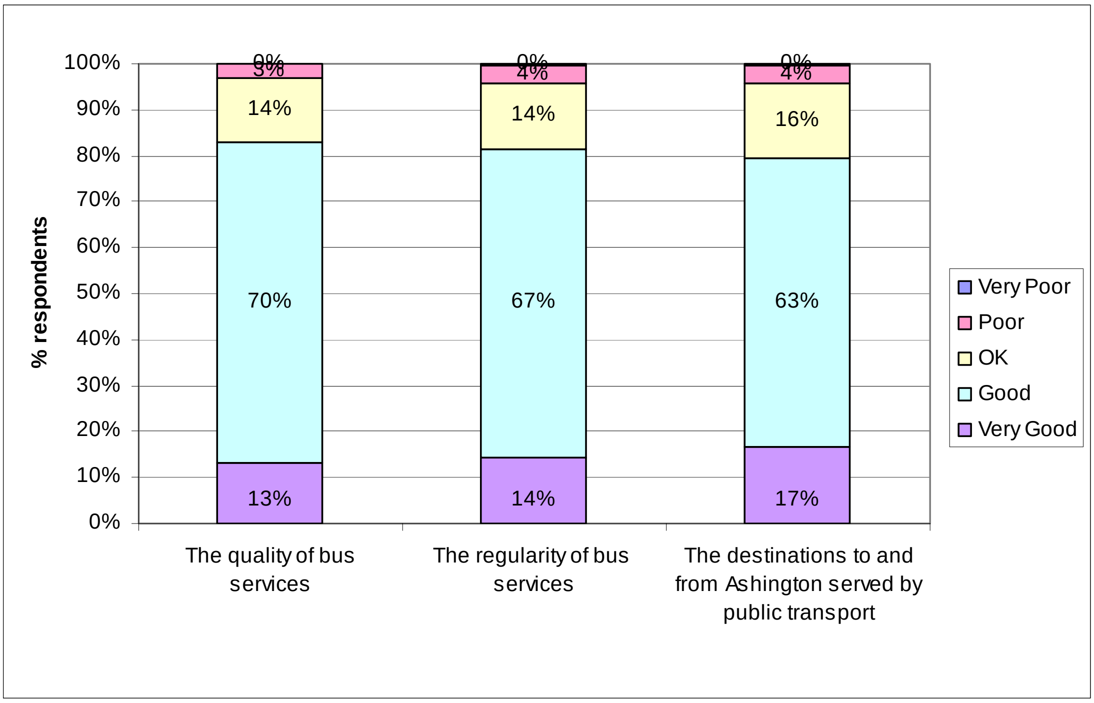
There is no train access to Ashington.

9.9 Perception of Public Transport Services

The quality and regularity of bus services, and the destinations to and from Ashington served by public transport, were rated highly by the respondents. In each case, at least 80% of respondents gave a good or very good rating, and less than 5% a poor or very poor rating (Figure 25).

Figure 25: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Questionnaires

Base : 215 to 220 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

One respondent said that there should be "buses back to cambois more regularly".

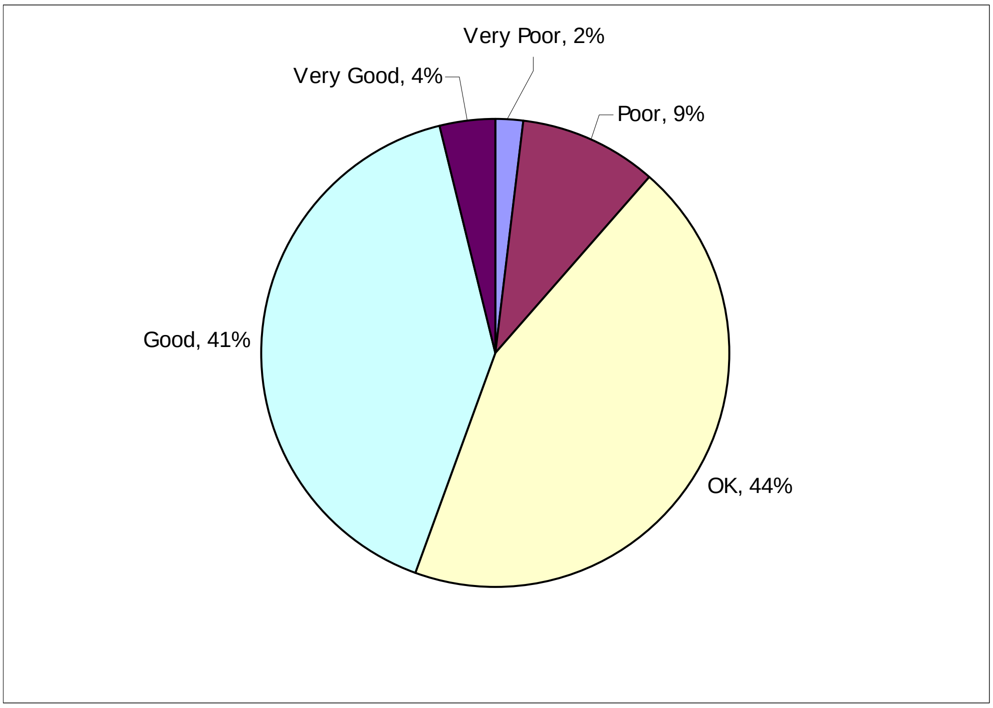
9.10 Perception of Accessibility

When asked how they would make the town centre better, 3% of respondents gave an answer relating to improving the accessibility. In addition, the quality of footpaths was mentioned by 5% of respondents when asked what they would like to see improved with the shopping experience in Ashington town centre.

Respondents were also asked to rate the general quality of the footways/paving. Less than half (44%) of respondents gave it a good or very good rating, and 11% gave a poor or very poor rating.

Figure 26: Rating given for the general quality of the footways/paving

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Questionnaires

Base: 290

A number of comments relating to accessibility were made in response to three different questions:

1. what would the respondent like to see improved with the shopping experience in Ashington town centre:
   - "more disabled parking (2 responses)";
   - "improved pavements for scooter and wider and better access to stores with scooter";
2. what improvements would the respondent like to see to the retail offer:
   - "better access for wheelchair owners";
3. how would they make the town centre better:
   - "better disabled access lowered kerbs";
   - "disabled parking";
   - "pavements slightly better for wheelchair and scooter use";

- “easier to walk to town centre”.

9.11 Origin and method of travel of Shoppers Interviewed

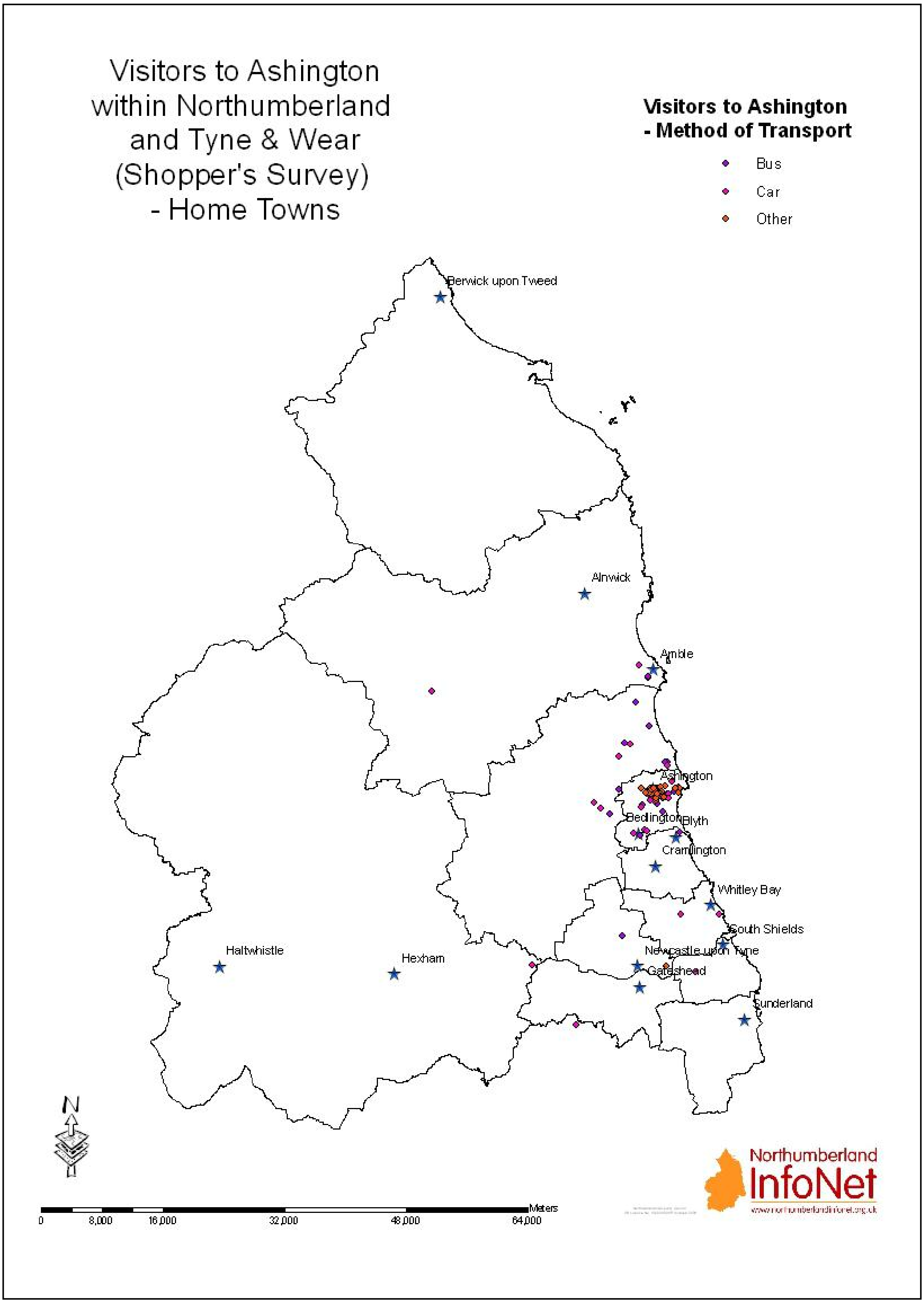
Figure 27 shows that the people who were interviewed for the Ashington shopper survey came from quite a small area, mostly within and around Ashington itself. Some of these people travelled into the town using a car or bus, but most used an ‘other’ form of transport (mainly walking).

In addition to the respondents that came from Ashington itself, a few travelled in from other areas within the Wansbeck district, and from the east side of the Morpeth district. A handful of others came from the Alnwick district and from Tyne & Wear. Almost all of these travelled by bus or by car.

No respondents came from outside of the Northumberland and Tyne & Wear regions.

Figure 27: Visitors to Ashington within Northumberland

Source: Northumberland InfoNet Shopper Questionnaires



10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Ashington

- The Wansbeck Square car park has recently been resurfaced.

- The Wansbeck Town Centres Regeneration Project is a number of small scale town centre public realm enhancements such as new paving, street lighting, street furniture, banners and a community art project have taken place in phases on the main shopping area over the past 5/6 years, focusing on Laburnum Terrace, Lintonville Terrace, Station Road West, Station Road bridge area and Woodhorn Road. The public realm works completed in March 2008 with the final phase at Woodhorn Road.

- Included in this project has also been the Town Centre Commercial Property Improvement Grant Scheme which has also run from 2002/3 to present. The aim of the scheme is to address the poor quality of the environment which impacts on residents and surrounding trade, the poor image of the town and to provide incentives for local traders to improve their premises. Up to March 2008, 61 premises were grant aided.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

No information could be taken from the survey relating to pedestrianisation.

10.2.2 Signage, Street furniture and Open Spaces

Signage

Only 2% of respondents said that they would like to see signage and information improved in Ashington town centre.

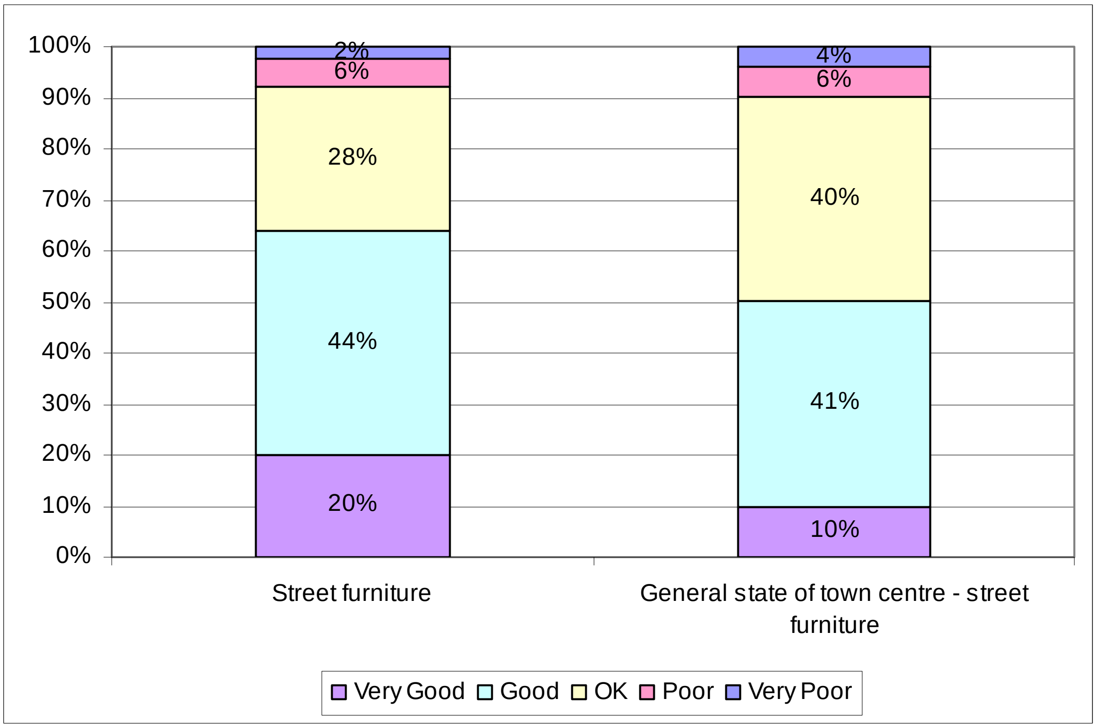
Street furniture

Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

64% of respondents gave a good or very good rating for 'street furniture', and 8% gave a poor or very poor rating. However when asked about street furniture with regards to the general state of the town centre, this rating was considerably lower. Only 50% gave a positive rating, and 10% a negative rating (Figure 28).

Figure 28 Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

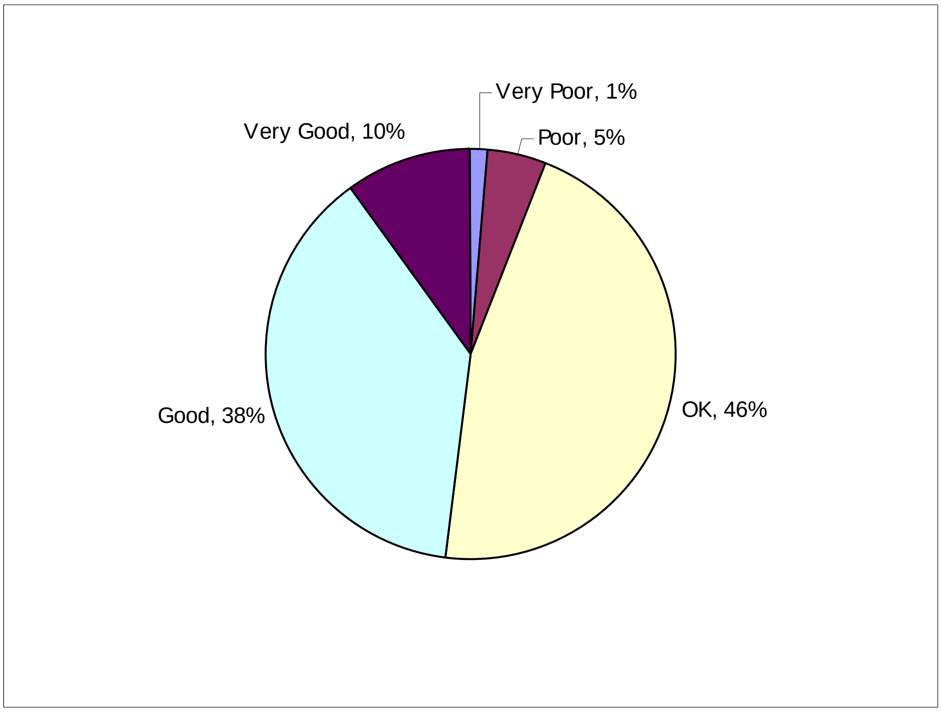
Base: 287 / 290 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open spaces

The parks and open spaces in Ashington were not rated very highly. Less than half (48%) of the respondents gave a positive rating. However, nearly half of respondents (46%) said that they were 'ok' and only 6% gave a negative rating (Figure 29).

Figure 29: Rating given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

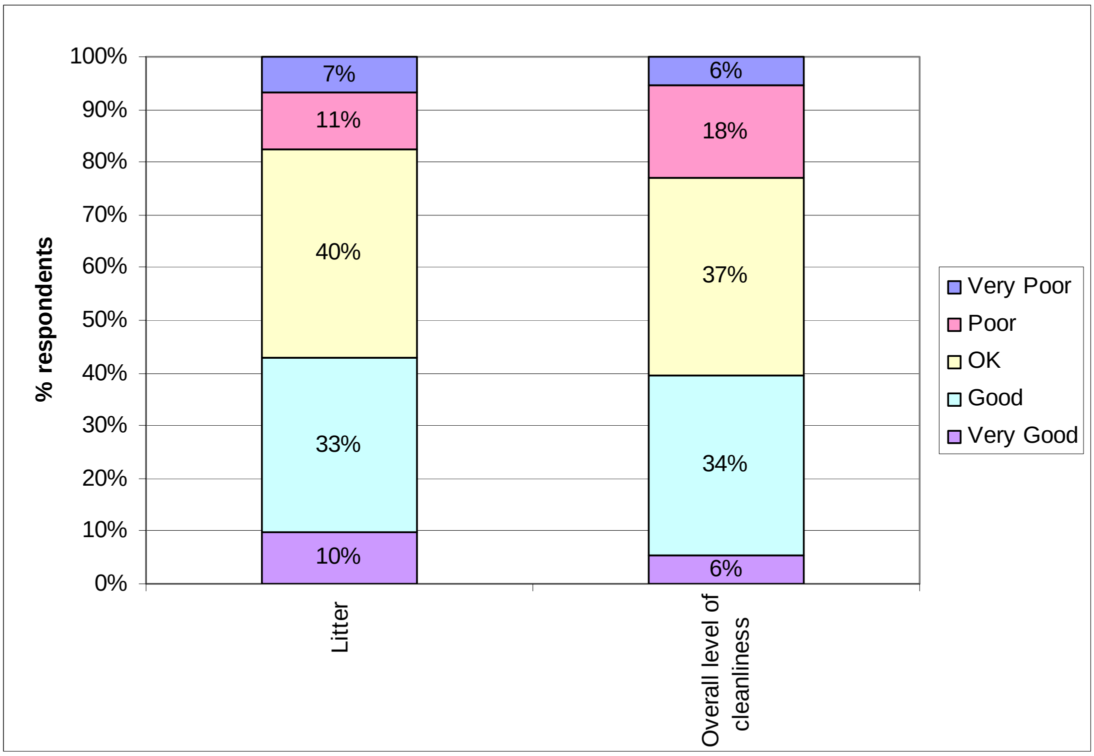
Base : 212 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

Litter and the overall level of cleanliness in Ashington town centre were not rated very highly by the respondents. Only 40% thought that the overall level of cleanliness was good or very good, and nearly one quarter (23%) gave it a poor or very poor rating. The level of litter was rated slightly higher, but still only achieved 43% of positive responses (Figure 30).

Figure 30: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base : 290 respondents (litter); 290 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

A few comments were made by the respondents relating to litter and cleanliness:

1. what would the respondent like to see improved with the shopping experience in Ashington town centre:
   - "cleaner streets (3 responses)";
   - "cleaner pavements (dog mess)";
   - "town centre a bit tidier";
   - "streets cleaned up";

2. how would they make the town centre better:
   - "more public toilets & cleaner ones";
   - "toilets better-not very clean";
   - "toilets not cleaned properly…";
   - "tidy up, better appearance of town centre";

- “cleaner, less litter”;
- “improve the general town centre area - pavements, litter etc.”;
- “more litter bins…”.

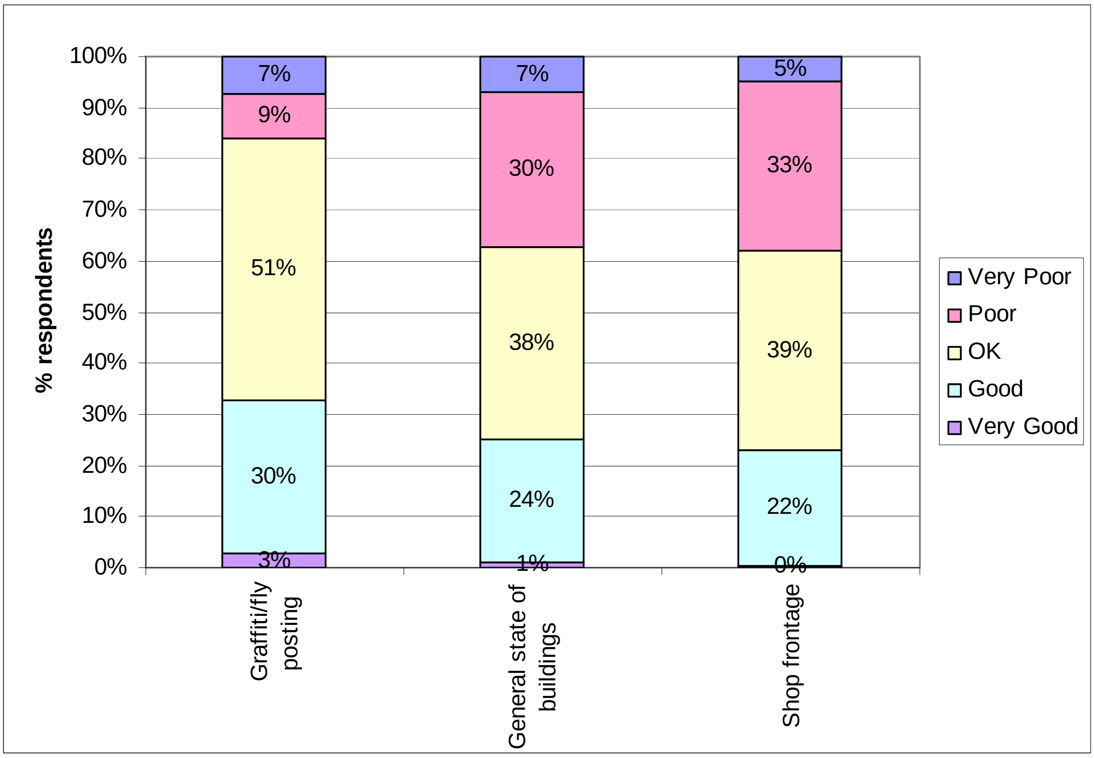
10.2.4 General Appearance of the Town

Respondents were fairly negative about the general appearance of the town. The worst rating was given for the shop frontage for which only 23% gave a positive rating and 38% gave a negative rating.

Graffiti / fly posting was given a slightly better rating, with 33% of respondents saying it was good or very good, and 16% giving a poor or very poor rating (Figure 31).

Figure 31: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

Base: 244 to 258 respondents; (note: this excludes those respondents that gave a ‘don’t know’ response)

A number of comments relating to the appearance of the town centre were made. These are listed below:

1. what would the respondent like to see improved with the shopping experience in Ashington town centre:
    - “shops modernised”;
    - “update shops” (2 responses);
    - “update the shops” (2 responses);
    - “general appearance of town centre”;
    - “better atmosphere- bit dated”;
    - “update in general” (2 responses)”;
    - “general update”;
    - “general updating”;
    - “town centre a bit tidier-better place to shop”;
    - “covered in”;

2. what improvements would the respondent like to see to the retail offer:
    - “general updated shops”;
    - “market needs upgrading”;

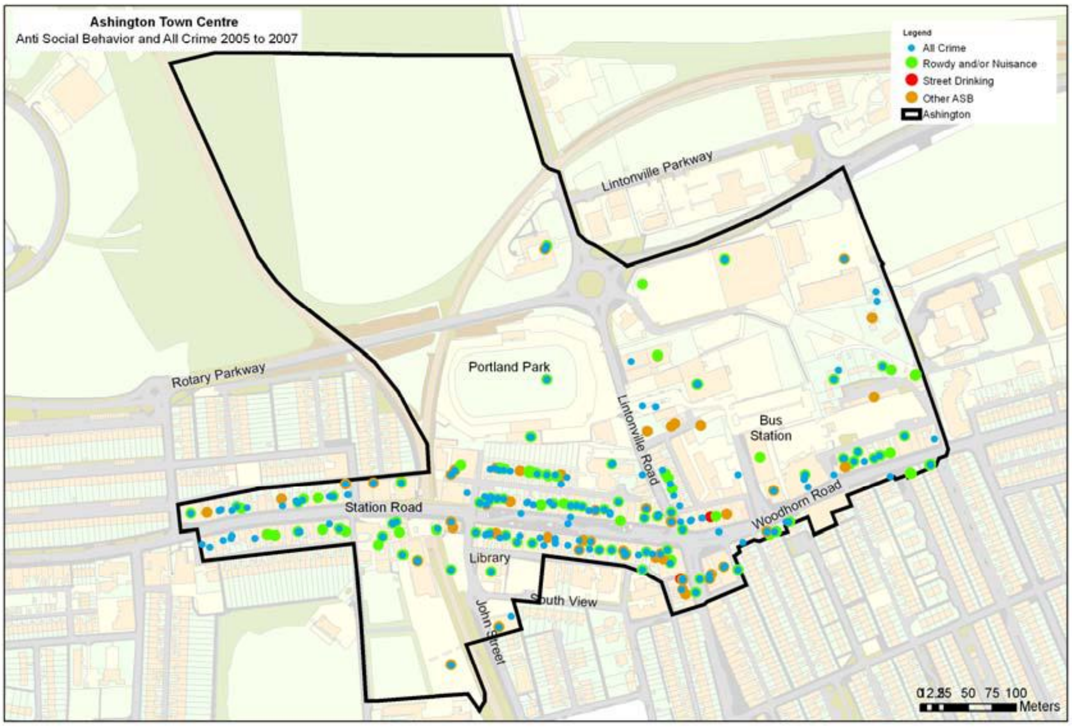
3. how would they make the town centre better:
    - “tidy up, better appearance of town centre”;
    - “improve the general town centre area - pavements, litter etc.”;
    - “improve attractivness of town centre”;
    - “modernise it a bit. Less shops the same”;
    - “update everything”;
    - “covered in shopping mall” (2 responses);
    - “cover it in”.

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

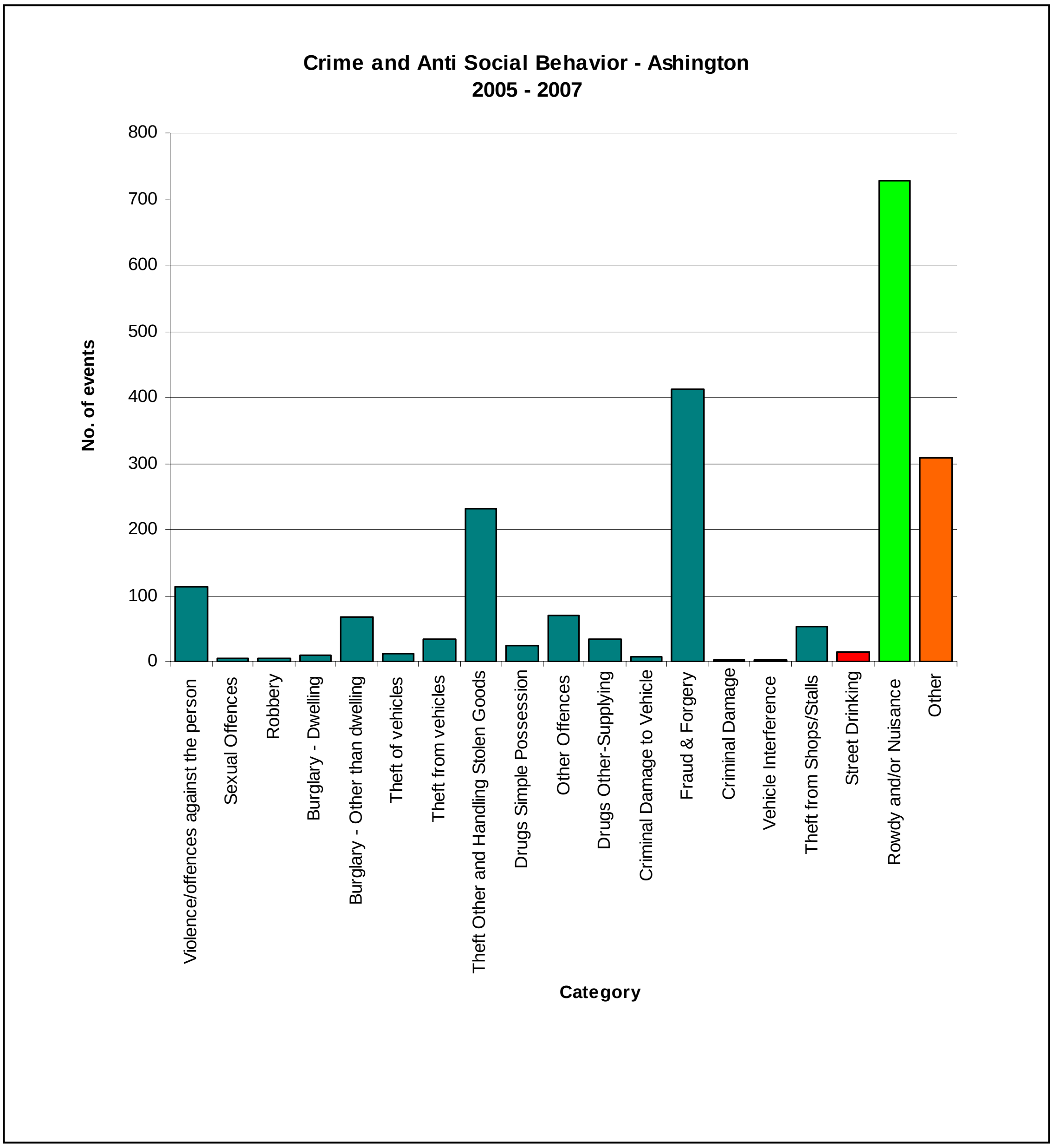
11.1 Analysis of Reported Crimes

Figure 32: Analysis of Reported Crime



Source: Northumbria Police

Figure 33: Crime and Anti Social Behaviour



Source: Northumbria Police

The map (Figure 32) shows that the majority of crimes in 2005 - 2007 occurred on Station Road, and are clustered towards the Woodhorn Road and Lintonville Road. There is a fairly even spread of all crime and “rowdy and/ or nuisance” crimes, with fewer records of “other ASB” throughout Ashington. There have been 14 incidents of “street drinking” which were recorded.

Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Ashington Town Centre between 2005 and 2007 was rowdy and/or nuisance of which there were 728 occurrences. The 2nd most frequent type of crime was fraud and forgery of which there were 413 occurrences

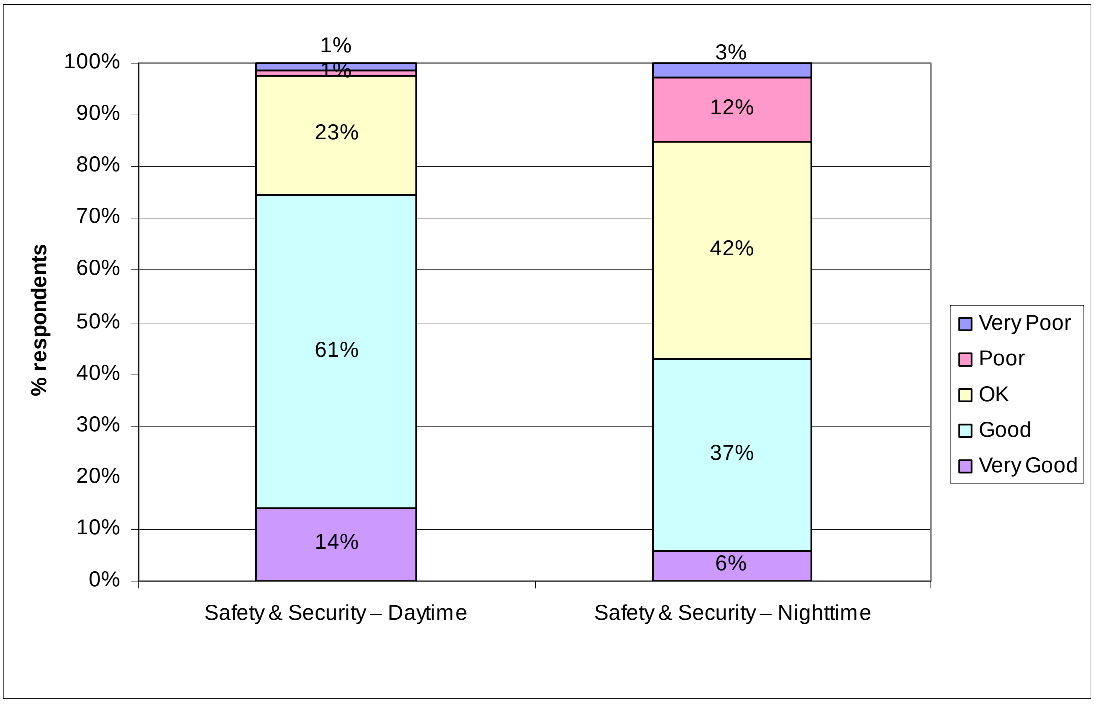
11.2 Perception or Fear of Crime

2% of respondents said that they would like to see the safety and security improved with the shopping experience in Ashington. Safety and security was also mentioned by 6% of respondents when asked how they would make the town centre better. One respondent said that “the gangs in town are a problem”, and another said that “more police” were needed.

Three quarters of respondents (75%) felt that safety/security during the daytime was good or very good. This figure dropped to 43% for the night-times (Figure 34).

Figure 34: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaire

Base : 279 respondents (nighttime); 207 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2.2., 64% of respondents felt that the safety/ security of the parking facilities was good/very good.

In addition, when asked for suggested improvements to the shopping experience, 6% of respondents gave a response related to illegal parking.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Ashington Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Wansbeck District (October 2008):

- Public awareness campaigns for bonfire night started early including school visits and advice to residents. Fixed penalty tickets will be issued to anyone who misuses fireworks, unauthorised bonfires will be removed and anyone who attempts to sell fireworks illegally will be prosecuted.

- Additionally, the Arson Task Force will conduct risk assessments for any residents wishing to hold their own bonfire.
- The "Street Engagement" initiative enables the Fire and Rescue Service to engage with the local community. This will include talking to mainly youths about general safety advice and their role in the community; the dangers of making hoax calls and committing arson; and offering home risk assessment and free fitting of smoke alarms.
- Northumberland Arson Task Force (a joint Northumberland Fire and Rescue Service and Northumbria Police team) is working in partnership with Wansbeck Council to reduce arson and stop refuse fires in back yards or of piles of illegal fly-tipping.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Ashington Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Ashington's catchment area; spending patterns and retaining shopper spend within the town centre.

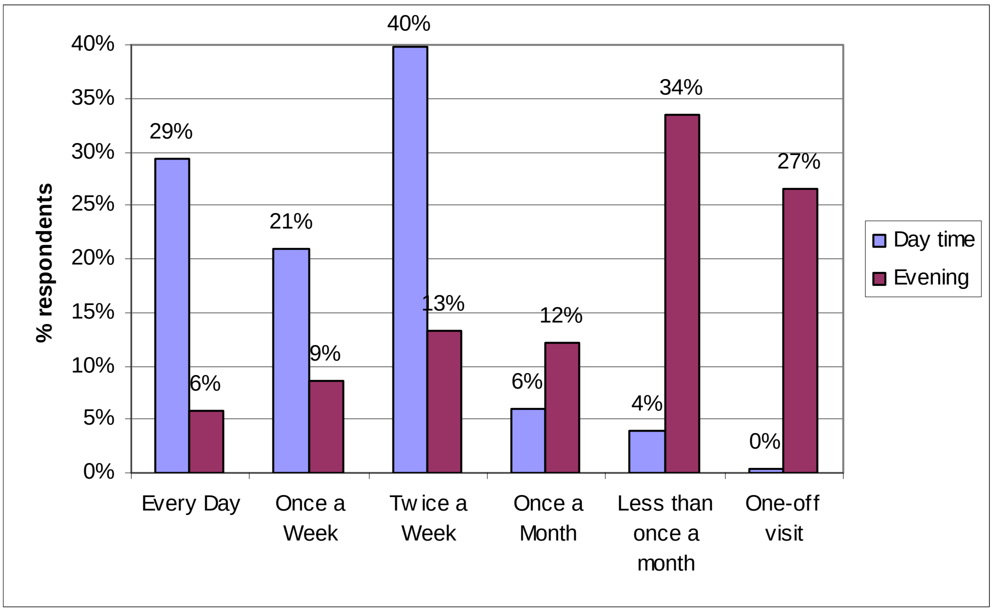
12.1 Regularity of visits

90% of respondents go to the town centre during the daytime at least once a week, with the most common frequency of visit being twice a week (40%).

Respondents visit the centre far less often during the evenings, with 60% saying that they go there less than once a month or for a one-off visit (Figure 35).

Figure 35: Approximately how often are you in Ashington Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 287 respondents (daytime); 188 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 36 shows the proportion of respondents that shop for different items solely in Ashington town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

As the tables show, respondents are most likely to do their food shopping and other domestic shopping in Ashington. A large proportion of respondents also tend to go to Ashington for DIY goods, and to a lesser extent, for CDs/DVDs. For other non-food items they are more likely to travel further afield, with the most popular places to shop being Newcastle and the Metro Centre.

Figure 36: Proportion of respondents shopping in Ashington and other areas

	Food shopping	Other domestic (eg. chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc.	Other specialist
Ashington town centre									
Ashington only	60%	65%	18%	19%	30%	28%	47%	37%	26%
Ashington + local area[5]	16%	13%	12%	10%	8%	3%	6%	8%	1%
Ashington + internet/non-local/ local mix	0%	0%	0%	0%	0%	0%	0%	1%	1%
Non-Ashington town centre									
Local area (not Ashington)	21%	19%	64%	67%	57%	62%	41%	44%	45%
Internet or other	3%	3%	2%	2%	4%	7%	6%	9%	26%
Mixture of places (not Ashington)	0%	0%	2%	2%	0%	0%	0%	1%	1%
Total	279	286	283	284	273	260	259	271	151

[5] 'Local area' is defined as being one of the following: Ashington, Bedington, Newbiggin, Blyth, Cramlington town centre, Cramlington Manor Walk, Newcastle, Metro Centre, Kinsgton Park, Morpeth, Silverlink.

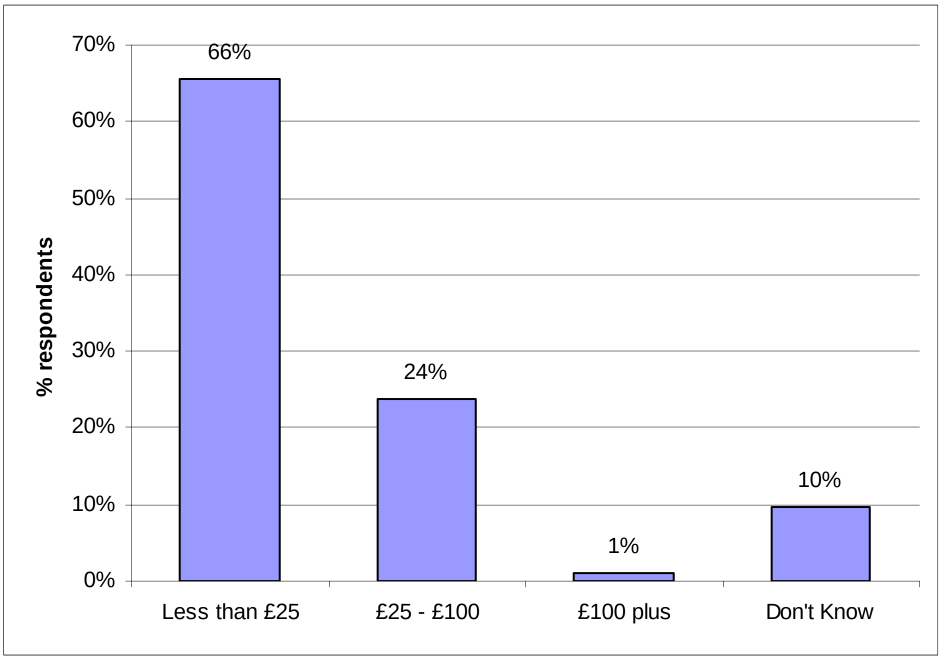
Figure 37: Could you indicate where you go to purchase the following items?

	Food	Other domestic (eg. chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc.	Other specialist
Ashington	77%	79%	31%	29%	39%	31%	53%	45%	28%
Bedlington	4%	3%	1%	1%	1%	1%	1%	1%	1%
Newbiggin	1%	3%	1%	1%	1%	1%	0%	2%	1%
Blyth	22%	10%	7%	6%	5%	7%	7%	6%	3%
Cramlington Town Centre	7%	3%	9%	8%	4%	5%	4%	4%	1%
Cramlington Manor Walk	5%	3%	8%	7%	5%	5%	5%	5%	7%
Newcastle	1%	7%	44%	44%	26%	26%	15%	25%	21%
Metro Centre	1%	4%	28%	28%	14%	15%	8%	19%	15%
Kingston Park	4%	3%	5%	5%	12%	9%	5%	4%	3%
Morpeth	2%	1%	2%	2%	1%	2%	2%	1%	1%
Silverlink	0%	0%	1%	2%	8%	7%	8%	1%	1%
Internet	0%	0%	2%	1%	1%	1%	0%	7%	3%
Other	3%	3%	3%	3%	3%	7%	6%	4%	25%
Base	279	286	283	284	273	260	259	271	151

Nearly two thirds of respondents (66%) planned to spend less than £25 in Ashington on the day they were interviewed, with a further 24% expecting to spend between £25 and £100.

Figure 38: How much do you plan to spend in Ashington today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

Base: 270 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Falling within the South East Northumberland & North Tyneside Regeneration Initiative (SENNTRI) area, Ashington is defined in the RSS as a Regeneration Town and with a population in excess of 28,000, is the main settlement and service centre within the Wansbeck district. Within Wansbeck there are four secondary centres with populations of between 6,500 and 9000 at Bedlington, Bedlington Station, Newbiggin by the Sea and Guidepost/Stakeford); each has a shopping centre and a range of other services and facilities. There are a number of villages and smaller settlements in the District with less than 1000 residents and a very limited number of facilities.

Figure 39: Ashington Retail Catchment

Source: Experian

The map above shows the catchment area for Ashington town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, is based on the Where Britain Shops survey carried out by Experian. Where Britain Shops is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of down locations. The retail catchment area is based on the following theory.

"Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works"[6].

[6] "Goad Town Centre Shopper Report - Interpretation and Methodology 2008" Experian

12.4 Spending Patterns

In addition to the town of Ashington and the smaller adjacent settlements of Newbiggin by the Sea, Choppington, Stakeford and Guidepost, the catchment extends North to embrace the rural coalfield area (Widdrington, Amble, East Chevington and Shilbottle). Altogether, the catchment covers an area of 534.94 km² and is home to almost 65,500 people and more than 28,500 households. Together, these households and residents spend an estimated £266.7 million per annum on retail goods and services, with 36.5% of expenditure on convenience retail goods (£97.3 million) and 63.5% on comparison retail (£169.3 million). This balance is almost in line with the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.3% on comparison. The minor difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Ashington catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 40: Ashington Catchment Summary Profile

Ashington Catchment Summary Profile					
Totals	Ashington Catchment	%	UK	%	Index
2007 Population	65,497.00		60,796,178.00		
2007 Households	28,538.00		26,018,847.00		
Total Comparison	169,328,243.00	63.5%	171,926,829,196.00	63.4%	100.24
Total Convenience	97,321,797.00	36.5%	99,464,696,627.00	36.6%	99.59
Total Retail	266,650,040.00	100.0%	271,391,525,823.00	100.0%	100.00
Total Comparison per houshold	5,933.43		6,607.78		89.79
Total Convenience per household	3,410.25		3,822.79		89.21
Total Retail per household	9,343.68		10,430.57		89.58

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £9344, with average comparison retail spend at £5933 per annum and convenience spend at £3,410 per annum. All of these figures are substantially below the national average, with total spend 89.6% of the UK figure.

Table 41 below provides a breakdown of Comparison retail expenditure within the Ashington catchment and in the UK. As with the UK average, the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £38.3 million or 22.6% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£21.1 million or 12.4%) and Games, toys and hobbies; sport and camping; musical instruments (£18.5 million or 11.0%). The pattern of expenditure nationally is generally similar, but with some notable differences. Referring to the index, households in Ashington spend more on Audio-visual, photographic and information processing equipment, Major household appliances, Small electrical household appliances and Recording media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories, Major tools and equipment, Materials for maintenance and repair of the dwelling and Gardens, plants and flowers.

Figure 41: Total Expenditure (in 2006 prices) Comparison

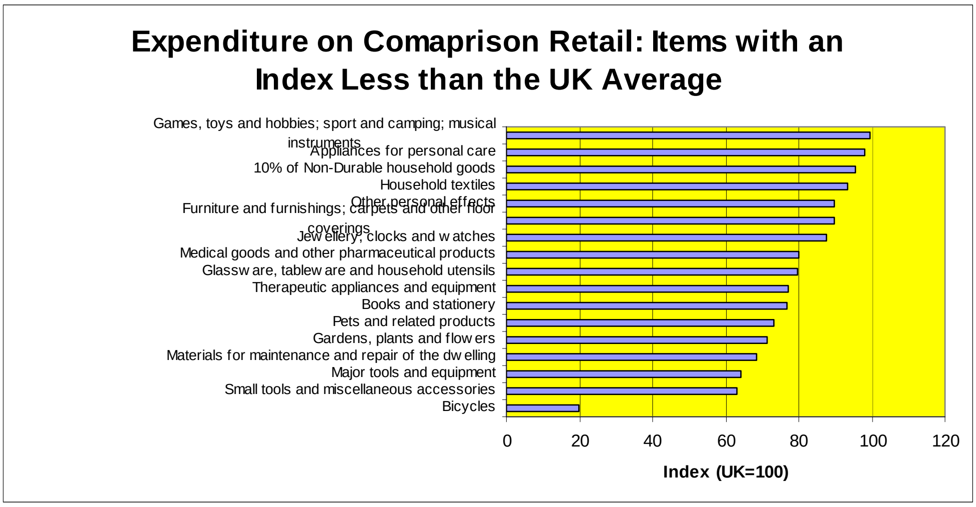
2007 Total Expenditure (in 2006 prices) Comparison

Totals	Ashington Catchment	%	UK	%	Index
10% of Non-Durable household goods	335,909.00	0.20%	357,185,476.00	0.21%	95.49
Appliances for personal care	14,778,650.00	8.73%	15,298,262,865.00	8.90%	98.09
Audio-visual, photographic and information processing equipment	21,071,825.00	12.44%	14,926,597,385.00	8.68%	143.34
Bicycles	263,615.00	0.16%	1,345,908,674.00	0.78%	19.89
Books and stationery	5,268,984.00	3.11%	6,968,169,166.00	4.05%	76.78
Clothing materials and garments	38,341,494.00	22.64%	37,197,970,202.00	21.64%	104.66
Furniture and furnishings; carpets and other floor coverings	16,108,738.00	9.51%	18,218,052,893.00	10.60%	89.78
Games, toys and hobbies; sport and camping; musical instruments	18,538,978.00	10.95%	18,951,364,780.00	11.02%	99.33
Gardens, plants and flowers	2,392,215.00	1.41%	3,402,000,385.00	1.98%	71.40
Glassware, tableware and household utensils	3,725,598.00	2.20%	4,753,009,610.00	2.76%	79.59
Household textiles	4,942,399.00	2.92%	5,378,572,610.00	3.13%	93.30
Jewellery, clocks and watches	3,911,823.00	2.31%	4,533,353,900.00	2.64%	87.61
Major household appliances (electric or not)	6,423,707.00	3.79%	4,457,482,024.00	2.59%	146.32
Major tools and equipment	234,240.00	0.14%	370,528,409.00	0.22%	64.19
Materials for maintenance and repair of the dwelling	4,607,053.00	2.72%	6,826,571,834.00	3.97%	68.52
Medical goods and other pharmaceutical products	3,083,256.00	1.82%	3,904,354,994.00	2.27%	80.18
Other personal effects	2,015,577.00	1.19%	2,276,336,174.00	1.32%	89.90
Pets and related products	1,981,365.00	1.17%	2,747,999,981.00	1.60%	73.21
Recording media	10,544,683.00	6.23%	7,513,288,250.00	4.37%	142.50
Shoes and other footwear	5,273,565.00	3.11%	5,348,647,704.00	3.11%	100.11
Small electrical household appliances	1,080,941.00	0.64%	748,364,529.00	0.44%	146.66

Small tools and miscellaneous accessories	2,050,340.00	1.21%	3,301,806,678.00	1.92%	63.05
Therapeutic appliances and equipment	2,353,285.00	1.39%	3,101,000,673.00	1.80%	77.05
Total Comparison	169,328,243.00	100.00%	171,926,829,196.00	100.00%	100.00

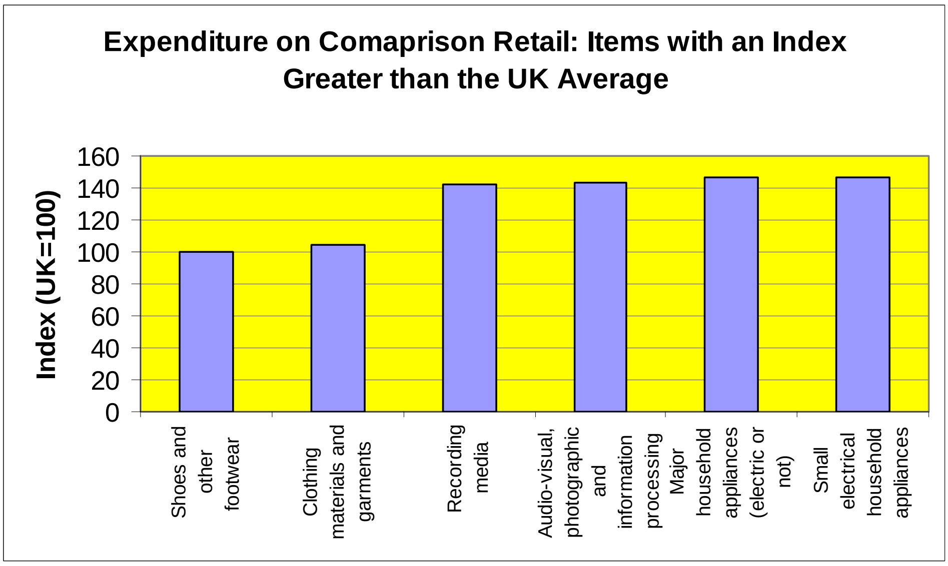
Source: Experian

Figure 42: Expenditure on Comparison Retail



Source: Experian

Figure 43: Expenditure on Comparison Retail



Source: Experian

Figure 44 below provides a breakdown of Convenience retail expenditure within the Ashington catchment and in the UK. Clearly the largest expenditure type within comparison retail in Ashington is Food and non-alcoholic beverages, accounting for £67.4 million or 69.2% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£11.5 million or 11.8%) and Tobacco (£10.7 million or 11.0%). The pattern of expenditure nationally differs slightly.

Referring to the index, households in the Ashington Catchment spend more on Newspapers and Periodicals and Tobacco as a proportion of total spend and less on Alcohol and Food.

Figure 44: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Ashington Catchment	%	UK	%	Index
90% of Non-Durable household goods	3,023,078.00	3.11%	3,214,575,062.00	3.23%	96.11
Alcohol (off-trade)	11,467,124.00	11.78%	12,313,767,021.00	12.38%	95.17
Food and non-alcoholic beverages	67,428,745.00	69.28%	70,035,886,128.00	70.41%	98.40
Newspapers and periodicals	4,675,047.00	4.80%	4,451,576,478.00	4.48%	107.33
Tobacco	10,727,803.00	11.02%	9,448,891,938.00	9.50%	116.03
Total Convenience	97,321,797.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Ashington. What the information does not indicate, however, is how much of the expenditure is spend purchasing goods and services in Ashington and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Ashington catchment that shops in Ashington and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Ashington and the extent to which spending leaks to other centres.

The figures in the tables below provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over one-fifth of the resident population shop in Ashington. The main shopping destination for residents is Newcastle City Centre, which accounts for just less than one quarter of the population (13,764 or 21%). Other notable shopping destinations include the MetroCentre (10,490 or 16%), Blyth (7,426 or 11%), Cramlington (4,979 or 8%) and Morpeth (3,947 or 6%).

Figure 45: Population Leakage

Population Leakage		
Retail Centre	**Percentage (%)**	**Population**
Newcastle upon Tyne - Central	21.01	13,764
Ashington	**20.07**	13,148
Metro Centre	16.02	10,490
Blyth	11.34	7,426
Cramlington	7.60	4,979
Morpeth	6.03	3,947
North Shields - Silverlink Retail Park	4.03	2,639
Alnwick	2.18	1,425
North Shields	2.09	1,371
Newcastle upon Tyne - Kingston Park Centre	2.07	1,354
Wallsend	1.75	1,147
Amble	0.99	647
Sunderland	0.98	639
Gateshead - Team Valley Retail World	0.90	591
Bedlington	0.79	520
Newcastle upon Tyne - Byker Shields	0.70	461
South Shields	0.62	403
Gateshead	0.39	258
Washington	0.17	112
Newbiggin by the Sea	0.15	98
Whitley Bay	0.12	80

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that just under one-fifth of retail spend by residents and households domiciled within the Ashington catchment, representing £52.8 million per annum, is spent in the town.

Just over one-fifth of spend or £58.9 million is lost to Newcastle City Centre, with other notable leakage to the MetroCentre (£43.4 million or 16%), Blyth (£28.1 million or 11%) and Cramlington (£20.2 million or 8%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

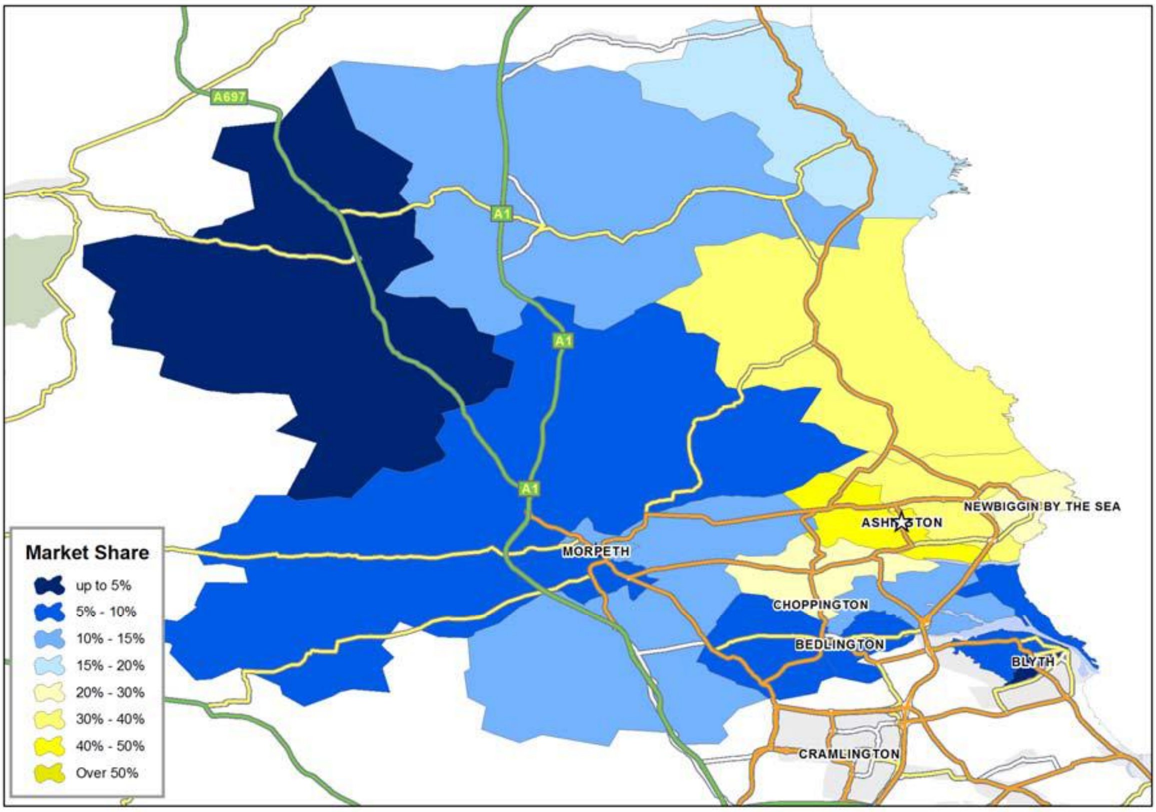
Figure 46: Spend Leakage

Spend Leakage		
Retail Centre	**Percentage (%)**	**Spend (£)**
Newcastle upon Tyne - Central	21.32	56,852,254
Ashington	**19.79**	52,760,068
Metro Centre	16.29	43,428,623
Blyth	10.56	28,145,304
Cramlington	7.58	20,201,765
Morpeth	6.52	17,387,236
North Shields - Silverlink Retail Park	3.98	10,605,009
Alnwick	2.24	5,965,889
Newcastle upon Tyne - Kingston Park Centre	2.11	5,615,717
North Shields	2.07	5,516,304
Wallsend	1.73	4,615,652
Amble	1.02	2,707,029
Sunderland	0.96	2,570,853
Gateshead - Team Valley Retail World	0.92	2,447,154
Bedlington	0.79	2,093,749
Newcastle upon Tyne - Byker Shields	0.70	1,873,115
South Shields	0.61	1,615,106
Gateshead	0.41	1,099,607
Washington	0.19	508,332
Newbiggin by the Sea	0.14	363,832
Whitley Bay	0.10	277,441

Source: Experian

The map below shows the Ashington catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Ashington. From the map, it can be seen that households located within Ashington and parts of the Rural Coalfield spend between 30-40% of their total retail expenditure in Ashington. Propensity to shop in Ashington quickly diminishes as you travel outside of these areas, dropping to between 20-30% of total expenditure amongst households in Newbiggin by the Sea and Choppington, to between 5-10% amongst those in Bedlington, Blyth and parts of Morpeth.

Figure 47: Proportion of Retail Expenditure



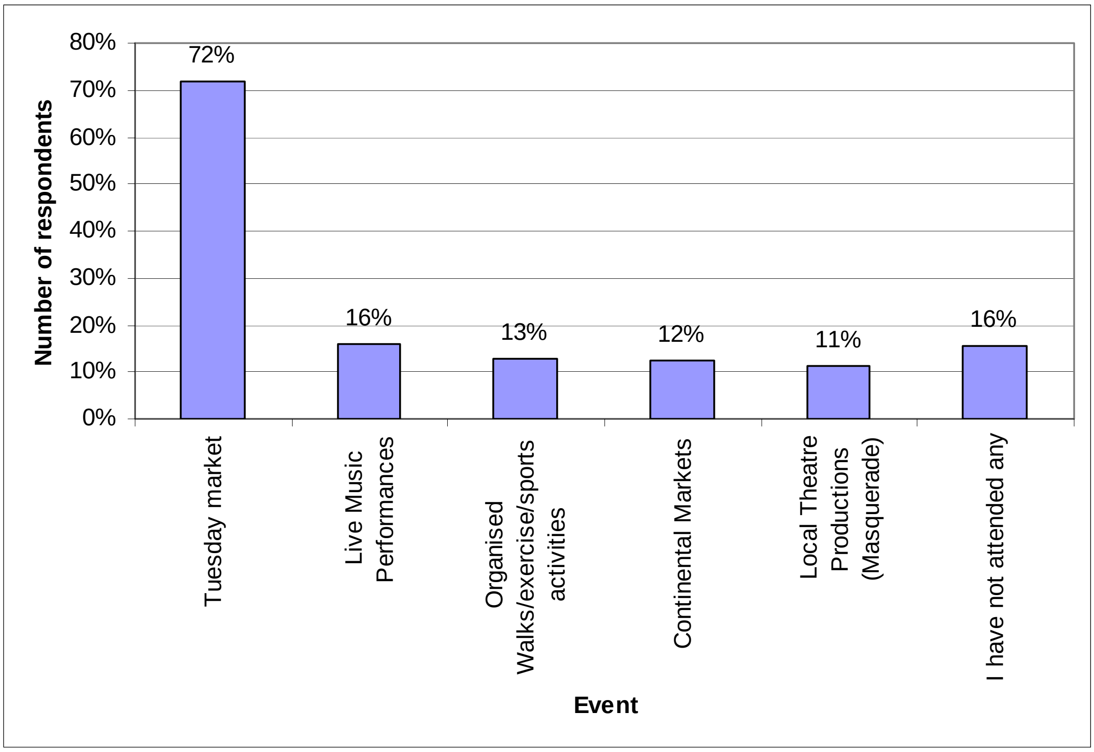
Source: Experian

12.6 Opinions on and use of Leisure and Entertainment Events attended

The Tuesday Market was by far the most well attended of the events asked about in the questionnaire, with 72% of respondents stating that they have been to it. 16% of respondents said that they had not attended any of the events (Figure 48).

Figure 48: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

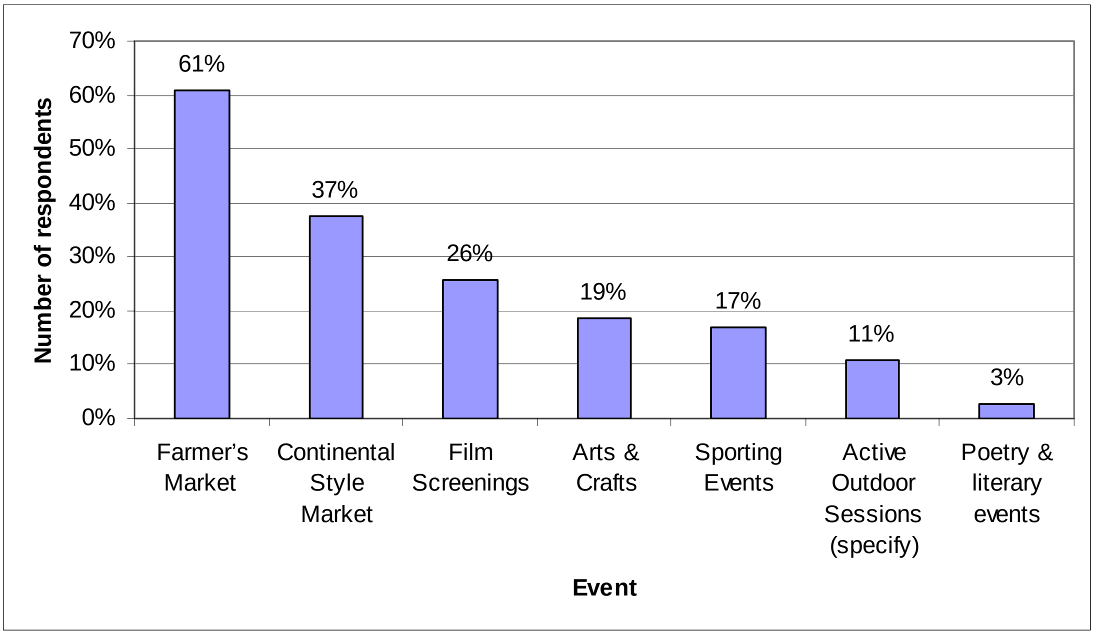
Base: 277 respondents

Events respondents would like to see on a regular basis

A large proportion of respondents said that they would like to see events on a regular basis. The most popular of these were markets, with a Farmer's Market mentioned by 61% of respondents, and a Continental Style market mentioned by 37% of respondents (Figure 49).

Figure 49: What events/activities would you like to see on a regular basis?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 230 respondents

Eating and drinking

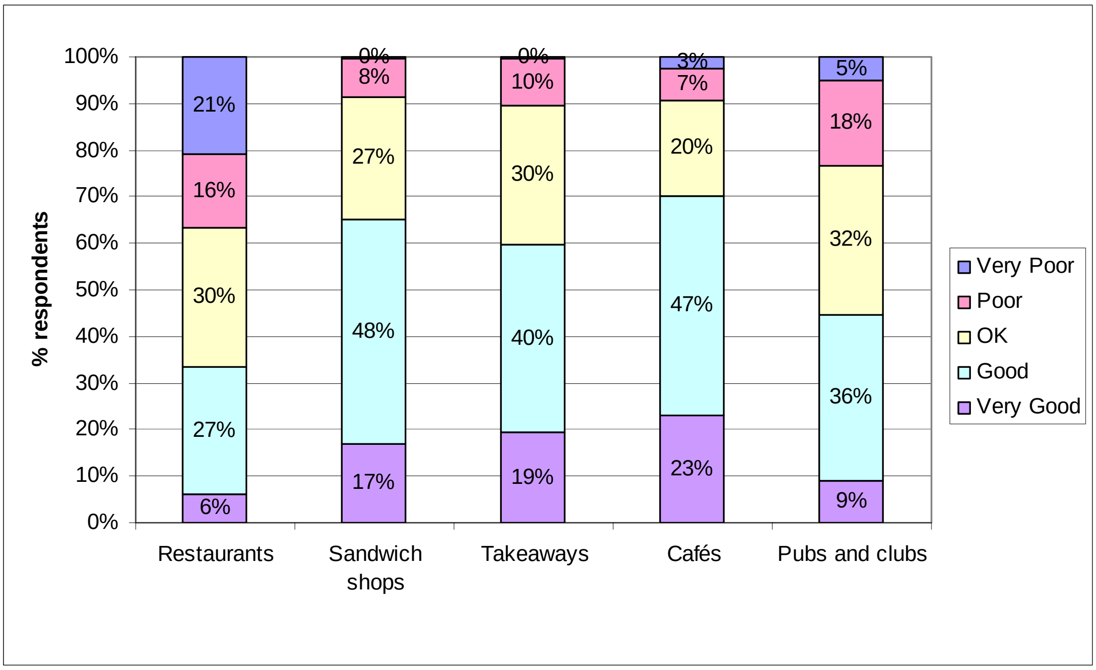
In terms of the places to eat and drink in Ashington, cafes, sandwich shops and takeaways were all rated quite highly, with 70%, 65% and 60% of respondents respectively giving the rating good or very good (Figure 50).

45% of respondents rated pubs and clubs as good or very good, but nearly one quarter of them (23%) gave them a poor or very poor rating.

Restaurants were not rated very highly with a higher proportion of respondents giving the rating poor or very poor than giving a good or very good rating (37% vs. 33%).

Figure 50: How would you rate the following venues for eating and drinking in Ashington?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 201 to 274 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

Three respondents gave comments relating to eating and drinking:

- "a decent restaurant";
- "decent restaurants";
- "trendier bars & cafes".

Arts and leisure facilities

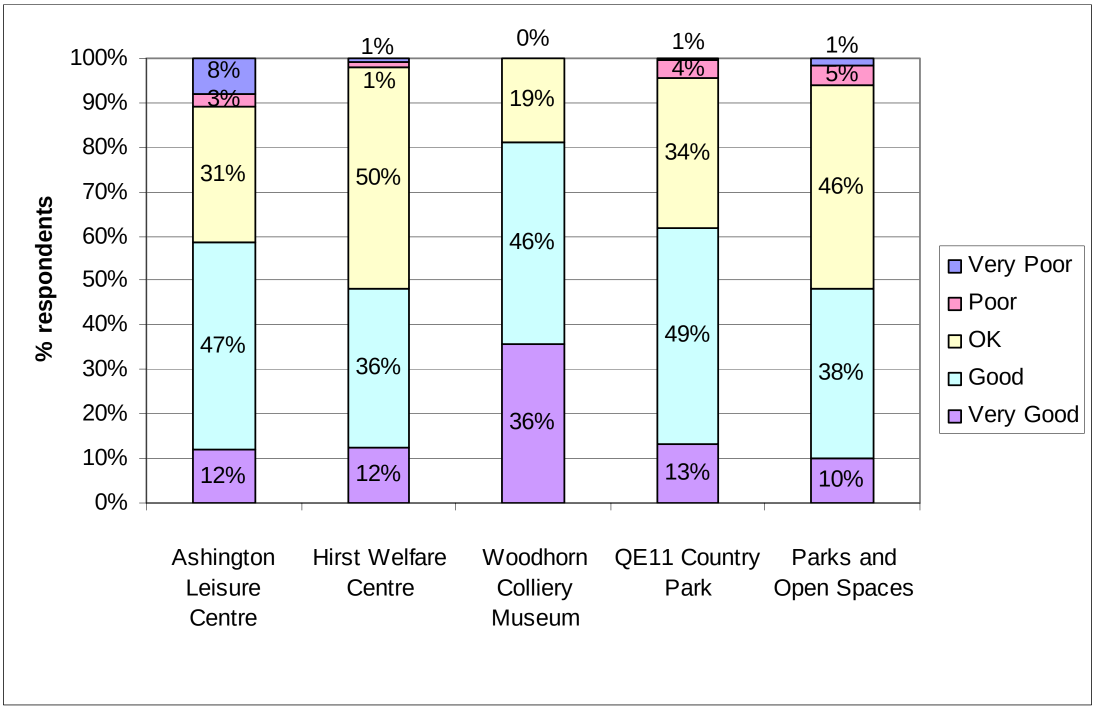
Out of all of the arts and leisure facilities that respondents were asked to rate, the Woodhorn Colliery Museum was rated the highest with 81% giving a good/very good rating. None of the respondents gave a poor rating (Figure 51).

The Ashington Leisure Centre and the QE11 Country park were rated as at least good by over half of the respondents, and the Hirst Welfare Centre and 'parks and open spaces' were rating as good/very good by just less than half of respondents.

The highest level of respondents giving a poor rating was for the leisure centre (3% poor and 8% very poor).

Figure 51: How would you rate the following arts and leisure facilities in Ashington?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

Base: 137 to 216 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

A few respondents gave comments relating to arts and leisure:

- "a cinema" (3 responses);

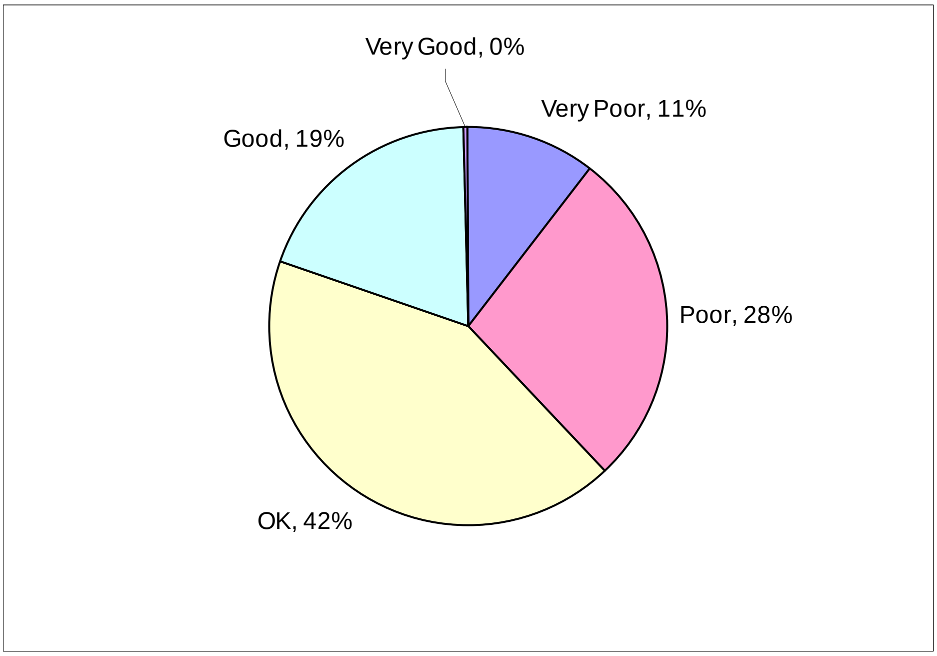
- “more for kids on a night like cinema”;
- “more for young people (clubs)”.

General

When asked how they would rate Ashington as a place to ‘enjoy yourself’, respondents were not very positive. Only 20% rated it as good or very good (less than 1% were very good), and 38% rated it as poor or very poor (Figure 52).

Figure 52: How do you rate Ashington as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires

Base: 283

When asked how they would make the town centre better, 26% of respondents said that they would improve the leisure facilities. Suggestions given (in addition to the ones already mentioned in this section) were:

- “more for kids”;
- “more facilities for kids”;
- “…something for the young”;
- “more for the young”;
- “facilities for younger people”.

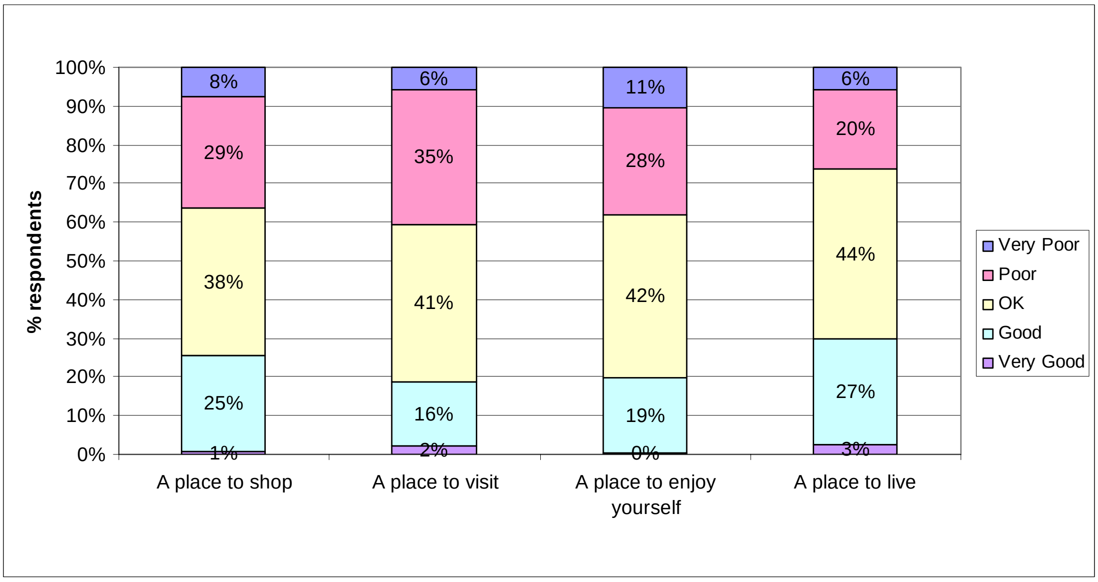
On the day of the interview, 4 respondents said that they had gone to Ashington town centre to use the leisure centre or to attend a dance class.

12.7 The Future: what will improve the town as a place to shop or visit?

Respondents were generally not very positive about Ashington town centre. When asked to rate Ashington as a place to shop, visit, enjoy yourself, and live, less than 30% of respondents gave a good or very good rating in each case. The lowest rating was given when asked about Ashington as a place to visit, for which only 19% of respondents gave a positive rating, and 41% gave a negative rating (Figure 53).

Figure 53: How do you rate Ashington as a place to shop, visit, enjoy yourself and live?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires

Base: 275 to 288 respondents, depending on question (note: this excludes those respondent's that gave a 'don't know' response)

From the analysis of the Ashington shopper survey, it appears that in order to improve the town as a place to shop or visit, the main issue that needs to be addressed is the retail offer. This subject area is looked at in more detail below. However, it is recommended that four other issues are also taken into consideration:

- leisure facilities (26% said that the leisure facilities needed to be improved to make the town centre better);
- general appearance and cleanliness of the town centre (see section 10.2c and 10.2d);
- parking provision (see section 9.2.2);
- toilet facilities (29 of respondents mentioned this).

Retail offer

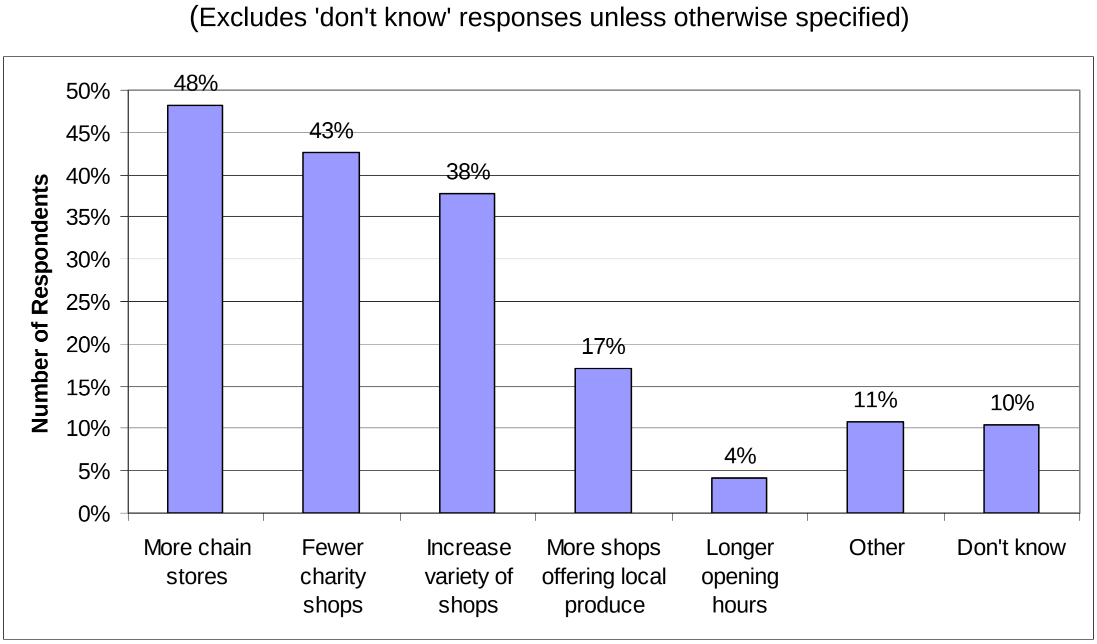
Out of the 159 respondents that gave an answer to the question about what they would like to see improved with the retail experience in Ashington town centre, 47% gave an answer related to the retail offer. Over half of these mentioned ‘better’ shops (Figure 54).

Respondents were also asked how much they agreed with the statement ‘on the whole, Ashington offers a wide choice of quality shops’. Only 21% of respondents agreed with the statement, and 52% disagreed.

In order to make the town centre better, 69% thought that a better retail offer was needed. A further 7% gave a ‘shop’ related response.

When asked what improvements they would like to see to the retail offer in Ashington, the most common responses were: more chain stores (48%), fewer charity shops (43%) and an increased variety of shops (38%).

Figure 54: What improvements would you like to see to the retail offer in Ashington?



Source: Northumberland InfoNet Shopper Questionnaires

Base: 288 respondents

Of the 70 examples of types of shops respondents would like to see (or other noted improvements), nearly two thirds mention clothes shops. This ties in with the findings from section 12.2 in which it was shown that respondents are much more likely to shop for clothes in locations other than Ashington.

A Farmer's market and continental style markets were also mentioned by a reasonable proportion of respondents (61% and 37% respectively) when asked about events they would like to see on a regular basis.

13.0 INVESTMENT

13.1 Redevelopment

The following developments are proposed for Ashington Town Centre;

- ONE, Wansbeck District Council and SENNTRi has jointly commissioned the preparation of a town centre ‘Regeneration Framework’ to establish key uses and priority objectives.

- There are current plans to develop Portland Park, re-develop the North East Quadrant, relocate Northumberland College, and brownfield opportunity sites have been identified.

This is uncertain at this time therefore best to leave out.

14.0 CONCLUSION

Ashington is currently undergoing a programme of redevelopment (the 'Ashington Town Centre Regeneration Framework') which must be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 59% of the floorspace use was for retail (Figure 3). However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 52% disagreeing or strongly disagreeing to the statement "Ashington offers a wide choice of quality shops" (Figure 5). Appendix 2 showing the verbatim responses to what shoppers would like to see improved with the shopping experience shows that they feel more choice, fewer charity shops, more clothing shops and an update of the existing shops are all needed. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

The yield for Ashington was shown to be higher than the average for Northumberland, North East and England (Figure 8). However, a positive aspect was that this had been decreasing over the years and the latest figure (taken at July 2007) of 8 was at its lowest, since April 2001 when the data originated. This could be one of the impacts of the various regeneration projects that have happened over recent years such as the Town Centre Commercial Property Improvement Grant Scheme which addresses the poor image of the town and provided incentives for local traders to improve their premises. Also, the Wansbeck Town Centres Regeneration Project which enhances various public realm aspects such as new paving, street lighting and street furniture, would most certainly contribute to Ashington being a more attractive place to set up a business, therefore reducing the yield. These schemes would also hopefully reduce the amount of negative responses given by shoppers about the general appearance of the town.

There was 7% of vacant floorspace in Ashington (see Figure 12). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had remained the same when looking at property flows. However, this does not mean that it was the same floorspace that was vacant both years.

Accessibility into the town was not a problem for the shoppers interviewed with 74% (of those travelling by car) finding it very easy (Figure 17). Ashington also had good bus connectivity, which is shown in Figure 22 by the frequency and number of destinations reached from Ashington. This is important as 25% of shoppers on the days of the shopper's survey had travelled by bus and there is no train access to Ashington.

When looking at retaining shopper spend, 21% of Ashington residents shopped in Newcastle and only 20% in Ashington (Figure 45). However, the current regeneration programmes may show that this percentage will increase in the next few years.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that although there has been some negative responses from the shoppers' surveys towards Ashington Town Centre in general, things are improving and the implementation of the various regeneration projects in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The town centre health checks are scheduled to be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report.

After this first “batch” of reports has been completed, in subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the identifying the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time. Additionally, to enable comparison across all of the towns in Northumberland, the footfall counts would all have to be carried out within the same week for accuracy. Due to various circumstances this did not happen in this instance and they would have to be coincided next time.

Section 9, Accessibility, gathered all of the destinations reached from Ashington by bus. This information was drawn up into a table, however a map showing all of these routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order
(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q14 Can you tell me what you would like to see improved with the shopping experience in Ashington Town Centre?

Shops

- Better shops (24 responses)
- Better shop
- Better shops in general
- Better shops and less charity shops
- Better shops. Less charity shops
- git rid of charity shops
- Less charity shops
- To many charity shops, nothing for day to day
- More shops (6 responses)
- More and better shops
- Much better shops
- More choice of shops
- more choice of shops, food and non-food
- More variety of shops
- Quality of shops (2 responses)
- Shops (2 responses)
- More retail shops
- Better shops and a post office near to where I live
- Indoor shops maybe
- Shopping centre like Eldon square
- Shops modernised
- Update shops (2 responses)
- Update the shops (2 responses)
- More clothes shop's
- Better clothes shop's
- More clothes stores
- More formal clothes
- Better mens clothing shops
- Better shops. More fashion. More mens fashion shops.
- More children clothes shops
- More clothes shops for youngster's
- Better kids shop
- More shops for young people
- More shops for younger people
- Shops for boys
- Primark shop
- More food shops

Toilets

- Public toilets (6 responses)
- Better toilet facilities
- Better toilets
- Toilet facilities
- New toilets
- No toilets of any good

Cleanliness & appearance

- Cleaner streets (3 responses)
- Cleaner pavements (dog mess)
- General appearance of town centre
- Better atmosphere- bit dated
- update in general (2 responses)
- General update
- General updating

Mixture of things

- Better shops & better toilet facilities
- Better toilets & shops
- Toilets & better shops
- Toilets & shops better quality
- Town centre a bit tidier- better place to shop
- Streets cleaned up, more variety shop

Parking & accessibility

- More disabled parking (2 responses)
- Better parking facilities
- bicycle parks
- general parking facilities
- Improved pavements for scooter and wider and better access to stores with scooter

Other

- Gangs in town are a problem
- More police about
- More for kids
- pod restricted, something for the young

- covered in
- Northern Rock B/S please
- Train station opened
- Buses back to cambois more regularly
- Road surfaces
- Roads poor condition

Don't know / nothing

- Don't know (9 responses)
- Don't know/nothing
- DK
- nothing (17 responses)
- Nothing, ok as it is
- OK
- OK no bother
- It's fine
- not sure

Verbatim responses to 'Q19 What improvements would you like to see to the retail offer in Ashington?'

Examples of shops

Clothes & shoe shops

- clothes mainly
- Improved clothes shops
- more clothes shops
- more good clothes shops
- more variety of clothes shops
- Clothes, shoes
- Men's clothes shops
- Clothes store, children's and Primark
- Evans
- H&M, Next, Specialist
- Primark (3 responses)
- primark, Debenhams
- Primark, shops for younger ones
- Topshop, primark
- Tucci, USC

Examples of other shops

- more kids shops, teenager shops, all quite old fashioned
- Children's shops
- Main shops like BHS
- A good department store
- Less card shops
- not all charity shops as it is

General shops

- more shops like those in metro centre
- different shops all seem same kind of shop
- General updated shops
- more choice of shops food and non-food

Mixture of shops mentioned

- Kids clothes, men clothes, women clothes, food store
- homeware and clothes

- More quality shops in general, electrical

Other comments

- Better access for wheelchair owners
- more parking

Anything / don't know

- Any really
- Anything really (2 responses)
- Don’t Know

<u>Other suggested improvements</u>

Clothes & shoe shops

- Better clothes & shoe shops
- Classier type dress shops
- Clothes & shoe shops
- clothes for short people, shoes
- Clothes shops (2 responses)
- Ladies fashion
- Better quality shops, clothes
- Mens clothing shops
- More clothes shops (2 responses)
- More clothing shops - Debenhams, Next, M&S. Bigger and better quality.
- More clothing shops
- More shops selling clothes so you don't have to go into Newcastle
- Plus size clothes shop
- Primark and better shops
- Younger clothes shops

Examples of other shops

- Kids store
- Large stores like M&S
- M&S, BHS, Next, Primark
- less card shops
- Less card shops + banks
- Less shoe shops
- Specialist shops
- Department stores like M&S. Better quality shops. Good restaurants
- The Co-op back

- Don't know why the co-op closed
- Better mix of everything. Large department store.
- Market needs upgrading
- Better market

Mixture of clothes & other shops

- Shoes, clothes, furniture
- Clothes shops. Homeware
- Clothes. Furniture
- Better variety altogether. DIY, Homeware, clothes
- Shops like BHS, M&S food, Clothes
- More clothes, shoes & furniture stores
- More food shops, clothing stores, shoe shops. Deli

General shops

- Better quality/more upmarket shops
- Classier shops, more upmarket
- More modern shops
- More modern shops like there are in Newcastle/Metro Centre
- All shops are the same here
- Anything really, just better shops

Verbatim responses to 'Q27 How would you make this town centre better?'

Leisure

- Cinema (2 responses)
- A cinema
- A decent restaurant
- Decent restaurants
- Trendier bars & cafes
- Facilities for younger people
- more for the young
- More for young people (clubs)
- More facilities for kids
- More for kids on a night like cinema

Toilets

- Better public toilets (3 responses)
- Better toilets
- Better toilets in the town centre
- Improve public toilets
- Improved toilet
- Improved toilets
- More public toilets & cleaner ones
- Public toilets
- toilets better-not very clean
- Toilets need improving
- toilets not cleaned properly, worst toilets

Retail

- Better shops (3 responses)
- Better choice of shops - Clothes, furniture
- better clothes shops have to go to Newcastle
- Better clothing. Department stores. Deli & food stores.
- Better shopping - clothes
- Better shops - M&S food, clothes
- better shops, more variety
- better shops, primark for kids
- Better/more food shops
- More shoe shops, clothes shops & DIY shops
- More homeware and clothes shops
- too many charity shops
- Get rid of charity shops

Accessibility

- Better disabled access lowere kerbs
- Disabled parking
- pavements slightly better for wheelchair and scooter use.
- Easier to walk to town centre

Appearance of town centre

- Tidy up, better appearance of town centre
- Cleaner, less litter
- Improve the general town centre area - pavements, litter etc.
- Improve attractivness of town centre
- Modernise it a bit. Less shops the same
- Update everything

More than one area mentioned

- More litter bins & toilets
- More toilets & shops
- Open train station B.H.S M & S Older classic stores

Other

- Covered in shopping mall (2 responses)
- cover it in
- More parking
- park doug up again
- no Quar(?)

Anything / don't know

- Anything to improve
- Don't know (2 responses)
- Don’t know- ok as it is
- Not sure
- None (3 responses)
- Nothing
- ok (2 responses)
- OK as it is

The Northumberland Information Network

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BEDLINGTON TOWN CENTRE HEALTH CHECK REPORT

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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EXECUTIVE SUMMARY

- 37% of the floorspace in Bedlington was for retail.

- Shopper's perceptions of the range of retail provision was somewhat negative – 48% did not think Bedlington offered a wide choice of shops.

- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.

- There was 10% of vacant floorspace in Bedlington.

- 94% of shoppers interviewed found it easy to travel into town centre by car.

- Almost half (49%) of respondents said that the availability of parking spaces was good or very good in Bedlington town centre, whereas almost one third (31%) gave a poor or very poor rating.

- 92% of shoppers interviewed found it easy to travel into town centre by bus.

- Public transport in Bedlington was rated quite well. Approximately two thirds of respondents gave a good/very good rating for the quality, the regularity and the destinations served by public transport. However, 18% gave a poor/very poor response from the destinations to and from Bedlington served by public transport.

- 1% of Bedlington residents shopped in Bedlington. 22% of expenditure was lost to Newcastle and a further 17% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.

- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Bedlington on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all. “Looking After Our Town Centres” which was published April 2009 by Communities and Local Government also mentions the importance of town centres.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and

Enterprise block includes an outcome to improve the impact of public/private sector intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the

demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.

- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

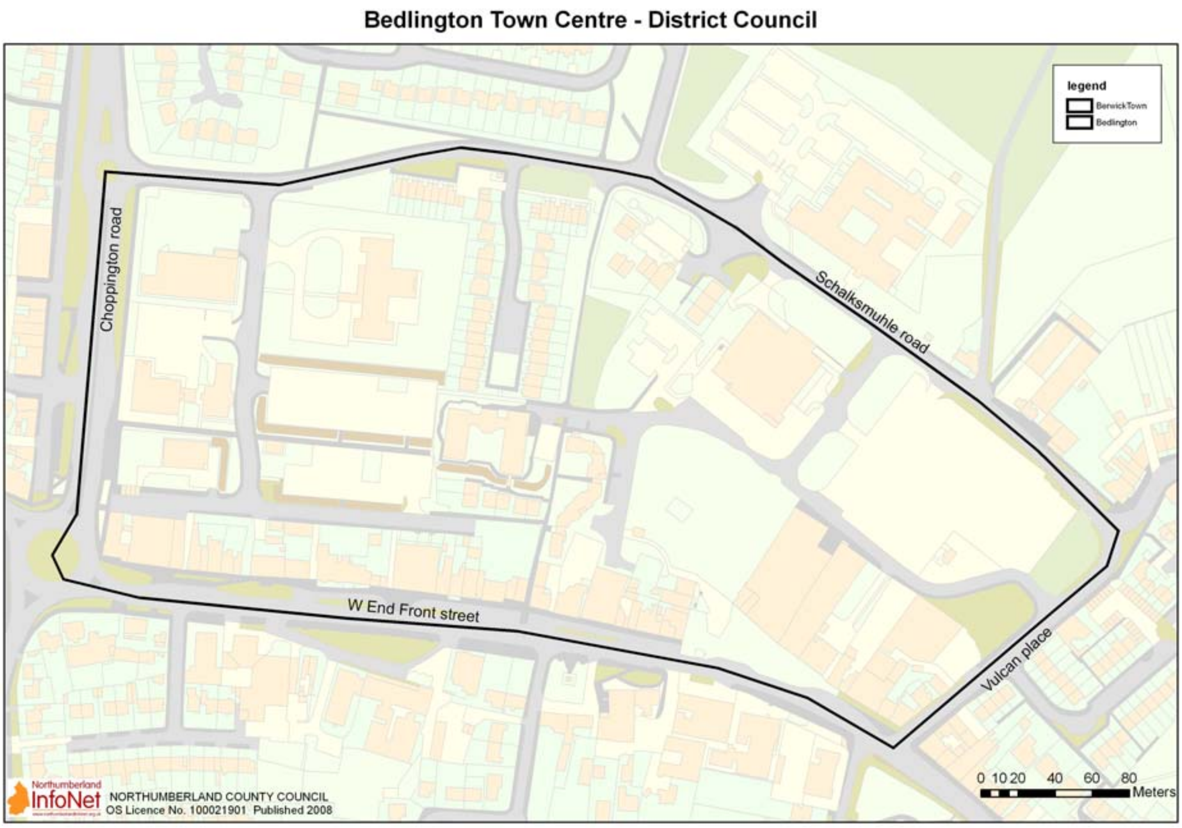
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Bedlington's Town Centre Boundary

Throughout this report there are two different boundaries for Bedlington Town Centre that will be used depending on the section: the town centre boundary as defined by the former Wansbeck District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

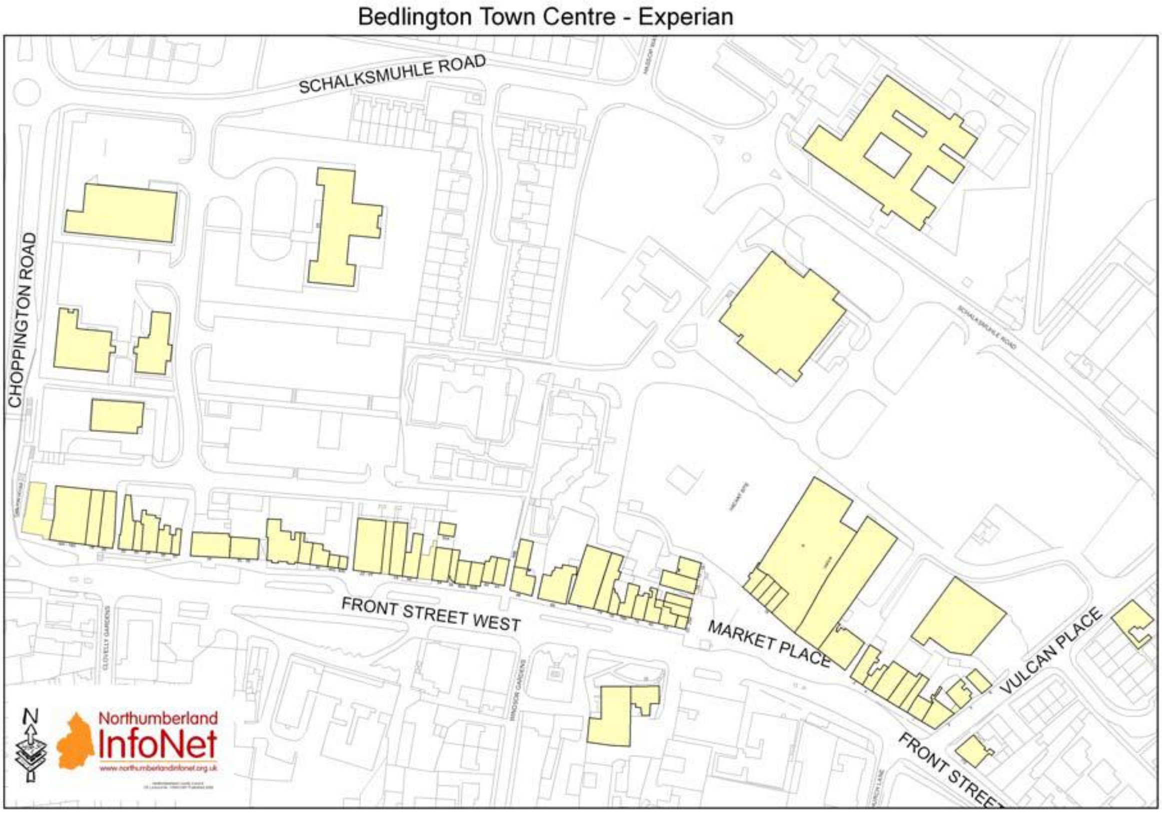
The area of Bedlington Town Centre in relation to the District Council boundary is 119,793.68 m². The area in relation to the Experian boundary is 55,259.52 m².

Figure 1: Boundary for Bedlington Town Centre (District Council)



Source: Former Wansbeck District Council

Figure 2: Boundary for Bedlington Town Centre (Experian)



Source: Experian

2.2 Bedlington's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From the former Wansbeck District Council): Bedlington is in Wansbeck District and is 5 km south of Ashington, 7km east of Morpeth and 17km north east of Newcastle upon Tyne. With its 18th and 19th century terraces on Front Street, central Market Place and green spaces, Bedlington is one of the most attractive Northumberland market towns.

Bedlington is surrounded by rural areas to the north, south and west, whilst the east boundary is formed by the river Blyth and its valley. The town centre is linear and extends only on the frontage of Front Street and a small part of Glebe Road to the North. To the south of Front Street lie more recent housing developments. Bedlington is one of four secondary retail and service centres in Wansbeck, with Ashington being the principle centre of the District. It has a range of shops, mostly small independent traders with some larger local and regional outlets and two supermarkets. The Bedlington Townscape Heritage Initiative with funding of almost £2million will help conserve and enhance the historic environment of the conservation area, helping to improve the town as a place to run a business and the quality of life for the people who live and work there.

2.3 History and Development of Bedlington

Bedlington lies on the river Blyth, around 10 miles north of Newcastle and 4½ miles north-east of Morpeth. The name 'Bedlington' is believed to have come from Saxon times, meaning 'the settlement of Bedla's (or Betla's) people'.

Evidence of people in the area dates back to the Bronze age, with burial cists discovered at Mill Hill. There has also been a discovery of a flint, possibly dating back to the Neolithic period.

The Church of St Cuthbert is the only medieval building standing in the town. The original church on the site is thought to date back prior to 900AD, and it is believed that it's name was a result of St Cuthbert's remains being rested there in December 1069.

The major industry during the 18th and 19th centuries was the production of iron. Bedlington Iron and Engine Works was founded in 1736, initially manufacturing nails, then later, malleable iron rails and engines for locomotives. The ironworks was closed in 1867 due to competition.

The coal industry also played a major part in the development of the town. Bedlington coal company was set-up in 1838, and by 1909, there were ten collieries producing coal in the area. The last one closed in 1974.

These days, Bedlington is an attractive market town, with a weekly market held on a Thursday. It has a population of around 15,400 (2001 census), many of which use the town as a base from which to commute to south Northumberland and Tyneside. The major employer in the area is Welwyn Components. Many people know the town as being the place where the famous Bedlington terrier was originally bred.

A major attraction in the area is Bedlington Country Park, a nature reserve with over 5 miles of paths and nature trails along the banks of the river Blyth.

3.0 DIVERSITY OF USES

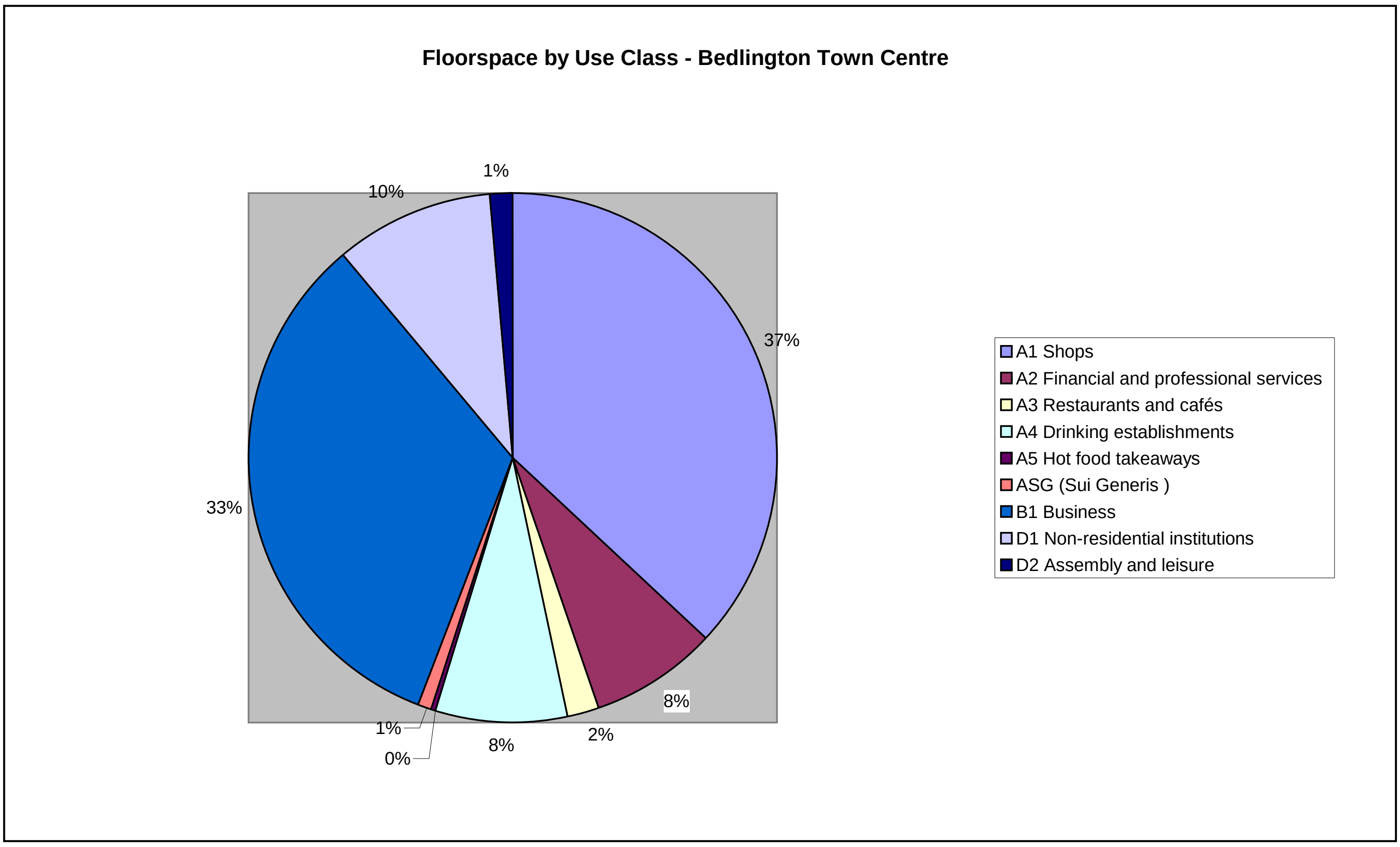
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Bedlington Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Bedlington.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

Figure 3 shows that just over one third (37%) of the floorspace in Bedlington Town Centre are classed as shops. Businesses account for a significant proportion of the floorspace in Bedlington with 33%, whilst drinking establishments and financial and professional services each occupy 8% of floorspace. Non-residential institutions took 10% of Bedlington's floorspace.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Bedlington Town Centre

Building Use Class for Bedlington Town Centre

Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are quite evenly distributed the three main streets: Choppington Road, Front Street West and Market Place. The main clusters of businesses (accounts for one third of floorspace) are situated at the top of the town centre and on Choppington Road, however, as can be seen on the map, the floorspace consists of a few large premises as opposed to lots of smaller premises.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that take place in Bedlington, Friends of Gallagher Park which is an outside community event is held at Bedlington Market Place and Milne Car Park. A commemorative service for Remembrance Sunday takes place at Bedlington Front Street. A Mythical Winter World event is held at Doctor Pit Park Pavillion, this is a music and storytelling family event. A weekly market takes place in the car park behind Tesco's.

3.3 Satisfaction with the range of provision – retail

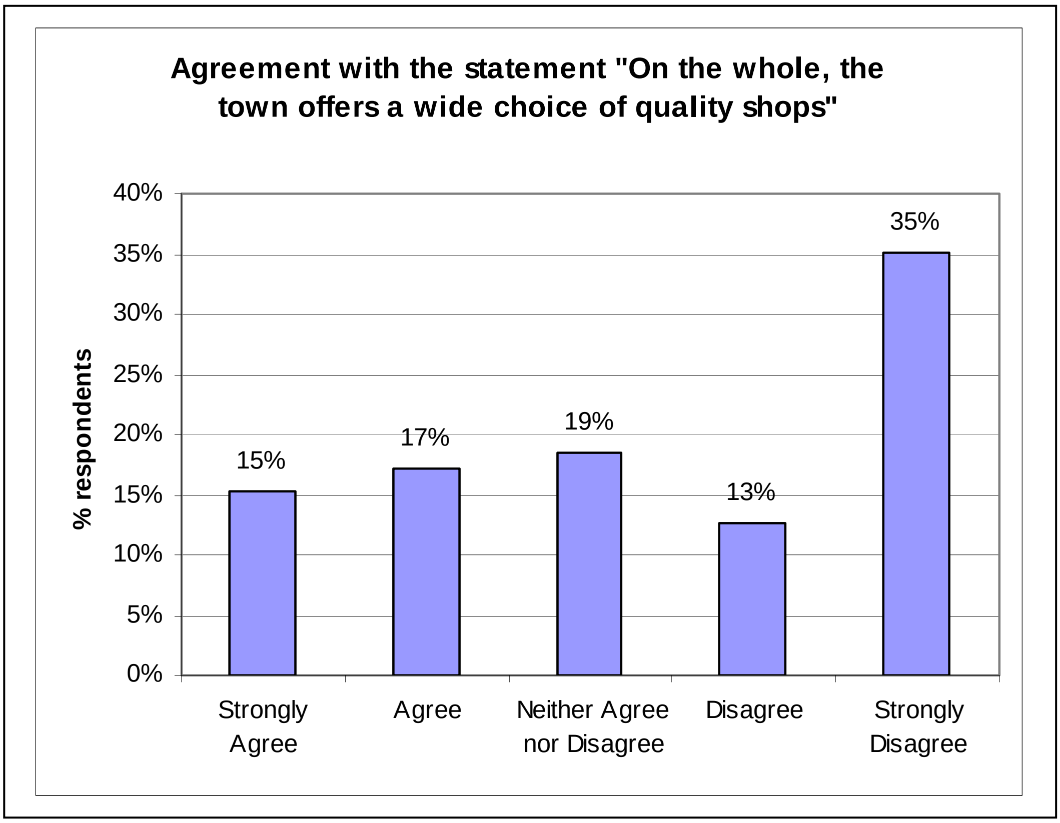
Question 14 in the Bedlington Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Bedlington offers a wide choice of quality shops"?

The level of disagreement with this statement was considerably higher than the level of agreement (48% vs. 32% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Bedlington offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

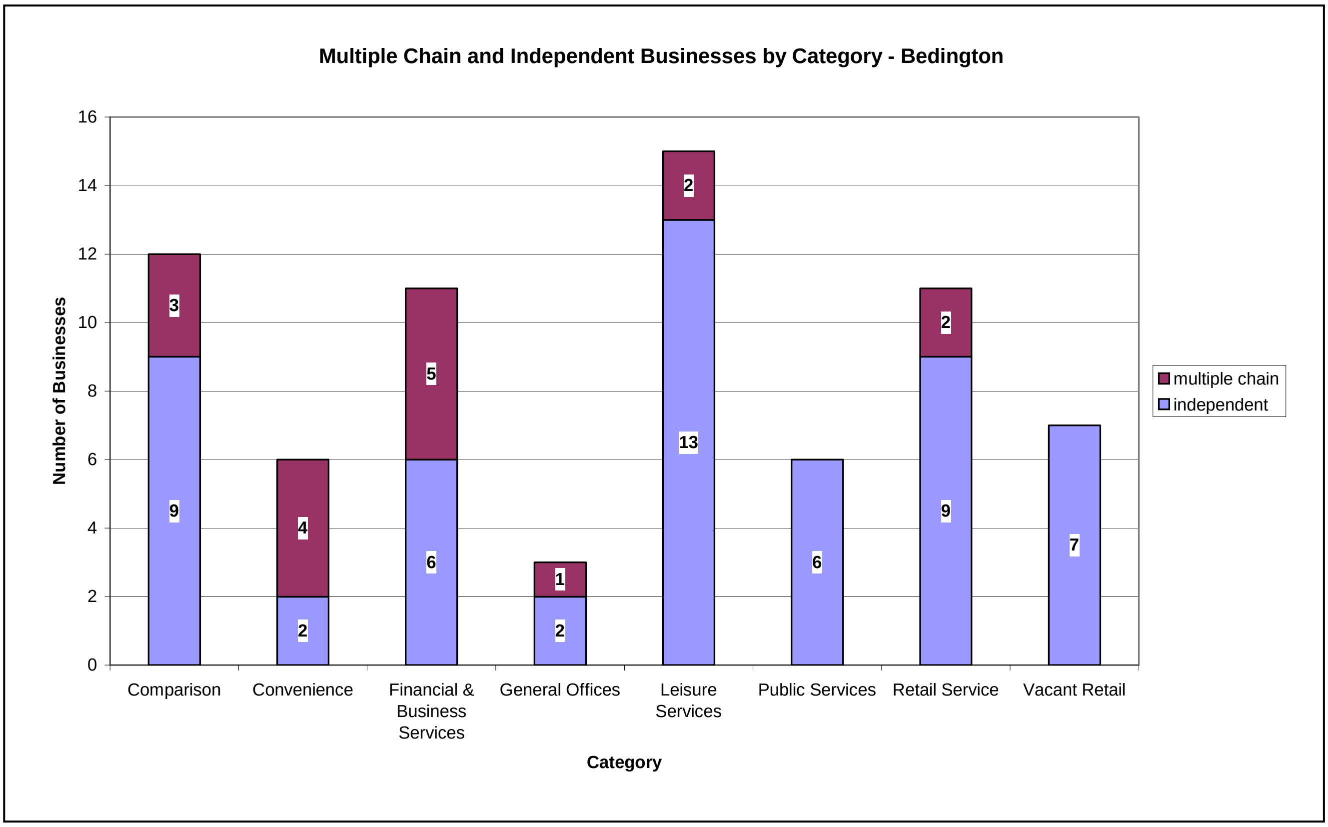
Base: 149 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Bedlington



Source: Experian

Figure 6 shows that in Bedlington town centre, the majority of businesses are leisure services (13 independent, 2 multiple chain). The category which has the 2nd highest amount of businesses is comparison retail: 9 of which are independent and 3 multiple chain. There are 6 convenience retail premises and 11 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Bedlington Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Bedlington Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.” [1]

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

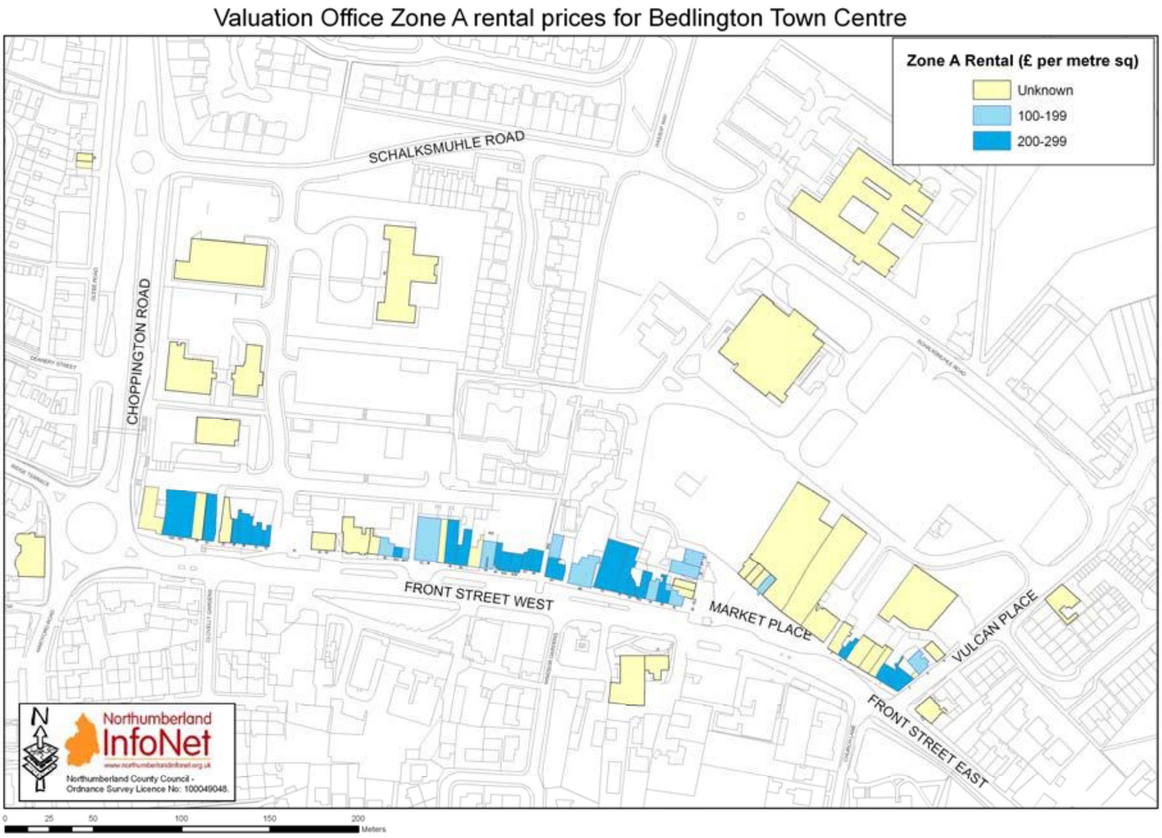
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[1] www.voa.gov.uk

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Bedlington Town Centre



Source: Valuation Office

Figure 8 shows that the properties for which Valuation Zone A data is available, are situated on Front Street West where the prices are a mixture of £100 - £199 m² and

£200 - £299 m^2. The varying prices are quite evenly distributed along Front Street West with no apparent trend.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

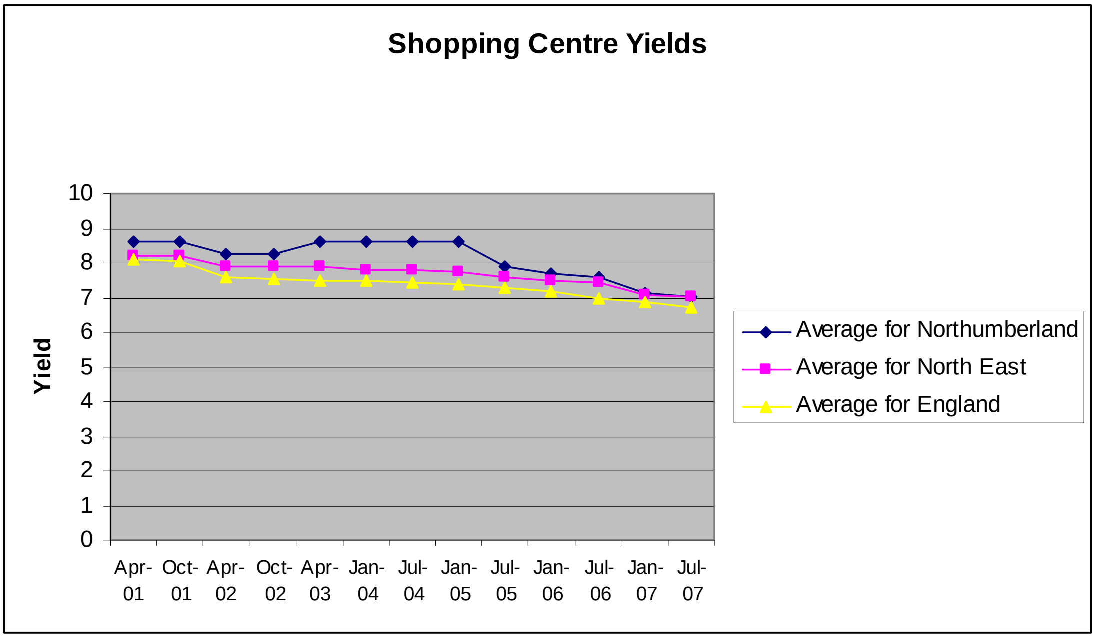
In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Bedlington, however Figure 9 shows the average yield for Northumberland, the North East of England, and England.

[2] www.voa.gov.uk

[3] www.voa.gov.uk

Figure 9: Shopping Centre Yields – Northumberland



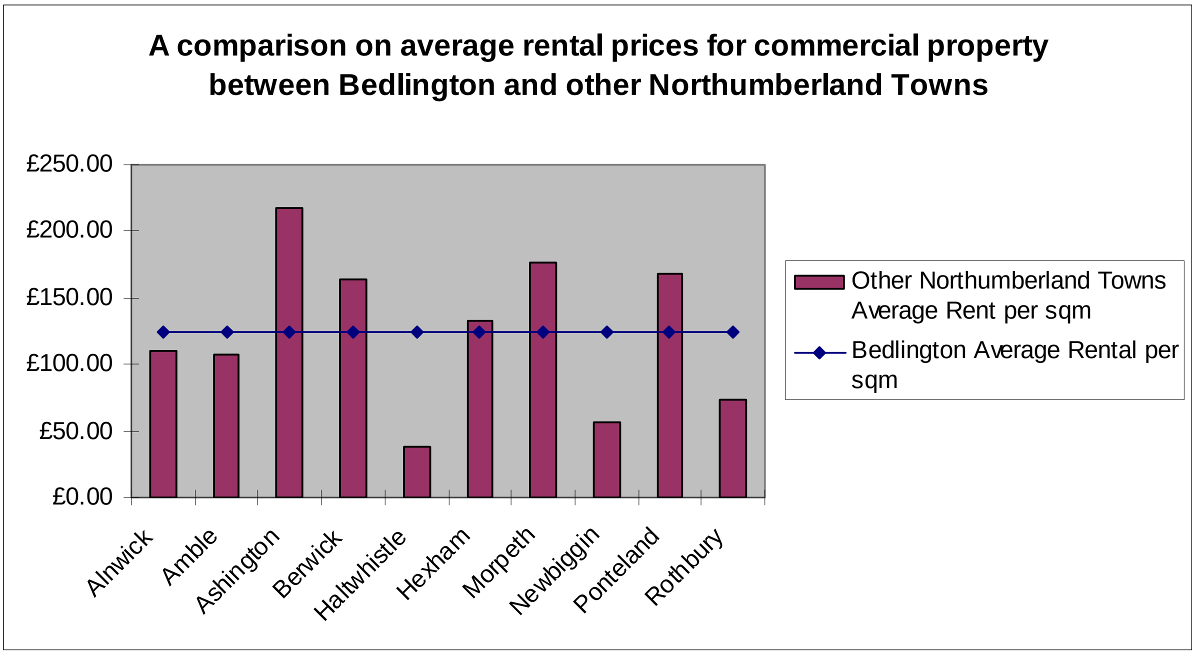
Source: Valuation Office (www.voa.gov.uk)

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Bedlington town centre between 1st January 2006 and 31st December 2007 was £123.65 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Bedlington has the 6th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Alnwick, Haltwhistle, Newbiggin, Rothbury and Amble with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Bedlington and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Bedlington town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Bedlington Town Centre with the most vacant premises is Market Place with 29% of premises vacant. However, when looking at vacancy rates in terms of floorspace, whilst Market Place was still ranked 1st, 31% of its total floorspace was vacant. Front Street West was the only other street in Bedlington that had vacant premises and floorspace (5 % vacant and 3% vacant respectively).

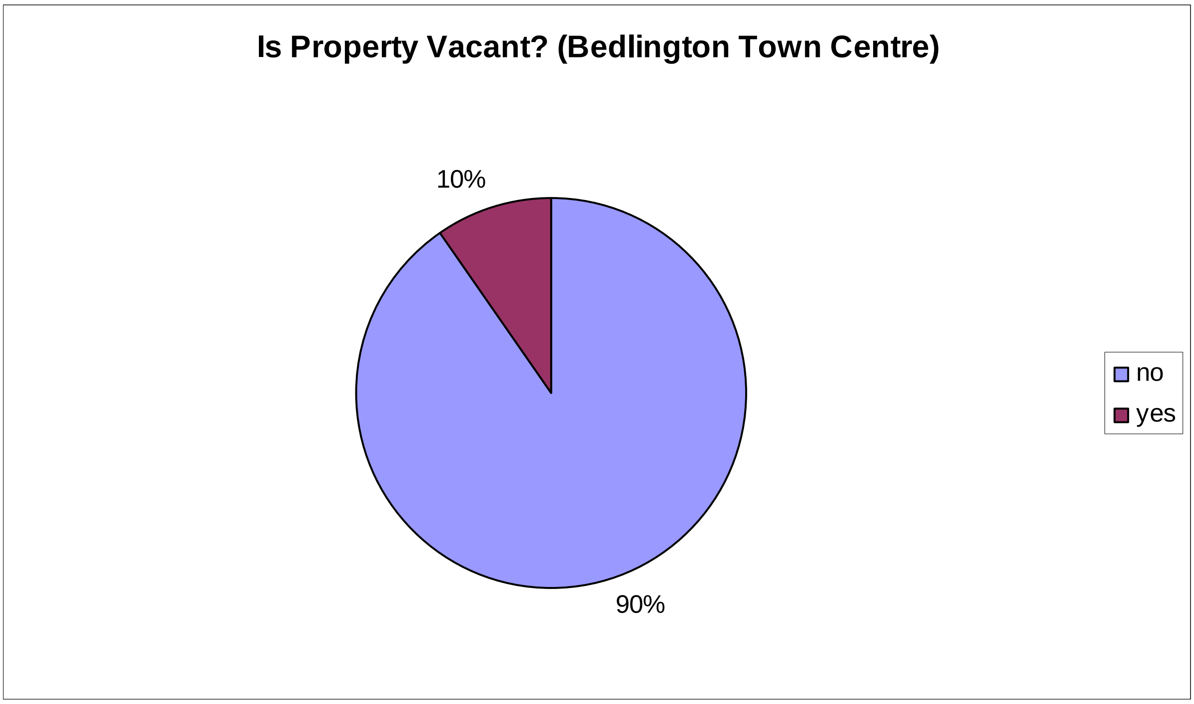
Figure 12 shows that in Bedlington Town Centre, there were 90% of occupied premises and 10% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
MARKET PLACE	29%	1	31%	1
FRONT STREET WEST	5%	2	3%	2
CHOPPINGTON ROAD	0%		0%	
FRONT STREET EAST	0%		0%	
GLEBE ROAD	0%		0%	
OLD POLICE STATION	0%		0%	
SCHALKSMUHLE ROAD	0%		0%	
VULCAN PLACE	0%		0%	

Source: Experian

Figure 12: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Bedlington town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Bedlington Town Centre in April 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 3rd April, Friday 4th April and Saturday 5h April 2008. They were carried out by interviewers at two “access points” within the town centre (see Figure 13). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Bedlington town centre is around 2,190, although this will obviously vary depending on the time of year. The data suggests that, on a market day, more people visit the town centre than on a Saturday with a daily figure of 3,066. On the “normal” weekday, which was a Friday in this instance, the highest footfall was taken with a daily figure of 4, 962.

Figure 13: Estimated daily footfall in Bedlington Town Centre

	Estimated daily footfall[4]		
Location (see Figure 2)	**Thursday (Market Day)**	**Friday ("normal" day)**	**Saturday (Weekend)**
Lloyds TSB, Front Street West	2,118	2,466	1,380
Tescos, Market Place	948	2,496	810
Total	3,066	4,962	2,190

Source: Northumberland Footfall Counts

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

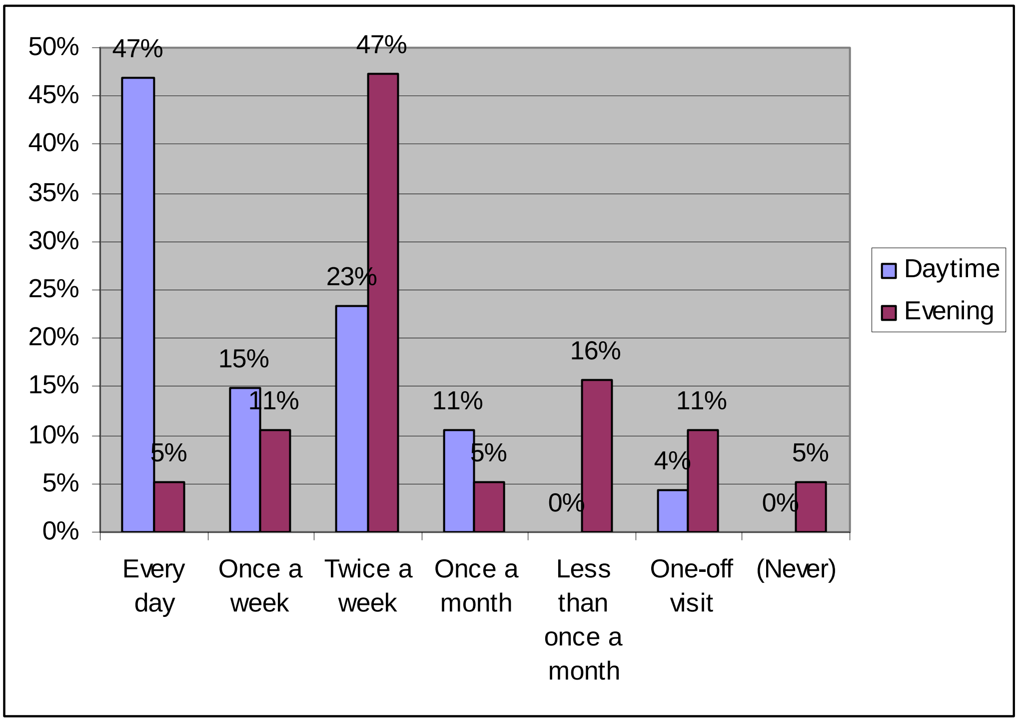
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Bedlington town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

31% of respondents travelled into Bedlington by car on the day of the interview. Almost one half of these (47%) (Figure 14) said that they go into Bedlington everyday during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to just 5% in the evenings.

Figure 14: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



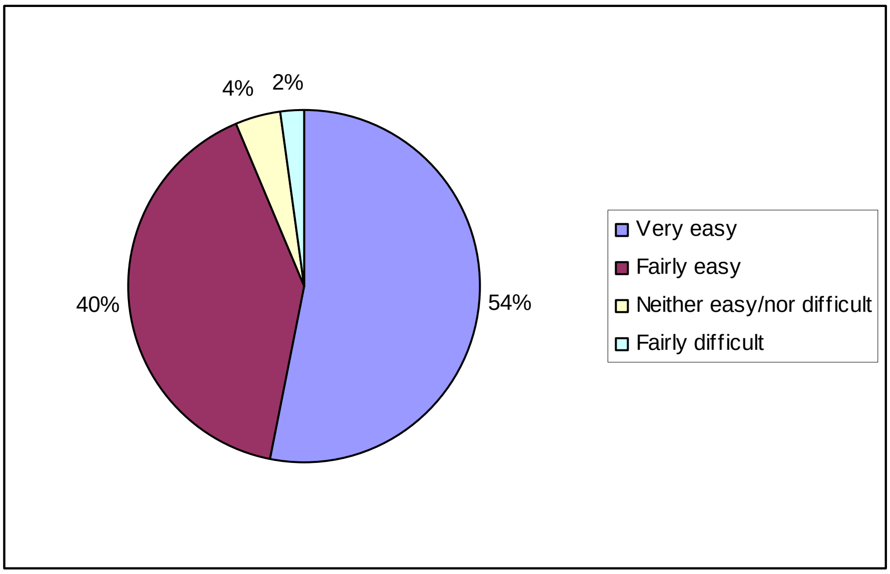
Source: Northumberland Infonet Shopper Questionnaires

Base: 47 for daytime; 19 for evening

Over half (54%) of the respondents that travelled by car found it very easy to travel into Bedlington town centre (Figure 15). A further 40% found it fairly easy. 6% found it fairly or very difficult.

Figure 15: How easy/difficult do you feel it is to travel into Bedlington town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 47

9.2 Access to car parking

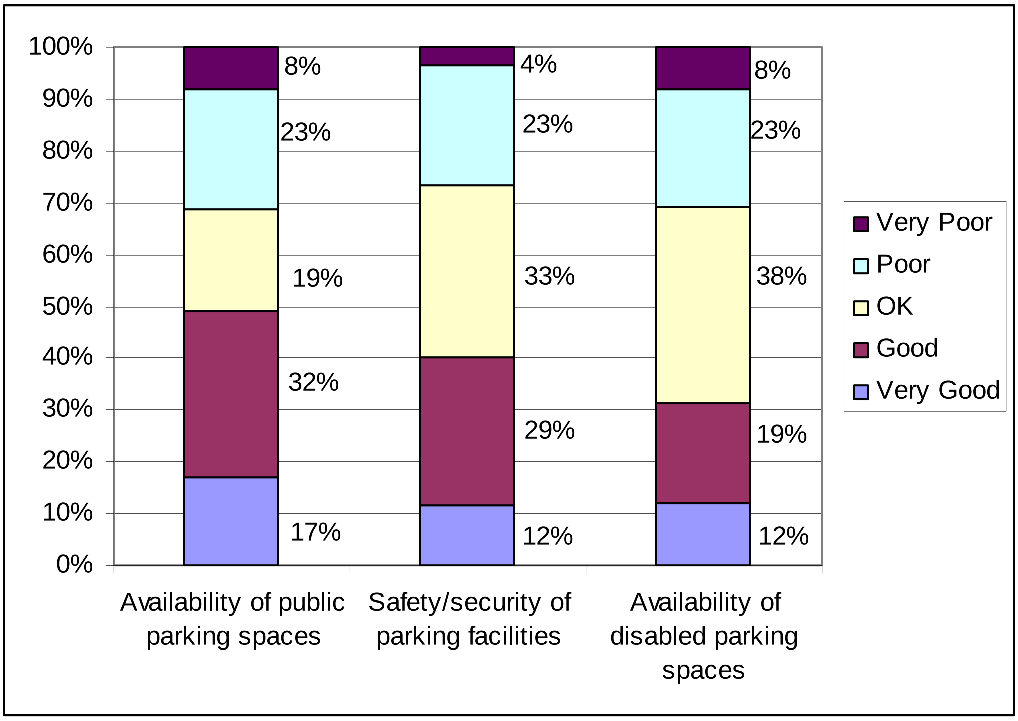
Almost half (49%) of respondents said that the availability of parking spaces was good or very good in Bedlington town centre, whereas almost one third (31%) gave a poor or very poor rating (Figure 16).

The availability of disabled parking spaces was perceived to be a little worse, with only 31% giving a positive rating and 31% giving a negative rating.

The safety/security of the parking facilities also received a good/very good rating by 41% of the respondents.

Figure 16: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 74 to 124 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

When respondents were asked how they would make the town centre better, the third most common answer was to improve the parking (27% of respondents mentioned this).

9.3 Cost of parking

No information is available on the respondent's perceptions of the cost of parking. However, there is no charge for parking in Bedlington.

9.4 Bedlington's Car parks

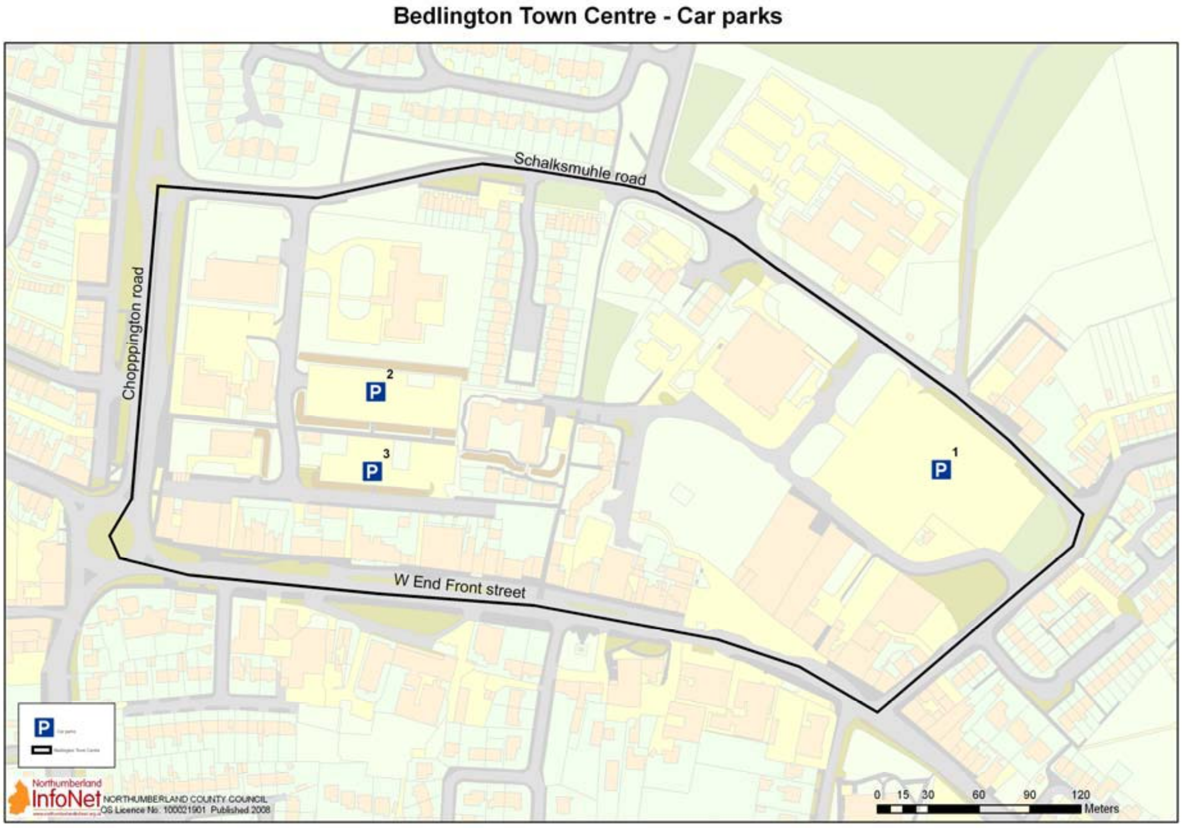
Figures 17 and 18 show the location of car parks within and surrounding Bedlington Town Centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Error! Hyperlink reference not valid.**		Surface Car Park	293				
2	**Error! Hyperlink reference not valid.**		Surface Car Park	88				
3	**Error! Hyperlink reference not valid.**		Surface Car Park	78				
4	**Error! Hyperlink reference not valid.**		Surface Car Park	19				
5	**Error! Hyperlink reference not valid.**							

Source: Former Wansbeck District Council, Transport Direct

Figure 18: Location of Car Parks



Source: Former Wansbeck District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Bedlington to surrounding towns and villages are listed below.

Figure 19: Destination and Frequency of Buses from Bedlington

The direct connections linking Bedlington to surrounding towns and villages are listed below.

Destination	Mon – Fri	Sat	Sun
Ashington	Over 6 per hour	Over 6 per hour	Approx 2 per hour
Barnston	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Beacon Hill	Approx 2 per hour	Approx 2 per hour	5 per day
Bebside	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Blyth	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Burradon	Approx 3 per hour	Approx 3 per hour	None
Cambois	Approx 2 per 3 hours	Approx 2 per 3 hours	None
Choppington	Approx 5 per hour	Approx 5 per hour	Approx 1 per hour
Cramlington	Approx 3 per hour	Approx 3 per hour	6 per day
Cresswell	Approx 1 per hour	Approx 1 per hour	None
East Hartford	Approx 2 per hour	Approx 2 per hour	4 per day
Guide Post	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Hartford	Approx 2 per hour	Approx 2 per hour	4 per day
High Pit	Approx 2 per hour	Approx 2 per hour	4 per day
Holywell	2 per day	None	None
Killingworth	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Kirkhill	Approx 2 per hour	Approx 2 per hour	None
Kitty Brewster	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Lynemouth	Approx 3 per hour	Approx 3 per hour	4 per day
Morpeth	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Nedderton	Approx 3 per hour	Approx 3 per hour	6 per day
Newbiggin by the Sea	Approx 6 per hour	Approx 6 per hour	Approx 1 per hour
Newcastle upon Tyne	Approx 6 per hour	Approx 6 per hour	Approx 1 per hour
North Seaton	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Seaton Burn	Approx 5 per hour	Approx 5 per hour	Approx 1 per hour
Shadfen	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Stakeford	Approx 6 per hour	Approx 6 per hour	Approx 2 per hour
Stobhill	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Whitley Bay	Approx 1 per hour	Approx 1 per hour	None
Woodhorn	Approx 3 per hour	Approx 3 per hour	4 per day

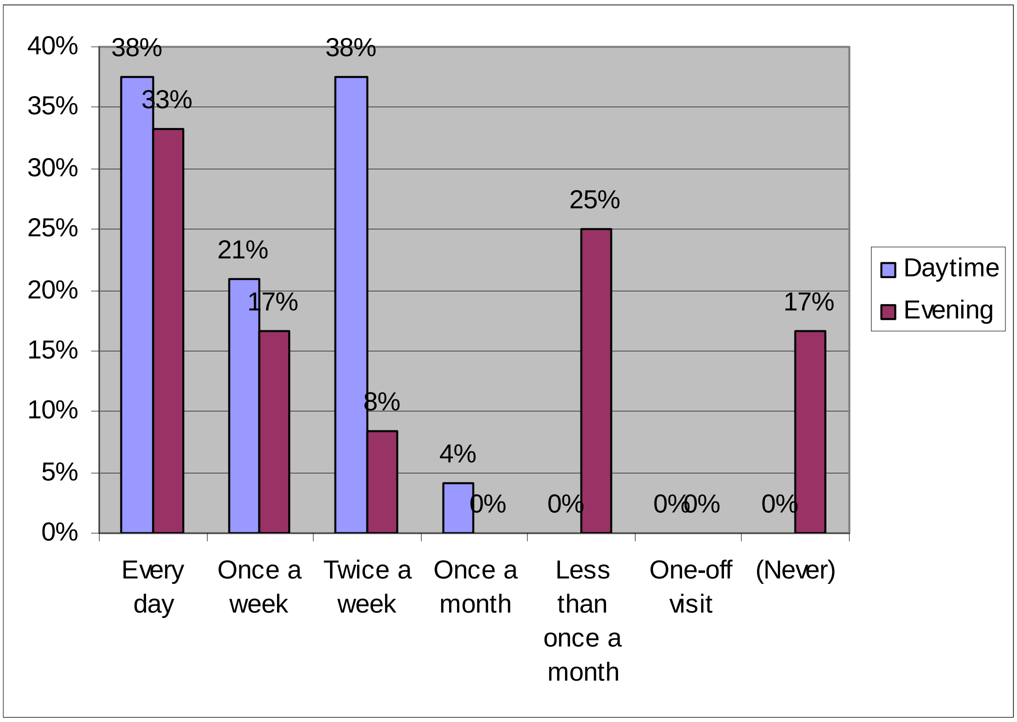
Sources: *Travel Search http://www.carlberry.co.uk/index.htm and North East Travel Line http://jplanner.travelinenortheast.info*

9.6 Shoppers travelling to town by bus

16% of respondents travelled into Bedlington by bus on the day of the interview. Just over one third of these (38%) said that they go into Bedlington everyday during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 33% in the evenings.

Figure 20: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



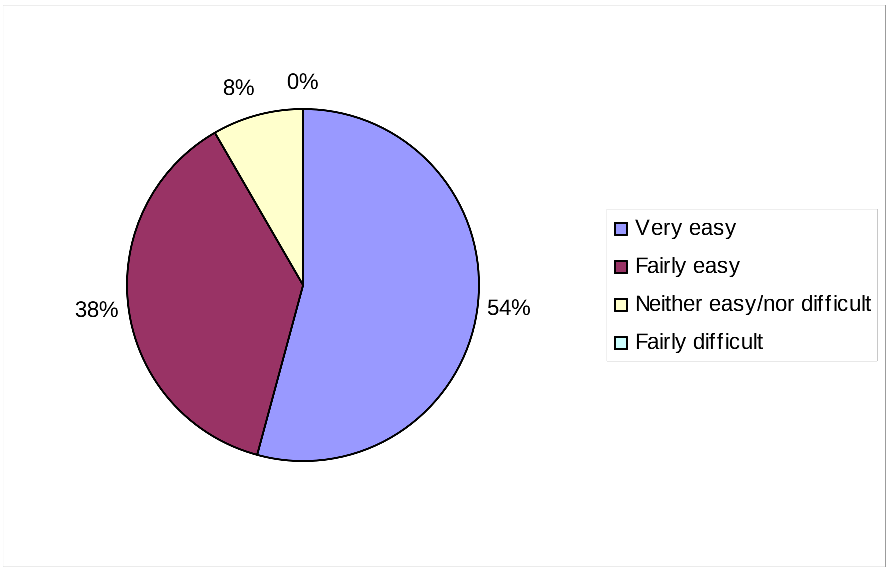
Source: Northumberland Infonet Shopper Questionnaires

Base: 24 for daytime; 12 for evening

Over half (54%) of the respondents that travelled by bus found it very easy to travel into Bedlington town centre. A further 38% found it fairly easy. No-one found it fairly or very difficult.

Figure 21: How easy/difficult do you feel it is to travel into Bedlington town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 24 respondents

9.7 Train Connectivity

There is no train access to Bedlington.

9.8 Shoppers travelling to town by train

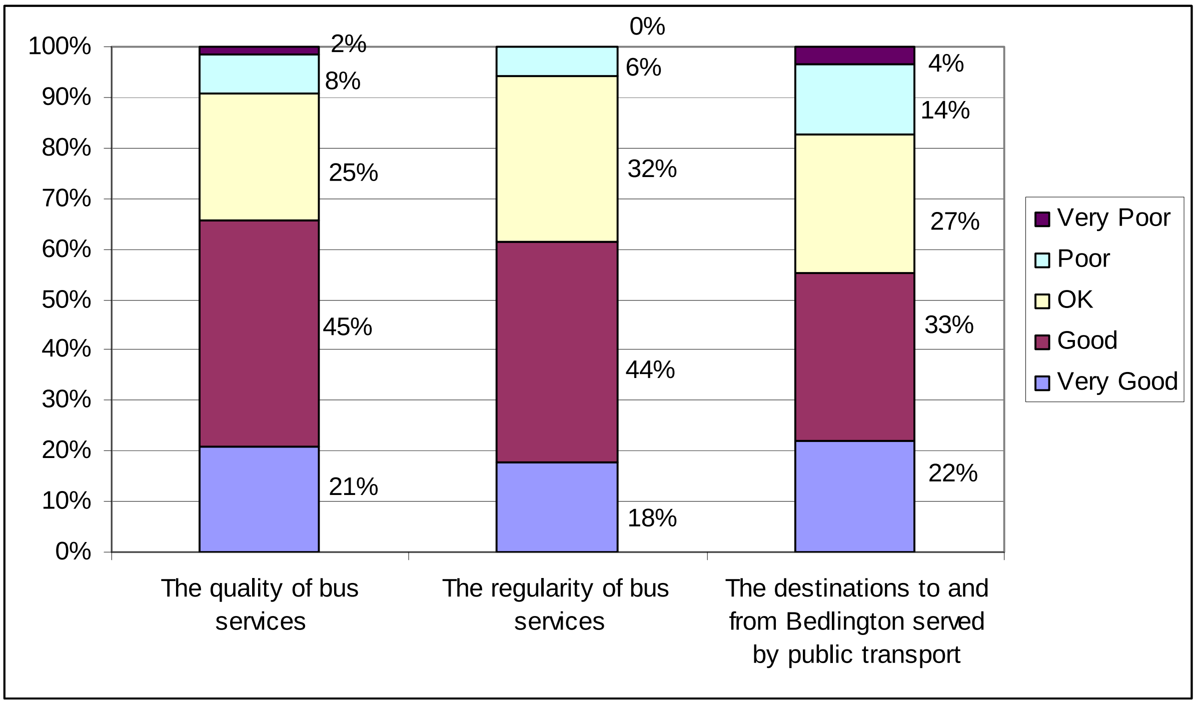
There is no train access to Bedlington and therefore no shopper's questionnaire respondents said that they travelled to Bedlington town centre by train.

9.9 Perception of Public Transport Services

Public transport in Bedlington was rated quite well. Approximately two thirds of respondents gave a good/very good rating for the quality, the regularity and the destinations served by public transport. However, 18% gave a poor/very poor response from the destinations to and from Bedlington served by public transport.

Figure 22: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 114 to 119 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

A few comments were made regarding public transport. These related to the main problems with the town centre:

- More buses
- more regular bus service
- Should have left buses as they were

9.10 Perception of Accessibility

When asked how they would make the town centre better, 8 respondents (5% of respondents) said that improved accessibility was needed. Also one comment made when asked about ways to make the town centre better was:

- More disabled acc, more ramps

9.11 Origin and method of travel of Shoppers Interviewed

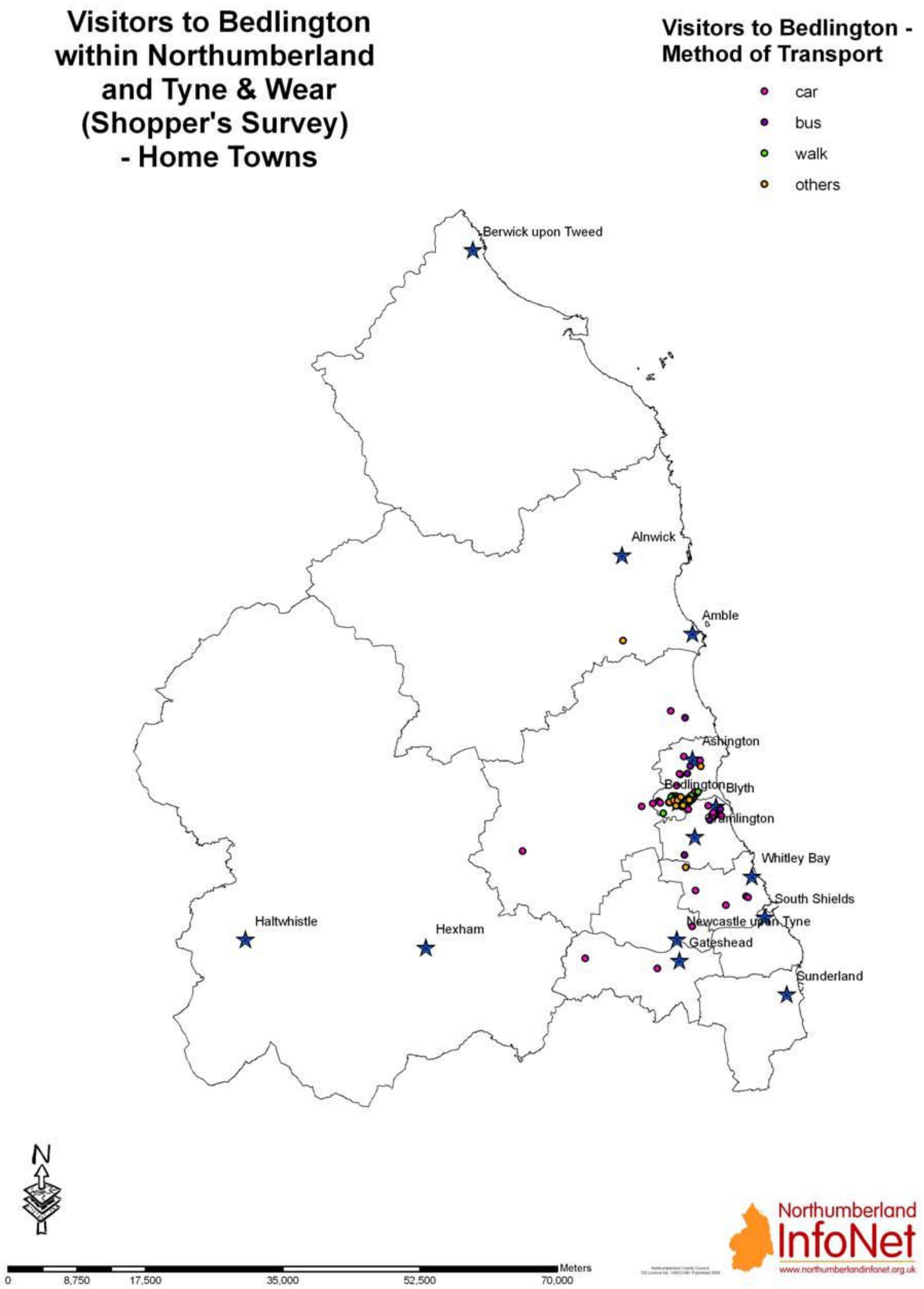
As Figure 23 shows, most of the respondents from the Bedlington Shopper Survey live in the Wansbeck District, with a large proportion living in or around Bedlington itself. In addition, some respondents came from the district of Blyth Valley, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

The respondents that live in or around Bedlington travelled in by car, bus and other. The majority of respondents that lived further away from Bedlington travelled into the town centre by car.

No respondents came from outside of the Northumberland and Tyne & Wear regions.

Figure 23: Visitors to Bedlington within Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Bedlington

- The £1 million revamp of the Market Place commenced in March 2009 and is due to be completed in September 2009.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

None of the respondents made any comments about pedestrianisation.

10.2.2 Signage, Street furniture and Open Spaces

Signage

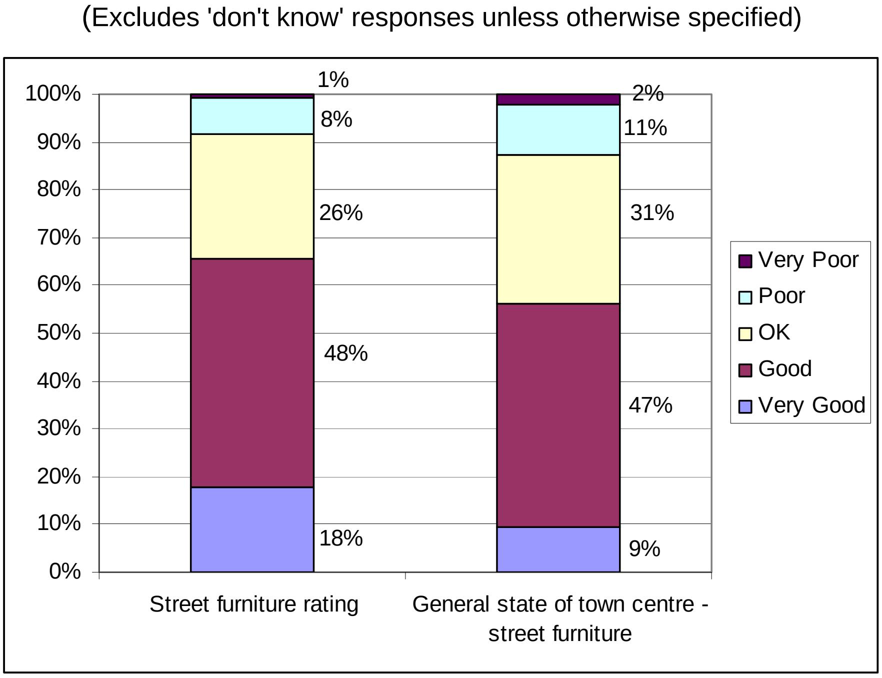
None of the respondents made any comments about signage.

Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 24). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to the two questions were similar. Over half of respondents gave a good or very good rating, and less than 13% gave a poor or very poor rating.

Figure 24: Street furniture ratings



Source: Northumberland Infonet Shopper Questionnaires

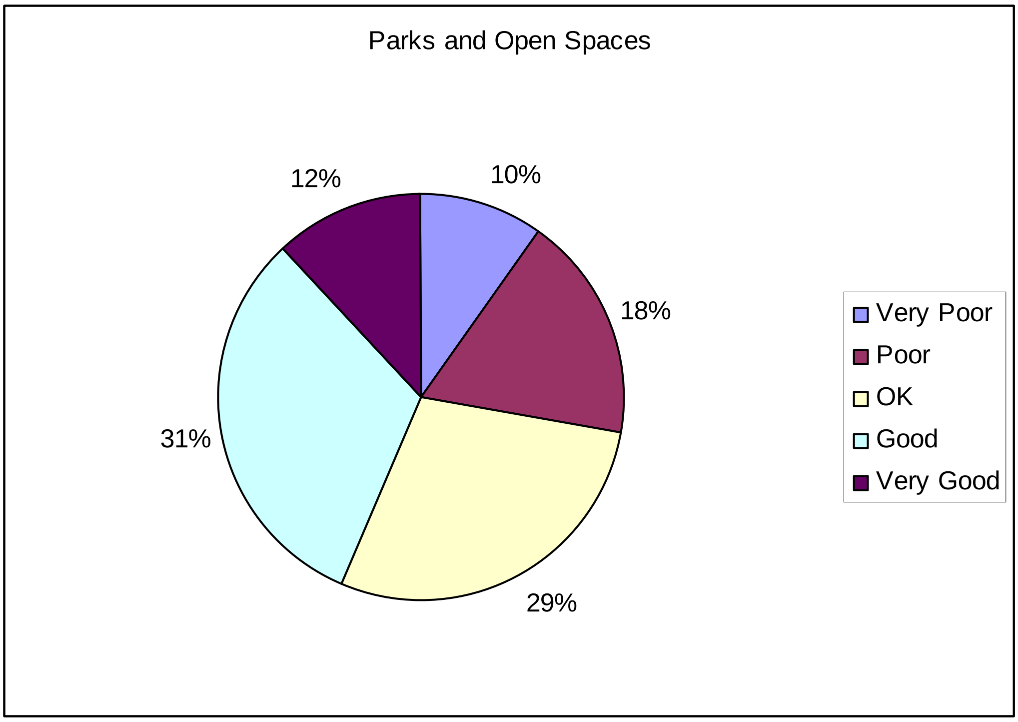
Base: 146 to 148 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

43% of the respondents gave a positive rating for the parks and open spaces in Bedlington (Figure 25). 28% gave a negative rating.

Figure 25: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 101 respondents (note: this excludes those respondents that gave a 'don't know' response)

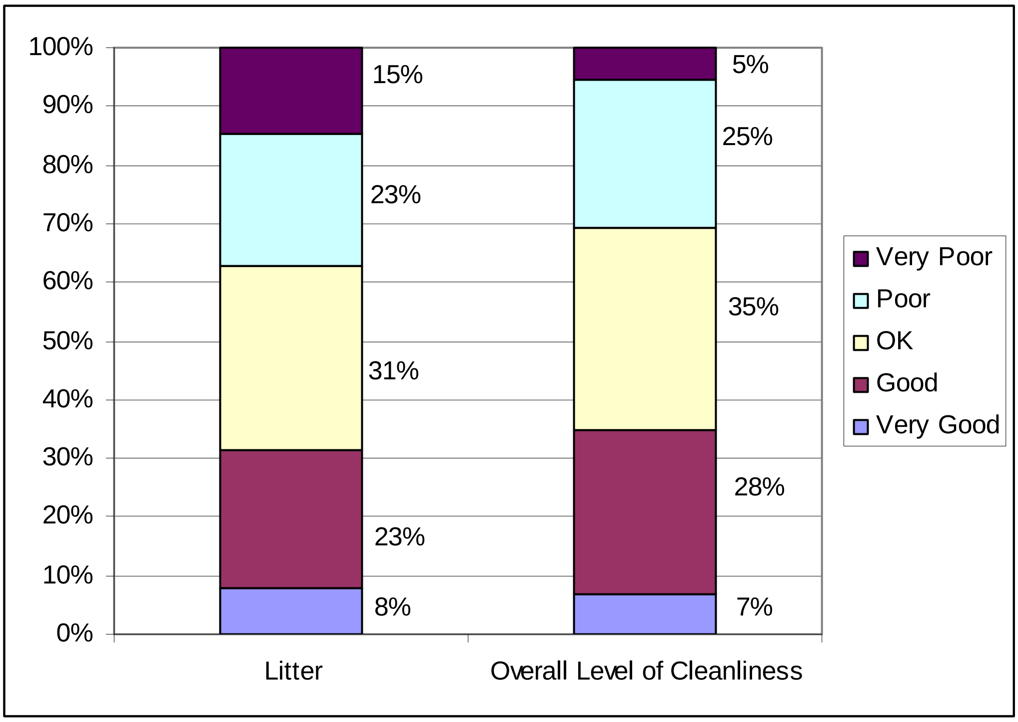
Two suggestions for making the town centre better was to have "more things for younger people" and "something for the kids". This could be interpreted as parks or open spaces for children to play in but it is not certain.

10.2.3 Litter and Cleanliness

The overall level of cleanliness in Bedlington town centre was perceived to be ok, with 35% of respondents giving a good or very good rating, and 30% giving a poor or very poor rating (Figure 26). Litter within the town centre received a more negative response with 31% of respondents giving a good or very good rating, and 38% giving a poor or very poor rating

Figure 26: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 150 respondents (note: this excludes those respondents that gave a 'don't know' response)

When asked what the respondents would like to see improved with the shopping experience in the town centre, responses relating to litter and cleanliness were:

- clean it all up and open new businesses
- litter
- litter clearance
- the cleanliness improved
- The general place cleaned up

When asked how the respondents would make the town centre better responses relating to litter and cleanliness were:

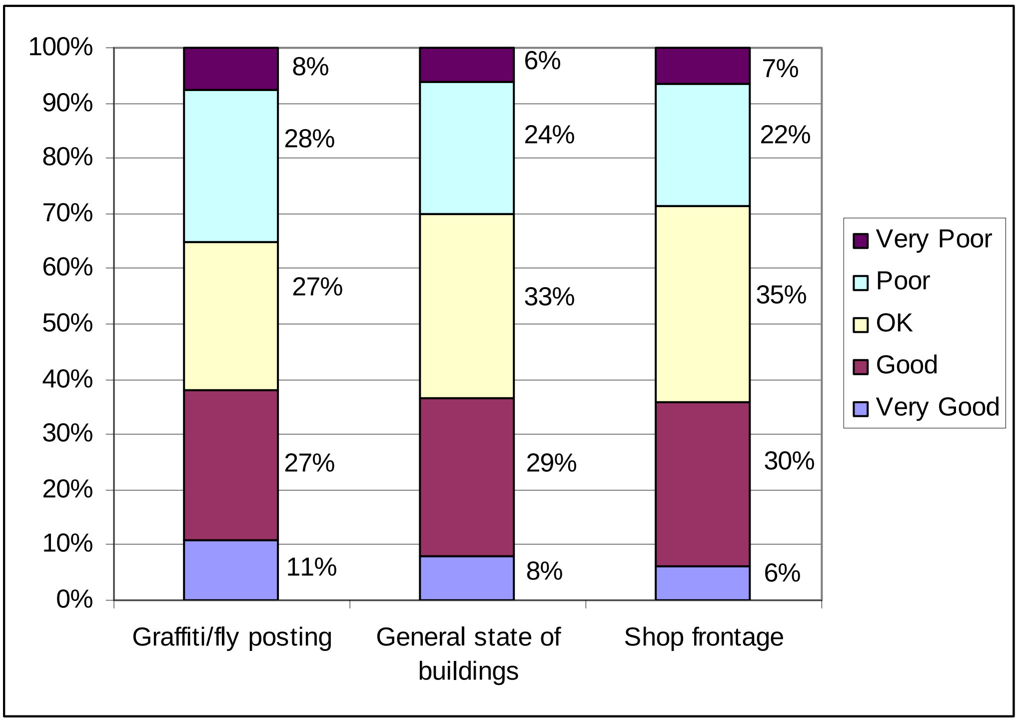
- A clean up
- general cleanliness

10.2.4 General Appearance of the Town

Respondents were slightly more positive than they were negative about the general appearance of the town. Graffiti received the highest rating (38% good or very good). The general state of the buildings and shop frontage were rated marginally lower (37% and 36% positive ratings respectively) (Figure 27).

Figure 27: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 145 to 150 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A number of suggestions of ways to make the town centre better were made. Comments relating to the appearance of the town are given below:

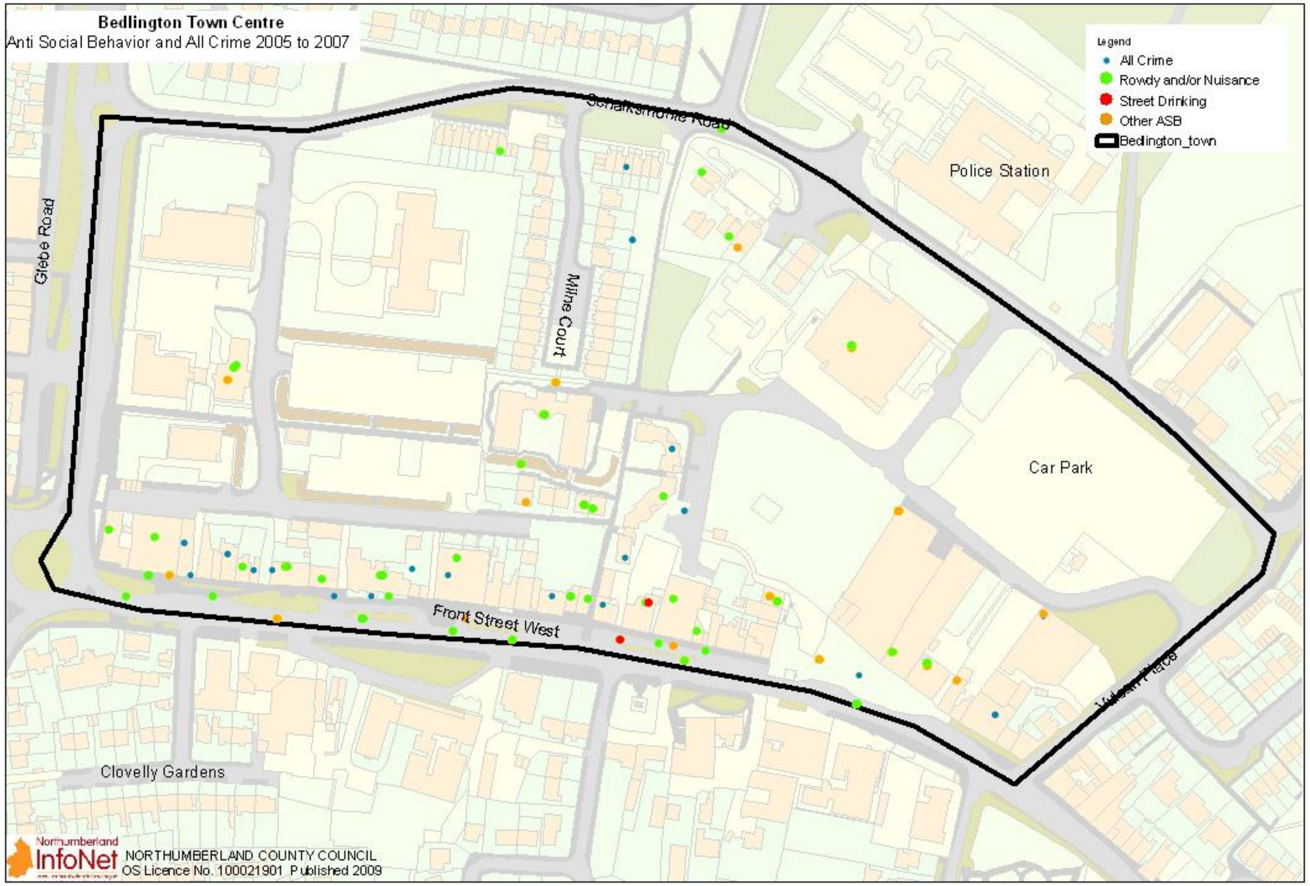
- Buildings put back into use, redesigned
- Improve the look of the town
- Improve the market
- the area new things in new business
- the whole of the front street improved

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

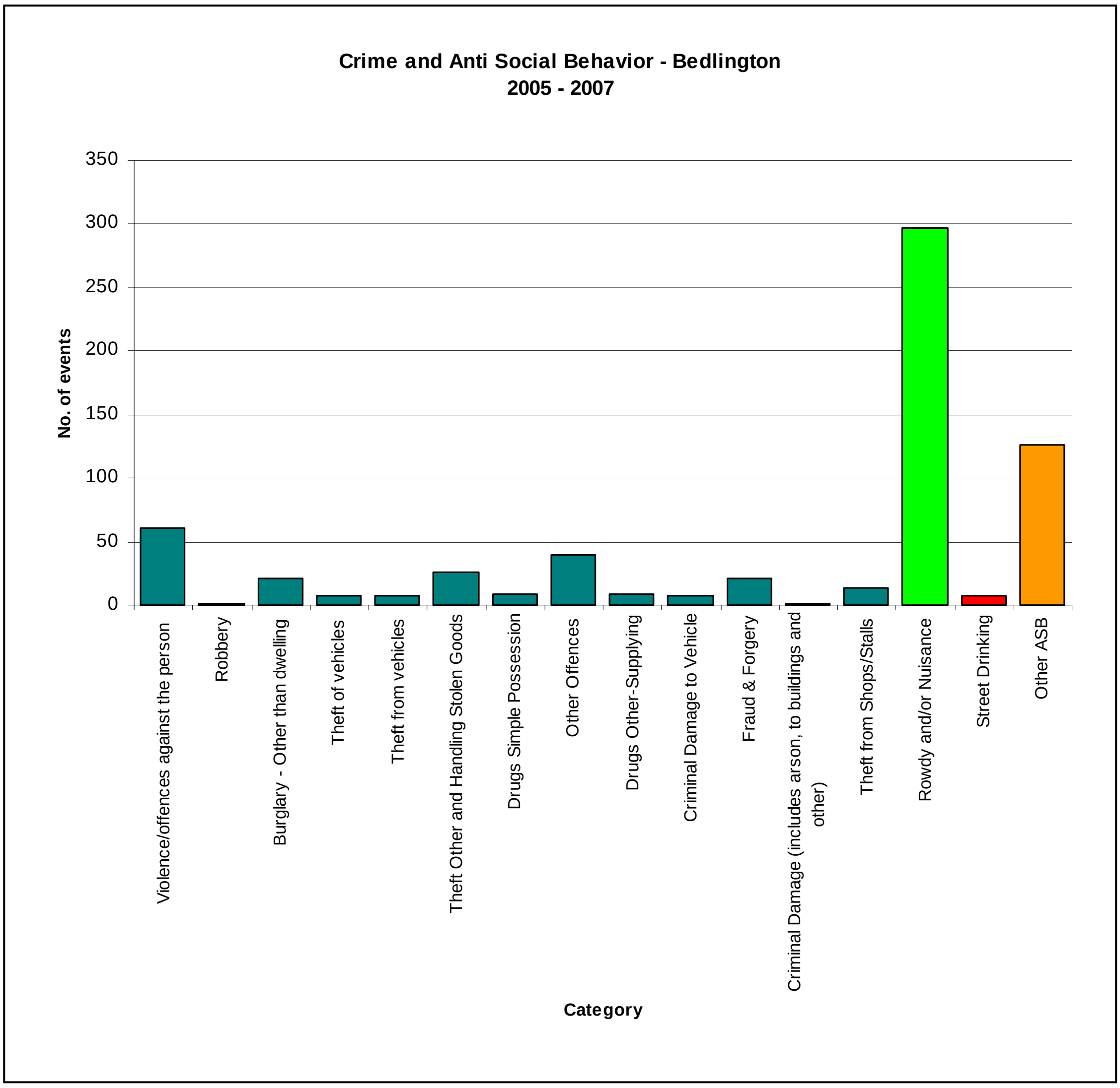
11.1 Analysis of Reported Crimes

Figure 28: Analysis of Reported Crimes



Source: Northumbria Police

Figure 29: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 28 and 29, it is clear to see that the majority of crime in Bedlington in 2005 – 2007 occurred on Front Street West, and the main type of crime here was “rowdy and/ or nuisance”. There were 8 cases of “street drinking” recorded on Front Street West during this time, but crimes of this type have been found to be rare. Occurrences of all types of crime are more sparsely distributed, but with the majority on Front Street West.

Looking at the chart (Figure 29), the types of crime and anti social behaviour have been broken down further. The most frequent type occurring in Bedlington Town

Centre between 2005 and 2007 was Rowdy and/or Nuisance behaviour of which there were 297 occurrences. The most frequent type of crime was Violence/offences against the person of which there were 60 occurrences.

11.2 Perception or Fear of Crime

3% of respondents thought that improving safety/security would improve the shopping experience in the town centre, although another respondent did mention that, “more police” would improve the town centre.

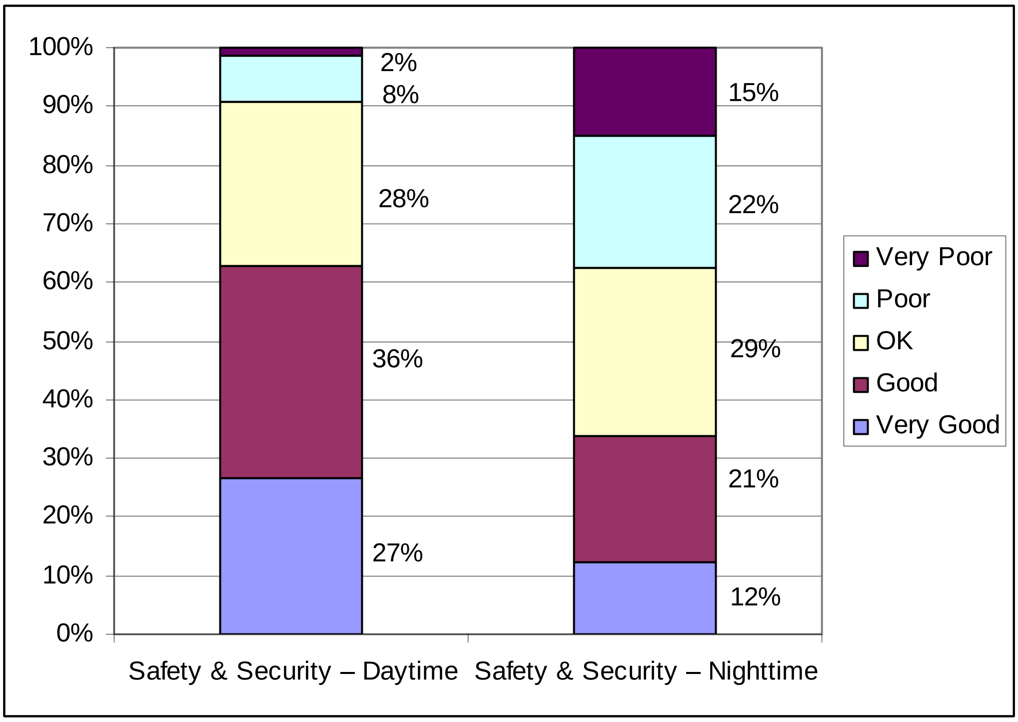
Further, when asked how they would make the town centre better, 12% of people gave an answer related to safety or security.

Respondents were also asked to rate safety/security during the daytime and the night-time. Approximately two thirds of respondents (63%) gave a good or very good rating for the daytime, and 10% a poor or very poor rating. For the night-time, the ratings were considerably worse, with only one third (33%) giving a positive rating and 37% a negative rating.

As can be seen in Figure 16, less than half of respondents felt that the safety/security of the parking facilities was good/very good.

Figure 30: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 132 respondents (nighttime); 107 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Wansbeck Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Wansbeck District (October 2008):

- Public awareness campaigns for bonfire night started early including school visits and advice to residents. Fixed penalty tickets will be issued to anyone who misuses fireworks, unauthorised bonfires will be removed and anyone who attempts to sell fireworks illegally will be prosecuted.

- Additionally, the Arson Task Force will conduct risk assessments for any residents wishing to hold their own bonfire.

- The "Street Engagement" initiative enables the Fire and Rescue Service to engage with the local community. This will include talking to mainly youths about general safety advice and their role in the community; the dangers of making hoax calls and committing arson; and offering home risk assessment and free fitting of smoke alarms.

- Northumberland Arson Task Force (a joint Northumberland Fire and Rescue Service and Northumbria Police team) is working in partnership with Wansbeck Council to reduce arson and stop refuse fires in back yards or of piles of illegal fly-tipping.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Bedlington Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Bedlington catchment area; spending patterns and retaining shopper spend within the town centre.

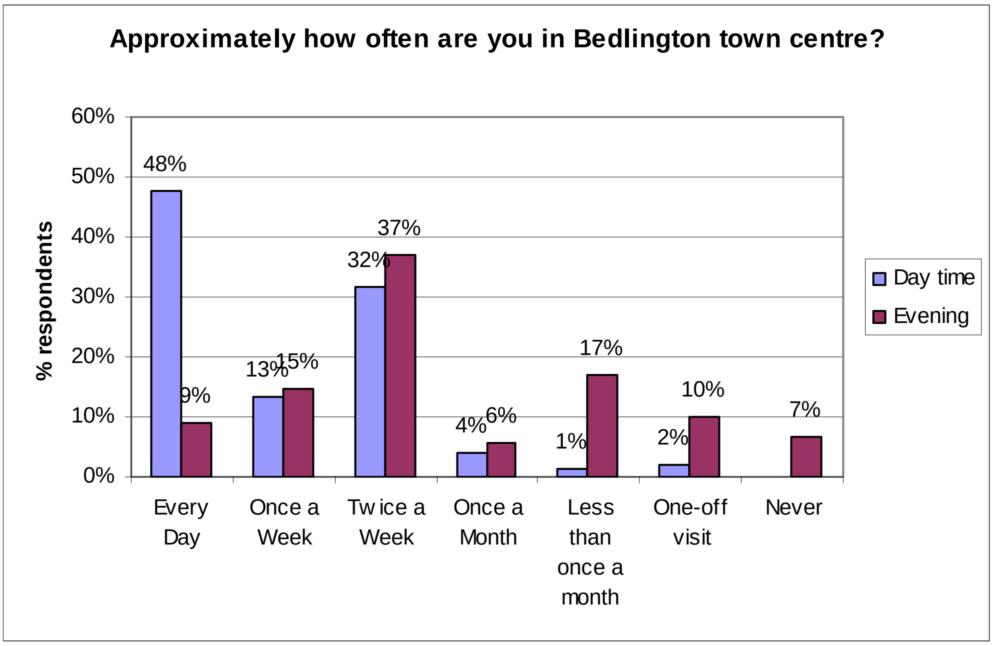
12.1 Regularity of visits

The highest number of respondents (48%) go to the town centre during the daytime every day, and 32% of respondents visit the town centre twice a week during the day.

Respondents visit the centre far less often during the evenings, with 37% only visiting twice each week, 17% visiting less than once a month, and 15% visiting once a week (Figure 31).

Figure 31: Approximately how often are you in Bedlington Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 151 respondents (daytime); 89 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 32 shows the proportion of respondents that shop for different items solely in Bedlington town centre, and how many go further afield. Figure 33 gives more details about which shopping centres the respondents use.

As can be seen from the tables, the respondents use Bedlington primarily for food and other domestic shopping, although, for food shopping, Blyth is also used by a reasonable proportion of respondents.

For all other items, respondents are much more likely to travel to other shopping centres, the most popular of which is Newcastle.

Figure 32: Proportion of respondents shopping in Bedlington and other areas

	Food shopping	**Other domestic (eg. Chemist, cosmetics, etc)**	**Clothes**	**Shoes**	**Electrical goods**	**Furniture/ carpets**	**DIY goods**	**CDs/DVDs etc.**	**Other specialist**
Bedlington									
Bedlington only	37%	62%	0%	0%	2%	1%	7%	1%	0%
Bedlington + local area[5]	25%	8%	1%	1%	0%	4%	5%	1%	0%
Bedlington + internet/non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Bedlington									
Local area (not Bedlington)	34%	27%	98%	97%	94%	91%	81%	86%	72%
Internet or other	3%	3%	1%	1%	3%	4%	5%	10%	27%
Mixture of places (not Bedlington)	1%	1%	0%	1%	1%	0%	1%	1%	2%
Base	145	146	150	150	144	141	137	143	64

Source: Northumberland Infonet Shopper Questionnaires

[5] 'Local area' is defined as being one of the following: Ashington, Newbiggin, Blyth, Cramlington, Newcastle, Metro Centre, Kinsgton Park, Morpeth, Silverlink.

Figure 33: Shopping centres used by respondents to purchase different items

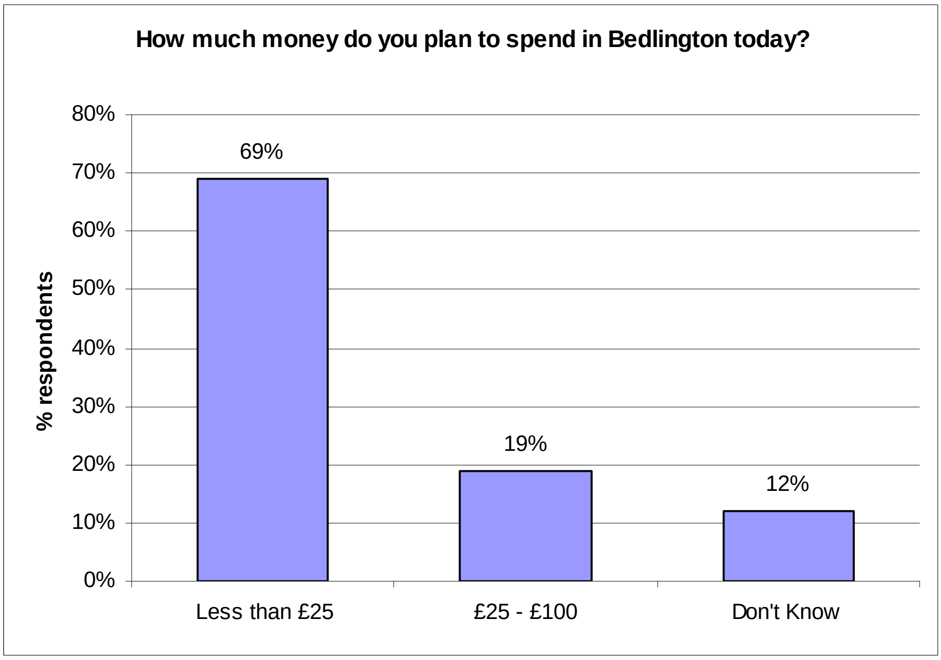
	Food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc.	Other specialist
Ashington	7%	7%	9%	9%	8%	11%	12%	9%	6%
Bedlington	62%	69%	1%	1%	2%	5%	12%	2%	0%
Newbiggin	0%	0%	0%	0%	0%	0%	0%	0%	2%
Blyth	32%	10%	21%	21%	3%	18%	24%	26%	9%
Cramlington Town Centre	3%	7%	11%	10%	10%	9%	15%	9%	5%
Cramlington Manor Walk	5%	3%	10%	10%	6%	6%	9%	6%	3%
Newcastle	6%	5%	62%	61%	51%	55%	26%	41%	38%
Metro Centre	1%	1%	31%	29%	18%	14%	3%	13%	16%
Kingston Park	4%	1%	2%	1%	3%	1%	1%	1%	0%
Morpeth	7%	5%	7%	7%	4%	4%	5%	3%	2%
Silverlink	1%	1%	3%	3%	15%	8%	12%	3%	3%
Internet	1%	1%	0%	1%	3%	1%	2%	8%	5%
Other	3%	3%	1%	1%	1%	4%	4%	4%	23%
Base	145	146	150	150	144	141	137	143	64

Source: Northumberland Infonet Shopper Questionnaires

Over two thirds of respondents (69%) planned to spend less than £25 in Bedlington on the day they were interviewed, with a further 19% expecting to spend between £25 and £100. 12% did not know how much they were going to spend (Figure 38).

Figure 34: How much do you plan to spend in Bedlington today?

(Excludes 'don't know' responses unless otherwise specified)



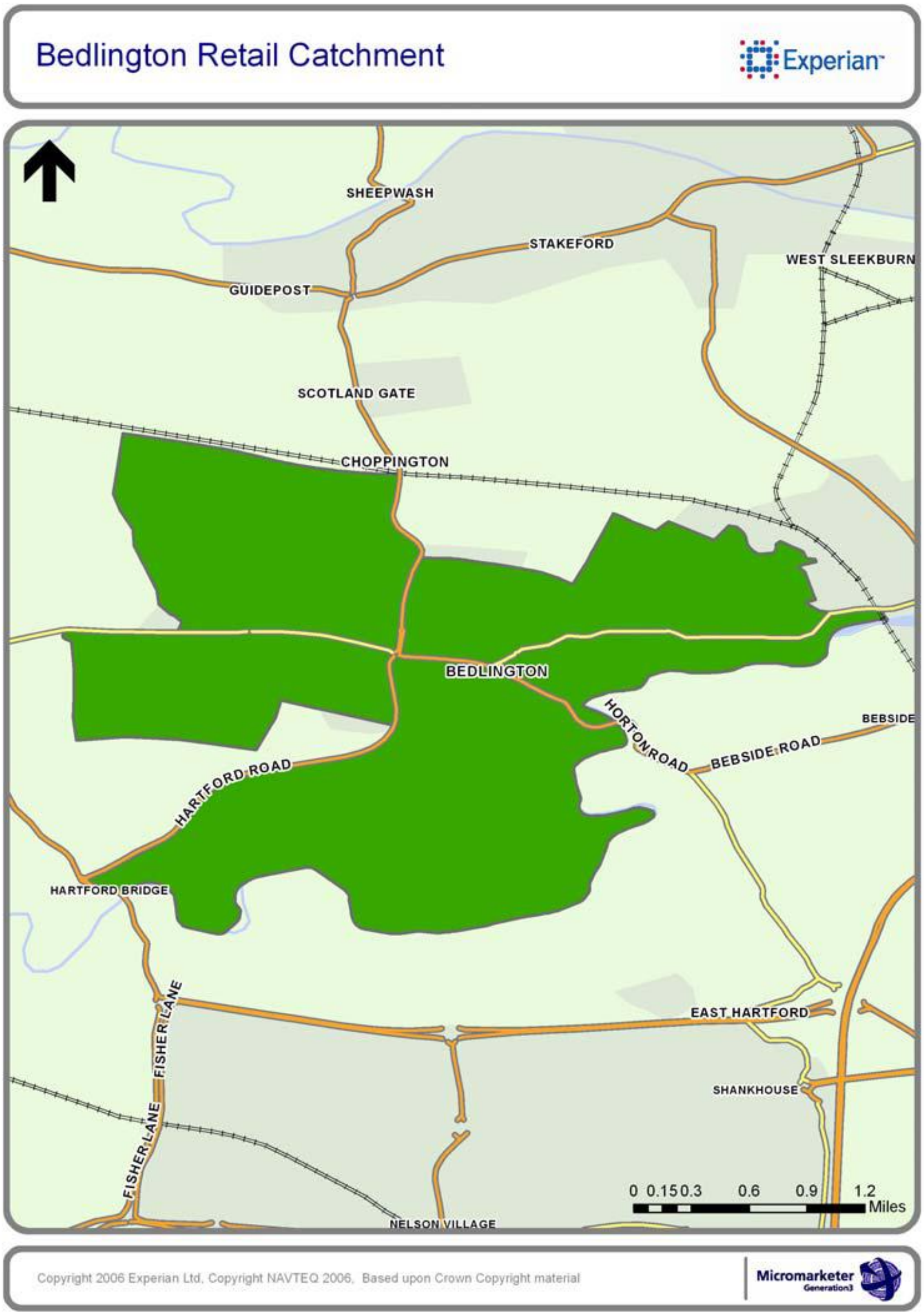
Source: Northumberland Infonet Shopper Questionnaires

Base: 149 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Within Wansbeck, Bedlington is one of four secondary centres (the others being Newbiggin by the Sea, Bedlington Station and Guidepost/Stakeford). It has a shopping centre and a range of other services and facilities. There are a number of villages and smaller settlements in the District with less than 1000 residents and a very limited number of facilities.

Figure 35: Bedlington Retail Catchment



Source: Experian

The map (Figure 35) shows the catchment area for Bedlington town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

In addition to the town of Bedlington, the catchment also takes in the smaller adjacent settlements of Bedlington Station, Nedderton and Choppington. Altogether, the catchment covers an area of 140.42 km², is home to more than 13,300 people and almost 5,900 households. Together, these households and residents spend an estimated £56.3 million per annum on retail goods and services, with 36.2% of expenditure on convenience retail goods (£20.4 million) and 63.8% on comparison retail (£35.9 million). This balance is almost in line with the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The minor difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Bedlington catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 36: Bedlington Catchment Summary Profile

Bedlington Catchment Summary Profile					
Totals	Bedlington Catchment	%	UK	%	Index
2007 Population	13,334.00		60,796,178.00		
2007 Households	5,851.00		26,018,847.00		
Total Comparison	35,893,647.00	63.8%	171,926,829,196.00	63.4%	100.66
Total Convenience	20,395,661.00	36.2%	99,464,696,627.00	36.6%	98.86
Total Retail	56,289,308.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £9620, with average comparison retail spend at £6135 per annum and convenience spend at £3,486 per annum. All of these figures are substantially below the national average, with total spend per household 92.23% of the UK figure.

Figure 37 below provides a breakdown of Comparison retail expenditure within the Bedlington catchment and in the UK. As with the UK average, the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £8.1 million or 22.6% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£4.5 million or 12.6%) and Games, toys and hobbies; sport and camping; musical instruments (£4.1 million or 11.4%). The pattern of expenditure nationally is generally similar, but with some notable differences. Referring to the index, households in Bedlington spend substantially more on Audio-visual, photographic and information processing equipment, Major household appliances, Small electrical household appliances and Recording media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories, Major tools and equipment, Materials for maintenance and repair of the dwelling and Gardens, plants and flowers

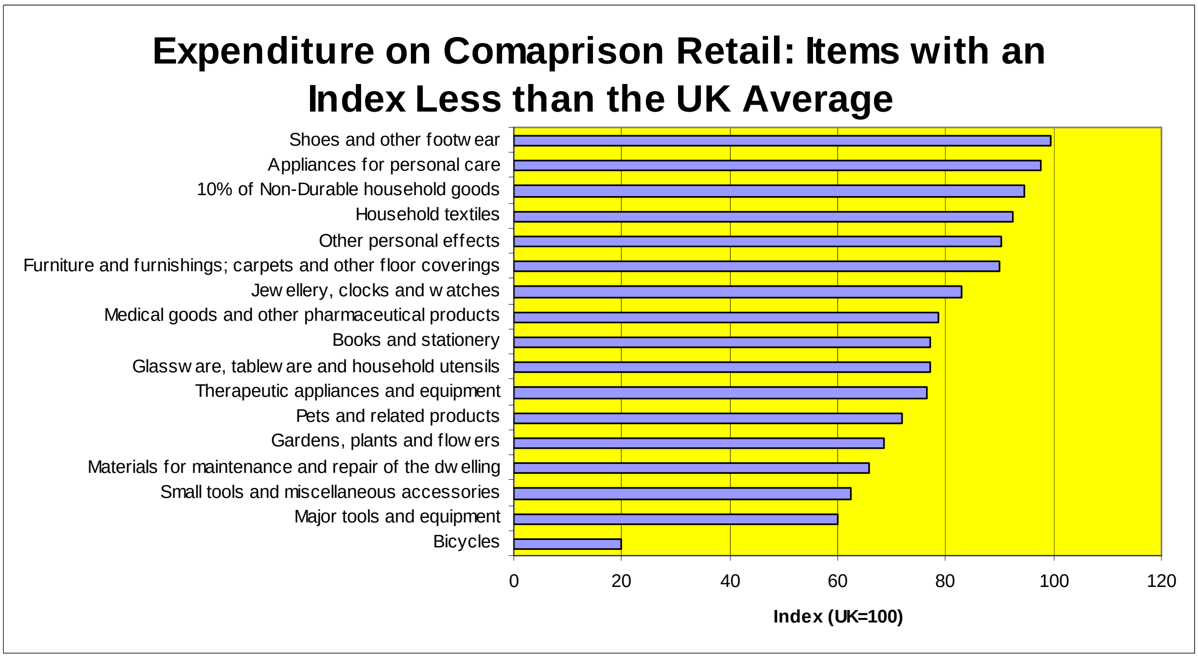
Figure 37: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Bedlington Catchment	%	UK	%	Index
10% of Non-Durable household goods	70,490.00	0.20%	357,185,476.00	0.21%	94.53
Appliances for personal care	3,122,223.00	8.70%	15,298,262,865.00	8.90%	97.76
Audio-visual, photographic and information processing equipment	4,508,794.00	12.56%	14,926,597,385.00	8.68%	144.69
Bicycles	56,273.00	0.16%	1,345,908,674.00	0.78%	20.03
Books and stationery	1,124,414.00	3.13%	6,968,169,166.00	4.05%	77.29
Clothing materials and garments	8,098,513.00	22.56%	37,197,970,202.00	21.64%	104.28
Furniture and furnishings; carpets and other floor coverings	3,425,194.00	9.54%	18,218,052,893.00	10.60%	90.06
Games, toys and hobbies; sport and camping; musical instruments	4,075,217.00	11.35%	18,951,364,780.00	11.02%	103.00
Gardens, plants and flowers	486,893.00	1.36%	3,402,000,385.00	1.98%	68.55
Glassware, tableware and household utensils	764,021.00	2.13%	4,753,009,610.00	2.76%	77.00
Household textiles	1,039,196.00	2.90%	5,378,572,610.00	3.13%	92.55
Jewellery, clocks and watches	784,517.00	2.19%	4,533,353,900.00	2.64%	82.89
Major household appliances (electric or not)	1,382,996.00	3.85%	4,457,482,024.00	2.59%	148.61
Major tools and equipment	46,350.00	0.13%	370,528,409.00	0.22%	59.92
Materials for maintenance and repair of the dwelling	936,925.00	2.61%	6,826,571,834.00	3.97%	65.74
Medical goods and other pharmaceutical products	640,788.00	1.79%	3,904,354,994.00	2.27%	78.61
Other personal effects	428,487.00	1.19%	2,276,336,174.00	1.32%	90.16
Pets and related products	413,016.00	1.15%	2,747,999,981.00	1.60%	71.99
Recording media	2,229,521.00	6.21%	7,513,288,250.00	4.37%	142.14
Shoes and other footwear	1,109,427.00	3.09%	5,348,647,704.00	3.11%	99.35

Small electrical household appliances	225,037.00	0.63%	748,364,529.00	0.44%	144.03
Small tools and miscellaneous accessories	430,546.00	1.20%	3,301,806,678.00	1.92%	62.46
Therapeutic appliances and equipment	494,809.00	1.38%	3,101,000,673.00	1.80%	76.43
Total Comparison	35,893,647.00	100.00%	171,926,829,196.00	100.00%	100.00

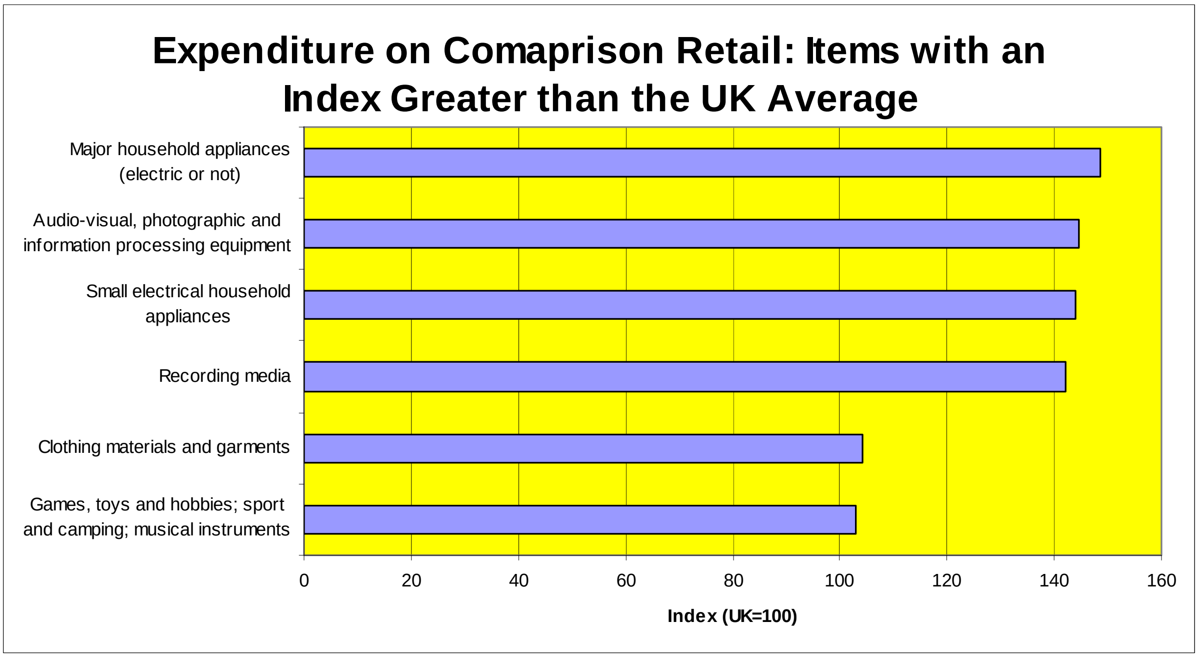
Source: Experian

Figure 38: Expenditure on Comparison Retail



Source: Experian

Figure 39: Expenditure on Comparison Retail



Source: Experian

Figure 40 below provides a breakdown of Convenience retail expenditure within the Bedlington catchment and in the UK. Clearly the largest expenditure type within comparison retail in Bedlington is Food and non-alcoholic beverages, accounting for £14.1 million or 69.2% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£2.4 million or 11.9%) and Tobacco (£2.2 million or 11.0%). The pattern of expenditure nationally differs slightly. Referring to the index, households in the Bedlington Catchment spend more on Newspapers and Periodicals and Tobacco as a proportion of total spend and less on Alcohol and Food.

Figure 40: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Bedlington Catchment	%	UK	%	Index
90% of Non-Durable household goods	634,360.00	3.11%	3,214,575,062.00	3.23%	96.24
Alcohol (off-trade)	2,418,956.00	11.86%	12,313,767,021.00	12.38%	95.80
Food and non-alcoholic beverages	14,121,309.00	69.24%	70,035,886,128.00	70.41%	98.33
Newspapers and periodicals	971,703.00	4.76%	4,451,576,478.00	4.48%	106.45
Tobacco	2,249,334.00	11.03%	9,448,891,938.00	9.50%	116.09
Total Convenience	20,395,661.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Bedlington. What the information does not indicate, however, is how much of the expenditure is spend purchasing goods and services in Bedlington and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Bedlington catchment that shops in Bedlington and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Bedlington and the extent to which spending leaks to other centres.

The figures in the tables below provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over 1% (138) of the resident population shop in Bedlington. The main shopping destination for residents is Newcastle City Centre, which accounts for just over one fifth of the catchment population (2,851 or 21%). Other notable shopping destinations include Ashington (2,611 or 20%), the MetroCentre (2,208 or 17%), Blyth (1,660 or 12%) and Cramlington (1,201 or 9%).

Figure 41: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population (no.)**
Newcastle upon Tyne - Central	21.38	2,851
Ashington	19.59	2,611
Metro Centre	16.56	2,208
Blyth	12.45	1,660

Cramlington	9.01	1,201
North Shields - Silverlink Retail Park	4.60	613
Morpeth	4.33	577
North Shields	2.34	312
Newcastle upon Tyne - Kingston Park Centre	2.17	289
Wallsend	1.95	261
Sunderland	1.09	145
Bedlington	**1.04**	**138**
Gateshead - Team Valley Retail World	0.93	125
Newcastle upon Tyne - Byker Shields	0.80	106
South Shields	0.76	102
Gateshead	0.47	63
Washington	0.26	34
Newbiggin by the Sea	0.14	18
Whitley Bay	0.14	18

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that just over 1% of retail spend by residents and households domiciled within the Bedlington catchment, representing £0.6 million per annum, is spent in the town.

Just over one-fifth of spend or £12.2 million is lost to Newcastle City Centre, with other notable leakage to Ashington (£10.8 million or 19%), the MetroCentre (£9.5 million or 17%), Blyth (£6.6 million or 12%) and Cramlington (£5.2 million or 9%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

Figure 42: Spend Leakage

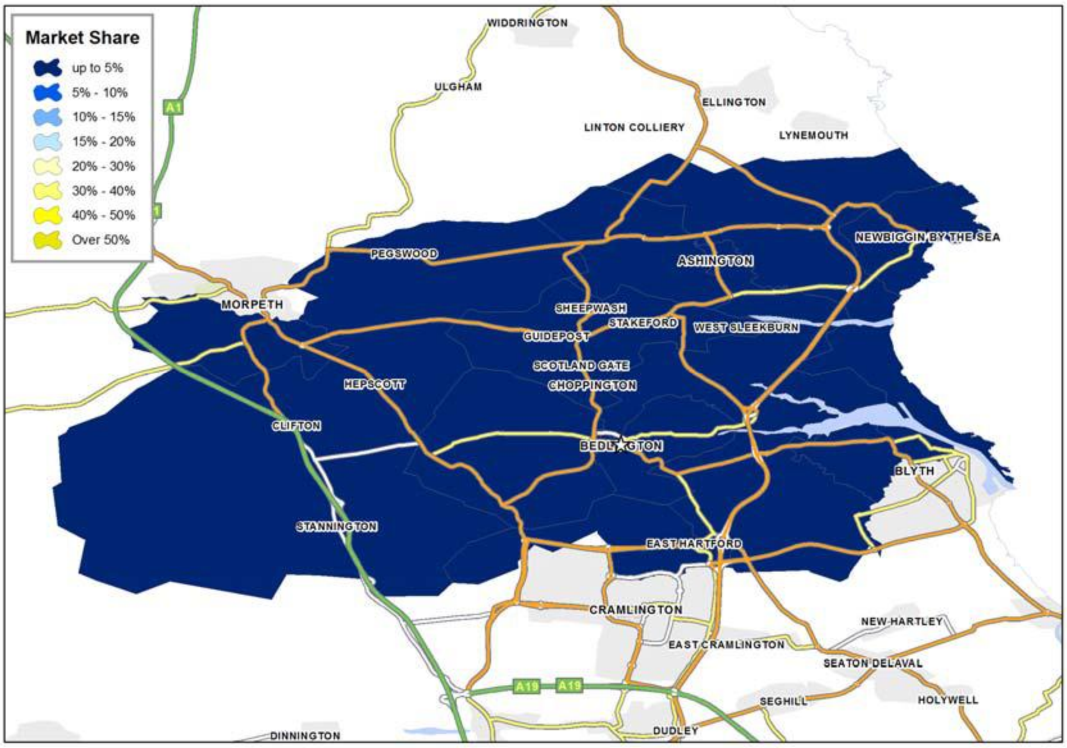
Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Newcastle upon Tyne - Central	21.71	12,222,837
Ashington	19.15	10,779,546
Metro Centre	16.87	9,493,655
Blyth	11.71	6,592,429
Cramlington	9.15	5,153,208
Morpeth	4.64	2,614,171
North Shields - Silverlink Retail Park	4.60	2,588,873
North Shields	2.34	1,316,911
Newcastle upon Tyne - Kingston Park Centre	2.21	1,245,520
Wallsend	1.95	1,098,960

Sunderland	1.09	612,826
Bedlington	**1.03**	579,988
Gateshead - Team Valley Retail World	0.95	535,535
Newcastle upon Tyne - Byker Shields	0.80	452,918
South Shields	0.76	430,342
Gateshead	0.49	276,290
Washington	0.28	158,070
Newbiggin by the Sea	0.12	69,715
Whitley Bay	0.12	67,515

Source: Experian

Figure 43 shows the Bedlington catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Bedlington. Clearly, from the map it can be seen that spend is consistently less than 5% across the whole catchment area.

Figure 43: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

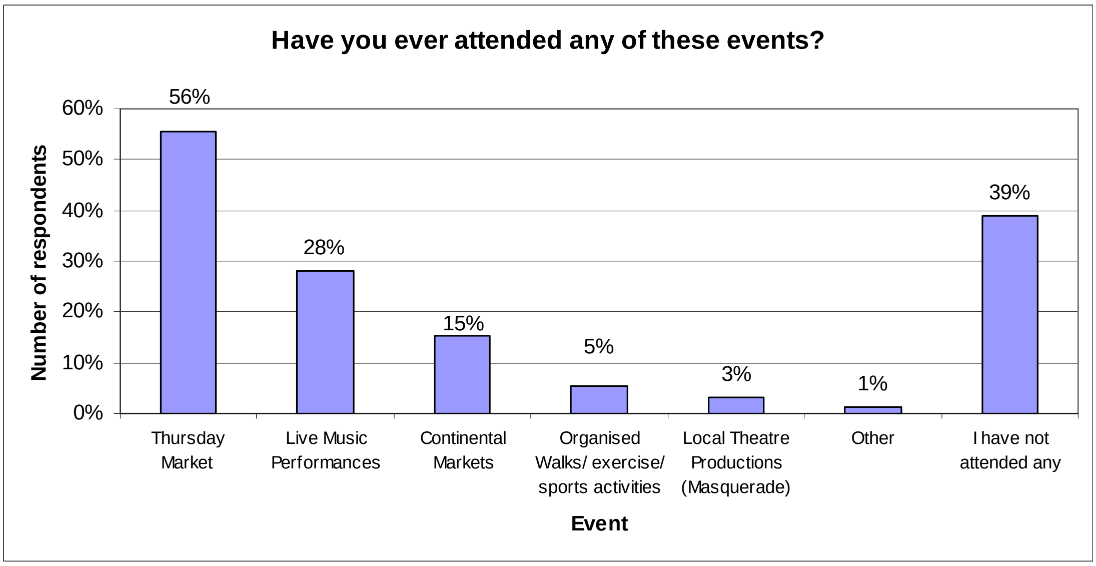
Events attended

Out of respondents, the Thursday Market had the largest attendance (56%). Live music performances closely followed with 28% of respondents attending.

However, 39% of respondents had not attended any of these events.

Figure 44: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

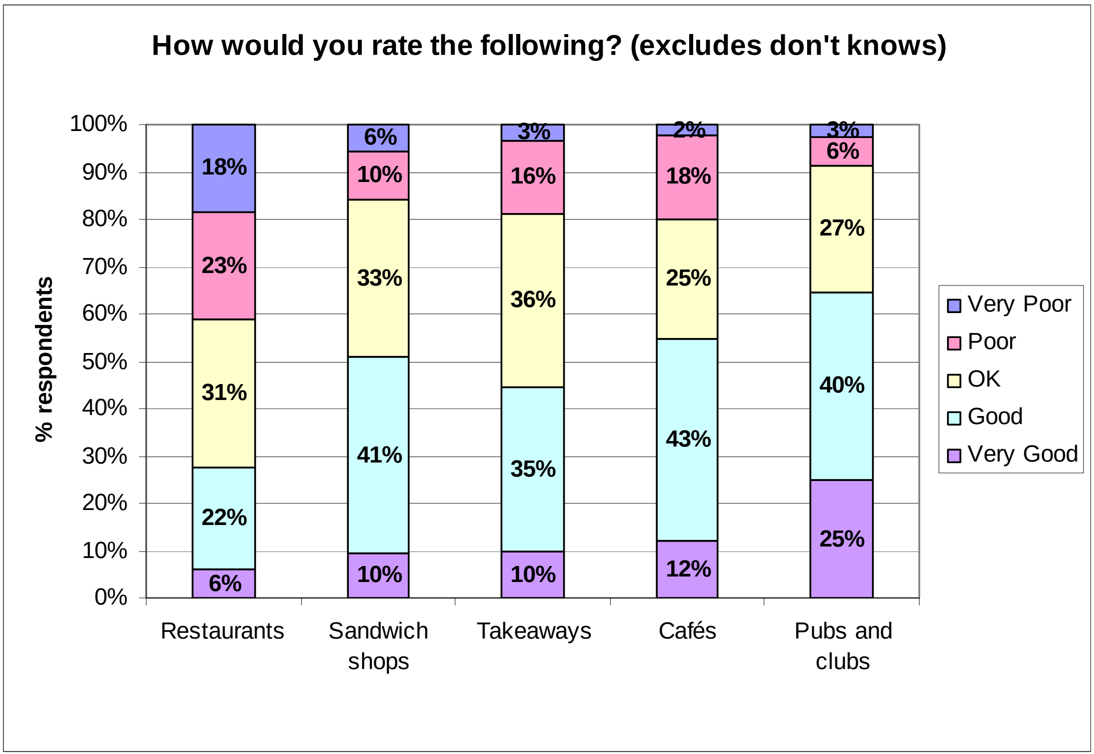
Base: 151 respondents

Eating and drinking

The highest rated eating/ drinking venues by respondents were pub and clubs with 65% rating them either good or very good. Only 28% of respondents rated the restaurants in Bedlington as good or very good. Further, 41% of respondents rated the restaurants as poor or very poor (Figure 45).

Figure 45: How would you rate the following venues for eating and drinking in Bedlington?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

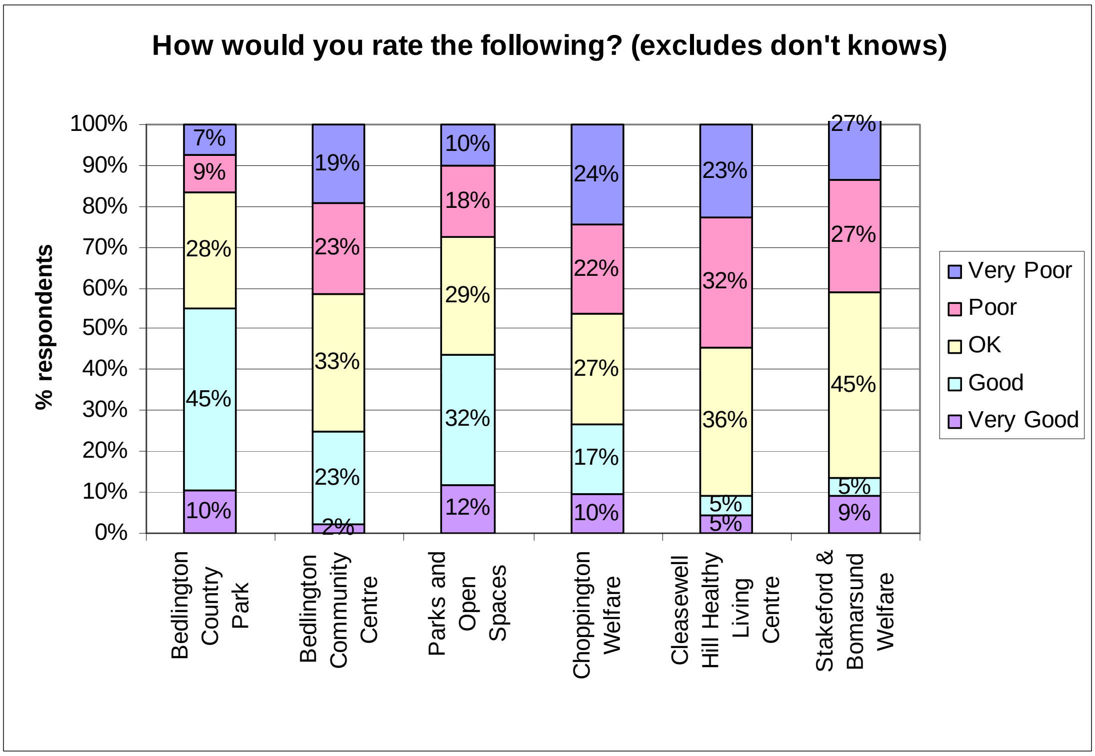
Base: 116 to 126 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

The highest rated arts and leisure facilities by respondents was Bedlington Country Park with 55% rating them either good or very good. Only 10% of respondents rated Cleasewell Hill Healthy Living Centre as good or very good. Further, 55% of respondents rated Cleasewell Hill Healthy Living as poor or very poor (Figure 46).

Figure 46: How would you rate the following arts and leisure facilities in Bedlington?

(Excludes 'don't know' responses unless otherwise specified)



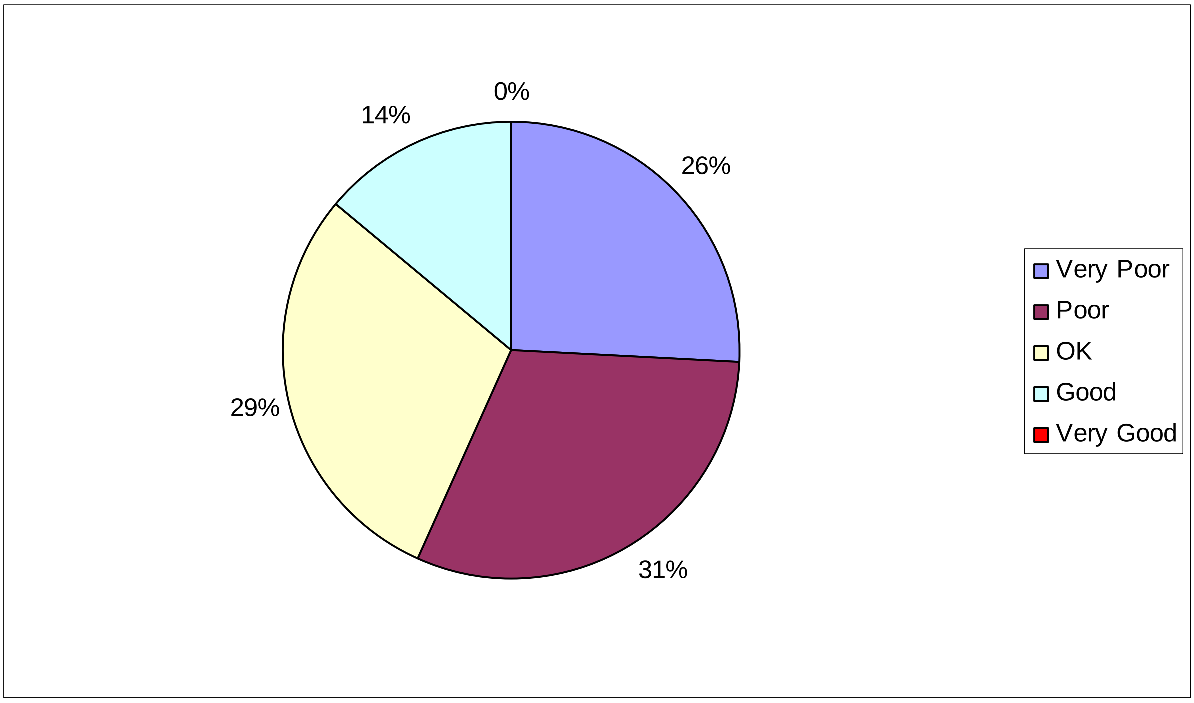
Source: Northumberland Infonet Shopper Questionnaires

Base: 150 to 151 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Bedlington as a place to enjoy yourself, just 14% of respondents gave a good or very good response and over half (57%) gave a poor or very poor response (Figure 47).

Figure 47: How do you rate Bedlington as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 143 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 47% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

- cinema
- leisure centre
- Leisure facilities
- Leisure facilities and clothes shops
- Leisure Facilities improved - more shops
- Sports
- sports centre
- better facilities for kids
- More for young people.
- something for kids

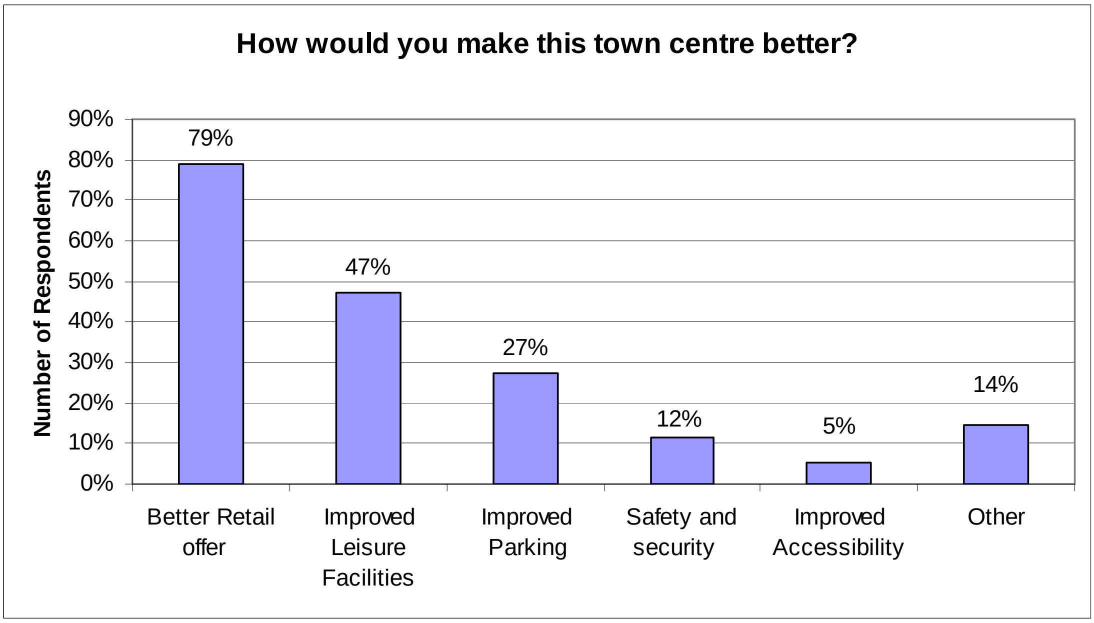
- Swimming baths

12.7 The Future: what will improve the town as a place to shop or visit?

From the analysis of the Bedlington shopper survey, it appears that in order to improve the town as a place to shop or visit, three issues need to be addressed - the retail offer, parking, and the leisure facilities. The latter two have already been covered in sections 9.2 and 12.6. The retail offer is examined in more detail in this section.

Figure 48: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 146 respondents

Retail

Throughout the survey, respondents have been fairly negative about the retail offer in Bedlington as can be seen in the following figures:

- Comments given as part of the main improvements with shopping experience question include: “A better shop selection”, “more choice in shops”, “more shopping facilities, more for young", "Clothes and toy shops", "better class of shops" and "Shopping, social facilities".

- Only 32% of respondents agreed that Bedlington offers a wide choice of quality shops; 48% disagreed with the statement.
- As can be seen in sections 12.2 and 12.3, Bedlington is mainly used for food shopping and shopping for other domestic items. For all other items, respondents are much more likely to go to alternative shopping centres, particularly Newcastle.
- Only 15% of respondents gave a good/very good rating when asked to rate Bedlington as a place to shop; 62% gave a poor/very poor rating.

When asked what improvements respondents would like to see to the retail offer in Bedlington, the most common suggestion was to have an increased variety of shops (81% of respondents mentioned this). More chain stores and more shops offering local produce were also popular answers (Figure 49).

Figure 49: What improvements would you like to see to the retail offer in Bedlington?

(Excludes 'don't know' responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires

Base: 149 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Bedlington. A list of these responses is given in Appendix 2 (Q19).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Bedlington Town Centre;

- The Bedlingtonshire Townscape Heritage (THI) with funding of almost £2 million will help conserve and enhance the historic environment of the conservation area, helping the town as a place to run a business.

- Improvements will be made to commercial historic buildings and public realm works at the Market Place.

- The Council are also progressing plans for consultation this autumn on a new development scheme for the Market Place 'gap site' to attract new business to the town.

14.0 CONCLUSION

Bedlington is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration will improve the aesthetic aspects of the town centre, they will hopefully contribute to improving the town centre as a whole and should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 37% of the floorspace use was for retail (Figure 3).
However, despite this relatively high percentage of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 48% disagreeing or strongly disagreeing to the statement "Bedlington offers a wide choice of quality shops", compared to 32% agreeing or strongly agreeing (Figure 5).

When asked what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the vareity of shops needed to be improved. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more shops and more choice of shops were high on their priorities. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 10% of vacant floorspace in Bedlington (see Figure 12). There were no enquiries for properties in Bedlington Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Welwyn Electronics Park and Barrington Industrial Estate which are both of town employment sites. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Accessibility into the town was not a problem for the shoppers interviewed with 94% (of those travelling by car) finding it very (54%) or fairly (40%) easy (Figure 15).

However, 31% of these shoppers felt that the parking in the town centre was either poor or very poor. Bedlington also has good bus connectivity, which is shown in Figure 19 by the frequency and number of destinations reached from Bedlington. 92% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 24) and the remaining 8% found it neither easy nor difficult. Further, Figure 25 shows that when looking at overall perception of the shoppers interviewed, around two thirds of respondents rated the quality, regularity and destinations served by public transport positively.

When looking at retaining shopper spend, just 1% of Bedlington residents shopped in Bedlington. 21% of expenditure was lost to Newcastle and a further 20% to Ashington (Figure 41). There were actually 11 centres which had a higher percentage of Bedlington's population spend than Bedlington itself. However, the current regeneration programmes may show that the percentage for Bedlington will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Bedlington was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer in general, the implementation of the various regeneration projects and aesthetic improvement to the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Bedlington by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q14 Can you tell me what you would like to see improved with the shopping experience in Bedlington Town Centre?

Shops

- A better shop selection
- A variety of shops
- better class of shops
- better shops
- Better shops
- Bigger Tesco's. More Businesses.
- Clothes and toy shops
- Lack of decent shops
- more choice in shops
- More choice of shops
- more cloth shops
- More Shopping
- more shops
- More shops
- More Shops
- MORE SHOPS
- more shops for games
- more shopping facilities, more for young
- more underwear shops
- more variety in shops
- more variety of shops
- need better shops
- Shop- new life!
- Shop provision
- Shopping, social facilities

- Shops
- shops
- Shops from outfitter
- shops occupied is what people want
- shops, m+s
- Supermarkets. Clothes

Leisure

- cinema
- leisure centre
- Leisure facilities
- Leisure facilities and clothes shops
- Leisure Facilities improved - more shops
- Sports
- sports centre
- better facilities for kids
- More for young people.
- something for kids
- Swimming baths

Cleaner

- clean it all up and open new businesses
- litter
- litter clearance
- the cleanliness improved
- The general place cleaned up

Access/parking

- More buses

- more regular bus service
- Should have left buses as they were

General update

- Buildings put back into use, redesigned
- Improve the look of the town
- Improve the market
- the area new things in new business
- the whole of the front street improved

Roads

- Church lane

Other

- More police
- Stop kids hanging around
- zebra crossing by chemist needs improving

Nothing

- fine
- Its alright, nothing
- Its ok
- nothing
- Nothing

Don't know

D/K

Verbatim responses to 'Q19 What improvements would you like to see to the retail offer in Bedlington?

Examples given for response 'Increased variety of shops'

- A coop
- A DEPARTMENT STORE
- baby clothes, new look, select, Primark
- Bakers. Snack Shops.
- Chemists, furniture
- children clothing shops, fashions
- clothe shops
- clothe shops, household items, electricals
- clothes
- Clothes
- Clothes / Food
- Clothes / Furniture
- Clothes all ages
- clothes and shoes, accessories
- Clothes shops and shoe shops
- Clothes shops
- Clothes shops, a shopping centre
- Clothes shops, electricals
- CLOTHES STORES, SUPERMARKET, D.I.Y
- Clothes, d.i.y
- Clothes, electrical
- Clothes, electrical goods
- Clothes, electricals
- CLOTHES, ELECTRICALS
- Clothes, food & butcher
- clothes, leisure facilities, youth
- Clothes, music, Sports facilities
- Clothes,
- clothes, shoes
- Clothes, shoes
- Clothes, shoes, DVDs

- clothes, shoes, electric goods
- Clothes. Fashion all ages.
- Clothes. Shoes
- Clothes. Shoes. Electrical.
- Clothes. Shoes. Music.
- Clothes. Shoes. Supermarkets.
- clothing
- Clothing
- Clothing for men, Launderette,
- clothing shops
- Clothing shops
- clothing shops, shoe shops
- clothing shops, Wilkinson's, M&S,
- Clothing, a shopping centre
- Clothing, food shops, baby shops
- Clothing, electrical goods
- clothing, fashion stores
- department store, clothe stores, s
- dept stores
- don't know
- fashion and shoe shops, baby fashion
- fashion shops like new look or Dorothy Perkins
- Food / Clothes
- Food. Clothes.
- Food. Supermarkets.
- Furniture / Clothes
- Furniture
- General electricals, clothes, Tesco
- groceries
- grocers, bakers, local produce,
- HMV, computer game shops,
- ladies shops clothes
- Large chemist, better florist
- Larger supermarket, electrical,
- LEISURE FACILITIES

- Like Cramlington, a shopping centre
- M+S
- Men's Clothes
- More baby and clothes shops
- more grocery shops
- more individual clothes and shoe shops
- none
- Nothing
- Produce/ fresh produce
- Quality clothes shops
- shoe shops, nice quality fashion f
- Shoes / Clothes
- shoes and clothes
- shoes shops clothing store DVD shops
- SHOES, CLOTHES, MUSIC
- shops selling playstation games
- sport shops
- Supermarket
- Supermarket / Clothes / Shoes
- Supermarket, Clothes
- Supermarket. Cafes. Booze.
- Supermarket. Clothes. Shoes.
- Supermarkets
- Supermarkets.
- Supermarkets. Clothes all ages.
- TESCO - NON-FOOD SECTION
- Underwear. Shoes. Clothes
- USE DISUSED STORES, CAR PARKING
- Wilkinson's, cloth shops
- women's clothes and shoe shops

Verbatim responses to ‘Q27 How would you make this town centre better?’

- A clean up
- All types of shops,
- Clothes
- Clothes and baby shops
- Clothes. Shops.
- D/K
- don’t know
- Food stores.
- Food/Clothes
- Furniture
- general cleanliness
- IMPROVED EMPTY PROPERTY AND VARIETY OF SHOPS
- More Chain Stores
- More different shops
- More disabled acc, more ramps
- MORE FLOWERS TO BRIGHTEN UP
- MORE SHOPS
- More Shops in all areas
- more shops opened
- More things for younger people
- None
- Toilets and baby changing
- SOMETHING FOR THE KIDS
- STOP ILLEGAL PARKING

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Northumberland County Council

BELFORD TOWN CENTRE HEALTH CHECK REPORT

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CONTENTS

LIST OF FIGURES

EXECUTIVE SUMMARY

- 41% of the floorspace in Belford was for retail.
- Shopper's perceptions of the range of retail provision was fairly divided – 45% thought that Belford offered a wide choice of shops and 46% thought otherwise.
- Shoppers would like to see improvements with more choice and variety was needed, specifically food shops.
- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail.
- There was 16% vacant floorspace in Belford.
- 97% of shoppers interviewed found it very easy or fairly easy to travel into Belford town centre by car.
- 70% gave a good or very good rating for the availability of car parking spaces in Belford.
- Belford also has adequate bus connectivity by the frequency and number of destinations reached from Belford.
- Less than half of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport in Belford as good or very good.
- 9% of Belford residents shopped in Belford. 28% of expenditure was lost to Berwick-upon-Tweed, 28% to Alnwick and 17% to Seahouses.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Belford on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
“Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken”.

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Berwick-upon-Tweed, Amble, Ashington, Bedlington, Belford, Berwick-upon-Tweed upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses, Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

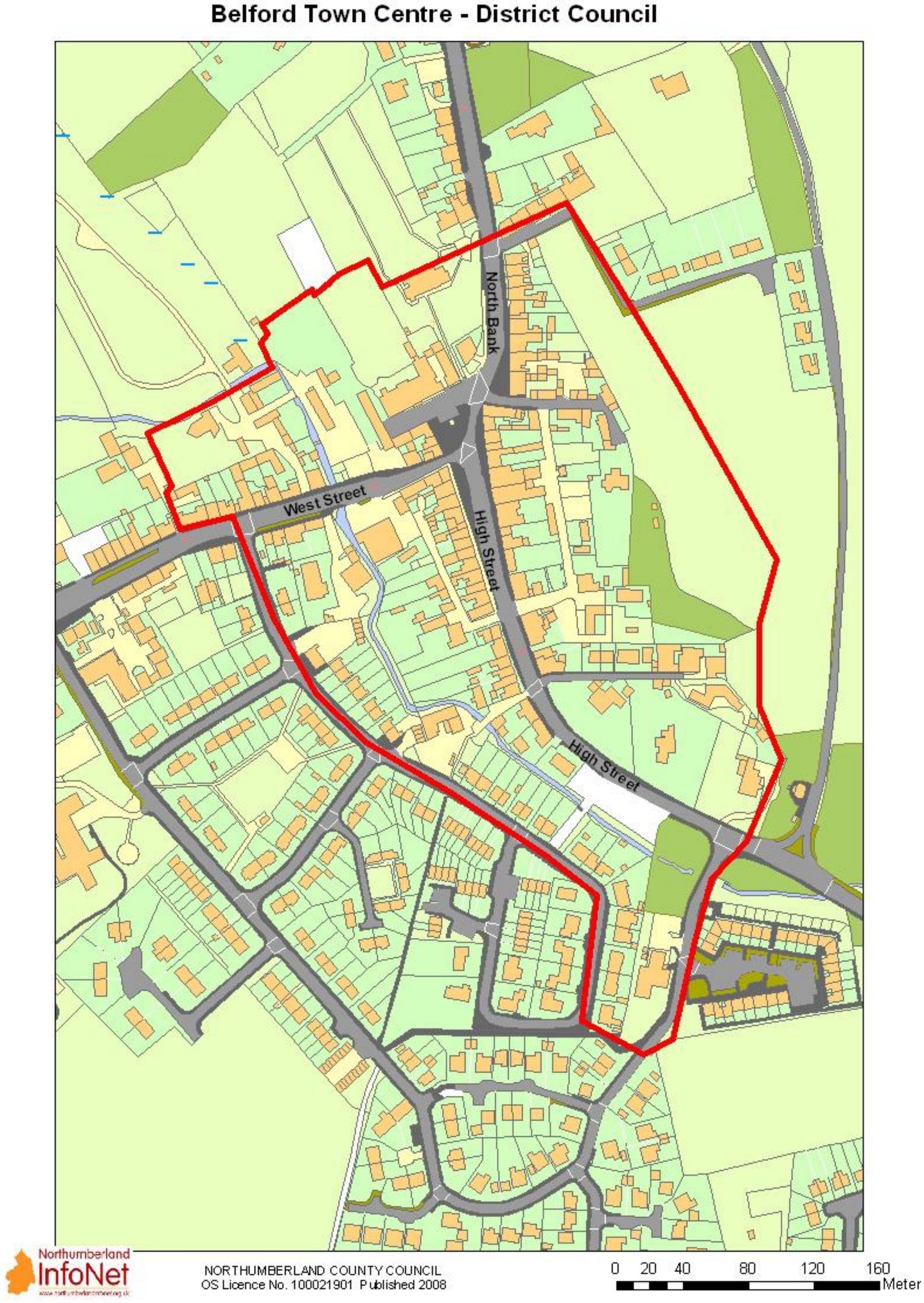
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Belford's Town Centre Boundary

Throughout this report there are two different boundaries for Belford Town Centre that will be used depending on the section: the town centre boundary as defined by the former Berwick-upon-Tweed Borough Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

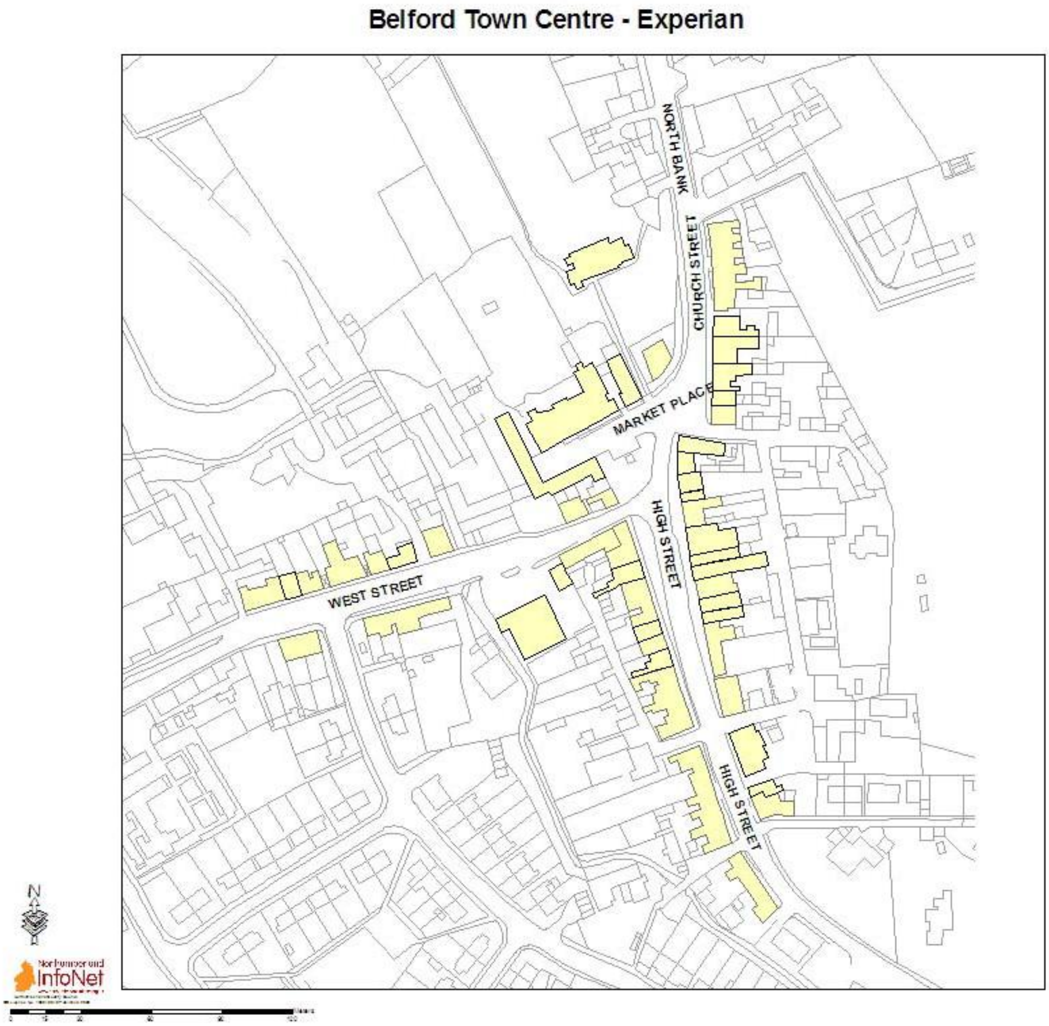
The area of Belford Town Centre in relation to the District Council boundary is 104320.90 m².

Figure 1: Boundary for Belford Town Centre (District Council)



Source: Berwick-upon-Tweed Borough Council

Figure 2: Boundary for Berwick-upon-Tweed Town Centre (Experian)



Source: Experian

2.2 Belford's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): Belford is a small market town, 49 miles north of Newcastle, and 15 miles south of Berwick-upon-Tweed. The town is dominated by an historic square, complete with market cross, which symbolises the town's long history and heritage as a trading centre for Northumberland and the Scottish Borders. Over the years, the town has lost a number of retailers, and there have been some shop premises closed for lengthy periods.

2.3 History and Development of Belford

Belford is a quiet village in North Northumberland, lying midway between Alnwick and Berwick-upon-Tweed. It is believed that it's name comes from Anglo-Saxon times, meaning the 'river ford of Beola'.

Evidence of people in the area dates back to the Mesolithic times, with further items discovered from the Bronze Age. However, the Iron Age is the first period from which evidence of settlement has been found.

Some of the buildings in Belford contain evidence from the medieval era. These include the West Hall site, where a Norman motte & bailey fortress used to stand. This has been replaced by a 19th century farmhouse, but the well and parts of the moat can still be seen. St Mary's Church, despite being heavily renovated, contains parts of what is believed to be a Norman church. In addition, the market square contains a cross dating back to medieval times.

In the 18th century, the key industry in Belford was agriculture, and in 1741, the town was given a licence to hold biennial fairs and a weekly market. This market is no longer held. Two years later, Abraham Dixon inherited land in Belford, and began to invest in the town, with Belford Hall (now luxury apartments) being one of his main accomplishments.

Belford was also heavily influenced by the Great North Road from London to Edinburgh on which it was an important coaching stop, with the Bluebell Hotel (18th century) once a thriving coaching inn. The mail coach 'Royal William' passed through Belford each day until 1847, when a railway station was opened at Belford

(Newcastle to Berwick railway). Trains ran for over 100 years before the station was finally closed to passengers in 1968. Over the past few years, there have been calls to re-open a station at Belford.

These days, the population of Belford has grown to around 1,055 (2001 census), and due to a bypass completed in the 1980's, the A1 no longer passes through the town.

There are numerous things to see and do in Belford. There is a carnival in July, a continental market each August, and the Belford Show in September. Belford also has a craft gallery, containing crafts, paintings and prints by Northumbrian artists and makers, a 9-hole golf course and a riding centre.

Nearby, there is St Cuthberts Cave, where St Cuthbert's body is said to have been taken in 875 during the monk's flight from the Vikings. Budle Bay Bird Sanctuary and the Fenham Flats (both nature reserves) are also close by, as is Chillingham Castle.

A team of Belford Community First Responders has recently been set-up to support the ambulance service by deploying volunteer first-aiders to emergencies.

3.0 DIVERSITY OF USES

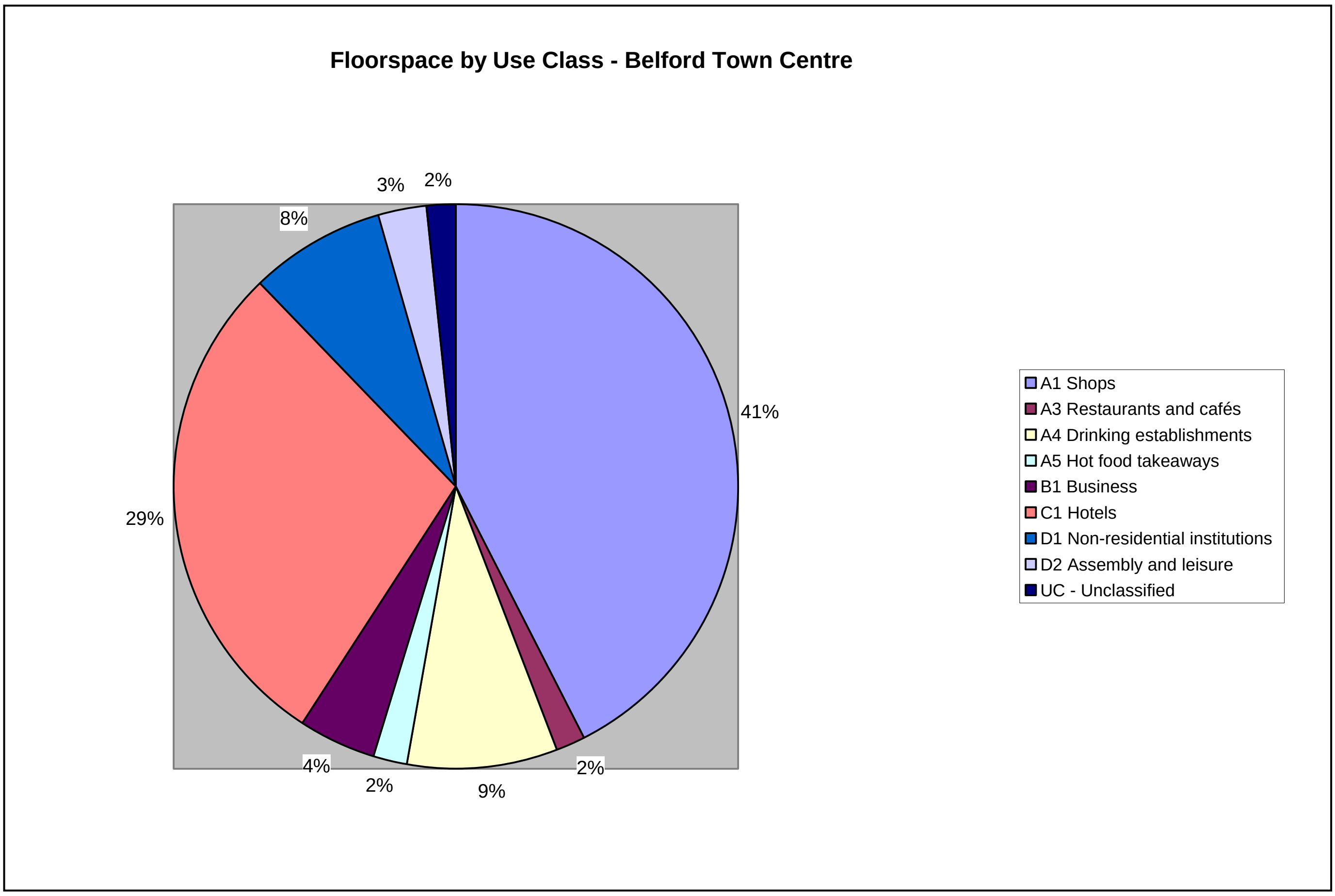
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Belford Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Belford.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

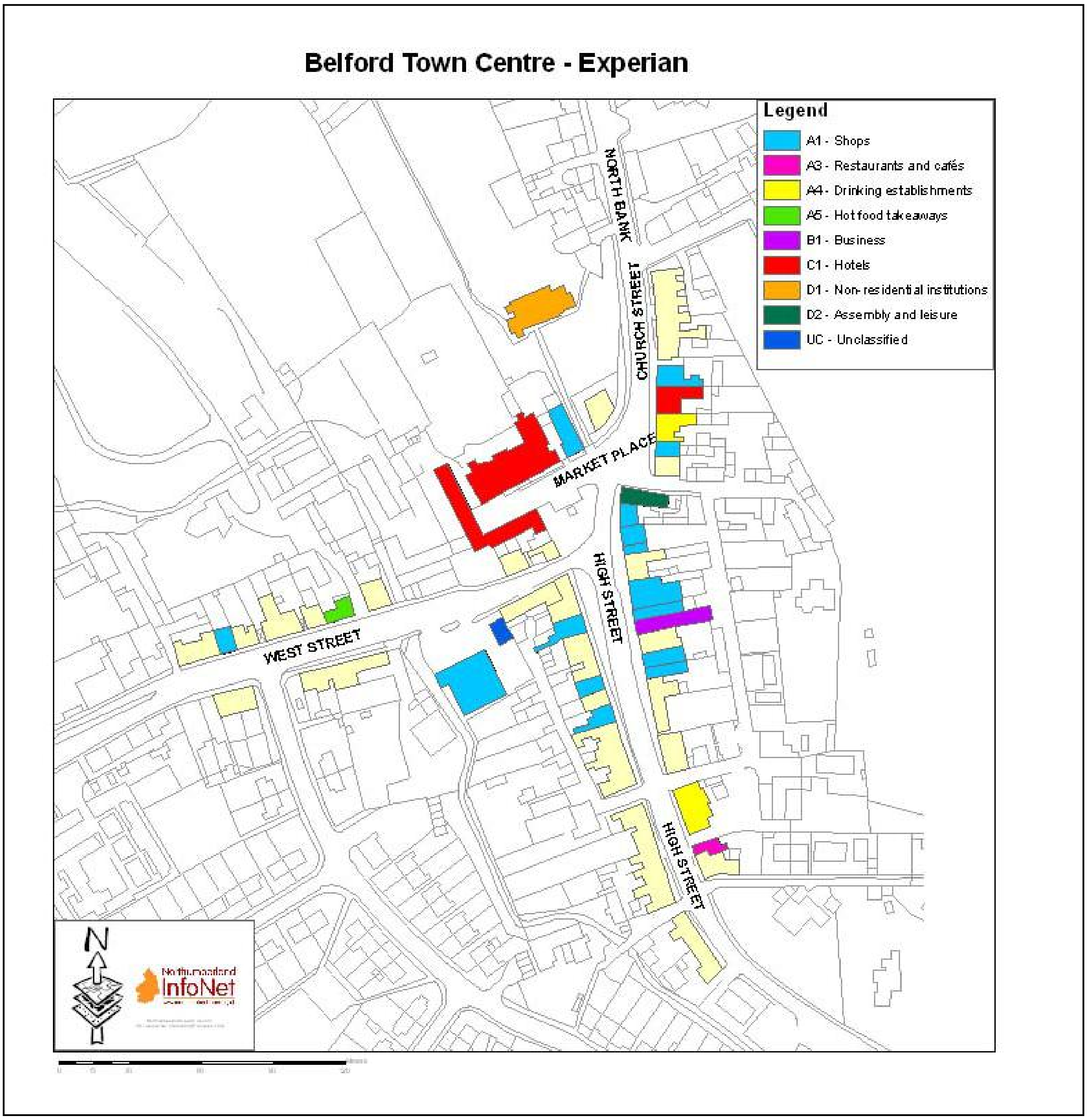
Figure 3 shows that under half (41%) of the floorspace in Belford Town Centre are classed as shops. Hotels account for 29% of the floorspace in Belford, with drinking establishments occupying 9%.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Belford Town Centre



Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are clustered around High Street which is the main street. The hotels are clustered around the Market Place.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. An open day will be held at Belford Hall from Saturday 12th September till Sunday 13th September, this gives free access to discover hidden architectural treasures and enjoy a tour, various events and activities which bring to life local history and culture. An exhibition of paintings by Chris Mayger will take place in Belford Craft Gallery from Sunday 12th July till the Monday 27th July. Admission to both of these events is free.

3.3 Satisfaction with the range of provision – retail

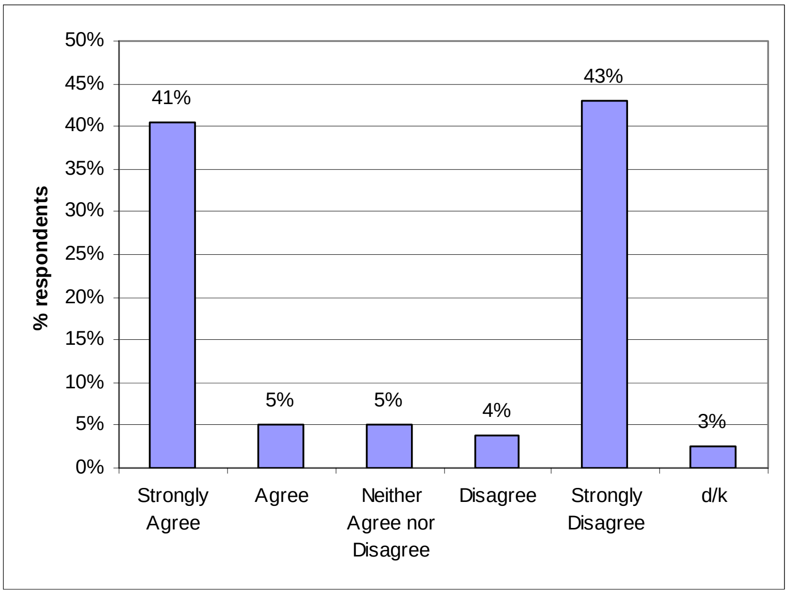
Question 14 in the Belford Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Belford offers a wide choice of quality shops"?

The level of agreement with this statement was almost equal to the level of disagreement (46% vs. 47% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Belford offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

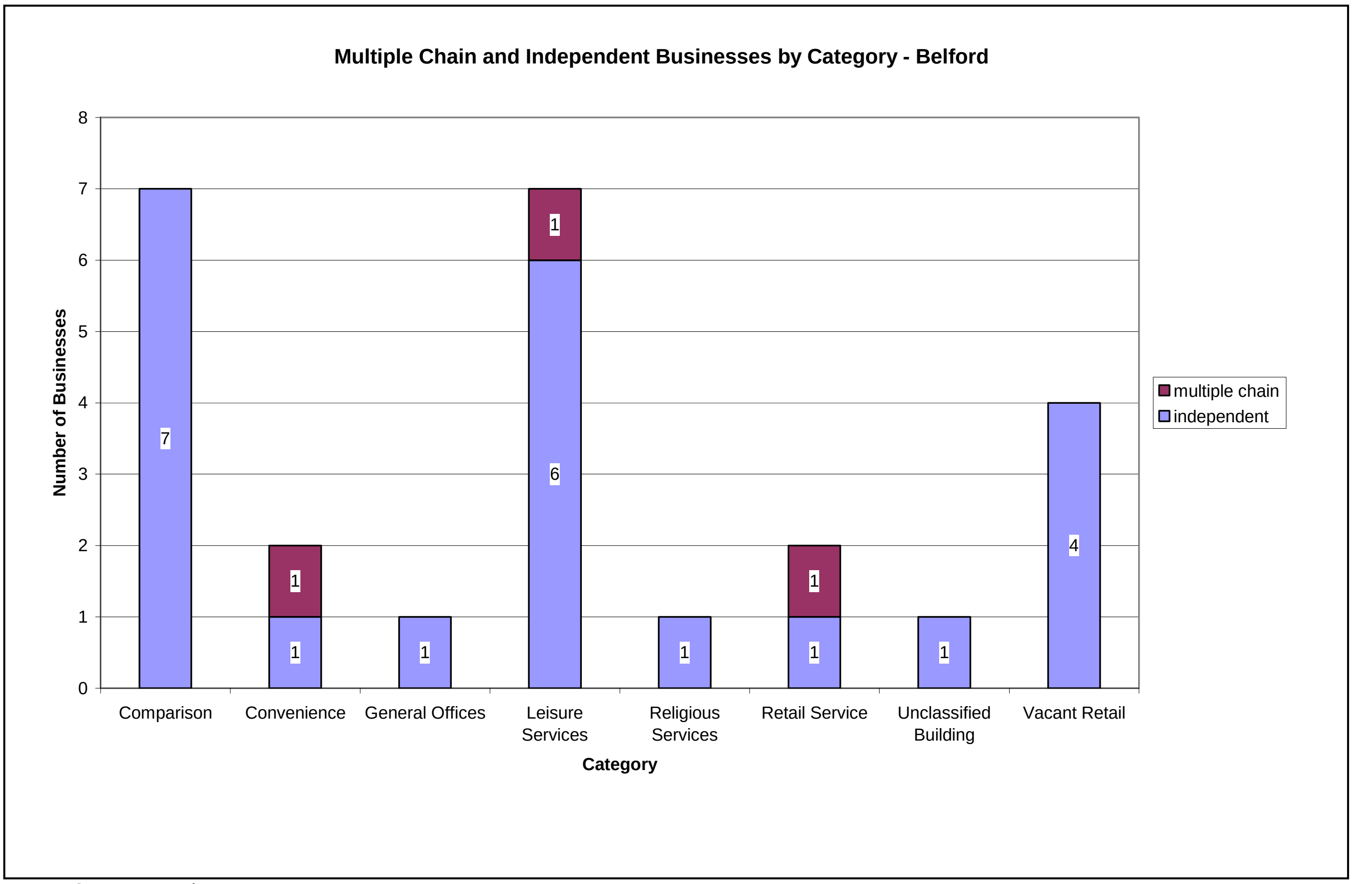
Base: 79 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Belford



Source: Experian

Figure 6 shows that in Belford town centre, the majority of businesses are comparison retail (7 independent) and leisure services (6 independent, 1 multiple chain). The categories which has the 3rd highest amount of businesses are convenience retail premises (1 independent, 1 multiple chain) and retail service (1 independent, 1 multiple chain).

5.0 RETAILER DEMAND

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Belford Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Belford Industrial Estate which is an out of town employment site. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Belford Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.

6.1 Zone A Rental Information

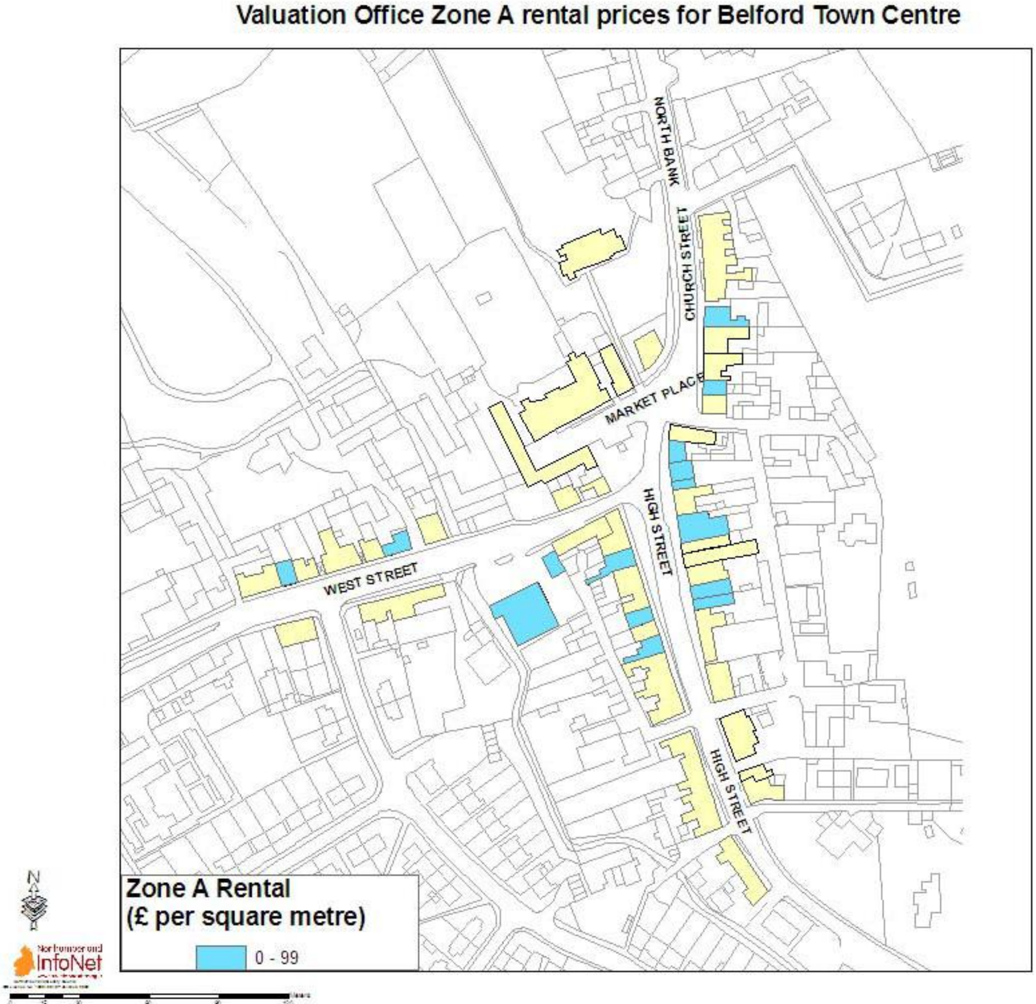
“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Belford Town Centre



Source: Valuation Office

Figure 7 shows that the Zone A rental information is unknown for a large number of properties in Belford. All of the properties for which this information is known, are valued at £0 - £99 per m², and are largely situated on High Street.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

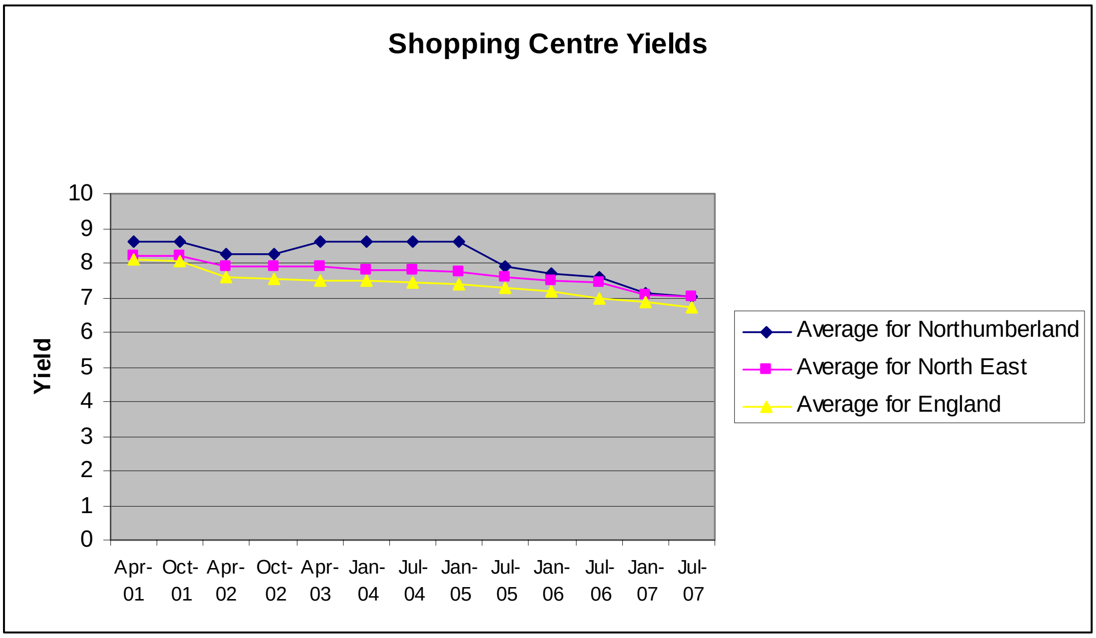
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Berwick-upon-Tweed, Ashington, Berwick-upon-Tweed upon Tweed, Blyth and Hexham.

There is therefore no available data for Belford, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

[1] www.voa.gov.uk
[2] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



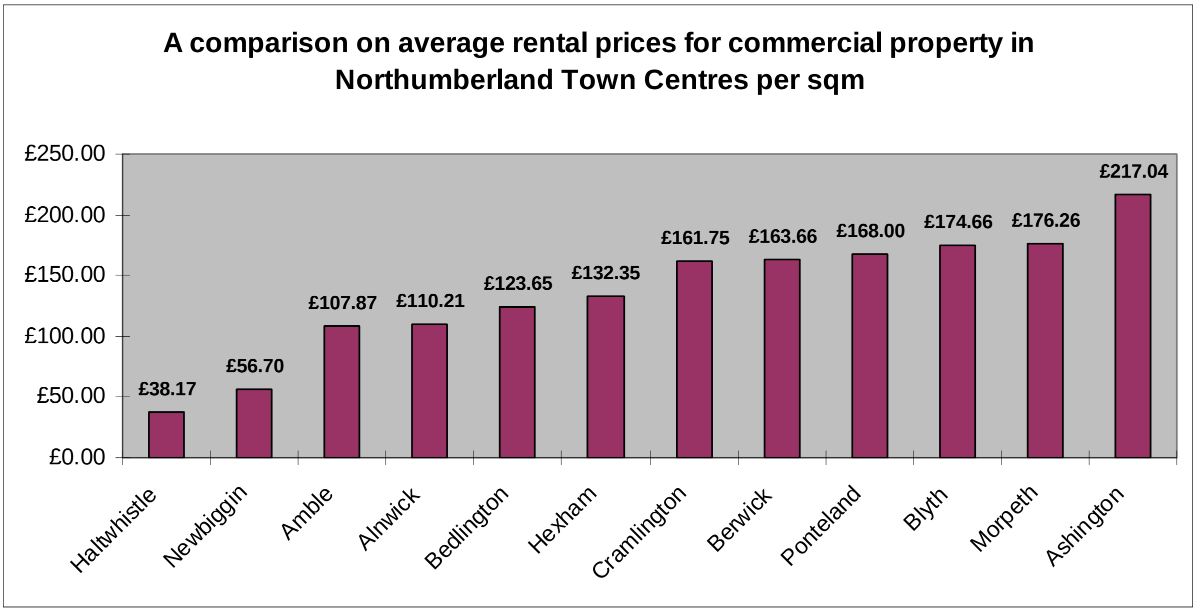
Source: Valuation Office (www.voa.gov.uk), July 2008

Figure 8 shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rates for vacant commercial property in Northumberland are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and do not take the rental prices of buildings that were occupied throughout this period into consideration. As there were no properties in Belford listed as vacant on the Northumberland Property Database, there was no available rental information for Belford. However, Figure 9 shows the average rental prices for 12 of Northumberland's town centres. Ashington has the highest rent at £217.04 per square metre and Haltwhistle has the lowest rent at £38.17 per square metre.

Figure 9: Average rental prices for commercial property in Northumberland Town Centres



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Belford town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the only street within Belford Town Centre with vacant premises is High Street. When looking at number of vacant buildings, there were 29% of vacant premises on High Street. However, when looking at vacancy rates in terms of floorspace, High Street had 30% of its total floorspace vacant.

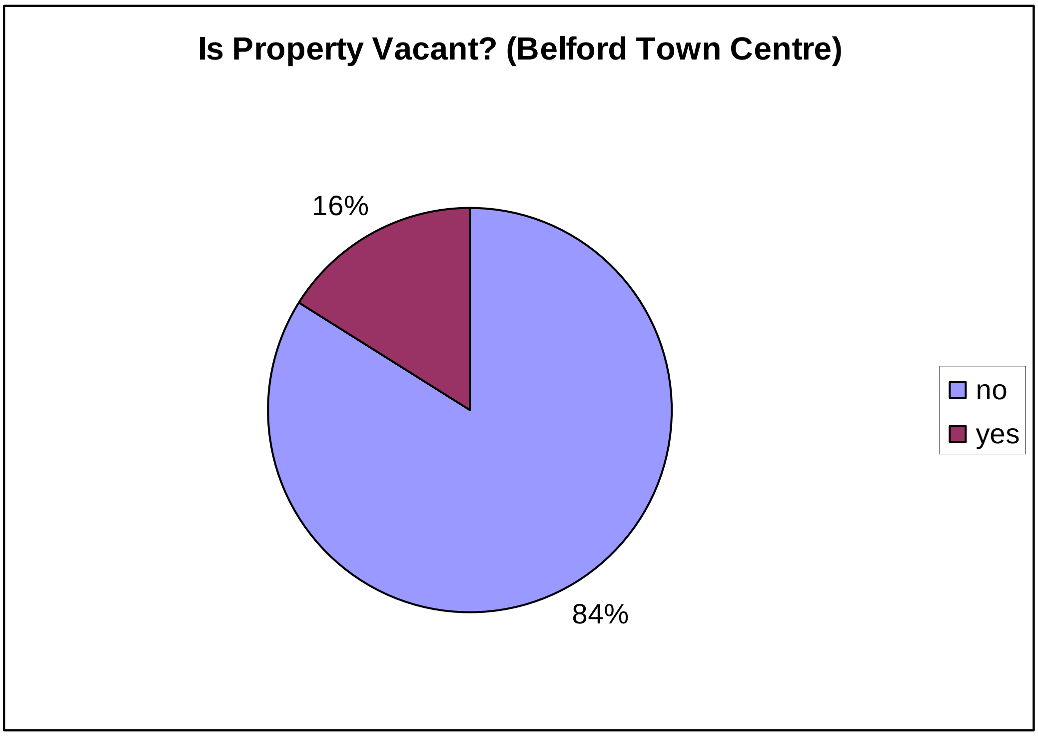
Figure 11 shows that in Berwick-upon-Tweed Town Centre, there were 84% of occupied premises and 16% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
CHURCH STREET	0%		0%	
HIGH STREET	29%	1	30%	1
MARKET PLACE	0%		0%	
NORTH BANK	0%		0%	
WEST STREET	0%		0%	

Source: Experian

Figure 11: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Belford town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Belford Town Centre in November 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 6th November, Friday 7th November and Saturday 8th November 2008. They were carried out by interviewers at two "access points" within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Belford town centre is around 380, although this will obviously vary depending on the time of year. The data suggests that the footfall on a weekday is lower (around 310 for a Friday and 260 for a Thursday).

Figure 12: Estimated daily footfall in Belford Town Centre

	Estimated daily footfall[3]		
Location	**Thursday**	**Friday**	**Saturday**
Co-op	156	180	288
Shearer & Sons, Border Stoves	108	132	90
Total	264	312	378

Source: Northumberland Footfall Counts

[3] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

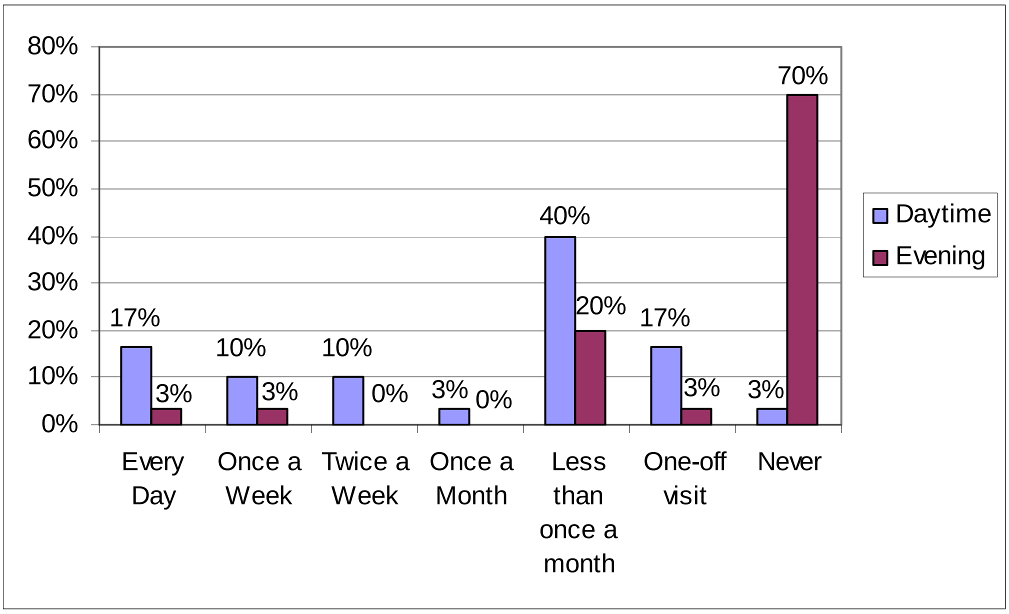
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Belford town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

38% of respondents travelled into Belford by car on the day of the interview (Figure 13). 37% of these said that they go into Belford at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 7% in the evenings.

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



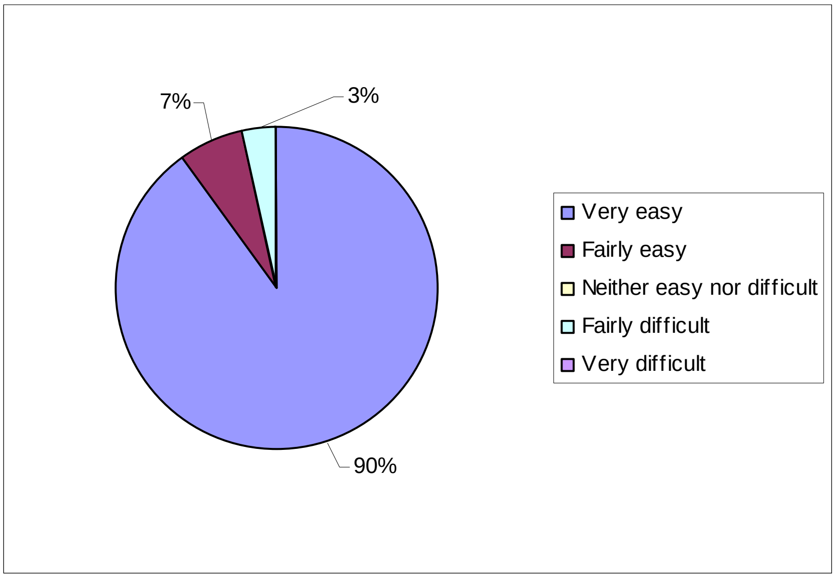
Source: Northumberland Infonet Shopper Questionnaires

Base: 30 for daytime; 30 for evening

Nearly all (97%) of the respondents that travelled by car found it fairly easy or very easy to travel into Belford town centre. Only one person found it fairly difficult (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Belford town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 30 respondents

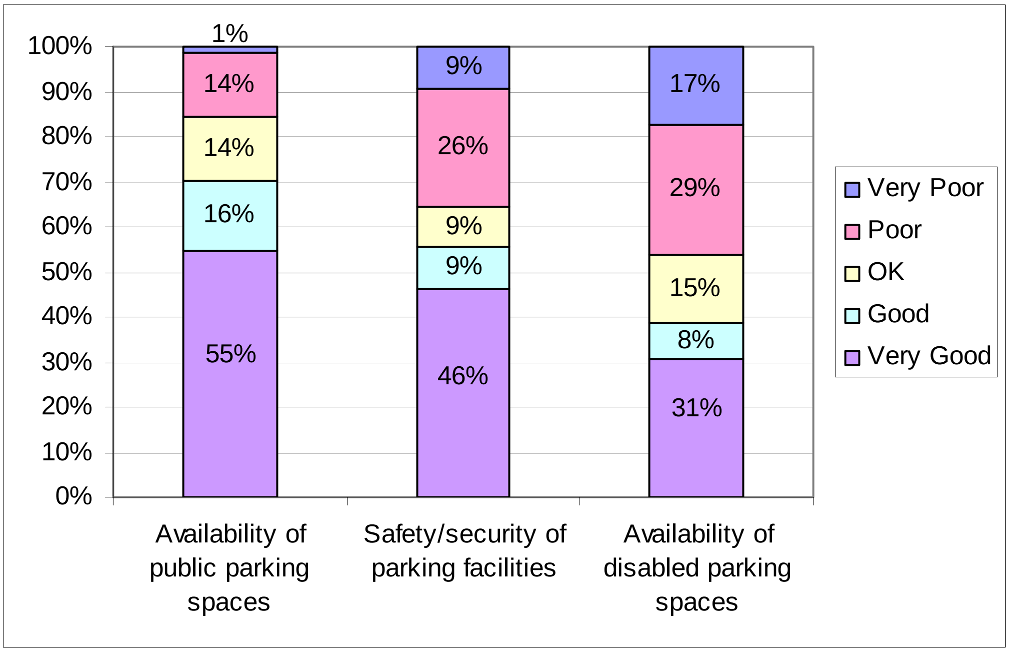
9.2 Access to car parking

The availability of public parking spaces was rated quite highly (Figure 15), with 70% of respondents giving a good or very good rating. The safety/security of the parking facilities was rated lower (55% gave a positive rating).

The availability of disabled parking spaces was not rated very highly, with nearly half (46%) of respondents giving a poor or very poor rating, and only 38% giving a good or very good rating.

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

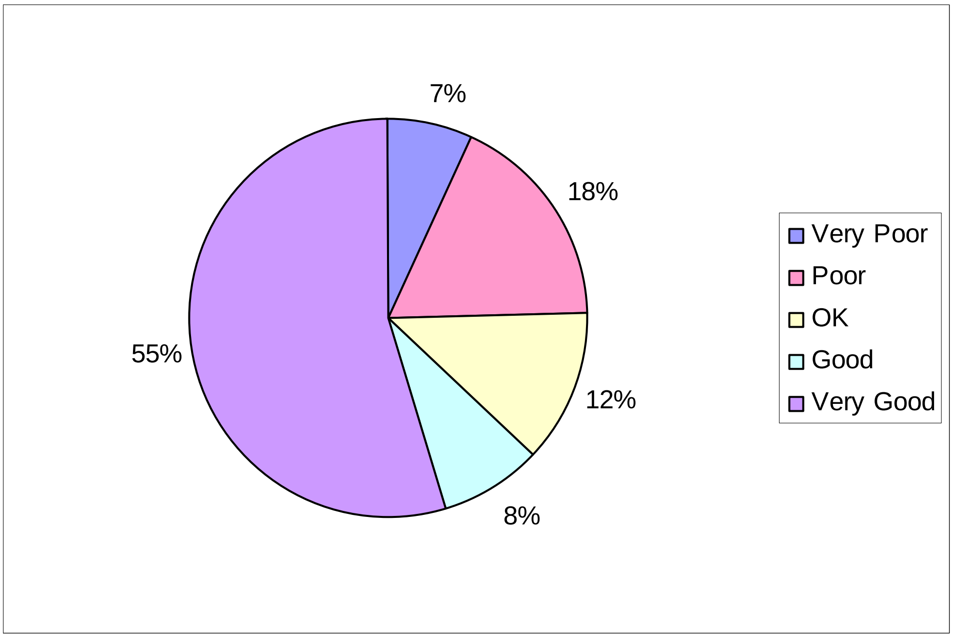
Base: 52 to 77 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

9.3 Cost of parking

Over half (55%) of respondents rated the cost of parking as very good. A further 8% said that it was good. However, one quarter of respondents gave the cost of parking a poor or very poor rating (Figure 16).

Figure 16: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 73 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Belford's Car parks

There are no official car parks within or surrounding Belford Town Centre.

9.5 Bus Connectivity

The direct connections linking Belford to surrounding towns and villages are listed below.

Figure 17: Destination and Frequency of Buses from Belford

Destination	Mon – Fri	Sat	Sun
Alnwick	Approx 2 per 2 hours	Approx 2 per 2 hours	9 per day
Bamburgh	Approx 1 per 2 hours	Approx 1 per 2 hours	4 per day
Beadnell	Approx 1 per 2 hours	Approx 1 per 2 hours	4 per day
Beal	Approx 2 per hour	Approx 2 per hour	5 per day
Berwick Upon Tweed	Approx 2 per hour	Approx 2 per hour	5 per day
Craster	Approx 1 per 2 hours	Approx 1 per 2 hours	4 per day
Denwick	1 per day	1 per day	1 per day
Embleton	Approx 1 per 2 hours	Approx 1 per 2 hours	4 per day
Felton	Approx 2 per 2 hours	Approx 2 per 2 hours	7 per day
Haggerston	At least 1 per hour	At least 1 per hour	5 per day

Howick	1 per day	1 per day	1 per day
Longhoughton Spa	Approx 1 per 2 hours	Approx 1 per 2 hours	4 per day
Morpeth	Approx 2 per 2 hours	Approx 2 per 2 hours	9 per day
Newcastle upon Tyne	Approx 2 per 2 hours	Approx 2 per 2 hours	Approx 1 per 2 hours
Scremerston	At least 1 per hour	At least 1 per hour	6 per day
Seahouses	At least 1 per 2 hours	At least 1 per 2 hours	4 per day
Shilbottle	At least 1 per 2 hours	At least 1 per 2 hours	4 per day
Warenmill	At least 1 per 2 hours	At least 1 per 2 hours	4 per day

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

Only one person travelled into Belford by bus on the day of the interview. This person went to Belford only occasionally – less than once a month during the daytime, and never in the evenings. They found it fairly easy to travel into the town centre.

9.7 Train Connectivity

There is no train access to Belford.

9.8 Shoppers travelling to town by train

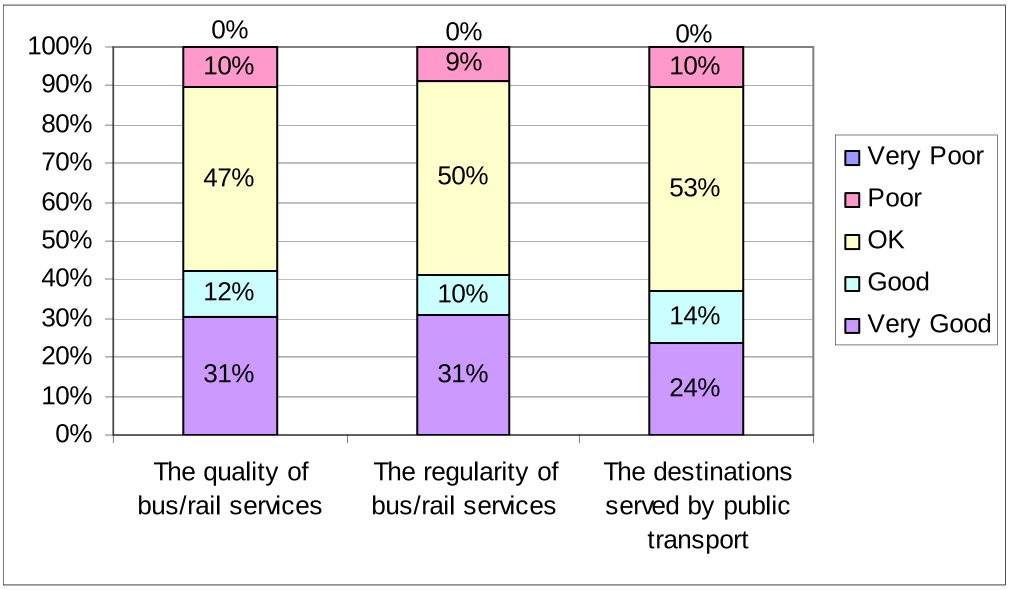
No respondents travelled into Belford by train on the day of the interview.

9.9 Perception of Public Transport Services

Between 37% and 42% of respondents gave a positive rating for the public transport related attributes, with the destinations served by public transport receiving the lowest rating (Figure 18).

Figure 18: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 58 to 59 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

5% of respondents mentioned the quality of footpaths as being one of the main problems with the shopping experience in Belford town centre.

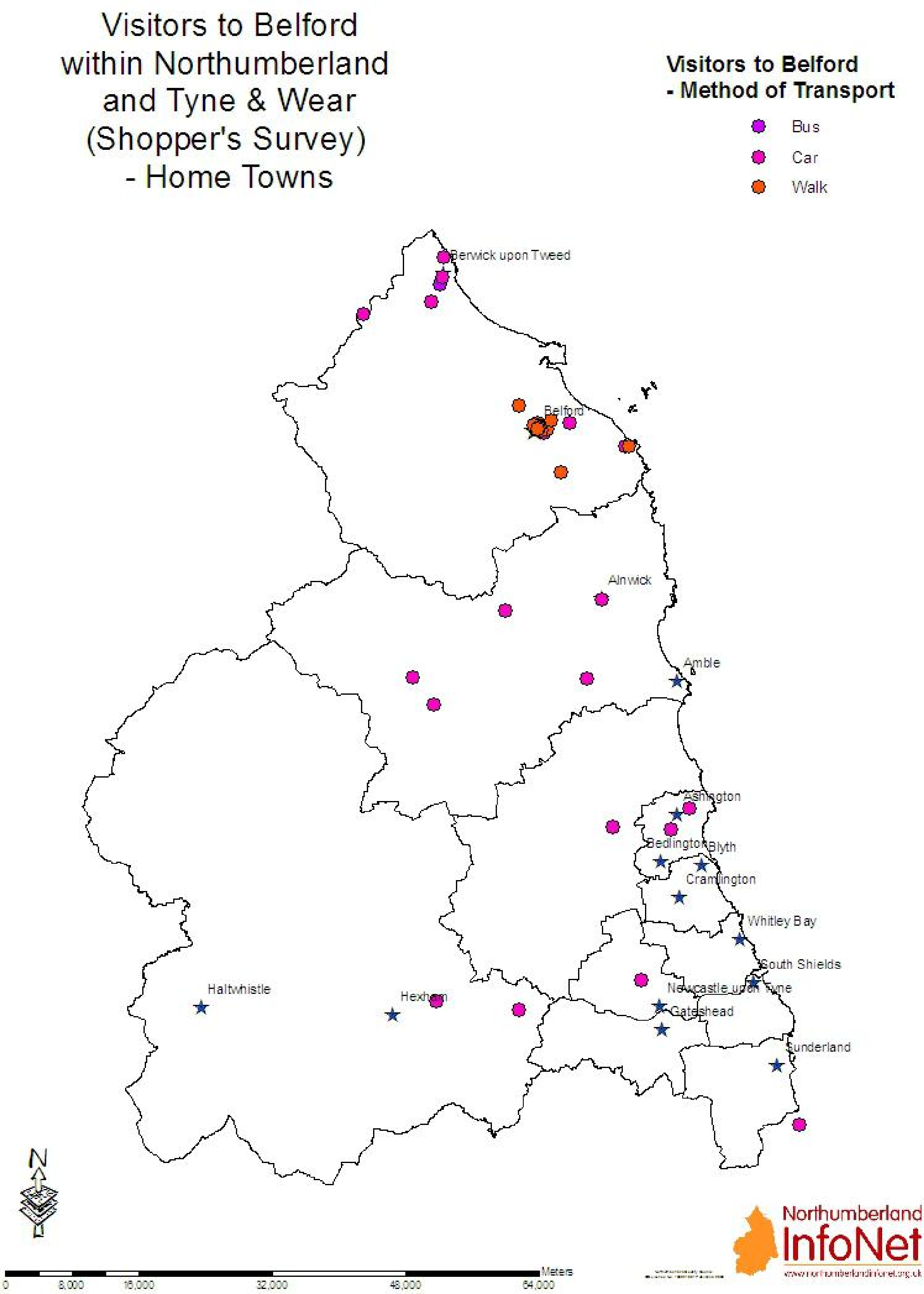
9.11 Origin and method of travel of Shoppers Interviewed

As Figure 19 shows, most of the respondents from the Belford Shopper Survey live in the former Berwick-upon-Tweed District, with a large proportion living in or around Belford itself. In addition, some respondents came from the Alnwick area, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

A large proportion of the respondents that live in or around Berwick-upon-Tweed travelled in by walking. The majority remainder of these respondents along with those that lived further away travelled by car.
The remaining few respondents were from all over England and Scotland. Most of these travelled into Belford by car (Figure 20).

Figure 19: Visitors to Belford within Northumberland and Tyne and Wear

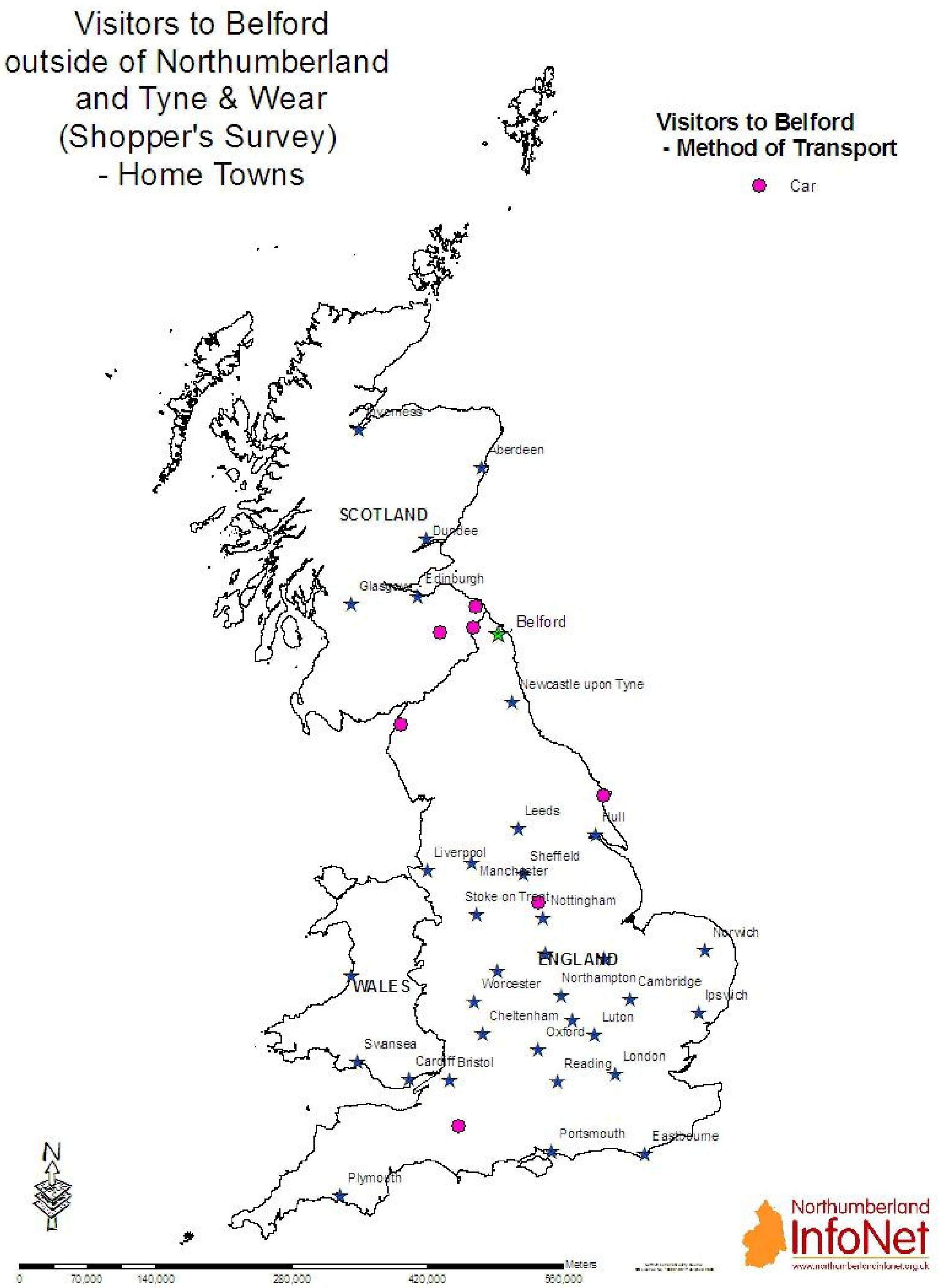
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 20: Visitors to Belford outside Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

There have been no recent improvements in Belford Town Centre.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street furniture and Open Spaces

Signage

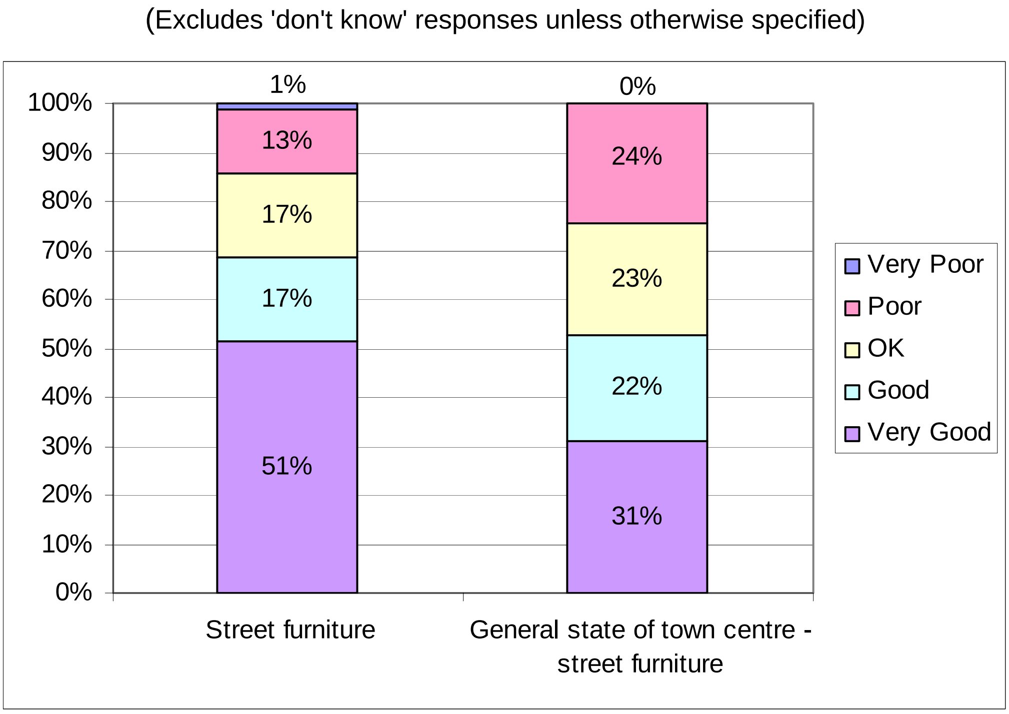
One person said that signage and information was one of the main problems in Belford.

Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 21). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to the two questions were quite different, with the respondents more positive about the first question. 68% gave a positive rating when asked generally about the street furniture in the town centre, whereas 53% gave a positive response when asked about the general state of the street furniture.

Figure 21: Street furniture ratings



Source: Northumberland Infonet Shopper Questionnaires

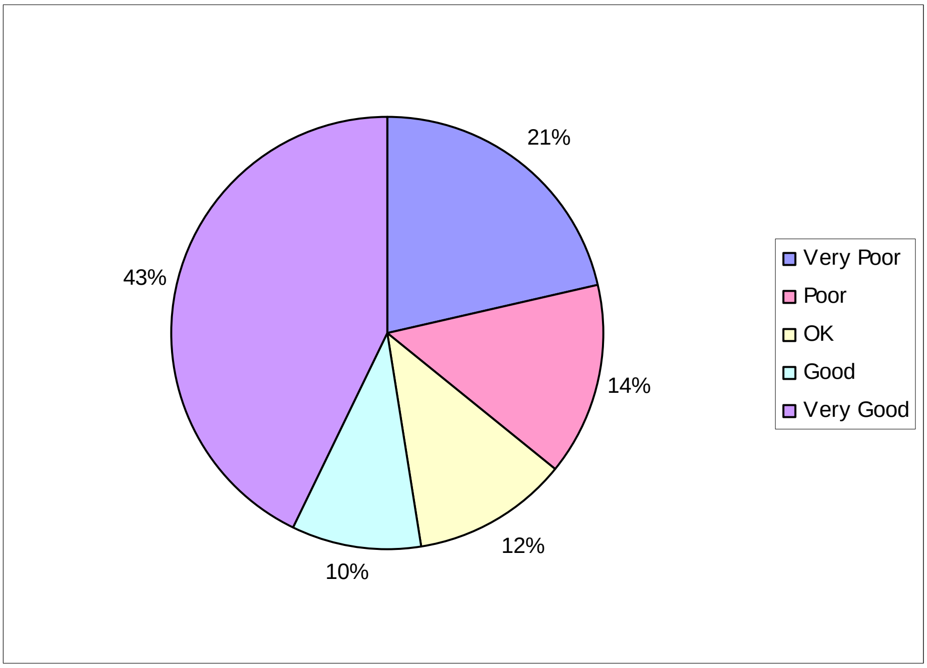
Base: 74 to 76 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

Just over one half (52%) of respondents gave a positive rating for the parks and open spaces in Belford. 36% gave a negative response (Figure 22).

Figure 22: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

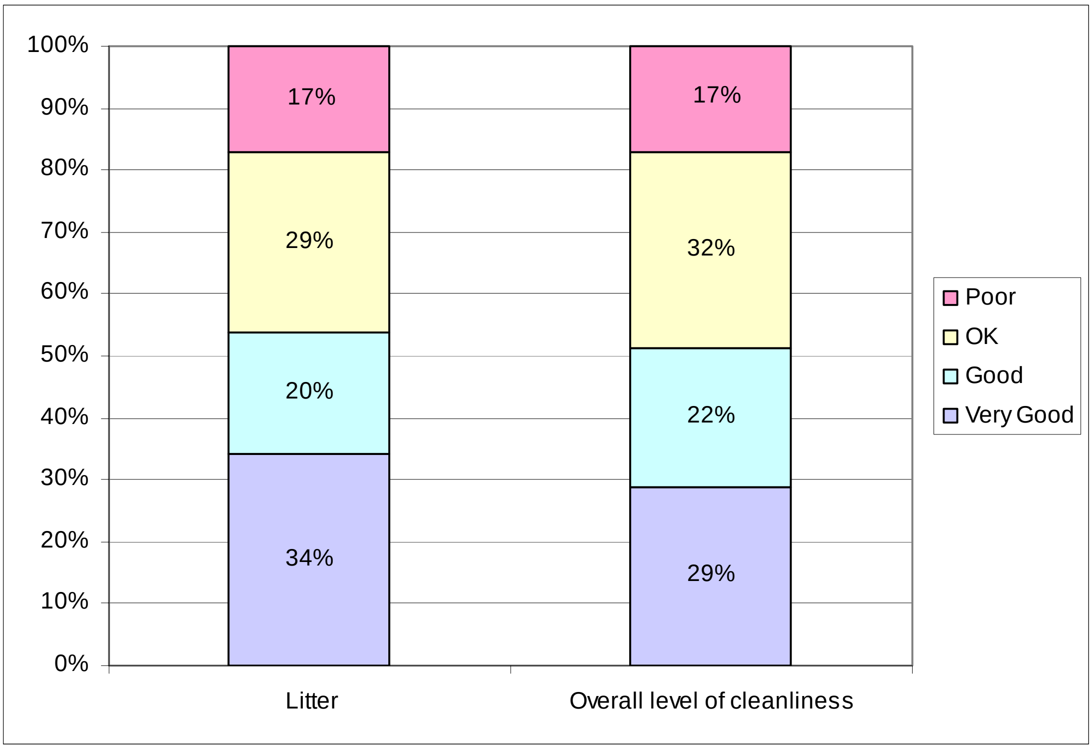
Base: 42 respondents (note: this excludes those respondents that gave a ‘don’t know’ response)

10.2.3 Litter and Cleanliness

The litter and the overall level of cleanliness in Belford town centre each received a positive rating from just over one half of respondents. 17% gave a negative rating (Figure 23).

Figure 23: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 76 respondents (litter); 76 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

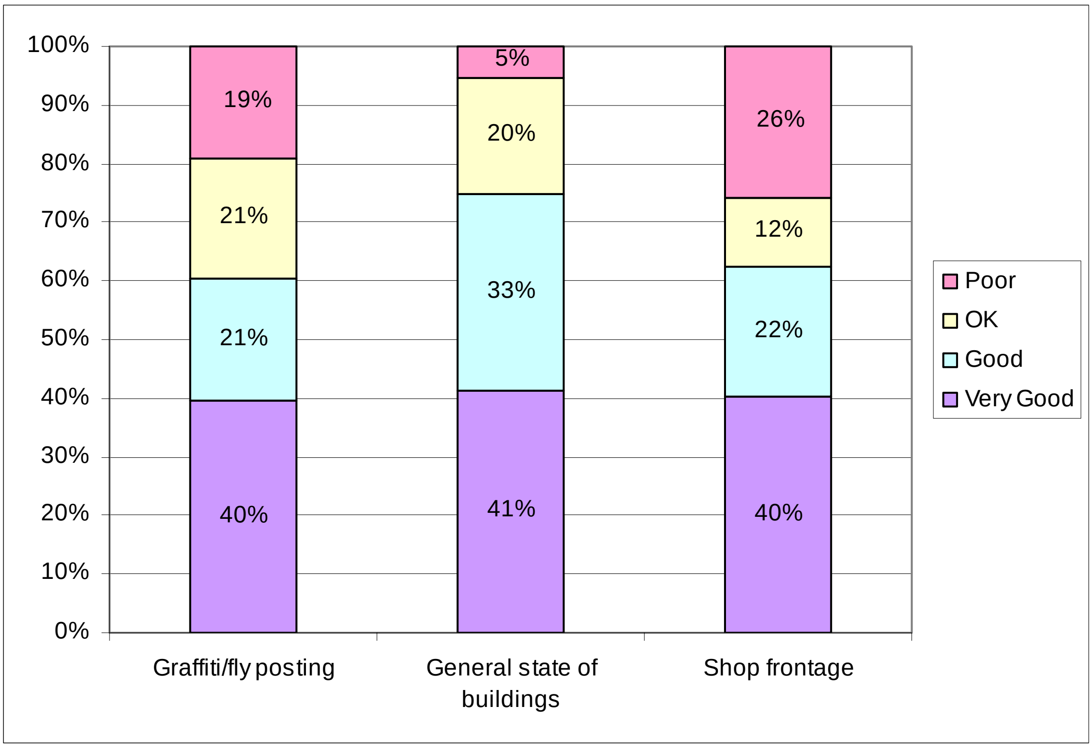
One respondent said that in order to make the town centre better, it was necessary to pay "attention to the litter and tidiness in the village".

10.2.4 General Appearance of the Town

Respondents felt quite positive about the appearance of the town, with over 60% giving a positive rating for the graffiti/fly posting, the shop frontage and the general state of the buildings. The last of these attributes was given the highest rating (75% gave a good/very good rating, and only 5% gave a poor/very poor rating) (Figure 24).

Figure 24: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 73 to 77 respondents; (note: this excludes those respondents that gave a 'don't know' response)

Several respondents were concerned about the number of empty shops in the town centre:

- "Empty shops".
- "Don't leave shops empty".
- "…empty shops need looking at".
- "Don't let shops stand empty".
- "Empty shops make place look a mess".
- "Lots of empty shops - doesn't look very good".
- "Lots of empty shops need sorting".
- "Need to look after boarded up or empty shops".

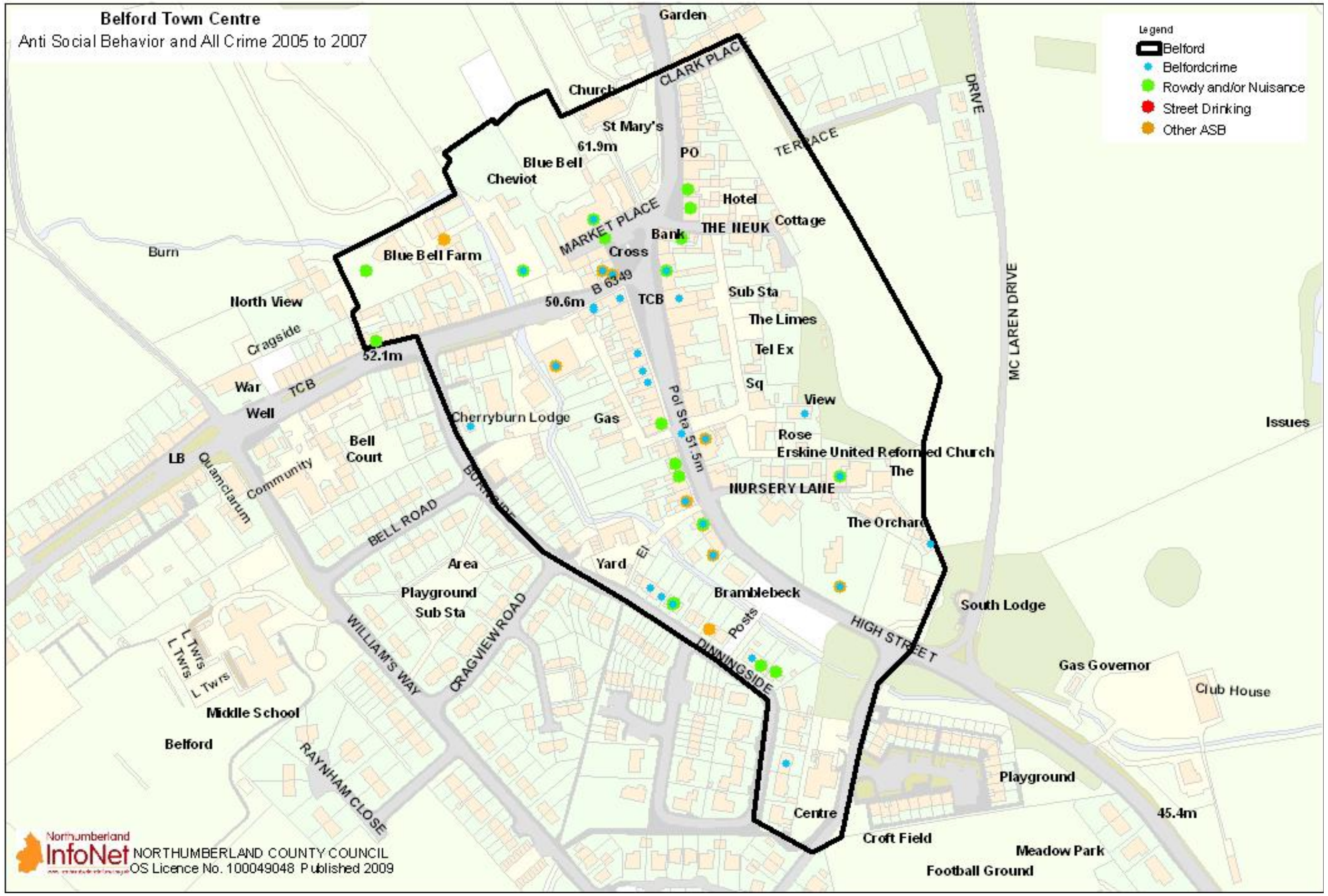
A further related comment was also made: "Empty flats need sorting out - shop fronts need renovating".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

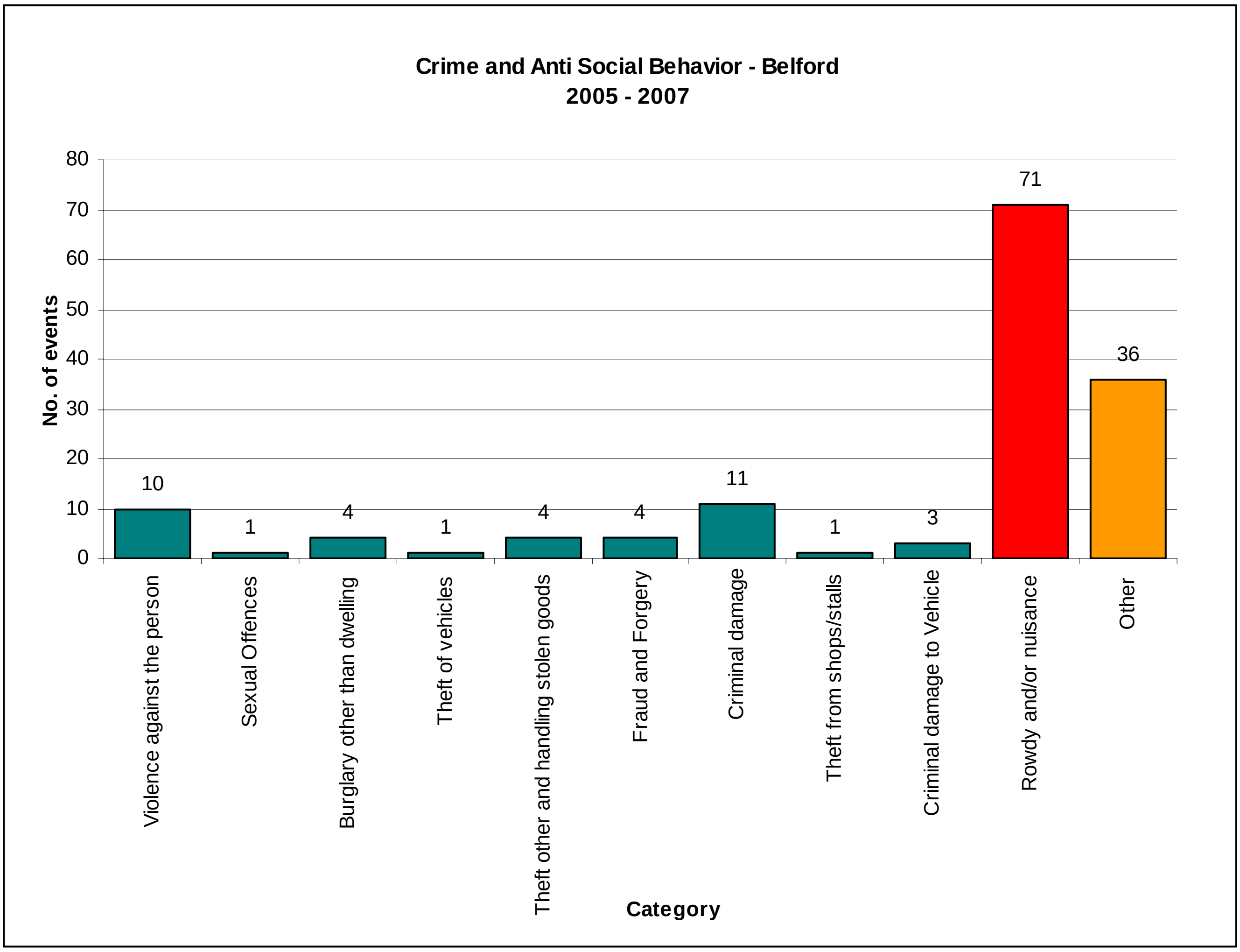
11.1 Analysis of Reported Crimes

Figure 25: Analysis of Reported Crimes



Source: Northumbria Police

Figure 26: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figure 25, it is clear to see that the majority of crime in Belford in 2005 – 2007 occurred on High Street and the main type of crime and anti social behaviour here was “rowdy and/ or nuisance” of which there were 71 occurrences.

Looking at the chart (Figure 26), the types of crime have been broken down further. The most frequent type of crime occurring in Berwick-upon-Tweed Town Centre between 2005 and 2007 was criminal damage of which there were 11occurrences. The 2nd most frequent type of crime was “violence/offences against the person” of which there were 10 occurrences.

11.2 Perception or Fear of Crime

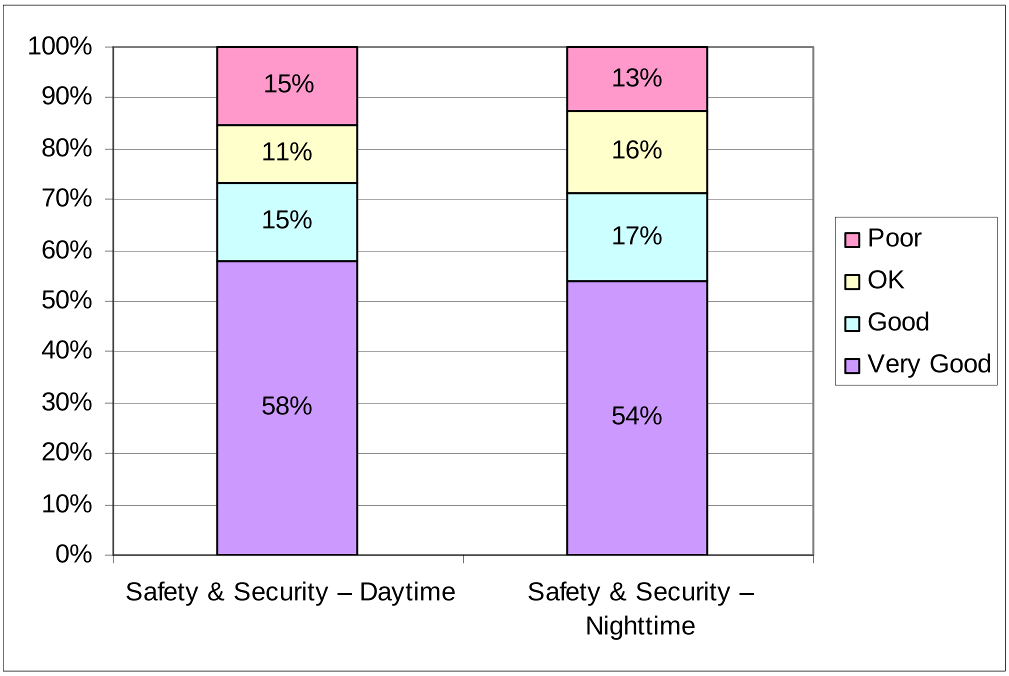
No respondents mentioned safety/security as being one of the main problems with the shopping experience in Belford town centre.

Respondents were asked to rate safety/security during the daytime and the night-time (Figure 27). Nearly three quarters of respondents (73%) gave a good or very good rating for the daytime, and 15% a poor or very poor rating. For the night-time, the ratings were surprisingly similar, with 71% giving a positive rating and 13% a negative rating.

As can be seen in section 9.2, 55% of respondents felt that the safety/security of the parking facilities was good/very good, whereas 35% thought they were poor or very poor.

Figure 27: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 71 respondents (daytime); 63 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Berwick-upon-Tweed Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Berwick-upon-Tweed District (September 2008):

- Berwick-upon-Tweed Borough CDRP has developed a labelling scheme to tackle the sale of alcohol to persons under the age of 18. Can identify offending premises through use of special barcodes on the labels. The Project is called "Bar None", currently in the pilot phase and is trialling with Off License premises.

- Headteachers from: Berwick-upon-Tweed High School; Berwick-upon-Tweed Middle; Tweedmouth Middle; Belford Middle; Glendale Middle, Wooler; and Seahouses Middle have been invited to a series of meetings in order to explore:
  - Engaging in local community issues
  - Exploring the options to create safer and greener communities
  - Developing a preventative approach that includes support, effective communication and publicity in order to address community issues in a pro-social manner
  - Encouraging local individual and collective responsibility and accountability in the communities we serve and live in.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Belford Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Belford catchment area; spending patterns and retaining shopper spend within the town centre.

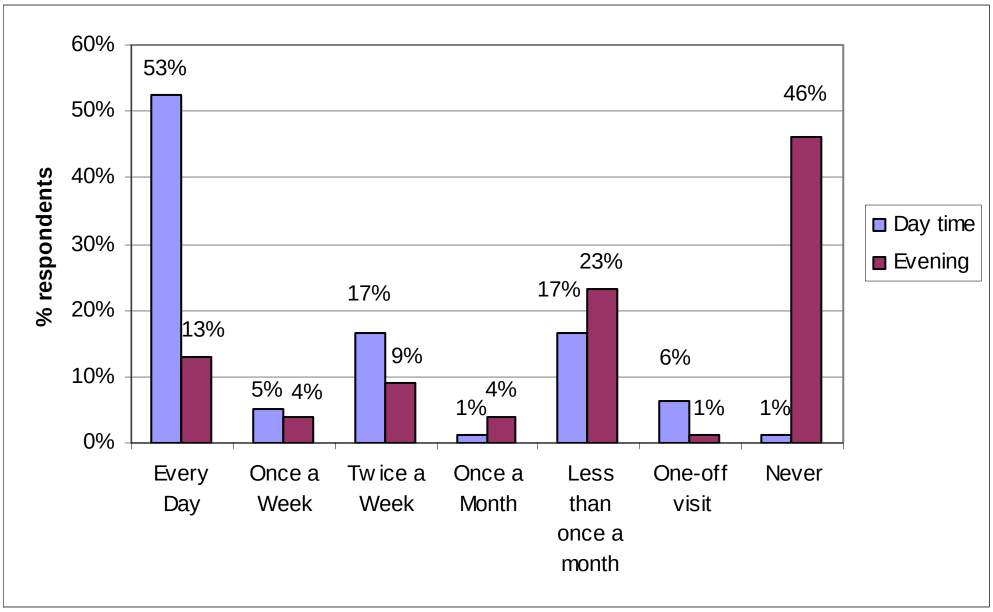
12.1 Regularity of visits

74% of respondents go to Belford town centre during the daytime at least once a week. Over half (53%) visit the town every day.

Respondents visit the town centre far less often during the evenings, with only 26% visiting at least once a week. 46% said that they never visit the town centre during the evening (Figure 28).

Figure 28: Approximately how often are you in Belford Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 78 respondents (daytime) and 78 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 29 shows the proportion of respondents that shop for different items solely in Belford town centre, and how many go further afield. Figure 30 gives more details about which shopping centres the respondents use.

For main food shopping, very few of the respondents choose to shop in Belford, preferring to go to Berwick (54%) or Alnwick (30%) instead. Other domestic item shopping is similar. For top-up food shopping, they are much more likely to stay in Belford. For all other items, it is very unlikely that the respondents will do their shopping in Belford. Newcastle is a popular choice for most other items, as are Berwick, Alnwick and the Metro Centre.

Figure 29: Proportion of respondents shopping in Belford and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Belford									
Belford only	5%	62%	4%	0%	0%	0%	0%	1%	0%
Belford + local area[4]	1%	6%	3%	1%	1%	0%	0%	0%	0%
Belford + non-local/local mix	0%	0%	1%	0%	0%	0%	0%	0%	0%
Non-Belford									
Local area (not Belford)	81%	18%	78%	91%	90%	84%	82%	73%	81%
Other	8%	9%	9%	5%	4%	4%	4%	4%	4%
Mixture of places (not Belford)	0%	0%	0%	1%	1%	3%	1%	3%	3%
Don't buy	5%	5%	5%	1%	4%	10%	13%	19%	13%
Base	79	79	79	79	79	79	79	79	78

Source: Northumberland Infonet Shopper Questionnaires

[4] 'Local area' is defined as being one of the following: Berwick, Wooler, Alnwick, Newcastle, Metro Centre, Edinburgh, Galashiels, Kelso, Morpeth, Other Scotland, Other Northumberland

Figure 30: Shopping centres used by respondents to purchase different items

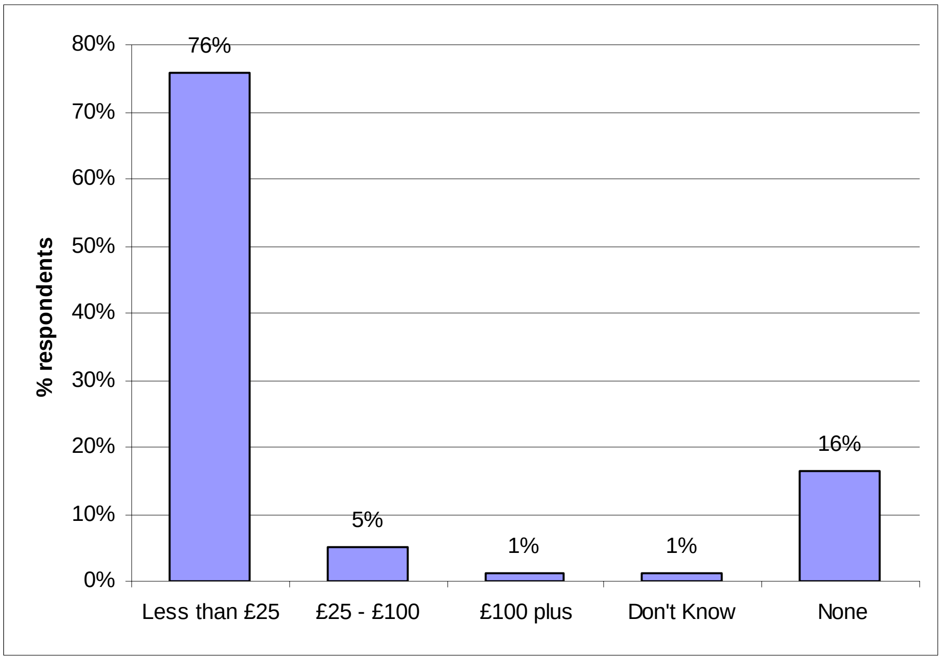
	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Belford	6%	68%	8%	1%	1%	0%	0%	1%	0%
Berwick	54%	11%	53%	41%	38%	35%	32%	34%	42%
Alnwick	30%	5%	25%	35%	29%	33%	28%	32%	24%
Newcastle	3%	1%	6%	62%	57%	43%	47%	29%	39%
Metro Centre	3%	3%	3%	30%	28%	16%	15%	13%	22%
Edinburgh	1%	1%	1%	1%	1%	1%	1%	1%	1%
Galashiels	1%	1%	1%	1%	1%	1%	1%	1%	1%
Morpeth	1%	1%	1%	1%	3%	1%	1%	1%	1%
Other Northumberland	0%	1%	0%	0%	0%	1%	1%	1%	0%
Other	8%	9%	10%	6%	5%	6%	5%	6%	6%
Don't buy	5%	5%	5%	1%	4%	10%	13%	19%	14%
Base	79	79	79	79	79	79	79	79	79

Source: Northumberland Infonet Shopper Questionnaires

More than three quarters (76%) of respondents planned to spend less than £25 in Belford on the day they were interviewed. 16% said that they did not plan to spend any money (Figure 31).

Figure 31: How much do you plan to spend in Belford today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 79 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Berwick upon Tweed was the main town in the Berwick upon Tweed Borough and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contained a number of other local or secondary centres, including **Belford**, Seahouses and Wooler. These settlements act as key service centres for the rural areas but are smaller in scale or function than Berwick upon Tweed.

Figure 32: Belford Retail Catchment

Source: Experian

The map (Figure 32) shows the catchment area for Belford town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 2 miles.

12.4 Spending Patterns

In addition to Belford town, the catchment embraces a number of other similar sized settlements to the North of Belford, (Easington, Detchant and Middleton), and Waren Mill to the East, all of which are situated along the major roads running through the catchment. Altogether, the catchment covers an area of 177.60 sq km, and is home to almost 1,550 people and 725 households. Collectively, these households and residents spend an estimated £7.2 million per annum on retail goods and services, with 35.6% of expenditure on convenience retail goods (£2.5 million) and 64.4% on comparison retail (£4.6million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Belford catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 33: Belford Catchment Summary Profile

Belford Catchment Summary Profile					
Totals	Belford Catchment	%	UK	%	Index
2007 Population	1545.00		60,796,178.00		
2007 Households	723.00		26,018,847.00		
Total Comparison	4,682,517.00	64.4%	171,926,829,196.00	63.4%	97.14
Total Convenience	2,588,808.00	35.6%	99,464,696,627.00	36.6%	101.65
Total Retail	7,271,325.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £10,057, with average comparison retail spend at £6,476 per annum and convenience spend at £3,581 per annum (Figure 33). Whilst total comparison spend per household is above the UK average, with an index of 101.7, total convenience spend per household in the catchment was below the UK average, with an index of 97.1.

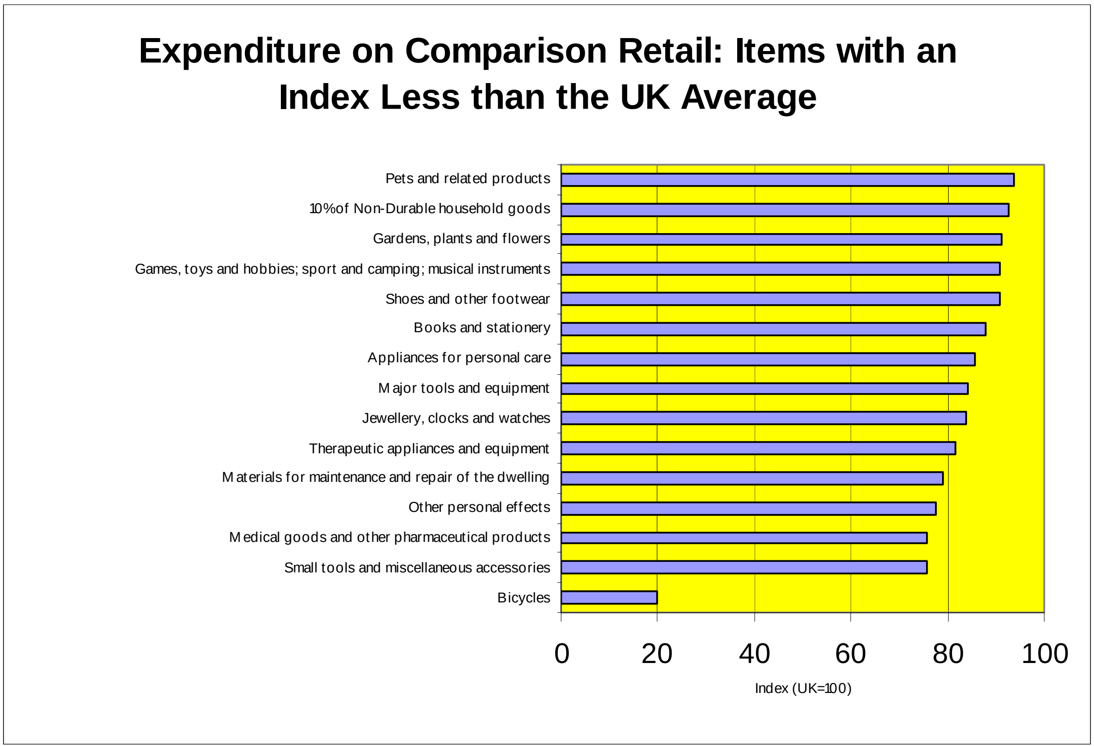
Figure 34 provides a breakdown of Comparison retail expenditure within the Belford catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £998,000 or 21.3% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£568,500 or 12.1%) and Furniture and furnishings; carpets and other floor coverings (£491,000 or 10.5%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Belford spend substantially more on Audio-visual, photographic and information processing equipment, Recording Media, and Major Household Appliances as a proportion of total spend than the UK average. In contrast, they spend substantially less on Appliances for personal care, and Games, toys and hobbies; sport and camping; musical instruments.

Figure 34: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	**Belford Catchment**	**%**	**UK**	**%**	**Index**
10% of Non-Durable household goods	8,867.00	0.19	357,185,476.00	0.21	92.66
Appliances for personal care	351,379.00	7.50	15,298,262,865.00	8.90	85.73
Audio-visual, photographic and information processing equipment	568,518.00	12.14	14,926,597,385.00	8.68	142.16
Bicycles	7,118.00	0.15	1,345,908,674.00	0.78	19.74
Books and stationery	164,196.00	3.51	6,968,169,166.00	4.05	87.95
Clothing materials and garments	998,012.00	21.31	37,197,970,202.00	21.64	100.14
Furniture and furnishings; carpets and other floor coverings	491,157.00	10.49	18,218,052,893.00	10.60	100.62
Games, toys and hobbies; sport and camping; musical instruments	461,397.00	9.85	18,951,364,780.00	11.02	90.87
Gardens, plants and flowers	83,261.00	1.78	3,402,000,385.00	1.98	91.35
Glassware, tableware and household utensils	133,392.00	2.85	4,753,009,610.00	2.76	104.75
Household textiles	182,256.00	3.89	5,378,572,610.00	3.13	126.47
Jewellery, clocks and watches	101,748.00	2.17	4,533,353,900.00	2.64	83.77
Major household appliances (electric or not)	176,773.00	3.78	4,457,482,024.00	2.59	148.02
Major tools and equipment	8,357.00	0.18	370,528,409.00	0.22	84.18
Materials for maintenance and repair of the dwelling	144,722.00	3.09	6,826,571,834.00	3.97	79.13
Medical goods and other pharmaceutical products	79,266.00	1.69	3,904,354,994.00	2.27	75.77
Other personal effects	47,399.00	1.01	2,276,336,174.00	1.32	77.72
Pets and related products	69,071.00	1.48	2,747,999,981.00	1.60	93.81
Recording media	306,642.00	6.55	7,513,288,250.00	4.37	152.33
Shoes and other footwear	129,950.00	2.78	5,348,647,704.00	3.11	90.68
Small electrical household appliances	34,383.00	0.73	748,364,529.00	0.44	171.48
Small tools and miscellaneous accessories	66,982.00	1.43	3,301,806,678.00	1.92	75.72
Therapeutic appliances and equipment	67,670.00	1.45	3,101,000,673.00	1.80	81.45
Total Comparison	4,682,517.00	100.00	171,926,829,196.00	100.00	101.65

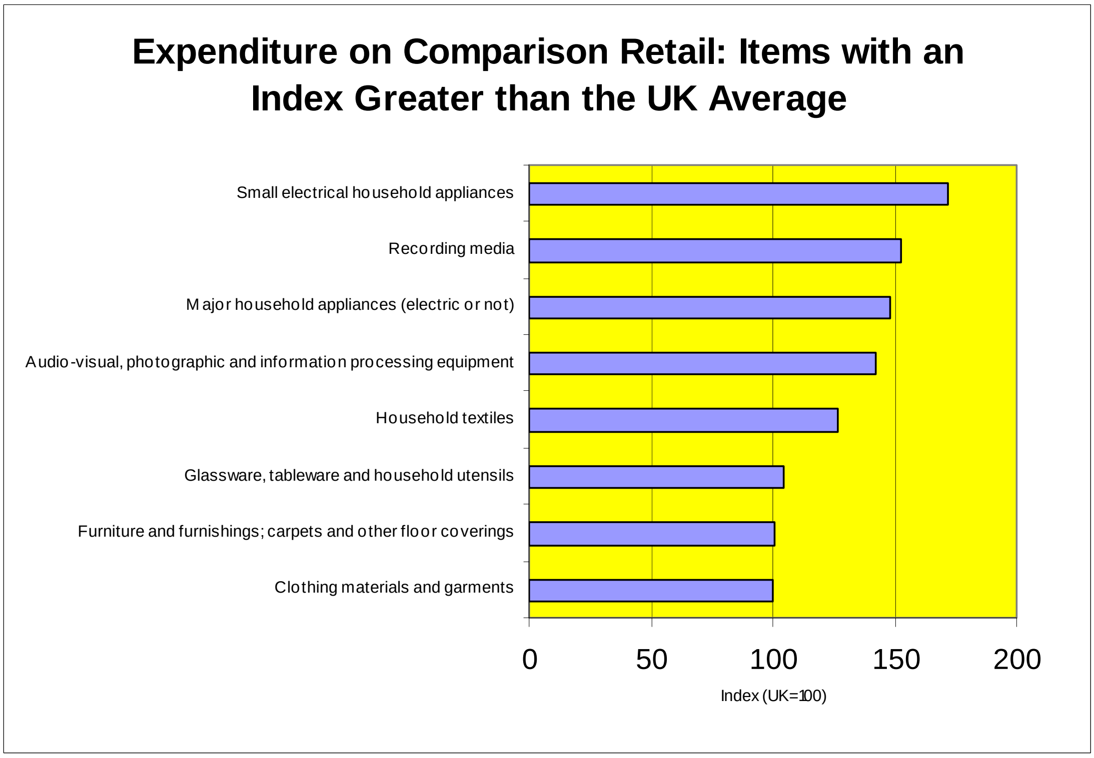
Source: Experian

Figure 35: Expenditure on Comparison Retail



Source: Experian

Figure 36: Expenditure on Comparison Retail



Source: Experian

Figure 37 provides a breakdown of Convenience retail expenditure within the Belford catchment and in the UK. Clearly the largest expenditure type within convenience retail in Belford is Food and non-alcoholic beverages, accounting for £1.8 million or

71.2% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£343,500 or 13.2%) and Tobacco (£194,000 or 7.5%). The pattern of expenditure nationally differs a little. Referring to the index, households in Belford spend proportionately more on Alcohol, and Newspapers and periodicals, and less on Tobacco.

Figure 37: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Belford Catchment	%	UK	%	Index
90% of Non-Durable household goods	79,814.00	3.08	3,214,575,062.00	3.23	92.6698
Alcohol (off-trade)	343,505.00	13.27	12,313,767,021.00	12.38	104.1179
Food and non-alcoholic beverages	1,844,747.00	71.26	70,035,886,128.00	70.41	98.3103
Newspapers and periodicals	127,090.00	4.91	4,451,576,478.00	4.48	106.5563
Tobacco	193,651.00	7.48	9,448,891,938.00	9.50	76.4931
Total Convenience	2,588,808.00	100.00	99,464,696,627.00	100.00	97.1435

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Belford. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Belford and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Belford catchment that shops in Belford and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Belford and the extent to which spending leaks to other centres.

The data in figures 38 and 39 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population (Figure 38), Experian estimates that less than 9% of the resident population shop in Belford (133 or 8.6%). The major shopping destinations for people in the catchment area are Berwick-upon-Tweed (436 or 28.2%), Alnwick (435 or 28.2%) and Seahouses (269 or 17.4%), with even Newcastle upon Tyne attracting nearly as many shoppers from Belford as Belford itself (126 or 8.2%).

Figure 38: Population Leakage

Population Leakage		
Plan Name	Percentage (%)	Population (no.)
Berwick-upon-Tweed	28.19	436
Alnwick	28.18	435
Seahouses	17.43	269
Belford	**8.58**	**133**
Newcastle upon Tyne - Central	8.17	126
Metro Centre	4.29	66
Wooler	3.52	54
Morpeth	1.06	16
Ashington	0.57	9

Source: Experian

The pattern with regards to spend is relatively similar (Figure 39). Experian estimates that only 8.6% of retail spend by residents and households domiciled within the Belford catchment, representing £622,600 per annum, is spent in the town.

More than £4.0 million of expenditure is lost to Berwick-upon-Tweed and Alnwick (56.4%), with other notable leakage to Seahouses (£1.25 million or 17.2%) and Newcastle (£595,000 or 8.2%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

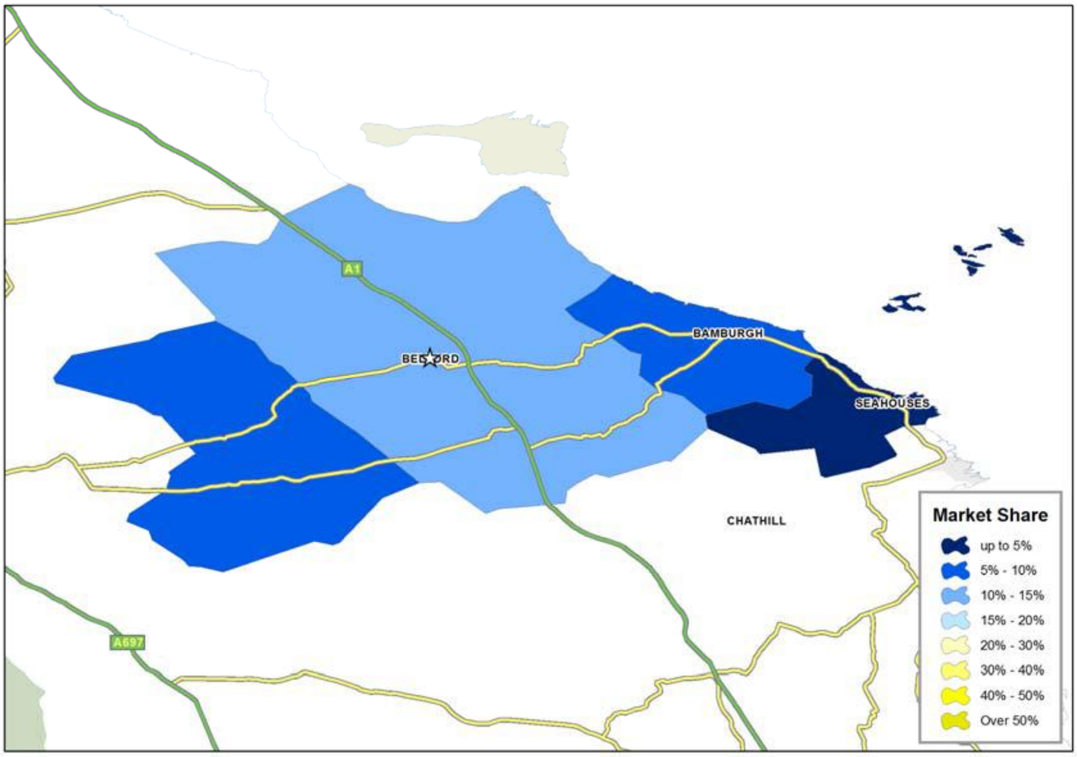
Figure 39: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Berwick-upon-Tweed	28.22	2,051,929
Alnwick	28.18	2,049,214
Seahouses	17.24	1,253,534
Belford	**8.56**	**622,614**
Newcastle upon Tyne - Central	8.18	595,033
Metro Centre	4.30	312,397
Wooler	3.68	267,414
Morpeth	1.06	77,424
Ashington	0.57	41,764

Source: Experian

Figure 40 shows the Belford catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Belford. From the map, it can be seen that households located within Belford and in the surrounding hinterland spend only 10-15% of their total retail expenditure in Belford. Propensity to shop in Belford drops to 5-10% of expenditure adjacent parts of the catchment covering Bamburgh and approaches to Wooler, and only up to 5% in Seahouses and surrounding land.

Figure 40: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

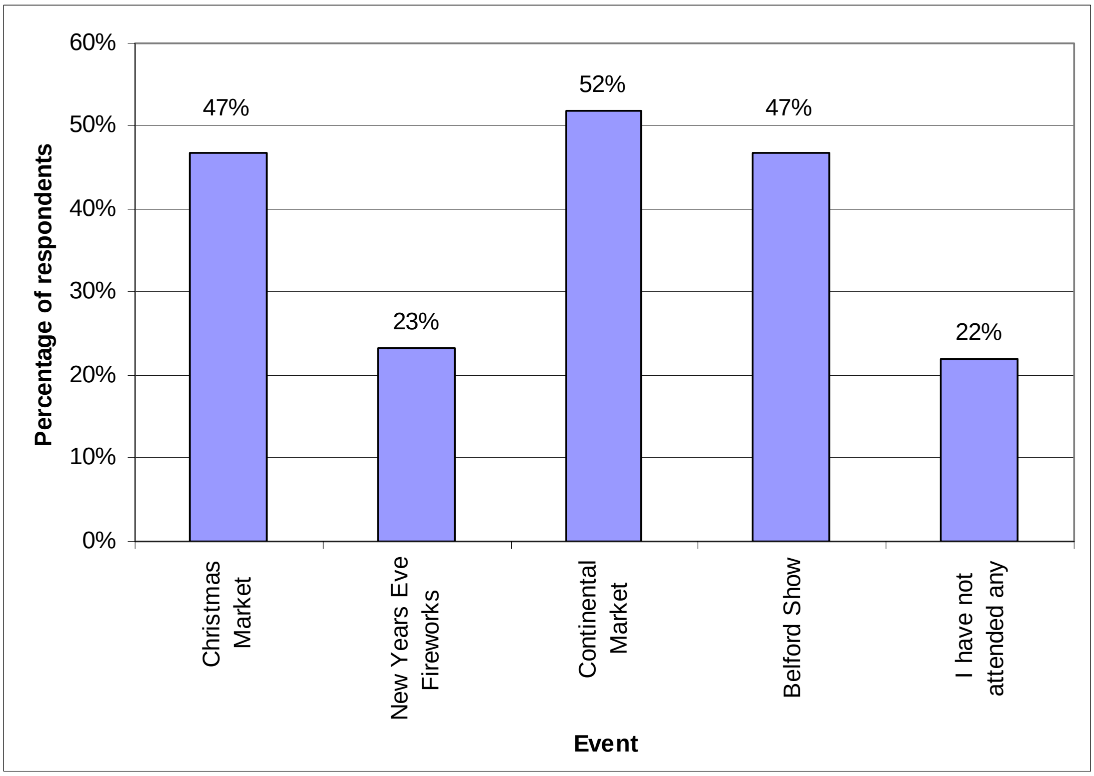
14% of respondents said that they were in Belford town centre for leisure on the day of the interview.

Events attended

Over three quarters (78%) of the respondents had attended at least one of the events asked about in the survey. The event most well attended by the respondents was the continental market, closely followed by the Christmas Market and the Belford Show. (Figure 41).

Figure 41: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



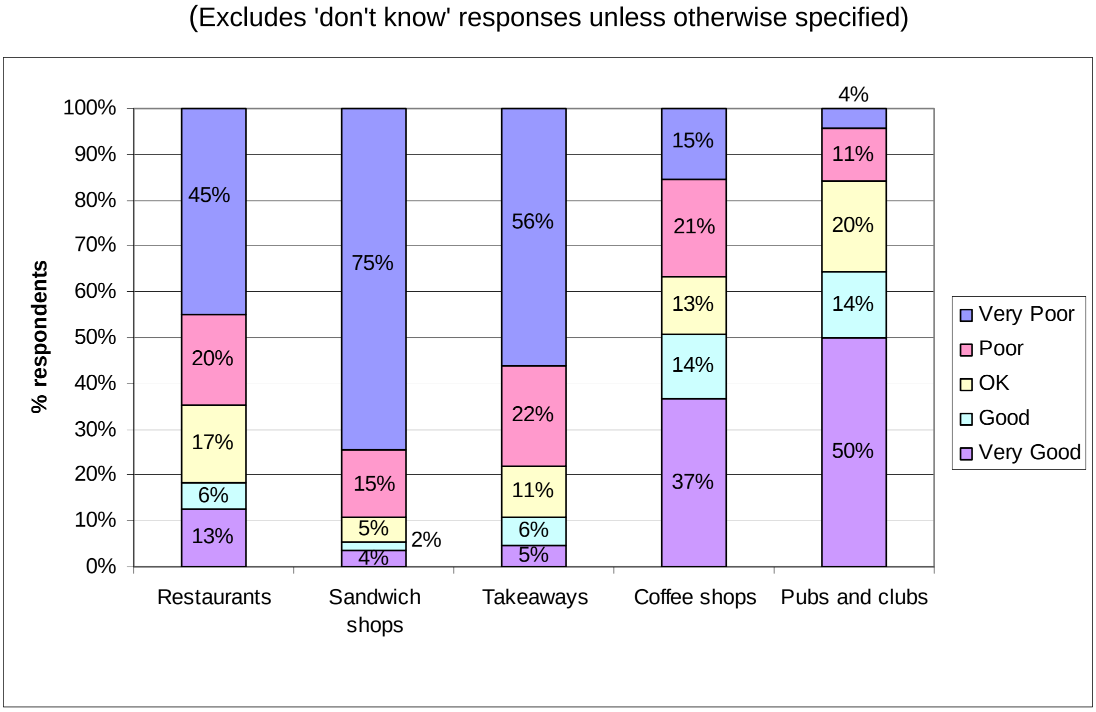
Source: Northumberland Infonet Shopper Questionnaires

Base: 77 respondents

Eating and drinking

The different types of eating and drinking venues received vastly different ratings. The highest ratings were given for the pubs and clubs and the coffee shops, which received positive ratings from 64% and 51% of respondents respectively. The sandwich shops and the takeaways received the lowest ratings, with only 5% and 11% of respondents giving a positive rating respectively. Three quarters of the respondents said that the sandwich shops were ‘very poor’ (Figure 42).

Figure 42: How would you rate the following venues for eating and drinking in Belford?



Source: Northumberland Infonet Shopper Questionnaires

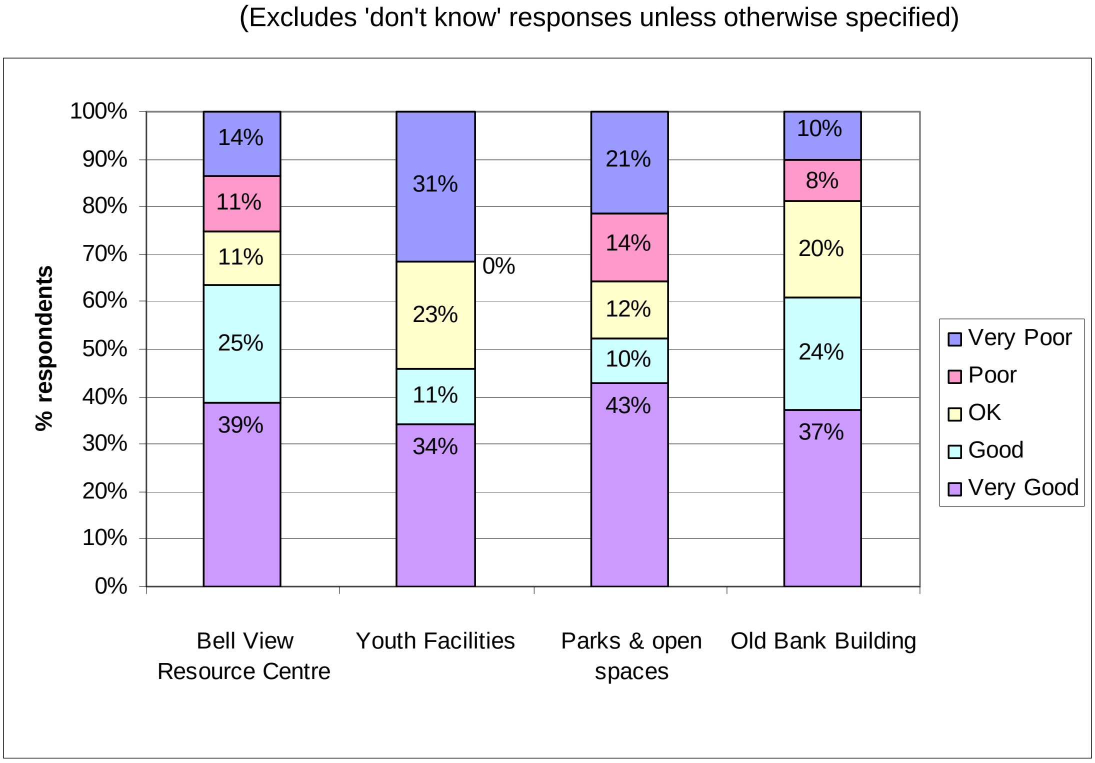
Base: 55 to 71 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Three people made the comment that they would like more takeaways.

Arts and leisure facilities

The Bell View Resource Centre and the Old Bank Building both received over 60% of positive ratings from the respondents. The parks and open spaces were rated slightly lower with 52% of positive ratings, and the youth facilities received the lowest positive rating (46%) (Figure 43).

Figure 43: How would you rate the following arts and leisure facilities in Belford?

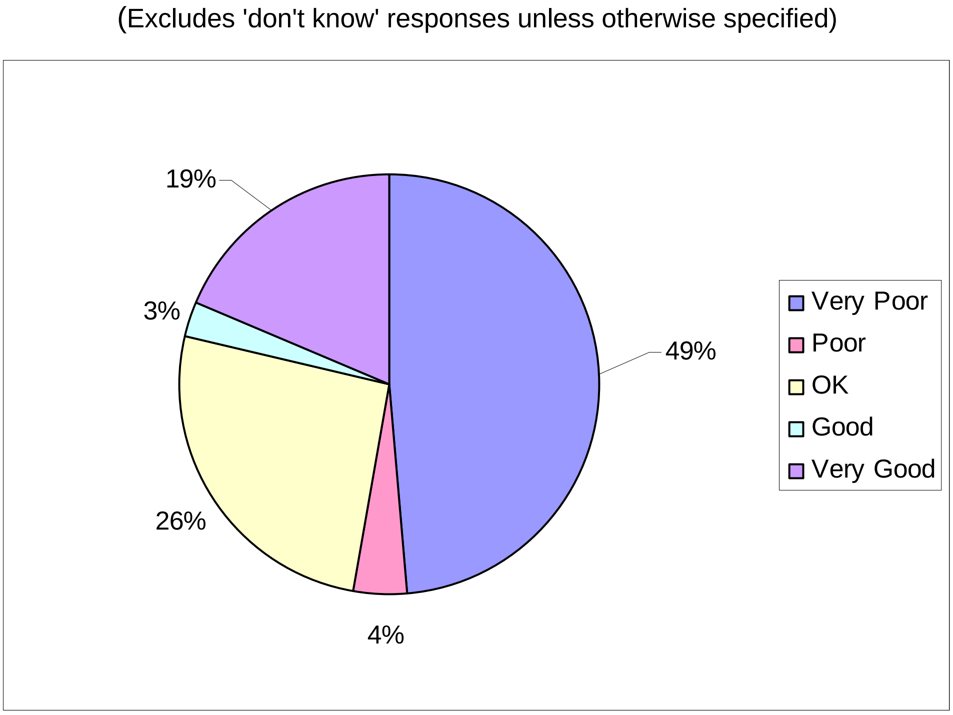


Source: Northumberland Infonet Shopper Questionnaires

Base: 35 to 59 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Belford as a place to enjoy themselves, nearly half (49%) said it was 'very poor'. Only 21% rated it as good or very good (Figure 44).

Figure 44: How do you rate Belford as a place to enjoy yourself?



Source: Northumberland Infonet Shopper Questionnaires

Base: 70 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 26% gave an answer relating to improving the leisure facilities. A few suggestions were also made on this subject:

- "Baths/Leisure pursuit/cinema/community centre/…".
- "Need leisure centre..." (2 responses).
- "New leisure centre - bowling centre…".
- "Need more facilities for older people/proper community centre…".

12.7 The Future: what will improve the town as a place to shop or visit?

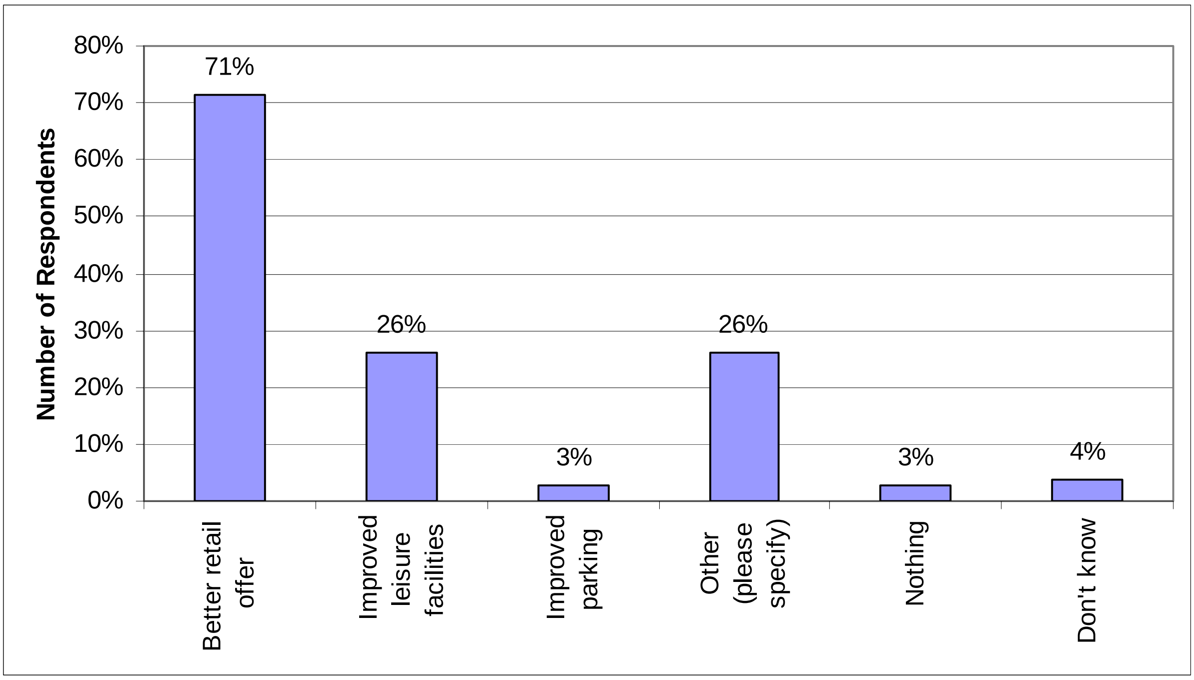
The analysis of the Belford shopper survey suggests that in order to improve the town as a place to shop or visit, the retail offer needs to be improved. Further analysis of this is shown below.

In addition to the retail offer, there are a few issues that appear to be of concern to the respondents. It is therefore recommended that the following are examined in more detail to determine if they can be improved:

- Availability of disabled parking spaces (46% of respondents that rated this aspect said that it was poor or very poor).
- Sandwich shops and takeaways (75% and 56% of respondents respectively rated these as 'very poor').
- Leisure facilities (26% of respondents said that improving the leisure facilities would make the town centre better).
- Empty shops (a number of comments were made relating to this and how it affects the appearance of the town).

Figure 45: How would you make this town centre better?

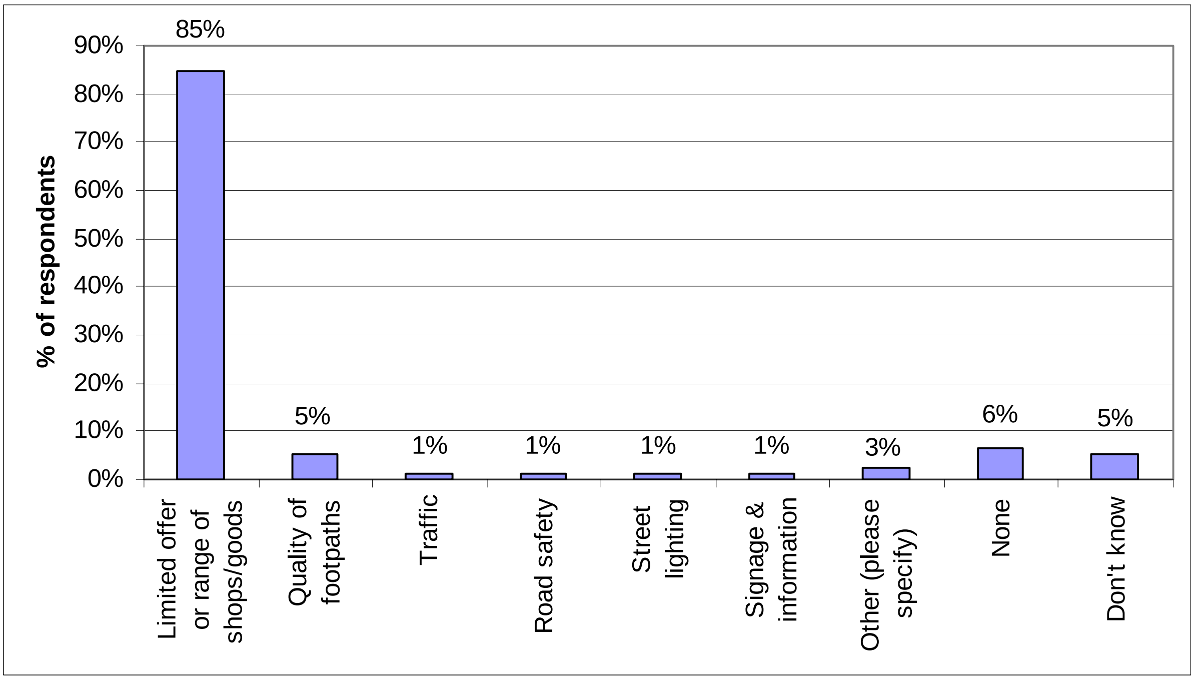
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 77 respondents

Figure 46: What are the main problems with the shopping experience in Belford town centre?



Source: Northumberland Infonet Shopper Questionnaires

Base: 78 respondents

Retail offer

Throughout the survey, respondents have been quite negative about the retail offer in Belford as can be seen in the points below:

- 85% of respondents said that one of the main problems with the shopping experience in Belford town centre was the limited offer or range of shops/goods.
- Belford is generally only used for top-up food shopping. For all other types of shopping, respondents choose to shop elsewhere such as Newcastle, Berwick, Alnwick or the Metro Centre.
- 61% of respondents said that Belford was a poor or very poor place to shop. Only 24% rated it as good or very good.
- In order to make the town better, 71% of respondents said that it needed a better retail offer. A number of the 'other' responses given also mentioned retail.

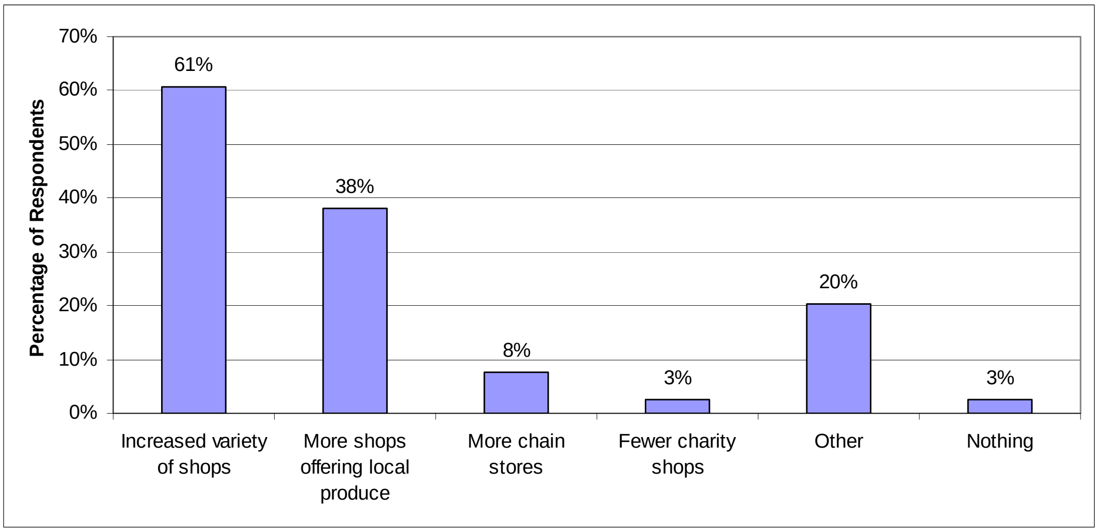
- Respondents had mixed views on whether Belford offers a wide choice of quality shops. 41% strongly agreed with the statement, and 43% strongly disagreed.

Respondents were also asked about the types of improvement that they would like to see to the retail offer in Belford town centre. 61% said that they would like an increased variety of shops, and 38% would like more shops offering local produce.

A list of the 'other' responses, together with some examples of shops that the respondents would like, is given in Appendix 2. Many of these related to more food/grocery shops. This type of shop was also mentioned by numerous respondents when asked how they would make the town centre better.

Figure 47: What improvements would you like to see to the retail offer in Belford?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 79 respondents

13.0 INVESTMENT

The following developments are proposed for Belford Town Centre;

- More positively, the most significant developments in the town have been the creation of the Bell View Community Resource Centre with sheltered housing on the site of a former workhouse.

- New housing, including affordable social housing on the western edge of the town.

- The expansion of the golf course from 9 to 18 holes which is currently underway.

- Finally, the golf club also has planning permission for a hotel although this has not yet been developed.

14.0 CONCLUSION

In the Town Centre, 41% of the floorspace use was for retail (Figure 3).
Further, shopper's perceptions of the range of retail provision was fairly divided with 47% disagreeing or strongly disagreeing to the statement "Belford offers a wide choice of quality shops", compared to 46% agreeing or strongly agreeing (Figure 5).

The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more food shops were high on their priorities so that they didn't have to travel further afield for this type of shopping. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category. Further, within the comparison category, the majority of the businesses were independent as opposed to multiple chain such as high street shops which were also suggested when asking shoppers what would improve the retail offer (Appendix 2).

There was 16% of vacant floorspace in Belford (see Figure 11). Appendix 2 also shows the responses given for "How would you make this town centre better?", of which several shopper survey respondents mentioned reducing the number of empty shops in Belford to improve the appearance of the town. There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search, only for properties on Belford Industrial Estate – an out of town employment site. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the majority of the shoppers interviewed with 97% (of those travelling by car) finding it very or fairly easy (Figure 13). Further, 70% of these shoppers felt that the availability of parking in the town centre was either good or very good (Figure 14). Belford also has adequate bus connectivity, which is shown in Figure 17 by the frequency and number of destinations reached from Belford. Only 1 shopper travelled into the town centre by bus on the day of the interview and although they were a very infrequent visitor to Belford, they found it fairly easy to travel there by bus. These figures are supported by Figure 18 which shows the shopper's overall perception of the quality, regularity and destinations served by public transport. Even though less than half gave a positive response for public transport related attributes, approximately half of shoppers thought they were ok and less than 10% gave a negative rating for each aspect. Further, the lowest rating was given for destinations served by public transport.

When looking at retaining shopper spend, just 9% of Belford residents shopped in Belford. 28% of expenditure was lost to Berwick-upon Tweed, 28% was lost to Alnwick, and 17% was lost to Seahouses (Figure 39). Comparing this leakage figure to other town centres in Northumberland shows that the leakage from Belford is a lot higher than the others. This may be to do with its size and choice of shops and services compared to other town centres in Northumberland. However, Figure 30 shows that 68% of Belford residents stayed in Belford for their top-up shopping as opposed to travelling elsewhere.

The responses from shoppers combined with the various aspects that make up a town centre, suggest that Belford was in adequate health. As mentioned, the high leakage could be due to shoppers' perceptions of the choice of existing shops, and focusing on this aspect in the future could improve this. However, at the time of this report there were no plans to invest in the retail sector of Belford.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial "baseline" report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper's surveys. As they had taken place on a "normal" weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Belford by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Belford Town Centre?

- Empty shops
- Something for kids

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Belford?'

Suggested examples of improvements

- Competitor Supermarket
- Suipermarket
- Supermarket
- Desperately need new grocery shop
- Need a new grocery shop
- Need a new grocery store
- Reopen the Spar shop or some other grocery shop
- More food shops eg: Aldi , Londis, Netto
- Another food store - eg Londis, Premium
- More speciality shops eg: deli and local produce shops
- Butcher/deli/raggy dolls
- Takeaways
- Clothes shops - banks
- Don't leave shops empty
- More tourist attractions

Suggested examples of shops

- Another food shop

- Deli and butchers
- Food shops
- Need more small food shops eg: local produce
- Bakers/butchers/clothes/gifts
- Bank -food shops
- More takeaways and more grocery shops
- Shopping/clothes
- Supermarket - variety of shops
- More local shops - groceries/craft shops
- Small boutique shops deli/baker/butcher/chemist
- More independant shops
- More speciality shops eg; craft
- Speciality shops - convenience stores
- Raggy dolls clothes
- CVlothing shops for girls
- Clothes shops for teenagers
- Music shops - clothes shops (2 responses)
- Clothers/cards/gifts
- Clothers/shoes/dvd's/cd's
- Clothes/gifts cards
- Card and fancy goods
- More shops for tourists
- More in general
- Need everything here - clothes/food
- Nothing here - need everything
- Anything - there's nothing here!
- Just have shops - we have to be used?

Verbatim responses to ‘Q23 How would you make this town centre better?’

Food stores / convenience shops

- Need more grocery shops - co-op is too expensive
- Need more grocery shops - Co-op only store and it's expensive
- Need more grocery shops
- Need more grocery stores
- Need more small food shops
- Need more small grocery stores
- Need more small shops - grocer/butcher/wet fish shop
- New grocery shop
- Need a new grocery store
- More grocery shops eg; Lidl/Aldi
- Better quality food stores
- Food shop
- Supermarket
- Need a convenience store - prices high at the co-op
- More speciality small shops eg: Deli, butchers
- More specialised shops eg: deli and butcher
- Lots more smll shops -especially more convenience stores
- Small convenience stores

Other

- Need lots of small shops
- Need more craft shops
- Takeaways

Mixture of shops / leisure

- Speciality shops plus new grocery store
- Baths/Leisure pursuit/cinema/community centre/more grocery shops
- Need leisure centre - more grocery shops

- Need leisure centre and more shops
- New leisure centre - bowling centre - convenience store
- Need more facilities for older people/proper community centre - more small grocery shops
- Need more grocery shops - and empty shops need looking at

Appearance of town

- Attention to the litter and tidiness in the village
- Don't let shops stand empty
- Empty flats need sorting out - shop fronts need renovating
- Empty shops make palce look a mess
- Lots of empty shops - doesn't look very good
- Lots of empty shops need sorting
- Need to look after boarded up or empty shops

The Northumberland InfoNet

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Northumberland County Council

BERWICK-UPON-TWEED TOWN CENTRE HEALTH CHECK REPORT

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EXECUTIVE SUMMARY

- 51% of the floorspace in Berwick-upon-Tweed was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative - 40% did not think Berwick-upon-Tweed offered a wide choice of shops.
- Shopper's felt that the range and choice of shops needed to be improved.
- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 5% of vacant floorspace in Berwick-upon-Tweed.
- The amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant.
- 78% of shoppers interviewed found it easy to travel into the town centre by car.
- 49% of these shoppers felt that the parking in the town centre was either poor or very poor.
- 29 shoppers commented on the lack of parking and a further 9 said parking in general was a problem.
- Berwick-upon-Tweed also has good bus connectivity by the frequency and number of destinations reached from Berwick-upon-Tweed.
- 79% of shoppers interviewed found it easy to travel into the town centre by bus.
- Approximately one quarter of respondents rating the quality, regularity and destinations served by public transport negatively.
- 51% of Berwick-upon-Tweed residents shopped in Berwick-upon-Tweed. 12% of expenditure was lost to Newcastle and a further 7% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.

- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Berwick-upon-Tweed on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Berwick-upon-Tweed, Amble, Ashington, Bedlington, Belford, Berwick-upon-Tweed upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

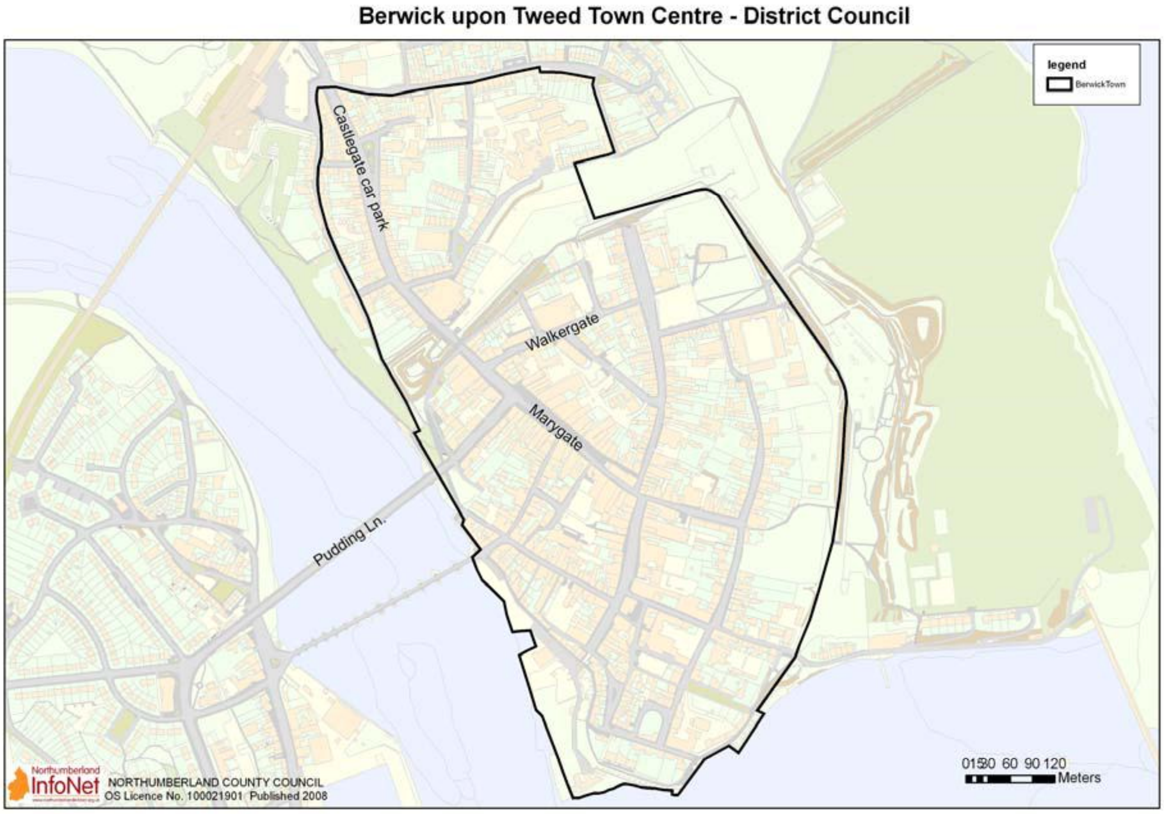
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Berwick-upon-Tweed's Town Centre Boundary

Throughout this report there are two different boundaries for Berwick-upon-Tweed Town Centre that will be used depending on the section: the town centre boundary as defined by the former Berwick-upon-Tweed Borough Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Berwick-upon-Tweed Town Centre in relation to the District Council boundary is 435,153.51 m².

Figure 1: Boundary for Berwick-upon-Tweed Town Centre (District Council)



Source: Berwick-upon-Tweed Borough Council

Figure 2: Boundary for Berwick-upon-Tweed Town Centre (Experian)

Source: Experian

2.2 Berwick-upon-Tweed's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): Berwick-upon-Tweed is a key market town set within a distinctive landscape, and benefiting from outstanding buildings and a rich cultural heritage. It is one of only a few walled towns in the UK, and its geographical proximity and connections to both Newcastle and Edinburgh are major economic strengths.

Berwick-upon-Tweed suffers from a declining and ageing population particularly with young people relocating elsewhere to pursue a higher quality of life through better employment, training opportunities and affordable housing. Tourism accounts for most of the economic activity in the area, with food processing, and agriculture-related businesses also important.

The town comprises three parts – the town centre, Tweedmouth and Spittal. It provides an important rural service centre, located on both the A1 and the East Coast Main Railway line. Vacancy rates in the town centre are below the national average, and there is currently only one vacant shop in Marygate, the town's main street. In the last eighteen months, many new shops and cafes have opened, including a champagne bar, a florists, and a bridal shop. Three major new housing developments have been agreed for the town centre, on the site of the former Playhouse Cinema, the former Youngman's store, and the former Blackburn and Price car dealer premises, although it is likely that these will now be delayed until the property market improves. A new edge-of-town Tesco Supermarket has been given the go-ahead, and subject to the detailed plans being agreed, construction is likely to begin later this year.

2.3 History and Development of Berwick-upon-Tweed

Berwick-upon-Tweed-upon-Tweed is the northernmost town in England. It is situated in North Northumberland, 4km from the Scottish Borders, at the lowest crossing point of the river Tweed.

It is unclear as to where the name 'Berwick-upon-Tweed' derived from. 'Ber' may have come from 'baer' (meaning 'Barley') or 'bar' referring to the headland which cuts across the Tweed estuary. 'Wick' may have derived from 'vik' (meaning 'bay') or 'wic' (meaning 'settlement'). An alternative suggestion is that 'Berwick-upon-Tweed' means 'Corn Farm'.

Berwick-upon-Tweed has had a turbulent history in which it changed hands at least 13 times during over 300 years of Border warfare. It was finally captured by Richard Duke of Gloucester in 1482, and has remained under the administration of England since this time. Walls were built in the 14th century to protect the town. These were replaced in 1558-80, and this is now the only example of an intact Elizabethan town wall in England.

In the 18th Century, Berwick-upon-Tweed-upon-Tweed was a thriving port and market town. The harbour was improved in the late 18th and 19th centuries, and by the early 19th century it had become the third most improvement grain exporting port in the UK.

In 1846-7, the railway was brought to Berwick-upon-Tweed on the north side of the river Tweed, and Tweedmouth on the south side. A temporary viaduct over the river was built 18 months later, and the more permanent Royal Border Railway Bridge in 1850. The bridge is still in use, and this, together with the Old Bridge (1634) and the Royal Tweed Bridge which carries the old A1 into the town (1928), forms a key feature of the town.

The railway caused a decline in the harbour and in the fishing fleet. However, commercial operations from the port have recently been revitalised, and it is now the second largest Northumberland port.

Today, Berwick-upon-Tweed-upon-Tweed is a popular tourist resort, with a population of 11,665[1]. It has a market day twice weekly on Wednesdays and Saturdays, and also has a Farmer’s market on the last Sunday of each month. As well as the town wall walk, there are many things to see and do in and around Berwick-upon-Tweed, including visiting the Berwick-upon-Tweed Barracks Museum (1719) and the spired town hall (1754), and attending the events of the Riding of the Bounds and the Border Marches.

[1] 2001 census

3.0 DIVERSITY OF USES

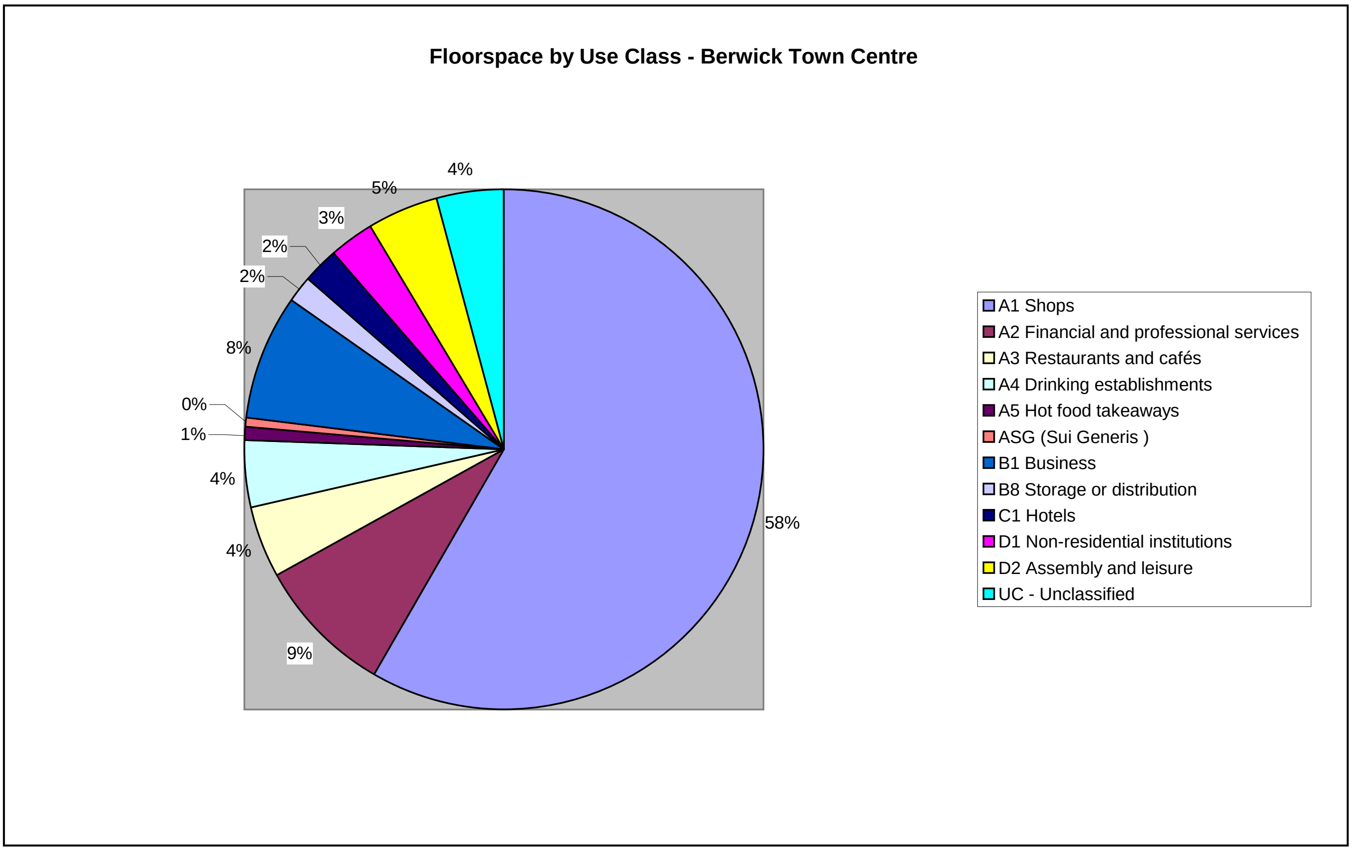
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Berwick-upon-Tweed Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Berwick-upon-Tweed.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

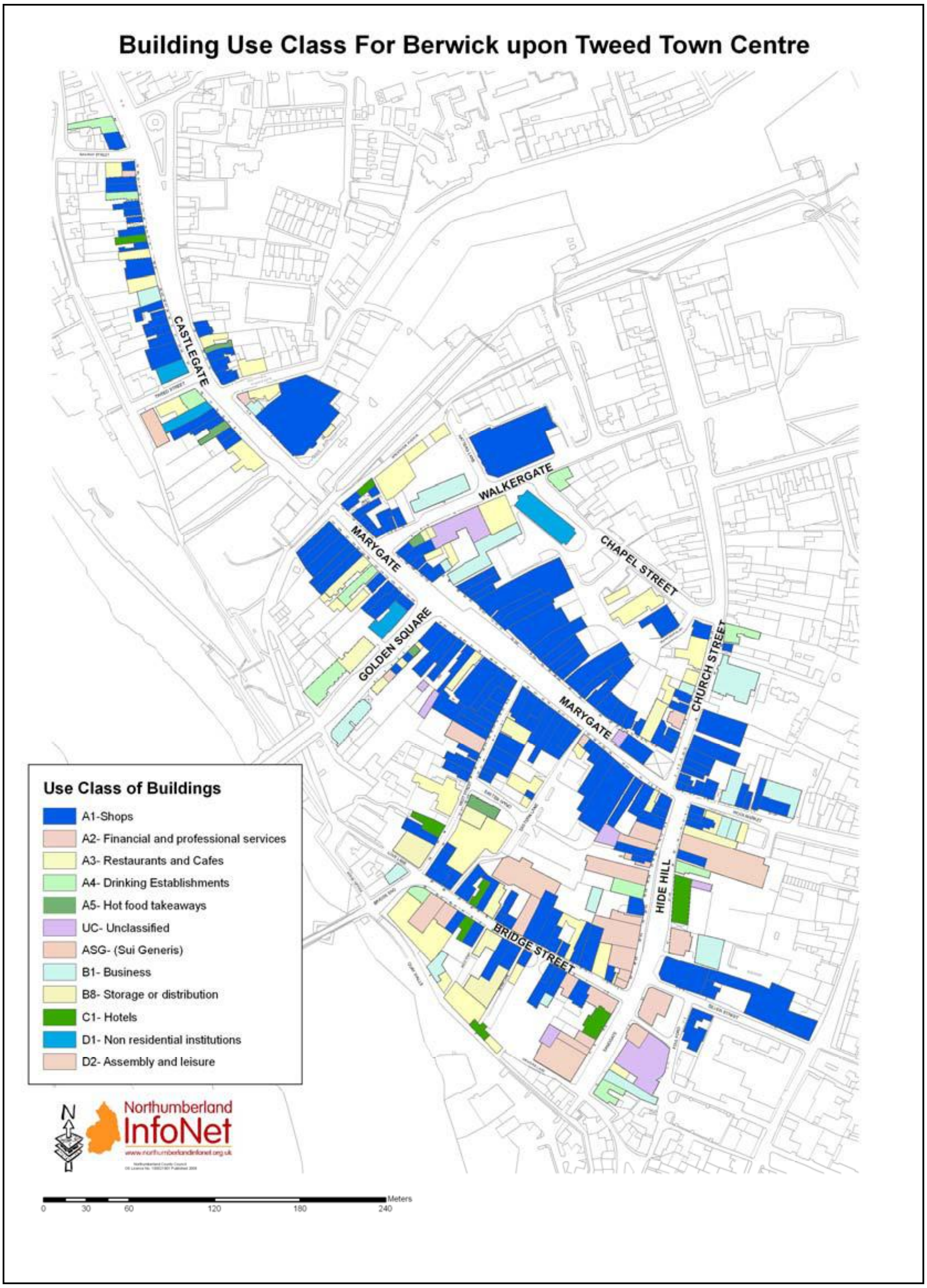
Figure 3 shows that just over half (58%) of the floorspace in Berwick-upon-Tweed Town Centre are classed as shops. Financial and professional services account for 9% of the floorspace in Berwick-upon-Tweed, with businesses occupying 8%.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Berwick-upon-Tweed Town Centre



Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are clustered around Marygate which is the main street. The main cluster of financial and professional services is situated on Hide Hill. Businesses are generally distributed evenly throughout the town centre. Restaurants are also distributed throughout Berwick-upon-Tweed with a particular cluster around Bridge Street and behind Marygate.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. Every Saturday the Market takes place at Marygate. A Traditional Music session is held at 'The Pilot Inn, Low Greens every Thursday. Family Fun Days every Sunday in July at the Marshall Meadows Hotel, where there is a barbecue, bouncy castle, football and garden games for all the family. The League of Friends Summer Fete is held in the Guildhall, Town Hall, Marygate from 10am-12.30pm this normally takes place in July, also held in July is the Berwick-upon-Tweed Animal Rescue Kennels novelty pet show and fun day at the stanks from 11.30 till 4pm. The Berwick-upon-Tweed Food Festival which takes place on September 12-13th 2009, this is a feast of culture, heritage and food which is centred round Berwick-upon-Tweed's 18th Century Barracks with venues and events throughout the town. There is a producers market, tasting sessions, demonstrations, gardeners produce, real ale tent, photographic displays, historical re-enactments, music, competitions all organised by Slow Food. A producers market ran by Slow Food is held in the Buttermarket form 9.30am till 1.30pm in August. The Christmas lights switch on takes place on the 23rd November.

3.3 Satisfaction with the range of provision – retail

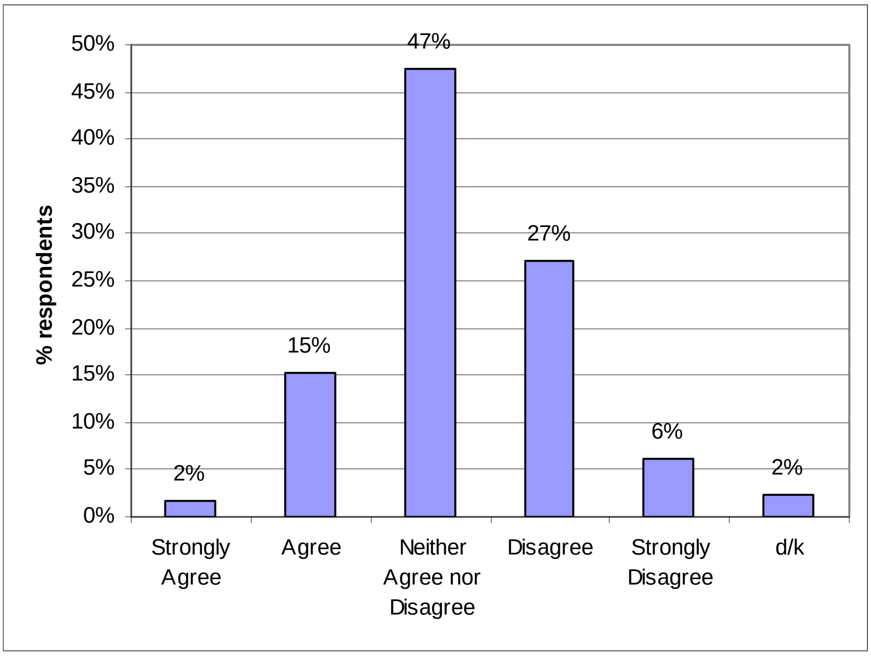
Question 14 in the Berwick-upon-Tweed Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Berwick-upon-Tweed offers a wide choice of quality shops"?

The level of disagreement with this statement was considerably higher than the level of agreement (33% vs. 17% of respondents) (Figure 5). The majority of respondents (47%) neither agreed nor disagreed.

Figure 5: How would you rate "On the whole, Berwick-upon-Tweed offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

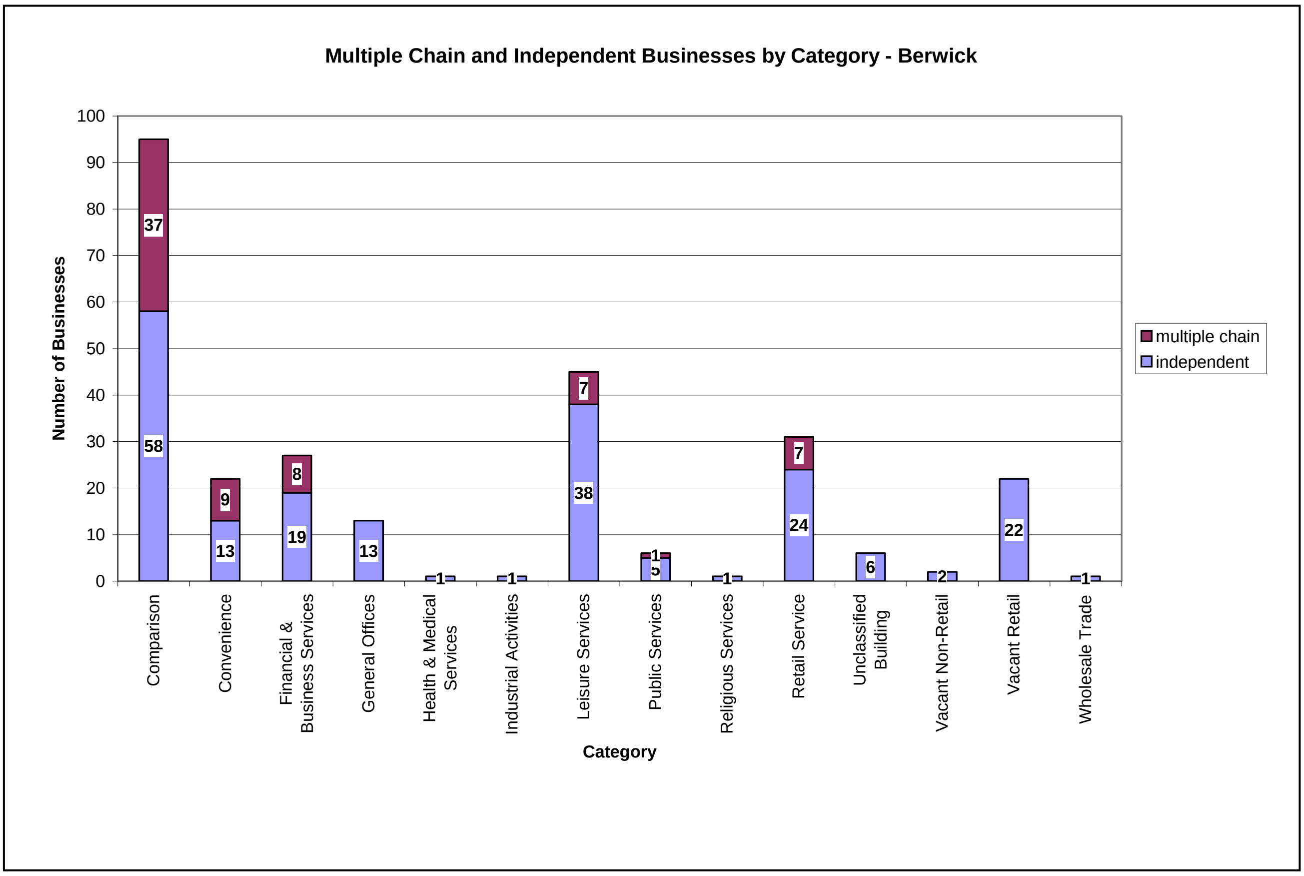
Base: 288 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Berwick-upon-Tweed



Source: Experian

Figure 6 shows that in Berwick-upon-Tweed town centre, the majority of businesses are comparison retail (58 independent, 37 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 38 of which are independent and 7 multiple chain. There are 22 convenience retail premises and 31 retail service in total.

5.0 RETAILER DEMAND

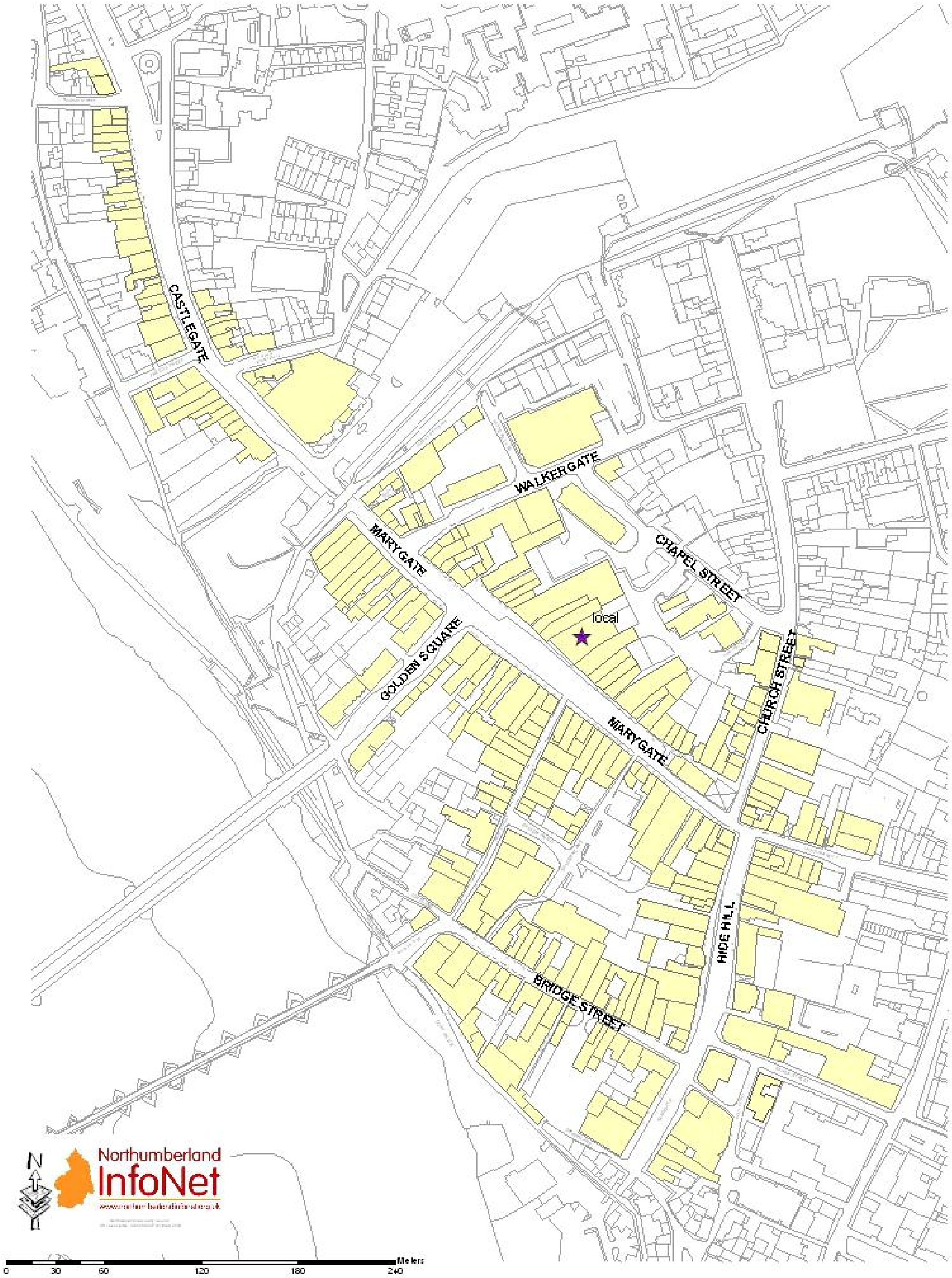
This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

Figure 7 shows that the enquiry for vacant properties within Berwick-upon-Tweed Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) was local (within Northumberland). The only enquiry recorded was for Berwick-upon-Tweed Workspace which is a business centre consisting of 35 offices situated at the heart of Berwick-upon-Tweed Town Centre on Marygate. The remaining enquiries for the Berwick-upon-Tweed area were all for properties in Ramparts Business Park which is an out of town business park, from both local and national enquirers. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Figure 7: Property Enquiries for Berwick-upon-Tweed Town Centre April 2007 – March 2008

Property Enquiries for Berwick Town Centre April 2007 - March 2008



Source: Northumberland Property Search.com

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Berwick-upon-Tweed Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

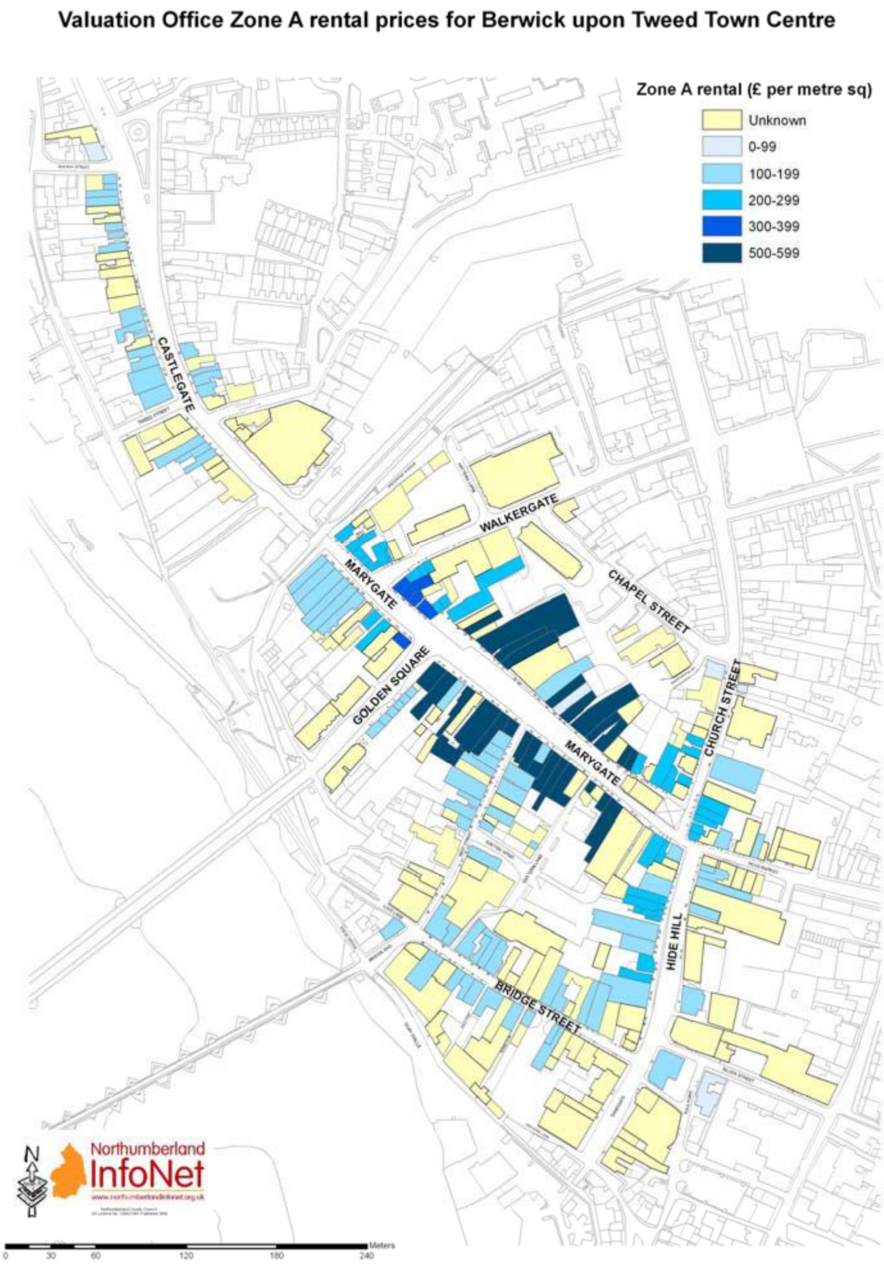
"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Berwick-upon-Tweed Town Centre



Source: Valuation Office

Figure 8 shows that the properties on Marygate generally have the highest zone A rent, with a large proportion being £500 - £599 per m², especially in the centre of this particular street. The prices decrease towards the edge of the town centre (including Hide Hill and Castlegate) and either end of Marygate where the majority of properties are £100 - £199 per m², £200 - £299 per m², or unknown. Only on the very outskirts of the town centre do some properties have zone A rents of £0 - £99 per m² namely on the top end of Church Street and the top end of Castlegate.

6.2 Yield

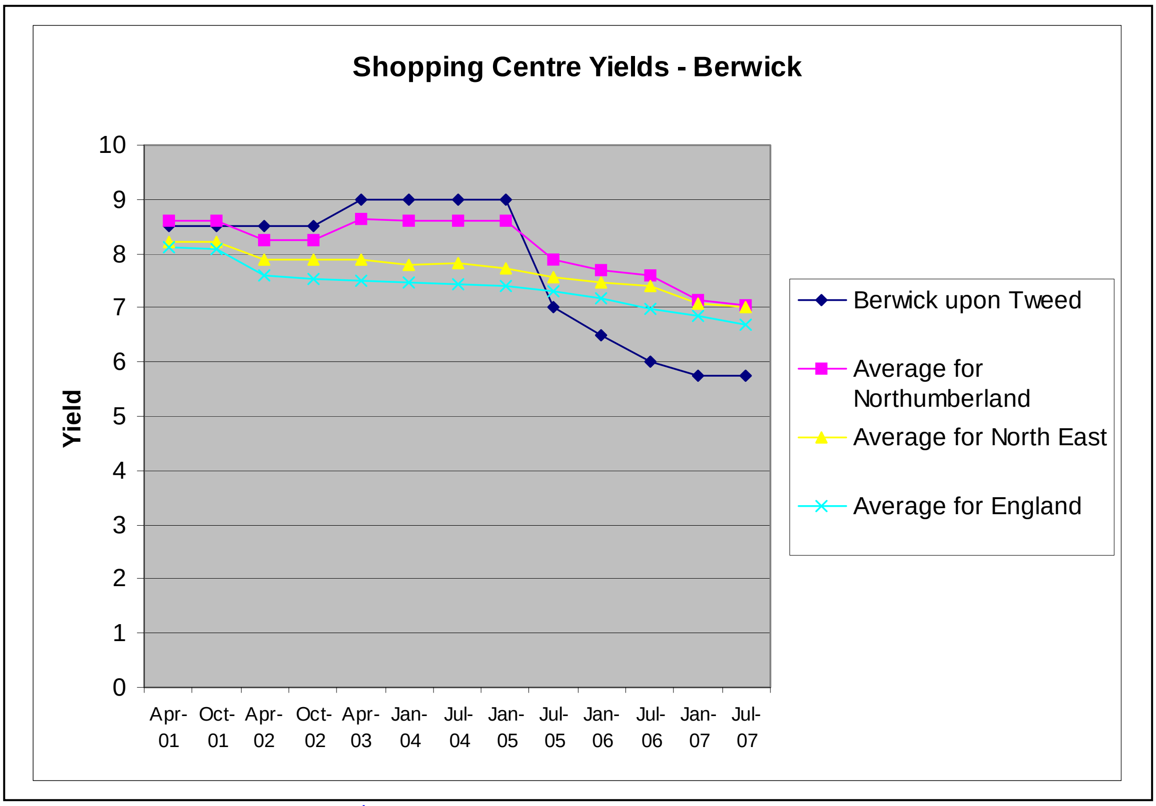
Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Berwick-upon-Tweed, Ashington, Berwick-upon-Tweed upon Tweed, Blyth and Hexham.

Figure 9: Shopping Centre Yields - Berwick-upon-Tweed



Source: Valuation Office (www.voa.gov.uk)

2 www.voa.gov.uk
3 www.voa.gov.uk

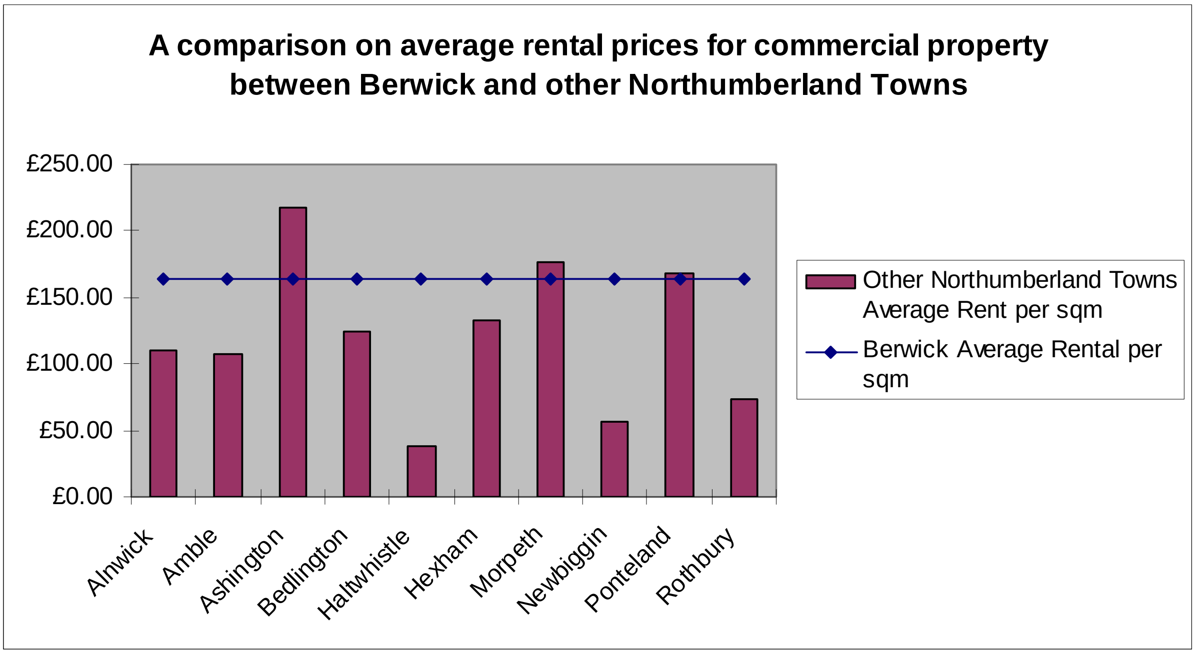
Figure 9 shows that in 2001 (April and October), the average yield for Berwick-upon-Tweed (8.5 in both months) was just slightly lower than the average for Northumberland (8.6 in both months), but higher than the North East of England (8.22 in both months), and England (8.10 and 8.08 respectively). In 2002 (April and October), the average for Northumberland dropped to 8.25, and below Berwick-upon-Tweed's constant 8.5. The most significant change to the yield in Berwick-upon-Tweed occurred between January 2005 and July 2005 where the yield dropped from 9 to 7 within the space of 6 months. The reason for this could be the result of significant regeneration in the area at this time.

Berwick-upon-Tweed's yield continued to drop at a fairly steady rate to 5.75 in both January and July 2007 which was the last time the figures were published. Since July 2005, the yield for Berwick-upon-Tweed has also remained lower than the averages for Northumberland, the North East and England indicates that based on yield, it has been derived that there is less of a "risk" associated with setting up business in Berwick-upon-Tweed.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Berwick-upon-Tweed town centre between 1st January 2006 and 31st December 2007 was £163.66 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Berwick-upon-Tweed has the 4th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Ponteland, Morpeth and Ashington with higher average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Berwick-upon-Tweed and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Berwick-upon-Tweed town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the streets within Berwick-upon-Tweed Town Centre with the most vacant premises are Chapel Street and Foul Ford each with 100% of premises vacant.

Silver Street was ranked 3rd when looking at number of vacant buildings with 67%. However, when looking at vacancy rates in terms of floorspace, Silver Street was ranked 5th with 35% of its total floorspace vacant. The street with the 3rd most vacant floorspace in Berwick-upon-Tweed was Walkergate with 73% of premises vacant.

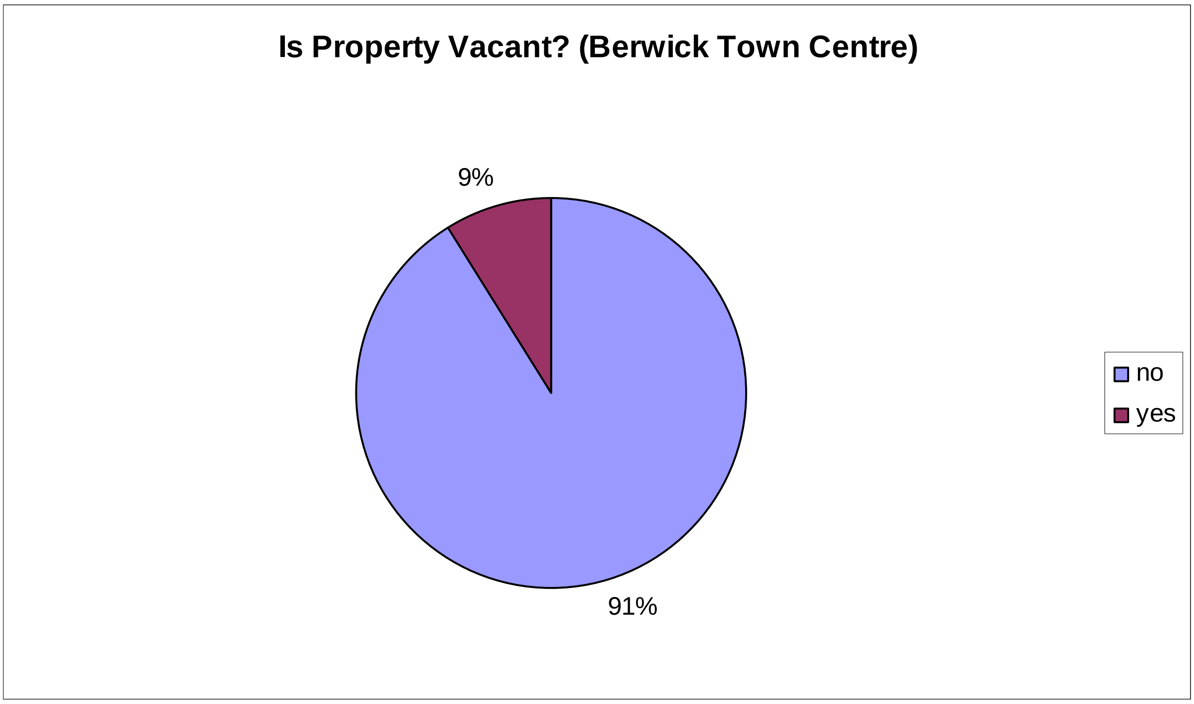
Figure 12 shows that in Berwick-upon-Tweed Town Centre, there were 91% of occupied premises and 9% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
CHAPEL STREET	100%	1	100%	1
FOUL FORD	100%	1	100%	1
SILVER STREET	67%	3	35%	5
WALKERGATE	30%	4	73%	3
WOOLMARKET	29%	5	25%	6
SANDGATE	14%	6	36%	4
GOLDEN SQUARE	10%	7	3%	11
WEST STREET	9%	8	7%	7
CHURCH STREET	6%	9	3%	11
BRIDGE STREET	6%	10	7%	7
CASTLEGATE	6%	11	4%	10
MARYGATE	5%	12	5%	9
HIDE HILL	3%	13	2%	13
BORDER COURT	0%		0%	
BRIDGE END	0%		0%	
CRAWFORDS ALLEY	0%		0%	
DEWAR LANE	0%		0%	
EASTERN LANE	0%		0%	
QUAY WALLS	0%		0%	
SCOTTS PLACE	0%		0%	
SIDEY COURT	0%		0%	
ST MARYS PLACE	0%		0%	
TWEED STREET	0%		0%	

Source: Experian

Figure 12: Is a Property Vacant



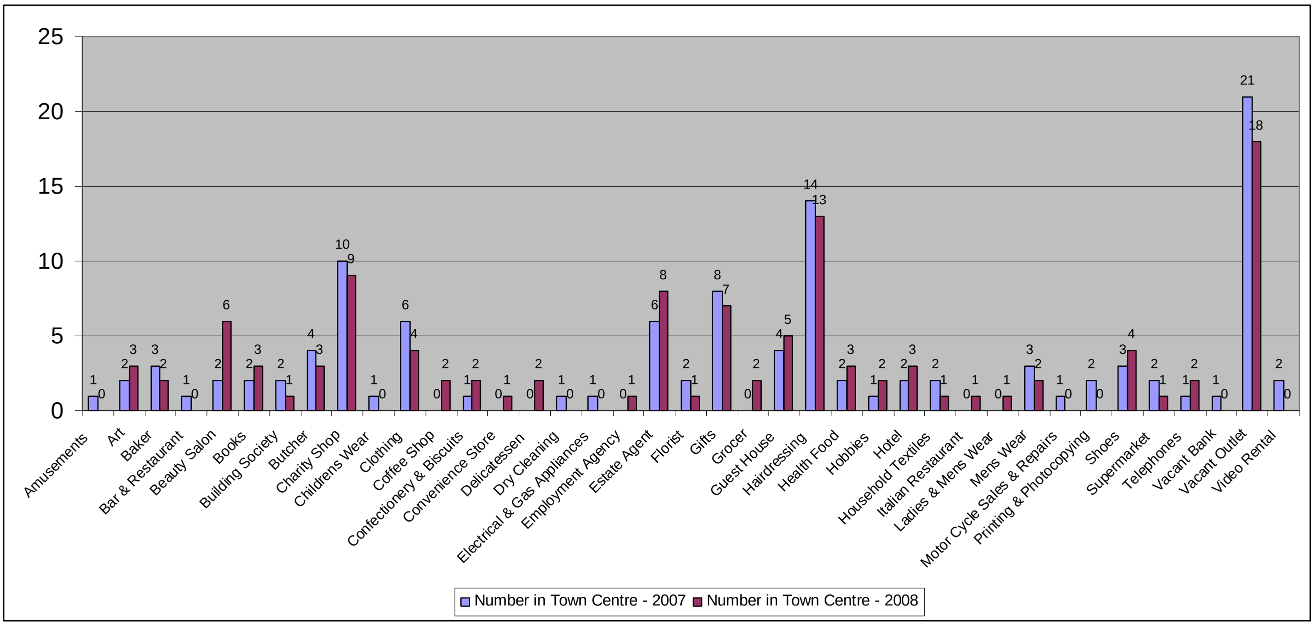
Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Berwick-upon-Tweed Town Centre. The graph shows the number of vacant outlets have decreased in from 21 in 2007 to 18 in 2008. There has also been a decrease in the number of Video Rental and Printing and Photocopying from 2 in 2007 to 0 in 2008 showing that these types of businesses have disappeared altogether from Berwick-upon-Tweed town centre within this time.

However, there has been a number of increases, with the most significant being and increase of Beauty Salons – there were just 2 in 2007 but 6 by 2008. There were no Coffee Shops, Delicatessens or Grocers in 2007, but 2 of each in 2008. Estate Agents increased from 6 in 2007 to 8 in 2008.

Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian

Figure 14 shows the type of changes in premises in Berwick-upon-Tweed Town Centre between 2007 and 2008. Over half (53%) of the changes were a change in occupier. Almost a third (31%) of these changes were premises that were vacant in 2007 but were occupied in 2008. Only 16% of premises were occupied in 2007 but vacant in 2008, therefore a reduction of vacant premises is evident.

Figure 14: Type of Changes in Premises 2007-2008

Source: Experian

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Berwick-upon-Tweed Town Centre in November 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 13th November, Friday 14th November and Saturday 15th November 2008. They were carried out by interviewers at four "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Berwick-upon-Tweed town centre is around 21,300, although this will obviously vary depending on the time of year. The data suggests that the footfall on a Thursday is slightly lower than this (around 20,400) and substantially lower on a Friday.

Figure 15: Estimated daily footfall in Berwick-upon-Tweed Town Centre

	Estimated daily footfall[4]		
Location	**Thursday**	**Friday**	**Saturday**
Co-op Travel, 124 Marygate	3,228	2,316	4,884
Somerfield, 2 Castlegate	4,776	4,758	5,622
WHSmiths, 69-75 Marygate	5,142	5,628	6,324
Boots, 60-68 Marygate	7,284	4,824	4,506
Total	20,430	17,526	21,336

Source: Northumberland Footfall Counts

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

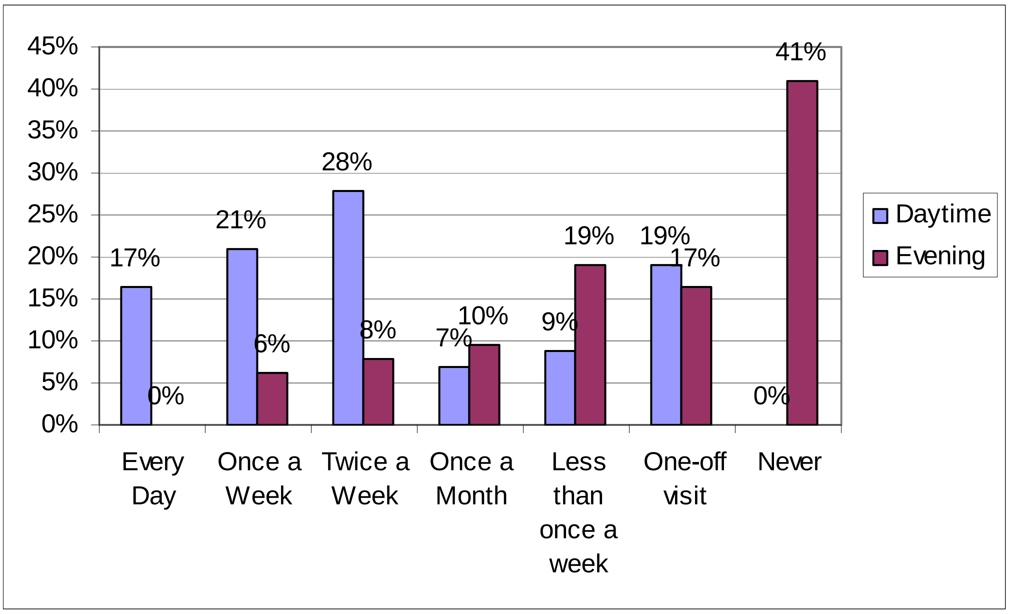
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Berwick-upon-Tweed town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

39% of respondents travelled into Berwick-upon-Tweed by car on the day of the interview (Figure 16). 65% of these said that they go into Berwick-upon-Tweed at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 14% in the evenings.

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



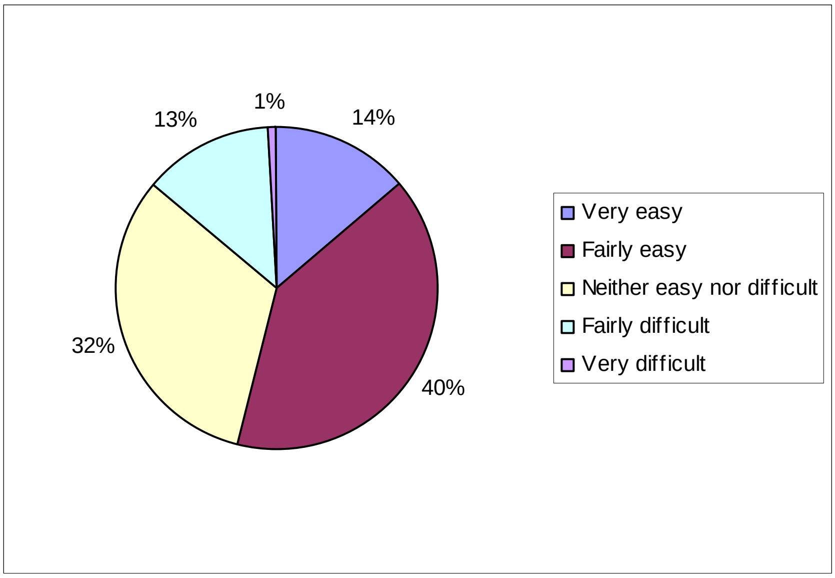
Source: Northumberland Infonet Shopper Questionnaires

Base: 115 for daytime; 115 for evening

Over half (54%) of the respondents that travelled by car found it fairly easy or very easy to travel into Berwick-upon-Tweed town centre. 14% found it fairly or very difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Berwick-upon-Tweed town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

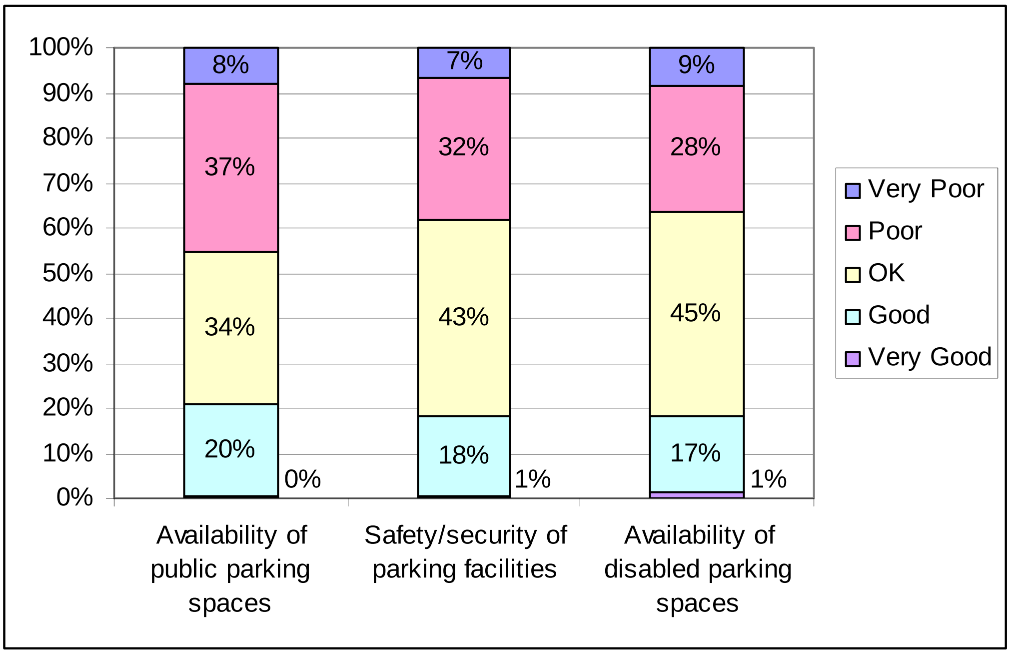
Base: 115

9.2 Access to car parking

Parking in Berwick-upon-Tweed town centre was not rated very highly (Figure 18). Only 21% of respondents rated the availability of public parking spaces as good or very good, whereas nearly half (45%) gave a poor or very poor rating. Similarly, the safety/security of parking facilities and the availability of disabled spaces were given a positive rating by only 18% of respondents, whereas over one third gave a negative rating in each case.

Figure 18: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 164 to 211 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Parking was mentioned by a number of people when asked what the main problems were with the shopping experience in Berwick-upon-Tweed town centre:

- "Parking" (2 responses).
- "Parking in general".
- "Poor parking overall".
- "Parking is a nightmare!"
- "Parking spaces" (2 responses).
- "Not many places to park".
- "Need more disabled parking".
- "Parking limited".

When asked how they would make the town centre better, 29% gave the response 'improved parking'. Two verbatim responses were also noted:

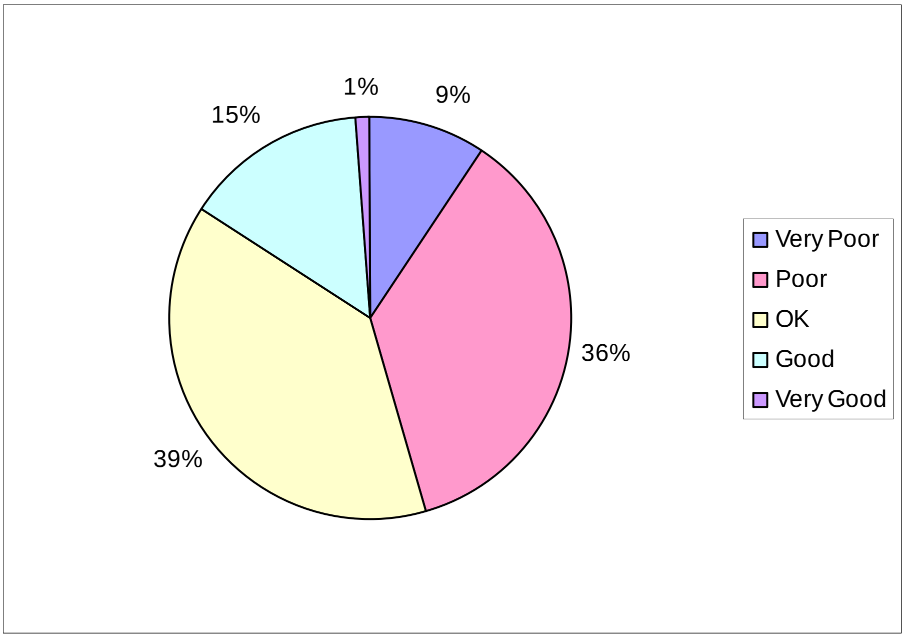
- "Better disabled parking".
- "More spaces to park".

9.3 Cost of parking

Respondents did not rate the cost of parking particularly highly. Nearly one half (46%) gave a poor or very poor rating, and only 16% gave a positive rating (Figure 19).

Figure 19: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 202 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Berwick-upon-Tweed's Car parks

Figures 20 and 21 show the location of car parks within and surrounding Berwick-upon-Tweed Town Centre.

Figure 20: Location of Car Parks

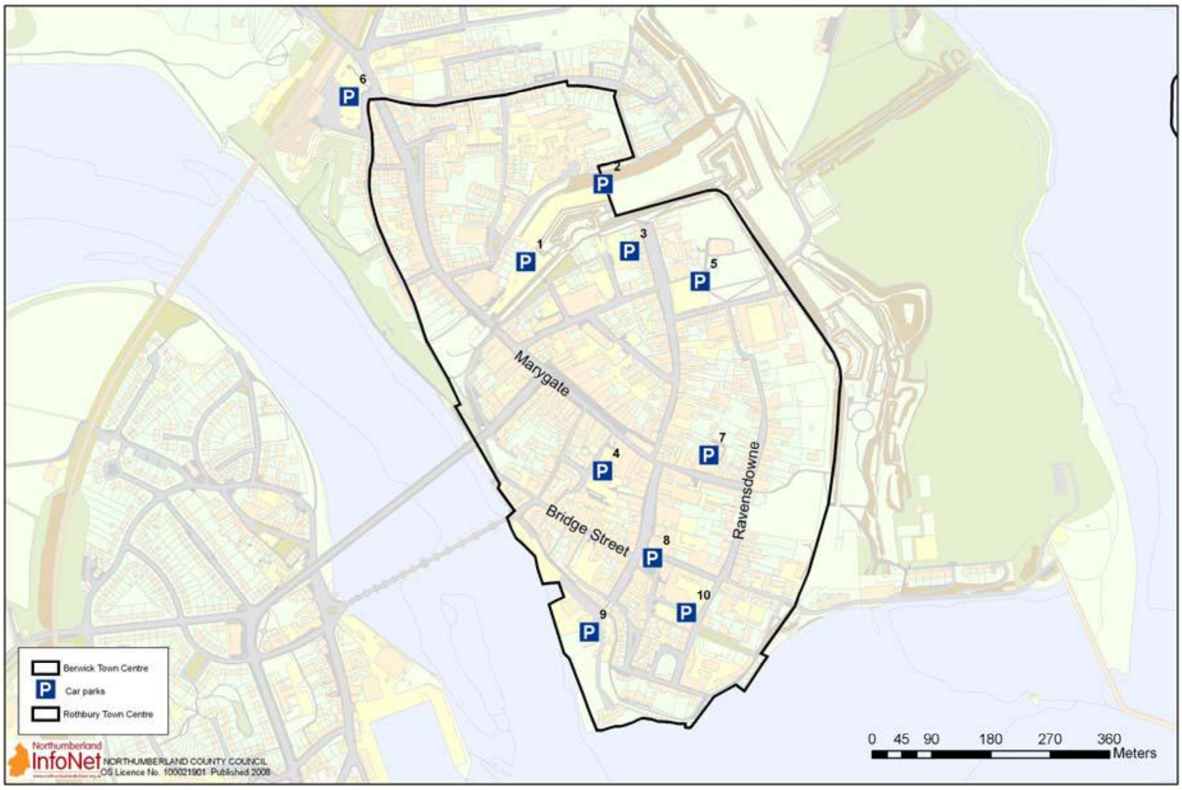
Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Error! Hyperlink reference not valid.**	Up to 1 hour £1, up to 2 hours £1.50	Surface Car Park		short stay			The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed
2	**Error! Hyperlink reference not valid.**	1 hr £1, 1-3 hrs £1.80, All day £2.50	Surface Car Park		long stay			Permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth. Annual permit £85.00, half yearly £50.00. Weekly permit £9.00.
3	**Error! Hyperlink reference not valid.**	1 hr £1, 1-3 hrs £1.80, All day £2.50	Surface Car Park		long stay			The Parking Partnership -
4	**Error! Hyperlink reference not valid.**	Up to 1 hr £1.00, up to 2 hrs £1.50	Surface Car Park		short stay			The Parking Partnership - Joint
5	**Error! Hyperlink reference not valid.**	Up to 1 hour £1.00, 1-3 hrs £1.80	Surface Car Park		Max stay 3 hrs			In short/medium stay areas, permit holders must also display a parking disk showing their arrival time. Permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth.
6	**Error! Hyperlink reference not valid.**	1 hr £1, 1-3 hrs £1.80, All day £2.50	Surface Car Park	150				The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth.
7	**Error! Hyperlink reference not valid.**	£0.60	Surface Car Park		max stay 2 hrs			In short/medium stay areas, permit holders must also display a parking disk showing their arrival time. Permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth.
8	**Error! Hyperlink reference not valid.**	Minimum Cost of Parking: £0.50	Surface Car Park					The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth.
9	**Error! Hyperlink reference not valid.**	1 hr £1, 1-3 hrs £1.80, All day £2.50	Surface Car Park		long stay			The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-

								upon-Tweed and in Castle Morpeth.
10	**Error! Hyperlink reference not valid.**	2 hr £1, 1-3 hrs £1.80, All day £2.50	Surface Car Park		long stay			The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed Borough and also in Berwick-upon-Tweed and in Castle Morpeth.

Source: Berwick-upon-Tweed B.C and Transport Direct

Figure 21: Location of Car Parks

Berwick upon Tweed Town Centre - Car parks



Source: Brerwick District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Berwick-upon-Tweed to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Berwick-upon-Tweed

Destination	Mon - Fri	Sat	Sun
Eyemouth	At least one per hour	At least one per hour	At least one per hour
Tweedmouth	Approx 4 per hour	Approx 4 per hour	At least one per hour
Cornhill on Tweed	1 per day	None	None
Chirnside	Approx 1 per hour	Approx 1 per hour	4 per day
Wooler	Approx 1 per hour	Approx 1 per hour	None
Scremerston	Approx 2 per hour	Approx 2 per hour	1 every 2 hours
Haggerston	Approx 2 per hour	Approx 2 per hour	1 every 2 hours
Belford	Approx 2 per hour	Approx 2 per hour	1 every 2 hours
Berwick-upon-Tweed	Approx 1 per hour	Approx 1 per hour	1 every 2 hours
Morpeth	Approx 1 per hour	Approx 1 per hour	1 every 2 hours

Amble	Via Berwick-upon-Tweed	Via Berwick-upon-Tweed	Via Berwick-upon-Tweed
Seahouses	Via Belford	Via Belford	Via Belford
Ashington	Via Berwick-upon-Tweed	Via Berwick-upon-Tweed	Via Berwick-upon-Tweed
Allanton	4 per day	4 per day	None
Ancroft	8 per day	5 per day	None
Bamburgh	6 per day	7 per day	None
Beadnel	6 per day	7 per day	None
Beal	None	1 or 2 per day	None
Birgham	7 per day	7 per day	4 per day
Bowsden	6 per day	6 per day	None
Branxton	4 per day	6 per day	None
Burnmouth	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Churnside	Approx 1 per hour	Approx 1 per hour	4 per day
Clintmains	6 per day	6 per day	4 per day
Cockburnspath	6 per day	6 per day	3 per day
Coldstream	7 per day	7 per day	4 per day
Cornhill on Tweed	1 per day	None	None
Doddington	6 per day	6 per day	None
Dunbar	6 per day	6 per day	3 per day
Duns	Approx 1 per hour	Approx 1 per hour	7 per day
Earlston	9 per day	7 per day	7 per day
East Linton	6 per day	6 per day	3 per day
Edinburgh	6 per day	6 per day	3 per day
Foulden	Approx 1 per hour	Approx 1 per hour	4 per day
Felton	Approx 1 per hour	Approx 1 per hour	5 per day
Fishwick	3 per day	5 per day	None
Galashiels	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Grantshouse	6 per day	6 per day	3 per day
Greenlaw	8 per day	7 per day	7 per day
Haddington	6 per day	6 per day	3 per day
Highcliffe	Approx 2 per hour	Approx 2 per hour	At least 1 per hour
Horncliffe	1 per day	1 per day	None
Hutton	4 per day	4 per day	None

Innerwick	6 per day	6 per day	3 per day
Kelso	7 per day	7 per day	4 per day
Lamberton	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Lowick	6 per day	6 per day	None
Melrose	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Milfield	5 per day	6 per day	None
Norham	7 per day	7 per day	4 per day
Paxton	6 per day	6 per day	None
Prior Park	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Reston	9 per day	10 per day	3 per day
Roberts Lodge	3-4 per hour	3-4 per hour	2 per hour
Shilbottle	6 per day	8 per day	5 per day
Spittal	3-4 per hour	3-4 per hour	2 per hour
St Abbs	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
St Boswells	6 per day	6 per day	4 per day
Waren Mill	6 per day	7 per day	None

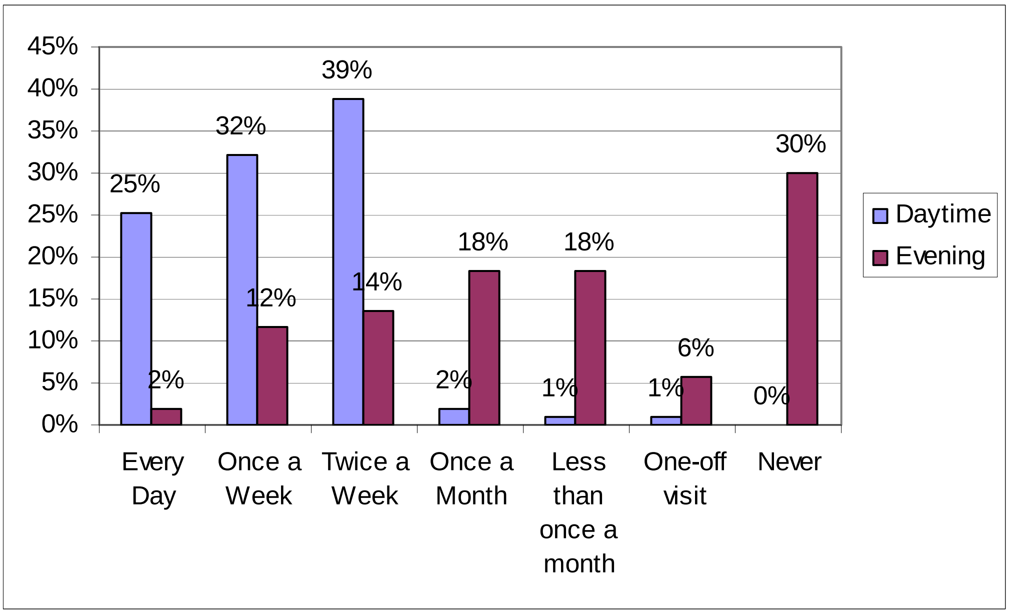
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

35% of respondents travelled into Berwick-upon-Tweed town centre by bus on the day of the interview. Nearly all of these (96%) said that they visit the town centre at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 27% in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



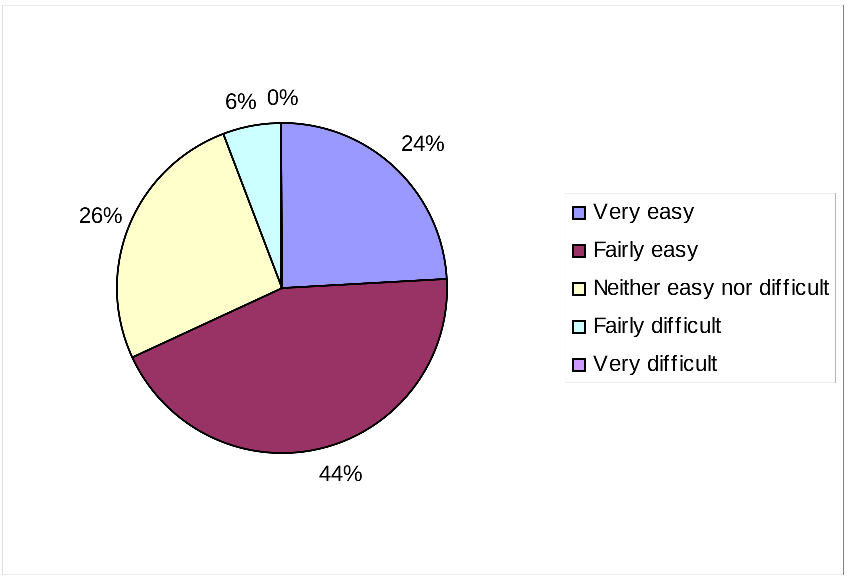
Source: Northumberland Infonet Shopper Questionnaires

Base: 103 for daytime; 103 for evening

Over two thirds (68%) of the respondents that travelled by bus found it easy or very easy to travel into Berwick-upon-Tweed town centre. 6% found it fairly or very difficult (Figure 24).

Figure 24: How easy/difficult do you feel it is to travel into Berwick-upon-Tweed town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 103 respondents

9.7 Train Connectivity

Berwick-upon-Tweed-upon-Tweed has a major railway station, managed by National Express East Coast, covering the following local destinations. Trains from Newcastle and Edinburgh link to railway lines covering a wider part of the UK.

Figure 25: Destination and Frequency of Trains from Berwick-upon-Tweed

Destination	M-Fri	Sat	Sun
Newcastle upon Tyne	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Morpeth	Early morning and evening service only – 3 trains per day	Early morning and evening service only – 2 trains per day	2 trains in the afternoon
Alnmouth	Early morning and evening service only – 7 trains per day	Early morning and evening service only – 7 trains per day	4 trains in the afternoon/evening
Dunbar	Approx 1 per hour	Approx 1 every 2 hours	7 trains in the afternoon/evening
Edinburgh	Approx 2 per hour	1-2 per hour	Approx 1 per hour in afternoon/evening

Source: National Express East Coast http://www.nationalexpresseastcoast.com

9.8 Shoppers travelling to town by train

6 respondents (2%) travelled into Berwick-upon-Tweed town centre by train. All of these found it very easy to travel into the centre.

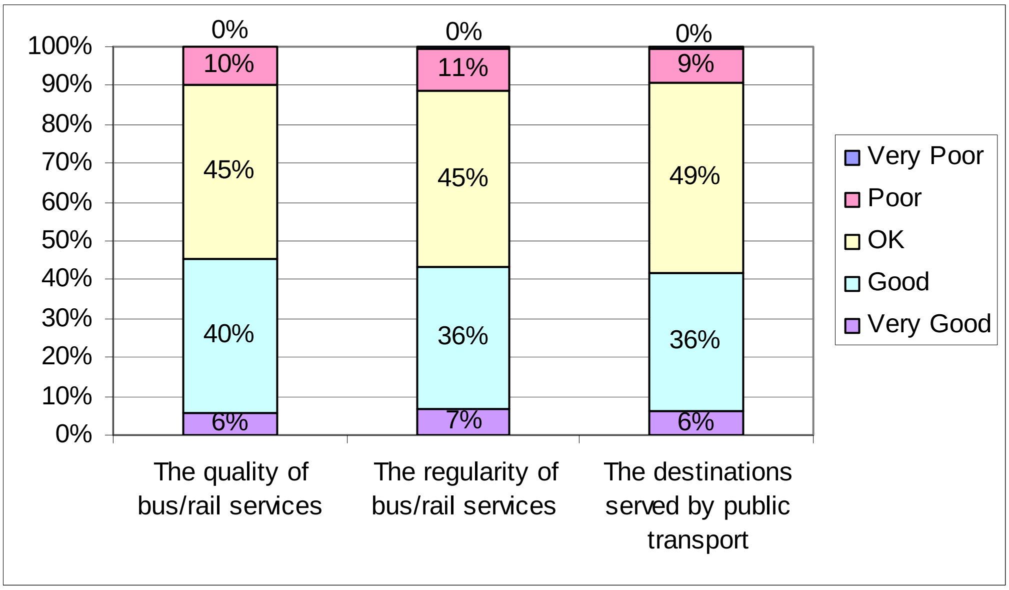
Half of these respondents said that they visit the town centre once a month during the daytime (although it cannot be deduced how often they use a train for these trips). The other respondents said that they visit every day, less than once a month, or for a one-off visit. In terms of the evenings, 3 respondents said they never visit the town centre, 2 said they visit once a month, and one said that they go there for a one-off visit.

9.9 Perception of Public Transport Services

Less than half of the respondents gave a positive rating for the quality of bus/rail services, the regularity of bus/rail services and the destinations served by public transport. However, less than 12% gave a negative rating for each aspect.

Figure 26: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 236 to 242 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 12% of respondents gave the response 'improved accessibility'. 2 people also said that the quality of footpaths was one of the main problems with the shopping experience in Berwick-upon-Tweed town centre.

21% of respondents expressed concern about road safety, and numerous comments were made about difficulty in crossing the roads in Berwick-upon-Tweed town centre:

Main problems with the shopping experience:

- "Bad crossings".
- "Place to cross. Hundreds of traffic".
- "Nowhere to cross the road - traffic is really bad".
- "A lot of pedestrians around and nowhere to cross roads – unsafe".

How to make the town centre better:

- "Better crossing" (2 responses).
- "Better crossings".
- "Better crossings for people e.g. zebra".
- "Make pedestrian crossing…".
- "Pedestrain crossings - make it look a bit nicer".
- "Pedestrainised - the roads are bad to cross".
- "Safer for crossing roads".
- "Road crossings".
- "…a new pedestrian crossing".

9.11 Origin and method of travel of Shoppers Interviewed

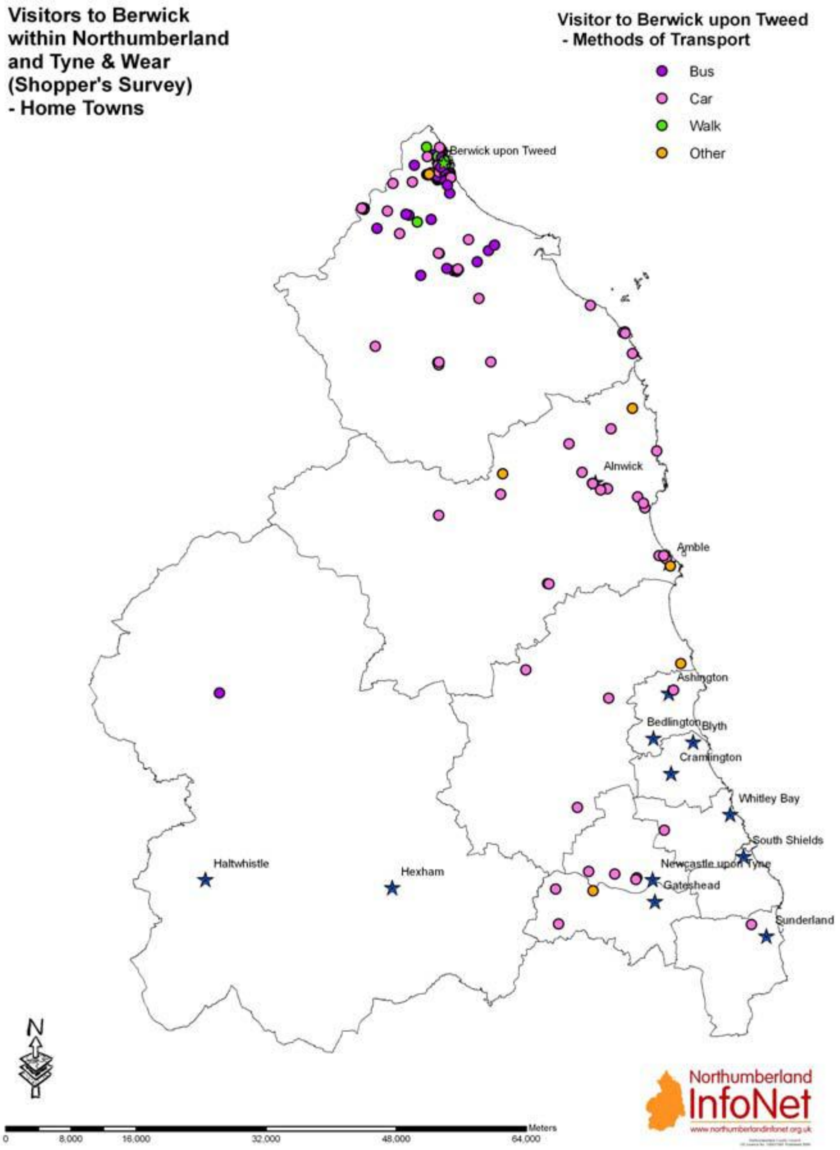
As Figure 27 shows, most of the respondents from the Berwick-upon-Tweed Shopper Survey live in the Berwick-upon-Tweed District, with a large proportion living in or around Berwick-upon-Tweed itself. In addition, some respondents came from the Alnwick area, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

A large proportion of the respondents that live in or around Berwick-upon-Tweed travelled in by bus. The majority remainder of these respondents along with those that lived further away travelled by car.

The remaining few respondents were from just outside the Northumberland and Tyne and Wear Region in the Scottish Borders and County Durham. Most of these travelled into Berwick-upon-Tweed by car.

Figure 27: Visitors to Berwick-upon-Tweed within Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 28: Visitors to Berwick-upon-Tweed outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)

Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Berwick-upon-Tweed:

- Planting throughout the town centre, which won a bronze award at the Northumbria in Bloom Awards 2008.

- The town centre planting in Berwick-upon-Tweed was capital funding in 2007/8 of nearly £10K and the rest was Town Committee and Chamber of Trade monies of around £7K for 2008/9. All of the schemes rely heavily on local people volunteering to do the planting and then look after the displays.

- Street furniture has been refurbished through Town Partnership.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey. However, a few comments were made relating to this subject:

Main problems with the shopping experience:

- "Should be pedestrainised - main road too busy".
- "Should be pedestrainised" (2 responses).
- "Congestion, should be pedistrianised".

How to make the town centre better:

- “Pedestrainised - the roads are bad to cross”.
- “Pedestrianise it” (3 responses).
- “…traffic free zone”.

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

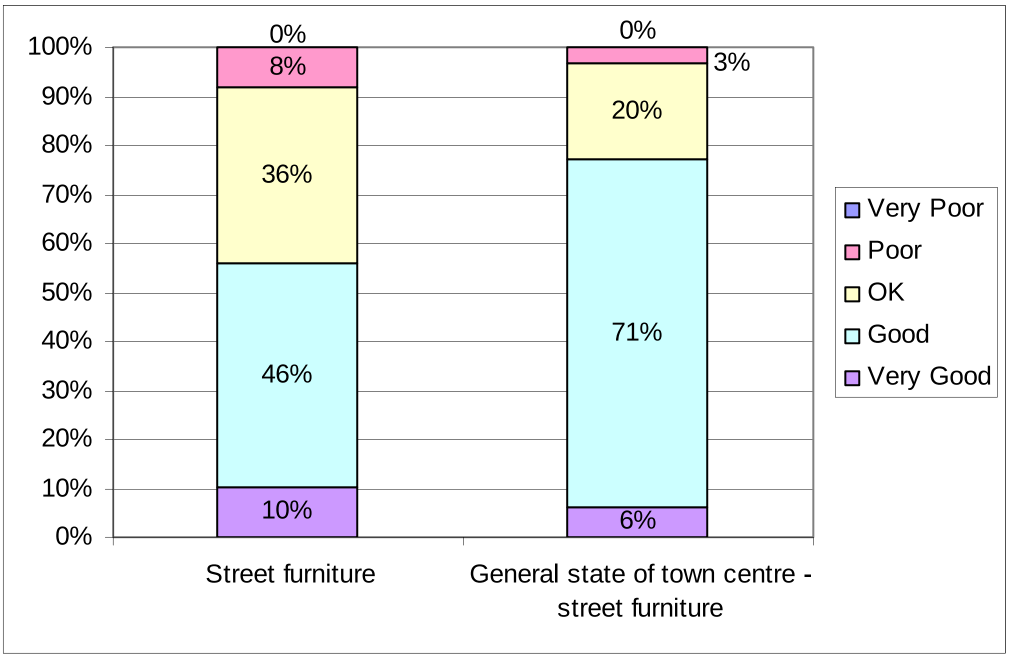
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 29). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to the two questions were quite different. 56% of respondents gave a positive rating for the ‘street furniture’ question versus 77% for the ‘general state’ question.

Figure 29: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 270 to 294 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

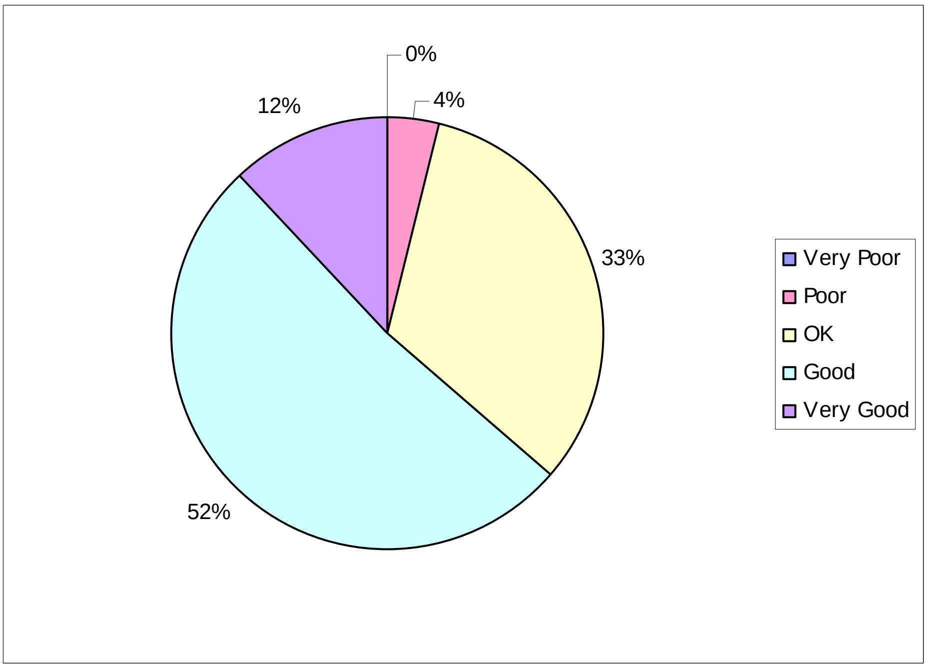
One respondent also gave the suggestion, "make the main street better with a fountain with seats…".

Open Spaces

Nearly two thirds (64%) of the respondents gave a positive rating for the parks and open spaces in Berwick-upon-Tweed. Only 4% gave a negative rating.

Figure 30: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 209 respondents (note: this excludes those respondents that gave a 'don't know' response)

Two respondents said that they wanted "more parks" or a "better park".

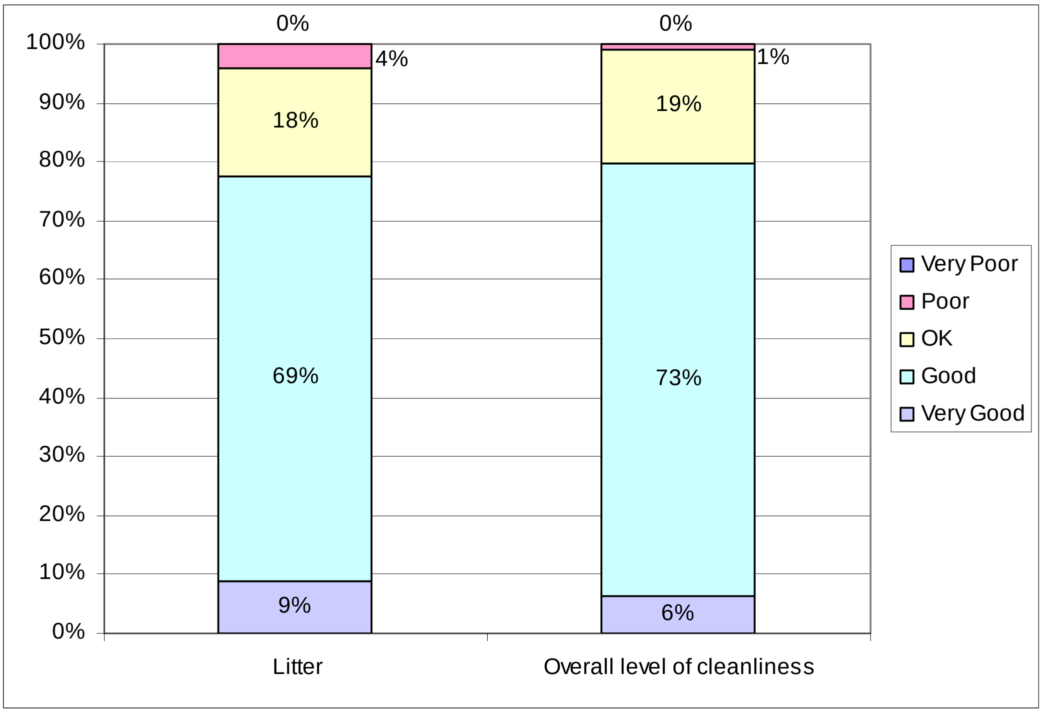
10.2.3 Litter and Cleanliness

The overall level of cleanliness in Berwick-upon-Tweed town centre was perceived to be good, with 80% of respondents giving a good or very good rating, and only 1%

giving a poor or very poor rating. Litter within the town centre received a slightly lower rating (78% positive and 4% negative) (Figure 31).

Figure 31: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

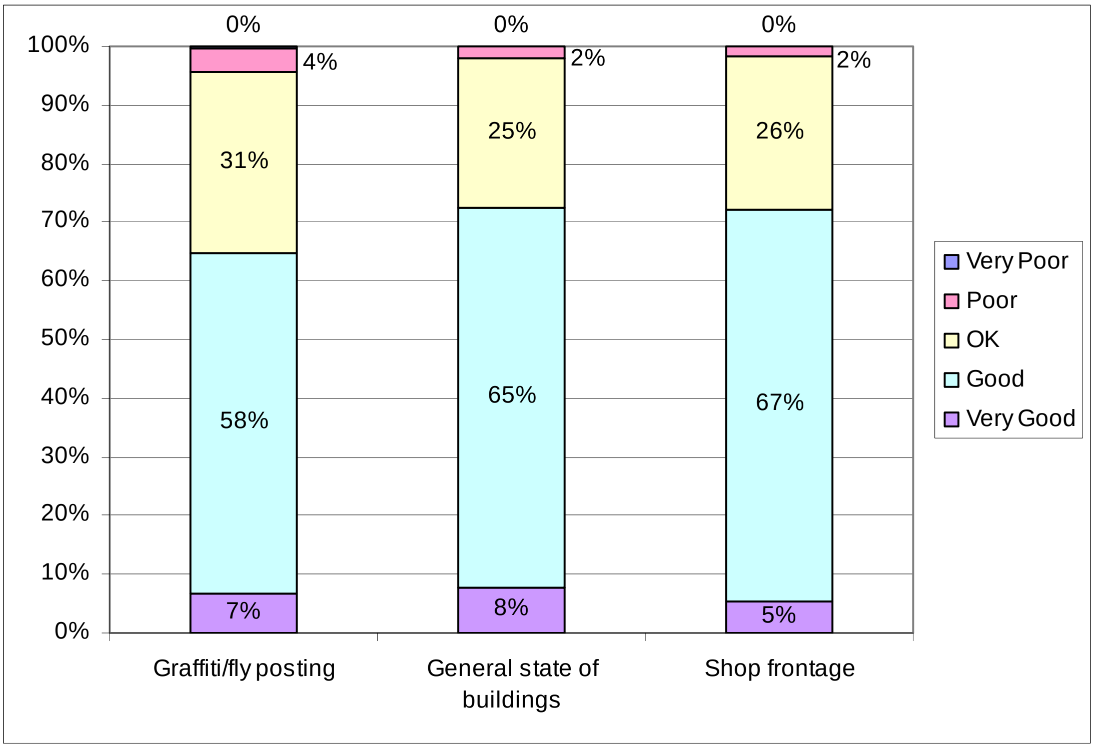
Base : 295 respondents (litter); 295 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

10.2.4 General Appearance of the Town

Respondents were reasonably positive about the general appearance of the town. The general state of the buildings received the highest rating (73% good or very good). Shop frontage and graffiti/fly posting were rated slightly lower (72% and 65% positive ratings respectively) (Figure 32).

Figure 32: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

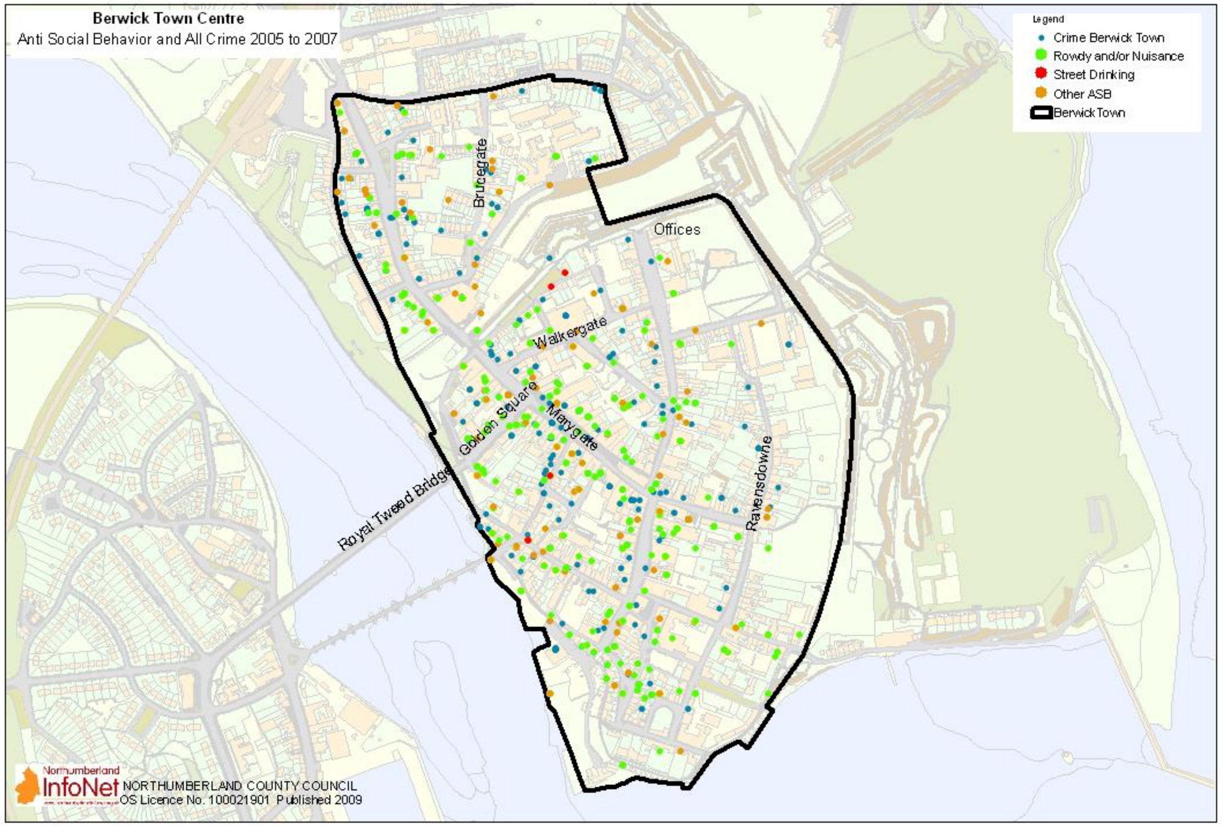
Base : 267 to 295 respondents; (note: this excludes those respondents that gave a 'don't know' response)

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

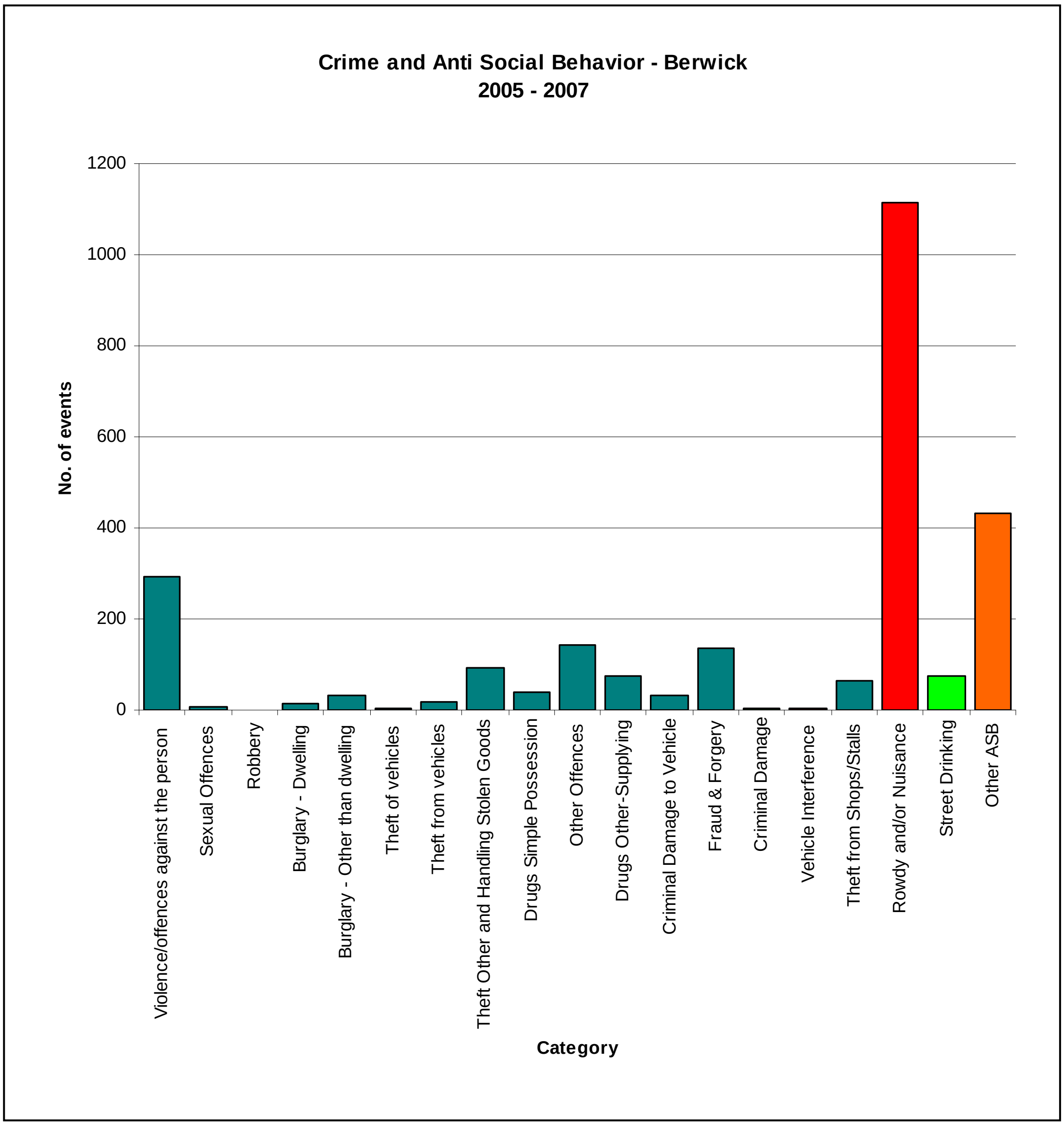
11.1 Analysis of Reported Crimes

Figure 33: Analysis of Reported Crimes



Source: Northumbria Police

Figure 34: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 33 and 34, it is clear to see that the majority of crime in Berwick-upon-Tweed in 2005 – 2007 occurred on Marygate and Church Street and Hide Hill (which are perpendicular to Marygate and parallel to Ravensdowne), and the main type of crime here was “rowdy and/ or nuisance”. There were also a significant number of cases of other types of crime distributed fairly evenly throughout the rest of the town centre, with the exception of Ravensdowne and surrounding streets where crimes were not so frequently occurring.

Looking at the chart (Figure 34), the types of crime have been broken down further. The most frequent type of crime or anti social behaviour occurring in Berwick-upon-Tweed Town Centre between 2005 and 2007 was rowdy and/or nuisance of which there were 1116 occurrences. The most frequent type of crime was "violence/offences against the person" of which there were 292 occurrences.

11.2 Perception or Fear of Crime

Two respondents thought that safety/security was a main problem with the shopping experience in the town centre, and 16 respondents thought that the safety/security needed to be improved in order to make the town centre better (Figure 34).

Three related comments were also made in response to this question:

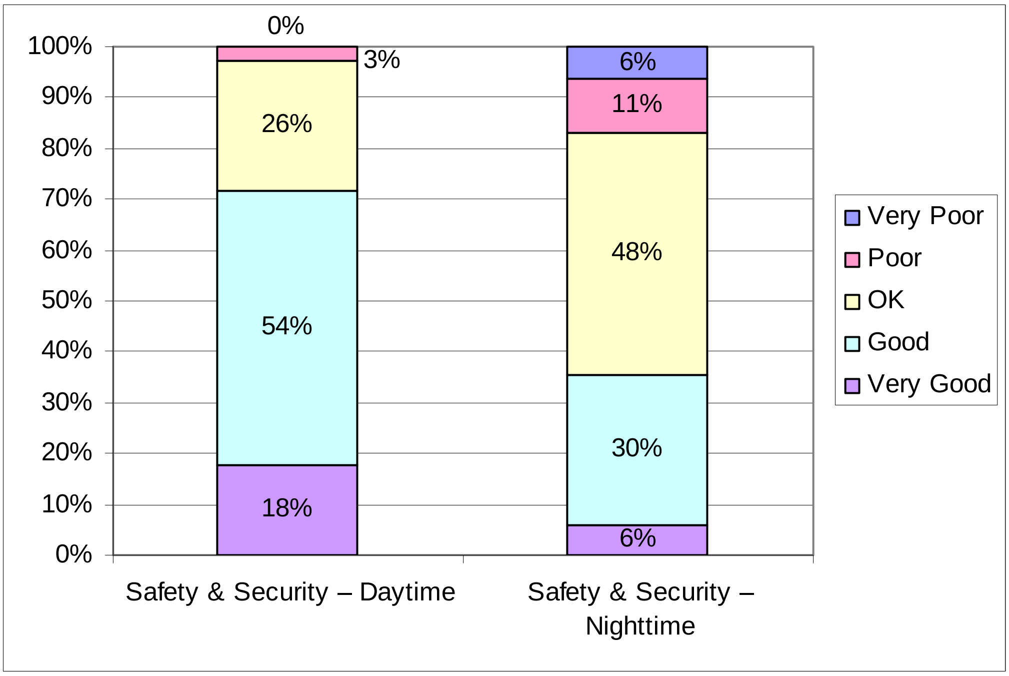
- "…too many rough people".
- "…it's full of smack heads and druggies".
- "More police/security - can be quite frightening at night".

Respondents were also asked to rate safety/security during the daytime and the night-time. Nearly three quarters of respondents (71%) gave a good or very good rating for the daytime, and only 3% a poor or very poor rating. For the night-time, the ratings were not as good, with 35% giving a positive rating and 17% a negative rating.

As can be seen in Figure 35, only 18% of respondents felt that the safety/security of the parking facilities was good/very good, whereas 38% thought they were poor or very poor.

Figure 35: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 206 respondents (nighttime); 263 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Berwick-upon-Tweed Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Berwick-upon-Tweed District (September 2008):

- Berwick-upon-Tweed Borough CDRP has developed a labelling scheme to tackle the sale of alcohol to persons under the age of 18. Can identify offending premises through use of special barcodes on the labels. The Project is called "Bar None", currently in the pilot phase and is trialling with Off License premises.

- Headteachers from: Berwick-upon-Tweed High School; Berwick-upon-Tweed Middle; Tweedmouth Middle; Belford Middle; Glendale Middle, Wooler; and Seahouses Middle have been invited to a series of meetings in order to explore:
    - o Engaging in local community issues

- Exploring the options to create safer and greener communities
- Developing a preventative approach that includes support, effective communication and publicity in order to address community issues in a pro-social manner
- Encouraging local individual and collective responsibility and accountability in the communities we serve and live in.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Berwick-upon-Tweed Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Berwick-upon-Tweed catchment area; spending patterns and retaining shopper spend within the town centre.

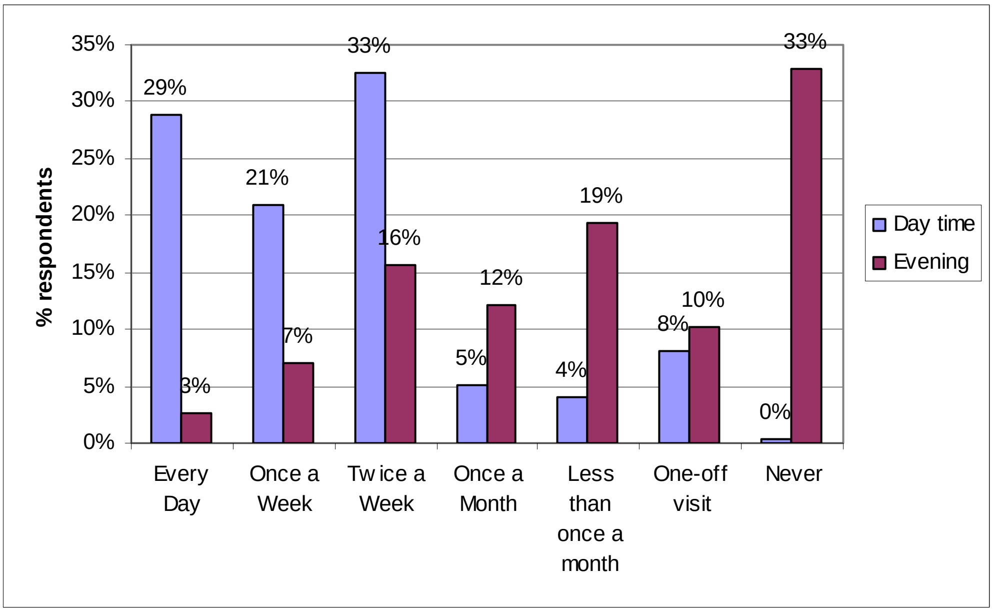
12.1 Regularity of visits

82% of respondents go to Berwick-upon-Tweed town centre during the daytime at least once a week, with the most common frequency of visit being twice a week (33%).

Respondents visit the town centre far less often during the evenings, with only 25% visiting at least once a week. 33% said that they never visit the town centre during the evening (Figure 36).

Figure 36: Approximately how often are you in Berwick-upon-Tweed Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 253 respondents (daytime) and 295 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 37 shows the proportion of respondents that shop for different items solely in Berwick-upon-Tweed town centre, and how many go further afield. Figure 38 gives more details about which shopping centres the respondents use.

As can be seen from the tables, the most common place for respondents to shop for all types of items, particularly food and other domestic items, is in Berwick-upon-Tweed town centre. Newcastle and the Metro Centre are also used to a lesser extent, particularly for clothes and shoes.

Figure 37: Proportion of respondents shopping in Berwick-upon-Tweed and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Berwick-upon-Tweed									
Berwick-upon-Tweed only	73%	71%	73%	42%	46%	57%	53%	55%	55%
Berwick-upon-Tweed + local area[5]	3%	4%	8%	21%	17%	2%	2%	2%	6%
Berwick-upon-Tweed + non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	1%
Non-Berwick-upon-Tweed									
Local area (not Berwick-upon-Tweed)	13%	16%	15%	32%	33%	24%	20%	18%	21%
Other	2%	3%	2%	2%	2%	2%	2%	2%	4%
Mixture of places (not Berwick-upon-Tweed)	0%	0%	0%	1%	1%	1%	0%	0%	1%
Don't buy	8%	6%	2%	2%	1%	14%	22%	23%	12%
Base	293	293	293	293	293	293	293	293	293

Source: Northumberland Infonet Shopper Questionnaires

[5] 'Local area' is defined as being one of the following: Alnwick, Wooler, Newcastle, Metro Centre, Edinburgh, Galashiels, Kelso, Morpeth, Other Scotland, Other Northumberland

Figure 38: Shopping centres used by respondents to purchase different items

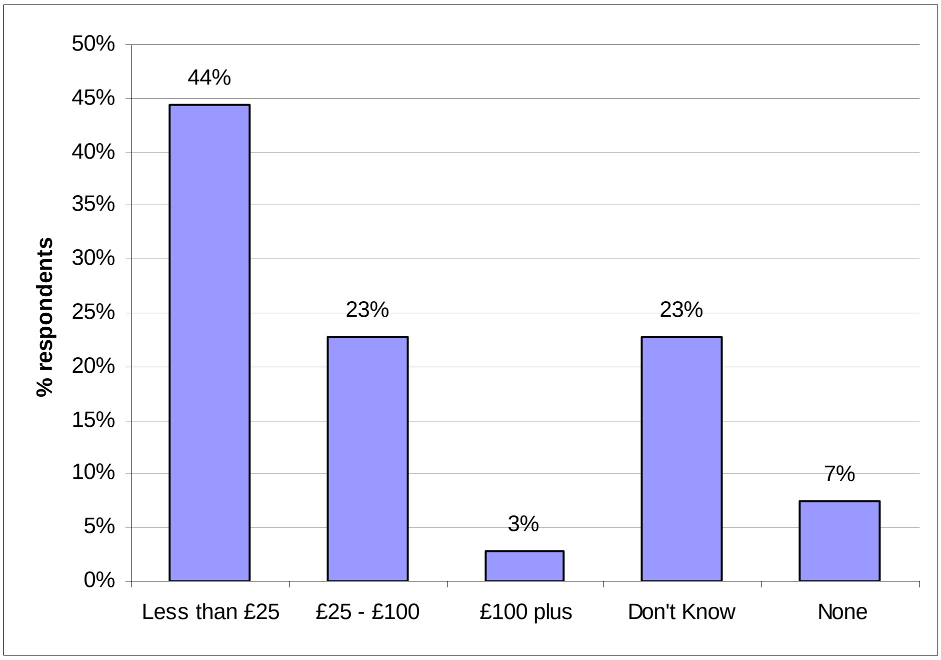
	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Berwick-upon-Tweed	77%	75%	81%	63%	63%	59%	56%	57%	62%
Alnwick	5%	7%	7%	10%	9%	4%	4%	4%	4%
Wooler	2%	2%	1%	1%	1%	0%	0%	0%	1%
Newcastle	6%	6%	11%	35%	32%	17%	14%	10%	19%
Metro Centre	2%	1%	4%	24%	23%	7%	5%	4%	8%
Edinburgh	0%	0%	0%	5%	5%	1%	1%	1%	1%
Galashiels	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kelso	0%	0%	0%	0%	0%	0%	0%	0%	0%
Morpeth	2%	2%	2%	6%	5%	2%	1%	1%	2%
Other Scotland	0%	0%	0%	0%	0%	0%	0%	0%	0%
Northumberland Other	1%	6%	3%	2%	2%	2%	2%	2%	3%
Other	2%	3%	2%	2%	2%	3%	2%	2%	6%
Don't buy	8%	6%	2%	2%	1%	14%	22%	23%	12%
Base	293	293	293	293	293	293	293	293	293

Source: Northumberland Infonet Shopper Questionnaires

44% of respondents planned to spend less than £25 in Berwick-upon-Tweed on the day they were interviewed, with a further 23% expecting to spend between £25 and £100. 23% did not know how much they would spend (Figure 38).

Figure 39: How much do you plan to spend in Berwick-upon-Tweed today?

(Excludes 'don't know' responses unless otherwise specified)



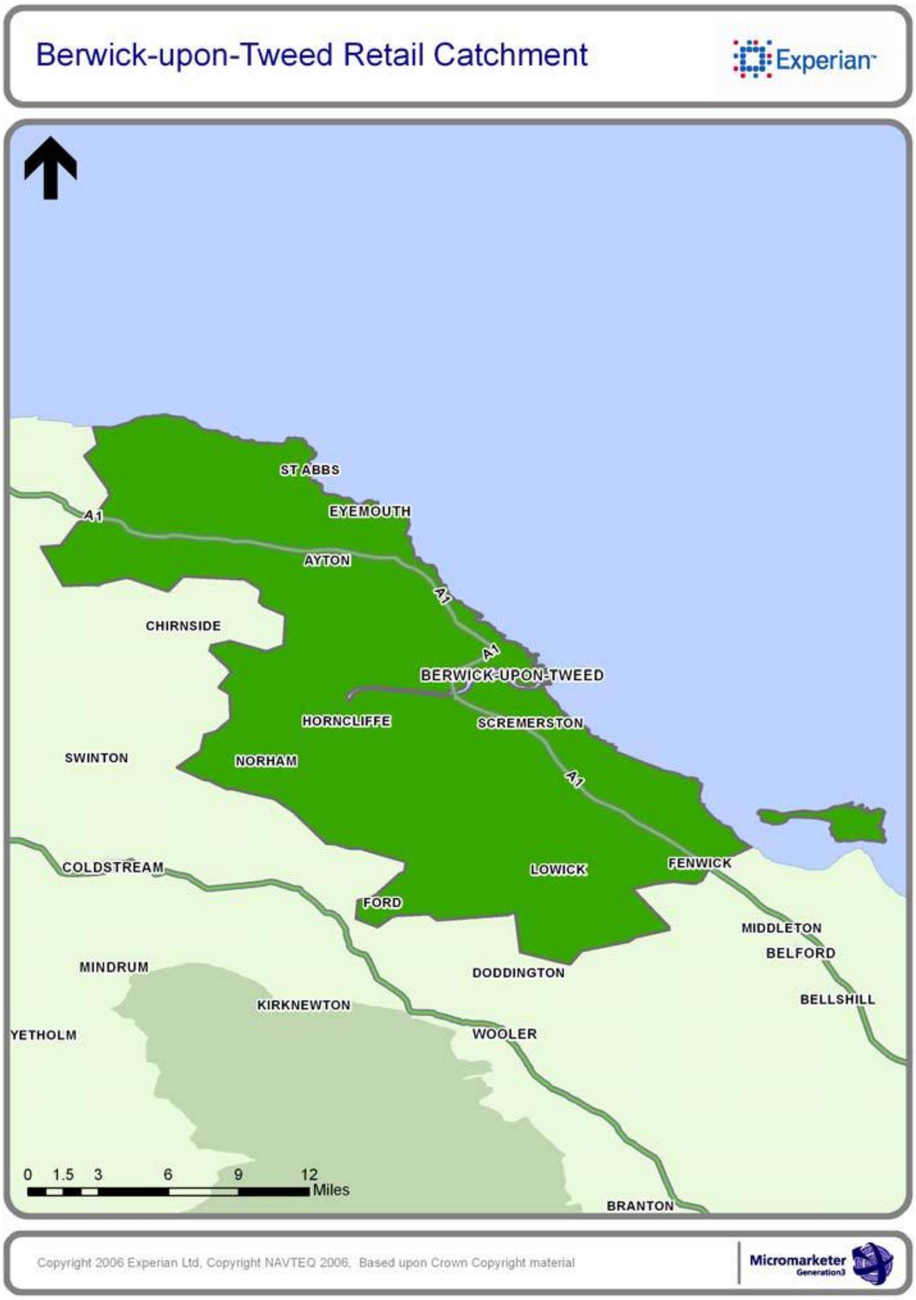
Source: Northumberland Infonet Shopper Questionnaires

Base: 295 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Berwick-upon-Tweed upon Tweed is the main town in the Berwick-upon-Tweed upon Tweed Borough and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contains a number of other local or secondary centres, including Belford, Seahouses and Wooler. These settlements act as key service centres for the rural areas but are smaller in scale or function than Berwick-upon-Tweed upon Tweed.

Figure 40: Berwick-upon-Tweed Retail Catchment



Source: Experian

The map above shows the catchment area for the town of Berwick-upon-Tweed upon Tweed, as defined by Experian. The catchment, which measures the extent of the local consumer base, is based on the Where Britain Shops survey carried out by Experian. Where Britain Shops is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of down locations. The retail catchment area is based on the following theory.

“Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works”[6].

[6] “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian

12.4 Spending Patterns

In addition to Berwick-upon-Tweed upon Tweed town, the catchment embraces a number of other smaller settlements in the North East part of the Borough and into the Scottish Borders. These include Fenwick, Lowick and Ford to the South of the catchment area, Horncliffe and Norham to the East and Eyemouth and St Abbs in the Borders. Altogether, the catchment covers an area of 1194.99 sq km, is home to almost 23,500 people and 10,700 households. Collectively, these households and residents spend an estimated £107.2 million per annum on retail goods and services, with 37.2% of expenditure on convenience retail goods (£39.9 million) and 62.8% on comparison retail (£67.3 million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Berwick-upon-Tweed upon Tweed catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 41: Berwick-upon-Tweed Catchment Summary Profile

Berwick-upon-Tweed Catchment Summary Profile					
Totals	Berwick-upon-Tweed Catchment	%	UK	%	Index
2007 Population	23,453.00		60,796,178.00		
2007 Households	10,734.00		26,018,847.00		
Total Comparison	67,303,101.00	62.8%	171,926,829,196.00	63.4%	99.14
Total Convenience	39,856,954.00	37.2%	99,464,696,627.00	36.6%	101.48
Total Retail	107,160,054.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £9,983, with average comparison retail spend at £6,270 per annum and convenience spend at £3,713 per annum (Figure 41). Total comparison spend per household and total convenience spend per household in the catchment are both below the UK average, with indices of 94.9 and 97.1, respectively.

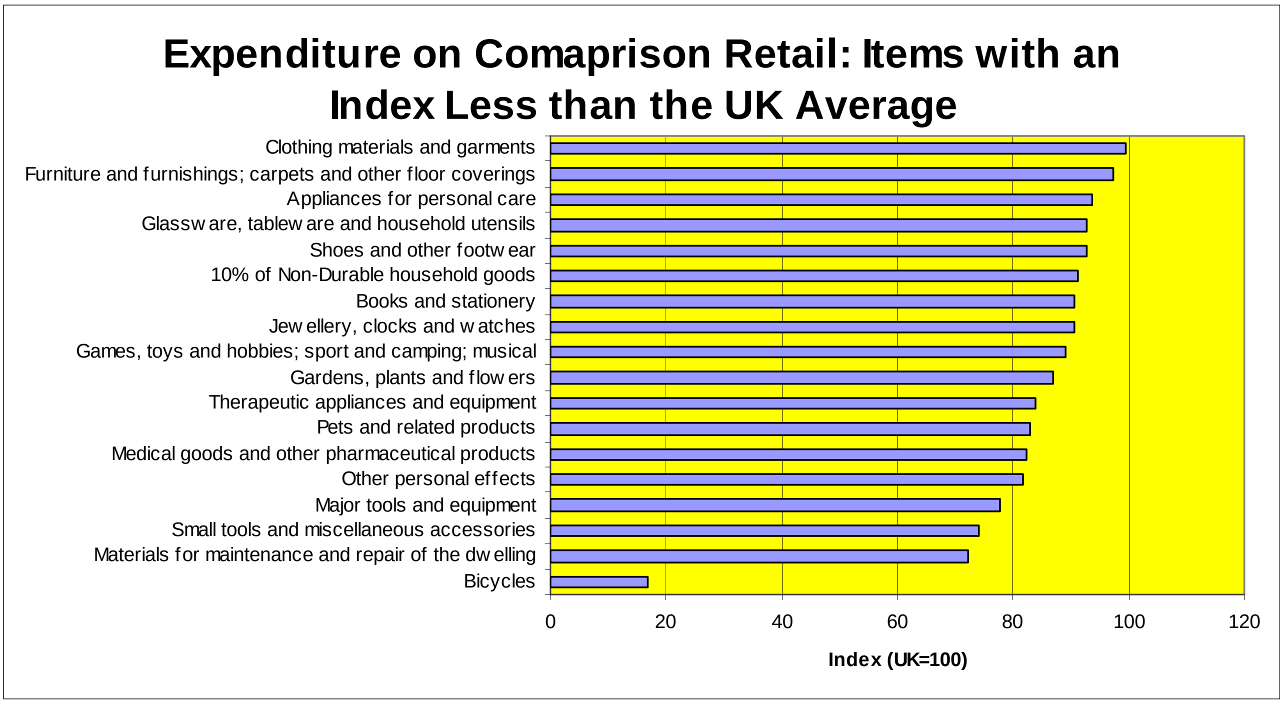
Figure 42 below provides a breakdown of Comparison retail expenditure within the Berwick-upon-Tweed upon Tweed catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £14.9 million or 22.1% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£7.5 million or 11.1%) and Furniture and furnishings; carpets and other floor coverings (£7.1 million or 10.5%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Berwick-upon-Tweed upon Tweed spend substantially more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories and Major tools and equipment.

Figure 42: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Berwick-upon-Tweed upon Tweed Catchment	%	UK	%	Index
10% of Non-Durable household goods	133,991.00	0.20%	357,185,476.00	0.21%	95.00
Appliances for personal care	5,606,178.00	8.33%	15,298,262,865.00	8.90%	93.61
Audio-visual, photographic and information processing equipment	7,456,473.00	11.08%	14,926,597,385.00	8.68%	127.61
Bicycles	168,083.00	0.25%	1,345,908,674.00	0.78%	31.90
Books and stationery	2,464,404.00	3.66%	6,968,169,166.00	4.05%	90.34
Clothing materials and garments	14,874,327.00	22.10%	37,197,970,202.00	21.64%	102.15
Furniture and furnishings; carpets and other floor coverings	7,056,002.00	10.48%	18,218,052,893.00	10.60%	98.94
Games, toys and hobbies; sport and camping; musical instruments	6,778,201.00	10.07%	18,951,364,780.00	11.02%	91.37
Gardens, plants and flowers	1,148,133.00	1.71%	3,402,000,385.00	1.98%	86.21
Glassware, tableware and household utensils	1,654,853.00	2.46%	4,753,009,610.00	2.76%	88.94
Household textiles	2,208,621.00	3.28%	5,378,572,610.00	3.13%	104.90
Jewellery, clocks and watches	1,742,704.00	2.59%	4,533,353,900.00	2.64%	98.20
Major household appliances (electric or not)	2,498,391.00	3.71%	4,457,482,024.00	2.59%	143.18
Major tools and equipment	115,159.00	0.17%	370,528,409.00	0.22%	79.39
Materials for maintenance and repair of the dwelling	2,147,554.00	3.19%	6,826,571,834.00	3.97%	80.36
Medical goods and other pharmaceutical products	1,271,983.00	1.89%	3,904,354,994.00	2.27%	83.22
Other personal effects	774,741.00	1.15%	2,276,336,174.00	1.32%	86.94
Pets and related products	1,004,428.00	1.49%	2,747,999,981.00	1.60%	93.37
Recording media	3,790,922.00	5.63%	7,513,288,250.00	4.37%	128.89
Shoes and other footwear	1,994,704.00	2.96%	5,348,647,704.00	3.11%	95.27
Small electrical household appliances	442,327.00	0.66%	748,364,529.00	0.44%	150.99
Small tools and miscellaneous accessories	954,533.00	1.42%	3,301,806,678.00	1.92%	73.85
Therapeutic appliances and equipment	1,016,389.00	1.51%	3,101,000,673.00	1.80%	83.73
Total Comparison	67,303,101.00	100.00%	171,926,829,196.00	100.00%	100.00

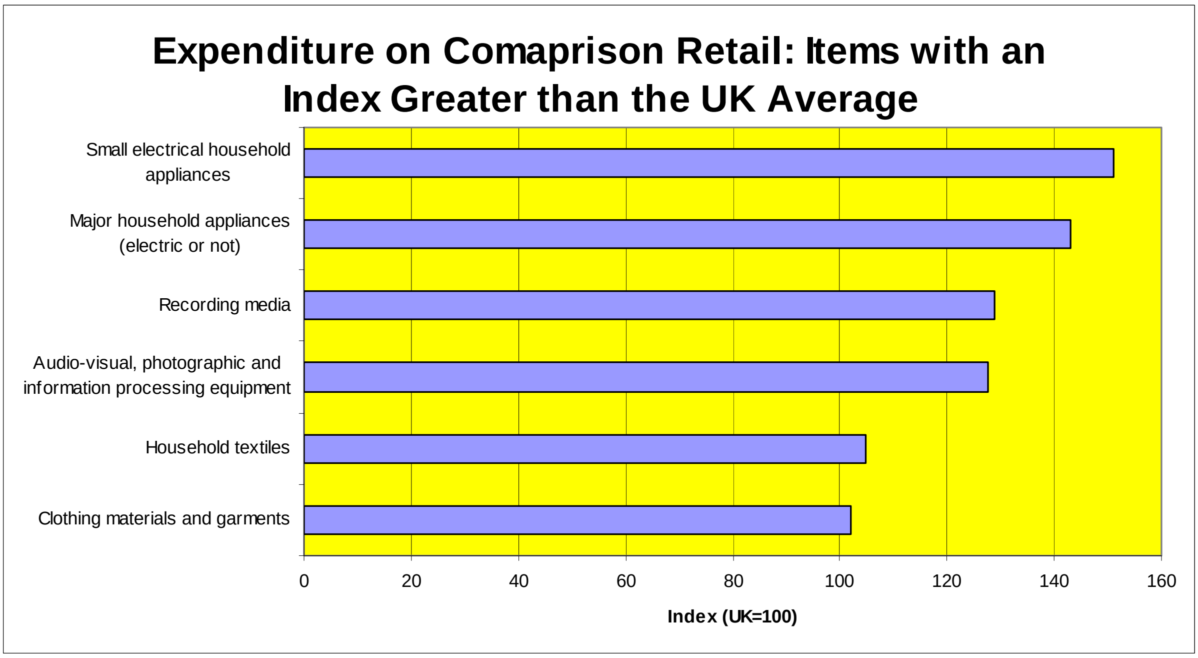
Source: Experian

Figure 43: Expenditure on Comparison Retail



Source: Experian

Figure 44: Expenditure on Comparison Retail



Source: Experian

Figure 45 provides a breakdown of Convenience retail expenditure within the Berwick-upon-Tweed upon Tweed catchment and in the UK. Clearly the largest expenditure type within comparison retail in Berwick-upon-Tweed upon Tweed is Food and non-alcoholic beverages, accounting for £27.4 million or 68.9% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£5.1 million or 12.8%) and Tobacco (£4.1 million or 10.2%). The pattern of expenditure nationally differs a little. Referring to the index, households in Berwick-upon-Tweed upon Tweed spend proportionately more on Newspapers and Periodicals, Alcohol and Tobacco and less on Food and non-alcoholic beverages.

Figure 45: 2007 Total Expenditure Convenience Retail

Table Z: 2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Berwick-upon-Tweed upon Tweed Catchment	%	UK	%	Index
90% of Non-Durable household goods	1,205,927.00	3.03%	3,214,575,062.00	3.23%	93.62
Alcohol (off-trade)	5,114,153.00	12.83%	12,313,767,021.00	12.38%	103.64
Food and non-alcoholic beverages	27,447,775.00	68.87%	70,035,886,128.00	70.41%	97.80
Newspapers and periodicals	2,008,601.00	5.04%	4,451,576,478.00	4.48%	112.60
Tobacco	4,080,498.00	10.24%	9,448,891,938.00	9.50%	107.77
Total Convenience	39,856,954.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Berwick-upon-Tweed upon Tweed. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Berwick-upon-Tweed upon Tweed and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Berwick-upon-Tweed upon Tweed catchment that shops in Berwick-upon-Tweed upon Tweed and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Berwick-upon-Tweed upon Tweed and the extent to which spending leaks to other centres.

The figures in figures 46 and 47 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population (Figure 46), Experian estimates that more than 90% of the resident population shop in Berwick-upon-Tweed upon Tweed (21,250 or 90.6%). Other shopping destinations for households in the catchment area include Edinburgh (553 or 2.4%) and Alnwick (379 or 1.6%).

Figure 46: Population Leakage

Population Leakage		
Plan Name	Percentage (%)	Population (no.)
Berwick-upon-Tweed-upon-Tweed	**90.61**	**21,250**
Edinburgh - Princes Street	2.36	553
Alnwick	1.62	379
Galashiels	1.16	273
Kelso	0.87	205
Edinburgh - Kinnaird Park	0.78	182
Belford	0.69	161
Wooler	0.60	141
Newcastle upon Tyne - Central	0.48	112
Jedburgh	0.32	76
Metro Centre	0.19	45
Hawick	0.15	36
Seahouses	0.09	21
Morpeth	0.05	12
Ashington	0.03	7

Source: Experian

The pattern with regards to spend is relatively similar (Figure 46). Experian estimates that in excess of 90% of retail spend by residents and households domiciled within the Berwick-upon-Tweed upon Tweed catchment, representing £97.1 million per annum, is spent in the town.

More than £2.5 million of expenditure is lost to Edinburgh - Princes Street (2.4%), with other notable leakage to Alnwick (£1.7 million or 1.6%) and Galashiels (£1.3 million or 1.2%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

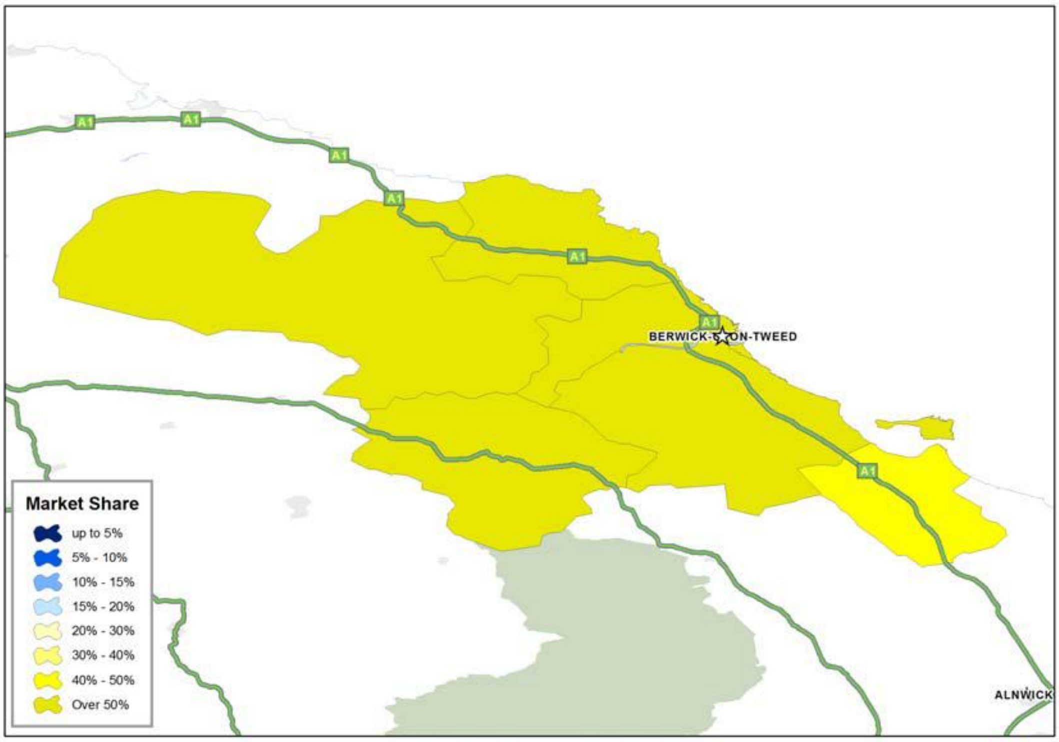
Figure 47: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Berwick-upon-Tweed-upon-Tweed	**90.64**	**97,130,275**
Edinburgh - Princes Street	2.40	2,571,914
Alnwick	1.55	1,657,233
Galashiels	1.18	1,268,450
Kelso	0.89	954,397
Edinburgh - Kinnaird Park	0.79	845,684
Belford	0.65	700,713
Wooler	0.60	645,722
Newcastle upon Tyne - Central	0.46	497,185
Jedburgh	0.33	352,297
Metro Centre	0.18	195,891
Hawick	0.16	168,350
Seahouses	0.08	90,749
Morpeth	0.05	52,766
Ashington	0.03	28,428

Source: Experian

The map below shows the Berwick-upon-Tweed upon Tweed catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Berwick-upon-Tweed upon Tweed. From the map, it can be seen that households located within Berwick-upon-Tweed upon Tweed and in the adjacent hinterland spend over 50% of their total retail expenditure in Berwick-upon-Tweed upon Tweed. Propensity to shop in Berwick-upon-Tweed upon Tweed dips slightly to 40-50% of expenditure in the south east part of the catchment covering the settlements of Fenwick, Buckton, Elwick and Ross.

Figure 48: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

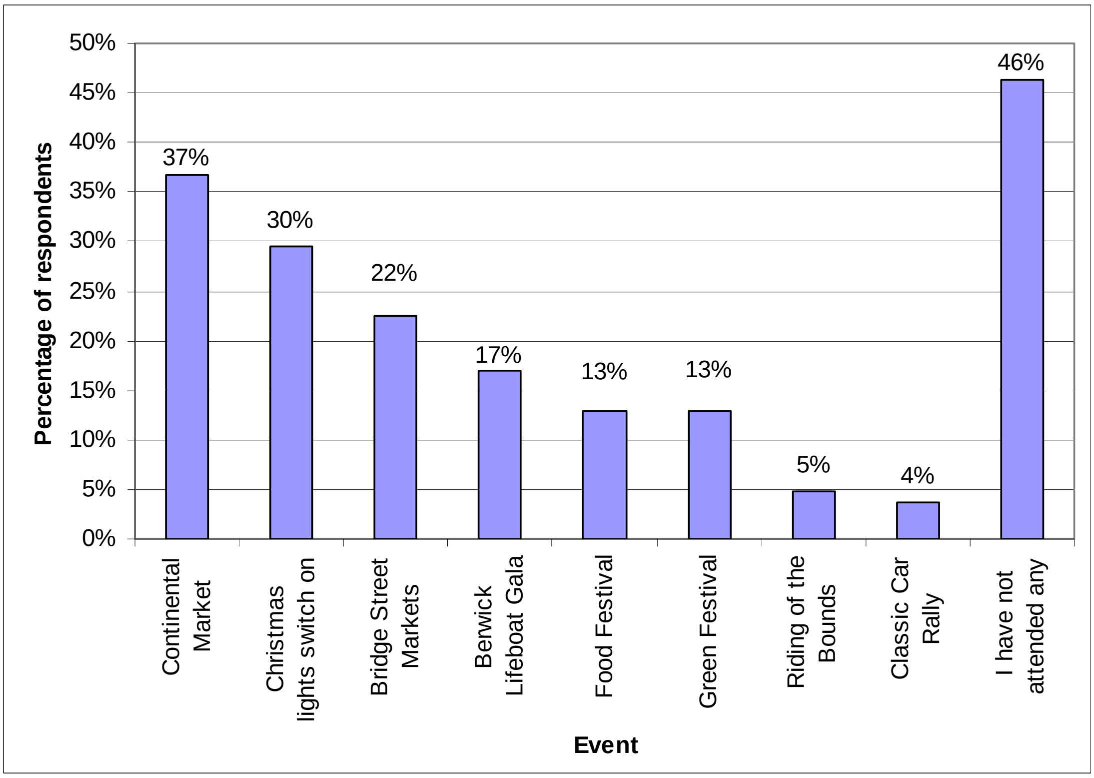
9% of respondents said that they were in Berwick-upon-Tweed town centre for leisure on the day of the interview.

Events attended

Just over half of the respondents had attended at least one of the events asked about in the questionnaire. The most well attended events were the continental market (37%) and the Christmas lights switch on (30%) (Figure 49).

Figure 49: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

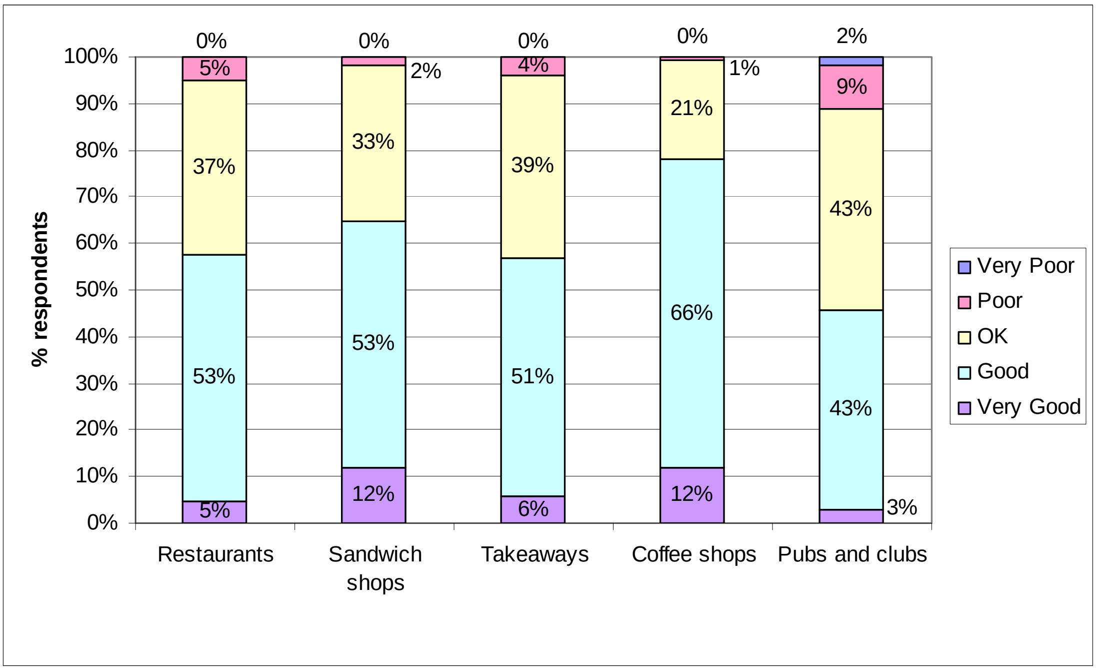
Base: 294 respondents

Eating and drinking

Most of the eating and drinking venue types in Berwick-upon-Tweed were rated quite well. The best ratings were given for the coffee shops for which 78% of respondents gave a positive rating and only 1% gave a negative rating. The poorest rating was given for pubs and clubs (46% positive ratings and 11% negative ratings) (Figure 50).

Figure 50: How would you rate the following venues for eating and drinking in Berwick-upon-Tweed?

(Excludes 'don't know' responses unless otherwise specified)



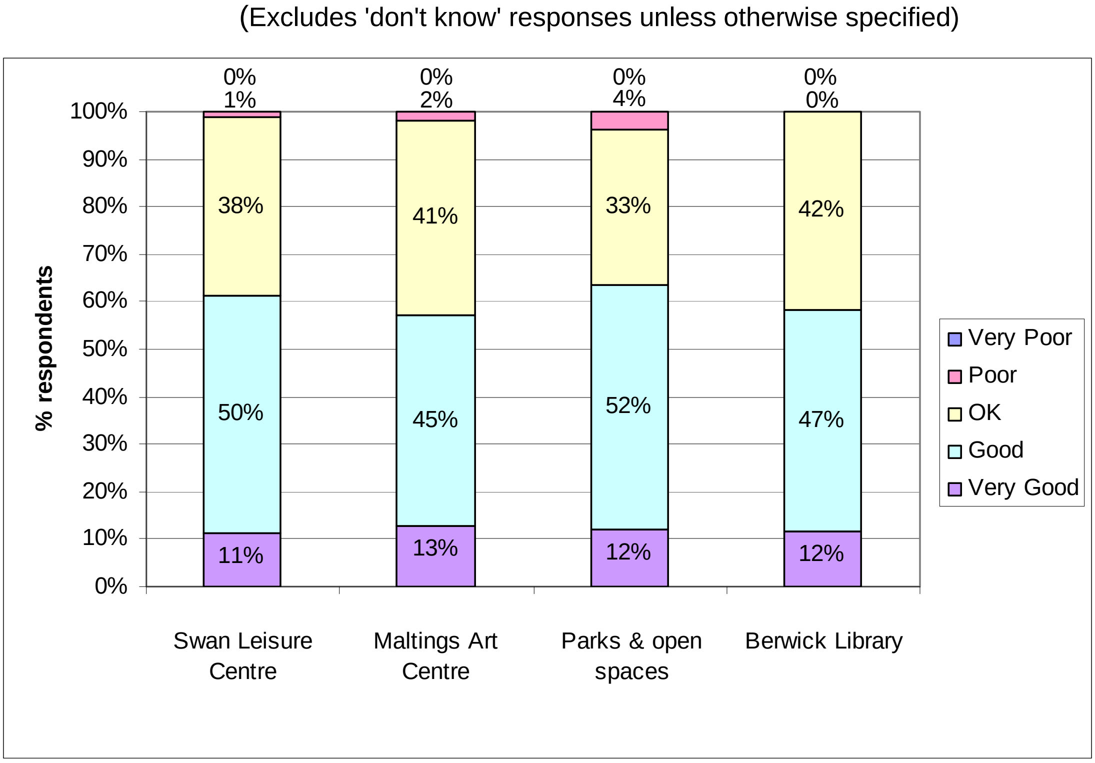
Source: Northumberland Infonet Shopper Questionnaires

Base: 171 to 275 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

All of the arts and leisure facilities in Berwick-upon-Tweed were given a good/very good rating by over half of the respondents and a poor/very poor rating by less than 4% of the respondents (Figure 51).

Figure 51: How would you rate the following arts and leisure facilities in Berwick-upon-Tweed?



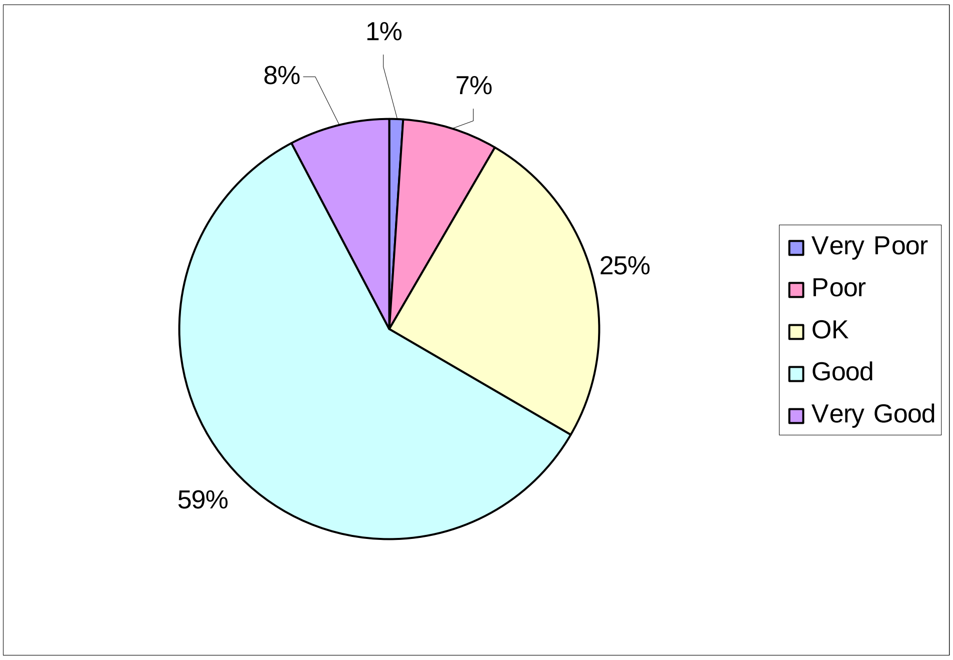
Source: Northumberland Infonet Shopper Questionnaires

Base: 139 to 209 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Berwick-upon-Tweed as a place to enjoy themselves, two thirds of respondents gave a good or very good rating (Figure 52).

Figure 52: How do you rate Berwick-upon-Tweed as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 284 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 15% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

- "Not much things to do".
- "More for kids to do - leisure activites maybe".
- "Things for kids to play".
- "More parks".
- "Better park".
- "Better sports events".
- "Better pubs".
- "More pubs/clubs".
- "…ice rink".
- "…better lesuire facilities".

9% of respondents said that they were in Berwick-upon-Tweed town centre for leisure on the day of the interview.

12.7 The Future: what will improve the town as a place to shop or visit?

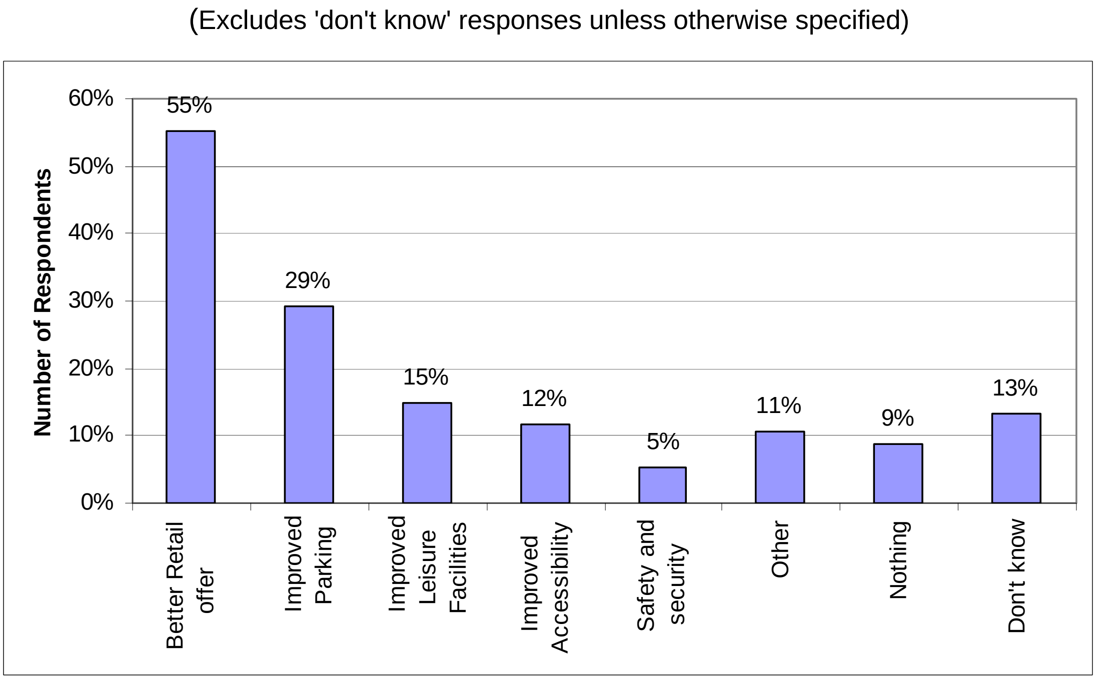
Figures 53 and 54, together with the rest of the analysis of the Berwick-upon-Tweed shopper survey, suggest that in order to improve the town as a place to shop or visit, three key issues need to be addressed:

- The retail offer
  This is covered in more detail below.

- The parking facilities
  29% of respondents thought that parking was one of the main problems with the shopping experience, and 45% rated the availability of public parking spaces as poor or very poor. See sections 9.2.2 and 9.2.3 for more details.

- Traffic and road safety
  35% of respondents said that traffic was one of the main problems with the shopping experience in Berwick-upon-Tweed town centre, and 21% gave 'road safety' as a problem. Numerous responses were also noted concerning the difficulty crossing the roads in Berwick-upon-Tweed. See section 9.1 for more details.

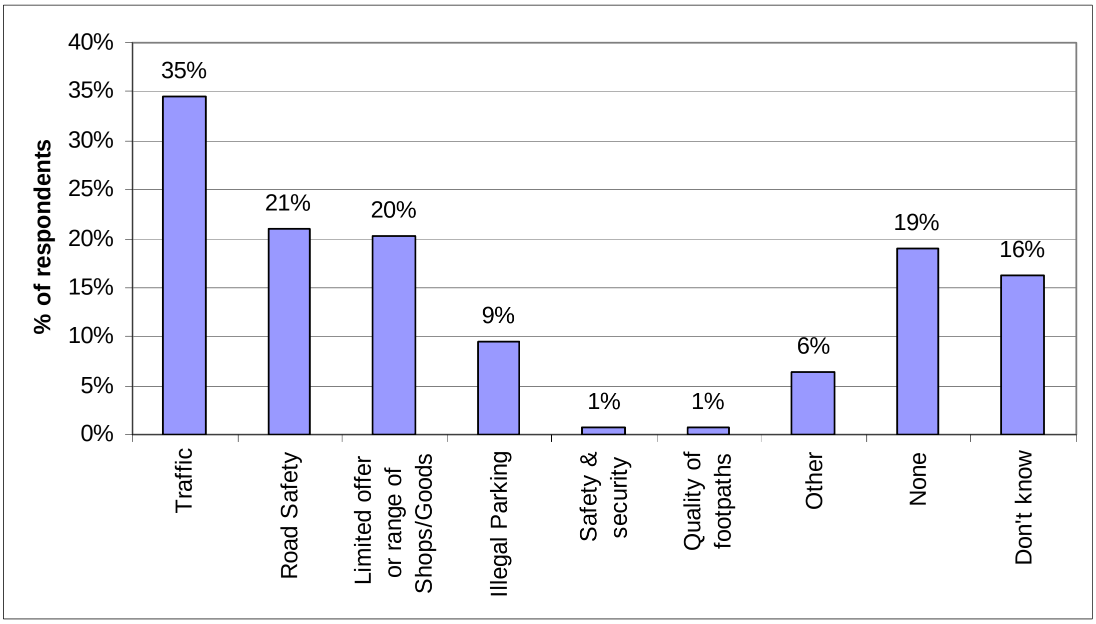
Figure 53: How would you make this town centre better?



Source: Northumberland Infonet Shopper Questionnaires

Base: 294 respondents

Figure 54: What are the main problems with the shopping experience in Berwick-upon-Tweed town centre?



Source: Northumberland Infonet Shopper Questionnaires

Base: 295 respondents

Retail

Throughout the survey, respondents have not been particularly positive about the retail offer in Berwick-upon-Tweed as can be seen in the points below.

- 20% of respondents said that one of the main problems with the shopping experience in Berwick-upon-Tweed town centre was the limited offer or range of shops/goods.

- 55% of respondents said that, in order to improve the town centre, the retail offer should be improved.

- Only 17% of respondents agreed that Berwick-upon-Tweed offers a wide choice of quality shops. 33% disagreed.

- When asked to rate Berwick-upon-Tweed as a place to shop, 32% gave a positive rating and 29% gave a negative rating.

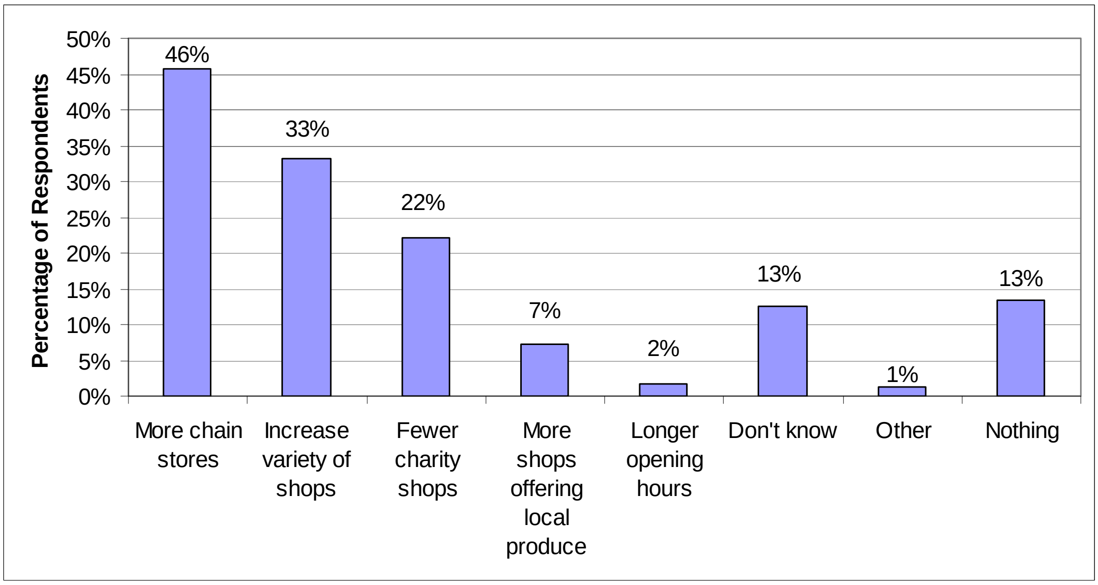
However, as sections 12.2 and 12.3 show, despite not being very positive about the retail offer in Berwick-upon-Tweed, respondents still tend to use Berwick-upon-Tweed for a wide range of purchases in preference to other shopping centres such as Newcastle or Edinburgh.

Respondents were also asked about the types of improvement that they would like to see to the retail offer in Berwick-upon-Tweed town centre. Nearly one half (46%) of respondents said that they would like more chain stores, and one third said that they would like an increase in the variety of shops (Figure 53).

A list of the ‘other’ responses, together with some examples of shops that the respondents would like, is given in Appendix 2. Many of these related to shops for younger people / children.

Figure 55: What improvements would you like to see to the retail offer in Berwick-upon-Tweed?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 293 respondents

13.0 INVESTMENT

The following developments are proposed for Berwick-upon-Tweed Town Centre;

- New shops and cafes have opened within the town

- Three major new housing developments have been agreed for the town centre, on the site of the former Playhouse Cinema, the former Youngman's store and the former Blackburn and Price car dealer premises. Although it is expected that there will be a few delays until the property market improves.

- A new edge of town Tesco Supermarket has been given the go-ahead, subject to the detailed plans being agreed. Construction is likely to begin later this year.

14.0 CONCLUSION

Berwick-upon-Tweed is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration is residential properties, there is also edge of town Tesco planned of which construction should start late 2009 which is likely to have an impact on the town centre. These developments, which are set to be completed in early 2009, should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 58% of the floorspace use was for retail (Figure 3).
However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 33% disagreeing or strongly disagreeing to the statement "Berwick-upon-Tweed offers a wide choice of quality shops", compared to 17% agreeing or strongly agreeing (Figure 5).

The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more clothes shops and more choice of clothes shops were high on their priorities so that they didn't have to travel further afield, such as Newcastle, for this type of shopping. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category. Further, within the comparison category, the majority of the businesses were independent as opposed to multiple chain such as high street shops which were also suggested when asking shoppers what would improve the retail offer (Appendix 2).

In July 2005, the yield for Berwick-upon-Tweed dropped lower than the average for Northumberland, North East and England for the first time since April 2002. This meant that Berwick-upon-Tweed was seen to be a more attractive place to set up business which could have been the result of various regeneration projects that have taken place in the town centre. This low yield is supported by the response given by interviewed shoppers for their opinion on general appearance of the town which was reasonably positive (Figure 31).

There was 9% of vacant floorspace in Berwick-upon-Tweed (see Figure 12). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant. There had been local interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for some of the shoppers interviewed with 54% (of those travelling by car) finding it very or fairly easy (Figure 17). However, 45% of these shoppers felt that the parking in the town centre was either poor or very poor (Figure 18). Appendix 2 also shows that parking was mentioned several times when asked what the main problems with the shopping experience in Berwick-upon-Tweed were, notably the lack of spaces. Berwick-upon-Tweed also has good bus and train connectivity, which is shown in Figures 22 and 25 respectively by the frequency and number of destinations reached from Berwick-upon-Tweed. 68% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 24) and all of the six shoppers who travelled by train found it fairly or very easy. These figures are supported by Figure 25 which shows the shopper’s overall perception of the quality, regularity and destinations served by public transport. Even though less than half gave a positive response for public transport related attributes, almost one half of shoppers thought they were ok and less than 12% gave a negative rating for each aspect.

When looking at retaining shopper spend, 91% of Berwick-upon-Tweed residents shopped in Berwick-upon-Tweed. 2.4% of expenditure was lost to Princes Street in Edinburgh and a further 1.6% to Alnwick (Figure 47). Comparing this leakage figure to other town centres in Northumberland shows that the leakage from Berwick-upon-Tweed upon Tweed is a lot lower than the others. This may be to do with its location and distance from other major centres either in Northumberland, Tyne and Wear or in Scotland.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Berwick-upon-Tweed was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer in general, the implementation of the various regeneration projects and increase in retail floorspace in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Berwick-upon-Tweed by bus. This information was drawn up into a table, however a map showing all of these routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Berwick-upon-Tweed Town Centre?

Congestion / traffic / roads

- Bad roads - sb. one way system.
- should be one way
- It gets really busy with visitors and could do with some order on the roads.
- Congested (2 responses)
- Congestion - when busy is terrible
- Congestion
- Very congested - not as good as I hoped
- Too busy - congestion
- Too busy
- Traffic - very busy
- Lots of traffic - but unsafe
- Unsafe - cars and people all over
- Cars all over the place
- Can get a little crowded at times

Parking

- Parking (2 responses)
- Parking in general
- poor parking overall
- Parking is a nightmare!
- Parking spaces (2 responses)
- Not many places to park
- Need more disabled parking

Crossings / Pedestrianisation

- Bad crossings
- Place to cross. Hundreds of traffic
- Nowhere to cross the road - traffic is really bad
- A lot of pedestrians around and nowhere to cross roads - unsafe.
- Should be pedestrainised - main road too busy
- Should be pedestrainised (2 responses)

Mixture of things / other

- congestion, should be pedistrianised
- Too much traffic/parking ltd.
- Road system could be better/too many rough people
- Everything - it's full of smack heads and druggies
- Not much here apart from shopping for food
- Not much things to do
- Not alot of facilities for disabled

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Berwick-upon-Tweed?’

Suggested examples of improvements

Types of shops

- Children's shops
- More shops for younger people especially ment. Topshop, river island etc
- More shops for young people, department store maybe?
- young peoples shops
- Young shops
- Better shops in gen. for youngsters
- Shops like Primark - more modern shops for girls
- More modern shops

- More clothes shops so don't need to go into Newcastle
- M&S
- Better quality shops
- Just more shops - Metrocentre shops
- New shops - or more of what we've already got - increased no's of shops - nothing there!

Other

- A covered in outlet - large
- Better leisure facilities - things to do - better shops for boys
- Anything really for younger people
- anything
- Too many building soc.s

Suggested examples of shops

- Baby or children's shop, New Look, ASDA
- Children's cloths, more modern adult clothes and ASD
- More shops for boys
- younger fasion shops
- Dont (2 responses)
- Anything

Verbatim responses to ‘Q23 How would you make this town centre better?’

Crossings / pedestrian areas

- Better crossing (2 responses)
- Better crossings
- Better crossings for people e.g. zebra
- Make pedestrian crossing - traffic free zone
- Pedestrain crossings - make it look a bit nicer
- Pedestrainised - the roads are bad to cross
- Pedestrianise it (3 responses)
- Safer for crossing roads
- Road crossings

Leisure

- Better pubs
- Better sports events
- More for kids to do - leisure activites maybe
- More parks
- More pubs/clubs
- Things for kids to play
- Better park

Traffic / congestion / roads

- Better road systems - very jammed
- Better transport system - cars
- Centre is too busy sometimes with cars and people - needs to be reduced
- Congestion
- Not as much traffic, feels bit safer
- Not just as many cars - just for people
- Improved traffic
- Less congestion

- Quite busy - maybe police to manage the traffic
- Reduce the congestion
- Safety from traffic and cars in the city centre
- Something done about the traffic
- road safety
- Traffic needs addressing

Retail

- Could do with better shops
- More clothes shops - less need to go to Newcastle and further
- Better shops for younger people

Mixture of things

- More crossings by CO-OP - bigger mkt.
- Clothes - have to go to ncle. - ice rink
- More Shops for children and better lesuire facilities
- Congestion/more shops

Parking

- Better disabled parking
- More spaces to park

Other

- More for children
- More for younger people
- More for youngsters
- Nothing for youngsters
- Police should stop parking on high street
- More police/security - can be quite frightening at night
- Make space to move arround as it is cramped
- Make the main street better with a fountain with seats and a new pedestrian crossing
- Too many visitors

- Where fun comes to die!
- All really!
- Everything

The Corporate Research Unit

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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Northumberland County Council

BLYTH TOWN CENTRE HEALTH CHECK REPORT

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- 63% of the floorspace in Blyth was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative – 28% did not think Blyth offered a wide choice of shops.
- Shoppers would like to see improvements with more choice and variety was needed.
- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail.
- There was 9% vacant floorspace in Blyth.
- 44% of premises went from vacant to occupied, 26% went from occupied to vacant and 30% had a change in occupier.
- 85% of shoppers interviewed found it very easy or fairly easy to travel into Blyth town centre by car.
- 52% gave a good or very good rating for the availability of car parking spaces in Blyth.
- Blyth also has good bus connectivity by the frequency and number of destinations reached from Blyth.
- 76% of those travelling by bus found it easy or fairly easy, no-one found it difficult.
- Just less than two thirds of respondents gave a positive rating for the quality and the regularity of bus services and the destinations served by public transport.
- 10% of Blyth residents shopped in Blyth. 27% of expenditure was lost to Newcastle, 17% to the Metro Centre and 11% to Ashington.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.

- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Blyth on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

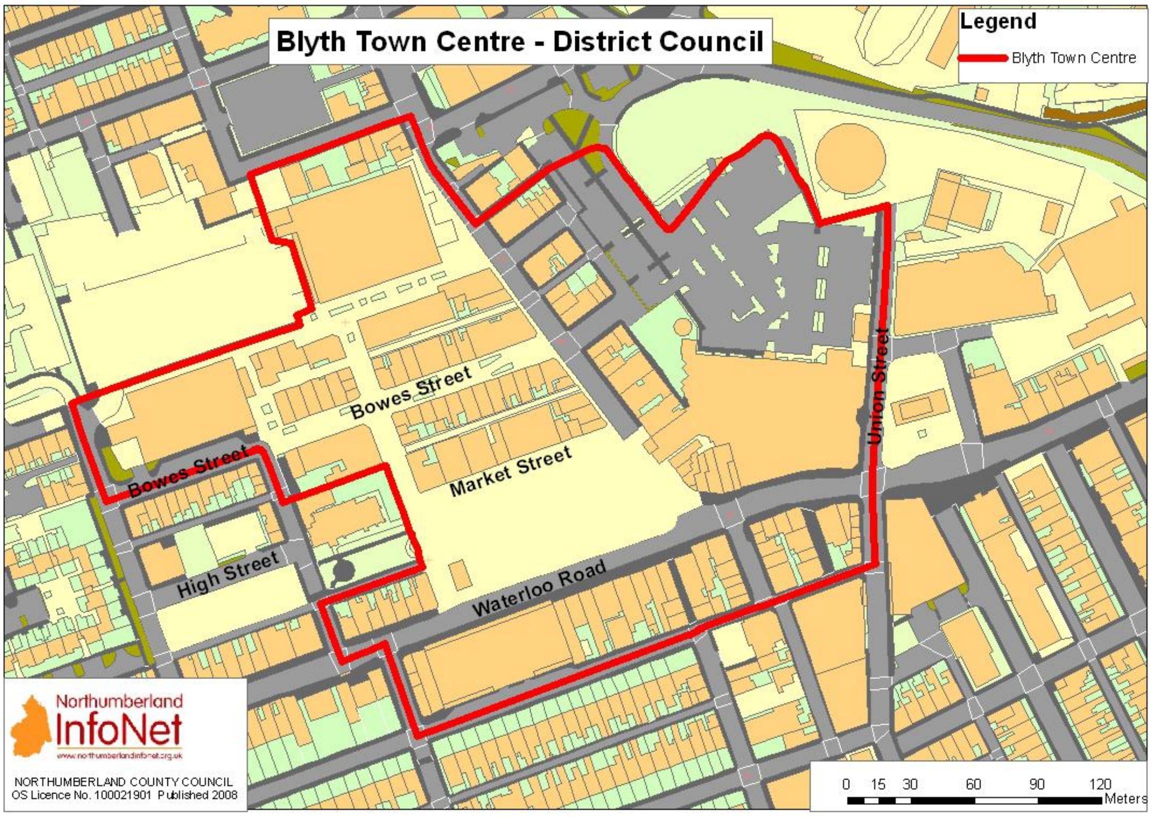
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Blyth's Town Centre Boundary

Throughout this report there are two different boundaries for Blyth Town Centre that will be used depending on the section: the town centre boundary as defined by the former Blyth Valley District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

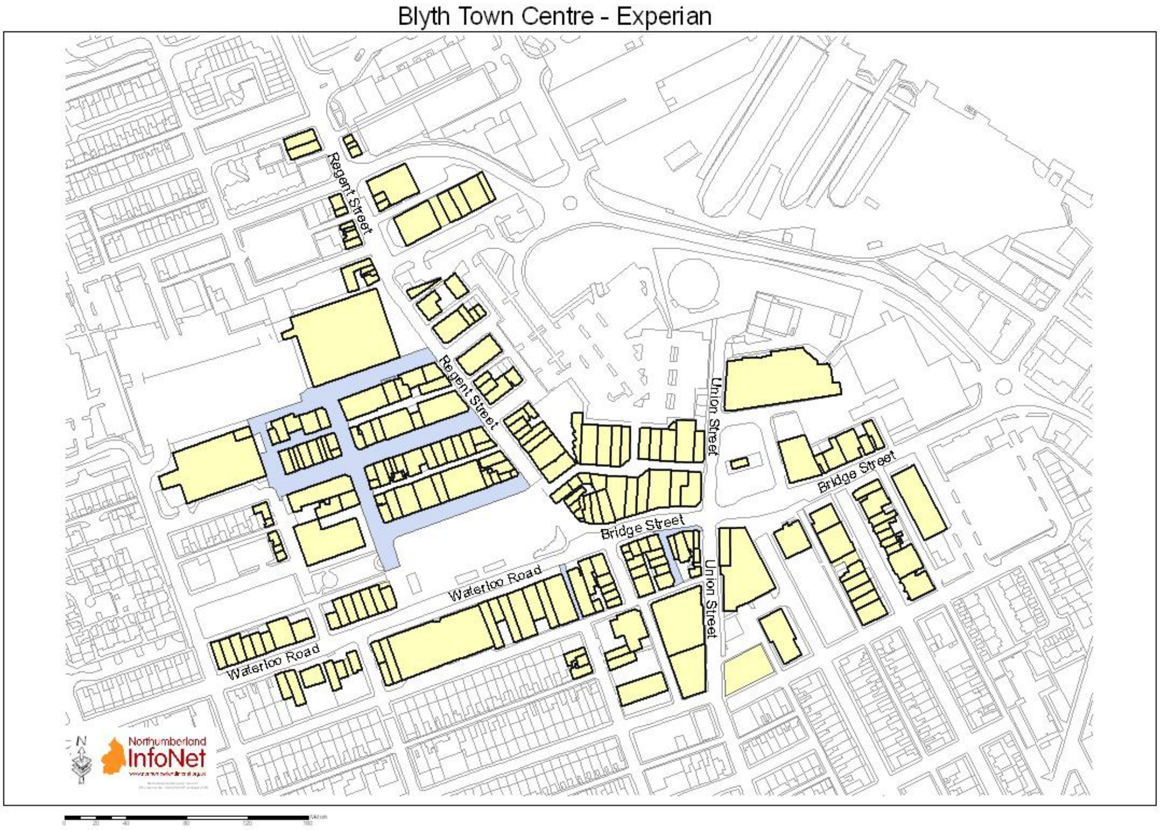
The area of Blyth Town Centre in relation to the District Council boundary is 65,146.23m².

Figure 1: Boundary for Blyth Town Centre (District Council)



Source: Blyth Valley District Council, March 2009

Figure 2: Boundary for Blyth Town Centre (Experian)



Source: Experian, June 2009

2.2 Blyth's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): Blyth is the largest retailing and commercial centre in the South East Northumberland with an estimated population of 35, 818. The town and port grew with the development of coal mining, however, the town has suffered high levels of unemployment as coal mining contracted, culminating in the closure of Bates Colliery in 1986. The decline in heavy industry has been coupled with an increase in the service sector, retailing, education and government services.

The Port of Blyth is a major business and landowner in the town. Industrial premises are located to the south of the estuary at the Blyth Riverside Park.
The town has grown substantially over the last few decades through urban extensions at South Beach to the south of the town and Chase Farm to the west of the town, adjacent to the A189 Northumberland Spine Road.

Due to its coastal location and proximity to Tyneside, the town does not have much of a hinterland and its service role is in the main, limited to its own population. Retail activity is focused around Market Square and the relatively modern Keel Row Shopping Centre.

2.3 History and Development of Blyth

Blyth is a large town (population around 36,000[1]), located in south-east Northumberland, approximately 13 miles north-east of Newcastle.

[1] 2001 census

There is evidence to suggest that there were people in the area as far back as the late-Neolithic or early Bronze Age eras, and cropmarks have been discovered possibly dating back to the Iron Age.

The port of Blyth dates from the 12th century. However, the modern town of Blyth didn't develop until the 18th century. A number of industries shaped the town, the two most important being coal mining and shipbuilding.

The first report of shipbuilding in Blyth was in 1748, though it wasn't until the early 20th century that the industry boomed. The Blyth Shipbuilding and Dry Dock Company was one of the largest shipbuilding yards on the north east coast. During the two world wars, they built numerous ships for the Admiralty, including the Royal Navy's first aircraft carrier. The shipyard finally closed down in 1967.

In the 18th century, a new quay was built for shipping coal. Then in 1858, a new Act allowed dredging of the harbour, allowing bigger ships to enter the port, and a massive increase in the amount of coal exported.

Other important industries in the area related to fishing, salt and the railway. In the 18th century, there were 14 saltpans producing more than 1,000 tons of salt each year. The last of these were destroyed in 1876 and this industry ceased. In 1847, a railway line was constructed, connecting Blyth to the collieries at Seghill, and combining with an existing line to link Blyth with North Tyneside. The line closed during the 1960's. Blyth was also used as a submarine base during the two World Wars.

Blyth has been seriously rundown by the decline of the shipbuilding and coalmining industries. However, the port is still very important, with shipments of paper and pulp from Scandinavia flowing through the port supplying newspaper industries in England and Scotland. Blyth Lifeboat Station (built in 1808) is also still in use today,

Considerable regeneration of Blyth Links has been carried out over the past few years, including a new amphitheatre, play area, modernisation of the promenade, and redevelopment of the market square. Further investment is planned for the next few years. Renewable energy in the area has also been invested in, with the construction of Blyth Harbour Wind Farm in 1992 (9 wind turbines) and Blyth Offshore Wind Farm in 2000 (2 wind turbines erected 1km off-shore).

As well as the Northumberland Coast, Blyth has a number of attractions and events. These include annual summer and Christmas Fairs, the Spirit of the Staithes sculpture, a thrice weekly market, a large sports centre, a golf club, and the Phoenix Theatre. Several country parks can also be found nearby. Another attraction is the, ‘High light’ lighthouse, standing nearly 19m tall. It was built in three stages (1788, 1888 and 1900) and was deactivated in 1985.

3.0 DIVERSITY OF USES

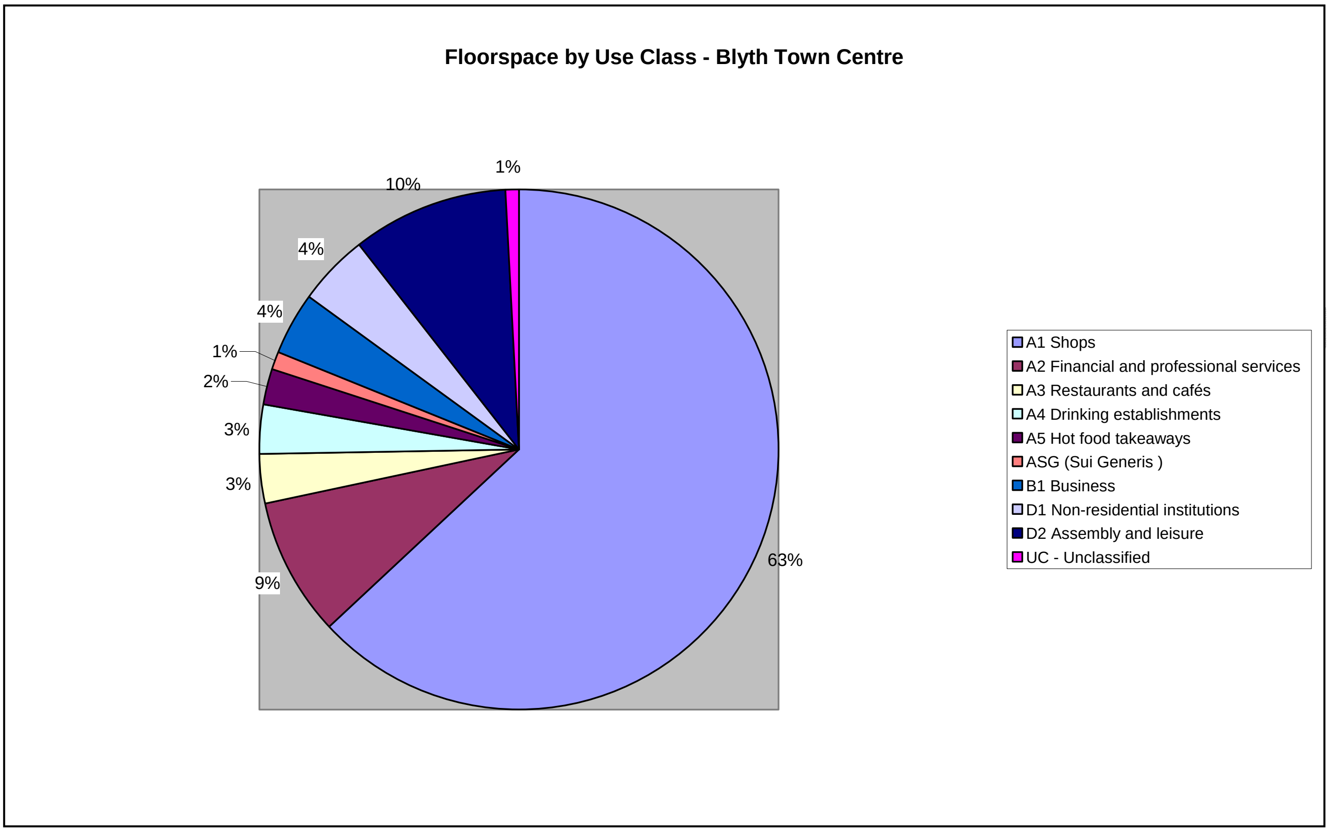
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Blyth Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Blyth.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

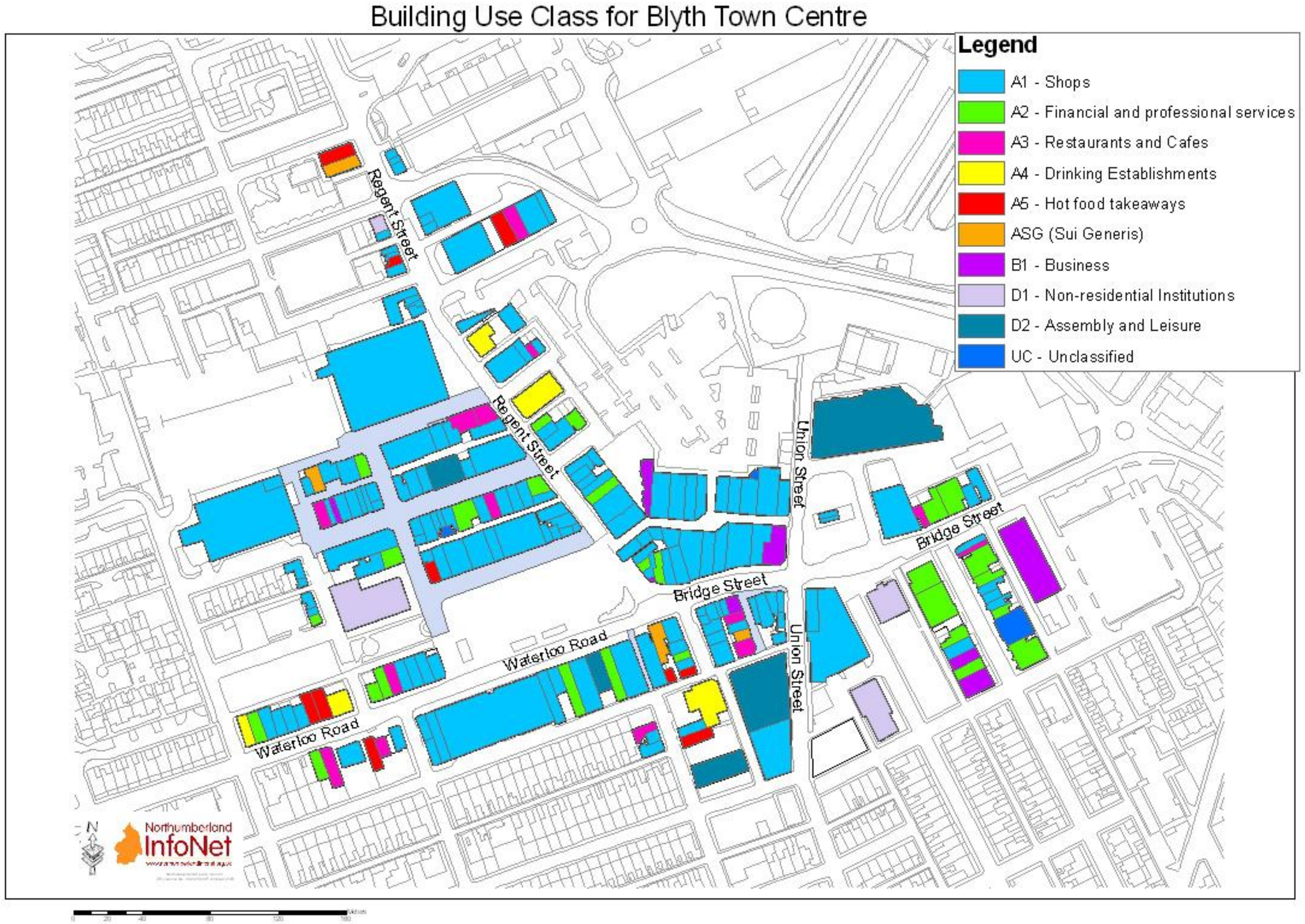
Figure 3 shows that almost two thirds (63%) of the floorspace in Blyth Town Centre are classed as shops. Assembly and leisure accounts for 10% of the floorspace in Blyth, and financial and professional services occupies 9% of floorspace.

Figure 3: Floorspace by Use Class



Source: Experian, June 2009

Figure 4: Building Use class for Blyth Town Centre



Source: Experian, June 2009

The map (Figure 4) shows that throughout the town the properties are dominated by the retail sector. The majority of financial and professional services are situated just off the east of Bridge Street. The largest floorspace area for assembly and leisure is found on either end of Union Street.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. A number of summer plays take place, the first one being the Aldi summer play in August, from 11-2pm in the Aldi car park. Heritage Open Days at Blyth bandstand take place in September, as well as 'Smooth Sundays' where live music is played. The Beach Play party is held in August from 11-3pm on Blyth beach, activities such as summer day hunts, football, dance performances and face painting. An annual summer and Christmas Fairs, the Spirit of the Staithes sculpture, a thrice weekly market, a large sports centre, a golf club, and the Phoenix Theatre, where there is an ongoing exhibition in the foyer gallery.

3.3 Satisfaction with the range of provision – retail

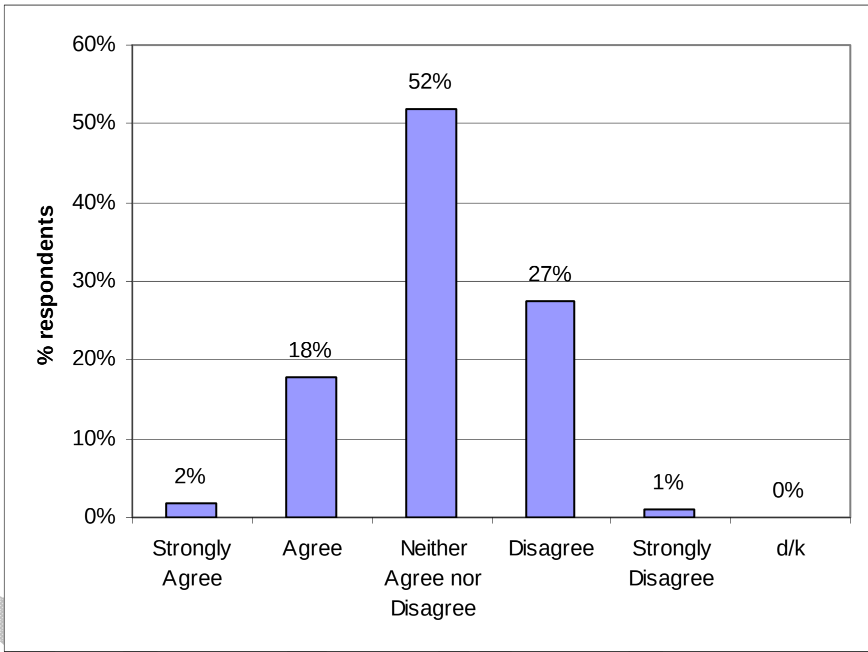
Question 16 in the Blyth Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Blyth offers a wide choice of quality shops"?

The level of disagreement with this statement was considerably higher than the level of agreement (28% vs. 20% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Blyth offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys, April 2009

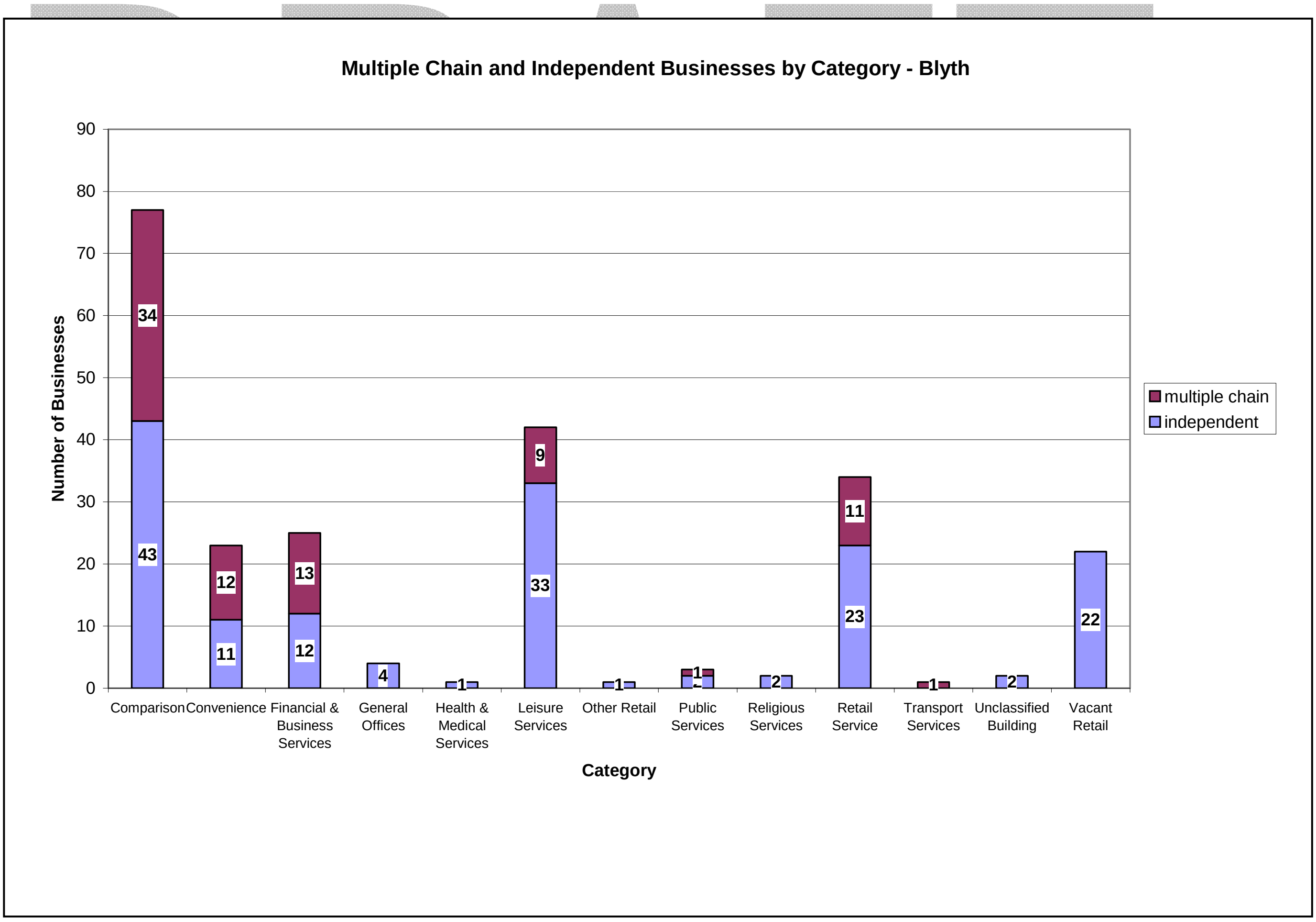
Base: 285 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Blyth



Source: Experian, June 2009

Figure 6 shows that in Blyth centre, the majority of businesses are comparison retail (43 independent, 34 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 33 of which are independent and 9 multiple chain. There are 23 convenience retail premises and 44 retail service in total.

5.0 RETAILER DEMAND

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Blyth Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Cowpen Industrial Estate, Blyth Valley Retail Park and Blyth Riverside Business Park which are out of town employment sites. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Blyth Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

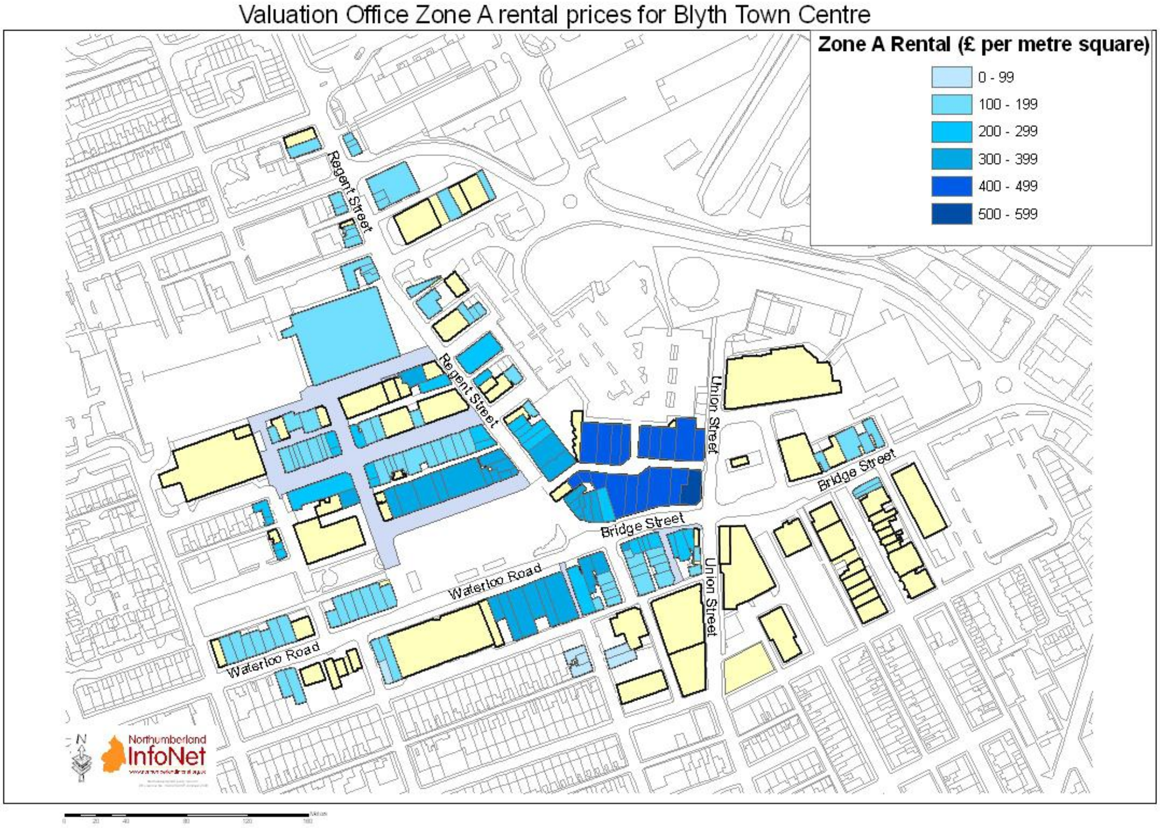
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).

- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Blyth Town Centre



Source: Valuation Office, April 2003

Figure 8 shows that the properties on Bridge Street in the Keel Row Shopping Centre generally have the highest zone A rent, with the majority being £400 - £499 per m² and a couple falling in the £500 - £599 per m² category. The prices decrease towards the edge of the town centre and onto Regent Street and Waterloo Road where the majority of properties are £100 - £199 per m² or £200 - £299 per m².

6.2 Yield

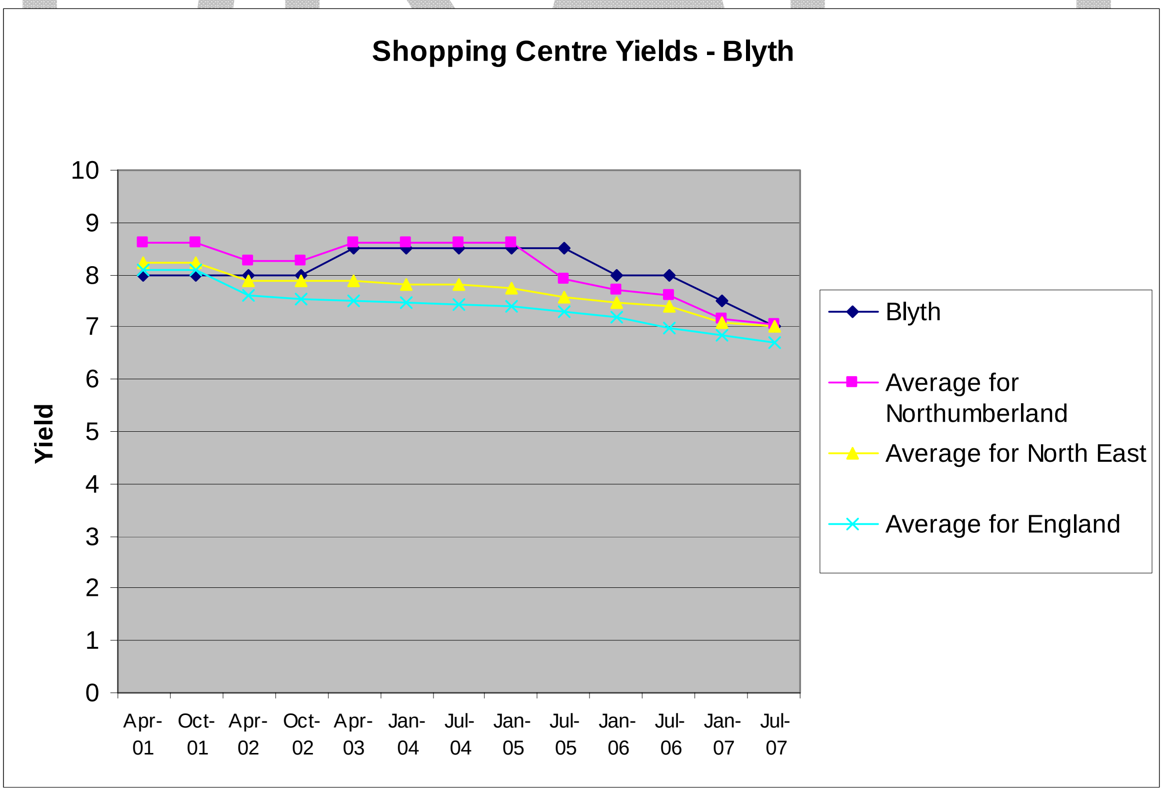
Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

Figure 9: Shopping Centre Yields - Blyth



Source: Valuation Office (www.voa.gov.uk), July 2007

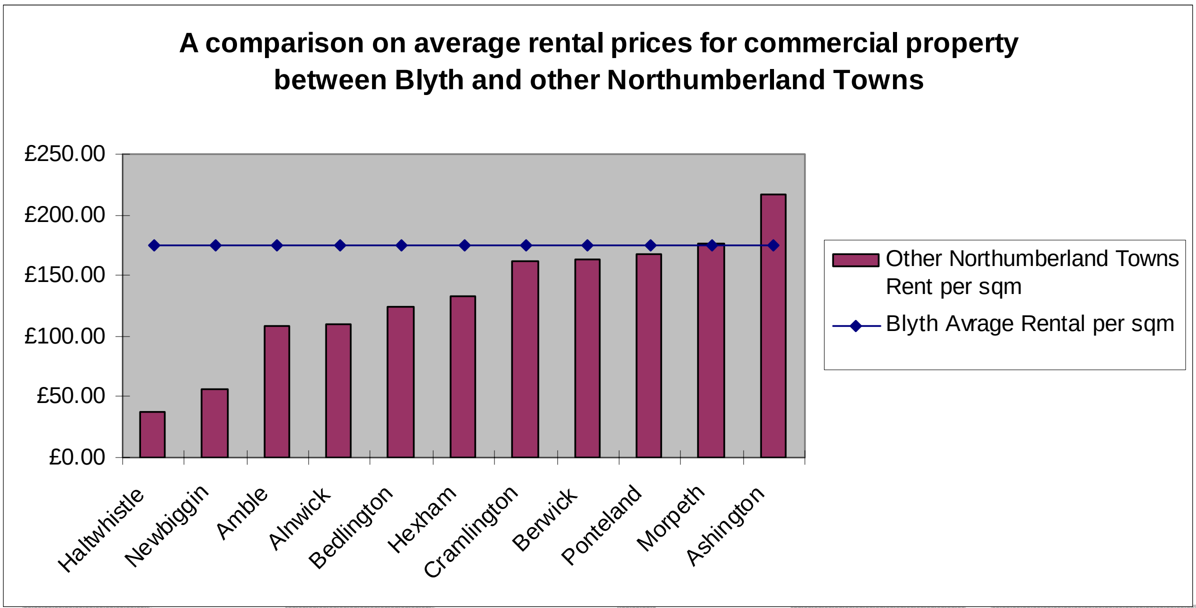
[2] www.voa.gov.uk
[3] www.voa.gov.uk

Figure 9 shows that whilst the yield for Blyth was slightly lower that the average for Northumberland between April 2002 and January 2005, it was still higher than the average for the North East and England. However, in July 2005 whilst the yield for Blyth stayed at 8.5 as it had been in January 2005, the yield for the average of Northumberland dropped from 8.6 (January 2005) to 7.9 (July 2005). Between July 2005 and January 2007, the yield for Blyth (ranging between 7.5 and 8.5) was higher than the averages for Northumberland, the North East and England. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Blyth during this time. However, it is evident that the situation in Blyth has been improving and decreasing in recent years and in July 2007 which was the last value recorded, the yield for Blyth had dropped below the Northumberland and North East averages.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Blyth town centre between 1st January 2006 and 31st December 2007 was £174.66 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Blyth has the 3rd highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Morpeth and Ashington with higher average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Blyth and other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Blyth town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Blyth Town Centre with the most vacant premises is Delaval Terrace with 33% of premises vacant. When looking at vacancy rates in terms of floorspace, Delaval Terrace still had the highest proportion of vacant space, with 83% of floorspace vacant. This is due to one of the vacant premises having a floorspace of 1910 m² which is considerably larger than the other premises in the town centre. On Seaforth Street, almost half of the premises' floorspace (47%) were vacant.

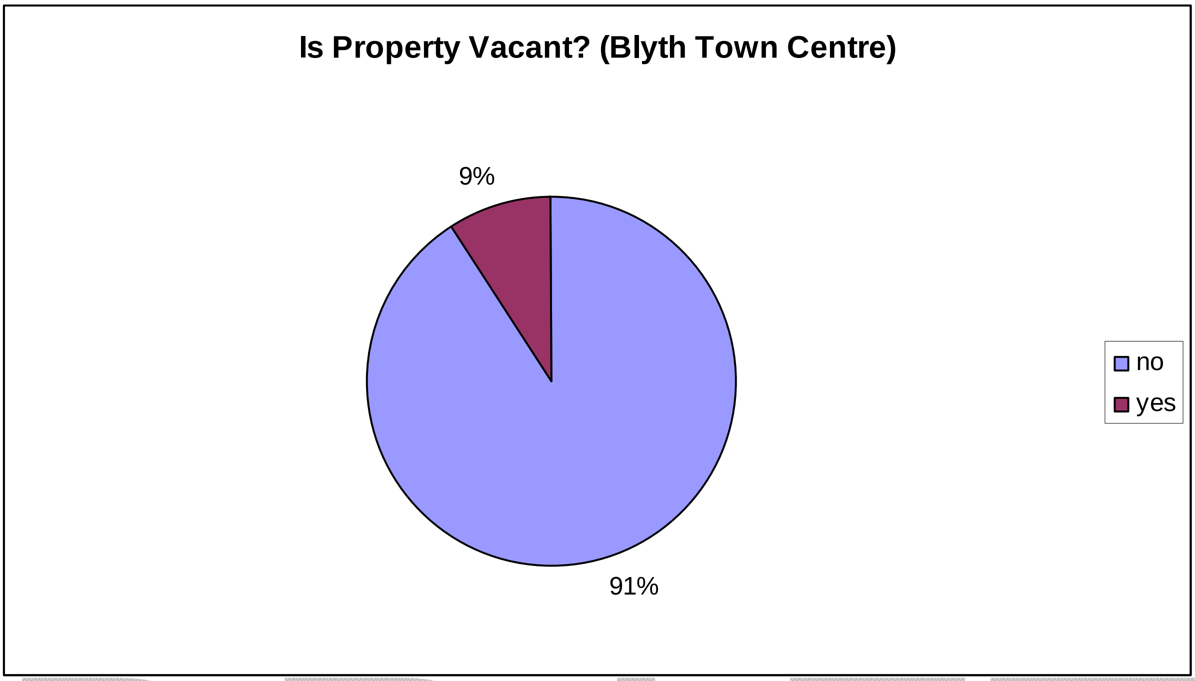
Figure 12 shows that in Blyth Town Centre, there were 91% of occupied premises and 9% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
BEACONSFIELD STREET	0%		0%	
BONDICAR TERRACE	0%		0%	
BOWES STREET	8%	9	6%	7
BRIDGE STREET	16%	6	25%	5
CHURCH STREET	10%	8	4%	8
COOMASSIE ROAD	0%		0%	
CROFT ROAD	17%	5	10%	6
DELAVAL TERRACE	33%	1	83%	1
HAVELOCK STREET	0%		0%	
KEEL ROW SHOPPING CENTRE, KEEL ROW	5%	10	1%	10
KING STREET	0%		0%	
MARKET STREET	0%		0%	
PARSONS STREET	0%		0%	
PERCY STREET	0%		0%	
REGENT STREET	11%	7	3%	9
SEAFORTH STREET	33%	1	47%	2
SIMPSON STREET	0%		0%	
STANLEY STREET	0%		0%	
UNION STREET	33%	1	28%	4
WANLEY STREET	33%	1	30%	3
WATERLOO ROAD	3%	11	1%	10
WRIGHT STREET	0%		0%	

Source: Experian, June 2009

Figure 12: Is a Property Vacant

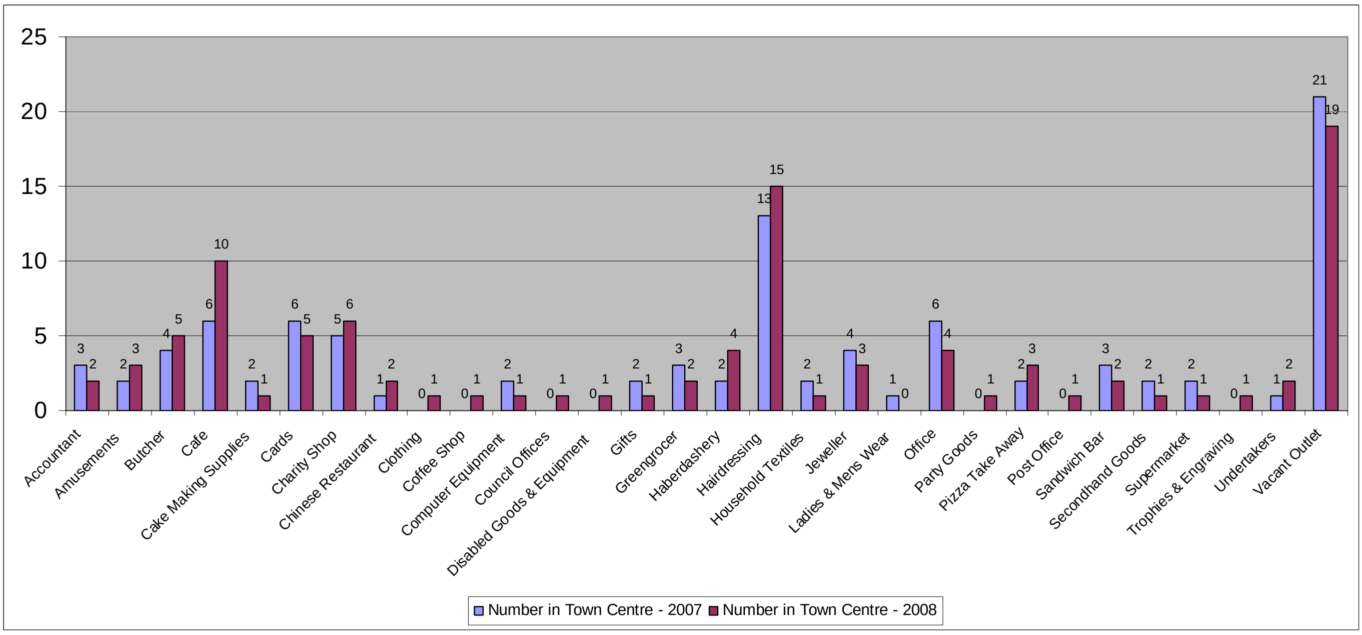


Source: Experian, June 2009

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Blyth Town Centre. The graph shows the number of offices have decreased in 2007 from 6 to 4 in 2008. There has also been a decrease in premises by 1 for certain primary activity types including computer equipment, greengrocer, sandwich bar and supermarket .However, there has been a number of increases. The number of cafes increased from 6 in 2007 to 10 in 2008, hairdressers increased from 13 in 2007 to 15 in 2008; and the number of haberdasheries increased from 2 in 2007 to 4 in 2008.

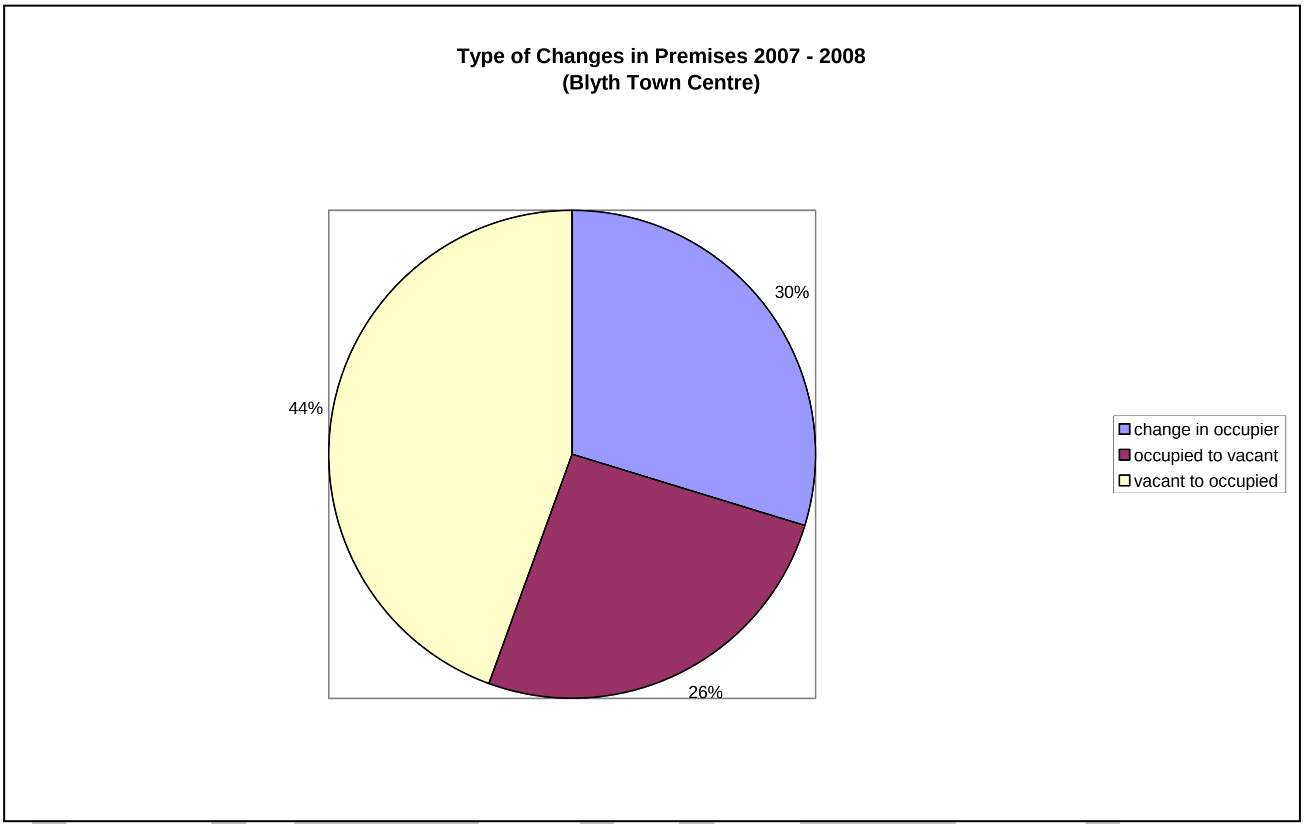
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian, August 2008

Figure 14 shows the type of changes in premises in Blyth Town Centre between 2007 and 2008. Just under one third (30%) of the changes were a change in occupier. Almost a half (44%) of these changes were premises that were vacant in 2007 but were occupied in 2008. Only 26% of premises were occupied in 2007 but vacant in 2008, therefore a reduction of vacant premises is evident (also see Figure 13).

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian, August 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Blyth Town Centre in April 2009 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 4th April, Monday 6th April and Friday 10th April 2009. They were carried out by interviewers at four "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that Saturday tends to be the busiest day of the week in Blyth, with around 12,000 people visiting the town centre on the day of the footfall counts. Fridays (one of the Market Days) appear to have fewer people visiting the centre (around 1900 lower in this case), and on a 'normal weekday', the figure drops further.

Figure 15: Estimated daily footfall in Blyth Town Centre

	Estimated daily footfall[4]		
Location	**Saturday (Weekend + Market Day)**	**Monday ("Normal" Day)**	**Friday (Market Day)**
Junction of Waterloo St and Wanley St	2,478	2,526	2,550
Regent Street (close to Keel Row entrance, Market Place)	2,952	2,814	3,108
Bridge St and Stanley St Junction	3,228	1,476	2,418
Regent St north, outside Morrisons	3,360	2,082	2,046
Total	12,018	8,898	10,122

Source: Northumberland Footfall Counts, April 2009

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

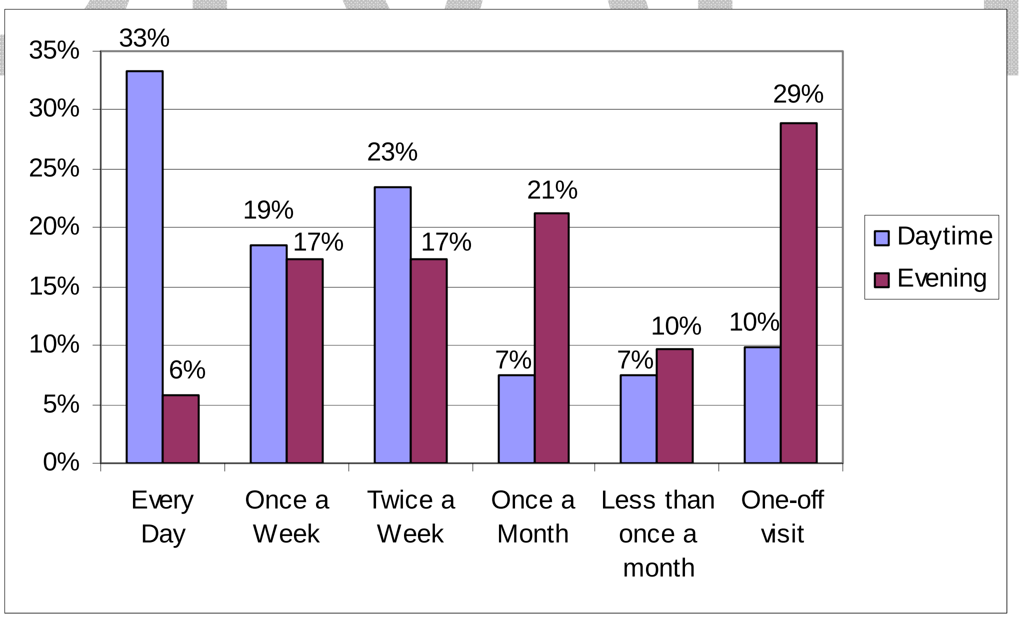
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Blyth town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

81 respondents (28%) travelled into Blyth by car on the day of the interview. Three quarters of these (Figure 16) said that they go into Blyth at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 40% in the evenings.

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

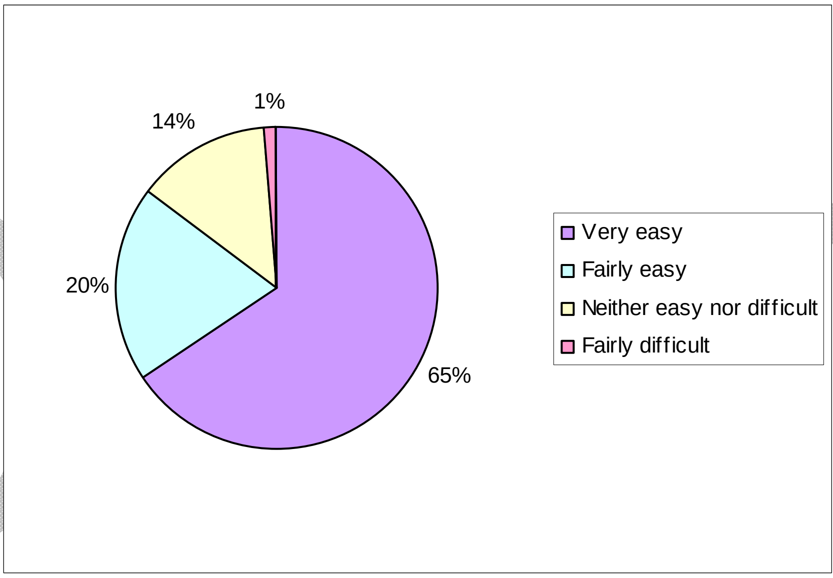
Base: 81 for daytime; 52 for evening

85% of the respondents that travelled by car found it very easy or fairly easy to travel into Blyth town centre (Figure 17). Only 1 person found it fairly difficult and no-one found it very difficult.

When asked what they would like to see improved with the shopping experience in Blyth, 20% of respondents mentioned the traffic.

Figure 17: How easy/difficult do you feel it is to travel into Blyth town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

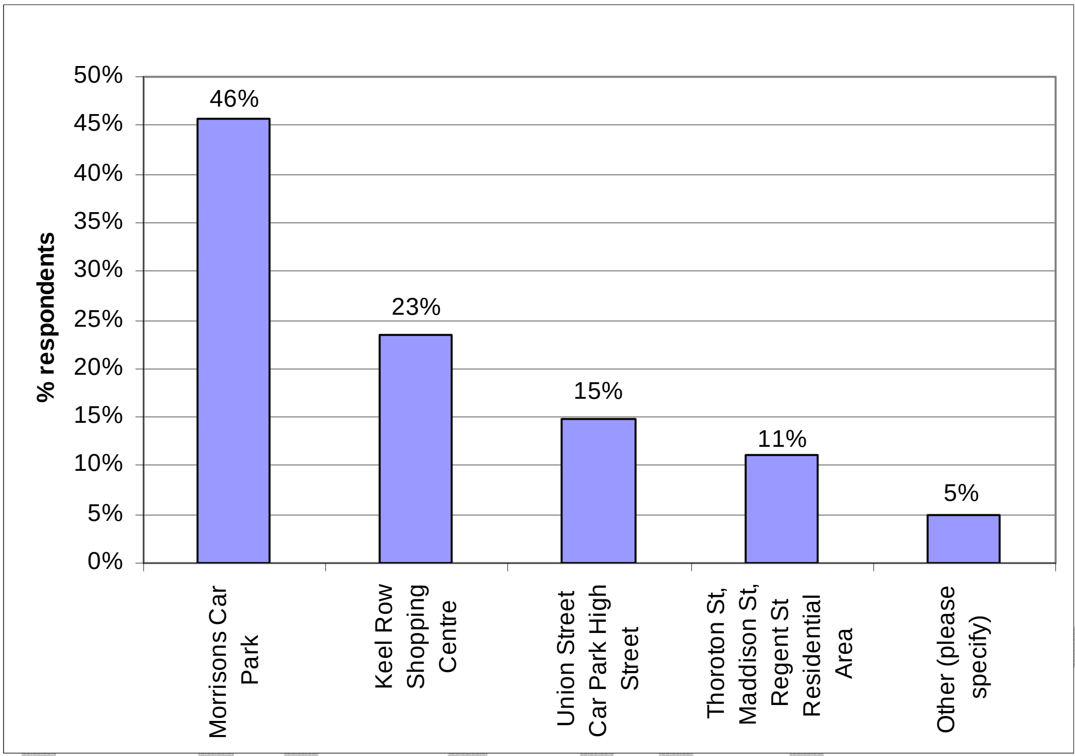
Base: 81

9.2 Access to car parking

Respondents that travelled into Blyth by car on the day of the interview were asked where they had parked. The most common response (46%) was the Morrisons Car Park, followed by the Keel Row Shopping Centre (23%) (Figure 18).

Figure 18: Percentage of respondents parking in each location

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

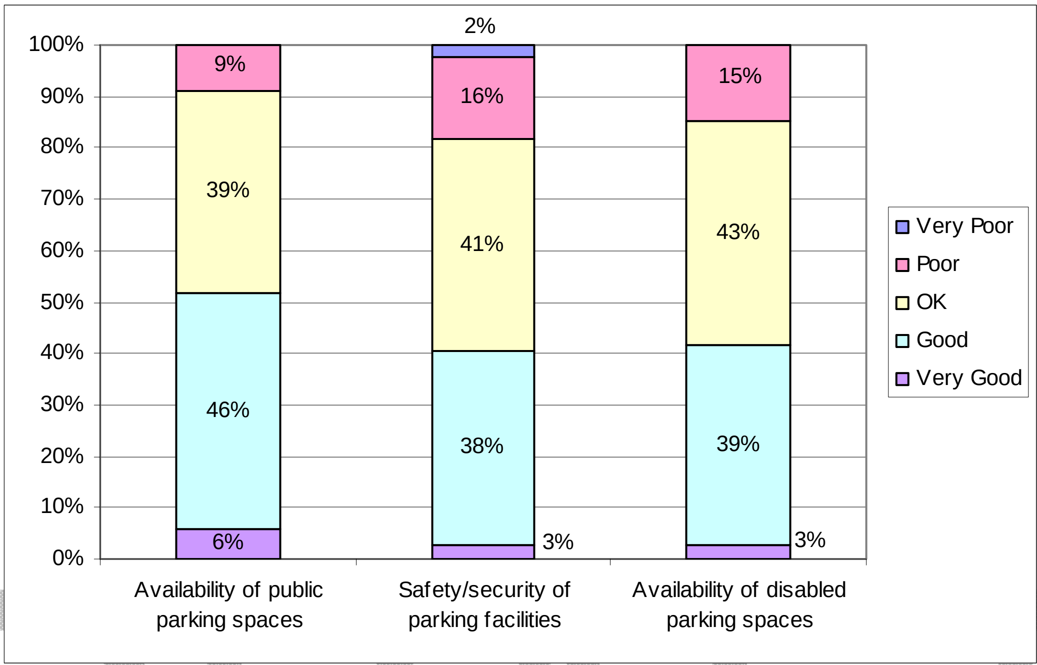
Base: 81 respondents

Just over half of respondents (52%) gave a good or very good rating for the availability of public parking spaces in Blyth (Figure 19). The figure was slightly less (42%) for the availability of disabled parking spaces.

Only two fifths of respondents (40%) felt that the safety/security of the parking facilities was good or very good. 18% gave this a negative rating.

Figure 19: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 207 to 247 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

When asked what they would like to see improved with the shopping experience in Blyth, 2% mentioned the parking provision, and 5% the illegal parking. In addition, 6% said that in order to make the town centre better, the parking needed to be improved. One respondent said that he would like the town centre made better "for parked cars".

9.3 Cost of parking

The cost of parking in Blyth was not specifically asked about in the survey, and no comments were made on the subject.

9.4 Blyth's Car parks

Figures 20 and 21 show the location of car parks within and surrounding Blyth Town Centre.

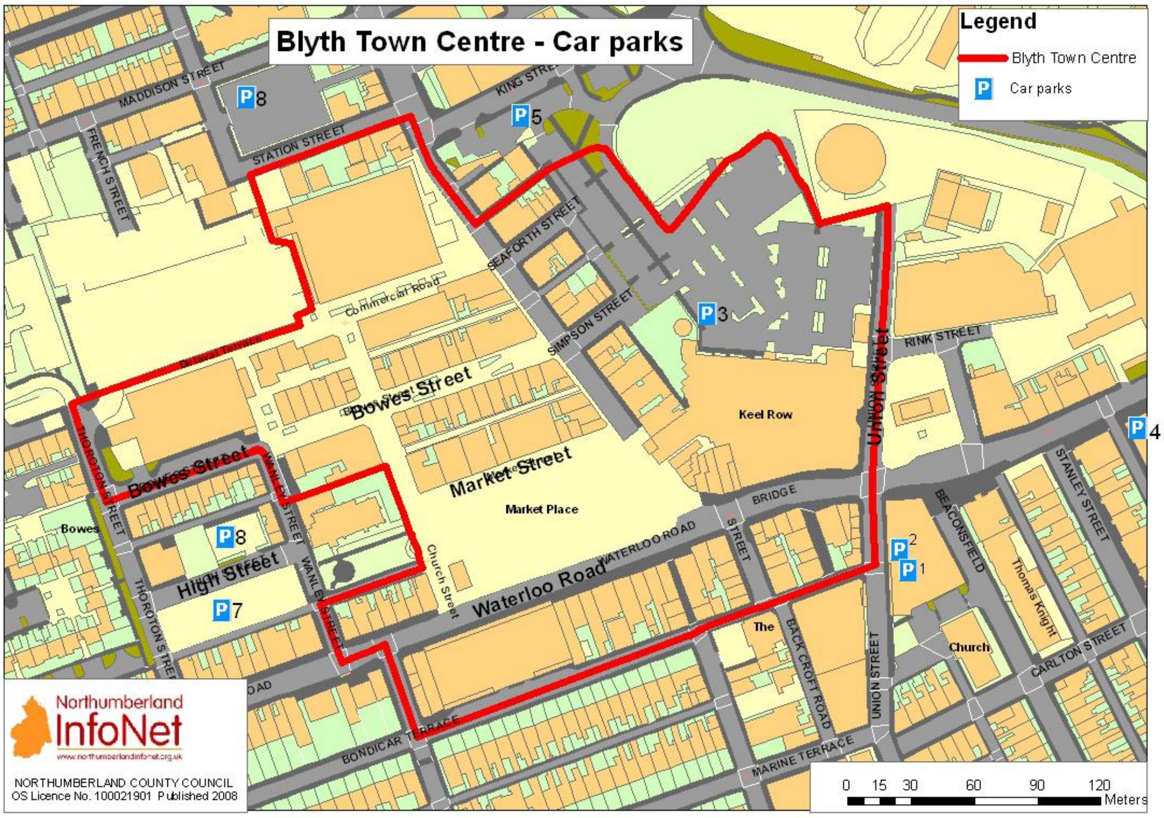
Figure 20: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Blyth, Union Street	Free	Surface Car Park	14				
2	Blyth, Essoldo	Free	Surface Car Park	13				
3	Blyth, Keel Row	Free	Surface Car Park	337				
4	Blyth, Freehold Street	Free	Surface Car Park	128				
5	Blyth, King Street	Free	Surface Car Park	49				
6	Blyth, High Street	Free	Surface Car Park	57				
7	Blyth, Station Street	Free	Surface Car Park	57				

8	Blyth, Bowes Street/Arthur Street	Free	Surface Car Park	14				
9	Blyth, Plessey Road (Adj. Joiners Arms)	Free	Surface Car Park	16				
10	Blyth, Renwick Road	Free	Surface Car Park	62				
11	Blyth, Blyth Sports Centre	Free	Surface Car Park	60				
12	Blyth, Fulmar Drive/Curlew Way/South Beach	Free	Surface Car Park	68				
13	Blyth, Mermaid	Free	Surface Car Park	105				

Source: Blyth Valley District Council, Transport Direct, August 2009

Figure 21: Location of Car Parks



Source: Blyth Valley District Council, Transport Direct, August 2009

9.5 Bus Connectivity

The direct connections linking Blyth to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Blyth

Destination	Monday to Friday	Saturday	Sunday
Newcastle Haymarket	Approx 26 per day	Approx 26 per day	Approx 18 per day
Regent Centre	Approx 29 per day	Approx 29 per day	Approx 26 per day
Dudley	Approx 30 per day	Approx 30 per day	Approx 27 per day
Cramlington, Northumbrian Rd	Approx 19 per day	Approx 19 per day	Approx 15 per day
Cramlington Shops	Approx 17 per day	Approx 17 per day	Approx 8 per day
Morpeth	Approx 23 per day	Approx 23 per day	Approx 13 per day
Bedlington	Approx 37 per day	Approx 37 per day	Approx 20 per day
Ashington	Approx 40 per day	Approx 40 per day	Approx 15per day
Bebside	Approx 42 per day	Approx 42 per day	Approx 25 per day
Stakeford	Approx 43 per day	Approx 43 per day	Approx 26 per day
Bedlington Station	Approx 51 per day	Approx 51 per day	Approx 26 per day
Seaton Delaval	Approx 25 per day	Approx 50 per day	Approx 33 per day
Benridge Park	Approx 19 per day	Approx 19 per day	
Cramlington High Pit	Approx 23 per day	Approx 23 per day	Approx 21 per day
Dudley	Approx 17 per day	Approx 17 per day	Approx 15 per day
Seaton Burn	Approx 17 per day	Approx 17 per day	Approx 14 per day
Hazelrigg	Approx 17 per day	Approx 17 per day	Approx 14 per day
Dinnington	Approx 17 per day	Approx 17 per day	Approx 14 per day
Wideopen	Approx 17 per day	Approx 17 per day	Approx 14 per day
Kingston Park	Approx 17 per	Approx 17 per	Approx 14 per

	day	day	day
Newbiggin		Approx 11 per day	
Cowpen	Approx 10 per day	Approx 10 per day	Approx 10 per day
Annitsford School	Approx 24 per day	Approx 25 per day	Approx 15 per day
South Gosforth	Approx 32 per day	Approx 32 per day	

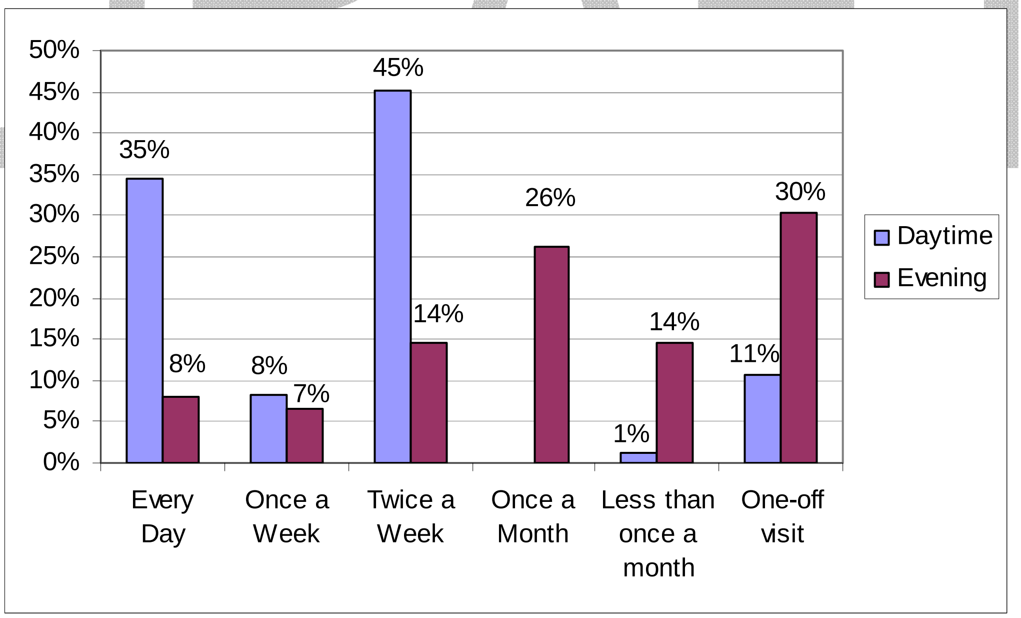
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), June 2009

9.6 Shoppers travelling to town by bus

85 respondents (29%) travelled into Blyth by bus on the day of the interview. 88% of these said that they go into Blyth at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 29% in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



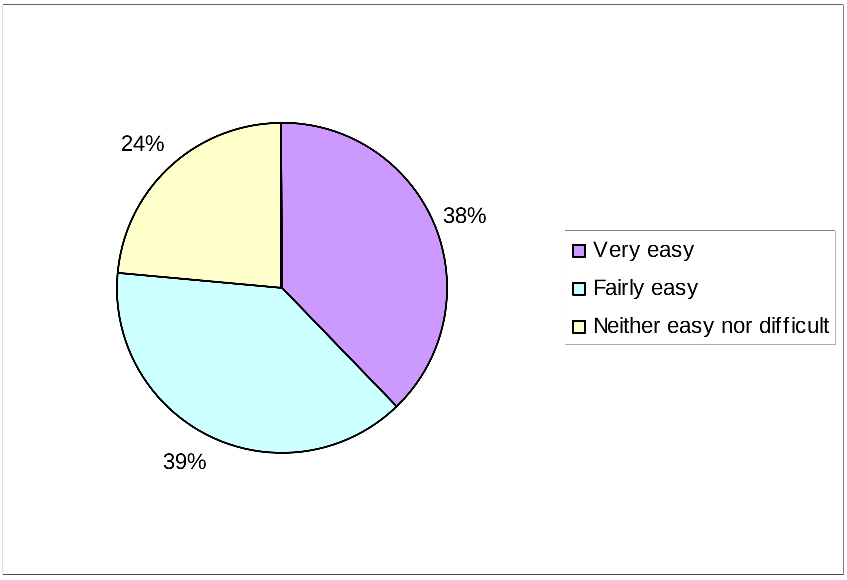
Source: Northumberland Infonet Shopper Questionnaire, April 2009

Base: 84 for daytime; 76 for evening

Just over three quarters (76%) of the respondents that travelled by bus found it very easy or fairly easy to travel into Blyth town centre. No-one found it difficult (Figure 24).

Figure 24: How easy/difficult do you feel it is to travel into Blyth town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, June 2008

Base: 85 respondents

9.7 Train Connectivity

There is no train access to Blyth.

9.8 Shoppers travelling to town by train

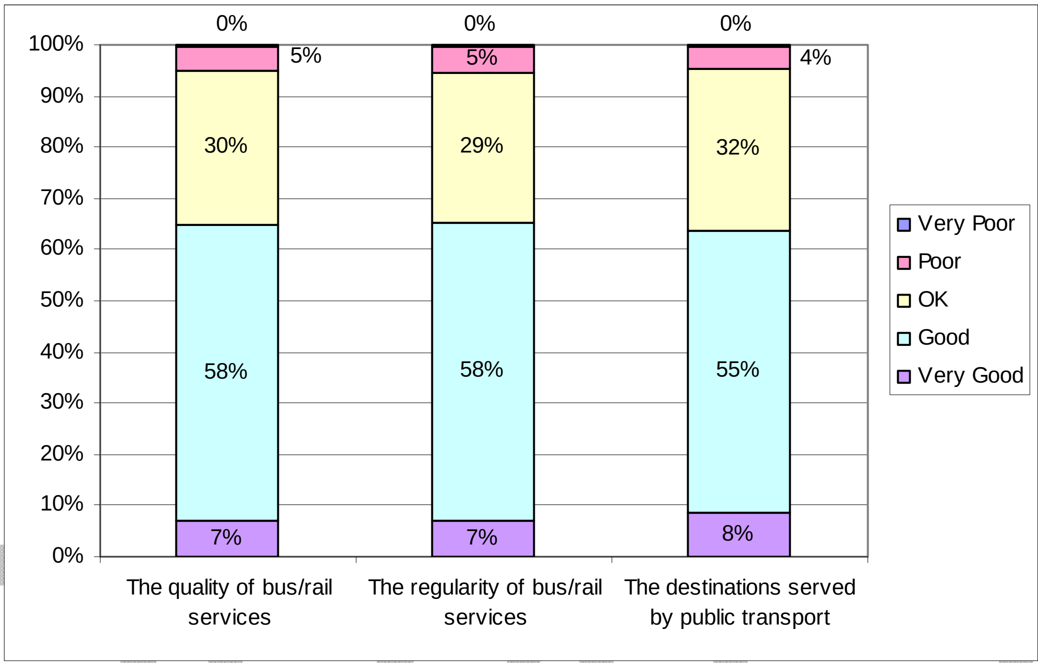
There is no train access to Blyth and therefore no shopper's questionnaire respondents said that they travelled to Blyth town centre by train.

9.9 Perception of Public Transport Services

Just less than two thirds of respondents gave a positive rating for the quality and the regularity of bus services and the destinations served by public transport. 5% gave a negative rating in each case.

Figure 25: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 238 to 240 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 8% of respondents said they would improve the accessibility. In addition, 23% of respondents would like to see the quality of the footpaths improved, and 22% would like to see road safety improved.

One respondent said that it needed to be "more wheelchair friendly".

9.11 Origin and method of travel of Shoppers Interviewed

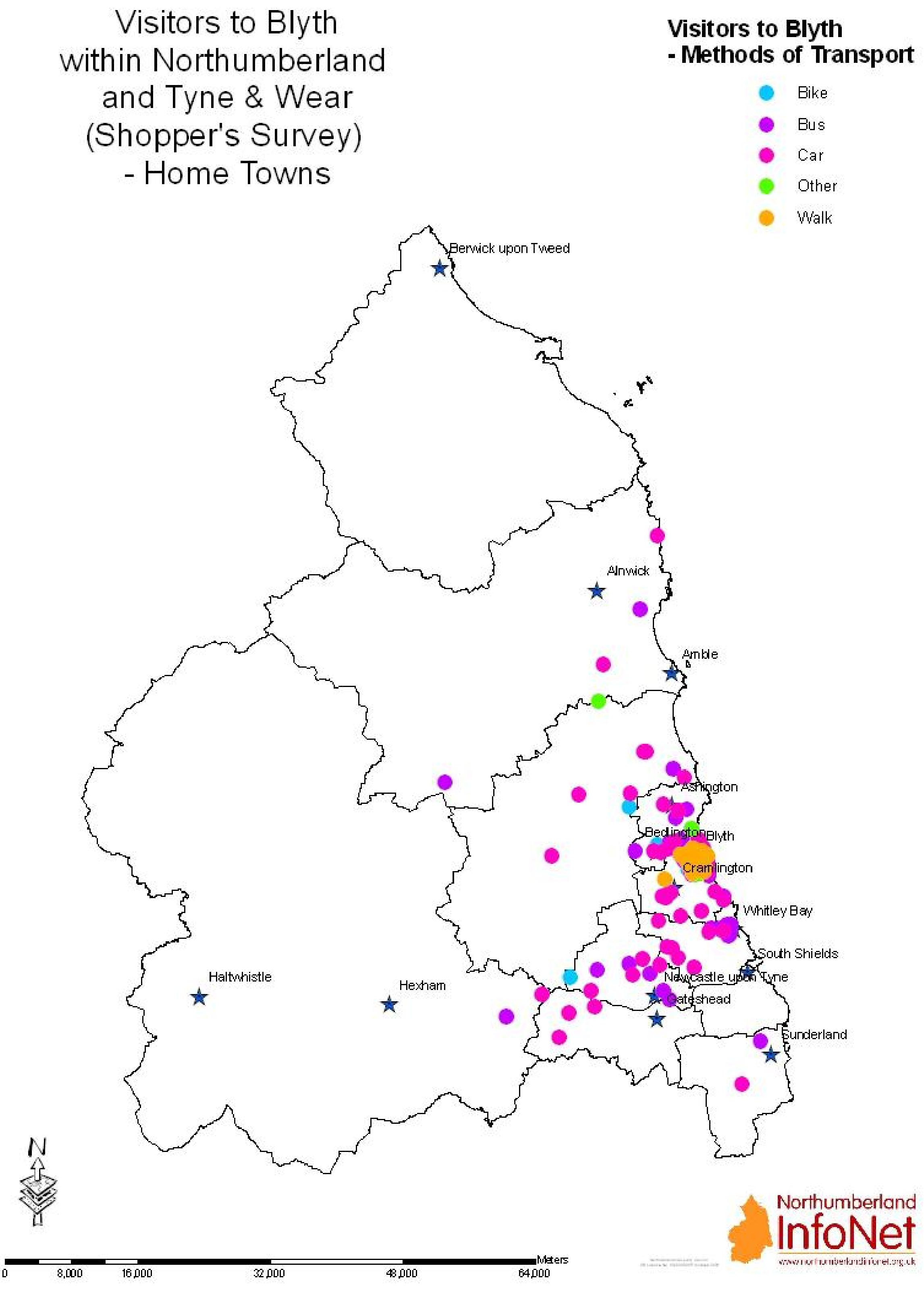
As Figure 26 shows, a large proportion from the Blyth Shopper Survey live in or around Blyth itself. In addition, some respondents came from the villages and towns surrounding Blyth, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents travelled in by car, although a number of the respondents travelled by bus. A large proportion of the respondents that live in, or close to, Blyth said that they walked.

The remaining few respondents were from either Scotland or just outside of the Northumberland and Tyne and Wear region. Most of these travelled into Blyth by car.

Figure 26: Visitors to Blyth within Northumberland

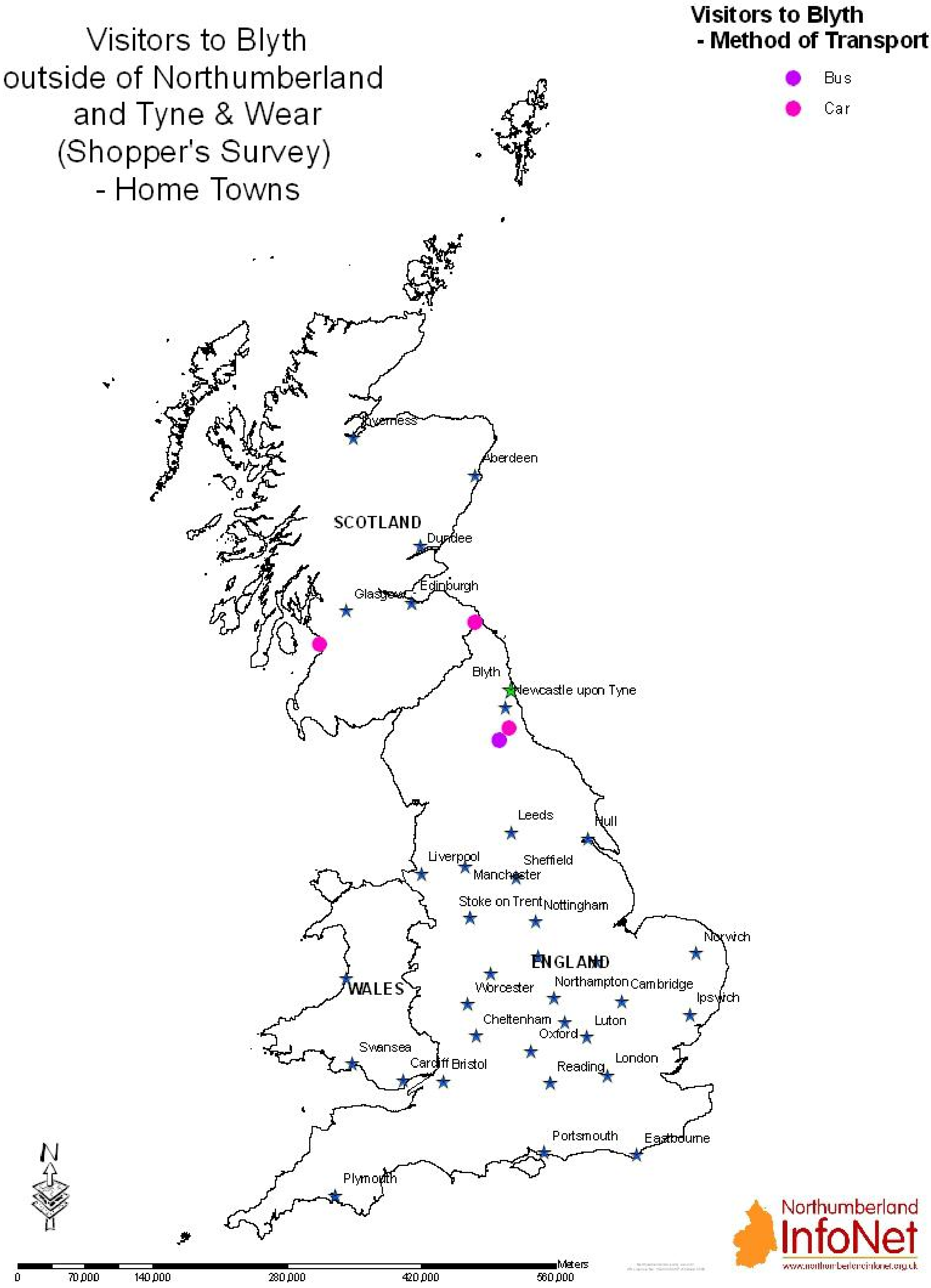
(Excludes 'don't know' responses unless otherwise specified)



Source:Northumberland Infonet Shopper Questionnaires, April 2009

Figure 27: Visitors to Blyth outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Blyth

- The Shop Fronts Scheme was launched at the end of October and the circulation of the Application Pack to owners/tenants has generated considerable interest. To date the architect is dealing with 6-7 potential applications and it is hoped to have the first approvals through on the first meeting of the Approvals Panel on 9th December.

- All seating in Ridley Park was replaced with new hardwood benches.

- All seating in New Delaval Welfare was replaced with new hardwood benches.

- Plastic lamp posts bins have been replaced throughout Blyth (ongoing) with metal bins.

- Two worn out shrub beds in Ridley Park had new shrubs planted.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street furniture and Open Spaces

Signage

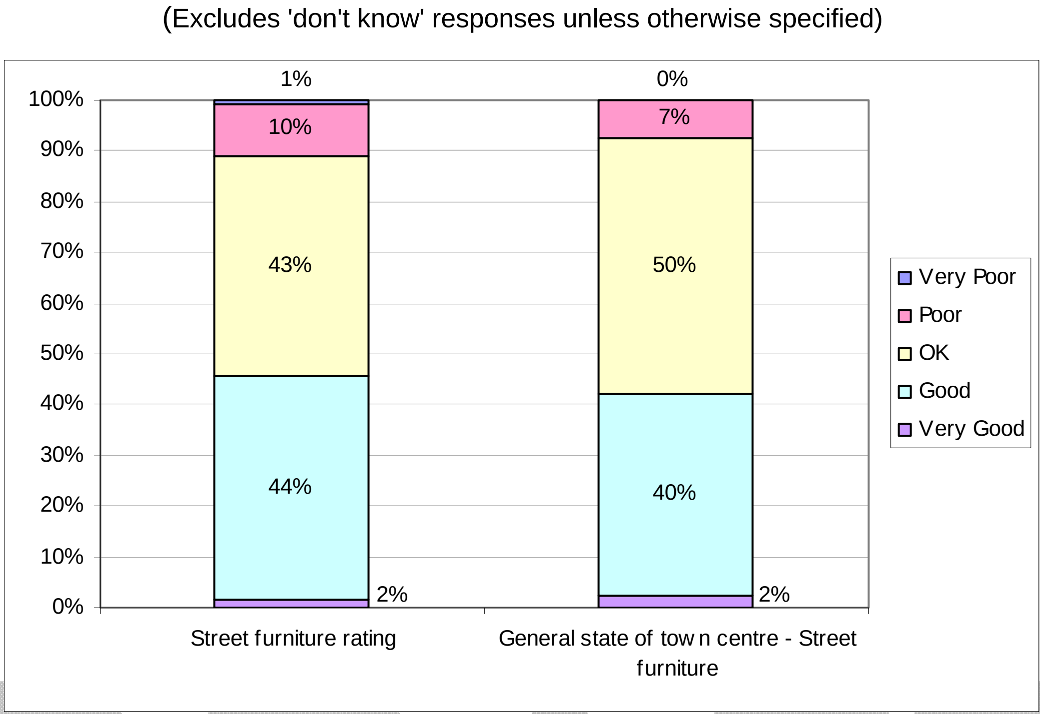
5% of respondents said that they would like to see signage & information improved in Blyth town centre.

Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 28). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to both of the questions were similar, with less than half of the respondents in each case giving a positive rating.

Figure 28: Street furniture ratings



Source: Northumberland Infonet Shopper Questionnaires, April 2009

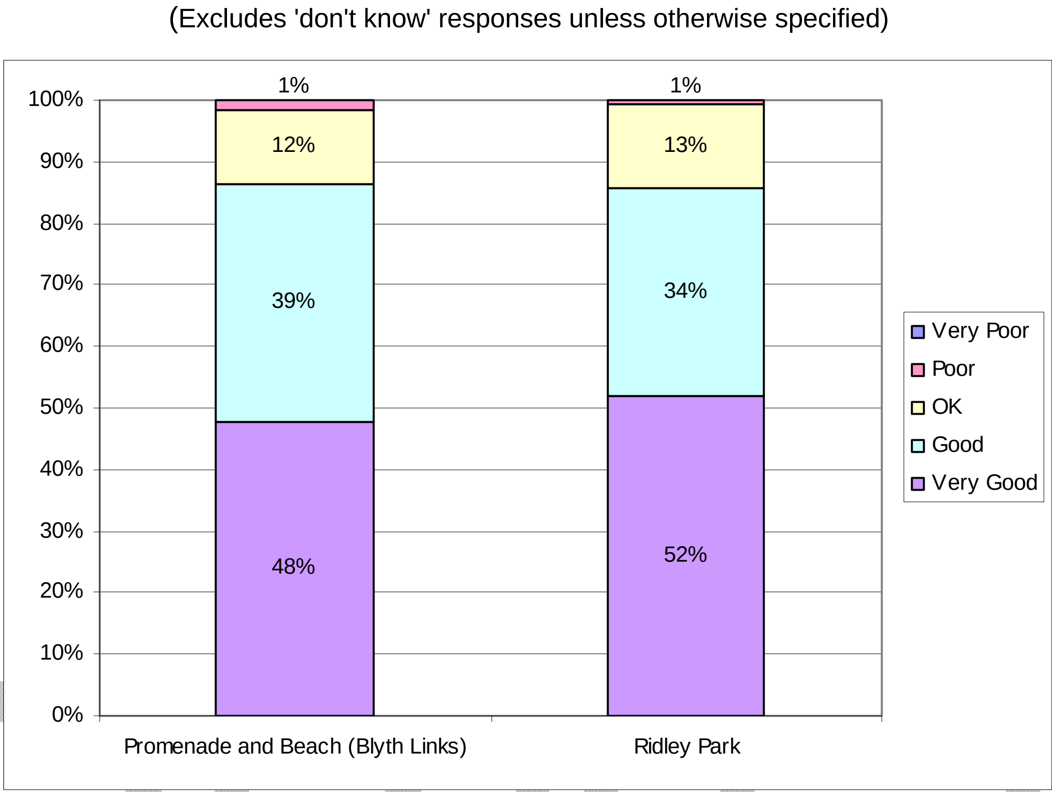
Base: 282 to 287 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

One respondent said that they would like to see "better seating".

Open Spaces

The promenade and beach, and Ridley Park, both received a high proportion of positive ratings from the respondents (86% gave a good or very good rating, and only 1% a poor or very poor rating) (Figure 29).

Figure 29: Ratings given for parks and open spaces



Source: Northumberland Infonet Shopper Questionnaires, April 2009

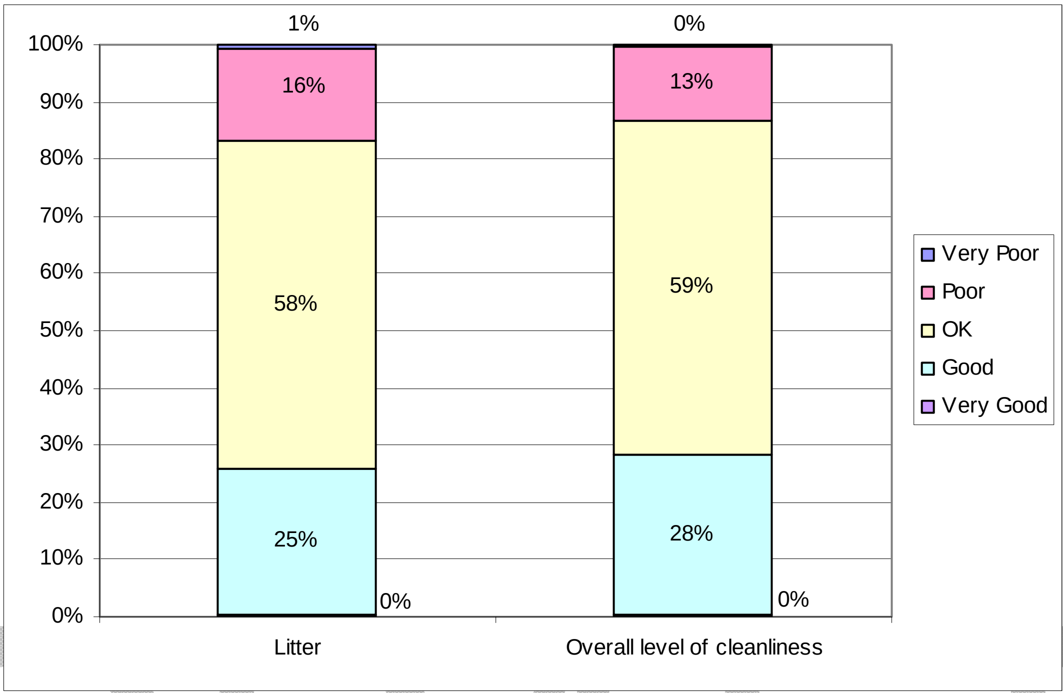
Base: 273 and 260 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

The litter and the overall cleanliness in Blyth were not rated very highly. Litter received a positive rating from just over one quarter (26%) of respondents, and a negative rating from 17%. The overall level of cleanliness fared slightly better, with 28% of positive ratings and 13% of negative ratings (Figure 30).

Figure 30: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

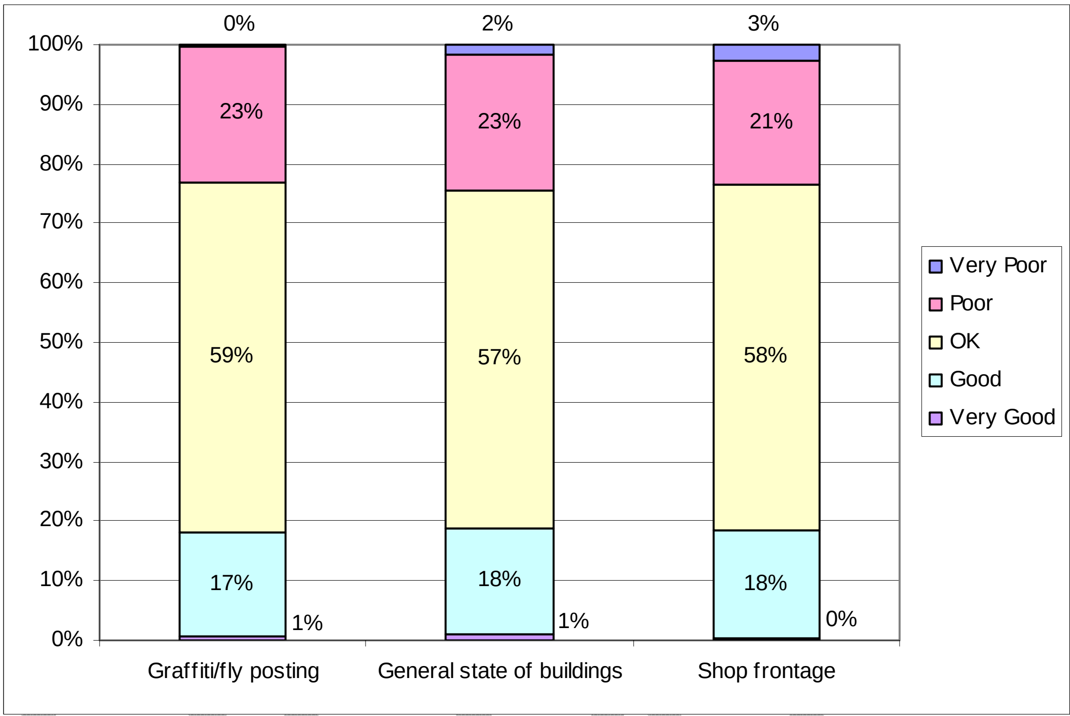
Base: 280 respondents (litter); 282 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

10.2.4 General Appearance of the Town

The general appearance of the town was not thought highly of. Less than 20% of respondents gave a good or very good rating for the graffiti/fly posting, the general state of the buildings and the shop frontage. Nearly one quarter gave a negative rating in each case (Figure 31).

Figure 31: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 260 to 282 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A few respondents made comments or suggestions of improvements relating to the appearance of the town:

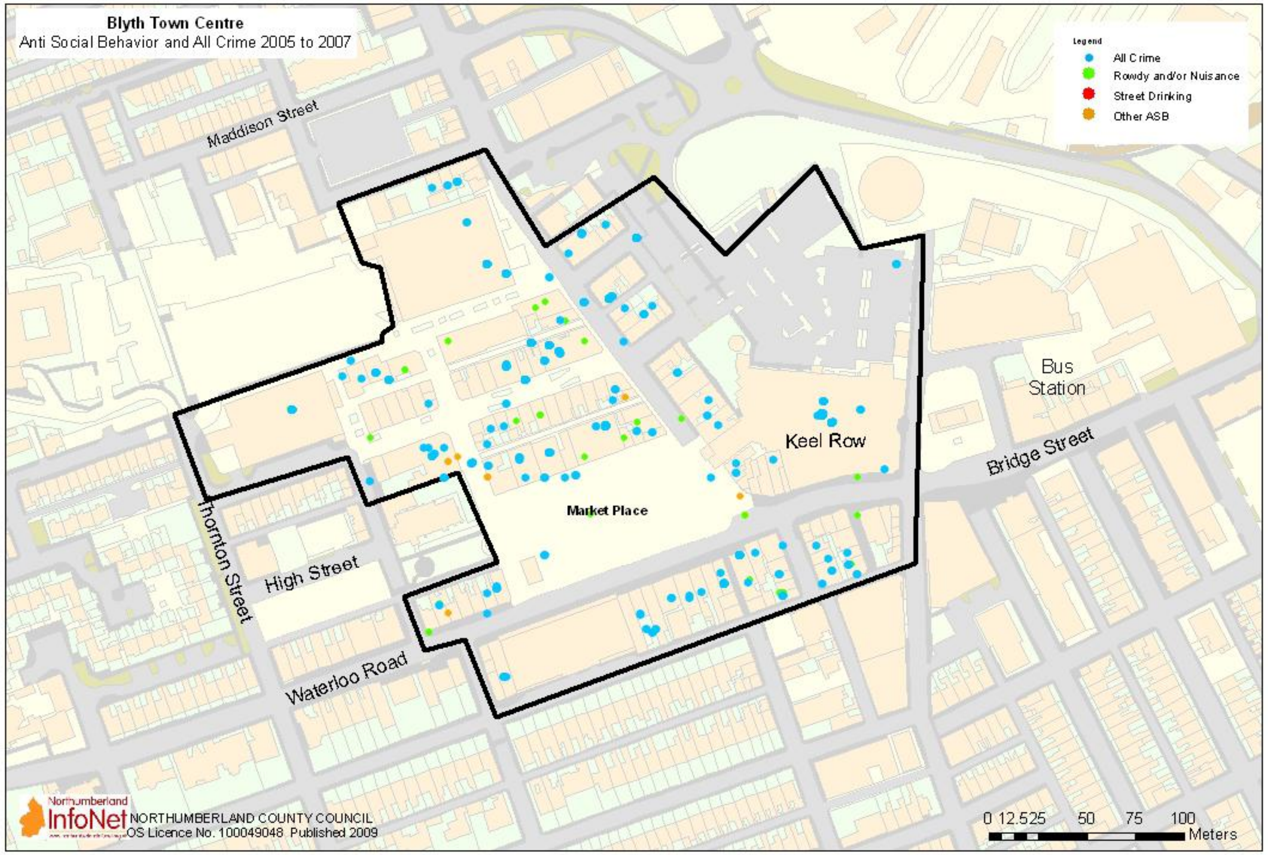
- "Shops fronts cleaned up and brighter".
- "General updating".
- "If the shop front matched up with the street market place".
- "Keep the rest up to date like market square".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

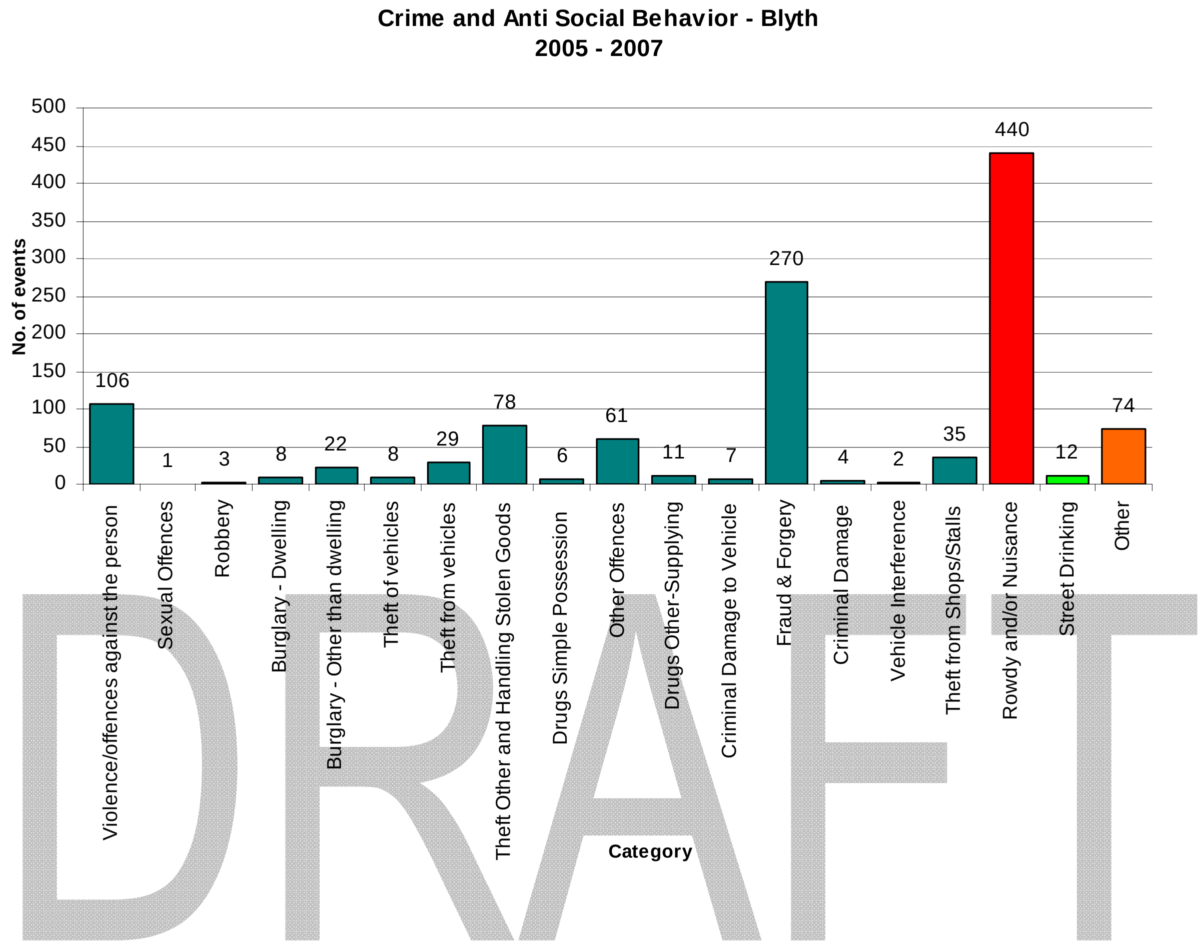
11.1 Analysis of Reported Crimes

Figure 32: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 33: Crime and Anti Social Behaviour



Source: Northumbria Police, December 2007

Looking at Figure 32, all types of crime were spread fairly evenly through the town centre, with “other ASB” and “rowdy and/ or nuisance behaviour also distributed throughout the town centre. Street drinking was far less common as can be seen by the few occurrences showing on the map.

Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Blyth Town Centre between 2005 and 2007 was “fraud and forgery”, of which there were 270 occurrences. The 2nd most frequent type of crime was “violence/ offences against the person” of which there were 106 occurrences.

11.2 Perception or Fear of Crime

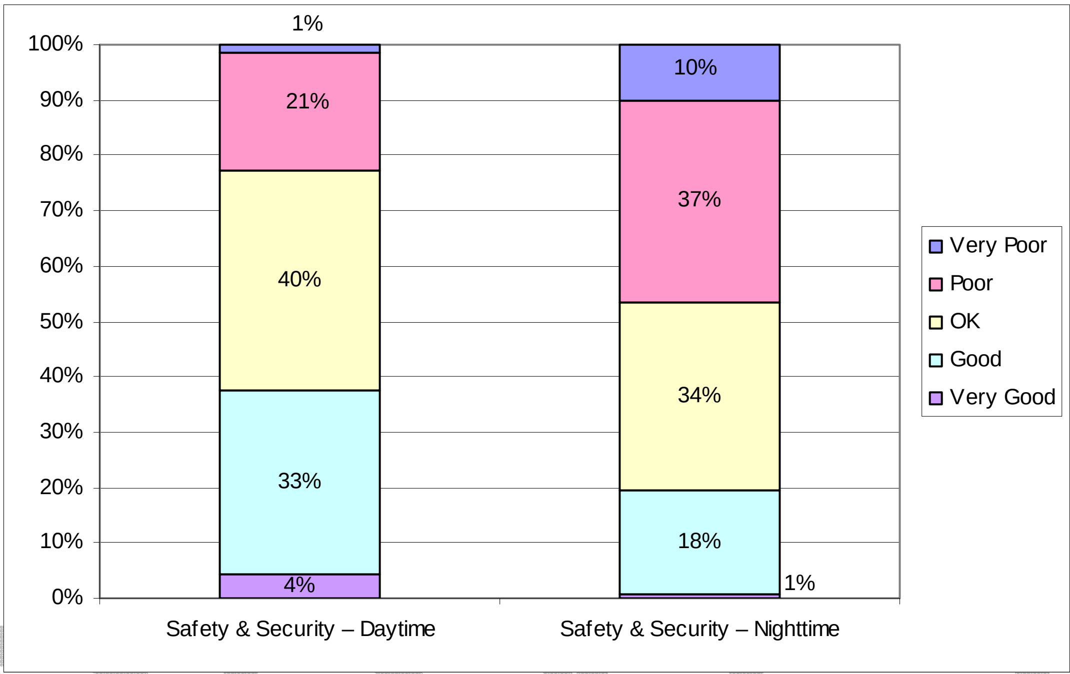
The safety and security in Blyth was obviously seen as an issue, particularly with respect to drugs. 27% of respondents said that they would like to see the safety/security improved, and 49% said they would improve safety/security to make the town centre better. Numerous comments were also made on the subject:

- “Get rid of the druggies” (3 responses).
- “Security less druggies”.
- “Get druggies off street”.
- “Remove all the druggies and crime”.
- “Safety get rid of all drugs & alcohol”.
- “Clean up the drugs”.
- “Get young drugs off street”.
- “Get scum off the streets”.
- “More for kids keep them off the street”.
- “More police for youths…”.
- “Better security”.
- “More security”.
- “Less crime”.

Respondents were also asked to rate the safety/security in Blyth during the daytime and the night-time. For the daytime, 37% of respondents gave a good or very good rating, and 23% gave a poor or very poor rating. For the night-time, the positive ratings dropped to 19% and the negative ratings increased to 47% (Figure 34).

Figure 34: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 278 respondents (daytime); 238 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2, 40% of respondents felt that the safety/security of the parking facilities was good or very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the former Blyth Valley Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the former Blyth Valley District (August 2009):

- Acquisitive crime road shows in Cramlington and Blyth being held in August. The aim is to:
    - provide crime prevention advice relating to general security including home and vehicle security, personal safety and offering bike marking.
    - form part of Northumbria Police's "Let's draw a line under crime" campaign to crackdown on acquisitive crime and as part of this officers at the venues will also be going around the car parks and writing to vehicle owners who have left valuables on display.

- There is also a Partnership week of action coming up in Seaton Delaval at the end of September.

12.0 CUSTOMER VIEWS

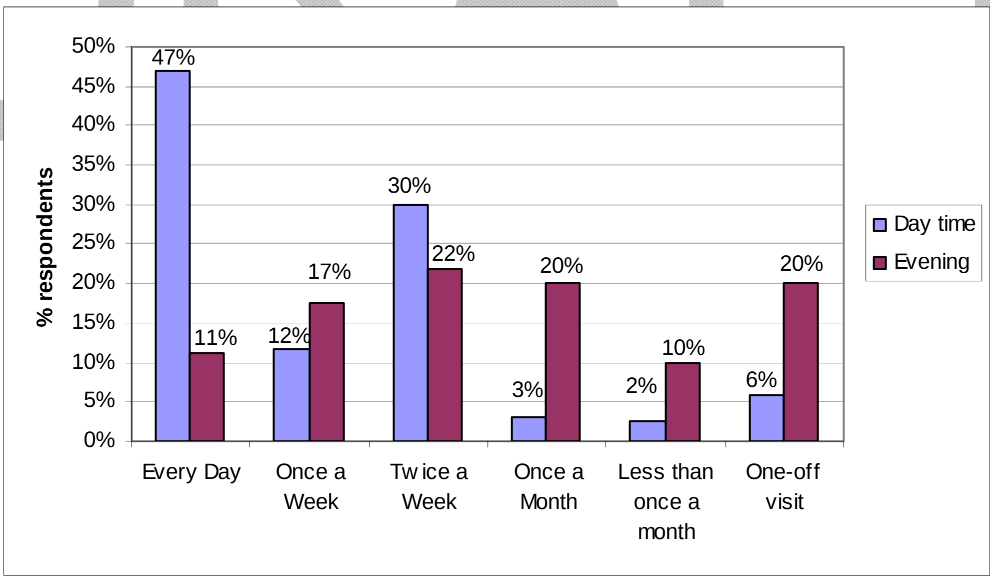
Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Blyth Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Blyth catchment area; spending patterns and retaining shopper spend within the town centre.

12.1 Regularity of visits

89% of respondents go to Blyth town centre during the daytime at least once a week, with nearly half (47%) going into town every day. Respondents visit the town centre less often during the evenings, with 50% visiting at least once a week (Figure 35).

Figure 35: Approximately how often are you in Blyth Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 290 respondents (daytime); 235 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 36 shows the proportion of respondents that shop for different items solely in Blyth town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

As can be seen from the tables, respondents are most likely to shop in Blyth for food and other domestic items. For all other items asked about in the survey, although a reasonable proportion of respondents stay in Blyth to shop, many others go to other shopping centres, the Metro Centre and Newcastle in particular.

Figure 36: Proportion of respondents shopping in Blyth and other areas

	Food Shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc	Other specialist
Blyth									
Blyth only	68%	71%	27%	27%	32%	35%	39%	39%	55%
Blyth + local area[5]	10%	7%	12%	12%	3%	2%	6%	10%	0%
Blyth + internet/non-local/ local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Blyth									
Local area (not Blyth)	19%	19%	59%	59%	63%	61%	52%	47%	36%
Internet or other	3%	3%	1%	1%	2%	1%	2%	2%	9%
Mixture of places (not Blyth)	1%	1%	1%	1%	1%	1%	1%	1%	0%
Base	289	273	287	287	278	275	263	271	11

Source: Northumberland Infonet Shopper Questionnaires, April 2009

[5] ‘Local area’ is defined as being one of the following: Ashington, Bedlington, Newbiggin, Cramlington, Newcastle, Metro Centre, Kingston Park, Morpeth, Silverlink

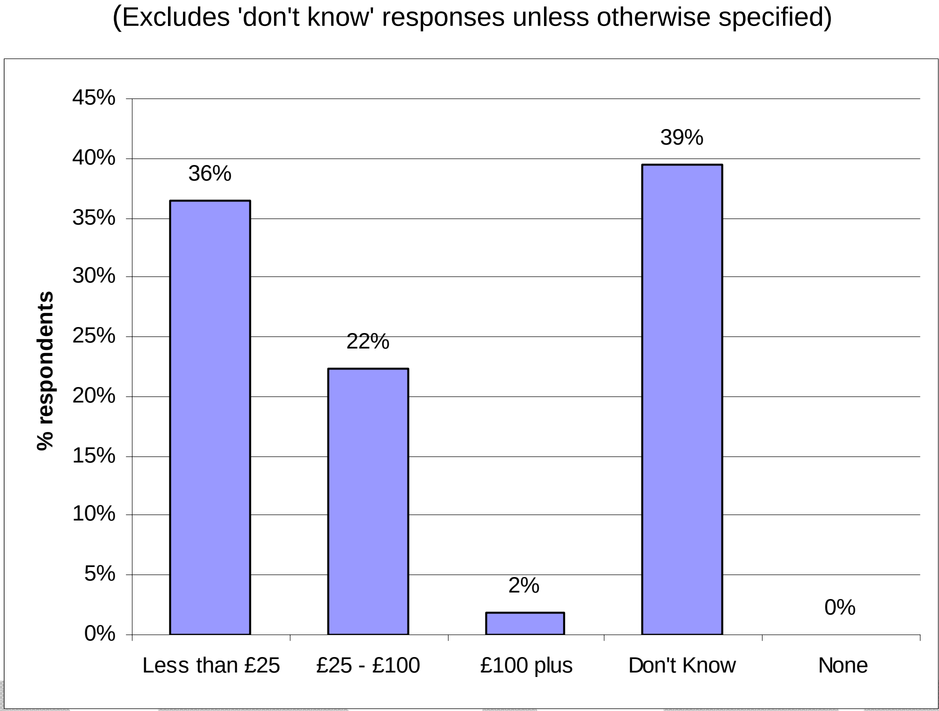
Figure 37: Shopping centres used by respondents to purchase different items

	Food Shopping	Other domestic (e.g. chemist, cosmetics, etc)	Clothes	Shoes	Electrical Goods	Furniture/ Carpets	DIY Goods	CDs/DVDs etc	Other Specialist
Ashington	5%	4%	2%	2%	1%	1%	3%	3%	0%
Bedlington	2%	2%	0%	0%	0%	0%	0%	1%	0%
Newbiggin	0%	0%	0%	0%	0%	0%	0%	0%	0%
Blyth	78%	78%	39%	39%	35%	36%	45%	49%	55%
Cramlington Town Centre	5%	4%	7%	7%	3%	3%	2%	3%	0%
Cramlington Manor Walk	11%	10%	15%	15%	7%	7%	9%	8%	0%
Newcastle	1%	1%	36%	36%	22%	20%	11%	13%	18%
Metro Centre	3%	1%	33%	33%	24%	23%	16%	19%	27%
Kingston Park	9%	6%	9%	7%	10%	8%	10%	10%	0%
Morpeth	2%	2%	3%	2%	2%	1%	2%	3%	0%
Silverlink	1%	1%	8%	8%	12%	11%	11%	8%	0%
Internet	0%	0%	0%	0%	1%	0%	0%	1%	0%
Other	3%	4%	2%	1%	2%	2%	3%	3%	9%

Source: Northumberland Infonet Shopper Questionnaires, April 2009

36% of respondents planned to spend less than £25 in Blyth on the day they were interviewed, with a further 22% expecting to spend between £25 and £100, and 2% over £100. 39% did not know how much they would spend (Figure 38).

Figure 38: How much do you plan to spend in Blyth today?



Source: Northumberland Infonet Shopper Questionnaires ,April 2009

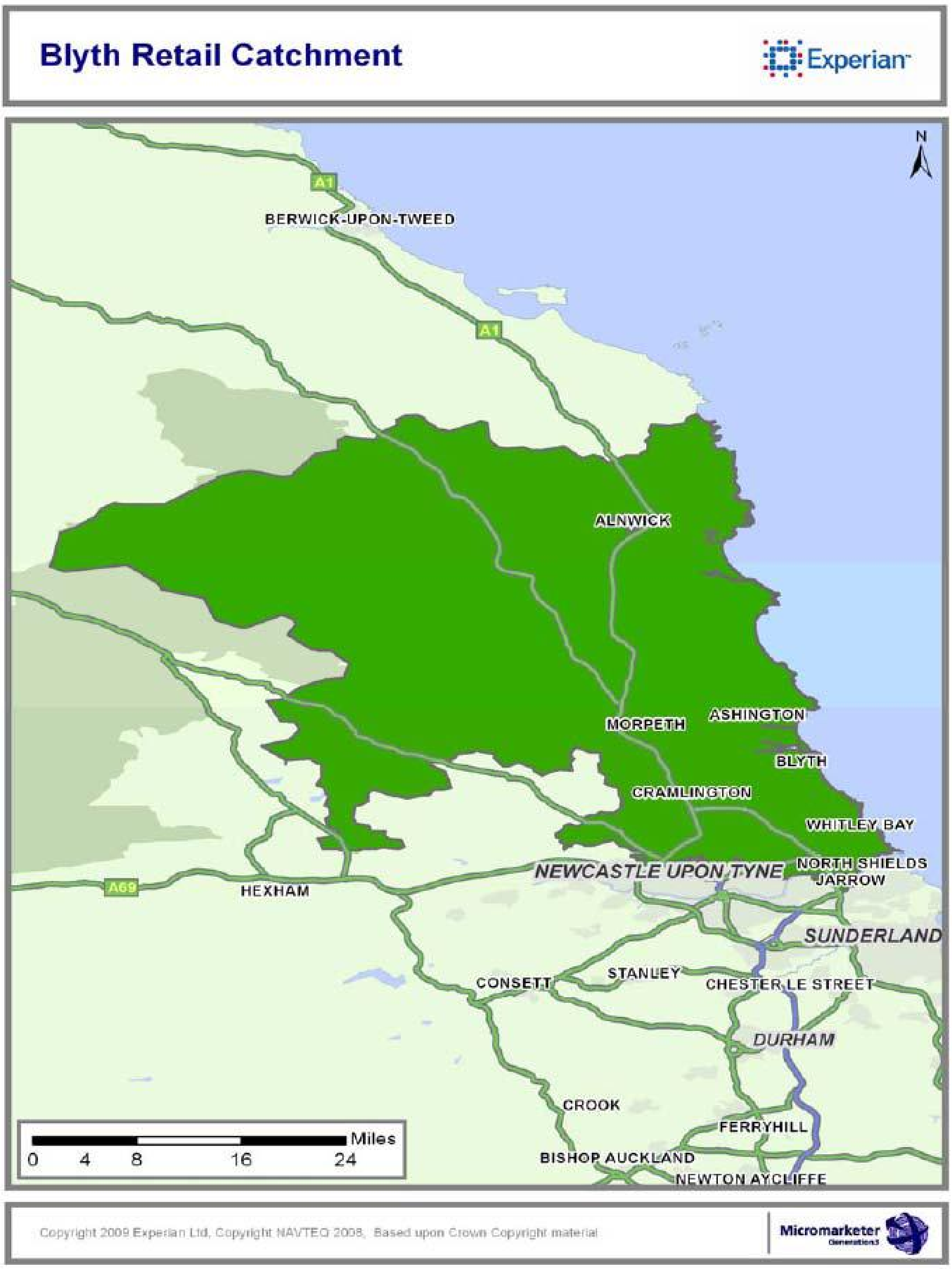
Base: 269 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected.

Blyth is defined in the RSS as a Regeneration Town, lying within the Tyne & Wear City-Region, which is an area that looks primarily to the Tyne & Wear conurbation for access to jobs and services. Blyth is one of the two principal towns within the former Blyth Valley district, with other settlements within the district including Cramlington, Seaton Delaval and Seaton Sluice.

Figure 39: Blyth Retail Catchment



Source: Experian, August 2008

The map (Figure 39) above shows the catchment area for the town of Blyth, as defined by Experian. The catchment, which measures the extent of the local consumer base, is generated using a gravity model which calculates the probability that someone living in a specific postal sector shops in a particular retail centre. This probability is based on a retail centre's pulling power and the relative drive times to the location. The model is calibrated using Experian's 'Where Britain Shops' survey, which is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of town locations. The retail catchment area is based on the following theory.

"Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works”[6].

12.4 Spending Patterns

In addition to the town of Blyth itself, the catchment embraces a number of other settlements in the North East. These include Alnwick and Morpeth to the north-west, Ashington to the north, Cramlington to the west, and Whitley Bay to the south.

Altogether, the catchment covers an area of 1,942 sq km, is home to almost 488,000[7] people and 217,000 households. Collectively, these households and residents spend an estimated £2,076 million per annum on retail goods and services, with 38.1% of expenditure on convenience retail goods (£791 million) and 61.9% on comparison retail (£1,286 million). This balance differs slightly from the national (UK) average, which reports 36.8% of expenditure on convenience retail and 63.2% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Blyth catchment to the proportion in the UK. An index of more than 100 indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

[6] “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian
[7] 2007 figures

Figure 40: Blyth Catchment Summary Profile

	Blyth Catchment	%	UK	%	Index
2007 Population	487,673		60,796,178		
2007 Households	216,894		26,018,847		
Total Comparison	1,285,694,828	61.9%	179,754,231,987	63.2%	98.0
Total Convenience	790,615,686	38.1%	104,652,220,255	36.8%	103.5
Total Retail	2,076,310,514	100.0%	284,406,452,242	100.0%	100.0
Comparison per household	5,928		6,909		85.8
Convenience per household	3,645		4,022		90.6
Total retail per household	9,573		10,931		87.6

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £9,573[8], with average comparison retail spend at £5,928 per annum and convenience spend at £3,645 per annum (Figure 40). Total comparison spend per household and total convenience spend per household in the catchment are well below the UK average, with indices of 85.8 and 90.6, respectively.

Figure 41 below provides a breakdown of comparison retail expenditure within the Blyth catchment and in the UK. Clearly the largest expenditure type within comparison retail is ‘Clothing Material & Garments’, accounting for £304.8 million or 23.7% of total comparison expenditure within the catchment. ‘Clothing’ is followed by ‘Furniture and furnishings; carpets and other floor coverings’ (£167.7 million or 13.0%), and ‘Games, toys and hobbies; sport and camping; musical instruments’ (£133.2 million or 10.4%).

The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Blyth spend substantially more on ‘Bicycles’,

[8] Calculated using the expenditure divided by the number of households.

'Household Textiles', and 'Furniture and furnishings; carpets and other floor coverings' as a proportion of total spend than the UK average. In contrast, they spend substantially less on 'Major Household Appliances', and 'Small Electrical Household Appliances'.

Figure 41: Total Expenditure (in 2006 prices) Comparison

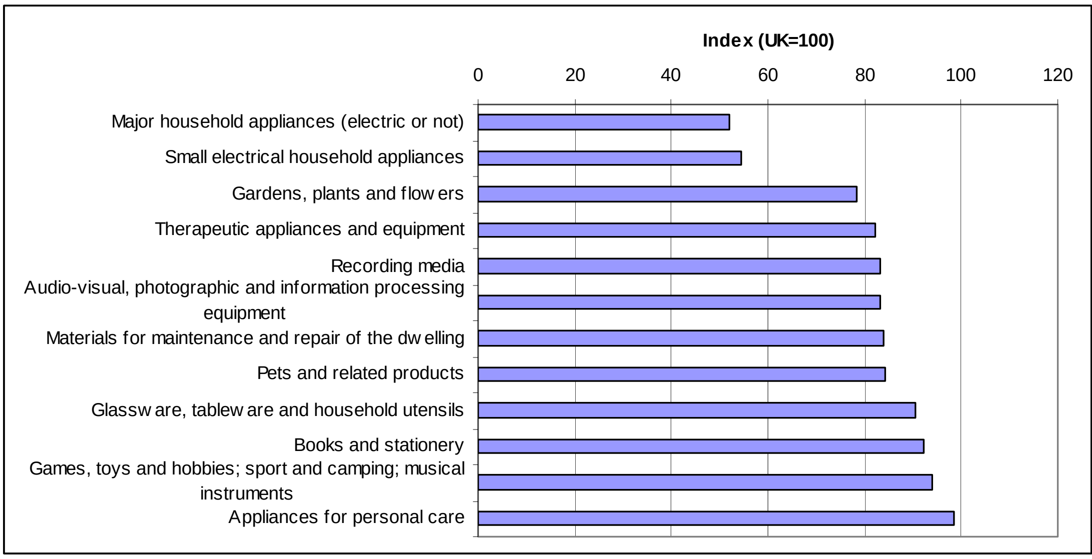
Type of expenditure	Blyth catchment	%	UK	%	Index
10% of Non-Durable household goods	2,819,514	0.2%	354,204,309	0.2%	111.3
Appliances for personal care	118,039,917	9.2%	16,761,583,265	9.3%	98.5
Audio-visual, photographic and information processing equipment	92,081,137	7.2%	15,452,757,227	8.6%	83.3
Bicycles	13,623,914	1.1%	1,389,089,399	0.8%	137.1
Books and stationery	47,238,487	3.7%	7,158,777,623	4.0%	92.3
Clothing materials and garments	304,838,344	23.7%	38,625,941,717	21.5%	110.3
Furniture and furnishings; carpets and other floor coverings	167,727,286	13.0%	18,880,841,989	10.5%	124.2
Games, toys and hobbies; sport and camping; musical instruments	133,201,043	10.4%	19,806,134,279	11.0%	94.0

Gardens, plants and flowers	21,853,742	1.7%	3,903,000,117	2.2%	78.3
Glassware, tableware and household utensils	32,225,176	2.5%	4,974,640,272	2.8%	90.6
Household textiles	52,614,278	4.1%	5,681,876,198	3.2%	129.5
Jewellery, clocks and watches	35,007,778	2.7%	4,498,494,173	2.5%	108.8
Major household appliances (electric or not)	18,570,332	1.4%	4,992,966,397	2.8%	52.0
Major tools and equipment	3,389,547	0.3%	432,470,167	0.2%	109.6
Materials for maintenance and repair of the dwelling	43,808,886	3.4%	7,295,875,756	4.1%	84.0
Medical goods and other pharmaceutical products	27,941,420	2.2%	3,842,494,306	2.1%	101.7
Other personal effects	18,175,503	1.4%	2,358,213,242	1.3%	107.8
Pets and related products	16,440,618	1.3%	2,727,000,343	1.5%	84.3
Recording media	45,821,418	3.6%	7,708,848,306	4.3%	83.1
Shoes and other footwear	41,424,153	3.2%	5,582,133,042	3.1%	103.8
Small electrical	2,012,299	0.2%	518,135,243	0.3%	54.3

household appliances					
Small tools and miscellaneous accessories	27,156,954	2.1%	3,465,755,265	1.9%	109.6
Therapeutic appliances and equipment	19,683,080	1.5%	3,342,999,352	1.9%	82.3
Total Comparison	1,285,694,828	100.0%	179,754,231,987	100.0%	100

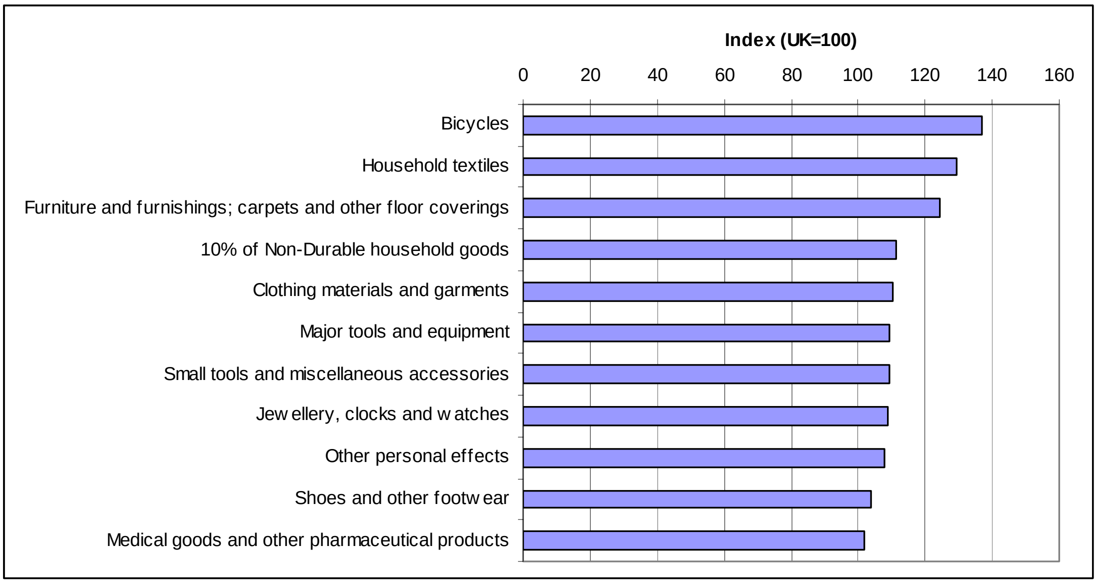
Source: Experian, August 2008

Figure 42: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 43: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 44 below provides a breakdown of convenience retail expenditure within the Blyth catchment and in the UK. Clearly the largest expenditure type within convenience retail in Blyth is 'Food and non-alcoholic beverages', accounting for £544.7 million or 68.9% of total convenience expenditure within the area. 'Food and non-alcoholic beverages' is followed by 'Alcohol' (£110.2 million or 13.9%) and 'Tobacco' (£72.2 million or 9.1%). The pattern of expenditure nationally differs a little. Referring to the index, households in Blyth spend proportionately more on 'Newspapers and Periodicals', 'Alcohol' and 'Non-durable household goods', and less on 'Food and non-alcoholic beverages' and 'Tobacco'.

Figure 44: 2007 Total Expenditure Convenience Retail

Type of expenditure	Blyth Catchment	%	Base	%	Index
90% of Non-Durable household goods	25,375,003	3.2%	3,187,732,158	3.0%	105.4
Alcohol (off-trade)	110,194,632	13.9%	13,040,208,014	12.5%	111.9
Food and non-alcoholic beverages	544,662,604	68.9%	74,284,581,106	71.0%	97.1
Newspapers and periodicals	38,209,259	4.8%	4,388,696,381	4.2%	115.2

Tobacco	72,174,188	9.1%	9,751,002,596	9.3%	98.0
Total Convenience	790,615,686	100.0%	104,652,220,255	100.0%	100.0

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Blyth. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Blyth and how much leaks to neighbouring retail destinations. Based on the ‘Where Britain Shops’ survey, Experian have calculated:

- The proportion of the population within the Blyth catchment that shops in Blyth and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Blyth and the extent to which spending leaks to other centres.

The figures in Figures 45 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over 10% of the resident population shop in Blyth (50,024 or 10.3%). Newcastle-upon-Tyne – central is the most commonly used shopping destination for those people living in the catchment (133,948 or 27.5%), with other popular centres including the Metro Centre (82,212 or 16.9%) and Ashington (55,947 or 11.5%).

Figure 45: Population Leakage

Plan Name	Percentage (%)	Population
Newcastle upon Tyne - Central	27.5	133,948
Metro Centre	16.9	82,212
Ashington	11.5	55,947
Blyth	**10.3**	**50,024**
Cramlington	7.8	37,958
North Shields - Silverlink Retail Park	6.2	30,036
North Shields	3.8	18,749
Morpeth	3.8	18,611
Wallsend	2.2	10,539
Newcastle upon Tyne - Kingston Park Centre	2.1	10,150
Sunderland	1.3	6,531
Alnwick	1.1	5,394
Gateshead - Team Valley Retail World	1.1	5,327
Newcastle upon Tyne - Byker Shields	1.1	5,141
South Shields	1.0	4,944
Whitley Bay	0.9	4,463
Gateshead	0.9	4,384
Washington	0.4	1,851
Tynemouth	0.2	755
Chester-le-Street	0.1	710

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Experian estimates that just less than 10% of retail spend by residents and households domiciled within the Blyth catchment, representing nearly £206 million per annum, is spent in the town. More than £577.2 million of expenditure is lost to Newcastle-upon-Tyne (27.8%), with other notable leakage to the Metro Centre (£350.3 million or 16.9%) and Ashington (£228.4 million or 11.0%).

What is not clear from the figures, however, is the type of retail units within the outlying centres which attract people living in the catchment area. This is something that will be investigated further in the future.

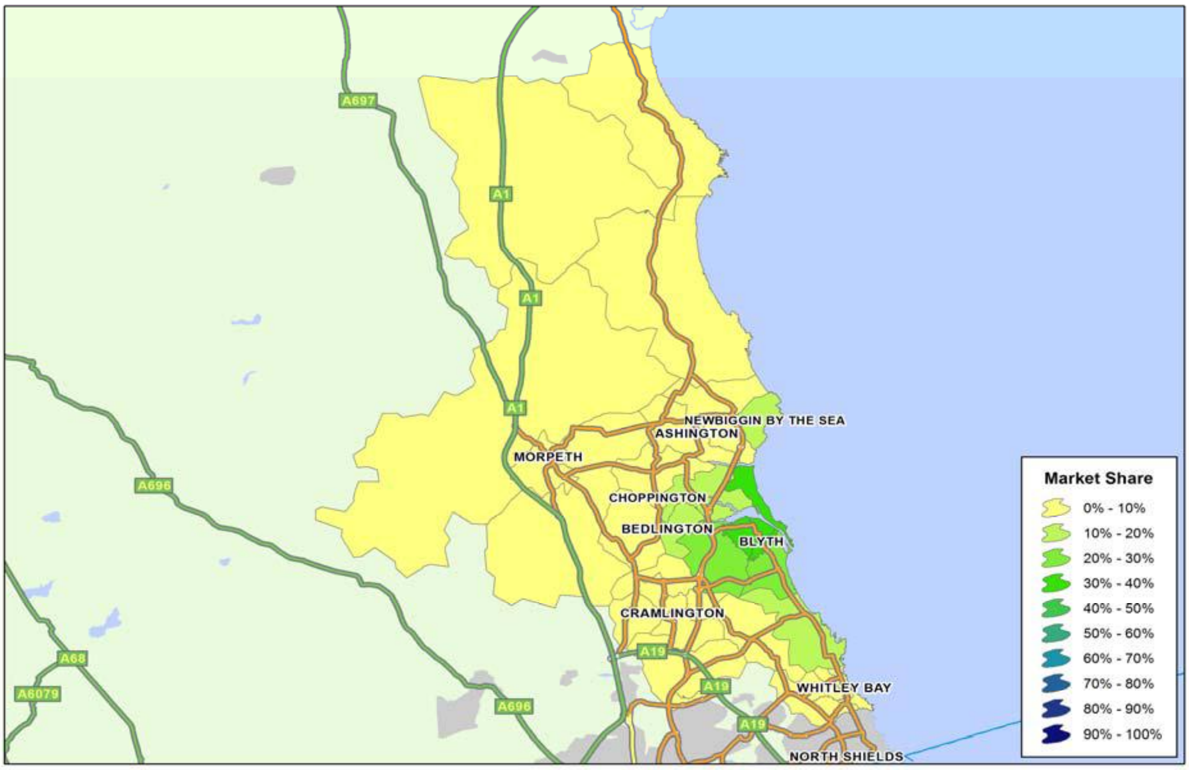
Figure 46: Spend Leakage

Plan Name	Percentage (%)	Spend (£)
Newcastle upon Tyne - Central	27.8	577,238,286
Metro Centre	16.9	350,288,479
Ashington	11.0	228,445,035
Blyth	**9.9**	**205,985,049**
Cramlington	7.7	160,867,600
North Shields - Silverlink Retail Park	6.3	130,279,620
North Shields	4.0	82,227,230
Morpeth	3.9	80,567,101
Wallsend	2.2	45,570,784
Newcastle upon Tyne - Kingston Park Centre	2.1	43,214,958
Sunderland	1.4	28,237,012
Gateshead - Team Valley Retail World	1.1	22,834,208
Alnwick	1.1	22,404,754
Newcastle upon Tyne - Byker Shields	1.1	22,301,094
South Shields	1.0	21,375,308
Whitley Bay	1.0	20,308,657
Gateshead	0.9	19,150,511
Washington	0.4	8,278,034
Tynemouth	0.2	3,504,371
Chester-le-Street	0.2	3,232,422

Source: Experian, August 2008

The map below (Figure 47) shows the Blyth catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Blyth. From the map, it can be seen that in the area immediately adjacent to Blyth and in the Cambois area, the households are likely to spend around 30-40% of their total expenditure in Blyth. In the area slightly further from Blyth, including Seaton Sluice to the south and Newbiggin-by-the-sea to the north, this figure decreases to between 10% and 30%, For the rest of the catchment, the figure is less than 10%.

Figure 47: Proportion of Retail Expenditure



Source: Experian, August 2008

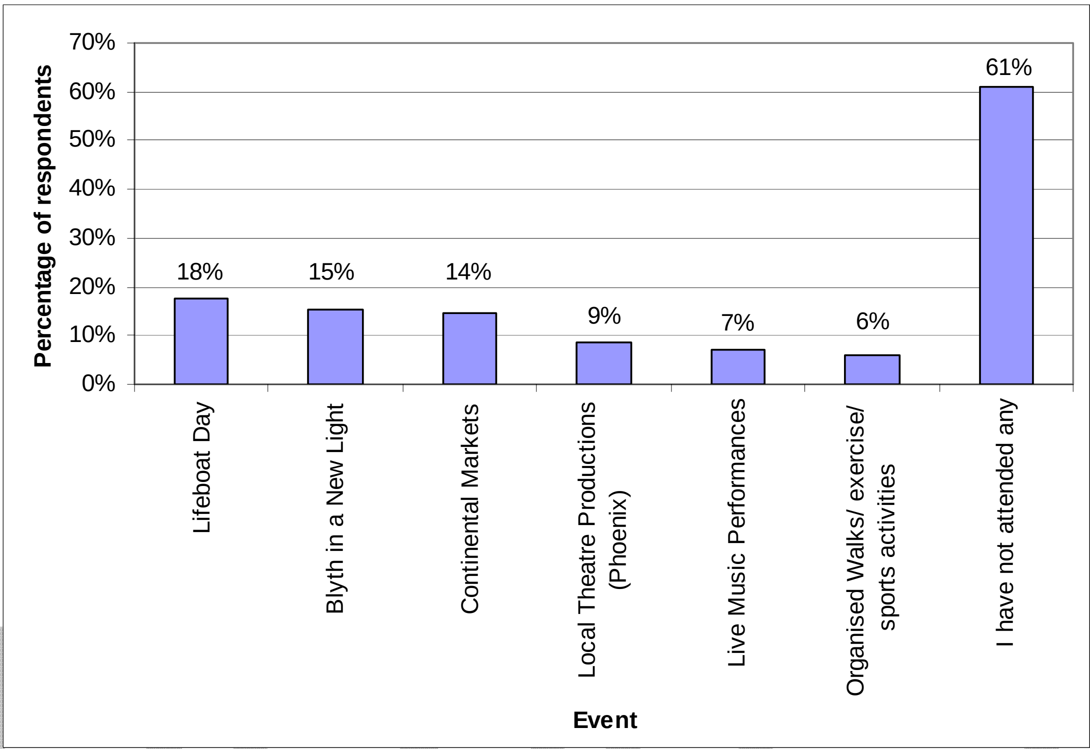
12.6 Opinions on and use of Leisure and Entertainment

Events attended

Only 39% of respondents had attended at least one of the events mentioned in the survey. The Lifeboat Day was attended by the largest proportion of respondents (18%), closely followed by Blyth in a New Light (15%) and the Continental Markets (14%) (Figure 48).

Figure 48: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)

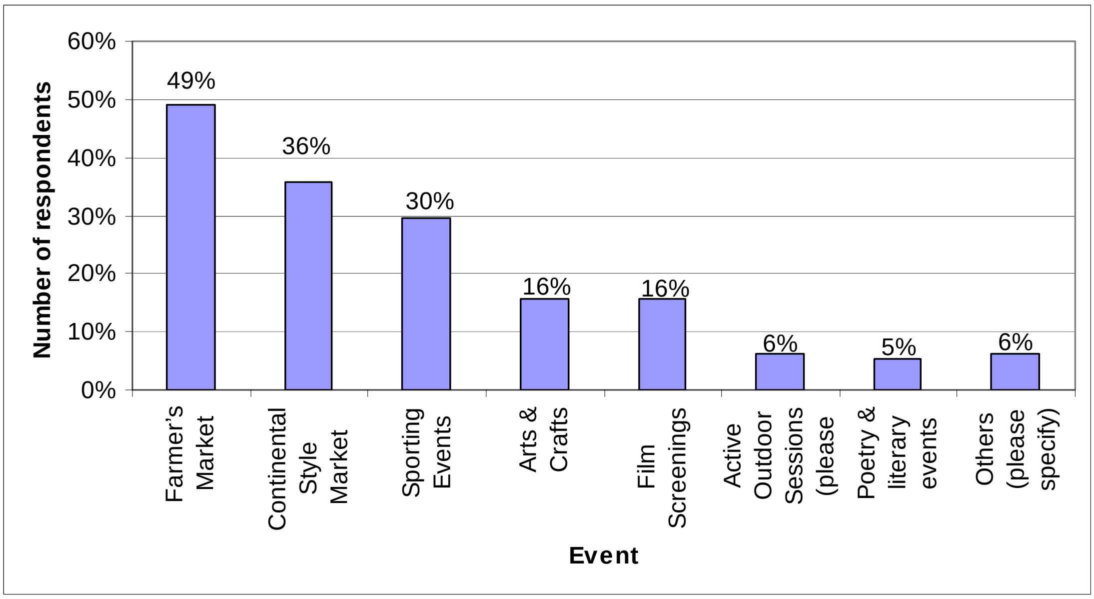


Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 291 respondents

Respondents were also asked what events they would like to see on a regular basis. The most popular responses were a Farmer's Market, mentioned by nearly half of respondents, and a continental style market (36% of respondents) (Figure 49).

Figure 49: What events would you like to see on a regular basis?



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 291 respondents

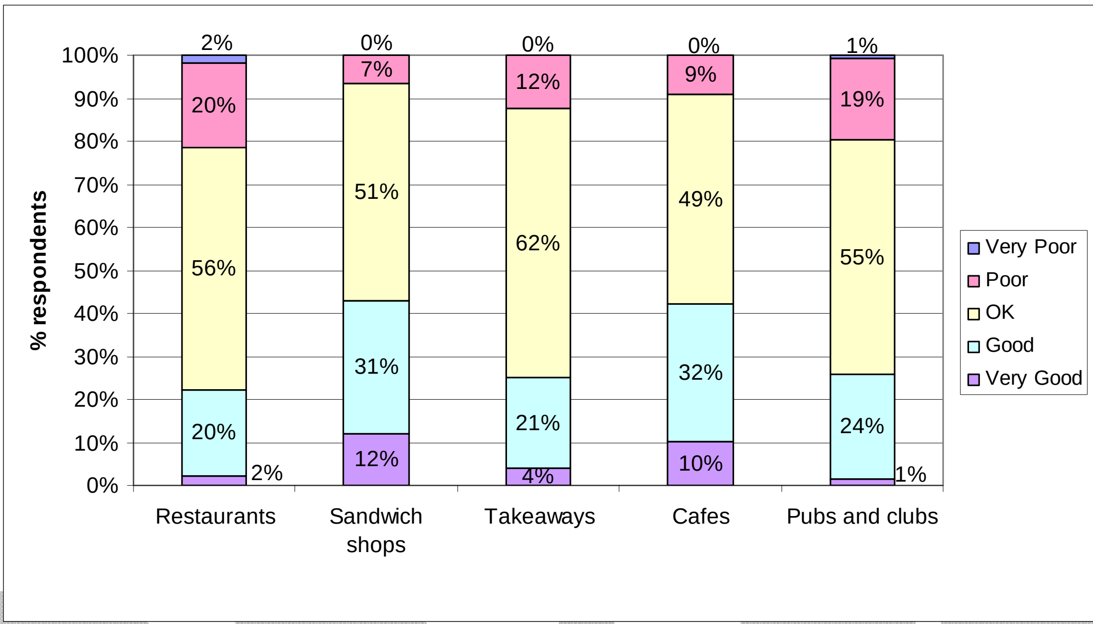
Other events that the respondents would like to see are given in Appendix 2. Many of these relate to activities/events for children.

Eating and drinking

The ratings given for the eating and drinking places in Blyth varied considerably by venue type, though none were rated particularly highly. Cafes and sandwich shops were rated the highest with 42%/43% of respondents respectively giving a good or very good rating. Restaurants received the lowest ratings (22% positive and 22% negative) (Figure 50).

Figure 50: How would you rate the following venues for eating and drinking in Blyth?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

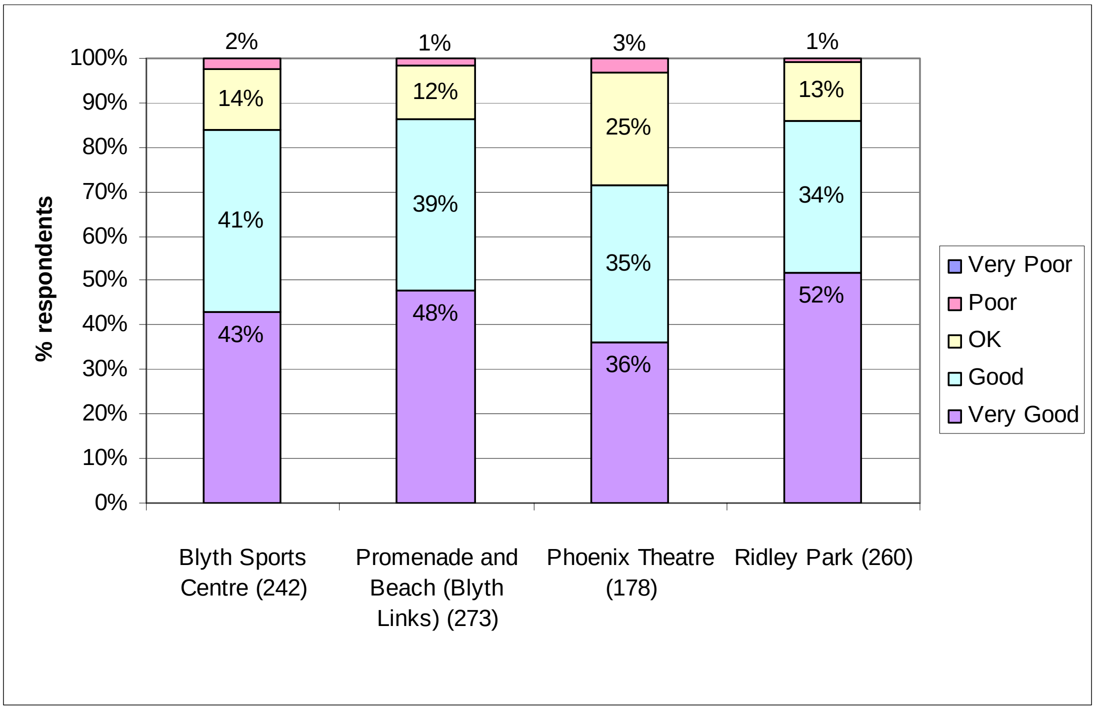
Base: 213 to 273 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

The arts and leisure facilities in Blyth were all rated quite highly. Ridley Park and the Promenade and Beach received the highest ratings (86% positive ratings), and Phoenix Theatre received the lowest rating (71% positive ratings) (Figure 51).

Figure 51: How would you rate the following arts and leisure facilities in Blyth?

(Excludes 'don't know' responses unless otherwise specified)



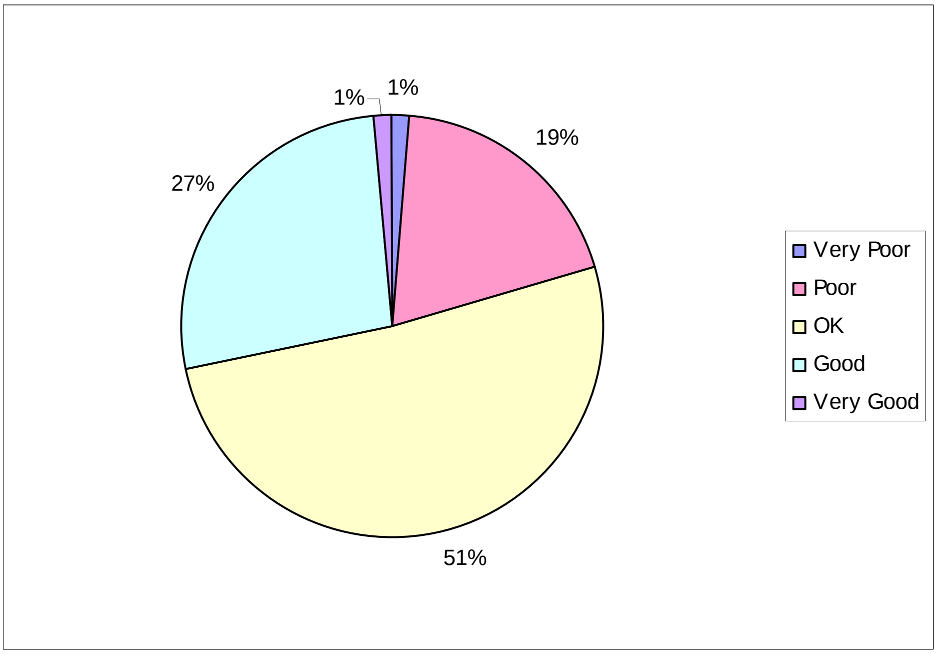
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: as written on chart (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Blyth as a place to enjoy yourself, only 28% of respondents gave a good or very good response. 21% gave a poor or very poor response (Figure 52).

Figure 52: How do you rate Blyth as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 286 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 26% gave an answer relating to improving the leisure facilities. A few comments were also made throughout the questionnaire relating to leisure, mainly asking for more activities for the children/youths:

- "… more activities for kids".
- "… better activities for kids".
- "More for youngsters" (2 responses).
- "Activities for teenagers".
- "More for kids keep them off the street".
- "More leisure facilities".
- "Cinema".

5% of respondents said that they were in Blyth town centre to use the leisure centre on the day of the interview.

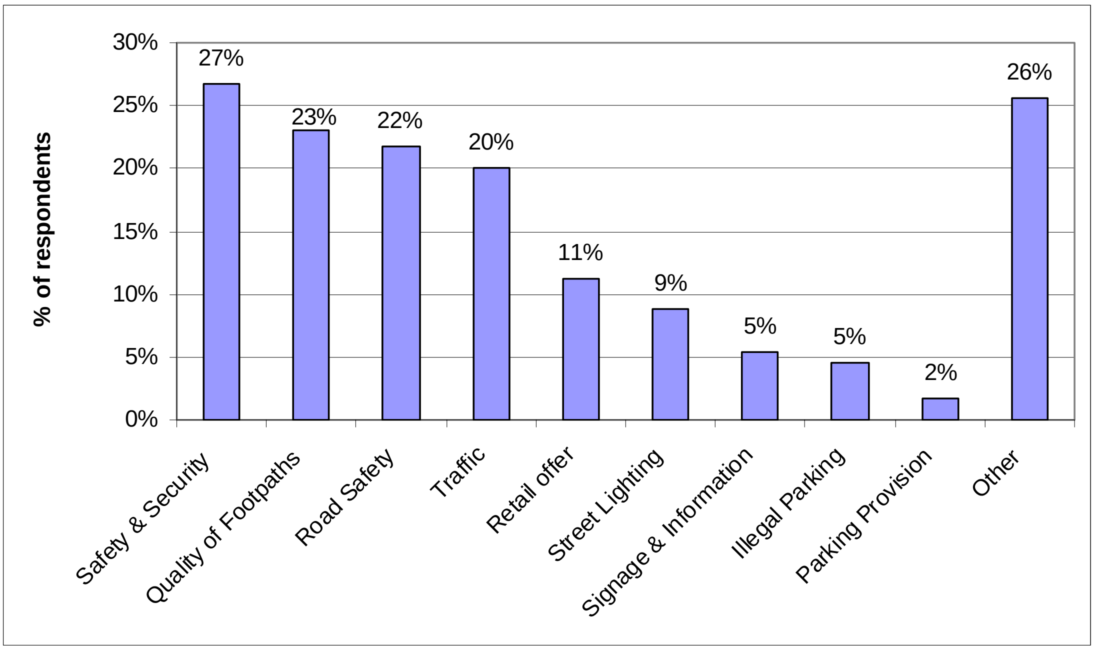
12.7 The Future: what will improve the town as a place to shop or visit?

From the analysis of the Blyth shopper survey, it appears that in order to improve the town as a place to shop or visit, two key issues need to be addressed. One relates to the retail offer, and the other relates to safety and security in the town centre. The latter issue has already been covered in section 11.2. The retail offer is examined in more detail later in this section.

In addition to these issues, it should be noted that there are a number of areas that either: (1) a reasonable proportion of respondents highlighted as areas that they would like to see improved, or (2) that received low poor ratings from the respondents. These are listed below:

- Quality of footpaths (see Figure 53).
- Traffic/road safety (see Figure 53).
- Improved leisure facilities (see Figure 53).
- Litter/cleanliness/appearance of town (see 10.2).
- Eating and drinking venues (see section 12.6).

Figure 53: What would you like to see improved with the shopping experience in Blyth town centre?

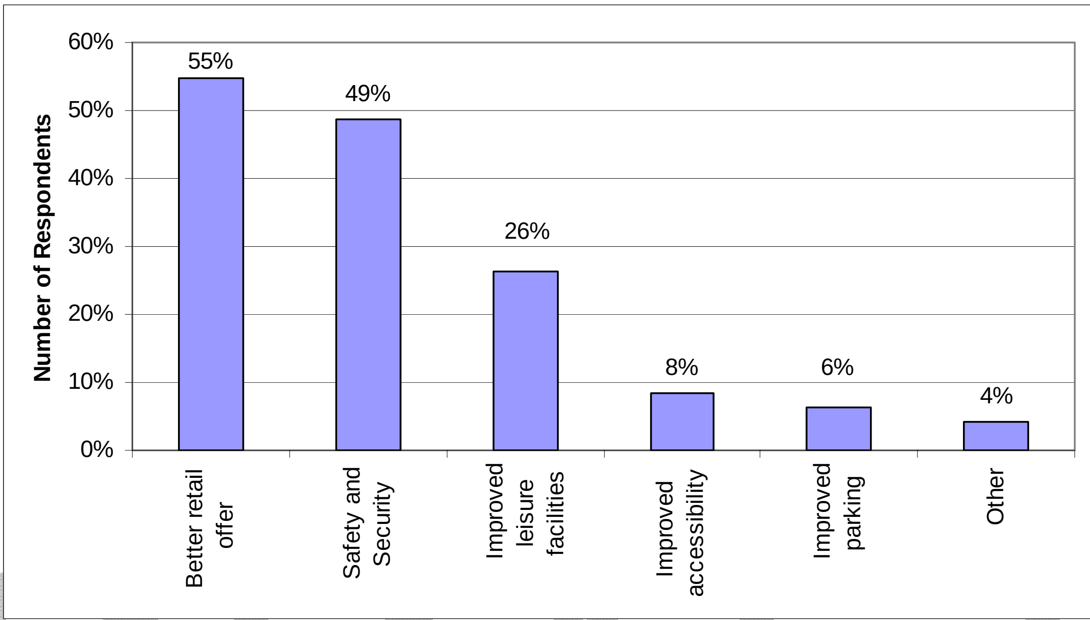


Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 239 respondents

Figure 54: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 285 respondents

Retail

As can be seen from the points below, respondents were not particularly positive about the retail offer in Blyth:

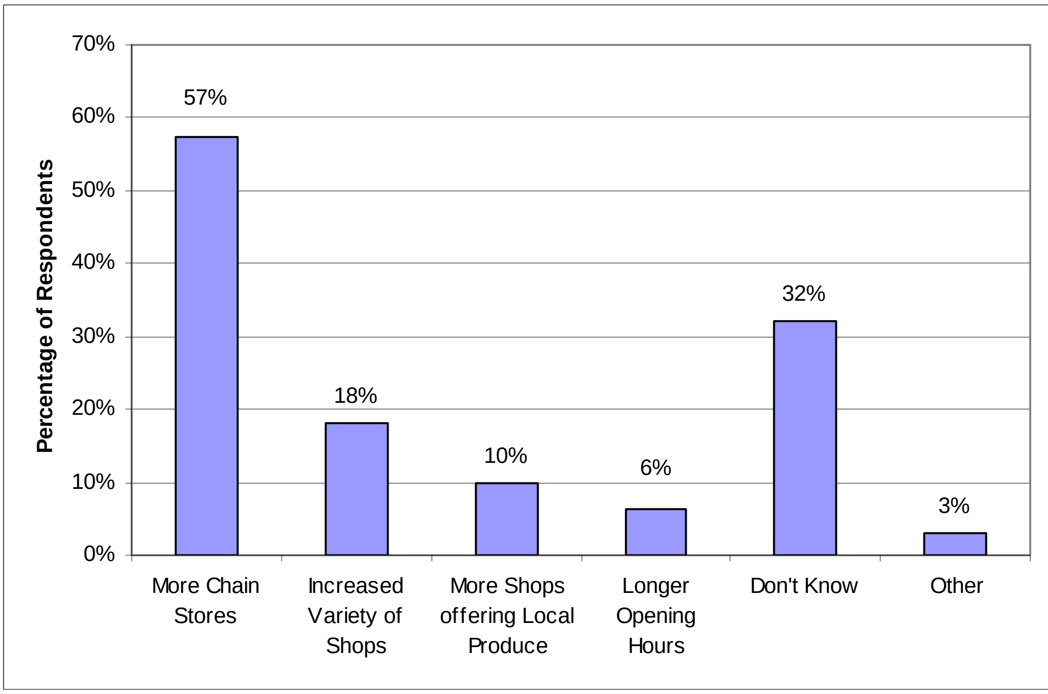
- When asked how they would make the town centre better, 55% of respondents said there should be a better retail offer.
- 11% of respondents mentioned the retail offer when asked what they would like to see improved with the shopping experience.
- Only 28% of respondents rated Blyth as a good or very good place to shop. 17% said that it was poor or very poor.
- 28% of respondents disagreed with the statement ‘on the whole, Blyth offers a wide choice of quality shops’. Only 20% agreed.
- As can be seen in section 12.2, Blyth shopping centre is mainly used for food shopping and shopping for other domestic items. For all other shopping, although Blyth shopping centre is used by many respondents, a large

proportion of them tend to go elsewhere, mainly the Metro Centre and Newcastle.

When asked what improvements respondents would like to see to the retail offer in Blyth, the most common suggestion was to have more chain stores (57% of respondents mentioned this) (Figure 55).

Figure 55: What improvements would you like to see to the retail offer in Blyth?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 287 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Blyth. A list of these responses is given in Appendix 2 (Q17).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Blyth Town Centre;

- Morrison's Supermarket - One NorthEast are continuing discussions with Morrison's to finalise a Development Agreement that would include a financial contribution towards site assembly for the redevelopment of the existing supermarket site. It is hoped that this Agreement will be concluded soon so that a planning application can be submitted. This will mean the development of a new high quality designed 12,000m² superstore with 385 car parking spaces.

- A draft layout scheme for a new bus station and depot has been developed by the County Council. Progress to deliver is dependent upon the relocation of the Arriva garage/depot to an alternative site in Blyth. Discussions are on-going with Arriva to identify a suitable alternative location within Blyth for the depot/garage. The relocation of the depot/garage will, with the assistance of One NorthEast, create a significant development opportunity site adjacent to the town centre and linking the centre with the quayside.

14.0 CONCLUSION

Blyth is currently undergoing various developments in the Town Centre including expansion of the existing Morrison's Supermarket which will be a high quality design. A draft layout scheme for a new bus station and depot has also been developed by the County Council and progress to deliver is dependent upon the relocation of the Arriva garage/depot to an alternative site in Blyth. These proposals should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 63% of the floorspace was for retail (Figure 3). However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 33% disagreeing or strongly disagreeing to the statement "Blyth offers a wide choice of quality shops", compared to 28% agreeing or strongly agreeing (Figure 5).

There were many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the majority of responses were mainly around a better retail offer and the safety and security of the town. Some of the responses included, better shops, better quality and variety of shops. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more choice and variety was needed. Additionally, Figure 6 highlighted that there was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category. Further, within the comparison category, the majority of the businesses were independent as opposed to multiple chain such as high street shops which were also suggested when asking shoppers what would improve the retail offer (Appendix 2).

Although the yield for Blyth had been higher than the average yields for Northumberland, North East and England since July 2005, by July 2007 (when the last values were recorded), the yield for Blyth had dropped to below the yields for

Northumberland and the North East (Figure 9). This means that at this time, Blyth was seen to be a more attractive place to set up business which could have been the result of various regeneration projects that have taken place in the town centre.

There was 9% vacant floorspace in Blyth (Figure 12). Figure 14 also shows that between 2007 and 2008, the amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant. There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

The yield for Blyth was slightly lower that the average for Northumberland between April 2002 and January 2005, it was still higher than the average for the North East and England. However, in July 2005 whilst the yield for Blyth stayed at 8.5 as it had been in January 2005, the yield for the average of Northumberland dropped from 8.6 (January 2005) to 7.9 (July 2005). Between July 2005 and January 2007, the yield for Blyth (ranging between 7.5 and 8.5) was higher than the averages for Northumberland, the North East and England. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Blyth during this time. However, it is evident that the situation in Blyth has been improving and decreasing in recent years and in July 2007 which was the last value recorded, the yield for Blyth had dropped below the Northumberland and North East averages. Recent improvements such as the Shop Front Scheme led by the council will contribute to keeping yield at a low value and make Blyth a more attractive place to set up a business.

Accessibility into the town was not a problem for the shopper’s interviewed with 85% of the respondents that travelled by car found it very easy or fairly easy to travel into Blyth town centre (Figure 17) and only 1% finding it difficult. However, just over half of respondents (52%) gave a good or very good rating for the availability of public parking spaces in Blyth (Figure 19). The figure was slightly less (42%) for the availability of disabled parking spaces. Blyth also has good bus connectivity which is shown in Figure 22. 29% travelled into Blyth by bus on the day of the interview and

76% of these respondents found it easy or fairly easy to travel into the centre (Figure 24). Further, just less than two thirds of respondents gave a positive rating for the quality and the regularity of bus services and the destinations served by public transport and only 5% gave a negative rating in each case.

Estimates show that 10% of the resident population shop in Blyth. Newcastle-upon-Tyne city centre is the most commonly used shopping destination for those people living in the catchment (27.5%), with other popular centres including the Metro Centre (16.9%) and Ashington (11.5%). However, with new regeneration projects in the pipeline (especially the expansion of the new Morrison's Supermarket) may show that the percentage for Blyth will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from the shoppers coupled with the various aspects that make up a town centre, suggest that generally Blyth is in reasonable health. Although there have been some negative responses from the shopper's surveys with regards to the retail offer and safety and security in general, the implementation of new regeneration in the Town Centre should hopefully show some improvements.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Alnwick by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q14 Can you tell me what, if anything, you would like to see improved with the shopping experience in Blyth Town Centre?

Retail offer

- Better shops (12 responses)
- Better shop (2 responses)
- Better shops more variety
- Better quality of shops
- More shops (9 responses)
- More shops better quality so attrace people
- More shops bigger market
- Shops (2 responses)
- Shops open
- More variety
- More quality shops
- More shops less empty or charity ones
- Less empty shops
- Better market (2 responses)
- New shops
- Nicer shop
- More kids shops
- More childrens shos

Safety & security

- Security less druggies
- Better security
- Clean up the drugs
- Get scum off the streets

- Get young drugs off street
- Less crime

Appearance of town

- Shops fronts cleaned up and brighter
- General updating

Mixture of things

- Shops new clothes stores more activities for kids
- More police for youths better activities for kids
- Fill shops market small improve market plan

Other

- More for younsters
- Less charity shops and banks etc
- Activities for teenagers
- Better seating
- Everything

Nothing / Don't know

- Not sure
- Nothing - ok (3 responses)
- Nothing (6 responses)
- Ok nothing
- D/k - ok
- D/k (3 responses)

Verbatim responses to 'Q19 What improvements would you like to see to the retail offer in Blyth?'

Examples of shops

Shops

- Primark (4 responses)
- Clothes shops Primark
- Clothes stores
- G Star Raw
- Marks & Spencer of BHS
- Marks and Spencer
- More food malls
- More quality shops
- More teenage male shops
- More variety
- More variety in general
- Not good for mens shoes
- Less charity shops
- Less empty shops
- More of everything
- More for older people
- More for youngsters 18-25
- Bigger centre
- More like Cramlington

Other

- I only work here
- Only come for the leisure centre

Anything

- Anything
- Anything better than whats here

- Anything really

<u>Other responses</u>

Retail

- Childrens clothes store
- Less charity
- Less charity shops
- More closer together
- More for men

Other

- More leisure facilities
- More security
- More wheelchair friendly

Anything/not sure

- Anything
- Anything really
- Not sure
- Not that bothered I dont tend to shop here
- Ok as it is

Verbatim responses to ‘Q21 What events/activities would you like to see on a regular basis?’

Specified outdoor sessions…

- Activities for children 8 yr and up
- Childrens events
- Better markets
- Bigger market
- At coast maybe because it is a nice coast line
- I don't come here that often
- I only come to Blythe to work
- Not in Blyth enough to care
- D/k (2 responses)

‘Other’ specified responses…

- Leisure activities for kids
- More children
- More for kids
- Things for kids
- More walks
- Not interested
- D/k (2 responses)
- D/k not from here

Verbatim responses to 'Q27 How would you make this town centre better?'

Shops

- Fill empty shops
- More shops less charity shops fill empty shops
- No empty shops
- Same shops

Safety & Security

- Get druggies off street
- Get rid of the druggies (2 responses)
- Remove all the druggies and crime
- Safety get rid of all drugs & alcohol

Mixture of things

- Knock it all down & get rid of the druggies
- More for kids keep them off the street
- Better advertising and make it more attractive retail offers

Other

- The way it was
- More for youngsters
- Better reputation
- Cinema
- For parked cars
- If the shop front matched up with the street market place
- Keep the rest up to date like market square

Nothing

- Nothing
- Nothing its ok

The Northumberland Information Network

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Northumberland County Council

CRAMLINGTON TOWN CENTRE HEALTH CHECK REPORT

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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EXECUTIVE SUMMARY

- 51% of the floorspace in Cramlington was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative - 58% did not think Cramlington offered a wide choice of shops.
- Shopper's felt that there should be more shops that provided a better range and choice.
- The majority of businesses in the town centre were comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 4% of vacant floorspace in Cramlington.
- 11% of premises went from vacant to occupied, 56% went from occupied to vacant and 33% had a change in occupier.
- 86% of shoppers interviewed found it easy to travel into the town centre by car.
- 22% of these shoppers felt that the parking in the town centre was either poor or very poor.
- Cramlington also has adequate bus connectivity, by the frequency and number of destinations reached from Cramlington.
- 96% that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre. No-one found it difficult.
- 5% of Cramlington residents shop in Cramlington. 37% of expenditure was lost to Newcastle Upon Tyne and 21% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Cramlington on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

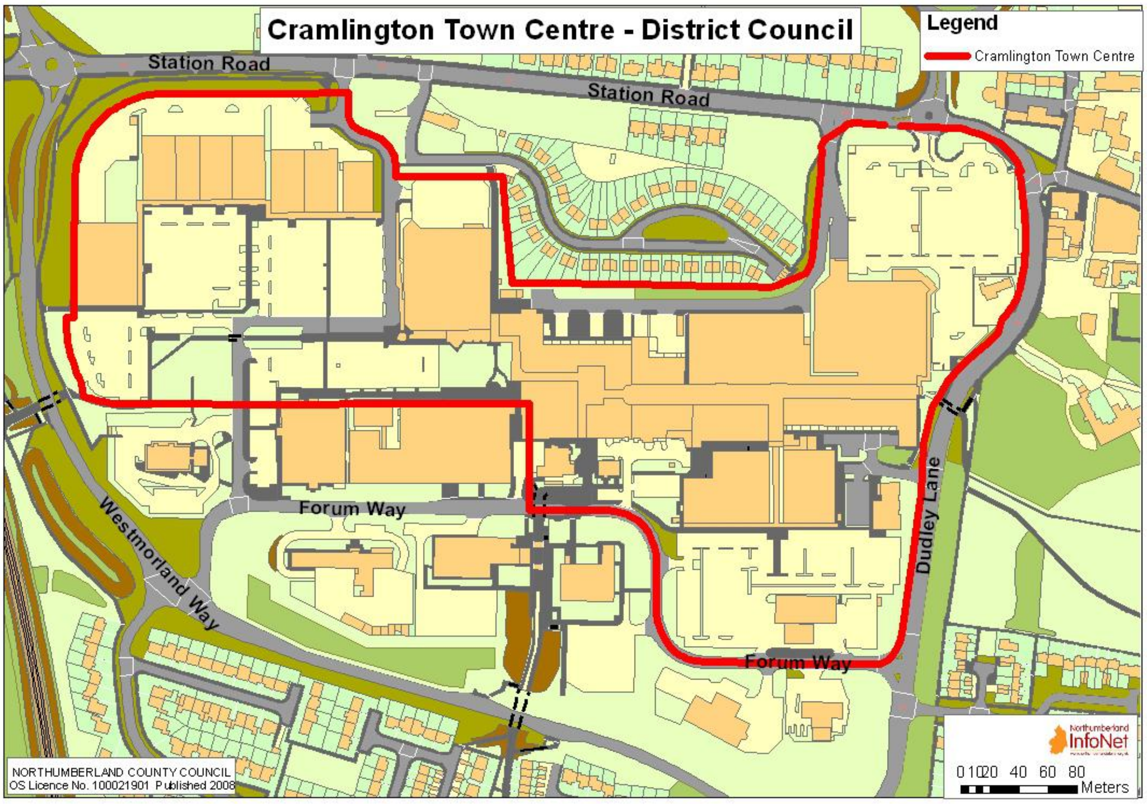
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Cramlington's Town Centre Boundary

Throughout this report there are two different boundaries for Cramlington Town Centre that will be used depending on the section: the town centre boundary as defined by the former Blyth Valley District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Cramlington Town Centre in relation to the District Council boundary is 134,700.55 m².

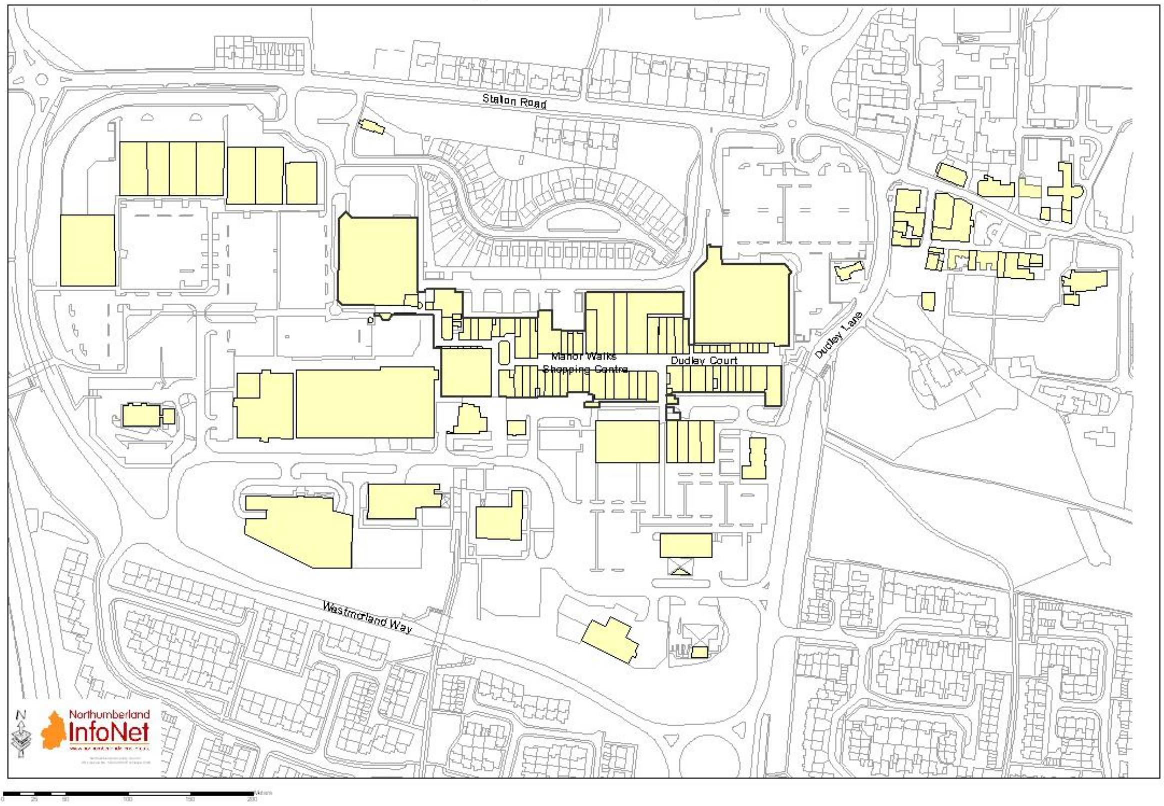
Figure 1: Boundary for Cramlington Town Centre (District Council)



Source: former Blyth Valley District Council, April 2009

Figure 2: Boundary for Cramlington Town Centre (Experian)

Cramlington Town Centre - Experian



Source: Experian, August 2009

2.2 Cramlington's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): The new town of Cramlington was established in 1959 as an overspill for the Tyneside conurbation and as a growth point for housing, employment etc for dealing with the mine closures programme. It has a population of 30, 400 and has undergone significant development over the last 30 years.

Following on from the completion of the south east residential quarter, the second phase of expansion has progressed gradually north of the town centre over the last two decades, with the north east residential sector now substantially complete.

The south west sector represents the last phase of development of the New Town and will result in the completion of Cramlington to the geographical extent that was envisaged in the original plan.

Cramlington has been successful in attracting foreign investment and has been the main location in the County for inward investment, attracting firms form Europe and the Far East.

Large purpose built manufacturing units and speculatively built advance factory units are provided at Nelson and Bassington industrial estates and more recently further jobs have been provided at the Northumberland Business Park. Cramlington fulfils a strategic employment role meeting the employment needs of the Borough and the sub-region alike.

2.3 History and Development of Cramlington

Cramlington is a large town, situated in the south-east of Northumberland, 9 miles north of Newcastle and 6 miles south-east of Morpeth. It is thought that the name

'Cramlington' either comes from the 'Danes' who settled in the area, or is of Anglo-Saxon origin.

Remains of a possible Neolithic henge and a Bronze Age cemetery have been found in the general area. However, the first recorded mention of the town was in 1135. A Norman chapel was built in the 13th century, which was re-built in the 17th century after it had fallen into a state of disrepair. In the 19th century, it was re-built again to accommodate the population increase.

Cramlington was mostly rural until, in the early 19th century, coal mining became a key industry. Several mine shafts were sunk in the area, bringing large numbers of people to Cramlington to work in the mines.

During the First World War, in 1916, the 36th Home Defence Squadron was formed at Cramlington. Subsequently, the area became an important base for military planes and airships.

After the decline of the coal mining industry, in 1959, Cramlington was designated as a 'New Town', and large housing estates were developed. Over the next 25 years, the town experienced huge population growth. Today, it has a population of around 30,500[1].

Although Cramlington is partly a commuter town, more and more people are working in the local area, with manufacturing, pharmaceuticals and retail the key industries in the area. Cramlington has a number of large industrial zones housing several large companies including Merck Sharpe and Dohme.

In terms of transport infrastructure, Cramlington lies adjacent to three main roads (A1, A189 and A19), has a large cycle path network, and has a railway station lying on the East Coast Main Line.

[1] 30,462 – source: mid-2005 small area population estimates, ONS

Cramlington has a large number of retail outlets, including the Manor Walks shopping centre (developed in the 1970's, and expanded in the mid 1990's and in 2003/04). A market is also held every Wednesday.

There are a number of attractions in and around Cramlington, including the Concordia Leisure Centre and Plessey Woods Country Park. In 2000, Cramlington held a Folk Fest to mark the millennium. This was so successful that it has become an annual event. Cramlington is also home to the Cramlington Learning Village, which is one of the largest secondary schools in the country.

A multi-million pound regeneration project for improving Cramlington town centre has recently been approved, and it is hoped that work on the project will start in the near future. The plans include improvements to retail, leisure, parking, signage and access.

3.0 DIVERSITY OF USES

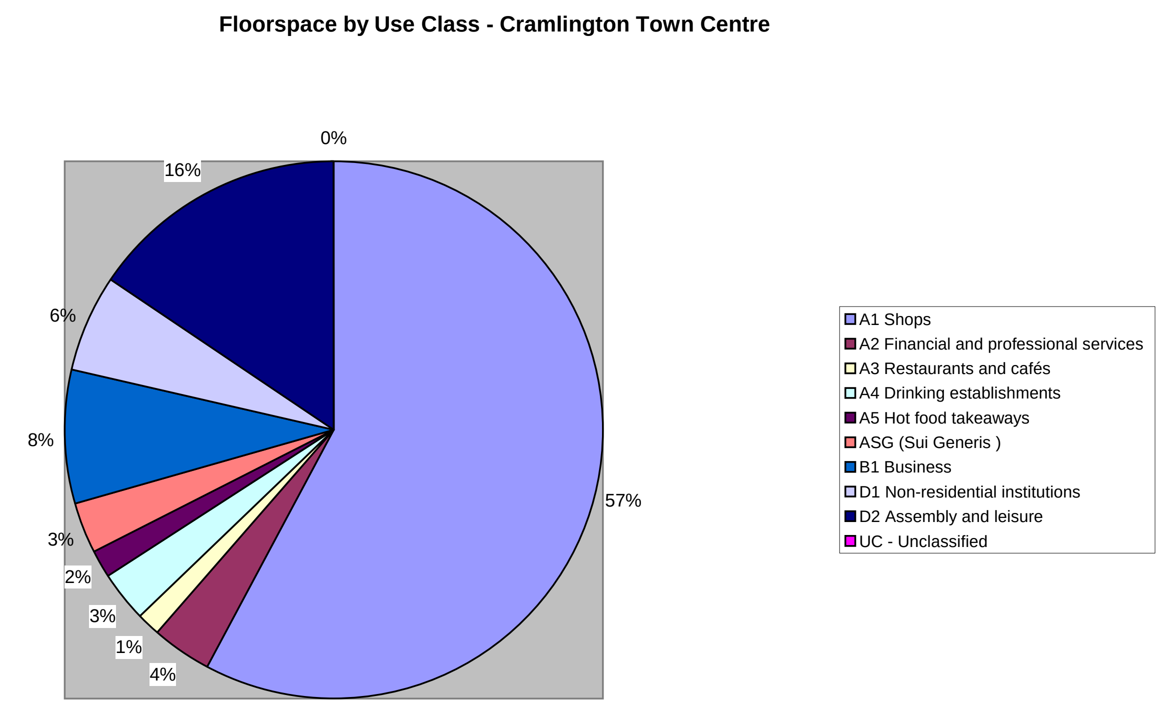
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Cramlington Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Cramlington

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

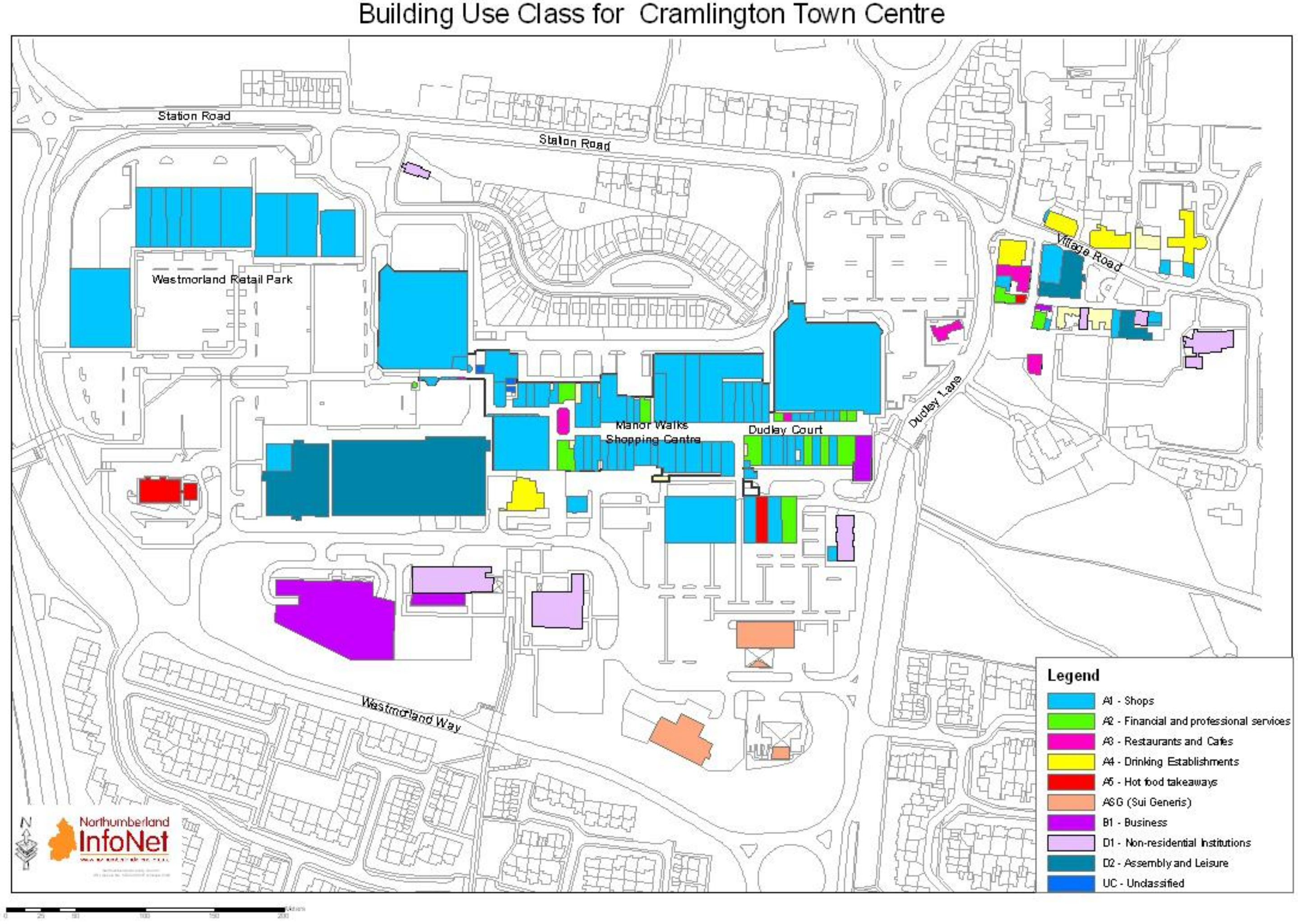
Figure 3 shows that just over half (57%) of the floorspace in Cramlington Town Centre are classed as shops. Assembly and leisure accounts for 16% of the floorspace in Cramlington, with businesses occupying 8% of floorspace and non-residential institutions occupying 6% of floorspace.

Figure 3: Floorspace by Use Class



Source: Experian, June 2009

Figure 4: Building Use class for Cramlington Town Centre



Source: Experian, June 2009

The map (Figure 4) shows that the majority of shops within the town centre are situated in Manor Walks Shopping Centre and also Westmorland Retail Park. Next to Manor Walks Shopping Centre there is a Leisure Centre which accounts for a large proportion of town centre floorspace (Figure 3). North East of Manor Walks there is Village Road where the majority of the drinking establishments are situated.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. A summer play day at Northburn Community Centre from 11-3pm. Fun for all the family, face painting, summer sun hunts, football, bottle rockets and bouncy castle. Music evenings are held at Concordia through Cramlington Folk Club. National Storytelling week starts on January 10th-17th.

3.3 Satisfaction with the range of provision – retail

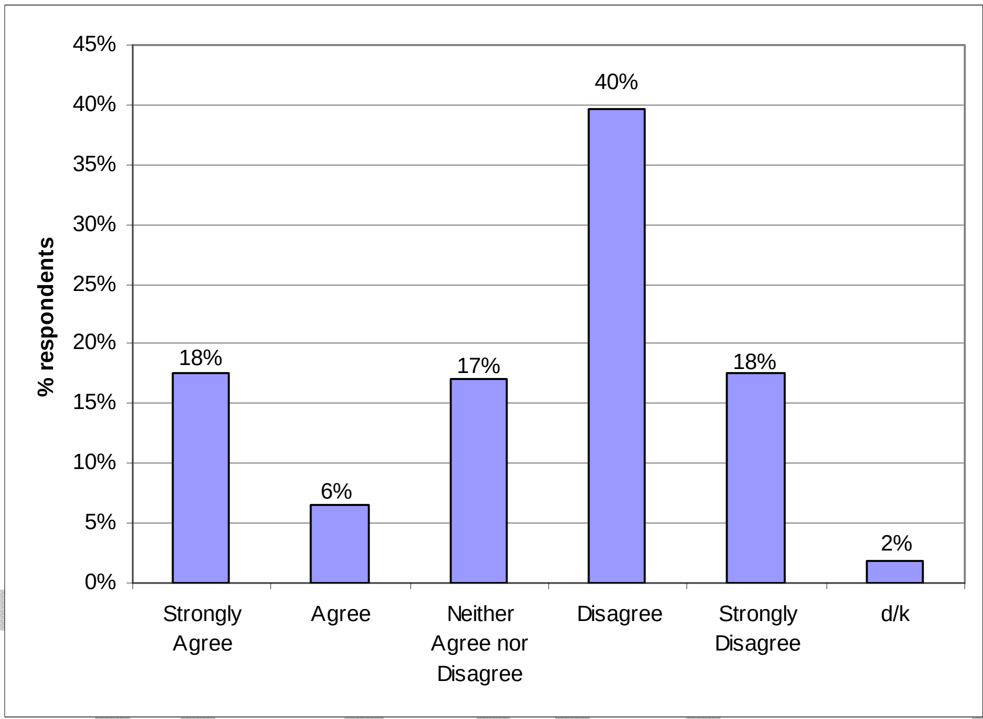
Question 16 in the Cramlington Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Cramlington offers a wide choice of quality shops”?

The level of disagreement with this statement was considerably higher than the level of agreement (24% vs. 57% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Cramlington offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys, April 2009

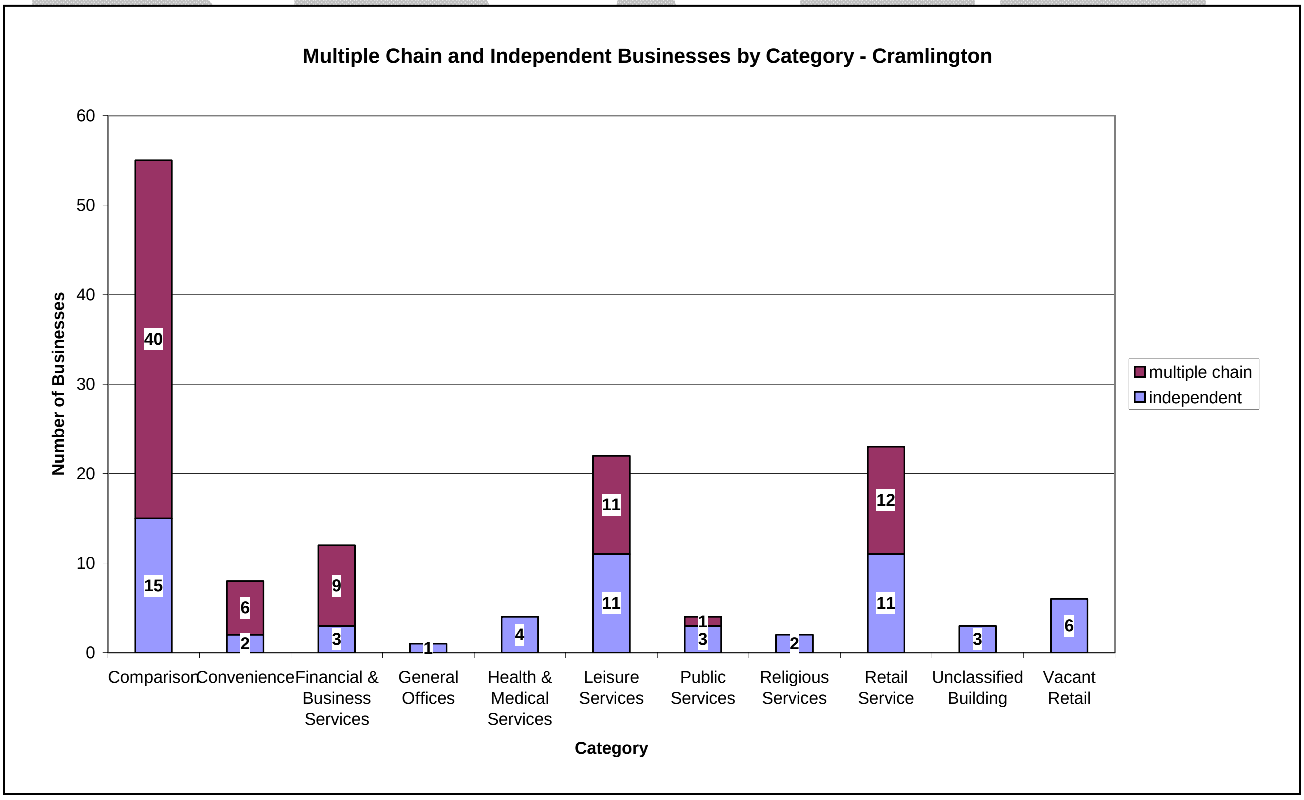
Base: 217 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Cramlington



Source: Experian, June 2009

Figure 6 shows that in Cramlington town centre, the majority of businesses are comparison retail (15 independent, 40 multiple chain). The category which has the 2nd highest amount of businesses is retail service: 11 of which are independent and 12 multiple chain. There are 8 convenience retail premises and 22 leisure service in total.

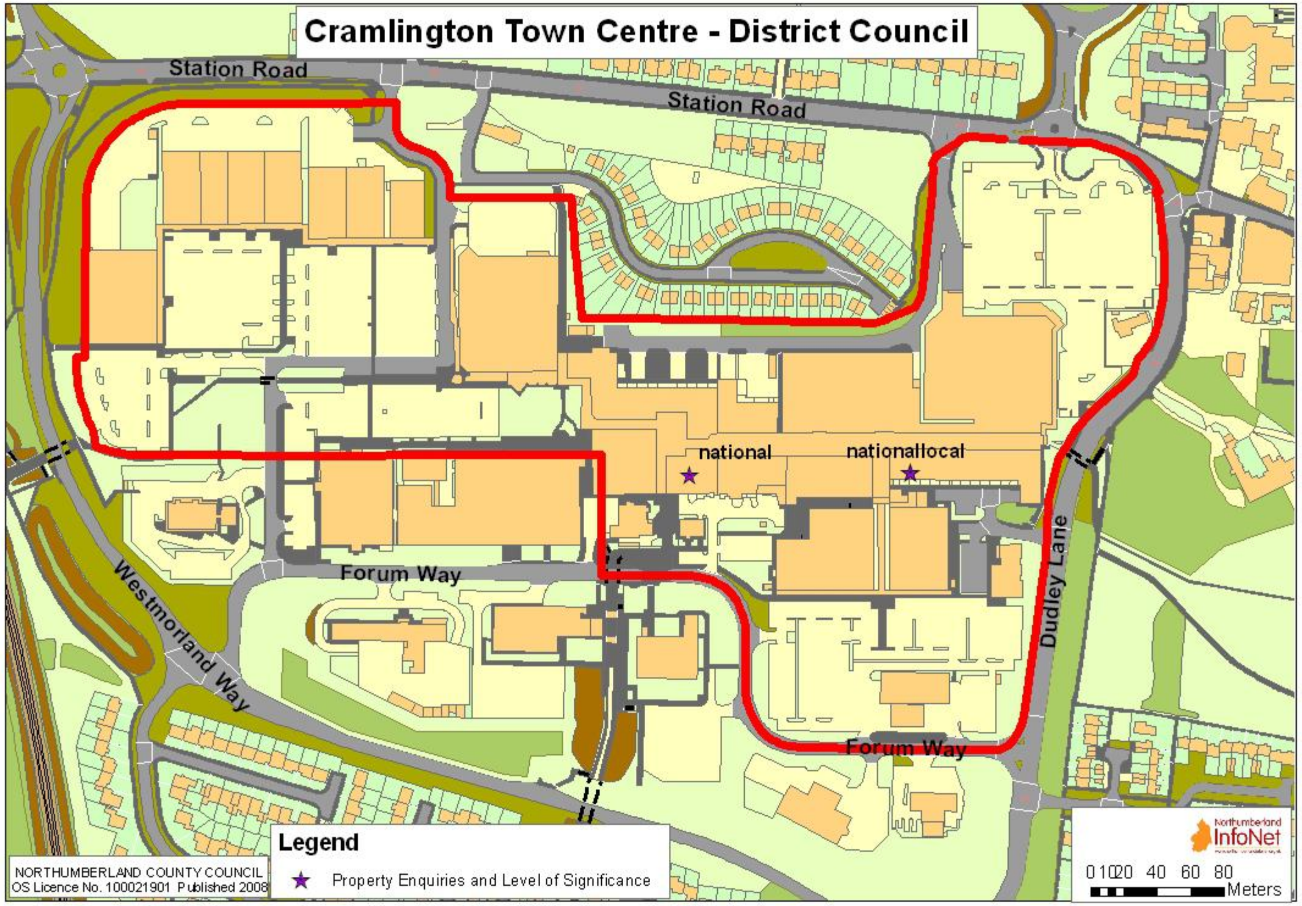
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Cramlington Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland). Enquiries were recorded for properties on Manor Walks Shopping Centre which dominates the main shopping area in Cramlington. There were also enquiries for properties on Nelson Park, Atley Business Park, Admiral Business Park, Easter Park, Apex Business Village, Northumberland Business Park and Bassington Industrial Estate which are all out of town employment sites and therefore not shown on the map. However, it must be noted that this data is based solely on one source (Northumberland Property Database of which Blyth Valley District Council was not a partner) and other sources may provide further insight.

Figure 7: Property Enquiries for Cramlington Town Centre April 2007 – March 2008



Source: Northumberland Property Search.com, April 2008

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Cramlington Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

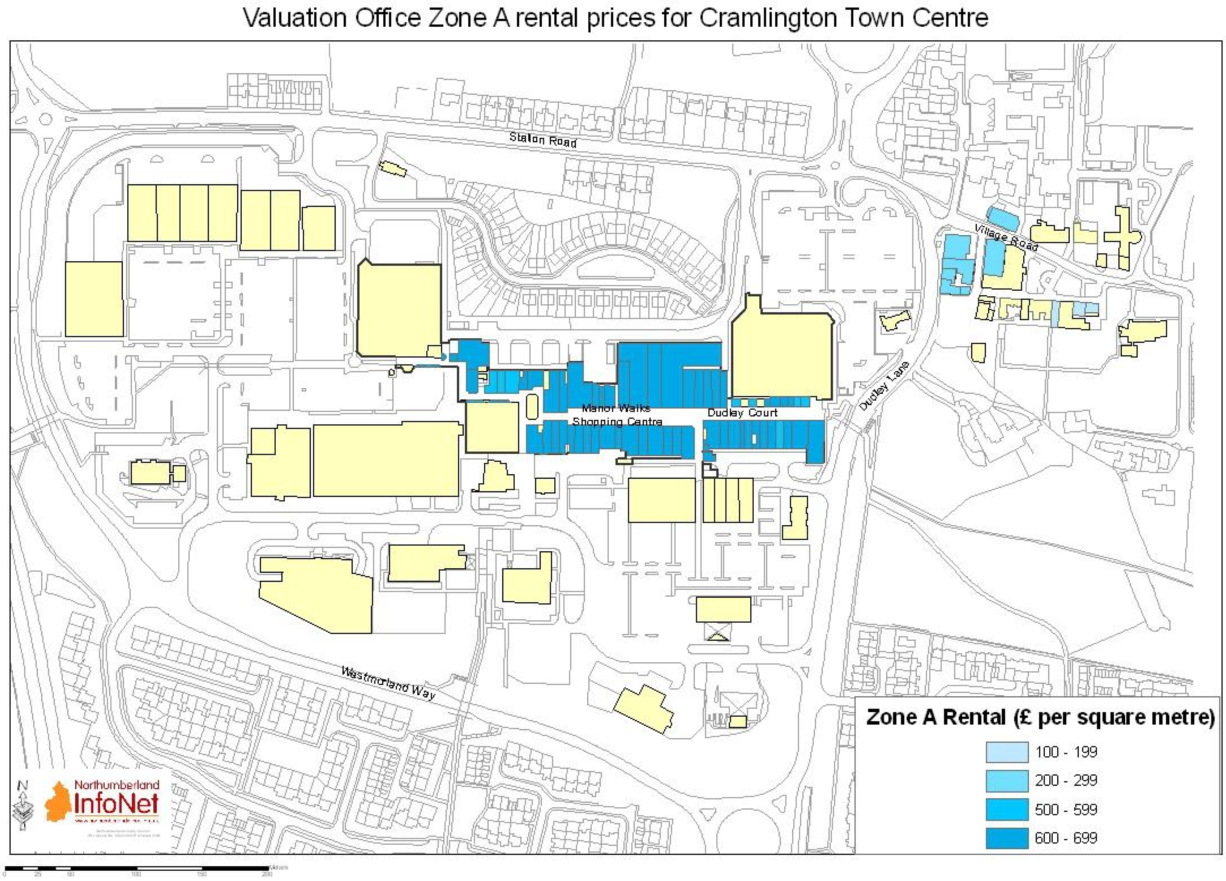
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).

- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Cramlington Town Centre



Source: Valuation Office, April 2003

Figure 8 shows that there are a large number of properties in Cramlington for which Zone A rental information is unknown. However, the majority of properties for which this information is known, are situated in Manor Walks Shopping Centre and have zone A rents of £600 - £699 per m². Properties situated on Village Road on the edge of the town centre were valued at £100 - £199 per m² and £200 - £299 per m².

6.2 Yield

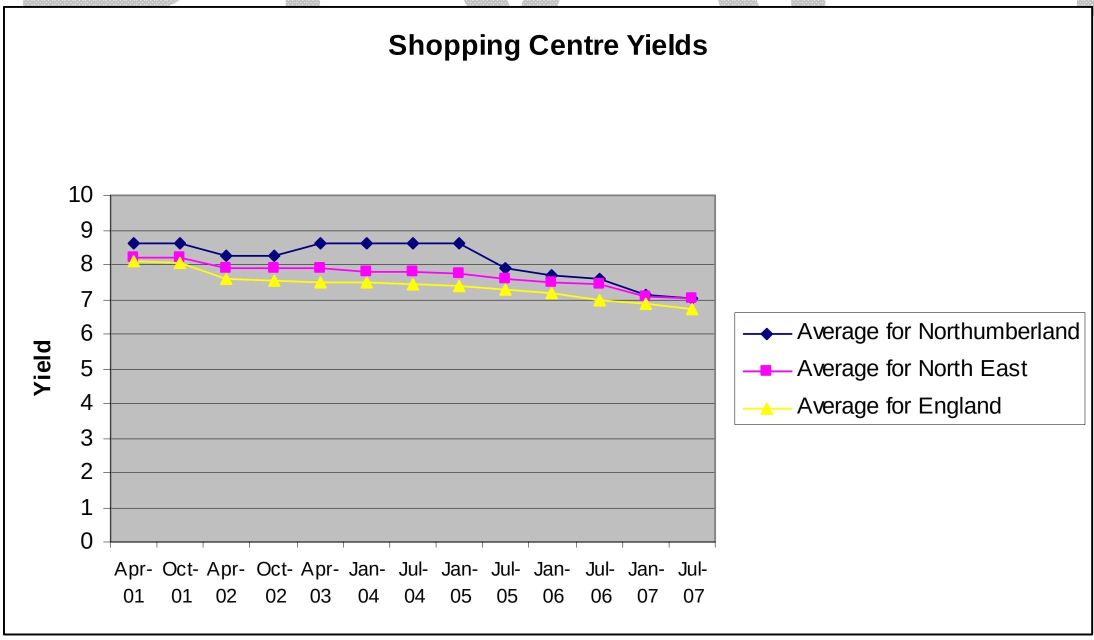
Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham. There is therefore no available data for Amble. However, Figure 9 shows the average yield for Northumberland, the North East of England, and England.

Figure 9: Shopping Centre Yields - Northumberland



Source: Valuation Office (www.voa.gov.uk), July 2007

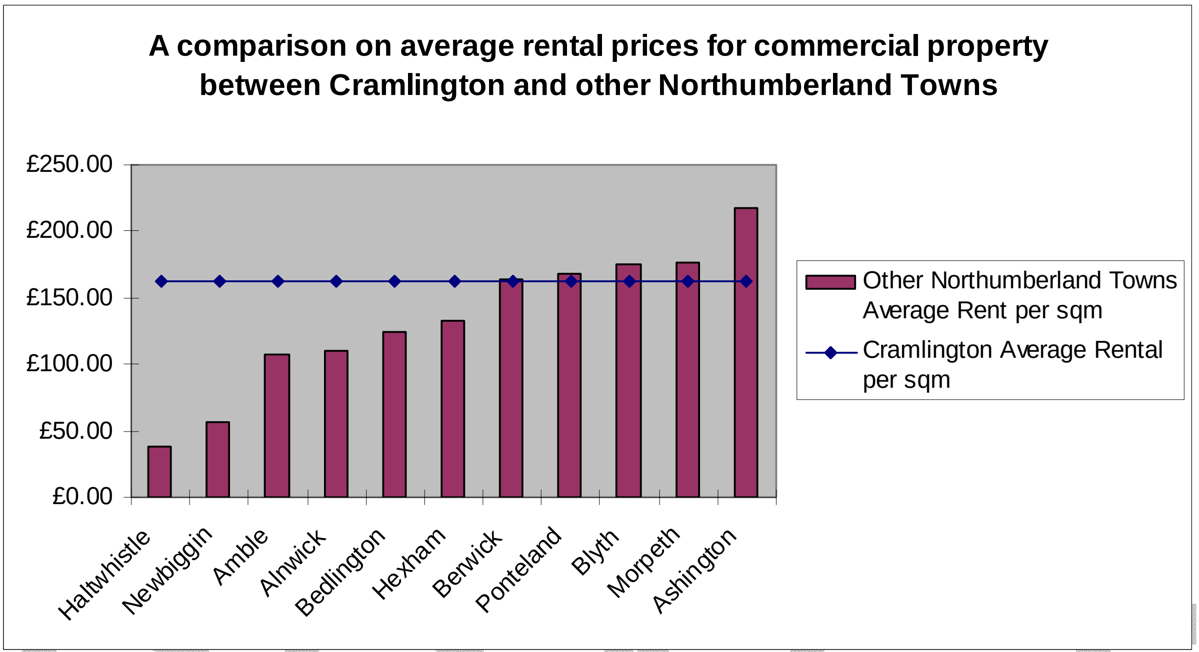
[2] www.voa.gov.uk
[3] www.voa.gov.uk

The graph (Figure 9) shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Cramlington town centre between 1st January 2006 and 31st December 2007 was £161.75 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Cramlington has the 6th highest average monthly rental rate in Northumberland for the 12 towns recorded here with only Haltwhistle, Newbiggin, Amble, Alnwick, Bedlington and Hexham with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Cramlington and other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Cramlington town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Cramlington Town Centre with the most vacant premises is Church Street with 14% of premises vacant. However, when looking at vacancy rates in terms of floorspace, Church Street was ranked 3rd with 2% of its total floorspace vacant. The streets with the most vacant floorspace in Cramlington were Dudley Lane (38%) and Smithy Square (11%).

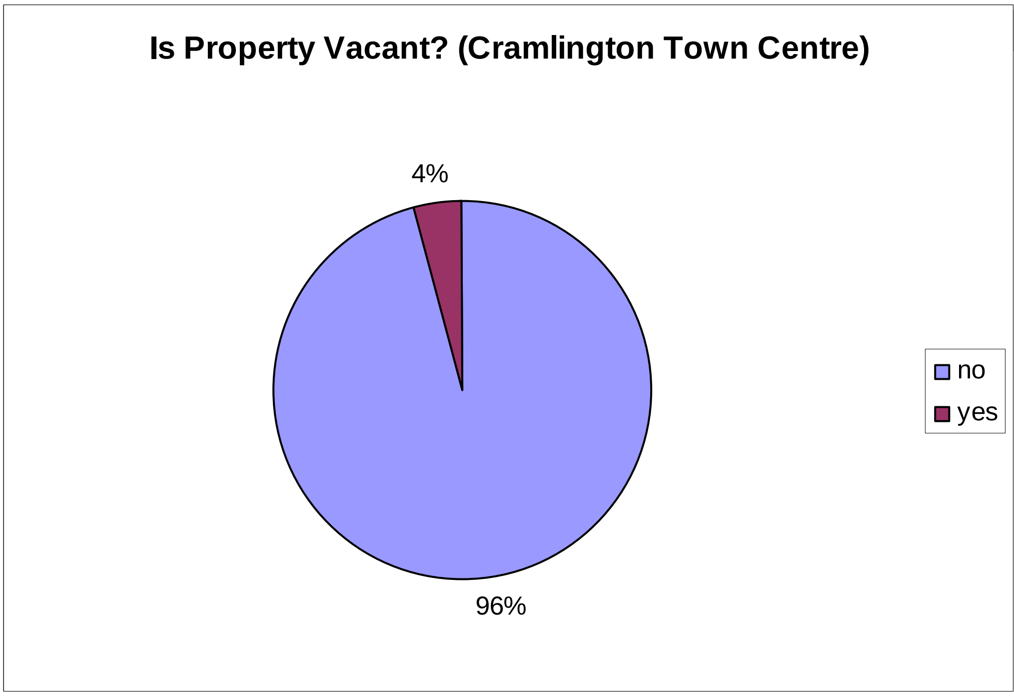
Figure 12 shows that in Cramlington Town Centre, there were 96% of occupied premises and 4% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
CHURCH STREET	14%	1	2%	3
DUDLEY LANE	10%	3	38%	1
FORUM WAY	0%		0%	
MANOR WALKS SHOPPING CENTRE, DUDLEY COURT	4%	4	1%	4
SMITHY SQUARE	13%	2	11%	2
STATION ROAD	0%		0%	
VILLAGE ROAD	0%		0%	
WESTMORLAND RETAIL PARK, WESTMORLAND WAY	0%		0%	

Source: Experian, June 2009

Figure 12: Is a Property Vacant



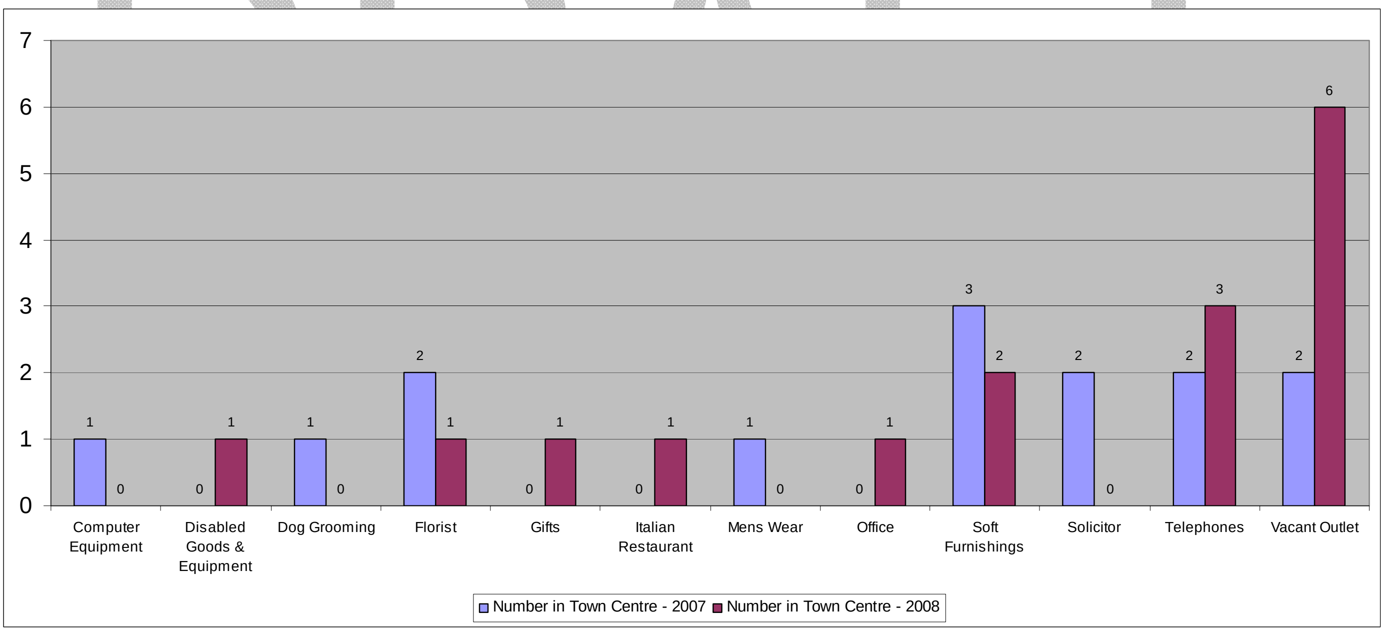
Source: Experian, June 2009

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Cramlington Town Centre. The graph shows the number of vacant outlets have increased in 2007 from 2 to 6 in 2008. Primary activity types that didn't exist in 2007 but did in 2008 include disabled goods and equipment, gifts, an Italian restaurant and an office.

There have also been a number of decreases in the number of florists (from 2 in 2007 to 1 in 2008), soft furnishings (from 3 in 2007 to 2 in 2008). Primary activity types that did exist in 2007 but had disappeared 2008 include computer equipment, dog grooming, men's wear and solicitors.

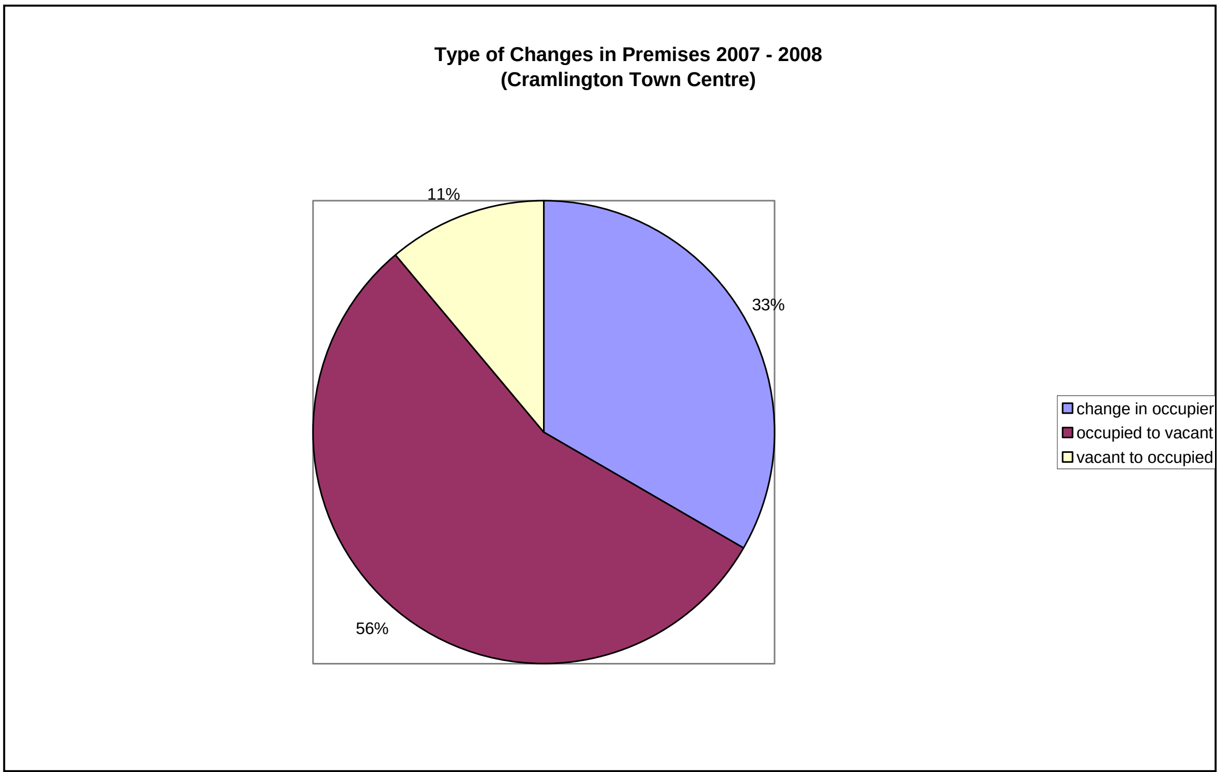
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian, June 2009

Figure 14 shows the type of changes in premises in Cramlington Town Centre between 2007 and 2008. One third (33%) of the changes were a change in occupier. 11% of these changes were premises that were vacant in 2007 but were occupied in 2008. However, 56% of premises were occupied in 2007 but vacant in 2008, therefore an increase of vacant premises is evident.

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian, *June 2009*

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Cramlington Town Centre in April 2009 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 4th April, Monday 6th April and Wednesday 8th April 2009. They were carried out by interviewers at four "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that Saturday tends to be the busiest day of the week in Cramlington, with 5,868 people visiting the town centre when the footfall counts were carried out. Wednesday (the Market Day) appears to be nearly as busy (360 fewer people in this case), On the 'normal weekday' that the footfall was taken on, the figure dropped by around 1,000.

Figure 15: Estimated daily footfall in Cramlington Town Centre

	Estimated daily footfall[4]		
Location	**Saturday (Weekend)**	**Monday (“normal” day)**	**Wednesday (Market Day)**
Cramlington Village (Church St. by pedestrian crossing)	342	174	198
Manor Walks: Saks Hairdresser (South Mall entrance)	2,406	1,896	2,184
Manor Walks: Sainsbury entrance	1,710	1,176	1,428
Manor Walks: Asda entrance	1,410	1,230	1,698
Total	5,868	4,476	5,508

Source: Northumberland Footfall Counts, April 2009

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

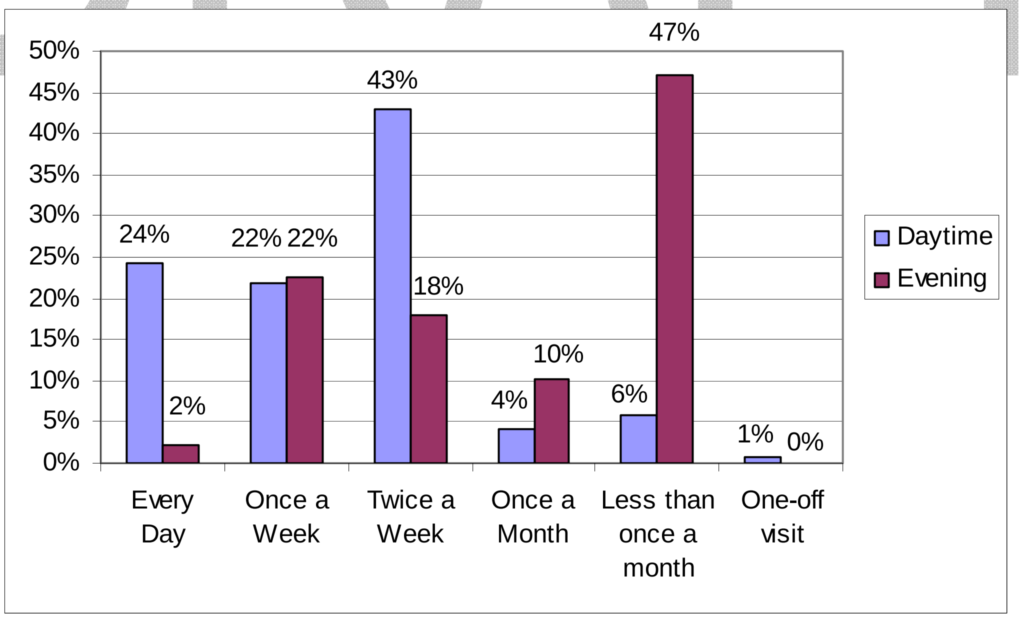
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Cramlington town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

123 respondents (57%) travelled into Cramlington by car on the day of the interview. 89% of these said that they go into Cramlington at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 43% in the evenings (Figure 16).

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



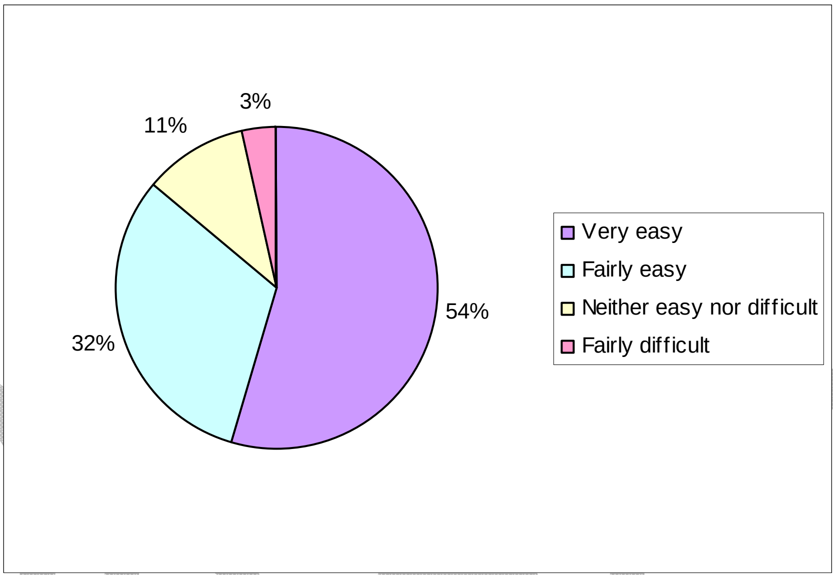
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 119 for daytime; 89 for evening

86% of the respondents that travelled by car found it very easy or fairly easy to travel into Cramlington town centre. Only four people found it fairly difficult and no-one found it very difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Cramlington town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



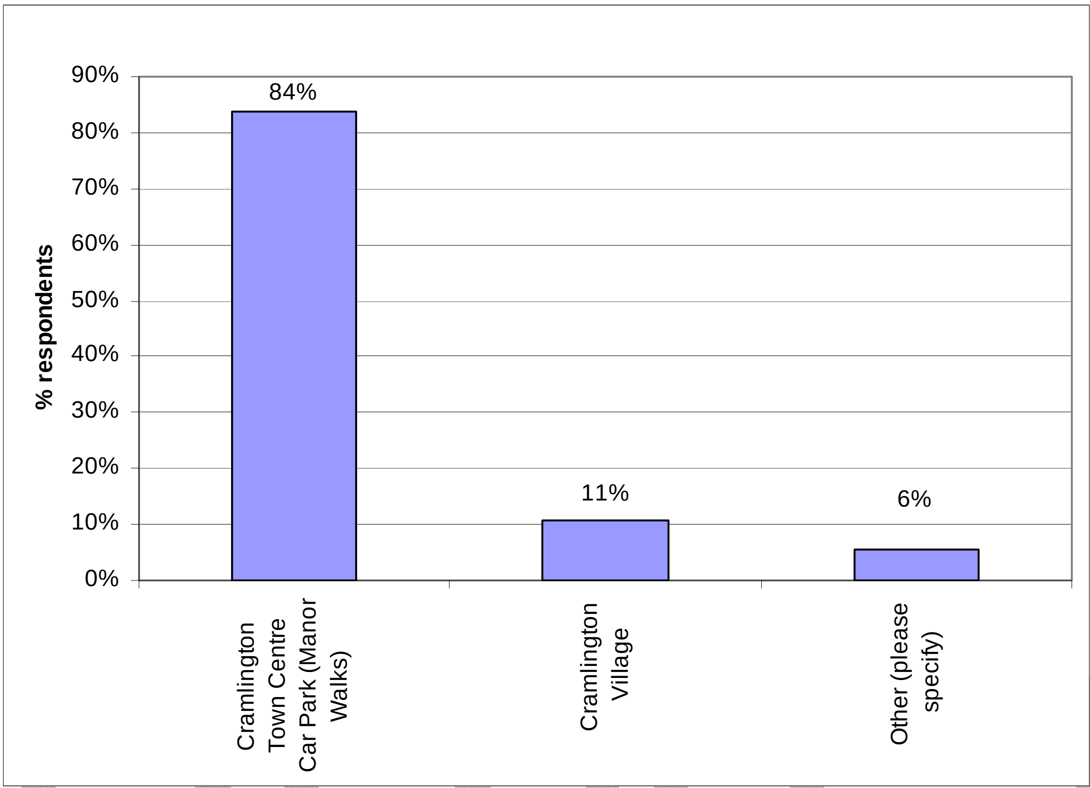
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 123

9.2 Access to car parking

Respondents that travelled into Cramlington by car on the day of the interview were asked where they had parked. The most common response by far (84%) was the Cramlington Town Centre Car Park (Manor Walks) (Figure 18).

Figure 18: Percentage of respondents parking in each location



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 123 respondents

Other parking locations used were:

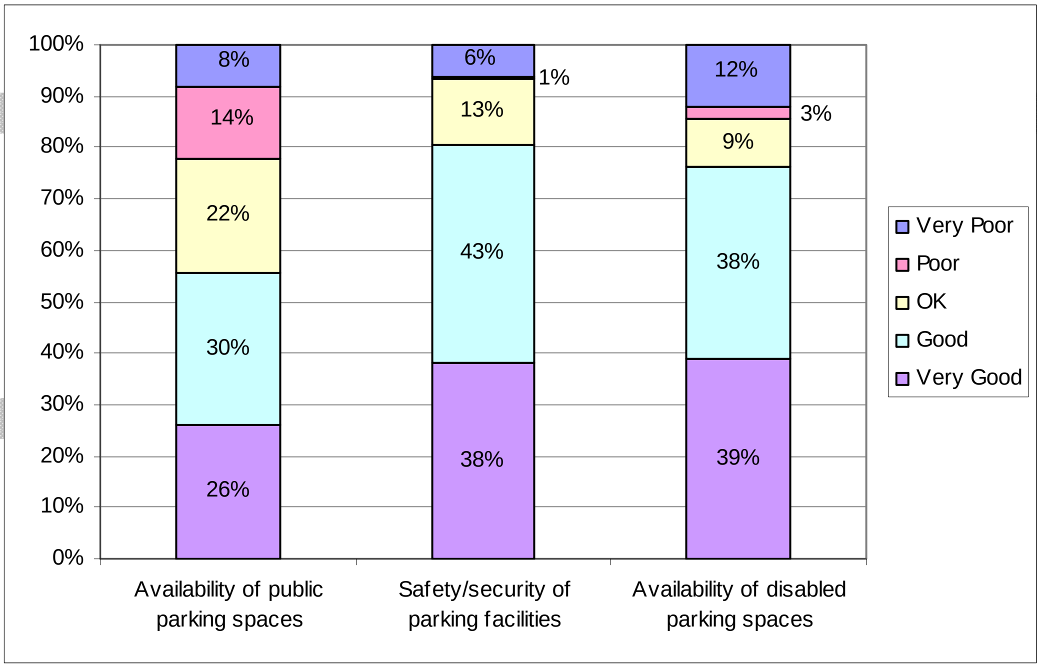
- "Asda car park".
- "Behind the Plough".
- "Next to dentist".
- "Friends house".
- "Someone's home nearby".
- "Dropped off".
- "Dropped off by daughter".

Respondents were asked to rate the availability of parking spaces in Cramlington (Figure 19). 56% of respondents gave a good or very good rating for the availability of public parking spaces, and 22% gave a poor or very poor rating. For the availability of disabled parking spaces, the ratings were higher, with 76% giving a positive rating. However, 12% of respondents gave a 'very poor' rating.

The safety/security of the parking facilities was rated highly, with 81% of good or very good ratings, and only 7% of negative ratings.

Figure 19: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 160 to 199 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Parking was obviously seen as an issue by the respondents. When asked what they would like to see improved with the shopping experience in Cramlington, 42% mentioned the parking provision, and 12% the illegal parking. In addition, 30% said that in order to make the town centre better, the parking needed to be improved. Various parking related comments were also made:

1. What would you like to see improved with the shopping experience?
   - “Asda car park can't get in or out”.
   - “Entrance into carpark needs mini roundabout”.
   - “Long time in car parks”.
   - “Longer stay in car park”.
   - “Parking is poor”.
   - “Able to come back on same day no restriction”.

2. Improvements to the retail offer:
   - “More parking” (5 responses).
   - “More parking at busy times”.
   - “Better parking”.

3. How would you make this town centre better?
   - “More parking (2 responses)”.
   - “Longer length on being able to return to car park same day”.
   - “Longer stay in car parks”.
   - “Asda car park needs looking at”.

9.3 Cost of parking

The cost of parking in Cramlington was not specifically asked about in the survey, and no comments were made on the subject.

9.4 Cramlington’s Car parks

Figures 20 and 21 show the location of car parks within and surrounding Cramlington Town Centre.

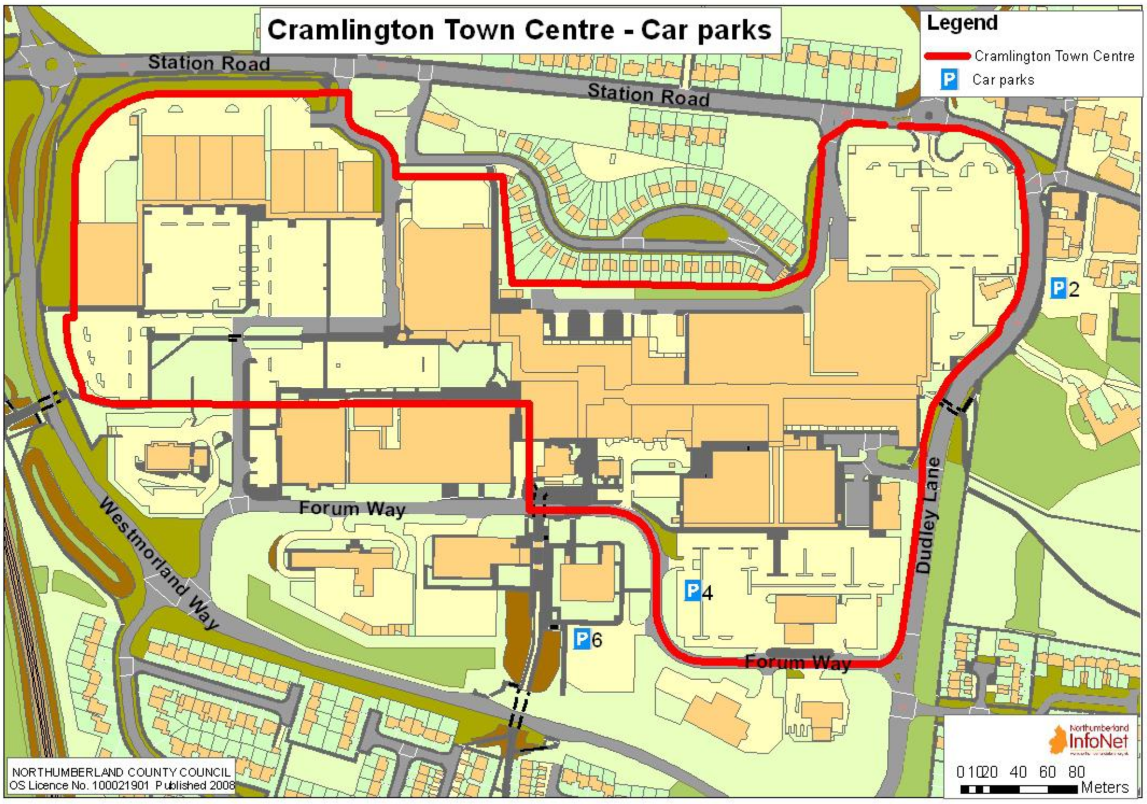
Figure 20: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Cramlington, Middle Farm	Free	Surface Car Park	41		0	0	
2	Cramlington, Smithy Square	Free	Surface Car Park	60		0	0	
3	Cramlington, Dewley (Shops)	Free	Surface Car Park	37		0	0	
4	Cramlington, Forum Way	Free	Surface Car Park					
5	Cramlington, Shankhouse	Free	Surface Car Park	33		0	0	
6	Cramlinton, Forum Way 2	Free	Surface Car Park					
7	Cramlington, Ann Welfare	Free	Surface Car Park	80		0	0	

8	Cramlington, Glenluce Court	Free	Surface Car Park	29		0	0	
9	Cramlington, Cramlington Station	Free	Surface Car Park					
10	Cramlington, Alderley Way	Free	Surface Car Park					

Source: Northumberland County Council, Transport Direct, August 2008

Figure 21: Location of Car Parks



Source: Blyth Valley District Council, Transport Direct, August 2008

9.5 Bus Connectivity

Figure 22: Destination and Frequency of Buses from Cramlington

Buses

The direct connections linking Cramlington to surrounding towns and villages are listed below.

Destination	Monday to Friday	Saturday	Sunday
Seghill	Approx 40 per day	Approx 40 per day	
Seaton Delaval	Approx 40 per day	Approx 40 per day	
Earsdon	Approx 40 per day	Approx 40 per day	
West Monkseaton	Approx 40 per day	Approx 40 per day	
Whitley Bay	Approx 71 per day	Approx 71 per day	
North Tyneside Hospital	Approx 40 per day	Approx 40 per day	
North Shields	Approx 40 per day	Approx 40 per day	
Annitsford School	Approx 40 per day	Approx 40 per day	
Newcastle	Approx 48 per day	Approx 48 per day	Approx 30 per day
Regent Centre	Approx 48 per day	Approx 48 per day	Approx 30 per day
Wideopen	Approx 67 per day	Approx 67 per day	Approx 45 per day
Dudley	Approx 69 per day	Approx 96 per day	Approx 45 per day
Fordley	Approx 48 per day	Approx 48 per day	Approx 30 per day
Burradon	Approx 48 per day	Approx 48 per day	Approx 30 per day
Cramlington	Approx 48 per day	Approx 48 per day	Approx 30 per day
Newsham	Approx 48 per day	Approx 48 per day	Approx 30 per day
Blyth	Approx 48 per day	Approx 48 per day	Approx 30 per day
Seaton Burn	Approx 19 per day	Approx 19 per day	Approx 15 per day
Hazlerigg	Approx 19 per	Approx 19 per day	Approx 15 per

	day		day

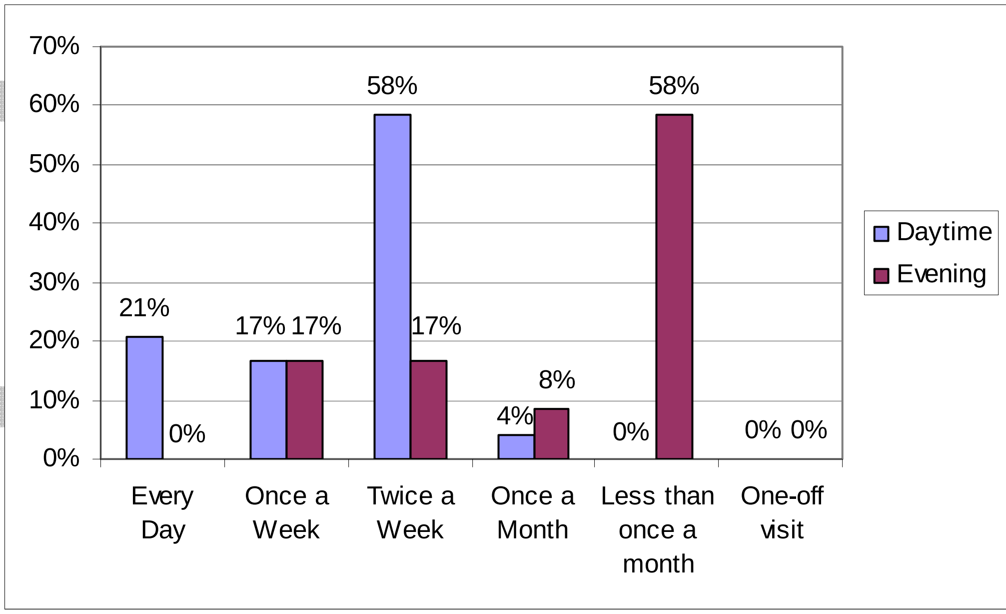
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), July 2008: Arriva www.arriva.co.uk

9.6 Shoppers travelling to town by bus

26 respondents (12%) travelled into Cramlington by bus on the day of the interview. Nearly all (96%) of these said that they go into Cramlington at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to one third (33%) in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



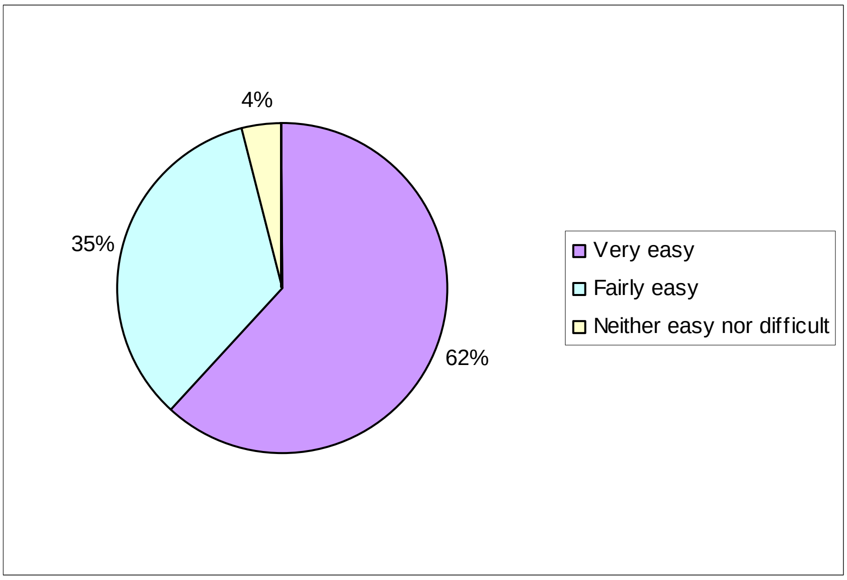
Source: Northumberland Infonet Shopper Questionnaire, April 2009

Base: 24 for daytime; 12 for evening

Almost all respondents (96%) that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre. No-one found it difficult (Figure 24).

Figure 24: How easy/difficult do you feel it is to travel into Cramlington town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 26 respondents

9.7 Train Connectivity

Trains

Cramlington has a railway station, managed by Northern rail service, covering the following local destinations.

Figure 25: Destination and Frequency of Trains from Cramlington

Destination	Monday to Friday	Saturday	Sunday
Morpeth	21 per day	19 per day	4 per day
Pegswood	1 per day	1 per day	0 per day
Acklington	1 per day	1 per day	0 per day
Alnmouth	17 per day	15 per day	10 per day
Chathill	2 per day	2 per day	0 per day
Berwick Upon Tweed	8 per day	6 per day	5 per day
Dunbar	4 per day	2 per day	1 per day
Edinburgh	16 per day	13 per day	10 per day

Source:www.northernrail.org

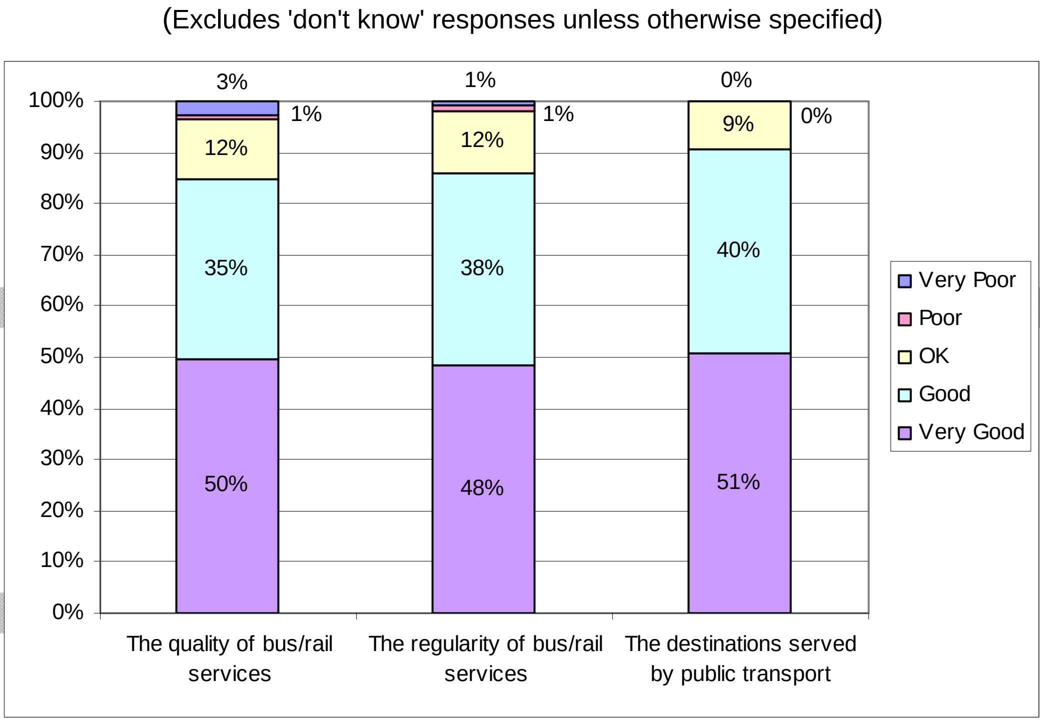
9.8 Shoppers travelling to town by train

No respondents said that they travelled to Cramlington town centre by train.

9.9 Perception of Public Transport Services

The public transport in Cramlington was rated very highly, with more than 80% of respondents giving a positive rating for the quality and the regularity of bus/rail services and the destinations served by public transport.

Figure 26: Percentage of respondents giving each rating for public transport related attributes



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 140 to 149 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

Two comments were made relating to public transport. One person would like to see "buses back at Asda", and another said that to make the town centre better there should be, "transport available on weekend as no buses.

9.10 Perception of Accessibility

When asked how they would make the town centre better, only 1% of respondents said they would improve the accessibility. However, when asked what they would like to see improved with the shopping experience in Cramlington, 10% said that they would like to see the quality of footpaths improved, and 10% would like to see road safety improved.

A few comments were also made relating to getting round the town:

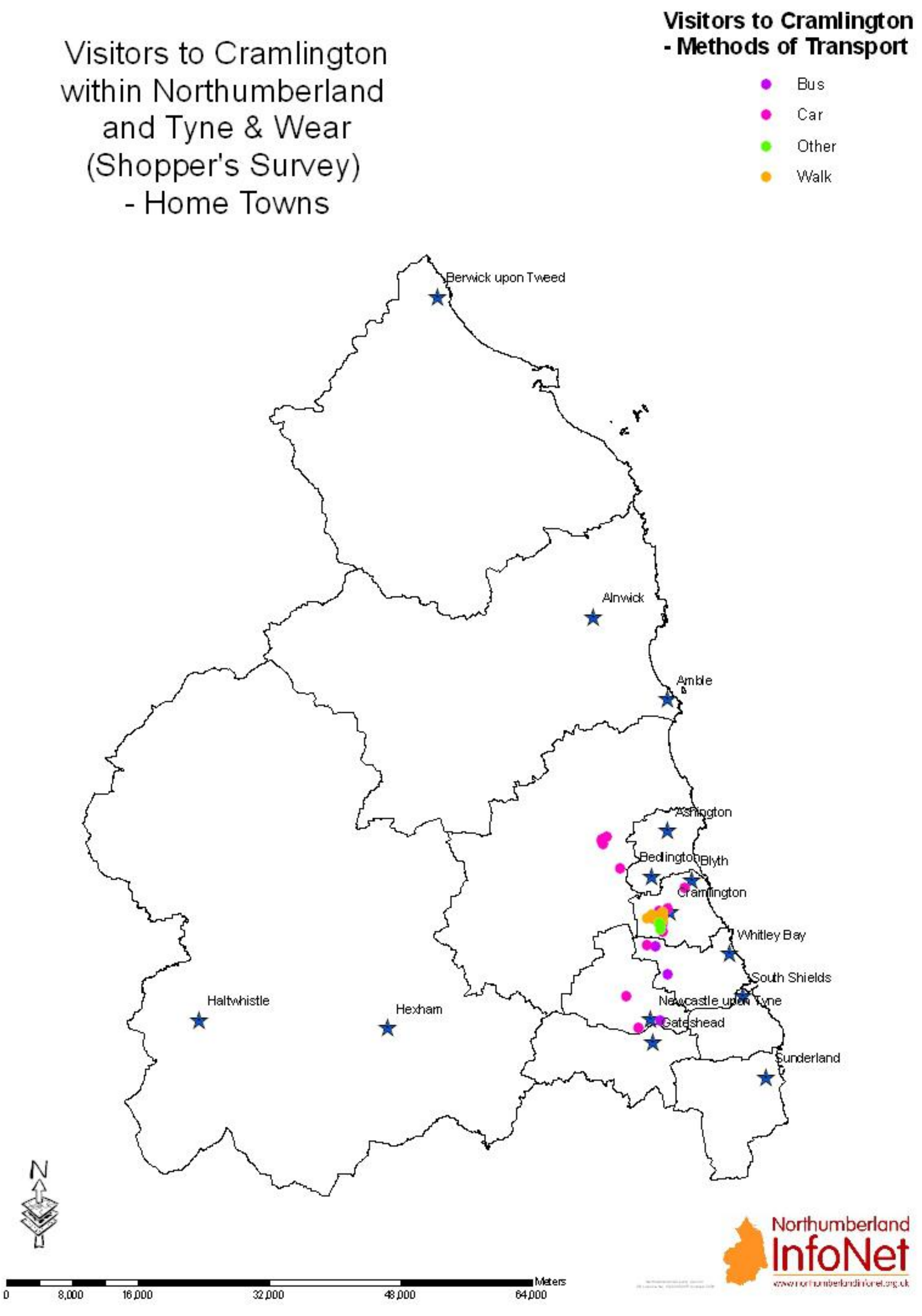
- “Better crossing to the shops beside Sainsburys”.
- “Pedestrian crossing nr betting shop needs looking”.
- “Floor not being so slippery”.
- “Lighting on estates is bad”.
- “Lighting needs looking at”.
- “…walkways paths need doing”.
- “Better access for wheelchairs at Dudley”.

9.11 Origin and method of travel of Shoppers Interviewed

As Figure 27 shows, most of the respondents from the Cramlington Shopper Survey live in or around Cramlington. Most of the others came from elsewhere in Northumberland or Tyne & Wear. Those respondents that lived in Cramlington travelled by either car or walked. The further away the respondent lived from Cramlington the more likely it was that they had travelled by car. This was also the case for those respondents who had travelled from outside of Northumberland and Tyne and Wear from other areas within the United Kingdom (Figure 28).

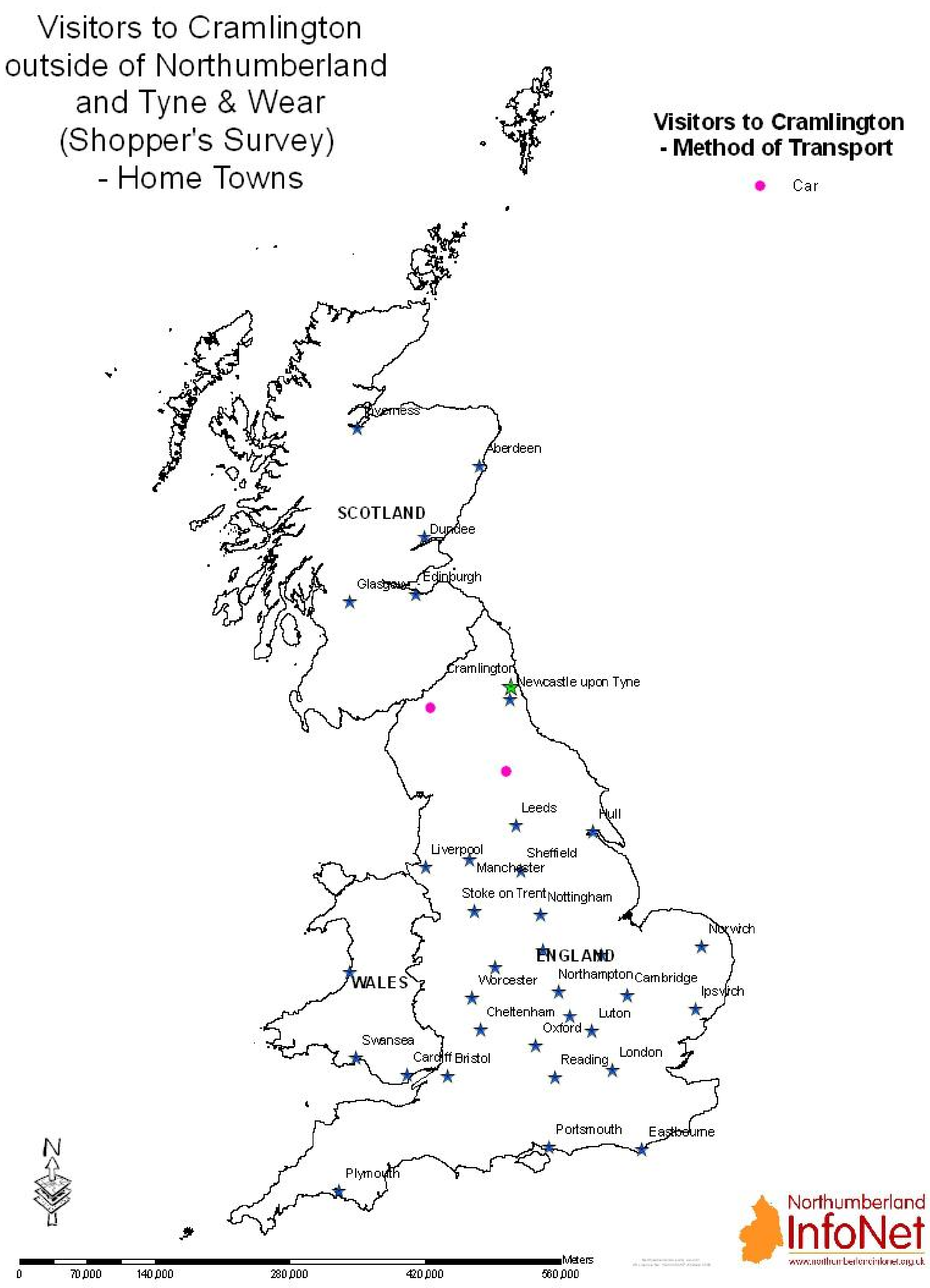
Figure 27: Visitors to Cramlington within Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Figure 28: Visitors to Cramlington outside Northumberland and Tyne and Wear
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the former District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Cramlington:

- Flower baskets and hanging baskets outside Manor Walks Shopping Centre.
- An Aldi Supermarket in Cramlington Village, which adds a new element to the existing retail offer.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street Furniture and Open Spaces

Signage

2 people said that they would like to see the signage and information improved in Cramlington town centre.

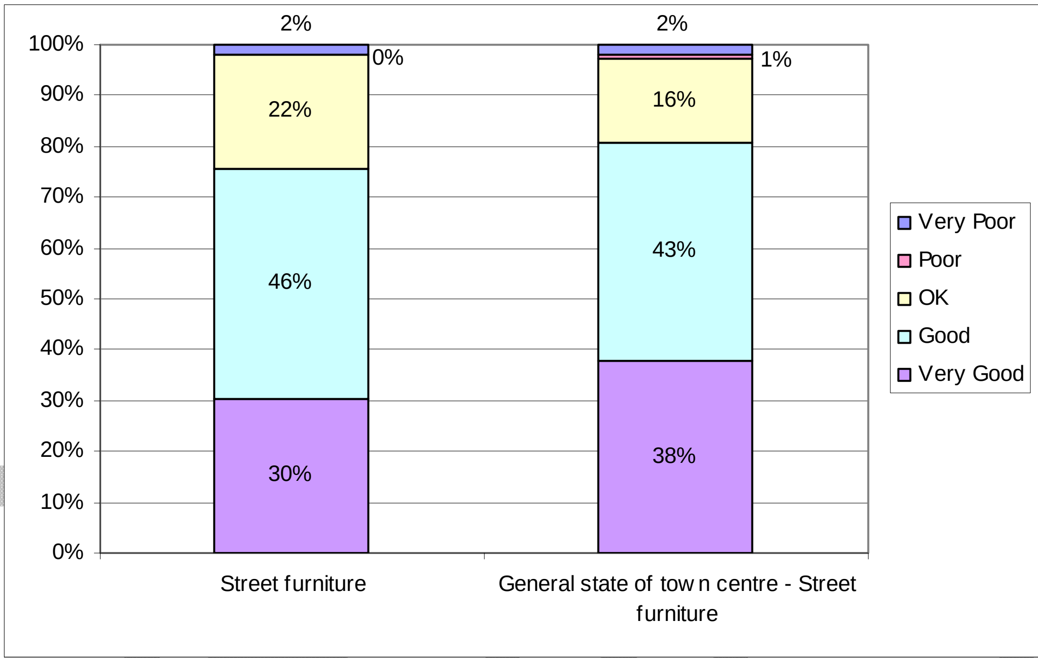
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 29). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to both of the questions were similar, with over three quarters of the respondents in each case giving a positive rating.

Figure 29: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 202 to 208 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Six respondents said that they would like to have more seating in Cramlington. Most asked for more seating in general, but one mentioned specifically the "Asda end and Sainsburys end".

Open Spaces

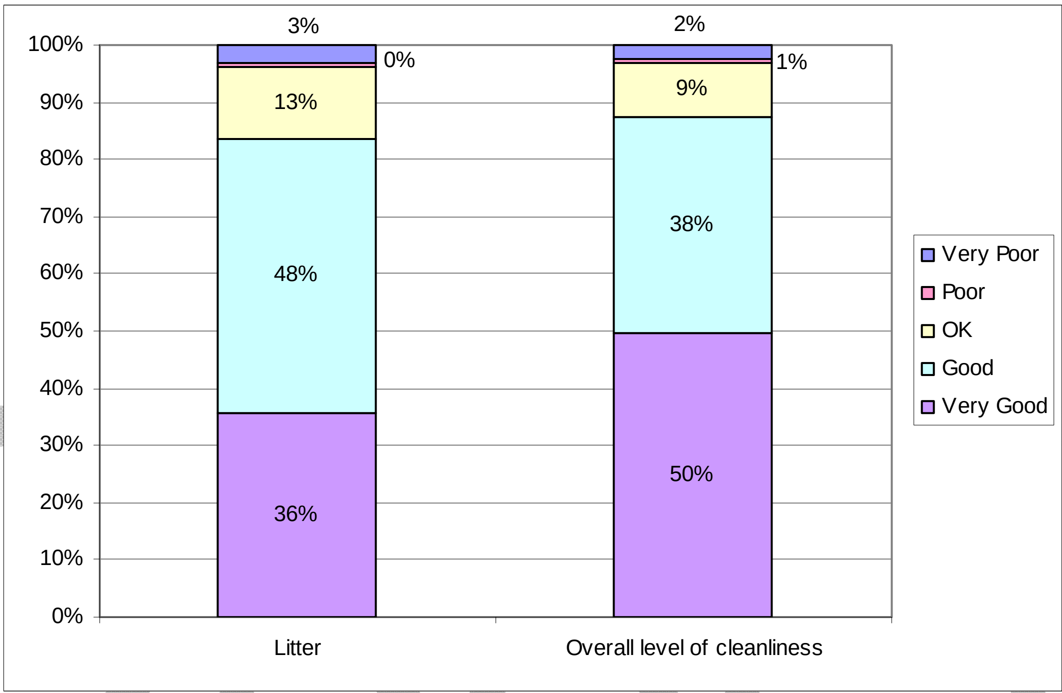
Open spaces were not specifically asked about in the Cramlington survey, and no comments were made.

10.2.3 Litter and Cleanliness

When asked about the litter and the overall cleanliness in Cramlington, more than 80% of respondents gave a positive rating in each case (Figure 30).

Figure 30: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

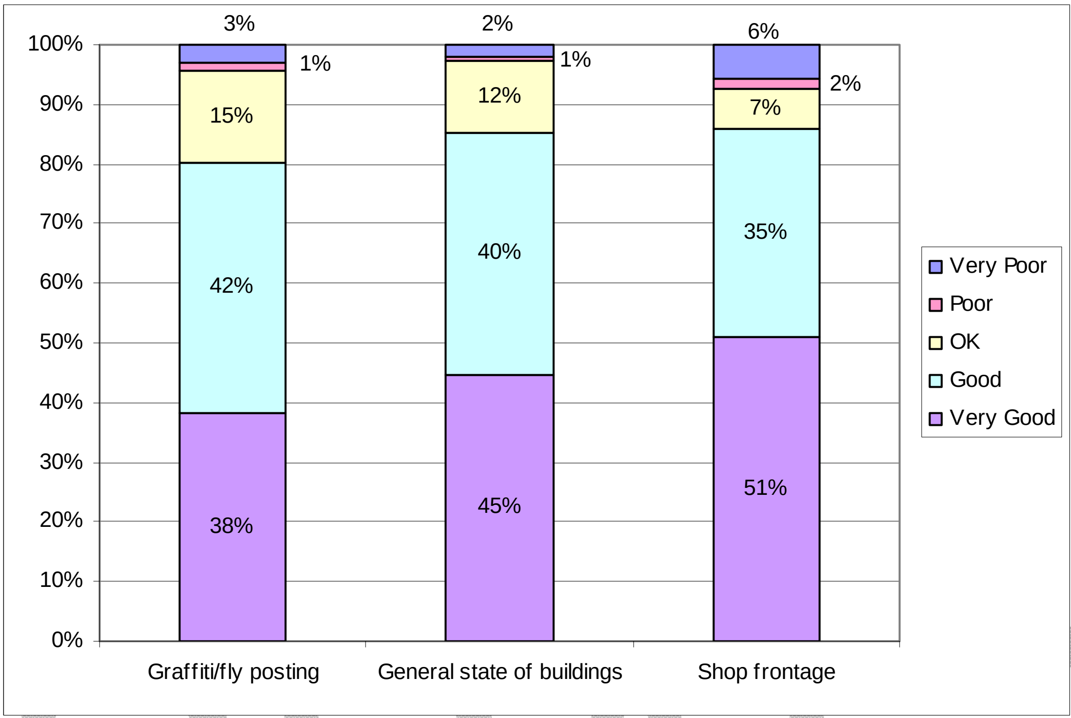
Base: 213 respondents (litter); 215 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

10.2.4 General Appearance of the Town

The general appearance of the town was thought highly of. Over 80% of respondents in each case gave a good or very good rating for the graffiti/fly posting, the general state of the buildings and the shop frontage (Figure 31).

Figure 31: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 207 to 215 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A few respondents made comments or suggestions of improvements relating to the appearance of the town. These mainly related to the empty shops in the town.

1. What would you like to see improved with the shopping experience?
   - "Un-used shops opened up".
   - "Fill empty shops up".

2. Improvements to the retail offer:
   - "Fill up all empty shops".
   - "Empty shops being occupied as makes place go down hill".
3. How would you make this town centre better?
   - "More shops & make sure all that are empty get taken".
   - "Don't let shops remain empty as lowers shopping area".
   - "Have empty shops retaken as getting too many".
   - "Try to occupy empty shops as this makes it looks worse".

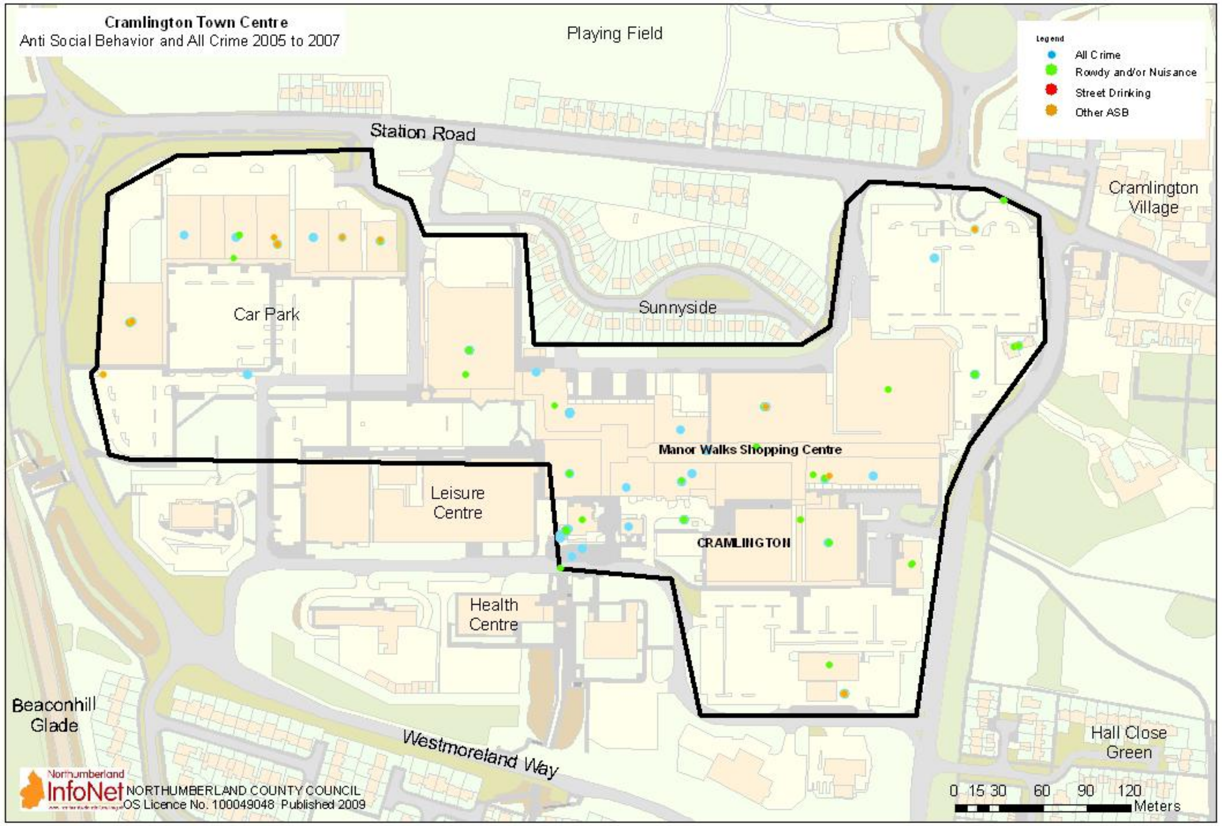
- “Tidy it up…”.
- “Sort out what’s to happen with Parkside school as an eyesore”.
- “Improve old village area & Parkside school”.

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

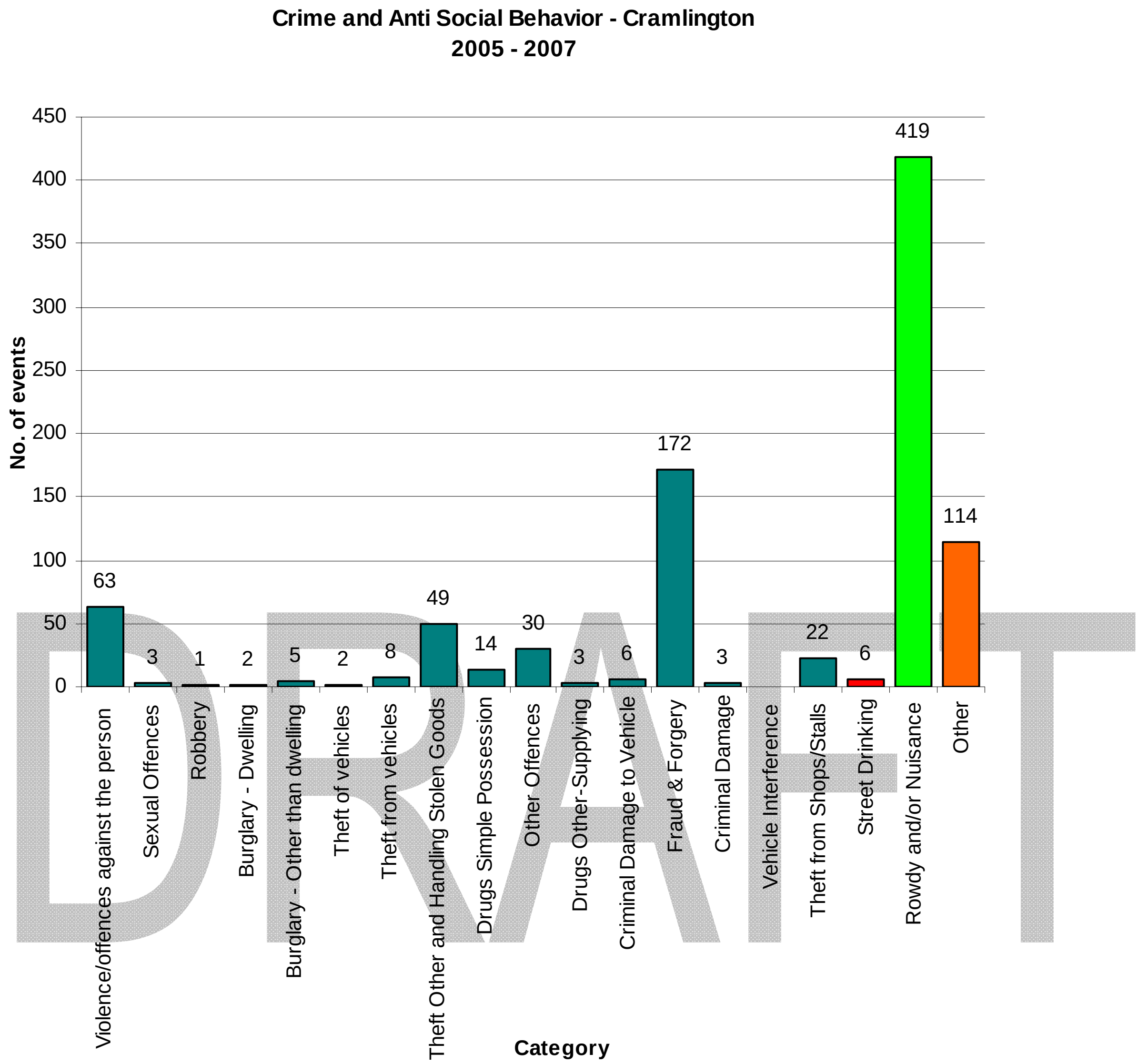
11.1 Analysis of Reported Crimes

Figure 32: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 33: Crime and Anti Social Behaviour



Source: Northumbria Police, December 2007

Looking at Figures 32 and 33, it is clear to see that all crimes in Cramlington in 2005 – 2007 were distributed fairly evenly through Manor Walks Shopping Centre which accounts for most of the town centre area. There were also instances of rowdy and/ or nuisance behaviour and other ASB that occurred throughout the town centre. Figures of street drinking were very low (just 6 occurrences in the specified 2 year period). It is likely that this is because the town centre is largely an indoor shopping centre and does not take Cramlington Village into consideration. The facilities within Cramlington Village include: four pubs, two social clubs, four restaurants, one takeaway and a betting shop, all which could alter the crime statistics for the town centre should they be included.

Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Cramlington Town Centre between 2005 and 2007 was “fraud and forgery”, of which there were 172 occurrences. The 2nd most frequent type of crime was “violence/ offences against the person” of which there were 63 occurrences.

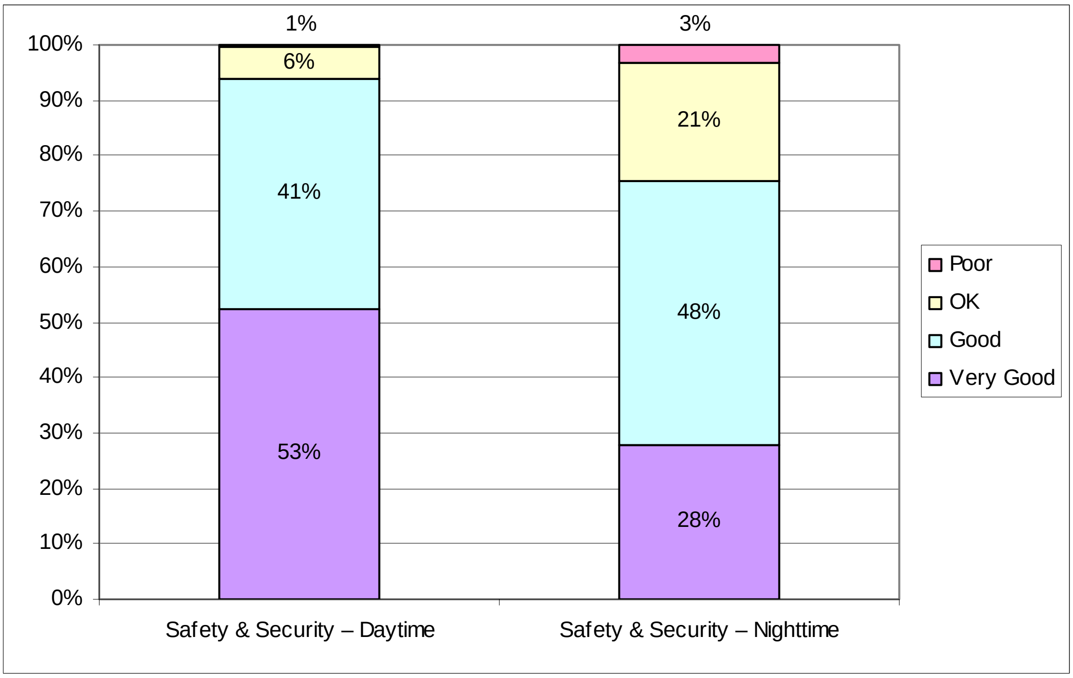
11.2 Perception or Fear of Crime

Two people mentioned safety and security, one when asked what they would like to see improved with the shopping experience in Cramlington, and one when asked how they would make the town centre better.

Respondents were also asked to rate the safety/security in Cramlington during the daytime and the night-time (Figure 34). For the daytime, 94% of respondents gave a positive rating (over half gave a ‘very good’ rating), and only 1% gave a poor or very poor rating. For the night-time, the positive ratings dropped to 75% and the negative ratings increased to 3%.

Figure 34: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 198 respondents (daytime); 151 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2, 81% of respondents felt that the safety/security of the parking facilities was good or very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the former Blyth Valley Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the former Blyth Valley District (August 2009):

- Acquisitive crime road shows in Cramlington and Blyth being held in August. The aim is to:
    - provide crime prevention advice relating to general security including home and vehicle security, personal safety and offering bike marking.
    - form part of Northumbria Police's "Let's draw a line under crime" campaign to crackdown on acquisitive crime and as part of this officers at the venues will also be going around the car parks and writing to vehicle owners who have left valuables on display.

- There is also a Partnership week of action coming up in Seaton Delaval at the end of September.

12.0 CUSTOMER VIEWS

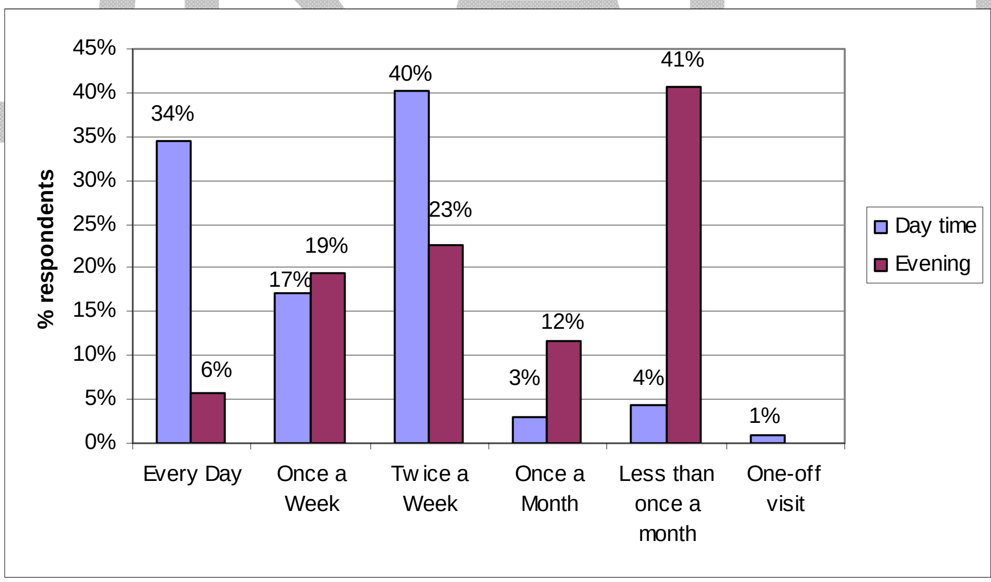
Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Cramlington Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Cramlington catchment area; spending patterns and retaining shopper spend within the town centre.

12.1 Regularity of visits

92% of respondents go to Cramlington town centre during the daytime at least once a week, with 34% going into town every day. Respondents visit the town centre less often during the evenings, with 48% visiting at least once a week (Figure 35).

Figure 35: Approximately how often are you in Cramlington Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 209 respondents (daytime); 155 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 36 shows the proportion of respondents that shop for different items solely in Cramlington town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

For food shopping and other domestic shopping, Cramlington (town centre or Manor Walks) tends to be used by a large proportion of respondents. For clothes and shoes, although some respondents shop in Cramlington, they are much more likely to use Newcastle and the Metro Centre. For the rest of the products asked about, a reasonable proportion of respondents shop in Cramlington, but many go to other shopping centres, mainly Newcastle or the Metro Centre.

Figure 36: Proportion of respondents shopping in Cramlington and other areas

	Food Shopping	**Other domestic (eg. Chemist, cosmetics, etc)**	**Clothes**	**Shoes**	**Electrical goods**	**Furniture/ carpets**	**DIY goods**	**CDs/ DVDs etc**	**Other specialist**
Cramlington									
Cramlington Town Centre only	40%	36%	10%	15%	43%	41%	31%	26%	24%
Cramlington Manor Walk only	38%	38%	10%	0%	0%	0%	26%	19%	0%
Cramlington town centre and Manor Walk	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cramlington + local area[5]	4%	4%	19%	9%	5%	4%	5%	7%	5%
Cramlington + + internet/ non-local/local mix	0%	0%	1%	1%	0%	0%	0%	0%	0%
Non-Cramlington									
Local area (not Cramlington)	13%	14%	56%	72%	46%	52%	36%	45%	68%
Internet or other	4%	8%	4%	3%	4%	3%	2%	3%	2%
Mixture of places (not Cramlington)	0%	0%	0%	0%	0%	1%	0%	0%	0%
Base	208	213	216	215	205	195	198	206	207

Source: Northumberland Infonet Shopper Questionnaires, April 2009

[5] 'Local area' is defined as being one of the following: Ashington, Bedlington, Newbiggin, Blyth, Cramlington, Newcastle, Metro Centre, Kingston Park, Morpeth, Silverlink

Figure 37: Shopping centres used by respondents to purchase different items

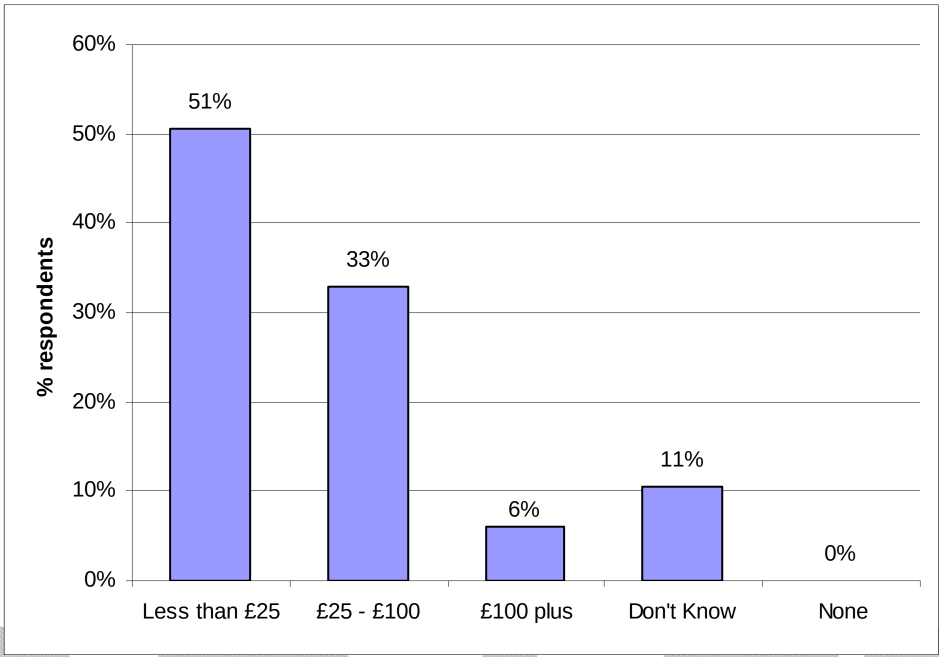
	Food Shopping	Other domestic (e.g. chemist, cosmetics, etc)	Clothes	Shoes	Electrical Goods	Furniture/ Carpets	DIY Goods	CDs/ DVDs etc	Other Specialist
Ashington	1%	2%	3%	3%	2%	3%	3%	1%	1%
Bedlington	1%	0%	0%	0%	0%	0%	1%	0%	0%
Newbiggin	0%	0%	0%	0%	0%	0%	0%	0%	0%
Blyth	9%	5%	5%	5%	3%	3%	3%	3%	2%
Cramlington Town Centre	44%	39%	22%	18%	20%	19%	35%	30%	14%
Cramlington Manor Walks	38%	39%	18%	7%	29%	25%	27%	22%	16%
Newcastle	1%	4%	48%	51%	26%	30%	16%	29%	45%
Metro Centre	0%	2%	38%	40%	15%	17%	9%	25%	34%
Kingston Park	2%	2%	1%	1%	3%	2%	3%	1%	0%
Morpeth	1%	1%	2%	2%	0%	1%	2%	1%	1%
Silverlink	1%	1%	4%	4%	12%	9%	10%	1%	3%
Internet	0%	0%	0%	0%	1%	0%	0%	1%	1%
Other	5%	8%	5%	4%	4%	4%	2%	2%	2%
Base	208	213	216	215	205	195	198	206	207

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Over half of respondents (51%) planned to spend less than £25 in Cramlington on the day they were interviewed, with a further third (33%) expecting to spend between £25 and £100, and 6% over £100. 11% did not know how much they would spend (Figure 38).

Figure 38: How much do you plan to spend in Cramlington today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

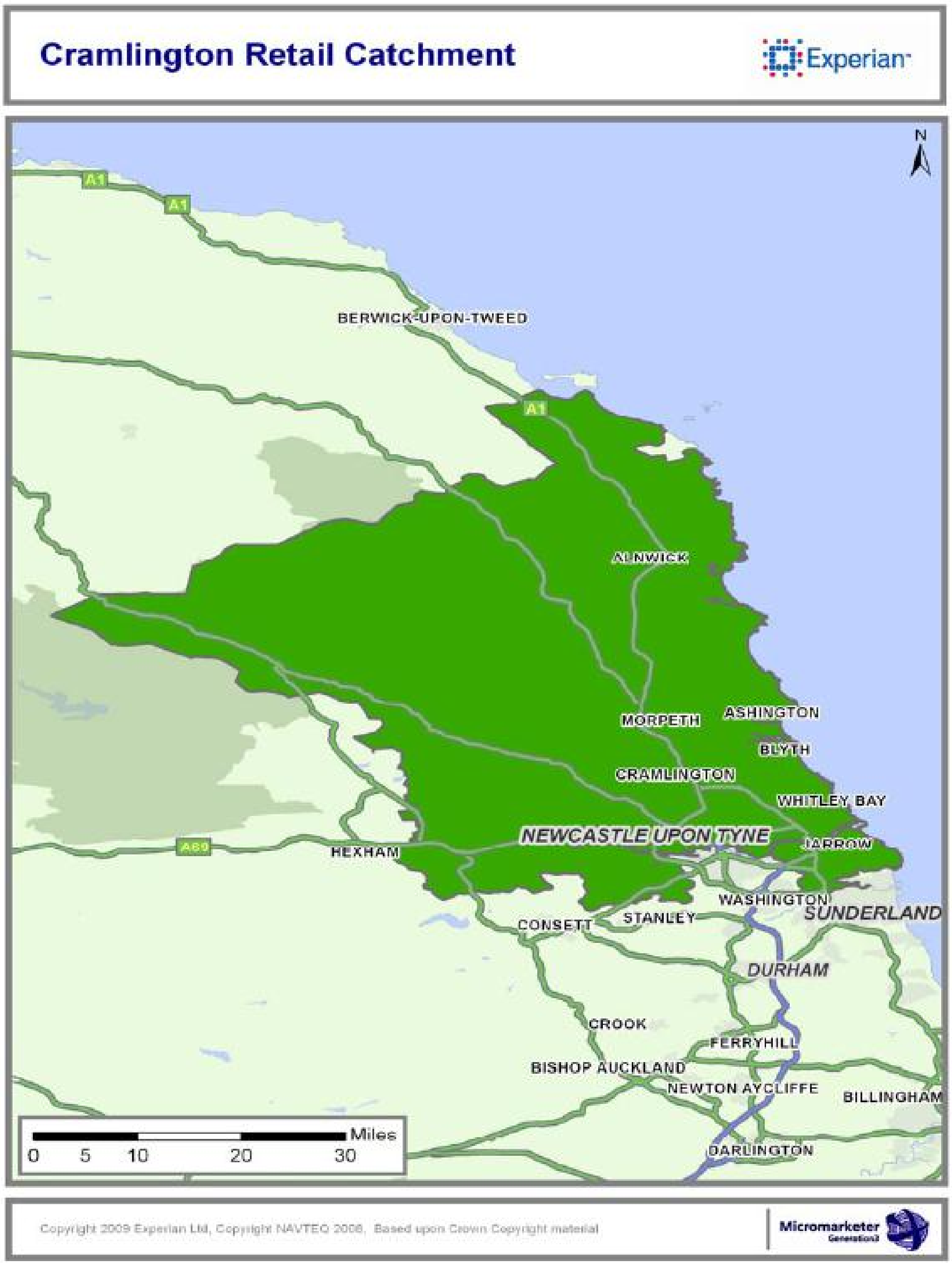
Base: 198 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected.

Cramlington is defined in the RSS as a Regeneration Town, lying within the Tyne & Wear City-Region, which is an area that looks primarily to the Tyne & Wear conurbation for access to jobs and services. Cramlington is one of the two principal towns within the former Blyth Valley district, with other settlements within the district including Blyth, Seaton Delaval and Seaton Sluice.

Figure 39: Cramlington Retail Catchment



Source: Experian, August 2008

The map (Figure 39) shows the catchment area for the town of Cramlington, as defined by Experian. The catchment, which measures the extent of the local consumer base, is generated using a gravity model which calculates the probability that someone living in a specific postal sector shops in a particular retail centre. This probability is based on a retail centre's pulling power and the relative drive times to the location. The model is calibrated using Experian's 'Where Britain Shops' survey, which is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of town locations. The retail catchment area is based on the following theory.

"Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works”[6].

12.4 Spending Patterns

In addition to Cramlington town, the catchment embraces a number of other settlements in the North East. These include Alnwick and Morpeth to the north, Ashington and Blyth to the north-east, and Whitley Bay and Jarrow to the south-east.

Altogether, the catchment covers an area of 2,997 sq km, is home to over 935,000[7] people and nearly 415,000 households. Collectively, these households and residents spend an estimated £3,883 million per annum on retail goods and services, with 38.4% of expenditure on convenience retail goods (£1,489 million) and 61.6% on comparison retail (£2,394 million). This balance differs slightly from the national (UK) average, which reports 36.8% of expenditure on convenience retail and 63.2% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Cramlington catchment to the proportion in the UK. An index of more than 100 indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 40: Cramlington Catchment Summary Profile

	Cramlington Catchment	%	UK	%	Index
2007 Population	935,191		60,796,178		
2007 Households	414,943		26,018,847		
Total Comparison	2,393,615,823	61.6%	179,754,231,987	63.2%	97.5
Total Convenience	1,489,119,912	38.4%	104,652,220,255	36.8%	104.2
Total Retail	3,882,735,735	100.0%	284,406,452,242	100.0%	100.0
Comparison per	5,769		6,909		83.5

[6] “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian
[7] 2007 figures

household					
Convenience per household	3,589		4,022		89.2
Total retail per household	9,357		10,931		85.6

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £9,357[8], with average comparison retail spend at £5,769 per annum and convenience spend at £3,589 per annum (Figure 40). Total comparison spend per household and total convenience spend per household in the catchment are both well below the UK average, with indices of 83.5 and 89.2, respectively.

Figure 41 below provides a breakdown of comparison retail expenditure within the Cramlington catchment and in the UK. Clearly the largest expenditure type within comparison retail is ‘Clothing Material & Garments’, accounting for £571.4 million or 23.9% of total comparison expenditure within the catchment. ‘Clothing’ is followed by ‘Furniture and furnishings; carpets and other floor coverings’ (£310.3 million or 13.0%) and ‘Games, toys and hobbies; sport and camping; musical instruments’ (£249.0 million or 10.4%).

The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Cramlington spend substantially more on ‘Bicycles’, ‘Household Textiles’, and ‘Furniture and furnishings; carpets and other floor coverings’ as a proportion of total spend than the UK average. In contrast, they spend substantially less on ‘Major Household Appliances’, and ‘Small Electrical Household Appliances’.

[8] Calculated using the expenditure divided by the number of households.

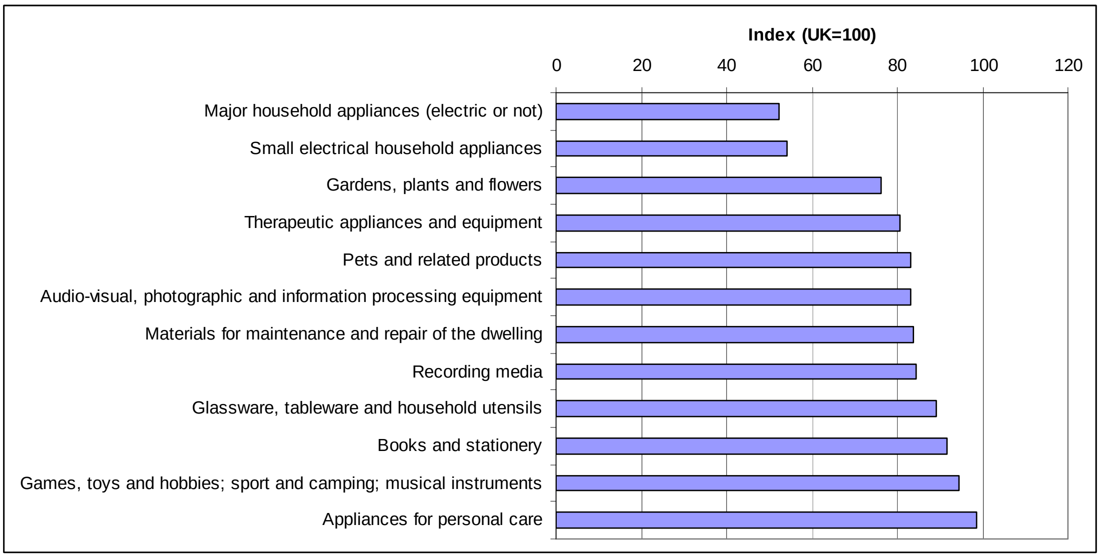
Figure 41: Total Expenditure (in 2006 prices) Comparison

Type of expenditure	Cramlington catchment	%	UK	%	Index
10% of Non-Durable household goods	5,258,384	0.2%	354,204,309	0.2%	111.5
Appliances for personal care	220,331,516	9.2%	16,761,583,265	9.3%	98.7
Audio-visual, photographic and information processing equipment	171,365,449	7.2%	15,452,757,227	8.6%	83.3
Bicycles	26,664,902	1.1%	1,389,089,399	0.8%	144.2
Books and stationery	87,518,079	3.7%	7,158,777,623	4.0%	91.8
Clothing materials and garments	571,367,064	23.9%	38,625,941,717	21.5%	111.1
Furniture and furnishings; carpets and other floor coverings	310,260,210	13.0%	18,880,841,989	10.5%	123.4
Games, toys and hobbies; sport and camping; musical instruments	248,960,590	10.4%	19,806,134,279	11.0%	94.4
Gardens, plants and flowers	39,643,714	1.7%	3,903,000,117	2.2%	76.3
Glassware, tableware and household utensils	58,974,471	2.5%	4,974,640,272	2.8%	89.0
Household textiles	96,286,663	4.0%	5,681,876,198	3.2%	127.3
Jewellery, clocks and watches	64,925,517	2.7%	4,498,494,173	2.5%	108.4
Major household appliances (electric or not)	34,705,711	1.4%	4,992,966,397	2.8%	52.2
Major tools and equipment	6,100,476	0.3%	432,470,167	0.2%	105.9

Materials for maintenance and repair of the dwelling	81,464,021	3.4%	7,295,875,756	4.1%	83.9
Medical goods and other pharmaceutical products	52,245,646	2.2%	3,842,494,306	2.1%	102.1
Other personal effects	33,821,892	1.4%	2,358,213,242	1.3%	107.7
Pets and related products	30,224,649	1.3%	2,727,000,343	1.5%	83.2
Recording media	86,499,678	3.6%	7,708,848,306	4.3%	84.3
Shoes and other footwear	77,861,692	3.3%	5,582,133,042	3.1%	104.7
Small electrical household appliances	3,745,888	0.2%	518,135,243	0.3%	54.3
Small tools and miscellaneous accessories	49,543,572	2.1%	3,465,755,265	1.9%	107.4
Therapeutic appliances and equipment	35,846,039	1.5%	3,342,999,352	1.9%	80.5
Total Comparison	2,393,615,823	100.0%	179,754,231,987	100.0%	100

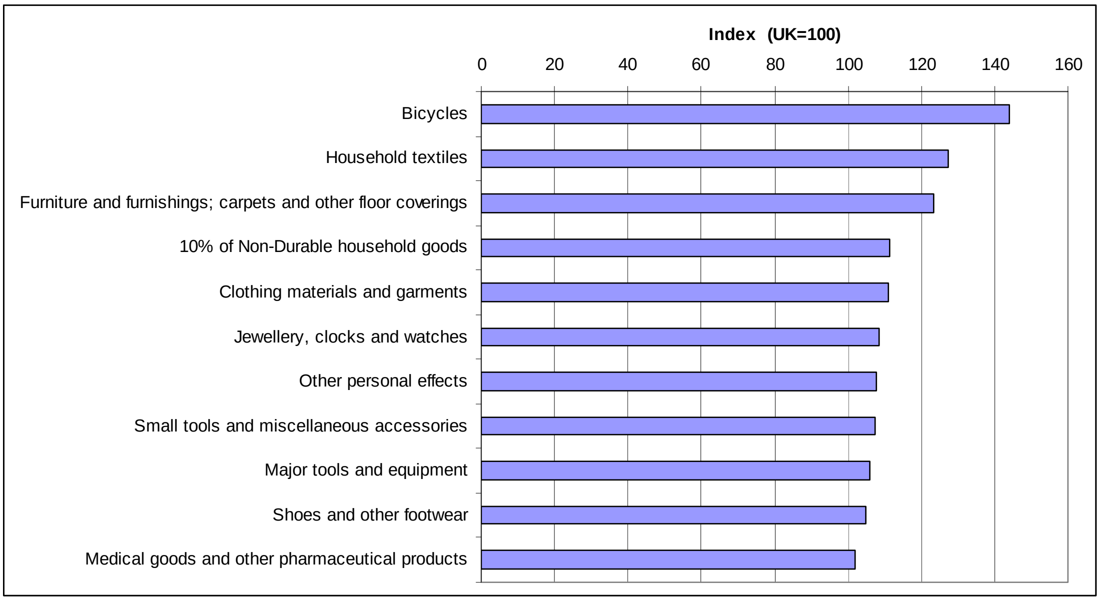
Source: Experian, August 2008

Figure 42: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 43: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 44 below provides a breakdown of convenience retail expenditure within the Cramlington catchment and in the UK. Clearly the largest expenditure type within convenience retail in Cramlington is 'Food and non-alcoholic beverages', accounting for £1,022.8 million or 68.7% of total convenience expenditure within the area. 'Food and non-alcoholic beverages' is followed by 'Alcohol' (£204.8 million or 13.8%) and 'Tobacco' (£143.0 million or 9.6%). The pattern of expenditure nationally differs a little. Referring to the index, households in Cramlington spend proportionally less on 'Food and non-alcoholic beverages', and more on all other convenience goods, particularly 'Newspapers and Periodicals' and 'Alcohol'.

Figure 44: 2007 Total Expenditure Convenience Retail

Type of expenditure	Cramlington Catchment	%	UK	%	Index
90% of Non-Durable household goods	47,324,116	3.2%	3,187,732,158	3.0%	104.3
Alcohol (off-trade)	204,756,912	13.8%	13,040,208,014	12.5%	110.4
Food and non-alcoholic	1,022,842,032	68.7%	74,284,581,106	71.0%	96.8

beverages					
Newspapers and periodicals	71,234,032	4.8%	4,388,696,381	4.2%	114.1
Tobacco	142,962,820	9.6%	9,751,002,596	9.3%	103.0
Total Convenience	1,489,119,912	100.0%	104,652,220,255	100.0%	100.0

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Cramlington. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Cramlington and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Cramlington catchment that shops in Cramlington and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Cramlington and the extent to which spending leaks to other centres.

The figures in Figures 45 and 46 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that less than 5% of the resident population shop in Cramlington (42,211 or 4.5%). The most common shopping destinations for households in the catchment area include Newcastle-upon-Tyne - central (344,261 or 36.8%) and the Metro Centre (193,790 or 20.7%).

Figure 45: Population Leakage

Plan Name	Percentage (%)	Population
Newcastle upon Tyne – Central	36.8	344,261
Metro Centre	20.7	193,790
North Shields - Silverlink Retail Park	6.3	58,576
Ashington	5.0	46,315
Blyth	4.8	44,939
Cramlington	**4.5**	**42,211**
North Shields	4.2	39,117
Wallsend	2.6	24,734
Newcastle upon Tyne - Kingston Park Centre	2.5	23,081
Morpeth	1.8	16,890
Gateshead	1.7	16,047
Newcastle upon Tyne - Byker Shields	1.6	15,130
Sunderland	1.5	14,482
Gateshead - Team Valley Retail World	1.5	13,741
Alnwick	1.1	10,694
South Shields	1.0	9,392
Washington	0.8	7,071
Whitley Bay	0.6	6,040
Chester-le-Street	0.5	4,396
Tynemouth	0.2	1,570
Gateshead - Metro Retail Park	0.1	757
Newcastle upon Tyne – Gosforth	0.1	704
Hexham	0.1	490
Newcastle upon Tyne - Newcastle Shopping Park	0.0	297
Berwick-upon-Tweed	0.0	163
Jarrow	0.0	125
Durham	0.0	94
Newcastle upon Tyne – Jesmond	0.0	83

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Experian estimates that less than 5% of retail spend by residents and households domiciled within the Cramlington catchment, representing £175.2 million per annum, is spent in the town. More than £1,436.5 million of expenditure is lost to Newcastle-upon-Tyne - central

(37.0%), with other notable leakage to the Metro Centre (£803.7 million or 20.7%). What is not clear from the figures, however, is the type of retail units within the outlying centres which attract people living in the catchment area. This is something that will be investigated further in the future.

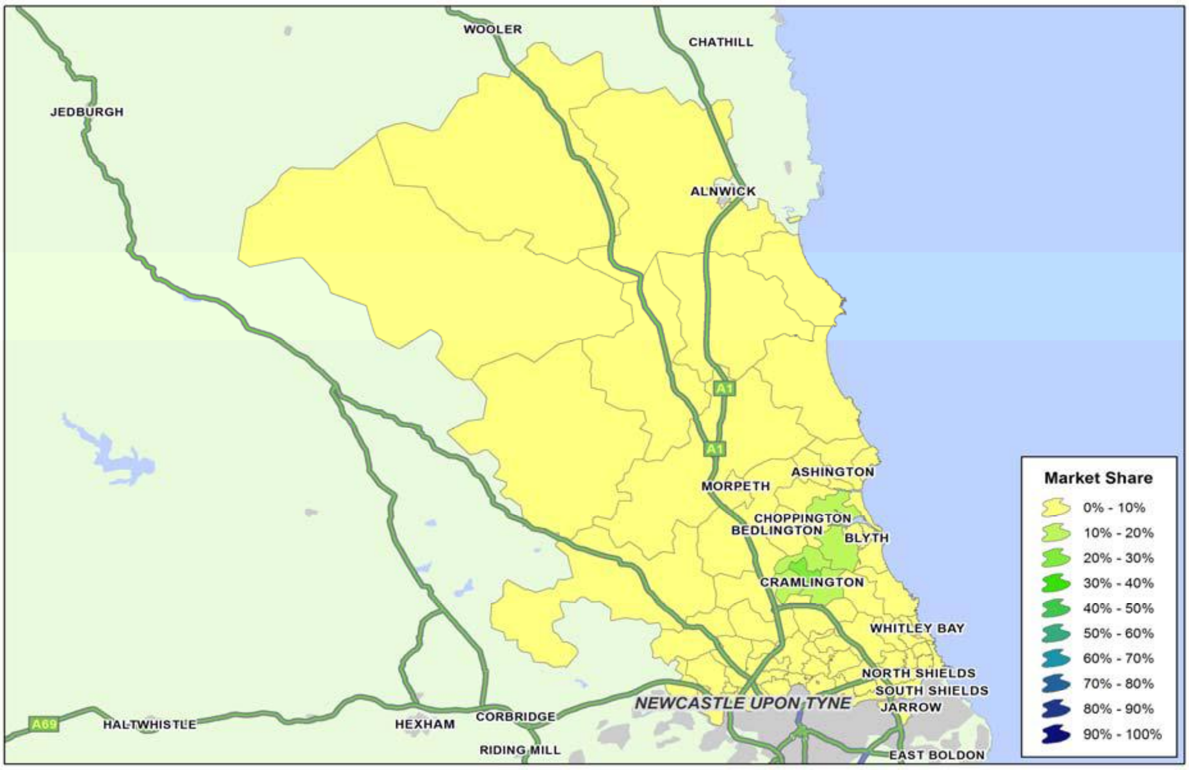
Figure 46: Spend Leakage

Plan Name	Percentage (%)	Spend (£)
Newcastle upon Tyne - Central	37.0	1,436,483,744
Metro Centre	20.7	803,745,531
North Shields - Silverlink Retail Park	6.3	242,999,519
Ashington	4.8	185,639,367
Blyth	4.7	181,908,030
Cramlington	**4.5**	**175,192,947**
North Shields	4.2	163,663,580
Wallsend	2.6	102,089,168
Newcastle upon Tyne - Kingston Park Centre	2.5	96,142,807
Morpeth	1.9	72,485,645
Gateshead	1.7	66,712,561
Newcastle upon Tyne - Byker Shields	1.6	62,799,005
Sunderland	1.5	59,479,995
Gateshead - Team Valley Retail World	1.5	56,901,867
Alnwick	1.2	46,273,258
South Shields	1.0	38,455,118
Washington	0.8	29,150,943
Whitley Bay	0.7	26,298,155
Chester-le-Street	0.5	18,089,529
Tynemouth	0.2	6,892,485
Durham	0.2	6,044,683
Newcastle upon Tyne - Gosforth	0.1	3,090,091
Gateshead - Metro Retail Park	0.1	2,899,804
Hexham	0.1	2,179,010
Newcastle upon Tyne - Newcastle Shopping Park	0.0	1,210,619
Berwick-upon-Tweed	0.0	790,443
Jarrow	0.0	437,749
Newcastle upon Tyne - Jesmond	0.0	396,056

Source: Experian, August 2008

The map below (Figure 47) shows the Cramlington catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Cramlington. From the map, it can be seen that although the catchment for Cramlington is fairly large, most households location within it spend less than 10% of their total retail expenditure in Cramlington. In the area immediately adjacent to Cramlington, as well as a short distance to the north east, this rises to between 10% and 30%.

Figure 47: Proportion of Retail Expenditure



Source: Experian, August 2008

12.6 Opinions on and use of Leisure and Entertainment

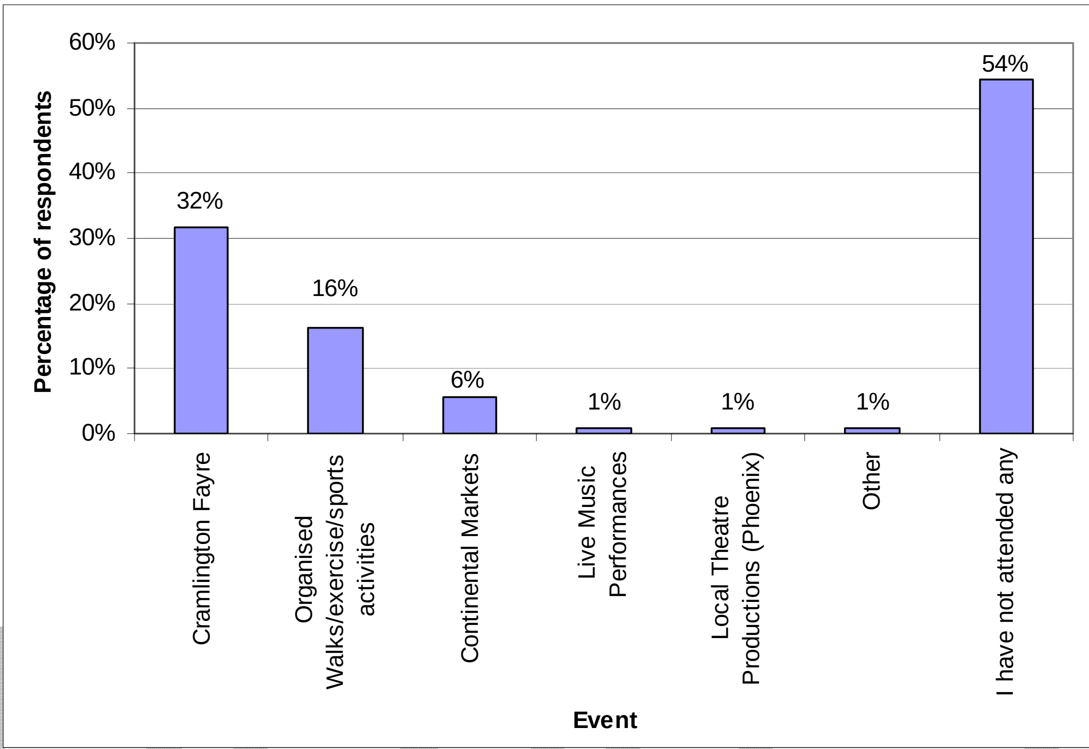
Four respondents said that they were in Cramlington town centre to use the leisure centre on the day of the interview.

Events attended

Less than half of the respondents (46%) had attended at least one of the events mentioned in the survey. The Cramlington Fayre was attended by the largest proportion of respondents (32%), followed by organised walks/exercise/sports activities (16%) (Figure 48).

Figure 48: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)

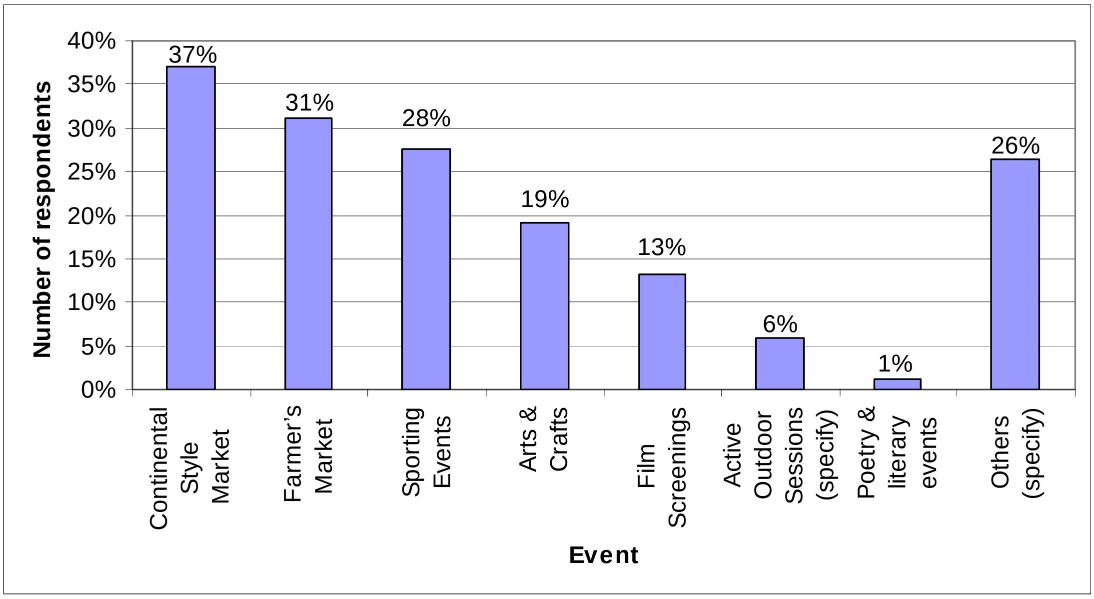


Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 217 respondents

Respondents were also asked what events they would like to see on a regular basis. The most popular responses were a continental style market (mentioned by 37% of respondents), a Farmer’s market (31%) and sporting events (28%) (Figure 48).

Figure 48: What events would you like to see on a regular basis?



Source: Northumberland Infonet Shopper Questionnaires, April 2009

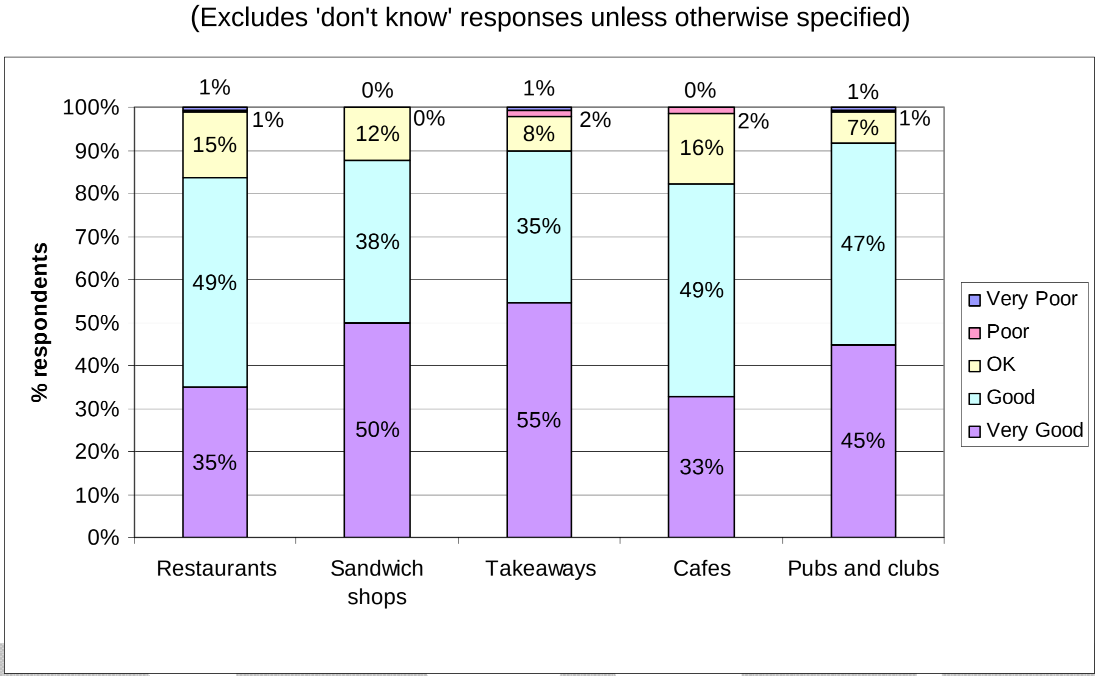
Base: 167 respondents

Other responses given (which can be found in Appendix 2) included a cinema, bowling and live music.

Eating and drinking

The eating and drinking places in Cramlington were rated very highly, with all receiving more than 80% of good or very good ratings. The pubs and clubs and the takeaways were rated the highest (91% and 90% positive ratings respectively) (Figure 49).

Figure 49: How would you rate the following venues for eating and drinking in Cramlington?



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 176 to 192 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

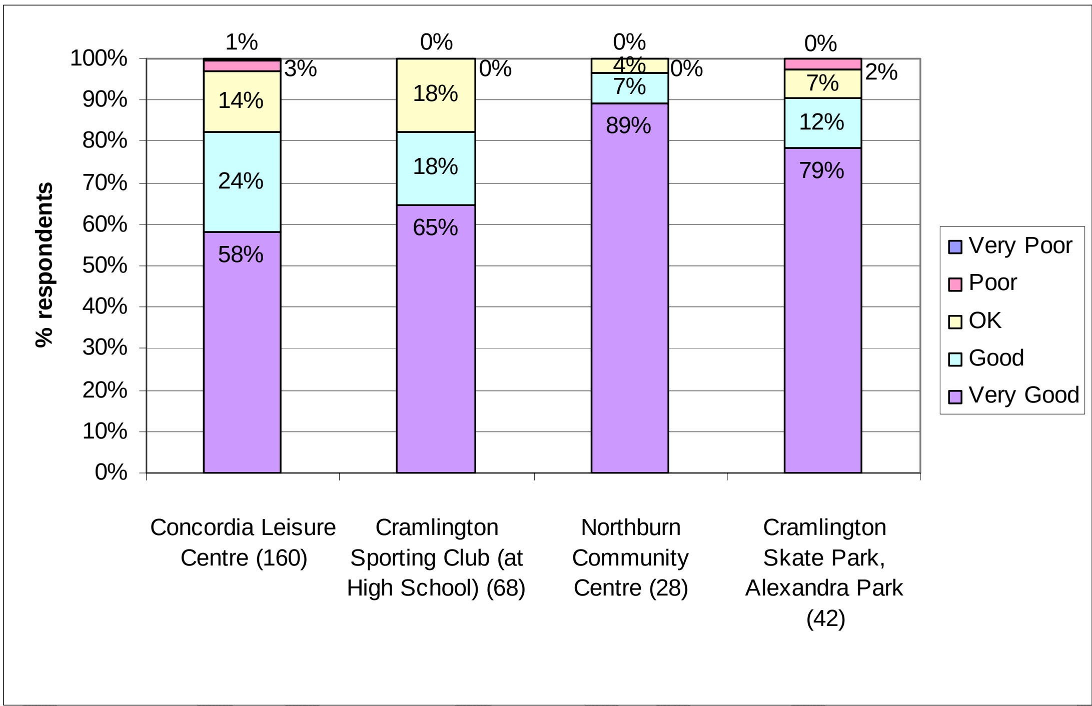
One respondent said that they would like to see a "restaurant in the shopping centre". Another would like a "square for people to sit in like a plaza". A 'Pizza Hut' was also mentioned.

Arts and leisure facilities

The arts and leisure facilities in Cramlington were all rated quite highly, with all receiving over 80% of positive ratings. The highest rated facility was the Northburn Community Centre (96% positive ratings) although it should be noted that only 28 respondents rated this facility (Figure 50).

Figure 50: How would you rate the following arts and leisure facilities in Cramlington?

(Excludes 'don't know' responses unless otherwise specified)



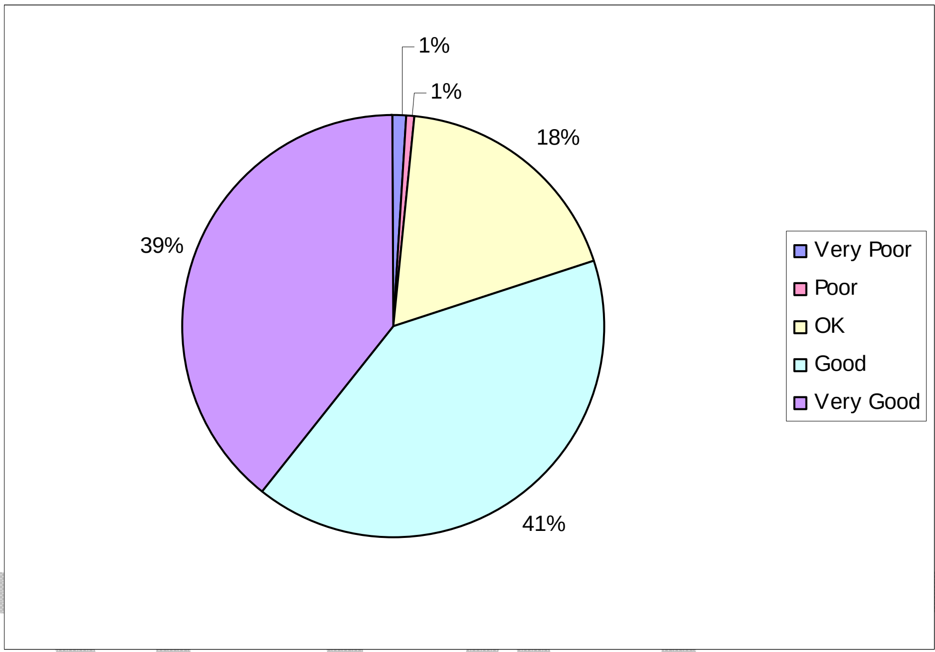
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: as written on chart (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Cramlington as a place to 'enjoy yourself', 80% of respondents gave a good or very good response. Only 2% gave a poor or very poor response. (Figure 51).

Figure 51: How do you rate Cramlington as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 195 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 20% gave an answer relating to improving the leisure facilities.

Various comments were also made throughout the questionnaire relating to leisure, most of which referred to updating the Concordia Leisure Centre, or opening a cinema and bowling alley in Cramlington. A full list of the comments can be found in the appendices.

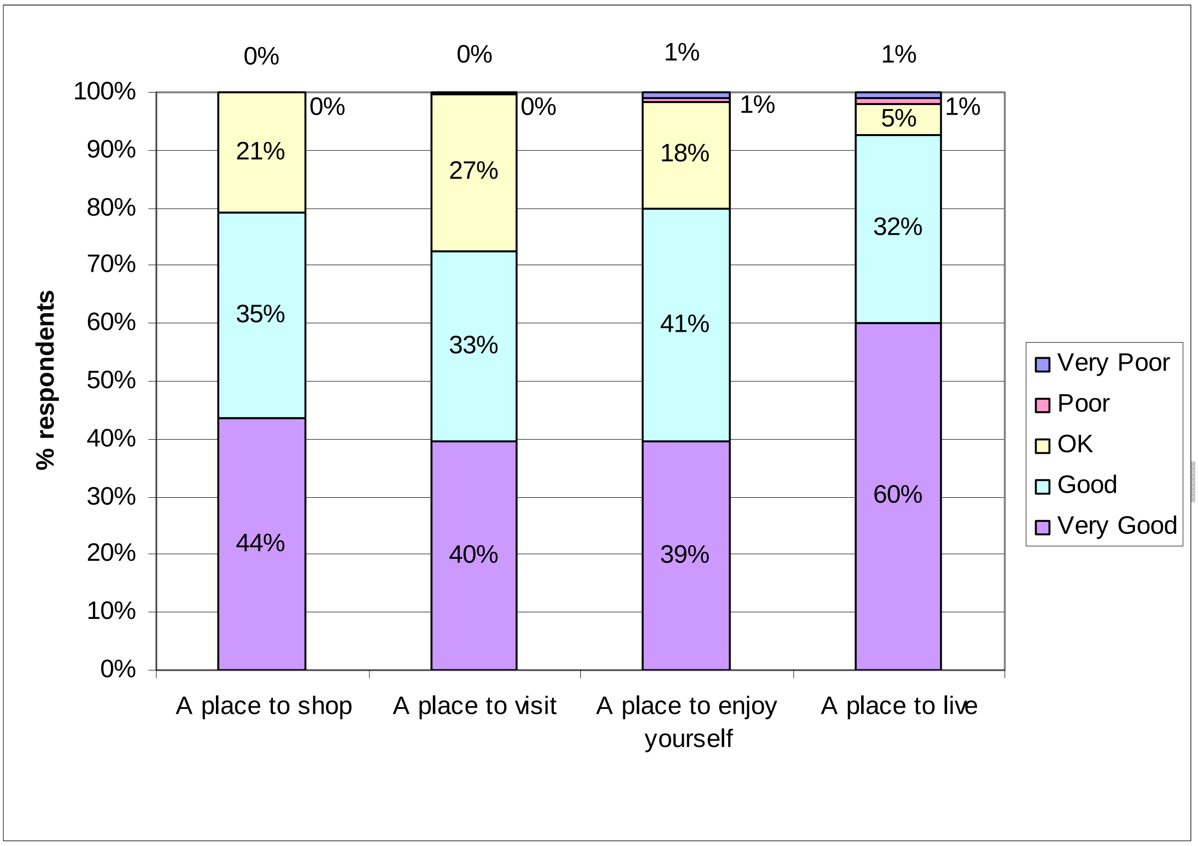
Four respondents said that they were in Cramlington town centre to use the leisure centre on the day of the interview.

12.7 The Future: what will improve the town as a place to shop or visit?

Cramlington was viewed very positively by the people that were interviewed. 92% of respondents thought that it was a good or very good place to live (60% said 'very good'). As a place to enjoy, shop and visit, positive ratings were given by 80%, 79% and 73% respondents respectively (Figure 52).

Figure 52: How would you rate this town?

(Excludes 'don't know' responses unless otherwise specified)

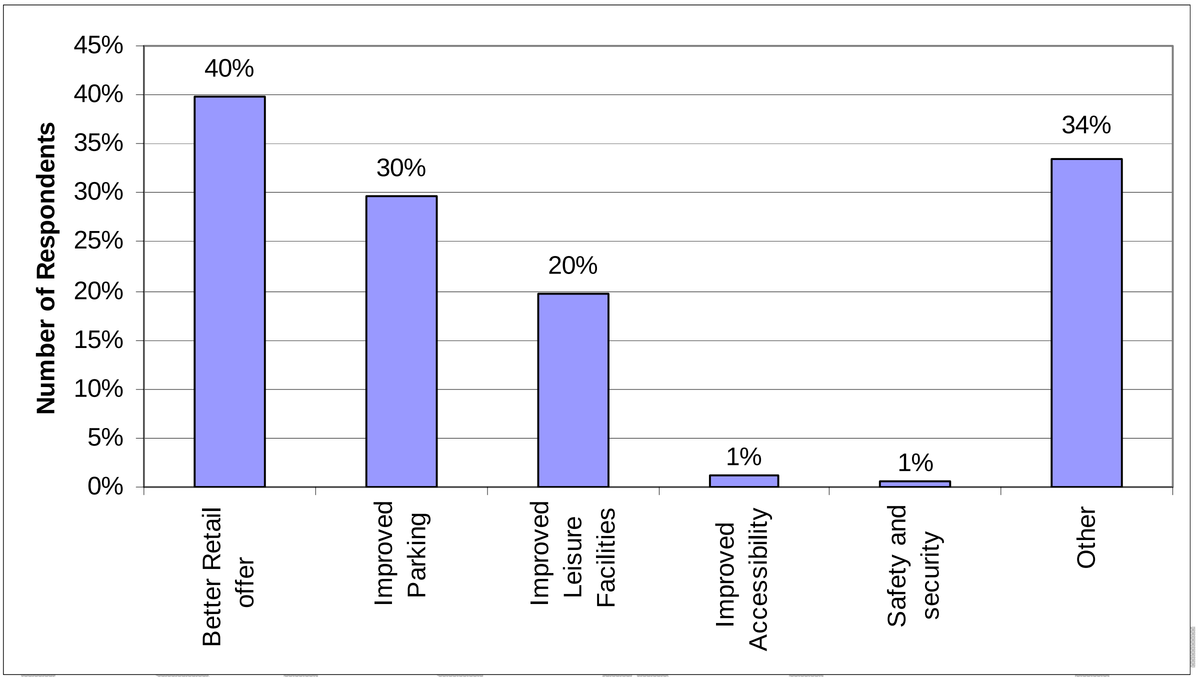


Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 217 respondents

Figure 53: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 158 respondents

However, there are three issues that arose during the analysis of the survey which are worth highlighting below:

Parking (see section 9.2)

- 42% of respondents said that they would like to see parking provision improved in Cramlington. 12% gave 'illegal parking' as a response.
- 30% said that improved parking would make the town centre better.
- 22% of respondents rated the availability of public parking spaces as poor or very poor (56% gave a positive rating).
- Various comments were also made by the respondents, mainly relating either to the need for more parking spaces, or to the length of time that a car can be left in the car park.

Leisure (see section 12.6)

- 20% of respondents said that improved leisure facilities would make the town centre better.

- Various comments and suggestions were made relating to leisure. In particular, respondents thought that the Concordia Leisure Centre should be updated, and that they would like Cramlington to have a cinema and bowling alley.

Retail (see section 12.2)

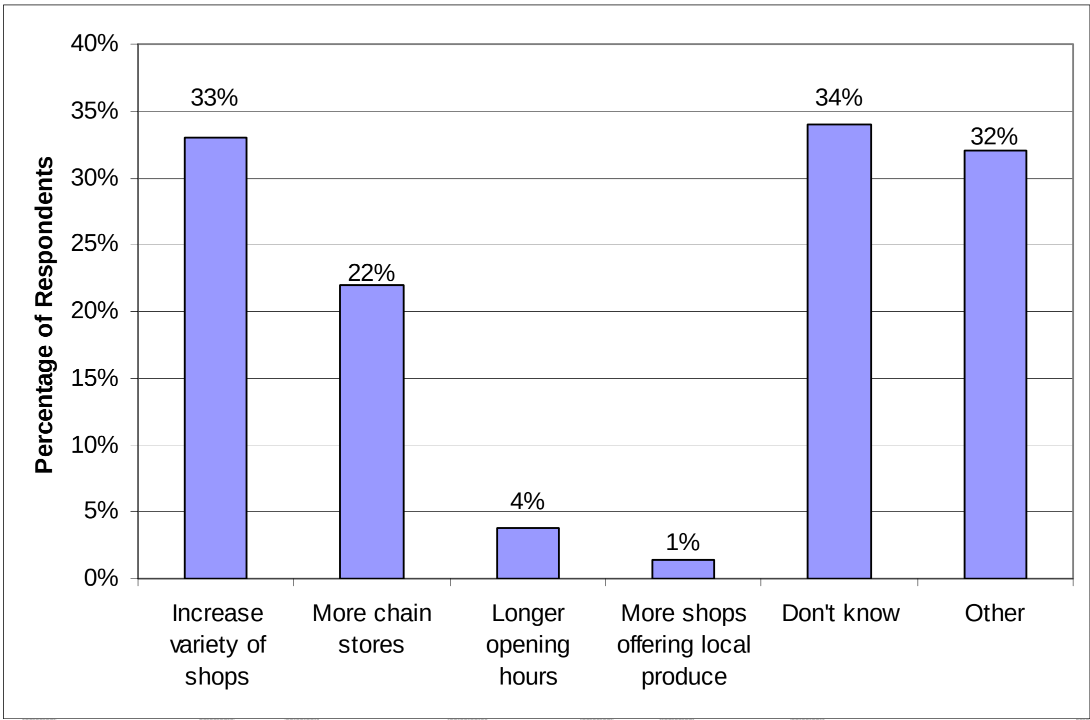
Although a large proportion of the respondents gave a positive rating when asked about Cramlington as a place to shop, other responses to questions suggest that the respondents would like the retail offer to be improved:

- 40% of respondents said that an improved retail offer would make the town centre better.
- 18% of responses to the question ‘what, if anything, would you like to see improved with the shopping experience in Cramlington town centre’ related to the retail offer.
- 57% of respondents disagreed with the statement ‘on the whole, Cramlington offers a wide choice of quality shops’. Only 24% agreed.
- As can be seen in section 12(b), Cramlington shopping centre is used by a large proportion of respondents for food shopping and other domestic shopping. For all other products, although a reasonable proportion use Cramlington, many respondents shop in other shopping locations such as Newcastle and the Metro Centre. This is particularly the case for clothes and shoes.

When asked what improvements respondents would like to see to the retail offer in Cramlington, the most common suggestion was to have an increased variety of shops (33%), followed by more chain stores (22%) (Figure 54).

Figure 54: What improvements would you like to see to the retail offer in Cramlington?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 209 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Cramlington. A list of these responses is given in Appendix 2. A large proportion of them referred to clothes shops (Q19).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Cramlington Town Centre;

- The adopted District Local Plan identifies land for expansion to the north of the town centre. It is anticipated that the expansion land will be used for a combination of uses including office space public open space, and community uses.

- The owners of Manor Walks shopping centre are in pre-application discussions with the Council to redevelop the town centre which will include:
    - Provision of significant additional retail floorspace
    - Reconfiguration of the Manor Walks shopping centre and Westmorland Retail Park;
    - Attracting prestige high street retailers
    - Creation of a new public town square
    - Investment in the existing leisure centre
    - Provision of new leisure facilities
    - Consolidation of existing and provision of new community facilities, potentially within a 'Community Hub'.

.

- Development of West Hartford, identified as a key employment location in the RSS, as a prestige business park accommodating a range of B1(b/c); B2 and B8 uses. West Hartford is identified as a Key Employment Location in Policy 20 the RSS and as a Prestige Employment Site in Policy REG4 of the Core Strategy

14.0 CONCLUSION

Cramlington is currently undergoing various developments in the Town Centre. Planning permission has been granted on appeal for the development of an Aldi Supermarket in Cramlington Village, which will add a new element to the existing retail offer. The owners of Manor Walks shopping centre are in pre-application discussions with the Council to redevelop the town centre which will include: provision of significant additional retail floorspace, provision of new leisure facilities, investment in the existing leisure centre and creation of a new public town square.

In the Town Centre, 57% of the floorspace use was for retail (Figure 3). Shopper's perceptions of the range of retail provision was somewhat negative with only 24% agreeing or strongly agreeing to the statement ''Cramlington offers a wide choice of quality shops'', compared to 58% disagreeing or strongly disagreeing (Figure 5).

There were many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the range and choice of shops needed to be improved. The responses also highlighted a particular need for more clothing shops for men and more upmarket shops.

Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 4% of vacant floorspace in Cramlington (Figure 12). Figure 14 also shows that between 2007 and 2008, 11% of premises went from vacant to occupied, 56% went from occupied to vacant and 33% had a change in occupier. There had been local interest for vacant properties in the Town Centre as recorded by the Northumberland Property Search (April 2007 – March 2008). However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 86% (of those travelling by car) finding it very or fairly easy (Figure 17) and only 3% finding it fairly difficult. However, 22% of these shoppers felt that the parking in the town centre was either poor or very poor. Appendix 2 also shows that various shoppers commented on the need for longer stay car parks and better access in and out of the car parks. Cramlington also has very good bus connectivity (Figure 22) which is shown by the frequency and number of destinations reached from Cramlington. Almost all respondents (96%) that travelled by bus found it very easy or fairly easy to travel into Cramlington town centre and no-one found it difficult (Figure 24).

When looking at retaining shopper spend just 5% of the resident population shopped in Cramlington. The majority of expenditure was lost to Newcastle-upon-Tyne (37%) and the Metro Centre (21%) (Figure 46). This is most likely because they have the largest range of shops and services in Cramlington's vicinity. However, the current regeneration projects around the town centre may show that the percentage for Cramlington will increase in the next few years and there will be a reduction in leakage to surrounding areas.

More specifically, figure 33 shows that shoppers survey respondents were most likely to stay in Wooler for top-up food shopping (81% of respondents) and other domestic products (59% of respondents), but travel to Berwick-upon-Tweed for items such as electrical or DIY goods (20% and 15% respectively). Figure 42 also showed that just 6% of expenditure was lost to Alnwick, however, Figure 33 shows that based on shoppers survey responses, shoppers were more likely to visit Alnwick than Wooler or Berwick-upon-Tweed for main food shopping, clothes, furniture/ carpets and CDs/ DVDs.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that Cramlington is in reasonable health. Although there have been some negative responses from the shoppers's surveys with regards to the retail offer in general, the regeneration planned particularly at Manor Walks should hopefully show some improvements in the forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial "baseline" report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper's surveys. As they had taken place on a "normal" weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Cramlington by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q14 Can you tell me what, if anything, you would like to see improved with the shopping experience in Cramlington Town Centre?

Retail

- More shops
- Better upmarket shops
- More upmarket shops
- More variety of shops
- Another childrens clothes shop
- Clothes shop for men
- Designer shops M & S
- M&S
- More baby shops
- More mens shops
- Some mens shops
- Mens shops (2 responses)
- Shoe shops
- Book shop
- Borders bookshop
- Butcher and fruit shop
- Butcher greengrocer
- B & Q furniture stores
- Furniture shops open long hours
- Kids shops
- Un-used shops opened up
- Fill empty shops up

Parking

- Asda car park can't get in or out
- Entrance into carpark needs mini roundabout
- Long time in car parks
- Longer stay in car park
- Parking is poor
- Able to come back on same day no restriction

Seating

- More seating (3 responses)
- More seats
- More seats at Asda end & Sainsburys end

Other

- Better crossing to the shops beside Sainsburys
- Pedestrian crossing nr betting shop needs looking
- Buses back at Asda
- Lighting on estates is bad
- Floor not being so slippery
- Restaurant in shopping centre
- Roundabout next to Sainsburys are bad
- Square for people to sit in like a plaza
- K

Don't know / none

- D/k (13 responses)
- None

Verbatim responses to 'Q19 What improvements would you like to see to the retail offer in Cramlington?'

Examples of shops

Clothes and shoe shops

- Needs mens shops
- More mens shops
- Clothes for men
- Mens shops (3 responses)
- Mens modern
- Mens wear
- Menswear
- M&S Debenhams
- Mens Debenhams
- Mens wear kids womens wear
- More clothes shops in general
- Primark M&S
- Betters shops for ladies
- Bigger choice in ladies & mens shops better shoe shops
- Good shoe shop and better clothes shop
- Better clothes & shoe shops
- Shoes designer
- More classy & older people clothes shop & good shoe shops
- More up market shoe and fashion stores

Other shops

- Mens shops butchers
- Bigger market
- Nice butcher
- Butcher shops DIY
- Butcher greengrocer
- Music books

- Books CD & DVDs toys
- Home decorating electrical stores
- Better quality shops eg Rutherfords John Lewis
- Fill up all empty shops

Other/none

- Better parking
- None (2 responses)

<u>'Other' responses</u>

Shops

- A mans clothes shop that sells everything
- Could do with mens shops
- Men shops
- Mens shops (2 responses)
- Mens shops eg Burtons
- Mens shops like Burtons & Primark
- Mens wear
- Menswear
- More mens shoes
- More mens shops (4 responses)
- Need a mans shop (2 responses)
- Need mens shops (2 responses)
- No mens shops (2 responses)
- Better quality shops
- More classier shops
- Better class shops Debenhams
- Better quality clothes shops along line of next
- BHS or Marks & Spencer
- Department stores like Debenhams
- Dept store
- Primark

- River Island M&S
- Baby & toddler mens wear M&S
- Menswear kids outlet
- More kids shops good quality
- More M&S shop
- Ladies clothes shops with more choic/sizes for larger women
- M&S
- Marks & Spencers
- Mens wear ladies wear shoe shop
- Mens clothes & shoe shops
- Mens clothes shoe shop
- Mens shops better shoe shops eg Faith & Moda in Pele
- Better quality shoe shops
- Shoe shops good quality
- Clarks shoes
- Menswear shoes
- Good shoe shop
- More up market shoe shops
- Music mens shoes
- M&S food menswear music shop
- Book shop shoe shop butchers
- Butcher/deli fruit shop
- Childrens toys books
- Menswear bookshop hmv
- Fruit shop mens shops shoe shops
- Furniture shop
- HMV
- Toy shops M&S
- Young mens music and shoes
- Music shop
- Music shops
- Charity shop

Non-shop related or mixture of things

- More parking (4 responses)
- More parking at busy times
- More parking shoe shops mens shops
- More seating (2 responses)
- Music toys cinema bowling kids entertainment
- More leisure
- Dept store bowling alley
- Empty shops being occupied as makes place go down hill
- Cinema
- Better access for wheelchairs at Dudley

Verbatim responses to 'Q21 What events/ activities would you like to see on a regular basis?'

Specified outdoor sessions…

- A proper market
- Market on a Saturday
- Cramlington Fayre
- Fair & carnival back
- Live music events
- Something for kids
- None
- D/k

'Other' specified responses…

- Cinema (2 responses)
- Cinema & bowling alley
- Cinema and bowling alley
- Cinema/bowling alley (2 responses)

- Bowling alley/cinema/ice rink
- Cinema bowling & ice rink
- Ice rink/cinema/bowling alley
- Live bands and shows
- Live blues bands
- Live music - blues
- Live music shows
- Outdoor theatre events
- Theatre productions
- Gala like in the olden days
- Things for kids
- Childrens activities
- More information on whats going on in Cramlington
- D/k (26 responses)
- None (2 responses)

Verbatim responses to ‘Q27 How would you make this town centre better?’

Leisure/attractions

- Cinema (2 responses)
- Cinema and more pubs
- Cinema more BMX tracks/skate tracks for kids
- Concordia needs modernising and need for teenages eg cinema
- Concordia needs re-vamping
- Concordia needs updating
- Concordia needs upgrading
- Concordia needs upgrading and a cinema please
- Need cinema
- Need cinema and bowling alley
- New cinema bowling alley
- Need more facilities at night bowling alley pizza hut cinema
- More pubs/cinema
- We need a cinema
- Things for kids to do cinema bowling alley
- Firework night foreign markets
- More places for people to meet up

Retail

- Better shops chain store
- Cheaper shops
- More shops
- More upmarket shops
- More menswear
- Shoe shops
- More shops & make sure all that are empty get taken
- Dont let shops remain empty as lowers shopping area
- Have empty shops retaken as getting too many

- Try to occupy empty shops as this makes it looks worse

Parking

- More parking (2 responses)
- Longer length on being able to return to car park same day
- Longer stay in car parks
- Asda car park needs looking at

Other/mixture

- More seating (2 responses)
- More seats
- More seating in centre & too draughty around door areas
- Some place nice to sit
- Tidy it up walkways paths need doing
- Lighting needs looking at
- Sort out whats to happen with Parkside school as an eyesore
- Improve old village area & Parkside school
- Transport availaboe on weekend as no buses
- More shops a cafe which is enclosed as it can be cold
- Cinema and more up marked shops

Don’t know

- D/k (26 responses)

The Northumberland Information Network

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Northumberland Strategic Partnership, Northumberland Safety Partnership and Northumberland Early Years & Childcare Services.

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Northumberland

Northumberland County Council

HALTWHISTLE TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 94
Date: May 2009

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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- 44% of the floorspace in Haltwhistle was for retail.
- 46% of shoppers felt that Haltwhistle offered a wide choice of shops.
- There were more comparison retail and leisure services than convenience or retail service.
- There was 11% of vacant floorspace in Haltwhistle.
- 79% of shoppers interviewed found it easy to travel into the town centre by car.
- Accessibility into the town was not a problem for approximately two thirds (62%) of the shoppers interviewed (of those travelling by car) finding it very or fairly easy.
- Parking in Haltwhistle town centre was not rated particularly highly, with less than two fifths of respondents (38%) saying that the availability of parking spaces was good or very good, and 29% giving a poor or very poor rating.
- 80% of shoppers interviewed found it easy to travel into the town centre by bus.
- Public transport in Haltwhistle was rated fairly highly, with over two thirds of respondents giving a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport.
- 17% of Haltwhistle residents shopped in Haltwhistle. 15% was lost to Newcastle and a further 15% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.

- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Haltwhistle on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centres. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centres; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

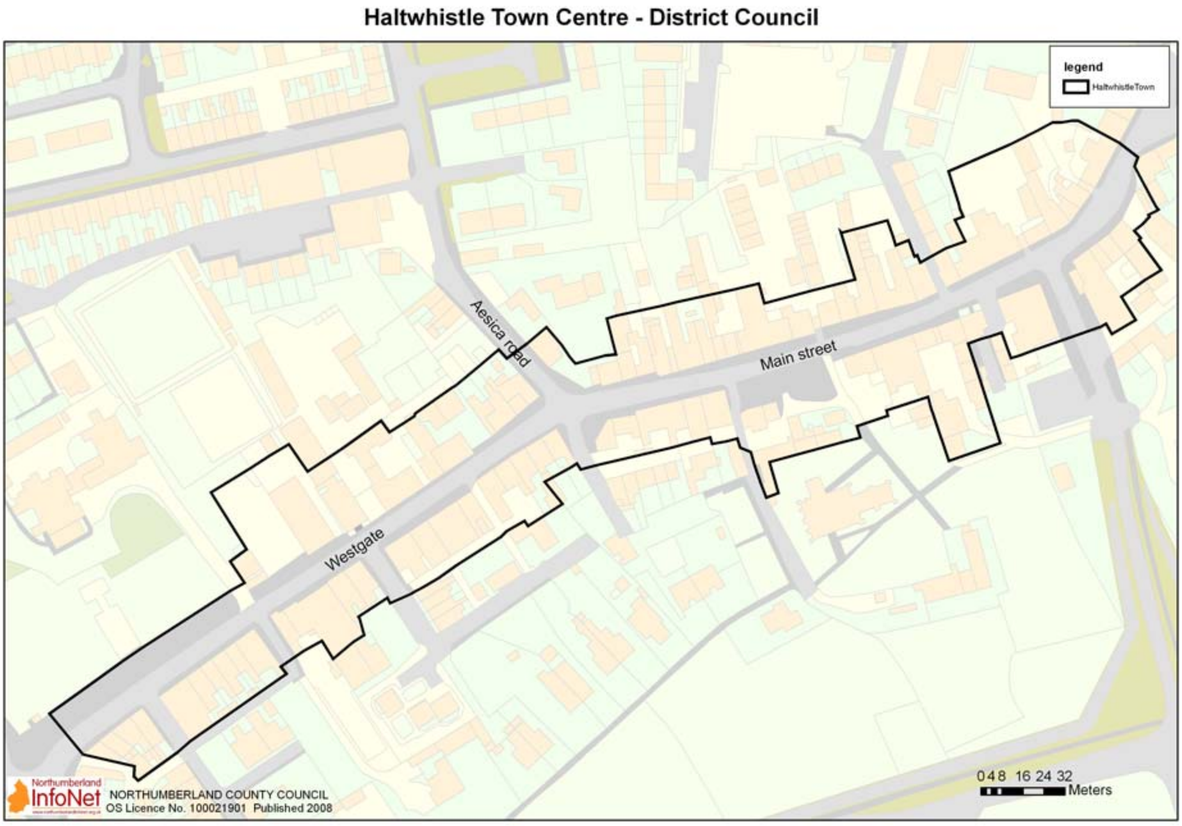
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Haltwhistle's Town Centre Boundary

Throughout this report there are two different boundaries for Haltwhistle Town Centre that will be used depending on the section: the town centre boundary as defined by Tynedale District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

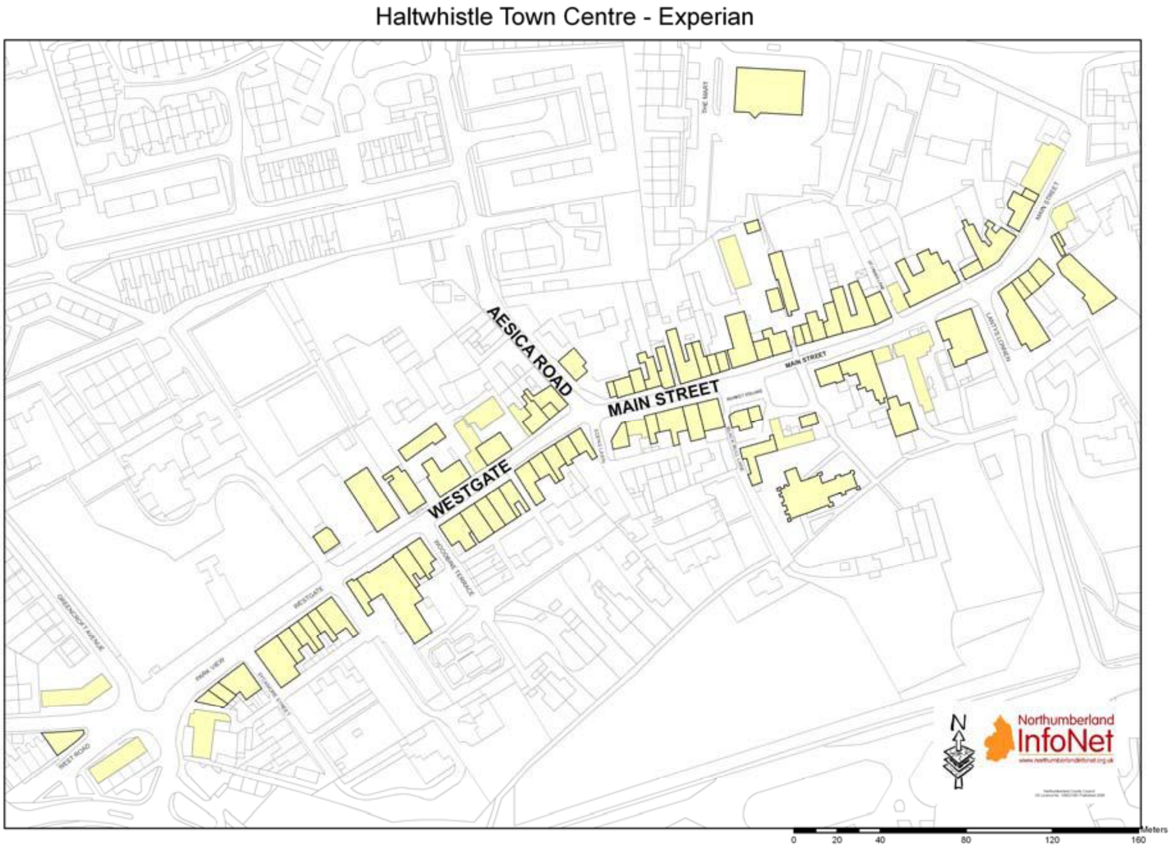
The area of Haltwhistle Town Centre in relation to the District Council boundary is 26,450.12 m².

Figure 1: Boundary for Haltwhistle Town Centre (District Council)



Source: Tynedale District Council

Figure 2: Boundary for Haltwhistle Town Centre (Experian)



Source: Experian

2.2 Haltwhistle's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Haltwhistle Community Partnership): Haltwhistle is a small market town which acts as a main centre within the western Tynedale area, located 16 miles west of Hexham and 22 miles from Carlisle. It is located just off the A69 which provides access to Newcastle and Carlisle and the A1 and M6. An inner "by-pass" links the A69 with the western end of the town, with direct access into the town centre via Lanty's Lonnen. The town has a population of 3,595 (2001 Census). The core retail area is Main Street, which is the main linear axis through the town centre with a market place which hosted the last public hanging during the Border Reiver times. This acts as the main route for local and visitor traffic to the immediate shops and to adjoining residential areas on the northern edge of the town.

The train station and bus interchange is to the south west of the town centre, provides services to Newcastle and Carlisle as well as the popular AD122 Hadrian's Wall bus during the tourist season. At this same location, the town's tourist information centre, business units and other satellite retail uses are found. The town is a gateway to the central section of Hadrian's Wall with Vindolanda and Housesteads within easy reach, and also to the stunning scenery of Northumberland National Park and the North Pennines AONB

2.3 History and Development of Haltwhistle

Haltwhistle is a traditional market town in West Northumberland, lying on the main A69 road from Newcastle to Carlisle, 16 miles west of Hexham.

A number of suggestions have been given for the derivation of the name 'Haltwhistle'. One suggestion is 'Hautwysel' meaning 'the high hill by two rivers' or 'the watch on high', which is believed to refer to Castle Hill, an oval shaped mound fortified by earthworks and a castle. A second proposal is ‘Haut-Twisla’ meaning ‘high fork in the river’, referring to the confluence of Haltwhistle Burn and the South Tyne. A third possible derivation is ‘Haut Whysile’, meaning ‘high boundary’.

A considerable amount of evidence has been found in and around Haltwhistle which relates to the Roman era, including milecastles, turrets and temporary camps. However, there is also evidence of settlement dating back as far as the Bronze Age.

As with a number of towns in the area, the 16th and 17th centuries were a turbulent time for Haltwhistle, with murder, arson, kidnap and robbery common occurances between the border families.

In the 1830’s, the population expanded thanks to the building of the railway between Newcastle and Carlisle, which included a station at Haltwhistle. This gave rise to a number of industries, including mining, farming, woollen mills, brickworks, and ironworks. A further branch line was opened between Haltwhistle and Alston in 1852, which ran until 1976.

According to the Census, Haltwhistle had a population of around 3,600 in 2001. In 2003, there was a decline in Haltwhistle due to three of the major employers in the town closing down. Today, hundreds more employees are facing an uncertain future as another major employer is under threat of closure.

Tourism is now a key industry in Haltwhistle. As well as it’s proximity to Hadrians Wall and the North Pennines Area of Outstanding Natural Beauty, Haltwhistle has a parish church believed to date back to the 9th century, walks along the Haltwhistle Burn, and many castles and fortifications nearby. Haltwhistle is also one of two towns claiming to be the geographical centre of Britain.

Other attractions in Haltwhistle are a leisure centre with three outdoor heated swimming pools, which is the North East’s only outdoor swimming complex, and the Haltwhistle Walking Festival held every Spring. A market (which has been running since 1207) takes place every Thursday.

3.0 DIVERSITY OF USES

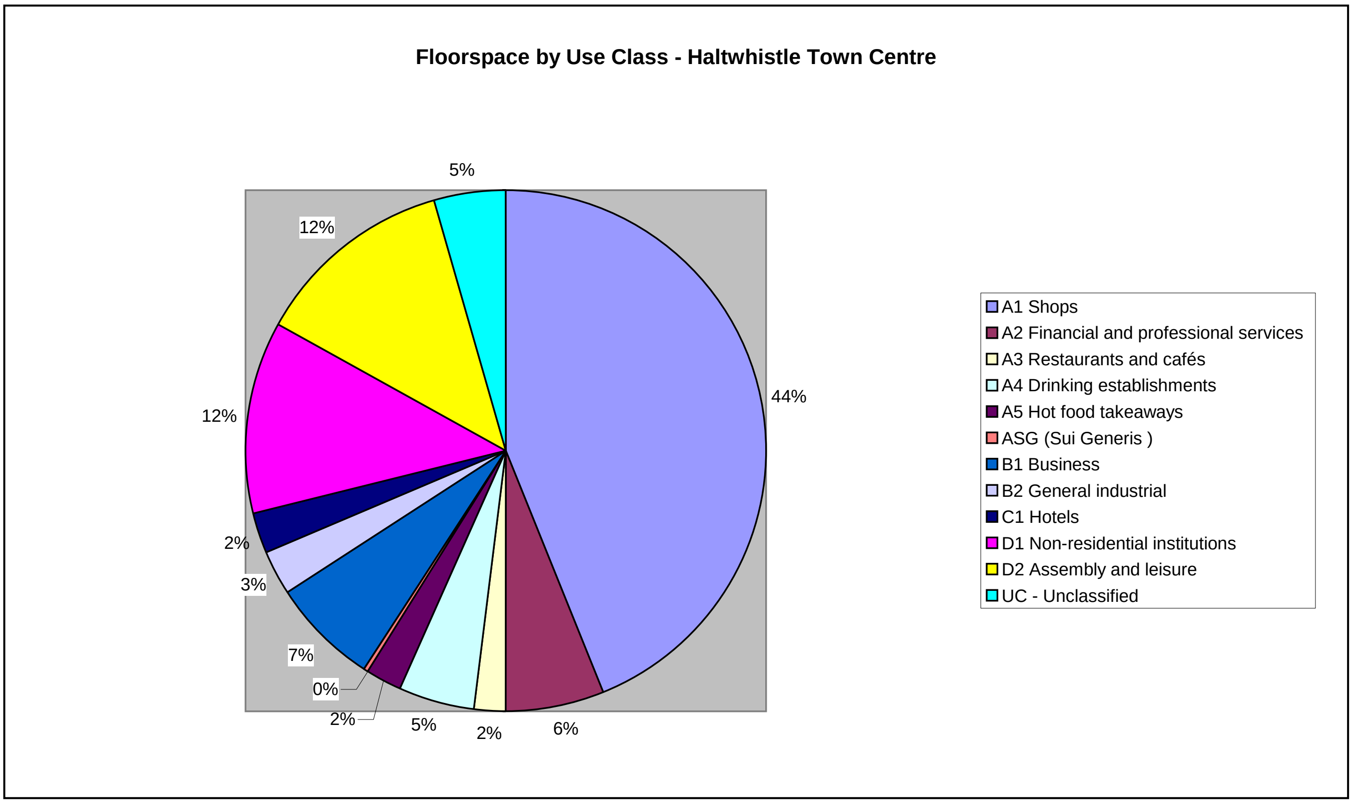
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Haltwhistle Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Haltwhistle.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

Figure 3 shows that just under half (44%) of the floorspace in Haltwhistle Town Centre are classed as shops. Non-residential institutions and assembly and leisure each account for 12% of floorspace. Businesses and financial and professional services occupy 7% and 6% of floorspace, respectively.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Haltwhistle Town Centre

Building Use Class for Haltwhistle Town Centre

Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the two main streets: Westgate and Main Street. The financial and professional services and businesses are spread throughout Westgate and Main Street.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. The walking festival takes place on 9th May 2009 and is a 24-mile walk. The route starts and finishes in Haltwhistle. It includes: a section along the Hadrian's Wall footpath and returns past Featherstone Castle along the South Tyne valley This is an all-day event that combines several of the most popular and picturesque walks of previous walking festivals. The Thursday market is a general weekly market with a few stalls – operated by Tynedale Council. The Saturday market is a Chamber of Trade venture. Last year it was themed as a 'Roman' market complete with Centurion Maximus. However this year it is relaunching in April and focusing more on local crafts and produce as Haltwhistle Country Market. It is aimed to have a number of associated activities on Market Day. The Plant Festival – an exhibition/sale of plants at Haltwhistle Leisure Centre, organized by local group 'Craftwrite' – stalls from a variety of nurseries and also local crafts. Carnival Weekend – is the culmination of a week long series of community events. The Saturday events are usually a duck race, a raft race, wheelbarrow/fancy dress race and Sunday there is a carnival parade through the town of wagons pulling floats with local people in fancy dress e.g. Strictly Come Dancing or St Trinian's and there is a fun fair down on the Carnival Field with lots of stalls and a central ring with displays. Sights and Sounds Festival – a week long exhibition of local arts and crafts in the 13th Century Holy Cross Church with musical interludes provided by local musicians – the week culminates in a free musical concert in the Church on the last Saturday night of the festival. Christmas Shopping night – all the shops on the main street stay open and offer ginger wine/sherry and mince pies and have special promotions. Santa Claus on his sleigh in the Market Place, local school choirs singing carols and a small Christmas market in the market place.

3.3 Satisfaction with the range of provision – retail

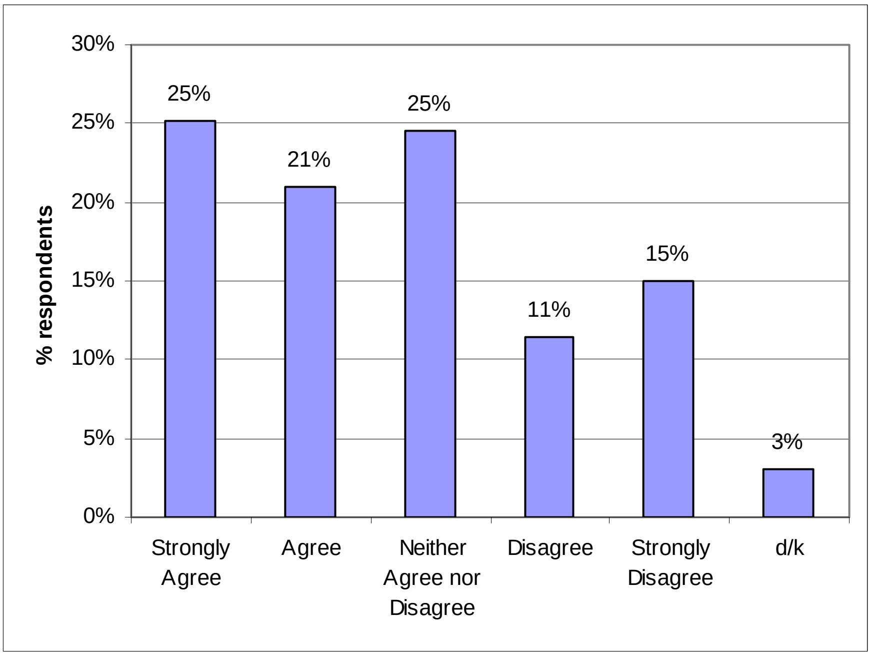
Question 14 in the Haltwhistle Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Haltwhistle offers a wide choice of quality shops"?

The level of agreement with this statement was considerably higher than the level of disagreement (46% vs. 26% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Haltwhistle offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

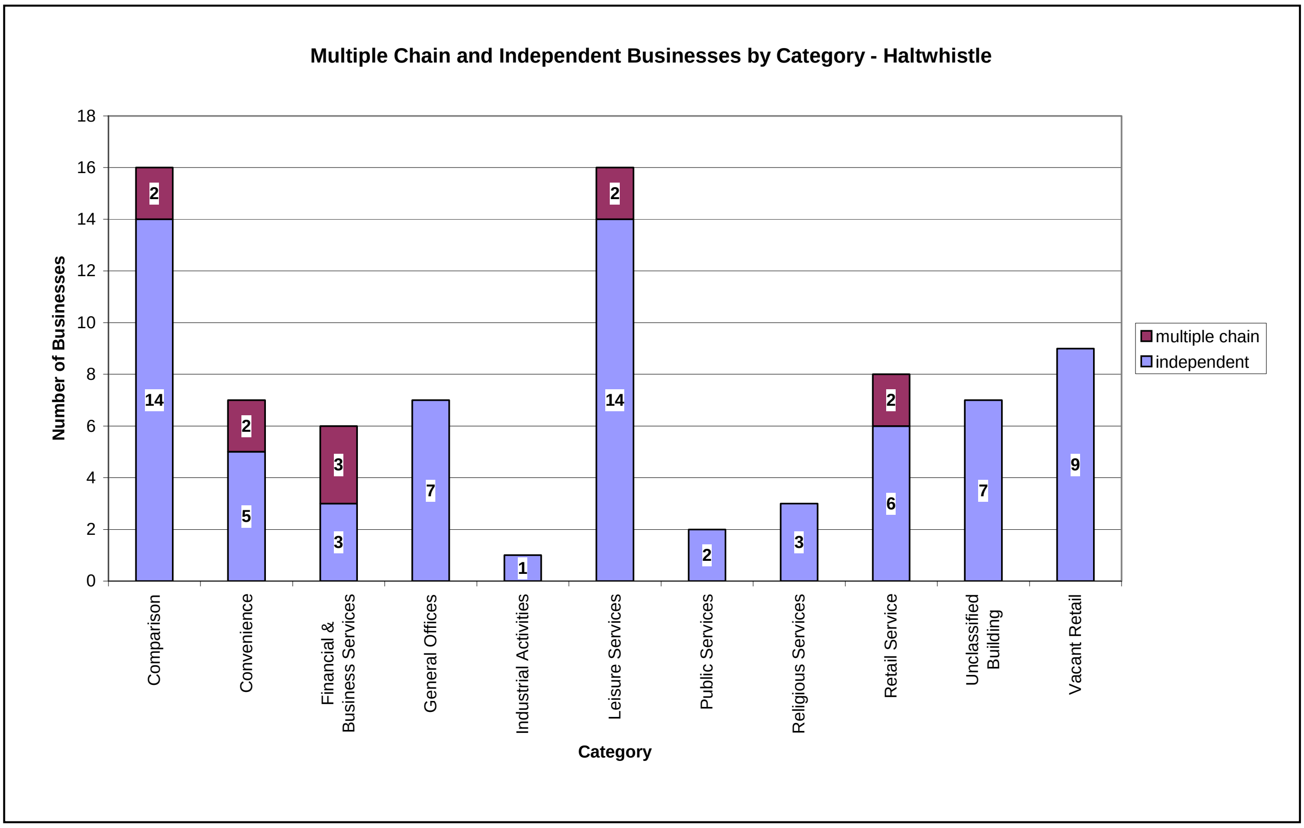
Base: 297 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Haltwhistle



Source: Experian

Figure 6 shows that in Haltwhistle town centre, the majority of businesses are comparison retail (14 independent, 2 multiple chain) and leisure services (14 independent, 2 multiple chain). There are 7 convenience retail premises and 8 retail service in total.

5.0 RETAILER DEMAND

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Haltwhistle Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Hadrian Enterprise Park which is an out of town employment site. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Haltwhistle Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.” [1]

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

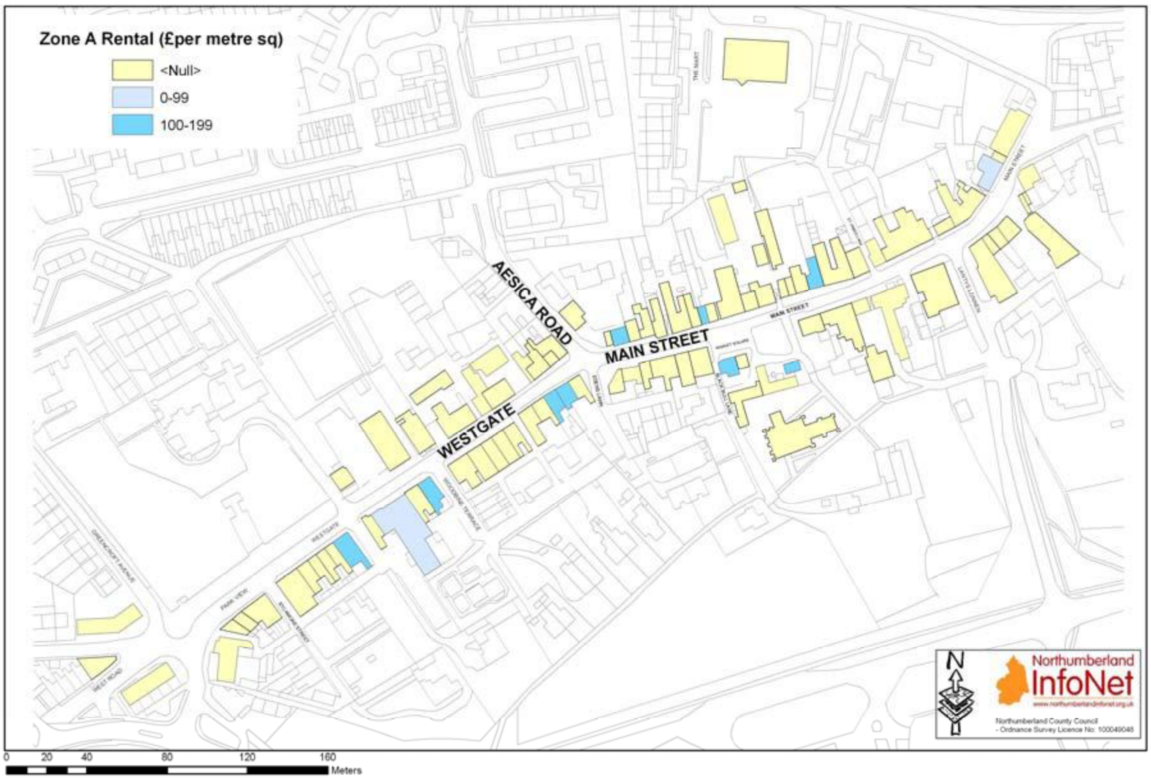
[1] www.voa.gov.uk

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Haltwhistle Town Centre

Valuation Office Zone A rental prices for Haltwhistle Town Centre



Source: Valuation Office

Figure 8 shows that there was no zone A data for a lot of the properties in Haltwhistle therefore it is not possible to identify any trends. However, it can be seen that the properties on Westgate and Main Street for which the data is available fell into £0-£99 per m² bracket or £100-£199 per m² bracket.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

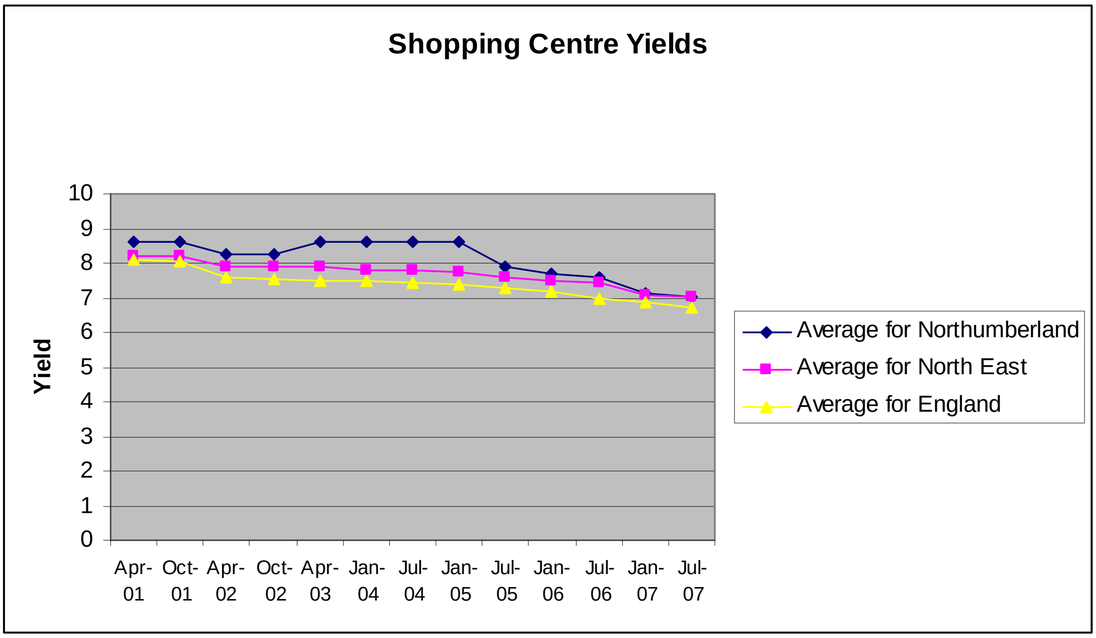
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.
There is therefore no available data for Haltwhistle, however Figure 9 shows the average yield for Northumberland, the North East of England, and England.

[2] www.voa.gov.uk
[3] www.voa.gov.uk

Figure 9: Shopping Centre Yields – Northumberland



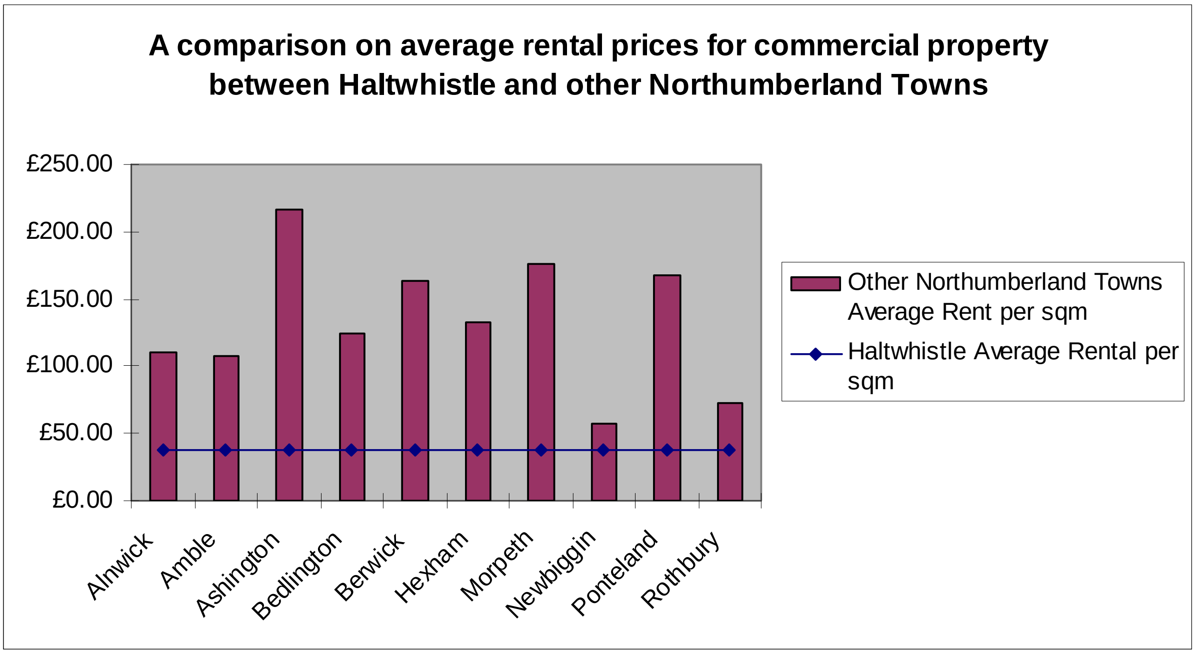
Source: Valuation Office (www.voa.gov.uk), July 2008

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Haltwhistle town centre between 1st January 2006 and 31st December 2007 was £38.17 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Haltwhistle has the lowest average monthly rental rate in Northumberland for the 11 towns recorded. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Haltwhistle and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Haltwhistle town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Haltwhistle Town Centre with the most vacant premises is Dwelling with 100% of premises vacant. The street which had the 2nd highest percentage of vacant premises and floorspace was Park View with 33% and 21% vacant respectively.

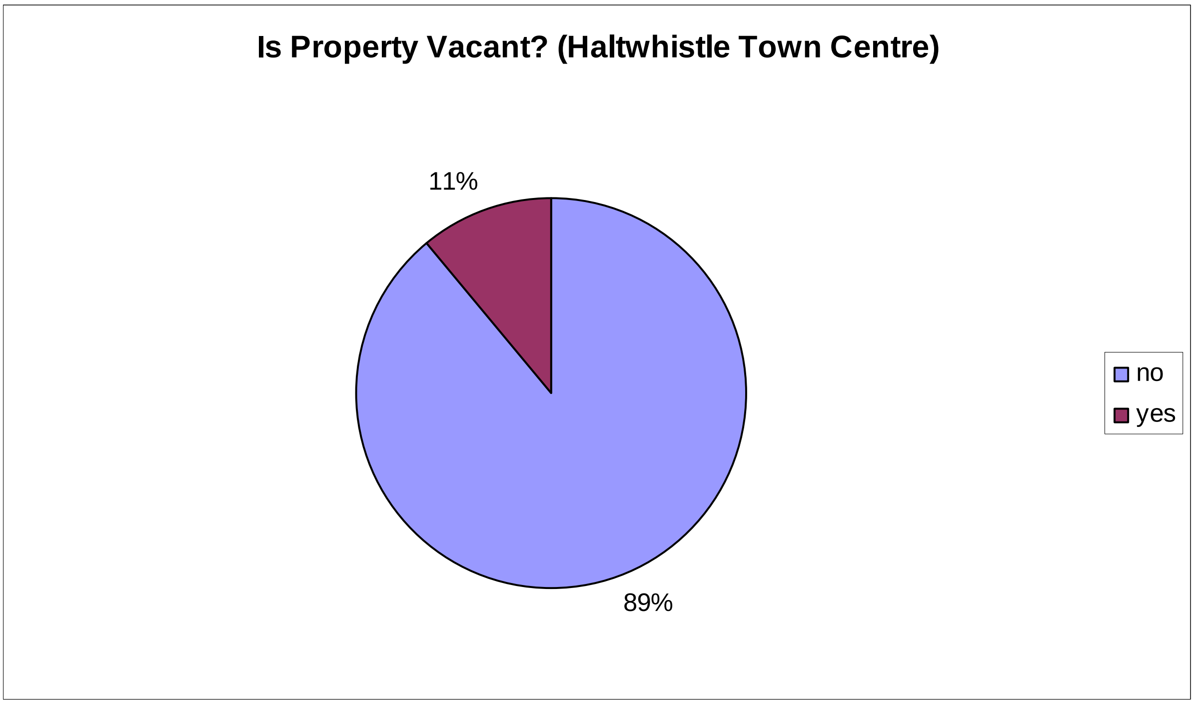
Figure 12 shows that in Haltwhistle Town Centre, there were 89% of occupied premises and 11% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
DWELLING	100%	1	100%	1
PARK VIEW	33%	2	21%	2
WESTGATE	10%	3	7%	3
MAIN STREET	9%	4	4%	4
THE MART	0%		0%	
WEST ROAD	0%		0%	

Source: Experian

Figure 12: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Haltwhistle town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Haltwhistle Town Centre in May 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 17th May, Monday 19th May and Thursday 22nd May 2008. They were carried out by interviewers at two "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that Market Day tends to be the busiest day of the week in Haltwhistle, with around 860 people visiting the town centre on the day of the footfall counts. Saturdays appear to have around fewer people visiting the centre (around 300 lower in this case), and on a 'normal weekday', the figure drops further.

Figure 13: Estimated daily footfall in Haltwhistle Town Centre

	Estimated daily footfall[4]		
Location (See figure 2)	**Saturday (Weekend)**	**Monday ("Normal" day)**	**Thursday (Market Day)**
Lucky Palace, Main Street	282	210	516
HSBC, Market Square	264	222	342
Total	546	432	858

Source: Northumberland Footfall Counts

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

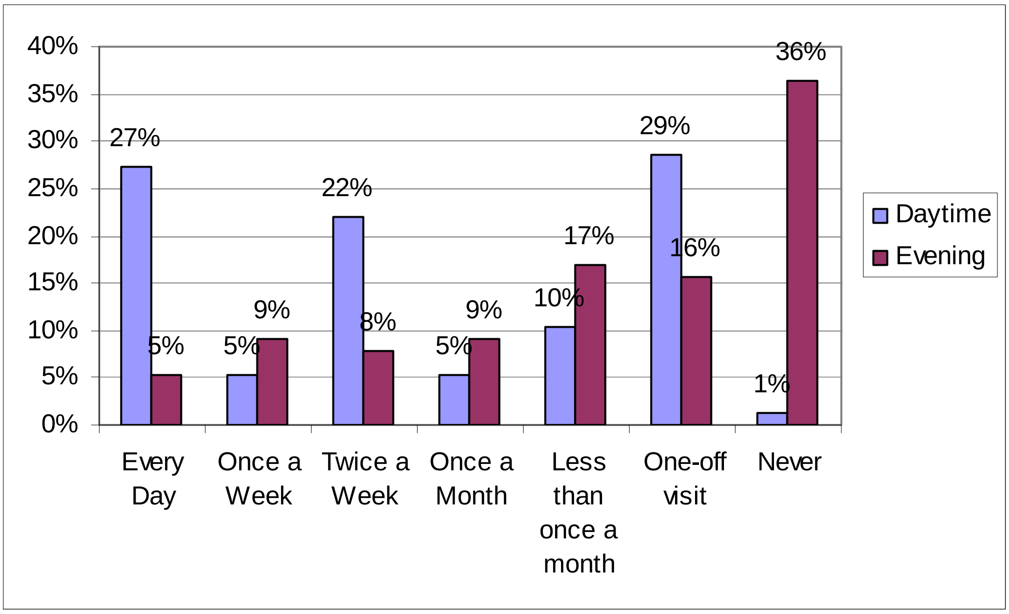
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Haltwhistle town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

46% of respondents travelled into Haltwhistle by car on the day of the interview. Over half of these (55%) (Figure 14) said that they go into Haltwhistle at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 22% in the evenings.

Figure 14: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



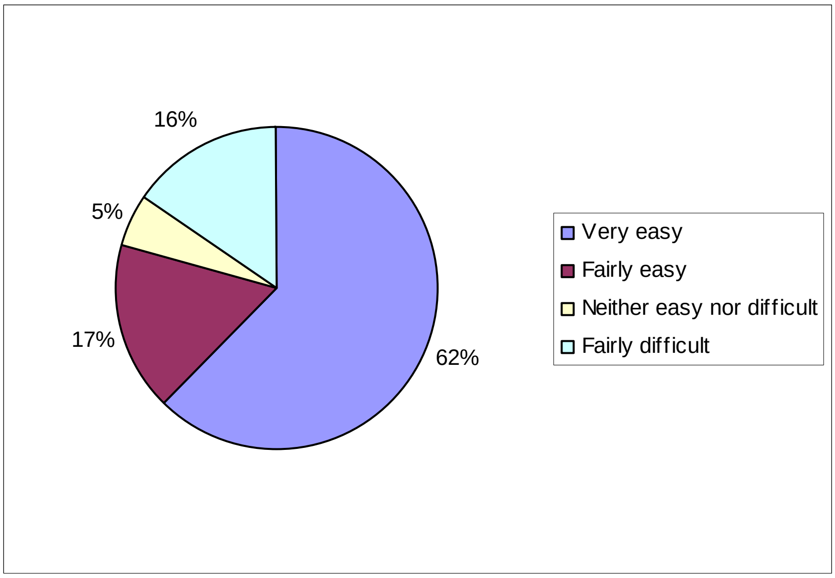
Source: Northumberland Infonet Shopper Questionnaires

Base: 77 for daytime; 77 for evening

Nearly two thirds (62%) of the respondents that travelled by car found it very easy to travel into Haltwhistle town centre (Figure 15). A further 17% found it fairly easy, 16% found it fairly difficult, and no-one found it very difficult.

Figure 15: How easy/difficult do you feel it is to travel into Haltwhistle town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 77

9.2 Access to car parking

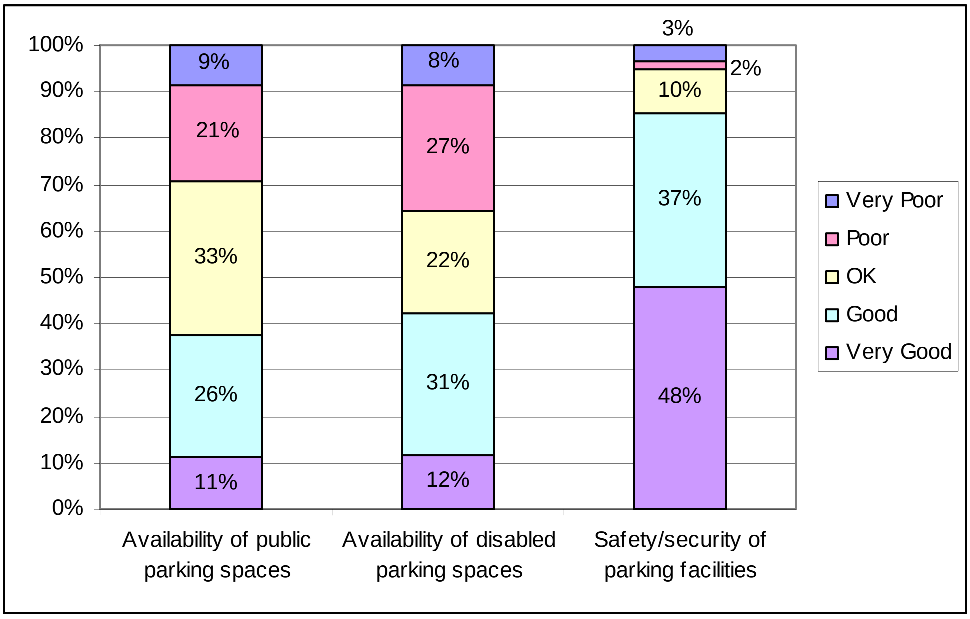
Parking in Haltwhistle town centre was not rated particularly highly (Figure 18), with less than two fifths of respondents (38%) saying that the availability of parking spaces was good or very good, and 29% giving a poor or very poor rating.

A slightly higher proportion of respondents (42%) gave a positive rating for the availability of disabled parking spaces, but slightly more (36%) gave a negative rating.

The safety/security of the parking facilities was viewed much more positively, with 85% giving a good or very good rating, and only 5% giving a poor or very poor rating.

Figure 16: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 95 to 136 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

A number of comments relating to parking were given in response to the question about the main problems with the shopping experience in Haltwhistle town centre. These comments are listed below:

- "Parking (3 responses)".
- "Lack of parking spaces".
- "No parking".
- "No car parking".
- "Parking anywhere".
- "Parking availability".
- "Parking not enough".
- "Parking, not enough, people parking on the street. Streets to narrow for roadside parking".
- "People parking on yellow lines".
- "Would prefer 2 hours parking rather than 1 hour. Would encourage visitors to stay longer".

Illegal parking was given as one of the main problems with the shopping experience by 8% of respondents.

Nearly one quarter of respondents (23%) said that to make the town centre better, the parking needed to be improved. Various comments were also made relating to this:

- “All lines removed. Remove restricted parking”.
- “Do away with bollards around market square, make more parking area”.
- “Do away with market square and create more parking spaces”.
- “Make the main street wider”.
- “Eliminate parking on yellow lines”.
- “Improve pavements. Stop people parking on pavements”.

One further related comment was made when asked what improvements the respondents would like to see to the retail offer:

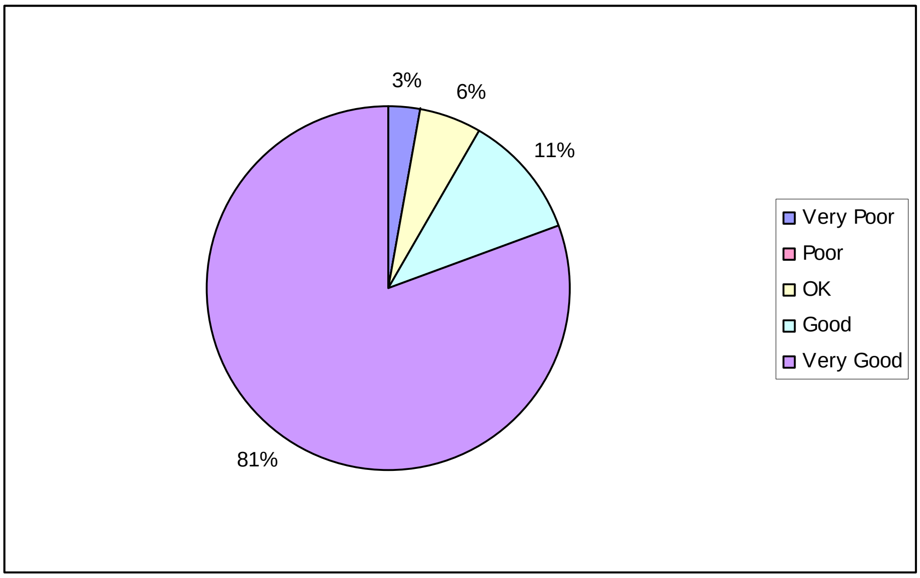
- “…more parking spaces & free”.

9.3 Cost of parking

The cost of parking in Haltwhistle town centre was rated very highly, with 92% of respondents giving a good or very good rating, and only 3% giving a poor or very poor rating.

Figure 17: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 108 respondents (note: this excludes those respondents that gave a 'don't know' response)

Only one comment was given relating to the cost of parking:

- "more parking spaces & free".

9.4 Haltwhistle's Car parks

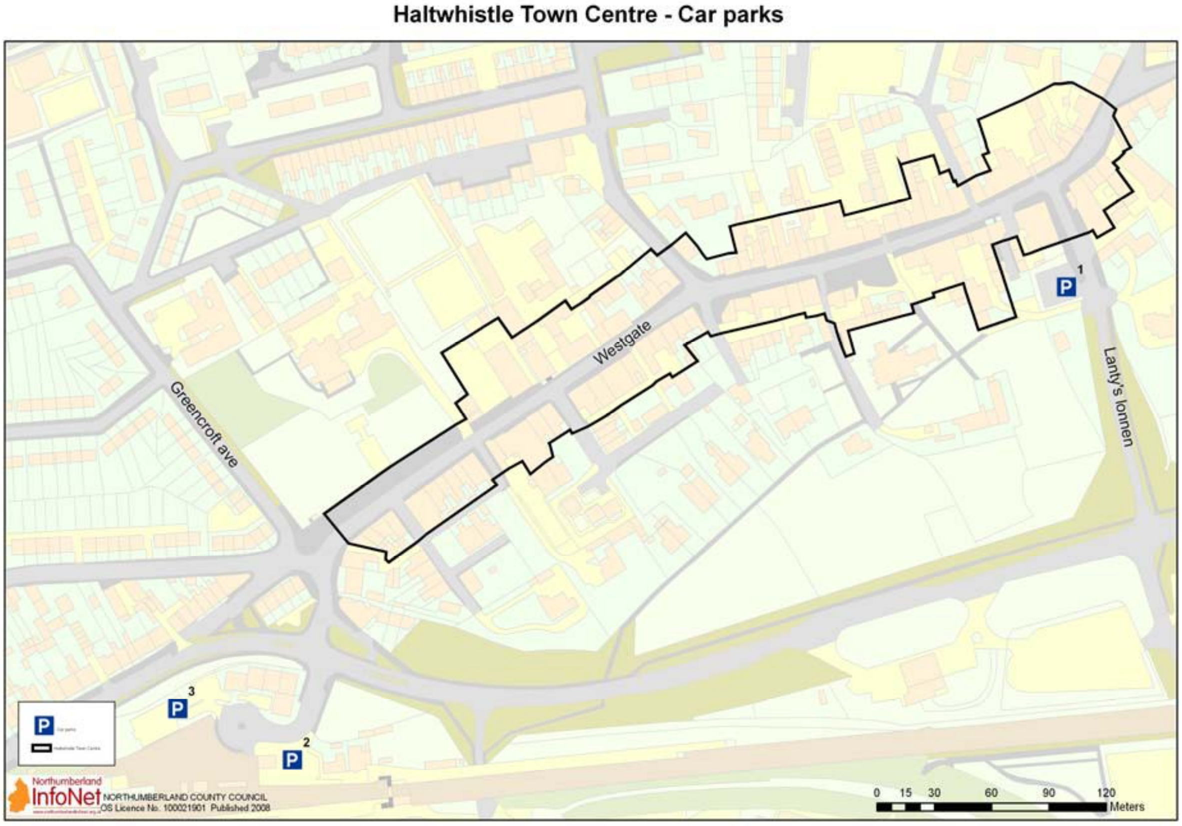
Figures 18 and 19 show the location of car parks within and surrounding HaltwhistleTown Centre.

Figure 18: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Lantys Lonnen		Surface Car Park					
2	Haltwhistle Station		Surface Car Park					There is a small car park at the entrance to the station.
3	Railway Station							

Source: Tynedale District Council, Transport Direct

Figure 19: Location of Car Parks



Source: Tynedale District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Haltwhistle to surrounding towns and villages are listed below.

Figure 20: Destination and Frequency of Buses from Haltwhistle

Destination	Mon - Fri	Sat	Sun
Acomb	7 per day	7 per day	7 per day
Alston	2 per day	2 per day	None
Bardon Mill	Approx 1 per hour	Approx 1 per hour	4 per day
Carlisle	Approx 1 per hour	Approx 1 per hour	9 per day
Corbridge	Approx 1 per hour	Approx 1 per hour	None
Gilsland	9 per day	9 per day	4 per day
Greenhead	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Halton Lea Gate	7 per day	7 per day	None
Haydon Bridge	Approx 1 per hour	Approx 1 per hour	4 per day
Hexham	Approx 1 per hour	Approx 1 per hour	9 per day
Housesteads	Approx 1 per hour	Approx 1 per hour	7 per day
Knaresdale	3 per day	3 per day	None
Lambley	7 per day	7 per day	None
Melkridge	Approx 1 per hour	Approx 1 per hour	4 per day
Newcastle upon Tyne	Approx 1 per hour	Approx 1 per hour	None
Slaggyford	3 per day	3 per day	None
Vindolanda	7 per day	7 per day	7 per day

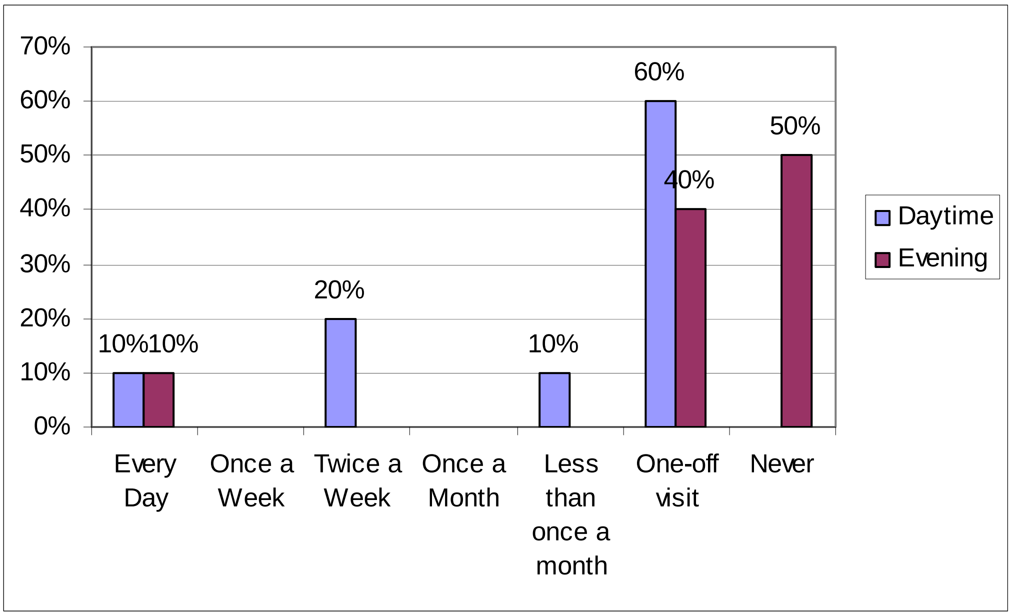
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

6% of respondents travelled into Haltwhistle by bus on the day of the interview (Figure 21). 30% of these said that they go into Haltwhistle at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 10% in the evenings.

Figure 21: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



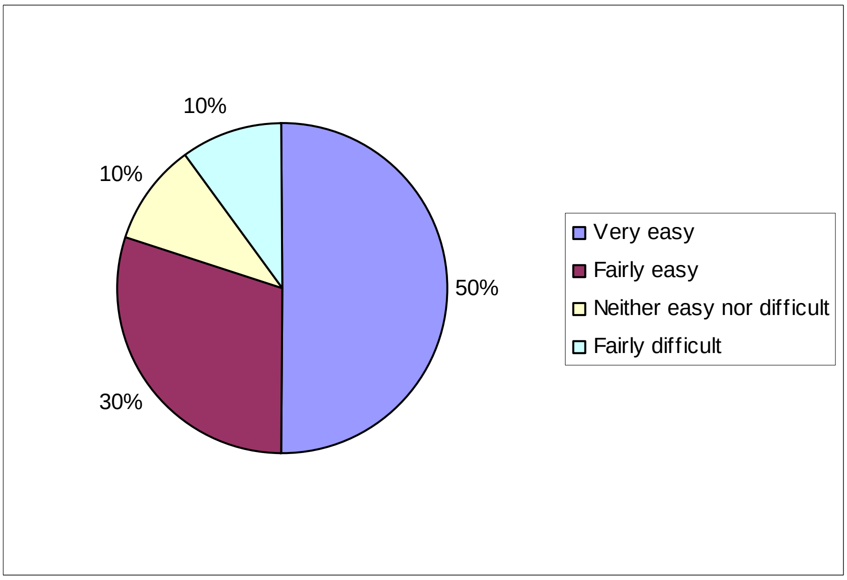
Source: Northumberland Infonet Shopper Questionnaires

Base: 27 for daytime; 28 for evening

80% of the respondents that travelled by bus found it very easy or very easy to travel into Haltwhistle town centre. Only 10% found it difficult (Figure 24).

Figure 22: How easy/difficult do you feel it is to travel into Haltwhistle town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 10 respondents

9.7 Train Connectivity

Haltwhistle has a railway station, managed by Northern rail service, covering the following local destinations. Trains from Newcastle and Carlisle link to railway lines covering a wider part of the UK.

Figure 23: Destination and Frequency of Buses from Haltwhistle

Destination	M-Fri	Sat	Sun
Carlisle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wetheral	7 per day	7 per day	6 per day
Brampton	7 per day	7 per day	6 per day
Bardon Mill	7 per day	7 per day	5 per day
Haydon Bridge	8 per day	8 per day	5 per day
Hexham	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Corbridge	6 per day	6 per day	Approx 1 per hour
Riding Mill	6 per day	6 per day	Approx 1 per hour
Stocksfield	7 per day	7 per day	Approx 1 per hour
Prudhoe	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wylam	6 per day	7 per day	Approx 1 per hour
Blaydon	1 per day	1 per day	None
Gateshead (Metro Centre)	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Dunston	1 per day	1 per day	None
Newcastle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Sunderland	1 per day	1 per day	None

9.8 Shoppers travelling to town by train

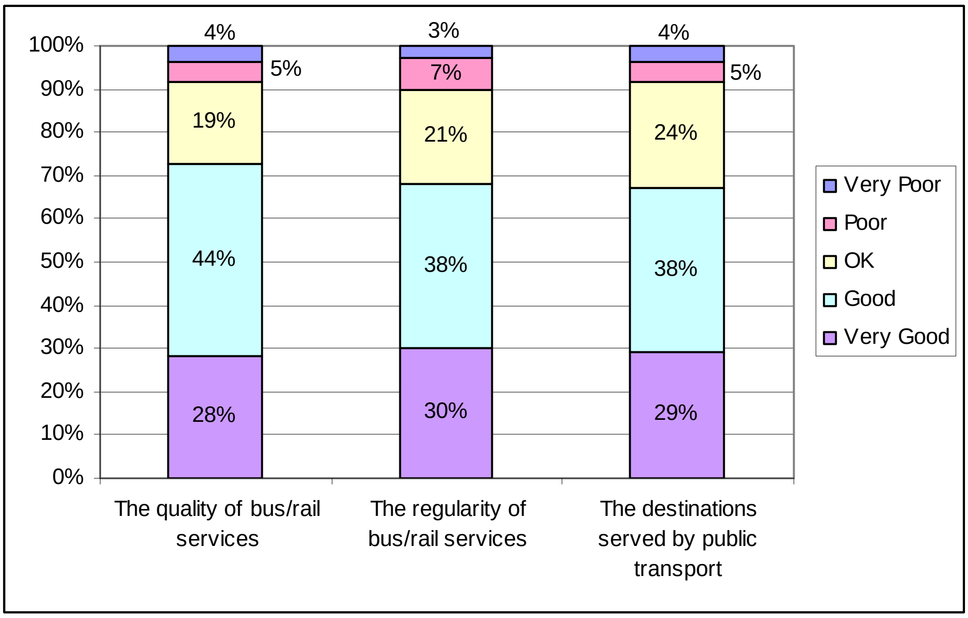
One respondent said that they travelled to Haltwhistle by train on the day of the interview. This person said that they go to Haltwhistle less than once a month during the daytime, and never during the evenings. They found it neither easy nor difficult to travel into the centre.

9.9 Perception of Public Transport Services

Public transport in Haltwhistle was rated fairly highly, with over two thirds of respondents giving a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport.

Figure 24: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 107 to 109 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 4% of respondents said that the accessibility should be improved.

Respondents seemed to feel that the quality of the footpaths was a key issue, with 9% saying that this was one of the main problems with the shopping experience. The pavements, and the cobbles in particular, also prompted a number of people to make a comment:

1. the main problems with the town centre:
    - "Cobble stones near bank uneven & dangerous".
    - "Cobbles in market place".
    - "Narrow pavements".
    - "Uneven pavements-crossings".
    - "Uneven pavements".

2. ways to make the town centre better:
   - "…Lift up the cobbles far too uneven to walk on, ie. Safety reasons";
   - "…Make sure cobbles are safe and checked";
   - "Cobbles are dangerous for walking on";
   - "Get rid of stones (cobbles) in market place";
   - "Impaired sight. Pavements are horrible. Crossing outside of HSBC. Cobbles uneven";
   - "Improve pavements…";
   - "Improve paving. Cobbles are dangerous";
   - "Pavement in centre and the cobbles danger to life and limb";
   - "Take the cobbled stones up on the market square, relay it to a flat surface";
   - "Want the square done up – pebble stones made level".

9.11 Origin and method of travel of Shoppers Interviewed

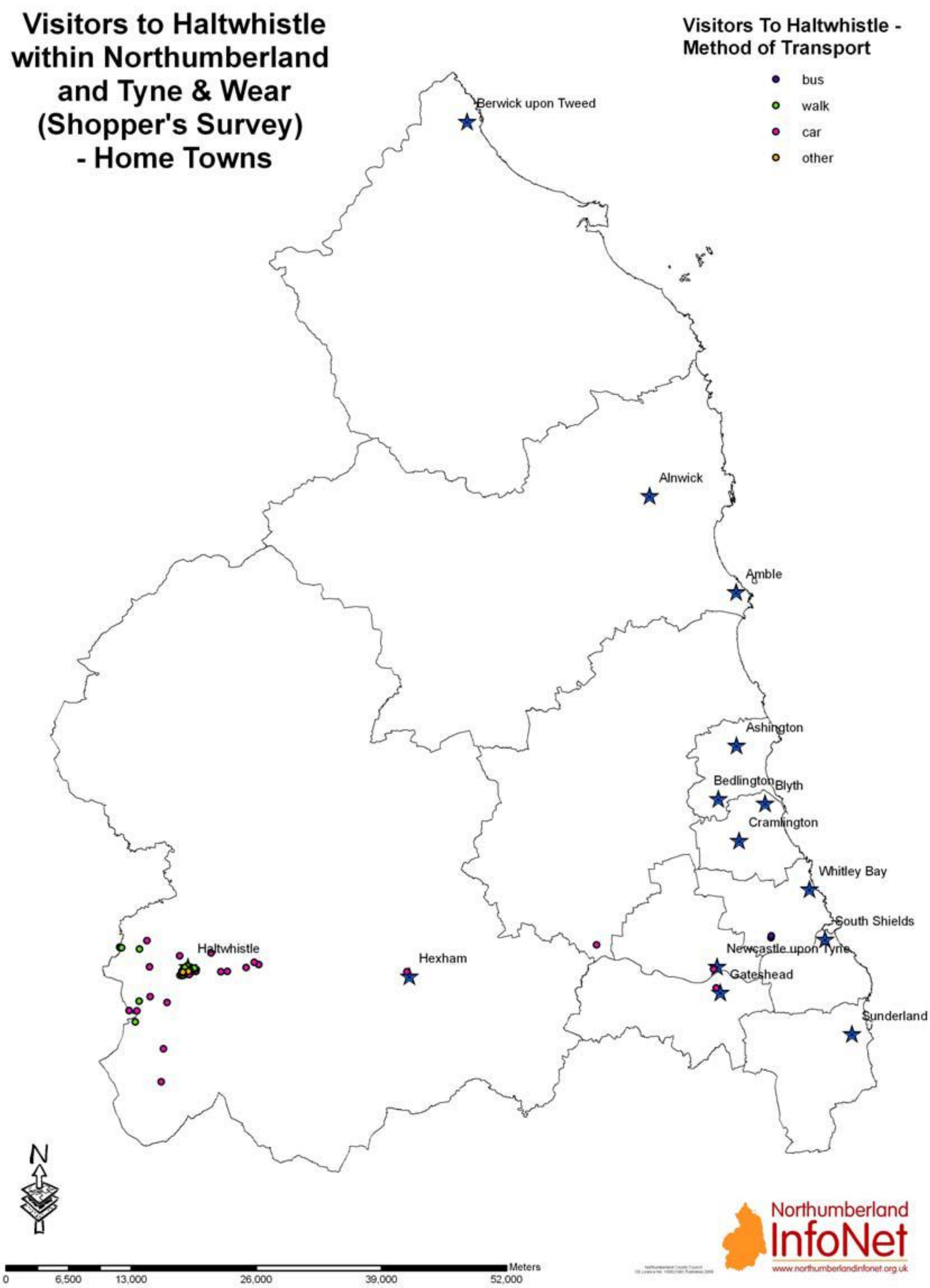
As Figure 25 shows, most of the respondents from the Haltwhistle Shopper Survey live in the Tynedale District, with a large proportion living in or around Haltwhistle itself. In addition, some respondents came from Cumbria, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents travelled in by car, although a number of the respondents that live in, or close to, Haltwhistle said that they walked.

The remaining few respondents were spread across the rest of the UK as far north as Edinburgh and as far south as Plymouth. Most of these travelled into Haltwhistle by car.

Figure 25: Visitors to Haltwhistle within Northumberland and Tyne and Wear

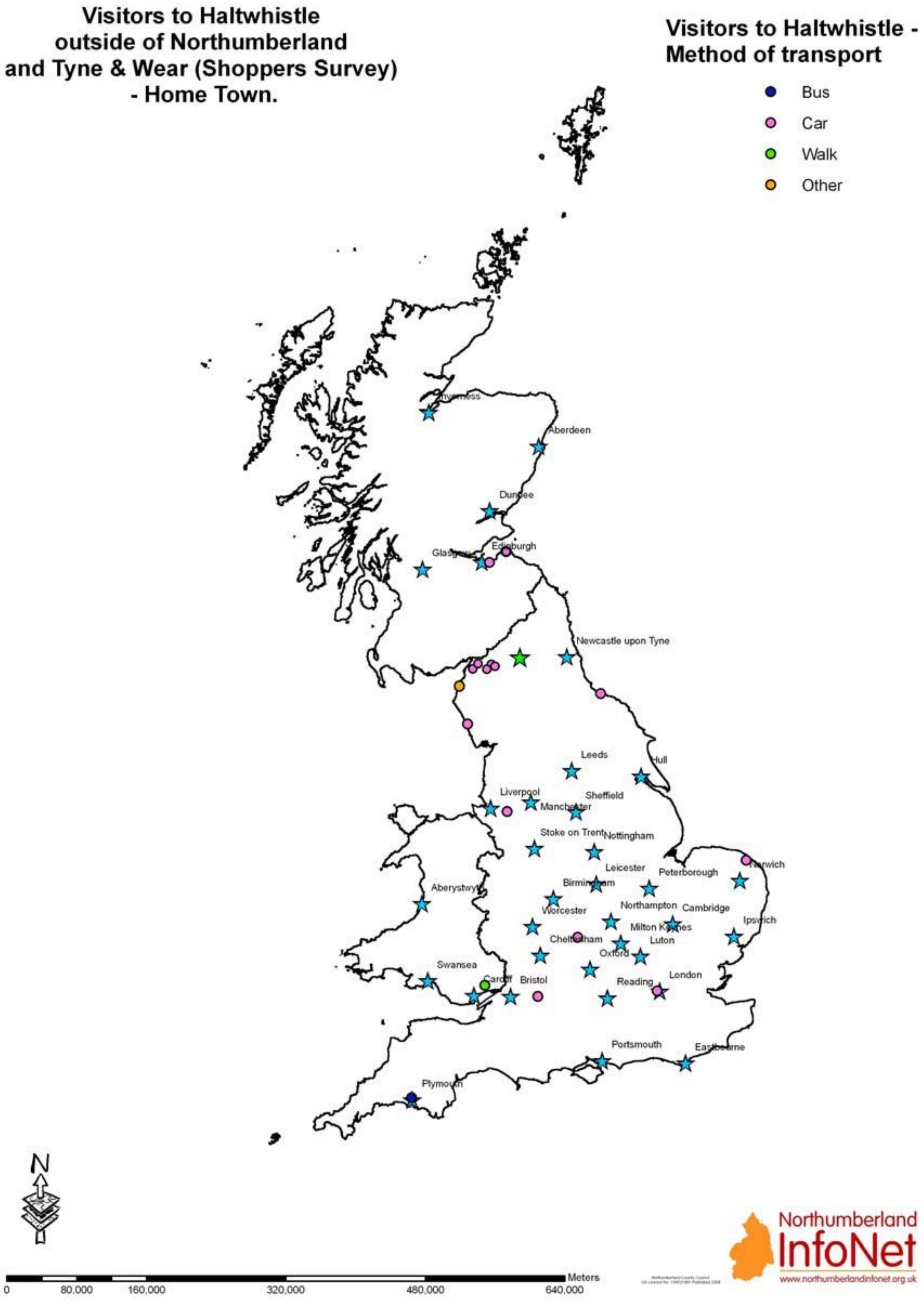
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 26: Visitors to Haltwhistle outside Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Haltwhistle:

- New planters funded by the Town Council to enhance Haltwhistle in Bloom have been placed around the town centre.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey. However, one person said that to improve the retail offer there should be a "pedestrianised area". The same person also said "pedestrianise" when asked how they would make the town centre better.

10.2.2 Signage, Street furniture and Open Spaces

Signage

2% of people said that signage and information was one of the main problems with the shopping experience in Haltwhistle town centre. Two people also suggested related ways to make the town centre better:

- "Clearer signage for centre".
- "Signage for shops-to find them".

Street Furniture

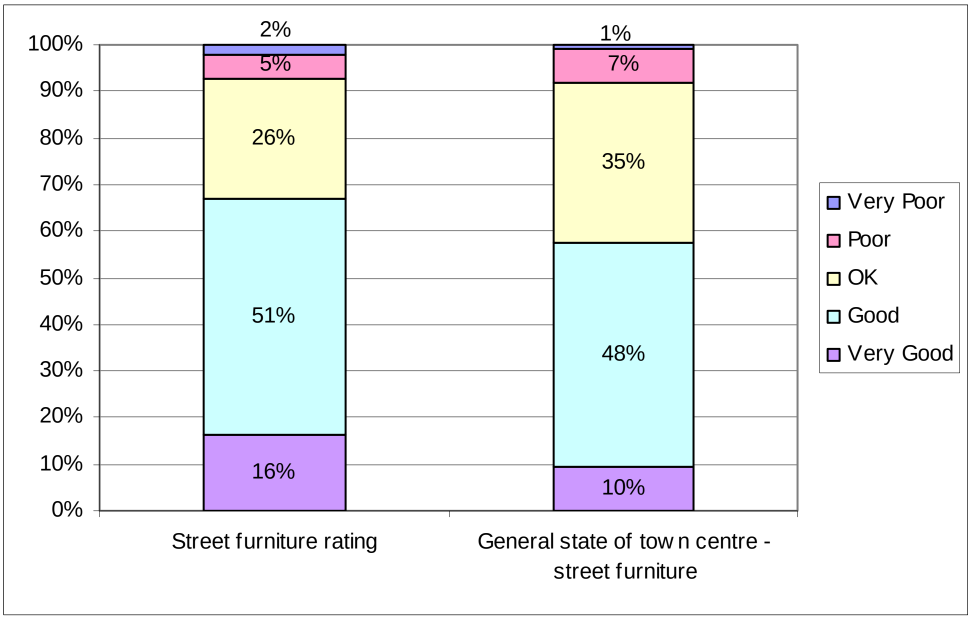
Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture (Figure 27).

Street furniture with respect to the general state of the town centre didn't fare quite as well as street furniture generally, although both were given reasonably similar ratings (57% and 67% gave a positive rating for these aspects respectively).

One person said that one of the main problems was the "uneven seats outside HSBC".

Figure 27: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

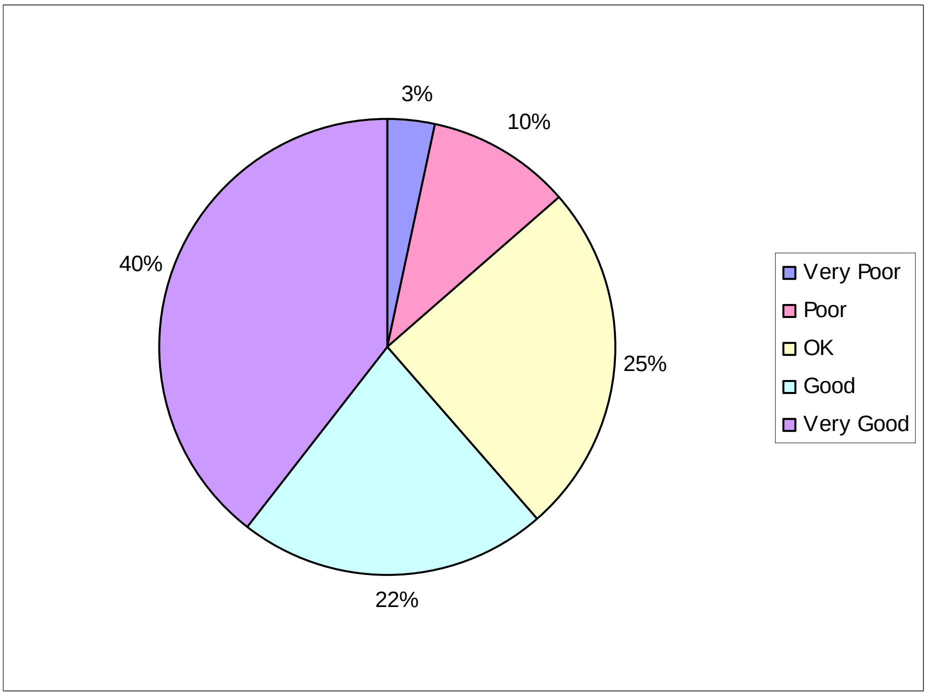
Base : 155 to 160 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

Nearly two thirds (61%) of respondents gave a favourable rating for the parks and open spaces in Haltwhistle. 14% thought that they were poor or very poor. (Figure 28).

Figure 28: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 124 respondents (note: this excludes those respondents that gave a 'don't know' response)

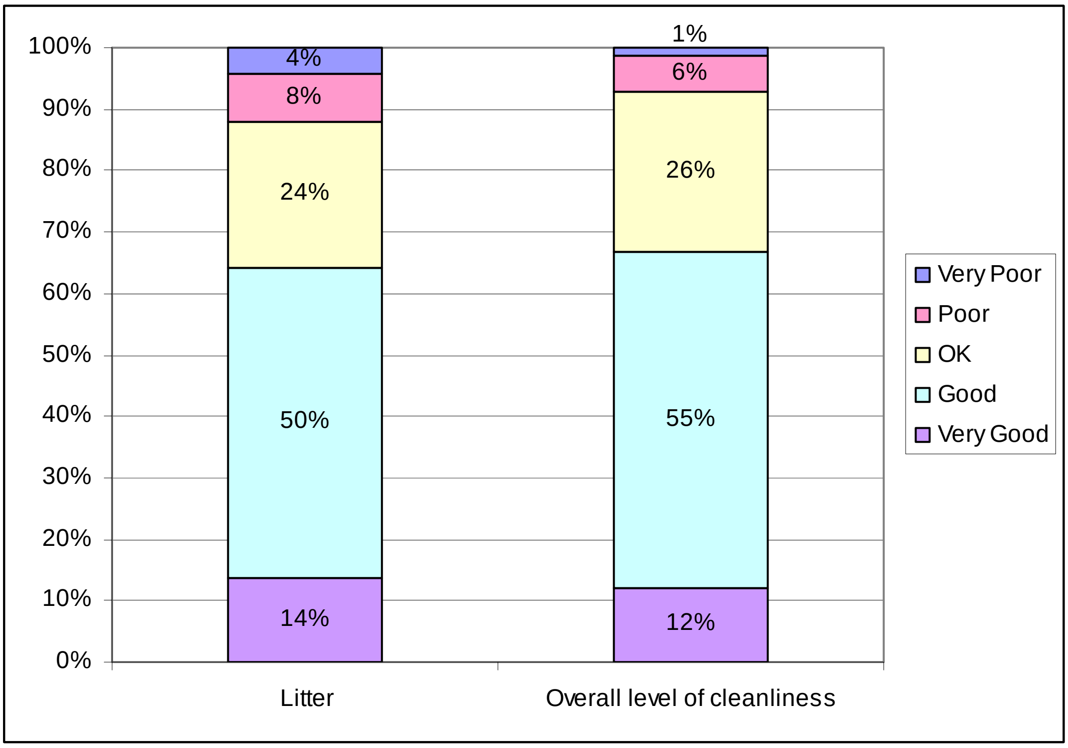
10.2.3 Litter and Cleanliness

Two thirds of respondents gave a positive rating for the overall level of cleanliness in Haltwhistle town centre, and only 7% gave a negative rating. Litter was rated slightly lower, with 64% of respondents giving a good/very good rating and 12% giving a poor/very poor rating (Figure 29).

One respondent that gave a 'good' rating for the overall cleanliness added the comment, "except for chewing gum".

Figure 29: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 167 respondents (litter); 168 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would make the town centre better, two respondents gave a related comment:

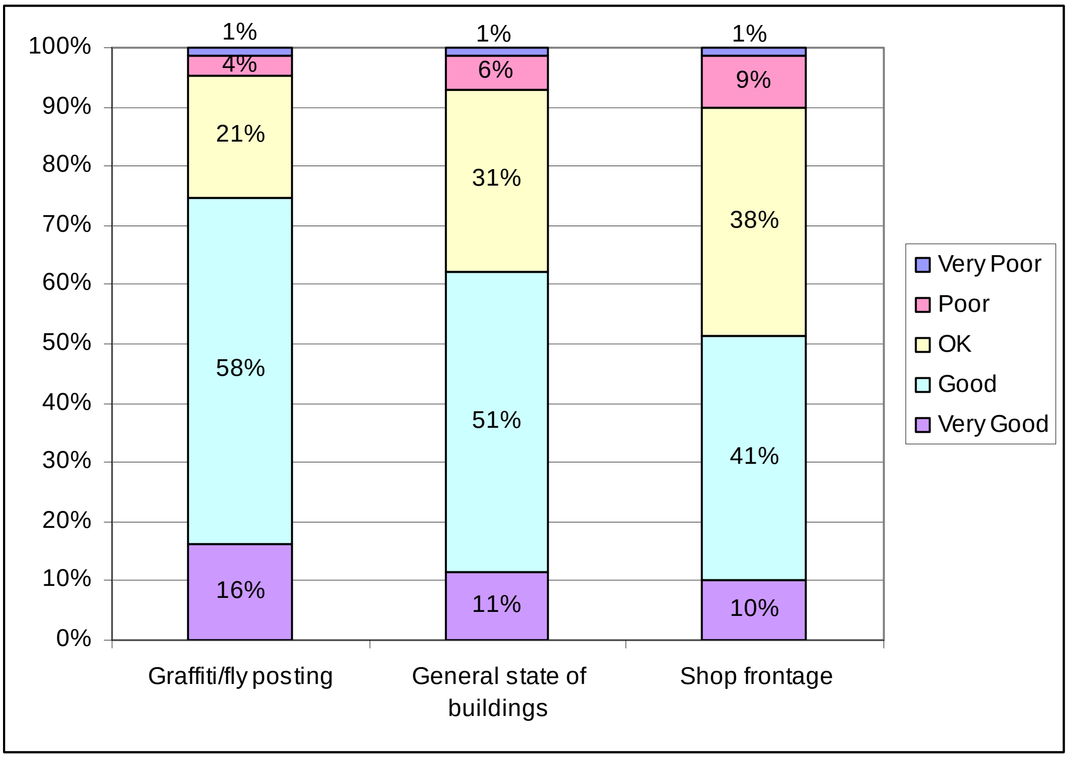
- "Clean up the streets quicker after weekend".
- "Improve litter clearing".

10.2.4 General Appearance of the Town

Respondents were quite positive about graffiti and fly posting in the town, with three quarters of respondents giving it a positive rating. The general state of the buildings was rated slightly lower (62% gave a good or very good rating) and shop frontage was given a positive rating by only half (52%) of respondents (Figure 30).

Figure 30: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 165 to 167 respondents; (note: this excludes those respondents that gave a 'don't know' response)

Six comments were made (by five people) that there were too many empty shops in Haltwhistle:

- "Too many empty shops (2 responses)".
- "Fill empty shops. More businesses".
- "Fill the empty shops".
- "Filling existing properties- a lot of shops empty".
- "Less closed/empty shops".

A few other comments relating to the appearance of the town centre were also made:

1. the main problems with the town centre:
   - o "Big square in market place. Used to be cobbles looked much better".

2. ways to make the town centre better:

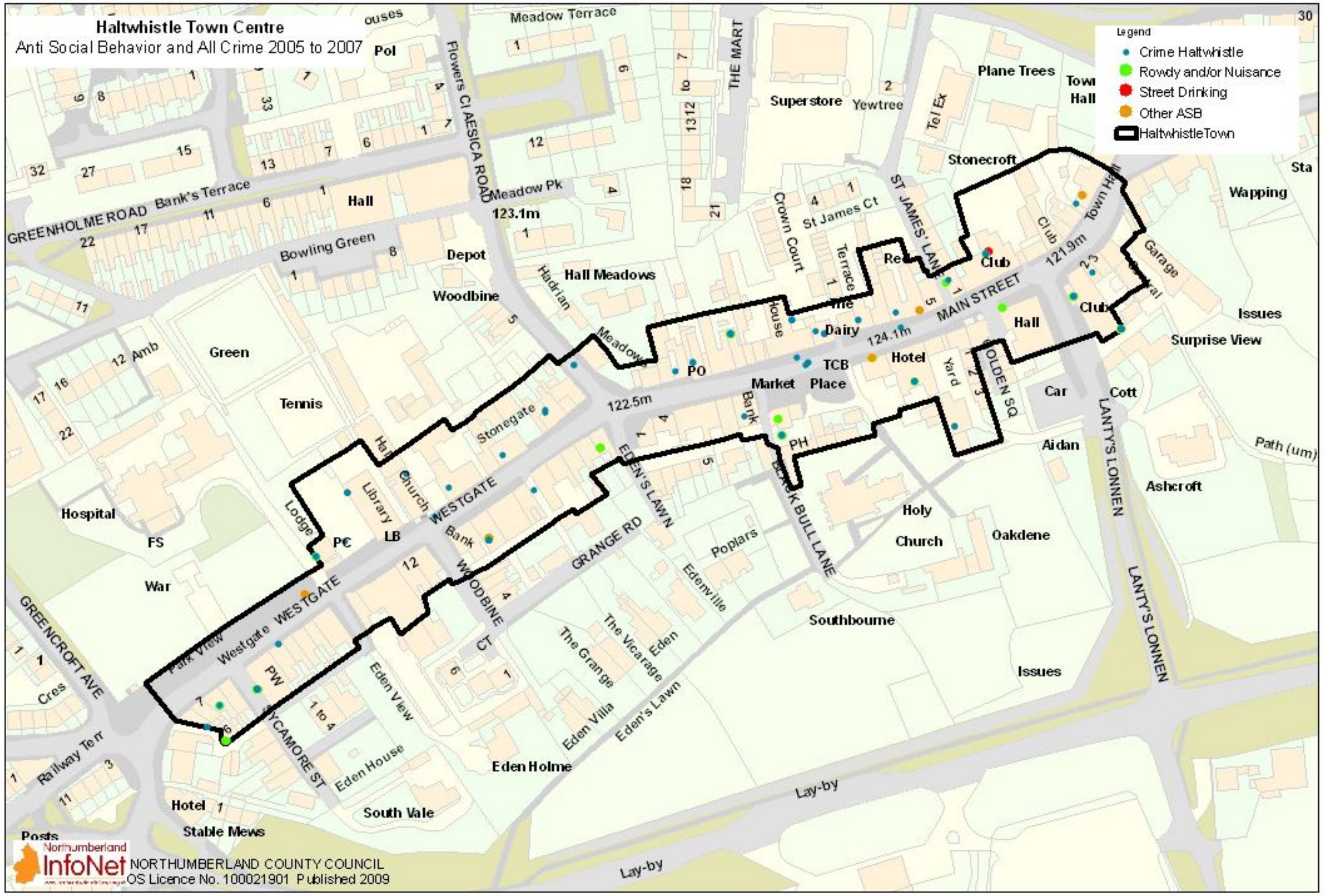
- "… more flowers. Hanging baskets. Somehow make it look alive & buzzing".
- "Shop frontage quite poor. Needs to be traditional & old fashioned. It needs to look more attractive. It lacks something".
- "Want the square done up-pebble stones made level".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

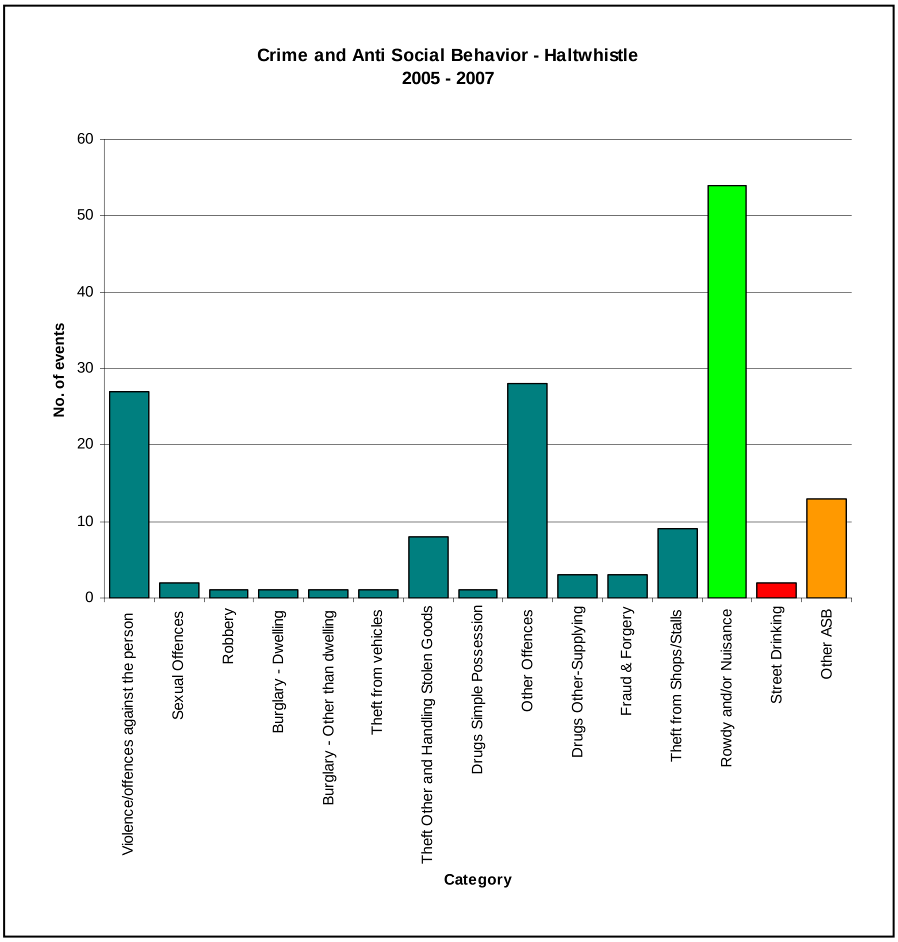
11.1 Analysis of Reported Crimes

Figure 31: Analysis of Reported Crimes



Source: Northumbria Police

Figure 32: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 31 and 32, it is clear to see that the majority of crime in Haltwhistle in 2005 – 2007 occurred on Main Street and Westgate, and the main type of crimes here were “general crimes” and “rowdy and/ or nuisance”.

Looking at the chart (Figure 32), the types of crime have been broken down further. The most frequent type of crime occurring in Haltwhistle Town Centre between 2005 and 2007 was “other offences” of which there were 28 occurrences. The 2nd most frequent type of crime was “violence/ offences against the person” of which there were 27 occurrences.

11.2 Perception or Fear of Crime

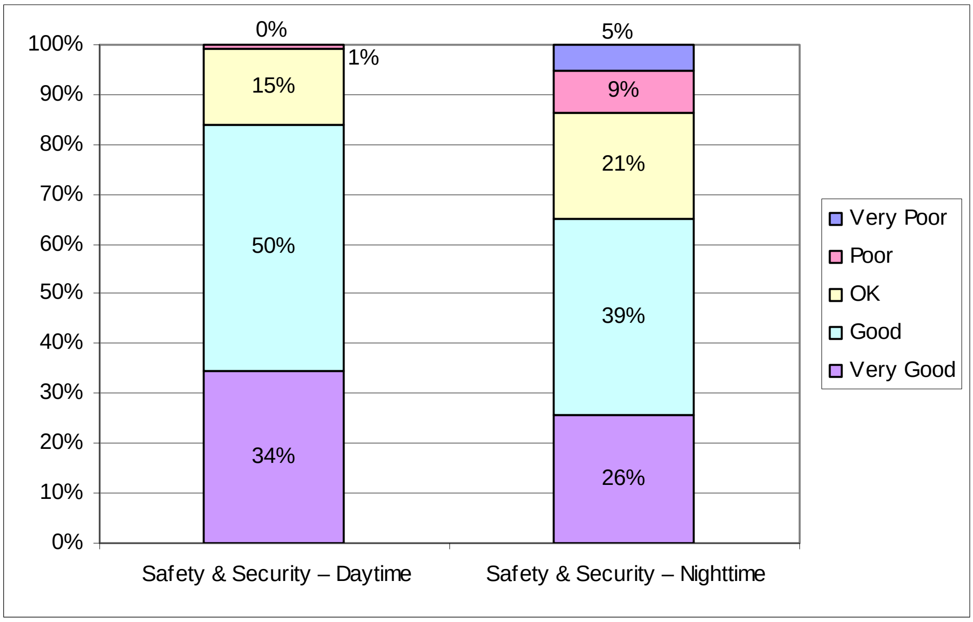
Five respondents (3%) mentioned safety/security when asked how they would make the town centre better. One of these gave the suggestion, “stop petty vandalism, more patrol by police”.

Respondents were also asked to rate safety/security during the daytime and the night-time. For the daytime, this was perceived to be very good, with 84% of respondents giving a favourable rating, and only 1% a poor or very poor rating. For the night-time, the positive ratings dropped down to 65%, and the negative ratings increased to 14% (Figure 33).

As can be seen in Figure 18, 85% of respondents felt that the safety/security of the parking facilities was good or very good.

Figure 33: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 119 respondents (daytime); 94 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Tynedale Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Tynedale District (October 2008):

- There is a community engagement initiative which is particularly aimed at residential areas immediately surrounding the town centre which involves a high visibility walkabout by community safety, community wardens, Milecastle Housing and police to identify and tackle issues on estates either observed by the teams or disclosed by residents e.g. litter /fly tipping, graffiti, vandalism, disorder and crime issues.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Haltwhistle Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Haltwhistle catchment area; spending patterns and retaining shopper spend within the town centre.

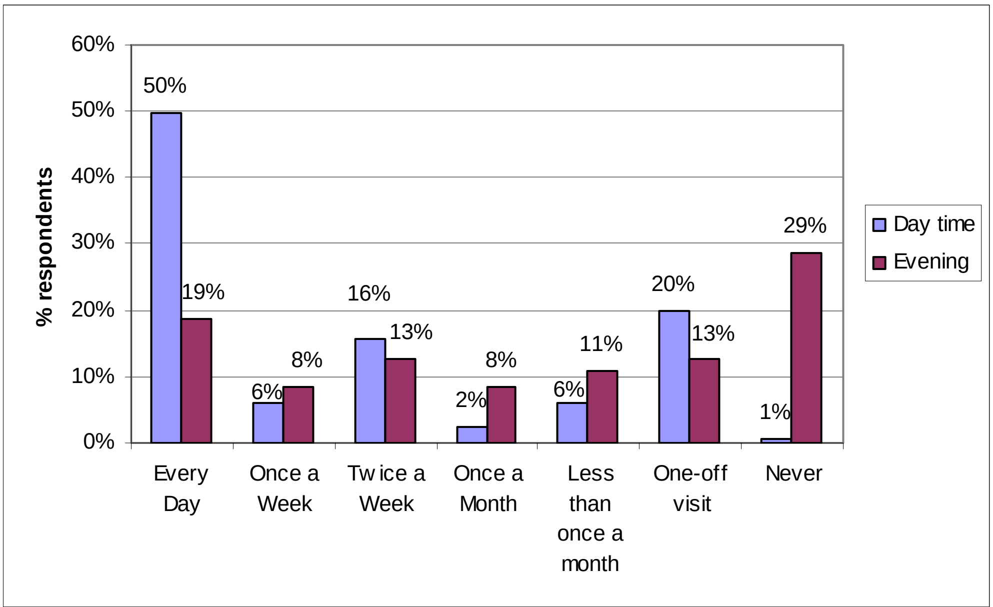
12.1 Regularity of visits

71% of respondents go to Haltwhistle town centre during the daytime at least once a week, with the most common frequency of visit being every day (50%).

Respondents visit the centre less often during the evenings, with 40% visiting at least once a week. 29% said that they never visit the town centre during the evening Figure 35).

Figure 34: Approximately how often are you in Haltwhistle?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 167 respondents (daytime and evening)

12.2 Expenditure/ Type of Purchases

Figure 35 shows the proportion of respondents that shop for different items solely in Haltwhistle town centre, and how many go further afield. Figure 37 gives more details about which shopping centres the respondents use.

As can be seen from the tables, Haltwhistle is used mainly for top-up food shopping and shopping for other domestic items (around half of respondents said that they shop at Haltwhistle for these items).

For main food shopping, Hexham was the most popular place to shop, with 30% of respondents giving this response. Carlisle was also quite popular (22% of respondents). For all other items, Carlisle was the most popular place to shop, with between one third and one half of respondents saying that they do their shopping there.

This ties in with responses to other questions in which 47% of respondents said that the limited offer or range of shops/goods was a problem, and 49% said that they would improve the retail offer in order to make the town centre better. When asked what improvements they would like to see to the retail offer, 60% said that there should be an increased variety of shops. There was also a number of other suggested improvements to the retail offer which can be found in Appendix 1.

Figure 35: Proportion of respondents shopping in Haltwhistle and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Haltwhistle									
Haltwhistle only	20%	56%	46%	2%	7%	15%	7%	8%	3%
Haltwhistle + local area[5]	2%	2%	1%	3%	2%	2%	1%	1%	1%
Haltwhistle + internet/ non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Haltwhistle									
Local area (not Haltwhistle)	53%	17%	31%	76%	72%	55%	60%	59%	52%
Internet or other	20%	26%	19%	18%	18%	18%	18%	18%	24%
Mixture of places (not Haltwhistle)	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't buy	5%	4%	3%	1%	1%	8%	14%	13%	20%
Base	167	167	168	168	168	168	168	168	168

Source: Northumberland Infonet Shopper Questionnaires

[5] 'Local area' is defined as being one of the following: Hexham, Brampton, Carlisle, Newcastle, Metro Centre.

Figure 36: Shopping centres used by respondents to purchase different items

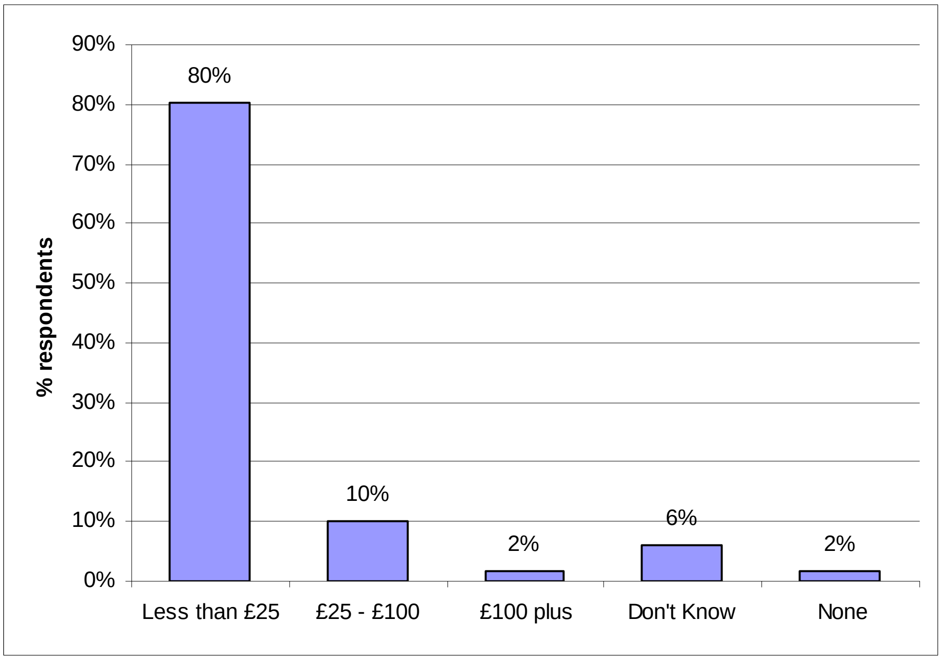
	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Haltwhistle	22%	57%	47%	5%	9%	18%	8%	10%	4%
Hexham	30%	10%	12%	13%	14%	9%	10%	11%	10%
Brampton	1%	1%	1%	0%	0%	0%	0%	2%	0%
Carlisle	22%	5%	15%	49%	45%	35%	37%	36%	33%
Newcastle	4%	3%	7%	23%	17%	15%	19%	13%	11%
Metro Centre	0%	0%	1%	11%	11%	2%	3%	2%	4%
Internet	1%	0%	0%	2%	1%	1%	1%	1%	8%
Other	19%	22%	19%	17%	17%	17%	18%	17%	17%
Don't buy	5%	4%	3%	1%	1%	8%	14%	13%	20%
Base	167	167	168	168	168	168	168	168	168

Source: Northumberland Infonet Shopper Questionnaires

Four fifths of respondents planned to spend less than £25 in Haltwhistle on the day they were interviewed, with a further 10% expecting to spend between £25 and £100 (Figure 38).

Figure 37: How much do you plan to spend in Haltwhistle today?

(Excludes 'don't know' responses unless otherwise specified)



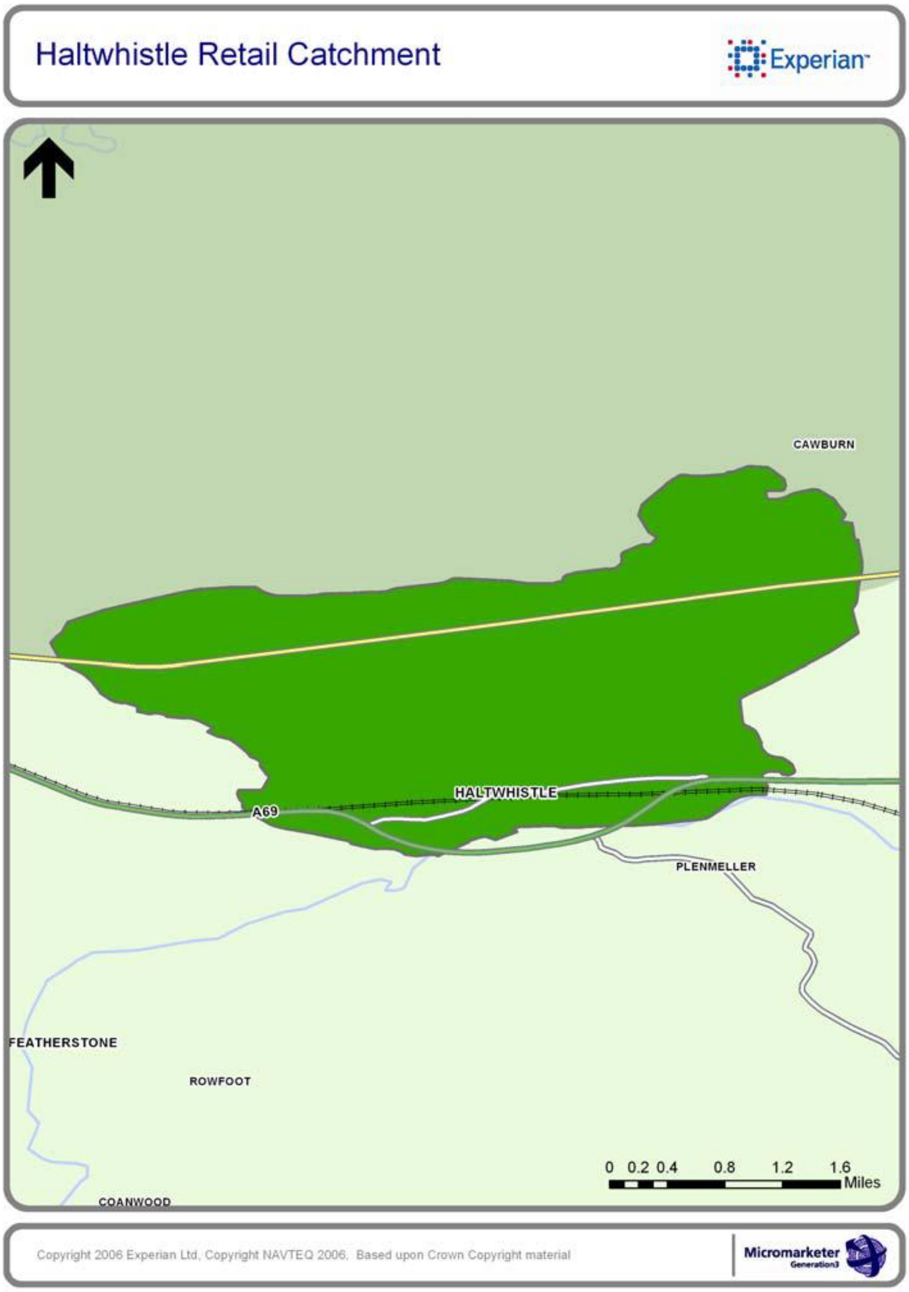
Source: Northumberland Infonet Shopper Questionnaires

Base: 167 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centreed round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Haltwhistle, (along with Prudhoe and Hexham) is one of the main towns in the Tynedale district and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contains a number of other local or secondary centres, including Allendale, Bellingham, Corbridge and Haydon Bridge. These settlements act as key service centres for the rural areas but are smaller in scale or function than Haltwhistle, Prudhoe and Hexham.

Figure 38: Haltwhistle Retail Catchment



Source: Experian

The map (Figure 38) shows the catchment area for Haltwhistle town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

In addition to Haltwhistle, the catchment embraces an area that lies between the A69 and the B6318 military road and beyond into Northumberland National Park. It includes the smaller settlements of Plenmeller and Plenmeller with Whitfield. Altogether, the catchment covers an area of 520.76 sq km, is home to approximately 4,024 people and 1,736 households. Collectively, these households and residents spend an estimated £15.8 million per annum on retail goods and services, with 36.7% of expenditure on convenience retail goods (£5.8 million) and 63.3% on comparison retail (£87.7 million). This balance is almost in line with the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The marginal difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Haltwhistle catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 39: Haltwhistle Catchment Summary Profile

Haltwhistle Catchment Summary Profile					
Totals	Haltwhistle Catchment	%	UK	%	Index
2007 Population	4,024.00		60,796,178.00		
2007 Households	1,736.00		26,018,847.00		
Total Comparison	10,017,304.00	63.3%	171,926,829,196.00	63.4%	99.95
Total Convenience	5,802,440.00	36.7%	99,464,696,627.00	36.6%	100.08
Total Retail	15,819,744.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £9,113, with average comparison retail spend at £5,770 per annum and convenience spend at £3,342 per annum. Total retail spend per household in the catchment is well below the UK average, with indices of 87.33 and 87.43 reported for Comparison and Convenience retail, respectively.

Figure 40 below provides a breakdown of Comparison retail expenditure within the Haltwhistle catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £2.3 million or 22.5% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£1.2 million or 11.9%) and Games, toys and hobbies, sport & camping, musical instruments (£1.1 million or 10.5%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Haltwhistle spend substantially more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories, Major Tools & Equipment, Materials for maintenance and repair of the dwelling and Garden, Plants and Flowers.

Figure 40: Total Expenditure (in 2006 prices) Comparison

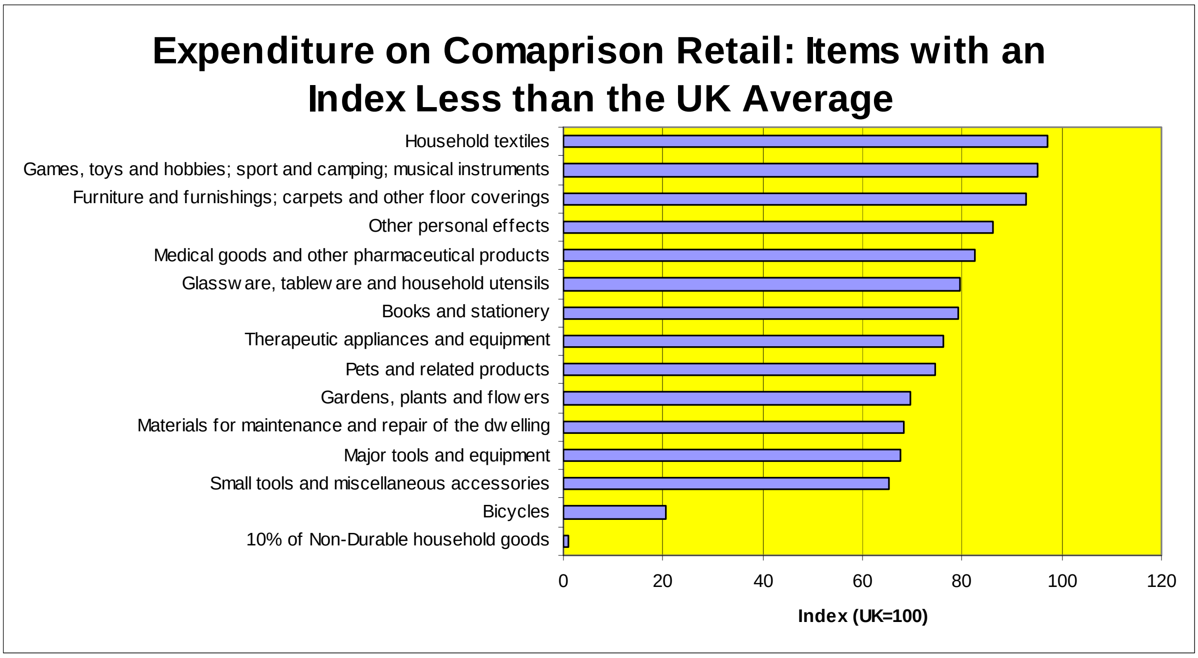
2007 Total Expenditure (in 2006 prices) Comparison

Totals	Haltwhistle Catchment	%	UK	%	Index
10% of Non-Durable household goods	20,205.00	0.20%	357,185,476.00	0.21%	0.97
Appliances for personal care	914,877.00	9.13%	15,298,262,865.00	8.90%	102.64
Audio-visual, photographic and information processing equipment	1,190,271.00	11.88%	14,926,597,385.00	8.68%	136.86
Bicycles	16,069.00	0.16%	1,345,908,674.00	0.78%	20.49
Books and stationery	321,806.00	3.21%	6,968,169,166.00	4.05%	79.26
Clothing materials and garments	2,254,048.00	22.50%	37,197,970,202.00	21.64%	104.00
Furniture and furnishings; carpets and other floor coverings	985,215.00	9.84%	18,218,052,893.00	10.60%	92.82
Games, toys and hobbies; sport and camping; musical instruments	1,051,093.00	10.49%	18,951,364,780.00	11.02%	95.19
Gardens, plants and flowers	138,143.00	1.38%	3,402,000,385.00	1.98%	69.69
Glassware, tableware and household utensils	220,781.00	2.20%	4,753,009,610.00	2.76%	79.72
Household textiles	304,733.00	3.04%	5,378,572,610.00	3.13%	97.24
Jewellery, clocks and watches	277,364.00	2.77%	4,533,353,900.00	2.64%	105.01
Major household appliances (electric or not)	351,966.00	3.51%	4,457,482,024.00	2.59%	135.52
Major tools and equipment	14,605.00	0.15%	370,528,409.00	0.22%	67.65
Materials for maintenance and repair of the dwelling	272,260.00	2.72%	6,826,571,834.00	3.97%	68.45
Medical goods and other pharmaceutical products	187,819.00	1.87%	3,904,354,994.00	2.27%	82.56
Other personal effects	114,269.00	1.14%	2,276,336,174.00	1.32%	86.16
Pets and related products	119,500.00	1.19%	2,747,999,981.00	1.60%	74.64
Recording media	613,430.00	6.12%	7,513,288,250.00	4.37%	140.13
Shoes and other footwear	320,051.00	3.19%	5,348,647,704.00	3.11%	102.70
Small electrical household appliances	65,308.00	0.65%	748,364,529.00	0.44%	149.78
Small tools and miscellaneous accessories	125,579.00	1.25%	3,301,806,678.00	1.92%	65.28
Therapeutic appliances and equipment	137,909.00	1.38%	3,101,000,673.00	1.80%	76.33

Total Comparison	10,017,304.00	100.00%	171,926,829,196.00	100.00%	100.00

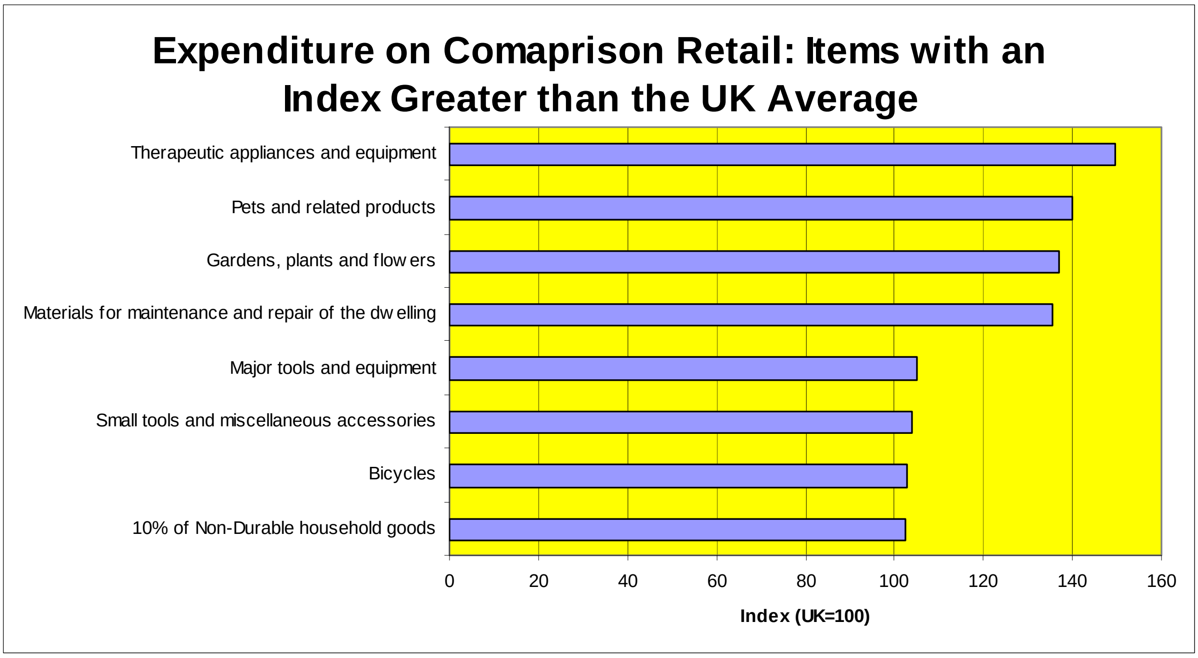
Source: Experian

Figure 41: Expenditure on Comparison Retail



Source: Experian

Figure 42: Expenditure on Comparison Retail



Source: Experian

Figure 43 below provides a breakdown of Convenience retail expenditure within the Haltwhistle catchment and in the UK. Clearly the largest expenditure type within comparison retail in Haltwhistle is Food and non-alcoholic beverages, accounting for

£4.0 million or 69.4% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£0.7 million or 11.8%) and Tobacco (£0.6 million or 10.9%). The pattern of expenditure nationally differs a little. Referring to the index, households in Haltwhistle spend proportionately more on Newspapers and Periodicals and Tobacco and less on Alcohol and Food and non-alcoholic beverages.

Figure 43: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Haltwhistle Catchment	%	UK	%	Index
90% of Non-Durable household goods	181,831.00	3.13%	3,214,575,062.00	3.23%	96.96
Alcohol (off-trade)	683,026.00	11.77%	12,313,767,021.00	12.38%	95.08
Food and non-alcoholic beverages	4,026,701.00	69.40%	70,035,886,128.00	70.41%	98.56
Newspapers and periodicals	276,504.00	4.77%	4,451,576,478.00	4.48%	106.47
Tobacco	634,378.00	10.93%	9,448,891,938.00	9.50%	115.09
Total Convenience	5,802,440.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Haltwhistle. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Haltwhistle and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Haltwhistle catchment that shops in Haltwhistle and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Haltwhistle and the extent to which spending leaks to other centres.

The figures in the Figures 44 and 45 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just under one-fifth of the resident population shop in Haltwhistle (700 or 17.4%). Almost 1,300 residents prefer to shop in Carlisle (1,279 or 31.8%) and a further 761 shoppers are lost to Hexham (18.9%). Other notable shopping destinations for households in the catchment area are the MetroCentre (589 or 14.7%) and Newcastle City Centre (623 or 15.5%).

Figure 44: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population (no.)**
Carlisle	31.78	1,279
Hexham	18.90	761
Haltwhistle	**17.39**	700
Newcastle upon Tyne – Central	15.48	623
Metro Centre	14.65	589
Newcastle upon Tyne - Kingston Park Centre	0.80	32
Gateshead - Team Valley Retail World	0.74	30
Sunderland	0.12	5
Penrith	0.06	2
Stanhope	0.06	2
Wallsend	0.03	1

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that around 17% of retail spend by residents and households domiciled within the Haltwhistle catchment, representing £2.7 million per annum, is spent in the town.

More than £5.0 million of expenditure is lost to Carlisle (32%), with other notable leakage to Hexham (£3.0 million or 19%), Newcastle City Centre (£2.4 million or 15%) and MetroCentre (£2.3 million or 15%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

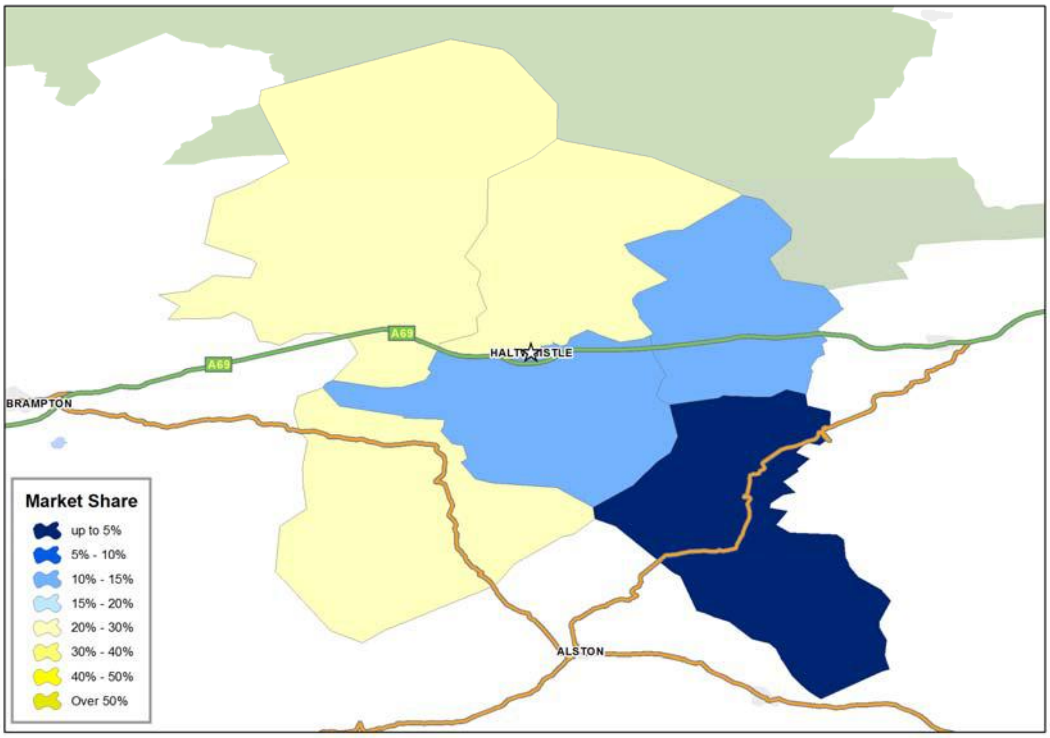
Figure 45: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Carlisle	32.08	5,074,795
Hexham	18.77	2,969,452
Haltwhistle	**17.38**	**2,749,853**
Newcastle upon Tyne - Central	15.42	2,438,993
Metro Centre	14.57	2,305,333
Newcastle upon Tyne - Kingston Park Centre	0.78	123,831
Gateshead - Team Valley Retail World	0.72	114,327
Sunderland	0.13	20,682
Penrith	0.05	8,604
Stanhope	0.05	8,592
Wallsend	0.03	5,283

Source: Experian

The map below shows the Haltwhistle catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Haltwhistle. From the map, it can be seen that households located within Haltwhistle spend between 10-15% of their total retail expenditure in Haltwhistle. Propensity to shop in Haltwhistle rises in the rural areas to the North and South East of the town (20-30% of expenditure in Haltwhistle) but diminishes as you travel further afield, dropping to less than 5% in those settlements centred around the A696 (Ninebanks, West Allen and Carrshield).

Figure 46: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

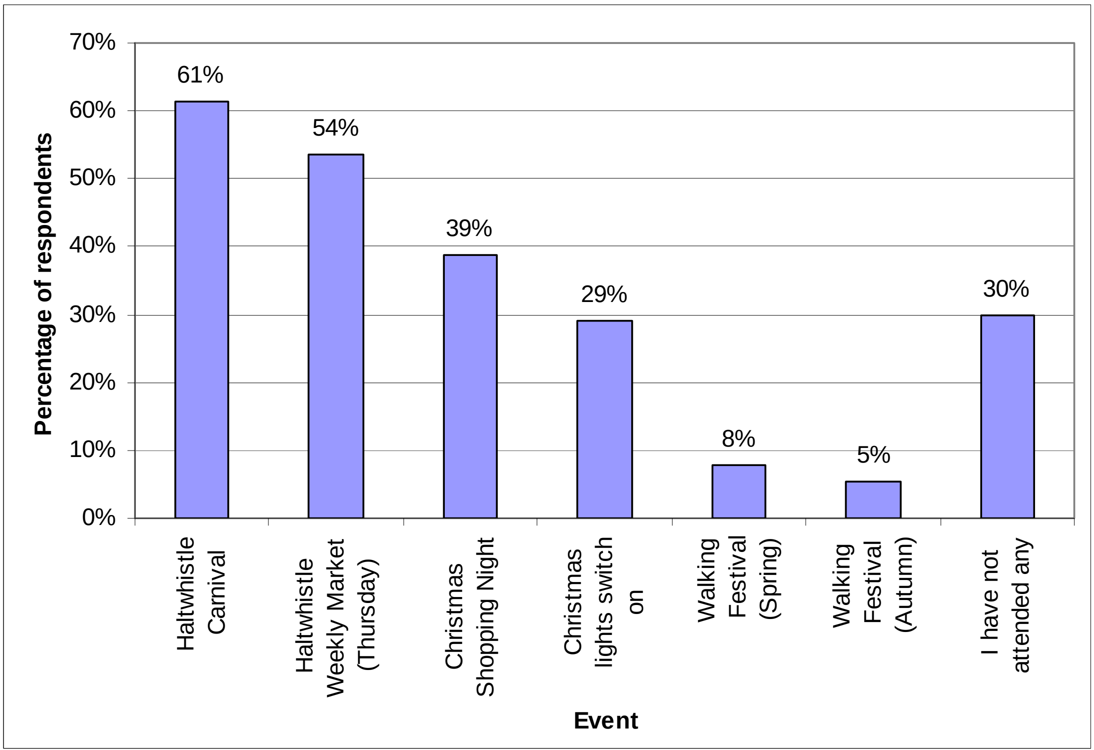
28% of respondents said that they were in Haltwhistle town centre for leisure on the day of the interview.

Events attended

70% of respondents had attended at least one of the events mentioned in the survey. The Haltwhistle Carnival was the most popular (61% of respondents mentioned this). The Haltwhistle Weekly Market was also attended by more than half of respondents (Figure 47).

Figure 47: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 168 respondents

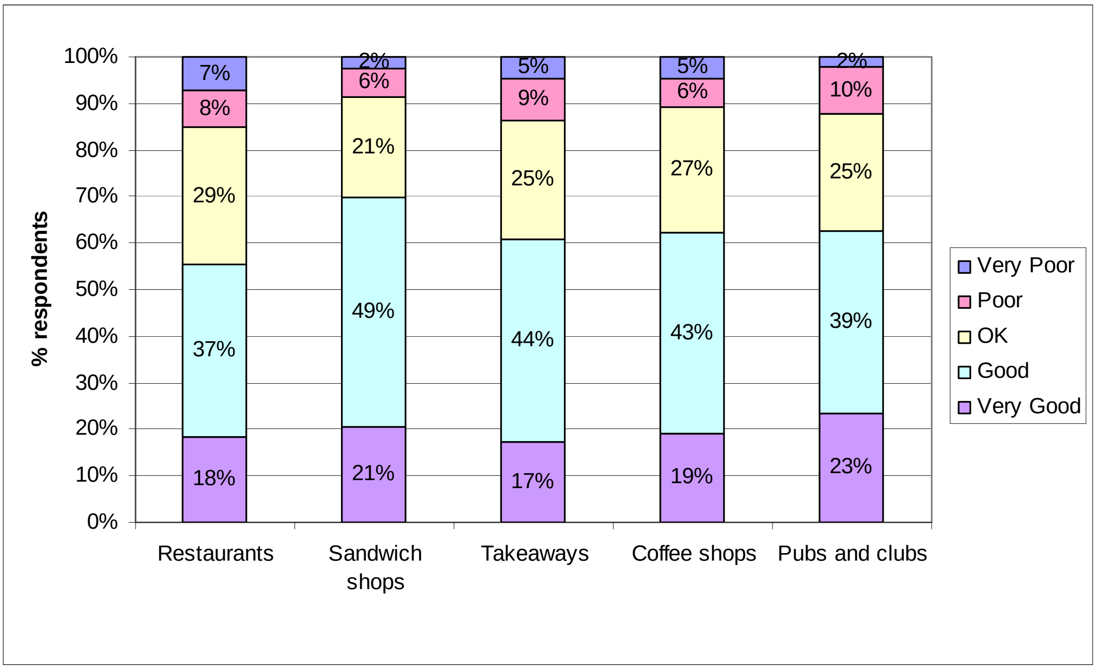
Eating and drinking

Over half of respondents gave a good/very good rating for each of the types of eating and drinking venues in Haltwhistle. Sandwich shops were rated the highest, with 70% giving a positive rating. Restaurants were given the lowest rating (56% rated good or very good, and 15% rated poor or very poor) (Figure 48).

“More cafes” and “cafes on a weekend” were mentioned by two of the respondents.

Figure 48: How would you rate the following venues for eating and drinking in Haltwhistle?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 99 to 130 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

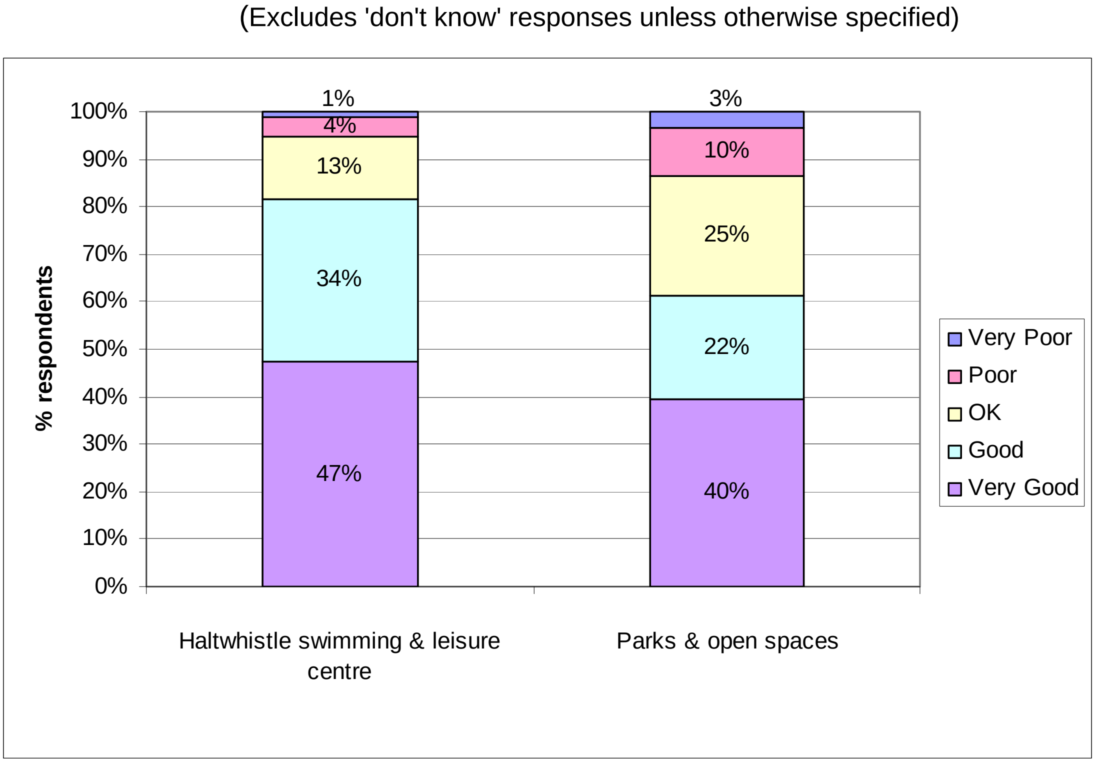
Arts and leisure facilities

The leisure centre at Haltwhistle was rated quite highly, with 82% of respondents giving a positive rating and only 5% giving a poor rating (Figure 49).

The rating for the parks and open spaces was considerably lower. 61% of respondents thought that they were good / very good, and 14% thought they were poor or very poor.

One person mentioned the "expensive leisure centre". Another, when asked how they would make the town centre better, gave the response "indoor swimming pool…".

Figure 49: How would you rate the following arts and leisure facilities in Haltwhistle?



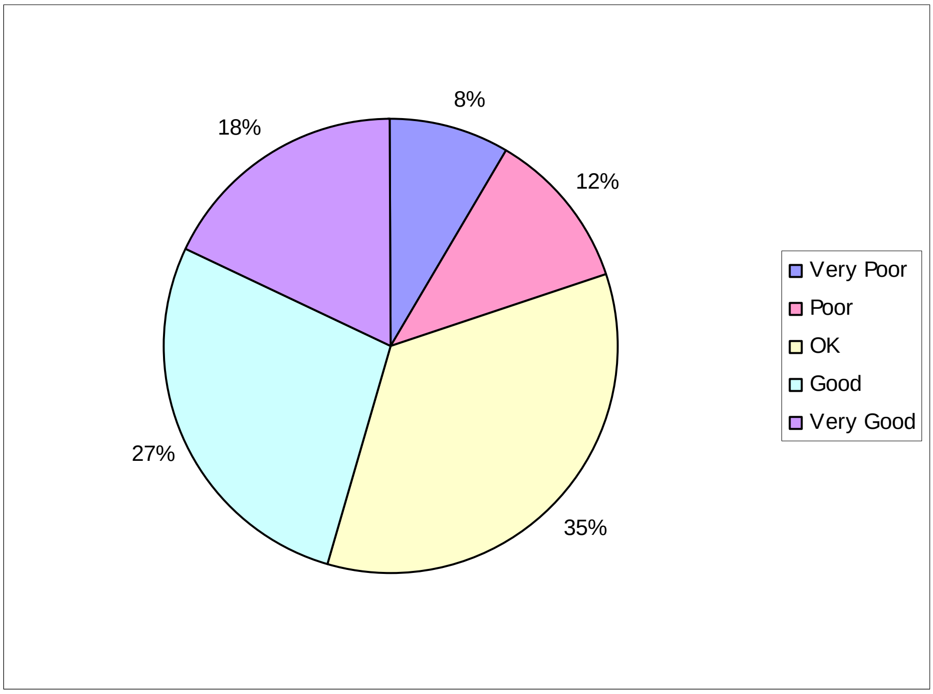
Source: Northumberland Infonet Shopper Questionnaires

Base: 93 for the leisure centre, 124 for the parks (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Haltwhistle as a place to enjoy yourself, less than half (45%) of respondents gave a good or very good response (Figure 50).

Figure 50: How do you rate Haltwhistle as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 165 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 11% gave an answer relating to improving the leisure facilities. A number of comments were also made on this subject:

- "More choice of shops & activities".
- "…Could do with a community hall".
- "Is there a visitor centre".
- "Something for the kids, hange out café for the teenagers...".
- "Something for kids to do at night, youth club or something".
- "Somewhere to go for free there is nothing to do for us".
- "Somewhere to meet my friends. Free though".
- "Things to do-disco's or entertainment".
- "More activities, go karting".
- "Entertainment for all ages".
- "For younger people".
- "Improved leisure facilities".

A number of related comments were also made when asked how respondents would improve the retail offer:

- “Tourism-shop. ie. Hadrian wall etc. promoting area”.
- “...Visitor centre”.
- “Leisure facilities. More for young people to go to”.
- “Somewhere you can go & sit & talk with friends”.
- “Something for young people to do”.
- “…Need more for younger people. We have nothing to do”.

28% of respondents said that they were in Haltwhistle town centre for leisure on the day of the interview.

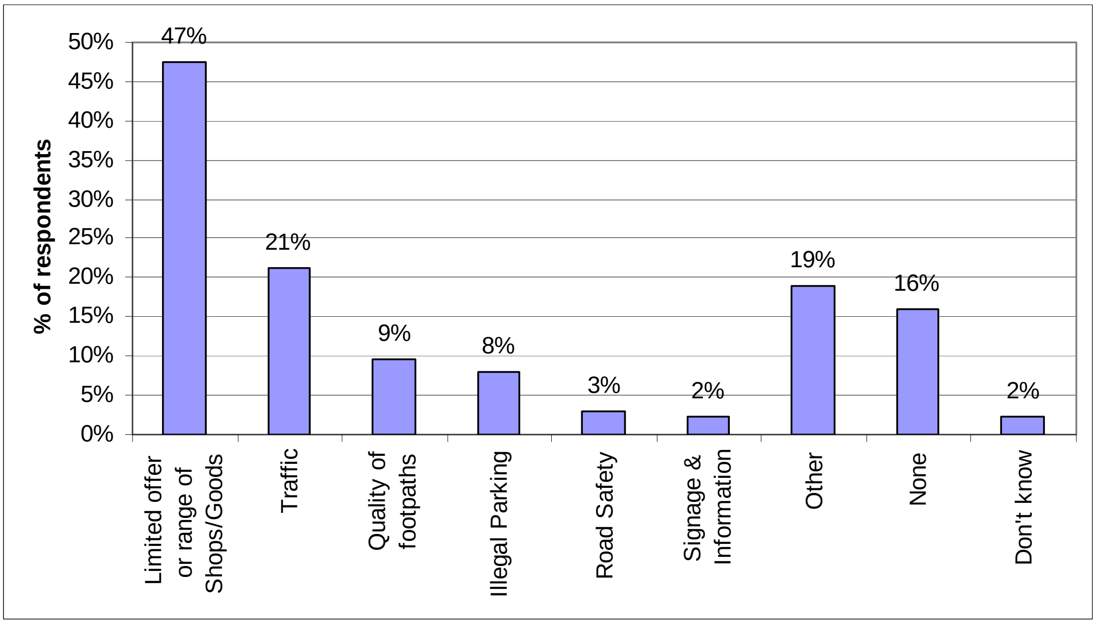
12.7 The Future: what will improve the town as a place to shop or visit?

From the analysis of the Haltwhistle shopper survey, it appears that in order to improve the town as a place to shop or visit, two key issues need to be addressed. One relates to the retail offer, and the other relates to parking in the town centre. The parking issue has already been covered in sections 9.2 and 9.3. The retail offer is examined in more detail in this section.

In addition to these issues, it should be noted that ‘traffic’ was given as a main problem with the shopping experience in Haltwhistle by 21% of the respondents, and also that there were a number of negative comments about the cobbles and the uneven pavements in the town centre (section 9.1). It is therefore recommended that these areas are investigated further.

Figure 51: What are the main problems with the shopping experience in Haltwhistle town centre?

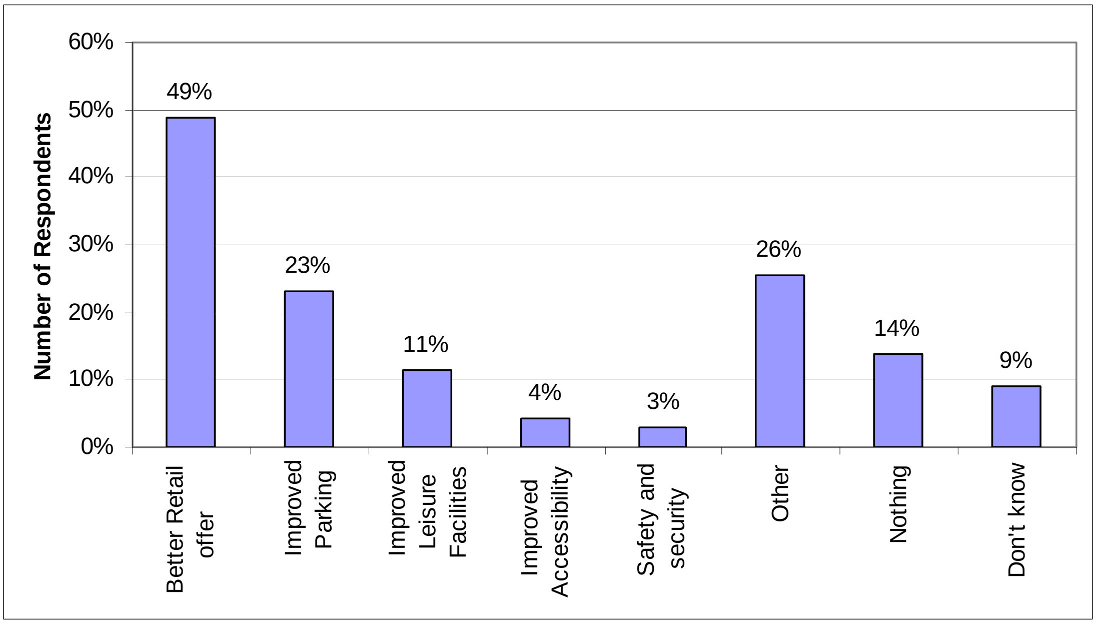
(Excludes 'don't know' responses unless otherwise specified)



Base: 137 respondents

Figure 52: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 168 respondents

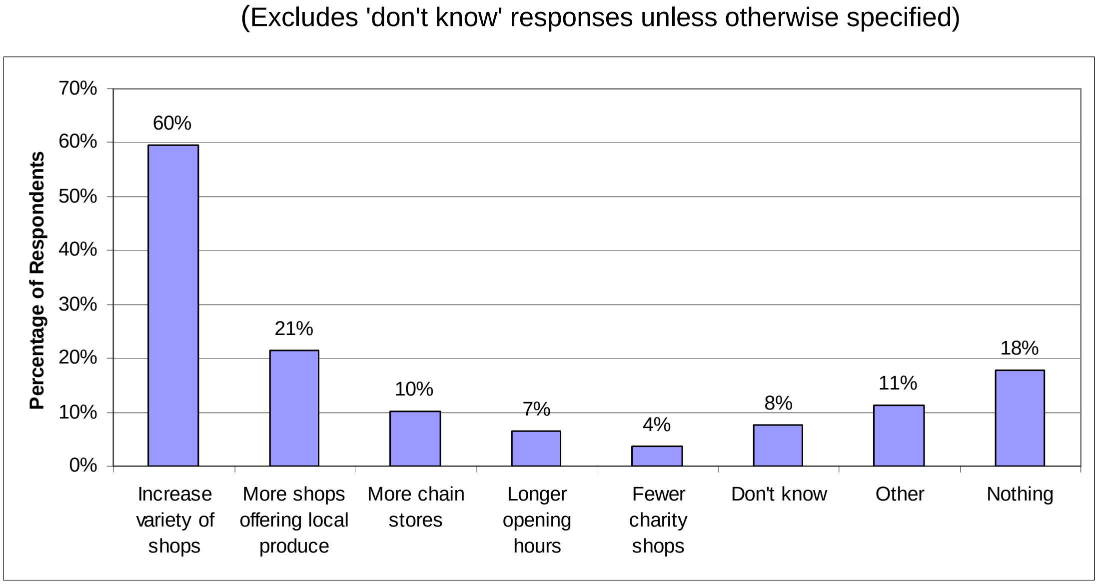
Retail

Throughout the survey, respondents have been fairly negative about the retail offer in Haltwhistle as can be seen in the points below:

- 47% of respondents said that the 'limited offer or range of shops/goods' was one of the main problems with the shopping experience in Haltwhistle town centre.
- When asked how they would make the town centre better, 49% of respondents said there should be a better retail offer.
- Only 12% of respondents rated Haltwhistle as a good or very good place to shop. 58% said that it was poor or very poor.
- 26% of respondents disagreed with the statement 'on the whole, Haltwhistle offers a wide choice of quality shops'.
- As can be seen in section 12(b), Haltwhistle shopping centre is mainly used for top-up food shopping and shopping for other domestic items. For all other shopping, respondents tend to go elsewhere, mainly Carlisle.

When asked what improvements respondents would like to see to the retail offer in Haltwhistle, the most common suggestion was to have an increased variety of shops (60% of respondents mentioned this). More shops offering local produce was also a popular answer (Figure 53).

Figure 53: What improvements would you like to see to the retail offer in Haltwhistle?



Source: Northumberland Infonet Shopper Questionnaires

Base: 168 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Haltwhistle. A list of these responses is given in Appendix 2 (Q17). Food shops and clothes shops in particular were mentioned by a large number of people.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Haltwhistle Town Centre;

- A Shop Front Scheme (£150,000) is proposed to start in September 2009 lasting for 18 months. The aim of the scheme is to restore traditional shop fronts and improve the security of shops on Main Street and Westgate.
- £2.2 million is being spent on rebuilding the existing library. There will be three stories as opposed to one as there is currently and there will be the potential for office and community space. The work is being funded by surplus Tynedale District Council funding, Northumberland County Council. And The Big Lottery Fund. Work commenced in May 2009 and is expected to finish in October 2010.
- There are currently proposals to develop the former Akzo Nobel site which is situated approximately half a mile south of the town. It is still in the planning stages, but it is anticipated that the site will consist of various uses including 11, 300 m^2 of employment space, 4, 800 m^2 of workshop space, 12,700 m^2 of leisure space, 2,900 m^2 of retail/ creative industries, 3,500 m^2 of petrol and forecourts and 8,100 m^2 of football pitches.

14.0 CONCLUSION

Haltwhistle is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration within the town centre boundary will improve the aesthetic aspects of the town centre, they will hopefully contribute to improving the town centre as a whole and should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 44% of the floorspace use was for retail (Figure 3).
Further to this, shopper's perceptions of the range of retail provision was quite positive with 46% agreeing or strongly agreeing to the statement "Haltwhistle offers a wide choice of quality shops", compared to 26% disagreeing or strongly disagreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that it was too expensive, there were too many vacant shops and that the half day closing was not well received. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more clothes shops were high on their priorities as were supermarkets/ bakers/ food shops. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience (including food and groceries) or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category, and why they would like more choice of food retail.

There was 11% of vacant floorspace in Haltwhistle (see Figure 12). There had not been any interest for vacant properties in the Town Centre, only for properties on Hadrian Enterprise Park (an out of town employment site) as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for approximately two thirds (62%) of the shoppers interviewed (of those travelling by car) finding it very or fairly easy (Figure 15). However, only 38% of these shoppers felt that the availability of parking in the town centre was either good or very good. Appendix 2 also shows that 7 shoppers commented on the lack of parking and a further few said parking in general was a problem with one respondent specifically referring to the length of time they were allowed to park their car. This shopper suggested that allowing visitors to park for two hours rather than just one would encourage people to stay in the town centre for longer. Haltwhistle also has good bus and train connectivity, which is shown in Figures 20 and 23 by the frequency and number of destinations reached from Haltwhistle. 80% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 22). Further, Figure 24 shows that when looking at the overall perception of public transport of the shoppers interviewed, over two thirds of respondents rated the quality, regularity and destinations served by public transport positively.

When looking at retaining shopper spend, 17% of Haltwhistle residents shopped in Haltwhistle. 32% of expenditure was lost to Carlisle and a further 19% to Hexham (Figure 44) which are geographically the closest large centres to Haltwhistle (Hexham is 17 miles away and Carlisle is 22 miles away).

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Haltwhistle was in satisfactory health. There have been some negative responses from the shoppers' surveys with regards to the retail offer in general. How the proposed plans for the outskirts of Haltwhistle will affect the town centre will have to be monitored over the forthcoming months alongside the improvements made to the town centre and this will have to be reviewed the next time the health check is carried out.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial "baseline" report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper's surveys. As they had taken place on a "normal" weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Alnwick by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Haltwhistle Town Centre?

Parking

- Parking (3 responses)
- Lack of parking spaces
- No parking
- Parking anywhere
- Parking availability
- Parking not enough
- Parking, not enough, people parking on the street. Streets to narrow for roadside parking
- People parking on yellow lines
- Would prefer 2 hours parking rather than 1 hour. Would encourage visitors to stay longer.

Pavements / pedestrian areas / crossings

- Big square in market place. Used to be cobbles looked much better.
- Cobble stones near bank uneven & dangerous
- Cobbles in market place
- Narrow pavements.
- Uneven pavements-crossings
- Uneven pavements
- Uneven seats outside HSBC
- Zebra crossing in centre

Other

- Everything expensive
- Expensive. No car parking
- Items not priced
- Mens shops

- No newsagents
- Lovely bakers shops here last year. Now closed. Will not visit Haltwhistle again. Nothing here.
- Too many empty shops (2 responses)
- Nothing here. Mostly closed for half day or closed down.
- Opening times, never know when it is half day closing

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Haltwhistle?'

Supermarket / Bakers / Food shops

- More variety shops large supermarket
- Supermarket (2 responses)
- Sainsburys opening Friday.
- Sainsburys opening
- More supermarkets
- We need this new supermarket. More shops serving the local community.dh.
- Farmfoods & Iceland
- More food shops. Supermarkets. More shops.
- Good bakers. Frozen food store, iceland
- Deli & baker
- Nice bakers
- Bakers
- Bread delis food
- More food shops/bread/deli
- Pizzeria/nice deli somewhere to buy nice bread

Clothes

- Womens clothes shops.
- Mens clothing shops.
- Clothes shops for girls
- Clothes shops.
- Clothing shoes. Expensive leisure centre
- Childrens clothing.
- Clothes (3 responses)

- Clothing shops
- Boutiques
- Kids and adult clothing shops
- Kids and adults clothes shops
- Ladies, childrens and mens clothing
- Better for younger people. i.e. boutiques
- Fashion and botiques
- More specialist shops - mensware

Various types of shops

- Home baked food shop. DIY shop.
- Decent shops-clothing food shops.
- Need DIY shop & good bakers. Filling existing properties- a lot of shops empty.
- Food shops. Bakers. DIY.
- Clothes food shoes
- Clothes shoes all retail
- Chemist. Hardware.
- Nice meat shops, bread/cakes good snadwich shop(carry out-sit in).
- More clothes shops. Supermarket.
- More shops for younger people. Clothes shops.
- Bakers and cheaper shops
- Bakery and hardwear
- Good bakers, childrens shops
- Good bakers. Hardware shop. Sex shop
- Hardware and food shops
- Clothes and food
- Clothes, kids clothes, DIY
- Baby shops and younger clothes shops
- Sports shops and McDonalds
- Supermarket. Bakery shop.
- Supermarket. Gents/childs clothing.
- Supermarkets and stores for the larger lady
- Upmarket shops. Supermarket. shops for visitors.
- Better choice nic-nac type shops

- Deli and hardware
- DIY and food shops
- DIY, more cafes and clothes shops
- Electrical, gardening and DIY shops
- Gift shops. Browsing type shops. Local wares shops. Everywhere is closed half day.
- More variety of shops. Lost our bakers & DIY
- Music shops and sport shops
- Music shops, mens outfitters
- Music, childrens and both sexes clothes shops. Cafes on a weekend
- Iceland and DIY store
- More grocery shops and clothes for ladies and gents
- Mens outfitter, more grocery shops
- Mensware, furniture, bedding, childrens shops
- More shops/food clothes
- More high street shops. Morrisons supermarket, Co-op is poor. Sainsbury expensive.
- More ladies outfitters. A bit of competition/food

Other types of shops

- Wool material cotton
- Hobby shop wool cotton threads
- Everything is closing. Like a ghost town. DIY store.
- DIY shops
- DIY store
- Drapers
- Gardening shops DIY
- More range within existing shops and DIY shop
- More novelty shops. Fresh home grown produce.
- Newsagents/pedestrianised area.
- Tourism-shop. ie. Hadrian wall etc. promoting area.
- Shops suitable for visitors. Visitor centre.
- Shops are closed, poor selection of shops. Novelty shops, tourist type.

General

- All
- Any attractive shops/

- Any would do. All seem to be closing down here.
- Any would do. All types. We virtually have none left.
- We've come to visit from our caravan. Used to be a good bakers here. Nothing left. Poor shopping.
- We are losing the shops we have! Lower business rates would encourage more shops to come to the town.
- No shops here. We need more. Non thriving. Make people want to come.
- Nothing seems to be open apart from pubs. More interesting shops that are open
- Less closed/empty shops
- Been to the Yorkshire dales. Thriving busy places. Tourist shops.
- Competition in prices
- Competitive prices
- Lower prices for the same thing
- More choice of everything
- More marketing for tourist trade, more craft shops, more parking spaces & free
- More shops open on Sundays
- Leisure facilities. More for young people to go to.
- Somewher you can go & sit & talk with friends
- Something for young people to do
- Everthing is closing. Too many hairdressers. Need more for younger people. We have nothing to do.

Verbatim responses to 'Q23 How would you make this town centre better?'

Retail offer

- A bakers shop
- Baker & deli needed.
- Better shopping. Town needs to be busier.
- Everything in shopping. All kinds of shops.
- Good bread shop (Greggs)
- More Cvmo shops
- More shops-core range not take aways.
- More shops

- More shops, variety
- More shops. We have nothing here.
- More shops/DIY paint & a nice bakers
- Hardware-male clothing shops.
- Just for the shops to be open. Half close on Saturdays. It's dead-nowhere to go. Best to be honest with people. There is nothing here.
- Competition of prices
- More variety

Parking / traffic

- All lines removed. Remove restricted parking.
- Do away with bollards around market square, make more parking area
- Do away with market square and creat more parking spaces
- Make the main street wider
- Market square too narrow for buses to get through

Mixture of things

- Clearer signage for centre. Lively shops
- Eliminate parking on yellow lines. Selling the town. Need to promote it more.
- More choice of shops & activities
- Market place to how it was/ now to narrow on streets. Lift up the cobbles far to uneven to walk on. i.e. safety reasons
- Indoor swimming pool-bakers
- Something for the kids, hange out café for the teenagers. Make sure cobbles are safe and checked.

Other

- Cobbles are dangerous for walking on. Could do with a community hall.
- Am well travelled. Never been to such a dead place. But has so much going for it.
- Clean up the streets quicker after weekend
- Farmers market local produce more flowers. Hanging baskets. Some how make it look alive & buzzing.
- Fill empty shops. More businesses
- Fill the empty shops
- Improve litter clearing
- Is there a visitor centre

- Make people want to visit Haltwhistle & return.
- Shop frontage quite poor. Needs to be traditional & old fashioned. It needs to look more attractive. It lacks something.
- Signage for shops-to find them.
- New toilets - the ones that are here are disgusting. They just paint over the tiles.
- Open toilets later than 7pm
- Stop petty vandalism, more patrol by police

Pavements / cobbles

- Get rid of stones(cobbles) in market place
- Impaired sight. Pavements are horrible. Crossing outside of HSBC. Cobles uneven.
- Improve pavements stop people parking on pavements
- Improve paving. Cobbles are dangerous.
- Pavement in centre and the cobbles danger to life and limb
- Pedestrianise.
- Take the cobbled stones up on the market square, relay it to a flat surface
- Useful to have more zebra crossing
- Want the square done up-pebble stones made level.

Leisure

- Something for kids to do at night, youth club or something
- Somewhere to go for free there is nothing to do for us
- Somewhere to meet my friends. Free though.
- Things to do-disco's or entertainment
- More activities, go karting
- Entertainment for all ages.
- For younger people
- Improved leisure facilities

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HEXHAM TOWN CENTRE HEALTH CHECK REPORT

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The Northumberland Information Network is a partnership between:

ONE North East, Northumberland Strategic Partnership, Northumberland County Council, Northumberland Community Safety and CDRPs, Northumberland DAAT and GO-NE.

CONTENTS

LIST OF FIGURES

EXECUTIVE SUMMARY

- 59% of the floorspace use in Hexham was for retail.
- Shoppers felt generally the range and quality of shops need to be improved.
- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 6% of vacant floorspace in Hexham.
- Between 2007 and 2008, the amount of vacant floorspace had reduced in the town centre.
- 87% of shoppers interviewed found it easy to travel into the town centre by car.
- 30% of shoppers felt that the main problem with the shopping experience in Hexham was parking.
- Shoppers felt generally that the location of parking and lack of parking was a problem.
- Hexham also has good bus and train connectivity with a wide range of destinations reached. 92% of shoppers interviewed found it easy to travel into the town centre by bus.
- Just under two thirds of shoppers gave a positive response when rating the quality, regularity and destinations served by public transport.
- 30% of Hexham residents shopped in Hexham. 26% of expenditure was lost to the Metro Centre and a further 24% to Newcastle.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Hexham on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:

“Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken”.

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (ie. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (ie the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team and from the Community Safety Analysis Function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

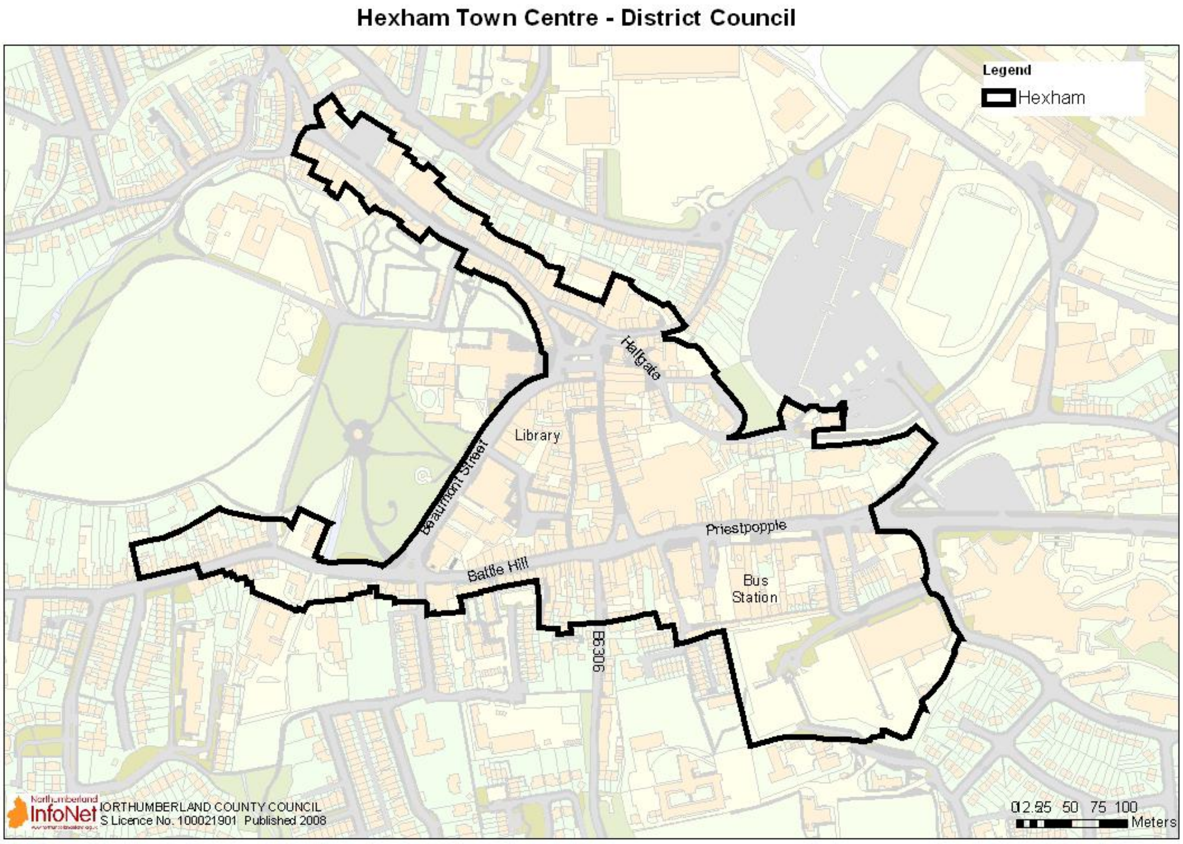
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Hexham Town Centre Boundary

Throughout this report there are two different boundaries for Hexham Town Centre that will be used depending on the section: the town centre boundary as defined by Tynedale District Council (Figure 1), and the boundary as defined by Experian (from where a lot of data within this report has come) (Figure 2).

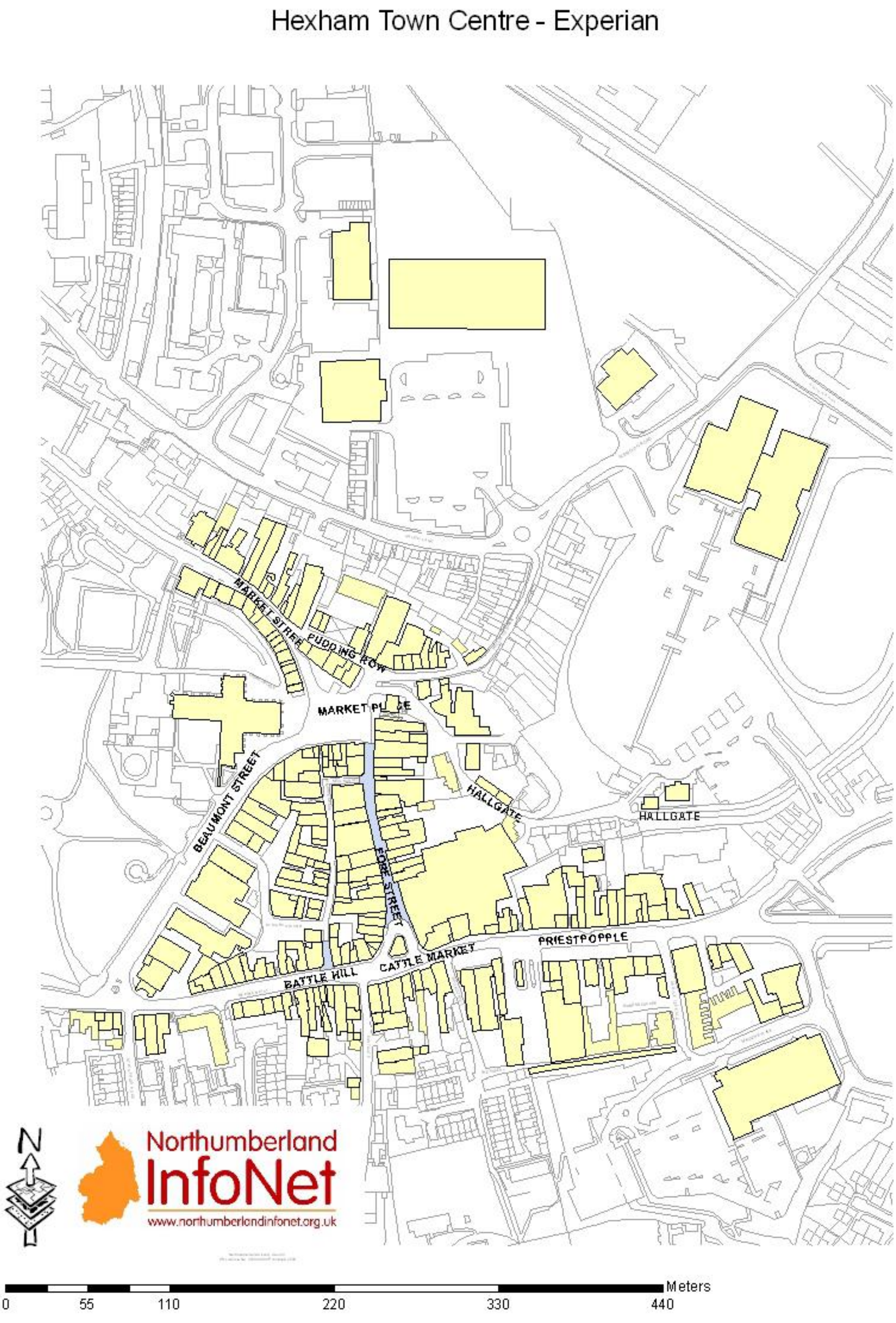
The area of Hexham Town Centre in relation to the District Council boundary is 137,640.98 m².

Figure 1: Boundary for Hexham Town Centre



Source: Tynedale District Council, July 2008

Figure 2: Boundary for Hexham Town Centre



Source: Experian, May 2008

2.2 Hexham's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Tynedale District Council): The historic town of Hexham is the geographical, administrative and commercial centre of Tynedale. It has a range of shops and services including a department store and continues to have a traditional market day with a full size market. The tightly defined historic core means that some activities, including food and other retailing, have spread onto "edge-of centre" sites. The town centre is subject to some changes relating to possible closures outstanding planning permissions and other pressures for development. It is influenced by tourism and serves a wide rural area.

2.3 History and Development of Hexham

Hexham is the largest town in Tynedale, situated about 22 miles west of Newcastle-upon-Tyne, near to the North and South Tyne rivers.

Although there is evidence to suggest human occupation in the area from Neolithic times, the first recorded history of Hexham was in 674AD when St Wilfrid (the Bishop of York) founded the Church of St Andrew. The church was made into a cathedral in 681, and stood for nearly 200 years before being mostly destroyed by the Vikings in 875. The crypt and the Bishop's chair survived and can still be seen.

There are a number of other historic buildings in the town. These include:

- the Old Gaol (mid-14th century), which was the oldest purpose-built gaol in England, and which now contains the Border history museum;
- the Moot Hall (15th century), probably built as defence from the Scots, and later used as a courthouse;
- the Shambles – a sheltered market area built for the butchers in 1766.

In the 17th century, Hexham was one of England's leading centres for leatherwork. However, this industry declined, and the major industry these days is the Egger chipboard factory which uses timber from Kielder forest.

Hexham is a picturesque market town, with a population of around 12,000. It hosts a thriving Tuesday Market, which dates back to at least 1239AD. A farmers market also takes place twice a month in the town.

The centre of Hexham contains three parks, the earliest of which was opened to the public in the 18th century. Another park, Tyne Green Country Park, is located on the edge of Hexham. Three golf courses and a national hunt racecourse can also be found nearby.

Hexham was recently voted 'Britain's Favourite Market town' by Country Life magazine.

3.0 DIVERSITY OF USES

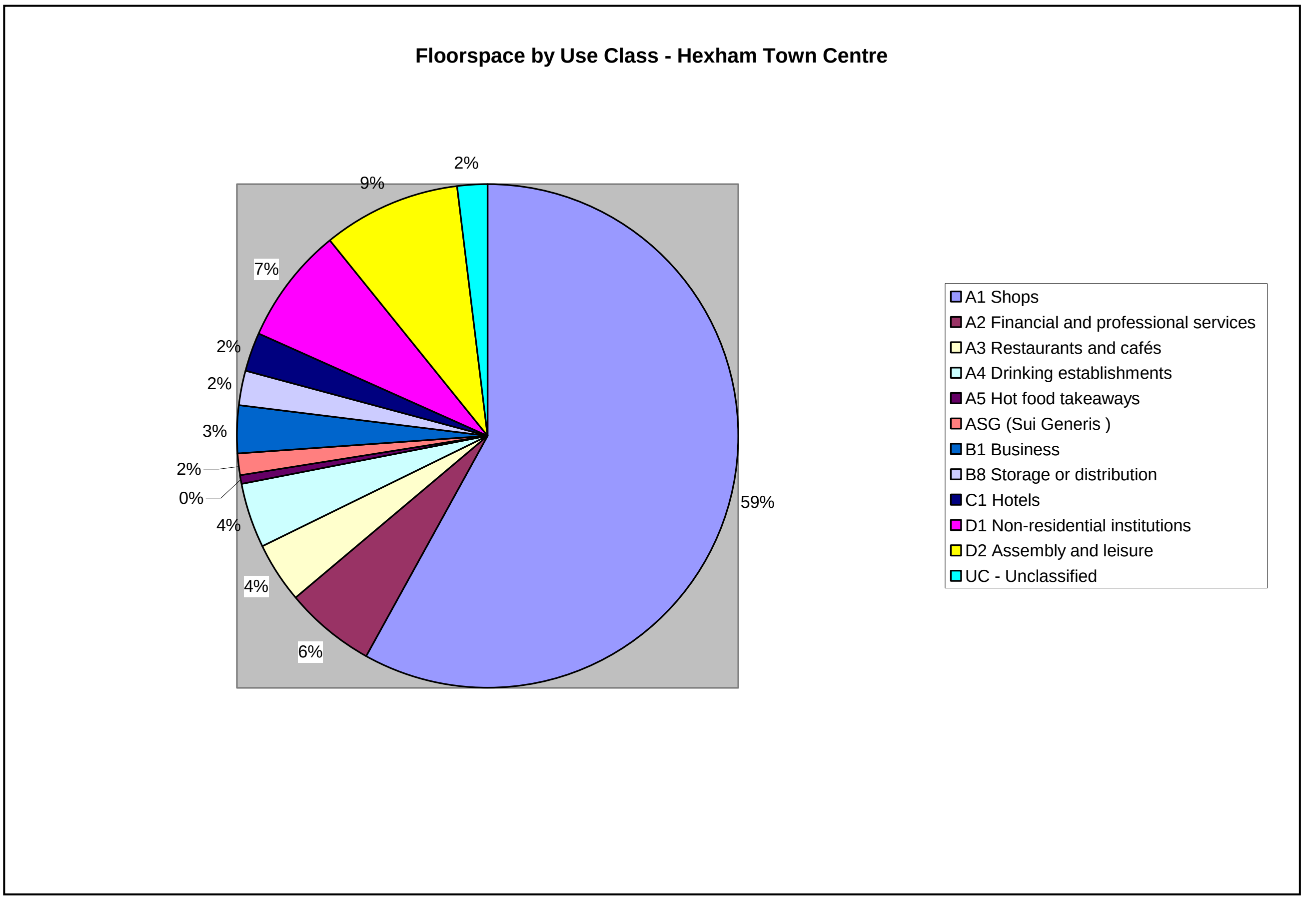
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Hexham Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Hexham.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

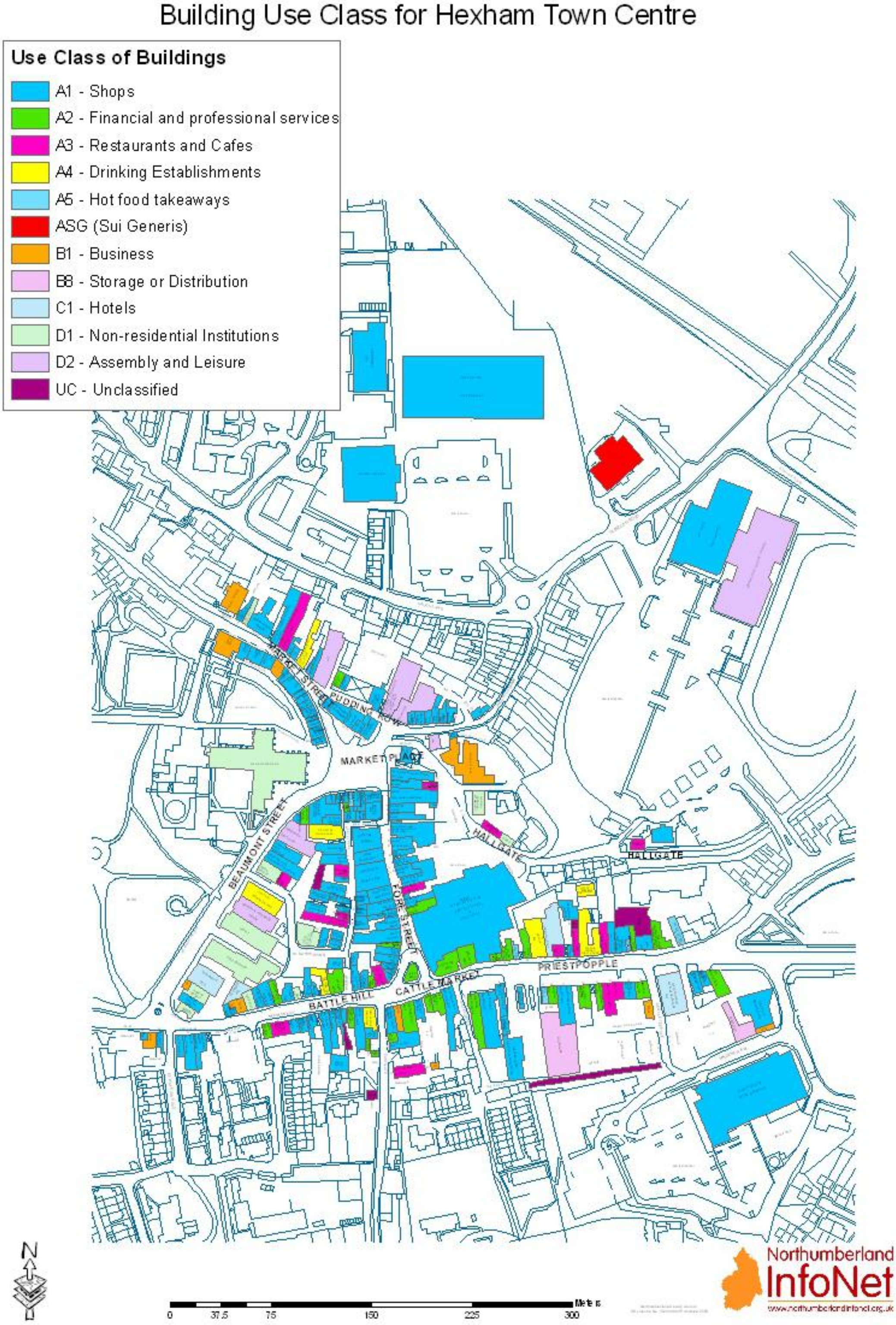
Figure 3 shows that over half (59%) of the floorspace in Hexham Town Centre are classed as shops. Assembly and leisure accounts for 9% of the floorspace in Hexham, with non-residential institutions and financial and professional services occupying 7% and 6% of floorspace, respectively.

Figure 3: Floorspace by Use Class



Source: Experian, May 2008

Figure 4: Building Use Class for Hexham Town Centre



Source: Experian, May 2008

The map (Figure 4) shows that the majority of shops within the town centre are clustered around Fore Street which runs through the hub of the town centre. The map also shows that there are also large shops situated outside of the town centre which could have an impact on the amount of shoppers going into the town centre. There are a number of financial and professional services situated along Battle Hill and Priestpopple which run perpendicular to Fore Street, whereas the businesses are also situated at the edge of the town centre on Market Street. There are a significant number of non residential institutions situated on Beaumont Street. On the edge of the town centre, the “assembly and leisure” building represents the Wentworth Leisure Centre. This has recently undergone a £10 million transformation which will hopefully prove to be a huge boost for that sector of Hexham’s economy. It was officially opened by the Princess Royal on October 20th 2008.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year in Hexham. The Market Place hosts the Hexham Farmers' Market twice a month on a Saturday, as well as a Tuesday Market which occurs weekly. The Continental Market takes place twice a year at the Market Place and at Abbey Flags.

This year's Christmas Market, together with the award winning Farmers Market, will have a huge number of stalls ranging from locally produced goods, gifts, crafts, art and much more. There is the chance to enter home baking, with a Christmas cake, mince pie and shortbread competition. There will also be a Santa's reindeer in Hexham on the market day. There will be singing from local schools and choirs, and a varied programme of street entertainment and live music. There will be country dancing, a climbing wall, story telling, face painting, fairground rides, together with the chance to visit Santa in his grotto.

The Tyne Tour Canoe Rally is an annual event and takes place in November at Tyne Green. This is a canoeing event which normally happens over a weekend and is arranged by members of the Hexham Canoe Club and friends from other clubs in the northern region.

The Antiques Fair takes place at Wentworth Leisure Centre on a monthly basis, a high quality festival programme of music and the arts centred on the historic Hexham Abbey, appealing to and involving a broad range of audiences and developing new creative ideas.

Hexham Book Festival is a small and dynamic annual festival, based in the Queen's Hall, Hexham, and other local venues, which has grown from a 'pilot' day in 2006 to an annual weekend festival.

The Hexham Gathering is an annual event which brings top folk and traditional performers together with some of the brightest rising stars in the new generation of folk musicians. This event takes place in the Queens Hall and Town Centre.

Hexham Abbey Festival has a vibrant, exciting line up of outstanding artists, ten days of music, from classical to folk to jazz.

Hexham Carnival in Sele features live bands, fairgrounds, attractions, entertainment, dance, stalls and refreshments.

The Selefest event is a music and entertainment festival for young people and approximately 2000 people attend. Alongside the popular extreme sports, there will be a great programme of live bands on the Sele, plus Hang Trapeze Act with circus skills and stilt workshops, Terpsichore Dance, a graffiti display wall, get creative with your own piece of art plus a full programme of acoustic acts, 7.5 metre climbing wall and lots more.

3.3 Satisfaction with the range of provision – retail

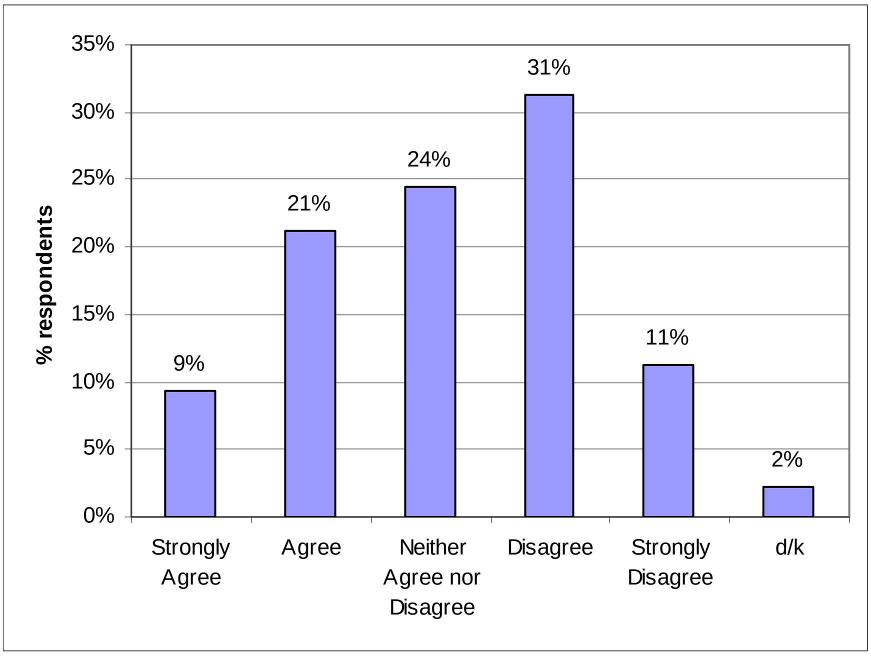
Question 14 in the Hexham Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Hexham offers a wide choice of quality shops”?

Respondents were not very positive about this statement, only 31% agreeing or strongly agreeing, and 43% disagreeing or strongly disagreeing (Figure 5).

Figure 5: How would you rate “On the whole, Hexham offers a wide choice of quality shops”?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

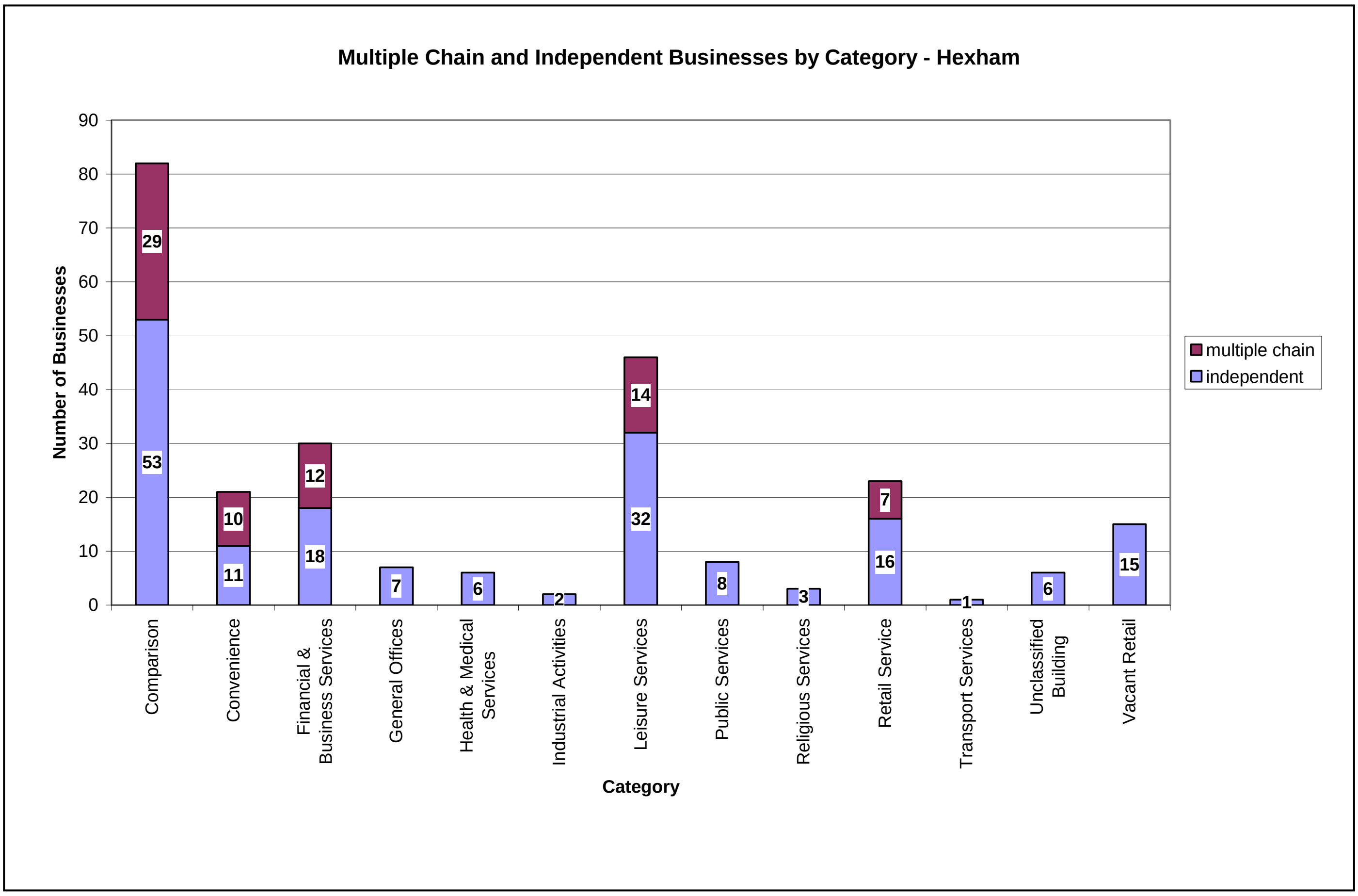
Base: 437 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category



Source: Experian, May 2008

Figure 6 shows that in Hexham town centre, the majority of businesses are comparison retail (53 independent, 29 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 32 of which are independent and 14 multiple chain. There are 21 convenience retail premises and 23 retail service in total.

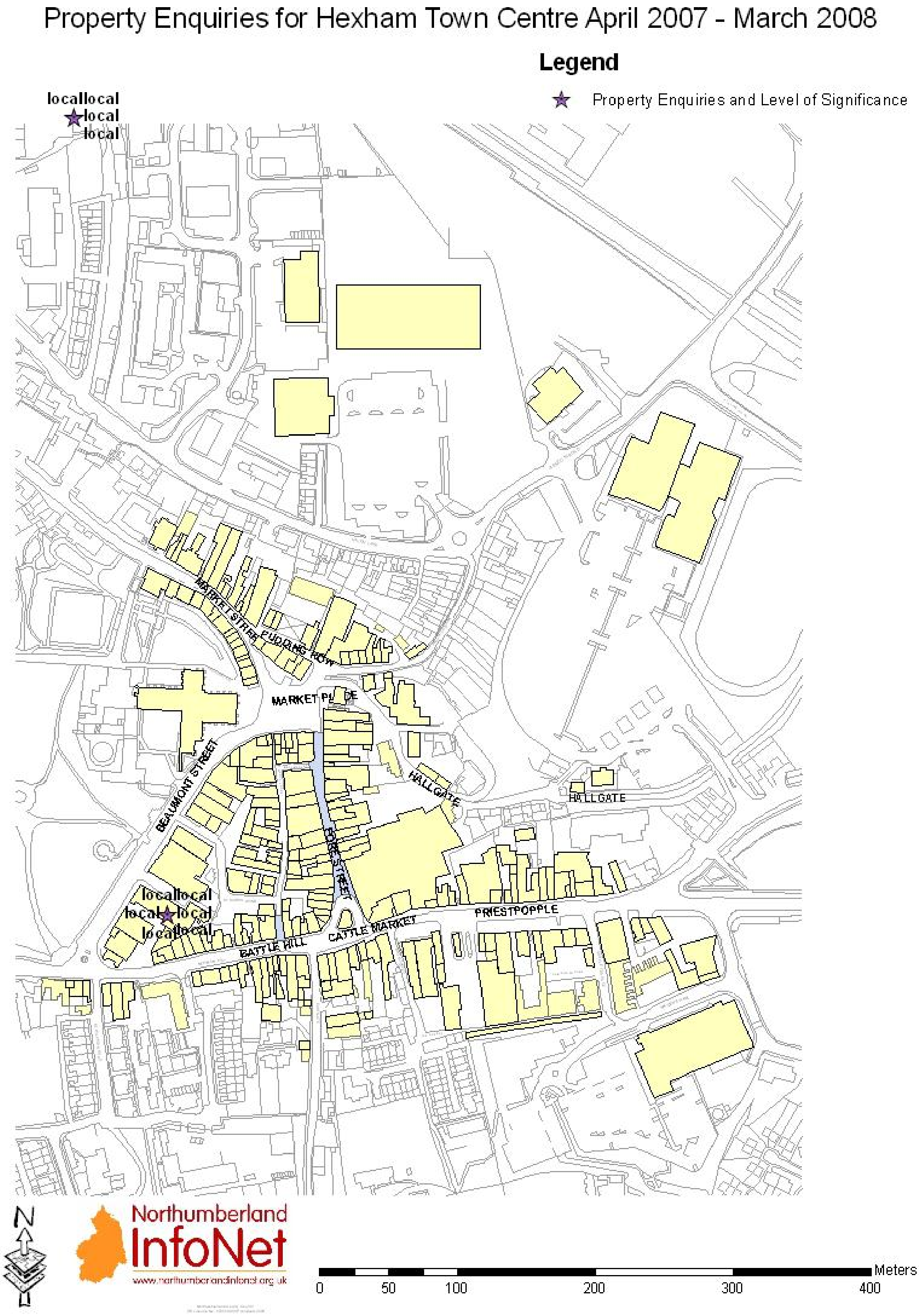
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Hexham Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland). Figure 7 also shows a record of local enquiries for properties on Haugh Lane; however this is an industrial estate outside of the town centre. Additionally, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Figure 7: Property Enquiries for Hexham Town Centre April 2007 – March 2008



Source: Northumberland Property Serach.com, April 2008

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for a analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Hexham Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

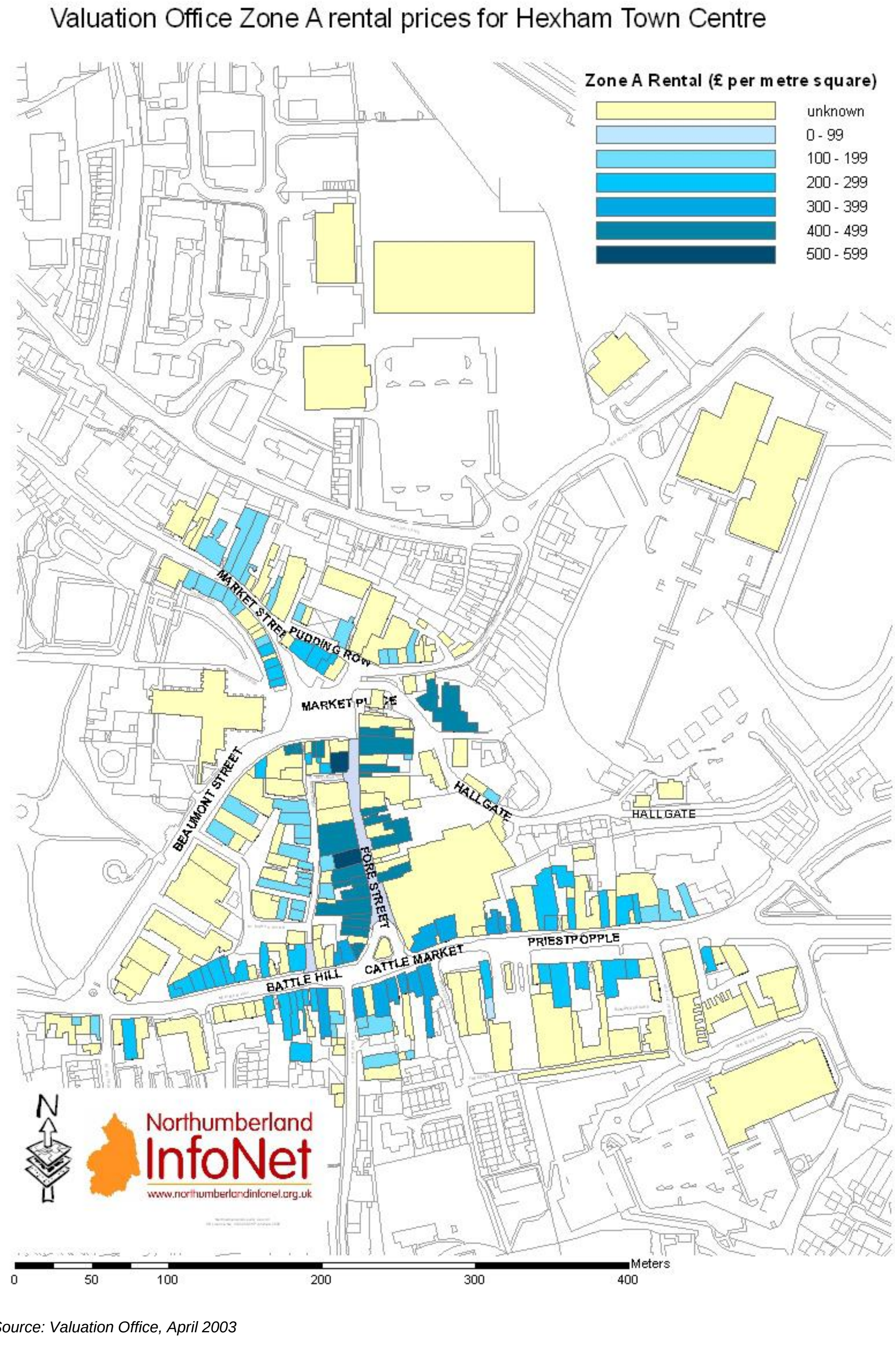
“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Hexham Town



Source: Valuation Office, April 2003

Figure 8 shows that the two properties which have the highest zone A rent in Hexham at £500 - £599 per m², are both situated on Fore Street which is located at the hub of the town centre. Of the remaining properties on Fore Street with known zone A rent information, the average zone A rent is £400 - £499 per m². The bottom end of Fore Street meets Priestpopple and Battle Hill. On both of these streets the properties have zone A rental values of £300 - £399 per m² at the ends closest to the junction with Fore Street, and zone A rental values of £200 - £299 per m² at the end furthest from Fore Street and the town centre. At the edge of the town centre on Market Street, the zone A rent reduces to £100 - £199 per m², where this information is known.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country… low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

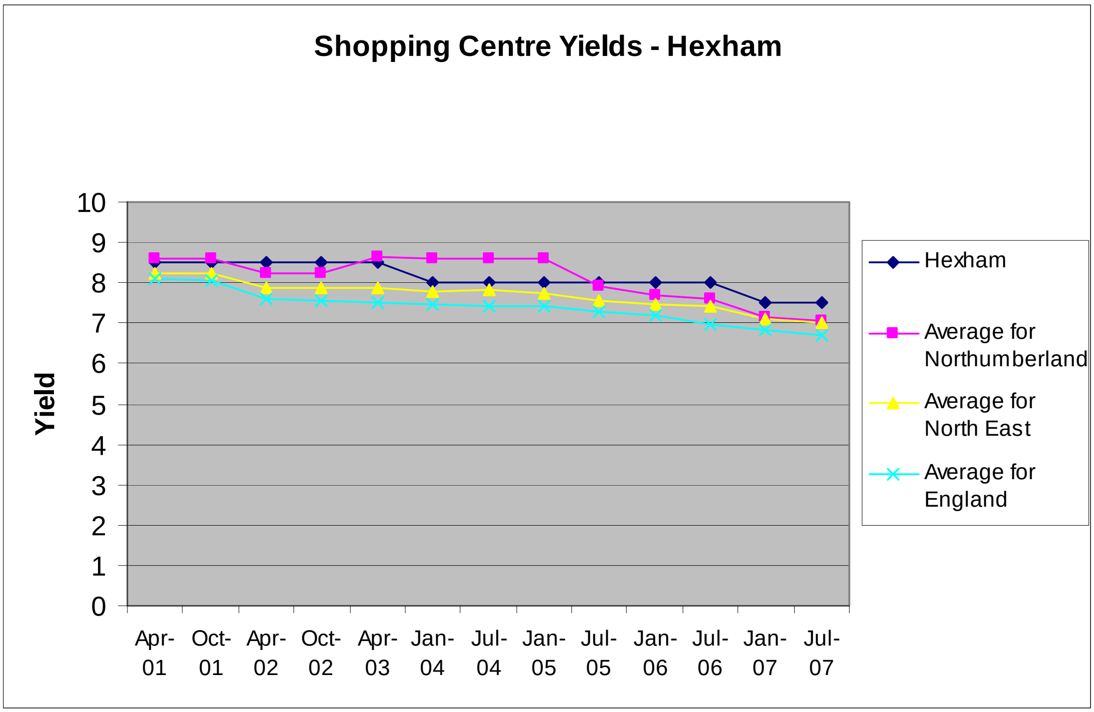
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

[1] www.voa.gov.uk
[2] www.voa.gov.uk

Figure 9: Shopping Centre Yields - Hexham



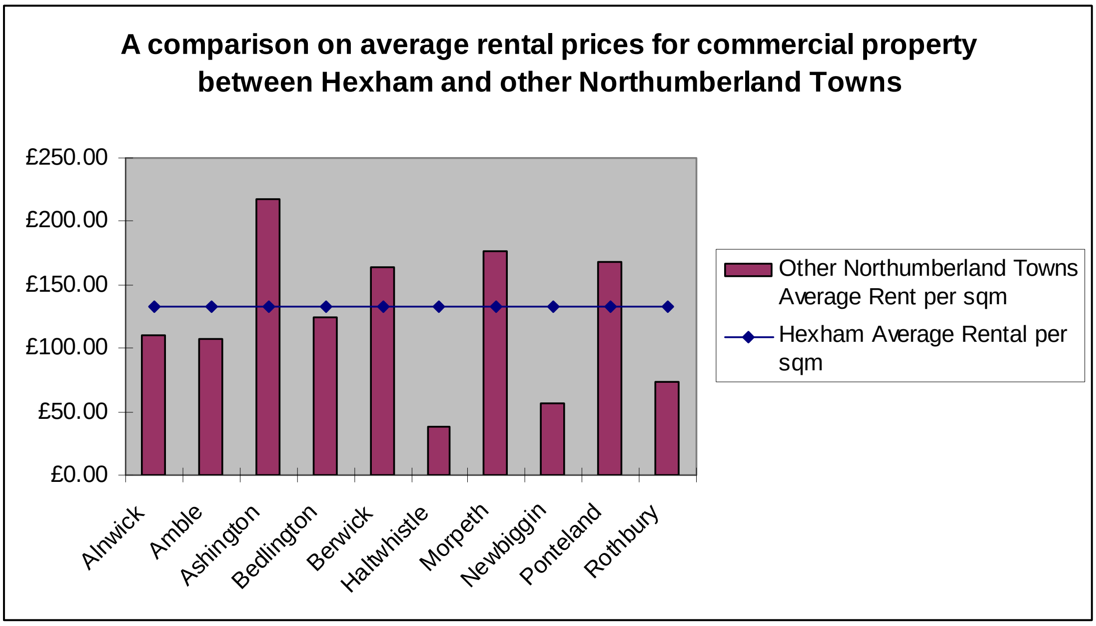
Source: Valuation Office (www.voa.gov.uk), July 2007

Figure 9 shows that in 2001 (April and October), the average yield for Hexham (8.5 in both months) was lower than the average for Northumberland (8.6 in both months), but higher than the average for the North East of England (8.22 in both months), and England (8.10 and 8.08 respectively). In 2002 (April and October), the average yield for Hexham remains the same as 2001 (8.5 in both months) however the average for Northumberland (8.25 in both months) had dropped to below the average for Hexham, and the yield averages for the North East (7.90 in both months), and England (7.61 and 7.55 respectively), remained lower than Hexham. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Hexham compared to the rest of Northumberland, the North East and England. For years 2003 (April) – 2005 (January), the yield for Northumberland increased to be higher than Hexham but Hexham’s yield remained lower than the North East and England. The most recent results of July 2007 showed Hexham with a yield of 7.5 which was higher than Northumberland (7.05), the North East (7.02), and England (6.70).

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Hexham town centre between 1st January 2006 and 31st December 2007 was £132.35 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Hexham has the 5th highest average monthly rental rate in Northumberland for the 11 towns recorded here, with Ashington, Morpeth, Ponteland and Berwick all with a higher rate. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Hexham and other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Hexham town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian (the majority of the commercial property in the town centre is situated on the ground floor).

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Hexham Town Centre with the most vacant premises is Maiden's Walk with 33% of premises vacant. Maiden's Walk also has the highest vacancy rate in terms of floorspace, with 90% vacant. However, it must be noted that Maiden's walk only comprises of 3 buildings, 1 of which was vacant and accounted for the majority of the floorspace in that street.

Alemouth Road has the 2nd highest percentage of vacant properties (25%). However, it only accounts for 17% of vacant floorspace (ranked 3rd). Eastgate and Hallgate Street had the 3rd (22%) and 4th (13%) highest amounts of vacant premises.

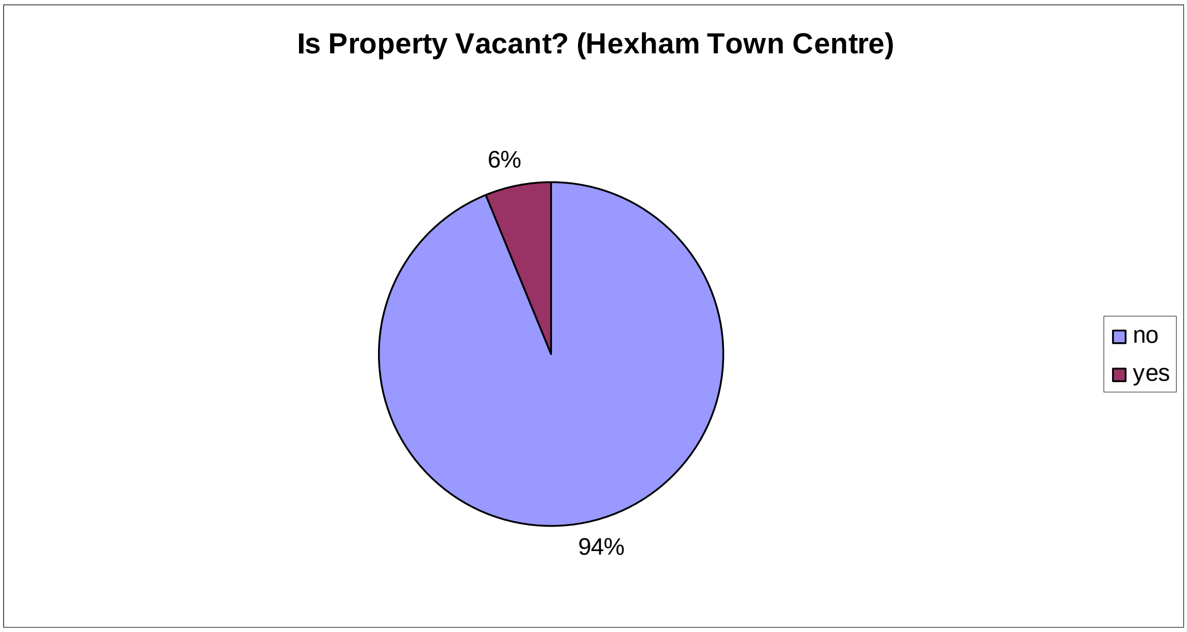
Figure 12 shows that in Hexham Town Centre, there were 94% of occupied premises and 6% of vacant premises overall.

Figure11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	yes	Rank - vacancy	yes	Rank - vacancy
MAIDEN`S WALK	33%	1	90%	1
ALEMOUTH ROAD	25%	2	17%	3
EASTGATE	22%	3	35%	2
HALLGATE	13%	4	3%	
HALLSTILE BANK	9%	5	6%	5
BATTLE HILL	8%	6	8%	4
ARGYLE TERRACE	0%		0%	
BEAUMONT STREET	0%		0%	
CATTLE MARKET	0%		0%	
FORE STREET	6%		0%	
HAUGH LANE	0%		0%	
MARKET PLACE	0%		0%	
MARKET STREET	9%		4%	
MEAL MARKET	0%		0%	
PRIESTPOPPLE	2%		1%	
PUDDING MEWS	0%		0%	
ST MARYS CHARE	5%		4%	
ST MARYS WYND	0%		0%	
STATION ROAD	0%		0%	
THE ROPERY	0%		0%	
Grand Total	6%		10%	

Source: Experian, May 2008

Figure 12: Is a Property Vacant

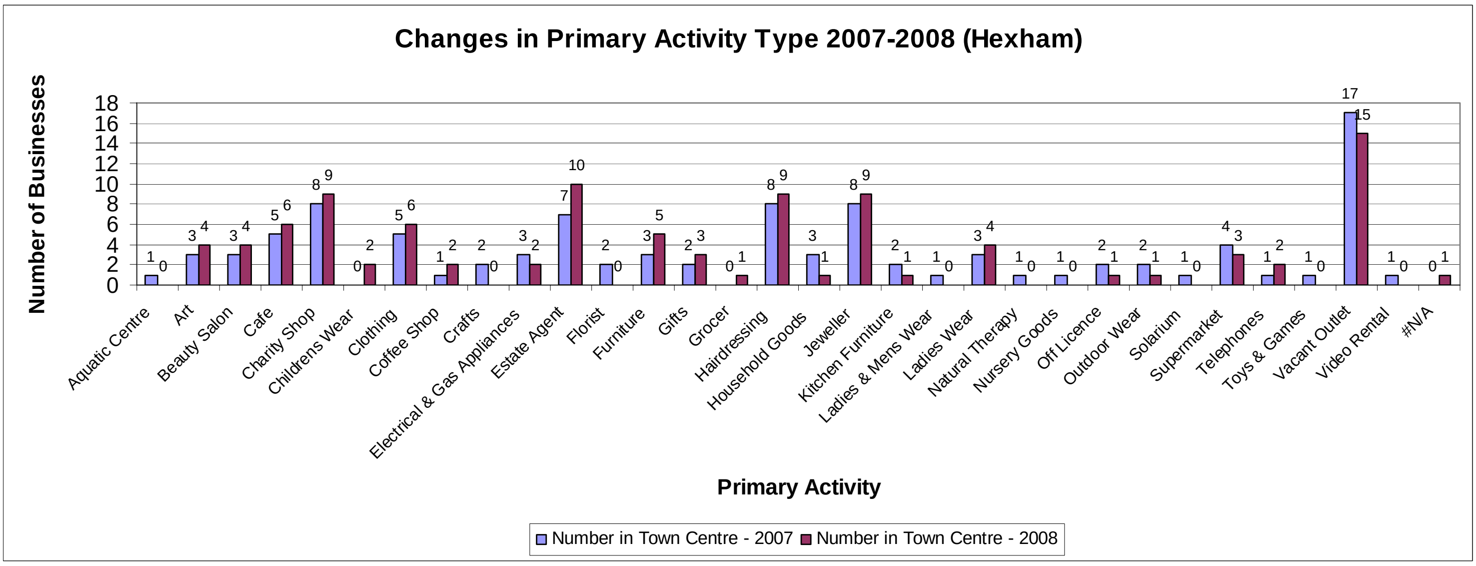


Source: Experian, May 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Hexham Town Centre. There have been a number of decreases in the number of Supermarkets from 4 in 2007 to 3 in 2008 and also in the number Off Licences from 2 in 2007 to 1 in 2008. However, there have been a number of increases such as the number of Hairdressing businesses increasing from 8 in 2007 to 9 in 2008, the number of Charity Shops have also increased from 8 in 2007 to 9 in 2008. There has also been an increase in the number of Cafes increasing from 5 in 2007 to 6 in 2008, the number of Estate Agents increasing from 7 in 2007 to 10 in 2008. The number of Gift Shops has also increased from 2 in 2007 to 3 in 2008.

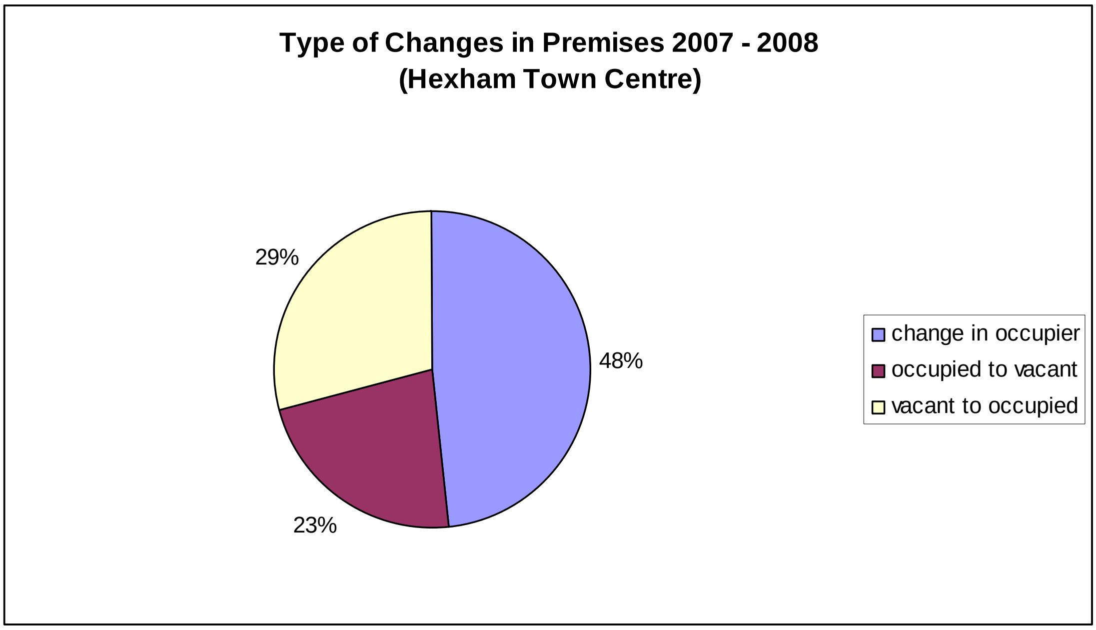
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian, May 2008

Figure 14 shows the type of changes in premises in Hexham Town Centre between 2007 and 2008. Just under half (48%) of the changes were a change in occupier. Almost a third (29%) of these changes were premises that were vacant in 2007 but were occupied in 2008. Only 23% of premises were occupied in 2007 but vacant in 2008, therefore a reduction of vacant premises is evident.

Figure 14: Type of Changes in Premises 2007-2008



Source: Experian, May 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Hexham Town Centre in May 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Tuesday 20th May, Wednesday 21st May and Saturday 24th May 2008.
They were carried out by interviewers at six “access points” within the town centre (see Figure 15). These counts were then used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the daily footfall for a typical Saturday in Hexham town centre is around 39,800, although this will obviously vary depending on the time of year. The footfall count suggests that this figure drops by around one third for a Market Day, and drops considerably further for a ‘normal’ weekday.

Figure 15: Estimated daily footfall in Hexham Town Centre

	Estimated daily footfall[3]		
Location (see Figure 2)	**Tuesday (Market day)**	**Wednesday ("normal" weekday)**	**Saturday (weekend)**
Tescos Carpark	1,836	1,386	5,286
Market Place	5,580	1,962	8,040
Tourist Information Centre, Wentworth Car Park	1,626	1,422	5,160
Priestpopple 1	6,180	4,152	7,266
Beaumont Street	6,354	3,348	6,696
Priestpopple 2	4,194	3,210	7,392
Total	25,770	15,480	39,840

Source: Northumberland Footfall Counts, May 2008

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[3] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

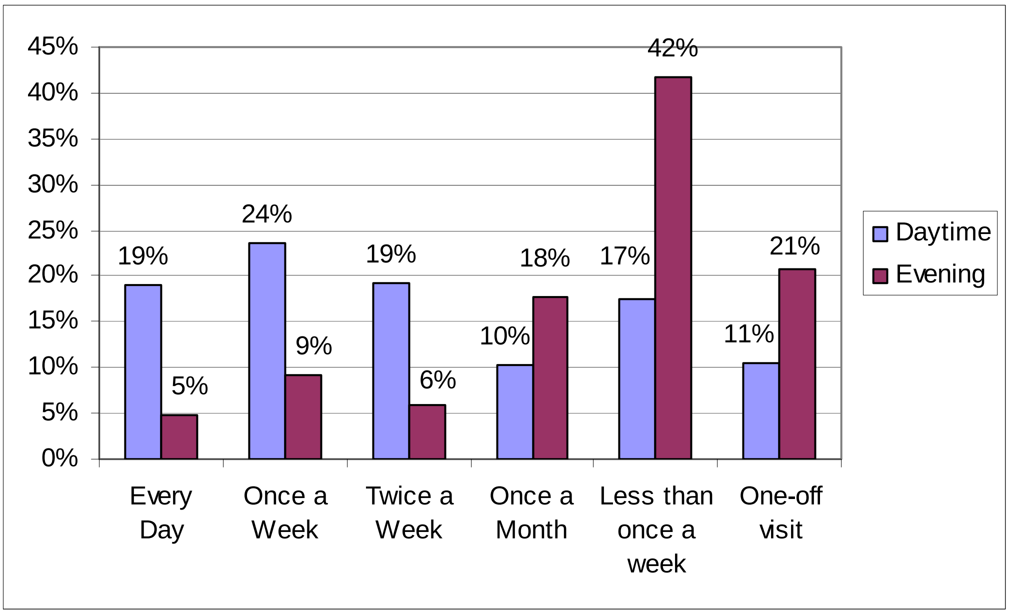
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Hexham town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus and train connectivity.

9.1 Shoppers travelling to town by car

63% of respondents travelled into Hexham by car on the day of the interview. Nearly two thirds of these (62%) said that they go to Hexham at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 20% in the evenings (Figure 16).

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



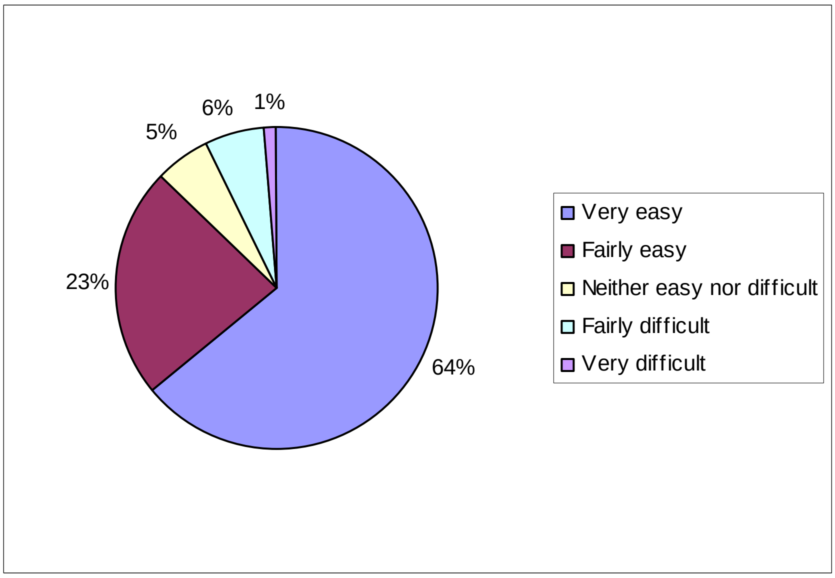
Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 275 for daytime; 187 for evening

87% of the respondents that travelled by car found it fairly easy or very easy to travel into Hexham town centre. 7% found it fairly difficult or very difficult (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Hexham town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 275

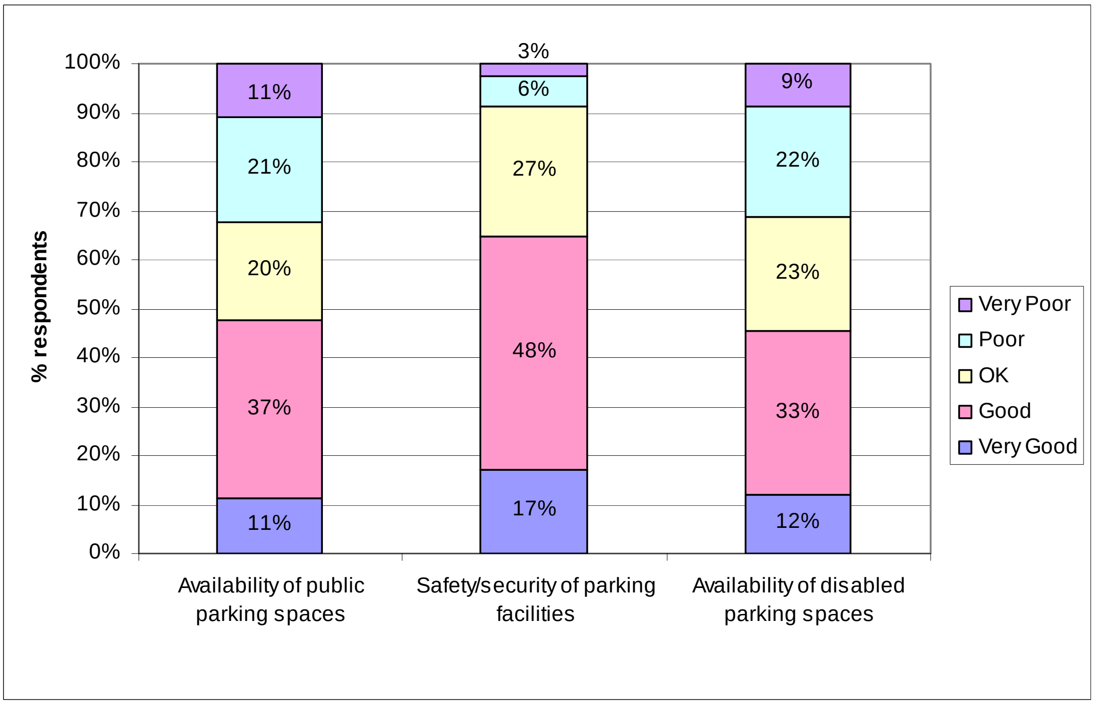
9.2 Access to car parking

The availability of car parking spaces was not rated very favourably, with less than half of respondents giving a positive rating for both general public and disabled parking spaces, and more than 30% giving a negative rating in each case.

The safety/security of the parking facilities was given a higher rating. 65% of respondents gave a good/very good rating, and only 9% gave a poor or very poor rating (Figure 18).

Figure 18: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base : 192 to 369 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Although 68% of the responses regarding availability of parking spaces were "very good", "good" or "OK", 30% of the verbatim responses said that the main problem with the shopping experience in Hexham was the parking. (This was the most common problem mentioned). A similar proportion (31%) said that, in order to improve the town centre, the parking needed to be improved.

Various comments were also made relating to parking problems in Hexham and ways in which to make the town centre better. These are listed in full in Appendix 2, but an overview of the comments is given below:

1. The main problems with the town centre:
    - General parking related comments (28 responses).
    - Lack of parking spaces (27 responses).
    - Distance from car park to centre (6 responses).

- Lack of disabled or parent/child parking (3 responses).

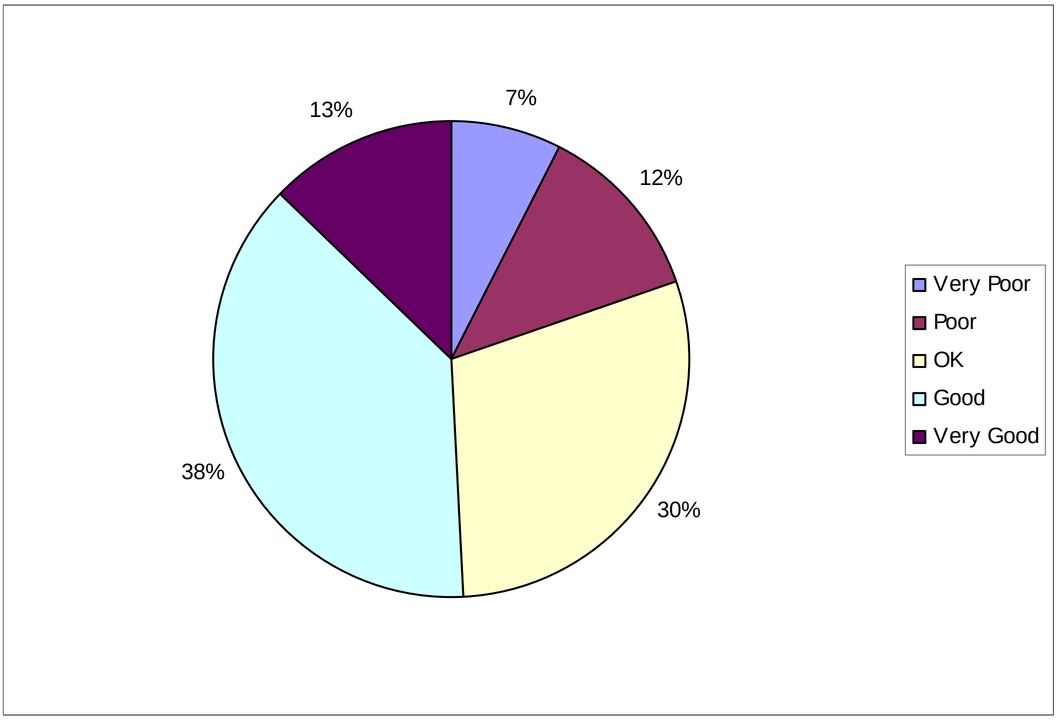
2. Ways to make the town centre better:
    - Park & ride / shuttle bus (11 responses).
    - General parking comments (4 responses).
    - More disabled / flat parking (3 responses).
    - More parking spaces (2 responses).
    - Access from bottom car park (2 responses).

9.3 Cost of parking

Just over half of the respondents (51%) gave a good or very good rating for the cost of parking, and 20% gave a poor/very poor rating (Figure 19).

Figure 19: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base : 352 respondents (note: this excludes those respondents that gave a 'don't know' response)

A few comments were also given by the respondents relating to the cost of parking:

1. The main problems with the town centre:
    - “Parking charges expensive”.
    - “Too expensive to park”.

2. Ways to make the town centre better:
    - “Lower or no cost for parking”.
    - “More free parking”.

9.4 Hexham’s Car parks

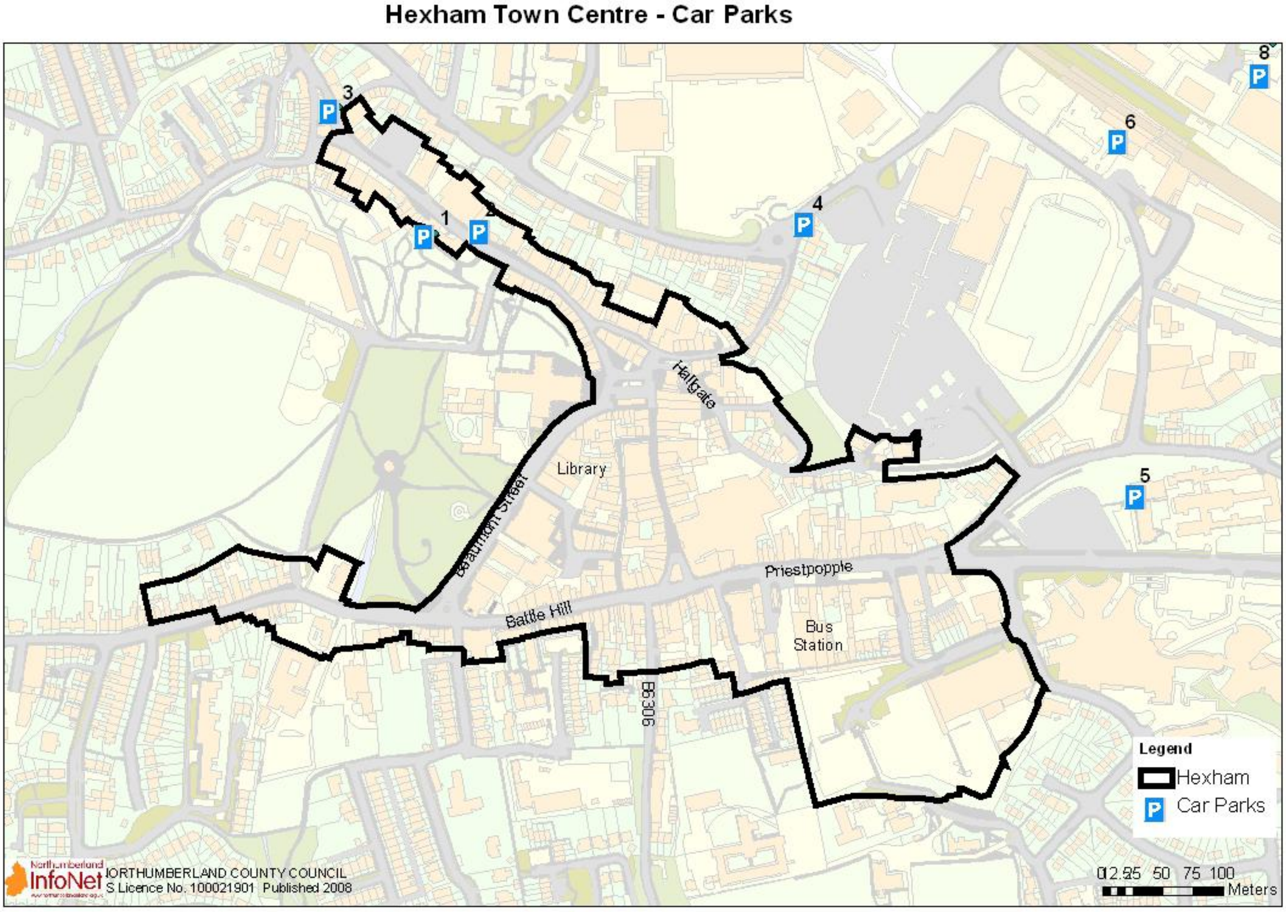
Figures 20 and 21 show the location of car parks within and surrounding Hexham Town Centre. Any car parks listed in the table which are not shown on the map are therefore situated outside of the town centre.

Figure 20: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Prospect House, Hallgate**	Minimum Cost of Parking: £2.00	Surface Car Park	35	35 long	1	0	Open to the public Saturdays and Sundays only
2	**Swimming Pool, Gilesgate**		Surface Car Park	7	7 short	0	0	
3	**Gilesgate**	Minimum Cost of Parking: £0.40	Surface Car Park	49	13 long, 36 short	0	0	Short Stay only except for 13 long stay bays at the back of the Car Park
4	**Wentworth Leisure Centre**		Surface Car Park	704	704 long	20	9 (shared with HGVs)	
5	**Loosing Hill, Dene Avenue**		Surface Car Park	123	123 long	0	0	
6	**Hexham Station, Station Road**		Surface Car Park					Car park and bus interchange next to the station.
7	**Tyne Green Road**	1.5	Surface Car Park	350	350 long	all accessible	0	
8	**Tyne Mills**	Free	Surface Car Park	34	34 long	0	0	

Source: Tynedale District Council, Transport Direct, August 2008

Figure 21: Location of Car Parks



Source: Tynedale District Council, Transport Direct, August 2008

9.5 Bus Connectivity

The direct connections linking Hexham to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Hexham

Destination	Mon - Fri	Sat	Sun
Acomb	Approx 2 per hour	Approx 2 per hour	5 per day
Allenheads	8 per day	6 per day	None
Alston	2 per day	2 per day	1 per day
Bardon Mill	1 per hour	1 per hour	4 per day
Beaufront	2 per day	2 per day	None
Bellingham	Approx 1 per hour	8 per day	1 per day
Belsay	None	None	2 per day
Birdoswald	4 per day	4 per day	4 per day
Blaydon On Tyne	2 per hour	2 per hour	1 per hour

Brampton	1 per hour	1 per hour	4 per day
Cambo	None	None	1 per day
Carlisle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Colwell	6 per day	5 per day	None
Consett	4 per day	4 per day	None
Corbridge	Approx 4 per hour	Approx 4 per hour	Approx 2 per hour
Cragside House	None	None	1 per day
Cranecleugh	2 per day	1 per day	None
Crawcrook	2 per hour	2 per hour	1 per hour
Gateshead	Approx 2 per hour	Approx 2 per hour	1 per hour
Gilsland	7 per day	7 per day	4 per day
Greenhead	Approx 2 per hour	Approx 1 per hour	Approx 1 per hour
Hallington	1 per day	None	None
Hartburn	None	None	None
Haydon Bridge	Approx 1 per hour	Approx 1 per hour	5 per day
Haltwhiste	Approx 2 per hour	Approx 2 per hour	9 per day
Heddon on the Wall	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Housesteads	5 per day	5 per day	5 per day
Horsely	1 per hour	1 per hour	1 per hour
Kielder	2 per day	1 per day	None
Kipperlynn	1 per day	None	None
Knowesgate	None	None	1 per day
Langley	Approx 1 per hour	9 per day	None
Lemington	Approx 1 per hour	Approx 1 per hour	1 per hour
Mickley	2 per hour	2 per hour	1 per hour
Nenthead	1 per day	1 per day	None
Newbrough	1 per hour	1 per hour	None
Newcastle upon Tyne	Approx 3 per hour	Approx 3 per hour	Approx 2 per hour
Oakwood	3 per day	2 per day	None
Otterburn	None	None	1 per day
Ovingham	2 per hour	2 per hour	1 per hour
Ovington	3 per day	3 per day	None
Ponteland	None	None	2 per day
Prudhoe	2 per hour	2 per hour	1 per hour
Raylees	None	None	1 per day
Riding Mill	2 per hour	2 per hour	1 per hour
Ryton	2 per hour	2 per hour	1 per hour
Scots Gap	None	None	1 per day
Settlingstones	1 per day	None	None

Shotley Bridge	4 per day	4 per day	None
Slaley	5 per day	4 per day	None
Stannersburn	2 per day	1 per day	None
Stocksfield	2 per hour	2 pr hour	1 per hour
Throckley	Approx 1 per hour	Approx 1 per hour	1 per hour
Vindolanda	5 per day	5 per day	5 per day
Wallington Hall	None	None	1 per day
Whitfield	2 per day	2 per day	1 per day
Whittonstall	4 per day	4 per day	None
Wylam	3 per day	3 per day	None

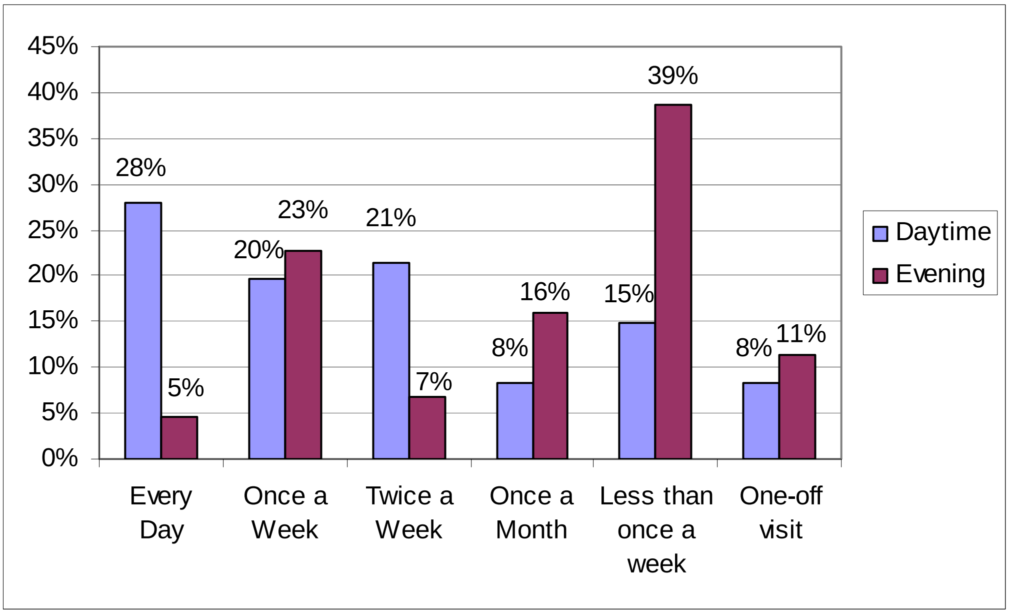
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info); National Express East Coast (http://www.nationalexpresseastcoast.com), July 2008

9.6 Shoppers travelling to town by bus

14% of respondents travelled into Hexham town centre by bus on the day of the interview. Over two thirds of these (69%) said that they go to Hexham at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This figure dropped to 34% in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



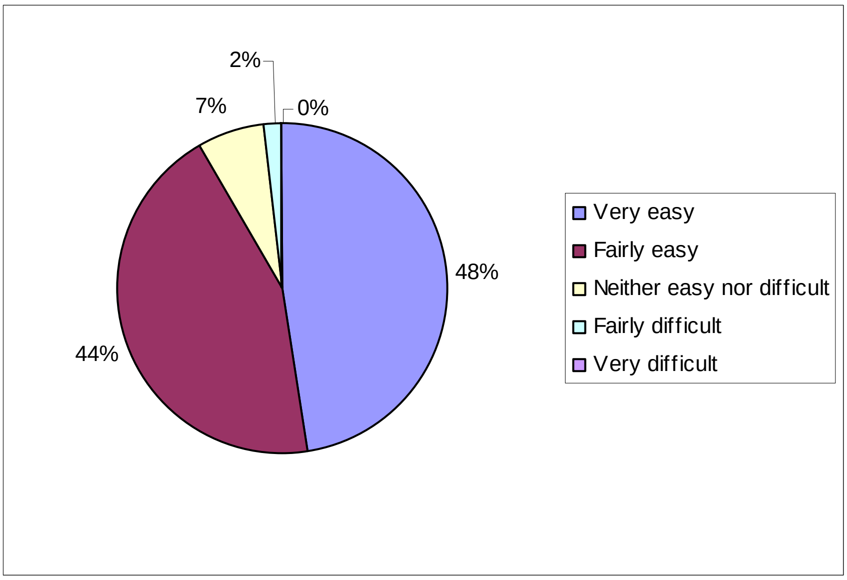
Source: Northumberland Shopper Questionnaires, May 2008

Base: 61 for daytime; 44 for evening

92% of respondents who travelled into the centre by bus found it easy or very easy. Only 1 respondent found it fairly difficult and none found it very difficult (figure 24).

Figure 24: How easy/difficult do you feel it is to travel into Hexham town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires, May 2008

Base: 61 respondents

9.7 Train Connectivity

Hexham has a railway station, managed by Northern rail service, covering the following local destinations. Trains from Newcastle and Carlisle link to railway lines covering a wider part of the UK.

Figure 25: Destination and Frequency of Trains from Hexham

Destination	Mon - Fri	Sat	Sun
Carlisle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wetheral	7 per day	7 per day	6 per day
Brampton	7 per day	7 per day	6 per day
Bardon Mill	7 per day	7 per day	6 per day
Haydon Bridge	9 per day	9 per day	6 per day
Corbridge	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Riding Mill	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Stocksfield	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Prudhoe	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour

Wylam	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Blaydon	3 per day	2 per day	1 per day
Gateshead (Metro Centre)	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Dunston	2 per day	2 per day	1 per day
Newcastle	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Sunderland	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info); National Express East Coast (http://www.nationalexpresseastcoast.com), July 2008

9.8 Shoppers travelling to town by train

Five respondents (1%) travelled into Hexham by train on the day of the interview. All of these respondents found it fairly easy or very easy to travel into the centre.

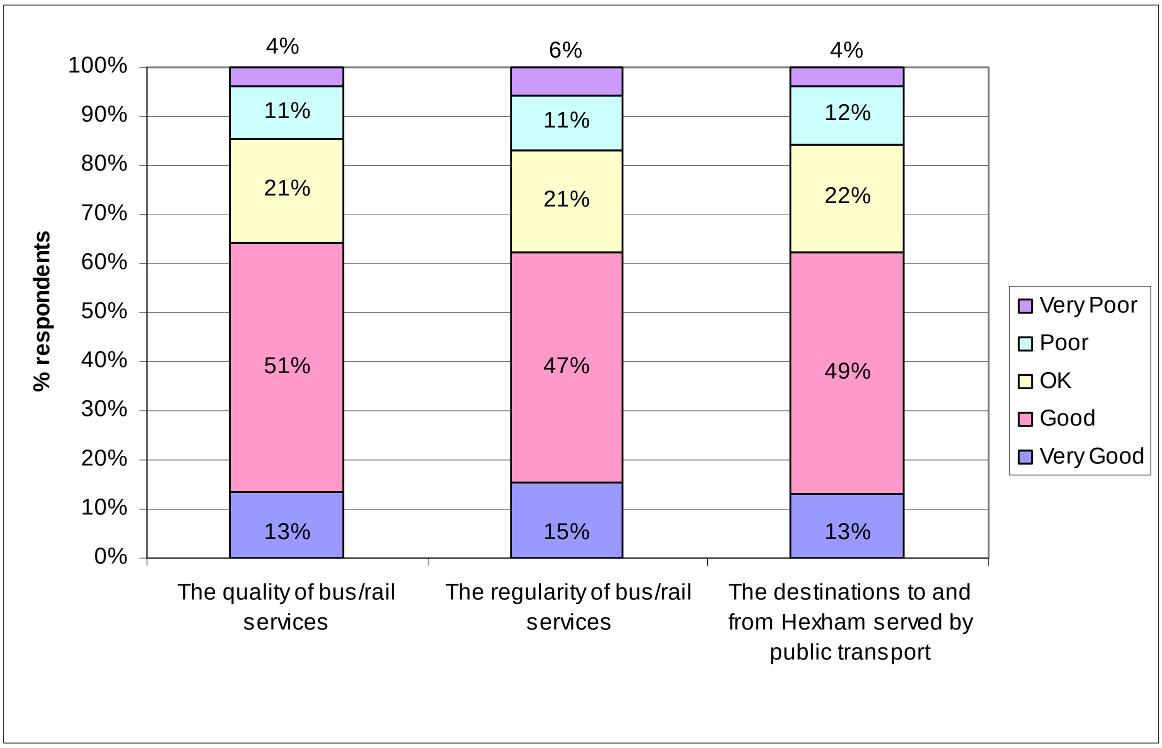
The frequency of visit in the daytimes varied considerably for these respondents. For the night-times, 2 respondents did not answer the question, two said that it was a one-off visit, and 1 said that they went into Hexham less than once a week.

9.9 Perception of Public Transport Services

The attributes related to public transport were given a good/very good rating by between 62% and 64% of the respondents, with the highest of these ratings relating to the quality of the bus/rail services (figure 26).

Figure 26: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaire, May 2008

Base: 230 to 231 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

A few comments were made by the respondents regarding public transport. These are listed below:

1. The main problems with the town centre:
   - "Buses stop too early".

2. Ways to make the town centre better:
   - "Better bus service".
   - "Better local transport to villages especially in the evenings".
   - "Cannot get on bus 3:30 to town".
   - "Public transport".

9.10 Perception of Accessibility

8% of respondents said that improved accessibility was needed to make the town centre better. Numerous comments were also made relating to the ease with which shoppers can move about between different parts of the town. A large number of these mentioned the difficulties of getting from the car park to the town centre due to the steep hill, and suggested a shuttle bus or park and ride scheme.

1. The main problems with the town centre:
    - "Too many hills (2 responses)".
    - "The walk up the hill to the town centre".
    - "Steep banks from car park".
    - "Kerbs difficult to manoeuvre with buggy in places".
    - "Access to the town centre".
    - "Buses stop too early".
    - "Need shuttle bus".
    - "Easier access with pram".
    - "Access with buggys can be difficult".
    - "Not very good for the old & disabled".

2. Ways to improve the retail offer:
    - "Better pedestrian access".
    - "Shuttle bus from car park".

3. Ways to make the town centre better:
    - "Car park near bus station, park and ride".
    - "Park & ride from car park at bottom of hill".
    - "Park & ride".
    - "Use of park and ride schemes".
    - "Park & ride from car park at base of hill".
    - "Better parking in centre or shuttle bus from car park to centre park & ride".
    - "Shuttle bus from car park to centre".
    - "Shuttle bus from car park to town centre".

- “Shuttle bus to centre”.
- “Shuttle bus”.
- “A bus from car park to centre”.
- “Bus from car park to town”.
- “A shuttle bus from the car park for older people”.
- “Bus from the bottom car park up the hill for the disabled”.
- “Shuttle bus service. because live on a bank”.
- “Easier access from bottom car park”.
- “Long walk uphill from car park to town centre”.
- “Disabled access”.
- “More dropped kerbs for disabled scooters”.
- “Better bus service”.
- “Better local transport to villages especially in the evenings”.
- “Cannot get on bus 3:30 to town”.

9.11 Origin and method of travel of Shoppers Interviewed

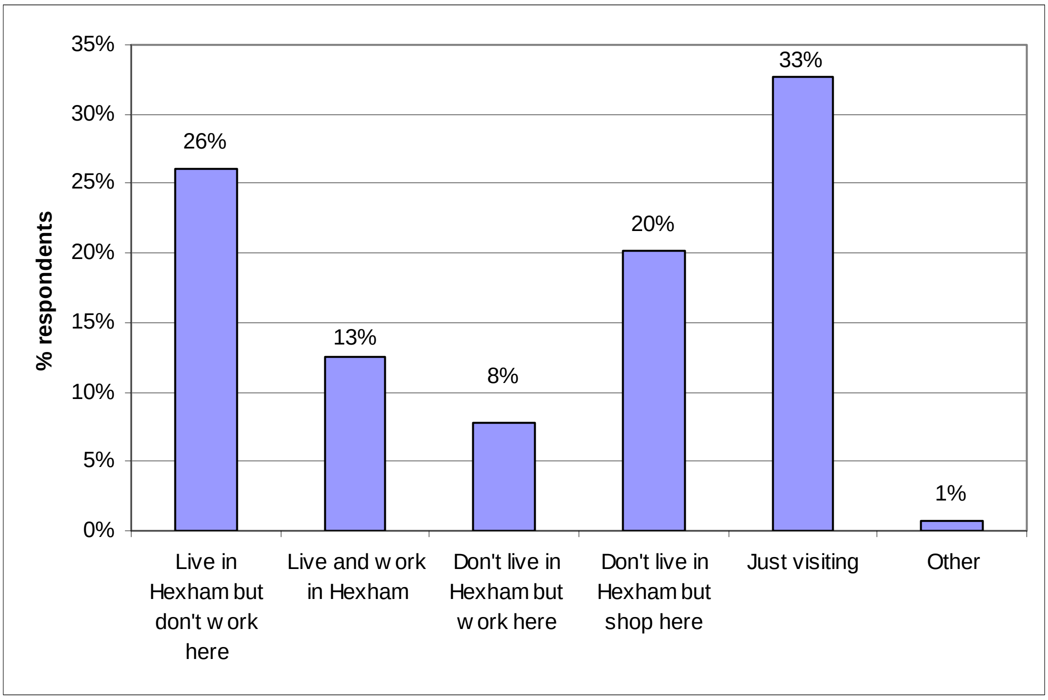
As Figure 28 shows, the respondents from the Hexham Shopper Survey came from quite a wide area, although most are from the Tynedale district or from the Tyne & Wear region. The respondents that came from Hexham itself or the immediate surrounding area travelled into the town using either a car, a bus, or on foot. People living further afield mainly used a car or a bus, although a few used another form of transport.

A number of respondents also came from the Blyth, Wansbeck and Morpeth districts, and a few came from further north within Northumberland. A considerable number of respondents came from elsewhere in the North East, particularly County Durham (see Figure 29).

Several respondents came from further afield, from the south of England to the north of Scotland. This relates to Figure 27 in which it is shown that one third of the respondents said that they were just visiting Hexham (rather than living, working or shopping there).

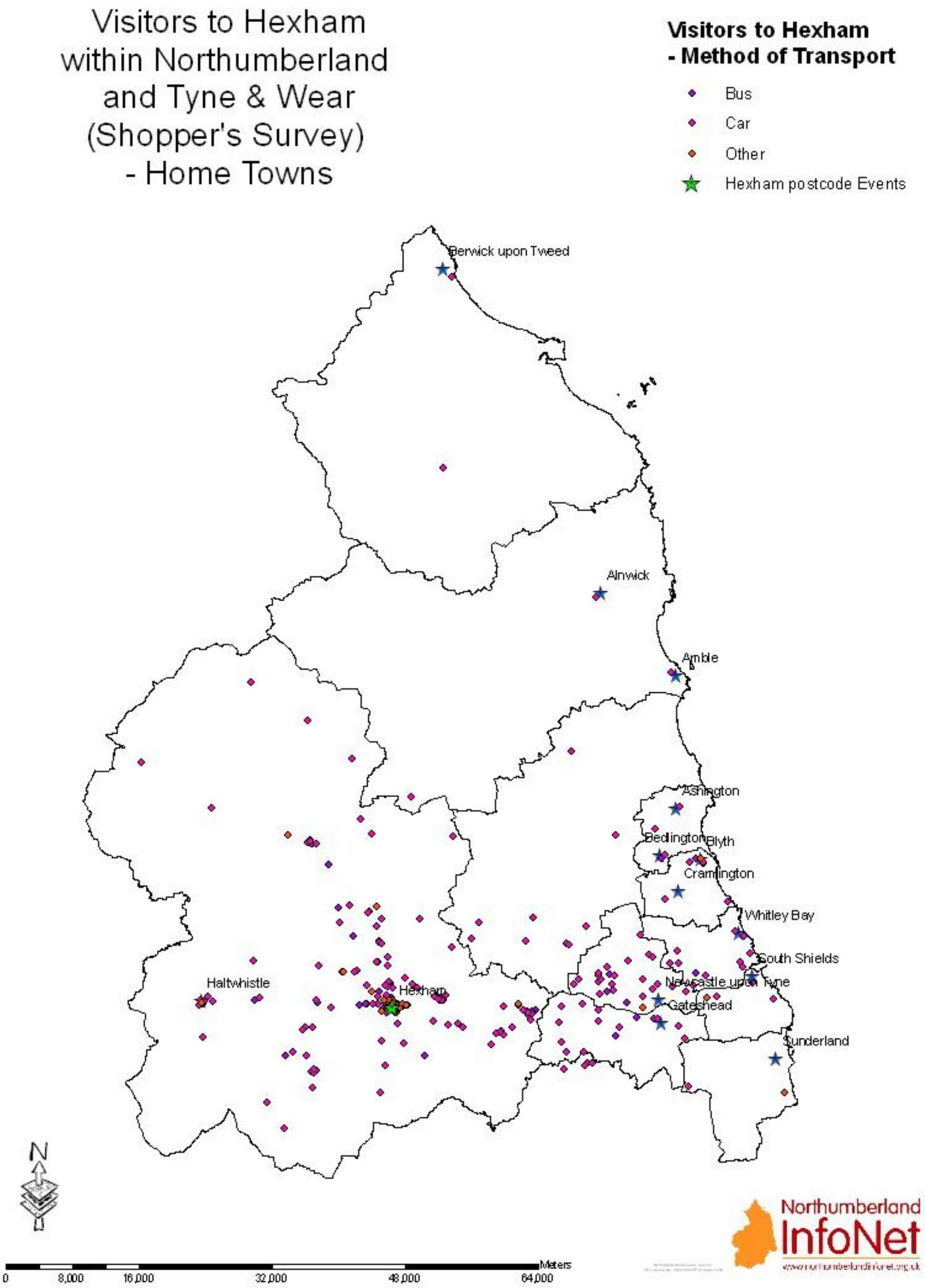
Figure 27: Do you live/ work in Hexham?

(Excludes 'don't know' responses unless otherwise specified)



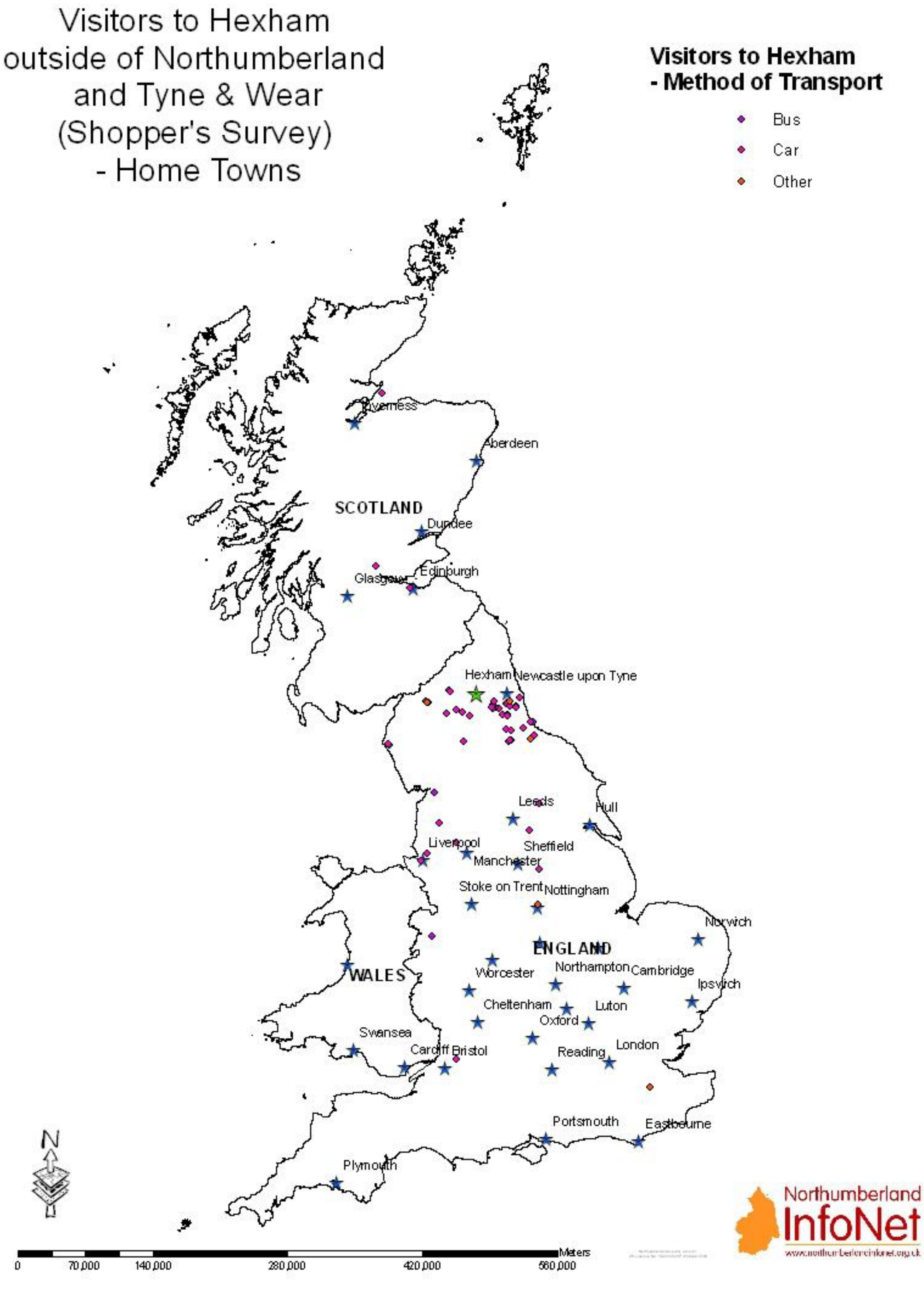
Source: Northumberland InfoNet Shopper Questionnaire, May 2008

Figure 28: Visitors to Hexham within Northumberland



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Figure 29: Visitors to Hexham outside Northumberland



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvement has happened over the past 12 months in Hexham:

- Regular plantings carried out by the Town and District Council in the parks as well as the Hexham in Bloom project.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically explored in the survey. However, when asked about suggested ways to make the town centre better, respondents made a few comments relating to this subject:

1. The main problems with the town centre:
    - "More pedestrian only place".

2. Ways to improve the retail offer:
    - "Pedestrianised around market area".

3. Ways to make the town centre better:
    - "Pedestrianise it (2 responses)".
    - "More pedestrianisation (2 responses)".
    - "More pedestrianised areas".
    - "Pedestrianisation in market place".
    - "Pedestrianise market".

- “Pedestrianised in market”.
- “Completely pedestrianised”.
- “Pedestrianise roads”.
- “More pedestrian crossings or no car areas”.

10.2.2 Signage, Street furniture and Open Spaces

Signage

When asked what the main problems with the shopping experience in Hexham town centre were, 2% of respondents gave an answer relating to signage and information. No additional comments were made relating to this.

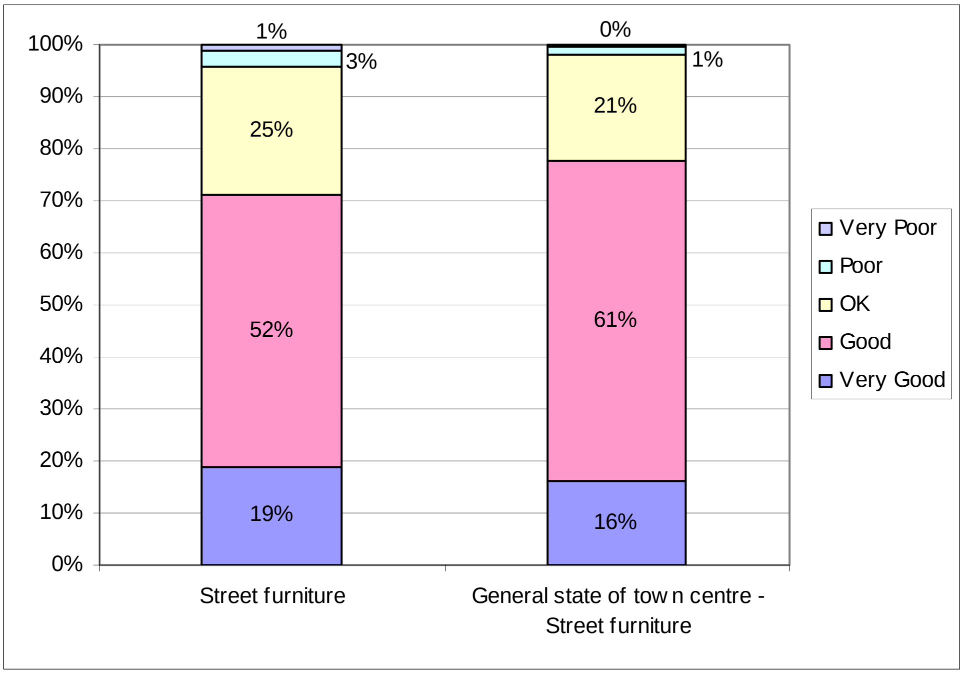
Street Furniture

Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The ratings for the two questions were fairly similar, with 71% of respondents giving a positive rating for the first question, and 78% for the second question. Less than 5% in each case gave a negative rating (Figure 30).

Figure 30: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 383 to 409 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would make Hexham town centre better, a few respondents made comments relating to street furniture:

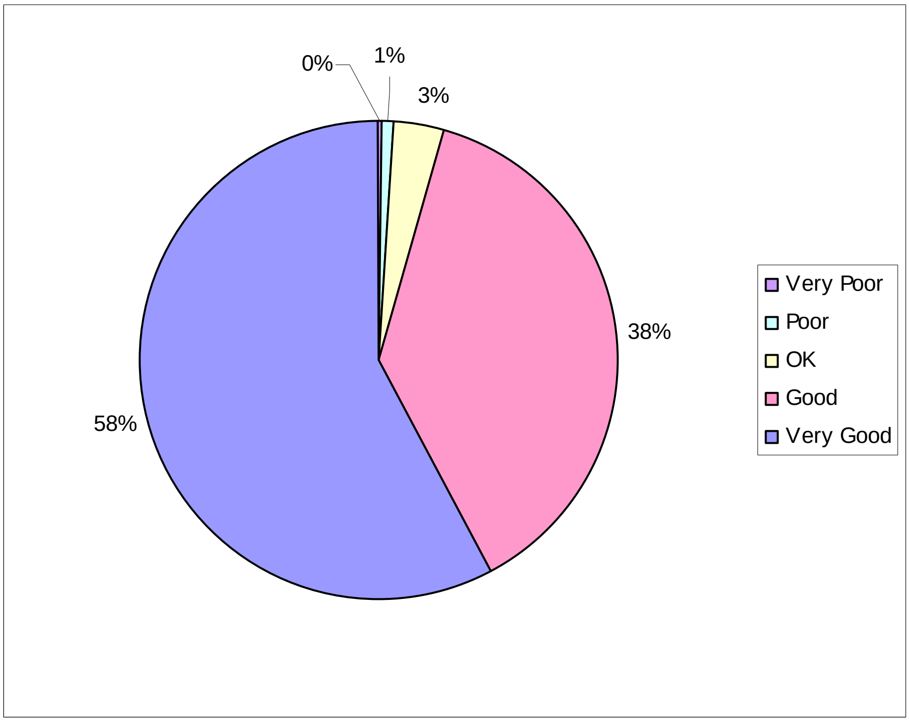
- "More seating".
- "More seats".
- "A few more benches to sit on".
- "More control on advertising boards. remove plastic ones & have more elegant ones".

Open Spaces

Most of the respondents (96%) gave a positive rating for the parks and open spaces in Hexham. Only 1% gave a poor or very poor response (Figure 31).

Figure 31: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

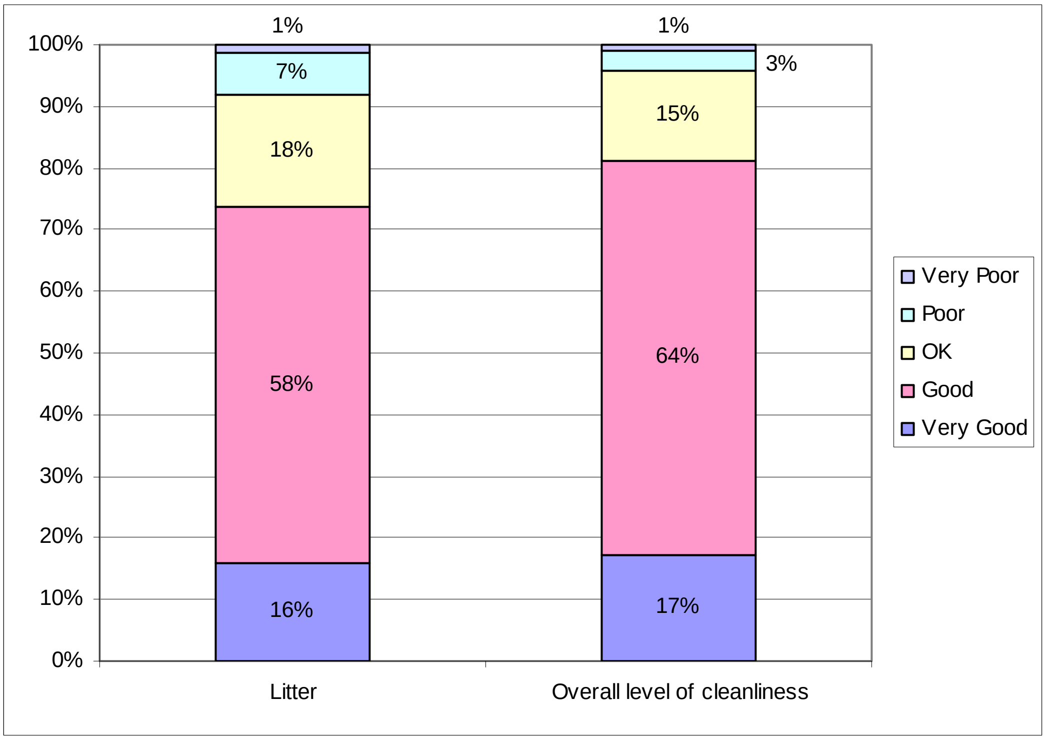
Base: 364 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

The overall level of cleanliness in Hexham town centre was perceived to be quite good, with 81% of respondents giving a good or very good rating, and only 4% giving a poor or very poor rating. Litter within the town centre received a slightly lower rating (74% positive and 8% negative) (Figure 32).

Figure 32: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base : 424 respondents (litter); 432 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

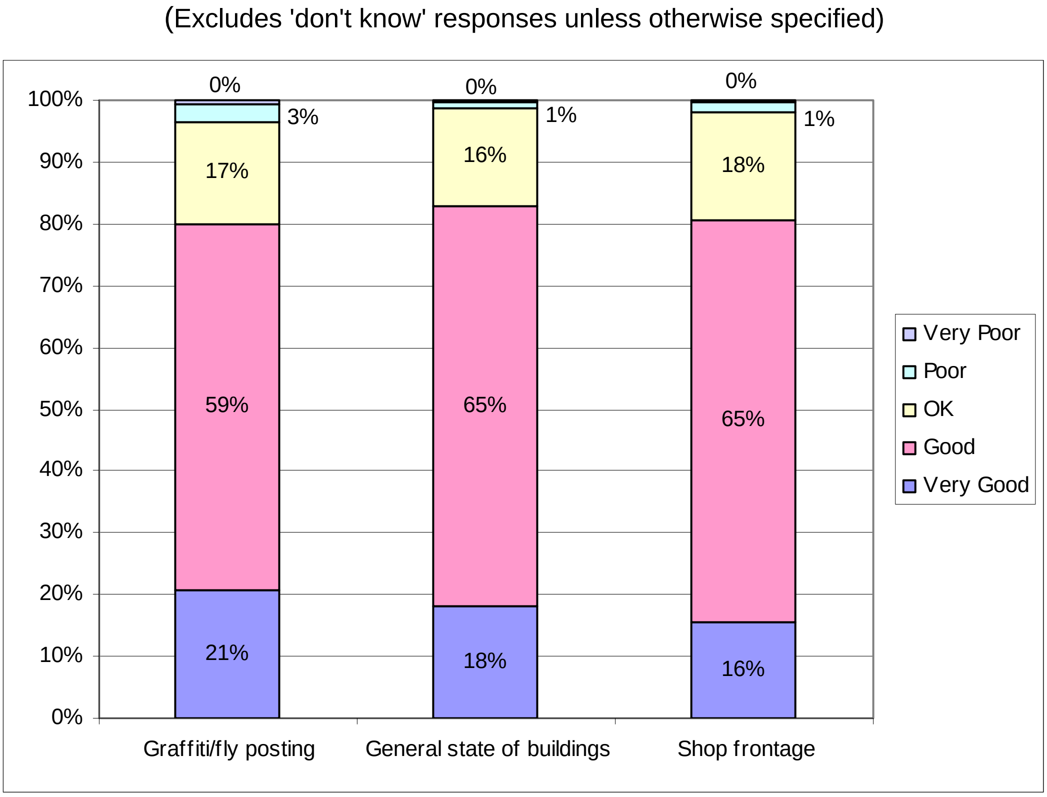
When asked how the respondents would make the town centre better, one response was given relating to litter and cleanliness:

- "Stop smoking in streets - around seating areas littered with cigs".

10.2.4 General Appearance of the Town

Respondents were generally positive about the general state of the town centre, with 80% giving a positive rating for graffiti/fly posting and shop frontage, and 83% giving a positive rate for the general state of the buildings (Figure 33).

Figure 33: Ratings given for the appearance of the town



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 407 to 426 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A number of comments relating to the appearance of the town centre were made. These are listed below:

1. The main problems with the town centre:
   - "Burger van eyesore in front of abbey".

2. Ways to improve the retail offer:
   - "Outside appearance could be smart".

3. Ways to make the town centre better:
   - "Clean it up".
   - "Clean the area up".
   - "General clean & tidy up".

- “Flower baskets”.
- “Get rid of abbey burger van”.
- “Improve shop fronts”.
- “Maintain towns character”.

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

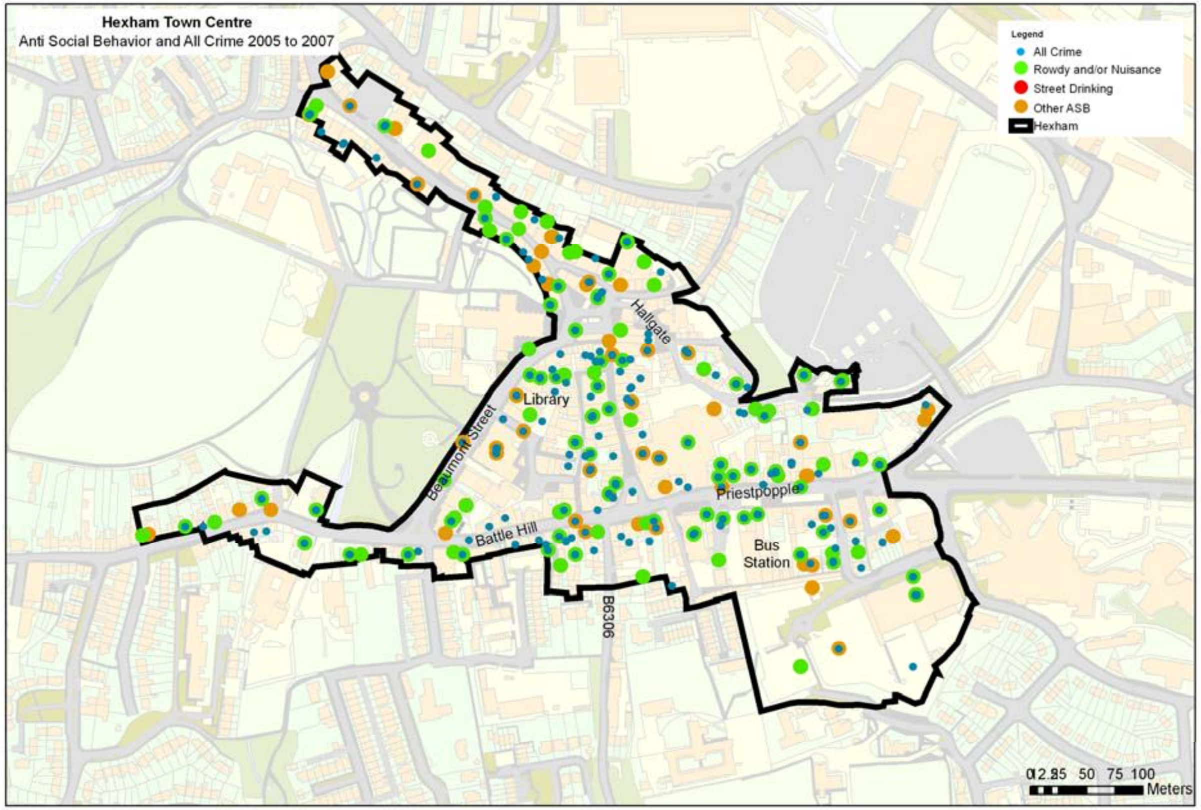
High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

11.1 Analysis of Reported Crimes

The map (Figure 34) shows the distribution of “rowdy and/ or nuisance” evenly distributed throughout Hexham town centre. Occurrences of “all crime” are more concentrated in the middle of the town centre surrounded by Beaumont Street, Hallgate, Battle Hill and Priestpopple. “Other ASB” occurrences in 2005-2007 have been more evenly spread throughout the town centre, however there is a lower frequency of this type of crime compared to “rowdy and/ or nuisance” and “all crime”.

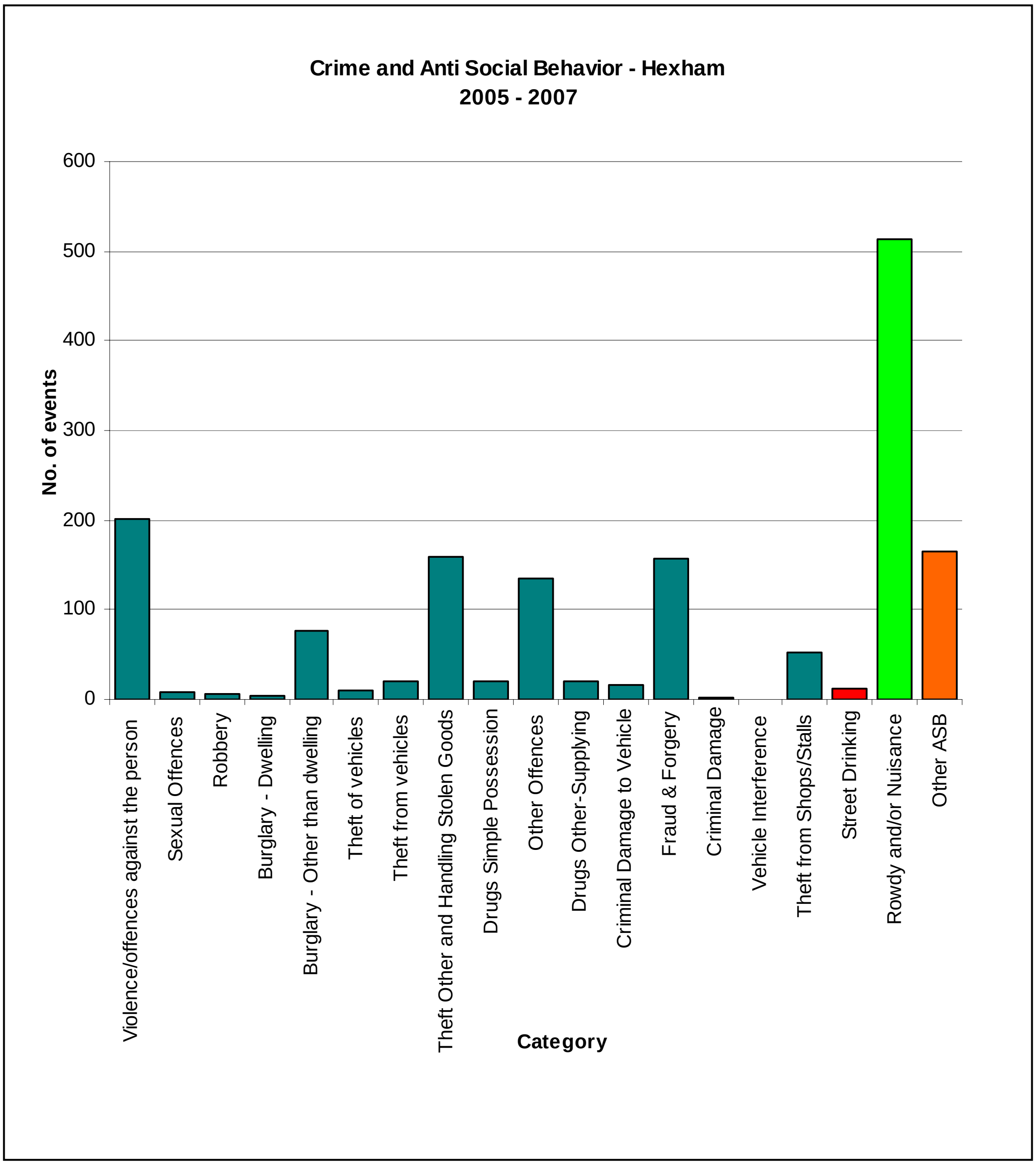
Looking at the chart (Figure 35), the types of crime have been broken down further. The most frequent type of crime occurring in Hexham Town Centre between 2005 and 2007 was rowdy and/or nuisance of which there were 513 occurrences. The 2nd most frequent type of crime was “violence/offences against the person” of which there were 202 occurrences.

Figure 34: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 35: Crime and Anti Social Behaviour



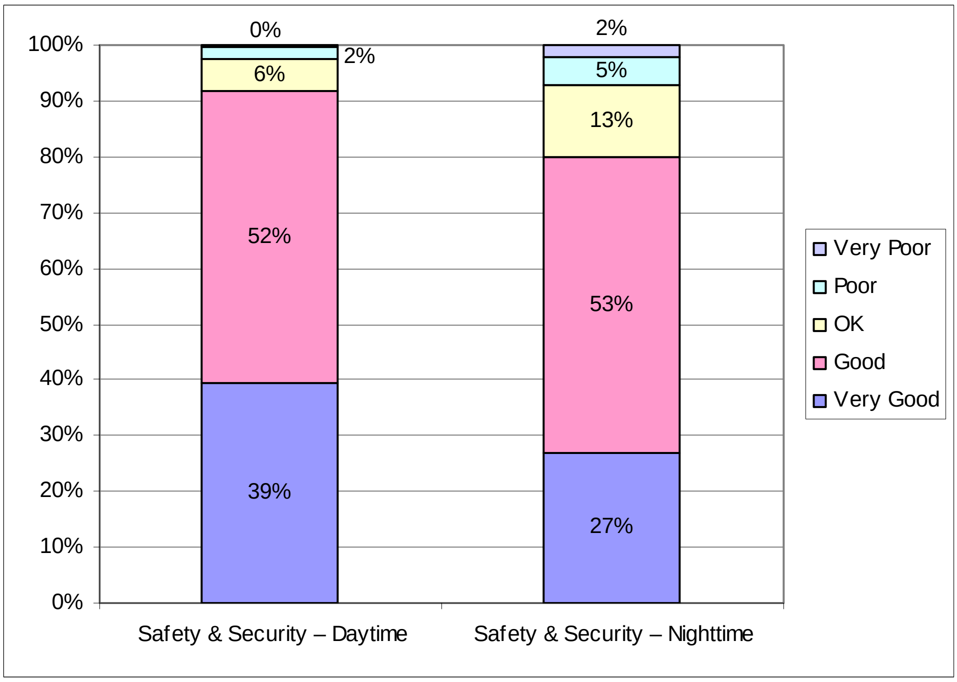
Source: Northumbria Police, December 2007

11.2 Perception or Fear of Crime

A high proportion of respondents (92%) felt that safety/security during the daytime was good or very good. Although this figure dropped slightly for night-time safety/security, it was still very positive (80% gave a good or very good rating) (Figure 36).

Figure 36: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base : 279 respondents (nighttime); 421 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

Two suggestions of ways to make the town centre better that related to safety or security were made:

- "Cut down on anti social behaviour".
- "Stop youths on streets-ban groups of them".

As can be seen in Figure 18, 65% of respondents felt that the safety/ security of the parking facilities was good/very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Tynedale Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Tynedale District (October 2008):

- There is a community engagement initiative which is particularly aimed at residential areas immediately surrounding the town centre which involves a high visibility walkabout by community safety, community wardens, Milecastle Housing and police to identify and tackle issues on estates either observed by the teams or disclosed by residents e.g. litter /fly tipping, graffiti, vandalism, disorder and crime issues.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Hexham Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Hexham's catchment area; spending patterns and retaining shopper spend within the town centre.

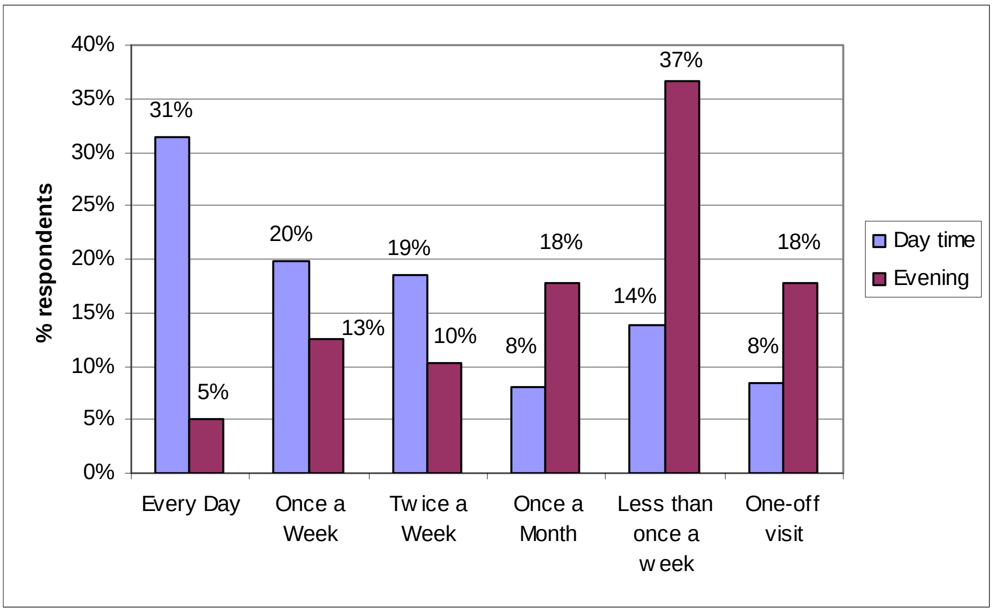
12.1 Regularity of visits

70% of respondents go to Hexham town centre during the daytime at least once a week, with the most common frequency of visit being every day (31%).

Respondents visit the centre far less often during the evenings, with only 28% visiting at least once a week (Figure 37).

Figure 37: Approximately how often are you in Hexham Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 436 respondents (daytime); 320 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 38 shows the proportion of respondents that shop for different items solely in Hexham town centre, and how many go further afield. Figure 39 gives more details about which shopping centres the respondents use.

As the tables show, respondents are most likely to do their food shopping and other domestic shopping in Hexham, but for other non-food items they are more likely to travel further afield. The most popular places for respondents to shop, other than in Hexham, are Newcastle and the Metro Centre.

Figure 38: Proportion of respondents shopping in Hexham and other areas

	Main food shopping	**Other domestic (eg. Chemist, cosmetics, etc)**	**Clothes**	**Shoes**	**Electrical goods**	**Furniture/ carpets**	**DIY goods**	**CDs/DVDs etc**
Hexham								
Hexham only	55%	54%	20%	23%	26%	22%	29%	32%
Hexham + local area[4]	7%	5%	12%	10%	5%	5%	4%	5%
Hexham + internet/non-local/local mix	2%	0%	0%	1%	1%	0%	1%	2%
Non-Hexham								
Local area (not Hexham)	16%	22%	53%	53%	47%	56%	43%	35%

[4] 'Local area' is defined as being one of the following: Corbridge, Belingham, Carlisle, Haltwhistle, Prudhoe, Newcastle, Metro Centre.

Internet or other	20%	18%	11%	10%	17%	15%	20%	24%
Mixture of places (not Hexham)	1%	1%	4%	3%	3%	2%	2%	3%
Don't buy	0%	0%	0%	0%	0%	0%	0%	0%
Total	429	429	435	435	429	422	415	400

Source: Northumberland Shopper Questionnaires, May 2008

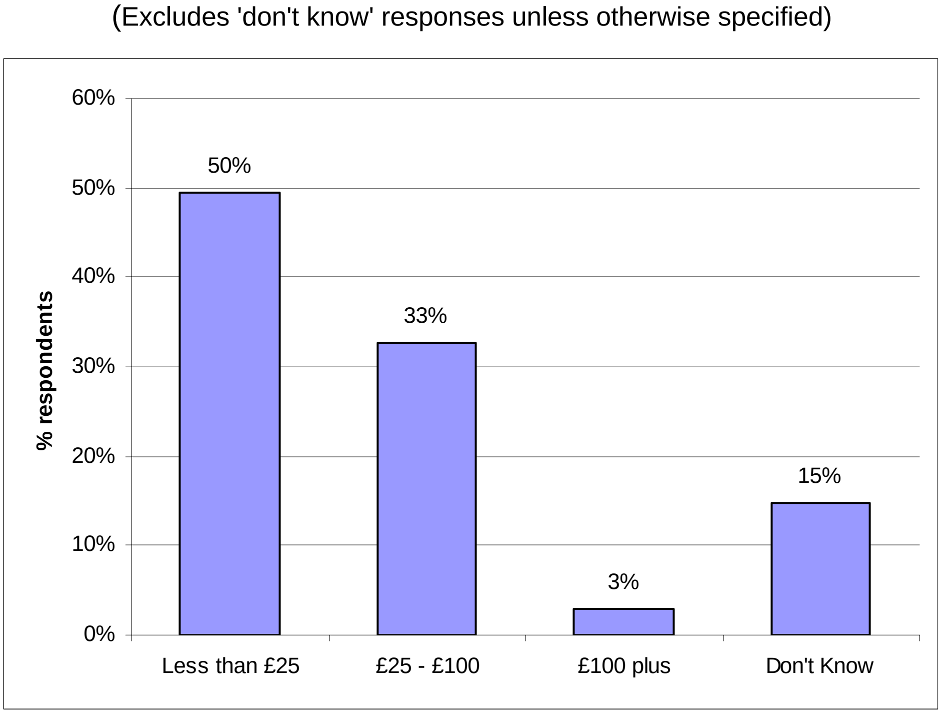
Figure 39: Could you indicate where you go to purchase the following items?

	Food	Other domestic	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs
Hexham	64%	59%	32%	34%	32%	27%	34%	38%
Corbridge	3%	2%	2%	1%	0%	0%	1%	0%
Bellingham	1%	1%	0%	0%	0%	0%	0%	0%
Carlisle	2%	2%	6%	5%	3%	5%	4%	3%
Haltwhistle	1%	1%	1%	0%	0%	0%	0%	0%
Prudhoe	1%	2%	0%	0%	0%	0%	1%	1%
Newcastle	12%	14%	46%	45%	42%	50%	38%	29%
Metro Centre	4%	8%	36%	34%	19%	16%	8%	20%
Internet	1%	0%	2%	1%	7%	3%	4%	13%
Other	21%	19%	13%	14%	15%	14%	19%	16%
Base	429	429	435	435	429	422	415	400

Source: Northumberland Shopper Questionnaires, May 2008

Half of the respondents planned to spend less than £25 in Hexham on the day they were interviewed, with a further third expecting to spend between £25 and £100 (Figure 40).

Figure 40: How much do you plan to spend in Hexham today?



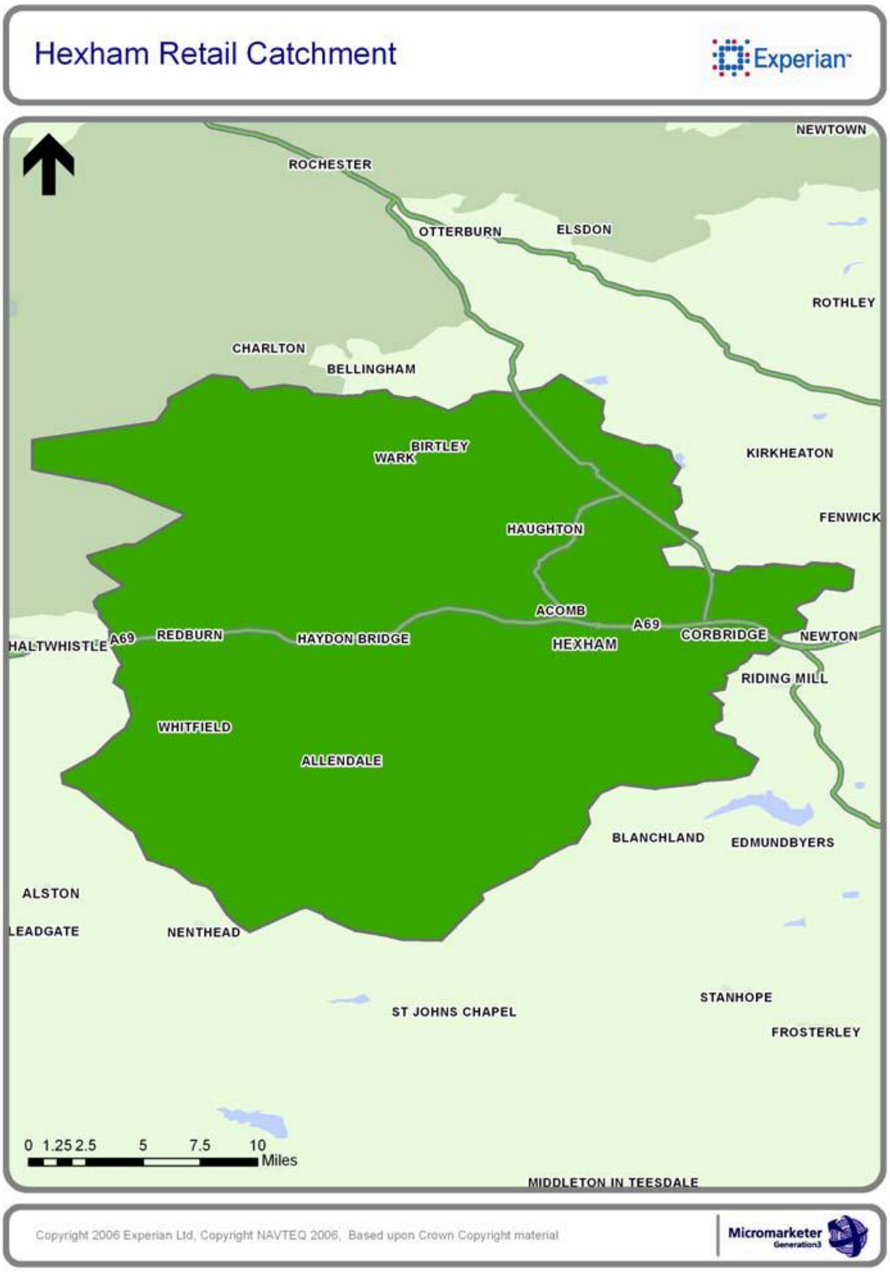
Source: Northumberland Shopper Questionnaires, May 2008

Base: 436 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Hexham, (along with Prudhoe and Haltwhistle) is the main town in the Tynedale district and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contains a number of other local or secondary centres, including Allendale, Bellingham, Corbridge and Haydon Bridge. These settlements act as key service centres for the rural areas but are smaller in scale or function than Hexham, Prudhoe and Haltwhistle.

Figure 41: Hexham Retail Catchment



Source: Experian, August 2008

The map (Figure 41) shows the catchment area for Hexham, as defined by Experian. The catchment, which measures the extent of the local consumer base, is based on the Where Britain Shops survey carried out by Experian. Where Britain Shops is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of down locations. The retail catchment area is based on the following theory.

“Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works”[5].

[5] “Goad Town Centre Shopper Report - Interpretation and Methodology 2008” Experian

12.4 Spending Patterns

In addition to Hexham, the catchment embraces a large part of the Tynedale district, extending from Bardon Mill in the west to Corbridge in the east; and from Wark in the North into the Derwentside district in Co Durham in the south. Altogether, the catchment covers an area of 2,837.17 km² and is home to approximately 29,000 people and 12,600 households. Collectively, these households and residents spend an estimated £135.1 million per annum on retail goods and services, with 35.1% of expenditure on convenience retail goods (£47.4 million) and 64.9% on comparison retail (£87.7 million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Hexham catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 42: Hexham Catchment Summary Profile

Hexham Catchment Summary Profile					
Totals	Hexham Catchment	%	UK	%	Index
2007 Population	29,080.00		60,796,178.00		
2007 Households	12,617.00		26,018,847.00		
Total Comparison	87,708,855.00	64.9%	171,926,829,196.00	63.4%	102.48
Total Convenience	47,385,485.00	35.1%	99,464,696,627.00	36.6%	95.71
Total Retail	135,094,341.00	100.0%	271,391,525,823.00	100.0%	100.00
Total Comparison per houshold	6,951.64		6,607.78		105.20
Total Convenience per household	3,755.69		3,822.79		98.24
Total Retail per household	10,707.33		10,430.57		102.65

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £10,707, with average comparison retail spend at £6,952 per annum and convenience spend at £3,756 per annum. Total retail spend per household and total comparison spend per household in the catchment are both above the UK average, with indices of 102.65 and 105.20, respectively. In contrast, spending per household on convenience retail is slightly below the national average, with an index of 98.24.

Figure 43 provides a breakdown of Comparison retail expenditure within the Hexham catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £19.3 million or 22% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£10.3 million or 11.7%) and Furniture and furnishings; carpets and other floor coverings (£8.9 million or 10.1%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Hexham spend more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment, Recording Media and Household Textiles as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Materials for maintenance and repair of the dwelling, Small tools and miscellaneous accessories and Pets & Related Products.

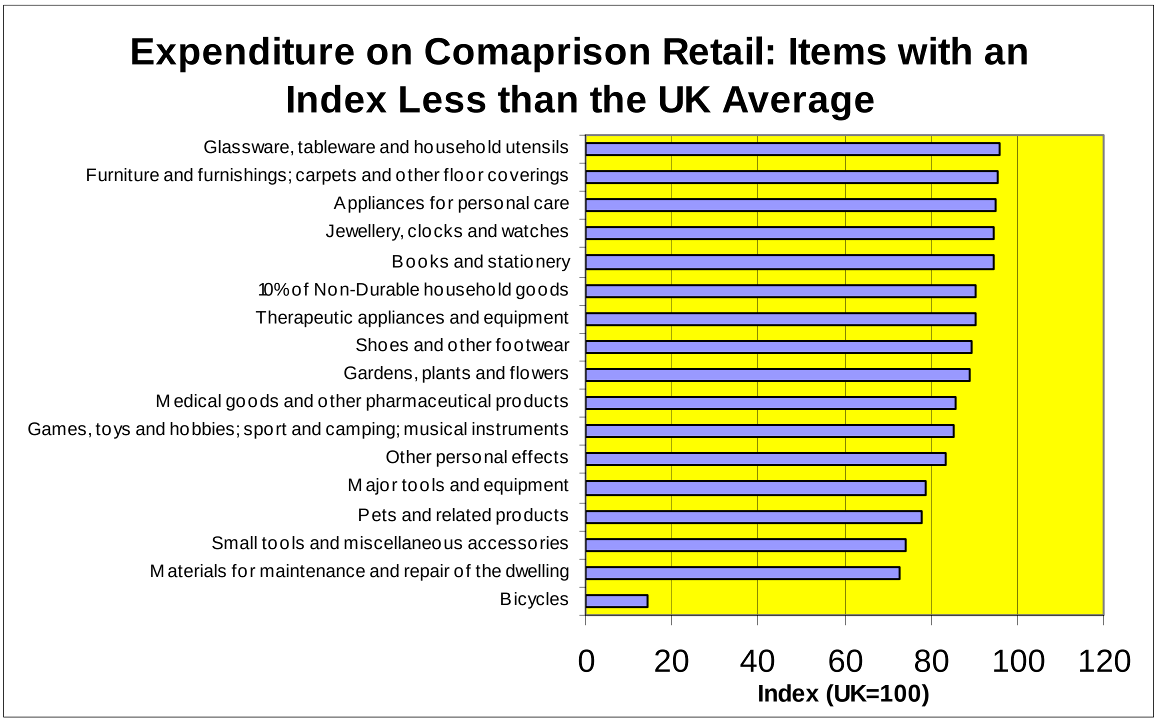
Figure 43: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Hexham Catchment	%	UK	%	Index
10% of Non-Durable household goods	164,981.00	0.19%	357,185,476.00	0.21%	90.54
Appliances for personal care	7,406,605.00	8.44%	15,298,262,865.00	8.90%	94.90
Audio-visual, photographic and information processing equipment	10,287,796.00	11.73%	14,926,597,385.00	8.68%	135.10
Bicycles	98,115.00	0.11%	1,345,908,674.00	0.78%	14.29
Books and stationery	3,357,491.00	3.83%	6,968,169,166.00	4.05%	94.45
Clothing materials and garments	19,259,080.00	21.96%	37,197,970,202.00	21.64%	101.49
Furniture and furnishings; carpets and other floor coverings	8,865,465.00	10.11%	18,218,052,893.00	10.60%	95.39
Games, toys and hobbies; sport and camping; musical instruments	8,241,536.00	9.40%	18,951,364,780.00	11.02%	85.24
Gardens, plants and flowers	1,547,206.00	1.76%	3,402,000,385.00	1.98%	89.15
Glassware, tableware and household utensils	2,325,479.00	2.65%	4,753,009,610.00	2.76%	95.91
Household textiles	3,284,399.00	3.74%	5,378,572,610.00	3.13%	119.70
Jewellery, clocks and watches	2,184,701.00	2.49%	4,533,353,900.00	2.64%	94.47
Major household appliances (electric or not)	3,369,646.00	3.84%	4,457,482,024.00	2.59%	148.18
Major tools and equipment	148,698.00	0.17%	370,528,409.00	0.22%	78.67
Materials for maintenance and repair of the dwelling	2,535,785.00	2.89%	6,826,571,834.00	3.97%	72.81
Medical goods and other pharmaceutical products	1,705,097.00	1.94%	3,904,354,994.00	2.27%	85.61
Other personal effects	969,015.00	1.10%	2,276,336,174.00	1.32%	83.44
Pets and related products	1,088,023.00	1.24%	2,747,999,981.00	1.60%	77.61

Recording media	5,106,331.00	5.82%	7,513,288,250.00	4.37%	133.22
Shoes and other footwear	2,444,785.00	2.79%	5,348,647,704.00	3.11%	89.60
Small electrical household appliances	638,372.00	0.73%	748,364,529.00	0.44%	167.21
Small tools and miscellaneous accessories	1,250,909.00	1.43%	3,301,806,678.00	1.92%	74.26
Therapeutic appliances and equipment	1,429,341.00	1.63%	3,101,000,673.00	1.80%	90.35
Total Comparison	87,708,855.00	100.00%	171,926,829,196.00	100.00%	100.00

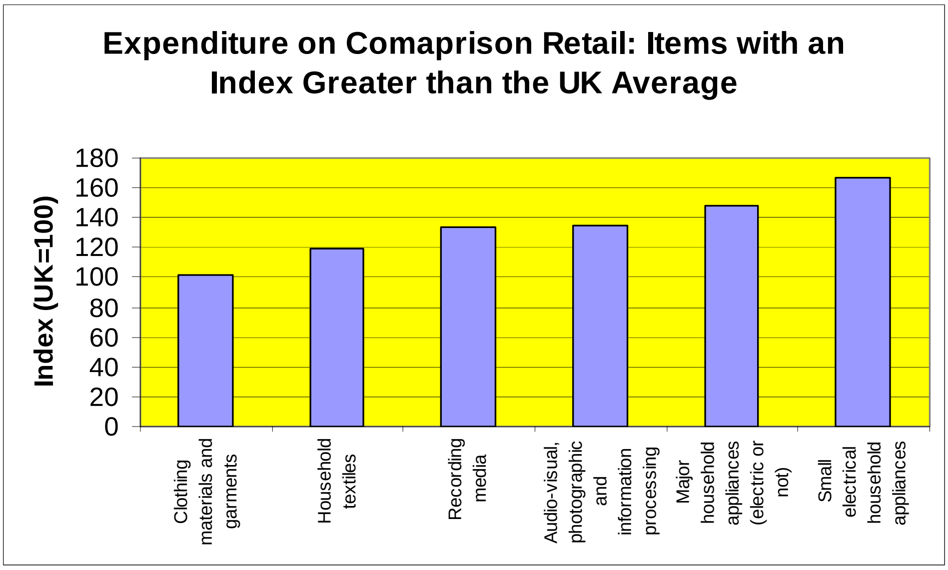
Source: Experian, August 2008

Figure 44: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 45: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 46 provides a breakdown of Convenience retail expenditure within the Hexham catchment and in the UK. Clearly the largest expenditure type within comparison retail in Hexham is Food and non-alcoholic beverages, accounting for £34.2 million or 72.1% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£6.2 million or 13.1%) and Tobacco (£3.1 million or 6.6%). The pattern of expenditure nationally differs a little. Referring to the index, households in Hexham spend proportionately more on Newspapers and Periodicals and Alcohol and substantially less on Tobacco.

Figure 46: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Hexham Catchment	%	UK	%	Index
90% of Non-Durable household goods	1,484,812.00	3.13%	3,214,575,062.00	3.23%	96.96
Alcohol (off-trade)	6,218,352.00	13.12%	12,313,767,021.00	12.38%	106.00
Food and non-alcoholic beverages	34,180,302.00	72.13%	70,035,886,128.00	70.41%	102.44
Newspapers and periodicals	2,369,398.00	5.00%	4,451,576,478.00	4.48%	111.72
Tobacco	3,132,621.00	6.61%	9,448,891,938.00	9.50%	69.59
Total Convenience	47,385,485.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Hexham. What the information does not indicate is how much of the expenditure is spent purchasing goods and services in Hexham and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Hexham catchment that shops in Hexham and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Hexham and the extent to which spending leaks to other centres.

Figure 47: Population Leakage

Population Leakage		
Retail Centre	**Percentage (%)**	**Population**
Hexham	**29.63**	8616
Metro Centre	26.06	7577
Newcastle upon Tyne - Central	24.12	7015
Carlisle	6.44	1873
Haltwhistle	2.69	782
Newcastle upon Tyne - Kingston Park Centre	1.69	490
Gateshead - Team Valley Retail World	1.47	429
Stanhope	1.35	391
Consett	0.96	278
Sunderland	0.66	191
Penrith	0.63	183
Gateshead	0.63	182
Washington	0.53	154
North Shields - Silverlink Retail Park	0.43	125
Chester-le-Street	0.39	112
Wallsend	0.36	106
Newcastle upon Tyne - Byker Shields	0.35	101
Middleton-in-Teesdale	0.26	74
Durham	0.22	65
Cramlington	0.22	64
Bishop Auckland	0.20	57
Prudhoe	0.17	51
North Shields	0.11	33
Morpeth	0.11	31
Jedburgh	0.05	14
Barnard Castle	0.04	13
Hawick	0.04	11
Crook	0.03	10
Darlington	0.03	9
Ashington	0.03	9
Stanley	0.03	9
Appleby-in-Westmorland	0.03	9
Ponteland	0.02	7
Alnwick	0.02	5
Blyth	0.01	3

Source: Experian, August 2008

The figures in the table 46 and 47 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just under one-third of the resident population shop in Hexham (8,616 or 29.6%). Other notable shopping destinations for households in the catchment area are the MetroCentre (7,577 or 26.0%), Newcastle City Centre (7,015 or 24.1%) and Carlisle (1,873 or 6.4%).

Figure 48: Spend Leakage

Spend Leakage

Retail Centre	Percentage (%)	Spend (£)
Hexham	**29.54**	39,901,817
Metro Centre	26.43	35,710,632
Newcastle upon Tyne - Central	24.21	32,712,463
Carlisle	6.10	8,240,650
Haltwhistle	2.51	3,386,753
Newcastle upon Tyne - Kingston Park Centre	1.70	2,301,595
Gateshead - Team Valley Retail World	1.49	2,015,406
Stanhope	1.37	1,848,067
Consett	0.96	1,290,579
Sunderland	0.67	903,975
Gateshead	0.65	875,278
Penrith	0.61	824,701
Washington	0.54	734,946
North Shields - Silverlink Retail Park	0.44	591,713
Chester-le-Street	0.39	531,538
Wallsend	0.37	499,870
Newcastle upon Tyne - Byker Shields	0.36	487,512
Middleton-in-Teesdale	0.26	348,513
Cramlington	0.24	320,252
Durham	0.22	294,643
Prudhoe	0.20	274,966
Bishop Auckland	0.20	265,553
North Shields	0.12	157,547
Morpeth	0.10	134,076
Barnard Castle	0.05	62,486
Jedburgh	0.04	58,144
Crook	0.04	48,225
Darlington	0.03	45,515
Hawick	0.03	44,001
Stanley	0.03	40,962
Ashington	0.03	40,360
Appleby-in-Westmorland	0.03	39,880
Ponteland	0.02	29,880
Alnwick	0.01	19,408
Blyth	0.01	12,433

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Experian estimates that around 30% of retail spend by residents and households domiciled within the Hexham catchment, representing £39.9 million per annum, is spent in the town.

More than £35 million of expenditure is lost to the MetroCentre (26%), with other notable leakage to Newcastle City Centre (£32.7 million or 24%) and Carlisle (£8.2 million or 6%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

The map (Figure 49) shows the Hexham catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Hexham. From the map, it can be seen that households located within Hexham and in the adjacent hinterland spend over 50% and between 40-50% of their total retail expenditure in Hexham, respectively. Propensity to shop in Hexham diminishes as you travel further afield, dropping to between 15 and 20% in Haltwhistle and West Woodburn and to between 5 and 10% in Otterburn.

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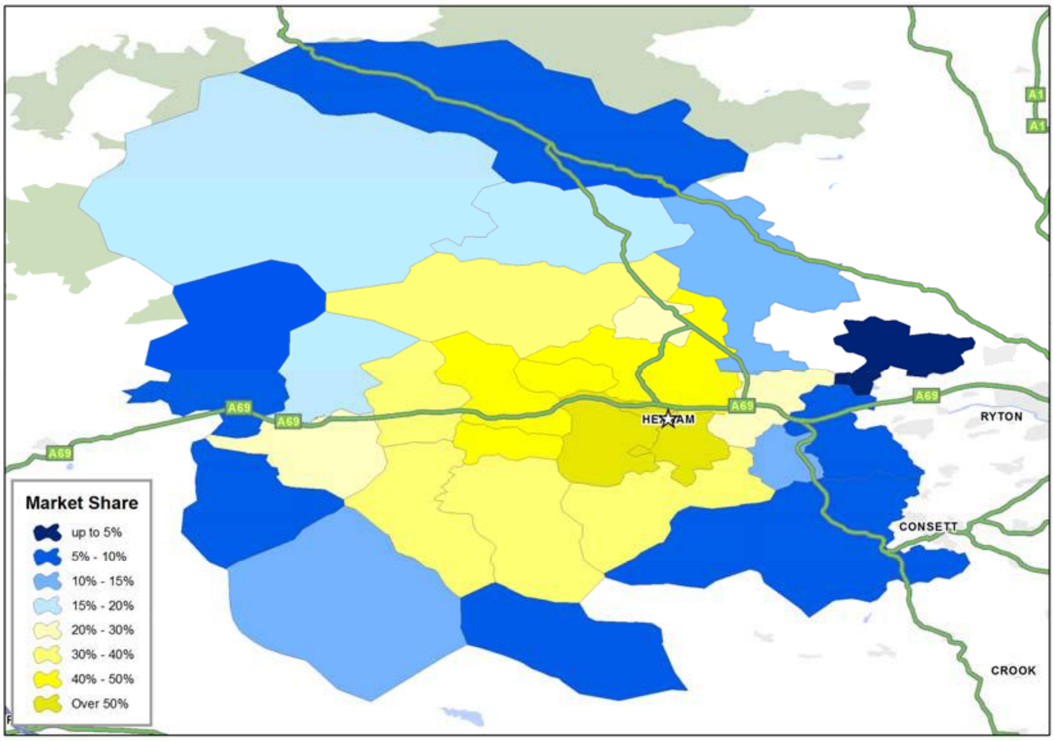
Figure 49: Proportion of Retail Expenditure



Source: Experian, August 2008

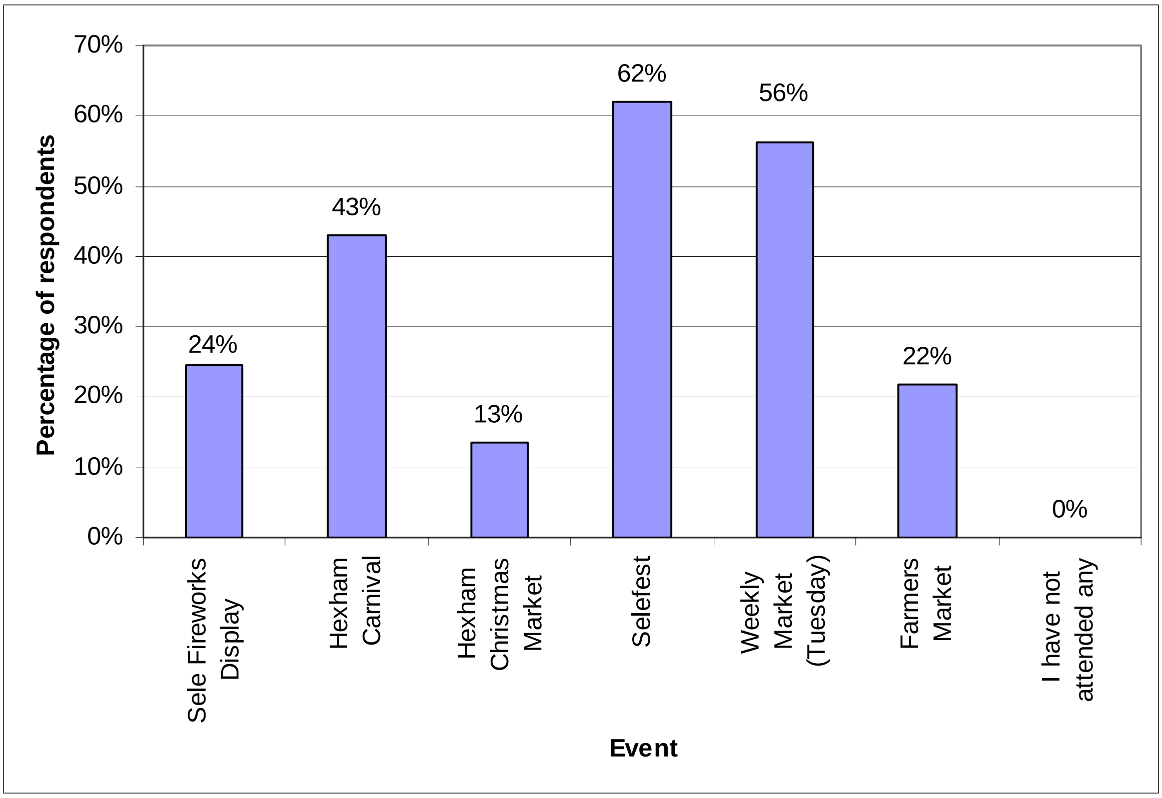
12.6 Opinions on and use of Leisure and Entertainment

Events attended

All of the respondents that answered this question (4 did not answer) said that they had attended at least one of the events. The most common event attended was Selefest (62% of respondents mentioned this). The weekly market and the Hexham Carnival were also very popular (Figure 50).

Figure 50: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Shopper Questionnaires, May 2008

Base: 433 respondents

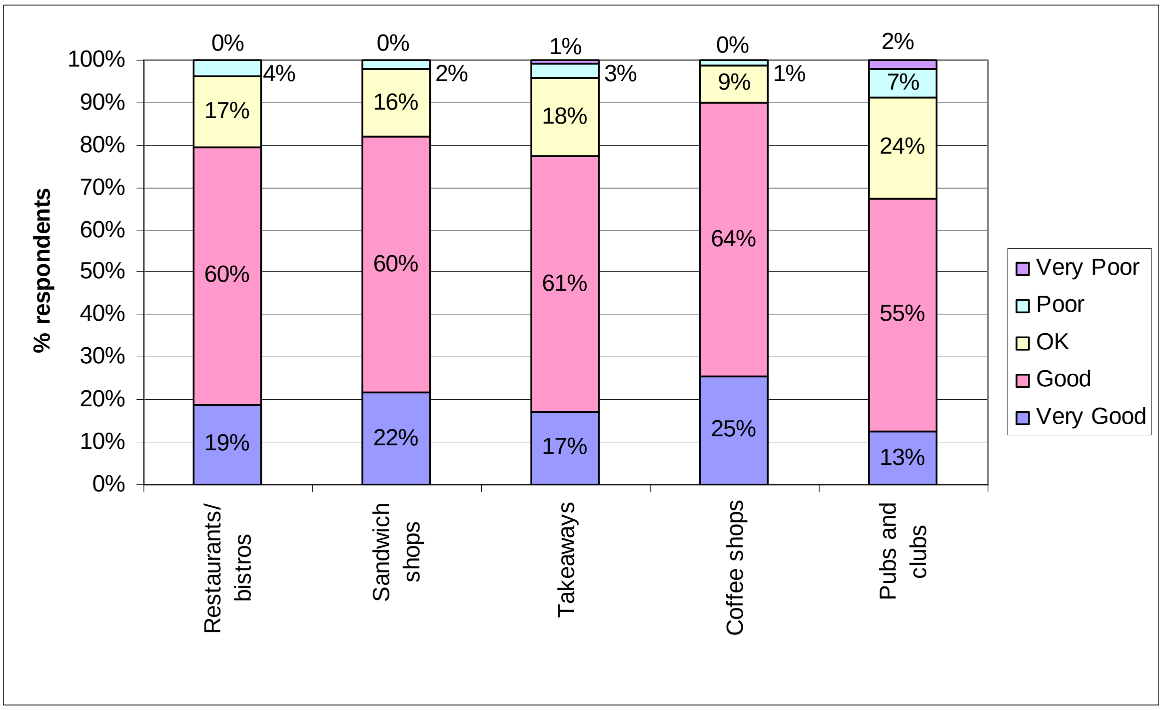
Eating and drinking

The eating and drinking venues in Hexham were generally rated quite highly by the respondents. Coffee shops in particular were thought highly of, with 90% of respondents giving a good or very good rating, and only 1% a poor rating (Figure 51).

Sandwich shops, restaurants and takeaways were all given positive ratings from 78-82% of respondents. Pubs and clubs were perceived to be not quite as good, with a positive rating from 68% of respondents, and a negative rating from 9%.

Figure 51: How would you rate the following venues for eating and drinking in Hexham?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 240 to 381 respondents depending on type of venue (note: this excludes those respondent's that gave a 'don't know' response)

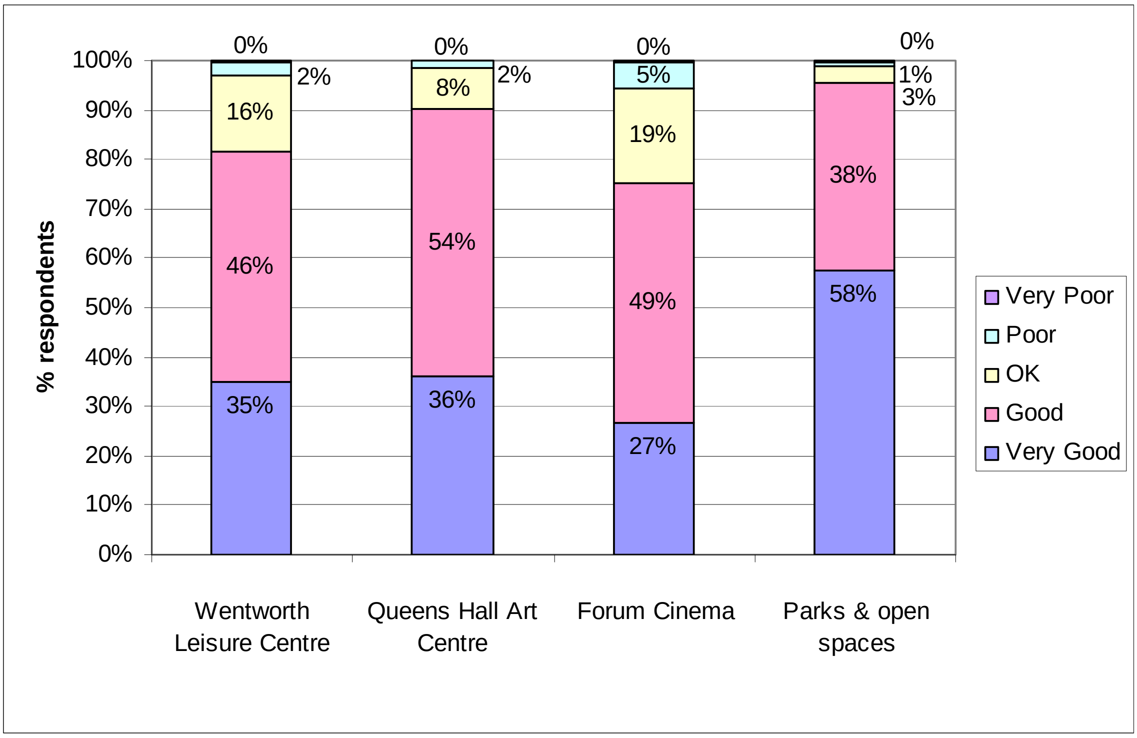
Arts and leisure facilities

The arts and leisure facilities in Hexham were rated very highly. For each facility, over three quarters of the respondents gave a good/very good rating, and fewer than 6% gave a poor/very poor rating.

The parks and open spaces were rated the best, with 96% giving a positive rating. The forum cinema had the lowest rating, but still had 75% giving a good/very good rating (Figure 52).

Figure 52: How would you rate the following arts and leisure facilities in Hexham?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

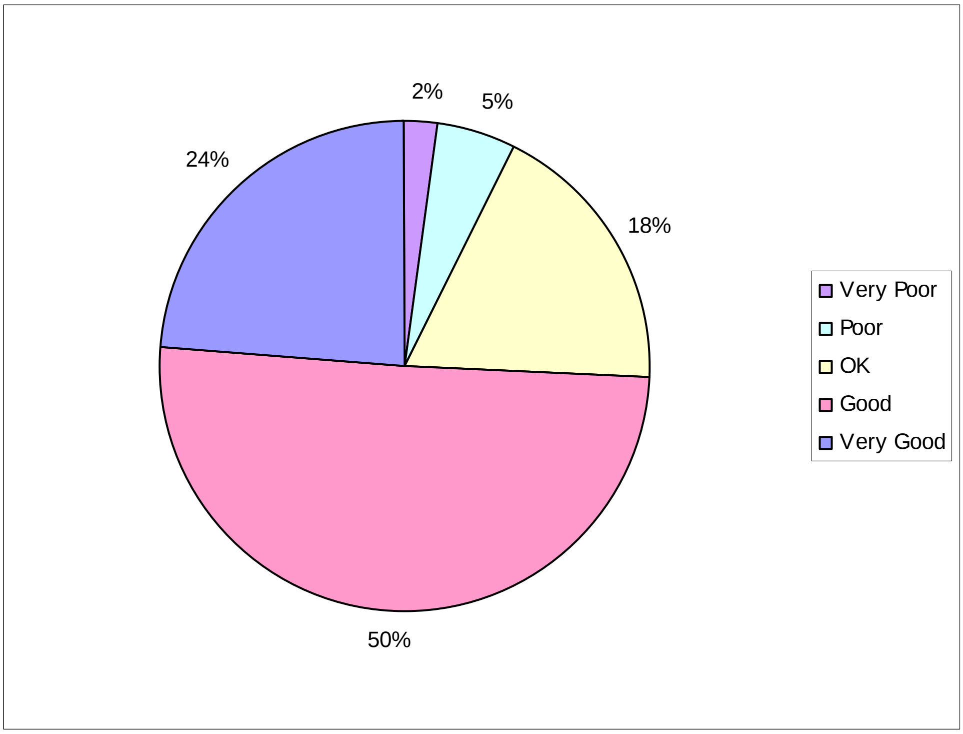
Base: 205 to 364 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

General

When asked how they would rate Hexham as a place to enjoy yourself, 74% of respondents gave a good or very good response. Nearly one third of these were 'very good' responses' (Figure 53).

Figure 53: How do you rate Hexham as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 428 (note: this excludes those respondents that gave a 'don't know' response)

When respondents were asked how they would make the town centre better, 5% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

- "More family orientated-more childrens activites-pubs with childrens play areas & family rooms".
- "Pavement cafes for families".
- "Family meal areas for a nice day outside".
- "Small restaurants to accommodate children".
- "Decent pizza restaurant and wine bar".
- "More street cafes".

- “More for young people to do - its boring here”.
- “Need a cheap bunker hotel for the tourists”.
- “Bowling alley”.

A few related comments were also made in response to the question ‘what improvements would you like to see to the retail offer in Hexham?’:

- “Eating places”.
- “Mcdonalds”.
- “Less indian restaurants”.
- “Not so many café”.

14% of respondents said that they were in Hexham town centre for leisure on the day of the interview.

12.7 The Future: what will improve the town as a place to shop or visit?

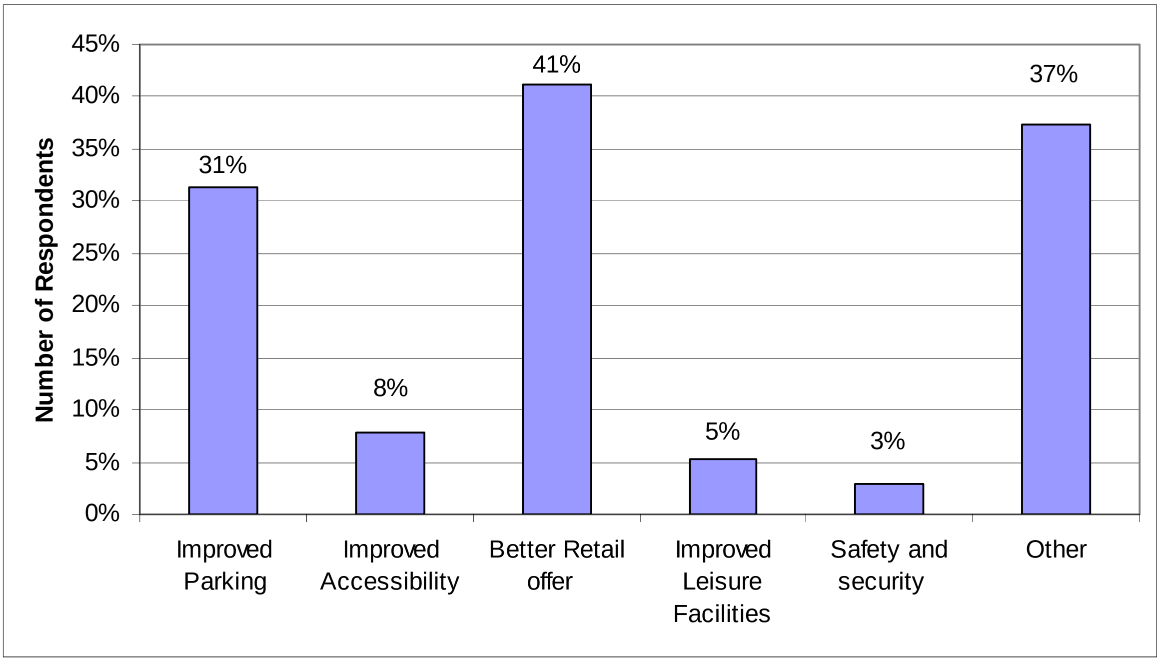
From the analysis of the Hexham shopper survey, it appears that in order to improve the town as a place to shop or visit, two issues need to be addressed:

- the retail offer;
- parking, and in particular, getting from the car park to the town centre.

Respondent's views on parking have already been covered in sections 9.2.2 and 9.2.3. Opinions on the retail offer are covered in more detail below.

Figure 54: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland InfoNet Shopper Questionnaires, May 2008

Base: 303 respondents

In addition to these two issues, it should be noted that 'traffic' was given as a main problem with the shopping experience in Hexham by 17% of the respondents, and also that the lack of pedestrian crossings was mentioned by quite a few people. It is therefore recommended that these areas are investigated further.

Retail

21% of respondents said that the shops were one of the main problems with the shopping experience in Hexham town centre. Comments made which related to this suggested that the lack of choice was a key issue, together with a lack of particular types of shop. Five respondents also thought that there were too many charity shops.

Just over half (55%) of respondents gave a good or very good rating for Hexham as a place to shop. 14% gave a negative rating. This rating is quite low compared with the ratings for Hexham as a place to live, enjoy yourself and visit in which over 70% of respondents in each case gave a positive rating.

When asked whether respondents agreed with the statement ‘on the whole, Hexham offers a wide choice of quality shops’, 43% disagreed and only 31% agreed.

41% of the respondents that gave an answer suggested that Hexham needed a better retail offer in order to make the town centre better. From the comments made (see Appendix 2) respondents mainly desire more clothing/shoe shops (59% of the comments made mentioned this).

When asked what improvements they would like to see to the retail offer, 38% of respondents said that they would like an increase in the variety of shops, 22% said ‘fewer charity shops’, 18% said they would like more chain stores, and 15% said they would like more shops offering local produce.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Hexham Town Centre;

- The proposals for pedestrianisation of the Market Place are on hold at present. This would offer the opportunity to bring events to the town on a regular basis helping to support the viability of all trades in the town centre in coming years.

- There will be further retail development adjacent to Marks and Spencer.

- The Bus Station is expected to relocate to part of the original Hexham Auction Mart and associated land at the Ropery, Abbey Press.

- The redevelopment of the old swimming pool Wentworth Leisure centre was completed in late Summer 2008. The project lead by Tynedale Council includes a six lane 25m pool, a smaller studio pool, fun splash areas, a large fitness gym and cafe. The project also includes improvements and repairs to the existing sports centre and the re-provision of the outdoor changing facilities. The pool alsos house 200 spectator seats enabling the town to host swimming galas. The pool development has been designed by GLR Architects and the main contractor is Sir Robert McAlpine. Hall and Partners managed the project and other companies that were involved with the design are Building Services Partnership Limited, Furness Partnership, Press and Starkey and Sheerwater Limited.

14.0 CONCLUSION

Hexham is currently undergoing a programme of redevelopment which must be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 59% of the floorspace use was for retail (Figure 3).
However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 43% disagreeing or strongly disagreeing to the statement "Hexham offers a wide choice of quality shops", compared to 31% agreeing or strongly agreeing (Figure 5).

Appendix 2 showing the verbatim responses to what shoppers would like to see improved with the shopping experience shows that they feel more choice, fewer charity shops and more clothing shops are all needed. When asked what improvements to the retail offer were needed (Appendix 2), similar responses were given, with almost all of them linked to improvements with the variety of shops. Additionally, Figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

Since July 2005, the yield for Hexham has been higher than the average for Northumberland. It stayed at 8 between January 2004 and July 2006 and then dropped to 7.5 in January and July 2007, when the last figures were recorded. Only when the next data is published by the Valuation Office, will we be able to monitor any possible trends to see whether the yield for Hexham will continue to decrease and therefore making Hexham a more attractive place to set up business, possibly as a result of the planned regeneration projects. This yield is supported by the response given by interviewed shoppers for their opinion on general appearance of the town which was very positive (Figure 31).

There was 6% of vacant floorspace in Hexham (see Figure 12). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had reduced when looking at property flows. This was a result of more buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant. There had been local interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 87% (of those travelling by car) finding it very or fairly easy (Figure 17) and 68% of the responses regarding availability of parking spaces were “very good”, “good” or “OK”. However, 30% of shoppers felt that the main problem with the shopping experience in Hexham was parking and 31% said that the parking needed to be improved in order to improve the town centre. Appendix 2 also shows that the specific parking problems shoppers commented on was the lack of parking and the location of the car parks being too far away from the shopping centre (see Figure 20 and 21 for locations) and at the foot of a steep hill leading to the centre. The steep gradient of the town and the problems associated with it for pedestrians was also commented on (Appendix 2), especially by those who needed to use pushchairs, the elderly and the disabled. Hexham also has good bus and train connectivity, which is shown in Figures 22 and 24 respectively, by the frequency and number of destinations reached from Hexham. . This is important as 15% of shoppers on the days of the shopper’s survey had travelled by bus and train. 92% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 24). Additionally, Figure 26 shows that just under two thirds of shoppers gave a positive response when rating the quality, regularity and destinations served by public transport.

When looking at retaining shopper spend, just 30% of Hexham residents shopped in Hexham. 26% of expenditure was lost to the Metro Centre and a further 24% to Newcastle (Figure 45). However, the current regeneration programmes may show that the percentage for Hexham will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Hexham was in reasonable health. Although there have been some negative responses from the shoppers' surveys with regards to the variety retail offer in general, the implementation of the various regeneration projects should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The town centre health checks are scheduled to be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Hexham by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Hexham Town Centre?

Parking

- parking (20 responses)
- not enough parking (2 responses)
- getting parked can be a problem
- at busy times sometimes can't get parked
- lack of parking
- lack of parking & quality shops
- lack of parking in centre
- lack of parking spaces
- limited parking spaces
- car spaces are limited
- more parking
- no parking
- no parking spaces
- not enough car park spaces
- parking facilities
- parking-not enough spaces some days
- parking & lack of it
- parking difficult
- parking facilities
- parking is a nightmare
- parking is difficult
- parking not enough spaces
- poor parking
- parking on Saturday and Bank Holiday weekends
- parking spaces
- parking spaces limited
- parking the car. lack of spaces
- poor parking facilities
- too little parking
- distance from car park to centre
- distance from car park to town centre
- distance from car park to town centre is uphill
- bottom car park is too far from town centre
- more parking near centre
- more parking spaces in town centre
- parking-too far away
- parking in the town centre & the lack of it
- parking is a long way from centre up a steep hill

- parking lack of it in town centre
- lack of disabled parking (2 responses)
- no parent child parking
- parking-lack of oit bike can't do too hilly & nowhere to leave it.
- parking charges expensive
- parking in general. too expensive to park

Shops

- choice of shops (2 responses)
- lack of choice of ladies/kids shops
- lack of choice of shops (2 responses)
- lack of selection of shops
- lack of variety in shops
- limited range of shops especially mens
- lack of shops
- lack of shops & no parking in centre
- no decent shops
- not a good variety of clothes shops
- not a lot of choice with shops
- not enough branded shops
- not enough shops (3 responses)
- not enough shops, too many charity shops.
- not enough variety of shops
- not good variety of shops especially childrens clothes
- not much variety of shops
- shops lack selection (2 responses)
- shotage of quality shops, department stores
- m & s
- not enough dept stores
- poor selection of major shops
- no big stores
- more fashion shops needed
- needs more clothes shops
- be her clothes shops
- shortage of clothes shops
- better shops for teenagers
- more younger shops
- not enough young shops
- shops lack selection for young people
- not enough mens shops
- womens clothes shop. diy shop

- more small independent shoplike in corbridge
- too many charity shops (3 responses)
- we need less charity shops
- expensive shops
- shops not open long enough
- close tesco

Pedestrian areas / crossings

- more pedestrian only place
- no crossings
- no zebra crossing at market place
- crossing road at abbey market
- crossing roads
- proper crossing places on roads
- lack of pedestrian crossings
- lack of pedestrian crossings
- proper pedestrian crossings

Accessibility

- too many hills (2 responses)
- the walk up the hill to the town centre
- steep banks from car park
- kerbs difficult to manoeuvre with buggy in places
- easier access with pram
- access with buggys can be difficult
- access to the town centre
- not very good for the old & disabled

Other

- lack of public toilets (2 responses)
- buses stop to early
- need shuttle bus
- busy with cars
- it gets too busy
- tesco roundabout
- lots of construction going on at the moment
- cheaper eating place
- would like robbs pulled down & rebuilt
- burger van eyesore in front of abbey

Don't know

- dk (5 responses)
- d/k

Nothing

- none (56 responses)
- nothing (23 responses)
- no (3 responses)
- no it’s fine
- no ok
- ok

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Hexham?'

Clothes / shoes

- clothes (4 responses)
- decent clothes shops
- cheap clothing stores, primark
- clothes mothercare mens shoes
- clothes shops shoe shops childrens shoes
- clothes shops young fashion shops
- clothes store shoes
- clothing shops shoe shops & m& s
- good quality clothing shops
- just more choice for clothes
- more clothes shops
- more clothes shops and childrens clothes and childrens things in general
- more clothing shops. i.e. topshop
- bigger names eg debenhams & next
- more clothes shops - men and women. childrens clothing
- more mens & womens clothes shops
- bigger selection of ladies clothing stores
- greater variety of shops quality ladieswear
- ladies clothes shops
- ladies clothing, shoes
- ladies shop
- ladieswear. quality shops.
- more ladies clothing shops
- more ladies shops, young trendy stores, shoe shops
- more quality ladies clothing shops
- more quality ladies wear shop
- men's clothing (3 responses)
- more mens shops (2 responses)
- mens stores
- more quality menswear
- more mens clothing
- more young mens stores
- top shop clothes for men
- childrens clothing (9 responses)
- better childrens clothes shops

- childrens clothes shops. primark
- childrens ware. more ladies and mens fashion
- clothing shoes childrens clothes
- kids clothing, quality fashion - ladies
- more childrens clothing shops
- more clothes & shoe & more childrens clothes shops
- teen / childrens clothing. boys especially
- young clothing
- fashion outlets-childrens clothes stores
- fashion shops
- fashion/accessory shops
- dress shops
- lads fashion, girls fashion
- more designer shops
- more fashion shops
- more fashion shops for young people
- quality dress shops, fashion shops
- upmarket clothes shops
- upmarket shops - fashion e.g. next
- young fashion clothes
- young trendier stores - new look, river island
- more individual clothes shops
- more individual clothes shops more shoe shops
- more individual shops. clothes and shoe shops
- smaller fashion outlets-not chains
- bhs
- department stores (8 responses)
- department stores, m&s (3 responses)
- m&s, debenhams
- m&s (3 responses)
- marks & spencer & next
- more department stores
- clothes next
- new look, rebel rebel
- next top man
- topshop, miss selfridge
- quality chain stores
- shoe shops
- shoe shops, topshop, new look
- better shoe shops
- dune shoes
- more catering for the tall person

Various shop types mentioned

- childrens clothes diy electrical goods
- clothing shops and eating placed
- diy store like b & q. more banks
- good diy/hardware. affordable childrens clothes.
- improve clothing, less indian restaurants
- more childrens shops, next, diy shop
- more clothes shops good electrical shops diy shops
- more clothing and shoes, furniture and household
- mcdonalds and river island
- dept store, more shoe shops, not so many café
- specialist shoe shops, music shops, more variety generally, more independent shops
- sports shops
- too many charity shops
- toy shops
- wallpaper & kids clothes

DIY / hardware shops

- diy shops (3 responses)
- hardware shops (2 responses)
- more diy shops (2 responses)
- habodashery and iron monger. pedestrianised around market area

Other types of shops / general shops

- a big electrical store
- delicatesan. small indelendant shops like corbridge
- delicatessen
- dry cleaners
- bigger market
- get rid of tesco's
- independent shops like corbridge
- individual quality shops
- individual shops (2 responses)
- individual type of shops
- keep to small shops
- less shoe shops & hairdressers
- less chain stores more independent ones

- mid range of country & active clothes sport
- more bigger high street stores and more smaller higher quality shops
- more charity shops
- more choice all round
- more choice food shops
- more choice for adults & children
- more choice for everyone
- more food stores
- more food shops-more bakers/butchers
- more food stores in town centre & toilets
- more for men & women
- more high quality gift shops
- more support for individual shops & more choice
- mothercare childrens clothes
- music shop
- music shops mens shops
- music store body shop
- small individual shops
- smaller individual shops
- rupuabic g star raw
- shops for young people

Non-shop related

- better pedestrian access
- outside appearance could be smart
- parking next?
- preferred it the way it used to be
- proper crossings for pedestrians
- shuttle bus from car park

Don't know / nothing

- none (16 responses)
- nothing (4 responses)
- it's fine (2 responses)
- no it's fine
- dk

Verbatim responses to 'Q23 How would you make this town centre better?'

Retail Offer

- any variety of shops is better than now
- better quality shops
- better shopping. debenhams, m& s
- bigger market
- clothes shops (3 responses)
- clothes shops especially baby clothes
- diy shops (4 responses)
- diy stores. more clothes shops
- department store (4 responses)
- department store debenhams
- department stores m & s
- delicatessen
- mens clothes
- more big chains clothes shops
- m&s
- m&s, chain stores
- m&s, shopping centre
- get rid of charity shops. more big named shops.
- fashion stores (2 responses)
- fewer charity shops, quality dept store, nice grocers fruit and veg.
- fewer charity shops.
- more chain stores
- more childrens shops & not too expensive ones
- more choice (3 responses)
- more choice of shops
- more clothes & shoe shops, more childrens clothes department stores
- more clothes shops (2 responses)
- more clothes shops shoe shops childrens shoes
- more clothes shops.
- more department stores more quality shops
- more dept stores, m&s
- more designer & mens clothing
- more designer shops
- more designer shops, more shoe shops, more dept stores
- more fashion shops
- more fashion stores

- more diy shops and garden centres
- more individual clothes shops
- more individual clothes shops. more shoe shops
- more ladies fashion
- more market days
- more quality shops (2 responses)
- more shops fashion
- more specialised shops-not tesco waitrose etc. less chains
- music shop
- next, m&s
- more young shops
- next, more shops altogether
- to have m&s in area
- shoe shops
- variety of shops, especially clothes.
- general stores with lots of different departments
- more independent ones
- get rid of charity shops

Accessibility / pedestrian areas

- a bus from car park to centre
- a shuttle bus from the car park for older people
- better bus service
- better local transport to villages especially in the evenings
- bus from the bottom car park up the hill for the disabled.
- cannot get on bus 3:30 to town
- more pedestrian crossings or no car areas
- more pedestrianisation
- more pedestrianisation & crossings
- more safe pedestrian crossing
- pedestrian crossings near market
- pedestrianisation in market place.
- pedestrianise it - pavement cafes for families
- pedestrianise it
- pedestrianise market
- safer crossings
- more traffic free areas
- more traffic free zones
- better pedestrian crossings
- completely pedestrianised
- crossing near the abbey
- more seating

- more seats and less charity shops
- a few more benches to sit on

Parking

- better parking
- better parking.
- car park near bus station, park and ride
- more parking spaces
- park & ride from car park at bottom of hill
- park & ride.
- park & ride from car park at base of hill.
- shuttle bus from car park to centre
- shuttle bus from car park to town centre
- shuttle bus to centre
- shuttle bus
- easier access from bottom car aprk
- long walk uphill from car park to town centre
- more car parking spaces
- more disabled parking
- more disabled parking & disabled access
- more dropped kerbs for disabled scooters
- more flat parking
- lower or no cost for parking

Leisure

- bowling alley
- decent pizza restaurant and wine bar
- more street cafes
- family meal areas for a nice day outside
- more for young people to do - its boring here
- more family orientated-more childrens activites-pubs with childrens play areas & family rooms

Appearance / cleanliness

- clean it up
- clean the area up
- general clean & tidy up
- flower baskets

- get rid of abbey burger van
- improve shop fronts
- keep the empty shops full, always empty for too long. that's when they close down. it always seems to take ages for someone to rent & refurbish again

Various things mentioned

- better parking in centre or shuttle bus from car park to centre park & ride
- bus from car park to town. more individual shops, clothes and shoes
- clothes shops small restaurants to accommodate children
- more mens shops, parking issues. too many visitors in residents parking spaces
- more mens shops. cut down on anti social behaviour
- more money spent on furniture, pedestrianise roads, parking, use of park and ride schemes
- more free parking. maintain towns character.
- more pedestrianised areas. improve shops.
- mothercare more childrens shops. pedestrianised in market.
- don't close hall style bank & improve the parking at wentworth end. need a cheap bunker hotel for the tourists.
- laura ashley monsoon. more crossing places on road
- more choice. clean it up

Traffic

- traffic coming into town centre
- road into hexham from bypass
- one way traffic system
- less traffic in centre
- less traffic in centre especially market place
- less traffic in town centre

Other

- affordable housing
- change it back to the old way
- dhs
- making a read or showing
- more control on advertising boards. remove plastic ones & have more elegant ones
- public toilets
- more toilet facilities
- longer opening hours & sunday opening
- more housing
- nearer to the town centre
- shuttle bus service. because live on a bank
- people themselves to look after it more
- public transport
- stop smoking in streets - around seating areas littered with cigs
- stop youths on streets-ban groups of them
- the fore street being covered in

Nothing / don't know

- none (26 responses)
- nothing (14 responses)
- no it’s fine
- fine as it is
- no
- it’s ok
- don’t know (20 repsonses)

The Northumberland Information Network

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MORPETH TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 76
Date: October 2008

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InfoNet would like to point out that the majority of the data in this report was collected before the September 2008 floods occurred in Morpeth. This includes the data collected in the shopper's questionnaires which took place in October 2007. Therefore, the floods would not have had an impact on the views and responses gathered from the shopper's questionnaires.

CONTENTS

LIST OF FIGURES

EXECUTIVE SUMMARY

- 53% of the floorspace use in Morpeth was for retail.
- Shoppers felt generally the range and quality of shops need to be improved.
- There were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 8% of vacant floorspace in Morpeth.
- The majority of vacant buildings (55%) and floorspace (48%) in Morpeth were situated in the Sanderson Arcade.
- Between 2007 and 2008, the amount of vacant floorspace had increased in the town centre.
- 69% of shoppers interviewed found it easy to travel into the town centre by car.
- 34% of shoppers felt that the main problem with the shopping experience in Morpeth was parking.
- 39% of respondents thought that the availability of public parking spaces was poor or very poor. 52% of respondents also gave a poor or very poor rating for the cost of parking.
- Morpeth also has good bus and train connectivity with a wide range of destinations reached. 81% of shoppers interviewed found it easy to travel into the town centre by bus.
- Spring 2009 will see the opening of the “new” Sanderson Arcade. Retailers include Laura Ashley, Marks and Spencers, Waterstones and Starbucks to name but a few, already signed up.
- Approximately one half of shoppers gave a positive response when rating the quality, regularity and destinations served by public transport. Part of the Sanderson Arcade development includes a new transport interchange and long stay car park increasing the number of parking spaces within the town centre.
- 6% of Morpeth residents shopped in Morpeth. 21% of expenditure was lost to Newcastle and a further 18% to Ashington and 16% to the Metro Centre.
- The recent floods (September 2008) resulted in 23 businesses still closed for business six weeks later.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper’s perception of crime and safety within the town centre.
- Investigate impact of future proposals for Morpeth on shopper’s overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:

"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (ie. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (ie the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis Function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

2.0 DESCRIPTION OF THE TOWN CENTRE

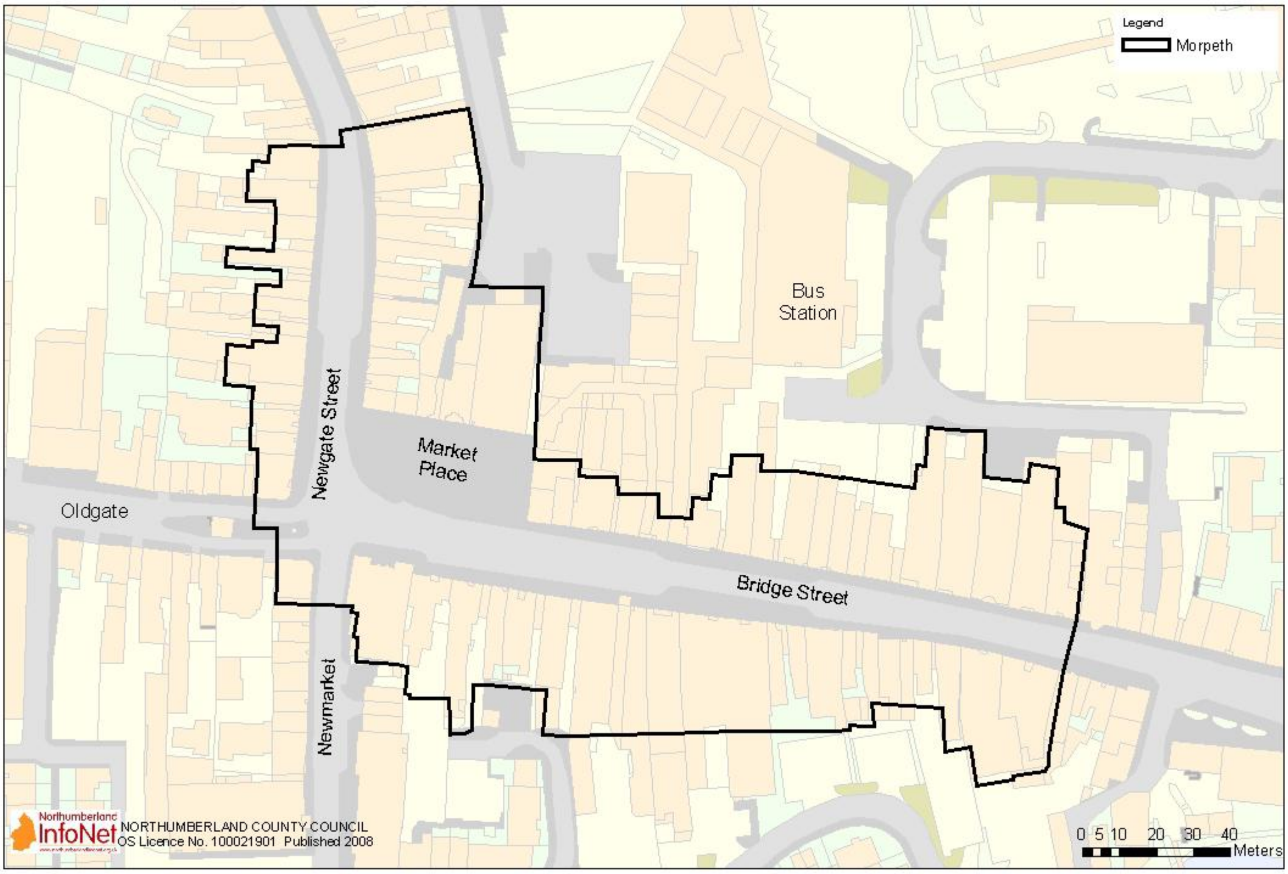
2.1 Morpeth Town Centre Boundary

Throughout this report there are two different boundaries for Morpeth Town Centre that will be used depending on the section: the town centre boundary as defined by Castle Morpeth District Council (Figure 1), and the boundary as defined by Experian (from where a lot of data within this report has come) (Figure 2).

The area of Morpeth Town Centre in relation to the District Council boundary is 20,524.73 m².

Figure 1: Boundary for Morpeth Town Centre

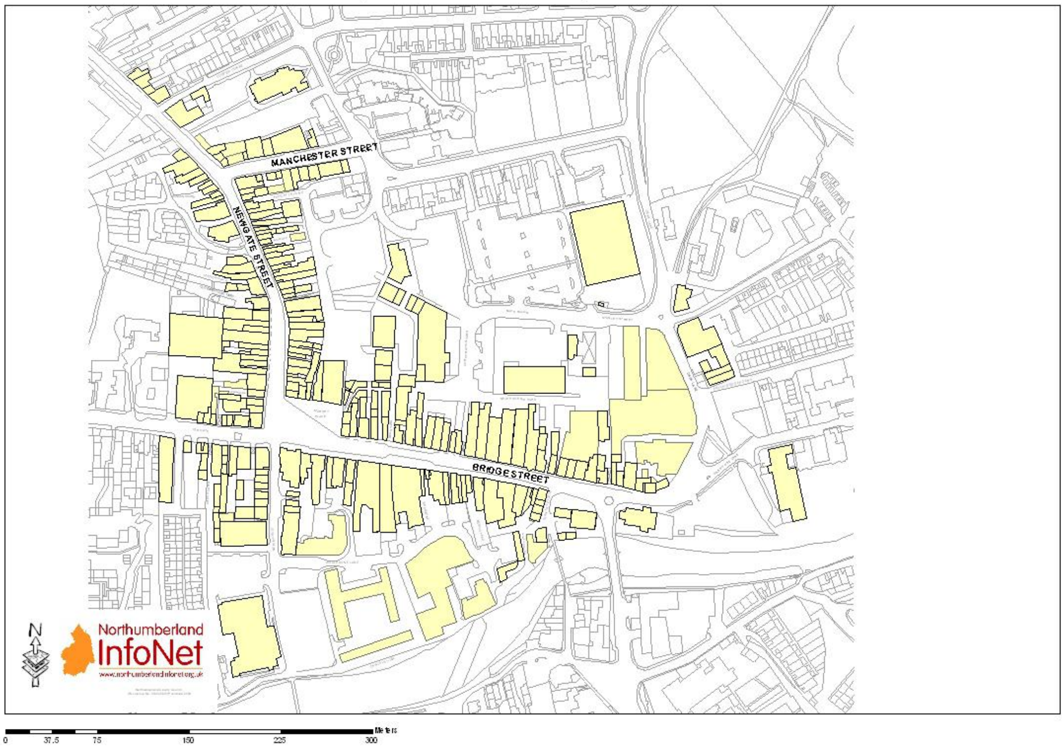
Morpeth Town Centre - District Council



Source: Castle Morpeth Borough Council, July 2008

Figure 2: Boundary for Castle Morpeth Borough Council

Morpeth Town Centre - Experian



Source: Experian, March 2008

2.2 Morpeth's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Castle Morpeth Borough Council): Morpeth is the largest settlement in Castle Morpeth, lying in the valley of the River Wansbeck some 15 miles north of Newcastle upon Tyne. Its origins go back to Norman times but the physical form of the town was established in the medieval period with the formation of the existing town centre street pattern and long burgess plots stretching from the main streets down to the River Wansbeck. In the post war years the town has expanded onto the plateau land to the north and south but this has not been in an obtrusive way. There are clearly defined boundaries to the built up area on all sides and the problems of ribbon development have been avoided so that its character is still that of a market town surrounded by open countryside. Currently the town fulfils a wide variety of functions. It is an important Rural Service Centre with retail, service and facility offer. Located close to the A1 and on the East Coast Main Line and with good road links to all parts of the Borough, it is also an important dormitory town for southeast Northumberland and Tyneside. Despite all these functions, it has maintained the essential and attractive character of a market town. There are also positive signs of economic revitalisation now taking place in Morpeth through a major town centre redevelopment at Sanderson Arcade / Back Riggs which includes new retail floorspace and the relocation of the existing bus station (Appendix 3).

2.3 History and Development of Morpeth

Morpeth is situated in the valley of the River Wansbeck, around 15 miles north of Newcastle. It is one of Northumberland’s major market towns, with a population of around 15,000.

The name ‘Morpeth’ is thought to have derived from either ‘moor path’ or ‘murder path’, possibly named after the Great North Road on which the town lay, and which led north across the moors.

The Normans sited a castle at Haw Hill in the 11th century, overlooking the river crossing. However, this burned down in 1216 and only the mound remains. In the 14th century, this was replaced by a second castle built within the bailey of the original castle. The gatehouse still remains today, and is currently used as a private residence.

Although the origins of Morpeth date back to the Norman period, much of the existing street patterns date back to medieval times. Many of the roads, including Bridge Street, Oldgate and Hillgate, are recorded on historical documents from the 13th or14th centuries.

Morpeth is now one of Northumberland’s major market towns, and is the administrative centre for the County Council. Together with the pharmaceutical manufacturers Pharmacia, the County Council is the major employer in the town.

One of the main attractions in Morpeth is Carlisle Park, which, last year, received the Enjoy England Tourist Attraction award for the 7th year running.
Within the park stands the gateway of a 19th century Court House and jail.

Another popular attraction is the 'Wednesday market' which has been running for over 800 years, and which has recently been moved back to it's original location in the marketplace.

3.0 DIVERSITY OF USES

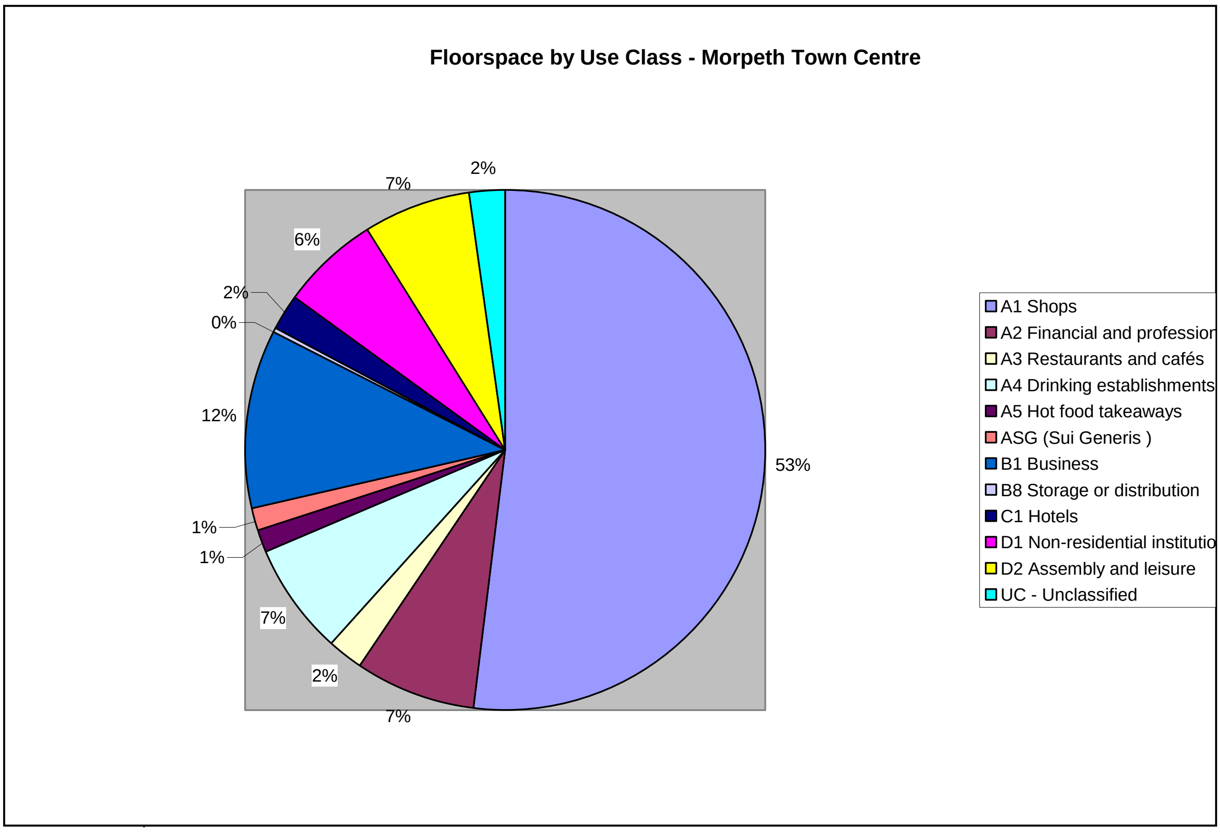
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Morpeth Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Morpeth.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

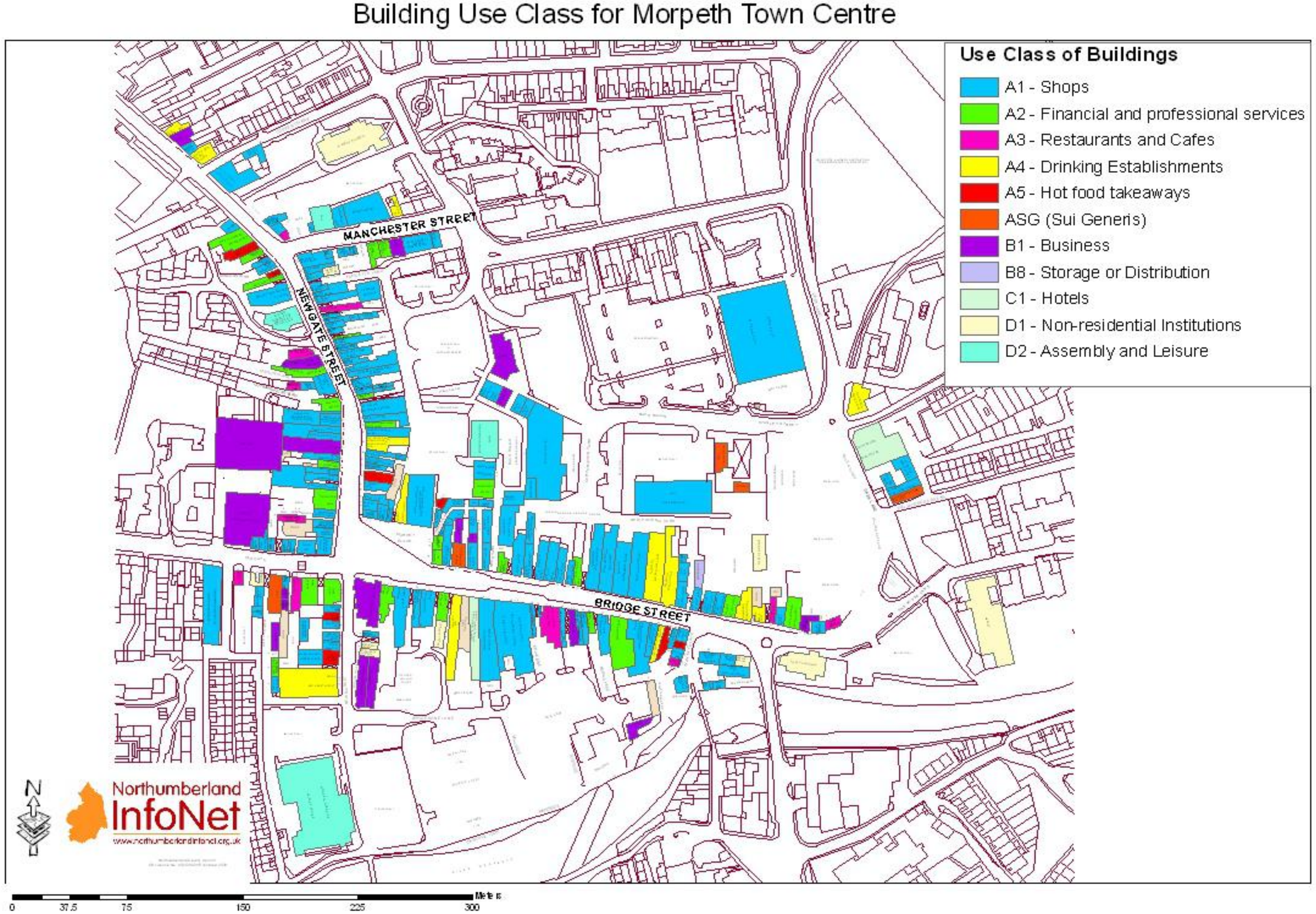
Figure 3 shows that just over half (53%) of the floorspace in Morpeth Town Centre are classed as shops. Business accounts for 12% of the floorspace, while financial and professional services, drinking establishments and assembly and leisure each account for 7% of the floorspace in Morpeth. Non-residential institutions occupy 6% of floorspace.

Figure 3: Floorspace by Use Class



Source: Experian, March 2008

Figure 4: Building Use class for Morpeth Town Centre



Source: Experian, March 2008

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the two main streets: Bridge Street and Newgate Street. There are a number of businesses and financial and professional services distributed evenly throughout the town centre. The bottom of the map shows the Riverside Leisure Centre (assembly and leisure). However, the recent floods (see section 14) means that the future of the leisure centre is uncertain at this stage. The majority of drinking establishments are along Bridge Street, with a couple more on Newgate Street, which is where the majority of the hot food takeaways are situated. The non-residential institutions shown on the map are all situated on the edge of Morpeth Town Centre.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are 5 annual events that take place in Morpeth Town Centre throughout the year. The Morpeth Farmers Market currently takes place in the Market Place and Town Hall. This is a FARMA certified farmers' market, currently held on the first Sunday of the month from 9am-12.30pm. This date will switch to the first Saturday in October from 9 - 1.30pm (to be confirmed). Around 1,500-1,800 attend.

The Morpeth Fair Day is a family fun day with a fun fair, continental market, huge range of stalls, craft fair and all day entertainment. The grand parade takes place at midday. Around 30,000 members of the public attend the event which is held in Morpeth town centre in June.

The Mistletoe Fair, which takes place at the Town Hall and the Market Place, has various craft stalls and attracts up to 1,000 attendees.

The annual Picnic in the Park held at Carlisle Park is another family fun day. The day is full of excitement with pony rides, face painting, story telling, a teddy bears' picnic, magic show and much more. This event has an attendance of around 600.

Open air ‘Summer Concerts’ take place on Saturdays in July/August.

3.3 Satisfaction with the range of provision – retail

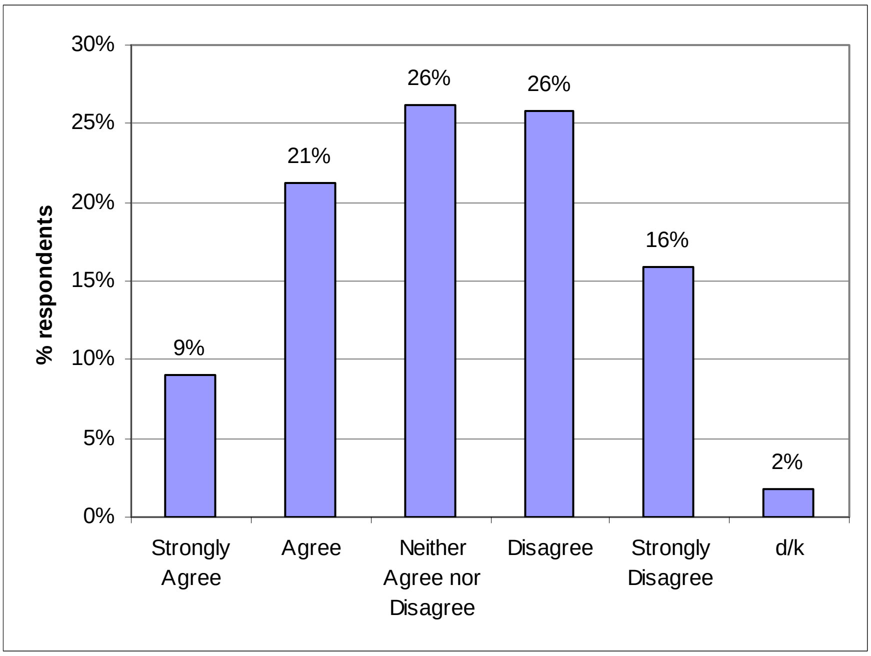
Question 14 in the Morpeth Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Morpeth offers a wide choice of quality shops”?

Respondents were not very positive about this statement, only 30% agreeing or strongly agreeing, and 42% disagreeing or strongly disagreeing (Figure 5).

Figure 5: How would you rate "On the whole, Morpeth offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

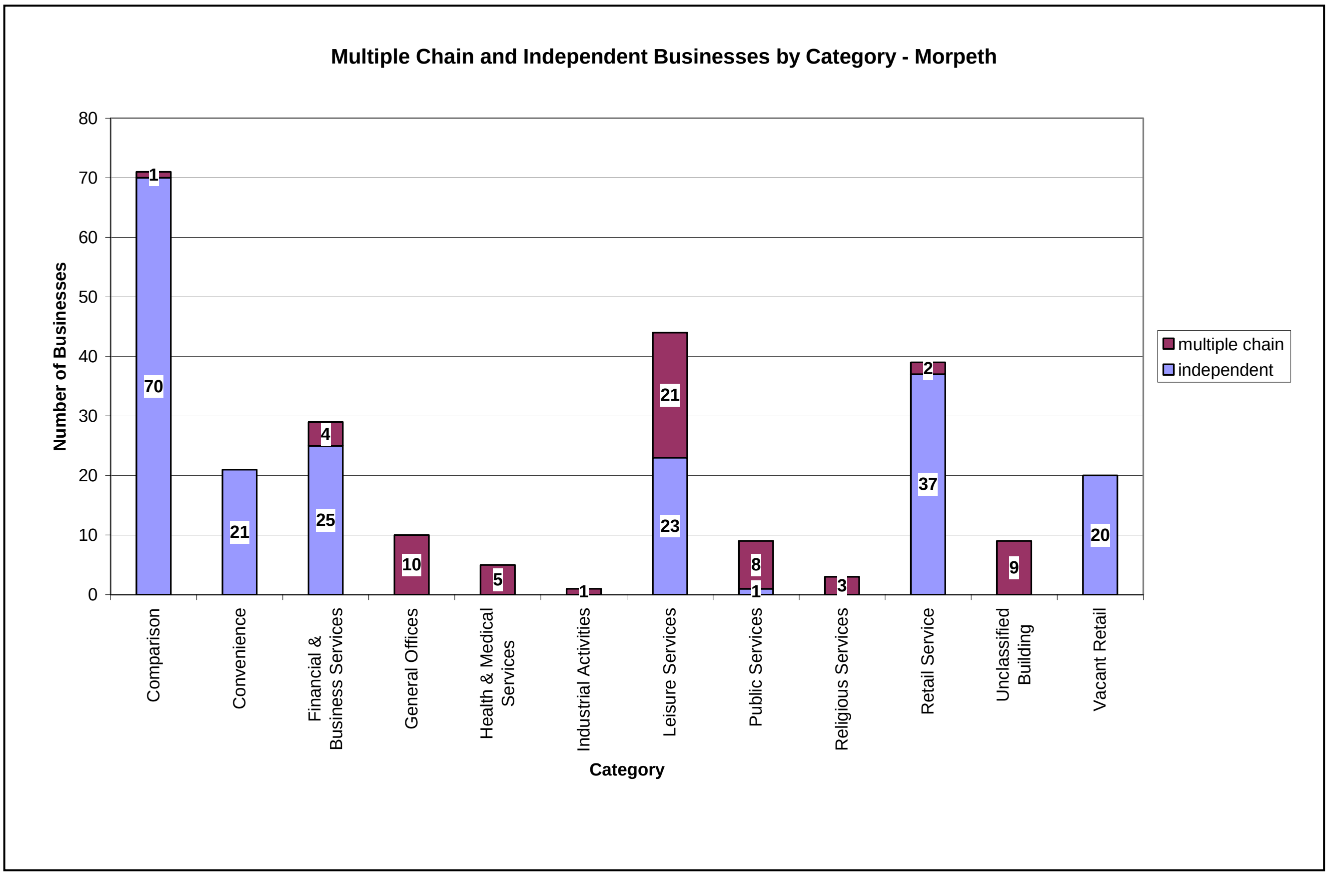
Base: 221 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Morpeth



Source: Experian, March 2008

Figure 6 shows that in Morpeth town centre, the majority of businesses are comparison retail (70 independent, 1 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 23 of which are independent and

21 multiple chain. There are 21 convenience retail premises and 39 retail service in total.

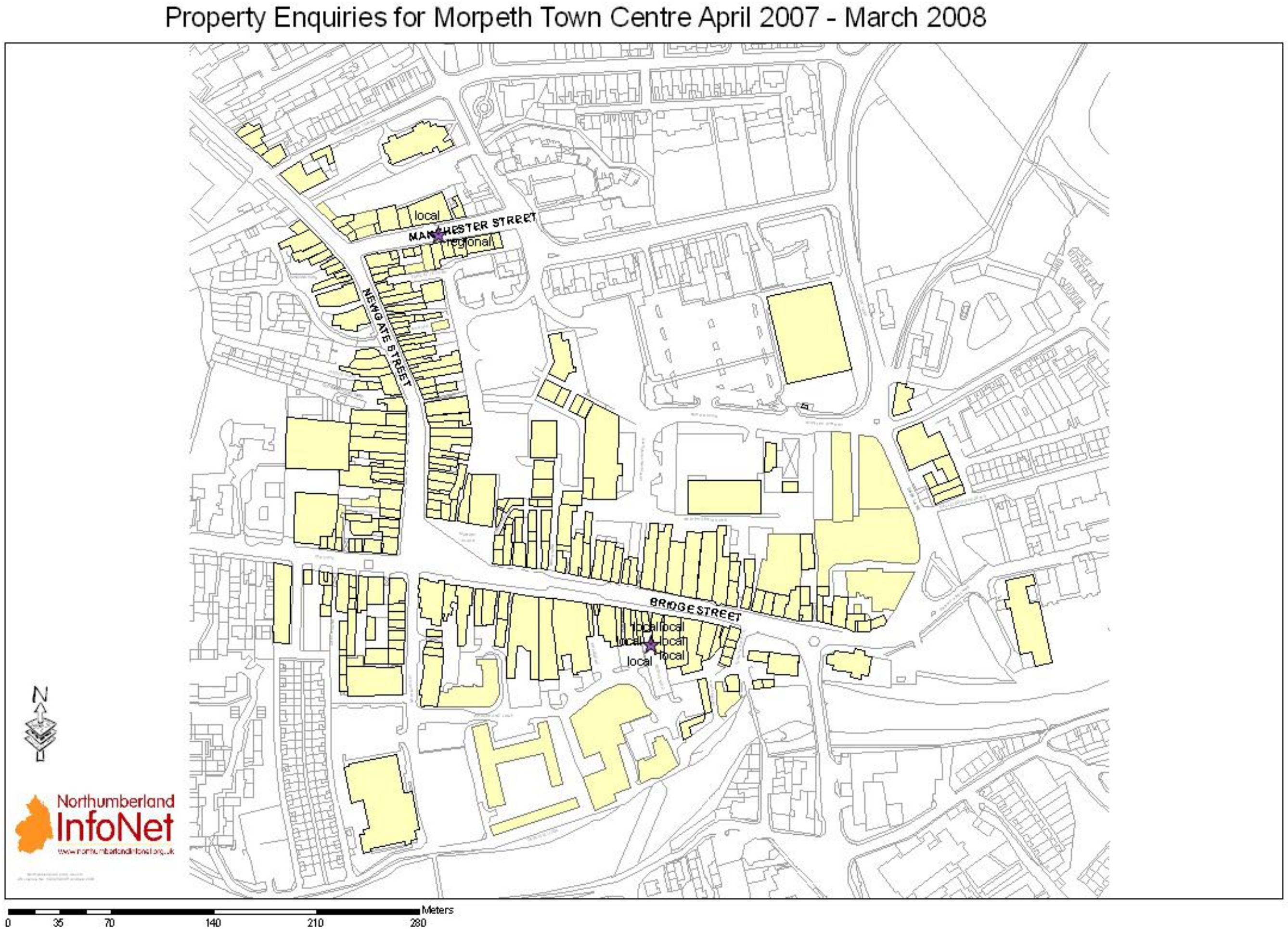
5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

Figure 7 shows that the enquiries for vacant properties within Morpeth Town Centre as recorded on the Northumberland Property Database (April 2007 – March 2008) were local (within Northumberland) and regional (within Northumberland and Tyne and Wear). Local enquiries were recorded for properties on Bridge Street which is a main shopping area in Morpeth. Local and regional enquiries were recorded for properties on Manchester Street towards the edge of the town centre. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Figure 7: Property Enquiries for Morpeth Town Centre April 2007 – March 2008



Source: Northumberland Property Search.com, April 2008

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Morpeth Town Centre. It has been assumed that the reason for this is "From Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued." [1]

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price."[2]

Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003.

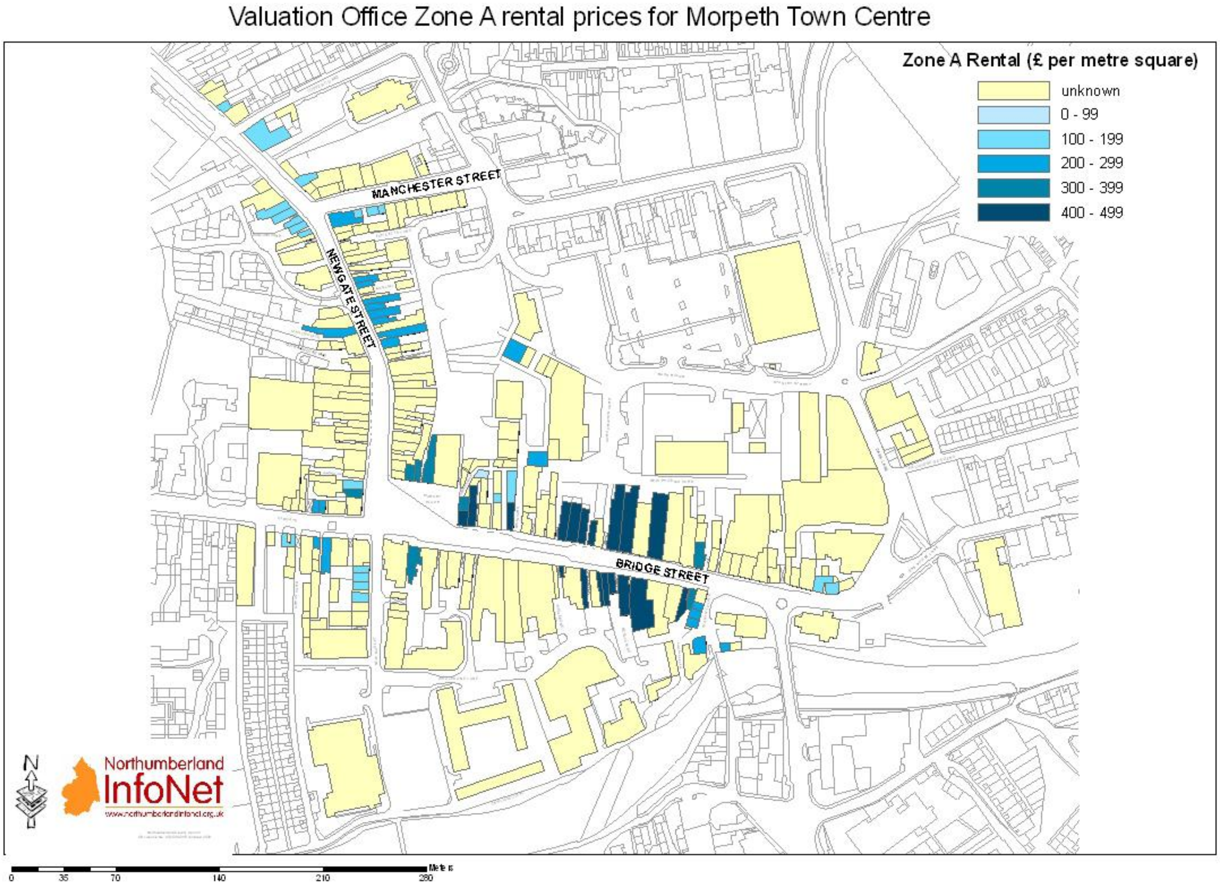
[1] www.voa.gov.uk
[2] Valuation Office, October 2008

The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m^2).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 8: Valuation Office Zone A rental prices for Morpeth Town Centre



Source: Valuation Office, April 2003

Figure 8 shows that unfortunately, a lot of the zone A rental information for Morpeth Town Centre is unknown. Of the properties for which this information is available, those which have the highest zone A rent at £400 - £499 per m², are situated on Bridge Street. On Newgate Street the highest zone A rent was £200 - £299 per m², for the properties situated closest to Bridge Street and the hub of the town centre. Towards the edge of the town centre, the zone A rent on Newgate Street was £100 - £199 per m².

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [3] It "provide a consistent basis for understanding how the property market assesses the

[3] www.voa.gov.uk

comparative attractiveness of shop investments in different locations across the country… low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[4]

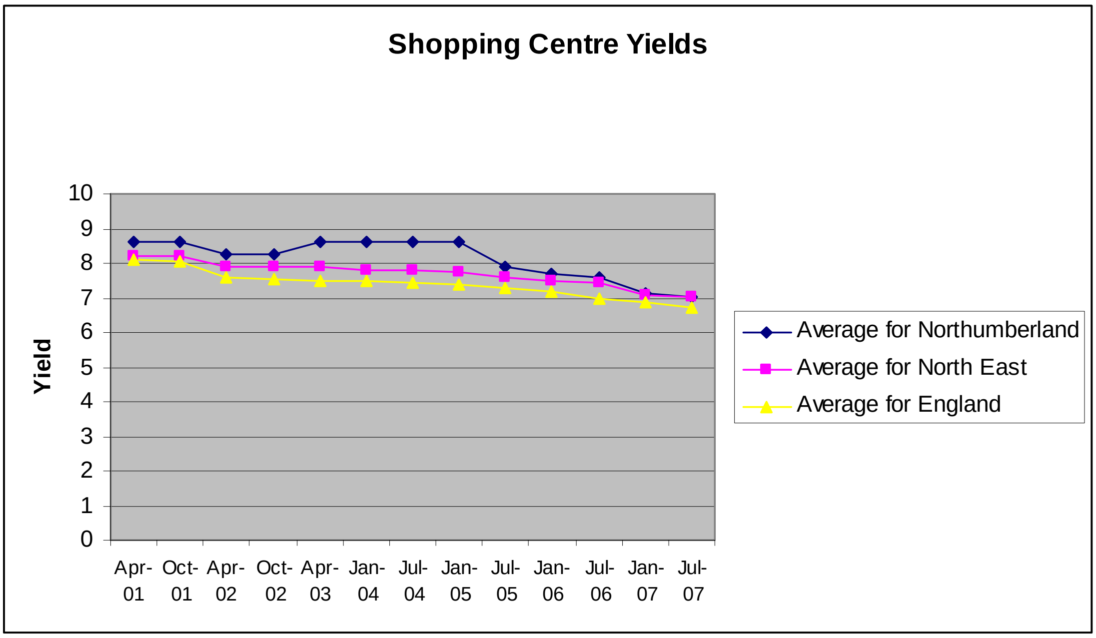
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

*Source: Valuation Office (*www.voa.gov.uk*)*

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Morpeth, however Figure 9 shows the average yield for Northumberland, the North East of England, and England.

Figure 9: Shopping Centre Yields – Northumberland



Source: Valuation Office (www.voa.gov.uk), July 2008

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of

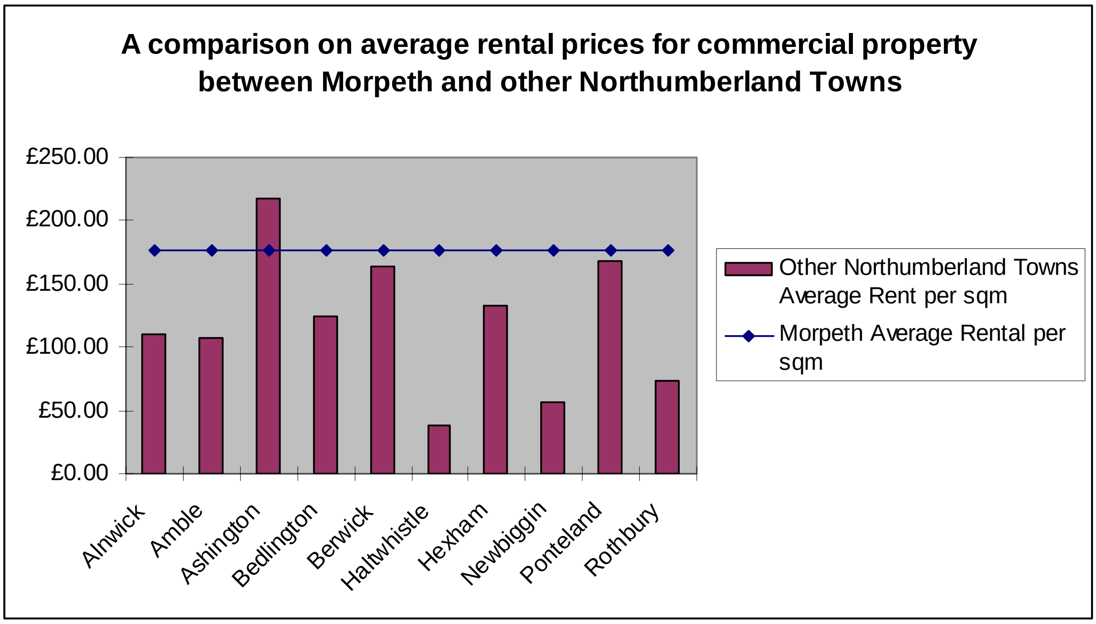
[4] www.voa.gov.uk

England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Morpeth town centre between 1st January 2006 and 31st December 2007 was £176.26 per square metre. Figure 10 show this rate in comparison with other town centres. According to Figure 10, in comparison with other Northumberland town centres, Morpeth has the 2nd highest average monthly rental rate in Northumberland for the towns recorded here, with only Ashington (£217.04 per square metre), with a higher rate. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 10: A comparison on average rental prices for commercial property between Morpeth and other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Morpeth town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian (the majority of the commercial property in the town centre is situated on the ground floor).

7.1 Vacancy Rates of Premises

Figure 11 shows that the street within Morpeth Town Centre with the most vacant premises is Sanderson Arcade with 55% of premises vacant. It also has the highest vacancy rate in terms of floorspace (48% vacant). However, it must be noted that Sanderson Arcade is currently undergoing a transformation costing £32 million (see section 13.1 and Appendix 3).

Biltons Court has the 2nd highest percentage of vacant properties (50%). However, this only accounts for 29% of vacant floorspace and is ranked 4th for streets with the most vacant floorspace. Back Riggs and Manchester Street had the 3rd (31%) and 4th (15%) highest amounts of vacant premises.

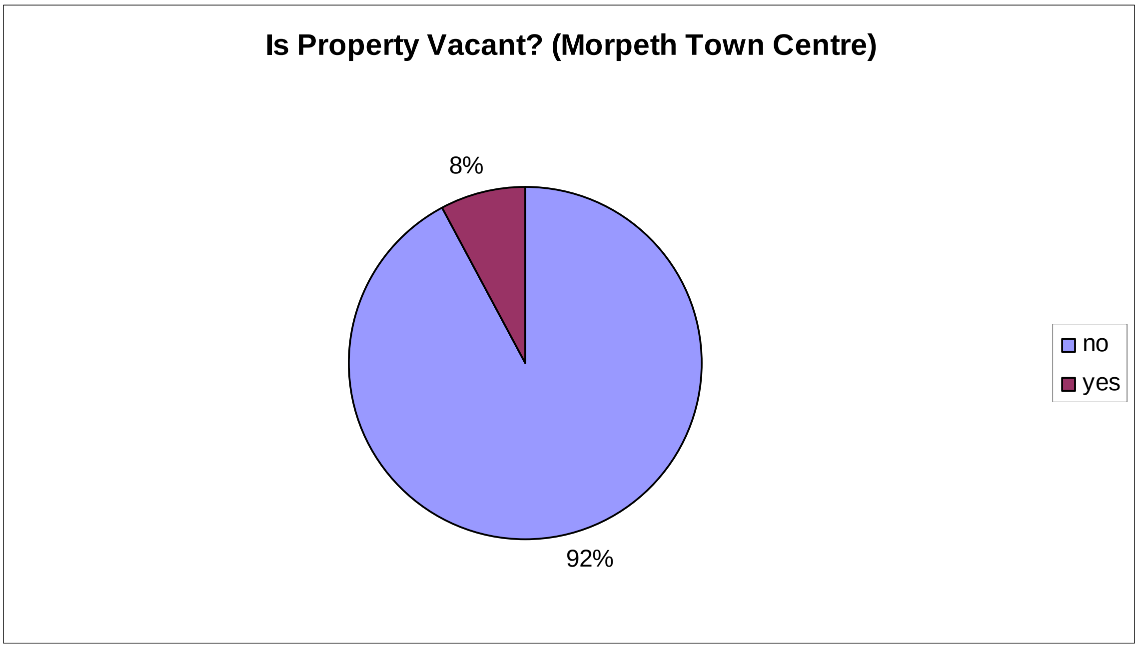
Figure 12 shows that in Morpeth Town Centre, there were 92% of occupied premises and 8% of vacant premises overall.

Figure 11: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
SANDERSON ARCADE	55%	1	48%	1
BILTONS COURT	50%	2	29%	4
BACK RIGGS	31%	3	39%	2
MANCHESTER STREET	15%	4	32%	3
BRIDGE STREET	5%	5	3%	6
NEWGATE STREET	5%	5	6%	5
BELLS YARD	0%		0%	
CHANTRY PLACE	0%		0%	
DARK LANE	0%		0%	
FAWCETTS YARD	0%		0%	
GAS HOUSE LANE	0%		0%	
GREYS YARD	0%		0%	
LUMSDEN LANE	0%		0%	
MARKET PLACE	0%		0%	
NEW MARKET	0%		0%	
NEW PHOENIX YARD	0%		0%	
OLD BAKEHOUSE YARD	0%		0%	
OLDGATE	0%		0%	
OLYMPIA GARDENS	0%		0%	
STANLEY STREET	0%		0%	
WHEATSHEAF YARD	0%		0%	
Grand Total	8%		7%	

Source: Experian, March 2008

Figure 12: Is a Property Vacant

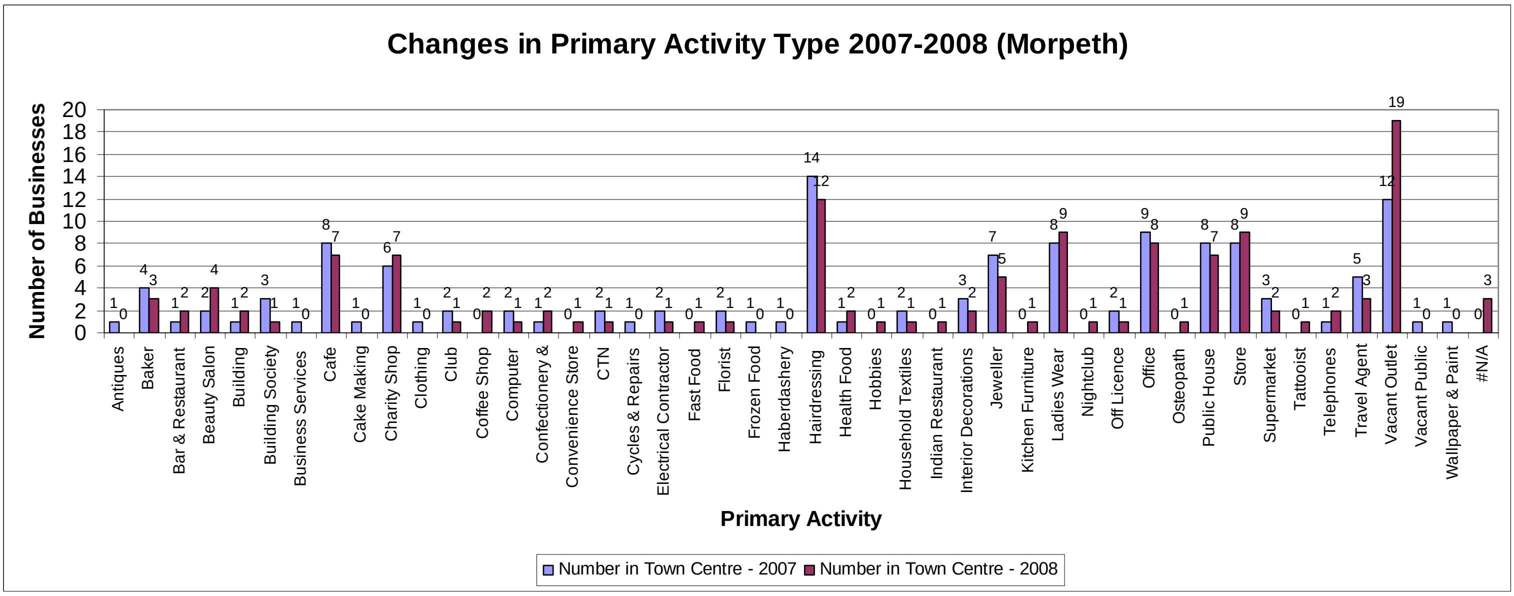


Source: Experian, March 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 13 shows changes in Town Centre Occupiers in 2007 and 2008 within Morpeth Town Centre. There has been a decrease in the number of Hairdressing shops from 14 in 2007 to 12 in 2008, as well as a decrease in the number of Jewellers from 7 in 2007 to 5 in 2008. There is also a decrease in the number of Cafes from 8 in 2007 to 7 in 2008 as well as the number of Bakers which has also decreased from 4 in 2007 to 3 in 2008 and the number of Florists from 2 in 2007 to 1 in 2008. However there has been an increase in the number of Ladies Wear businesses going from 8 in 2007 to 9 in 2008 and also in the number of Beauty Salons from 2 in 2007 to 4 in 2008. There has also been an increase in the number of Health Food businesses from 1 in 2007 to 2 in 2008.

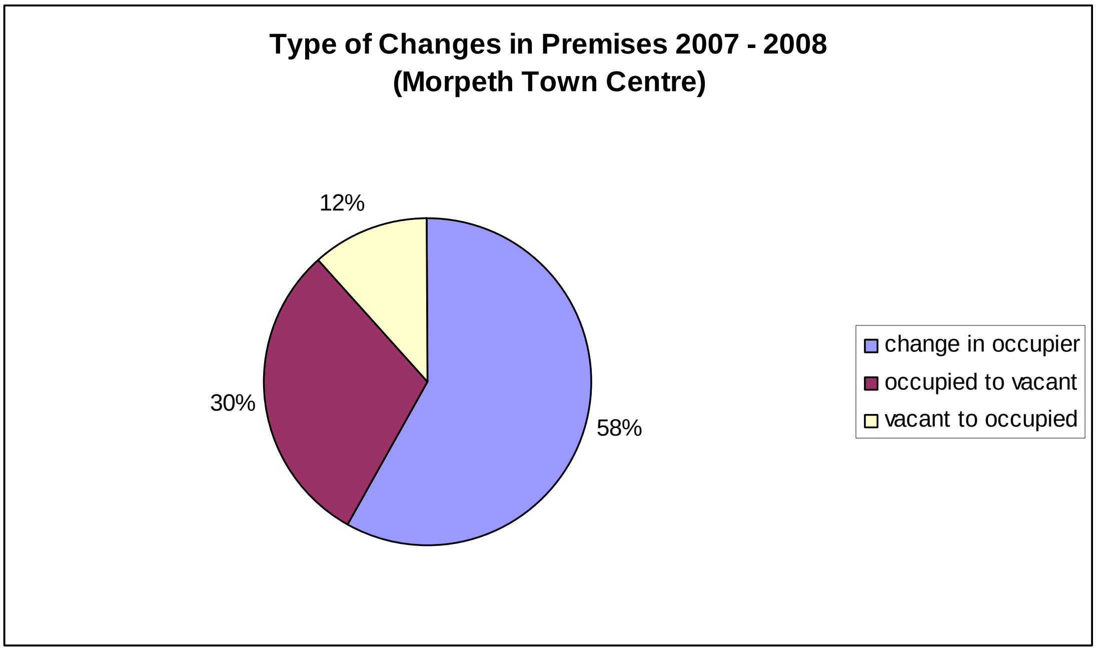
Figure 13: Changes in Primary Activity Type 2007-2008



Source: Experian, March 2008

Figure 14 shows the type of changes in premises in Morpeth Town Centre between 2007 and 2008. Over half (58%) of the changes were a change in occupier. Only 12% of these changes were premises that were vacant in 2007 but were occupied in 2008. Almost one third (30%) of premises were occupied in 2007 but vacant in 2008, therefore an increase of vacant premises is evident.

Figure 14: Type of Changes in Premises



Source: Experian, March 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Morpeth Town Centre in October 2007 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Wednesday 3rd October, Thursday 4th October and Saturday 6th October 2007. They were carried out by interviewers at the four "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the daily footfall for a typical Saturday in Morpeth town centre is around 10,200, although this will obviously vary depending on the time of year. The footfall count suggests that this figure drops by around 2,500 for a 'normal' weekday, and drops a further 600 for Market Day, suggesting that Thursday is generally a more popular day for visiting the town.

Figure 15: Estimated daily footfall in Morpeth Town Centre

	Estimated daily footfall[5]		
Location (see Figure 2)	**Wednesday (Market day)**	**Thursday ("normal" day)**	**Saturday (weekend)**
Chantry	1,434	2,220	2,400
Bridge Street	1,854	1,890	3,000
Newgate Street/ Clock Tower	2,556	2,700	2,934

[5] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

Newgate Street/ Manchester Street	1,264	888	1,884
Total	7,108	7,698	10,218

Source: Northumberland Footfall Counts, October 2007

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

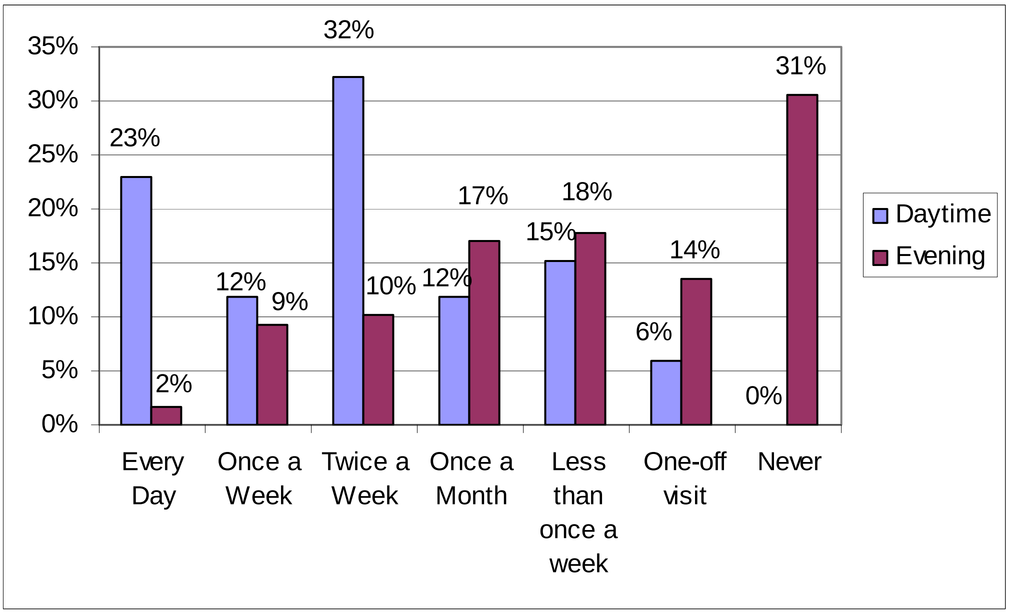
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Morpeth town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus and train connectivity.

9.1 Shoppers travelling to town by car

53% of respondents travelled into Morpeth by car on the day of the interview.
Two thirds of these (67%) said that they go to Morpeth at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 21% in the evenings (Figure 16).

Figure 16: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



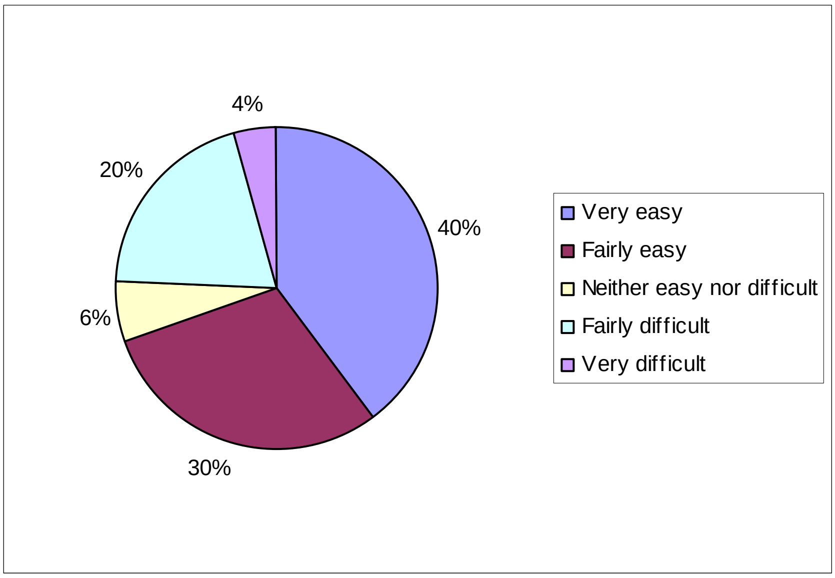
Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 118 for daytime; 188 for evening

69% of the respondents that travelled by car found it very easy to travel into Morpeth town centre (Figure 17).

Figure 17: How easy/difficult do you feel it is to travel into Morpeth town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 118

9.2 Access to car parking

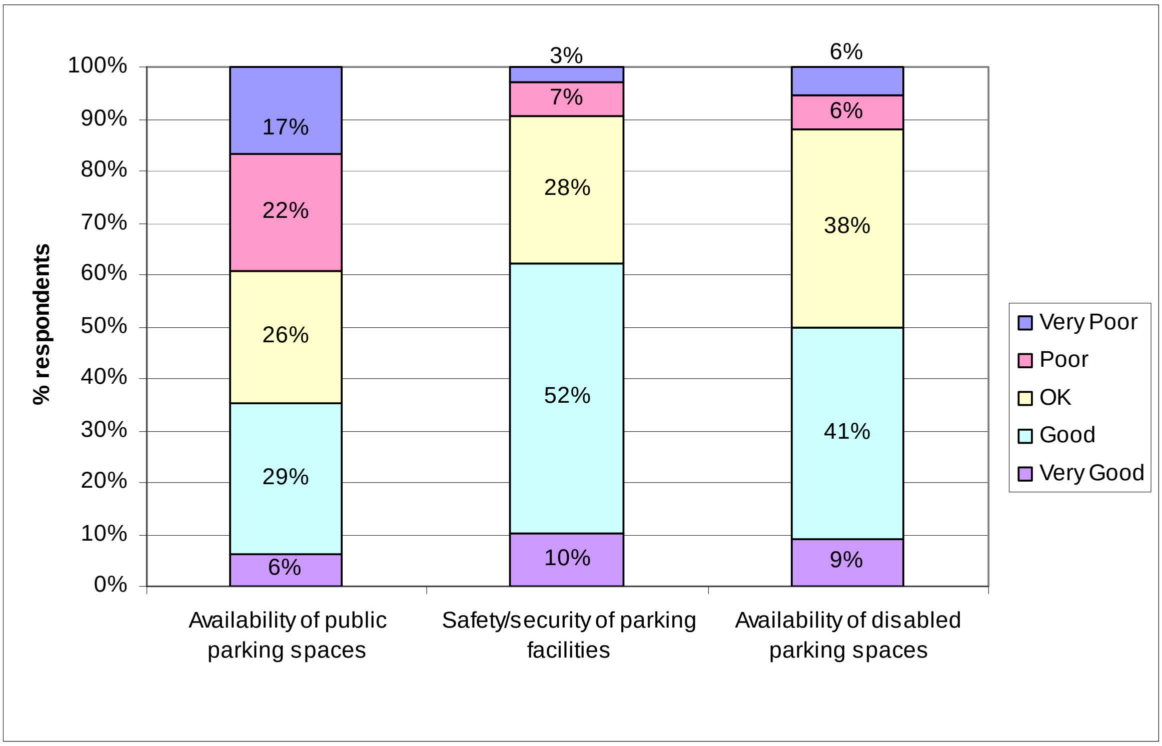
The availability of public parking spaces was not rated very highly by the respondents. Only 35% gave a good or very good rating, and 39% gave a poor or very poor rating (Figure 18).

The availability of disabled parking spaces was rated a bit more favourably, with 50% of respondents giving a positive rating and only 12% giving a negative rating.

62% of respondents gave a good or very good rating for the safety/security of the parking facilities.

Figure 18: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 108 to 196 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

A number of comments relating to parking were given in response to the question about the main problems with the shopping experience in Morpeth town centre. These comments are listed below:

- Parking (14 responses)
- Car park
- Car parking
- Not enough car parks
- Not enough parking
- Parking - not enough spaces
- Parking is not good - more carparks
- Parking is bad
- More disabled parking

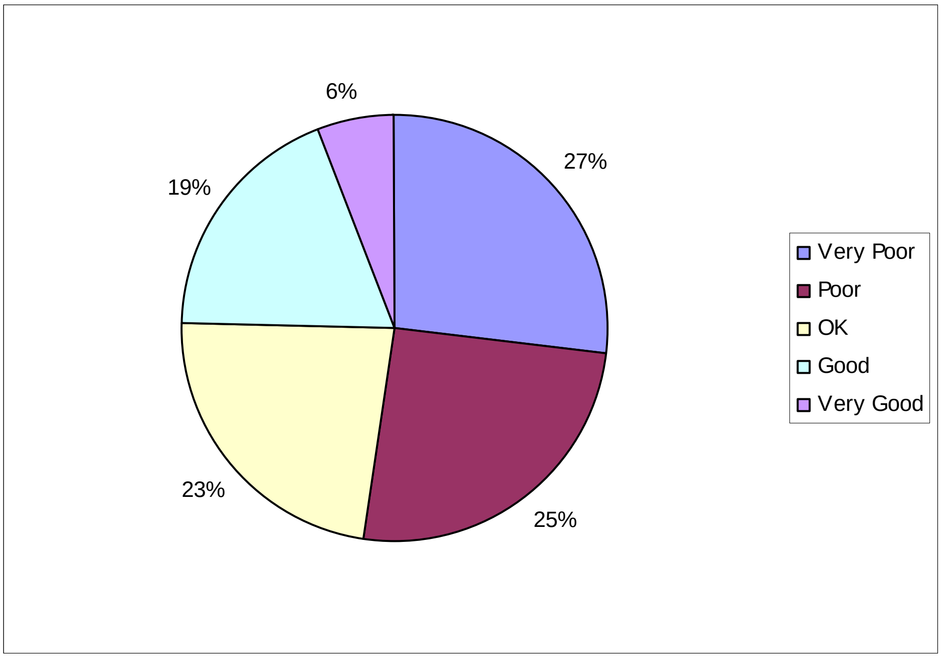
When respondents were asked how they would make the town centre better, the second most common answer was to improve the parking (34% of respondents mentioned this). A number of comments were also made in answer to this question. However, these all related to the parking charges, and hence have been placed in section 9.2.3.

9.3 Cost of parking

Over half of the respondents (52%) gave a poor or very poor rating for the cost of parking, and only one quarter (25%) gave a positive rating (Figure 19).

Figure 19: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 186 respondents (note: this excludes those respondents that gave a 'don't know' response)

A number of comments were given by the respondents relating to the cost of parking. These were as follows:

1. The main problems with the town centre:
    - Cost of parking (2 responses).
    - Parking charges.
    - Parking charges too high.
    - Parking terrible charges.

2. Ways to make the town centre better:
    - Cheaper parking (2 responses).
    - Drop the parking charges.
    - Less charges on parking.
    - No charge – parking.
    - No parking charges.
    - Cheaper parking on periphery.

9.4 Morpeth's Car parks

Figures 20 and 21 show the location of car parks within and surrounding Morpeth Town Centre. Any car parks listed in the table which are not shown on the map are therefore situated outside of the town centre.

Figure 20: Location of Car Parks

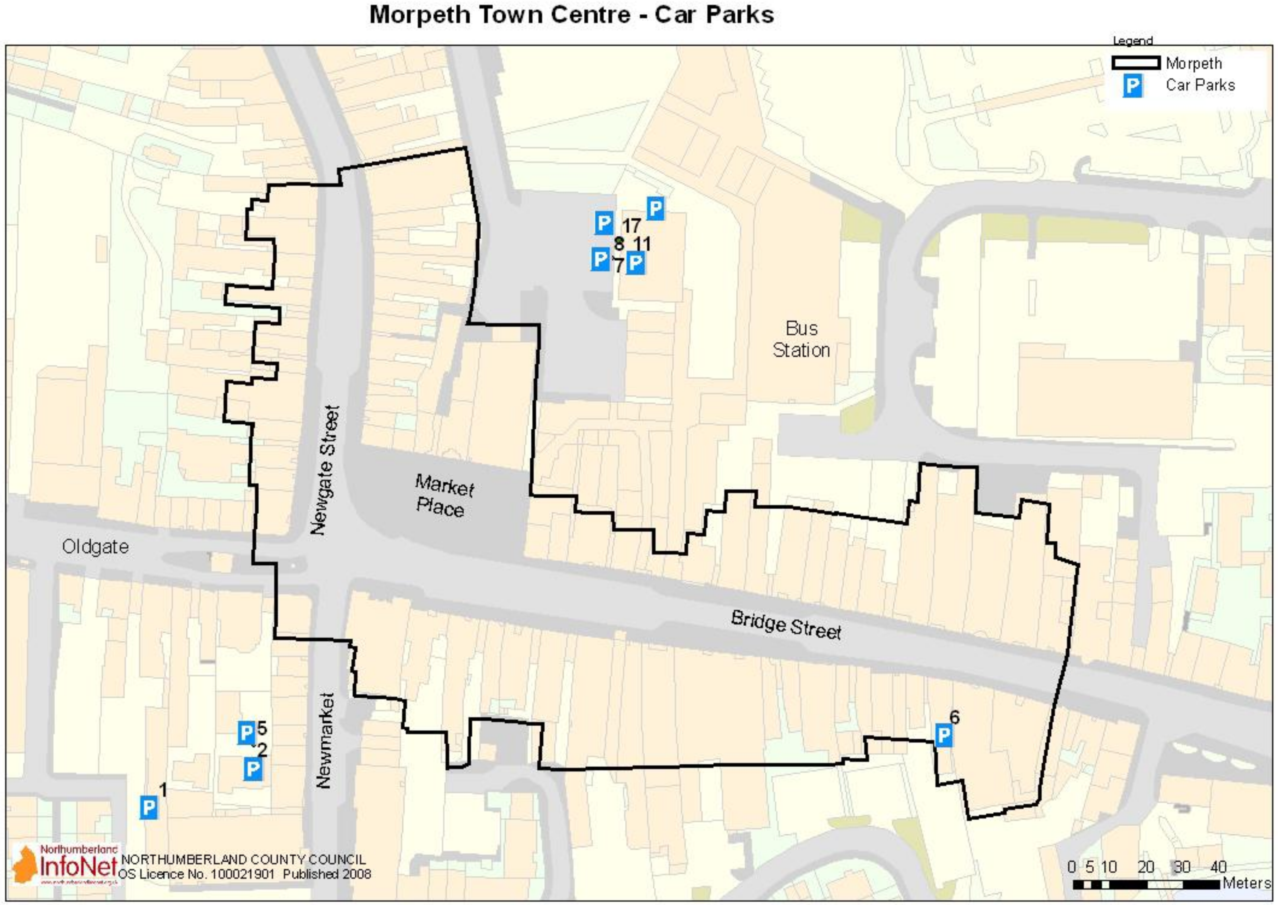
	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/ Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Error! Hyperlink reference not valid. **Yard, Oldgate**	£2.00	Surface Car Park	15	All Day	0	0	15 approx (this car park will be resurfaced shortly and new design will have sightly less bays)
2	**Newmarket West, Newmarket**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	62	3 hrs	2	0	
3	**Lumsden's Lane**	closed - site of new town centre development						
4	**Back Riggs South**	closed - site of new town centre development						
5	**Newmarket East, Newmarket**	0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	102	5 hrs	4	0	
6	**Whalebone Lane**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	40	3 hrs	6	0	

7	**Corporation Yard**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	25	3 hrs	2	0	
8	**Back Riggs North**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	29	3 hrs	2	0	
9	**Matheson's Gardens**	£2.00	Surface Car Park	51	All Day	0	0	
10	**St James', Well Way**	£2.00	Surface Car Park	64	All Day	2	0	
11	**Morrisons, Stanley Terrace North**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	205	2 hrs	7	0	
12	**Dacre Street**	£2.00	Surface Car Park	28	All Day	0	0	
13	**Castle Square**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	13	3 hrs	1	0	
14	**The Terrace, Gas House Lane**	0.50 for 1 hour, £1 up to 2 hours, £1.30 up to 3 hours and £2 ll day	Surface Car Park	82	All Day	3	0	
15	**Low Stanners**	Currently flat rate £2 for up to all day but soon 11 spaces will be designated short stay only at 50p for 1 hour, £1 for 2 hours and £1.30 for 3 hours £2 for the rest	Surface Car Park	in process of expanding when finished in a few weeks there will be 84	All Day	0	0	

16	**Dark Lane**	0.50 for 1 hour, £1 up to 2 hours, £1.30 up to 3 hours and £2 all day	Surface Car Park	115	All Day	0	0	
17	**Lidl, Stanley Terrace South**	0.30 for up to 30 minutes, 0.50 for up to one hour, £1 up to 2 hours	Surface Car Park	80	2hrs	4	0	
18	Error! Hyperlink reference not valid.**h Station, Coopies Lane**	free	Surface Car Park					Full by 08.30

Source: Castle Morpeth Borough Council, August 2008

Figure 21: Location of Car Parks



Source: Castle Morpeth Borough Council, August 2008

9.5 Bus Connectivity

The direct connections linking Morpeth to surrounding towns and villages are listed below.

Figure 22: Destination and Frequency of Buses from Morpeth

Destination	Mon - Fri	Sat	Sun
Alnmouth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Alnwick	Approx 2 per hour	2 per hour	At least one per hour
Ashington	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Alwinton	2 per day	1 per day	None
Amble	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Bedlington	Approx 1 per hour	Approx 1 per hour	Approx 2 per 3 hours
Belford	Approx 1 per hour	Approx 1 per hour	6 per day
Berwick Upon Tweed	8 per day	8 per day	5 per day
Cambo	3 per day	None	None
Choppington	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Blyth	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Cramlington	Approx 1 per hour	Approx 1 per hour	4 per day
Dyke Neuk	2 per day	None	None
East Hartford	Approx 1 per hour	Approx 1 per hour	4 per day
Felton	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Foulmartlaw	1 per day	1 per day	None
Guide Post	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Haggerston	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Harbottle	2 per day	1 per day	None
Hartburn	2 per day	None	None
Hepscott	Approx 2 per hour	Approx 2 per hour	4 per day
High Pit	Approx 1 per hour	Approx 1 per hour	4 per day
Killingworth	Approx 1 per hour	Approx 1 per hour	None
Loansdean	Approx 7 per hour	Approx 7 per hour	Approx 2 per hour
Longframlington	9 per day	9 per day	None
Longhorsley	9 per day	9 per day	None
Meldon	1 per day	1 per day	None
Middleton	Approx 1 per hour	Approx 1 per hour	5 per day
Mitford	3 per day	None	None
Nedderton	Approx 1 per hour	Approx 1 per hour	4 per day
Netherton	Approx 1 per hour	Approx 1 per hour	None
Newbiggin by the Sea	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour

Newcastle upon Tyne	Approx 5 per hour	Approx 5 per hour	Approx 3 per hour
Newton on The Moor	3 per day	3 per day	None
North Choppington	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
North Seaton	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Pegswood	Approx 5 per hour	Approx 5 per hour	Approx 2 per hour
Rothbury	9 per day	9 per day	None
Scremerston	Approx 1 per hour	Approx 1 per hour	5 per day
Shadfen	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Shilbottle	Approx 1 per 2 hours	Approx 1 per 2 hours	Approx 1 per hour
Shiremoor	Approx 1 per hour	Approx 1 per hour	None
Stakeford	Approx 1 per hour	Approx 1 per hour	None
Stannington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Stobhill	Approx 3 per hour	Approx 3 per hour	At least 1 per hour
Swarland	3 per day	3 per day	None
Thropton	9 per day	9 per day	None
Warkworth	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
West Edington	2 per day	1 per day	None
Widdrington	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour

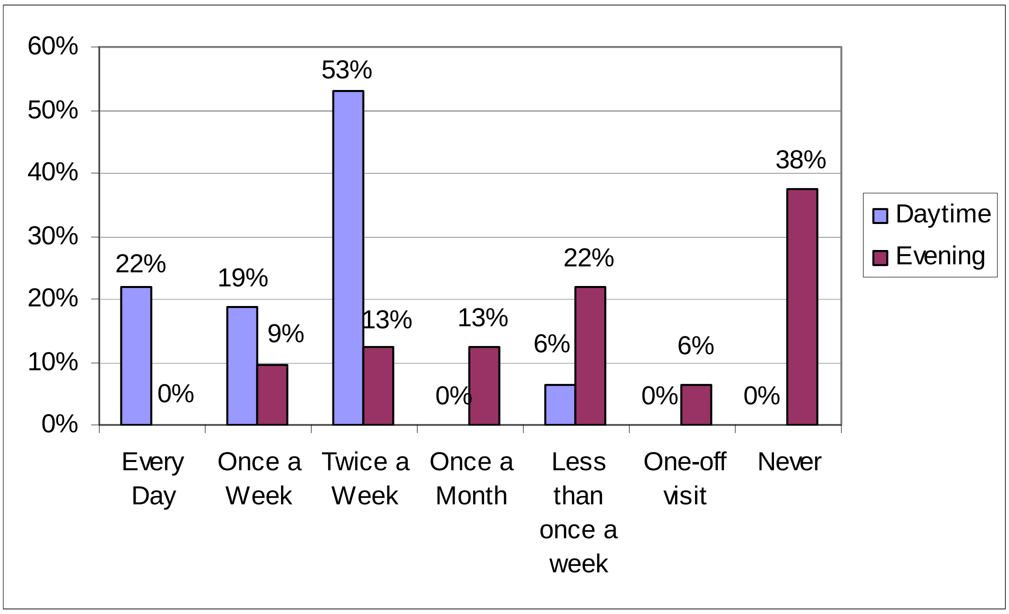
Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), July 2008

9.6 Shoppers travelling to town by bus

14% of respondents travelled into Morpeth town centre by bus on the day of the interview. The majority of these (94%) said that they go to Morpeth at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). This Figure dropped to 22% in the evenings (Figure 23).

Figure 23: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



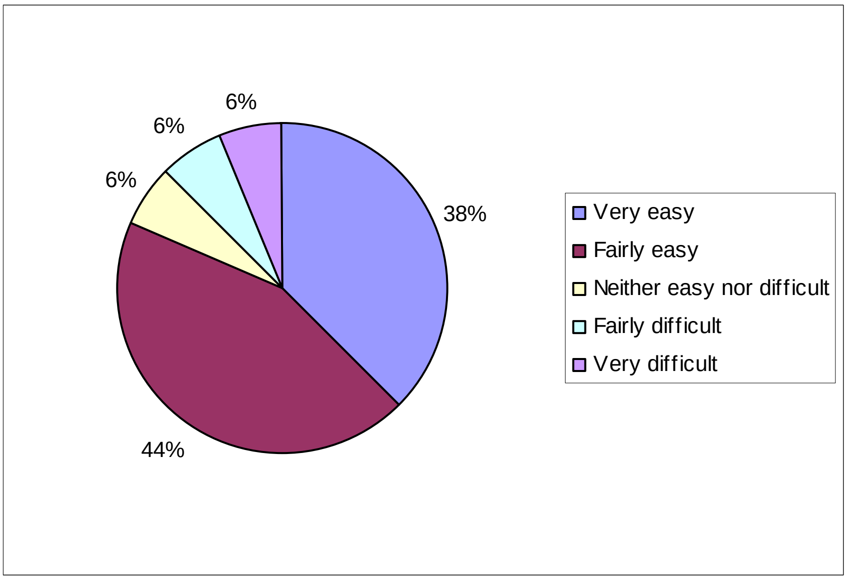
Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 32 for daytime; 32 for evening

Over three quarters of respondents (81%) who travelled into the centre by bus found it easy or very easy. 13% found it difficult or very difficult (Figure 24).

Figure 24: How easy/difficult do you feel it is to travel into Morpeth town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 32 respondents

9.7 Train Connectivity

Morpeth has a major railway station, managed by National Express East Coast, covering the following local destinations. Trains from Newcastle and Edinburgh link to railway lines covering a wider part of the UK.

Figure 25: Destination and Frequency of Trains from Morpeth

Destination	Mon - Fri	Sat	Sun
Newcastle upon Tyne	At least one per hour	Approx 1 per hour	4 per day
Morpeth	5 per day	3 per day	2 per day
Alnmouth	9 per day	8 per day	3 per day
Cramlington	Approx 1 per hour	Approx 1 per hour	None
Dunbar	4 per day	2 per day	1 per day
Edinburgh	8 per day	6 per day	3 per day
Widdrington	1 per day	1 per day	None

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info), July 2008

9.8 Shoppers travelling to town by train

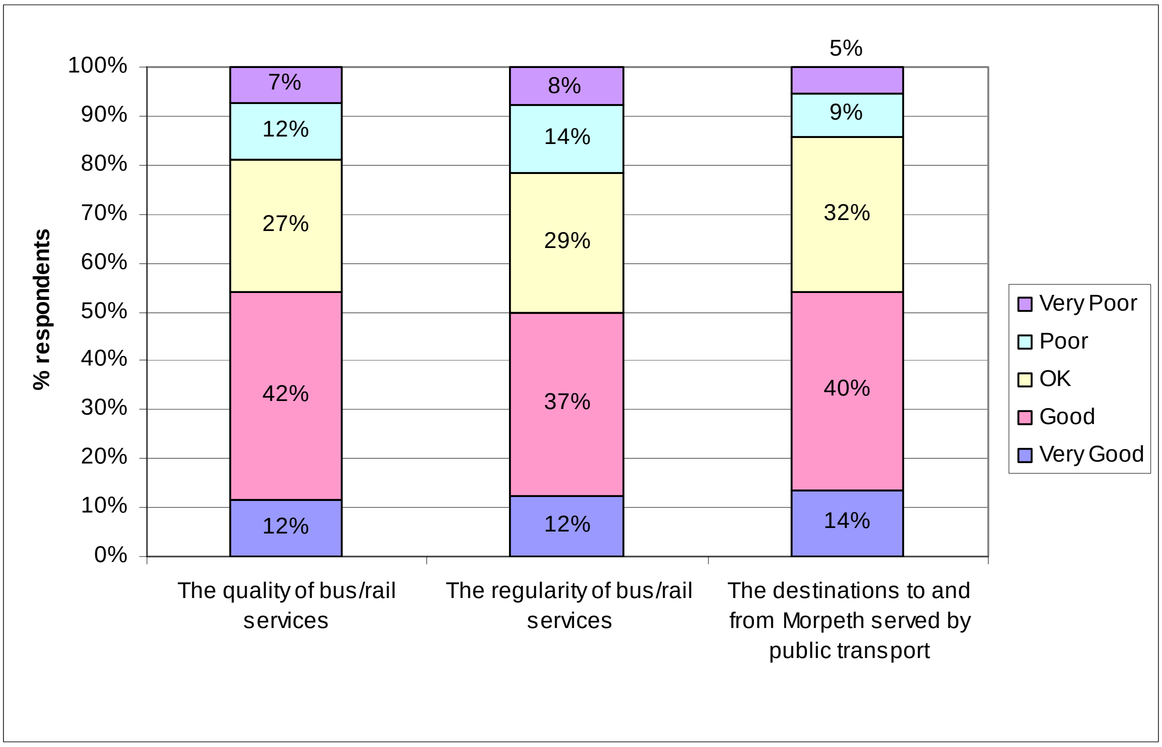
No shopper's questionnaire respondents said that they travelled to Morpeth town centre by train.

9.9 Perception of Public Transport Services

The attributes related to public transport were given a good/very good rating by around one half of the responses, with the lowest of these ratings (and the highest poor/very poor rating) relating to regularity of bus/rail services (Figure 26).

Figure 26: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 146 to 154 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

A few comments were made regarding public transport. These are listed below:

1. The main problems with the town centre:
   - Bus service.
   - Bus times.

2. Ways to make the town centre better:
   - Better bus options.
   - Better bus service to outlying areas.
   - Better buses.
   - Bus service tailored to retired generation.
   - More reliable buses.

9.10 Perception of Accessibility

When asked how they would make the town centre better, 19 shopper's questionnaire respondents (10% of respondents) said that improved accessibility was needed. Three of these respondents also gave comments relating to accessibility:

- Better buses.
- Improved transport.
- Ramps.

Another question asked for suggested improvements to the retail offer. One of the responses to this was "improved wheelchair access".

In addition, a perceived problem with the shopping experience in Morpeth town centre was, "bad in morning for access".

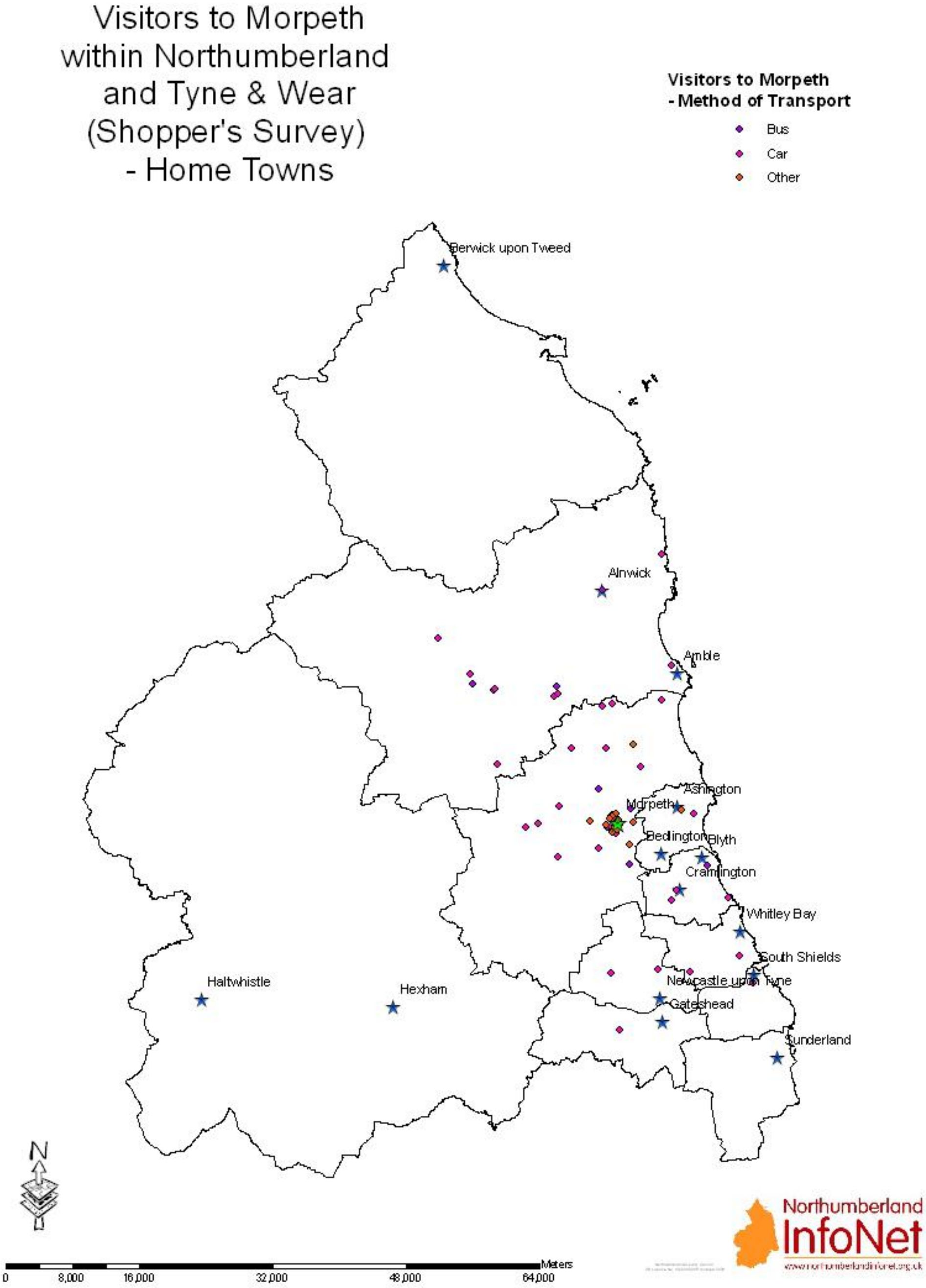
9.11 Origin and method of travel of Shoppers Interviewed

As Figure 27 shows, most of the respondents from the Morpeth Shopper Survey came from the Morpeth district. The majority of these were concentrated in or around Morpeth itself. The mode of transport used to get into the town varied, with some using a car or a bus, and others using an alternative form of transport (mainly walking), particularly those that lived in Morpeth town.

A number of respondents said that they came from the Alnwick district, and a few came from the Wansbeck or Blyth districts. These travelled into Morpeth mainly by car, although a few used the bus or some other method of travel. In addition, a few respondents said that they travelled by car from the Tyne & Wear region.

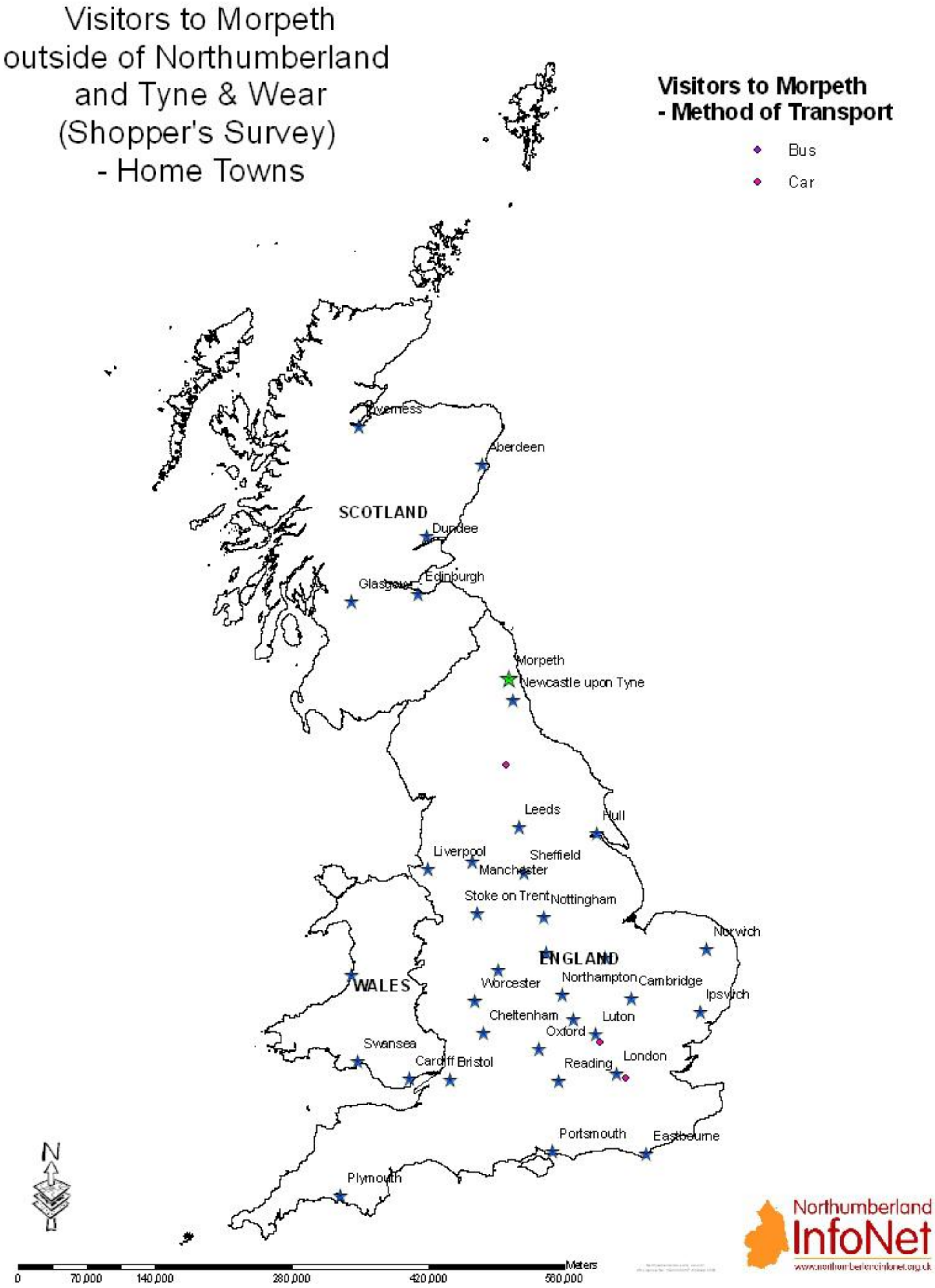
A handful of respondents came from further afield across the UK.

Figure 27: Visitors to Morpeth within Northumberland



Source: Northumberland Shopper Questionnaires, October 2007

Figure 28: Visitors to Morpeth outside Northumberland



Source: Northumberland Shopper Questionnaires, October 2007

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Morpeth:

- Morpeth have done well in Britain in Bloom, there are a number of flower baskets and flower beds that are maintained by Heighley Gate and also through partnership working with Castle Morpeth Borough Council, Morpeth Town Council and the Chamber of Trade.

- The flower baskets outside the shops are also maintained through partnership working but the local shops also contribute towards these

- The seating throughout the town is maintained through partnership working and there is a programme of maintenance. The seating in the Market Place is jointly maintained by Northumberland County Council and Castle Morpeth Borough Council.

- Friends of Carlisle Park maintain the seats, gates within the park

- The bins are provided and paid for by Town Council and District Council and the District Council maintain them. There are also recycling bins in Carlisle Park which have worked well and it is possible that these bins will be placed around the town.

- Morpeth Town Centre receive funding form ‘Neighbour Regeneration Funding’ and this funding goes towards the signage around the town

- Castle Morpeth Borough Council have an environmental partnership with King Edward VI High School, each class has a recycling competition and they are also helping the school develop the school garden. The council assisted by clearing away the land and help create the pond. This project will hopefully help protect squirrels, create bat and bird boxes, and develop wild flowers all within the school garden.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey. However, when asked about suggested ways to make the town centre better, a few comments were made relating to this subject:

- Pedestrianise (4 responses);
- Pedestrianised (3 responses);
- Pedestrianise main street;
- Sanderson Arcade Pedestrianised Areas

Further to comments on pedestrianisation in the shopper’s questionnaire, were related comments including:

- More crossings
- Pavements improved for better walking
- New Arcade
- Improve payments

It must be noted that the comments above “Sanderson Arcade Pedestrianised Areas” and “New Arcade” will be realised through the £32 million Sanderson Arcade development (See Section 13.0).

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

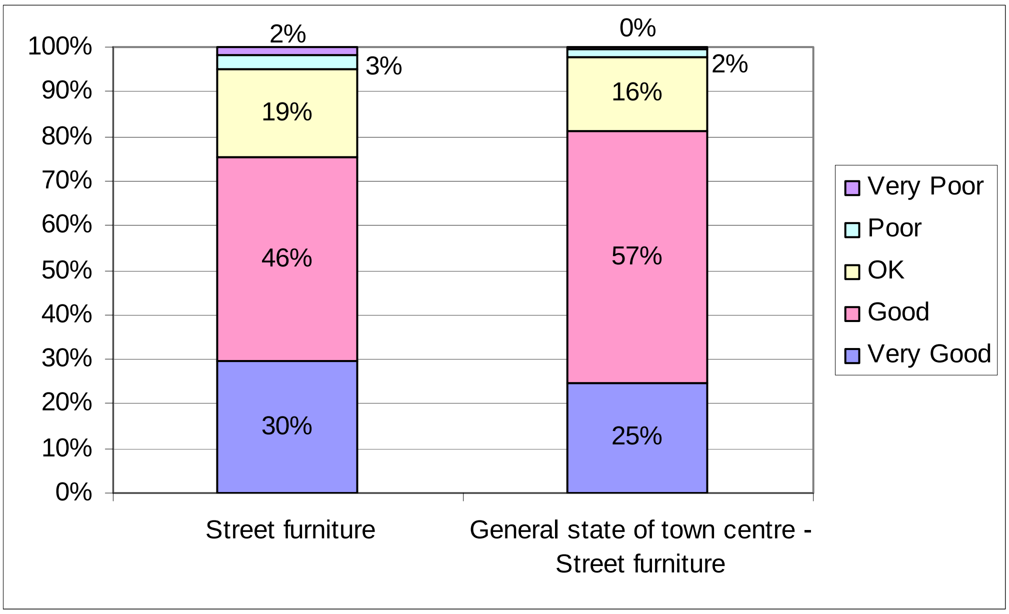
Street Furniture

Shopper questionnaire respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to the two questions were similar. Over three quarters of respondents gave a good or very good rating, and less than 6% gave a poor or very poor rating (Figure 29).

Figure 29: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 216 to 220 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

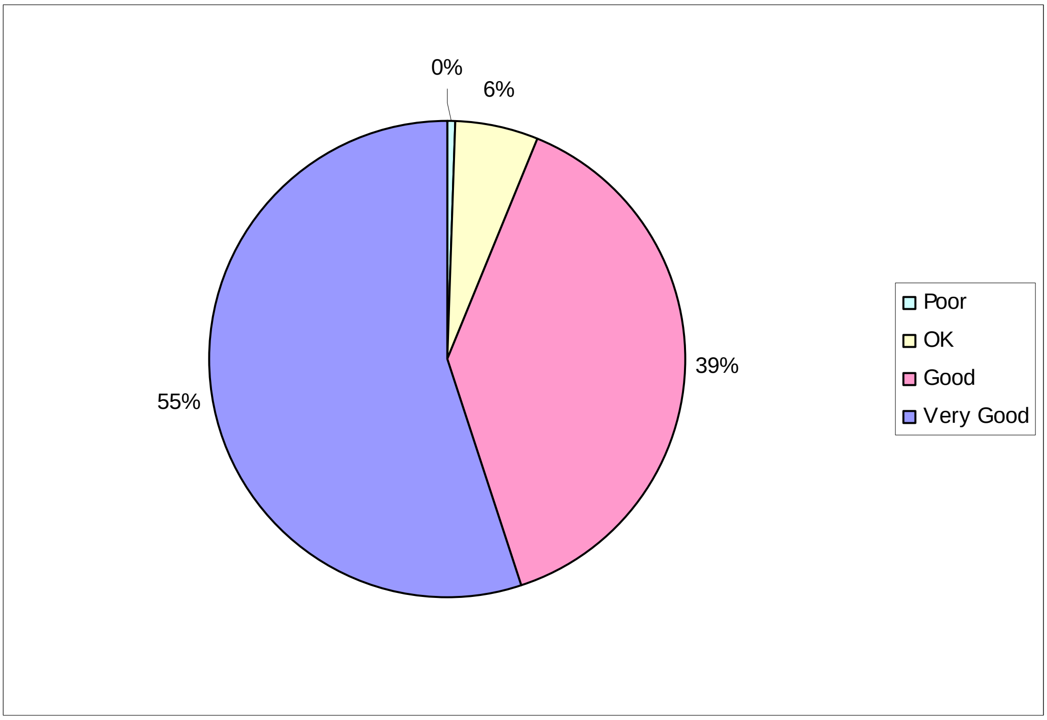
A couple of respondents gave comments related to the street furniture in Morpeth: "more seating" and "outside sitting areas – for coffee".

Open Spaces

Most of the respondents (94%) gave a positive rating for the parks and open spaces in Morpeth. Only 1 respondent gave a poor response (Figure 30).

Figure 30: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



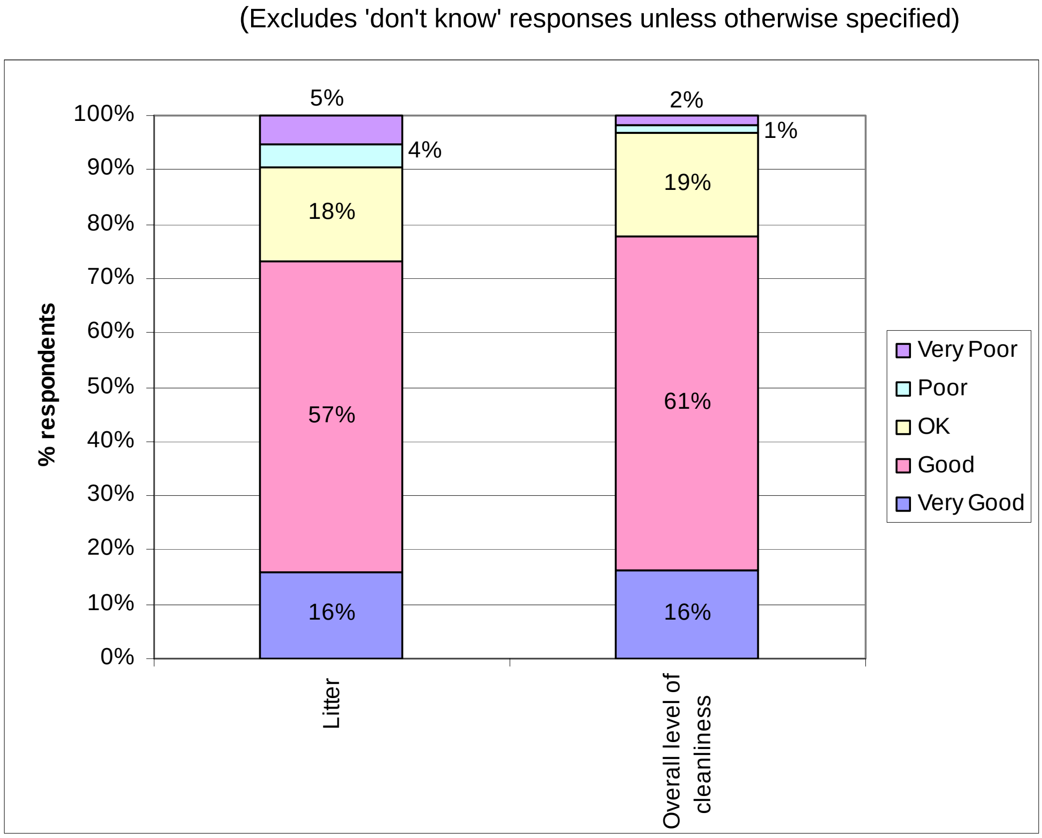
Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 211 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

The overall level of cleanliness in Morpeth town centre was perceived to be quite good, with 78% of respondents giving a good or very good rating, and only 3% giving a poor or very poor rating. Litter within the town centre received a slightly lower rating (73% positive and 9% negative) (Figure 31).

Figure 31: Ratings given for litter and overall cleanliness



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 294 respondents (litter); 297 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

When asked how the respondents would make the town centre better, a number of responses were given relating to litter and cleanliness:

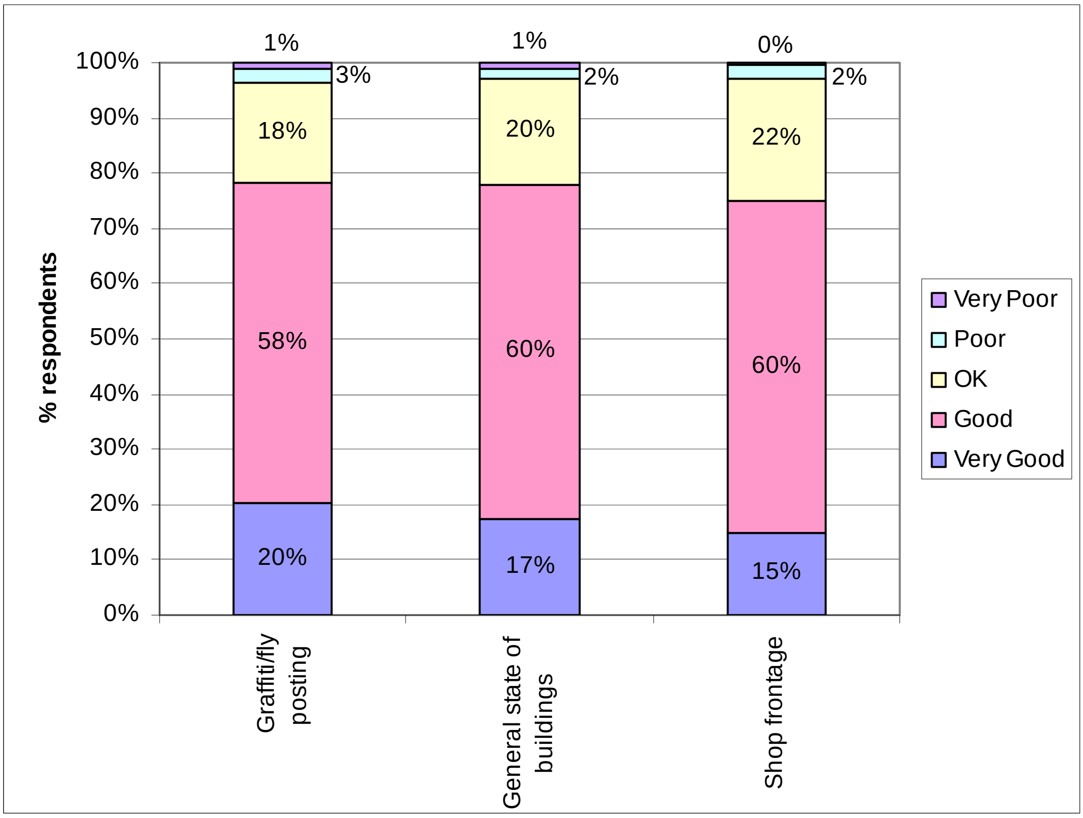
- Less litter.
- Less rubbish from takeaways, cleaner streets.
- Get rid of chewing gum.
- more litter bins.

10.2.4 General Appearance of the Town

Respondents were reasonably positive about the general appearance of the town, with at least three quarters giving a good or very good rating in each case (Figure 32).

Figure 32: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 211 to 220 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A number of suggestions of ways to make the town centre better were made. Comments relating to the appearance of the town are given below:

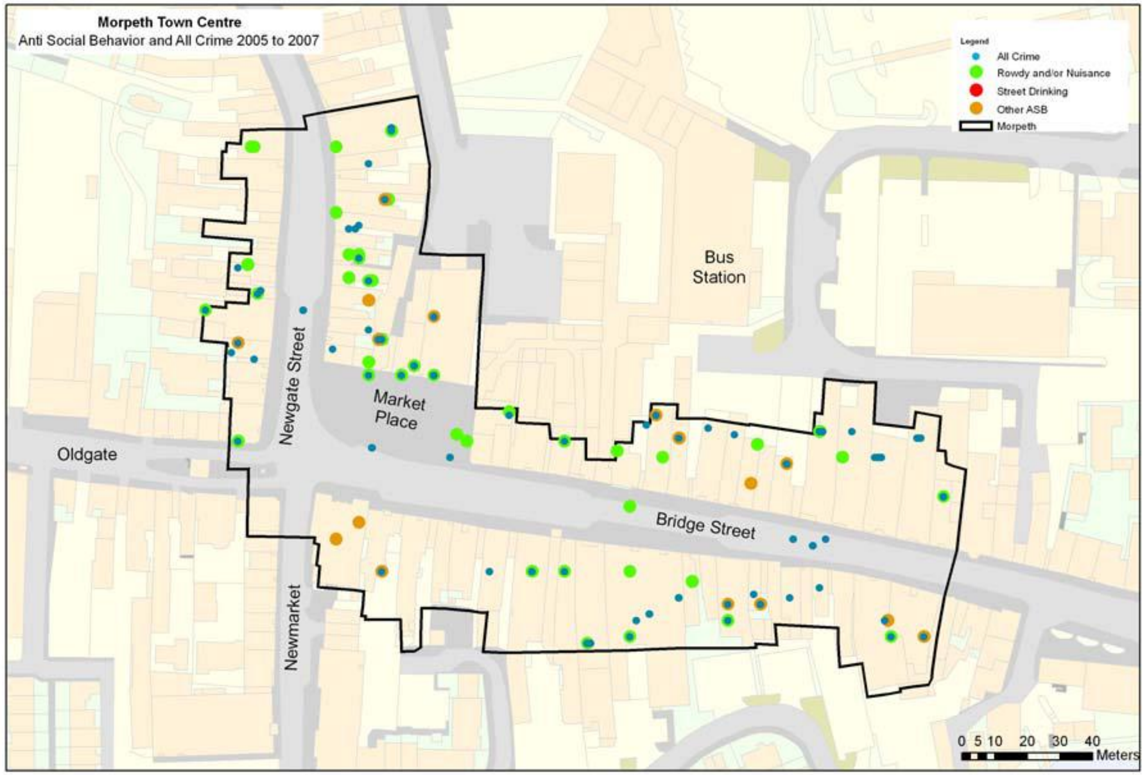
- Do up town hall and interior
- Facelift
- Left it how it used to be years ago
- More traditional like Alnwick - its drifted towards "modern"
- Once its refurbished & there's more for youngsters to do it'lll be better
- The shops fronts are too "outstanding"/ they should pay more attention to the architecture

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

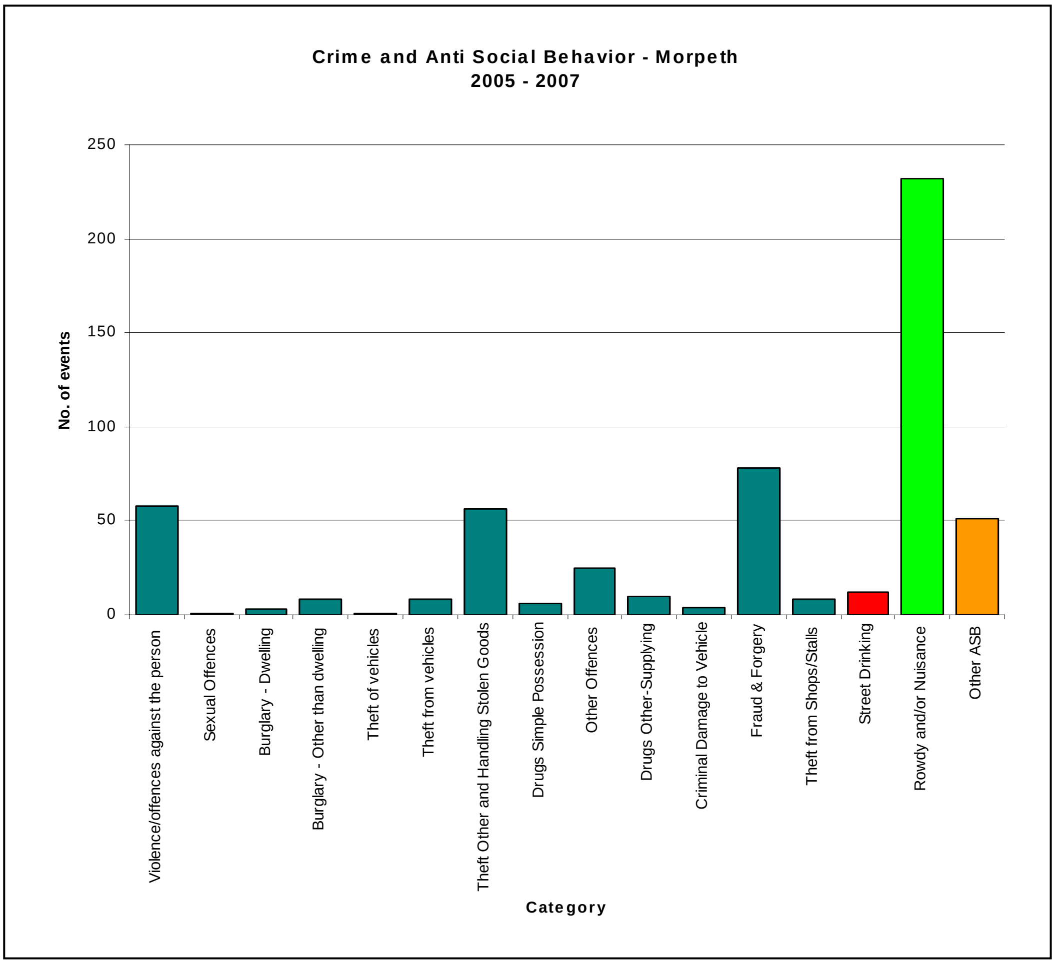
11.1 Analysis of Reported Crimes

Figure 33: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 34: Crime and Anti Social Behaviour



Source: Northumbria Police, December 2007

Looking at the map of Morpeth town centre (Figure 33) the occurrences of “all crime” and “rowdy and/ or nuisance” crime in 2005 – 2007 are fairly evenly spread throughout Morpeth town centre. There is a slight clustering of incidents behind the Market Place/ Newgate Street but this isn’t too significant. There has been a low number of cases of “other ASB” in Morpeth town centre and even fewer cases of ”street drinking”.

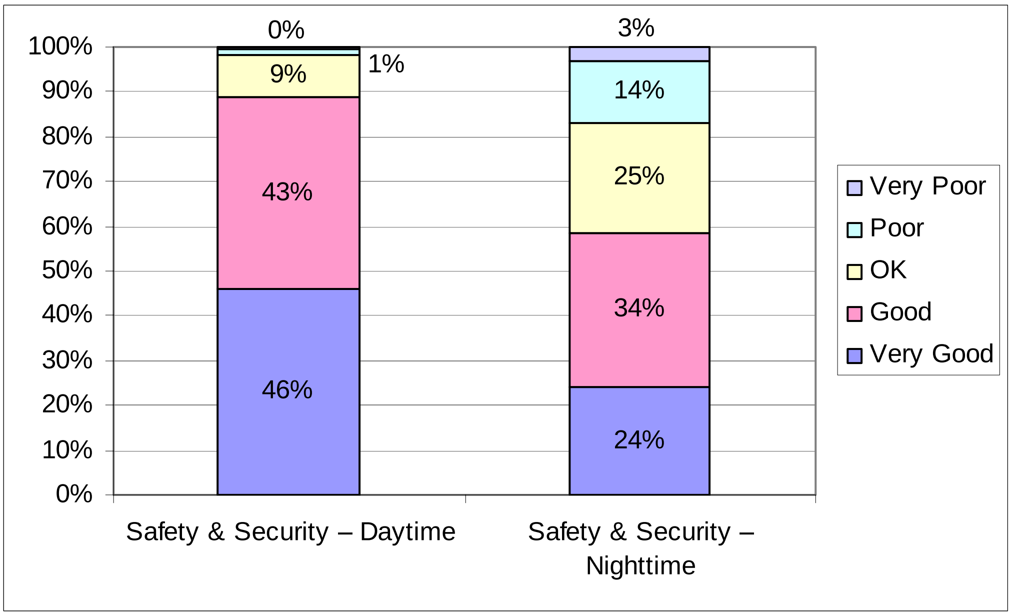
Looking at the chart (Figure 34), the types of crime have been broken down further. The most frequent type of crime occurring in Morpeth Town Centre between 2005 and 2007 was rowdy and/or nuisance of which there were 232 occurrences. The 2nd most frequent type of crime was fraud and forgery of which there were 78 occurrences.

11.2 Perception or Fear of Crime

A high proportion of shopper questionnaire respondents (89%) felt that safety/security during the daytime was good or very good. This Figure dropped to 58% for night-time safety/security (Figure 35).

Figure 35: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base : 161 respondents (nighttime); 207 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

On respondent thought that 'drinking on the street' was a problem in Morpeth town centre, and three respondents gave a safety/security related comment when asked how they would make the town centre better:

- More policing at pub closing.
- Better policing.
- More community policemen for crowds of young people.

As can be seen in section 9.2.2, 62% of respondents felt that the safety/security of the parking facilities was good/very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Castle Morpeth Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Castle Morpeth District (October 2008):

- Earlier in 2008, Castle Morpeth CDRP upgraded the Morpeth Shop Watch scheme by linking the radio message to the CCTV monitoring system at Killingworth so the CCTV operator can proactively use the Town Centre CCTV to monitor an ongoing situation as well as using their police radio to alert local patrols. The system has now been extended to Morpeth Pub Watch members and it is anticipated that when the re- development of Morpeth Town Centre is complete the scheme will be further extended.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Morpeth Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Morpeth's catchment area; spending patterns and retaining shopper spend within the town centre.

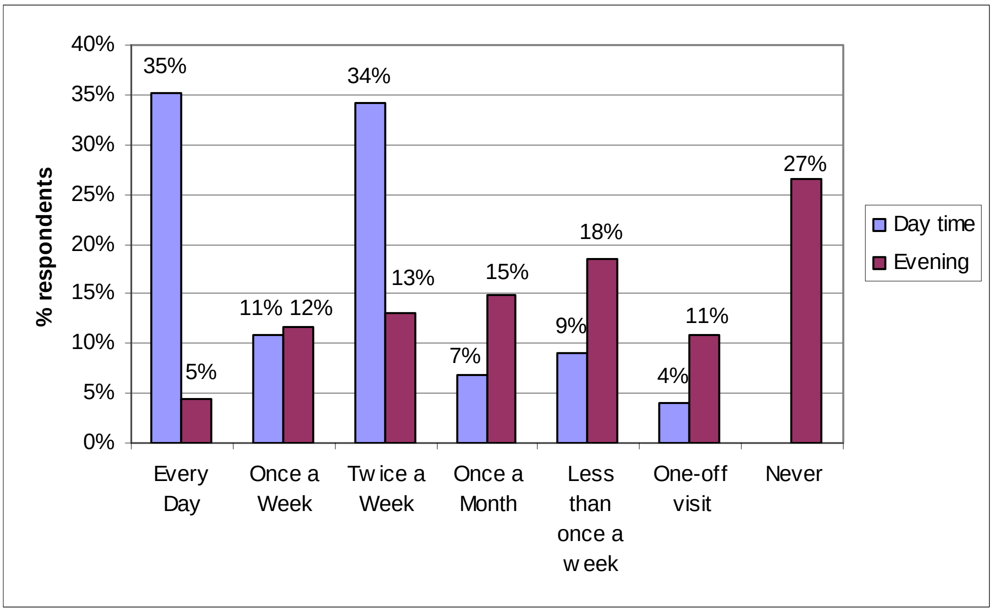
12.1 Regularity of visits

80% of respondents go to Morpeth town centre during the daytime at least once a week, with the most common frequencies of visit being every day (35%) and twice a week (34%) (Figure 36).

Respondents visit the centre far less often during the evenings, with only 29% visiting at least once a week. 27% said that they never visit the town centre during the evening.

Figure 36: Approximately how often are you in Morpeth Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 222 respondents (daytime and evening)

12.2 Expenditure/Type of Purchases

Figure 37 shows the proportion of respondents that shop for different items solely in Morpeth town centre, and how many go further afield. Figure 38 gives more details about which shopping centres the respondents use.

As the tables show, respondents are most likely to do their food shopping and other domestic shopping in Morpeth, but for other non-food items they are more likely to travel further afield. The most popular place for respondents to do non-food shopping (particularly clothes and shoes) appears to be Newcastle.

Figure 37: Proportion of respondents shopping in Morpeth and other areas

	Main food shopping	Other domestic (eg. chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Morpeth								
Morpeth only	43%	50%	11%	17%	16%	14%	23%	26%
Morpeth + local area[6]	16%	13%	9%	8%	3%	3%	4%	6%
Morpeth + internet/non-local/local mix	2%	1%	0%	1%	0%	0%	2%	1%
Non-Morpeth								
Local area (not Morpeth)	30%	28%	70%	66%	61%	64%	52%	39%
Internet or other	7%	7%	7%	6%	15%	12%	15%	18%
Mixture of places (not Morpeth)	0%	1%	3%	2%	3%	4%	0%	1%

[6] 'Local area' is defined as being one of the following: Blyth, Cramlington, Ashington, Hexham, Alnwick, Newcastle, Metro Centre.

Don't buy	1%	0%	0%	0%	2%	3%	4%	9%
Base	222	222	222	222	221	222	222	222

Source: Northumberland Infonet Shopper Questionnaires, October 2007

Figure 38: Could you indicate where you go to purchase the following items?

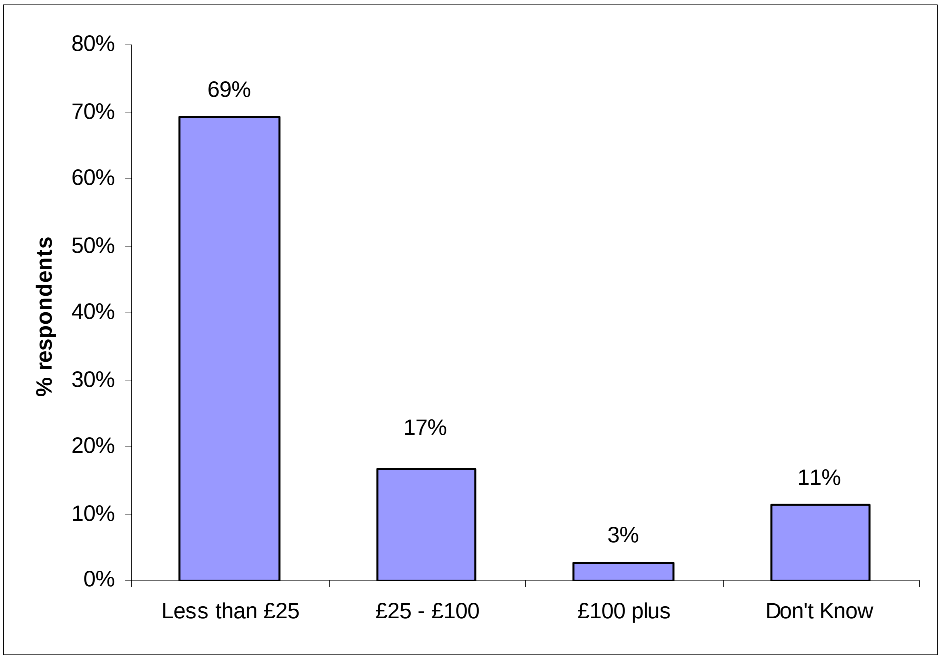
	Food	Other domestic	Clothes	Shoes	Electrical goods	Furniture/carpets	DIY goods	CDs/DVDs
Morpeth	62%	64%	20%	25%	19%	17%	29%	34%
Blyth	5%	5%	2%	2%	1%	0%	3%	1%
Cramlington	16%	12%	9%	8%	8%	9%	12%	7%
Ashington	10%	9%	5%	5%	5%	7%	13%	4%
Hexham	1%	0%	0%	0%	0%	0%	0%	0%
Alnwick	5%	5%	2%	2%	1%	1%	3%	1%
Newcastle	16%	12%	64%	58%	48%	50%	26%	31%
Metro Centre	4%	5%	30%	27%	20%	14%	10%	11%
Internet	1%	0%	2%	1%	6%	3%	1%	10%
Other	9%	9%	9%	9%	13%	14%	16%	10%
Don't buy	1%	0%	0%	0%	2%	3%	4%	9%
Base	221	222	222	222	221	222	221	222

Source: Northumberland Infonet Shopper Questionnaires, October 2007

Over two thirds of respondents (69%) planned to spend less than £25 in Morpeth on the day they were interviewed, with a further 17% expecting to spend between £25 and £100 (Figure 39).

Figure 39: How much do you plan to spend in Morpeth today?

(Excludes 'don't know' responses unless otherwise specified)



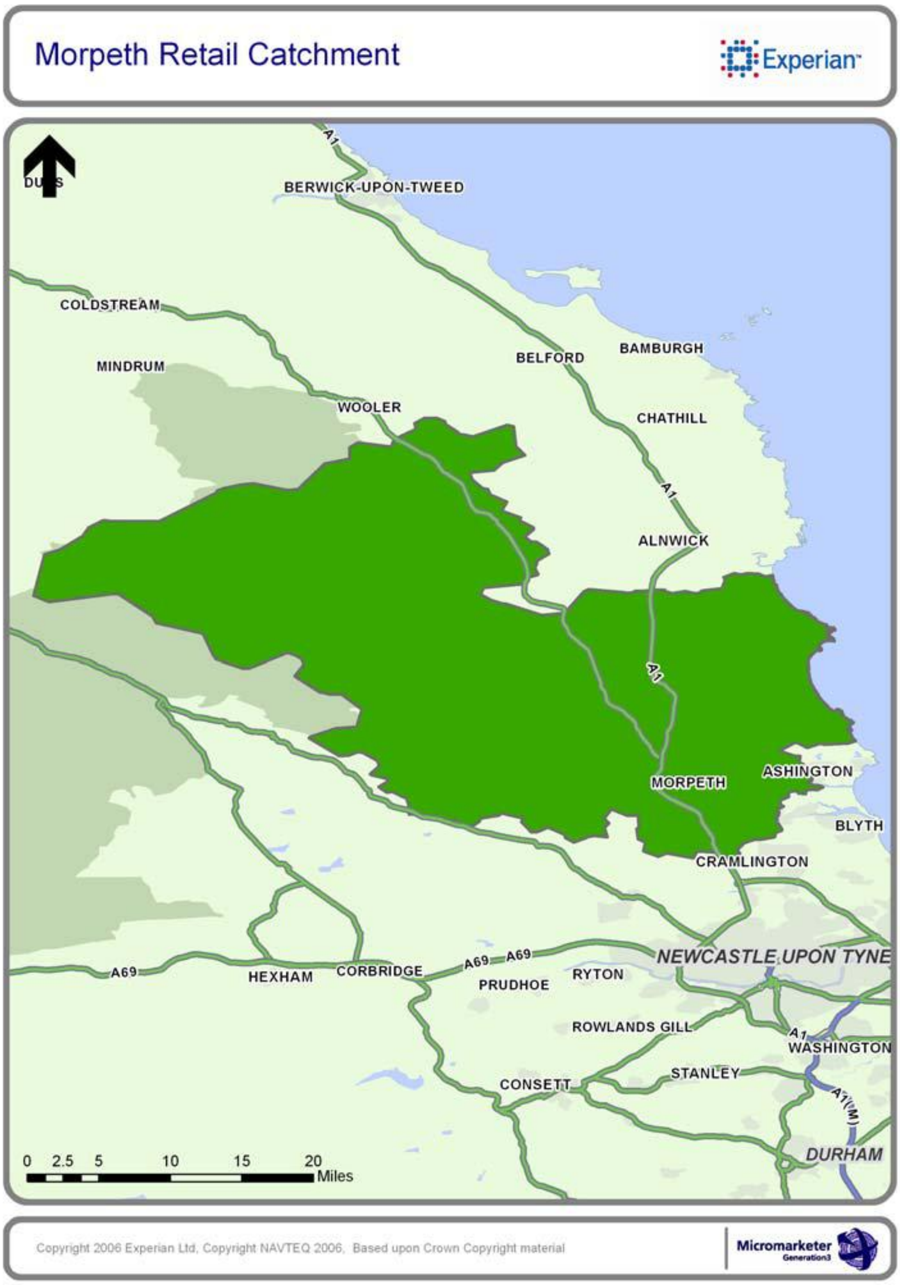
Source: Northumberland Infonet Shopper Questionnaire, October 2007s

Base: 221 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Within the context of the RSS and the Castle Morpeth Local Development Framework, the town of Morpeth is defined as being a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The other settlements within the Castle Morpeth borough are Secondary Settlements: towns and villages that are smaller in scale or function than Rural Service Centres.

Figure 40: Morpeth Retail Catchment



Source: Experian, August 2008

The map (Figure 40) shows the catchment area for Morpeth town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, is based on the Where Britain Shops survey carried out by Experian. Where Britain Shops is an ongoing survey that generates responses from around 1.6 million households per annum. The survey provides detailed knowledge of consumers preferred shopping destinations, covering in-town and out of town locations. The retail catchment area is based on the following theory.

"Where Britain Shops utilises a gravity model called the Shopper Flow Model that calculates the probability of someone living in a specific postal sector shopping in a particular retail area. This probability is determined by the relative travel times to each centre and a retail areas relative pulling power.

The Shopper Flow Model is the key building block used to determine the shopper catchments of a retail centre and includes a measure of the quality, quantity and mix of the shops within a centre using a combination of several variables that include:

- The rank of retail centres based on shopper (weighted) population
- A rank of centres based on likely annual expenditure on comparison goods
- A retail centre's primary, secondary and tertiary catchments
- Presence of anchor, premier and key retailers plus others
- A tourism score
- Workforce importance

The Shopper Flow Model allocates demand from where people live to where they shop; describing both the comparison goods spend by each retail centre and the ranking of that shopping centre. This allows leakage statistics to be calculated and the impacts of new or re-developed shopping centres to be measured including the larger retail parks, shopping malls and out of town retail centres that are important to multiple retailers and comparison shopping in general.

The Shopper Flow Model is regulated by millions of shopper responses from Lifestyle surveys which ask people where they shop for different types of goods. The model is re-evaluated each year in the light of retail supply and demand changes and is tuned to improve and more accurately represent the picture of British shopping year on year. Use of the model over the years has identified how successfully it works"[7].

[7] "Goad Town Centre Shopper Report - Interpretation and Methodology 2008" Experian

12.4 Spending Patterns

In addition to the town of Morpeth and a number of smaller adjacent settlements, including Pegswood and Hepscott, the catchment embraces much of the Wansbeck district, the Rural Coalfield and over to the Northumberland National Park in the West. Altogether, the catchment covers an area of 2,226.10 km², is home to approximately 76,300 people and 33,000 households. Together, these households and residents spend an estimated £332.7 million per annum on retail goods and services, with 35.6% of expenditure on convenience retail goods (£118.5 million) and 64.4% on comparison retail (£214.2 million). This balance differs slightly from the national (UK) average, which reports 36.7% of expenditure on convenience retail and 63.3% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Morpeth catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 41: Morpeth Catchment Summary Profile

Morpeth Catchment Summary Profile					
Totals	Morpeth Catchment	%	UK	%	Index
2007 Population	76,255.00		60,796,178.00		
2007 Households	33,002.00		26,018,847.00		
Total Comparison	214,234,912.00	64.4%	171,926,829,196.00	63.4%	101.63
Total Convenience	118,506,924.00	35.6%	99,464,696,627.00	36.6%	97.18
Total Retail	332,741,836.00	100.0%	271,391,525,823.00	100.0%	100.00
Total Comparison per houshold	6,491.57		6,607.78		98.24
Total Convenience per household	3,590.90		3,822.79		93.93
Total Retail per household	10,082.47		10,430.57		96.66

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £10,082, with average comparison retail spend at £6,492 per annum and convenience spend at £3,591 per annum. All of these Figures are below the national average, with total spend 96.66% of the UK Figure.

Figure 42 provides a breakdown of Comparison retail expenditure within the Morpeth catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £47.9 million or 22.4% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£25.9 million or 12.1%) and Games, toys and hobbies; sport and camping; musical instruments (£22.0 million or 10.3%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Morpeth spend more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories, Major tools and equipment and Materials for maintenance and repair of the dwelling.

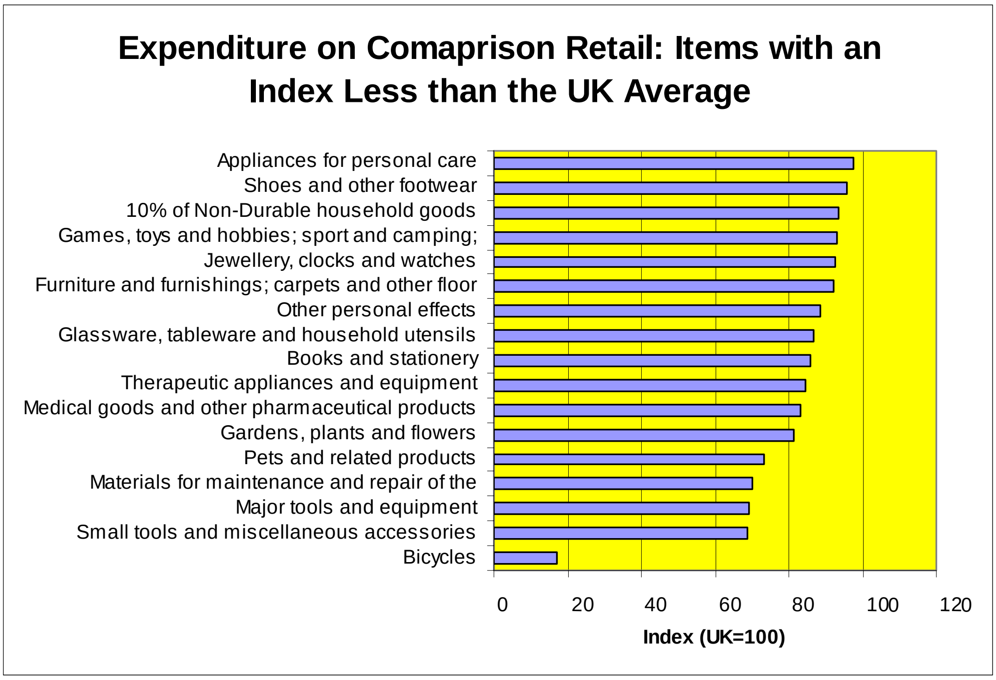
Figure 42: Expenditure on Comparison Retail

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Morpeth Catchment	%	UK	%	Index
10% of Non-Durable household goods	415,539.00	0.19%	357,185,476.00	0.21%	93.36
Appliances for personal care	18,568,053.00	8.67%	15,298,262,865.00	8.90%	97.40
Audio-visual, photographic and information processing equipment	25,881,251.00	12.08%	14,926,597,385.00	8.68%	139.15
Bicycles	285,178.00	0.13%	1,345,908,674.00	0.78%	17.00
Books and stationery	7,449,503.00	3.48%	6,968,169,166.00	4.05%	85.80
Clothing materials and garments	47,881,635.00	22.35%	37,197,970,202.00	21.64%	103.30
Furniture and furnishings; carpets and other floor coverings	20,960,541.00	9.78%	18,218,052,893.00	10.60%	92.33
Games, toys and hobbies; sport and camping; musical instruments	22,020,418.00	10.28%	18,951,364,780.00	11.02%	93.25
Gardens, plants and flowers	3,444,763.00	1.61%	3,402,000,385.00	1.98%	81.26
Glassware, tableware and household utensils	5,139,138.00	2.40%	4,753,009,610.00	2.76%	86.77
Household textiles	7,027,496.00	3.28%	5,378,572,610.00	3.13%	104.85
Jewellery, clocks and watches	5,235,104.00	2.44%	4,533,353,900.00	2.64%	92.67
Major household appliances (electric or not)	8,087,867.00	3.78%	4,457,482,024.00	2.59%	145.61
Major tools and equipment	320,041.00	0.15%	370,528,409.00	0.22%	69.32
Materials for maintenance and repair of the dwelling	5,959,436.00	2.78%	6,826,571,834.00	3.97%	70.06
Medical goods and other pharmaceutical products	4,048,007.00	1.89%	3,904,354,994.00	2.27%	83.20
Other personal effects	2,511,255.00	1.17%	2,276,336,174.00	1.32%	88.53
Pets and related products	2,508,412.00	1.17%	2,747,999,981.00	1.60%	73.25

Recording media	12,563,393.00	5.86%	7,513,288,250.00	4.37%	134.19
Shoes and other footwear	6,366,670.00	2.97%	5,348,647,704.00	3.11%	95.53
Small electrical household appliances	1,455,349.00	0.68%	748,364,529.00	0.44%	156.07
Small tools and miscellaneous accessories	2,836,006.00	1.32%	3,301,806,678.00	1.92%	68.93
Therapeutic appliances and equipment	3,269,859.00	1.53%	3,101,000,673.00	1.80%	84.62
Total Comparison	214,234,912.00	100.00%	171,926,829,196.00	100.00%	100.00

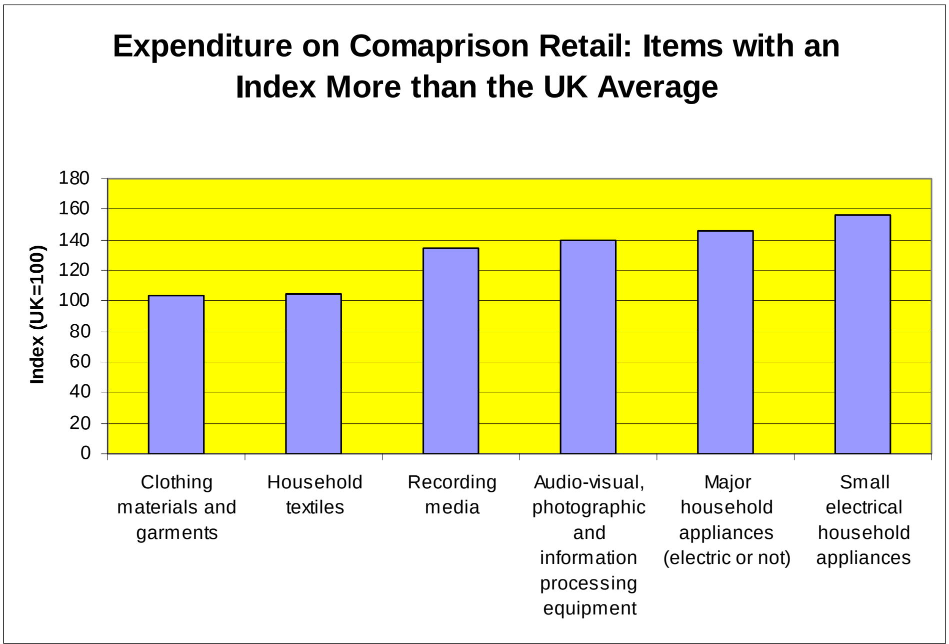
Source: Experian, August 2008

Figure 43: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 44: Expenditure on Comparison Retail



Source Experian, August 2008

Figure 45 below provides a breakdown of Convenience retail expenditure within the Morpeth catchment and in the UK. Clearly the largest expenditure type within comparison retail in Morpeth is Food and non-alcoholic beverages, accounting for £84 million or 70.9% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£14.8 million or 12.5%) and Tobacco

(£10.1 million or 8.6%). The pattern of expenditure nationally differs a little. Referring to the index, households in Morpeth proportionately more on spend more on Newspapers and Periodicals substantially less on Tobacco.

Figure 45: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Morpeth Catchment	%	UK	%	Index
90% of Non-Durable household goods	3,739,717.00	3.16%	3,214,575,062.00	3.23%	97.64
Alcohol (off-trade)	14,783,382.00	12.47%	12,313,767,021.00	12.38%	100.76
Food and non-alcoholic beverages	84,015,576.00	70.90%	70,035,886,128.00	70.41%	100.68
Newspapers and periodicals	5,819,401.00	4.91%	4,451,576,478.00	4.48%	109.72
Tobacco	10,148,848.00	8.56%	9,448,891,938.00	9.50%	90.15
Total Convenience	118,506,924.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Morpeth town. What the information does not indicate is how much of the expenditure is spend purchasing goods and services in Morpeth and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Morpeth catchment that shops in Morpeth and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Morpeth and the extent to which spending leaks to other centres.

The Figures in the tables (Figure 46 and Figure 47) provide a baseline assessment against which future reports will measure changes in performance. The Figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

Figure 46: Population Leakage

Population Leakage		
Retail Centre	**Percentage (%)**	**Population**
Newcastle upon Tyne - Central	21.40	16,322
Ashington	17.68	13,485
Metro Centre	15.97	12,177
Alnwick	11.31	8,623
Cramlington	6.86	5,232
Blyth	5.99	4,566
Morpeth	**5.89**	**4,495**
North Shields - Silverlink Retail Park	3.48	2,655
Newcastle upon Tyne - Kingston Park Centre	2.04	1,555
North Shields	1.82	1,390
Wallsend	1.50	1,144
Amble	0.99	755
Gateshead - Team Valley Retail World	0.86	654
Sunderland	0.84	643
Bedlington	0.66	502
Newcastle upon Tyne - Byker Shields	0.63	480
South Shields	0.50	378
Gateshead	0.38	287
Rothbury	0.26	195
Washington	0.22	166
Berwick-upon-Tweed	0.19	145
Hexham	0.17	129
Newbiggin by the Sea	0.13	101
Seahouses	0.13	97
Wooler	0.04	29
Ponteland	0.02	14
Jedburgh	0.01	11
Belford	0.01	9
Chester-le-Street	0.01	8
Hawick	0.01	7

Source: Experian, August 2008

With regards to population, Experian estimates that only 6% of the resident population shop in Morpeth (16,322). The main shopping destinations for households in the catchment area are Newcastle City Centre (16,322 or 21.4%), Ashington (13,485 or 17.7%), the MetroCentre (12,177 or 16.0%), Alnwick (8,623 or 11.3%), Cramlington (5,232 or 6.9%) and Blyth (4,566 or 6%).

The pattern with regards to spend is relatively similar. Experian estimates that around 6% of retail spend by residents and households domiciled within the Morpeth cachment, representing £20.5 million per annum, is spent in the town. It must be noted, that this Figure is based on this large catchment area as defined by Experian and therefore may differ to like Figures that have been published previously.

More than £72 million of expenditure is lost to Newcastle City Centre (22%), with other notable leakage to Ashington (£56 million or 17%), MetroCentre (£54 million or 16%), Alnwick (£37 million or 11%) and Cramlington (£23 million or 7%). What is not clear from the Figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

Figure 47: Spend Leakage

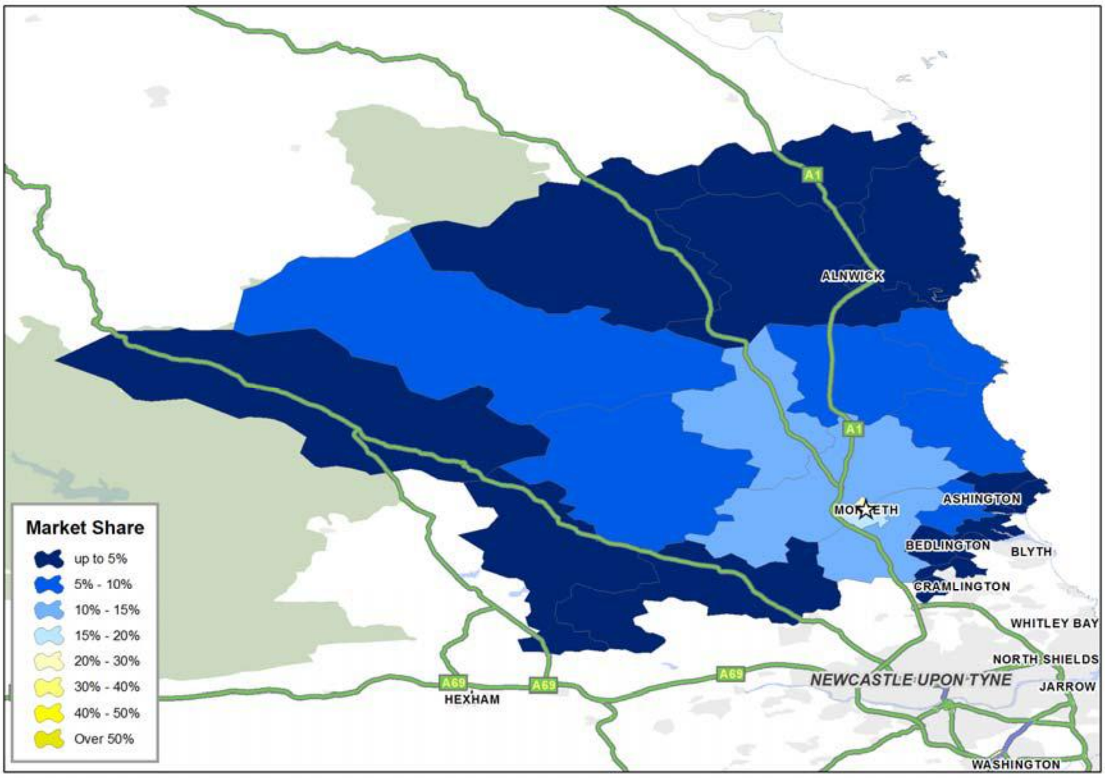
Spend Leakage		
Retail Centre	**Percentage (%)**	**Spend (£)**
Newcastle upon Tyne - Central	21.73	72,297,900
Ashington	16.88	56,158,275
Metro Centre	16.23	53,994,166
Alnwick	11.26	37,481,917
Cramlington	6.91	22,992,939
Morpeth	**6.16**	20,510,301
Blyth	5.83	19,382,358
North Shields - Silverlink Retail Park	3.48	11,591,043
Newcastle upon Tyne - Kingston Park Centre	2.07	6,904,236
North Shields	1.82	6,070,284
Wallsend	1.50	4,993,634
Amble	0.98	3,253,831
Gateshead - Team Valley Retail World	0.87	2,900,771
Sunderland	0.84	2,808,990
Bedlington	0.65	2,148,132
Newcastle upon Tyne - Byker Shields	0.64	2,114,696
South Shields	0.49	1,642,569
Gateshead	0.39	1,310,451
Rothbury	0.29	964,765
Washington	0.23	777,907
Berwick-upon-Tweed	0.20	667,209
Hexham	0.17	568,874
Seahouses	0.14	461,801
Newbiggin by the Sea	0.12	388,743
Wooler	0.04	140,017

Ponteland	0.02	63,735
Jedburgh	0.01	44,644
Belford	0.01	42,146
Chester-le-Street	0.01	36,532
Hawick	0.01	28,971

Source: Experian, August 2008

The map (Figure 48) shows the Morpeth catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Morpeth. From the map, it can be seen that households located within Morpeth and the adjacent hinterland spend between 10 and 15% of their total retail expenditure in Morpeth. Propensity to shop in Morpeth diminishes as you travel further afield, dropping to between 5 and 10% in the Rural Coalfields and Ashington and to between 0-5% in the Northumberland National Park.

Figure 48: Proportion of Retail Expenditure



Source: Experian, August 2008

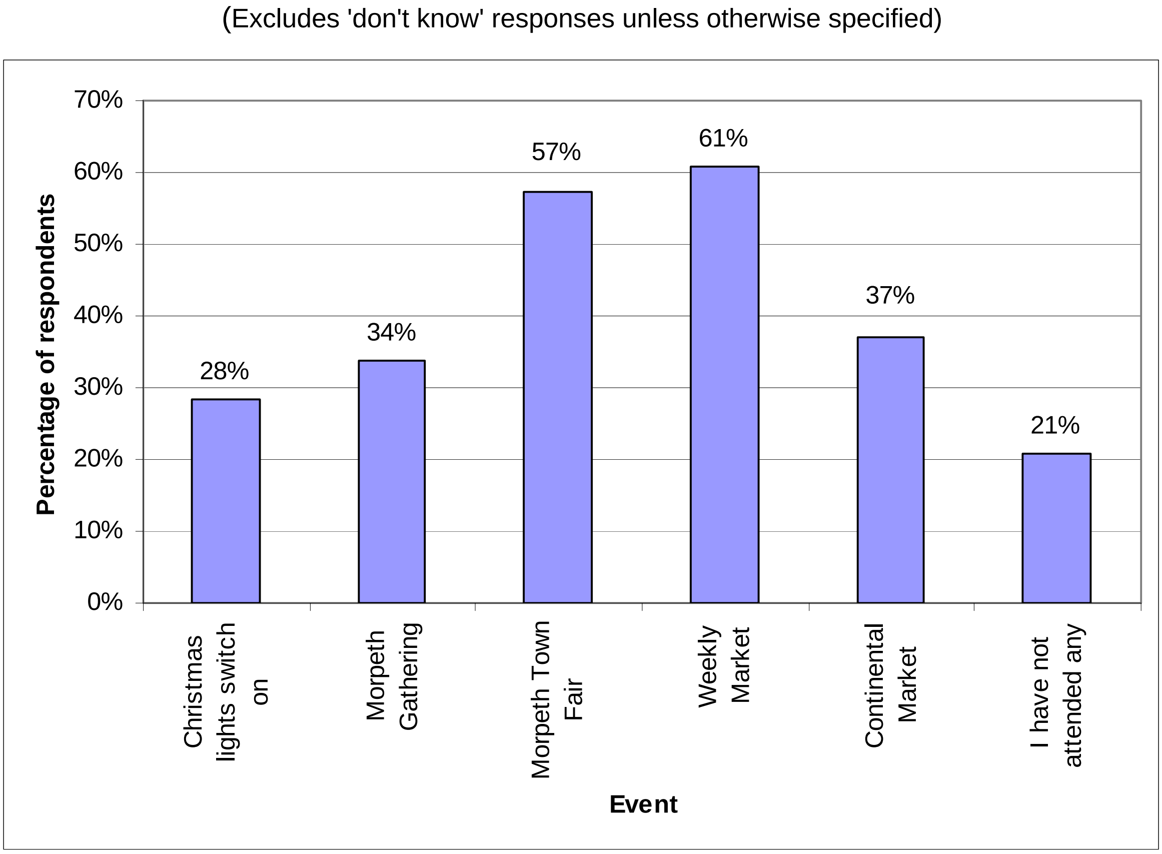
12.6 Opinions on and use of Leisure and Entertainment

9% of respondents said that they were in Morpeth town centre for leisure on the day of the interview.

Events attended

79% of respondents had attended at least one of the events mentioned in the survey. The weekly market and the Morpeth Town Fair were attended by the highest proportions of respondents (61% and 57% respectively) (Figure 49).

Figure 49: Have you ever attended any of these events?



Base: 222 respondents

Source: Northumberland Infonet Shopper Questionnaires, October 2007

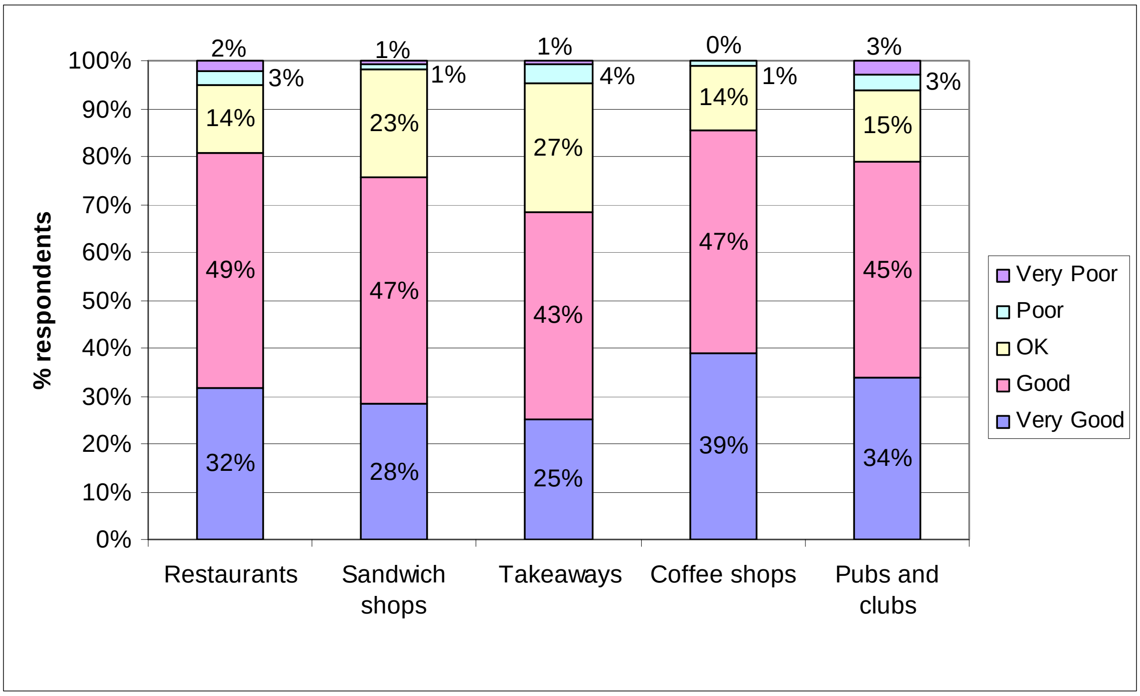
Eating and drinking

The eating and drinking venues in Morpeth were generally rated quite highly by the respondents. Coffee shops and restaurants were rated the highest, with 86% and 81% of respondents giving a good/very good rating respectively.

Takeaways had the lowest proportion of respondents giving a good/very good rating (68%). However, only 5% gave a poor/very poor rating for this type of venue (Figure 50).

Figure 50: How would you rate the following venues for eating and drinking in Morpeth?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 165 to 200 respondents depending on type of venue (note: this excludes those respondent's that gave a 'don't know' response)

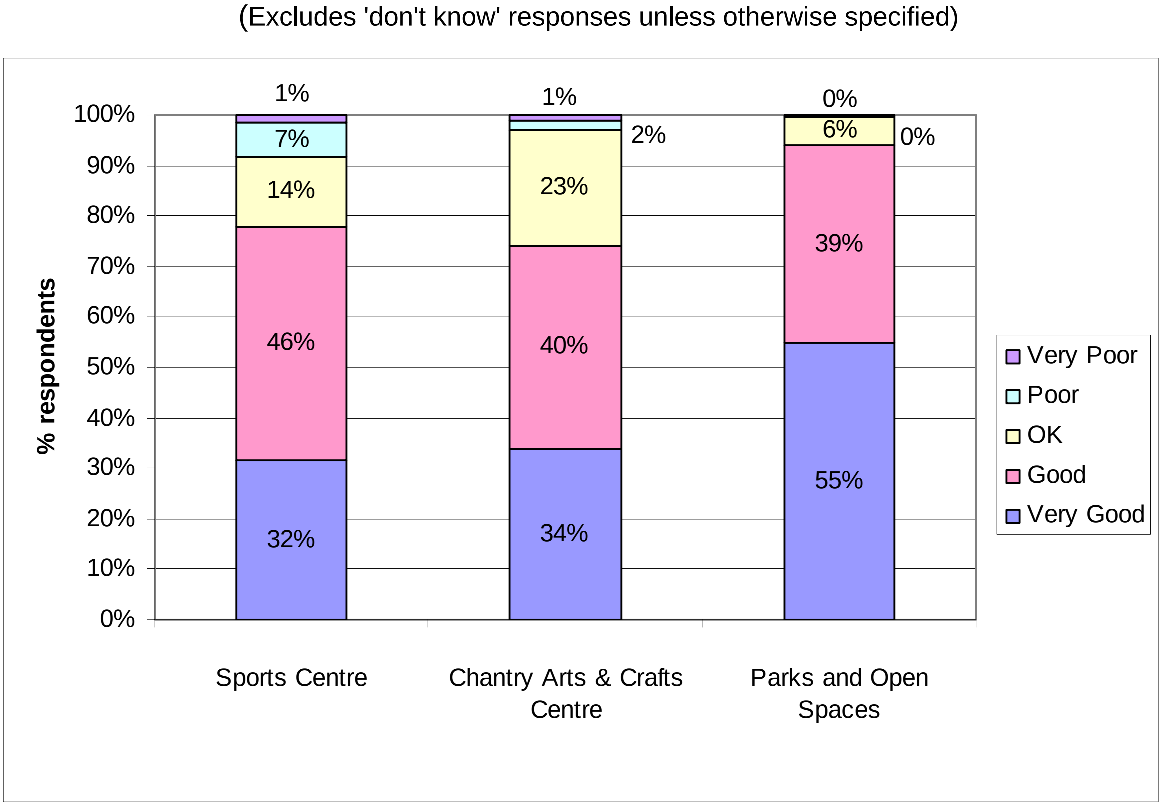
Arts and leisure facilities

The parks and open spaces in Morpeth were rated very highly by the respondents, with 94% saying that they were good or very good, and none of the respondents giving a poor rating.

78% of respondents rated the sports centre as at least good, but 8% thought that it was poor or very poor.

The Chantry had a slightly lower proportion (74%) of respondents giving a favourable rating, but only 3% giving a poor rating (Figure 51).

Figure 51: How would you rate the following arts and leisure facilities in Morpeth?



Source: Northumberland Infonet Shopper Questionnaires, October 2007

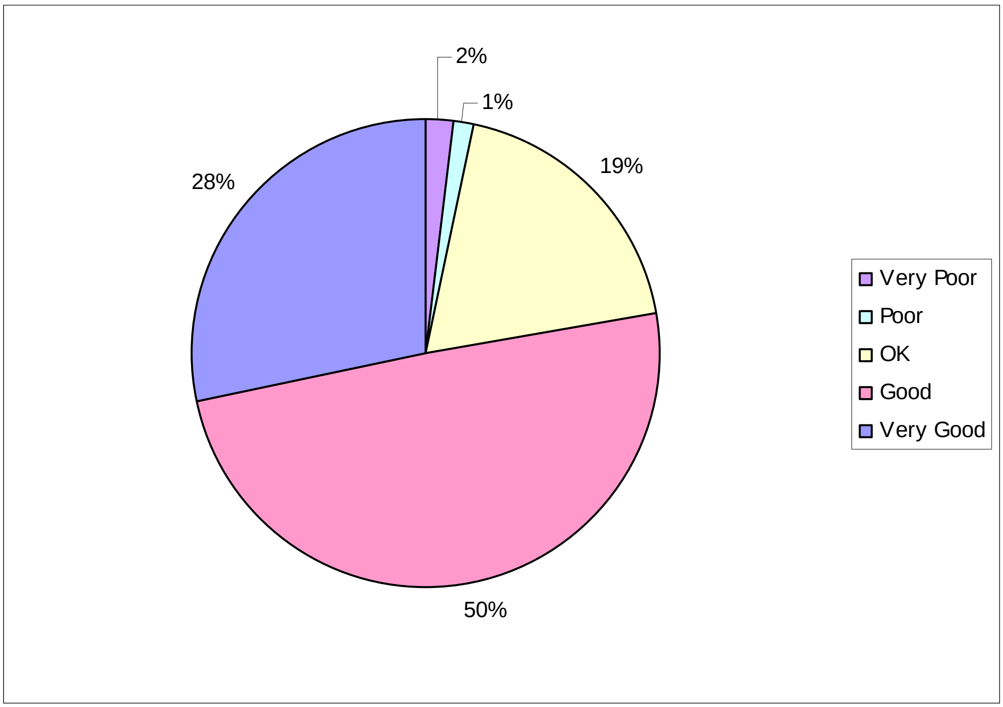
Base: 148 to 211 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

General

When asked how they would rate Morpeth as a place to enjoy yourself, 78% of respondents gave a good or very good response. Over one third of these were 'very good' responses' (Figure 52).

Figure 52: How do you rate Morpeth as a place to enjoy yourself

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 216 (note: this excludes those respondents that gave a 'don't know' response)

When respondents were asked how they would make the town centre better, 4% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

- picture hall;
- arts/sports;
- need a cinema;
- more culture, films, shows.

A related comment was also made in response to the question 'what improvements would you like to see to the retail offer in Morpeth'. The response was "music / art / dancing / sports".

12.7 The Future: what will improve the town as a place to shop or visit?

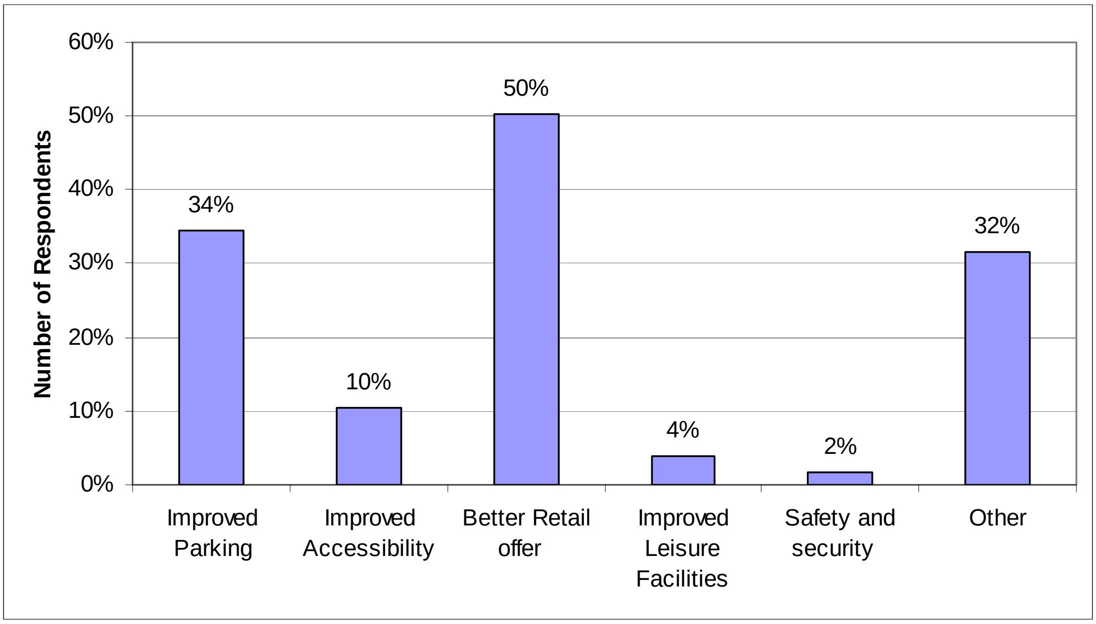
From the analysis of the Morpeth shopper survey, it appears that in order to improve the town as a place to shop or visit, three issues need to be addressed:

- the retail offer;
- parking;
- traffic.

The first two of these were given by various respondents as a way to make the town centre better (50% mentioned the retail offer and 34% mentioned parking). The third (traffic) was seen to be a main problem with the shopping experience in Morpeth by 66% of respondents (Figure 53).

Figure 53: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, October 2007

Base: 183 respondents

Respondent's views on parking have already been covered in sections 9.2. Opinions on the retail offer and on traffic are covered in more detail below.

Retail

- Just less than half (49%) of respondents gave a good or very good rating for Morpeth as a place to shop. 17% gave a negative rating.
- 50% gave the response, 'better retail offer' as a way to make the town centre better.
- 58% of respondents that that the main reason they were in the town centre on the day of the interview was to do some shopping.
- When asked whether respondents agreed with the statement 'on the whole, Morpeth offers a wide choice of quality shops', only 30% agreed but 42% disagreed.
- Comments with regards to the main problems with the retail in Morpeth included:
    - More selection
    - Not enough choice
    - Lack of Retail
    - Too many charity shops
    - Too many charity shops - killing ordinary trade
    - Lunchtime closing
- Comments with regards to the improvements to the retail offer in Morpeth can be found in Appendix 2 (Q17).

Parking

See sections 9.2 and 9.3.

Traffic

As already mentioned above, 66% of respondents gave 'traffic' as being a main problem with the shopping experience in Morpeth town centre. A number of comments related to traffic were also given in response to this question:

- Roadworks (6 responses).
- Road Works & Parking.
- Road works into Morpeth.
- Traffic on Main Street.

- Congestion in centre - to many lorries.
- Lorries parked up illegally.
- Road can be a bit dangerous.

Ways to make the town centre better also included suggestions related to traffic:

- Less traffic (5 responses).
- Less traffic and roadworks.
- Less traffic in centre.
- Make big lorries not allowed through centre.
- Town centre bypass.
- The traffic bypassed onto the A1.
- Better variety & better road infrastructure to by pass traffic congestion.
- Less congestion.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Morpeth Town Centre;

- Demolition work is now well underway at the Sanderson Arcade. The shopping centre is being transformed into the £32 million (8,360m^2) masterplanned scheme incorporates an elegant new-build shopping arcade, a landscaped piazza, an extension to the existing Morrison's store, a new bus interchange and additional short and long stay car parking. Phase one of the works is now complete and has delivered highway improvements and a new long stay car park. Construction on the main scheme is due to start within the next two months. The development also includes the construction of a new transport interchange and an extension to the adjacent Morrisons supermarket. The will strengthen Morpeth's role as a retail and service centre.

- St Georges Hospital situated to the North of Morpeth the former hospital site is considered the best location to deliver the majority of future growth within Morpeth. The LDF Core Strategy Submission by Castle Morpeth Borough Council suggests predominantly residential development for at least 450 dwellings with an element of employment.

- Fairmoor, Northgate Hospital is another former site to the northern edge of the town. The site is located beside the A1 and requires highways improvements to be fully developed. This is also considered to be a major employment site within the district to attract high quality employment developments.

14.0 MORPETH FLOODS (SEPTEMBER 2008)

An estimated 1,000 properties were flooded in Morpeth after the River Wansbeck burst its banks. Coastguards, Firefighters and the RSPCA were amoung the services going to the aid of those stranded by the rising water.

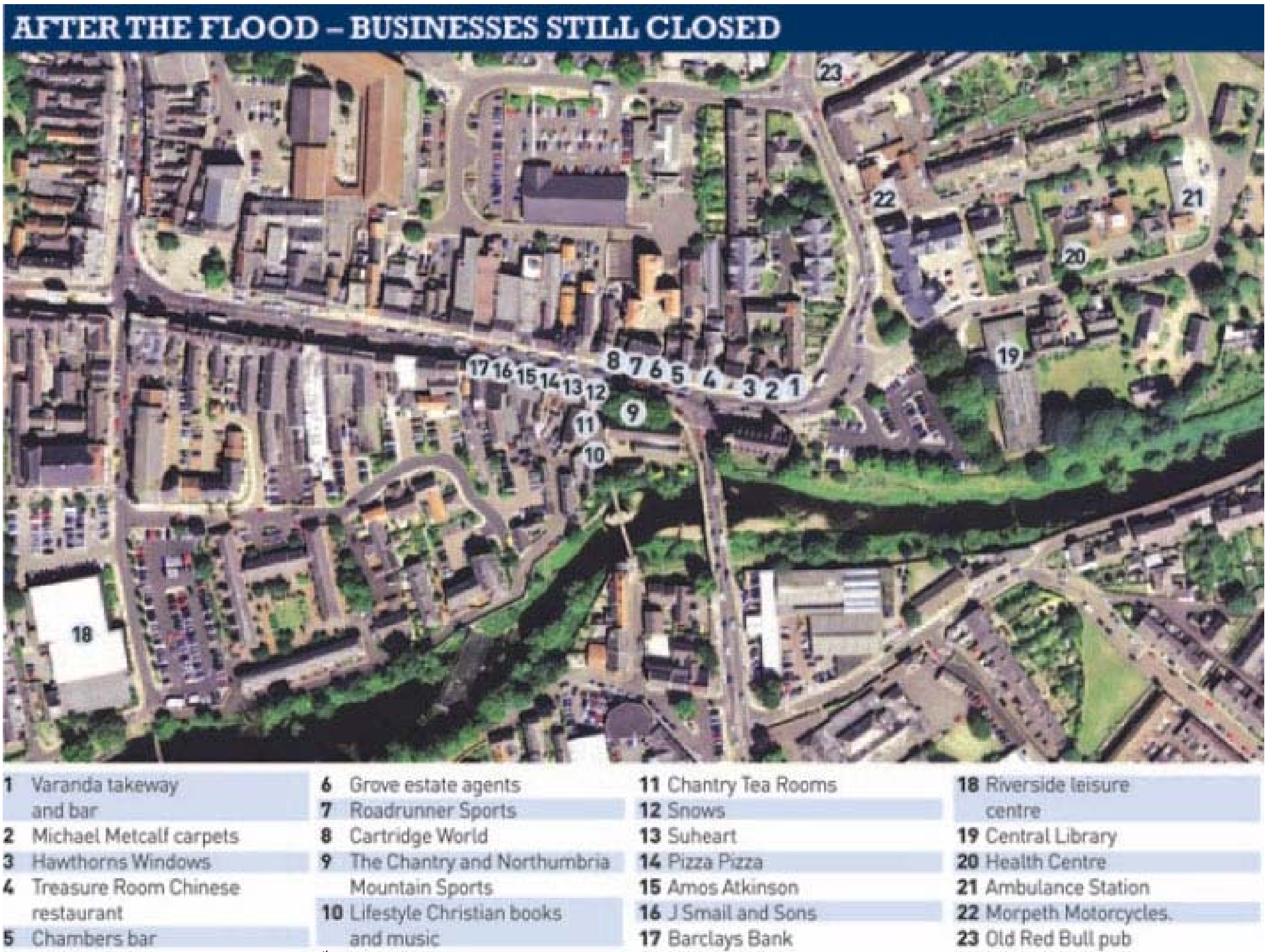
As a result of the flood in Morpeth a number of clean up fees and the goodwill and support from Northumberland County Council, Environment Agency, NEDL and the Fire and Rescue Service made the whole process a lot easier. Free skips were provided by Castle Morpeth Borough Council where there was a free collection from the homes affected as and when required. The whole town has been continuously cleansed and swept. Northumberland County Council and Castle Morpeth Borough Council have continued to empty the drains to make sure everywhere is completely clean.

There are around 30 public buildings, shops, pubs and other commercial premises in Morpeth Town Centre that remain closed to visitors and customers, six weeks after the flooding. The Library, ambulance station and health centre as well as the Riverside Leisure Centre and historic Chantry building. The Riverside Care Home is still closed, with its elderly residents moved to various other homes. Other businesses which are closed are Barclays Bank and town centre pubs such as The Old Red Bull and Chambers. Work has started to repair flood damaged floors, walls and fittings in a bid to get the businesses opened as soon as possible. However some businesses will remain closed for months while others are hoping to be open in again within the next few weeks. One North East has £500,000 worth of funding to help businesses affected by the floods and “more than 65 businesses had claimed a total of £66,000 in grants from the funds”.[8]

Figure 54 shows a map of Morpeth after the flood and which businesses are closed.

[8] The Journal, Thursday, October 16, 2008

Figure 54: Morpeth after the flood and which businesses are closed



Source: The Journal, 17th October 2008 www.journallive.co.uk/northumberland-sites/

It must be noted that the majority of the data in this report was collected before the floods occurred in Morpeth. This is including the data collected in the shopper's questionnaires which took place in October 2007. Therefore, the floods would not have had an impact on the views and responses gathered from the shopper's questionnaires.

15.0 CONCLUSION

Morpeth is currently undergoing a huge programme of redevelopment (the £32 million Sanderson Arcade project) which must be taken into consideration when drawing conclusions about the health of the Town Centre (see plan of new development in Appendix 3).

In the Town Centre, 53% of the floorspace use was for retail (Figure 3). However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 42% disagreeing or strongly disagreeing to the statement "Morpeth offers a wide choice of quality shops", compared to 30% agreeing or strongly agreeing (Figure 5). Appendix 2 showing the verbatim responses to what improvements to the retail offer were needed shows that they feel generally the range and quality of shops need to be focused on. Additionally, Figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

However, these responses should be monitored carefully when comparisons between this report and the next report are made. The opening of the "new" Sanderson Arcade (due Spring 2009) will see 27 new retail units with retailers such as Laura Ashley, Marks and Spencers, Waterstones and Starbucks to name but a few, already signed up (Appendix 3).

There was 8% of vacant floorspace in Morpeth (see Figure 12). However, Figure 11 showed that the majority of vacant buildings (55%) and floorspace (48%) in Morpeth was situated in the Sanderson Arcade. Therefore, the assumption is there that we will see a significant change in these Figures in the next town centre health check. Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had increased when looking at property flows. This was a result of fewer buildings changing from being vacant to occupied from 2007 to 2008, than occupied to vacant.

There had been local and regional interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 69% (of those travelling by car) finding it very or fairly easy (Figure 17). However, 34% of shoppers felt that the main problem with the shopping experience in Morpeth was parking and 39% of respondents thought that the availability of public parking spaces was poor or very poor.

Appendix 2 also shows that the specific parking problems shoppers commented on was the lack of parking and the cost of parking. Further, 52% of respondents also gave a poor or very poor rating for the cost of parking (Figure 19). Morpeth also has good bus and train connectivity, which is shown in Figures 22 and 24 respectively, by the frequency and number of destinations reached from Morpeth. This is important as 14% of shoppers on the days of the shopper's survey had travelled by bus. However, no respondents had actually travelled by train. 81% of shoppers travelling into the town centre by bus also found it very or fairly easy to travel there (Figure 24). Additionally, Figure 26 shows that approximately one half of shoppers gave a positive response when rating the quality, regularity and destinations served by public transport. Part of the Sanderson Arcade development includes a new transport interchange and long stay car park increasing the number of parking spaces within the town centre which will hopefully have a positive impact on the accessibility to Morpeth Town Centre in the future.

When looking at retaining shopper spend, just 6% of Morpeth residents shopped in Morpeth. 21% of expenditure was lost to Newcastle and a further 18% to Ashington and 16% to the Metro Centre (Figure 45). However, the current regeneration of the Sanderson Arcade (Appendix 3) will hopefully have a dramatic effect on reducing the amount of leakage from Morpeth to surrounding centres.

The recent floods (September 2008) had a serious impact on the town centre with 23 businesses still closed for business six weeks after they hit (Figure 54). However, with services such as the County and District councils, Environment Agency, NEDL and Fire and Rescue Sercvice all pulling together, and funding from One North East, they tried to ensure that there was as little disruption as possible to the functioning of the town.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Morpeth was in reasonable health. Although there have been some negative responses from the shoppers' surveys with regards to the variety of retail offer in general, and large amounts of leakage to surrounding centres the implementation of the various regeneration projects, notably the Sanderson Arcade should show hopefully show some improvements in forthcoming years (Appendix 3).

16.0 RECOMMENDATIONS

The town centre health checks will be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Morpeth by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Morpeth Town Centre?

Parking

- parking (13 responses)
- car park
- car parking
- cost of parking (2 responses)
- parking charges
- parking charges too high
- parking terrible charges
- not enough car parks
- not enough parking
- parking - not enough spaces
- parking is not good - more carparks
- parking is bad
- more disabled parking

Roadworks

- roadworks (6 responses)
- road works & parking
- road works into Morpeth

Other

- traffic on Main Street
- cogestion in centre - to many lorries
- lorries parked up illegally
- road can be a bit dangerous
- bus service
- bus Times
- shopping ok. Bad in morning for access.
- expensive
- you have to pay to shop
- more selection
- not enough choice
- lack of retail
- too many charity shops
- too many charity shops - killing ordinary trade
- lunchtime closing
- only at certain times
- re-development
- too busy
- too spread out

- boring
- drinking on street
- ot enough

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Alnwick?’

Clothes & shoes

- Next, H & M
- Next (2 responses)
- men's clothes shops
- Marks and Spencers/ clothes
- M & S, gents outfitters
- M & S clothes. More clothes
- large M&S
- ladies clothes for older generation
- ladies clothes and shoe shops
- more womens wear, shoe shops
- Debenhams, M&S
- clothes shops, not chain
- clothes shops for younger people
- clothes shops for over 40s
- clothes - Men, Women, Kids
- clothes (3 responses)
- children's clothes
- River Island, Jane Norman
- Pumpkin Patch/ children's clothing shops
- more clothes shops for plus size eg Evans, New Look
- more clothes shops (younger)
- more clothes shops for larger sizes

Mixture of retail types

- KFC, Fast food, HMV,
- high street shops, clothes, CDs, DVDs
- grocery, clothes
- furniture shops, DIY shops
- shoes, clothe, electricals
- shoe shops, DIY
- more specialist shops, not chain, clothes and food shops
- mens clothes, electricals
- clothes shops, River Island, KFC, Pizza
- fast food outlets, skateboard stores, etc
- clothes, electricals
- electrical/ clothes
- electrical, clothes
- electrical goods, DIY, gardening

- DIY- clothes shops and CD and DVD shops
- decorating, shoes and mens clothing
- card, clothes, variety Wilkinsons
- bigger shops, DIY, M&S clothing

Other

- tea shop
- KFC
- more food shops like Safeway
- longer opening hours for Morrisons
- proper butchers and proper bakers
- not chain, specialist, beer & wine
- quality shops, record shop, no chains
- HMV or Music Store
- more men's shops
- men's shops (2 responses)
- confectionary & Tobacconist Shops
- computer shops- PC World
- less chain stores, less pubs
- fewer coffee shops, hairdressers
- Fenwicks
- Fat Face
- electricals (2 responses)
- DIY, like B&Q
- less Estate Agents
- more ranges
- better shops
- better quality shops
- better quality shops, less building societies
- music/ art/ dancing/ sports
- anything really
- improved wheelchair access

Verbatim responses to 'Q23 How would you make this town centre better?'

Retail offer

- clothes (6 responses)
- clothes for older people
- clothes shops (8 responses)
- clothes stores
- clothing
- better clothing shops/ TK Maxx
- better Variety of clothes shops
- BHS, Primark
- different clothes shops
- different variety clothes shops etc
- good clothes shops, designer for kids/ teenagers
- good job Rutherfords is here or we'd have nothing
- M&S Clothing
- M&S, clothes shops
- mens clothes stores, more variety
- mens clothing shops (2 responses)
- more clothes shops
- more younger children's clothes
- New Look, Clothes
- River Island
- high street shops, clothes shops
- HMV, New Look, McDonalds
- bigger range of shops/ DIY
- individual shops clothing, produce, restaurants
- men's shops
- men's shops and chain stores
- mobile phone shops
- cheaper supermarkets
- womens wear and Shoe Shops
- better Selection Of Shops- Men and Women
- electrical, clothes
- electricals
- fast food outlets
- have a Tea Shop
- more variety
- more variety like M&S
- more variety of shops
- more variety, department store
- more younger stores
- Next, Tesco
- nice card shop, nice shoe shop

- River Island, cheaper cafes
- superstore like Morrisons
- more shops
- more shops in general
- more shops. McDonalds.
- more mens, electrical, sports shops
- more interesting shops/ Main stream - like Argos
- get rid of charity shops - not everyone wants to shop there.
- anything instead of charity shops
- less charity shops. Improved transport.
- more good shops, less charity shops
- remove charity shops

Traffic / parking / pedestrians

- cheaper Parking (2 responses)
- drop the parking charges
- less charges on parking
- no charge - parking
- no parking charges
- better bus options
- better bus service to outlying areas
- better buses
- bus service tailored to retired generation
- more reliable buses
- less traffic (3 responses)
- less traffic and roadworks
- less traffic in cetre, cheaper parking on periphery
- less traffic, ramps
- make big lorries not allowed through Centre
- town Centre ByPass
- the traffic bypassed onto the A1
- better variety & better road infrastructure to by pass traffic congestion
- pedestrianise main street
- pedestrianise, improve pavements. less trendy bars
- pedestrianise, less new build, less congestion
- pedestrianise, less traffic
- pedestrianise, more policing at pub closing
- pedestrianised (2 responses)
- pedestrianised, lights at Goose Hill, Lower rents for shops
- more crossings

- Sanderson Arcade pedestrianised areas
- pavements improved for better walking

Arts / leisure

- picture hall
- arts/ sports
- need a cinema
- more culture, films, shows

General / other

- do up town hall and interior
- facelift
- left it how it used to be years ago
- more traditional like Alnwick - its drifted towards "modern"
- more seating
- outside sitting areas - for coffee. A more cosmopolitan feel.
- new Arcade
- new town centre, general improvement
- for younger people
- once its refurbished & there's more for youngsters to do it'lll be better
- the shops fronts are too "outstanding"/ they should pay more attention to the architecture
- they're shutting too many shops, keep shops open, lower rent?
- reduced prices, local traders
- get rid of chewing gum, less traffic
- less litter, more local shops, clothes shops
- less rubbish from takeaways, cleaner streets
- more litter bins
- council taking notice of the people. Better policing.
- more community policemen for crowds of young people
- more Employment
- publicity of events
- training Free More Choice Of Shops
- anything really
- anything really

APPENDIX 3

Plan of the redeveloped Sanderson Arcade (at October 2008) (www.sandersonarcade.co.uk)

UNIT 1	Martin's UNDER OFFER
UNIT 2	Ladbrokes
UNIT 3 G/F F/F Storage	TO LET
UNIT 4	TO LET
UNIT 5	Laura Ashley UNDER OFFER
UNIT 6	Ponden Mill UNDER OFFER
UNIT 7	East UNDER OFFER
UNIT 8	TO LET
UNIT 9	Crew Clothing UNDER OFFER
UNIT 10	Country Casuals UNDER OFFER
UNIT 11	TO LET
UNIT 12	Munero Gifts UNDER OFFER
UNIT 13	TO LET
UNIT 14	Health Choice
UNIT 15	The Jewellers Guild
UNIT 16	TO LET
UNIT 17	TO LET
UNIT 18	Thorntons UNDER OFFER
UNIT 19	TO LET
UNIT 20	TO LET
UNIT 21	Starbucks UNDER OFFER
UNIT 22	Vision Express UNDER OFFER
UNIT 23	Waterstone's UNDER OFFER
UNIT 24	Marks & Spencer UNDER OFFER
UNIT 25 (Kiosk)	Florist TO LET
UNIT 26	Timpson UNDER OFFER
UNIT 27	Mobility UNDER OFFER

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NEWBIGGIN TOWN CENTRE HEALTH CHECK REPORT

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LIST OF FIGURES

EXECUTIVE SUMMARY

- 46% (3,150m²) of the floorspace in Newbiggin was for retail.
- Shopper's perceptions of the range of retail provision was somewhat negative - 61% did not think Newbiggin offered a wide choice of shops.
- Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.
- There was 13% of vacant floorspace in Newbiggin.
- 75% of shoppers interviewed found it easy to travel into the town centre by car.
- 30% of these shoppers felt that the parking in the town centre was either poor or very poor.
- The quality of bus services in Newbiggin was given a very good rating by over half (52%) of respondents, with a further 11% giving a good rating.
- The regularity of bus services and the destinations to and from Newbiggin served by public transport were rated slightly lower (51% and 50% positive ratings respectively).
- 1% of Newbiggin residents shopped in Newbiggin. 34% of Newbiggin residents shop in Ashington, 18% of expenditure was lost to Newcastle and a further 13% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.

- Use class data should take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity of residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper’s perception of crime and safety within the town centre.
- Investigate impact of future proposals for Newbiggin on shopper’s overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
“Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken”.

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the Corporate Research Unit has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the CRU's Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks.

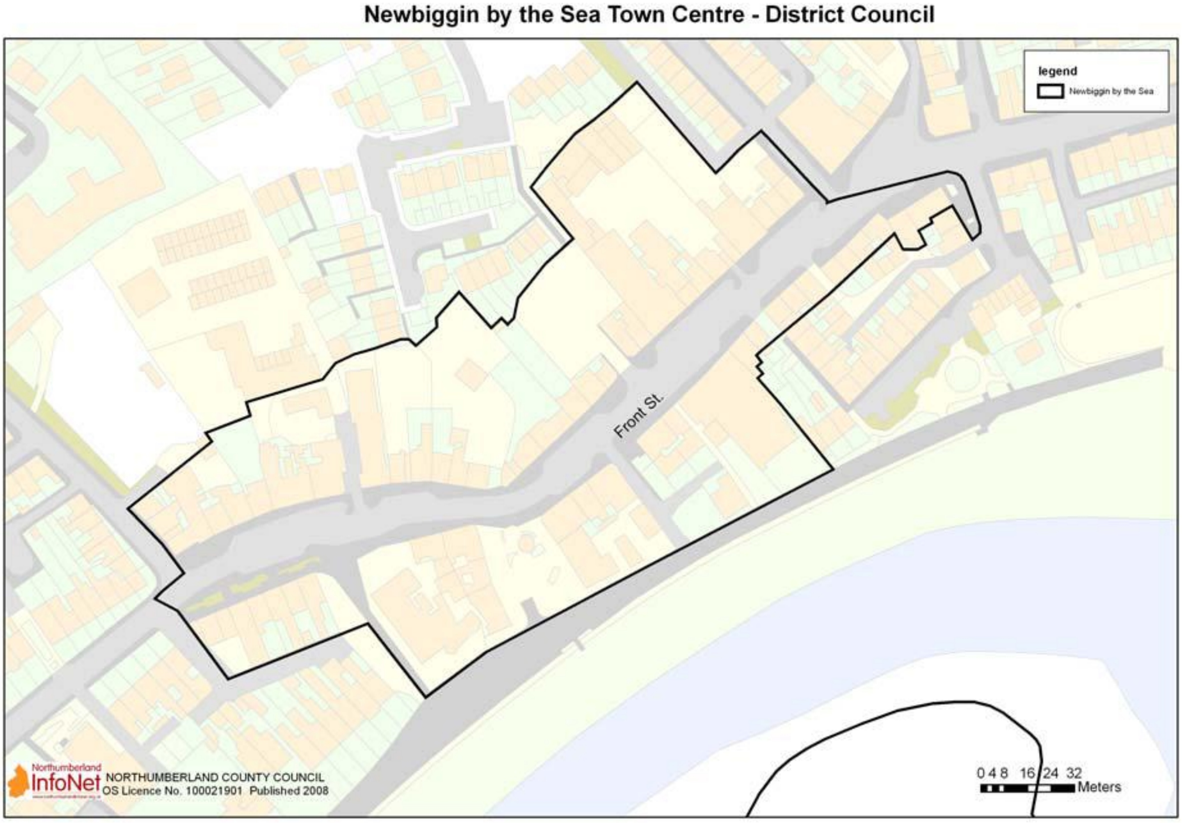
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Newbiggin's Town Centre Boundary

Throughout this report there are two different boundaries for Newbiggin Town Centre that will be used depending on the section: the town centre boundary as defined by the former Wansbeck District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Newbiggin Town Centre in relation to the District Council boundary is 26660.98 m². The area in relation to the Experian boundary is 20399.51 m².

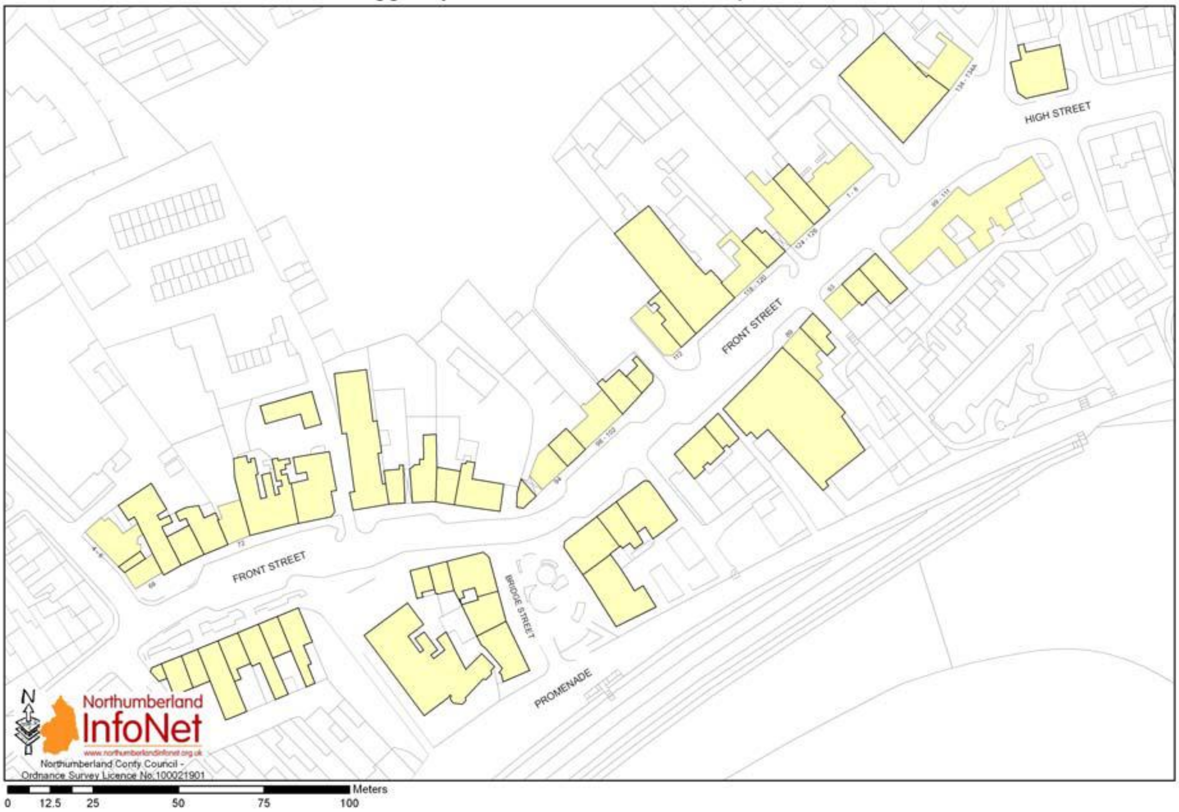
Figure 1: Boundary for Newbiggin Town Centre (District Council)



Source: Former Wansbeck District Council

Figure 2: Boundary for Newbiggin Town Centre (Experian)

Newbiggin by the Sea Town Centre - Experian



Source: Experian

2.2 Newbiggin's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From the former Wansbeck District Council): Newbiggin by the Sea is an attractive seaside village located approximately 5km to the east of Ashington. It lies on the east coast and its beach and other leisure facilities also make it a tourist destination. Over the centuries the village has made good use of its links with the sea, and at one time the town was only third in importance to London and Hull for the shipping of corn, and still maintains a small fleet of cobles.

The town centre dates from mainly around the second part of the 19th century and the town centre has a very strong character demonstrated through variety in building eras. It is one of four secondary retail and service centres in Wansbeck with Ashington being the principle centre of the District. One of the main roads in the village is Front Street. There are a range of shops, mainly small independent retailers, with the largest store in the retail core being the Co-operative foodstore.

In 2007/08 Newbiggin by the Sea was the focus of some high profile regeneration activity with £10million investment from DEFRA and £1million of other funds toward the breakwater, beach replenishment, and installation of the 'Couple' offshore sculpture. The 'Go Build on your Heritage' initiative, supported by Go-Wansbeck and the former Wansbeck District Council will see over £500,000 invested in conservation-led restoration of local historic business premises in the heart of the village. The aim is to help bring the historic and architectural character of some of the villages most beautiful buildings back to life.

2.3 History and Development of Newbiggin

Newbiggin-by-the-sea lies on the North Sea coast in south-east Northumberland, 4 miles north of Blyth and 7 miles east of Morpeth. Originally, the town was called South Wallerick. However, after the Danish invasion in 875, it was renamed as 'Neubegang' or 'Newbegining'. Several different spellings were used until 'Newbiggin' was finally settled upon.

Evidence of people in the area dates back to the Mesolthic period, from which large number of flints have been found. Three Bronze Age spearheads and a burial cist have also been found nearby, suggesting possible settlement at that time.

Three industries have played a major part in the development of Newbiggin: fishing/shipping, tourism and coal mining. A special type of boat (a coble), was developed specifically for fishing off the coast of north-east England. In 1626, 4 cobles were being used. This rose to over 140 in 1869. A few of these boats are still in use today. Newbiggin's port was also used for shipping grain, and was at one time considered to be the third most important port after London and Hull.

By the late 1800's, Newbiggin had also become a popular seaside resort with hundreds of visitors each day. This was particularly helped with the expansion of the railway to Newbiggin in the 19th century.

Coal mining also played a key part in Newbiggin's development. Newbiggin Colliery opened in 1908, and at its peak in 1940, employed 1,400 men & boys. The colliery closed down in 1967.

In the early 1970's, the town began to decline due to the reduction of the coal and fishing industries, together with serious erosion of Newbiggin Bay. Despite this decline, Newbiggin still has a population of around 7,100[1] and has numerous attractions to offer. The town boasts the oldest working Lifeboat Station in the country (1851) as well as the medieval church of St Bartholomew. Every August, the 'Medieval Fayre of St Bartholomew' is held.

[1] www.newbigginbythesea.co.uk

Newbiggin also has two caravan parks, a golf course, and a sailing club as well as several country parks nearby. The bay has recently undergone a £10 million renovation to stop the erosion and to make it more attractive to residents and visitors.

3.0 DIVERSITY OF USES

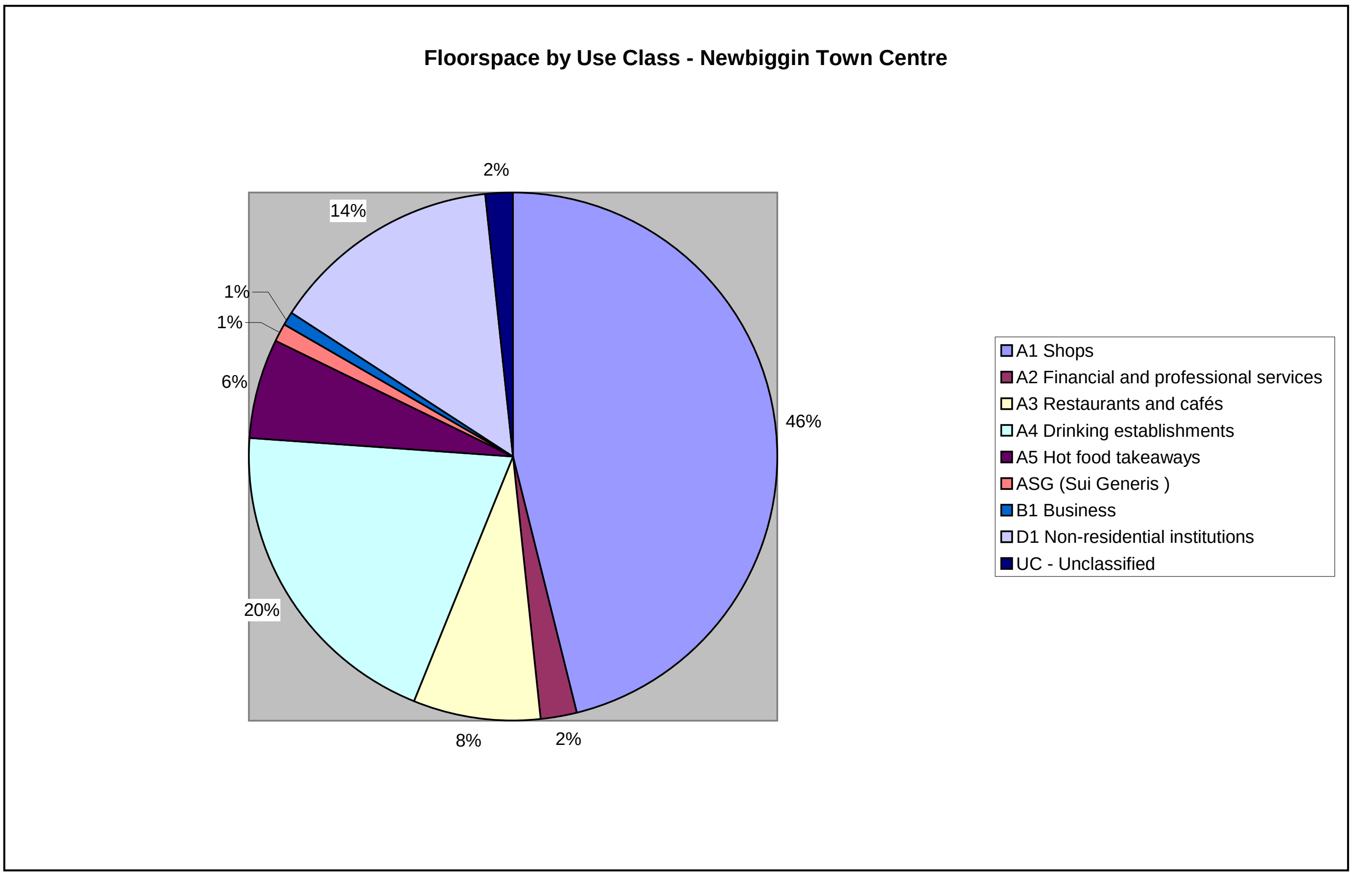
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Newbiggin Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Newbiggin.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

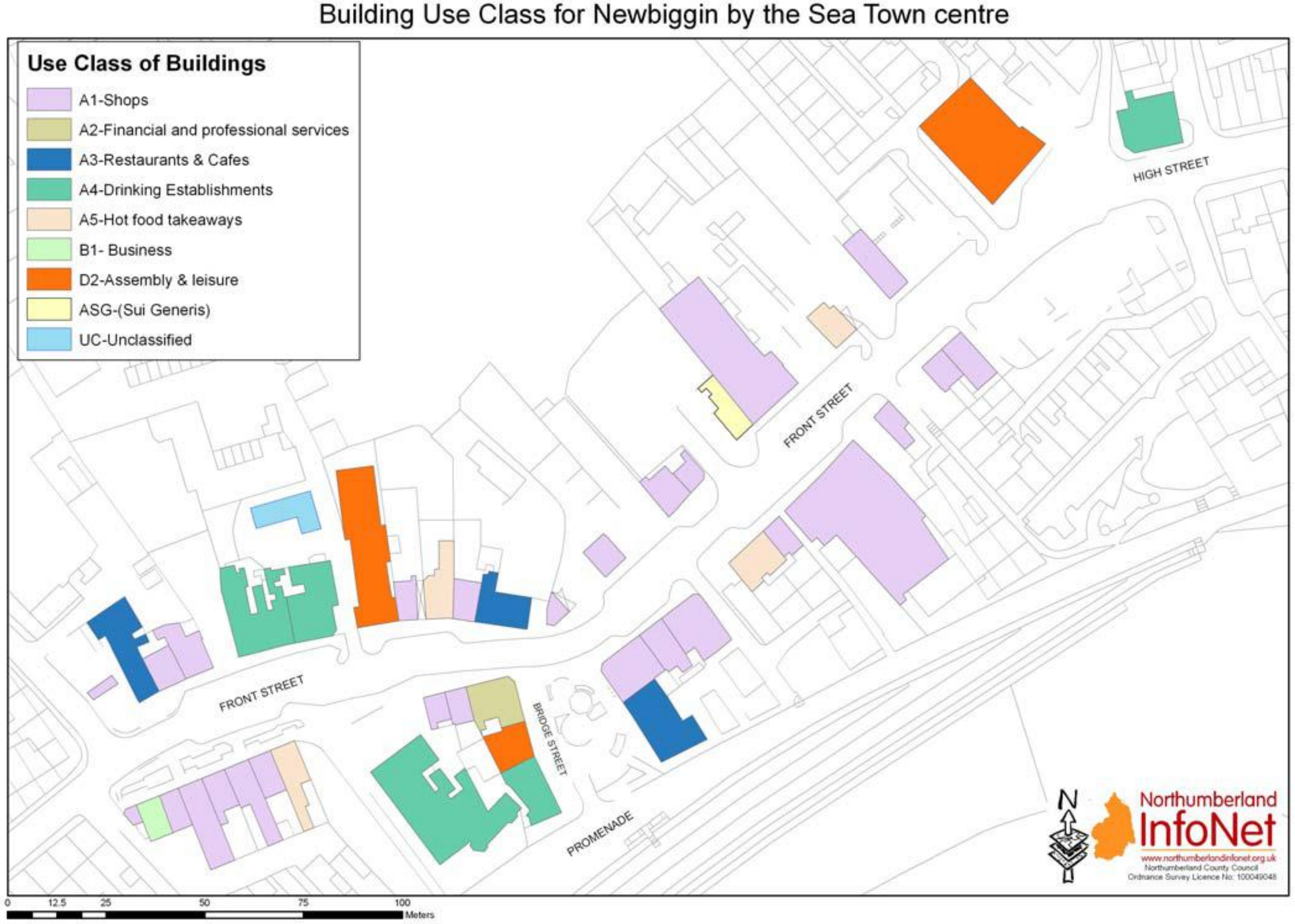
Figure 3 shows that just under half (46%) of the floorspace in Newbiggin Town Centre are classed as shops. One fifth of the floorspace was occupied by drinking establishments and 8% was occupied by restaurants and cafes which shows that Newbiggin is quite heavily dominated by the food and drink sector in comparison with other sectors. 14% of floorspace was taken by non-residential institutions.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Newbiggin Town Centre



Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the centre of Front Street and at the far west end of Front Street. The remaining buildings on the far west end of Front Street are occupied by drinking establishments.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

The main summer attractions are the 'Newbiggin by the Sea Summer Fair' taking place during the month of July and later in August in the town centre.
'The Medieval Fayre of St Bartholomew' takes place.

Hopefully the following acts will be playing music at St Bartholomew, The Grainger Singers, Mid Northumberland Chorus, Julie Pargeter's Recorder Quartet and The Denlyn Quartet with Helen Pearson on the harp. Every Saturday there is ballroom/sequence dancing from 7.45pm till 9.45pm at Newbiggin Sports and Community Centre. Live Music Night at The Coble Inn - Tuesdays from 8.00pm, where you can bring your own instruments and sing.

3.3 Satisfaction with the range of provision – retail

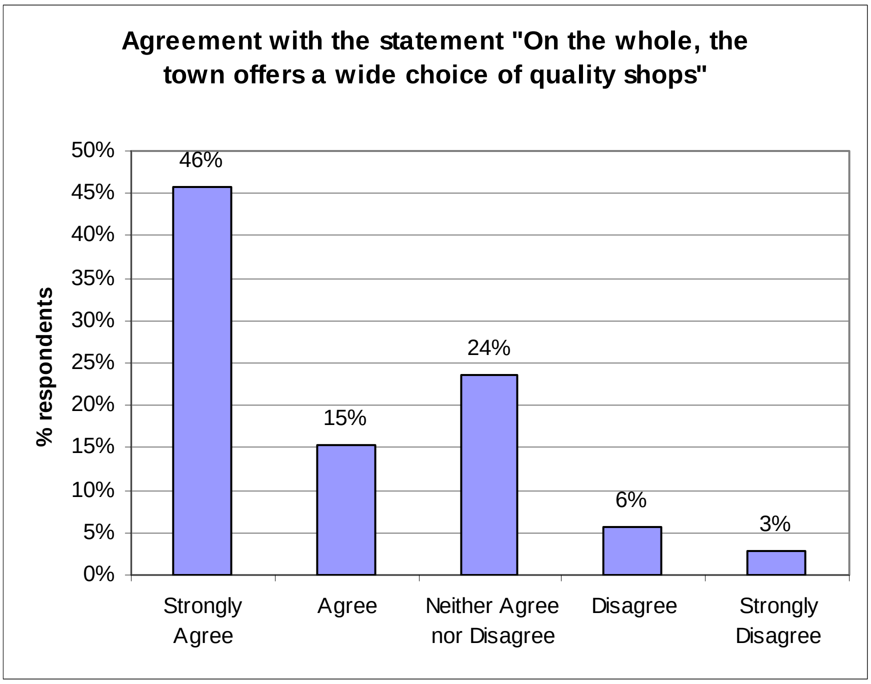
Question 14 in the Newbiggin Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Newbiggin offers a wide choice of quality shops"?

The level of agreement with this statement was considerably higher than the level of disagreement (61% vs. 9% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Newbiggin offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

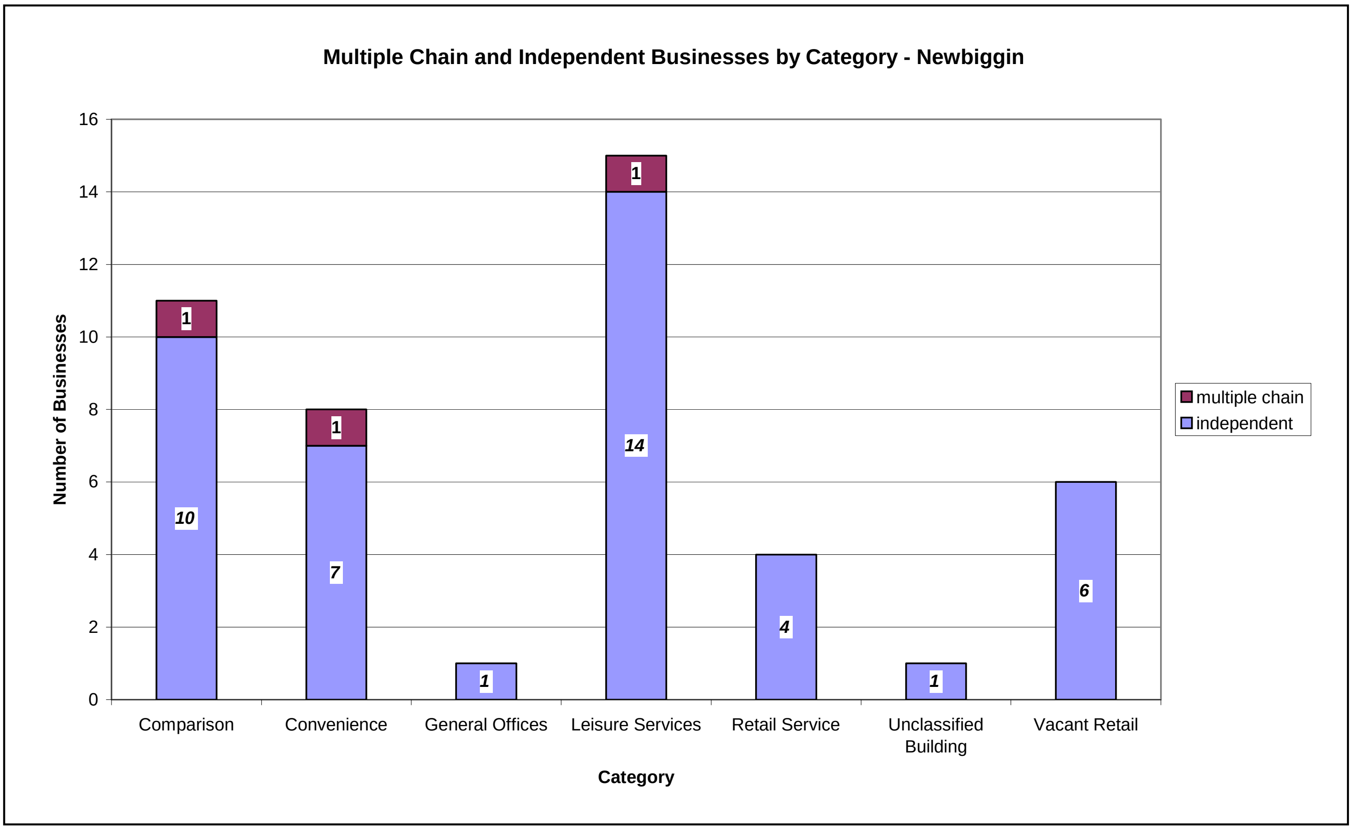
Base: 67 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Newbiggin



Source: Experian

Figure 6 shows that in Newbiggin town centre, the majority of businesses are leisure services (14 independent, 1 multiple chain). The category which has the 2nd highest amount of businesses is comparison retail: 10 of which are independent and 1 multiple chain. There are 8 convenience retail premises and 4 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Newbiggin Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Newbiggin Town Centre. It has been assumed that the reason for this is, "from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued." [2]

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

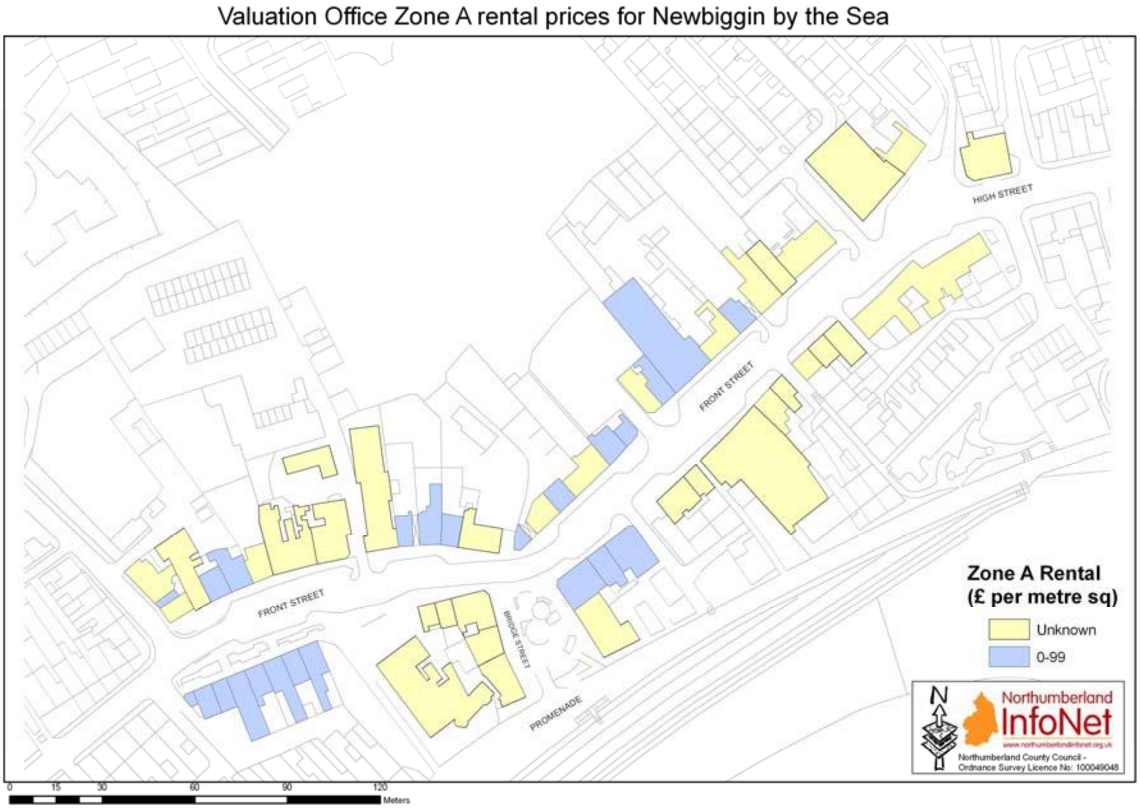
Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[2] www.voa.gov.uk

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Newbiggin Town Centre



Source: Valuation Office

Figure 7 shows that there was no zone A data for a lot of the properties in Newbiggin therefore it is not possible to identify any trends. However, it can be seen that the properties on Front Street for which the data is available fell into £0-£99 per m² bracket.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [3] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[4]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

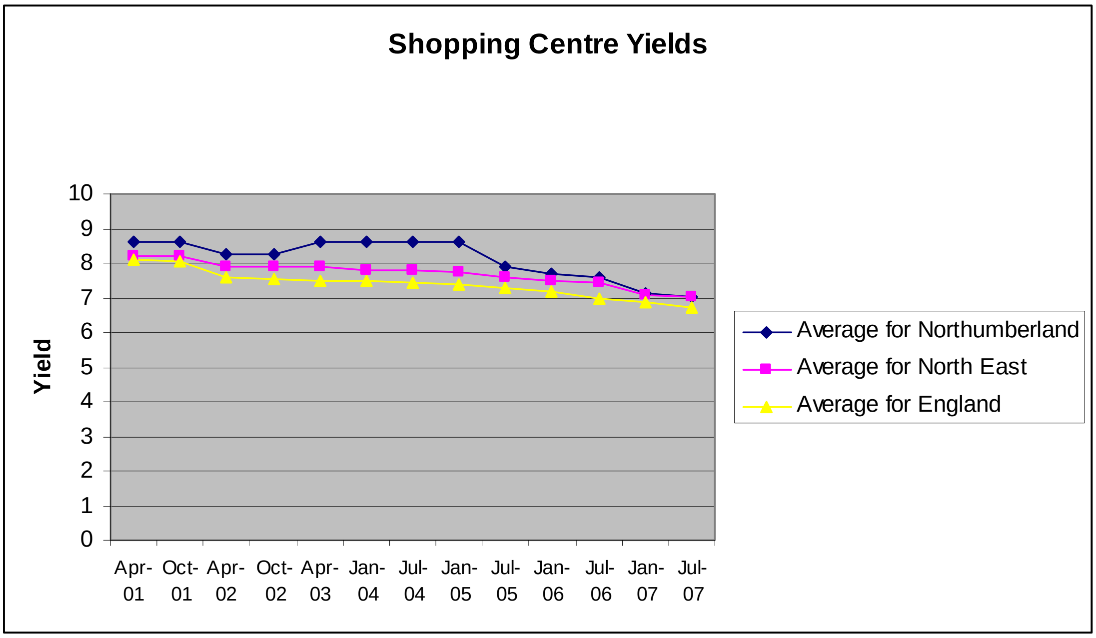
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Newbiggin, however Figure 9 shows the average yield for Northumberland, the North East of England, and England.

[3] www.voa.gov.uk
[4] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



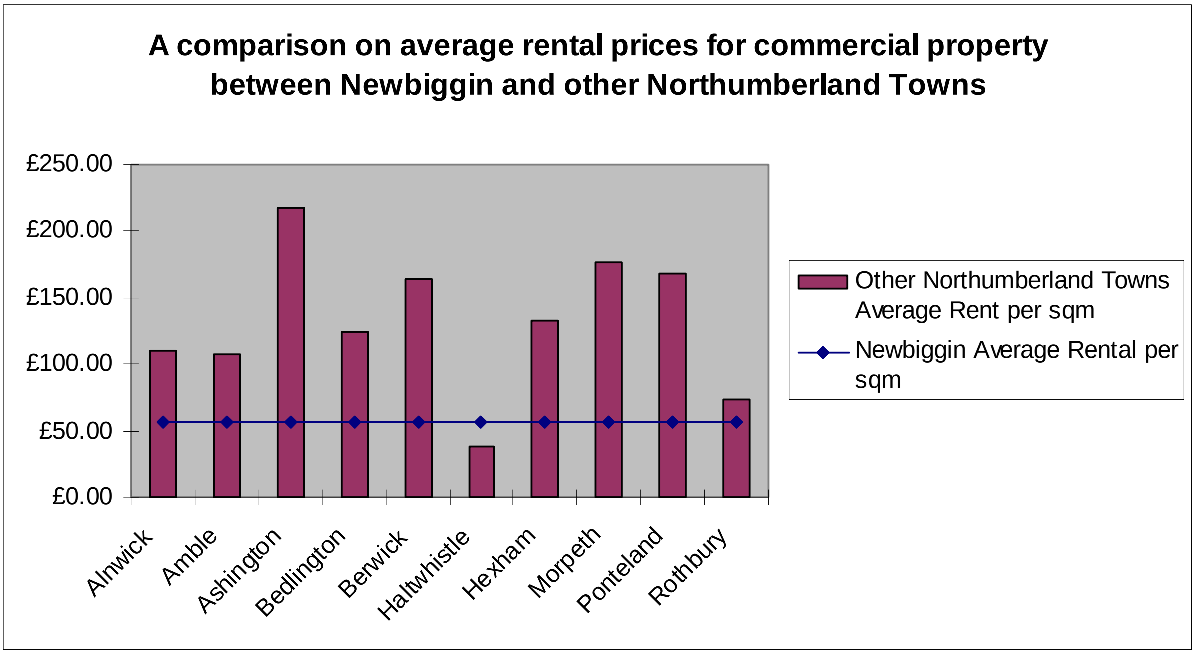
Source: Valuation Office (www.voa.gov.uk), July 2008

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Newbiggin town centre between 1st January 2006 and 31st December 2007 was £56.70 per square metre. Figure 9 show this rate in comparison with other town centres. According to Figure 9, in comparison with other Northumberland town centres, Newbiggin has the 10th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Haltwhistle with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 9: A comparison on average rental prices for commercial property between Newbiggin and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Newbiggin town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the street within Newbiggin Town Centre with the most vacant premises is High Street with 100% of premises vacant. However, it must be noted that this refers to just one retail building on High Street which is a vacant public house. The only other street within the town centre boundary with vacant premises and floorspace was Front Street with 12% of premises and 8% of floorspace vacant.

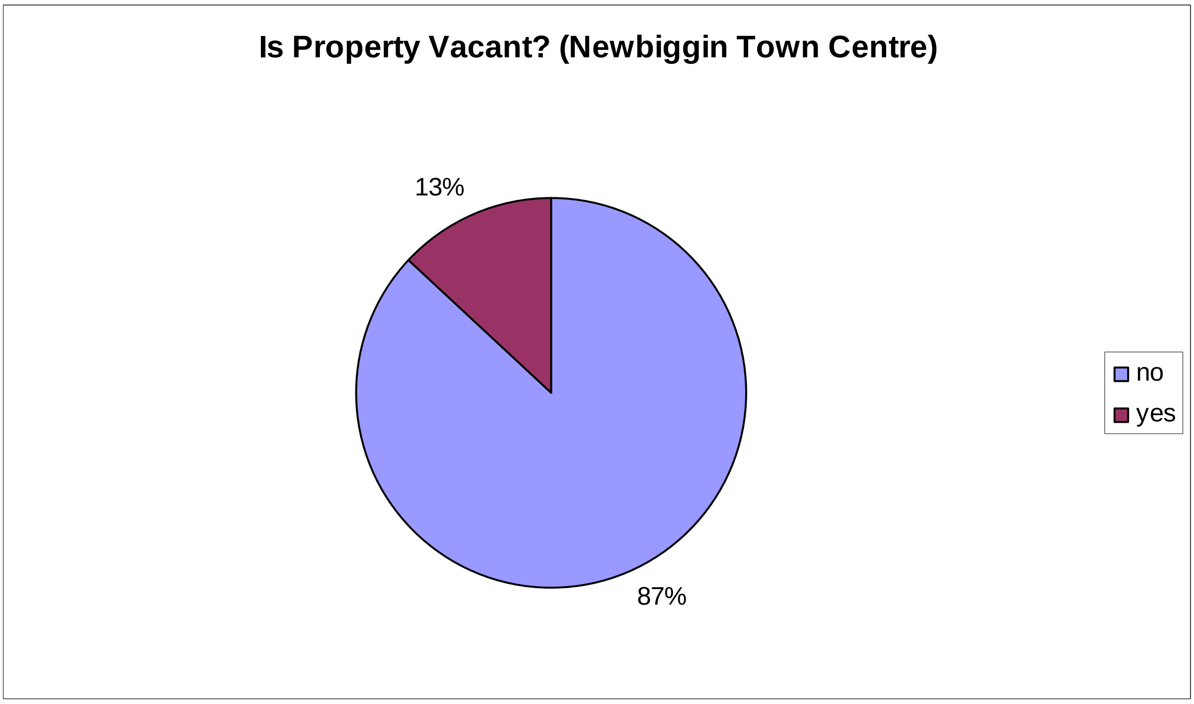
Figure 11 shows that in Newbiggin Town Centre, there were 87% of occupied premises and 13% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
HIGH STREET	100%	1	100%	1
FRONT STREET	12%	2	8%	2
BRIDGE STREET	0%		0%	
WOODHORN LANE	0%		0%	

Source: Experian

Figure 11: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Newbiggin town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Newbiggin Town Centre in April 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Friday 4th April, Saturday 5th April and Monday 7th April 2008. They were carried out by interviewers at two "access points" within the town centre (see Figure 15). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Newbiggin town centre is around 486, although this will obviously vary depending on the time of year. The data suggests that on the Friday (a "normal" day), the footfall was higher with 510. However, on the other "normal" day (Monday) the footfall was lower than the weekend day with 312 which could be due to a variety of factors.

Figure 12: Estimated daily footfall in wick Town Centre

	Estimated daily footfall[5]		
Location (see Figure 2)	**Monday ("normal" day)**	**Friday ("normal" day)**	**Saturday (Weekend)**
Co-op, Front Street	114	240	324
Post Office/ Chip Shop, Gibson Street	198	270	162
Total	312	510	486

Source: Northumberland Footfall Counts

[5] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

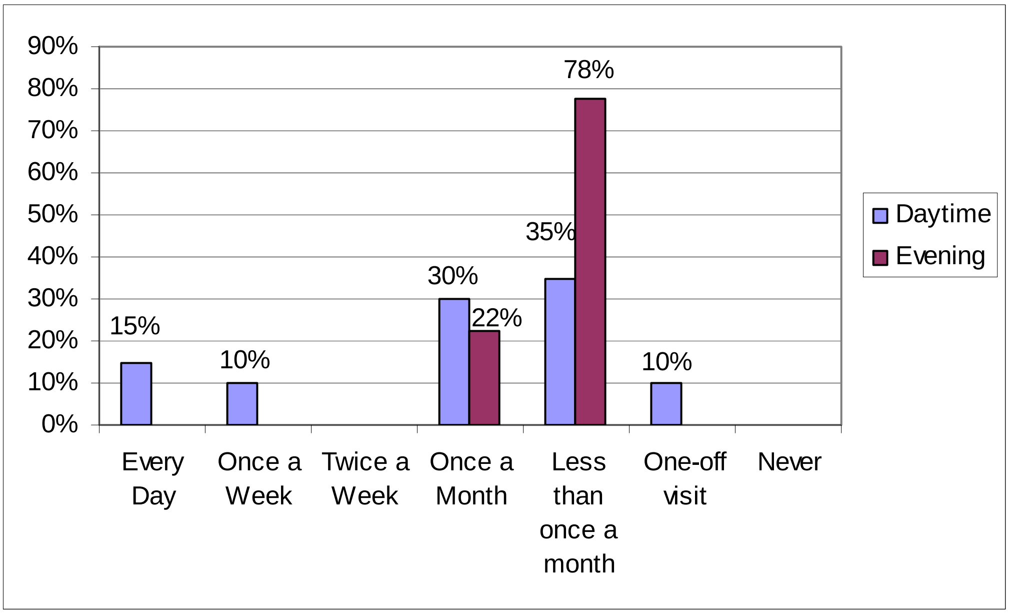
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Newbiggin town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

29% of respondents travelled into Newbiggin by car on the day of the interview (Figure 13). One quarter of these said that they go into Newbiggin at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). In terms of evening visits, all 9 that responded said that they go once a month or less.

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



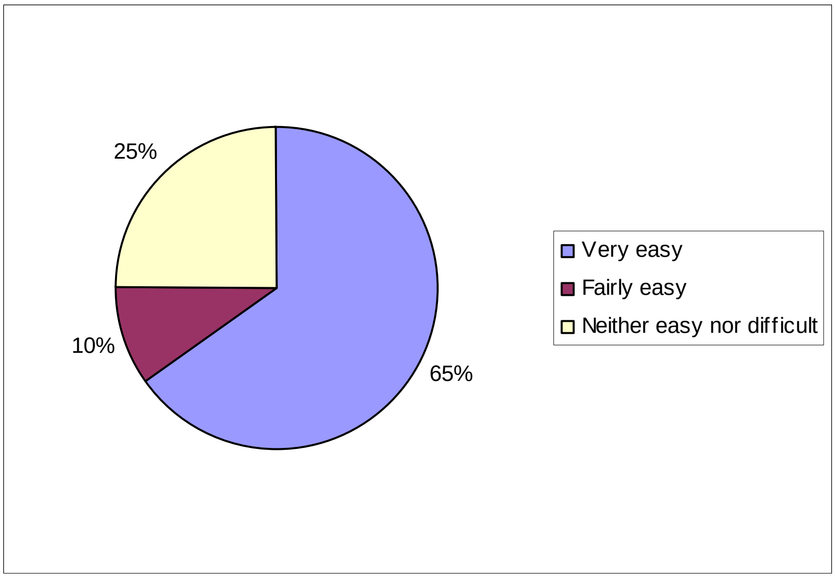
Source: Northumberland Infonet Shopper Questionnaires

Base: 20 for daytime; 9 for evening

Nearly two thirds (65%) of the respondents that travelled by car found it very easy to travel into Newbiggin town centre (Figure 14). A further 10% found it fairly easy. No-one found it difficult.

Figure 14: How easy/difficult do you feel it is to travel into Newbiggin town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 20

9.2 Access to car parking

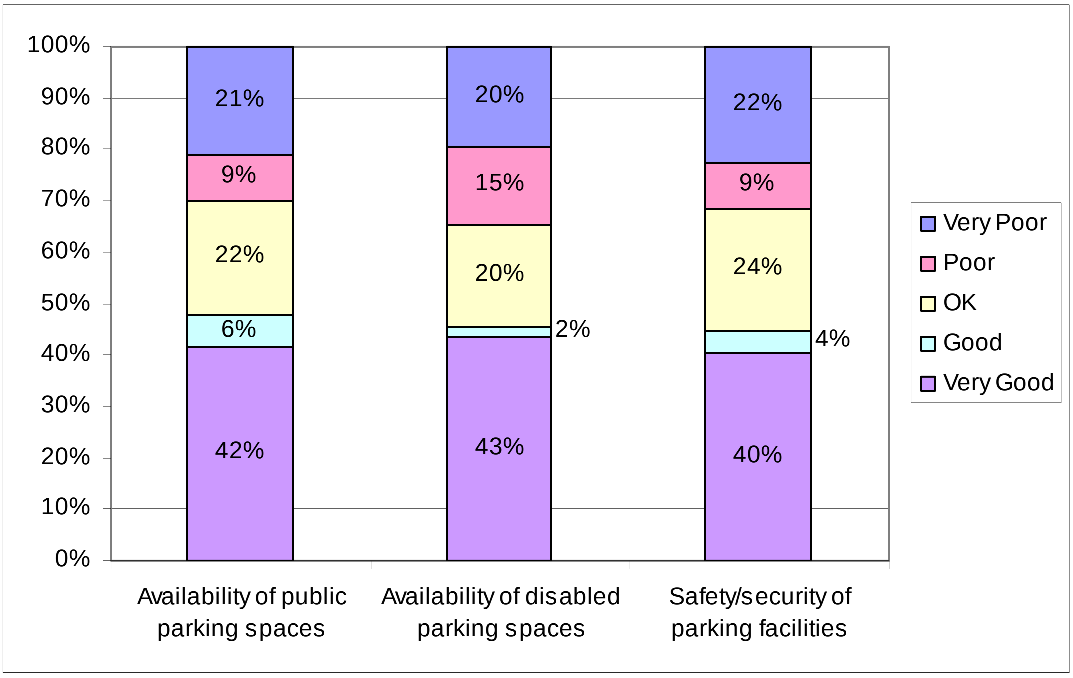
Parking in Newbiggin town centre was not rated particularly highly, with less than half of respondents (48%) saying that the availability of parking spaces was good or very good, and 30% giving a poor or very poor rating (Figure 15).

A slightly lower proportion of respondents (46%) gave a positive rating for the availability of disabled parking spaces, and slightly more (35%) gave a negative rating.

The safety/security of the parking facilities was not rated particularly high either, with 45% giving a good or very good rating, and 31% giving a poor or very poor rating.

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 46 to 67 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

14% of respondents said that they would like to see parking provision in Newbiggin improved, and 24% said that they would improve the parking in order to make the town centre better.

Two comments were also made relating to parking:

1. what respondents would like to see improved:
   - "new car parks, dangerous as you need to back out onto roads".
2. suggested improvements to retail offer:
   - "better parking / don't let them back out".

Respondents that travelled into the town centre by car were also asked where they parked. The most popular parking place was the Church Point car park (12 respondents), but the formalised on-street parking on the High Street was also used by 7 respondents. One person said they had parked at work.

9.3 Cost of parking

No information is available on the respondent's perceptions of the cost of parking. However, parking in Newbiggin is free.

9.4 Newbiggin's Car parks

Figures 16 and 17 show the location of car parks within and surrounding Newbiggin Town Centre.

Figure 16: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Wilkie Terrace		Surface Car Park	28				
2	New Queen Street		Surface Car Park	26				
3	New King Street		Surface Car Park	10				
4	Melrose Terrace		Surface Car Park	28				

Source: Former Wansbeck District Council, Transport Direct

Figure 17: Location of Car Parks

Newbiggin by the Sea Town Centre - Car parks

Source: Former Wansbeck District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Newbiggin to surrounding towns and villages are listed below.

Figure 18: Destination and Frequency of Buses from Newbiggin

Destination	Mon – Fri	Sat	Sun
Annitsford	Approx 1 per day	None	None
Ashington	Approx 5 per hour	Approx 5 per hour	Approx 2 per hour
Bedlington	Approx 5 per hour	Approx 5 per hour	Approx 1 per hour
Cramlington	Approx 1 per hour	Approx 1 per hour	None
Guide Post	Approx 1 per day	None	None
Killingworth	Approx 1 per hour	Approx 1 per hour	None
Newcastle upon Tyne	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
North Seaton	Approx 4 per hour	Approx 4 per hour	Approx 1 per hour
Pegswood	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Stakeford	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour
Wansbeck	Approx 3 per hour	Approx 3 per hour	Approx 1 per hour

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

6 respondents (9%) travelled into Newbiggin by bus on the day of the interview. Half of these said that they go into Newbiggin at least once a week during the daytime (although it cannot be deduced how often they use a bus for these trips). Of the two people that said they go into the town during the evenings, one said they go twice a week, and the other said they go less than once a month.

5 of the 6 respondents that travelled by bus found it easy or very easy to travel into Newbiggin town centre. No-one found it difficult.

9.7 Train Connectivity

There is no train access to Newbiggin.

9.8 Shoppers travelling to town by train

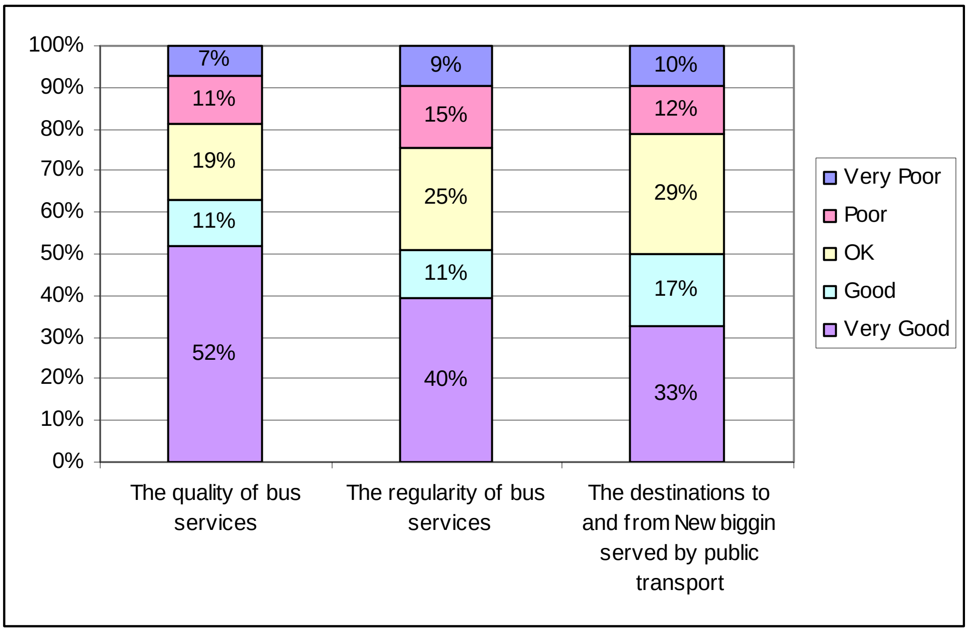
There is no train access to Newbiggin and therefore no shopper's questionnaire respondents said that they travelled to Newbiggin town centre by train.

9.9 Perception of Public Transport Services

The quality of bus services in Newbiggin was given a very good rating by over half (52%) of respondents, with a further 11% giving a good rating. The regularity of bus services and the destinations to and from Newbiggin served by public transport were rated slightly lower (51% and 50% positive ratings respectively).

Figure 19: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 52 to 54 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

When asked what they would like to see improved with the shopping experience in Newbiggin, one respondent said, "mini buses going around estates".

9.10 Perception of Accessibility

Only 3% of respondents said that in order to make the town centre better, the accessibility should be improved.

When asked how they would like to see the shopping experience improved, 6% of respondents mentioned quality of footpaths.

9.11 Origin and method of travel of Shoppers Interviewed

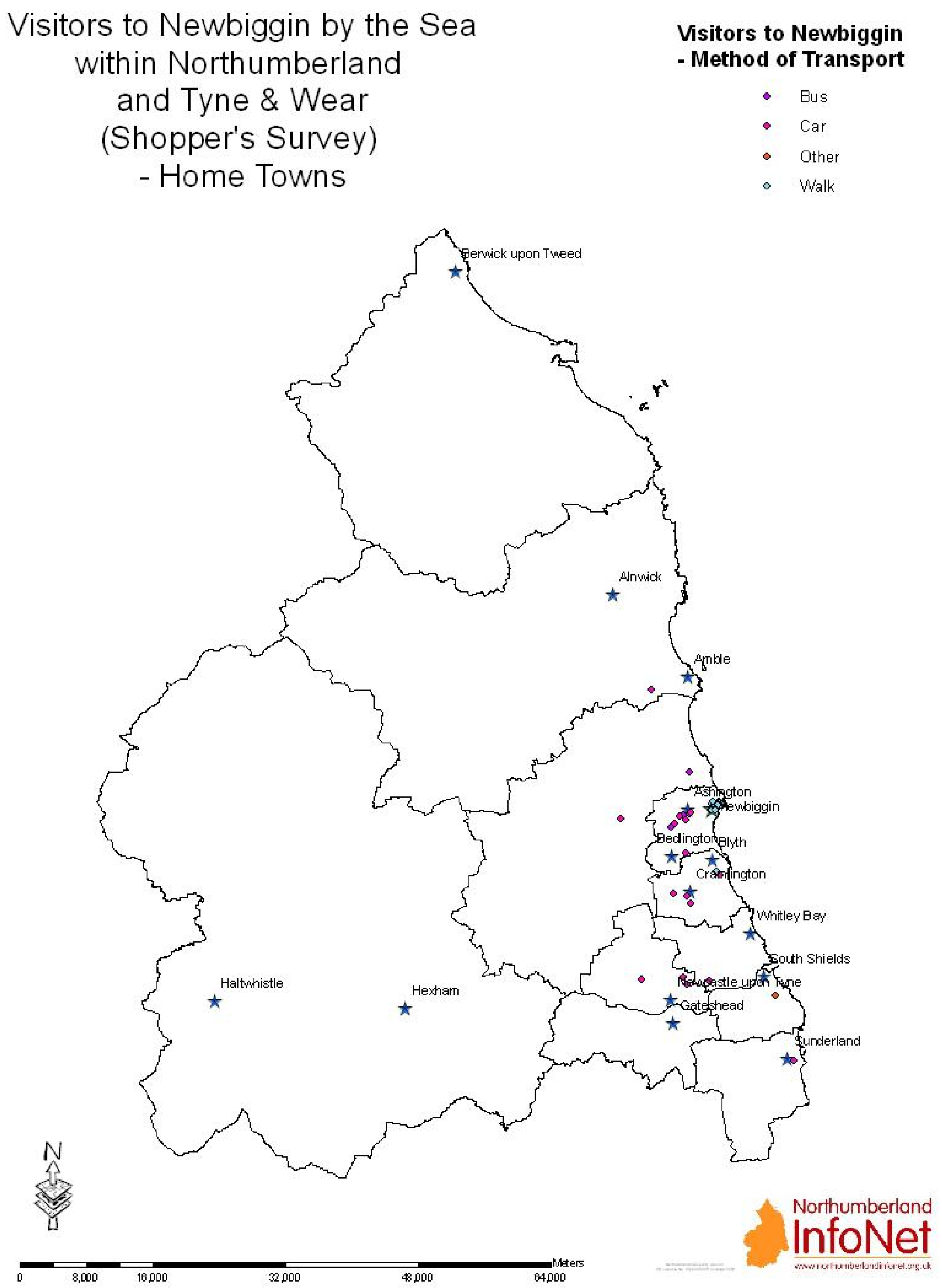
As Figure 20 shows, most of the respondents from the Newbiggin Shopper Survey live in the Wansbeck District, with a large proportion living in or around Newbiggin itself. Most of the others came from elsewhere in Northumberland or Tyne & Wear, namely Blyth Valley.

Most of the respondents travelled in by car, although a number of the respondents that live in, or close to, Newbiggin said that they walked.

The remaining few respondents were spread across the rest of the UK. Most of these travelled into Newbiggin by car.

Figure 20: Visitors to Newbiggin within Northumberland and Tyne and Wear

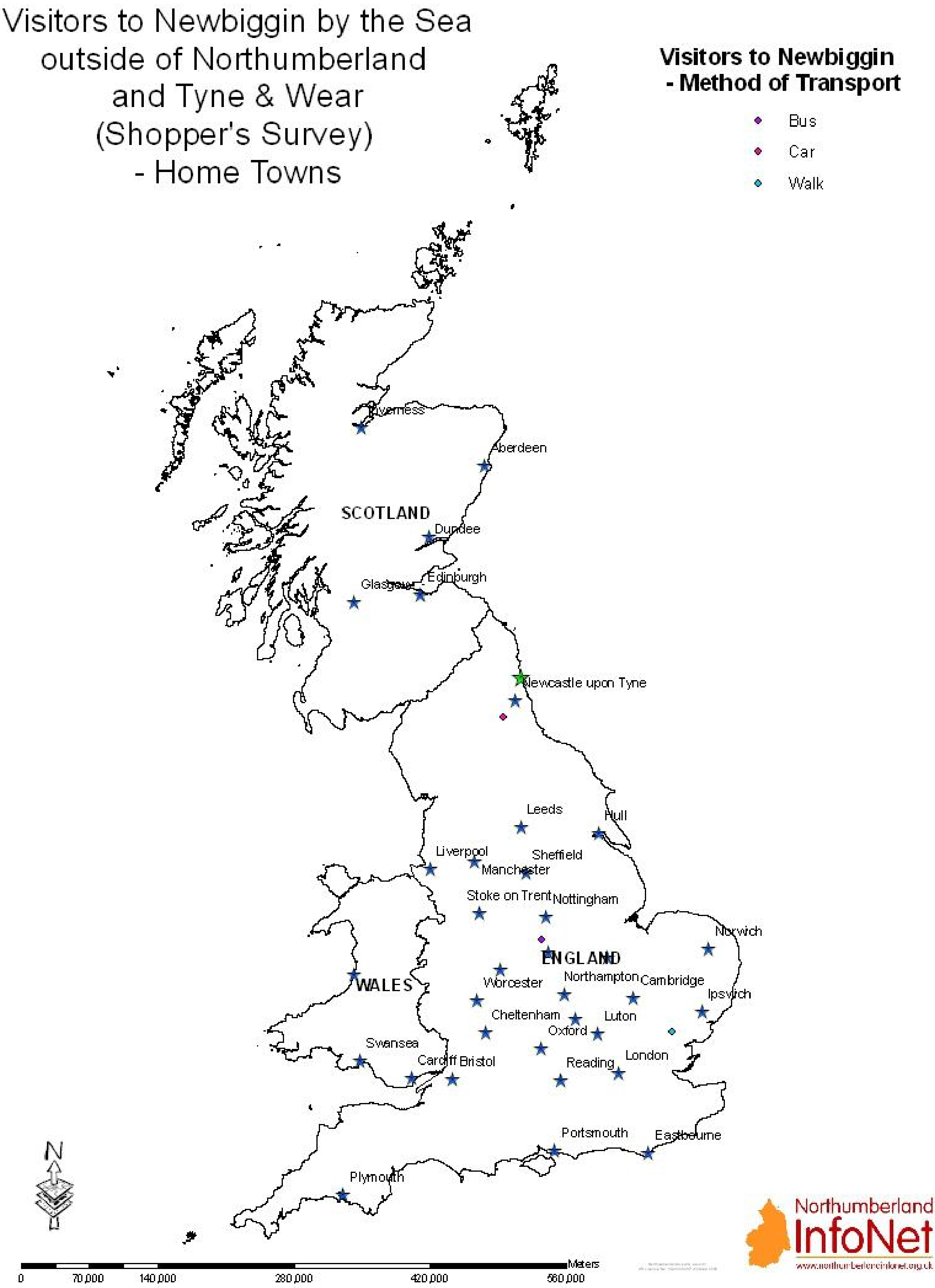
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 21: Visitors to Newbiggin outside Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Newbiggin

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Newbiggin;

- A town centre improvement plan that will look at the condition of public realm and recommendations for improvements that will be partly implemented this autumn/winter.

- A number of improvements to businesses in Newbiggin have been grant supported led improvements to their business premises. This scheme involves repair or reinstatement of timber shopfronts, sash windows, stone repairs, signage and security measures where needed. Some of the businesses that have took part are: Star Video, Ladhar Fish bar and The Fruit Shop. (Figure 22 and 23)

Figure 22: Before and After: Star Video

Source: Wansbeck D.C

Figure 23: Before and After: Ladhar Fish Bar

Source: Wansbeck D.C

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey. However, two people made comments on the subject:

- “pedestrianise the town centre”.
- “pedestrianising the main street would be a benefit”.

10.2.2 Signage, Street furniture and Open Spaces

Signage

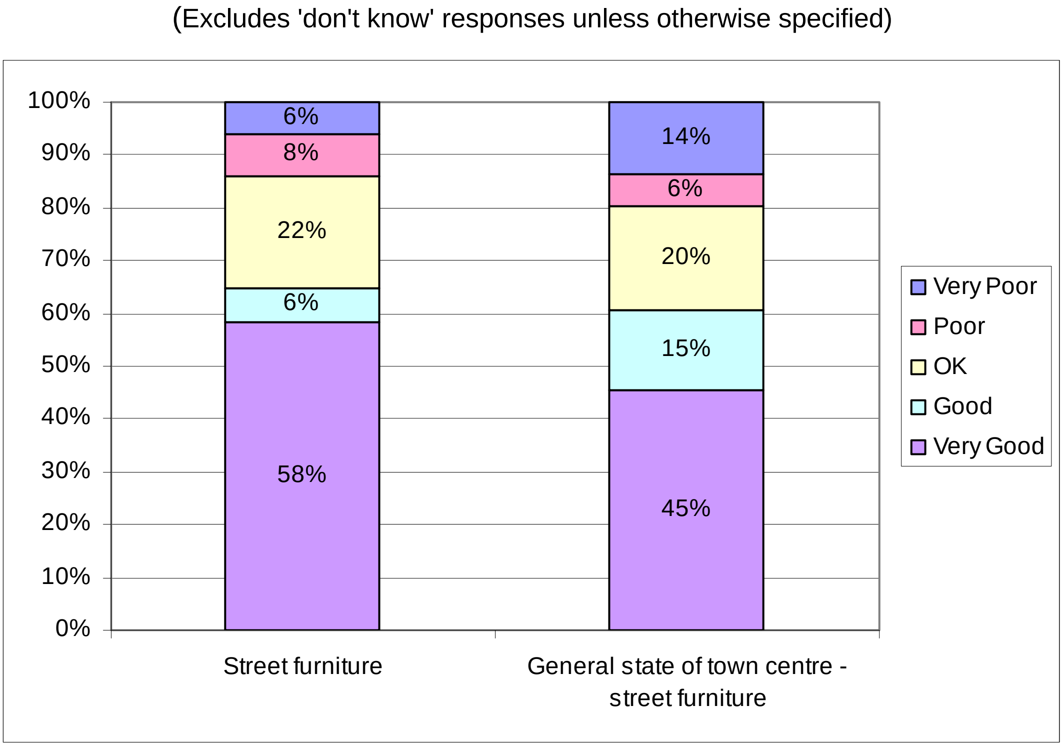
One person said that they would like to see the signage and information improved in Newbiggin town centre.

Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 24). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

Nearly two thirds of respondents (65%) gave a positive rating for street furniture in the town. When asked about street furniture as part of the general state of the town centre, the ratings were slightly lower (61% positive ratings).

Figure 24: Street furniture ratings



Source: Northumberland Infonet Shopper Questionnaires

Base : 65 to 66 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

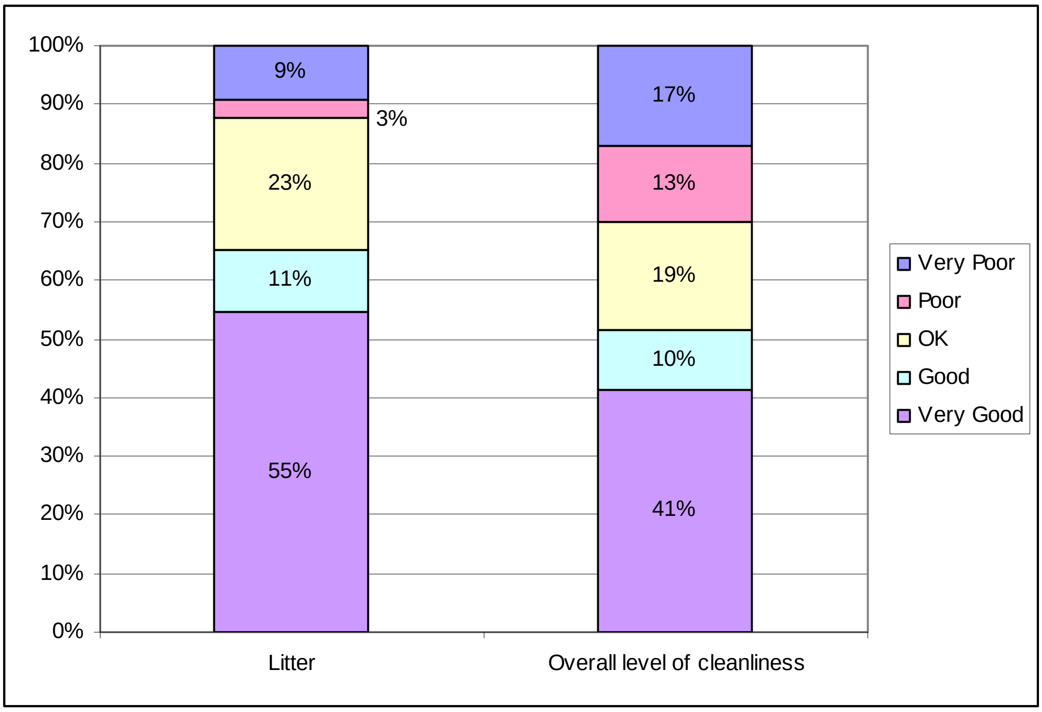
No information is available on the respondent's perceptions of open spaces.

10.2.3 Litter and Cleanliness

Nearly two thirds of respondents (65%) gave a positive rating for litter in Newbiggin town centre, and 12% gave a negative rating. The overall level of cleanliness was rated a bit lower with just over half (51%) giving a good or very good rating, and 30% giving a poor or very poor rating (Figure 25).

Figure 25: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 66 respondents (litter); 70 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

A few comments were also made relating to litter and cleanliness:

- "bins for dogs, dog litter".
- "clean up dog mess on pavements everywhere".
- "…litter bins" (2 responses).

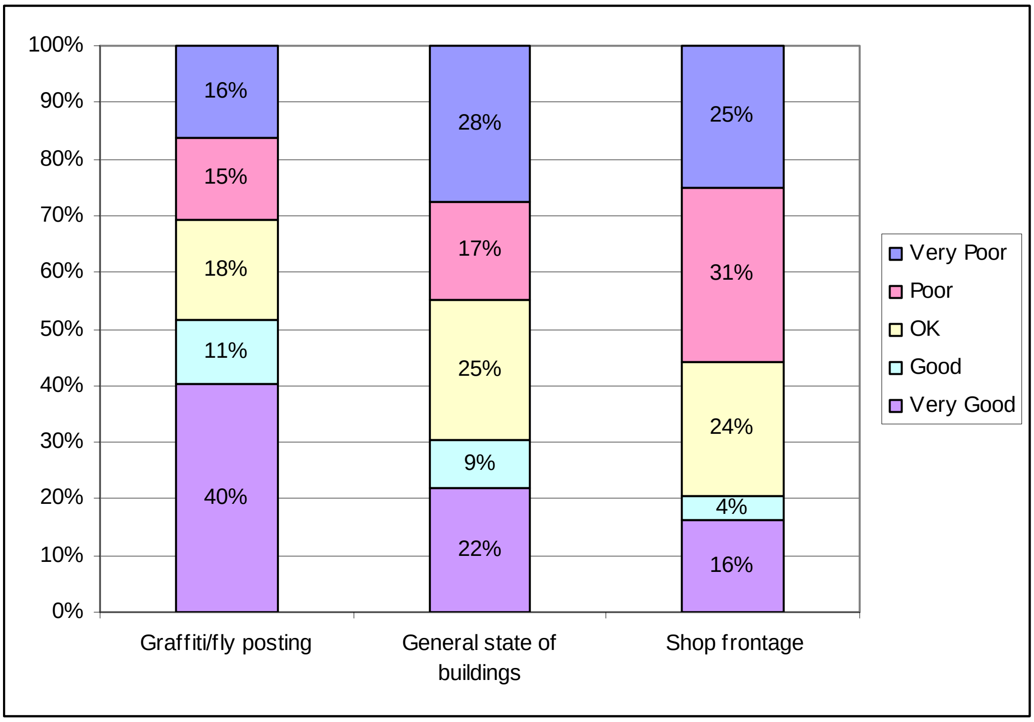
10.2.4 General Appearance of the Town

Just over half of respondents (52%) gave a good or very good rating for the graffiti/fly positing in Newbiggin. Nearly one third (31%) gave a poor or very poor rating.

The general state of the buildings and the shop frontage were rated quite poorly, with considerably more respondents giving a negative rating than a positive rating. For the general state of the buildings, 30% gave a positive rating and 45% gave a negative rating, and for the shop frontage, only 21% gave a positive rating and 56% gave a negative rating (Figure 26).

Figure 26: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 62 to 69 respondents; (note: this excludes those respondents that gave a 'don't know' response)

Various comments were made about the appearance of the town:

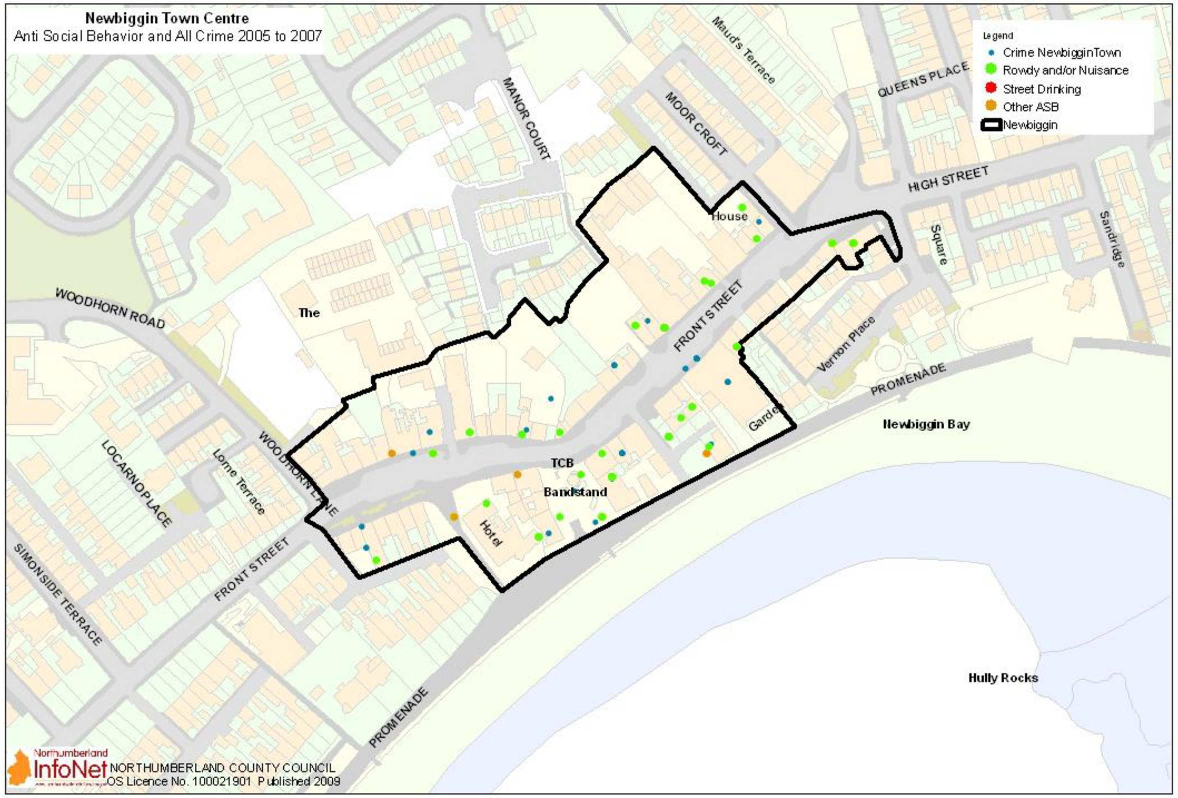
- "needs a good tidy up (2 responses)".
- "tidy it all up".
- "revamp town centre".
- "shop fronts need revamping".
- "shop fronts need updating".
- "…renovation of shop fronts".
- "give shops a facelift".
- "keep it all old world".
- "make it look nice".
- "don't leave shops & pubs boarded up, it doesn't look nice".
- "get rid of empty shops, looks bad".
- "reopen shops up...".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

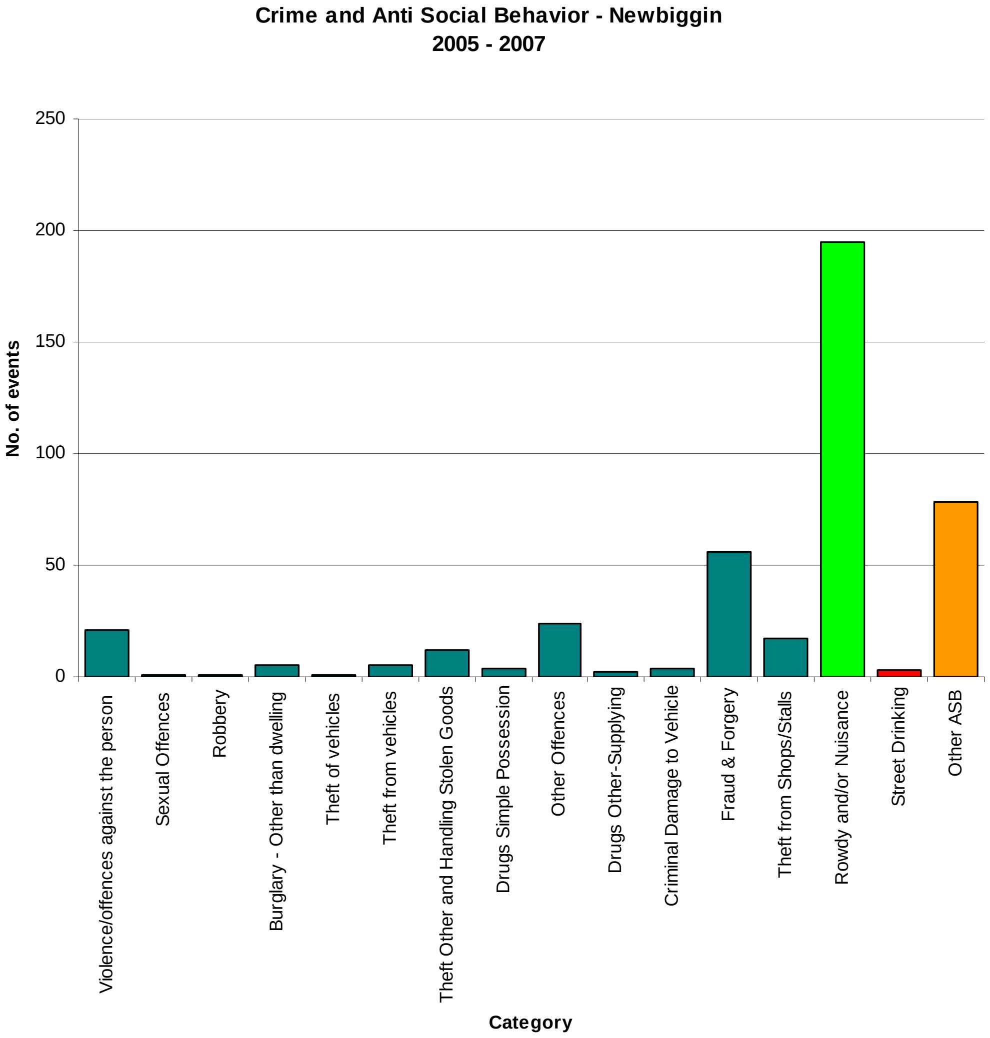
11.1 Analysis of Reported Crimes

Figure 27: Analysis of Reported Crimes



Source: Northumbria Police

Figure 28: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 27 and 28, it is clear to see that the majority of crime in Newbiggin in 2005 – 2007 occurred on Front Street, and the main type of crime here was “rowdy and/ or nuisance”. There were also a significant number of cases of “rowdy and/ or nuisance” crimes recorded throughout the town centre on some of the smaller streets within the town centre boundary. Occurrences of all types of crime are more sparsely distributed.

Looking at the chart (Figure 28), the types of crime have been broken down further. The most frequent type of crime occurring in Newbiggin Town Centre between 2005 and 2007 was fraud and forgery of which there were 56 occurrences. The 2nd most frequent type of crime was "other offences" of which there were 24 occurrences.

11.2 Perception or Fear of Crime

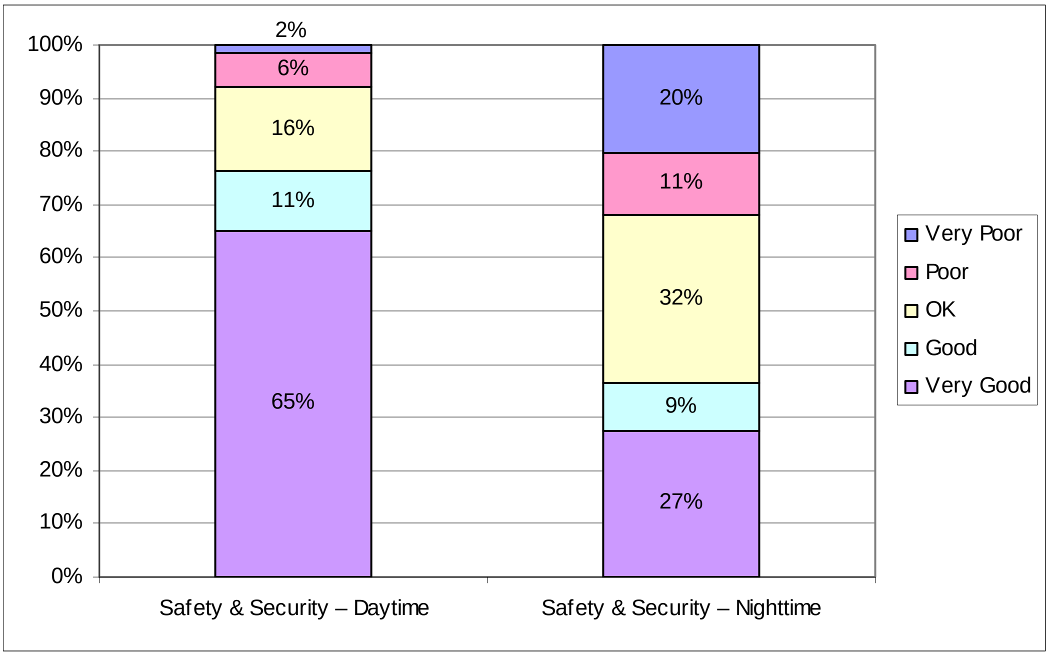
Two respondents (3%) mentioned safety/security when asked how they would make the town centre better. Another respondent made the comment, "kids driving around in cars at night put people off walking down the street".

Respondents were also asked to rate safety/security during the daytime and the night-time. For the daytime, this was perceived to be quite good, with over three quarters (76%) of respondents giving a favourable rating, and only 8% a poor or very poor rating. For the night-time, the rating was much lower with 36% giving a positive rating and 32% giving a negative rating (Figure 29).

As can be seen in Figure 15, less than half (45%) of respondents felt that the safety/security of the parking facilities was good or very good.

Figure 29: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 63 respondents (daytime); 44 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Wansbeck Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Wansbeck District (October 2008):

- Public awareness campaigns for bonfire night started early including school visits and advice to residents. Fixed penalty tickets will be issued to anyone who misuses fireworks, unauthorised bonfires will be removed and anyone who attempts to sell fireworks illegally will be prosecuted.

- Additionally, the Arson Task Force will conduct risk assessments for any residents wishing to hold their own bonfire.

- The "Street Engagement" initiative enables the Fire and Rescue Service to engage with the local community. This will include talking to mainly youths about general safety advice and their role in the community; the dangers of making hoax calls and committing arson; and offering home risk assessment and free fitting of smoke alarms.

- Northumberland Arson Task Force (a joint Northumberland Fire and Rescue Service and Northumbria Police team) is working in partnership with Wansbeck Council to reduce arson and stop refuse fires in back yards or of piles of illegal fly-tipping.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Newbiggin Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Alnwick catchment area; spending patterns and retaining shopper spend within the town centre.

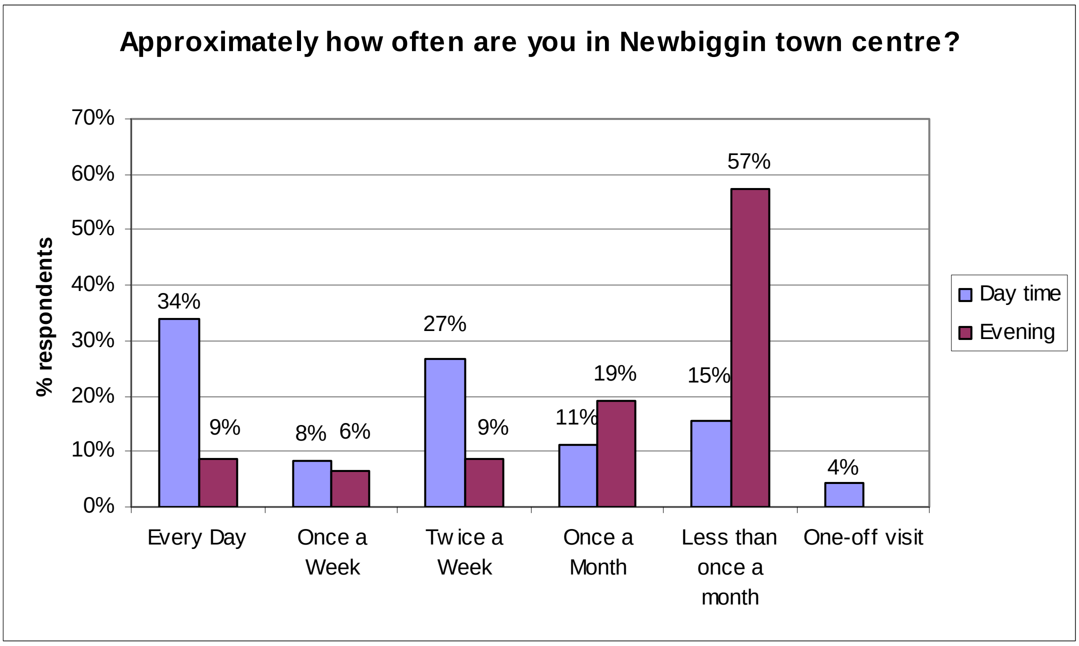
12.1 Regularity of visits

Over two thirds (69%) of respondents said that they go to Newbiggin town centre at least once a week during the daytime, with the most common frequency of visit being every day (34%).

Respondents visit the centre far less often during the evenings, with only 23% visiting at least once a week. 57% said that they visit less than once a month (Figure 30).

Figure 30: Approximately how often are you in Newbiggin Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 71 respondents (daytime); 47 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 31 shows the proportion of respondents that shop for different items solely in Newbiggin town centre, and how many go further afield. Figure 32 gives more details about which shopping centres the respondents use.

As can be seen from the tables, Newbiggin is not used much by the respondents for shopping. The most common items bought in Newbiggin are food and other domestic items (one quarter of respondents said they buy these items there).

Ashington is the most popular place for the respondents to shop for all items except ‘other specialist’ items. Newcastle is also quite popular.

This ties in with the responses to other questions which show that the respondents have a low opinion of the retail offer in Newbiggin, and would like to see it improved. A full list of these suggested improvements can be found in Appendix 1.

Figure 31: Proportion of respondents shopping in Newbiggin and other areas

	Food shopping	Other domestic	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc	Other specialist
Newbiggin									
Newbiggin only	17%	17%	0%	1%	9%	13%	10%	9%	8%
Newbiggin + local area[6]	9%	7%	0%	0%	0%	0%	0%	0%	1%
Newbiggin + internet/non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Newbiggin									
Local area (not Newbiggin)	70%	71%	96%	96%	88%	84%	87%	88%	90%
Internet or other	4%	4%	3%	3%	3%	3%	3%	3%	0%
Mixture of places (not Newbiggin)	0%	0%	1%	0%	0%	0%	0%	0%	0%
Base	69	69	69	69	69	68	69	69	71

Source: Northumberland Infonet Shopper Questionnaires

[6] 'Local area' is defined as being one of the following: Ashington, Bedlington, Blyth, Cramlington, Newcastle, Metro Centre, Kingston Park, Morpeth, Silverlink.

Figure 32: Shopping centres used by respondents to purchase different items

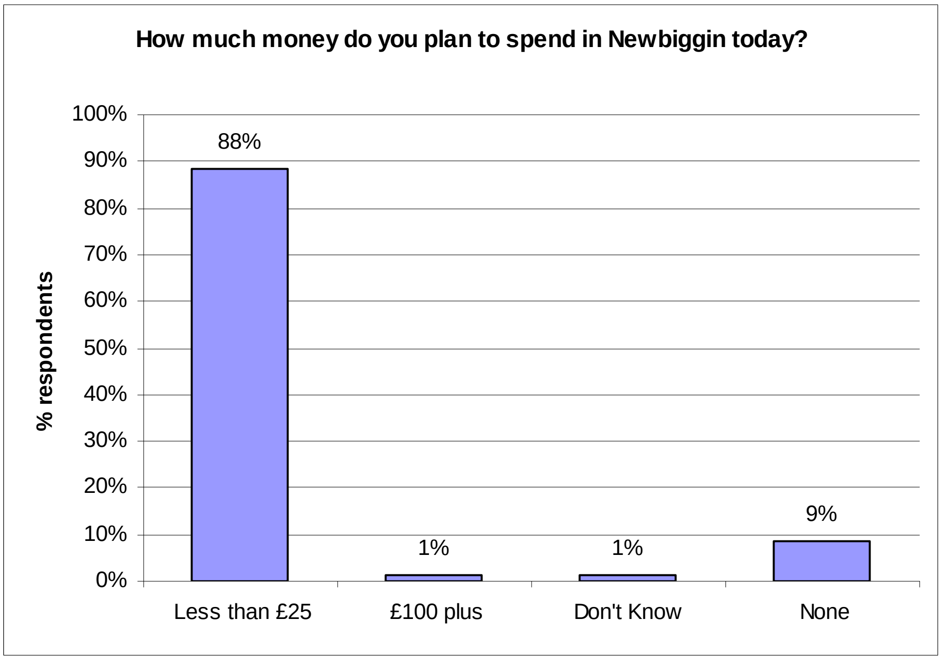
	Food	Other domestic	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs	Other specialist
Ashington	58%	51%	42%	41%	46%	40%	52%	48%	30%
Bedlington	1%	1%	0%	0%	0%	0%	0%	0%	14%
Newbiggin	26%	25%	0%	1%	9%	13%	10%	9%	10%
Blyth	14%	12%	7%	4%	3%	3%	7%	6%	1%
Cramlington Town Centre	4%	3%	4%	1%	3%	6%	7%	1%	1%
Cramlington Manor Walk	0%	0%	0%	0%	0%	0%	0%	0%	6%
Newcastle	3%	13%	39%	39%	32%	34%	25%	29%	32%
Metro Centre	0%	3%	22%	25%	7%	9%	6%	14%	17%
Kingston Park	1%	1%	1%	1%	1%	1%	1%	1%	1%
Morpeth	3%	1%	3%	1%	0%	1%	1%	1%	1%
Silverlink	0%	0%	6%	3%	9%	4%	4%	3%	3%
Internet	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	4%	4%	4%	3%	3%	3%	3%	3%	0%
Base	69	69	69	69	69	68	69	69	71

Source: Northumberland Infonet Shopper Questionnaires

88% of respondents planned to spend less than £25 in Newbiggin on the day they were interviewed. 9% didn't expect to spend anything (Figure 33).

Figure 33: How much do you plan to spend in Newbiggin today?

(Excludes 'don't know' responses unless otherwise specified)



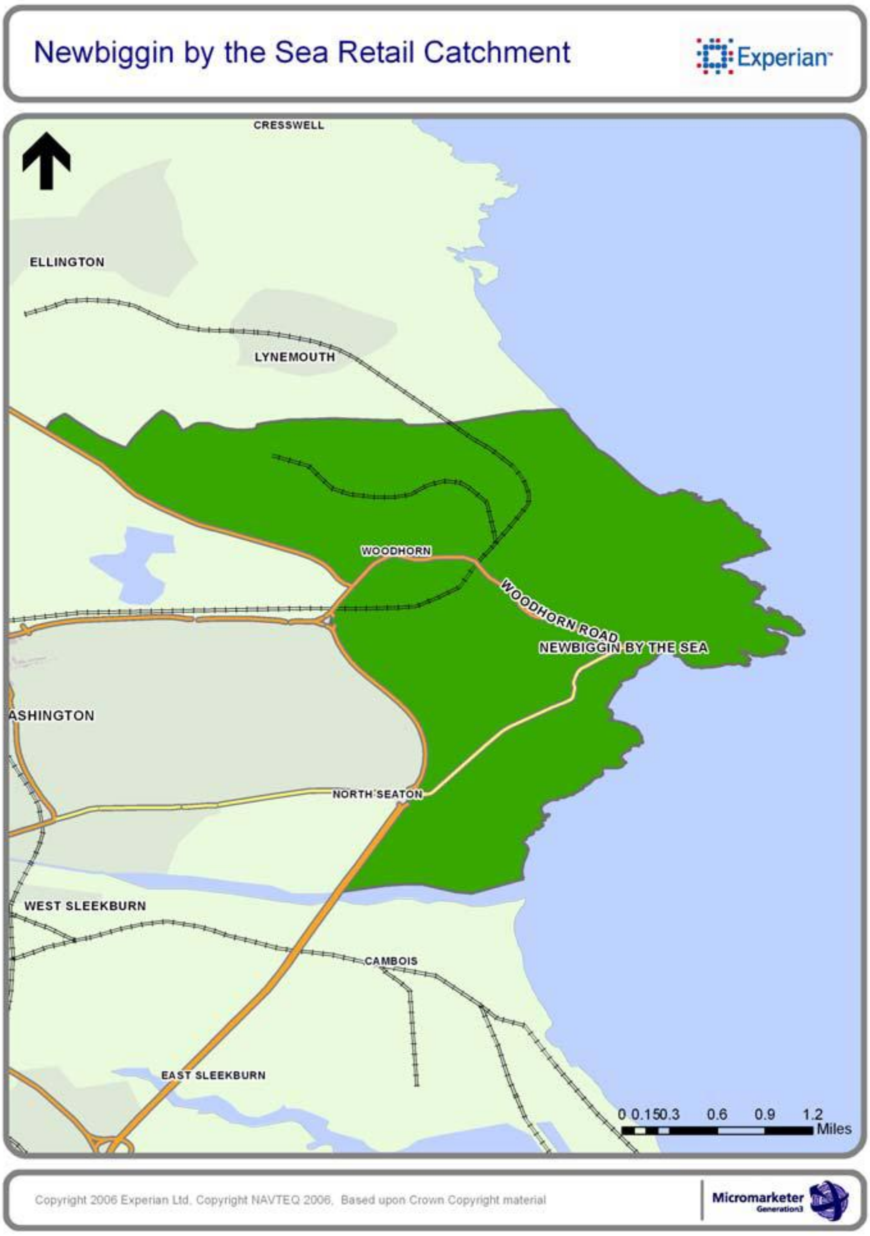
Source: Northumberland Infonet Shopper Questionnaires

Base: 69 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Newbiggin is one of four secondary centres within the Wansbeck district and has a shopping centre and offers a range of other services and facilities serving a local market. There are a number of villages and smaller settlements in the District with less than 1000 residents and a very limited number of facilities.

Figure 34: Newbiggin Retail Catchment



Source: Experian

The map (Figure 34) shows the catchment area for Newbiggin town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

The catchment area of Newbiggin is limited, capturing the town itself and extending west to the former mining village of Woodhorn. The catchment also takes in the Sandy Bay Holiday Park and Newbiggin Golf Club. Altogether, the catchment covers an area of 17.22 sq km, is home to 6,100 people and almost 2,800 households. Together, these households and residents spend an estimated £23.8 million per annum on retail goods and services, with 38.7% of expenditure on convenience retail goods (£9.2 million) and 61.3% on comparison retail (£14.6 million). This balance differs slightly from the national (UK) average, which reports 36.7% of expenditure on convenience retail and 63.3% on comparison. The difference between the national and local position is clearly illustrated through the index which relates the proportion of each spend type in the Newbiggin catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 35: Newbiggin Catchment Summary Profile

Newbiggin by the Sea Catchment Summary Profile					
Totals	Newbiggin Catchment	%	UK	%	Index
2007 Population	6,118.00		60,796,178.00		
2007 Households	2,797.00		26,018,847.00		
Total Comparison	14,613,237.00	61.3%	171,926,829,196.00	63.40%	96.75
Total Convenience	9,230,212.00	38.7%	99,464,696,627.00	36.60%	105.63
Total Retail	23,843,450.00	100.0%	271,391,525,823.00	100.00%	100.00
Total Comparison per household	5,224.61		£6,607.78		79.07
Total Convenience per household	3,300.04		£3,822.79		86.33
Total Retail per household	8,524.65		£10,430.57		81.73

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £8525, with average comparison retail spend at £5225 per annum and convenience spend at £3,300 per annum (Figure 35). All of these figures are substantially below the national average, with total spend 81.73% of the UK figure.

Figure 36 provides a breakdown of Comparison retail expenditure within the Newbiggin catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £3.3 million or 22.7% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£1.9 million or 12.7%) and Games, toys and hobbies; sport and camping; musical instruments (£1.6 million or 10.7%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Newbiggin spend more on Small electrical household appliances, Major Household Appliances and Audio-visual, photographic and information processing equipment as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Small tools and miscellaneous accessories and Major Tools and Equipment.

Figure 36: Total Expenditure (in 2006 prices) Comparison

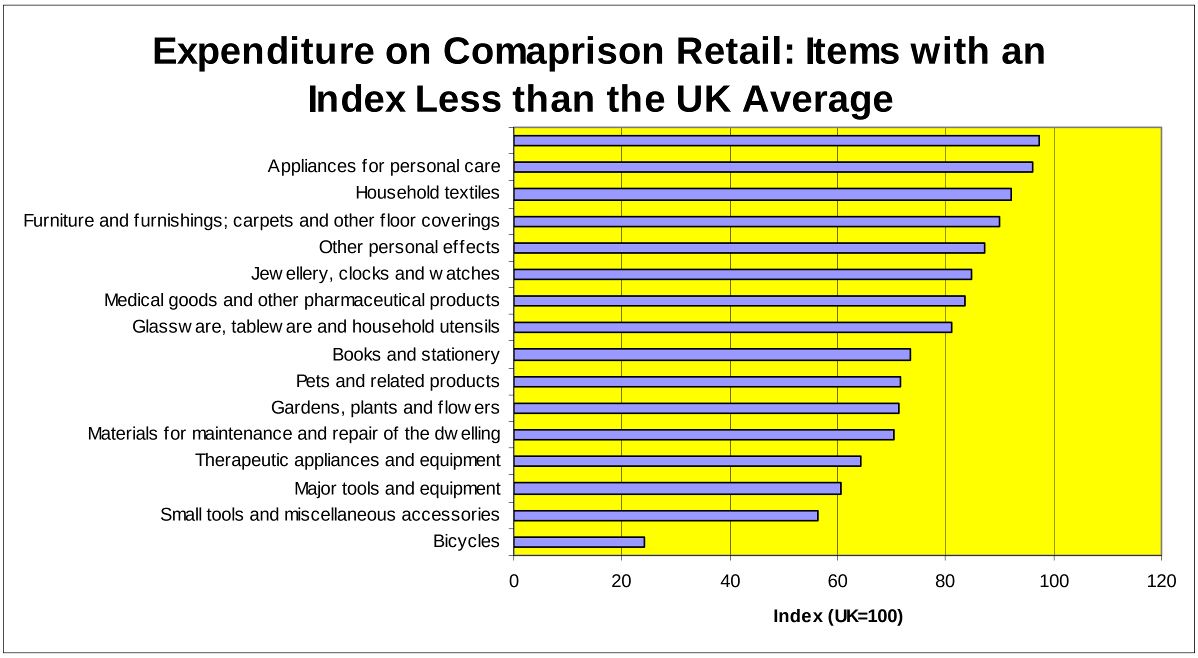
2007 Total Expenditure (in 2006 prices) Comparison

Totals	Newbiggin by the Sea Catchment	%	UK	%	Index
10% of Non-Durable household goods	31,197.00	0.21%	357,185,476.00	0.21%	102.76
Appliances for personal care	1,251,144.00	8.56%	15,298,262,865.00	8.90%	96.22
Audio-visual, photographic and information processing equipment	1,851,486.00	12.67%	14,926,597,385.00	8.68%	145.93
Bicycles	27,561.00	0.19%	1,345,908,674.00	0.78%	24.09
Books and stationery	434,362.00	2.97%	6,968,169,166.00	4.05%	73.34
Clothing materials and garments	3,311,837.00	22.66%	37,197,970,202.00	21.64%	104.75
Furniture and furnishings; carpets and other floor coverings	1,394,878.00	9.55%	18,218,052,893.00	10.60%	90.08
Games, toys and hobbies; sport and camping; musical instruments	1,566,910.00	10.72%	18,951,364,780.00	11.02%	97.27
Gardens, plants and flowers	206,172.00	1.41%	3,402,000,385.00	1.98%	71.30
Glassware, tableware and household utensils	328,312.00	2.25%	4,753,009,610.00	2.76%	81.27
Household textiles	420,690.00	2.88%	5,378,572,610.00	3.13%	92.02
Jewellery, clocks and watches	326,924.00	2.24%	4,533,353,900.00	2.64%	84.84
Major household appliances (electric or not)	573,419.00	3.92%	4,457,482,024.00	2.59%	151.35
Major tools and equipment	19,053.00	0.13%	370,528,409.00	0.22%	60.50
Materials for maintenance and repair of the dwelling	408,084.00	2.79%	6,826,571,834.00	3.97%	70.33
Medical goods and other pharmaceutical products	277,241.00	1.90%	3,904,354,994.00	2.27%	83.54
Other personal effects	169,063.00	1.16%	2,276,336,174.00	1.32%	87.38
Pets and related products	166,967.00	1.14%	2,747,999,981.00	1.60%	71.48
Recording media	960,943.00	6.58%	7,513,288,250.00	4.37%	150.48
Shoes and other footwear	467,248.00	3.20%	5,348,647,704.00	3.11%	102.78
Small electrical household appliances	92,015.00	0.63%	748,364,529.00	0.44%	144.66
Small tools and miscellaneous	158,194.00	1.08%	3,301,806,678.00	1.92%	56.37

accessories					
Therapeutic appliances and equipment	169,539.00	1.16%	3,101,000,673.00	1.80%	64.32
Total Comparison	14,613,237.00	100.00%	171,926,829,196.00	100.00%	100.00

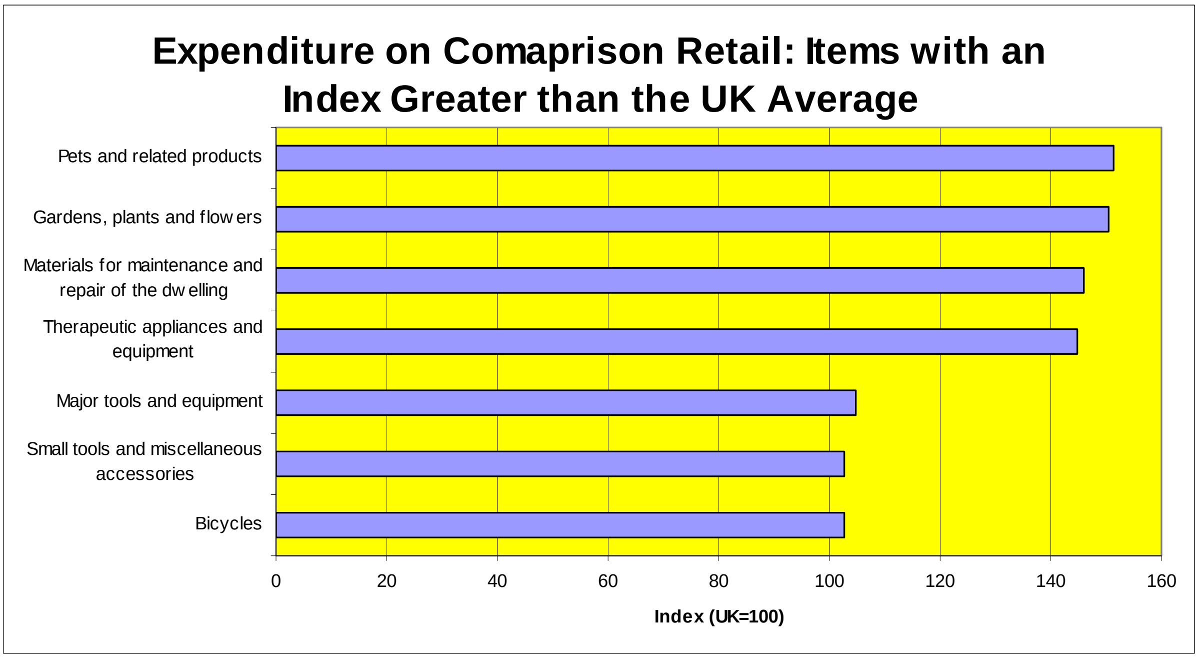
Source: Experian

Figure 37: Expenditure on Comparison Retail



Source: Experian

Figure 38: Expenditure on Comparison Retail



Source: Experian

Figure 39 provides a breakdown of Convenience retail expenditure within the Newbiggin catchment and in the UK. Clearly the largest expenditure type within comparison retail in Newbiggin is Food and non-alcoholic beverages, accounting for £6.3 million or 68.5% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Tobacco (£1.2 million or 12.9%) and Alcohol (£1.0 million or 10.7%). The pattern of expenditure nationally differs a little. Referring to the index, households in the Newbiggin catchment spend more on Tobacco and Newspapers and Periodicals as a proportion of total spend and less on Alcohol, non durable household goods and food and beverages.

Figure 39: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Newbiggin by the Sea Catchment	%	UK	%	Index
90% of Non-Durable household goods	280,751.00	3.04%	3,214,575,062.00	3.23%	94.11
Alcohol (off-trade)	984,958.00	10.67%	12,313,767,021.00	12.38%	86.20
Food and non-alcoholic beverages	6,320,249.00	68.47%	70,035,886,128.00	70.41%	97.25
Newspapers and periodicals	449,889.00	4.87%	4,451,576,478.00	4.48%	108.91
Tobacco	1,194,366.00	12.94%	9,448,891,938.00	9.50%	136.21
Total Convenience	9,230,212.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Newbiggin town. What the information does not indicate is how much of the expenditure is spend purchasing goods and services in Alnwick and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Alnwick catchment that shops in Alnwick and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Alnwick and the extent to which spending leaks to other centres.

The figures in Figure 40 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that less than one percent of the resident population shop in Newbiggin by the Sea. The main shopping destinations are Ashington (2,054 or 34%), Newcastle Central (1,100 or 18%), Metro Centre (811 or 13%) and Blyth (585 or 10%).

Figure 40: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population**
Ashington	33.58	2054
Newcastle upon Tyne - Central	17.99	1100
Metro Centre	13.26	811
Blyth	9.57	585
Cramlington	7.67	469
North Shields - Silverlink Retail Park	4.34	266
Morpeth	2.53	155
North Shields	2.28	139
Wallsend	1.89	116
Newcastle upon Tyne - Kingston Park Centre	1.64	101
Sunderland	1.06	65
Bedlington	1.00	61
Newbiggin by the Sea	**0.81**	**50**
Gateshead - Team Valley Retail World	0.76	46
South Shields	0.74	45
Newcastle upon Tyne - Byker Shields	0.71	44
Gateshead	0.18	11

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that less than one percent of retail spend by residents and households domiciled within the Newbiggin catchment, representing almost £0.2 million per annum, is spent in the town.

Just over £8 million of expenditure is lost to Ashington (£8.02 million or 34%), with other notable leakage to Newcastle Central (£4.3 million or 18%), the MetroCentre (£3.2 million or 13%) and Blyth (£2.3 million or 10%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

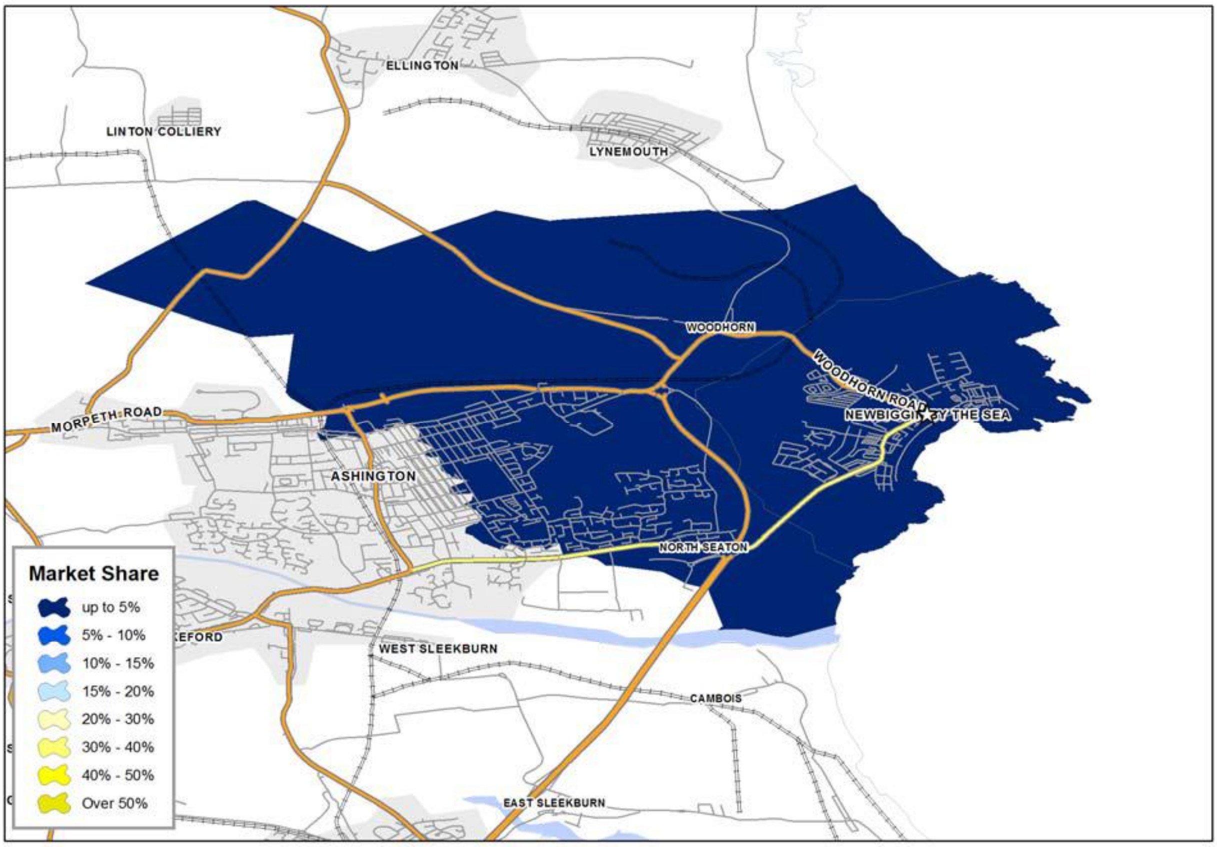
Figure 41: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Ashington	33.62	8,016,949
Newcastle upon Tyne - Central	17.98	4,286,256
Metro Centre	13.25	3,158,143
Blyth	9.56	2,279,414
Cramlington	7.66	1,826,922
North Shields - Silverlink Retail Park	4.34	1,034,778
Morpeth	2.53	603,522
North Shields	2.27	542,353
Wallsend	1.89	450,735
Newcastle upon Tyne - Kingston Park Centre	1.64	391,595
Sunderland	1.06	251,726
Bedlington	1.00	239,198
Newbiggin by the Sea	**0.81**	**192,656**
Gateshead - Team Valley Retail World	0.76	180,285
South Shields	0.74	176,531
Newcastle upon Tyne - Byker Shields	0.71	170,096
Gateshead	0.18	42,294

Source: Experian

Figure 42 shows the Newbiggin catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Newbiggin. Clearly, from the map it can be seen that spend is consistently less than 5% across the whole catchment area.

Figure 42: Proportion of Retail Expenditure



Source: Experian

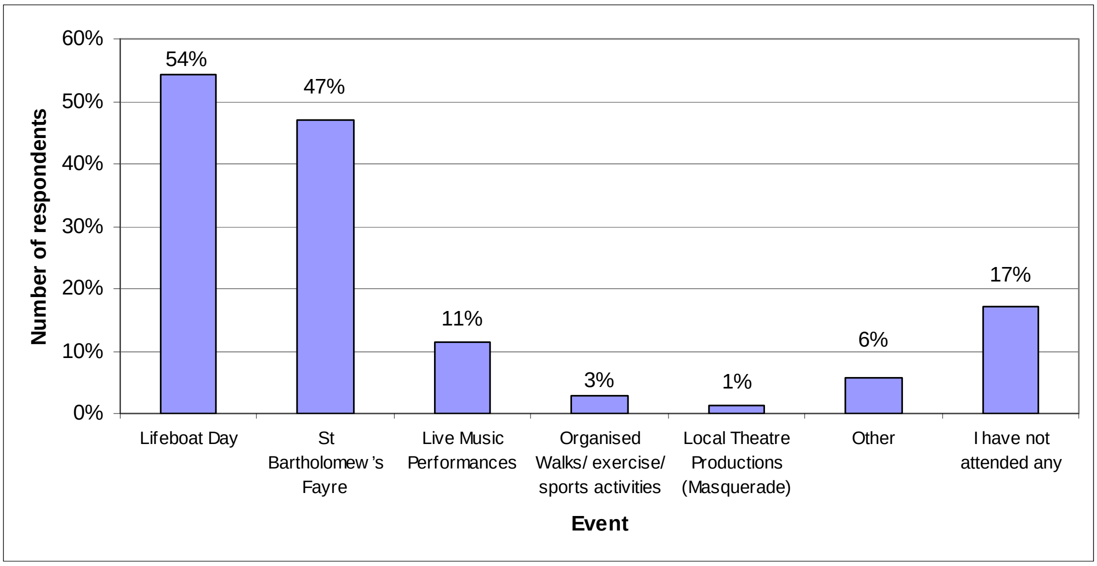
12.6 Opinions on and use of Leisure and Entertainment

Events attended

83% of respondents had attended at least one of the events asked about in the survey. The Lifeboat Day had the largest number of respondents (54%) attending, closely followed by St Bartholomew's Fayre (47%) (Figure 42).

Figure 43: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 70 respondents

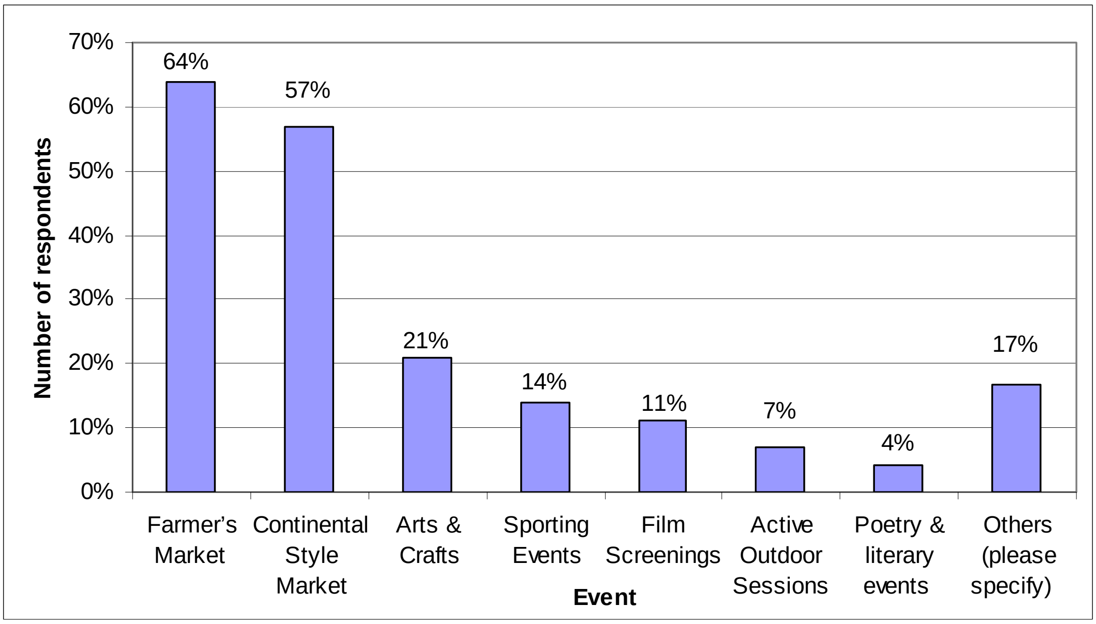
One person said that they had attended the "boxing day (run into the sea)".

Events that respondents would like to see

The events that respondents would most like to see are a Farmer's Market (64% of respondents mentioned this) and a Continental Style Market (57%) (Figure 44).

Figure 44: What events/ activities would you like to see on a regular basis?

(Excludes 'don't know' responses unless otherwise specified)



Base: 72 respondents

The following is a list of 'other' events/activities that the respondents would like to see on a regular basis:

- "market near beach during summer months".
- "market near sea front, more toilets".
- "proper market".
- "market on sea front on a Sunday".
- "outdoor theatre productions and plays and puppet shows".
- "plays & open air concerts".
- "kids shows".
- "car boot sale on promenade near beach".
- "car boot sale on the beach on Saturday".
- "facilities for tourists".
- "anything would be nice attract visitors".

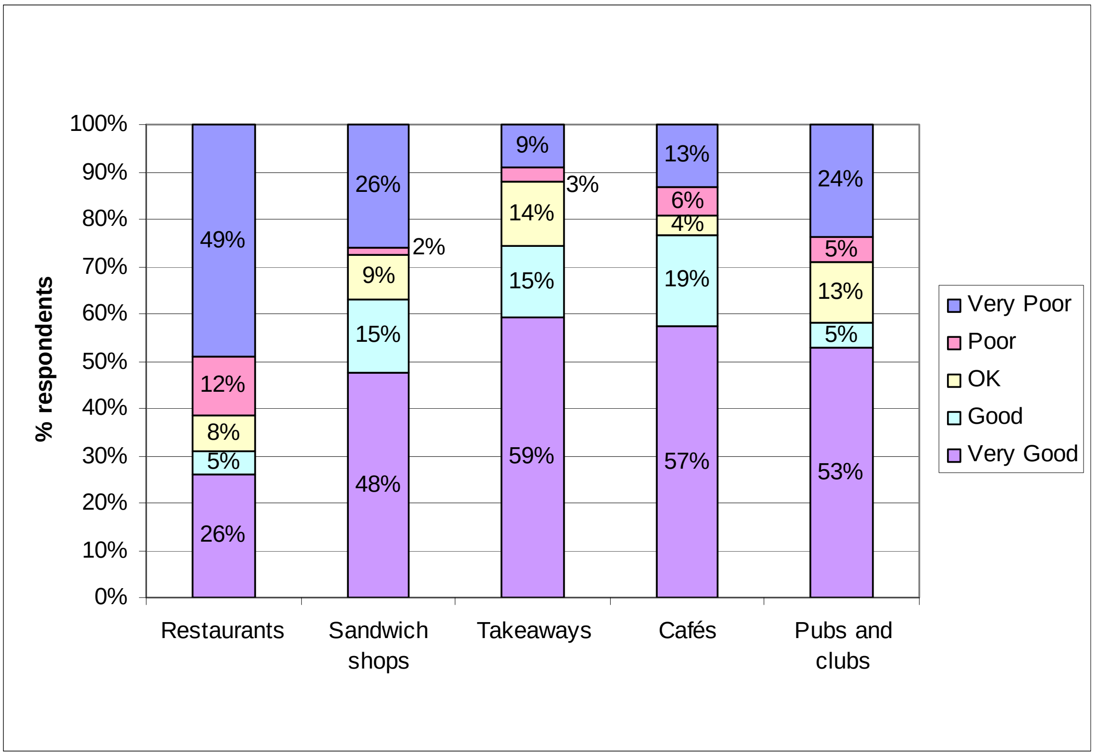
Eating and drinking

The eating and drinking venues in Newbiggin were generally rated quite well, with takeaways and cafes receiving the best ratings (74% and 76% positive ratings respectively).

However, respondents were not impressed with the restaurants in Newbiggin. These received a positive rating from only 31% of respondents, and a negative rating from 62% (Figure 45).

Figure 45: How would you rate the following venues for eating and drinking in Newbiggin?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 55 to 68 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

The following related things were mentioned when respondents were asked what they would like to see improved with Newbiggin town centre:

- "sea front food".
- "needs people to open shops and pubs again".
- "… proper restaurants…".
- "more proper restaurants...".

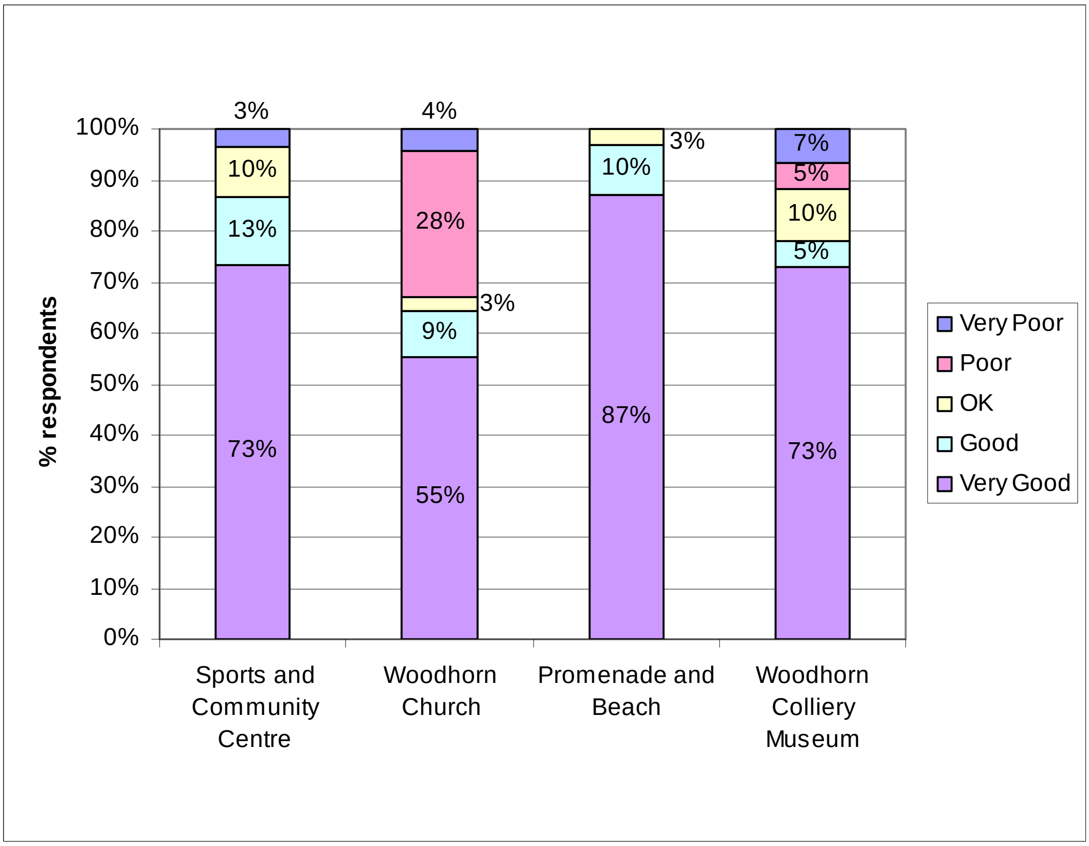
Arts and leisure facilities

The arts and leisure facilities in Newbiggin were rated quite highly. Nearly all respondents (97%) gave a positive rating for the promenade and beach. 87% rated it as very good.

The lowest rated facility was Woodhorn Church, with nearly two thirds (64%) giving a good or very good rating, and one third (33%) giving a poor or very poor rating (Figure 46).

Figure 46: How would you rate the following arts and leisure facilities in Newbiggin?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 30 for the sports and community centre, 59 to 67 for the other facilities (note: this excludes those respondents that gave a 'don't know' response)

Five respondents suggested that the leisure facilities need to be improved in Newbiggin. These included comments such as:

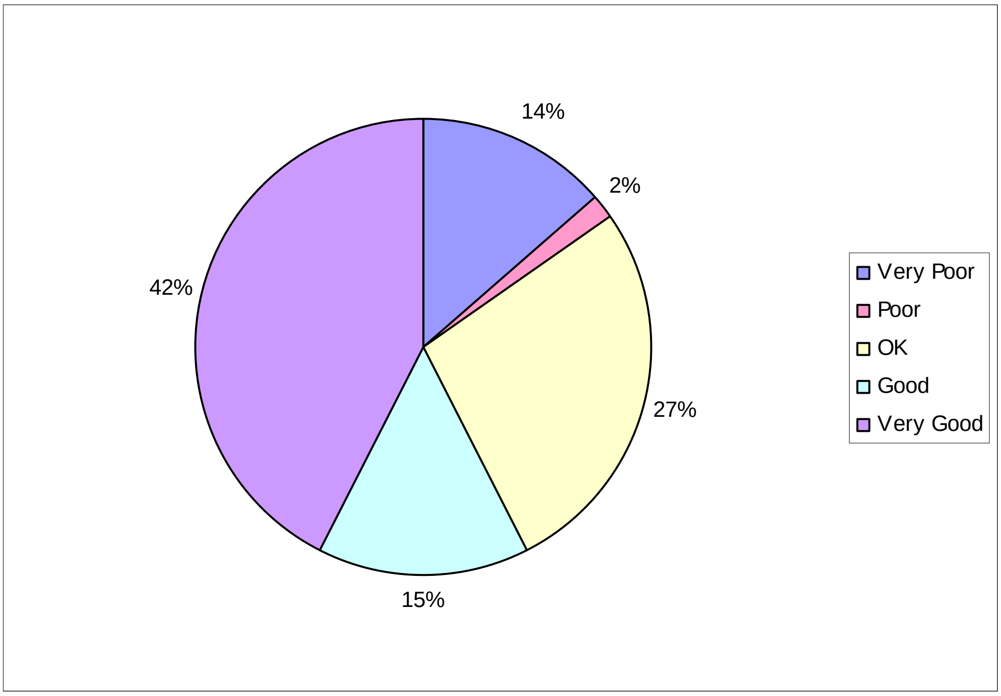
- "more leisure".
- "more leisure eg bowling, Frankie and Bennys, McDonalds".

- “more fayres, car boot sales and markets”.
- “cinema and bowling alley, pizza hut”.

When asked how they would rate Newbiggin as a place to ‘enjoy yourself’, 58% of respondents gave a good or very good response (Figure 47).

Figure 47: How do you rate Newbiggin as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 59 (note: this excludes those respondents that gave a ‘don’t know’ response)

General

When respondents were asked how they would make the town centre better, 11% gave an answer relating to improving the leisure facilities. A few comments were also made asking for “more attractions” and “more for tourists”.

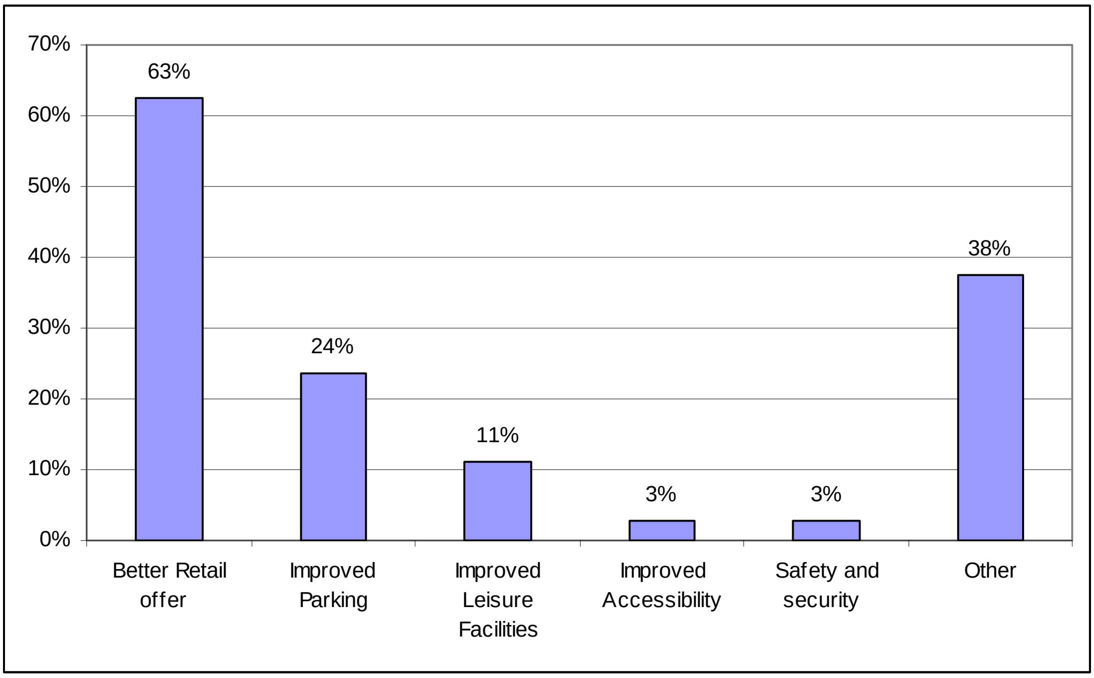
When asked the reason that they were in Newbiggin on the day of the interview, 1 person said they were going to the leisure centre, 1 said they were eating out, and 17 (24%) said ‘social reasons’.

12.7 The Future: what will improve the town as a place to shop or visit?

From the analysis of the Newbiggin shopper survey, it appears that in order to improve the town as a place to shop or visit, the key issue that needs to be addressed is the retail offer. This is dealt with in more detail below. In addition, there are a number of other issues which respondents have said need improving, or have felt negatively about:

Figure 48: How would you make this town centre better?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 72 respondents

Retail

Throughout the survey, respondents have been fairly negative about the retail offer in Newbiggin as can be seen in the points below:

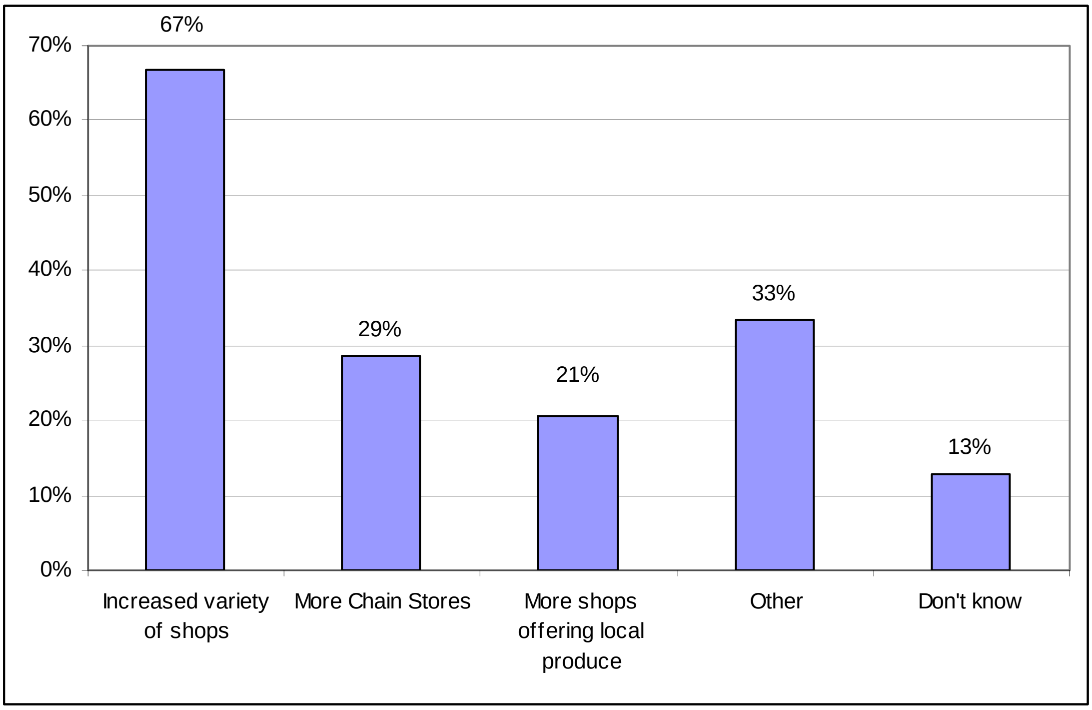
- When asked how they would make the town centre better, 63% of respondents said there should be a better retail offer (Figure 49).

- 38% of respondents mentioned shops when asked what improvements they would like to see to the shopping experience in Newbiggin town centre (Figure 50).
- Only 27% of respondents rated Newbiggin as a good or very good place to shop. 54% said that it was poor or very poor.
- As can be seen in section 12.2, Newbiggin is not used a great deal for shopping, with respondents mainly preferring to shop in Ashington, and to a lesser extent, Newcastle.
- However, surprisingly, 61% of respondents agreed with the statement ‘on the whole, Newbiggin offers a wide choice of quality shops’. Only 8% disagreed.

When asked what improvements respondents would like to see to the retail offer in Newbiggin, the most common suggestion (67% of respondents) was to have an increased variety of shops. More chain stores (29%) and more shops offering local produce (21%) were also mentioned (Figure 49).

Figure 49: What improvements would you like to see to the retail offer in Newbiggin?

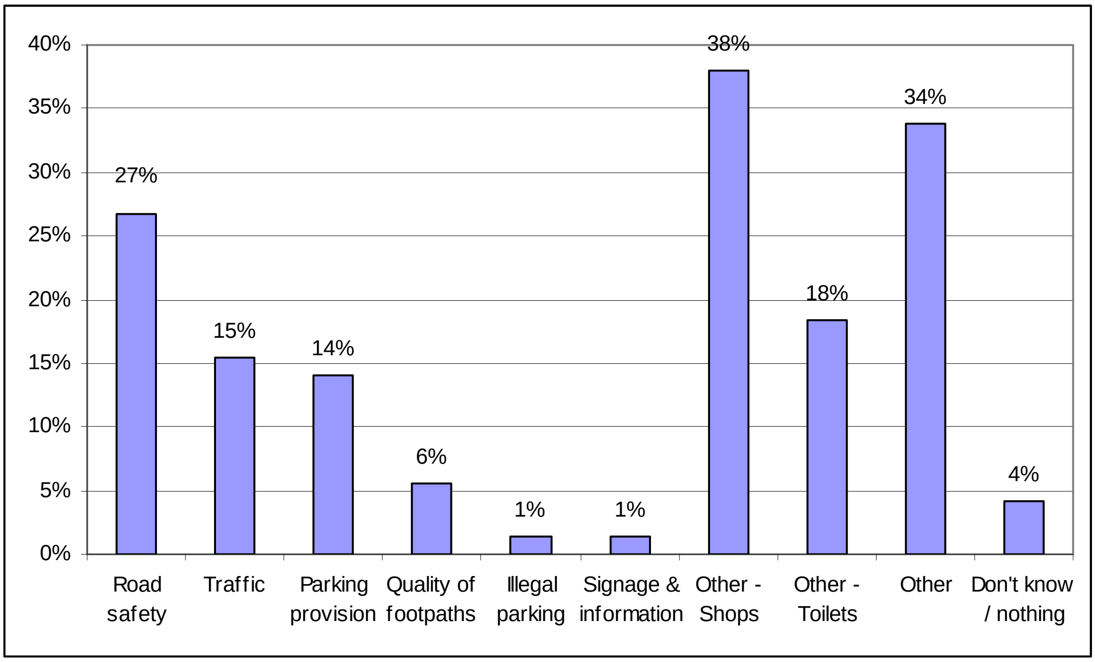
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 63 respondents

Figure 50: What you would like to see improved with the shopping experience in Newbiggin Town Centre?



Base: 71

Respondents were also asked to give examples of suggested improvements to the retail offer in Newbiggin. A list of these responses is given in Appendix 2 (Q19). Food shops, and supermarkets in particular, were mentioned by a large number of people.

Parking (see section 9.2)

Less than half of respondents gave a positive rating for parking spaces and the safety/security of the parking facilities, and around one third gave a negative rating. Parking was also one of the most common responses when respondents were asked (a) what they would like to see improved with the shopping experience, and (b) how they would make the town centre better.

Road safety and traffic

27% of respondents mentioned road safety and 15% mentioned traffic when asked what the respondents would like to see improved with the shopping experience.

Toilets

18% of respondents mentioned toilets when asked what they would like to see improved with the shopping centre. Numerous comments on this subject were also made, saying that more (free) toilets were needed.

Appearance of the town

Poor ratings were given for the general state of the buildings in the town centre, and also the shop frontage. The former received good/very good ratings from 30% of the respondents and poor/very poor ratings from 45% of the respondents. Shop frontage was given an even worse rating with only 21% of positive ratings and 56% negative ratings.

Restaurants

Despite other eating and drinking venues receiving very good ratings, only 31% of respondents gave a positive rating for the restaurants and 62% gave a negative rating.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Newbiggin Town Centre;

- A £10 million investment from DEFRA and £1 million of other funds towards the breakwater, beach replenishment, installation of the 'couple' offshore sculpture and initial proposals for the Maritime Centre project.

- Support from GO-Wansbeck and the former Wansbeck District Council of more than £500,000 will be managed over the next three years for the 'Go Build on your Heritage' in Newbiggin initiative enabling conservation led restoration, repair and renovation of local historic and architectural character.

- The former Wansbeck District Council are also working with Newbiggin Arts Forum on a pilot merchandising project to promote the image of the village.

14.0 CONCLUSION

Newbiggin is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration will improve the aesthetic aspects of the town centre, they will hopefully contribute to improving the town centre as a whole and should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 46% of the floorspace use was for retail (Figure 3).
Further to this relatively high percentage of retail floorspace, shopper's perceptions of the range of retail provision was fairly positive with 61% agreeing or strongly agreeing to the statement "Newbiggin offers a wide choice of quality shops", compared to just 9% disagreeing or strongly disagreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the range and choice of shops needed to be improved. More specifically, a number of respondents wanted to see more supermarkets which were cheaper than the existing Co-op. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) also highlighted that more food shops were high on their priorities and a number of suggestions of shops they would like to see, were made. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

When looking at the perception of the general appearance of the town and more specifically, at the general state of the buildings and shop frontage, respondents gave a relatively negative rating (Figure 26). There were also various comments made about the appearance of the town which all related to making improvements to this in some way.

There was 13% of vacant floorspace in Newbiggin (see Figure 11). There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 75% (of those travelling by car) finding it very or fairly easy (Figure 14). However, 30% of these shoppers felt that the availability of parking spaces in the town centre was either poor or very poor. Appendix 2 also shows that two shoppers made comments specifically relating to parking and the danger of backing out onto the main road. Newbiggin also has relatively good bus connectivity, which is shown in Figure 18 by the frequency and number of destinations reached from Newbiggin. 5 out of 6 of the shoppers travelling into the town centre by bus on the day of the surveys also found it very or fairly easy to travel there. Figure 19 also shows that when looking at overall perception of the shoppers interviewed, approximately one half of respondents rated the quality, regularity and destinations served by public transport positively.

When looking at retaining shopper spend, less than 1% of Newbiggin residents shopped in Newbiggin. 34% of expenditure was lost to Ashington, 18% was lost to Newcastle and a further 13% to the Metro Centre (Figure 40). However, the current regeneration programmes may show that the percentage for Newbiggin will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Newbiggin was in satisfactory health. Although there has been some negative responses from the shoppers’ surveys with regards to the appearance in general, the implementation of the various regeneration projects in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Newbiggin by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Newbiggin Town Centre?

Shops

- more shops (6 responses)
- more shops in general
- more bigger stores
- bigger range of shops, supermarkets
- more shops, supermarkets
- more supermarkets like aldi & netto
- more food stores
- improved supermarket
- competition for co-op
- competitor for co-op
- cheaper food shops
- wet fish shop & butchers
- sea front food
- more different types of shops eg clothes & shoes
- new shops, clothing shops, and shoe shops adult and children
- gift shops
- some nice gift shops
- needs people to open shops and pubs again

Toilets

- toilets (3 responses)
- more toilets (2 responses)
- toilets for visitors
- toilets free near beach and town centre
- toilets needed

Appearance of town

- needs a good tidy up (2 responses)
- tidy it all up
- revamp town centre
- shop fronts need revamping
- shop fronts need updating
- bins for dogs, dog litter
- clean up dog mess on pavements everywhere

Roads/crossings

- another crossing needed
- more pedestrian crossings
- pedestrianise the town centre
- new car parks, dangerous as you need to back out onto roads
- stop cars reversing onto main roads
- stop reversing out onto road

Other

- kids driving around in cars at night put people off walking down the street
- mini buses going around estates
- bank (proper one, and good quality restaurant)
- more facilities for caravan owners
- tourist facilities

Mixture of things

- more shops and more leisure
- more leisure, proper restaurants, free toilets
- more proper restaurants, free toilets near beach, and it town
- more tourist shops, toilets
- need bank, butchers
- toilets, litter bins
- toilets, supermarket

Don't know/nothing

- d/k (2 responses)
- nothing | good

Verbatim responses to ‘Q19 What improvements would you like to see to the retail offer in Newbiggin?’

Supermarkets/food shops

- a better supermarket
- asda / morrisons
- asda, lidl, aldi
- food shops (2 responses)
- food shops, butcher, greengrocer
- lidl
- lidl, aldi
- market
- more supermarkets like tescos
- more wet fish new butchers, new supermarkets

Non-food or mixture of shops

- a supermarket department store
- large supermarkets and department stores
- butcher, supermarkets, shoe shop
- butchers, diy, wet fish shop, more furniture shop
- butchers, hardware shop
- butchers, supermarkets, bank
- clothes, shoes, bank
- hairdressers, supermarket
- just general clothes, foods, kids clothes
- mothercare, marks + spencer, tesco, lidl or netto
- netto, lidl, bhs, m&s, simply food
- supermarket, bank, any food shops
- supermarkets, clothes shops
- shoe shop, supermarket
- littlewoods, bhs, netto, lidl
- department stores e.g. bhs and food stores like aldi & lidl
- more supermarkets, clothing and shoe shops
- more shoe and clothyes shops and big supermarket
- we need large clothes & shoe shop

- diy / dvd / cds shops needed
- asda or big supermarket and a bank
- shoe shops

General

- more of everything
- any shops to attract visitors
- more quality shops to make place look place
- reopen shops up/ everything
- some tourist attractions
- more upmarket shops / smaller shops
- bigger stores, more leisure
- better parking / don't let them back out
- all ok

Verbatim responses to ‘Q27 How would you make this town centre better?’

More shops/facilities

- more shops
- more shops in general
- more shops like fish shop and butchers
- asda/morrisons and a bank (2 responses)
- bank
- bigger shops, more leisure
- bigger stores and more leisure eg bowling, Frankie and Bennys, McDonalds

Toilets

- toilets for visitors
- toilets needed
- more toilets (new)
- more toilets near beach
- more free toilets near beach
- need more toilets in town centre and near beach

Appearance of town

- give shops a facelift
- keep it all old world
- make it look nice
- don't leave shops & pubs boarded up, it doesn't look nice
- get rid of empty shops, looks bad

Other

- pedestrianising the main street would be a benefit
- stop everything closing down, bring more attractions
- more fayres, car boot sales and markets
- more for tourists

Mixture of things

- need toilet blocks (free) near beach, cinema and bowling alley, pizza hut
- toilets / litter bins / cash points / banks
- free toilets on seafront, renovation of shop fronts

Don't know

- d/k
- d/k

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PONTELAND TOWN CENTRE HEALTH CHECK REPORT

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EXECUTIVE SUMMARY

- 31% of the floorspace use was for retail.

- Shopper's perception of the range of retail provision was somewhat negative - 48% did not think that Ponteland offered a wide choice of shops.

- There were more leisure services and financial and business services than comparison retail (clothing, household goods, furniture, DIY and electrical goods) or convenience retail.

- There was 4% of vacant floorspace in Ponteland.

- 76% of shoppers interviewed found it easy to travel into the town centre by car.

- 67% of these shoppers felt that the availability of parking in the town centre was either good or very good.

- All three shoppers travelling into the town centre by bus on the day of the surveys also found it very or fairly easy to travel there.

- When looking at retaining shopper spend, 2% of Ponteland residents shopped in Ponteland. 43% of expenditure was lost to Newcastle and a further 36% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.

- Use class data should take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity of residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Alnwick on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

2.0 DESCRIPTION OF THE TOWN CENTRE

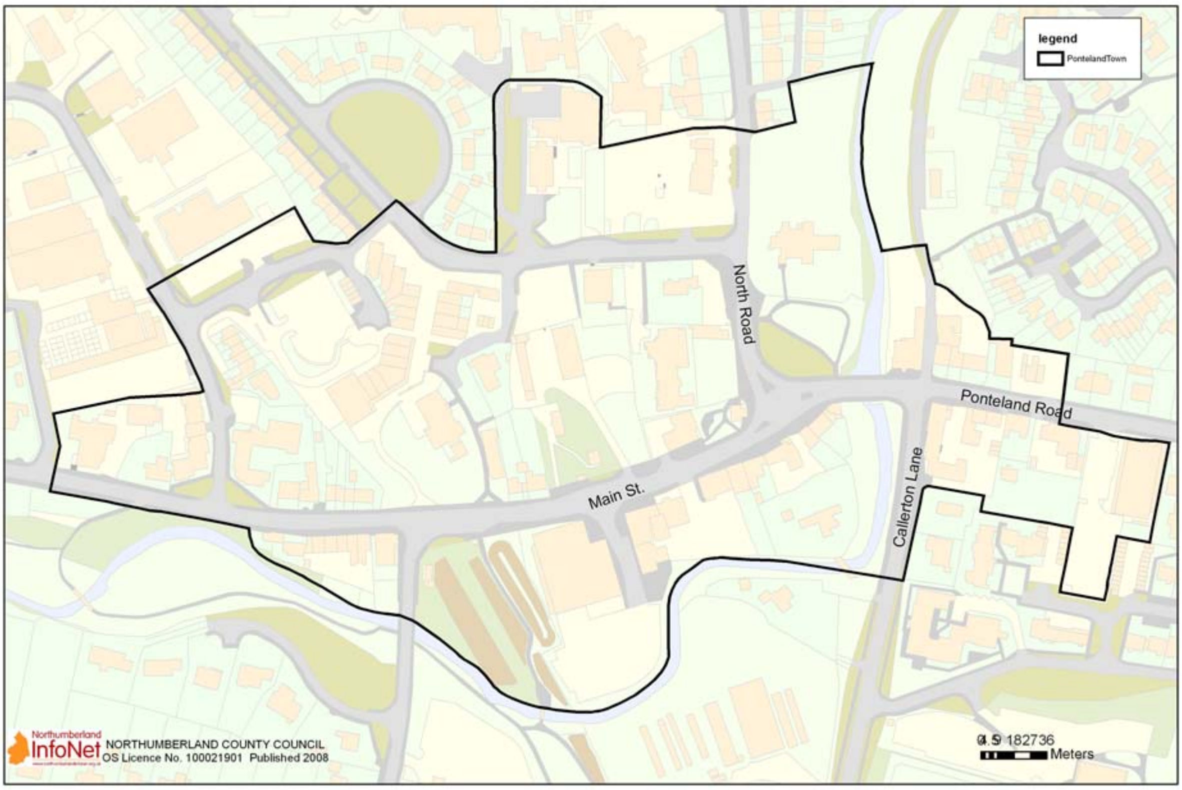
2.1 Ponteland's Town Centre Boundary

Throughout this report there are two different boundaries for Ponteland Town Centre that will be used depending on the section: the town centre boundary as defined by Castle Morpeth District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Ponteland Town Centre in relation to the District Council boundary is 112,362.01 m².

Figure 1: Boundary for Ponteland Town Centre (District Council)

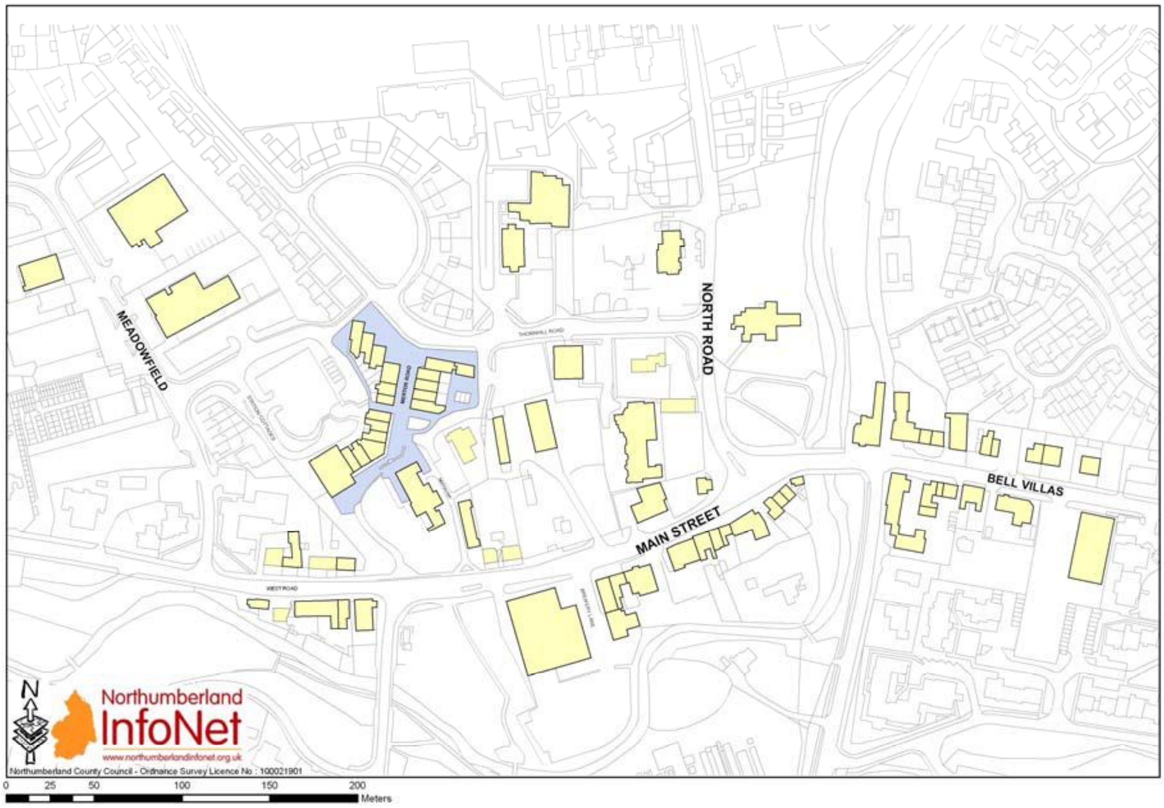
Ponteland Town Centre - District Council



Source: Castle Morpeth District Council

Figure 2: Boundary for Ponteland Town Centre (Experian)

Ponteland Town Centre - Experian



Source: Experian

2.2 Ponteland Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Castle Morpeth Borough Council): Ponteland is the second largest centre after Morpeth, situated in the south of the borough close to Newcastle International Airport and the Tyneside conurbation. The settlement includes Ponteland Village which is a district shopping centre with housing and the larger Darras Hall residential area. The settlement character of Ponteland is quite unique in the northeast region, the Darras Hall Estate being an extensive development of executive housing in a largely mature landscape environment and attached to the much smaller and more compact village centre. Consultants appointed by the Council have recently progressed a masterplanning exercise for Ponteland Village Centre and identifed a range of commercial and community uses to address the aspirations of the local community and revitalise the centre. Chosen designs will soon be issued for public consultation. The settlement of Ponteland has been surrounded by Green Belt since 1963, so that mature and well defined boundaries have been established and opportunities for expansion and growth are limited.

2.3 History and Development of Ponteland

Ponteland lies on the A696 Newcastle to Edinburgh road, 8 miles north-west of Newcastle, and about 2 miles from Newcastle International Airport.

Two possible derivations of the name Ponteland have been suggested. The first relates to the river Pont which runs through the town. This river frequently flooded, turning the town into an island. It was therefore known as 'Pont Island' which became 'Ponteland'. Major flood defences were built in the 1990's to alleviate this problem. A second suggested derivation of the name comes from Roman times, when it was named the 'bridge over the swamp'.

Aerial photographs of the area have identified various sites which may date back to the Prehistoric or the Roman periods. A few artefacts have also been found. In addition, a large number of deserted medieval villages have been discovered in the area, mainly dating back to the 13th Century.

There are many historical buildings in Ponteland. Among these are the Blackbird Inn, built on the site of a small castle and containing part of a medieval tower. It is believed that the English and Scots negotiated a peace on this site in 1244. St Mary's church was built in the 12th century, though restored several times in subsequent years. Ponteland's Vicar's Pele Tower dates back to the 14th century.

The main occupations over the past 200 years related to agriculture, although there was also a small amount in mining and brick making.

The population in the Ponteland parish was 11,178 at the time of the 2001 census. Most of the growth in population occurred in the 20th century, with the coming of the railway, the building of the Darras Hall housing estate, and the building of Newcastle International Airport.

Today, there are various things to attract locals and visitors to the town. These include numerous shops, 5 schools, various restaurants and take-aways, a leisure centre and a golf club. Various events are held each year, including the Ponteland Wheelbarrow Race, the Spring Ball, Ponteland Party in the Park, the Duck Race and the Parish Flower Show.

A multi-million pound plan to revamp the town centre is currently at the public consultation stage. This is likely to include new retail units, a library and new community facilities.

3.0 DIVERSITY OF USES

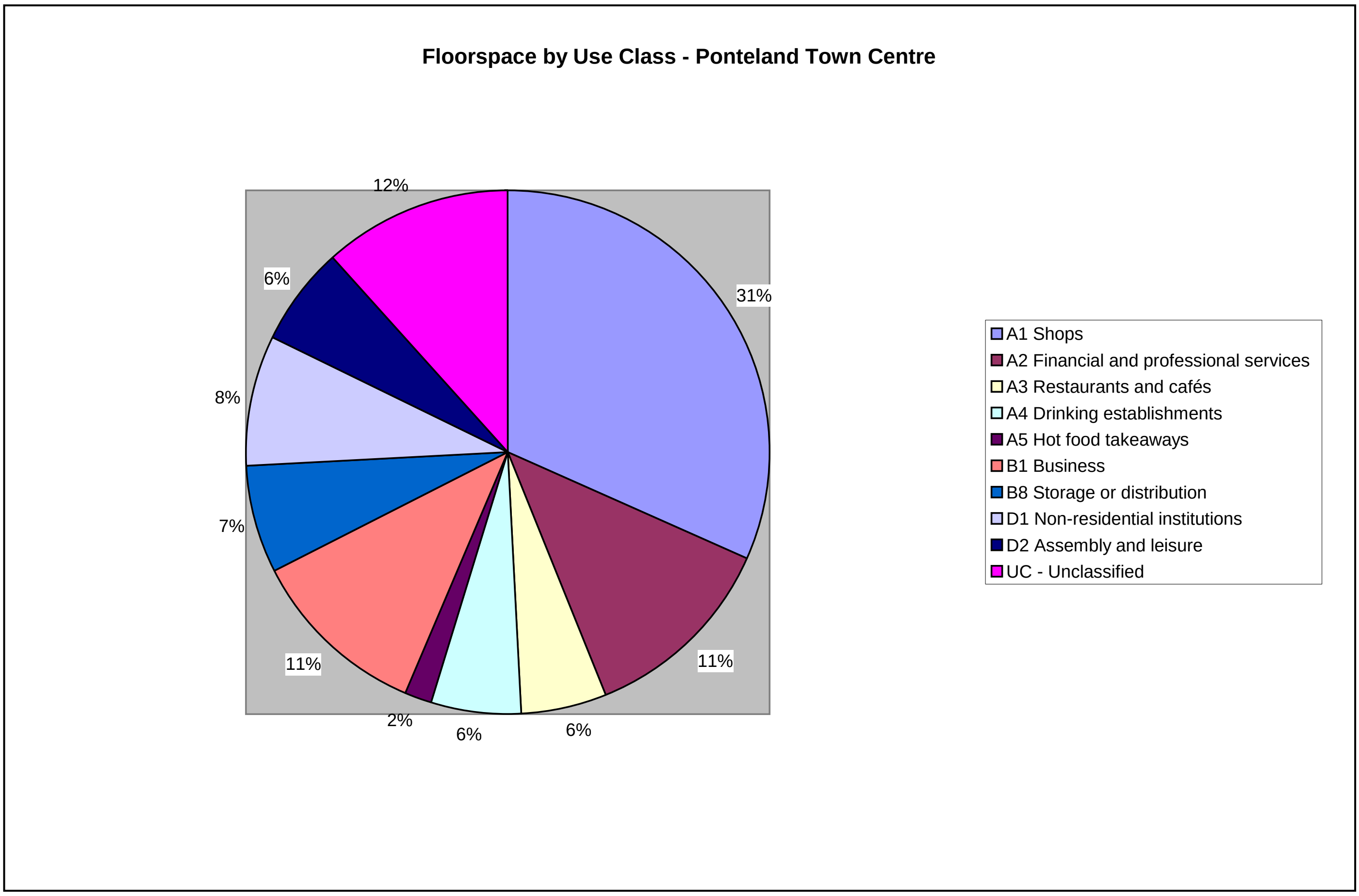
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Alnwick Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Alnwick.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

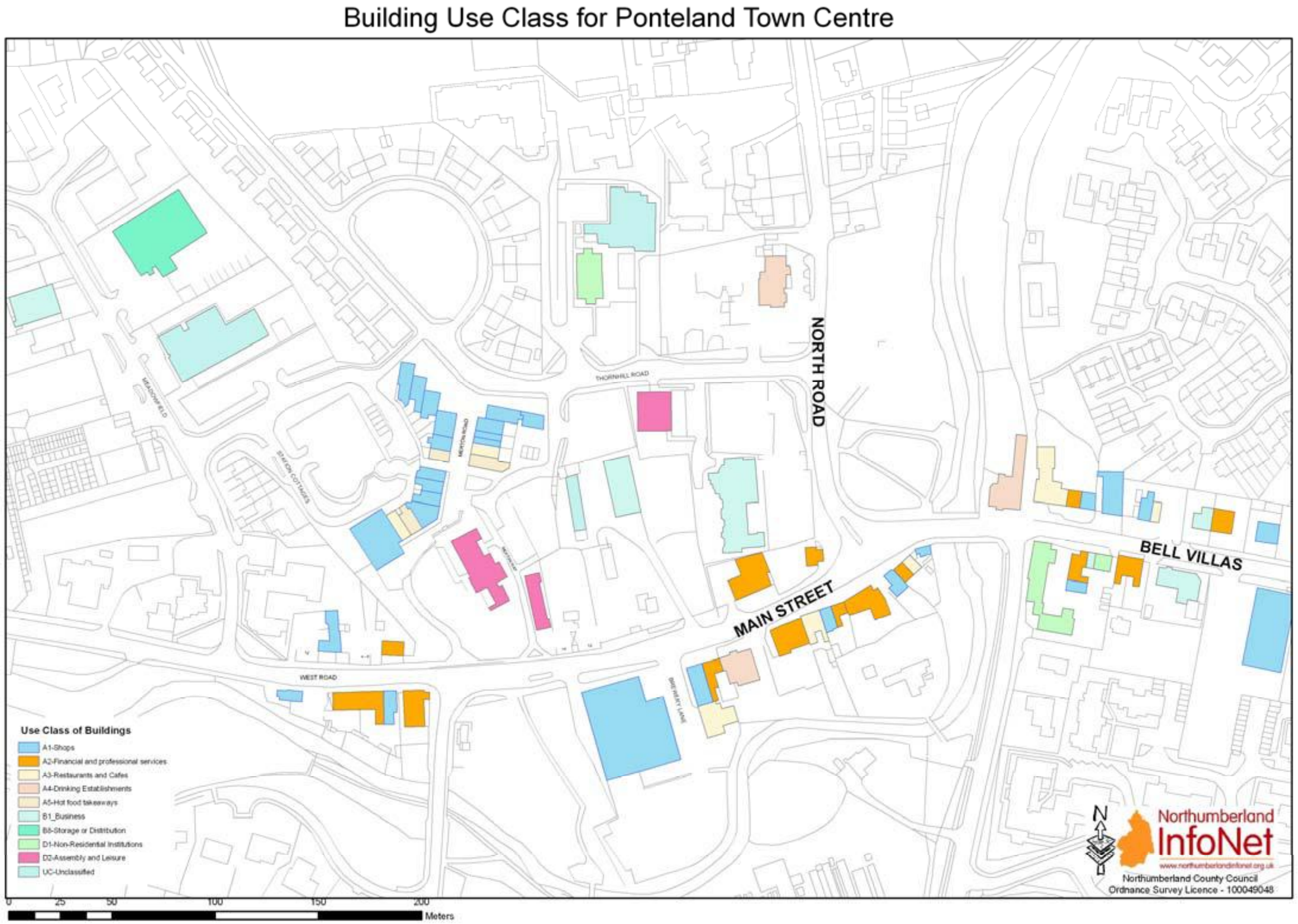
Figure 3 shows that whilst the various sectors within Ponteland Town Centre seem to be fairly evenly distributed through the town, just under a third (31%) of the floorspace in Ponteland Town Centre are classed as shops. Financial and professional services and businesses each account for 11% of the floorspace in Ponteland with storage or distribution occupying 7%. 12% of floorspace in Ponteland was unclassified.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Ponteland Town Centre



Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are situated on Merton Road. The financial and professional services are distributed along West Road, Main Street and Bell Villas. Businesses are generally set on the edge of the town centre.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

Ponteland Farmers Market takes place at the Memorial Hall, Darras Road. This is a FARMA certified farmers market which is held on the 4th Saturday of the month from 9am to 12.15pm. A summer event is due to take place on Sunday 7th June, 1.30pm-5pm, this event provides entertainment for all the family. The Music in the Park event takes place on Saturday 18th July, 6-9pm at Ponteland Park, West Road. This event provides music for everyone with Duston Silver Band, pongos and compere Paul Mooney. Summer festival of pictures, flowers and music, this event takes place from Saturday 1st August till Saturday August 8th at St Mary's Church.

3.3 Satisfaction with the range of provision – retail

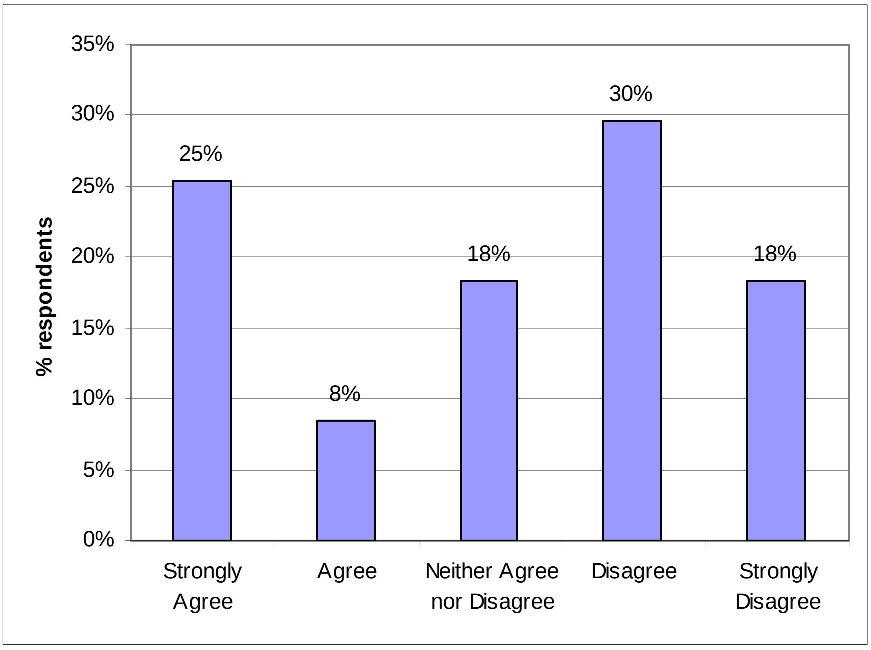
Question 16 in the Ponteland Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Ponteland offers a wide choice of quality shops"?

The level of disagreement with this statement was considerably higher than the level of agreement (48% vs. 33% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Ponteland offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

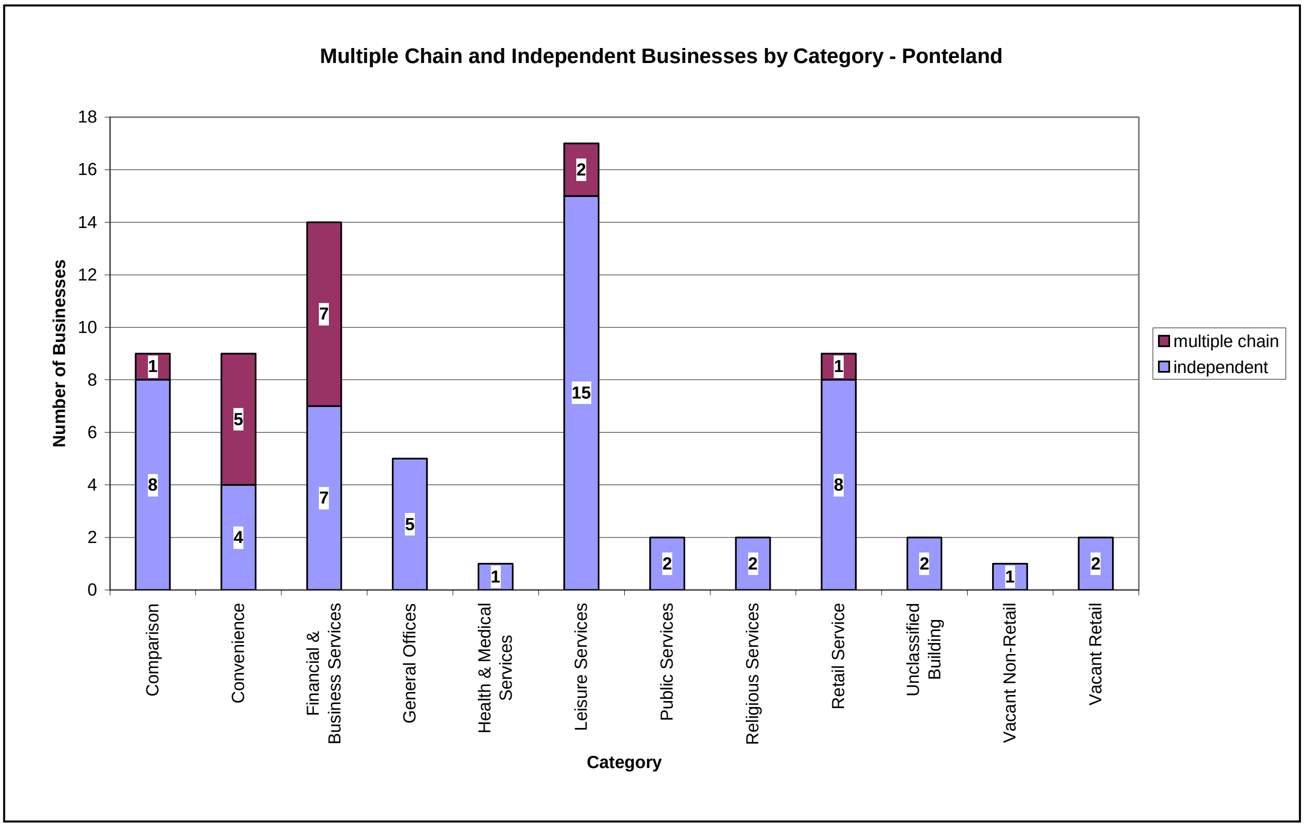
Base: 71 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Ponteland



Source: Experian

Figure 6 shows that in Ponteland town centre, the majority of businesses are leisure services (15 independent, 2 multiple chain). The category which has the 2nd highest amount of businesses is financial and business services: 7 of which are independent and 7 multiple chain. There are 9 comparison retail premises, 9 convenience retail premises and 9 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Ponteland Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Prestwick which is an out of town employment site. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Ponteland Town Centre in comparison with the other town centres in Northumberland for which this information was available; the North East; and England.

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

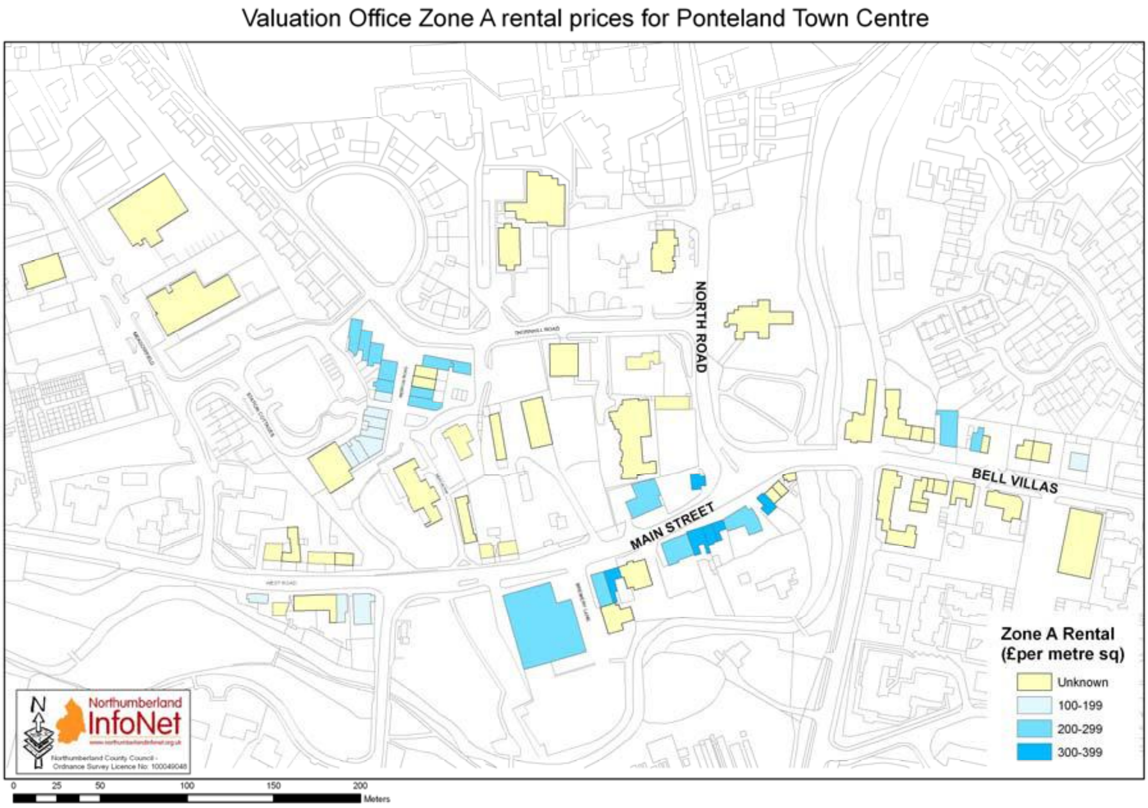
Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).

- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Ponteland Town Centre



Source: Valuation Office

Figure 7 shows that of the properties for which Zone A rental information is known, Main Street generally has the highest zone A rent, with the majority being either £200 – 299 per m² or £300 - £399 per m². The prices decrease towards the edge of the town centre and on Bell Villas and Merton Road, the majority of properties fall into the £100 - £199 per m² and £200 - £299 per m² bands.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

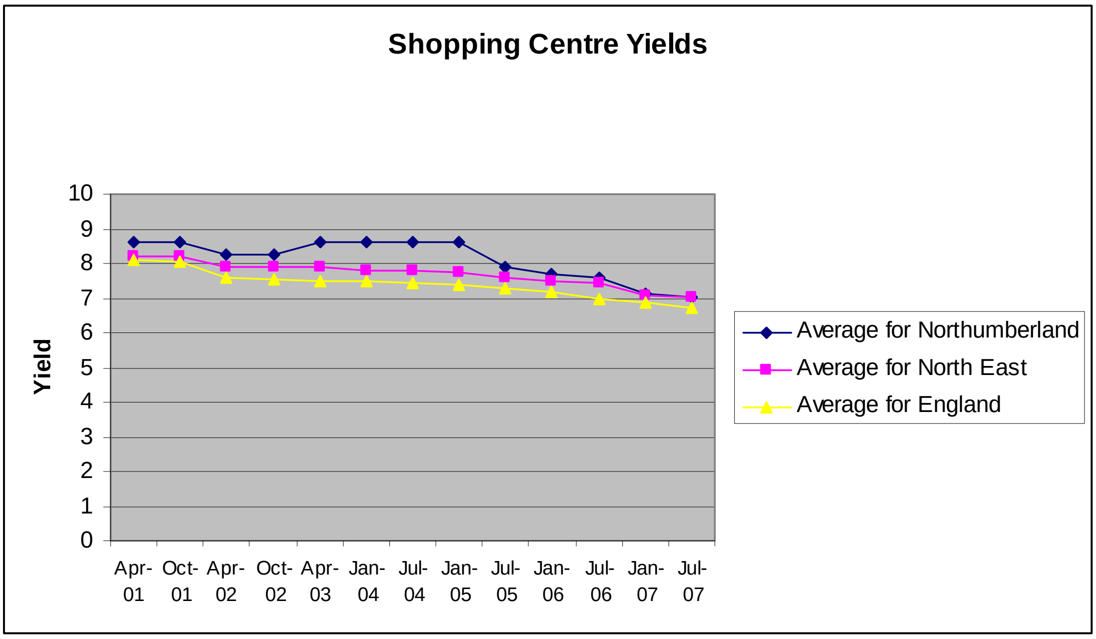
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Ponteland, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

[1] www.voa.gov.uk
[2] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



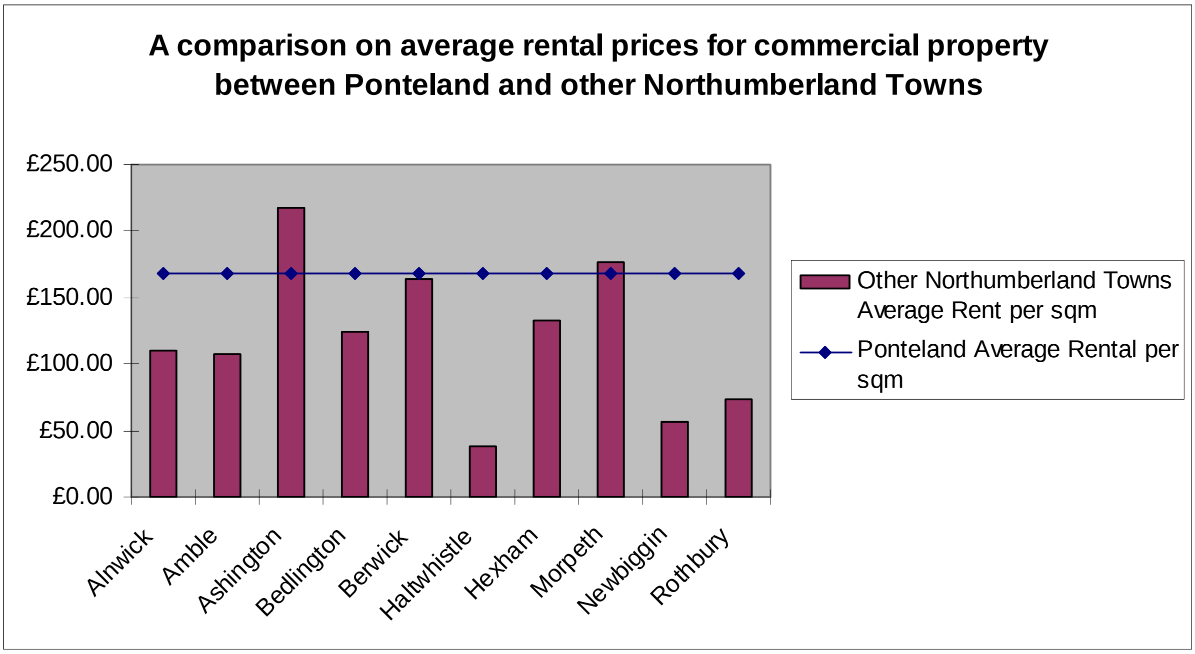
Source: Valuation Office (www.voa.gov.uk), July 2008

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Alnwick town centre between 1st January 2006 and 31st December 2007 was £168.00 per square metre. Figure 9 show this rate in comparison with other town centres. According to Figure 9, in comparison with other Northumberland town centres, Ponteland has the 3rd highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Morpeth and Ashington with higher average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 9: A comparison on average rental prices for commercial property between Ponteland and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Alnwick town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the street within Ponteland Town Centre with the most vacant premises is Thornhill Road with 17% of premises vacant. Further, when looking at vacancy rates in terms of floorspace, Thornhill Road was ranked 1st with 27% of its total floorspace vacant. The street with the 2nd most vacant premises and floorspace in Ponteland was Merton Road with 10% of vacant premises and 26% of vacant floorspace.

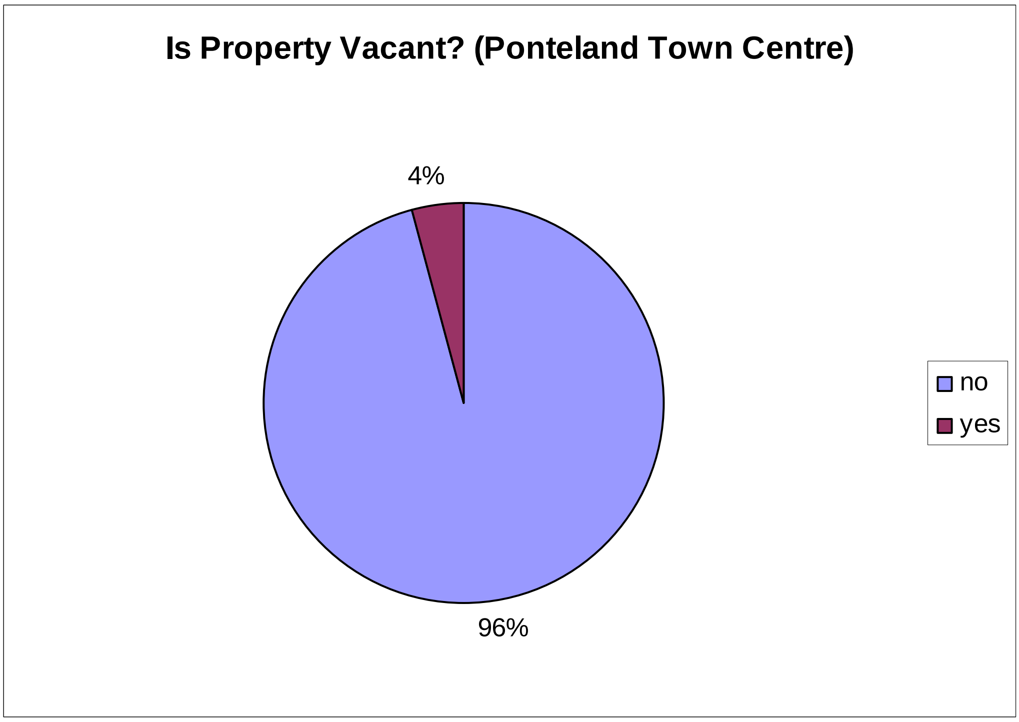
Figure 11 shows that in Ponteland Town Centre, there were 96% of occupied premises and 4% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
THORNHILL ROAD	17%	1	27%	1
MERTON ROAD	10%	2	26%	2
BELL VILLAS	0%		0%	
BREWERY LANE	0%		0%	
MAIN STREET	0%		0%	
MEADOWFIELD	0%		0%	
MERTON WAY	0%		0%	
NORTH ROAD	0%		0%	
WEST ROAD	0%		0%	

Source: Experian

Figure 11: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Ponteland town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Ponteland Town Centre in September/ October 2007 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 29th September, Tuesday 2nd October and Friday 5th October 2007. They were carried out by interviewers at two “access points” within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Ponteland town centre is around 1,764, although this will obviously vary depending on the time of year. The data suggests that, on a “normal” day (in this instance, a Friday), the footfall could be higher by 300 people visiting the town centre than on a Saturday. However, in this week, the other “normal” day had the lowest footfall of the week with 666.

Figure 12: Estimated daily footfall in Ponteland Town Centre

	Estimated daily footfall[3]		
Location (see Figure 2)	**Tuesday ("normal" day)**	**Friday ("normal" day)**	**Saturday (Weekend)**
Merton Way	330	996	372
West Road	336	1,074	1392
Total	666	2,070	1,764

Source: Northumberland Footfall Counts

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[3] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

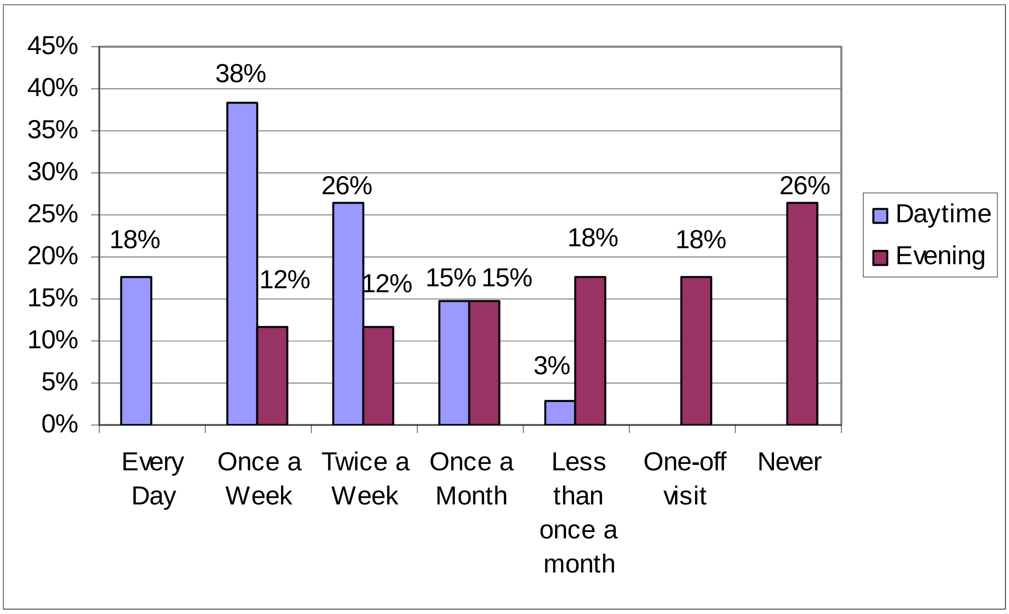
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Ponteland town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

Nearly half (48%) of respondents travelled into Ponteland by car on the day of the interview (Figure 13). 82% of these said that they go into Ponteland at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 24% in the evenings.

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



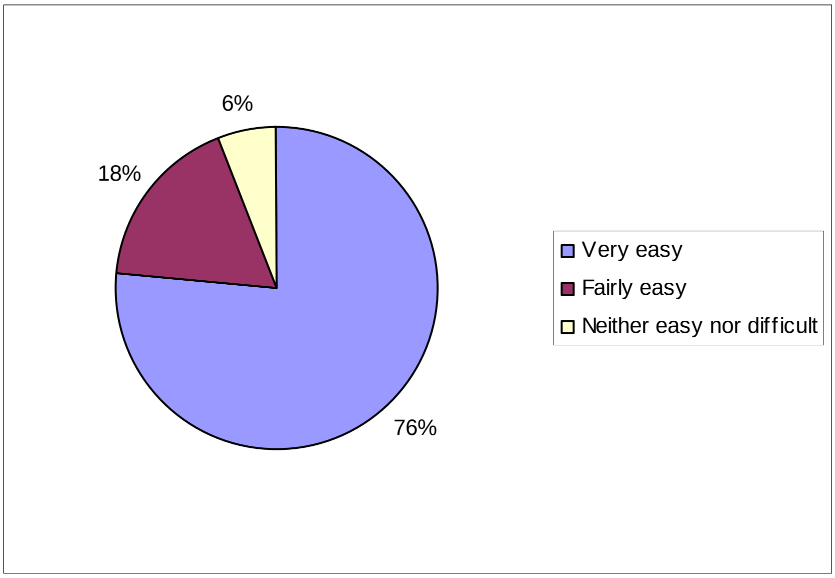
Source: Northumberland Infonet Shopper Questionnaires

Base: 34 for daytime; 34 for evening

Over three quarters (76%) of the respondents that travelled by car found it very easy to travel into Ponteland town centre. A further 18% found it fairly easy. No-one found it difficult (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Ponteland town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 34

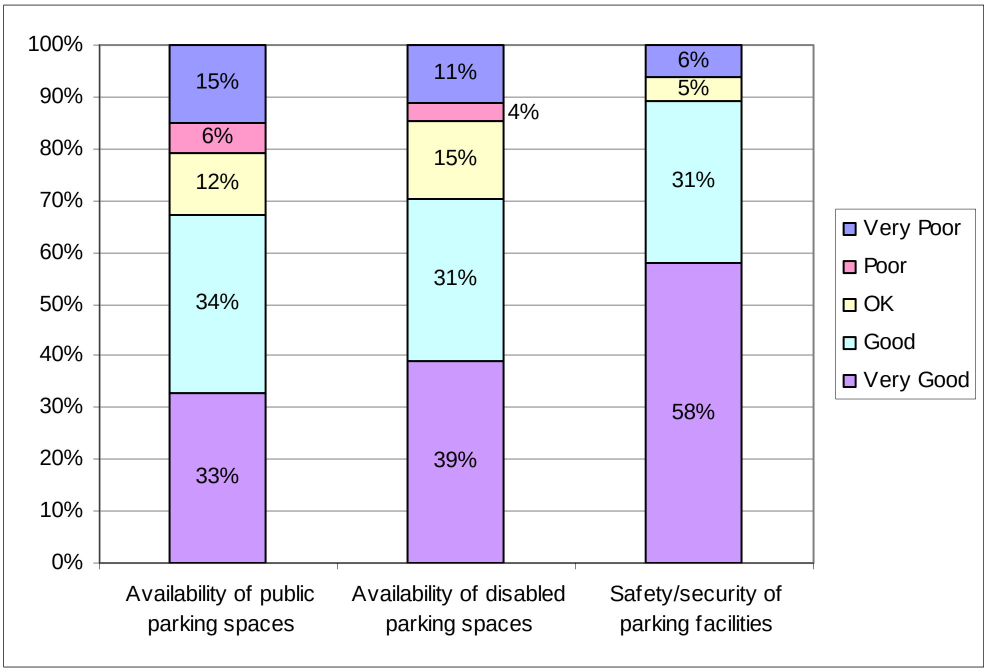
9.2 Access to car parking

Over two thirds of respondents gave a good or very good rating for the availability of public and disabled parking spaces. However, 21% and 15% gave a negative rating for these aspects respectively (Figure 15).

The safety/security of the parking facilities was viewed very positively, with 89% giving a good or very good rating, and only 6% giving a poor or very poor rating.

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 54 to 67 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Only 2 people mentioned parking as being one of the main problems with the shopping experience:

- "Not enough car parking".
- "Parking places".

5 respondents also said that illegal parking was a problem.

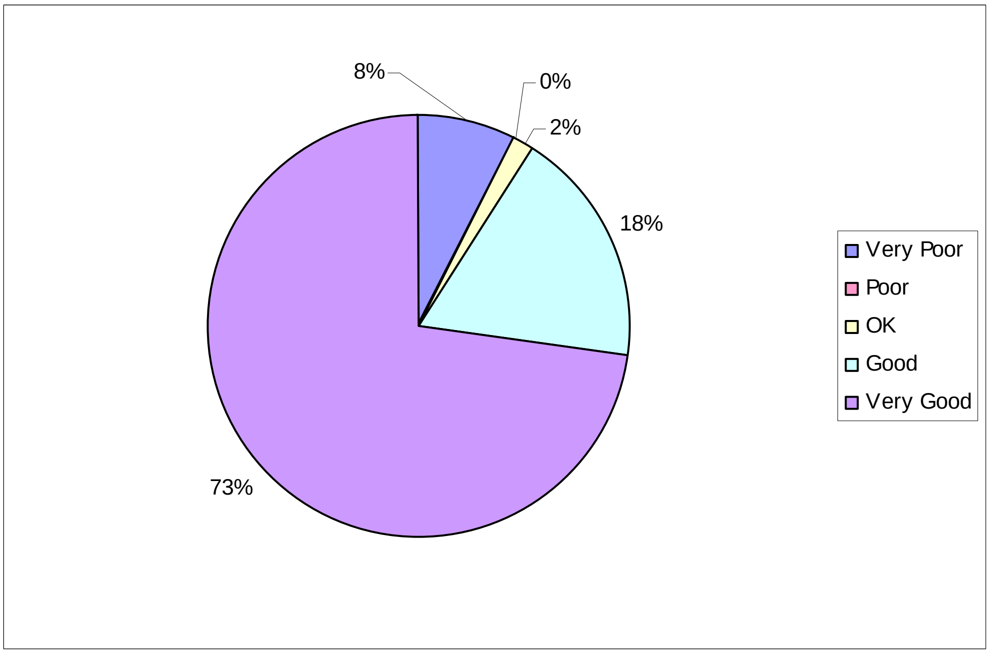
14% gave 'improved parking' as a suggestion for improving the town centre.

9.3 Cost of parking

The cost of parking in Ponteland town centre was rated very highly, with 91% of respondents giving a good or very good rating, and only 8% giving a poor or very poor rating.

Figure 16: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 66 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Ponteland's Car parks

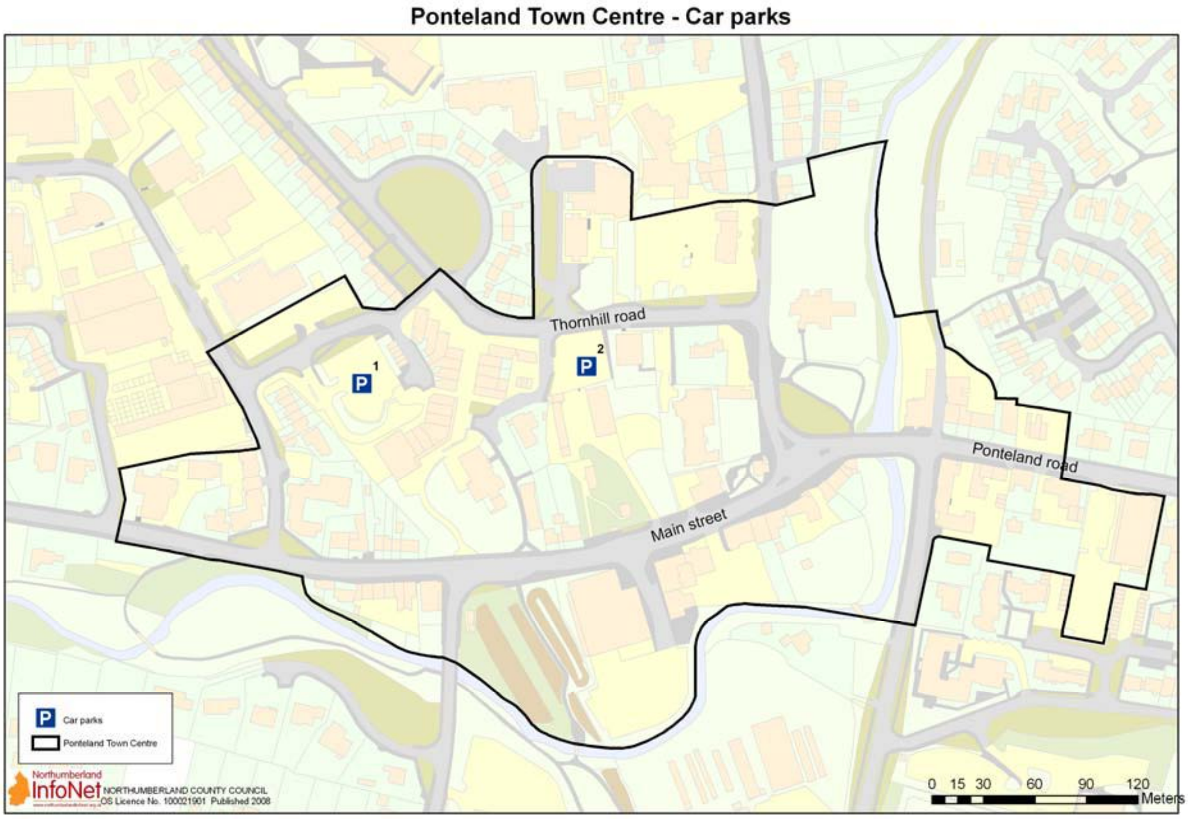
Figures 17 and 18 show the location of car parks within and surrounding Ponteland Town Centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Error! Hyperlink reference not valid.**	free	Surface Car Park	45	All Day	2	0	
2	**Error! Hyperlink reference not valid.**	free	Surface Car Park	46	All Day	2	0	
3	**Error! Hyperlink reference not valid.**	free	Surface Car Park	39	All Day	0	0	Lines are worn away. Historically used as a lorry park but cars can park there too. They were going to move the lorries elsewhere but not sure if they ever did.

Source: Castle Morpeth Borough Council, Transport Direct

Figure 18: Location of Car Parks



Source: Castle Morpeth District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Ponteland to surrounding towns and villages are listed below.

Figure 19: Destination and Frequency of Buses from Ponteland

Destination	Mon – Fri	Sat	Sun
Callerton	Approx 1 per 2 hours	Approx 1 per 2 hours	None
Darras Hall	Approx 2 per hour	Approx 2 per hour	Approx 1 per 2 hours
Great Whittington	Approx 1 per 2 hours	Approx 1 per 2 hours	None
Jedburgh	1 per day	1 per day	None
Matfen	Approx 1 per 2 hours	Approx 1 per 2 hours	None
Newcastle upon Tyne	Approx 5 per hour	Approx 5 per hour	Approx 1 per 2 hours
Otterburn	2 per day	2 per day	1 per day
Stamfordham	Approx 1 per 2 hours	Approx 1 per 2 hours	None
Woolsington	Approx 2 per hour	Approx 2 per hour	Approx 1 per 2 hours

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

Only 3 people travelled into Ponteland town centre by bus on the day of the interview. One of these said that they travel to the centre every day during the daytime, and the other two said they go there twice a week (although it cannot be deduced how often they use a bus for these trips). In terms of the evenings, these respondents travelled into town twice a week, less than once a month, and never.

All three found it very easy or fairly easy to travel into the town centre.

9.7 Train Connectivity

There is no train access to Ponteland.

9.8 Shoppers travelling to town by train

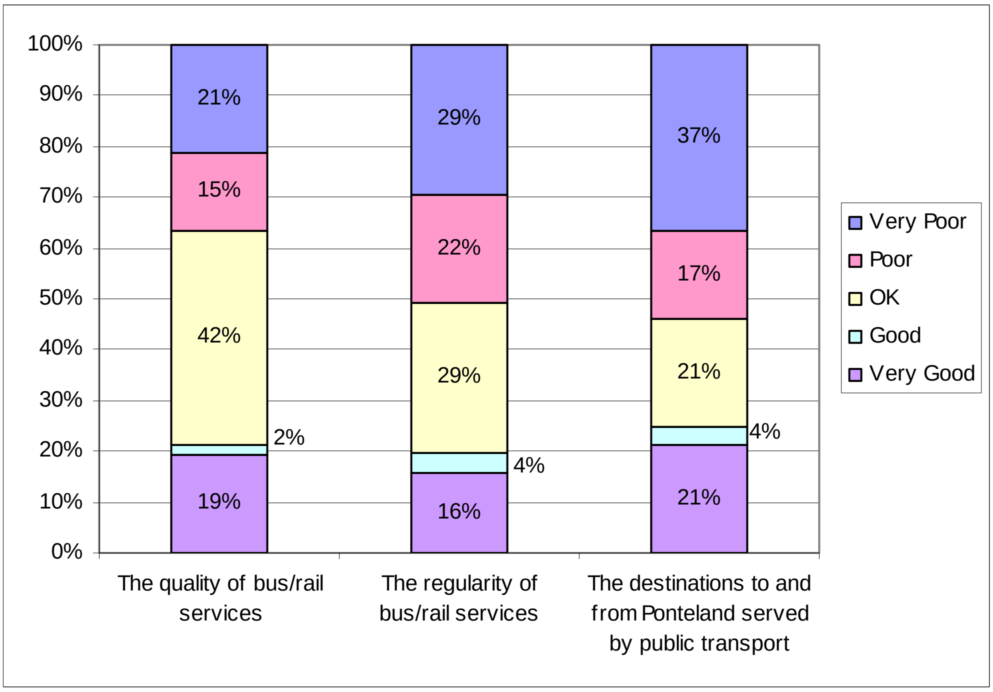
There is no train access to Ponteland and therefore no shopper's questionnaire respondents said that they travelled to Ponteland town centre by train.

9.9 Perception of Public Transport Services

Respondents had a fairly low opinion of public transport in Ponteland. Only one quarter or less gave a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport. Over half gave a negative rating for the latter two aspects, a substantial proportion of which was a 'very poor' rating. The quality of bus/rail services fared slightly better, but still had 37% of respondents giving a poor or very poor rating.

Figure 20: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 51 to 52 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 2 respondents (3%) said they would improve the accessibility.

In addition, the quality of footpaths was mentioned by 22% of respondents as one of the main problems with the shopping experience. Two comments were also made:

- "Paths need straightening - on slant".

- “New footpaths”.

9.11 Origin and method of travel of Shoppers Interviewed

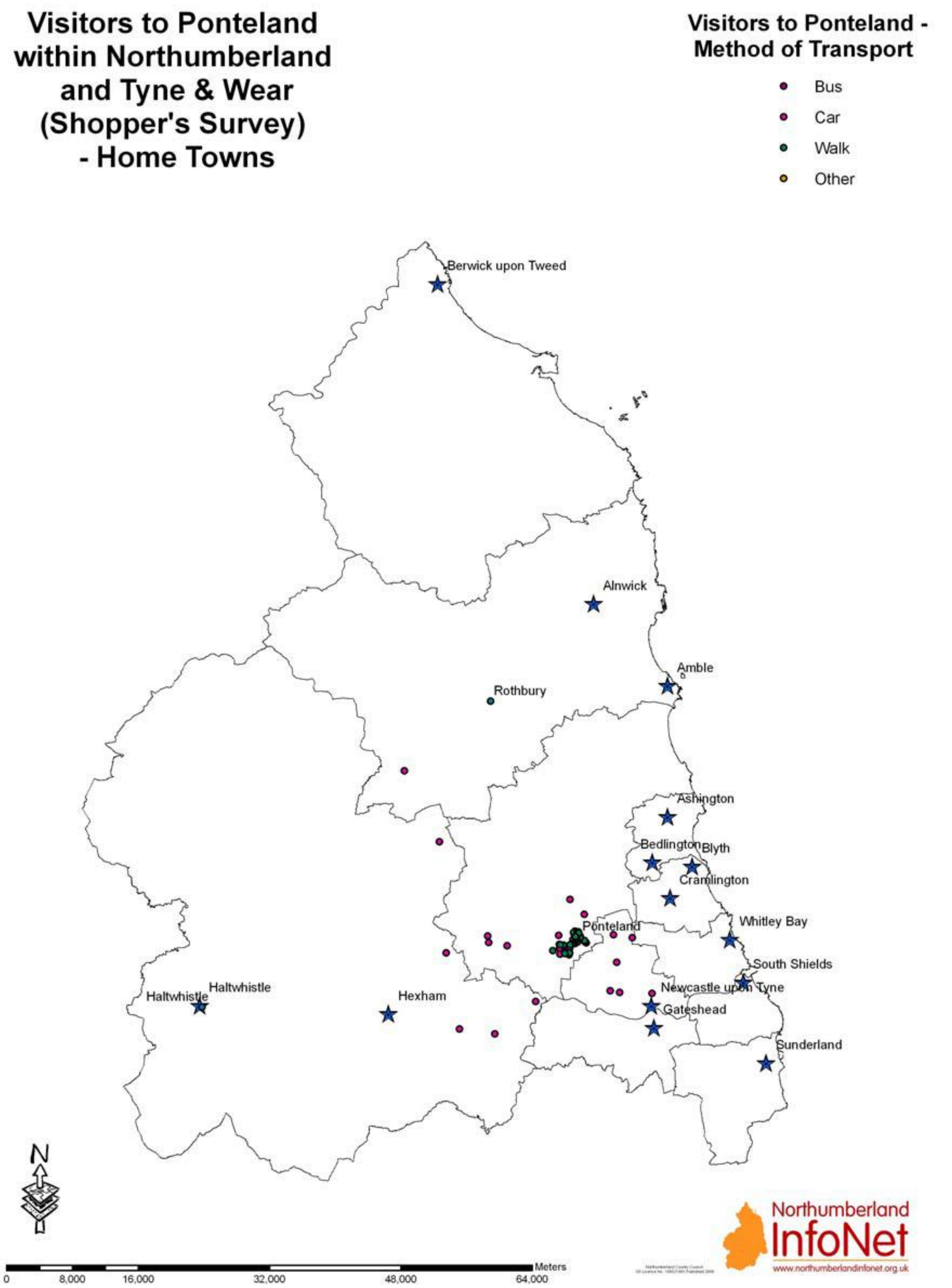
As Figure 21 shows, most of the respondents from the Ponteland Shopper Survey live in the Castle Morpeth District, with a large proportion living in or around Ponteland itself. In addition, some respondents came from the district of Tynedale and Newcastle upon Tyne Metropolitan District, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents travelled in by car, although a number of the respondents that live in, or close to, Ponteland said that they walked.

No respondents came from outside of the Northumberland and Tyne & Wear regions.

Figure 21: Visitors to Ponteland within Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Ponteland:

- Street furniture has been upgraded throughout the town.
- Hanging baskets from shops have been put up.
- Flower planters have also been placed around the town.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street furniture and Open Spaces

Signage

No-one mentioned any problems or improvements regarding signage/information.

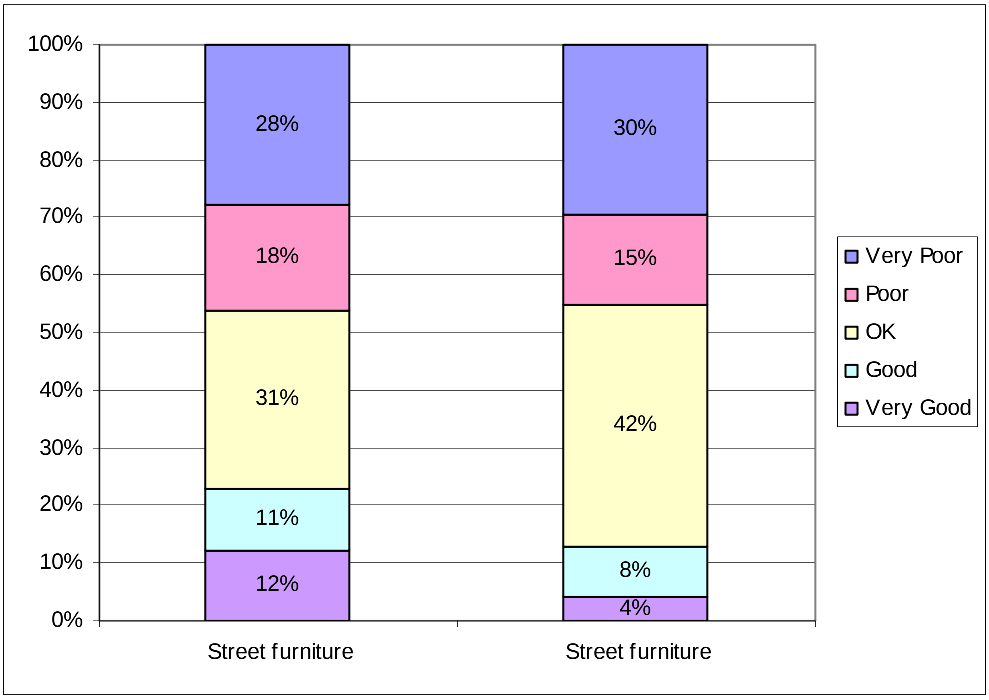
Street Furniture

Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

Both of these aspects were given very low ratings, with less than one quarter of respondents in each case giving a positive rating, and nearly half giving a poor or very poor rating (Figure 22).

Figure 22: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

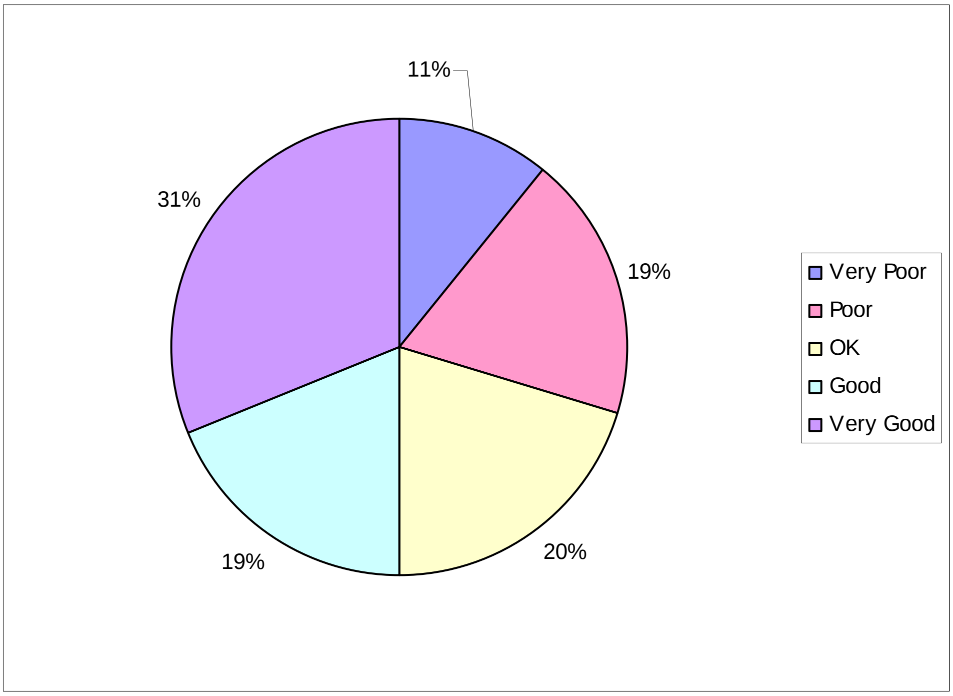
Base : 65 to 71 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

Half of the respondents gave a favourable rating for the parks and open spaces in Ponteland, and 30% thought that they were poor or very poor (Figure 23).

Figure 23: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 64 respondents (note: this excludes those respondents that gave a 'don't know' response)

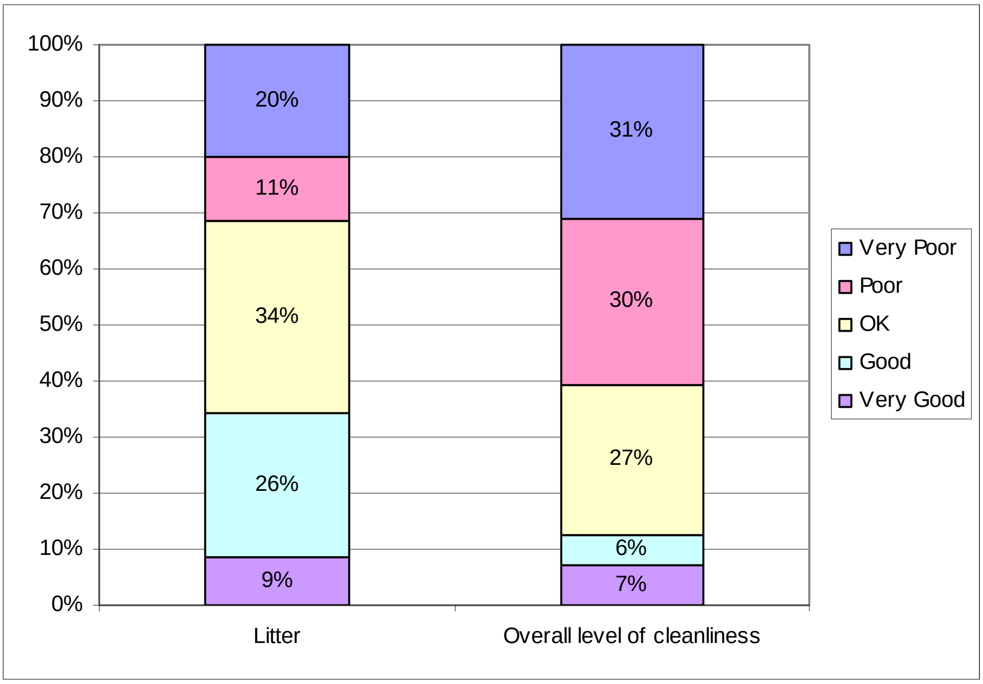
10.2.3 Litter and Cleanliness

Respondents had a very low opinion of the overall level of cleanliness in Ponteland, with only 13% giving a positive rating, and 61% giving a negative rating.

Litter in Ponteland was rated a little better, but still received only 34% of good or very good ratings, and 31% of poor/very poor ratings (Figure 24).

Figure 24: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 70 respondents (litter); 71 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

Four respondents made related suggestions of how to make the town centre better:

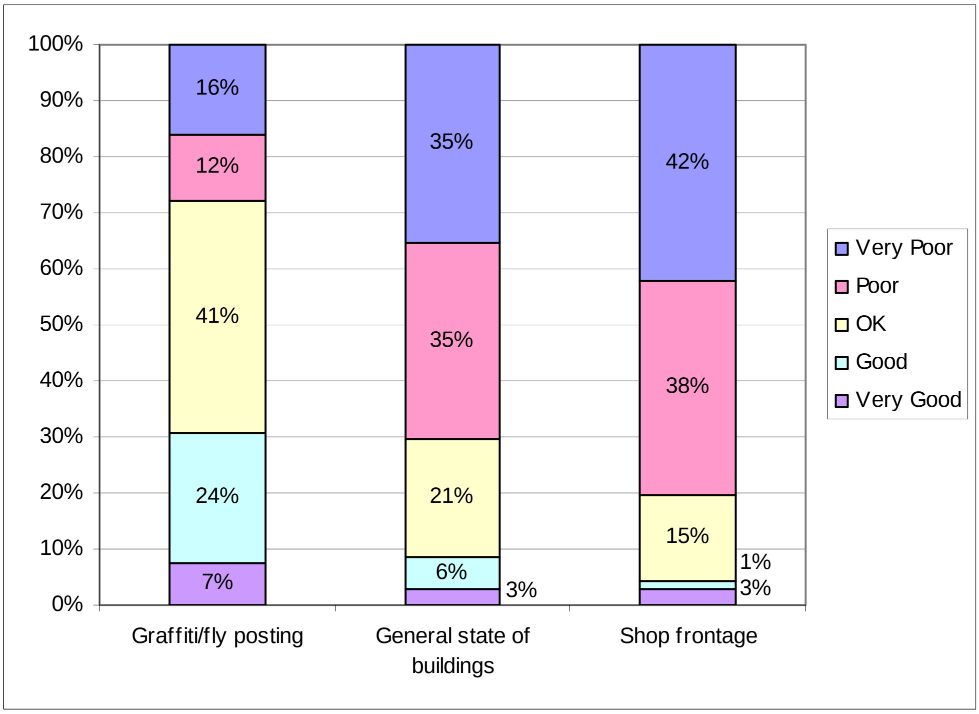
- "Clean it up" (2 responses).
- "Clean up shopping centre…".
- "Keep it clean".

10.2.4 General Appearance of the Town

The general appearance of the town, with respect to graffiti/fly posting, the general state of the buildings, and the shop frontage, was not thought highly of. The shop frontage was given the worst rating (4% positive ratings and 80% negative ratings), with the general state of the buildings not rated much better (8% positive and 70% negative). The graffiti/fly posting was rated slightly better, with 31% of respondents giving a good or very good response, and 28% giving a poor or very poor response (Figure 25).

Figure 25: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 68 to 71 respondents; (note: this excludes those respondents that gave a 'don't know' response)

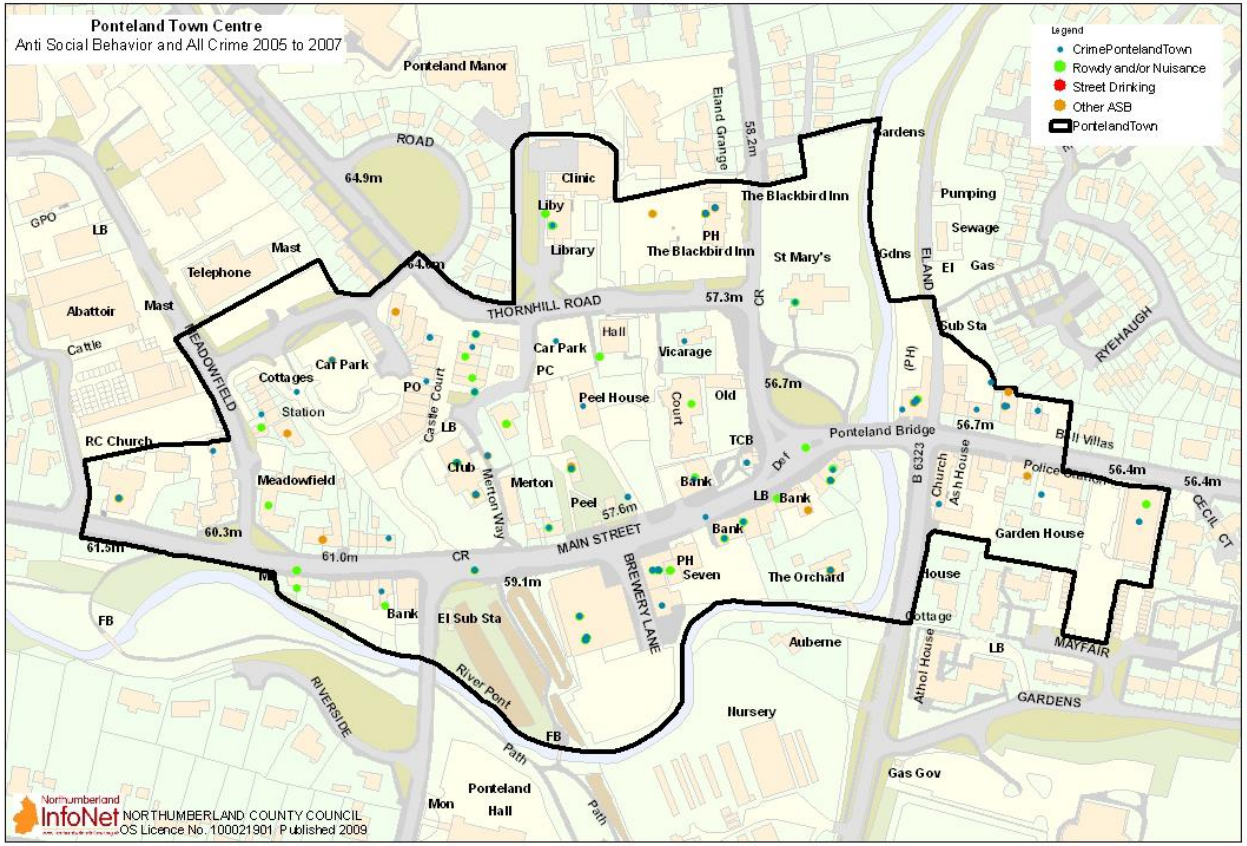
A large number of comments and suggestions for improvement were also given on this subject. These included facelifts, updating, painting of shop fronts and general renovation. One person said that it "needs to be pulled down, renovated and modernised completely". A full list of the comments can be found in Appendix 2.

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

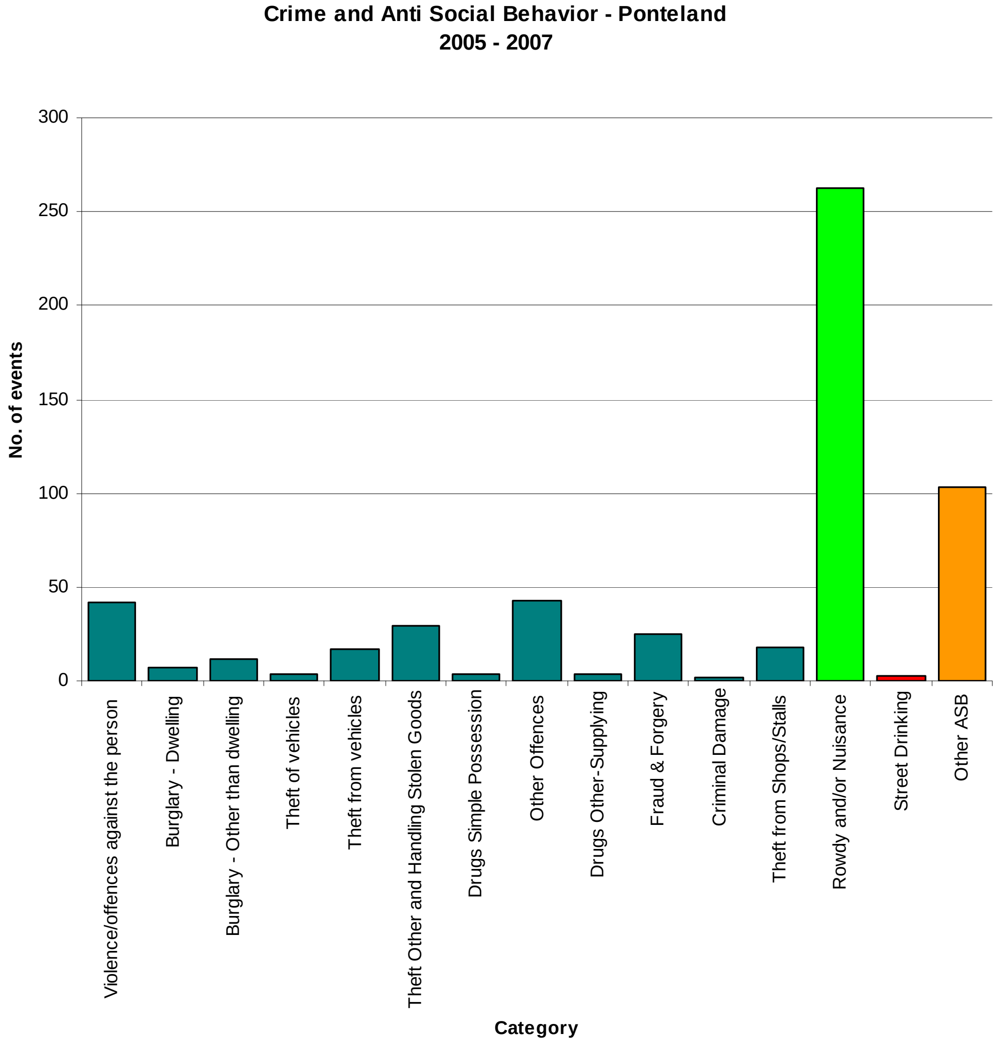
11.1 Analysis of Reported Crimes

Figure 26: Analysis of Reported Crimes



Source: Northumbria Police

Figure 27: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 26 and 27, it is clear to see that the crime in Ponteland in 2005 – 2007 was fairly evenly distributed throughout the town centre, and the main type of crime here was "rowdy and/ or nuisance" with 263 occurrences in total.

Looking at the chart (Figure 27), the types of crime have been broken down further. The most frequent type of crime occurring in Ponteland Town Centre between 2005 and 2007 was "other offences" of which there were 43 occurrences. More specifically, the 2nd most frequent type of crime was "Violence/offences against the person" of which there were 42 occurrences.

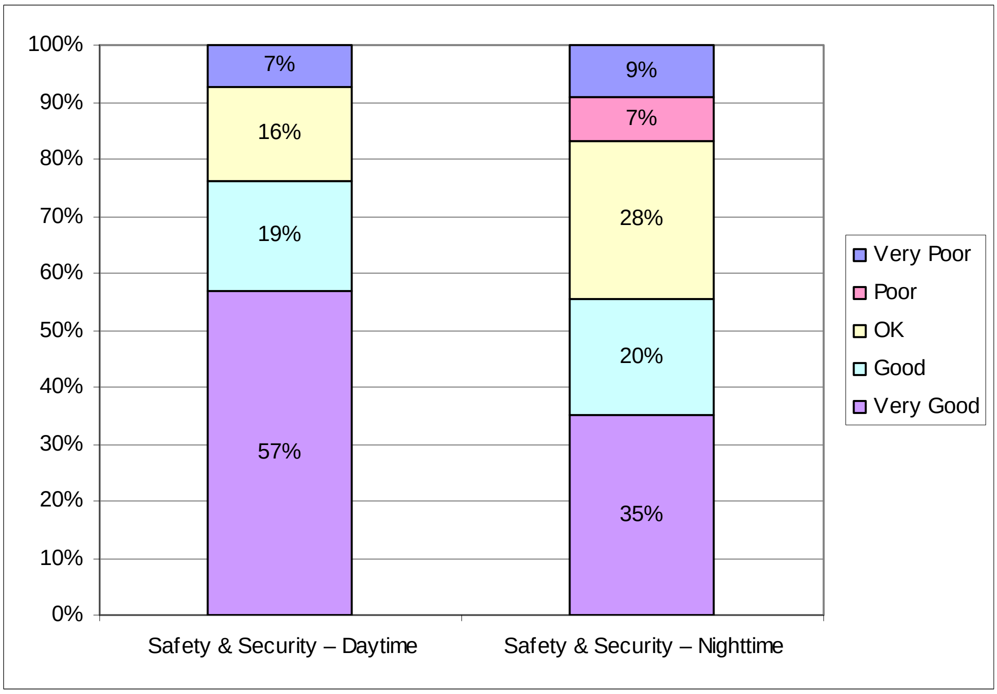
11.2 Perception or Fear of Crime

No respondents mentioned safety or security when asked about the main problems in Ponteland, but 2 respondents (3%) gave this as a response to how they would make the town centre better.

When asked directly about the safety/security during the daytime, over three quarters of respondents (76%) gave a good or very good rating. This dropped to 56% for safety/security during the night-time (Figure 28).

Figure 28: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 67 respondents (daytime); 54 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2, 89% of respondents felt that the safety/security of the parking facilities was good or very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Castle Morpeth Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Castle Morpeth District (October 2008):

- Earlier in 2008, Castle Morpeth CDRP upgraded the Morpeth Shop Watch scheme by linking the radio message to the CCTV monitoring system at Killingworth so the CCTV operator can proactively use the Town Centre CCTV to monitor an ongoing situation as well as using their police radio to alert local patrols. The system has now been extended to Morpeth Pub Watch members and it is anticipated that when the re- development of Morpeth Town Centre is complete the scheme will be further extended.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Ponteland Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Ponteland catchment area; spending patterns and retaining shopper spend within the town centre.

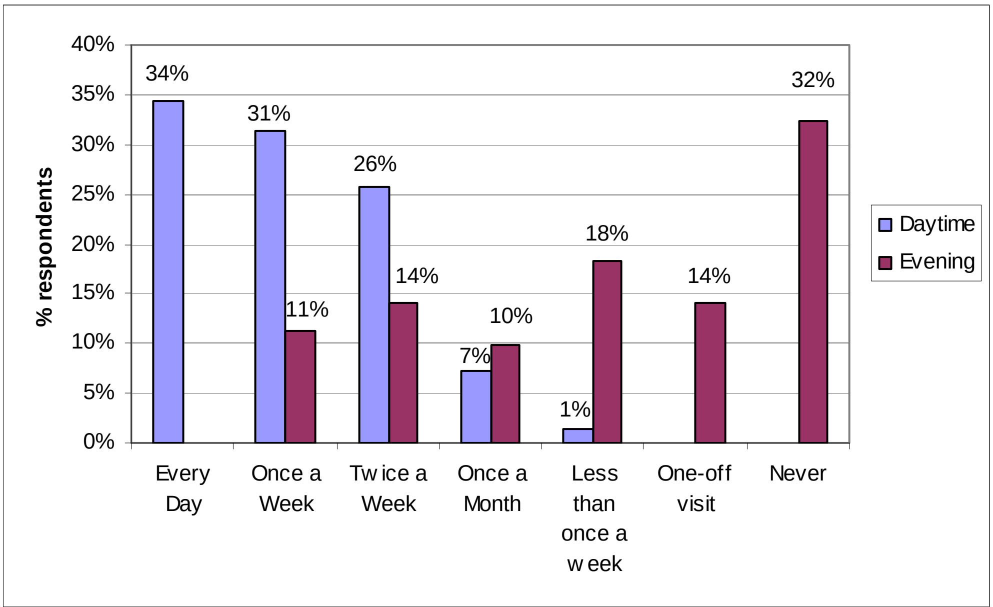
12.1 Regularity of visits

91% of respondents go to Ponteland town centre during the daytime at least once a week, with the most common frequency of visit being every day (34%).

Respondents visit the centre less often during the evenings, with only one quarter (25%) visiting at least once a week. 32% said that they never visit the town centre during the evening (Figure 29).

Figure 29: Approximately how often are you in Ponteland Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 70 respondents (daytime); 71 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 30 shows the proportion of respondents that shop for different items solely in Ponteland town centre, and how many go further afield. Figure 31 gives more details about which shopping centres the respondents use.

As can be seen from the tables, Ponteland town centre is used primarily for food and other domestic item shopping, although a large proportion of respondents go to Kingston Park for this type of shopping. For all other items, very few people shop in Ponteland, preferring instead to go to shopping centres such as Newcastle, and to a lesser extent, Kingston Park, the Metro Centre and Cramlington.

Figure 30: Proportion of respondents shopping in Ponteland and other areas

	Food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc.
Ponteland								
Ponteland only	30%	31%	0%	0%	0%	0%	4%	1%
Ponteland + local area[4]	26%	14%	4%	0%	0%	3%	3%	0%
Ponteland + internet/ non-local/local mix	3%	3%	0%	0%	0%	0%	0%	0%
Non-Ponteland								
Local area (not Ponteland)	40%	50%	90%	96%	93%	90%	85%	93%
Internet or other	1%	1%	4%	3%	7%	7%	7%	6%
Mixture of places (not Ponteland)	0%	0%	1%	1%	0%	0%	0%	0%
Base	70	70	70	70	69	68	68	69

Source: Northumberland Infonet Shopper Questionnaires

[4] 'Local area' is defined as being one of the following: Morpeth, Blyth, Cramlington, Ashington, Hexham, Kingston Park, Newcastle, Metro Centre.

Figure 31: Shopping centres used by respondents to purchase different items

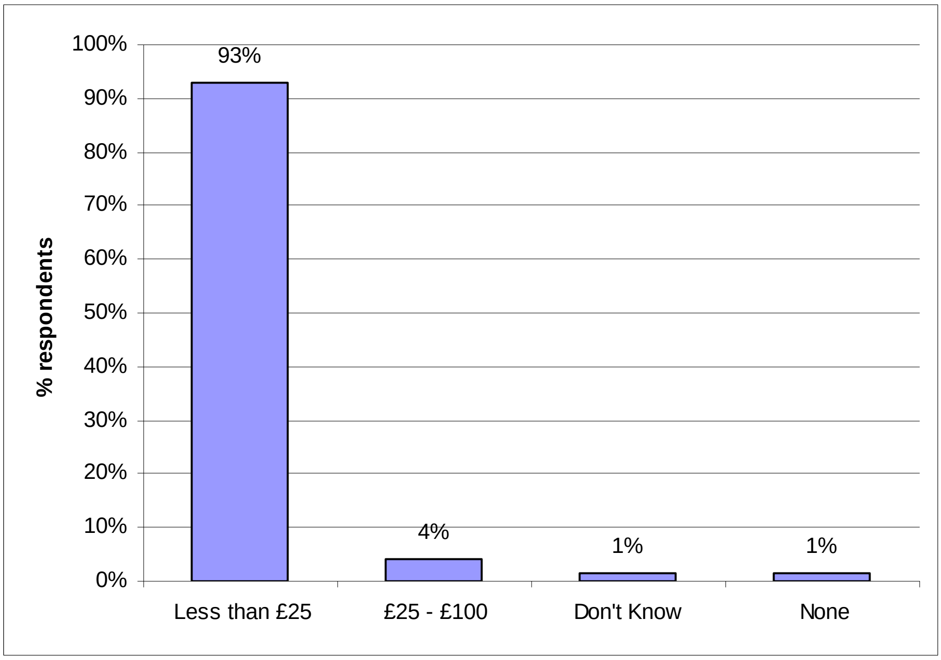
	Food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc.
Ponteland	59%	49%	4%	0%	0%	3%	7%	1%
Morpeth	1%	0%	3%	4%	3%	3%	1%	1%
Blyth	0%	0%	0%	0%	0%	0%	0%	0%
Cramlington	20%	16%	16%	16%	16%	16%	16%	16%
Ashington	0%	0%	1%	1%	1%	3%	1%	0%
Hexham	3%	3%	6%	6%	3%	3%	3%	3%
Kingston Park	51%	43%	16%	13%	23%	13%	26%	30%
Newcastle	4%	11%	77%	80%	54%	60%	43%	46%
Metro Centre	1%	0%	34%	34%	13%	15%	9%	9%
Internet	3%	1%	4%	4%	7%	6%	4%	4%
Other	1%	3%	1%	0%	0%	1%	3%	1%
Base	70	70	70	70	69	68	68	69

Source: Northumberland Infonet Shopper Questionnaires

Almost all (93%) of the respondents planned to spend less than £25 in Ponteland on the day they were interviewed, with a further 4% expecting to spend between £25 and £100. 1% did not know how much they would spend (Figure 32).

Figure 32: How much do you plan to spend in Ponteland today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 71 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centred around Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Ponteland is the second largest centre in Castle Morpeth Borough. The settlement includes Ponteland Village which is a district shopping centre with housing and the larger Darras Hall residential area. The settlement character of Ponteland is quite unique in the northeast region, the Darras Hall Estate being an extensive development of executive housing in a largely mature landscape environment and attached to the much smaller and more compact village centre. The settlement of Ponteland has been surrounded by Green Belt since 1963, so that mature and well defined boundaries have been established and opportunities for expansion and growth are limited, a factor which is reflected in the RSS.

Figure 33: Ponteland Retail Catchment

Source: Experian

The map (Figure 33) shows the catchment area for Ponteland town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

In addition to Ponteland Village and Darras Hall, the catchment extends to Kirkley in the North West, High Callerton in the South and Prestwick to the East. Altogether, the catchment covers an area of 20.88 sq km, is home to approximately 5,600 people and 2,400 households. Together, these households and residents spend an estimated £25.8 million per annum on retail goods and services, with 34% of expenditure on convenience retail goods (£8.8 million) and 66% on comparison retail (£17 million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is clearly illustrated through the index which relates the proportion of each spend type in the Ponteland catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 34: Alnwick Catchment Summary Profile

Ponteland Catchment Summary Profile					
Totals	Ponteland Catchment	%	UK	%	Index
2007 Population	5,611.00		60,796,178.00		
2007 Households	2,371.00		26,018,847.00		
Total Comparison	16,973,971.00	66.00%	171,926,829,196.00	63.40%	103.96
Total Convenience	8,800,061.00	34.00%	99,464,696,627.00	36.60%	93.16
Total Retail	94,153,859.00	100.00%	271,391,525,823.00	100.00%	100
Total Comparison per household	£7,393.44		£6,687.90		103.96
Total Convenience per household	£3,833.09		£3,869.14		93.16
Total Retail per household	£11,226.53		£10,557.04		100

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £11,227, with average comparison retail spend at £7,393 per annum and convenience spend at £3,833 per annum (Figure 40). Comparison spend is above the national average whereas convenience spend is at a similar level to the national figure.

Figure 35 below provides a breakdown of Comparison retail expenditure within the Ponteland catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £3.7 million or 22%

of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£.2 million or 11.6%) and Furniture and furnishings; carpets and other floor coverings (£1.8 million or 10.3%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Ponteland spend more on Small Electrical Household Appliances, Major Household Appliances, Audio-visual, Photographic and Information Processing Equipment and Household Textiles as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Materials for Maintenance and Repair of the Dwelling and Small tools and Miscellaneous Accessories.

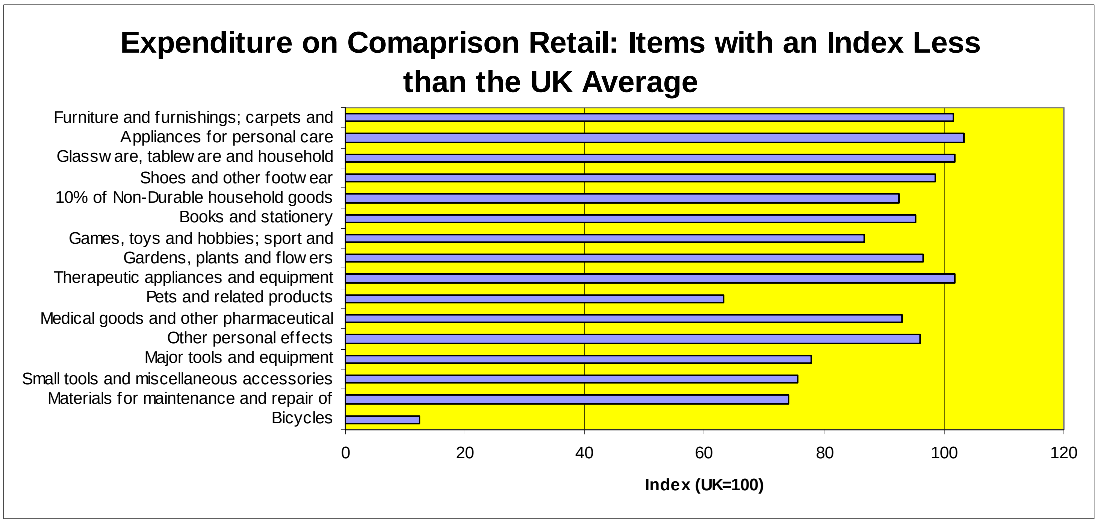
Figure 35: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison

Totals	Ponteland Catchment	%	UK	%	Index
10% of Non-Durable household goods	31,372.00	0.18%	357,185,476.00	0.21%	91.26
Appliances for personal care	1,502,059.00	8.85%	15,298,262,865.00	8.90%	93.67
Audio-visual, photographic and information processing equipment	1,972,965.00	11.62%	14,926,597,385.00	8.68%	135.9
Bicycles	15,806.00	0.09%	1,345,908,674.00	0.78%	16.73
Books and stationery	631,114.00	3.72%	6,968,169,166.00	4.05%	90.72
Clothing materials and garments	3,740,901.00	22.04%	37,197,970,202.00	21.64%	99.46
Furniture and furnishings; carpets and other floor coverings	1,755,698.00	10.34%	18,218,052,893.00	10.60%	97.48
Games, toys and hobbies; sport and camping; musical instruments	1,561,537.00	9.20%	18,951,364,780.00	11.02%	88.97
Gardens, plants and flowers	311,585.00	1.84%	3,402,000,385.00	1.98%	86.96
Glassware, tableware and household utensils	460,098.00	2.71%	4,753,009,610.00	2.76%	92.76
Household textiles	623,139.00	3.67%	5,378,572,610.00	3.13%	120.3
Jewellery, clocks and watches	449,159.00	2.65%	4,533,353,900.00	2.64%	90.72
Major household appliances (electric or not)	631,880.00	3.72%	4,457,482,024.00	2.59%	146
Major tools and equipment	27,410.00	0.16%	370,528,409.00	0.22%	77.7
Materials for maintenance and repair of the dwelling	480,260.00	2.83%	6,826,571,834.00	3.97%	72.23
Medical goods and other pharmaceutical products	344,813.00	2.03%	3,904,354,994.00	2.27%	82.33
Other personal effects	207,363.00	1.22%	2,276,336,174.00	1.32%	81.69
Pets and related products	164,547.00	0.97%	2,747,999,981.00	1.60%	82.9
Recording media	897,766.00	5.29%	7,513,288,250.00	4.37%	140.5
Shoes and other footwear	500,093.00	2.95%	5,348,647,704.00	3.11%	92.67
Small electrical household appliances	127,752.00	0.75%	748,364,529.00	0.44%	165.3
Small tools and miscellaneous accessories	237,006.00	1.40%	3,301,806,678.00	1.92%	73.94
Therapeutic appliances and equipment	299,646.00	1.77%	3,101,000,673.00	1.80%	83.97
Total Comparison	16,973,971.00	100.00%	171,926,829,196.00	100.00%	100

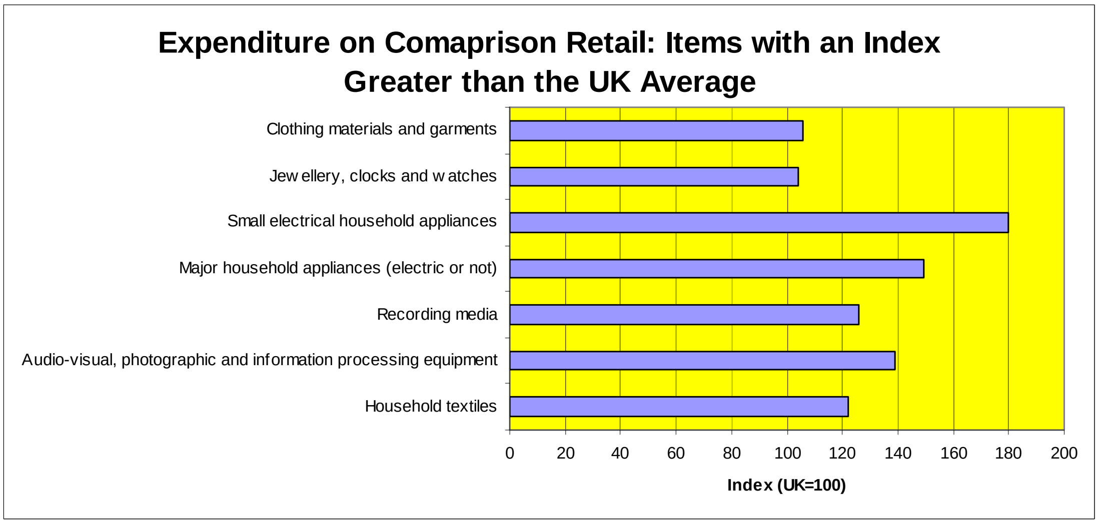
Source: Experian

Figure 36: Expenditure on Comparison Retail



Source: Experian

Figure 37: Expenditure on Comparison Retail



Source: Experian

Figure 38 below provides a breakdown of Convenience retail expenditure within the Ponteland catchment and in the UK. Clearly the largest expenditure type within comparison retail in Ponteland is Food and non-alcoholic beverages, accounting for £6.4 million or 72.8% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£1.1 million or 13.0%) and Tobacco (£0.5 million or 5.7%). The pattern of expenditure nationally differs a little. Referring to the index, households in Ponteland spend more on Newspapers and Periodicals as a proportion of total spend and less on Tobacco.

Figure 38: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Ponteland Catchment	%	UK	%	Index
90% of Non-Durable household goods	282,347.00	3.21%	3,214,575,062.00	3.23%	92.49
Alcohol (off-trade)	1,141,541.00	12.97%	12,313,767,021.00	12.38%	97.61
Food and non-alcoholic beverages	6,408,468.00	72.82%	70,035,886,128.00	70.41%	96.35
Newspapers and periodicals	464,758.00	5.28%	4,451,576,478.00	4.48%	109.93
Tobacco	502,948.00	5.72%	9,448,891,938.00	9.50%	56.05
Total Convenience	8,800,061.00	100.00%	99,464,696,627.00	100.00%	93.16

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Ponteland town. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Ponteland and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Ponteland catchment that shop in Ponteland and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Ponteland and the extent to which spending leaks to other centres.

The figures in Figure 36 below provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just under half of the resident population shop in Newcastle upon Tyne – Central (2,436 or 43%). The other main destination is the MetroCentre (1,994 or 36%). Less than 2% (96) of the resident population are estimated to shop in Ponteland itself.

Figure 36: Population Leakage

Population Leakage		
Plan Name	Percentage (%)	Population
Newcastle upon Tyne – Central	43.42	2,436
Metro Centre	35.54	1,994
Newcastle upon Tyne - Kingston Park Centre	5.17	290
Gateshead - Team Valley Retail World	1.99	112
Ponteland	**1.71**	**96**
North Shields - Silverlink Retail Park	1.58	89
Cramlington	1.57	88
Gateshead	1.49	84
Newcastle upon Tyne – Byker Shields	1.45	81
Wallsend	1.22	68
Washington	0.98	55
Sunderland	0.97	54
North Shields	0.91	51
Hexham	0.77	43
Chester-le-Street	0.67	38
Blyth	0.54	30

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that just under half of retail spend by residents and households domiciled within the Ponteland catchment, representing over £7 million per annum, is spent in Newcastle City Centre.

A further £6 million is lost to the Metro Centre. Less than £300,000 is retained in Ponteland itself. What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

Figure 37: Spend Leakage

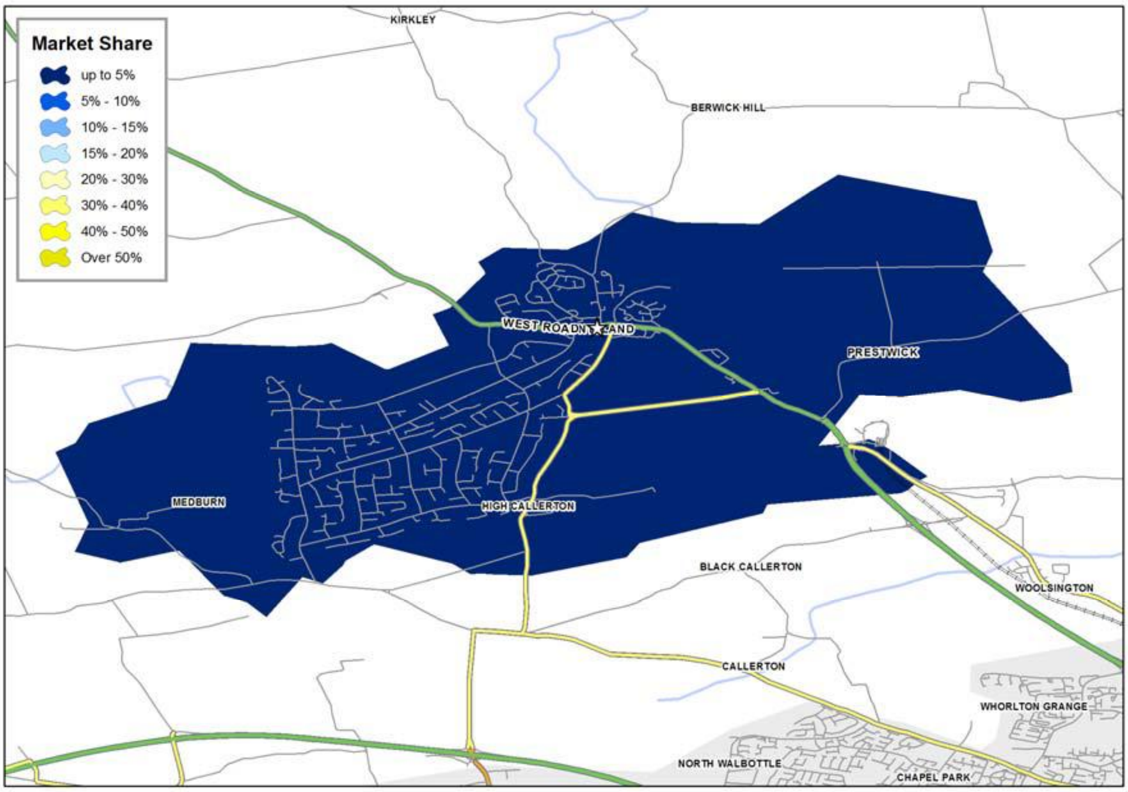
Spend Leakage		
Plan Name	Percentage (%)	Spend (£)
Newcastle upon Tyne – Central	43.42	7,370,098
Metro Centre	35.54	6,032,549
Newcastle upon Tyne - Kingston Park Centre	5.17	877,554
Gateshead - Team Valley Retail World	1.99	337,782
Ponteland	**1.71**	**290,255**
North Shields - Silverlink Retail Park	1.58	268,189
Cramlington	1.57	266,491
Gateshead	1.49	252,912
Newcastle upon Tyne – Byker Shields	1.45	246,123

Wallsend	1.22	207,082
Washington	0.98	166,345
Sunderland	0.97	164,648
North Shields	0.91	154,463
Hexham	0.77	130,700
Chester-le-Street	0.67	113,726
Blyth	0.54	91,659

Source: Experian

The map (Figure 38) below shows the Ponteland catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Ponteland. From the map, it can be seen that households across the whole catchment spend less than 5% of their total retail expenditure in Ponteland.

Figure 38: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

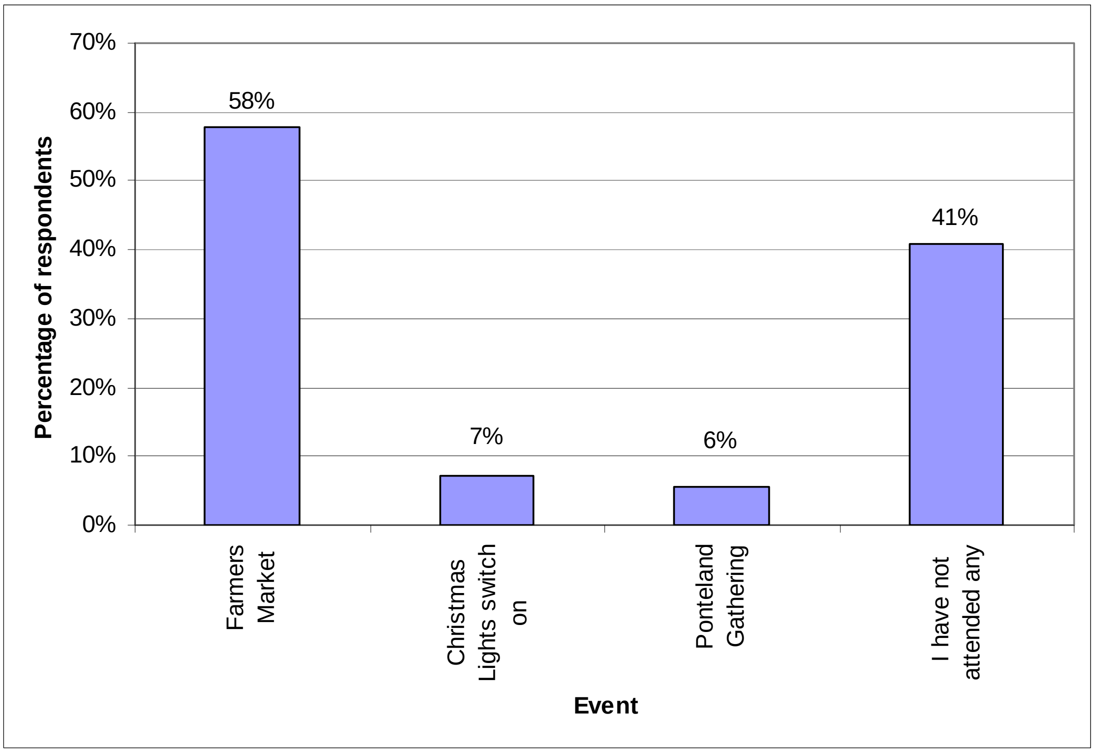
3% of respondents said that they were in Ponteland town centre for leisure on the day of the interview.

Events attended

59% of respondents had attended at least one of the events asked about in the survey. The Farmers Market was attended by the largest proportion of respondents by far (58%). The Christmas Lights switch on and the Ponteland Gathering did not seem so popular (Figure 39).

Figure 39: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

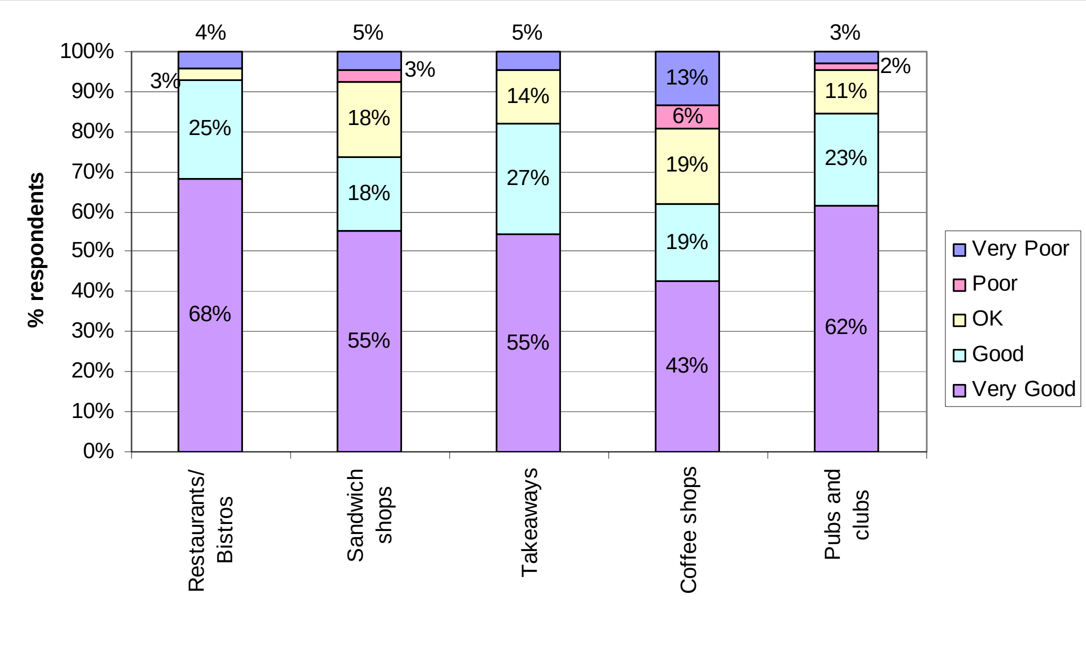
Base: 71 respondents

Eating and drinking

Respondents generally thought highly of the eating and drinking places in Ponteland. The highest ratings were given for the restaurants (93% positive ratings) and the lowest were given for the coffee shops (62% positive ratings) (Figure 40).

Figure 40: How would you rate the following venues for eating and drinking in Ponteland?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 65 to 69 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

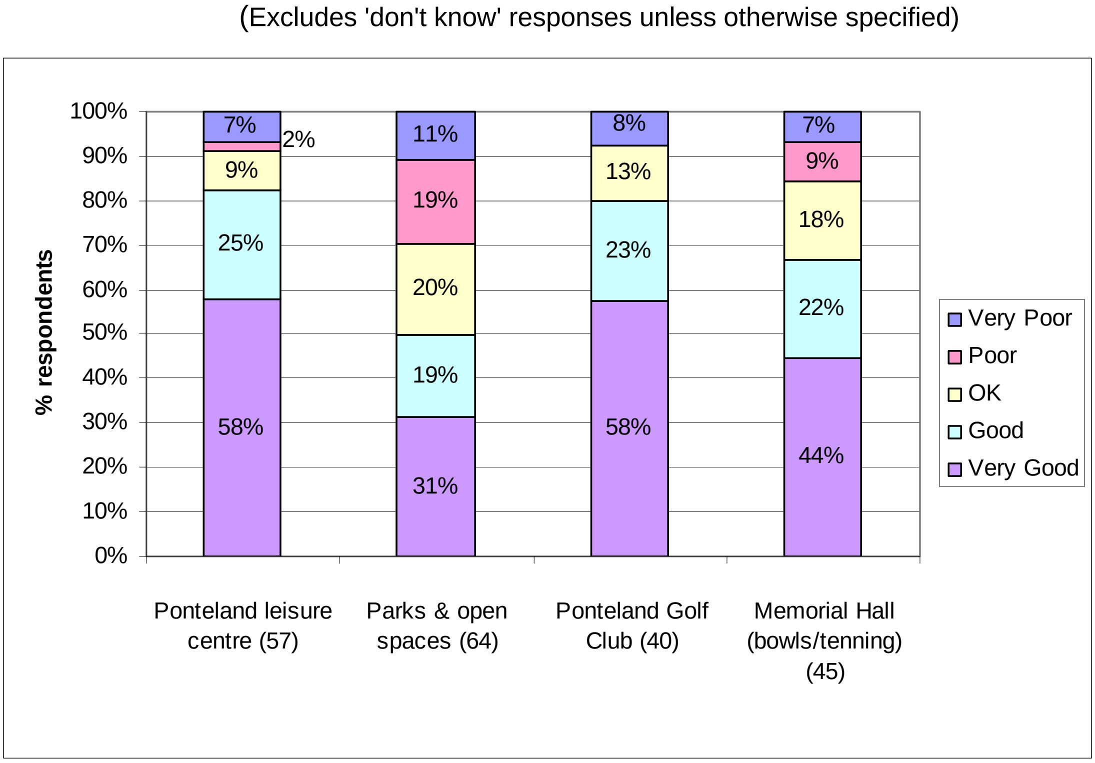
One respondent suggested a "McDonalds" when asked for examples of improvements to the retail offer.

Arts and leisure facilities

The ratings given for the arts and leisure facilities in Ponteland differed considerably by facility. Ponteland Leisure Centre received the highest rating (82% of positive ratings), and the parks and open spaces received the lowest rating (50% of positive ratings) (Figure 50).

One respondent suggested a "bigger library".

Figure 41: How would you rate the following arts and leisure facilities in Ponteland?



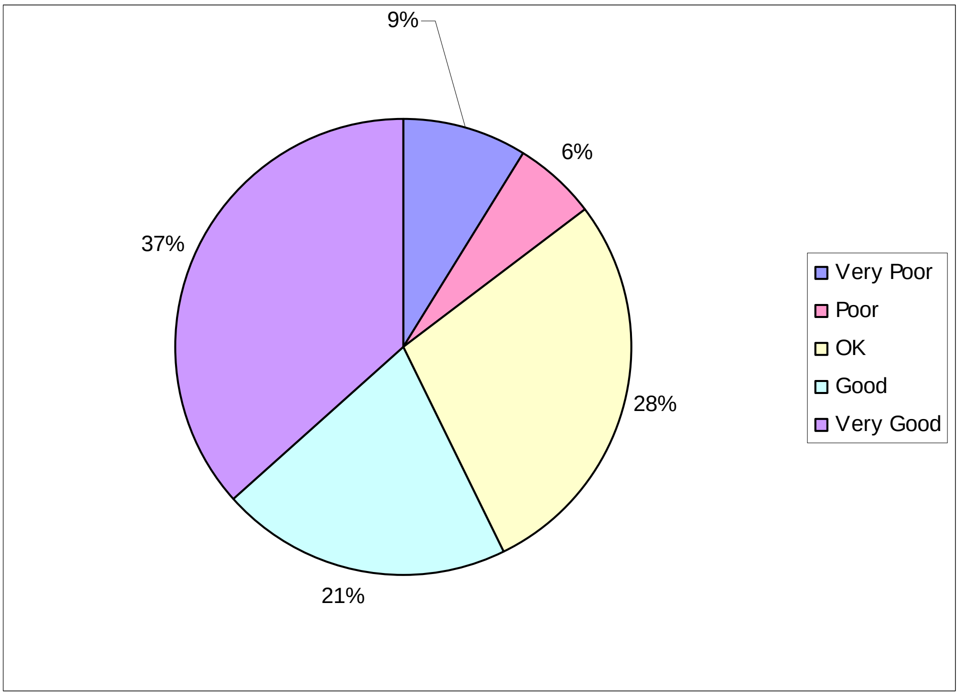
Source: Northumberland Infonet Shopper Questionnaires

Base: as written on chart (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Ponteland as a place to enjoy yourself, 57% of respondents gave a good or very good response, and 15% gave a poor or very poor response (Figure 42).

Figure 42: How do you rate Ponteland as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 68 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 7% gave an answer relating to improving the leisure facilities.

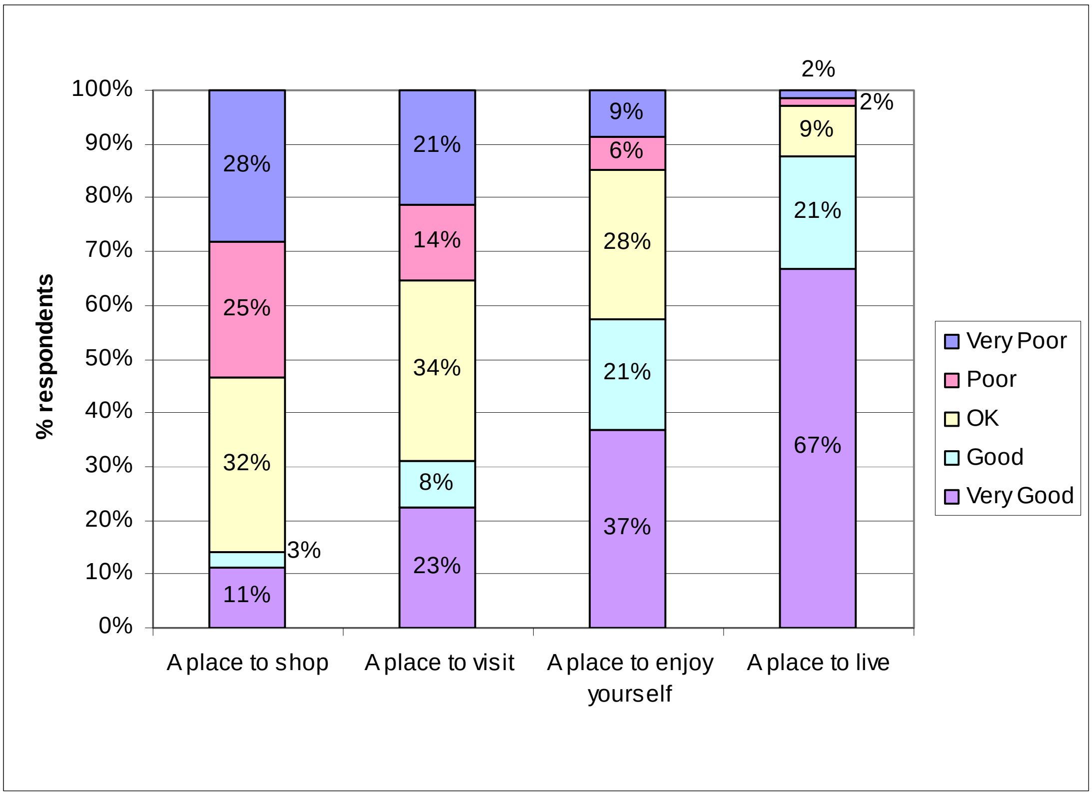
12.7 The Future: what will improve the town as a place to shop or visit?

The people interviewed for this survey generally thought that Ponteland was a good place to live (88% gave a positive rating, and only 3% gave a negative rating). It was also rated reasonably highly as a place to enjoy yourself (57% positive and 15% negative ratings). However, as a place to visit and a place to shop, respondents were not impressed (31% and 14% positive ratings respectively).

From the analysis of this survey, it is clear that there are a number of issues that need to be addressed in order to improve the town. These issues are examined in more detail below.

Figure 43: How do you rate Ponteland as a place to shop, visit, enjoy yourself and live?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 66 to 71 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Retail

Throughout the survey, respondents have been fairly negative about the retail offer in Ponteland as can be seen in the points below:

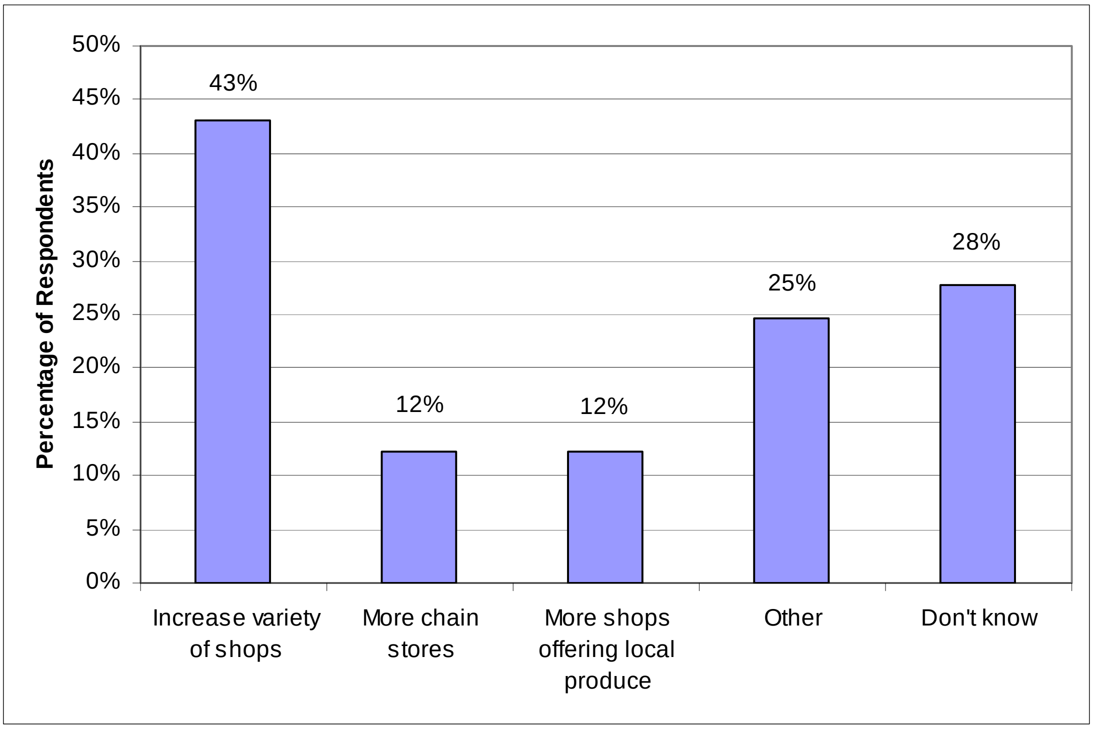
- When asked how they would make the town centre better, 58% of respondents said there should be a better retail offer.
- Only 14% of respondents rated Ponteland as a good or very good place to shop. Over half (54%) said that it was poor or very poor.
- Nearly half (48%) of respondents disagreed with the statement 'on the whole, Ponteland offers a wide choice of quality shops'. 34% agreed.
- 7 respondents (14% of those that answered) gave a response relating to shops when asked what the main problems with the shopping experience were in Ponteland town centre.

- As can be seen in section 12(b), Ponteland shopping centre is mainly used for food and other domestic item shopping, although a large proportion of respondents said that they go to Kingston Park to purchase these items. For all other shopping, respondents tend to go elsewhere (Newcastle, and to a lesser extent, Kingston Park, the Metro Centre and Cramlington).

When asked what improvements respondents would like to see to the retail offer in Ponteland, the most common suggestion by far was to have an increased variety of shops (43% of respondents mentioned this). More chain stores and more shops offering local produce were also given by 12% of respondents (Figure 44).

Figure 44: What improvements would you like to see to the retail offer in Ponteland?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 65 respondents

Traffic and road safety

46% of respondents said that traffic was one of the main problems with the shopping experience in Ponteland. 24% gave a response related to road safety. A number of comments were also made relating to this subject (see Appendix 2).

Cleanliness and appearance of town (see section 10.2)

Respondents had a very low opinion of the overall level of cleanliness in Ponteland, with only 13% giving a positive rating, and 61% giving a negative rating. Litter in Ponteland was rated a little better, but still received only 34% of good or very good ratings, and 31% of poor/very poor ratings.

The general appearance of the town was not highly thought of, particularly the shop frontage which received 4% of positive ratings and 80% of negative ratings, and the general state of the buildings (8% positive and 70% negative ratings.

Street furniture was also given low ratings, with less than one quarter of respondents giving a positive rating, and nearly half giving a poor or very poor rating.

In addition, various comments on the cleanliness and the appearance of the town were made. These can be found in Appendix 2.

Public transport

Respondents had a fairly low opinion of public transport in Ponteland. The regularity of bus/rail services and the destinations served by public transport both received negative ratings from over half of respondents, and positive ratings from one quarter or less. The quality of the services fared slightly better, but still had 37% of respondents giving a poor or very poor rating.

However, public transport was not mentioned as either a main problem with the shopping experience or a suggested improvement.

Parking

Parking was mentioned by 14% of respondents when asked how they would make the town centre better, and also by two people as one of the main problems.

When asked directly about the parking facilities in Ponteland, respondents were generally positive, with over two thirds of respondents giving a good or very good rating for both the availability of public and disabled parking spaces. There were, however, 21% and 15% of respondents that gave a negative rating for these aspects respectively.

Other

The quality of the footpaths was given as a main problem by 22% of respondents.

The open spaces in Ponteland were given a poor or very poor rating by 30% of respondents (50% gave a positive rating).

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Ponteland Town Centre;

- Callerton Lane Play Park is currently being revitalised.
- A Youth Centre situated on the Ponteland High School site has just been finished.
- Creation of a new community hub housing a new library and community centre.
- Additional housing.
- New retail units.
- Improved car parking.
- More green open spaces and potentially a water feature.

14.0 CONCLUSION

There are various developments currently proposed for the Town Centre. Whilst some regeneration is residential properties, there are also retail units proposed. These potential developments should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 31% of the floorspace use was for retail (Figure 3).
However, despite this relatively high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was somewhat negative with 48% disagreeing or strongly disagreeing to the statement "Ponteland offers a wide choice of quality shops", compared to 33% agreeing or strongly agreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the selection of shops needed to be improved. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more shops selling every day items were high on their priorities. Additionally, figure 6 highlighted that there were more leisure services and financial and business services than comparison retail (clothing, household goods, furniture, DIY and electrical goods) or convenience retail. This may indicate why shoppers would like to see more comparison retail and convenience retail, or they would like more variation within those particular category.

There was 4% of vacant floorspace in Ponteland (see Figure 11). The only enquiries recorded were for properties on Prestwick which is an out of town employment site. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

Accessibility into the town was not a problem for the shoppers interviewed with 76% (of those travelling by car) finding it very or fairly easy (Figure 14). Further, 67% of these shoppers felt that the availability of parking in the town centre was either good or very good. However, Appendix 2 shows that 2 shoppers commented on the lack of parking. Ponteland also has relatively good bus connectivity, which is shown in

Figure 19 by the frequency and number of destinations reached from Ponteland. All three shoppers travelling into the town centre by bus on the day of the surveys also found it very or fairly easy to travel there. However, Figure 25 shows that this was not the case when looking at overall perception of the shoppers interviewed with only one quarter or less of respondents rating the quality, regularity and destinations served by public transport positively. These two findings appear to contradict; however it may be that the negative response to the perception of public transport was given by those who do not use it, or vice versa. These two areas would need to be looked at more closely together to gain further insight on this matter.

When looking at retaining shopper spend, 2% of Ponteland residents shopped in Ponteland. 43% of expenditure was lost to Newcastle and a further 36% to the Metro Centre (Figure 36). However, the proposed regeneration programmes may show that the percentage for Ponteland will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Ponteland was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer in general, the implementation of the various regeneration projects and increase in retail floorspace in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. It may also be possible to look at the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Alnwick by bus. This information was drawn up into a table, however a map would have been more useful.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.

- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to ‘Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Ponteland Town Centre?

Shops

- No good shops
- Not enough shops
- Not many shops - don't shop here
- Poor selection of shops (2 responses)
- Poor shops
- What shops!? all poor

Traffic / congestion

- Congestion
- Too many vans, don't feel safe
- Traffic at certain times
- At school times - chaotic
- At school times (2 responses)

Parking

- Not enough car parking
- Parking places

Other

- Paths need straightening - on slant
- Tidy it up
- Very poor

Nothing

- Nothing
- Nothing really

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Ponteland?’

Examples of improvements

- Supermarket - Asda, Better quality - M & S
- Cheaper supermarket
- Boutique shops, flowers, diy
- Smaller boutique shops, diy, handicraft shops
- Designer Shops, M/S, Tesco
- HMV, McDonalds
- M&S small shop
- Shops selling everyday items
- Small shops selling household items
- Need an ironmongers/ hardware store
- Better variety of shops
- Update - nowhere to buy batteries
- Update shopping centre
- Better all round (update)
- Any that's tidy and quality
- Anything would be an improvement
- Anything would improve it
- Already getting new shops on the main road
- No need if you have a car
- People forget its a village, Why spoil it

Other improvements

- A facelift
- Just a facelift
- Clean it up/needs a coat of paint
- New shop fronts
- Renovate the shops, paving & paint the whole building.
- Renovated and renewed and painted.
- Renovation is needed
- Needs to be pulled down, renovated and modernised completely
- Hardware shop
- Need mixture of shops

Verbatim responses to 'Q23 How would you make this town centre better?'

Appearance

- Clean it up
- Clean it up and paint front of shops
- Clean up shopping centre, paint shop fronts
- Complete renovation - new windows, paint, etc
- General Improvement - Dated
- Improved fascia on buildings
- Just a facelift
- Keep it clean
- Makeover of shops/ new coat of paint
- New shop fronts
- Refurb of shop fronts in shopping centre
- Renovation of shops
- Renovatre/ paint and refurbish shops
- Shop fronts need renovating
- Shopping centre needs painting and updating
- Update and paint shops
- New paving on floor of shopping centre
- New paving/ paint the shops aswell.
- Smaller shops, revamp shop fronts
- Tidy it up a bit
- Tidying up

Shops

- Better shops
- Covered in shops - easy access
- More shops, e.g. Woolworths
- New shops
- Shops selling batteries, light bulbs for example
- Small shops selling everyday home items

Traffic

- Bypass somehow. Too busy
- Get rid of traffic at peak times

Other

- New footpaths
- Keep it as a village
- Refurb, bigger library
- Don't Know

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PRUDHOE TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 83
Date: December 2008

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The Northumberland Information Network is a partnership between:

Northumberland Strategic Partnership, Northumberland County Council, Northumberland Community Safety, CDRPs, Northumberland DAAT and Northumberland Early Years & Childcare Service.

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LIST OF FIGURES

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
“Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken”.

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.

- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis Function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

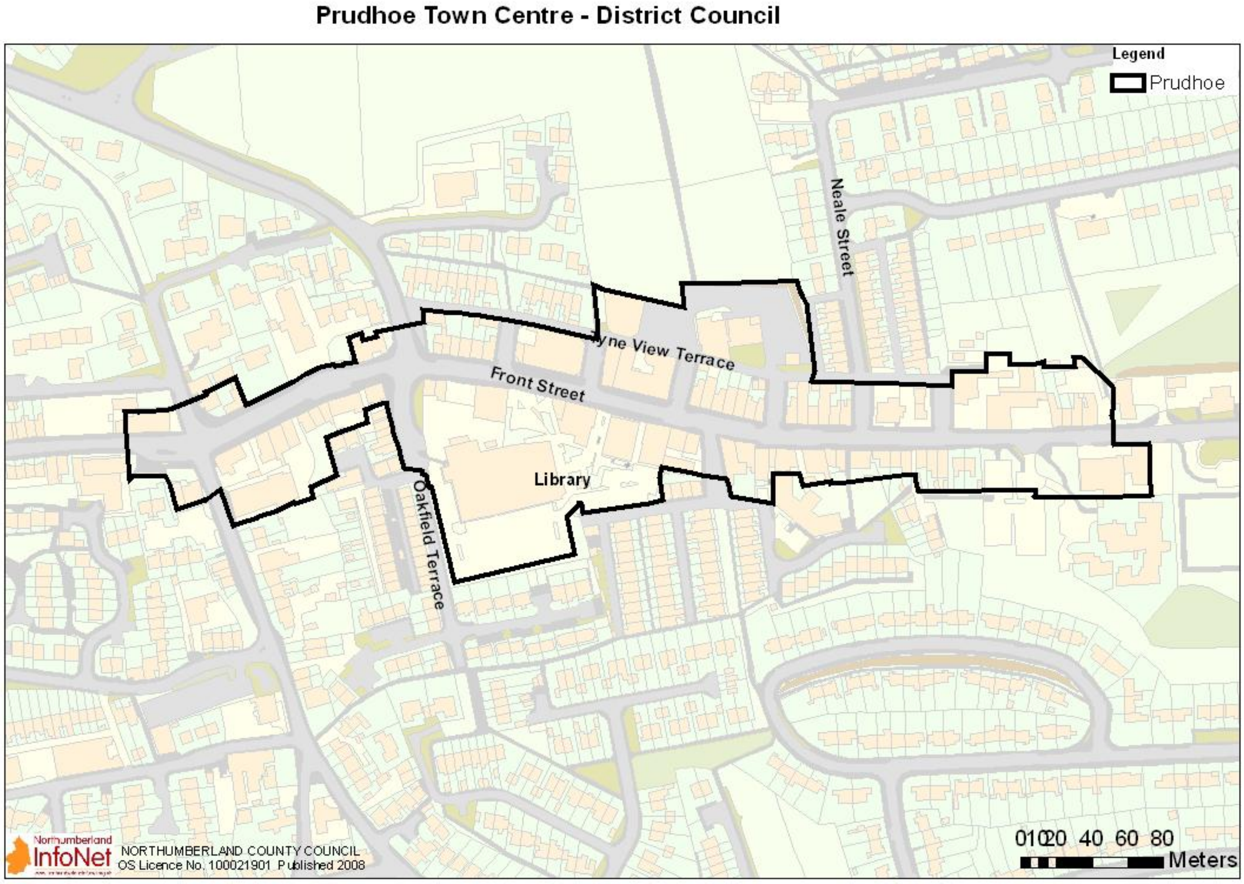
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Prudhoe's Town Centre Boundary

Throughout this report there are two different boundaries for Prudhoe Town Centre that will be used depending on the section: the town centre boundary as defined by Tynedale District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

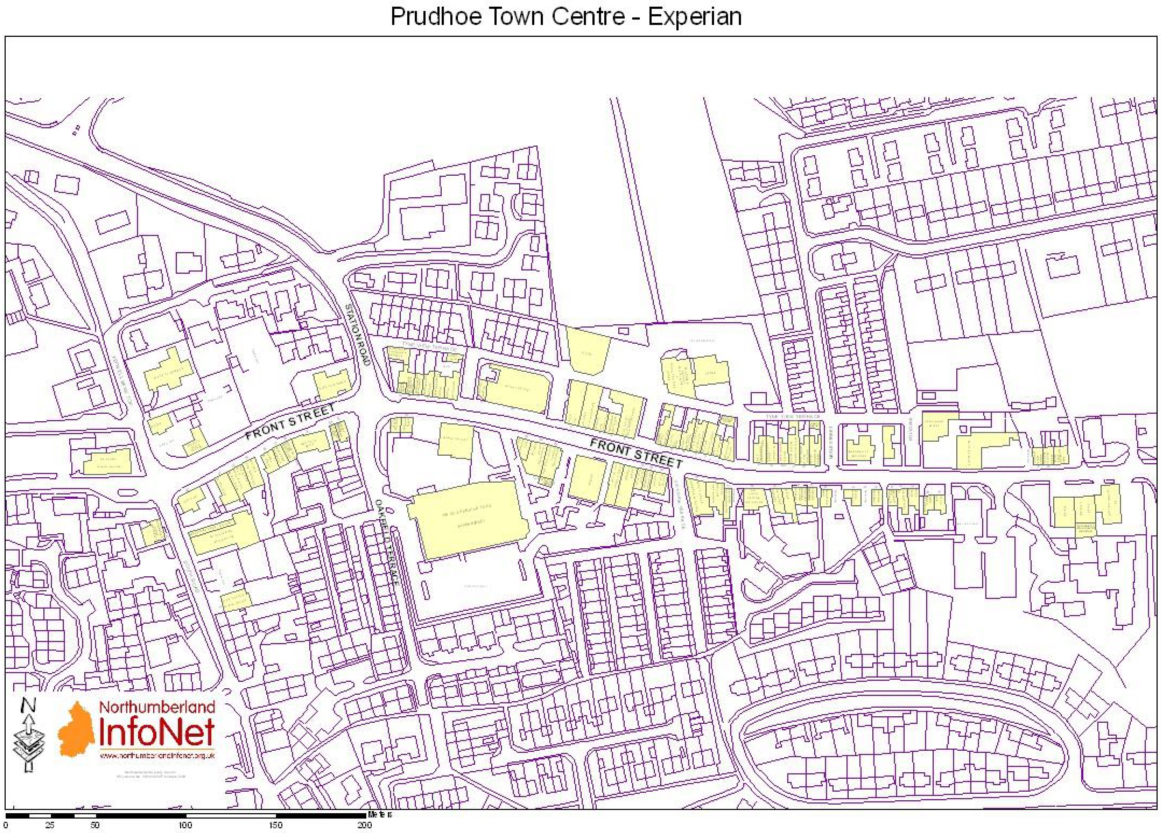
The area of Prudhoe Town Centre in relation to the District Council boundary is 47,261.95m².

Figure 1: Boundary for Prudhoe Town Centre (District Council)



Source: Tynedale District Council, July 2008

Figure 2: Boundary for Prudhoe Town Centre (Experian)



Source: Experian, August 2008

2.2 Prudhoe's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Tynedale District Council): The castle town of Prudhoe is 6 miles west of Blaydon and is situated on a hill on the south bank of the River Tyne. The A695 road which bypasses the town through the industrial estate allows easy access to main centres close by such as Newcastle upon Tyne and Hexham.

Prudhoe's retail centre largely consists of one main street – Front Street – which runs through the centre of the town. Front Street consists of a variety of shops, takeaways, library amongst other uses. There is also the town's main supermarket (the Co-op) which is set just off Front Street.

Today heavy industry in Prudhoe has all but gone but regeneration is ongoing. There are number of superb schools, educational establishments, gyms and leisure facilities as well as a variety of local retail business. With a wide range of community groups and churches, there is a vibrant community. A riverside county park runs from Prudhoe to Newburn a few miles down river with facilities for a whole range of leisure activities.

Improvements have been made to improve Front Street which includes an artwork "GLADE", enhanced streetscape and greening. This compliments the proposed Northumberland Estates plans to expand the retail heart through major redevelopment. The proposed plans, due to be completed in the next few years, are anticipated to provide a new town square and pedestrian shopping area including a new Sainsburys supermarket.

2.3 History and Development of Prudhoe

The town of Prudhoe lies in south Northumberland, on the south bank of the river Tyne. It's name is believed to either derive from 'Pruddha's Hoe (or Hill)' or to mean 'proud heights'.

Flints have been found in the area dating back to the Mesolithic period, suggesting human activity around this time. Two burial cists and a stone axe from the Bronze Age have also been discovered, suggesting that the area was occupied during this period.

Little is known about Prudhoe after this until the Medieval period when Prudhoe Castle was built (12th century). It was originally a motte and bailey castle that was later rebuilt in stone. Over the next two centuries, a massive curtain wall and barbican were added. The castle would have controlled the middle stretch of the Tyne Valley and one of the principle north-south routes across the river, and hence would have been an obstacle to Scottish armies invading England. The present town is descended from a hamlet that clustered round the castle.

During the 19th century, coal mining had a huge impact on the town. Although first mentioned in records from the 15th century, it wasn't until the 1860s that the industry really thrived. Two coalmines were established in the area, which gave rise to brickworks and clay pipe works to support the mining industry. Pit houses and churches were also built to cater for the rapidly expanding population which grew from 488 in 1851 to 2,583 twenty years later.

Today, Prudhoe has a population of around 12,000 and is the main shopping centre in East Tynedale. As well as the various shops and eating places, Prudhoe hosts the popular leisure attraction Waterworld. Tyne Riverside Country Park is also located nearby.

Prudhoe's Front Street has recently undergone a transformation which has included replacing pavements, installing new street lighting and street furniture, improving shop fronts, and creating a new sculpture.

3.0 DIVERSITY OF USES

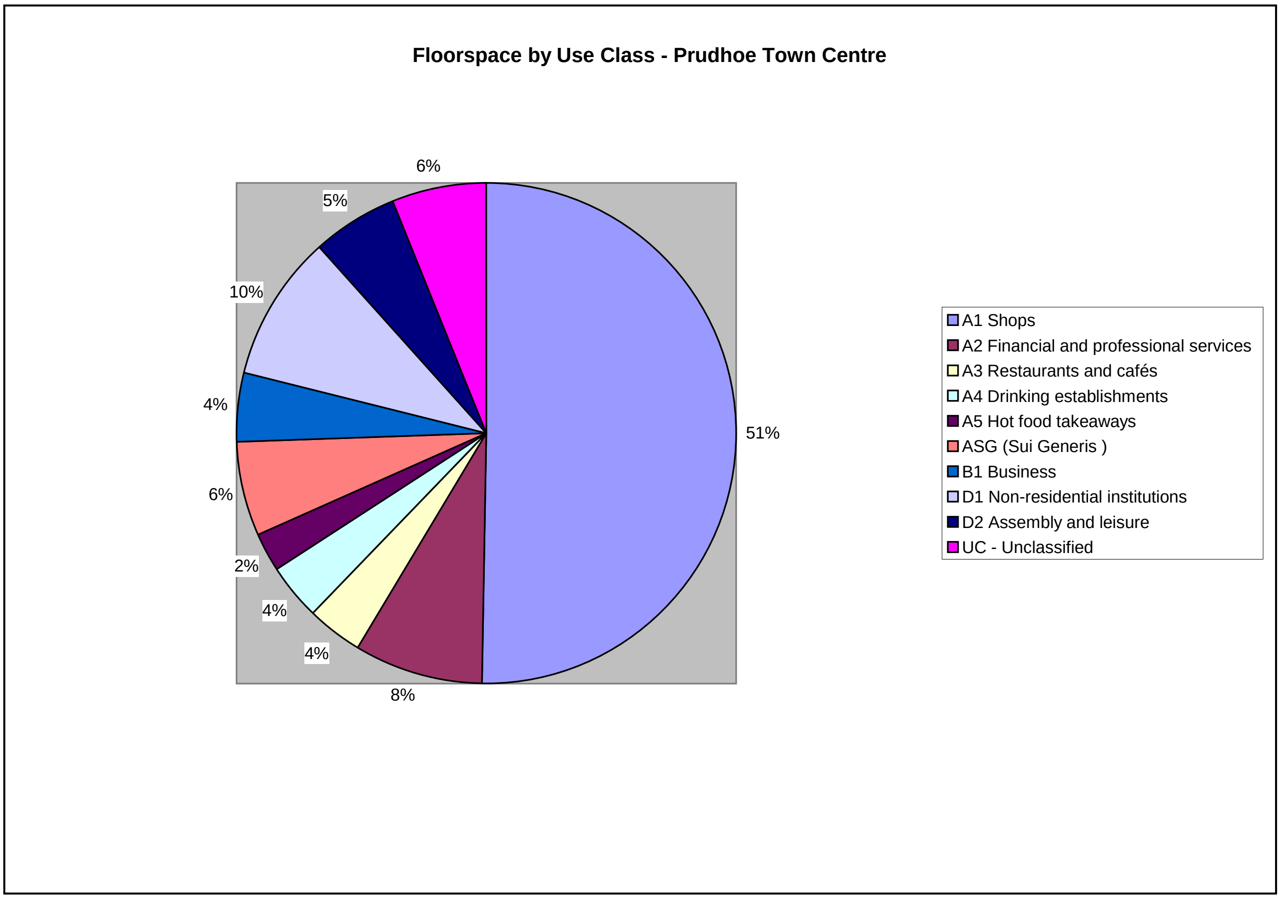
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Prudhoe Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Prudhoe.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

Figure 3 shows that just over half (51%) of the floorspace in Prudhoe Town Centre are classed as shops. Non-residential institutions account for 10% of the floorspace in Prudhoe, with financial and professional services occupying 8% of the floorspace.

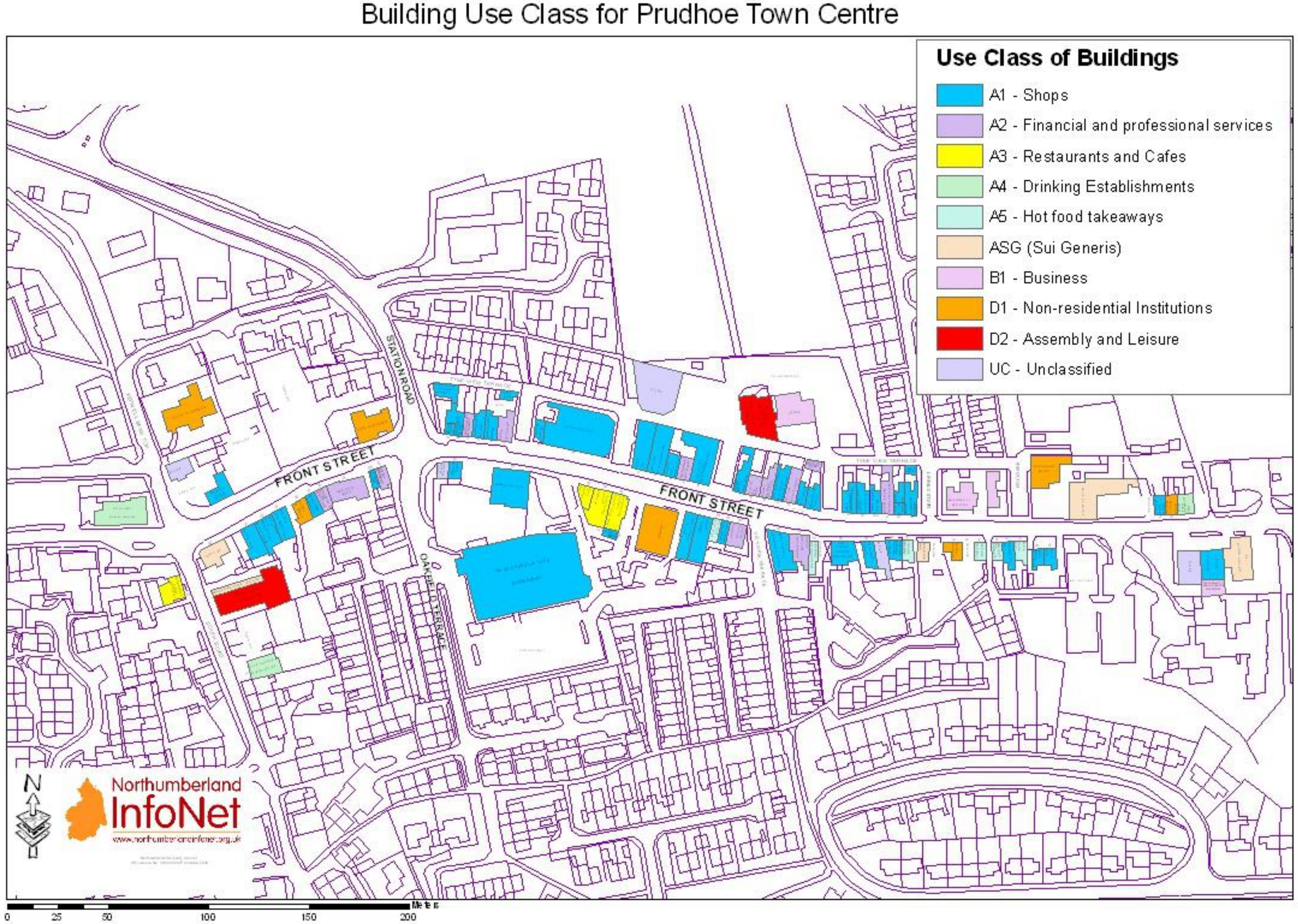
Figure 3: Floorspace by Use Class



Source: Experian, August 2008

The map (Figure 4) shows that the majority of businesses within the town centre are situated along one main street: Front Street. The majority of these businesses are shops and are distributed evenly along Front Street and interspersed with financial and professional services, restaurants and cafes, drinking establishments, hot food takeaways, businesses and non-residential institutions. There are two assembly and leisure establishments within the town centre, however, neither are situated along Front Street.

Figure 4: Building Use class for Prudhoe Town Centre



Source: Experian, August 2008

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor. However, in Prudhoe there are businesses which do solely operate from upstairs. These include the Prudhoe Snooker Club, Lox Hairdressers, Dexters (dance wear), Francos Italian Restaurant, and Fieldings Accountants.

3.2 Events

There are a number of events that happen throughout the year. On the third Monday of the month the Prudhoe Over 50's Forum takes place at St Mary Magdalene Parish Church Hall. On the last Friday of the month the Prudhoe and District Local History Society meeting also takes place at St Mary Magdalene Parish Church Hall. Prudhoe also has a monthly Family Night on the last Saturday of the month.

Prudhoe hosts an Autumn Fair in October at St Mary Magdalene Parish Church Hall, where there is a raffle, tombola, gifts preserves and home baking available.

There are a number of weekly groups for parents and young children at Prudhoe Children's Centre on Broomhouse Lane including a Sensory Room every Monday and a Stay and Play Session every Wednesday. A childminder surgery is also held every Thursday at the Children's Centre. Additionally, for the under 5s there is a parents and toddlers group at the Prudhoe Methodist Church every Tuesday and Thursday. A Creative Arts Group also takes place at the Methodist Church Hall every Tuesday.

3.3 Satisfaction with the range of provision – retail

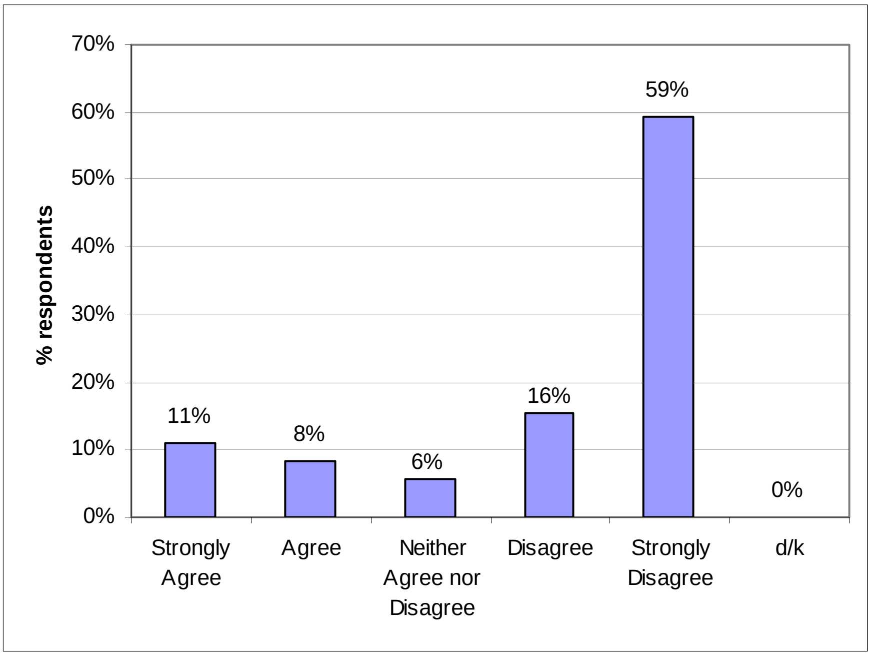
Question 14 in the Prudhoe Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Prudhoe offers a wide choice of quality shops"?

The level of disagreement with this statement was significantly higher than the level of agreement (75% vs. 19% of respondents) (Figure 5).

Figure 5: How would you rate “On the whole, Prudhoe offers a wide choice of quality shops”?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys, May 2008

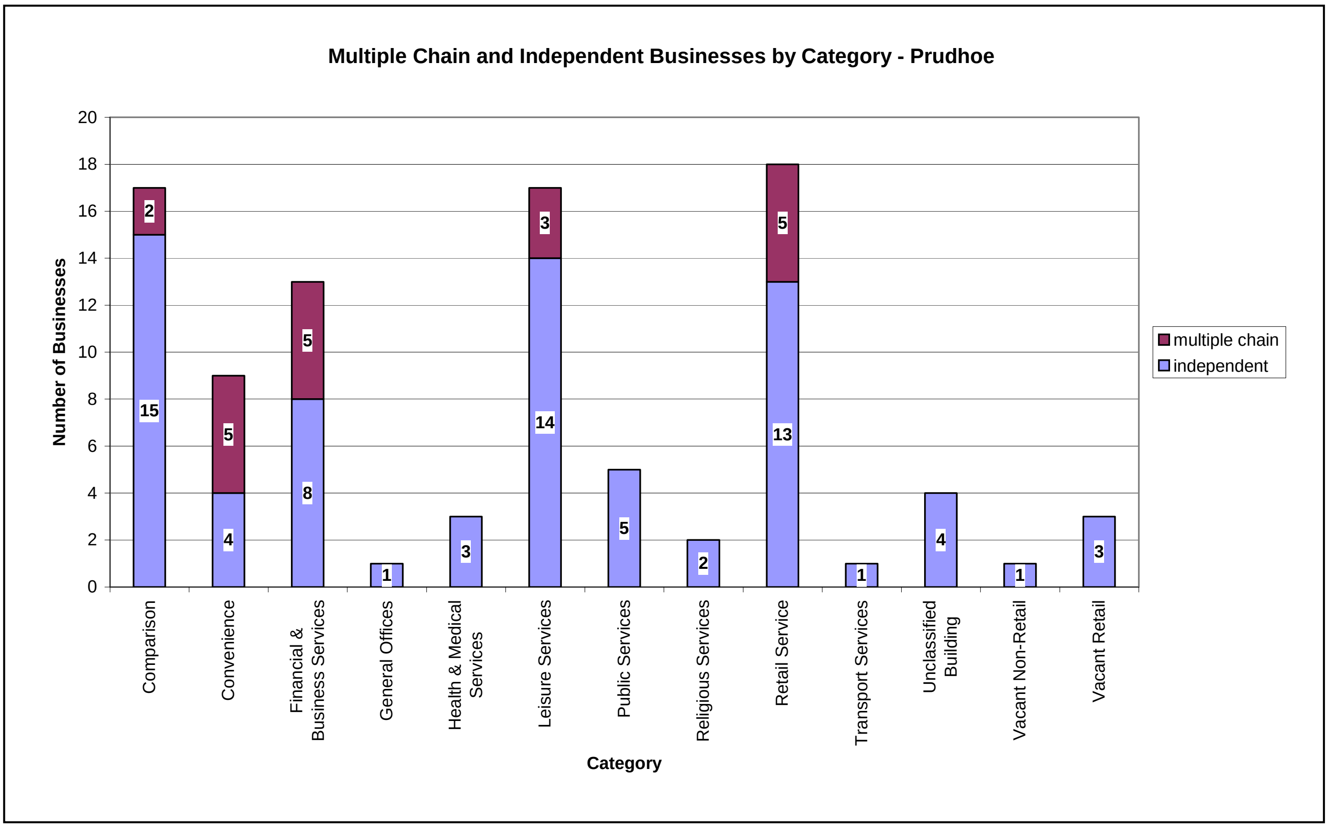
Base: 180 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Prudhoe



Source: Experian, August 2008

Figure 6 shows that in Prudhoe town centre, the majority of businesses are retail service (13 independent, 5 multiple chain). The categories which have the 2nd highest amount of businesses are: leisure services (14 of which are independent and 3 multiple chain) and comparison (15 of which are independent and 3 multiple chain). There are 9 convenience retail premises in total.

5.0 RETAILER DEMAND

This section aims to investigate the types of property enquiries that are being made in the town centre and whether the enquirer was of local, regional or national significance. The aim was also to investigate the new occupiers within the town centre over the past year, for which we have referred to section 7.2 (Changes in Town Centre Occupiers 2007 – 2008).

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Prudhoe Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. The only enquiries recorded were for properties on Prudhoe Industrial Estate and Swalwell Close both of which are all out of the town centre. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight. It is known, for example, that Prudhoe Infopoint are aware that there is a continual interest in commercial properties and they regularly signpost businesses to commercial agents especially for small retail units, butchers and office accommodation.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Prudhoe Town Centre. It has been assumed that the reason for this is "From Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued." [1]

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

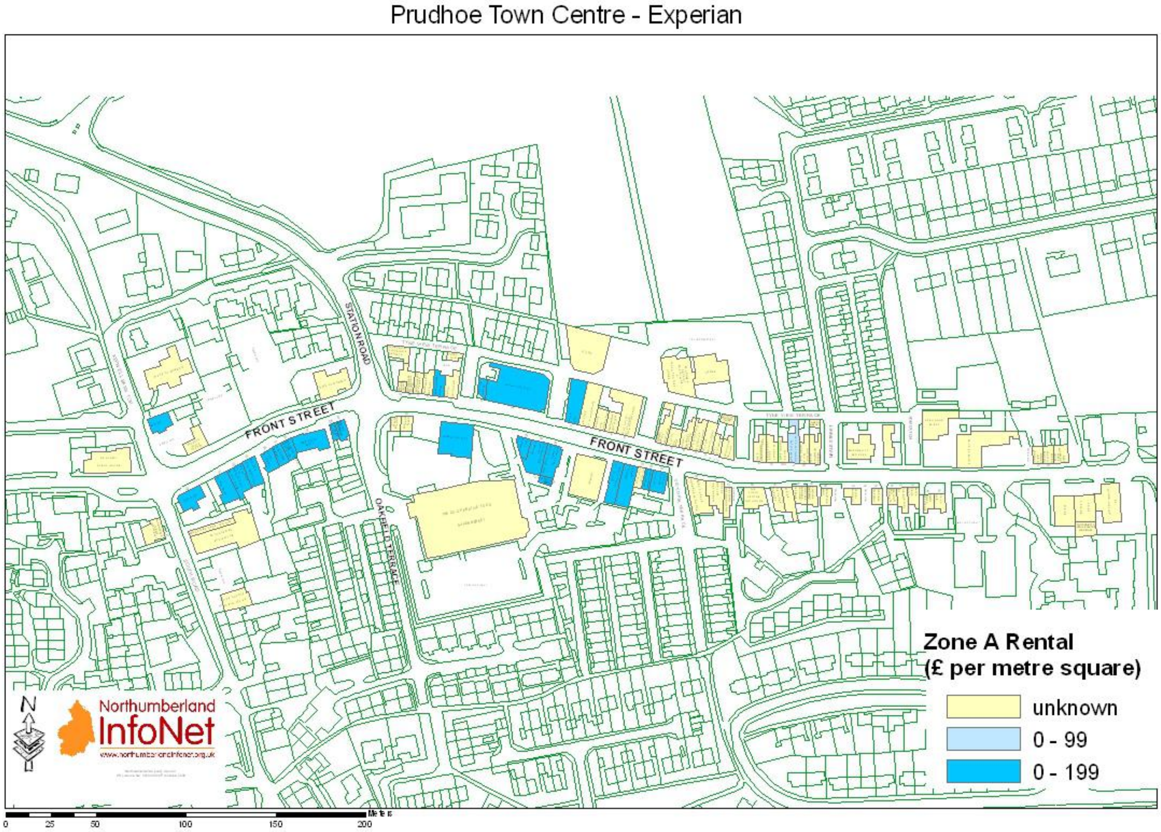
Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[1] www.voa.gov.uk

There are some properties which are shown as "unknown" on Figure 7. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1,500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Prudhoe Town Centre



Source: Valuation Office, April 2003

Figure 7 shows that for the majority of properties in Prudhoe Town Centre for which the zone A rental information is known, the rent was £100 - £199 per m². These properties were also mainly situated on Front Street, with the exception on one situated on Kepwell Bank Top. There was also one property on Front Street which had a lower zone A rental rate of £0 - £99 per m^2 in comparison to the other known properties. However, there were a large number of properties within Prudhoe Town Centre for which the zone A rental information was not known, therefore it is difficult to assume any patterns occurring within this data.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

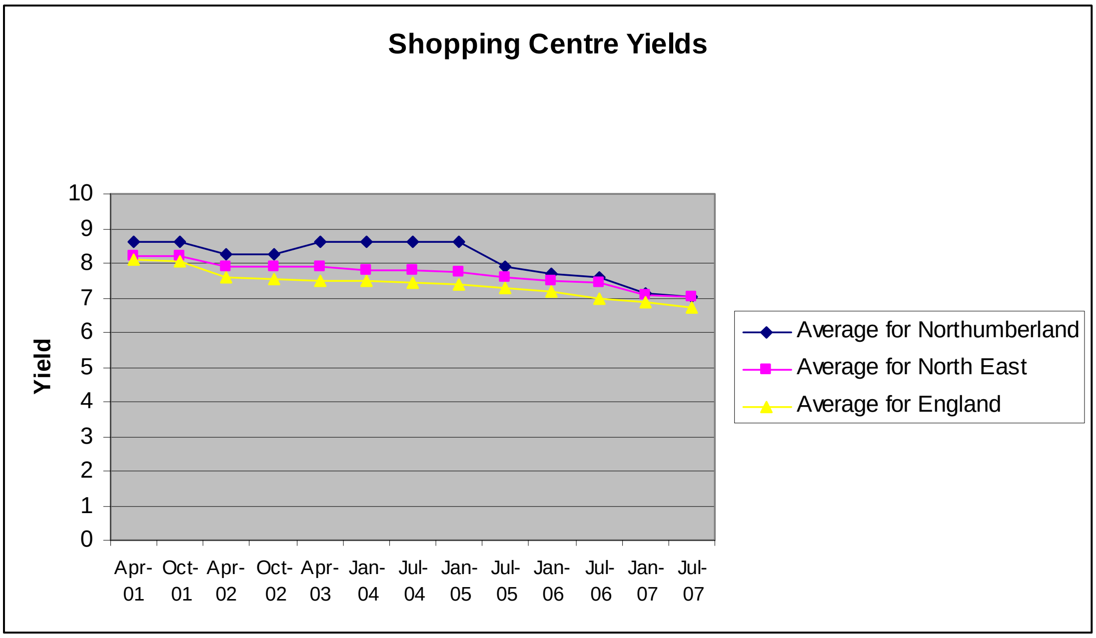
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham. There is therefore no available data for Prudhoe. However, Figure 9 shows the average yield for Northumberland, the North East of England, and England.

[2] www.voa.gov.uk
[3] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



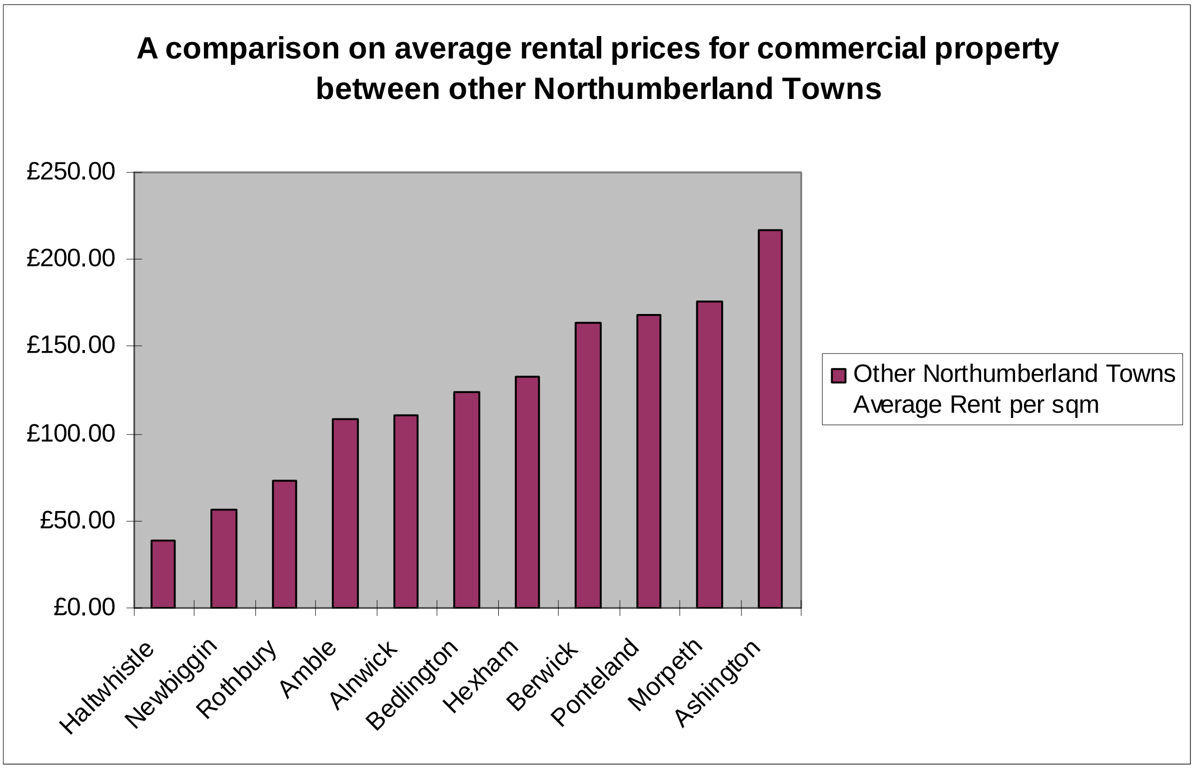
Source: Valuation Office (www.voa.gov.uk), July 2007

The graph (Figure 8) shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average rental rates for the town centres were taken from Northumberland Property Database. However, for Prudhoe Town Centre, although there had been properties vacant in the town centre, the rental information was unavailable. Therefore we are not able to provide a comparison of the rental rates for Prudhoe Town Centre with other towns within Northumberland. Figure 9 shows the rental rates that were available for the other town centres. Ashington is shown to have the highest rent at £217.04 per square metre and Haltwhistle the lowest rent at £38.17. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 9: A comparison on average rental prices for commercial property between other Northumberland Towns



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Prudhoe town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian (the majority of the commercial property in the town centre is situated on the ground floor).

7.1 Vacancy Rates of Premises

Figure 10 shows that the only street within Prudhoe Town Centre with vacant premises is Front Street with 5% of premises vacant. This equates to 14% of vacant floorspace within Front Street. No other streets in Prudhoe were recorded as having any vacant premises.

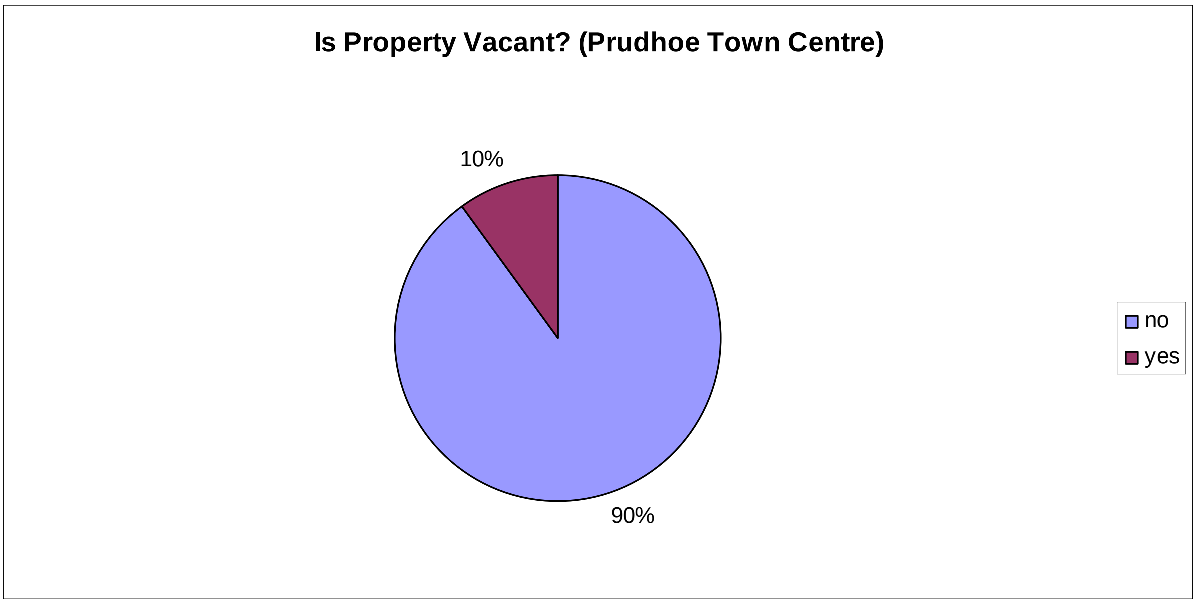
Figure 11 shows that in Prudhoe Town Centre, there were 90% of occupied premises and 10% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
FRONT STREET	5%	1	14%	1
HOLYOAKE	0%		0%	
KEPWELL BANK TOP	0%		0%	
NEALE STREET	0%		0%	
OAKFIELD TERRACE	0%		0%	
SOUTH ROAD	0%		0%	
STATION ROAD	0%		0%	
TYNE VIEW TERRACE	0%		0%	
Grand Total	4%		9%	

Source: Experian, August 2008

Figure 11: Is a Property Vacant

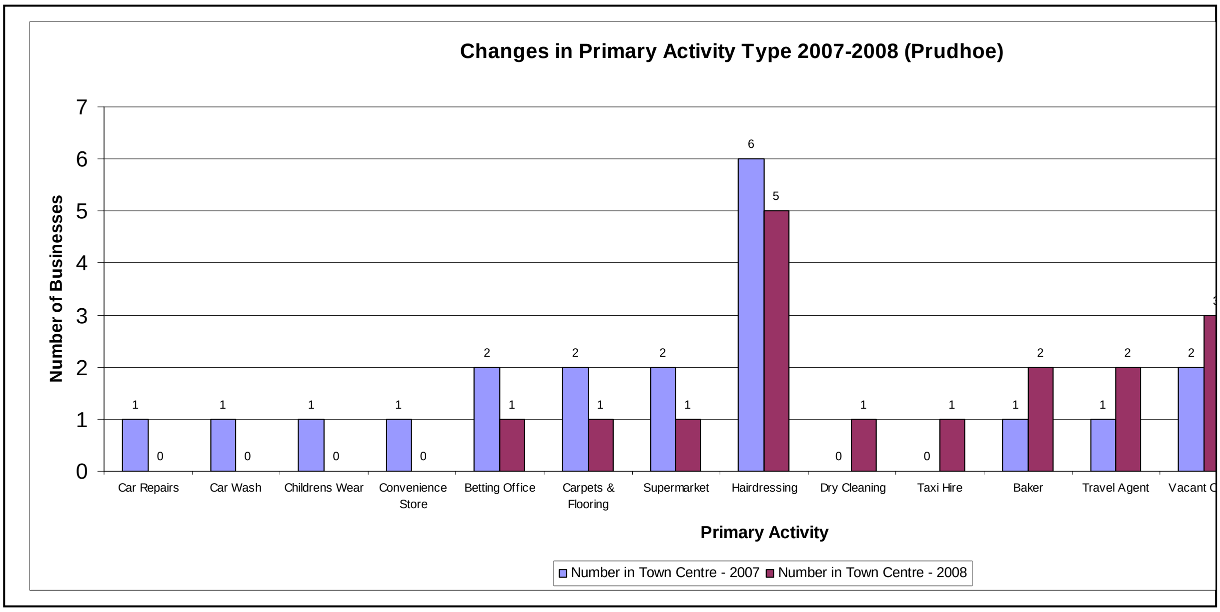


Source: Experian, August 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Figure 12 shows changes in Town Centre Occupiers in 2007 and 2008 within Prudhoe Town Centre. The graph shows the number of vacant outlets have increased in 2007 from 5 to 6 in 2008. There has been an increase in the number of stores from 2 in 2007 to 4 in 2008. Other increases in primary activity types within occupied premises in Prudhoe included Bakers (from 1 in 2007 to 2 in 2008); Travel Agents (from 1 in 2007 to 2 in 2008); and Estate Agents (from 5 in 2007 to 6 in 2008). However, there have been a number of primary activities decreasing by one business including a Supermarket and Hairdressers. Primary activity types to disappear from Prudhoe Town Centre in 2008 were Car Repairs, Car Wash, Children's Wear and a Convenience Store.

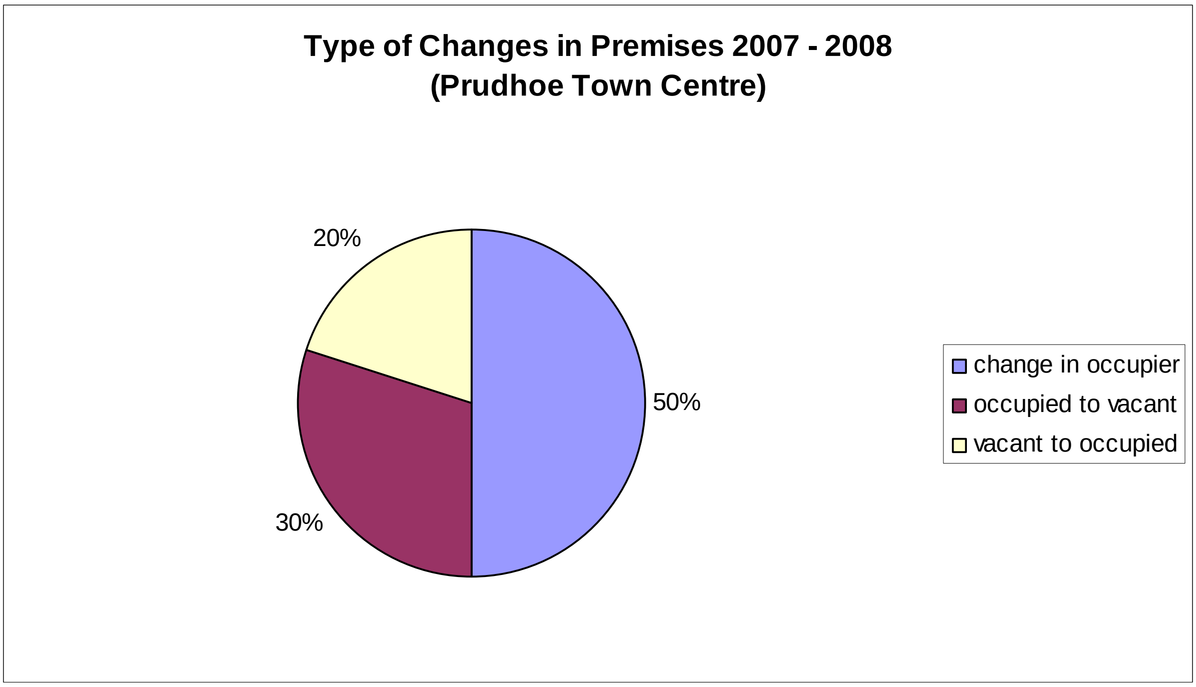
Figure 12: Changes in Primary Activity Type 2007-2008



Source: Experian, August 2008

Figure 13 shows the type of changes in premises in Prudhoe Town Centre between 2007 and 2008. Half of the changes were a change in occupier. One fifth of these changes were premises that were vacant in 2007 but were occupied in 2008. Almost one third (30%) of premises were occupied in 2007 but vacant in 2008, therefore an increase of vacant premises is evident.

Figure 13: Type of Changes in Premises 2007-2008



Source: Experian, August 2008

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Prudhoe Town Centre in May 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Tuesday 20th May, Thursday 22nd May and Saturday 24th May 2008. They were carried out by interviewers at two “access points” within the town centre (see Figure 15). These counts were then used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the daily footfall for a typical Saturday in Prudhoe town centre is around 1,750 although this will obviously vary depending on the time of year. The highest footfall count came on the Thursday of this week and the lowest footfall came on the Tuesday. As Prudhoe does not have a weekly market both Tuesday and Thursday are categorised as “normal” weekdays, therefore these figures suggest there is no obvious pattern in this data. The reason for this could have been the fact that it was a bank holiday weekend and also the start of half term. People may have gone away or decided to wait until later in the week to visit the town centre if they had all week to do so.

Figure 14: Estimated daily footfall in Prudhoe Town Centre

	Estimated daily footfall[4]		
Location (see Figure 2)	**Tuesday ("normal" day)**	**Thursday ("normal" day)**	**Saturday (Weekend)**
Mill's Newsagent, Front Street	570	1,164	894
Co-op, Oakfield Terrace	714	948	870
Total	1,284	2,112	1,764

Source: Northumberland Footfall Counts, May 2008

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

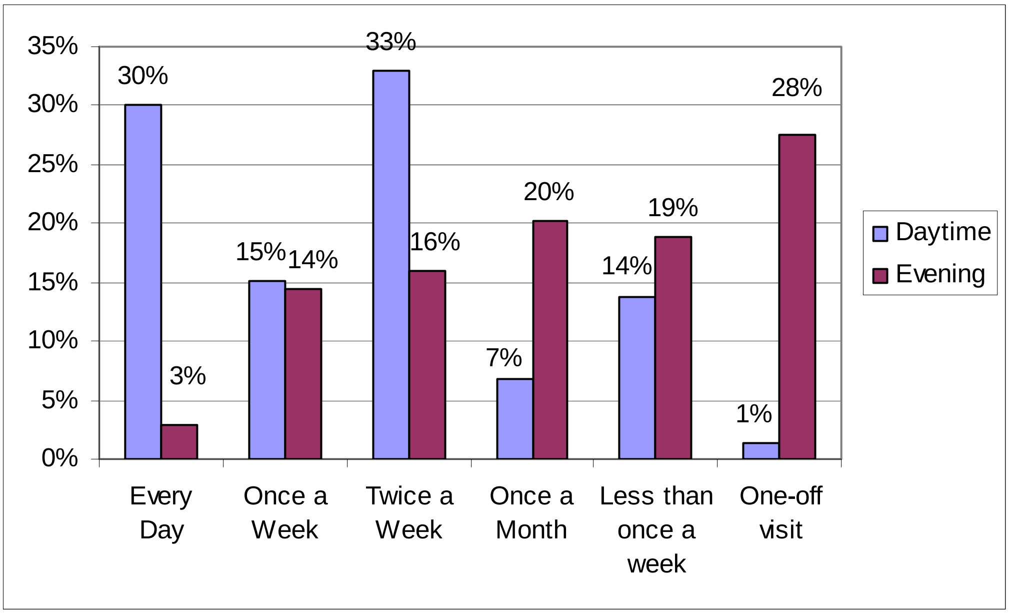
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Prudhoe town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

42% of respondents travelled into Prudhoe town centre by car on the day of the interview (Figure 15). 78% of these said that they go to Prudhoe at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 33% in the evenings.

Figure 15: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



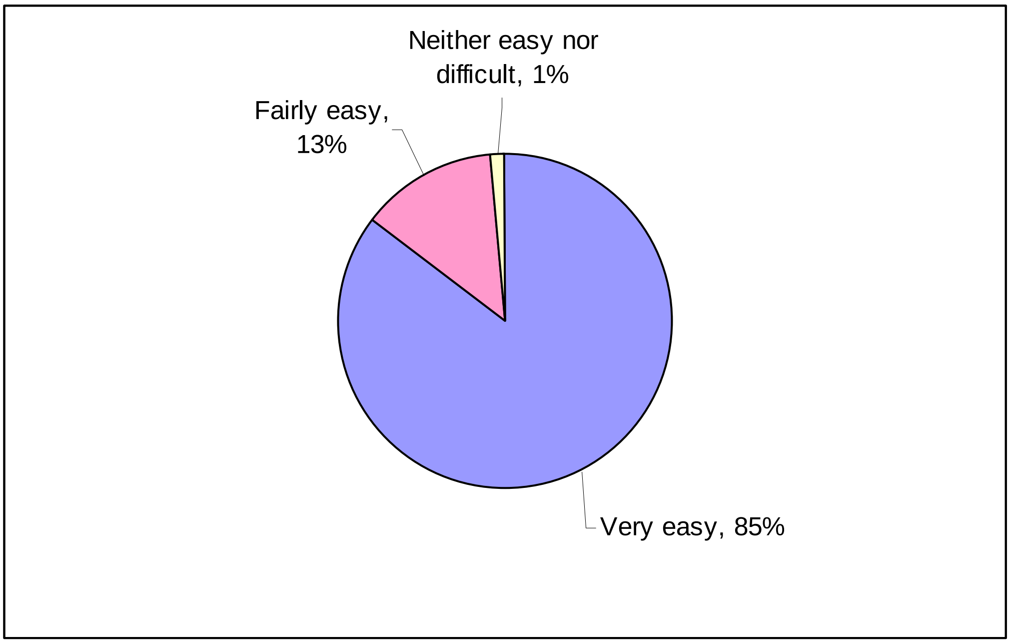
Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 73 for daytime; 69 for evening

Almost all (99%) of the respondents that travelled by car found it fairly easy or very easy to travel into Prudhoe town centre. No-one found it difficult (Figure 16).

Figure 16: How easy/difficult do you feel it is to travel into Prudhoe town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 75

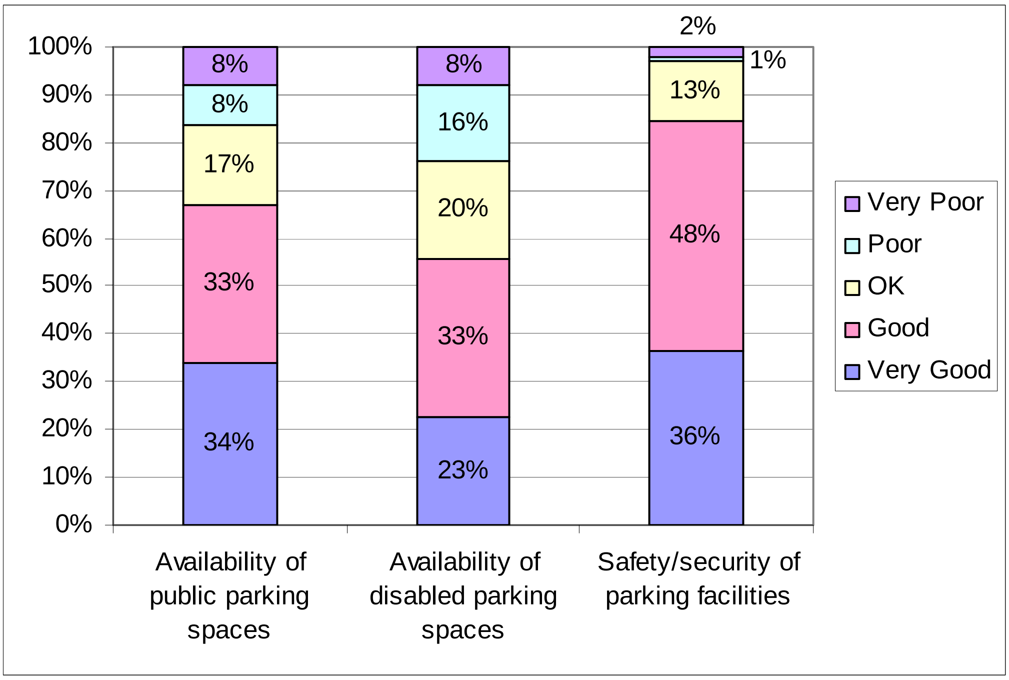
9.2 Access to car parking

The availability of public car parking spaces was rated fairly well, with two thirds of respondents giving a good or very good rating. 16% gave a poor or very poor rating. The availability of disabled parking spaces was rated slightly lower, with 56% giving a positive rating and 24% giving a negative rating (Figure 17).

Respondents generally felt positive about the safety/security of the parking facilities, with 85% giving a good/very good rating, and only 3% giving a poor/very poor rating.

Figure 17: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base : 88 to 148 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

When asked what the main problems with the shopping experience in Prudhoe were, only two people gave a parking related response:

- "Parking is bad - no parking at 'Balls fish shop' end of Prudhoe".
- "Not enough parking".

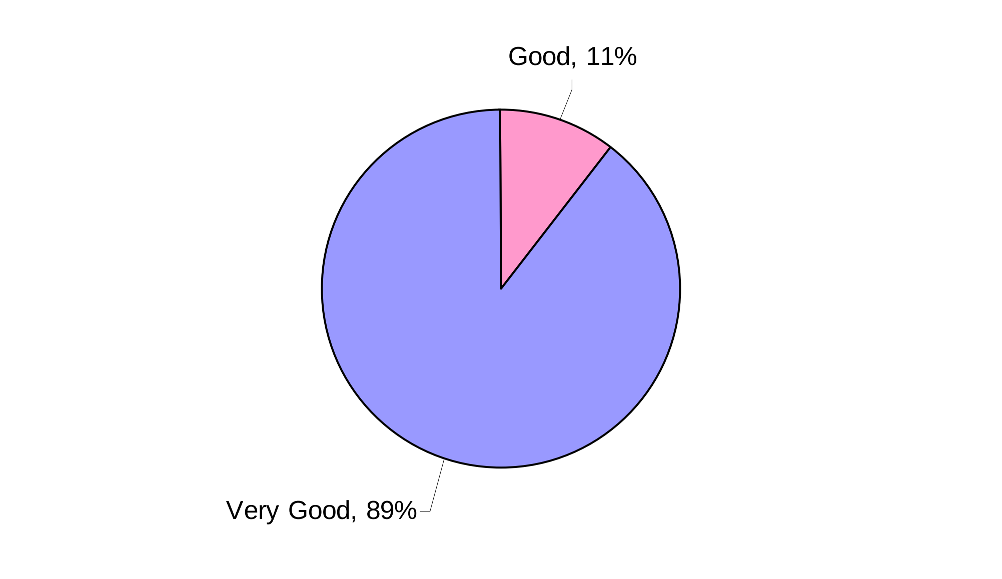
In order to make the town centre better, 5% said that the parking should be improved. One respondent also said that "more parking" was needed.

9.3 Cost of parking

All respondents gave a positive rating for the cost of parking in Prudhoe town centre. 89% said that it was very good (Figure 18).

Figure 18: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base : 152 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Prudhoe's Car parks

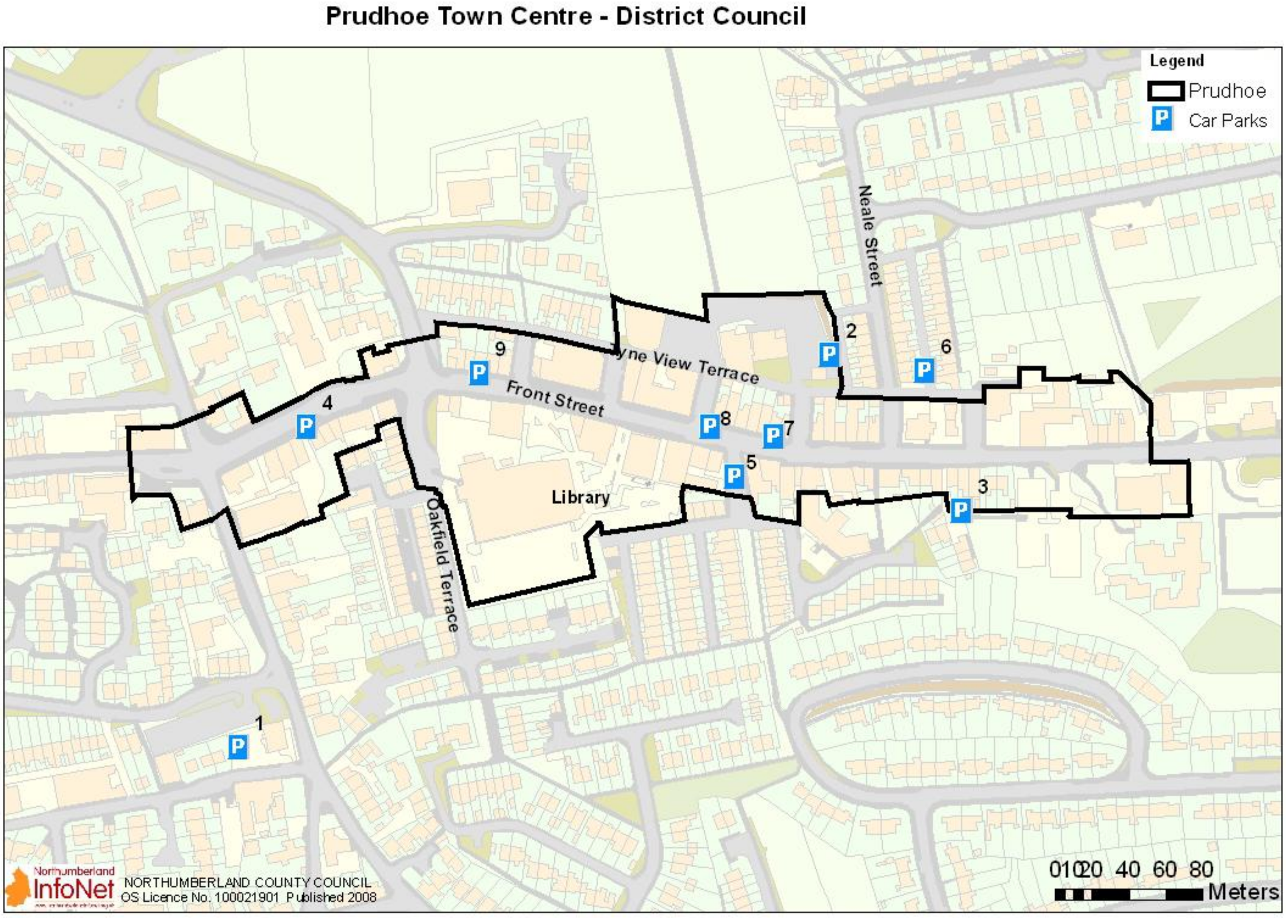
Figures 19 and 20 show the location of car parks within and surrounding Prudhoe Town Centre.

Figure 19: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	**Prudhoe, Fair View**	Free	Surface Car Park	45	Short			
2	**Prudhoe, Neale Street**	Free	Surface Car Park	62	Long/Short Stay			Behind club and side street
3	**Prudhoe, Oaklands**	Free	Surface Car Park	60	Long/Short Stay			
4	**Prudhoe, Front Street near Milecastle Housing**		Street Parking	3	Short Stay			
5	**Victoria Terrace, Near Heron Design**		Street Parking	6	Short Stay			
6	**Holyoake Street, Near East Centre**		Street Parking	3	Short Stay			
7	**Near Broadoakes, 17a Front Street**		Street Parking	7	Short Stay			
8	**Funeral Parlour, Front Street**		Street Parking	4	Short Stay			
9	**Near Cairs Solicitors, Front Street**		Street Parking	2	Short Stay			

Source: Tynedale District Council, Transport Direct, August 2008

Figure 20: Location of Car Parks



Source: Tynedale District Council, Transport Direct, August 2008

9.5 Bus Connectivity

The direct connections linking Prudhoe to surrounding towns and villages are listed in Figure 21.

Figure 21: Destination and Frequency of Buses from Prudhoe

Destination	Mon - Fri	Sat	Sun
Blaydon On Tyne	Approx 4 per hour	Approx 4 per hour	Approx 2 per hour
Branch End	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Corbridge	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Crawcrook	Approx 4 per hour	Approx 4 per hour	Approx 2 per hour
Hexham	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Low Prudhoe	At least 4 per hour	At least 4 per hour	Approx 1 per hour
Mickley	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
New Ridley	2 per day	None	None
Newcastle upon Tyne	Approx 4 per hour	Approx 4 per hour	Approx 2 per hour
Riding Mill	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Ryton	Approx 4 per hour	Approx 4 per hour	Approx 2 per hour
Stocksfield	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Wylam	Approx 1 per hour	Approx 1 per hour	None

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info) , July 2008

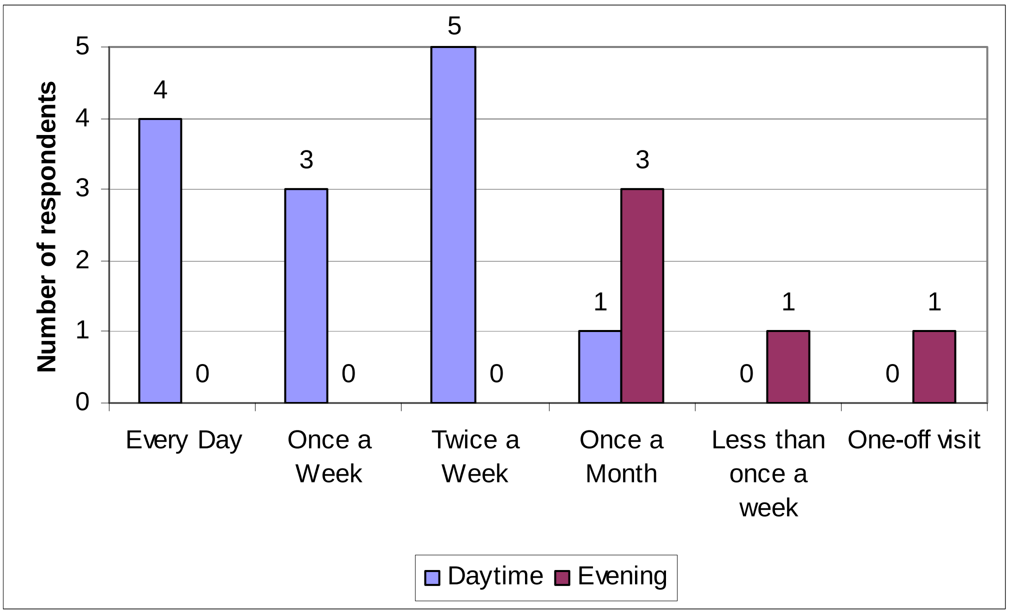
9.6 Shoppers travelling to town by bus

Only 13 respondents (7%) travelled into Prudhoe town centre by bus on the day of the interview. The number of times that these respondents went into the town varied between every day and once a month, with the most common response being twice a week (Figure 22). However, it cannot be deduced how often they use a bus for these trips.

Only 5 of the respondents that travelled in by bus gave a response when asked how often they visited the town centre during the evening. These responses ranged between less than once a week, and a ‘one-off visit’.

Figure 22: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, August 2008

Base: 13 for daytime; 5 for evening

All of the respondents that travelled into the town centre by bus on the day of the interview found it very easy (77%) or fairly easy (23%).

9.7 Train Connectivity

Prudhoe has a railway station, managed by Northern rail service, covering the following local destinations. Trains from Newcastle and Carlisle link to railway lines covering a wider part of the UK (Figure 23).

Figure 23: Destination and Frequency of Trains from Prudhoe

Destination	Mon – Fri	Sat	Sun
Carlisle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wetheral	5 per day	7 per day	6 per day
Brampton	5 per day	7 per day	6 per day
Bardon Mill	5 per day	7 per day	6 per day
Haydon Bridge	7 per day	9 per day	6 per day
Hexham	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour

Corbridge	At least 1 per hour	At least 1 per hour	Approx 1 per hour
Riding Mill	At least 1 per hour	At least 1 per hour	Approx 1 per hour
Stocksfield	At least 1 per hour	At least 1 per hour	Approx 1 per hour
Haltwhistle	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Wylam	Approx 1 per hour	Approx 1 per hour	Approx 1 per hour
Blaydon	3 per day	3 per day	None
Gateshead (Metro Centre)	At least 1 per hour	At least 1 per hour	Approx 1 per hour
Dunston	2 per day	2 per day	None
Newcastle	Approx 2 per hour	Approx 2 per hour	Approx 1 per hour
Sunderland	Approx 1 per hour	Approx 1 per hour	None

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info); National Express East Coast (http://www.nationalexpresseastcoast.com, July 2008

9.8 Shoppers travelling to town by train

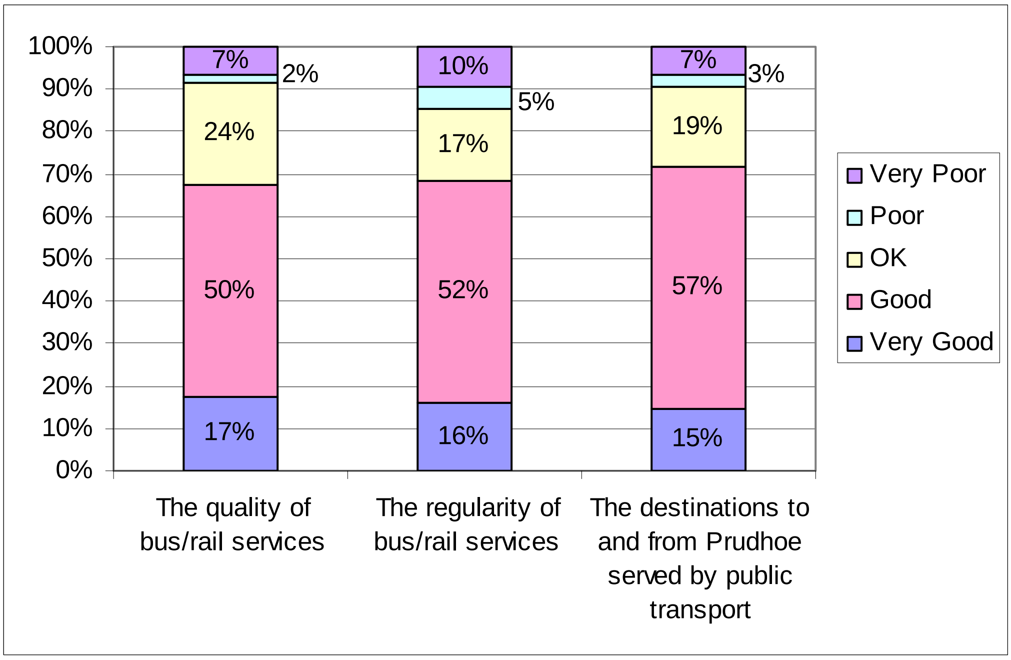
No respondents travelled into the town centre by train on the day of the interviews.

9.9 Perception of Public Transport Services

Over two thirds of respondents gave a positive rating for the quality and regularity of bus/rail services, and the destinations to and from Prudhoe served by public transport (Figure 24).

Figure 24: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base : 133 to 137 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 4 respondents (2%) said that they would improve the accessibility.

9.11 Origin and method of travel of Shoppers Interviewed

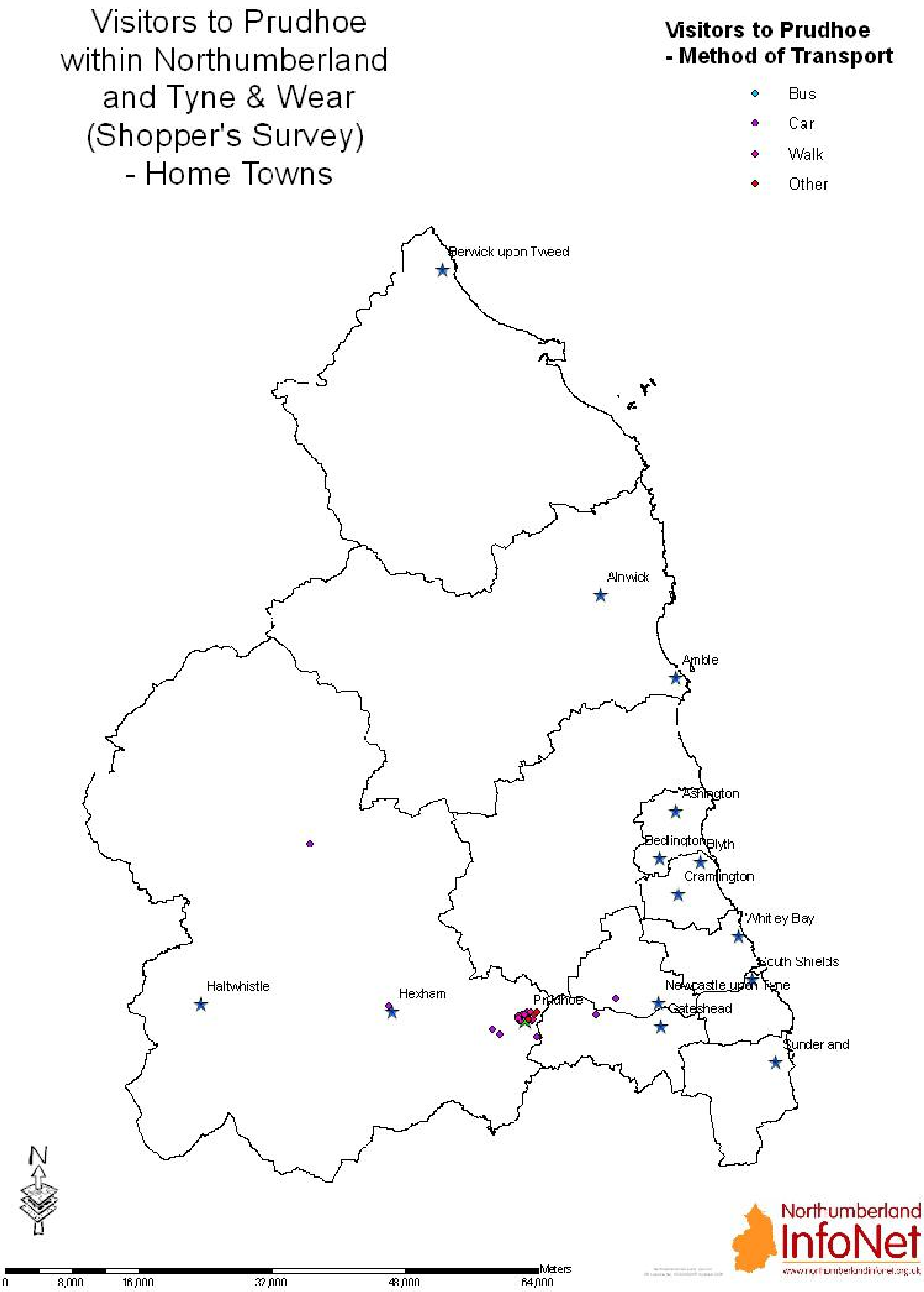
As Figure 25 shows, most of the respondents from the Prudhoe Shopper Survey live in Prudhoe itself. In addition, some respondents came from other areas within Tynedale District and most of the others came from elsewhere or Tyne & Wear.

Most of the respondents either walked into the town centre or travelled by car. The rest either travelled by bus or "other" method of transport.

The remaining few respondents were from within the North East region (Figure 26) and travelled into Prudhoe by car or by walking.

Figure 25: Visitors to Prudhoe within Northumberland

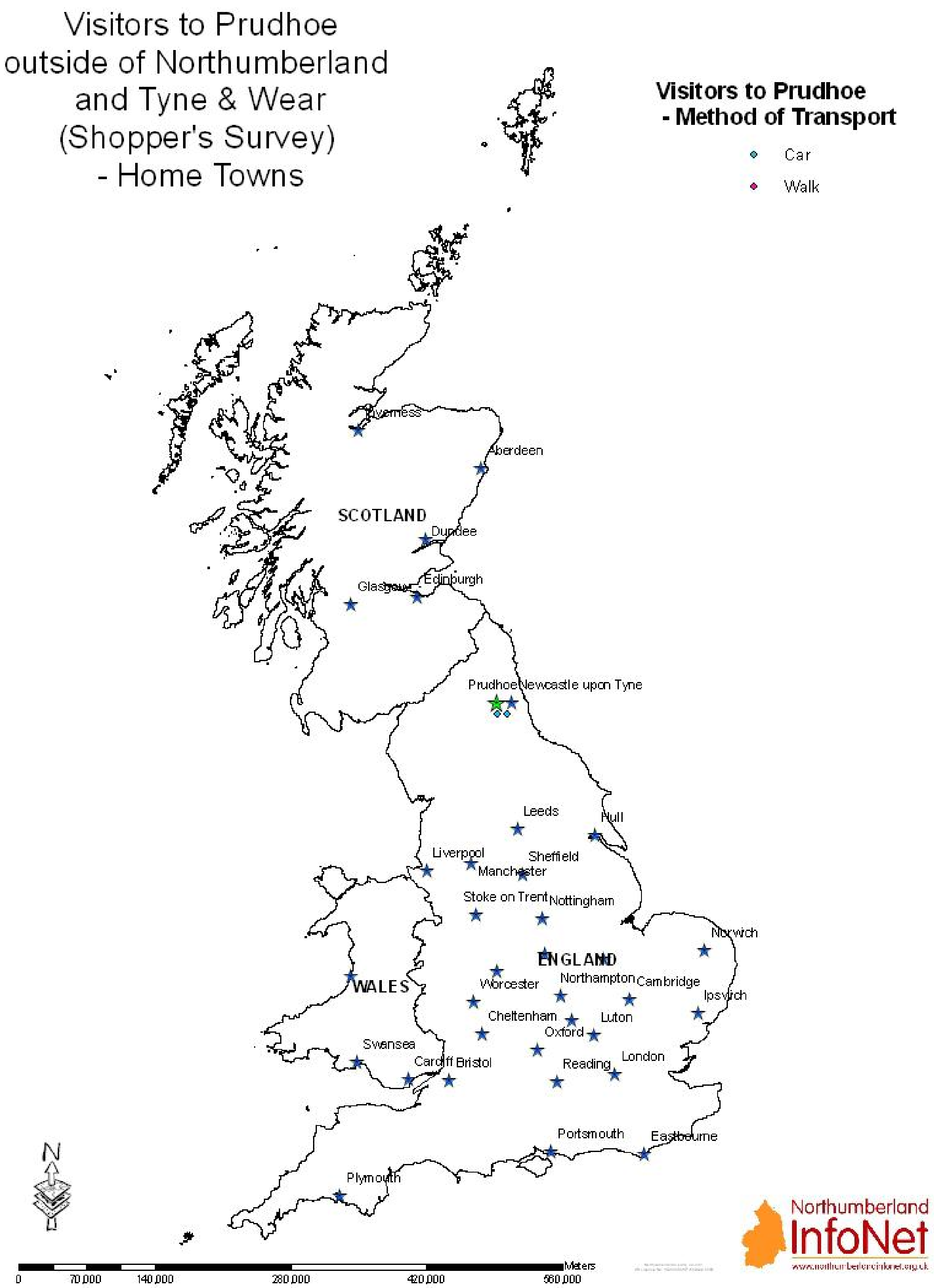
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Figure 26: Visitors to Prudhoe outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Prudhoe:

- The Front Street Improvements Scheme involves work to create 'The Glade' and improvements to Front Street. The concept of The Glade is to create a new heart for Prudhoe, providing a flexible and multi-functional space and a green space. The design for The Glade has four distinct spaces, a sheltered meeting and information point, a seating area and an outdoor space to be used by the adjacent café. As at December 2008, Zone 1 has been completed, and Zones 2 and 3 are expected 2009 + funding dependent.

- In developing designs for these two areas bespoke furniture have been created. The Urbis range has been chosen to compliment the rest of the designs.

- Street lighting has also be replaced under this scheme.

- The design for 'The Glade' has also being rolled out to Front Street, it is proposed that designs for Front Street will include features from 'The Glade' and associated street furniture as well as extending the greenspace along Front Street are also proposed.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

None of the respondents made any comments about pedestrianisation.

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

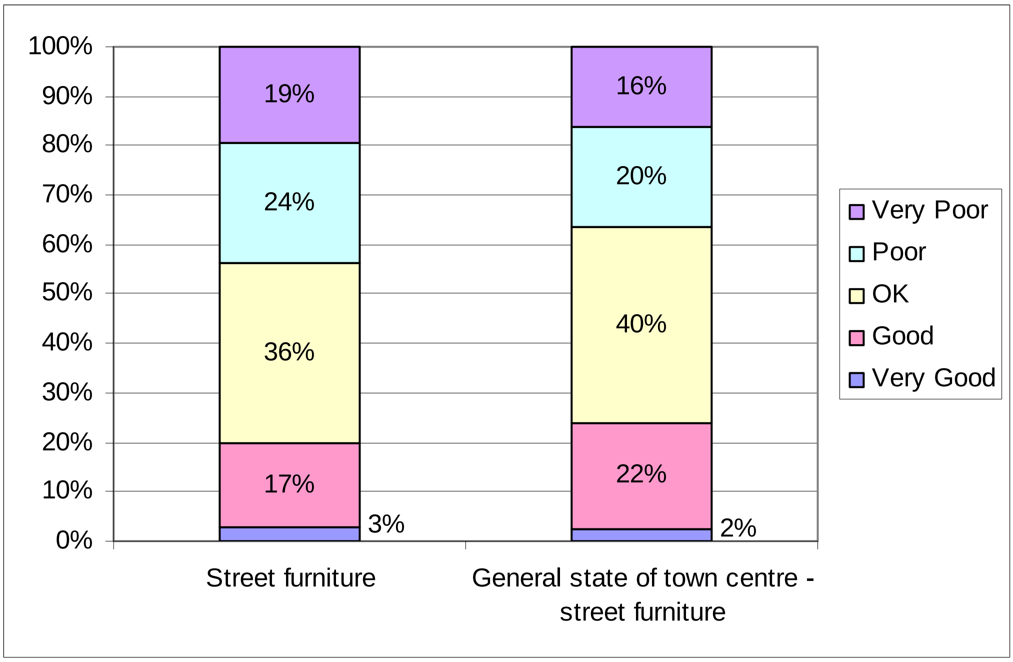
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 27). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The ratings for the two questions were both quite poor. Only 20%/24% of respondents gave a positive response, and 44%/36% gave a negative response.

Figure 27: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

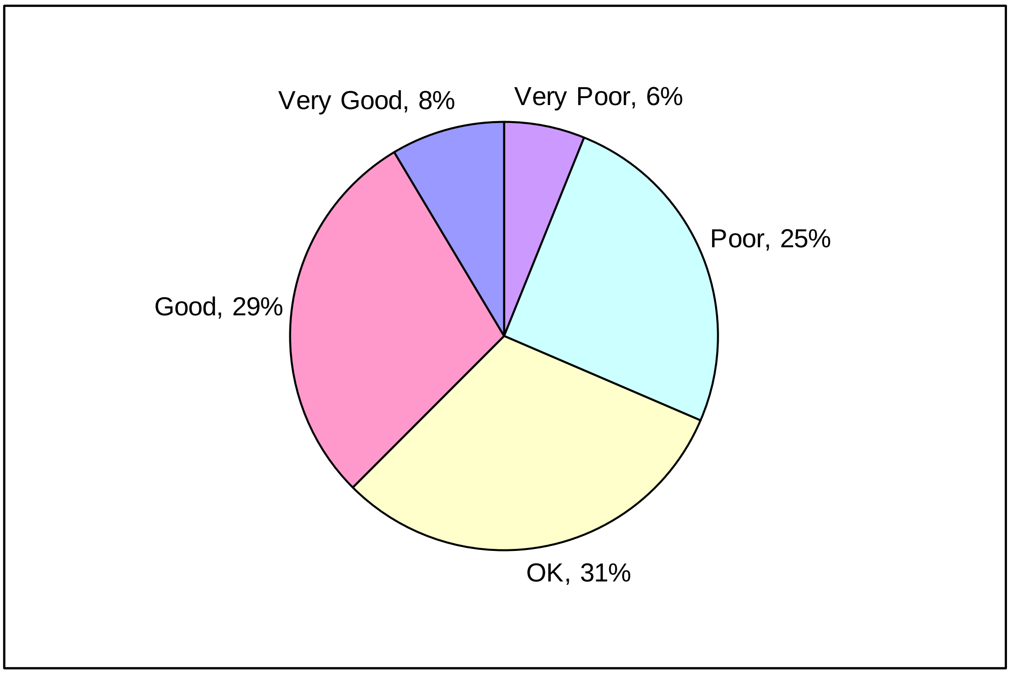
Base: 179 to 180 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

The parks and open spaces in Prudhoe were not rated particularly well. Only 38% of respondents gave a good or very good rating, and 32% gave a poor or very poor rating (Figure 28).

Figure 28: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 165 respondents (note: this excludes those respondents that gave a 'don't know' response)

A number of respondents made comments relating to open spaces in Prudhoe:

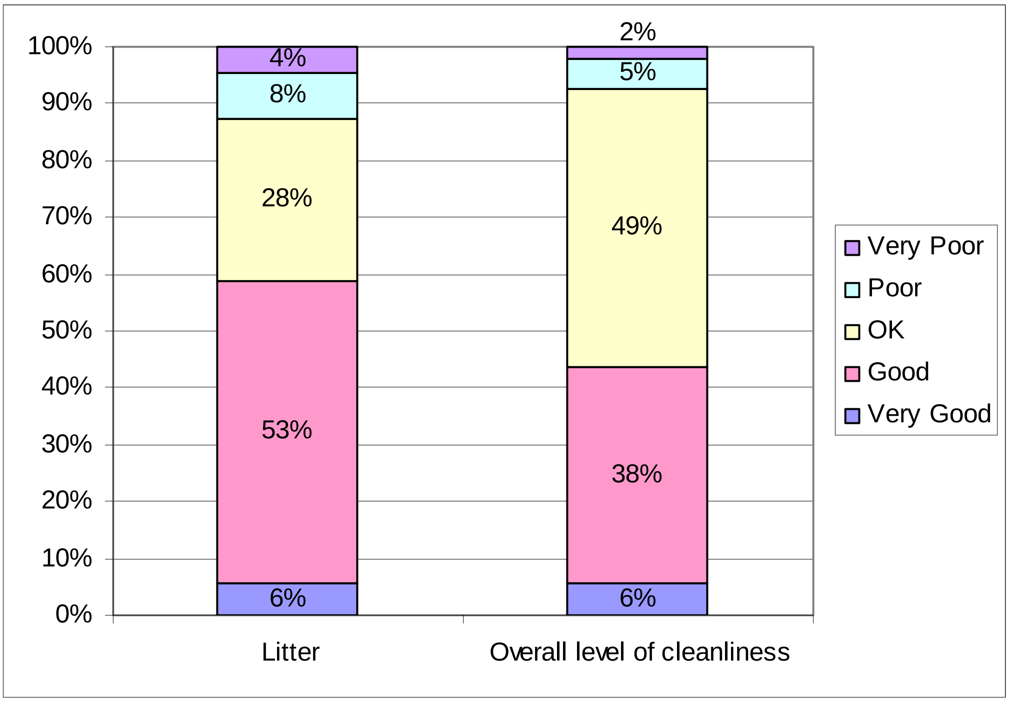
- "More green areas with communal seating".
- "Provide more green areas, especially a park".
- "Increased parkland".
- "More open spaces".
- "More congregation areas where people can sit".

10.2.3 Litter and Cleanliness

Litter within the town centre was given a good/very good rating by 59% of the respondents, and a poor/very poor rating by 13%. The overall level of cleanliness was given a lower rating, with less than half (44%) giving a positive rating. However, only 7% gave a negative rating (Figure 30).

Figure 29: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base : 180 respondents (litter); 179 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

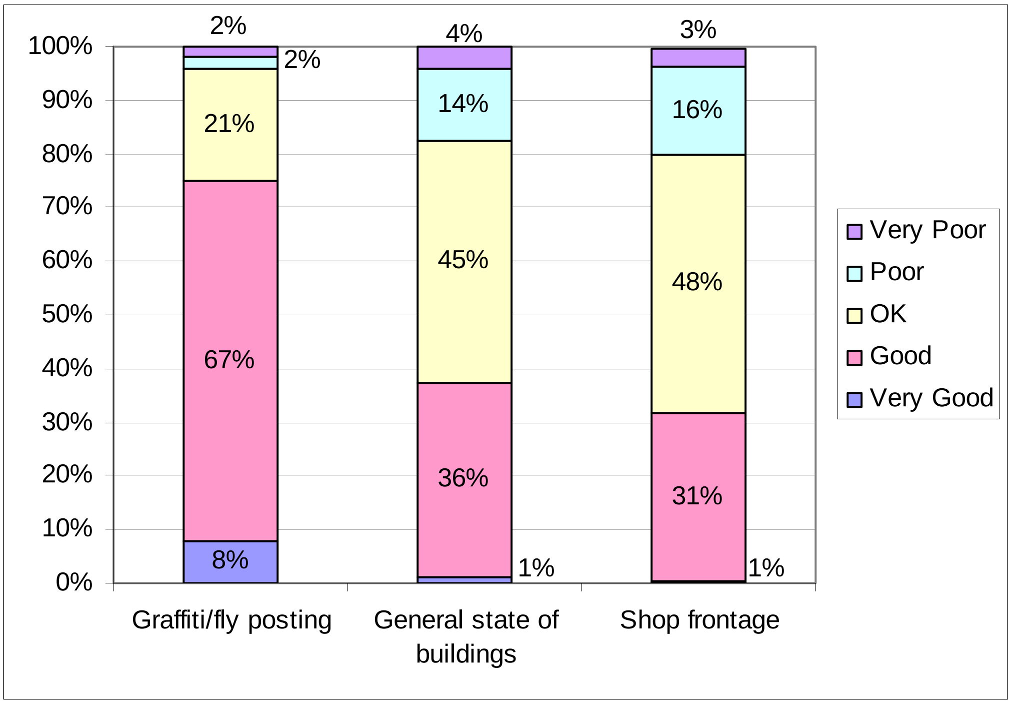
10.2.4 General Appearance of the Town

Generally respondents felt that the general state of the buildings and the shop frontage were ok. These attributes received a positive rating from only 37% and 32% of respondents respectively.

Graffiti/fly positing, on the other hand, received a positive rating from three quarters of respondents, and a negative rating from only 4% (Figure 31).

Figure 30: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 407 to 426 respondents; (note: this excludes those respondents that gave a 'don't know' response)

Numerous comments were made around the general appearance of the town. In particular, various respondents said that the empty shops (Kwiksave, Nisa) needed filling, some describing them as an "eyesore". One respondent made the comment, "fill the original shops instead of them lying in ruin. Very depressing from where I live".

Other appearance related comments are given below:

- "Tidy up Prudhoe".
- "Nice up to date & kept clean".
- "Continuity of shop frontage. More planter (not silly big tubs)".
- "Important to recognise the history of Prudhoe town, maintaining individuality of the buildings. Subtle modernisation".
- "Improve shops yet maintain the character of a small Northumbrian town".
- "Update older buildings. Clean shop fronts".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

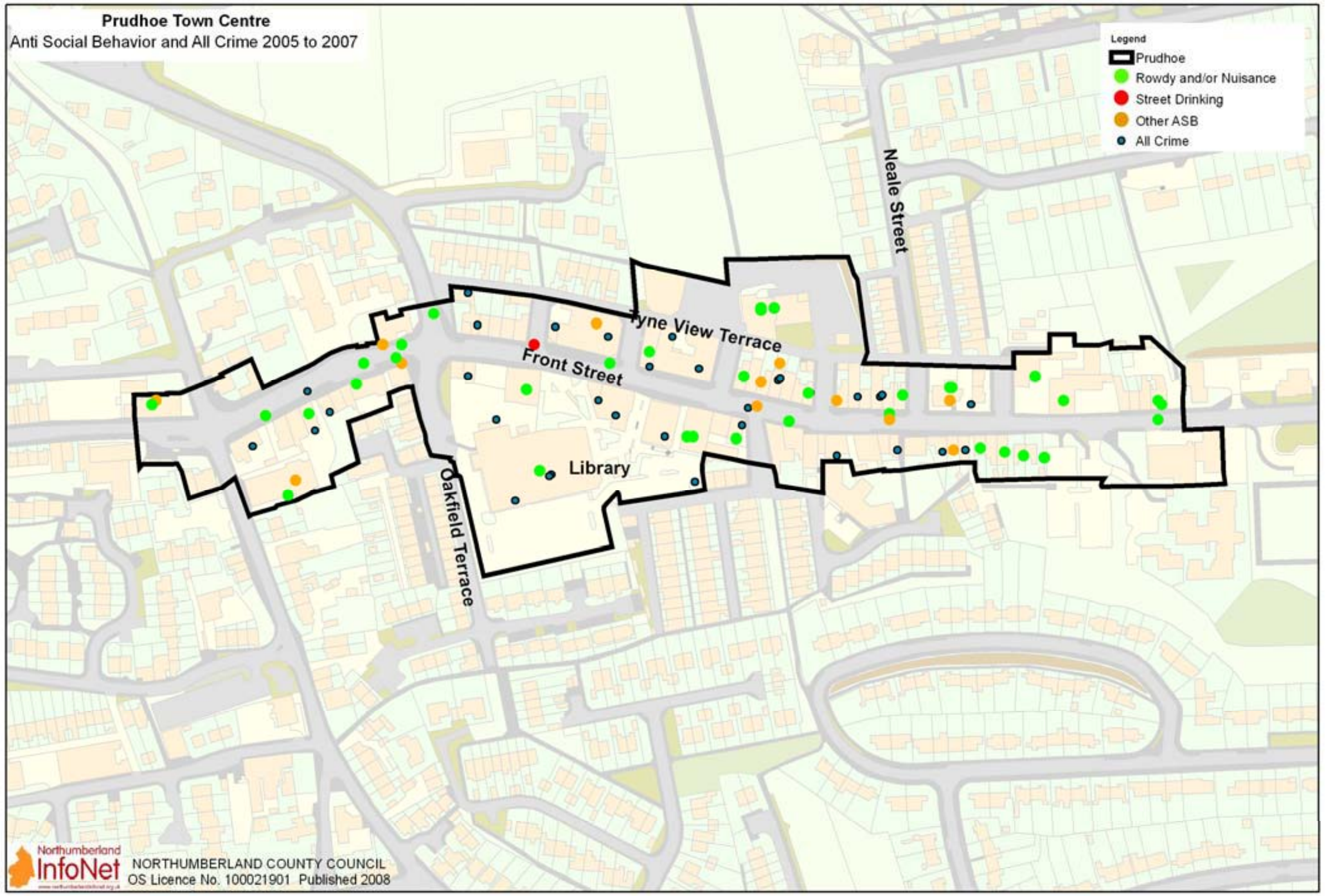
High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

11.1 Analysis of Reported Crimes

Looking at Figures 31 and 32, it is clear to see that the majority of crime in Prudhoe in 2005 – 2007 occurred on Front Street (the main street running through the town centre), and the main type of crime here was “rowdy and/ or nuisance behaviour”. There were also a significant number of cases of “other ASB” and “all crime” evenly distributed throughout Front Street.

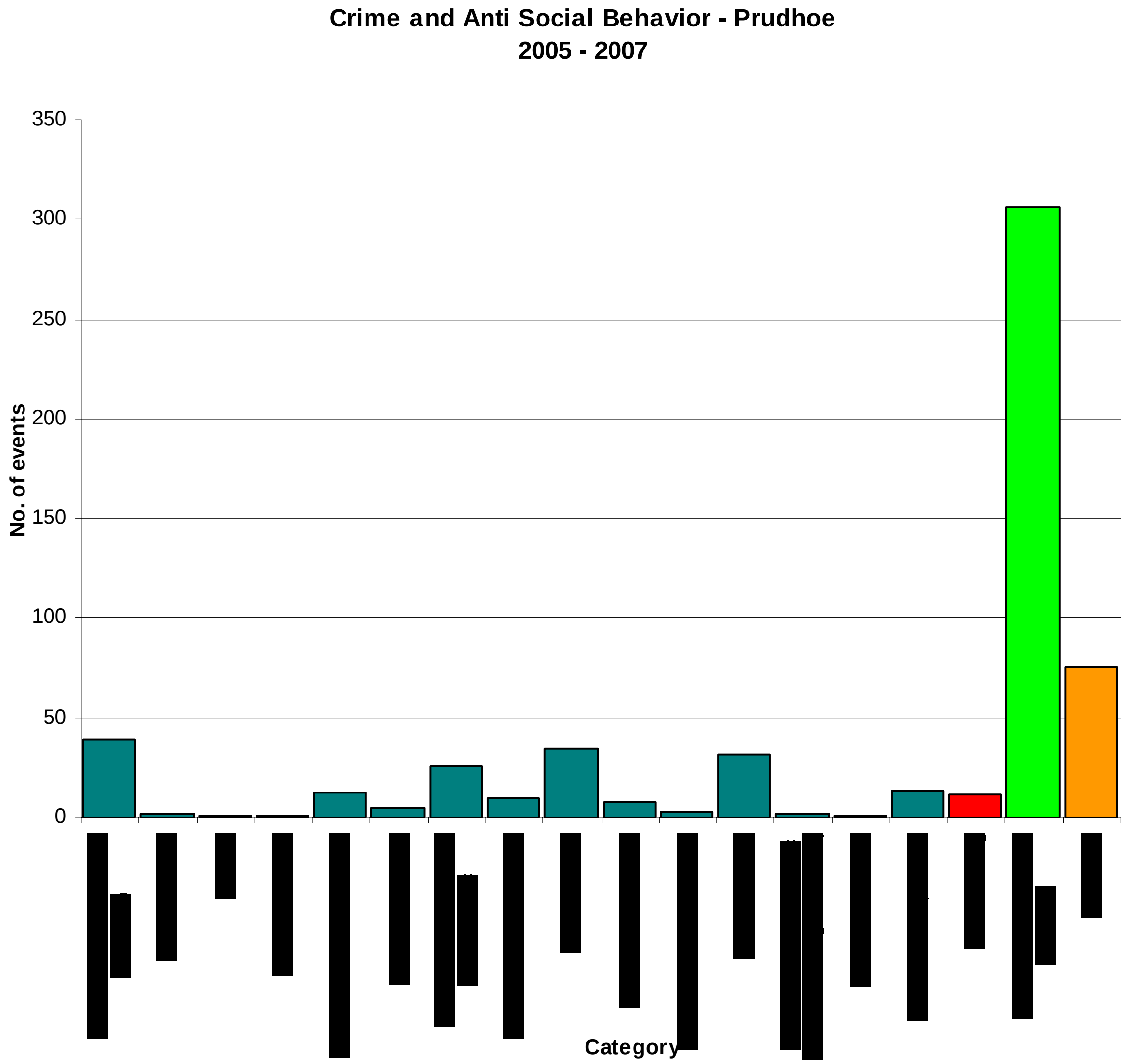
Looking at the chart (Figure 33), the types of crime have been broken down further. The most frequent type of crime occurring in Prudhoe Town Centre between 2005 and 2007 was rowdy and/ or nuisance behaviour of which there were 306 occurrences. The 2nd most frequent type of crime was “other ASB” of which there were 76 occurrences.

Figure 31: Analysis of Reported Crimes



Source: Northumbria Police, December 2007

Figure 32: Crime and Anti Social Behaviour



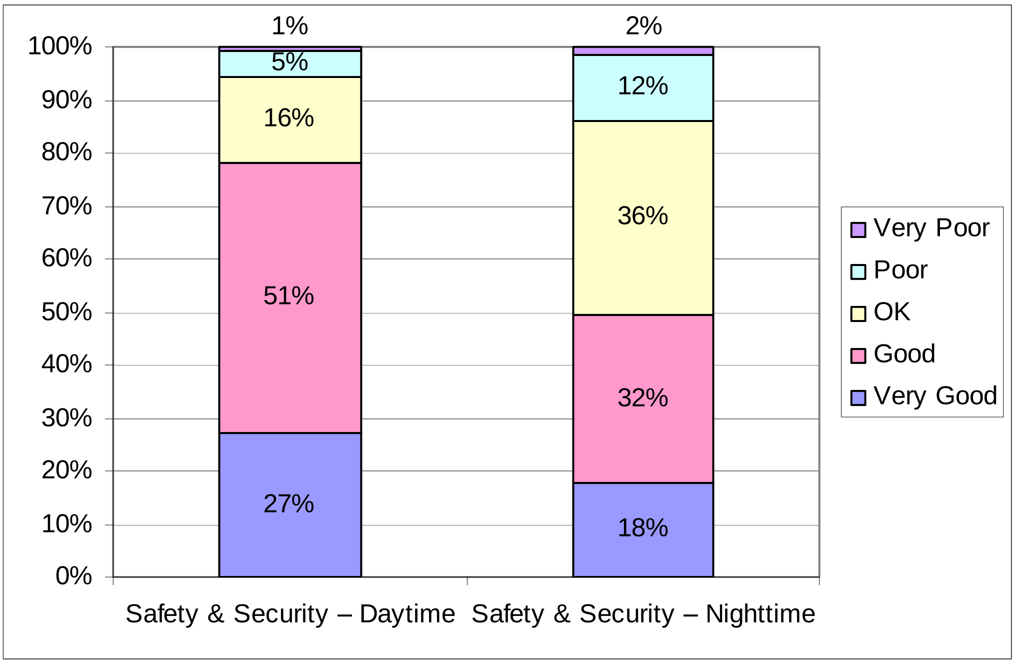
Source: Northumbria Police, December 2007

11.2 Perception or Fear of Crime

Respondents were quite positive about safety/security during the daytime, with over three quarters (78%) giving a good or very good rating, and only 6% giving a poor or very poor rating. This rating dropped when asked about safety/security during the night-time (50% positive ratings and 14% negative ratings) (Figure 33).

Figure 33: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base : 129 respondents (nighttime); 155 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

2 respondents said that the safety and security needed to be improved to make the town centre better.

As can be seen in section 9.2.2, 85% of respondents felt that the safety/ security of the parking facilities was good/very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Tynedale Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Tynedale District (October 2008):

- There is a community engagement initiative which is particularly aimed at residential areas immediately surrounding the town centre which involves a high visibility walkabout by community safety, community wardens, Milecastle Housing and police to identify and tackle issues on estates either observed by the teams or disclosed by residents e.g. litter /fly tipping, graffiti, vandalism, disorder and crime issues.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Prudhoe Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Prudhoe catchment area; spending patterns and retaining shopper spend within the town centre.

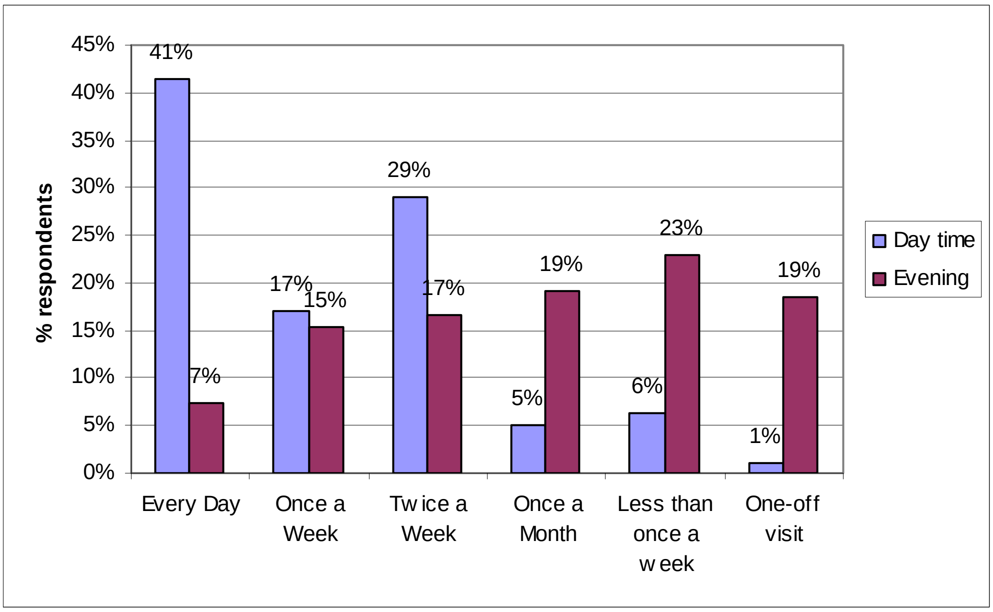
12.1 Regularity of visits

88% of respondents go to Prudhoe town centre during the daytime at least once a week, with the most common frequency of visit being every day (41%).

Respondents visit the centre far less often during the evenings, with only 40% visiting at least once a week (Figure 34).

Figure 34: Approximately how often are you in Prudhoe Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 162 respondents (evening); 176 respondents (daytime)

12.2 Expenditure/ Type of Purchases

Figure 35 shows the proportion of respondents that shop for different items solely in Prudhoe town centre, and how many go further afield. Figure 36 gives more details about which shopping centres the respondents use.

As the tables show, respondents are most likely to do their food and other domestic shopping in Prudhoe, the Metro Centre or Hexham. For clothes, shoes and CDs/DVDs, they are very unlikely to shop in Prudhoe, generally choosing to travel to the Metro Centre or Newcastle. Similarly, for electrical goods and furniture/carpets, respondents are more likely to shop at Newcastle or the Metro Centre. Quite a few respondents go to Prudhoe to buy DIY goods, but again, Newcastle and the Metro Centre are popular choices of shopping centres.

Figure 35: Proportion of respondents shopping in Prudhoe and other areas

	Main food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Prudhoe								
Prudhoe only	15%	40%	1%	0%	11%	4%	23%	1%
Prudhoe + local area[5]	28%	16%	1%	1%	5%	6%	11%	1%
Prudhoe + internet/non-local/local mix	2%	1%	0%	0%	1%	0%	1%	0%
Non-Prudhoe								
Local area (non-Prudhoe)	51%	39%	91%	93%	66%	82%	60%	87%
Internet or other	3%	4%	1%	1%	9%	5%	3%	7%
Mixture of places (not Prudhoe)	1%	0%	7%	5%	8%	3%	1%	5%
Total	180	180	180	180	180	178	179	164

Source: Northumberland Infonet Shopper Questionnaires, May 2008

[5] 'Local area' is defined as being one of the following: Hexham, Consett, Crawcrook/Ryton, Blaydon, Morpeth, Kingston Park, Newcastle, Metro Centre

Figure 36: Shopping centres used by respondents to purchase different items

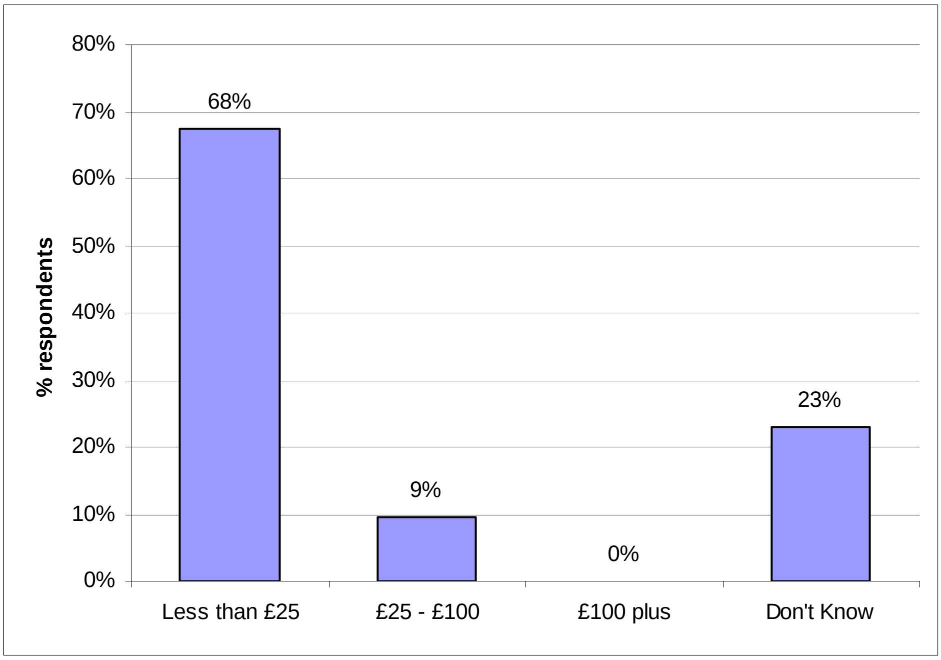
	Food	Other domestic	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc.
Prudhoe	45%	57%	1%	1%	17%	10%	35%	1%
Hexham	34%	18%	11%	8%	7%	15%	4%	7%
Consett	7%	6%	1%	1%	1%	5%	3%	1%
Crawcrook/ Ryton	1%	0%	0%	0%	0%	3%	2%	0%
Blaydon	4%	4%	2%	1%	1%	2%	7%	0%
Morpeth	0%	0%	1%	1%	0%	0%	0%	0%
Kingston Park	9%	7%	6%	3%	11%	8%	7%	1%
Newcastle	2%	6%	54%	55%	41%	50%	42%	46%
Metro Centre	37%	26%	80%	79%	51%	45%	31%	77%
Internet	2%	1%	7%	5%	9%	2%	4%	10%
Other	2%	3%	2%	1%	9%	6%	2%	2%
Base	180	180	180	180	180	179	179	164

Source: Northumberland Infonet Shopper Questionnaires, May 2008

Over two thirds of respondents (68%) planned to spend less than £25 in Prudhoe on the day they were interviewed, with a further 9% expecting to spend between £25 and £100 (Figure 37).

Figure 37: How much do you plan to spend in Prudhoe today?

(Excludes 'don't know' responses unless otherwise specified)



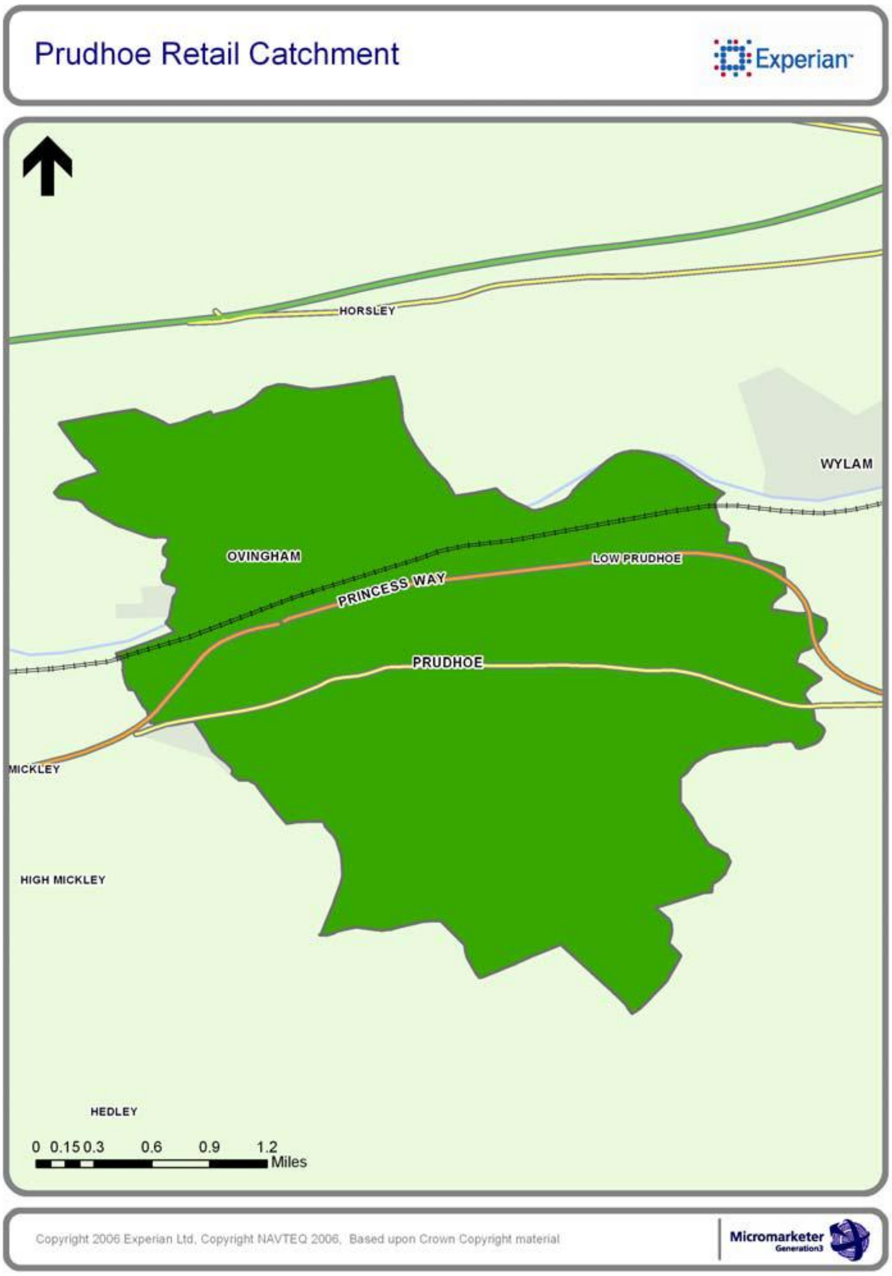
Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 179 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Prudhoe, (along with Hexham and Haltwhistle) is one of the main towns in the Tynedale district and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contains a number of other local or secondary centres, including Allendale, Bellingham, Corbridge and Haydon Bridge. These settlements act as key service centres for the rural areas but are smaller in scale or function than Hexham, Prudhoe and Haltwhistle.

Figure 38: Prudhoe Retail Catchment



Source: Experian, September 2008

The map (Figure 38) shows the catchment area for Prudhoe town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 1 mile.

12.4 Spending Patterns

In addition to Prudhoe, the catchment embraces a number of other local settlements such as Ovingham and High Mickley. Altogether, the catchment covers an area of 105.95 sq km, is home to approximately 11,700 people and 5,000 households. Collectively, these households and residents spend an estimated £50.5 million per annum on retail goods and services, with 35.8% of expenditure on convenience retail goods (£18.1 million) and 64.2% on comparison retail (£32.4 million). This balance differs very slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Prudhoe catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 39: Prudhoe Catchment Summary Profile

Prudhoe Catchment Summary Profile					
Totals	Prudhoe Catchment	%	UK	%	Index
2007 Population	11,684.00		60,796,178.00		
2007 Households	4,989.00		26,018,847.00		
Total Comparison	32,385,119.00	64.2%	171,926,829,196.00	63.4%	101.30
Total Convenience	18,082,026.00	35.8%	99,464,696,627.00	36.6%	97.76
Total Retail	50,467,145.00	100.0%	271,391,525,823.00	100.0%	100.00
Total Comparison per houshold	6,491.30		6,607.78		98.24
Total Convenience per household	3,624.38		3,822.79		94.81
Total Retail per household	10,115.68		10,430.57		96.98

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £10,116, with average comparison retail spend at £6,491 per annum and convenience spend at £3,624 per annum (Figure 39). Spending per household in the catchment is below the UK average in both broad categories (indices of 98.24 and 94.81 respectively).

Figure 40 provides a breakdown of comparison retail expenditure within the Prudhoe catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £7.3 million or 23% of total comparison expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£4.0 million or 12.5%) and Games, toys and hobbies; sport and camping; musical instruments (£3.7 million or 11.3%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Prudhoe spend more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Major Tools and Equipment and Materials for maintenance and repair of the dwelling.

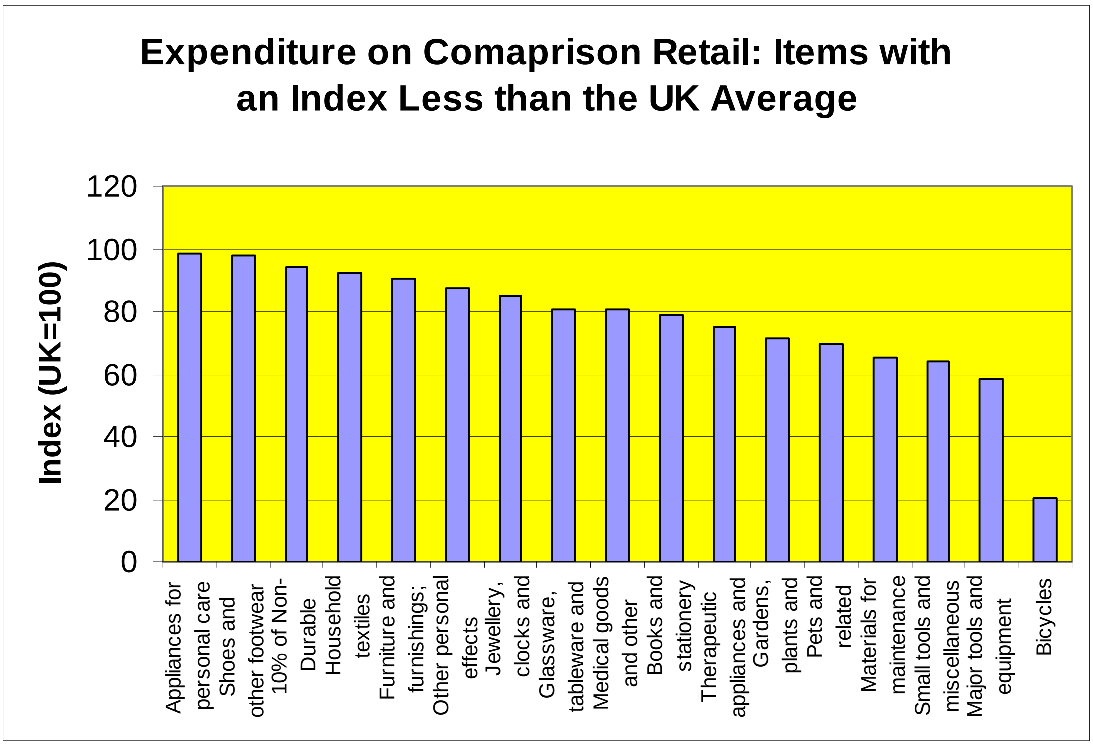
Figure 40: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Prudhoe Catchment	%	UK	%	Index
Clothing materials and garments	7,302,944.00	22.55%	37,197,970,202.00	21.64%	104.23
Audio-visual, photographic and information processing equipment	4,035,372.00	12.46%	14,926,597,385.00	8.68%	143.52
Games, toys and hobbies; sport and camping; musical instruments	3,666,669.00	11.32%	18,951,364,780.00	11.02%	102.71
Furniture and furnishings; carpets and other floor coverings	3,111,116.00	9.61%	18,218,052,893.00	10.60%	90.66
Appliances for personal care	2,834,411.00	8.75%	15,298,262,865.00	8.90%	98.36
Recording media	2,034,568.00	6.28%	7,513,288,250.00	4.37%	143.76
Major household appliances (electric or not)	1,165,225.00	3.60%	4,457,482,024.00	2.59%	138.78
Books and stationery	1,037,474.00	3.20%	6,968,169,166.00	4.05%	79.04
Shoes and other footwear	988,540.00	3.05%	5,348,647,704.00	3.11%	98.12
Household textiles	937,021.00	2.89%	5,378,572,610.00	3.13%	92.49
Materials for maintenance and repair of the dwelling	840,517.00	2.60%	6,826,571,834.00	3.97%	65.36
Jewellery, clocks and watches	726,724.00	2.24%	4,533,353,900.00	2.64%	85.10
Glassware, tableware and household utensils	723,609.00	2.23%	4,753,009,610.00	2.76%	80.82
Medical goods and other pharmaceutical products	591,281.00	1.83%	3,904,354,994.00	2.27%	80.40
Gardens, plants and flowers	457,640.00	1.41%	3,402,000,385.00	1.98%	71.41
Therapeutic appliances and equipment	438,826.00	1.36%	3,101,000,673.00	1.80%	75.13
Small tools and miscellaneous accessories	399,834.00	1.23%	3,301,806,678.00	1.92%	64.29
Other personal effects	375,008.00	1.16%	2,276,336,174.00	1.32%	87.46

Pets and related products	361,135.00	1.12%	2,747,999,981.00	1.60%	69.77
Small electrical household appliances	201,683.00	0.62%	748,364,529.00	0.44%	143.07
10% of Non-Durable household goods	63,411.00	0.20%	357,185,476.00	0.21%	94.25
Bicycles	51,329.00	0.16%	1,345,908,674.00	0.78%	20.25
Major tools and equipment	40,784.00	0.13%	370,528,409.00	0.22%	58.43
Total Comparison	32,385,119.00	100.00%	171,926,829,196.00	100.00%	100.00

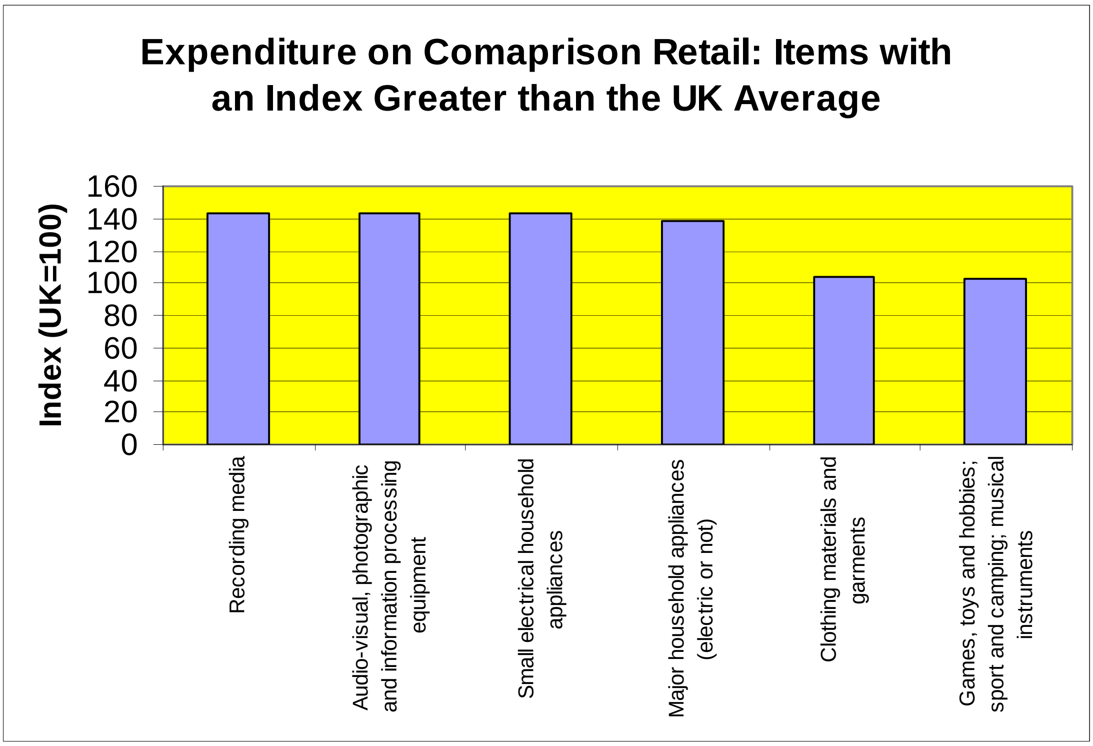
Source: Experian, August 2008

Figure 41: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 42: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 43 provides a breakdown of convenience retail expenditure within the Prudhoe catchment and in the UK. Clearly the largest expenditure type within comparison retail in Prudhoe is Food and non-alcoholic beverages, accounting for £12.7 million or 70.0% of total comparison expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£2.2 million or 12.0%) and Tobacco (£1.8 million or 10.0%). The pattern of expenditure nationally differs a little. Referring to the index, households in the Prudhoe catchment spend proportionately more on Tobacco and Newspapers and Periodicals and less on Food & Non Alcohol Beverages and Alcohol.

Figure 43: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Prudhoe Catchment	%	UK	%	Index
Food and non-alcoholic beverages	12,672,487.00	70.08%	70,035,886,128.00	70.41%	99.53
Alcohol (off-trade)	2,164,997.00	11.97%	12,313,767,021.00	12.38%	96.71
Tobacco	1,813,477.00	10.03%	9,448,891,938.00	9.50%	105.57
Newspapers and periodicals	860,390.00	4.76%	4,451,576,478.00	4.48%	106.32
90% of Non-Durable household goods	570,676.00	3.16%	3,214,575,062.00	3.23%	97.65
Total Convenience	18,082,026.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Prudhoe. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Prudhoe and how much leaks to neighbouring retail destinations. Experian have calculated:

- The proportion of the population within the Prudhoe catchment that shops in Prudhoe and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Prudhoe and the extent to which spending leaks to other centres.

The figures in the Figure 44 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over 1% of the resident population shop in Prudhoe (184 or 1.6%). According to the figures, almost half of the resident population in the Prudhoe catchment shop at the MetroCentre (5480 or 47%), with other notable shopping destinations including Newcastle City Centre (4018 or 35%) and to a lesser extent Hexham (452 or 3.9%).

Figure 44: Population Leakage

Population Leakage		
Retail Centre	Percentage (%)	Population
Metro Centre	46.90	5,480
Newcastle upon Tyne – Central	34.39	4,018
Hexham	3.87	452
Gateshead - Team Valley Retail World	2.43	284
Newcastle upon Tyne - Kingston Park Centre	2.26	265
Prudhoe	1.58	184
Gateshead	1.54	179
Washington	1.22	143
Sunderland	1.17	137

Newcastle upon Tyne - Byker Shields	0.87	102
North Shields - Silverlink Retail Park	0.81	95
Chester-le-Street	0.80	94
Cramlington	0.69	81
Wallsend	0.65	76
Blaydon	0.40	47
Consett	0.32	37
North Shields	0.10	12

Source: Experian, August 2008

The pattern with regards to spend is relatively similar. Again, Experian estimates that just over 1% of retail spend by residents and households domiciled within the Prudhoe catchment, representing £0.8 million per annum, is spent in the town.

More than £23.5 million of expenditure is lost to the MetroCentre (47%), with other notable leakage to Newcastle City Centre (£17.3 million or 34%) and to a lesser extent Hexham (£2.1 million or 4%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

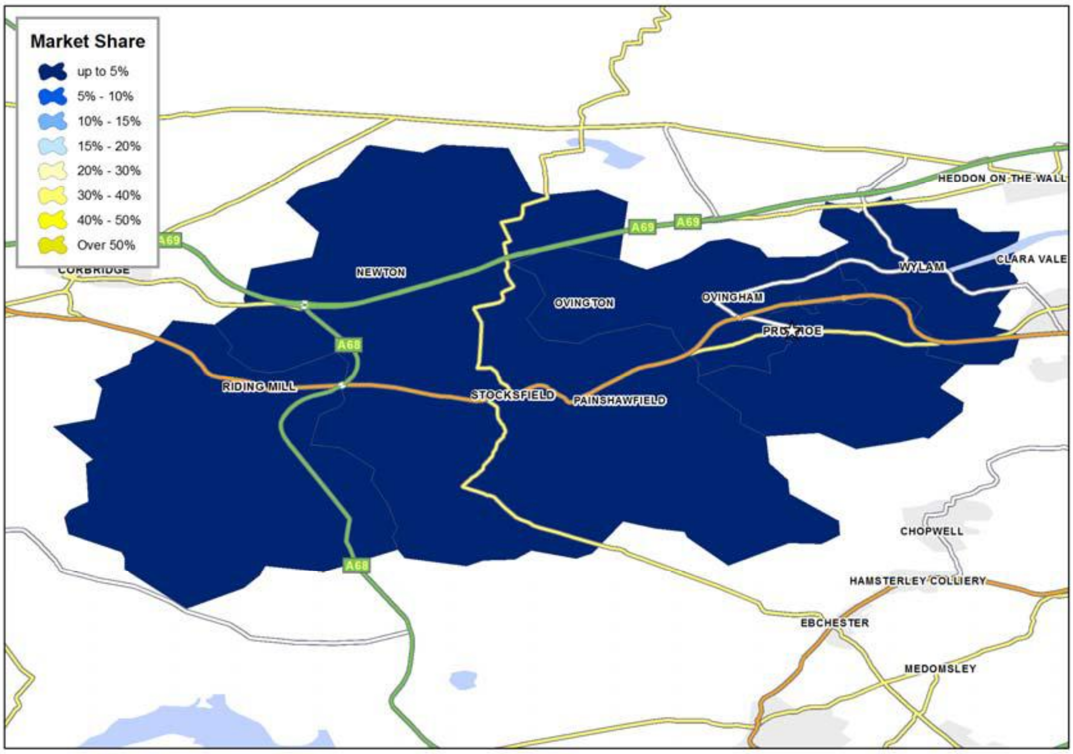
Figure 45: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Metro Centre	46.61	23,523,849
Newcastle upon Tyne – Central	34.32	17,322,416
Hexham	4.19	2,114,952
Gateshead - Team Valley Retail World	2.42	1,219,011
Newcastle upon Tyne - Kingston Park Centre	2.30	1,158,653
Prudhoe	**1.55**	783,733
Gateshead	1.52	765,822
Washington	1.21	611,111
Sunderland	1.16	586,890
Newcastle upon Tyne - Byker Shields	0.87	439,864
North Shields - Silverlink Retail Park	0.82	412,991
Chester-le-Street	0.80	403,324
Cramlington	0.70	354,119
Wallsend	0.65	330,255
Blaydon	0.38	189,542
Consett	0.37	186,964
North Shields	0.13	63,648

Source: Experian, August 2008

The map (Figure 46) shows the Prudhoe catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Prudhoe. From the map, it can be seen that households across the whole catchment spend less than 5% of their total retail expenditure in Prudhoe.

Figure 46: Proportion of Retail Expenditure



Source: Experian, August 2008

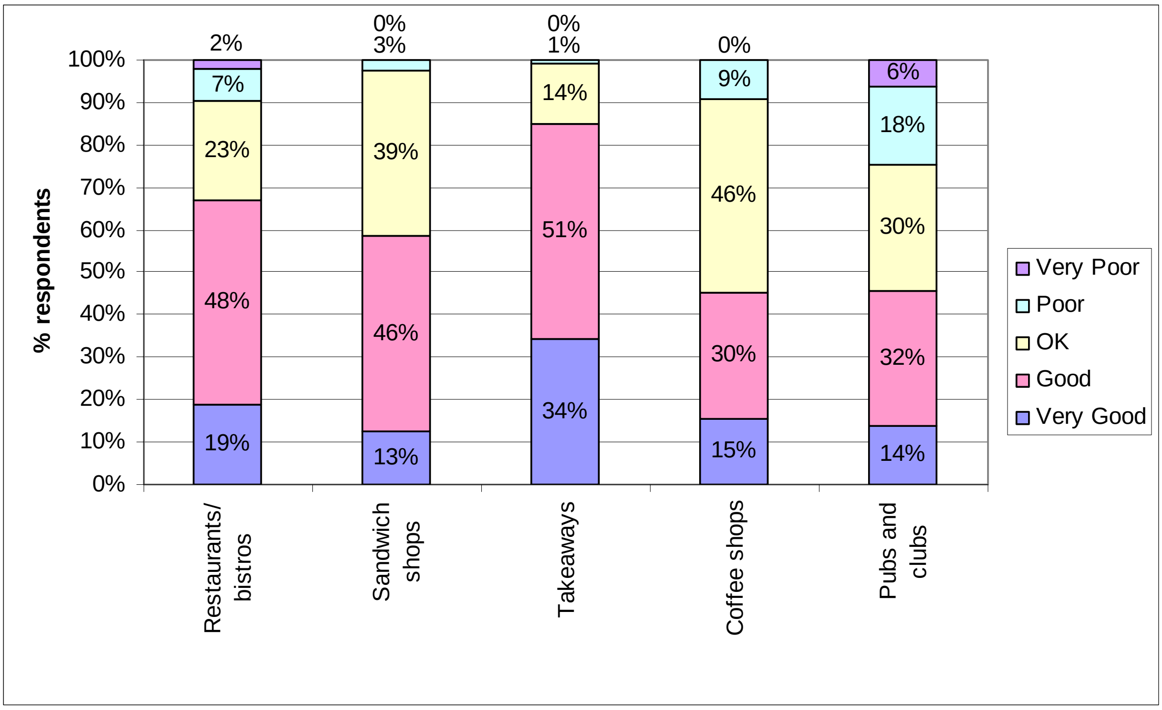
12.6 Opinions on and use of Leisure and Entertainment

Eating and drinking

There was a wide range of ratings for the eating and drinking places in Prudhoe. Takeaways were thought to be generally good (85% gave a good/very good rating), whereas coffee shops and pubs/clubs did not receive particularly good ratings (only 45% and 46% gave a positive rating for these respective venues). One quarter of respondents gave a poor/very poor rating for the pubs/clubs (Figure 47).

Figure 47: How would you rate the following venues for eating and drinking in Prudhoe?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 111 to 154 respondents depending on type of venue (note: this excludes those respondent's that gave a 'don't know' response)

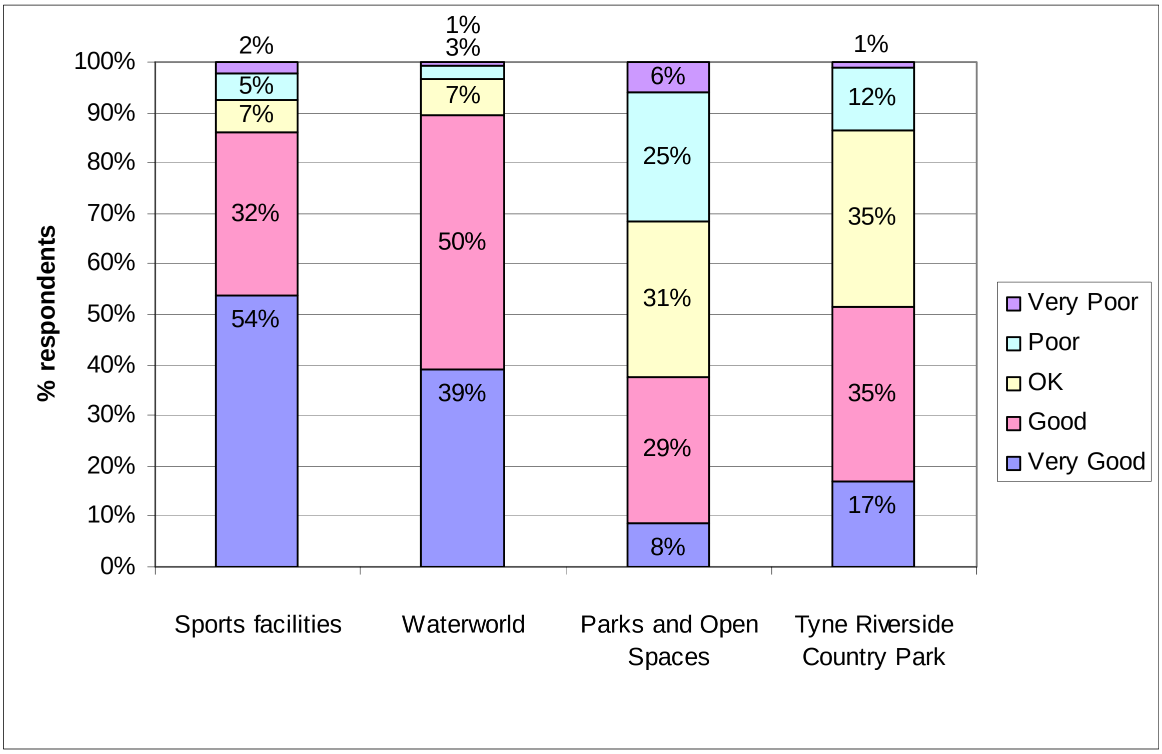
Arts and leisure facilities

Waterworld and the sports facilities were rated highly by the respondents, with 90% and 86% giving a positive rating for these facilities respectively (Figure 48).

Ratings for the other two arts and leisure facilities were considerably lower. Tyne Riverside Country Park was given a good/very good rating by just over half (52%) of respondents and a poor/very poor rating by 14%. The parks and open spaces were rated positively by 38% of respondents, and negatively by 32%.

Figure 48: How would you rate the following arts and leisure facilities in Prudhoe?

(Excludes 'don't know' responses unless otherwise specified)



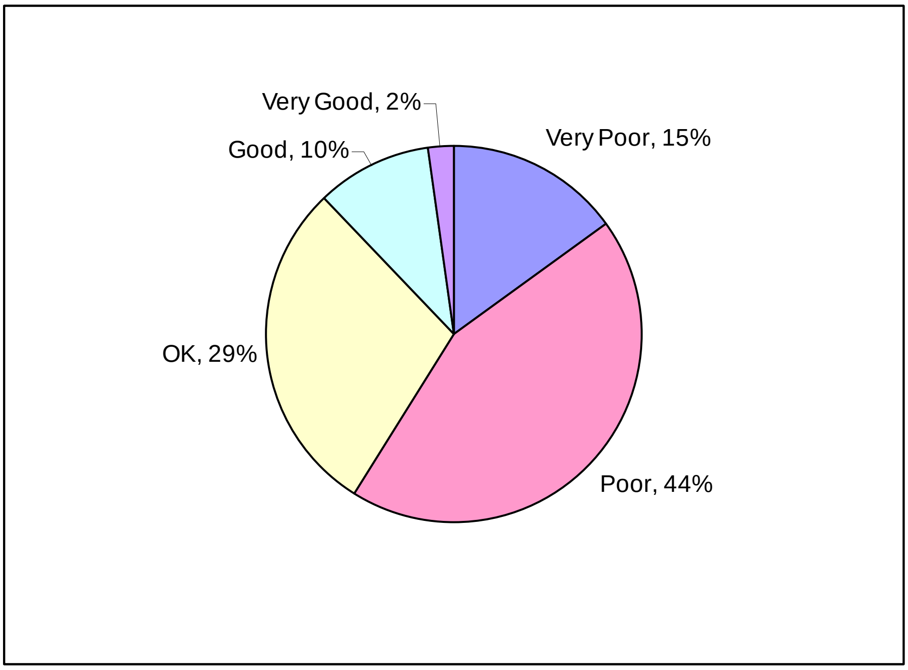
Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 136 to 165 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

When asked how they would rate Prudhoe as a place to enjoy yourself, respondents were not very positive. Only 12% gave a good or very good rating, whereas 59% gave a poor or very poor rating (Figure 49).

Figure 49: How do you rate Prudhoe as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 173 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 7% gave an answer relating to improving the leisure facilities. A few comments were also made on this subject:

- "Leisure should be cheaper".
- "Cheaper leisure facilities".
- "Improve the pubs and market to cater for people in their 30's. More provision for the younger people".
- "Decent public houses".
- "Waterworld could be extended - more slides".
- "Make Waterworld cheaper".
- "Community centre that is not linked to a church".

One respondent also thought that one of the main problems with the shopping experience was that there were, "not enough things to do". In addition, a suggested improvement to the retail offer was to "use Kwiksave building for soft play area…".

9% of respondents said that they were in Prudhoe town centre for leisure on the day of the interview.

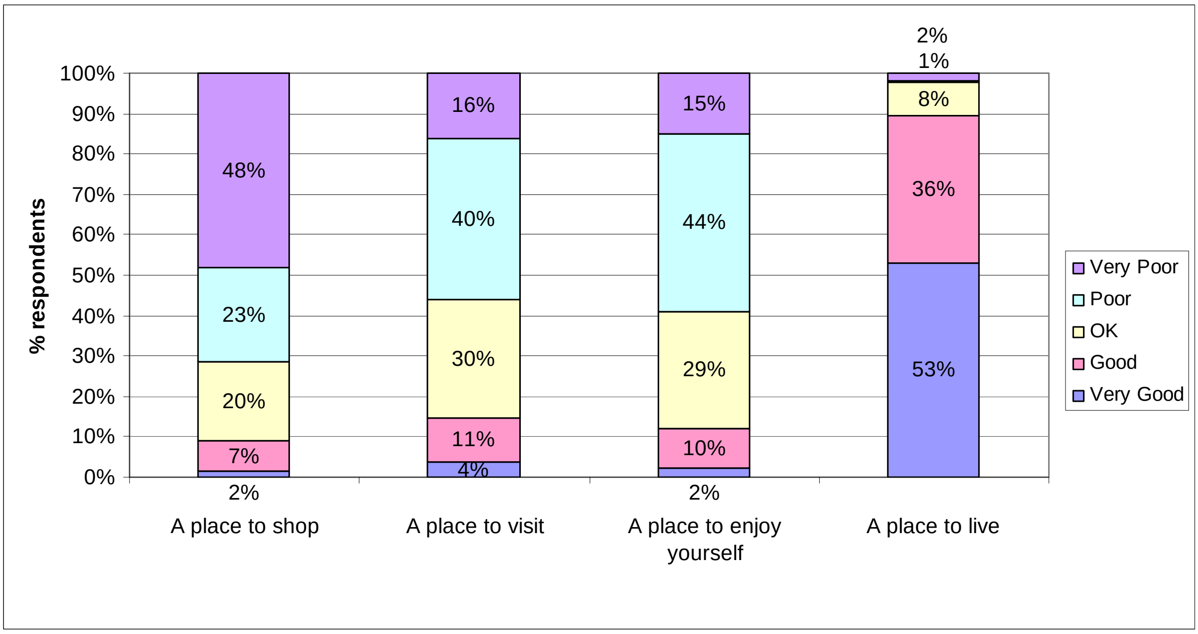
12.7 The Future: what will improve the town as a place to shop or visit?

Respondents seemed to think highly of Prudhoe as a place to live, with 89% giving a positive rating, and only 2% giving a negative rating.

However, respondents were not impressed with Prudhoe as a place to shop, enjoy or visit. In each case, less than 15% of respondents gave it a good or very good rating, and over half gave it a poor or very poor rating (Figure 50).

Figure 50: How do you rate Prudhoe as a place to shop, visit, enjoy yourself and live?

(Excludes 'don't know' responses unless otherwise specified)

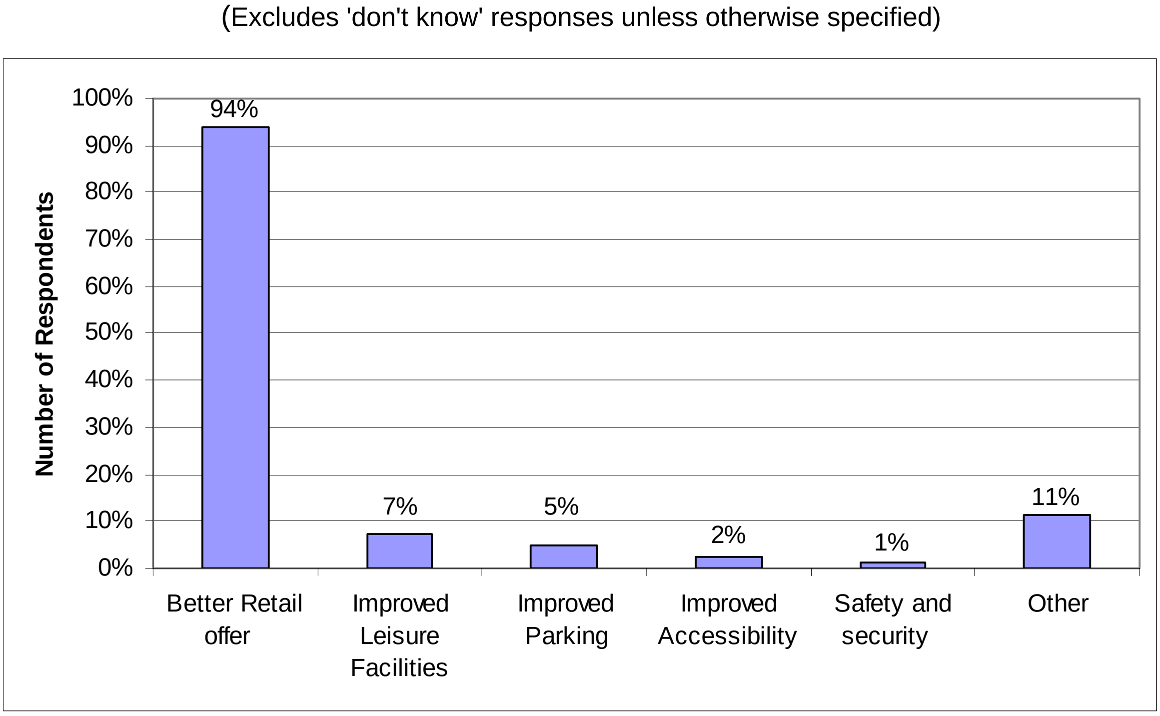


Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 170 to 179 respondents, depending on venue (note: this excludes those respondent's that gave a 'don't know' response)

From the analysis of the Prudhoe shopper survey, it appears that in order to improve the town as a place to shop or visit, the key issue that needs to be addressed is the retail offer. This is covered in more detail below.

Figure 51: How would you make this town centre better?



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 178 respondents

Other issues (details of which can be found in section 10.2) that should also be considered are:

- The general appearance of the town.
- The parks and open spaces (or lack of them).
- The empty buildings in the town.

Retail

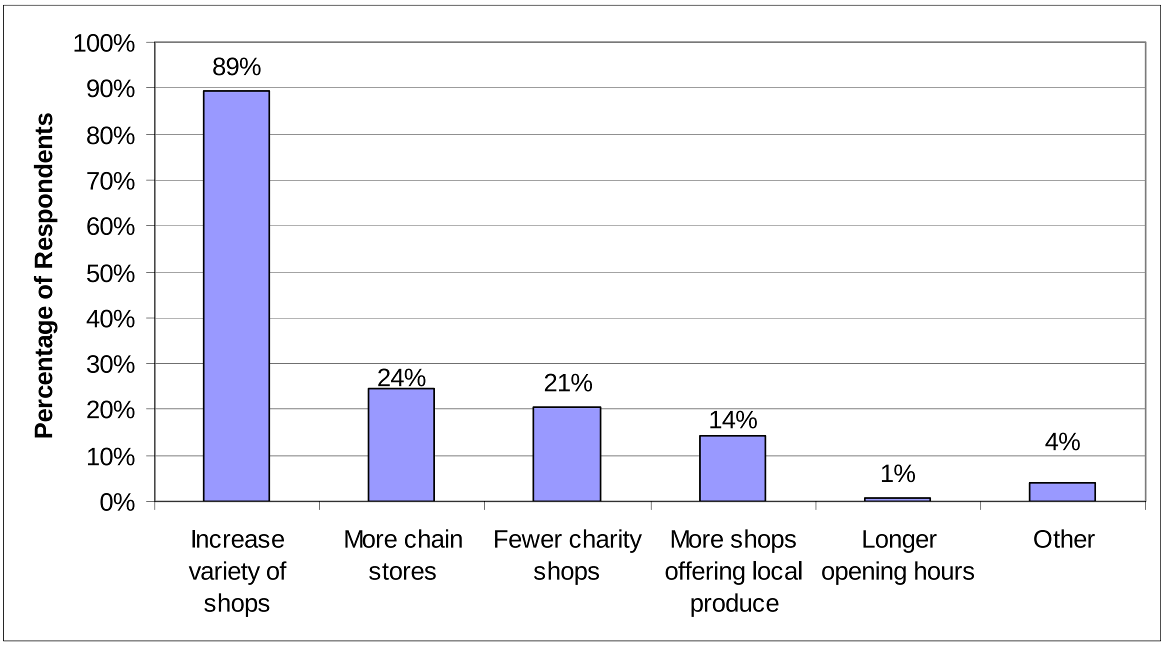
83% of respondents gave a retail related response when asked what the main problems with the shopping experience in Prudhoe town centre were. Over half of these referred to a general lack of shops, or lack of choice. Various respondents mentioned the Co-op, specifically that it is too expensive, or that it has a monopoly.

This finding is reinforced by the response to the question about how to make the town centre better in which nearly all respondents (94%) said that a better retail offer was needed.

When asked about the improvements that they would like to see to the retail offer in Prudhoe, the most common response was to increase the variety of shops (89% of respondents mentioned this). Other common responses were to have more chain stores (24%) and fewer charity shops (21%) (Figure 52).

Figure 52: What improvements would you like to see to the retail offer in Prudhoe?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, May 2008

Base: 178 respondents

Respondents were also asked to give examples of the types of shops that they would like to see in Prudhoe. 133 of the responses (73%) referred to food shops, mainly supermarkets and butchers. 88 of the responses (49%) referred to clothes shops. A full list of the examples can be found in Appendix 2 (Q17).

This ties in with findings from section 12.2 which shows that shopping locations other than Prudhoe are frequently used by the respondents, particularly for clothes, shoes and CDs/DVDs.

Respondents were also asked how much they agreed with the statement 'on the whole, Prudhoe offers a wide variety of quality shops'. Three quarters of respondents disagreed, (59% strongly disagreed)

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Prudhoe Town Centre;

- Town centre redevelopment plans from Northumberland Estates were passed by Tynedale Council on the 23rd June 2008. These plans detailed that 4,366 sqm of food retail and 3,807 sqm of non food retail units which include a civic office suite, first floor office space, public amenity space. As well as this plans to develop a town square and 34 residential apartments located above the retail units, decked car parking, associated infrastructure, access and improvements to Front Street are also proposed.

- Prudhoe Hospital site has now been passed to English Partnerships for future regeneration in 2010. Plans have been submitted for top section of the site to Tynedale Council for Redevelopment of Hospital Site by NHS in last few months. This scheme is still in the early stages but could be used as a mixed use of development with light industry, housing, leisure activities and the renewed Hospital site all proposed.

- Northumberland County Council have plans for expansion of the Industrial Estates at Low Prudhoe is progressing onto a further two fields.

14.0 CONCLUSION

Prudhoe is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration is retail units (4,366 sqm of food retail and 3,807 sqm of non food retail units), there are 34 residential apartments being developed, amongst other projects. These developments, which were passed by Tynedale in June 2008, should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 51% of the floorspace use was for retail (Figure 3).
However, despite this high percentage of the amount of retail floorspace, shopper's perceptions of the range of retail provision was particularly negative with 75% disagreeing or strongly disagreeing to the statement "Prudhoe offers a wide choice of quality shops", compared to 19% agreeing or strongly agreeing (Figure 5).

There were a few verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2). These responses included the lack of/ variety of shops. More specifically, the lack of food shops and that there was only one supermarket, the Co-op, which they found to be expensive.
The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) also highlighted that more food shops were high on their priorities. Other retail offer improvements suggested included more clothes shops, music shops and more chain stores. Also a reduction in the number of takeaways and estate agents was suggested. Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 10% of vacant floorspace in Prudhoe (see Figure 11). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had increased when looking at property flows. This was a result of more buildings changing from being occupied to vacant from 2007 to 2008, than vacant to occupied.

Accessibility into the town was not a problem for the shoppers interviewed with 99% (of those travelling by car) finding it very or fairly easy (Figure 16). Prudhoe also has good bus and train connectivity, which is shown in Figures 21 and 23 by the frequency and number of destinations reached from Prudhoe. All of the shoppers travelling into the town centre by bus also found it very or fairly easy to travel there. Further, Figure 24 shows that shoppers' responses were positively skewed when looking at overall perception of the quality, regularity and destinations served by public transport with at least 67% rating the services good or very good.

When looking at retaining shopper spend, just 1.6% of Prudhoe residents shopped in Prudhoe. 47% of expenditure was lost to the Metro Centre and a further 35% to Newcastle (Figure 44). However, the current regeneration programmes may show that the percentage for Prudhoe will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Prudhoe was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer (especially the lack of food shops), the implementation of the various regeneration projects and increase in retail floorspace in the town centre should show hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out; however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Prudhoe by bus and train. This information was drawn up into a table, however a map showing all of these routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Prudhoe Town Centre?

Retail offer

- Lack of shops (19 responses)
- No shops (10 responses)
- No shops to visit (2 responses)
- Nowhere to shop
- Not enough shops (3 responses)
- Don't have many shops
- Not many shops.
- No choice of shops (6 responses)
- No shop variety (3 responses)
- No variety of shops (2 responses)
- No range of shops
- Variety of shops
- Only one supermarket
- No cheap food shops (2 responses)
- No food shops
- Not a good choice of food shops
- No good shops (12 responses)
- Quality of shops is bad
- Shopping not good (3 responses)
- Shops are rubbish (3 responses)
- Quality of shops is bad
- Shops
- Sport shops.
- Co-op has monopoly. Not enough shops.
- Co-op too expensive
- No good shops - Co-op too expensive
- Not good for shops - Co-op too expensive (2 responses)
- Only co-op to shop in.
- Only co-op to shop in. Need competition.
- Only co-op to shop in. Quiksave stands empty
- Only co-op which is too expensive

- Shops are rubbish - co-op too expensive

Other

- Parking is bad - No parking at 'Balls fish shop' end of Prudhoe
- Not enough parking/choice of shops
- Timing of traffic lights
- Traffic light nightmare crossroads as you enter into co-op
- Not enough things to do
- Potholes

Don't know / none

- Don't know
- None
- Nothing

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Prudhoe?’

Supermarket / food stores

- Another food supermarket (3 responses)
- Another reasonably priced supermarket with fresh food.
- Another supermarket where Kwiksave is.
- Better supermarket, cheaper than the co-op.
- Better supermarkets
- Bigger food supermarket
- Cheaper supermarket - competition for co-op
- Cheaper supermarkets
- Competition for the Co-op
- Decent supermarket - co-op too expensive
- Decent supermarket like ASDA.
- Decent supermarket to compete with co-op. Quality shops. Fill empty shops, i.e. kwiksave & Nisa.
- Open kwiksave as a supermarket

- Supermarket
- Supermarket offering better quality produce
- Good cheap supermarket
- Supermarket, butchers, fishmongers
- Different (cheaper) supermarket and a butchers.
- Butcher & food Supermarket
- Butchers and another supermarket for competition with the co-op
- Butchers. Low cost alternative to Co-op
- More butchers. Decent supermarket
- Butcher would be a big help
- Butchers
- Butchers shop and food shop
- Proper butcher
- Food (5 responses)
- Food shops
- Food Shops.
- More food shops
- More food stores.
- Cheap food shops e.g. Netto, Iceland
- Cheaper food store (2 responses)
- More food shops. Cheaper shopping
- Good, reasonably priced food shop
- More grocery shops - got NO choice
- New grocery shop
- Cannot compete with bigger supermarkets

Clothes / shoes

- Clothes
- More clothes shop
- Clothes & Shoes.
- Clothing & Shoe shops
- Clothing shops. Shoe shops.

- More clothes and shoe shops

Food & clothing/shoes

- Butcher, clothes and shoe shops.
- Butchers, shoe and clothes shop
- Cheaper food shop. Clothes
- Cheaper food store/clothes
- Cheaper food, clothes
- Clothes & Shoe shop. More food shops. (2 responses)
- Clothes & Shoe shop. New supermarket in kwiksave.
- Clothes & shoe shops. More food stores.
- Clothes & shoes. Better supermarket.
- Clothes and cheaper food stuffs.
- Clothes, food
- Clothes, Food
- Clothes/food/butchers (2 responses)
- Clothes/Shoes/Wet fish shop/butcher
- Clothing/Shoes/Food shopping
- Competition for the co-op. Fashion shops. Butcher.
- Definitely need another supermarket, clothes & shoe shops too. Too many takeaways.
- Food & clothes shops
- Food & Clothes shops.
- Food and Clothes (2 responses)
- Food, Clothes (2 responses)
- Food. Clothes. Butchers
- Food/Clothes (2 responses)
- Large supermarket (ASDA, Tesco) selling everything and clothes
- More clothes & a freezer shop
- More clothes and less take-aways
- More food & clothes shops. Wife would love a decent butcher.
- More food & clothing shops.

- More food shops, more competition/better variety. Clothes & shoes. Proper butcher.
- More food shops. Clothing shops.
- More food stores. Clothes shops.
- More food stores. Shoe shops.
- New supermarket. Cheaper clothes shop.
- Shoes & clothes. Supermarket to compete with the co-op
- Shoes and clothes shops. Another general store ie Kwiksave

Other mixture of shops

- Butcher, cheaper food store, gift shops
- Butchers, drycleaners, clothes & shoe shop. 'Next' chainstore. Fillup empty premises.
- Butchers, wallpaper shop.
- Butchers, wet fish, haberdashery. Fill the original shops instead of them lying in ruin. Very depressing from where I live.
- Butchers. Sport.. Clothes. Music
- Boots, Woolworths, Dorothy Perkins & decent supermarket.
- Cheaper food store, gifts, toys & clothes.
- Cheaper food, butcher, gifts and jewellers
- Clorthes, food, music & toys.
- Clothes shop. Woolworths, Argos or Next. Like Hexham not Blaydon.
- Clothes shops & DVD shops. Different food supermarket other than co-op.
- Clothes, gifts, butchers and food.
- Clothes, music and sports
- Clothes, Music, Jewellers
- Clothes, Sports
- Clothes, sports, music
- Clothes/shoes/sports/food
- Decent butcher. Clothes shops. Shoe shops. Wallpaper.
- Decent clothes and shoe shop. Cheaper supermarket. Mobile phone shop.
- Decent clothes and shoe shops. Too many estate agents and takeaways.
- Different makes of product. Local butcher

- DIY store/Food
- DIY, food and clothes shops.
- DVD & Videos, clothes & shoes. Oposition for the co-op.
- Food and sports
- Food stores. Clothes stores. Toy shop
- Food, Butcher, Clothes, Toys
- Food, clothes & DIY
- Food, clothes and baby shops
- Food, clothes and carpet shop.
- Food, Clothes, Computer
- Food, Clothes, shoes and baby.
- Food, clothes, shoes and music.
- Food, clothes, sports and music shop.
- Food, sports and a jewellers
- Food. Clothes. Sports.
- Food. Clothing. Shoes. Toys
- Food/Clothes/Baby
- Food/Clothes/Shoes
- Food/freezer/sports/music shops.
- Jewllers, clothes & shoes, Butchers. Less takeaways. Need supermarket.
- Large DIY stores. Food shops. Butchers.
- More food shops (cheaper e.g. Aldi). Local butchers. Sports shops. Clothes shop
- More haberdashery. Shoe shop. Cheaper food supermarket
- Music & Computer game shop. Clothes shops. Butchers.
- Music & video. Another clothes shop. Freezer centre i.e. Iceland
- Music, Food, Sports, Clothes
- Music, sports and food shops.
- Nice shoe shop + Haberdashery. Another cheaper, good quality supermarket
- Quality gift shop, local butchers, jewellers & major supermarket
- Shoe/clothes/sports/music/computer
- Shoes, Sports, Music

- Sports, designer clothes, food
- Sports, food and freezer shops
- Sports, music, clothes and food
- Superdrug, woolworths, butchers and supermarket.
- Wet fish shop. Butchers. Haberdashery/wool shop

General / other

- Open new shops in kwiksave & nisa.
- Tidy up Prudhoe. Put a Tesco express where Kwiksave was.
- Use Kwiksave building for soft paly area or supermarket in competition with co-op.
- New shop where kwiksave is but no large supermarket
- Every other shop is a takeaway or an estate agent. A Woolworth would be nice. Fill the kwiksave and nisa shops.
- Up to date shops e.g. Next, WH Smith. Named shops offering good gifts & quality goods.
- Smaller shops should be given support to improve their service.
- Better named shops.
- Greater variety of shops i.e. food/clothes/houswares
- More variety of shops. Shoe shop
- More national companies/shops i.e. Boots
- Any shops would be good
- Anything as currently there is nothing
- Less estate agents & take aways
- Less estate agents & take aways. Decent food supermarket
- Less takeaways. More young peoples clothes.

Verbatim responses to ‘Q23 How would you make this town centre better?’

Retail offer

- Another cheaper supermarket
- Another food supermarket
- Another supermarket (2 responses)
- Another supermarket, ASDA
- Another supermarket, more competition
- Another supermarket.
- Better supermarket
- Better supermarket, cheaper& fresher food.
- Bigger better supermarket
- Choice of supermarkets
- Good cheap supermarket, competition for the co-op, use kwiksave building.
- Good supermarket that caters for everything
- Decent supermarket
- More food supermarkets, only co-op which is expensive.
- New supermarket in Kwiksave building (currently an eyesore).
- More grocery shops (2 responses)
- More shops, especially a cheaper food supermarket.
- Small grocery shop, competition for the co-op
- Butcher & adequate supemarket
- Butchers and quality, reasonably priced supermarket.
- Cheaper supermarket and a butcher. (2 responses)
- Clothes & supermarket
- Decent supermarket, clothes shops.
- More clothes & shoes. Supermarket to compete with co-op.
- Good quality shops and decent supermarket
- More for younger children. Another supermarket.
- More named shops. Supermarket in the kwiksave building.
- Better food shopping

- Another small grocery shop. Clothes and Shoe shop.
- More clothes and shoe shops. Grocery shop.
- More clothes shops & a freezer shop.
- More clothes shops. Wet fish shop. Butchers.
- More food and clothes shops. (2 responses)
- More food, clothes and shoe shopping.
- Good old fashioned shops & Butcher. Haberdashery
- More clothes shops. Another food shop
- More shop variety i.e. Food, clothes & butchers
- More shops i.e. Butchers & clothes shops
- More variety i.e. Butchers, music & games.
- Butchers, superdrug, woolworths and supermarket
- More clothes and shoe shops
- More clothes shops, especially for children
- More clothes shops. Less estate agents.
- More clothes shops. Less takeaways
- More clothing. Shops for young people.
- Improve shops - Clothes, shoes & fancy goods for presents.
- Good quality shops e.g. Next
- Clothes & shoe shops.
- Clothes, shoes & furniture
- More variety of shops. Clothes & shoes.
- Less charity shops. More everyday shops for clothes and shoes
- More named shops.
- More quality shops.
- More shops (2 responses)
- More shops like Boots & HMV
- More smaller shops
- More variety of quality shops. No more estate agents or takeaways.
- More variety of shops. Mobile phone shop. Too many estate agents.
- Range of shops.
- Shops

- Improved shops
- Different shops

Mixture of things

- Butcher. Cheaper leisure facilities.
- Choice of shops. Value for money in food shopping. More parking. Improved standard of roads.
- Competition for the co-op. More green areas with comunal seating.
- Decent public houses and more shop variety. Butcher.
- Empty shops need filling - eyesore. Waterworld could be extended - more slides.
- More congregation areas where people can sit. Nice up to date & kept clean. Grocers/butchers where people can sell home produce.
- Fill up the empty premises with good quality shops. Decent butchers.
- More quality shops. Less skateboarders.
- More variety of shops. Leisure should be cheaper.
- No more estate agents. Continuity of shop frontage. More planter (not silly big tubs). Nice butchers. Nice deli.
- Provide a new supermarket instead of building houses. Provide more green areas, espically a park.

Other

- Community centre that is not linked to a church
- Fill Kwik save
- Fill up the empty places i.e. KwikSave
- Important to recognise the history of prudhoe town, maintaining individuality of the buildings. Subtle Modernaisation
- Improve shops yet maintain the charcater of a small Northumbrian town.
- Improve small businesses and deversity.
- Improve the pubs and market to cater for people in their 30's. More provision for the younger people.

- Increased parkland
- Make waterworld cheaper.
- Less estate agents
- More open spaces
- More suitable for low income families
- More variety = definitely more visits to Prudhoe.
- Update older buildings. Clean shop fronts.
- Would save me petrol if we had a decent supermarket with realistic prices.
- Don't know

The Northumberland Information Network

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ROTHBURY TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 98
Date: May 2009

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- 35% of the floorspace in Rothbury was for retail.

- Shopper's perceptions of the range of retail provision was somewhat negative – 60% did not think Rothbury offered a wide choice of shops.

- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service.

- There was 3% vacant floorspace in Rothbury.

- 94% of shoppers interviewed found it easy to travel into the town centre by car.

- Parking in Rothbury town centre was not rated particularly highly, with only 42% saying that the availability of parking spaces was good or very good, and 35% giving a poor or very poor rating.

- Respondents had a fairly low opinion of public transport in Rothbury. Less than one quarter gave a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport. Over half gave a negative rating for each aspect, a substantial proportion of which was a 'very poor' rating.

- 7% of Rothbury residents shopped in Rothbury. 30% of expenditure was lost to Newcastle and a further 18% to the Metro Centre.

Recommendations

- The town centre should be monitored over a number of years to track changes.

- Comparisons should also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Rothbury on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centres. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centres; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

2.0 DESCRIPTION OF THE TOWN CENTRE

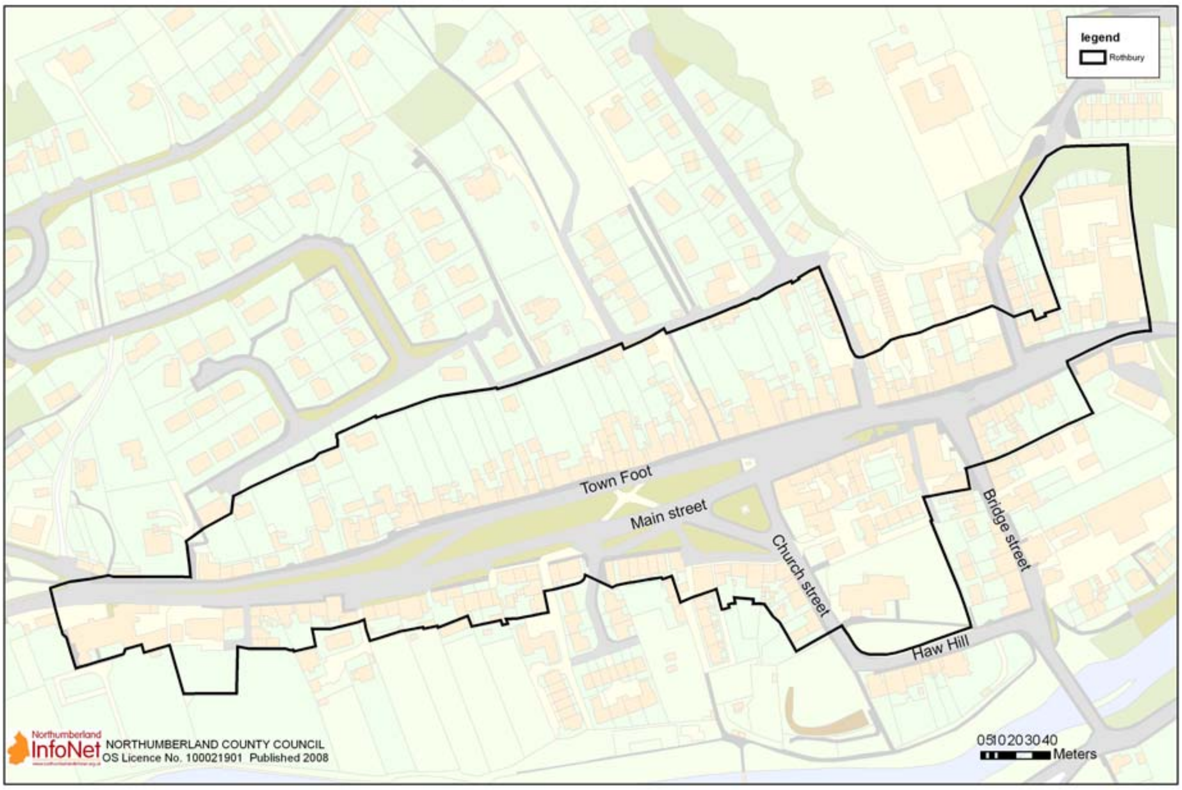
2.1 Rothbury's Town Centre Boundary

Throughout this report there are two different boundaries for Rothbury Town Centre that will be used depending on the section: the town centre boundary as defined by Alnwick District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

The area of Rothbury Town Centre in relation to the District Council boundary is 78922.49 m².

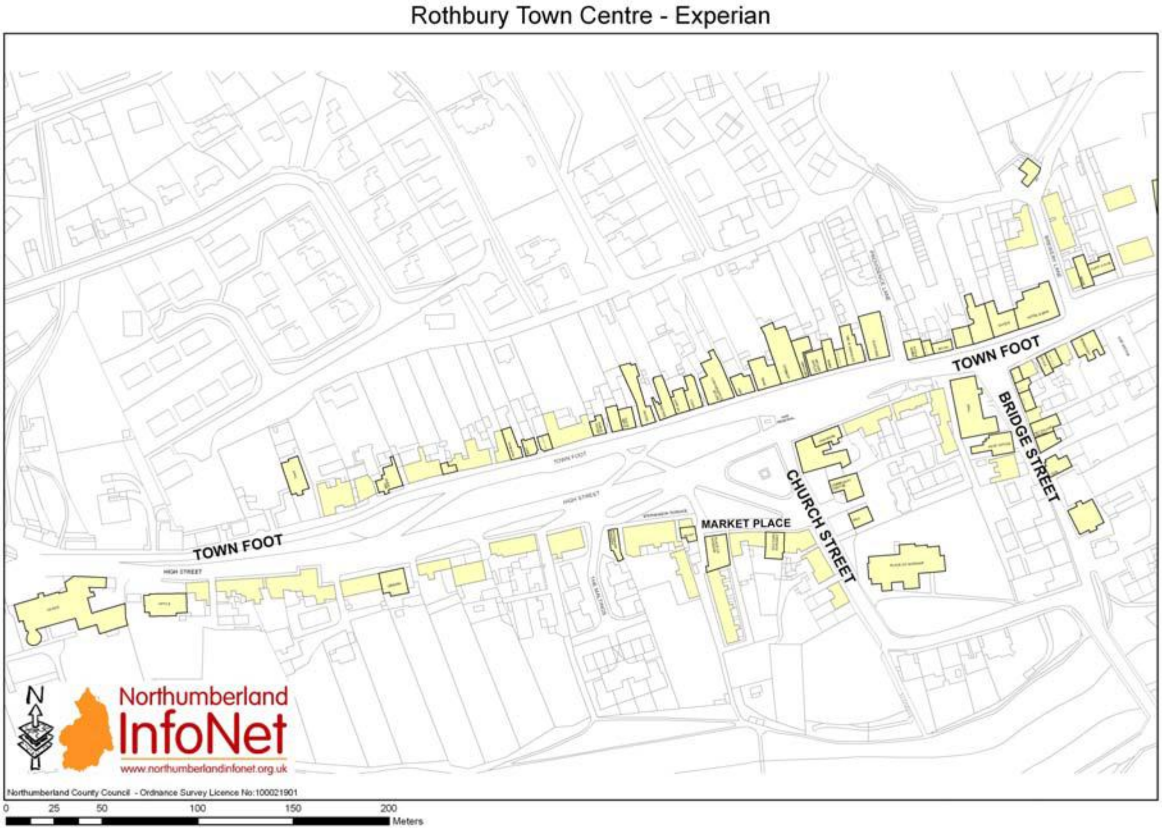
Figure 1: Boundary for Rothbury Town Centre (District Council)

Rothbury Town Centre - District Council



Source: Alnwick District Council

Figure 2: Boundary for Rothbury Town Centre (Experian)



Source: Experian

2.2 Rothbury's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Alnwick District Council): A very unique large village, Rothbury is unspoilt and has a wealth of positive attributes physically and culturally as the main settlement gateway to a significant proportion of the Northumberland National Park. The village core is dominated by a complex network of open roadways criss crossing a village green. Rothbury is very much a centre for the dale as one would find repeated in many dales in North Yorkshire. In a Northumberland context it is unique in this respect.

The core is broadly linear but with a good mix of uses and a pattern that retains the interest and desire to explore further. The retail offer is limited and is constrained by the potential commercial base in what is a remote and sparsely populated area with an ageing population. No out of village retail development is present or likely. Cragside House a mile or so distant is a strong draw to tourists but benefits Rothbury less than it could. The village is delicately poised as a retail centre and could benefit from a stronger sense of direction – not helped by a fragmented approach from the community.

2.3 History and Development of Rothbury

Rothbury is a small market town straddling the river Coquet. It is located near the Simonside Hills and the Northumberland National Park, approximately 10 miles south-west of Alnwick. It is unclear as to where Rothbury's name is derived. Some believe it comes from the Anglo-Saxon name 'Routh Biria' meaning 'Routha's Town'. Others believe it may have been named after the Anglo-Saxon warrier 'Hrotha', or that it comes from the Celtic 'Rhath' meaning 'cleared spot'.

Evidence of settlement in Rothbury dates back to the prehistoric period. Remains of an Iron Age hillfort nearby have been discovered, as well as Bronze Age burial sites and rock carvings.

Rothbury was a fairly important town in Coquetdale as it was situated on a ford of the River Coquet with turnpike roads leading to Newcastle-upon-Tyne, Alnwick, Hexham and Morpeth. It was developed as a small market town during the medieval period (1291) and became a centre for dealing with cattle and wool for the surrounding villages. A market cross was built in 1722, but demolished in 1827 due to it being considered dangerous. A second market cross was erected in 1902. Today, there is no longer a market at Rothbury.

The 15th and 16th centuries were a turbulent time for Rothbury as it was close enough to Scotland to be affected by the Border Wars, and was attacked and burned several times by bands of Reivers.

The mid to late 19th century was a time of expansion, thanks to a number of changes:

- Northumberland Central Railway opened a rail link to Rothbury in 1870 (now closed). A large livestock market was also built next to the station.
- Rothbury became a popular health resort.
- Cragside House (1 mile north of Rothbury), built as a small hunting lodge in 1864-66, was transformed into a country mansion with a 1,200 acre parkland estate. This became the first house in the world to be lit by hydro-electricity, and now receives over 150,000 visitors each year.

Today, Rothbury has a population of around 2,500[1]. As well as numerous shops and cafes, it has it's own schools, hospital, library and golf club. It also hosts a Traditional Music Festival every July.

[1] 2001 Census (Rothbury ward)

3.0 DIVERSITY OF USES

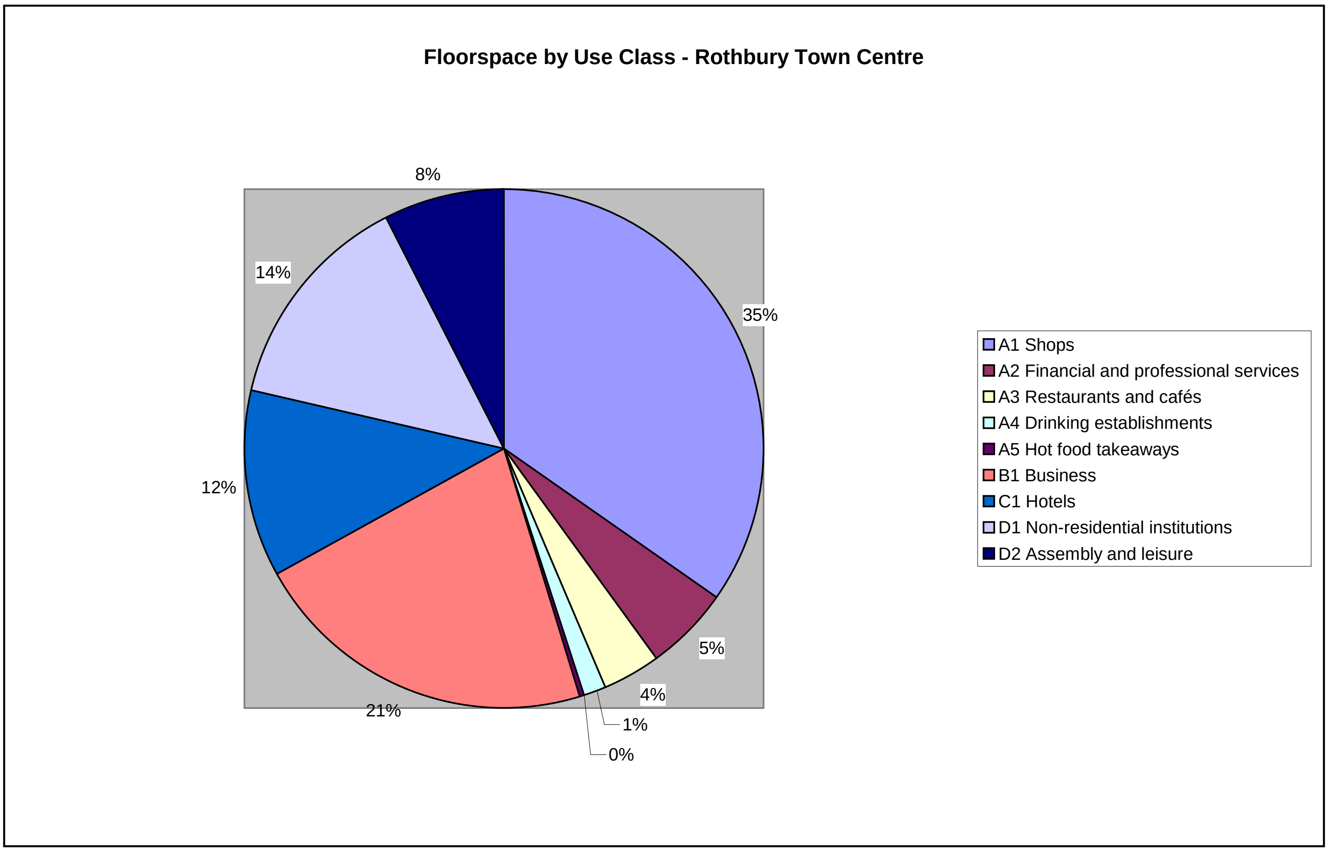
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Rothbury Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Rothbury.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

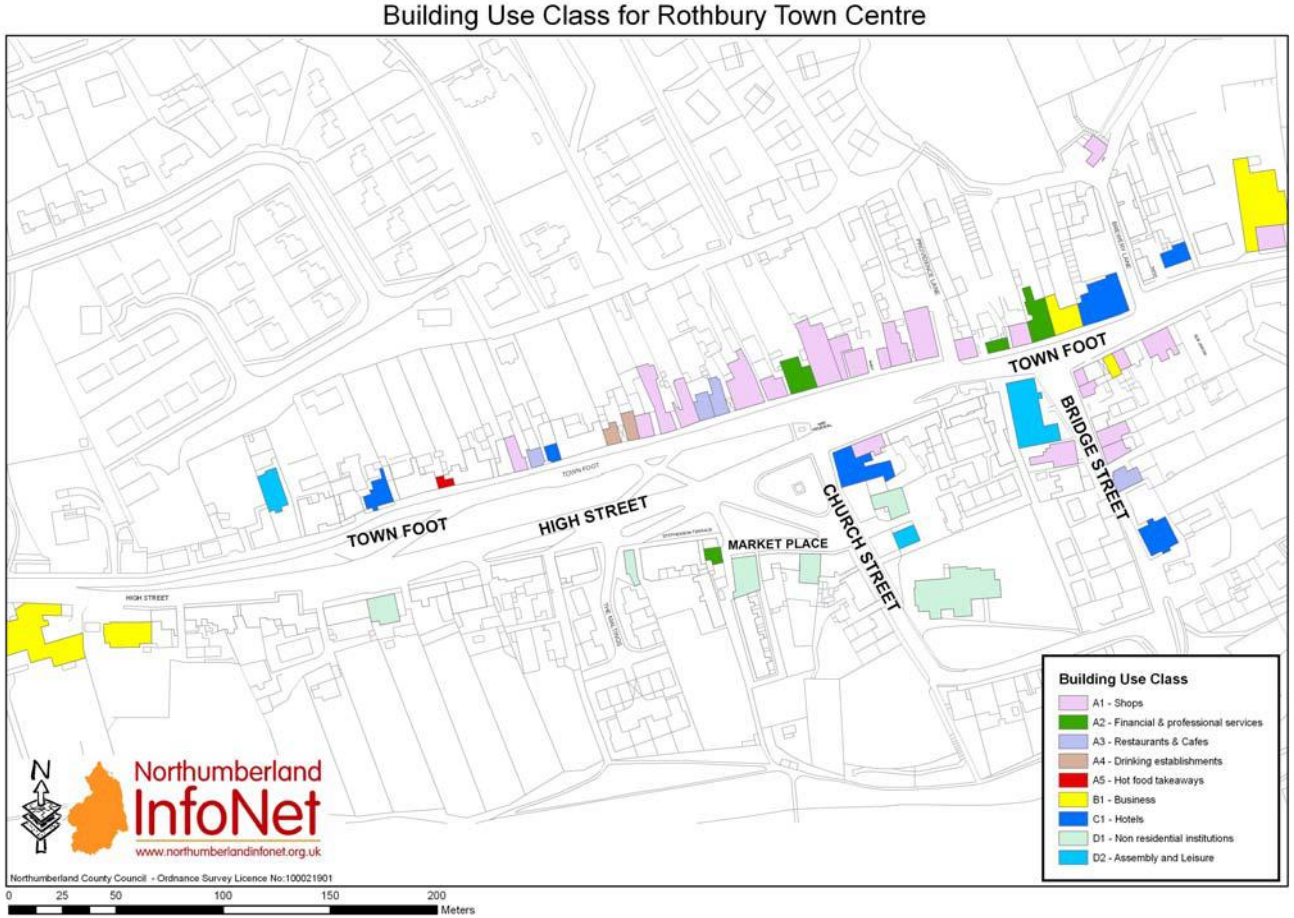
Figure 3 shows that just over a third (35%) of the floorspace in Rothbury Town Centre are classed as shops. Businesses and non-residential institutions account for 21% and 14% of the floorspace in Rothbury, respectively. Hotels occupy 12% of the floorspace which shows the importance of overnight visitors on Rothbury's economy.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Rothbury Town Centre



Source: Experian

The map (Figure 4) shows that the majority of shops within the town centre are situated around the centre of the main street, Town Foot. There is a high proportion of hotels with six in total within the town centre boundary – these are distributed throughout the town. The businesses are situated on the very edge of the town centre as are the non-residential institutions.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year including traditional food and crafts, films, story boards, local history, story telling and ceilidhs. In July there is a three day event, Traditional Music Country Fair featuring pipes, fiddles, bodrun, guitars, folk singing and dialect poetry. Wide range of indoor and outdoor events throughout the town. Competitions, workshops, displays and concerts. Ceilidh and non-ceilidh dances. This takes place in various venues around Rothbury town. A Local fair takes place in May, stalls of local crafts and home produce, children's entertainment, fancy dress and entertainment by local musicians and dancers. At the River bank in June a two day event which sees the gathering of vintage vehicles and sideshows - organised by Coquetdale Agricultural Machinery Preservation Society. At the Jubilee Hall, Rothbury and in local villages in September a two day event centred on the history of illicit whiskey stills in Coquetdale. Activities are held in the Jubilee Hall, Rothbury and buses run to other featured venues where whiskey can be tasted.

3.3 Satisfaction with the range of provision – retail

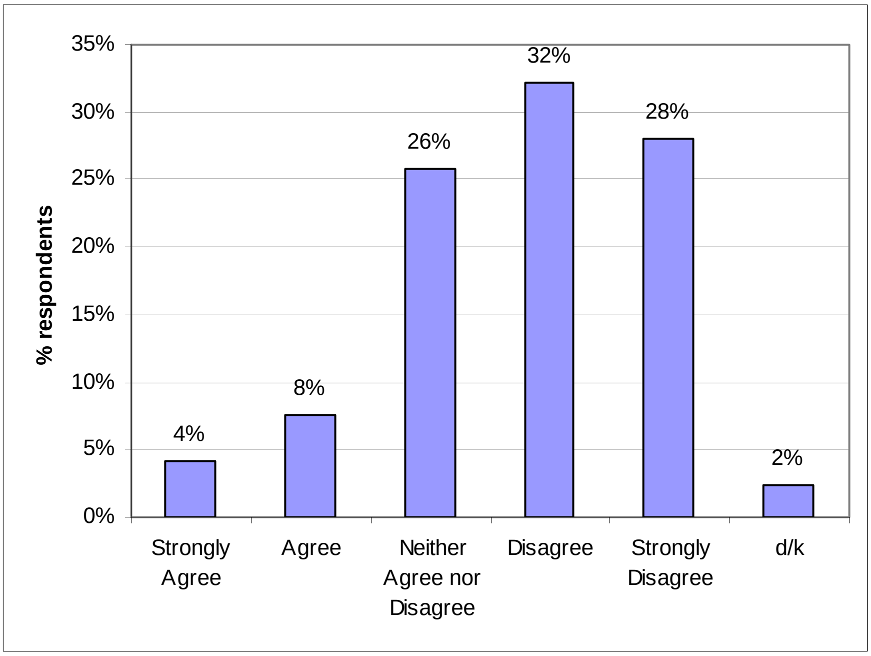
Question 14 in the Rothbury Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Rothbury offers a wide choice of quality shops”?

The level of disagreement with this statement was considerably higher than the level of agreement (60% vs. 12% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Rothbury offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys

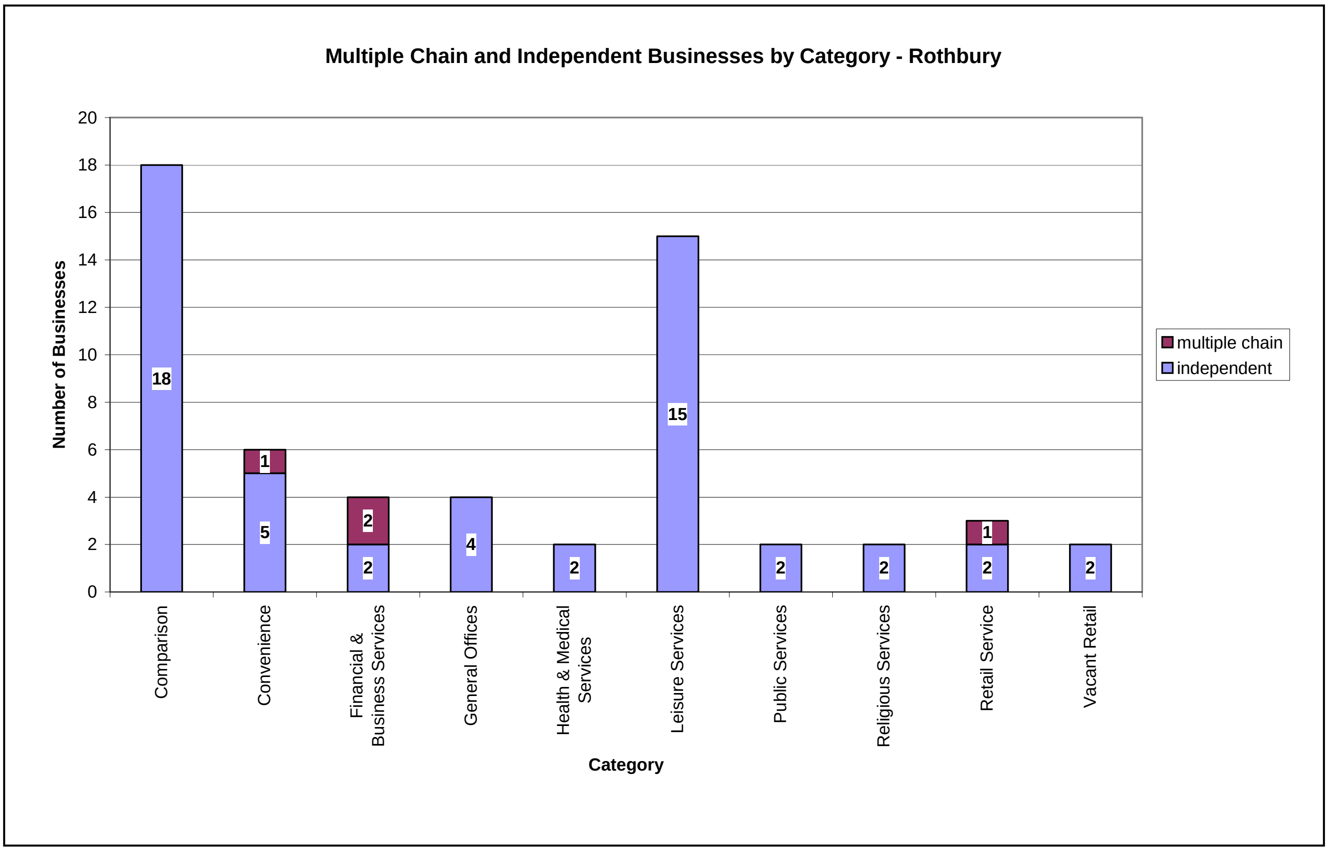
Base: 167 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Rothbury



Source: Experian

Figure 6 shows that in Rothbury town centre, the majority of businesses are comparison retail (18 independent, no multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 15 independent and no multiple chain. There are 6 convenience retail premises and 3 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Rothbury Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Rothbury Town Centre. It has been assumed that the reason for this is, "from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued." [2]

6.1 Zone A Rental Information

"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

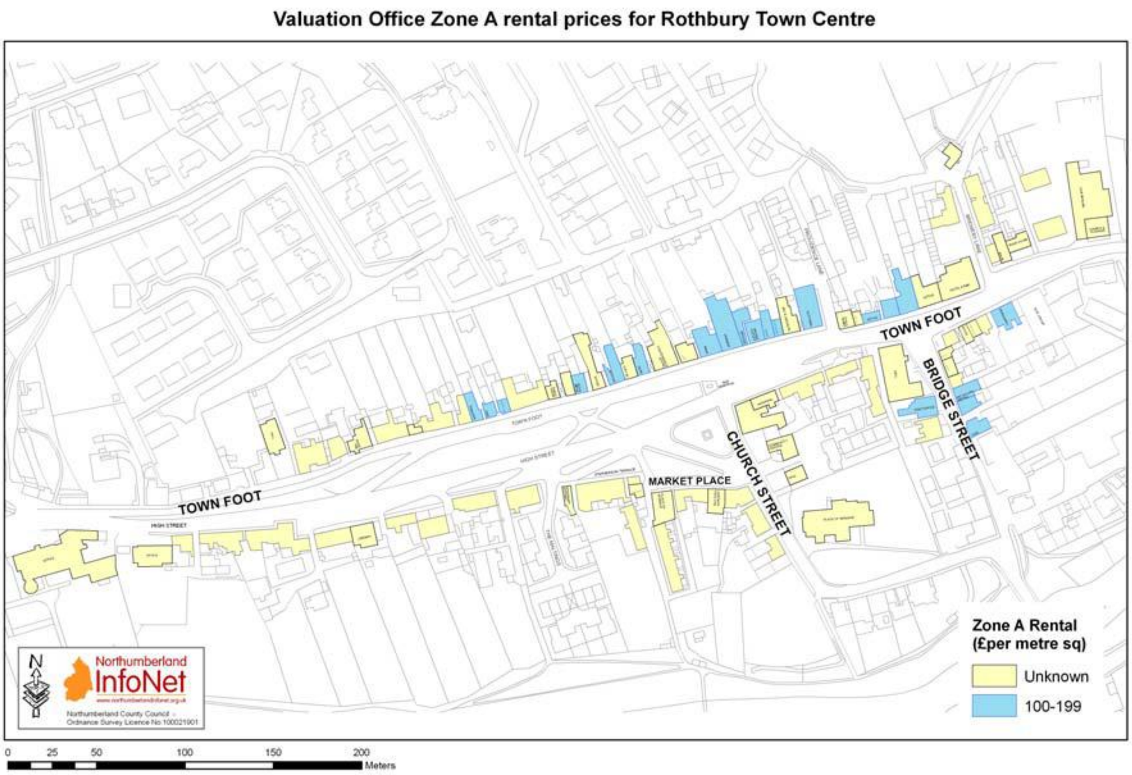
Figure 8 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[2] www.voa.gov.uk

There are some properties which are shown as “unknown” on Figure 7. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Rothbury Town Centre



Source: Valuation Office

Figure 7 shows that there was no zone A data for a lot of the properties in Rothbury therefore it is not possible to identify any trends. However, it can be seen that the properties on Town Foot for which the data is available fell into £100-£199 per m^2 bracket.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [3] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[4]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

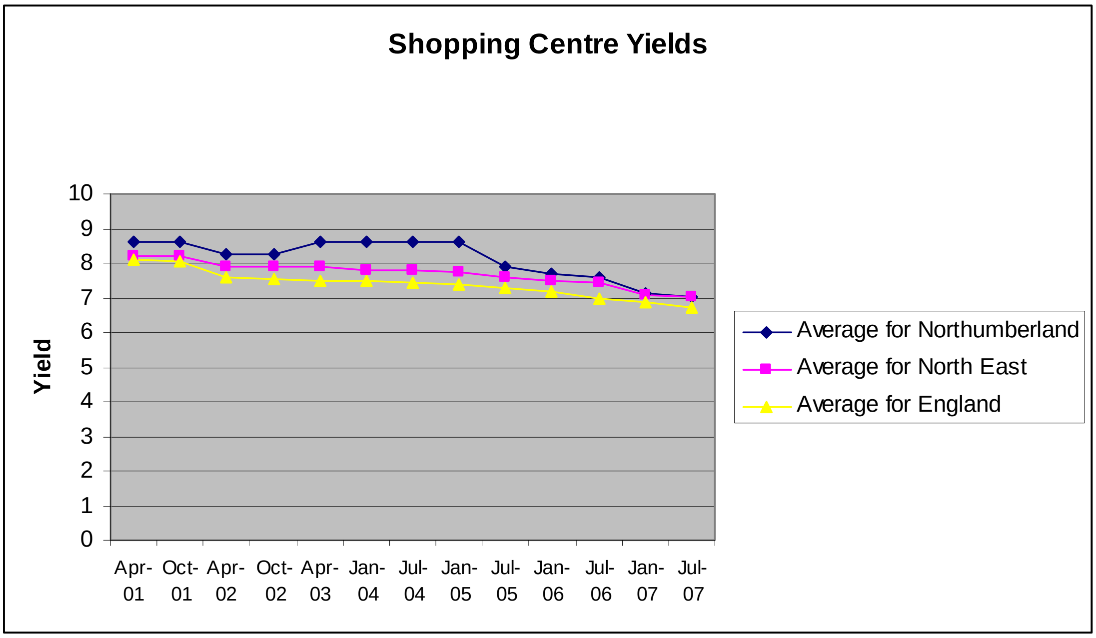
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Rothbury, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

[3] www.voa.gov.uk
[4] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



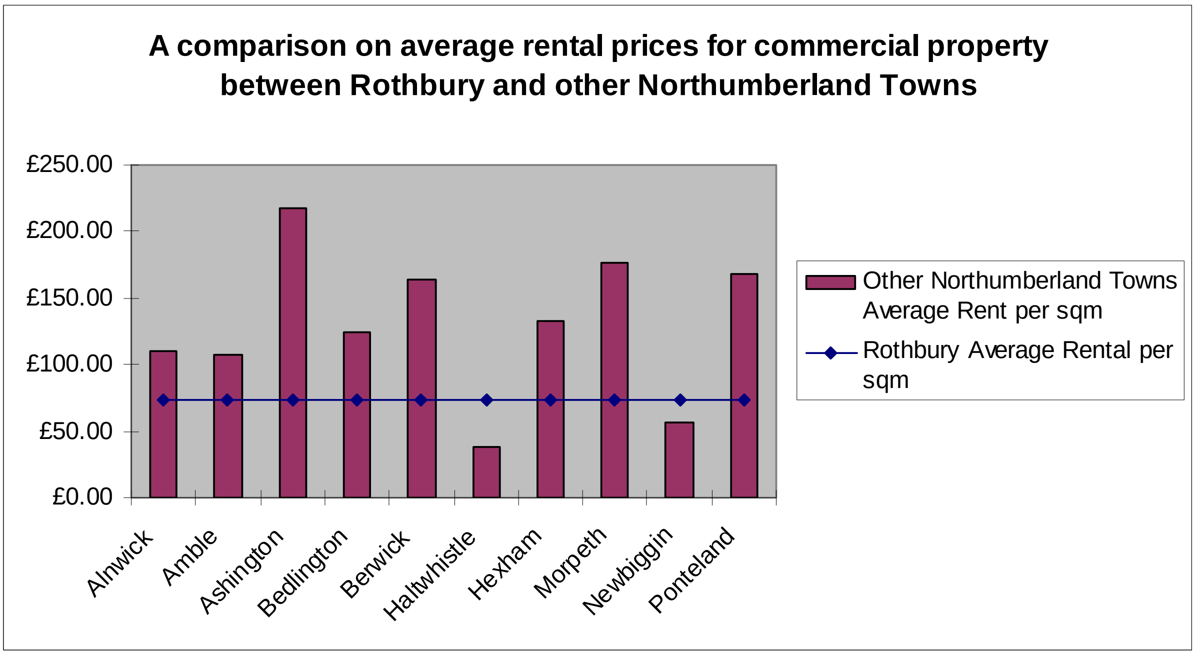
Source: Valuation Office (www.voa.gov.uk), July 2008

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rate for vacant commercial property in Rothbury town centre between 1st January 2006 and 31st December 2007 was £72.88 per square metre. Figure 9 show this rate in comparison with other town centres. According to Figure 9, in comparison with other Northumberland town centres, Rothbury has the 9th highest average monthly rental rate in Northumberland for the 11 towns recorded here with only Haltwhistle and Newbiggin with lower average rental rates. However, it must be noted that these rental figures are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and does not take the rental prices of buildings that were occupied throughout this period into consideration.

Figure 9: A comparison on average rental prices for commercial property between Rothbury and other Northumberland Towns



Source: Northumberland Property Database

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Alnwick town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the only street within Rothbury Town Centre with vacant premises is High Street with 7% of premises vacant. However, when looking at vacancy rates in terms of floorspace, High Street had 5% of vacant floorspace.

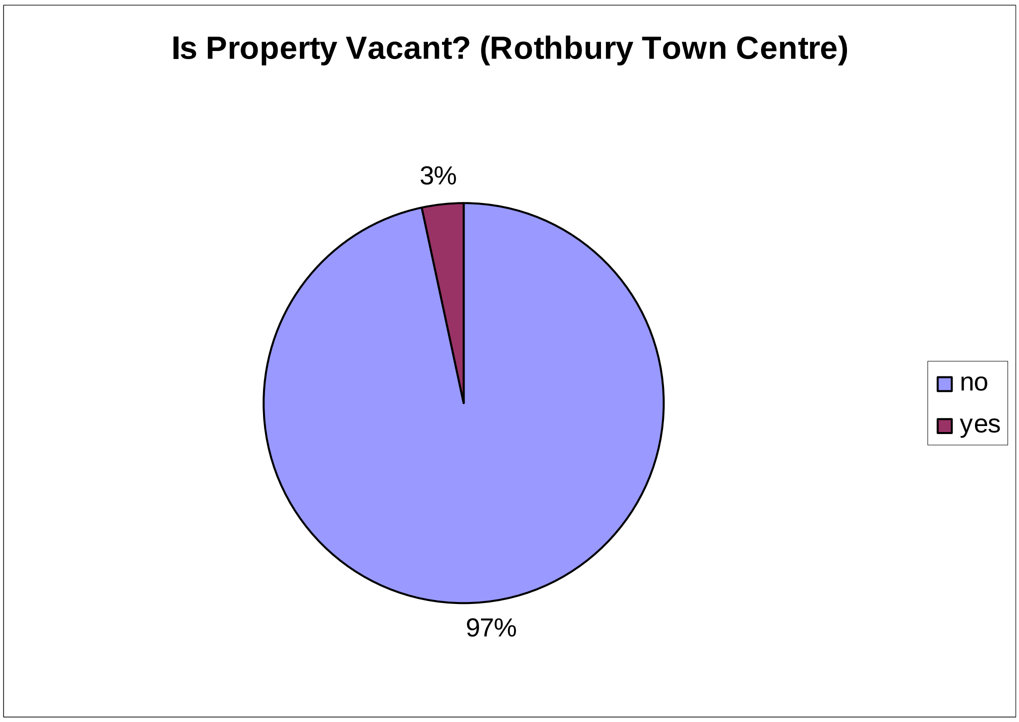
Figure 11 shows that in Rothbury Town Centre, there were 97% of occupied premises and 3% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
HIGH STREET	7%	1	5%	1
BREWERY LANE	0%		0%	
BRIDGE STREET	0%		0%	
CHURCH STREET	0%		0%	
MARKET PLACE	0%		0%	
TOWN FOOT	0%		0%	

Source: Experian

Figure 11: Is a Property Vacant



Source: Experian

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Newbiggin town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Rothbury Town Centre in June 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Tuesday 10th June, Thursday 12th June and Saturday 14th June 2008. They were carried out by interviewers at four "access points" within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that Saturday tends to be the busiest day of the week by far in Rothbury, with around 3,800 people visiting the town centre on the day of the footfall counts. This figure appears to drop to less than half on a normal weekday.

Figure 12: Estimated daily footfall in Rothbury Town Centre

	Estimated daily footfall[5]		
Location (see Figure 2)	**Tuesday ("normal" day)**	**Thursday ("normal" day)**	**Saturday (Weekend)**
Church Street	636	978	1,476
High Street	762	762	2,322
Total	1,398	1,740	3,798

Source: Northumberland Footfall Counts

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular "types" of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

[5] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

9.0 ACCESSIBILITY

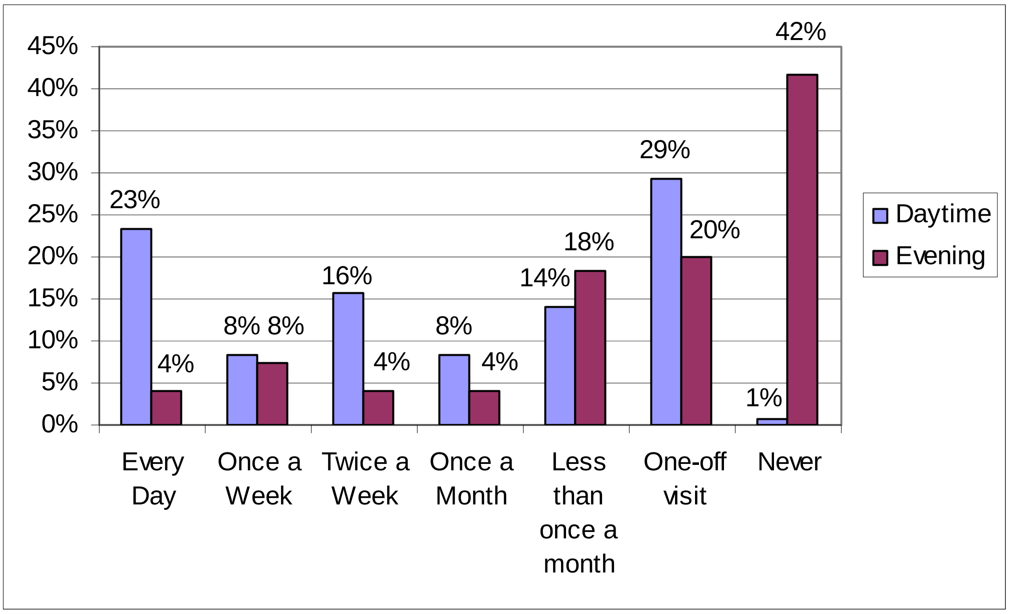
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Rothbury town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

71% of respondents travelled into Rothbury by car on the day of the interview. Nearly half of these (48%) said that they go into Rothbury at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 16% in the evenings (Figure 13).

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



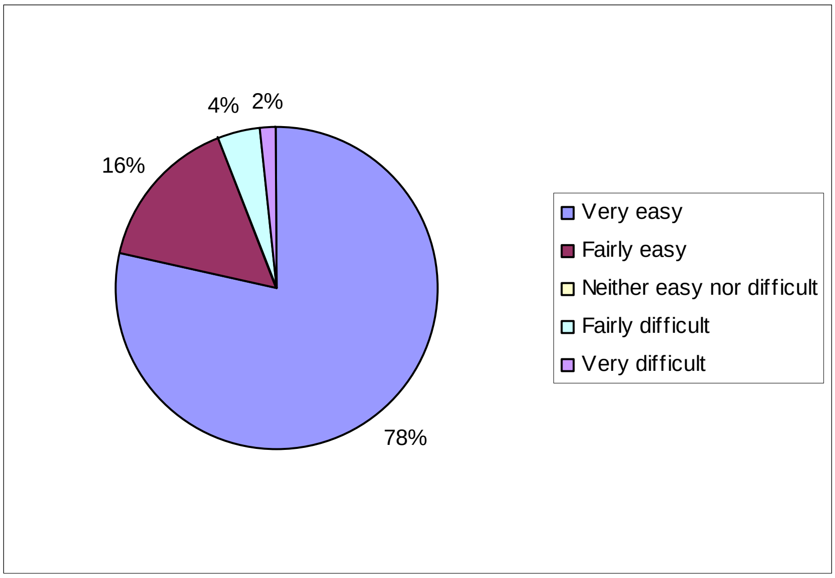
Source: Northumberland Infonet Shopper Questionnaires

Base: 120 for daytime; 120 for evening

Over three quarters (78%) of the respondents that travelled by car found it very easy to travel into Rothbury town centre. A further 16% found it fairly easy. Only 6% found it fairly difficult or very difficult (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Rothbury town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 120

A number of respondents made comments relating to the traffic in Rothbury:

1. the main problems with the town centre:
   - "Too many cars".
   - "Cyclists - 3 abreast banned".
   - "Quality of roads/cycle paths".

2. ways to make the town centre better:
   - "Get rid of the cars".
   - "Get traffic cut".
   - "Less cars".
   - "Too many cars".
   - "Traffic".

- “Traffic calming”.
- “Sort out Whitinview junction”.

9.2 Access to car parking

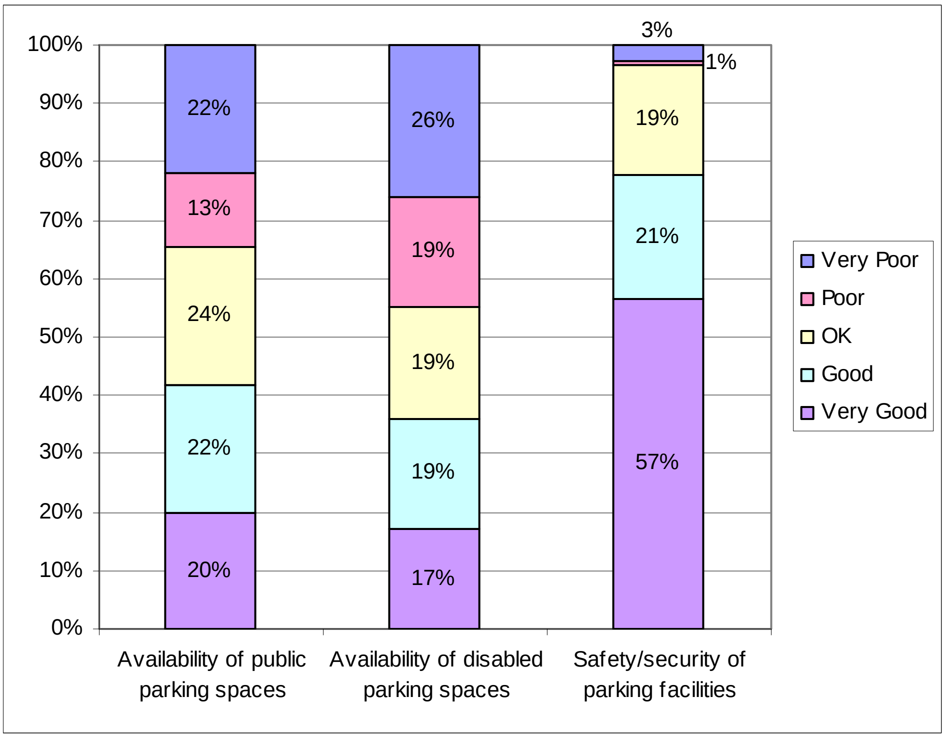
Parking in Rothbury town centre was not rated particularly highly (Figure 15), with only 42% saying that the availability of parking spaces was good or very good, and 35% giving a poor or very poor rating.

The availability of disabled parking spaces was rated even more poorly, with only 36% giving a positive rating, and 45% giving a negative rating.

The safety/security of the parking facilities, on the other hand, was viewed much more positively, with 78% giving a good or very good rating, and only 3% giving a poor or very poor rating.

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 100 to 165 respondents depending on question (note: this excludes those respondents that gave a ‘don’t know’ response)

23 respondents (13%) stated that parking was one of the main problems with the shopping experience in Rothbury. 5% gave the response “illegal parking”. Various comments were also given:

- “Parking” (13 responses).
- “Lack of parking” (3 responses).
- “Not enough parking” (2 responses).
- “Difficult to find a parking place” (2 responses)
- “Parking - more spaces”.
- “Parking for locals getting shopping in”.
- “Parking is difficult, need a long term car park to free up...”.

When asked how they would make the town centre better, 30% of respondents gave the response “improved parking”. Numerous respondents also made a related comment:

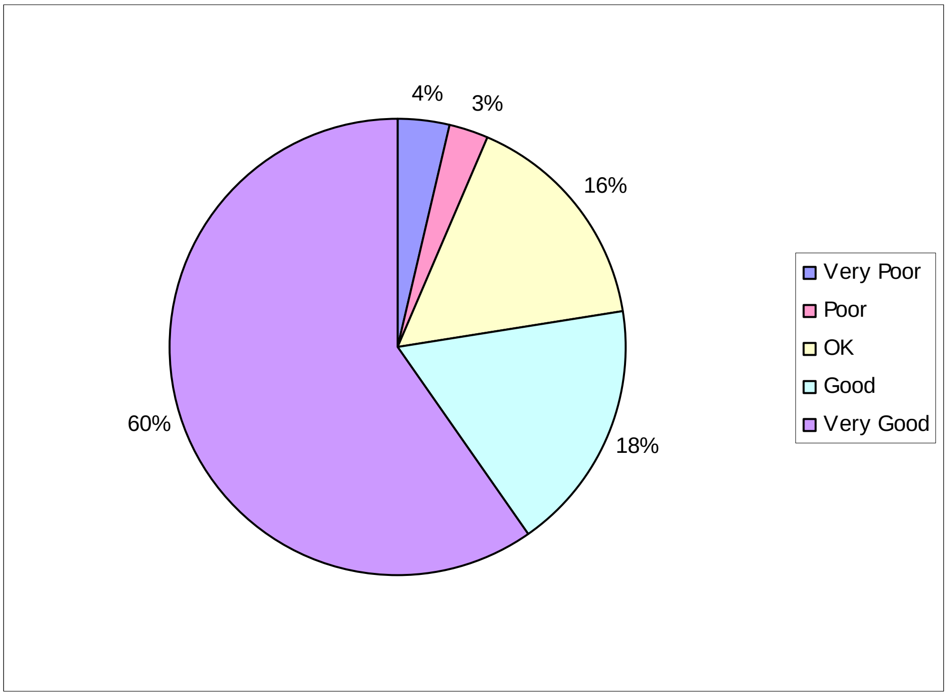
- “Too much parking in town centre. Residents and old people only parking”.
- “More local parking for people who live here”.
- “Residents parking”.
- “Stop walkers parking in town centre all day outside shops. Should park on Haugh car park”.
- “Make town centre short stay parking, max 2hrs for shopping”.
- “Long term parking by the river”.
- “Improve parking - chevron parking”.
- “Limited parking”.
- “Regulated parking”.

9.3 Cost of parking

The cost of parking in Rothbury town centre was rated quite highly, with over three quarters (77%) of respondents giving a good or very good rating, and only 6% giving a poor or very poor rating (Figure 16).

Figure 16: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 142 respondents (note: this excludes those respondents that gave a 'don't know' response)

Only one comment was given relating to the cost of parking:

- "Resume free parking".

9.4 Rothbury's Car parks

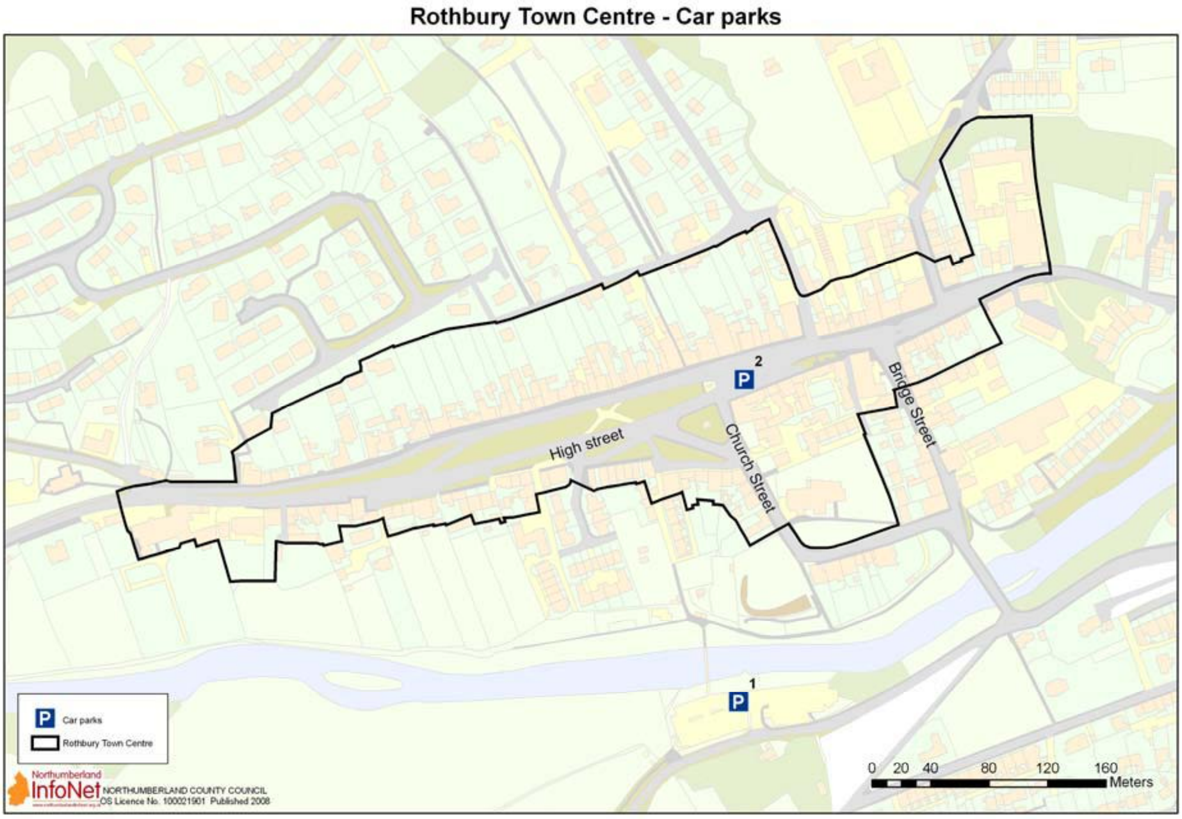
Figures 17 and 18 show the location of car parks within and surrounding Rothbury Town Centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Cowheugh	20p per hour	Off street, surface car park.	90	Long	3	4	
2	High Street	Free	Off street, surface car park.	15	n/a	0	0	

Source: Alnwick District Council, Transport Direct

Figure 18: Location of Car Parks



Source: Alnwick District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Rothbury to surrounding towns and villages are listed below.

Figure 19: Destination and Frequency of Buses from Rothbury

Destination	Mon – Fri	Sat	Sun
Morpeth	Approx 2 per 3 hours	Approx 2 per 3 hours	None
Newcastle upon Tyne	Approx 1 per 2 hours	Approx 1 per 2 hours	2 per day
Thropton	Approx 2 per 3 hours	Approx 2 per 3 hours	None
Longframlington	Approx 2 per 3 hours	Approx 2 per 3 hours	None

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

Only four people that were surveyed travelled into Rothbury town centre by bus on the day of the interview. Three of these said that they travel to the centre less than once a month during the daytime, and one said once a week (although it cannot be deduced how often they use a bus for these trips). Half said that they never travel into Rothbury during the evenings, and half said they go there less than once a month.

All four found it very easy or fairly easy to travel into the town centre.

9.7 Train Connectivity

There is no train access to Rothbury.

9.8 Shoppers travelling to town by train

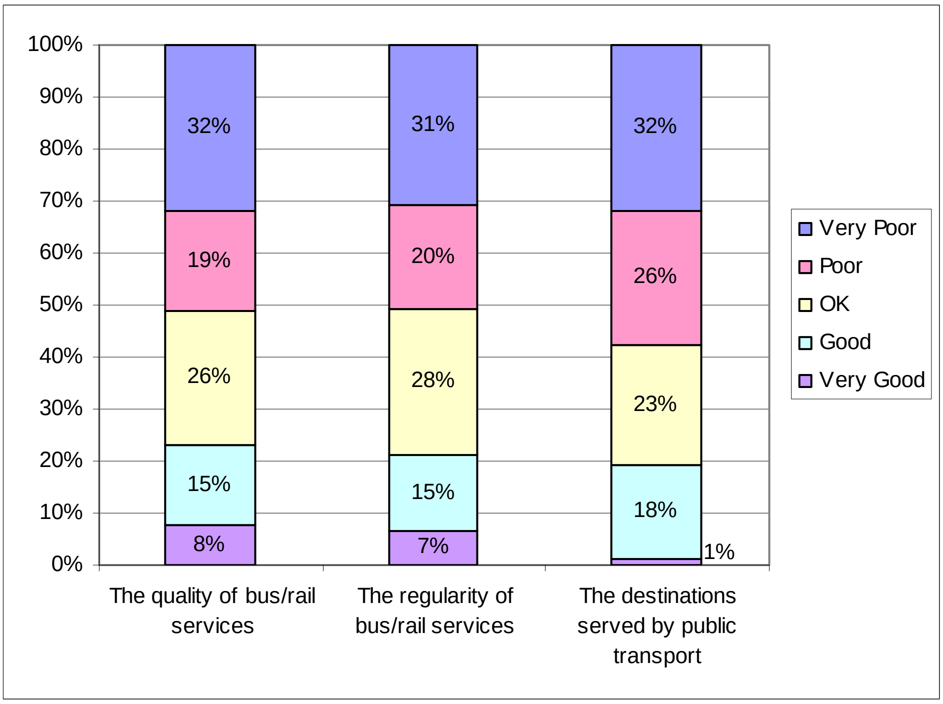
There is no train access to Rothbury and therefore no shopper's questionnaire respondents said that they travelled to Rothbury town centre by train.

9.9 Perception of Public Transport Services

Respondents had a fairly low opinion of public transport in Rothbury. Less than one quarter gave a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport. Over half gave a negative rating for each aspect, a substantial proportion of which was a 'very poor' rating.

Figure 20: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 75 to 78 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

Two people mentioned a bus service when asked how they would make the town centre better:

- "Improve bus service".
- "… a bus service".

Another respondent made the general comment that they would like to see "a regular bus service to Alnwick".

9.10 Perception of Accessibility

When asked how they would make the town centre better, two respondents (1%) said they would improve the accessibility. Three people also made a related comment:

- "Repair pavement for when I use my wheelchair".
- "Improve accessibility for gaining shop access".

- "A crossing".

The quality of the footpaths was also mentioned by 3% of respondents as one of the main problems with the shopping experience. As part of this question, one respondent gave the response, "a crossing".

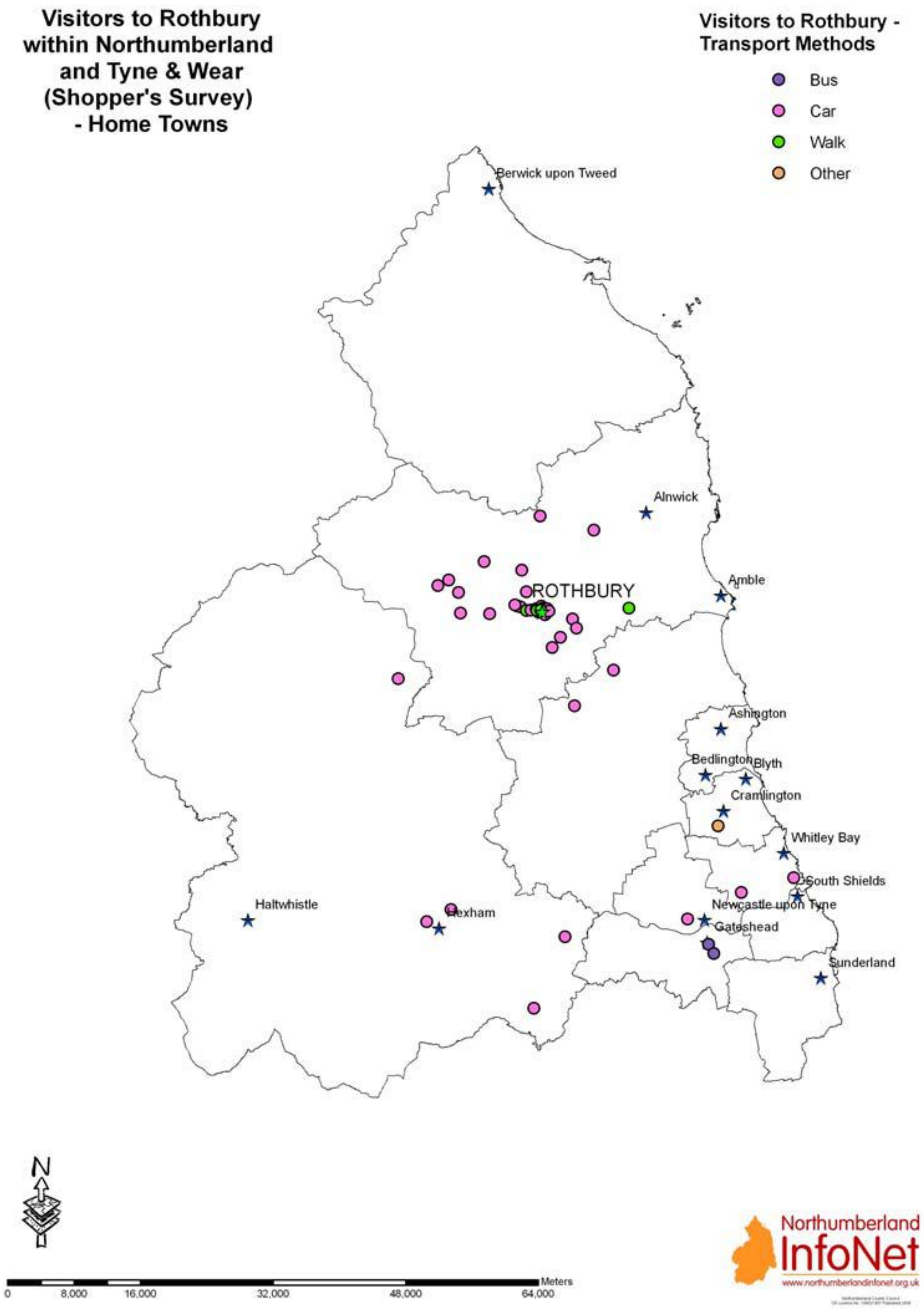
9.11 Origin and method of travel of Shoppers Interviewed

As Figure 26 shows, most of the respondents from the Rothbury Shopper Survey live in the Alnwick District, with a large proportion living in or around Rothbury itself. In addition, some respondents came from the district of Tynedale, and most of the others came from elsewhere in Northumberland or Tyne & Wear.

Most of the respondents travelled in by car, while the remaining respondents that live in the region travelled by bus, walked, or travelled by "other" method of transport.

The remaining few respondents were spread across the rest of the UK. Most of these travelled into Rothbury by car.

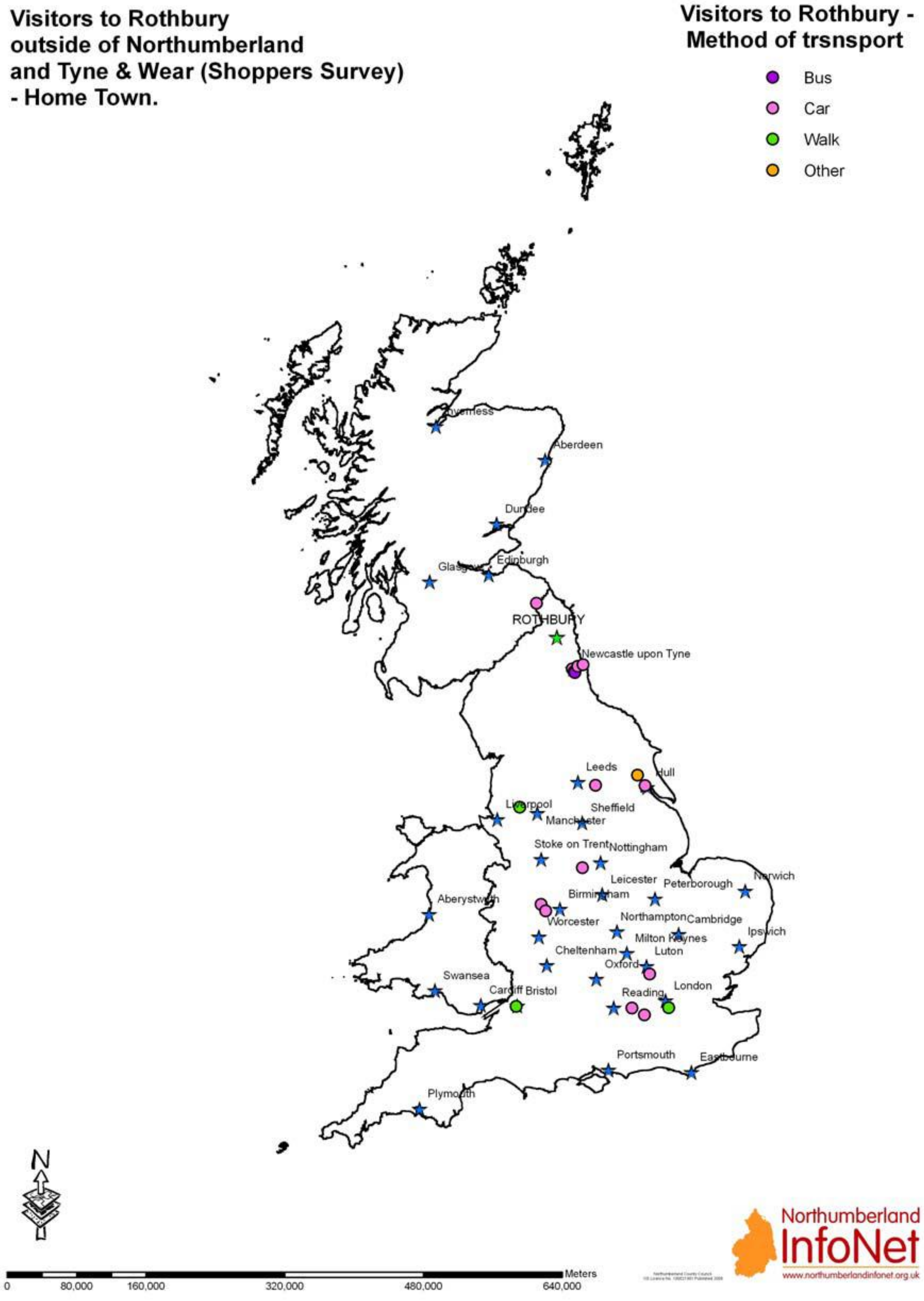
Figure 21: Visitors to Rothbury within Northumberland and Tyne and Wear(Excludes 'don't know' responses unless otherwise specified)



Source:
Northumberland Infonet Shopper Questionnaires

Figure 22: Visitors to Rothbury outside Northumberland and Tyne & Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Rothbury

- A number of improvements to businesses in Rothbury have been involved in the shop front improvement scheme. This scheme involves repair or reinstatement of timber shop fronts, sash windows, stone repairs, signage and security measures where needed. Some of the businesses that have took part are, Rothbury Family Butchers and The Natural Crystal Shop.

- Under the Rural Business Grant Scheme a grant has been awarded for buying new equipment and the refurbishment of business premises "Beauty and Sun Retreat".

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no comments were made on the subject.

10.2.2 Signage, Street furniture and Open Spaces

Signage

No-one mentioned any problems or improvements regarding signage/information.

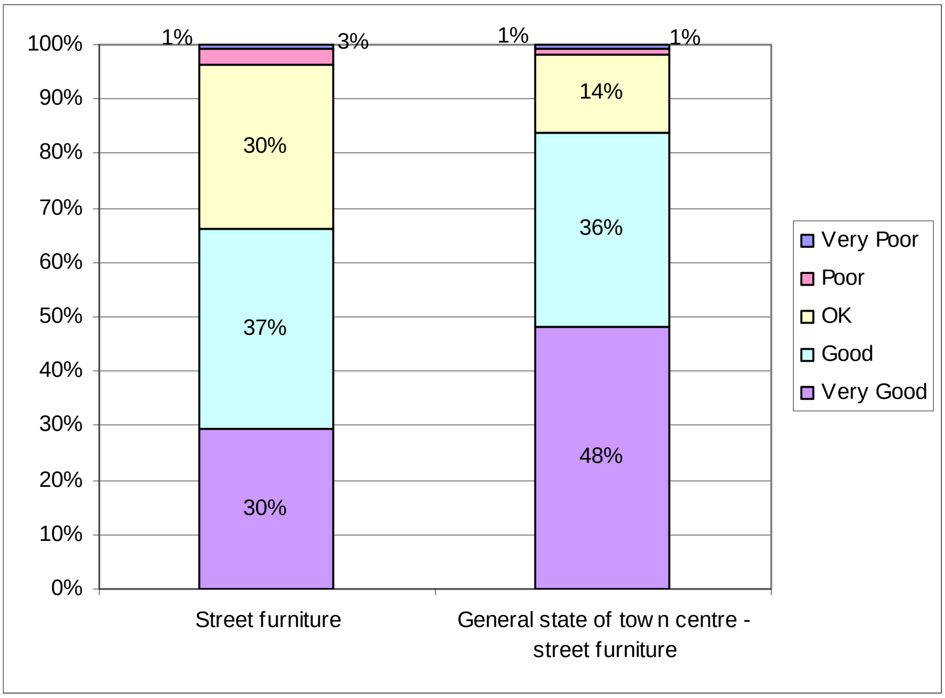
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 28). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

Both of these aspects were given quite high ratings. The latter question was rated the highest, with 84% giving a good/very good rating and only 2% giving a poor/very poor rating.

Figure 23: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 166 to 168 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

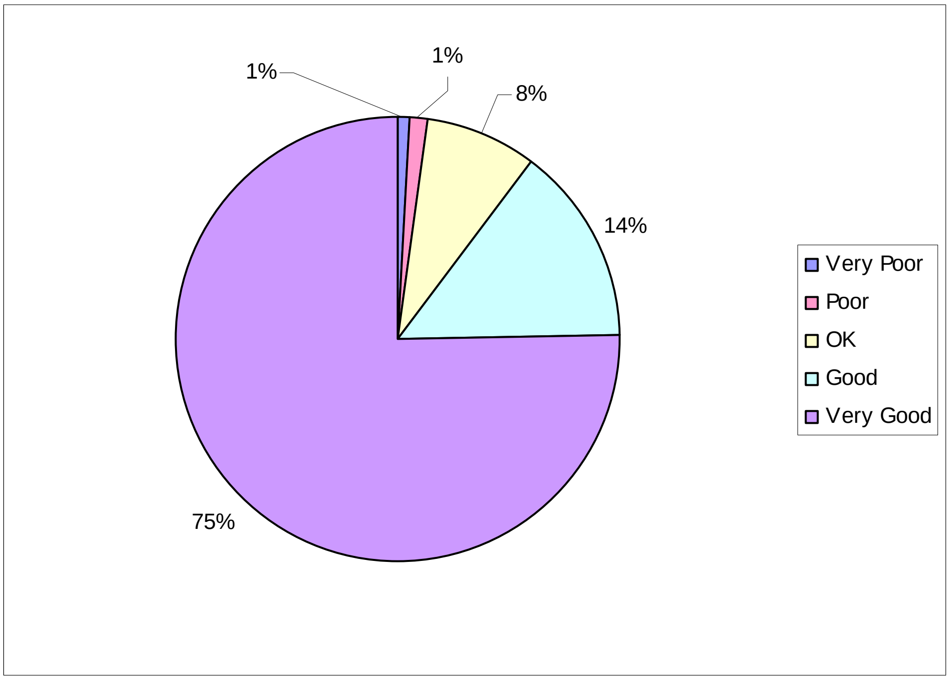
One respondent gave the response, "seats / picnic areas", when asked how they would make the town centre better.

Open Spaces

90% of respondents gave a favourable rating for the parks and open spaces in Rothbury (three quarters were 'very good' ratings). Only 2% thought that they were poor or very poor (Figure 24).

Figure 24: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

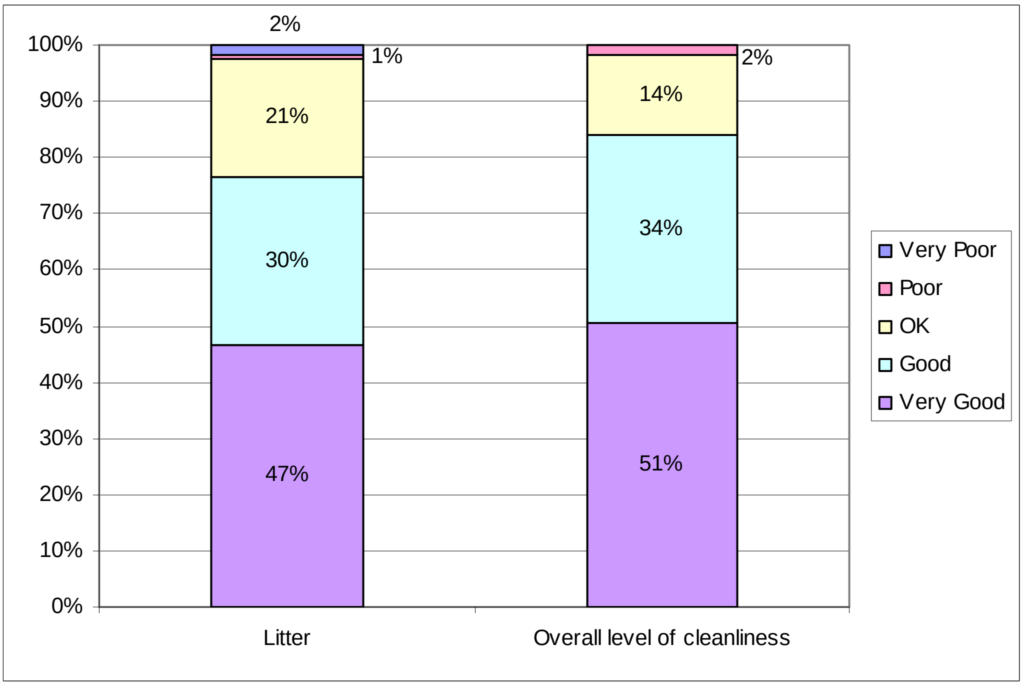
Base : 138 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

Over three quarters of respondents (77%) gave a positive rating for the litter in Rothbury, and only 2% gave a negative rating. The overall level of cleanliness was rated even higher, with 84% giving a favourable response (Figure 25).

Figure 25: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 171 respondents (litter); 170 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

Two respondents made a related comment:

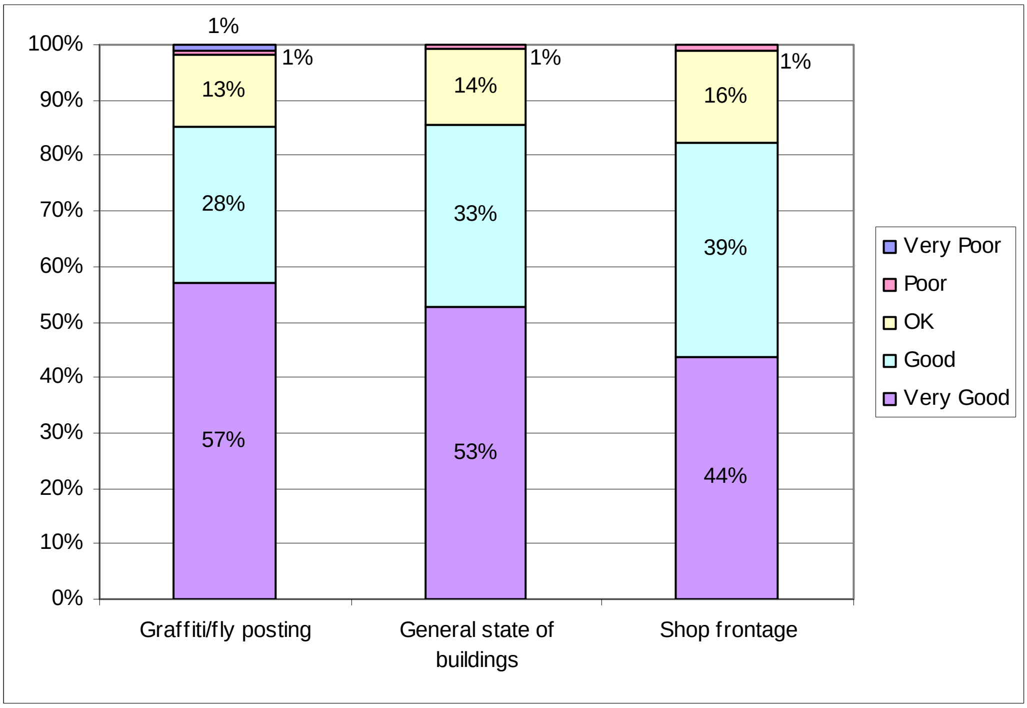
- "Keep litter tidy…".
- "Need to improve litter collection".

10.2.4 General Appearance of the Town

Graffiti/fly posting, the general state of the buildings and the shop frontage were all rated very highly, with over 80% of respondents giving a good or very good rating for each aspect, and less than 2% giving a poor or very poor response (Figure 26).

Figure 26: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 170 to 171 respondents; (note: this excludes those respondents that gave a 'don't know' response)

One of the respondents said that the "empty shops spoil the 'look'". Other respondents gave some suggestions of how make the town centre better:

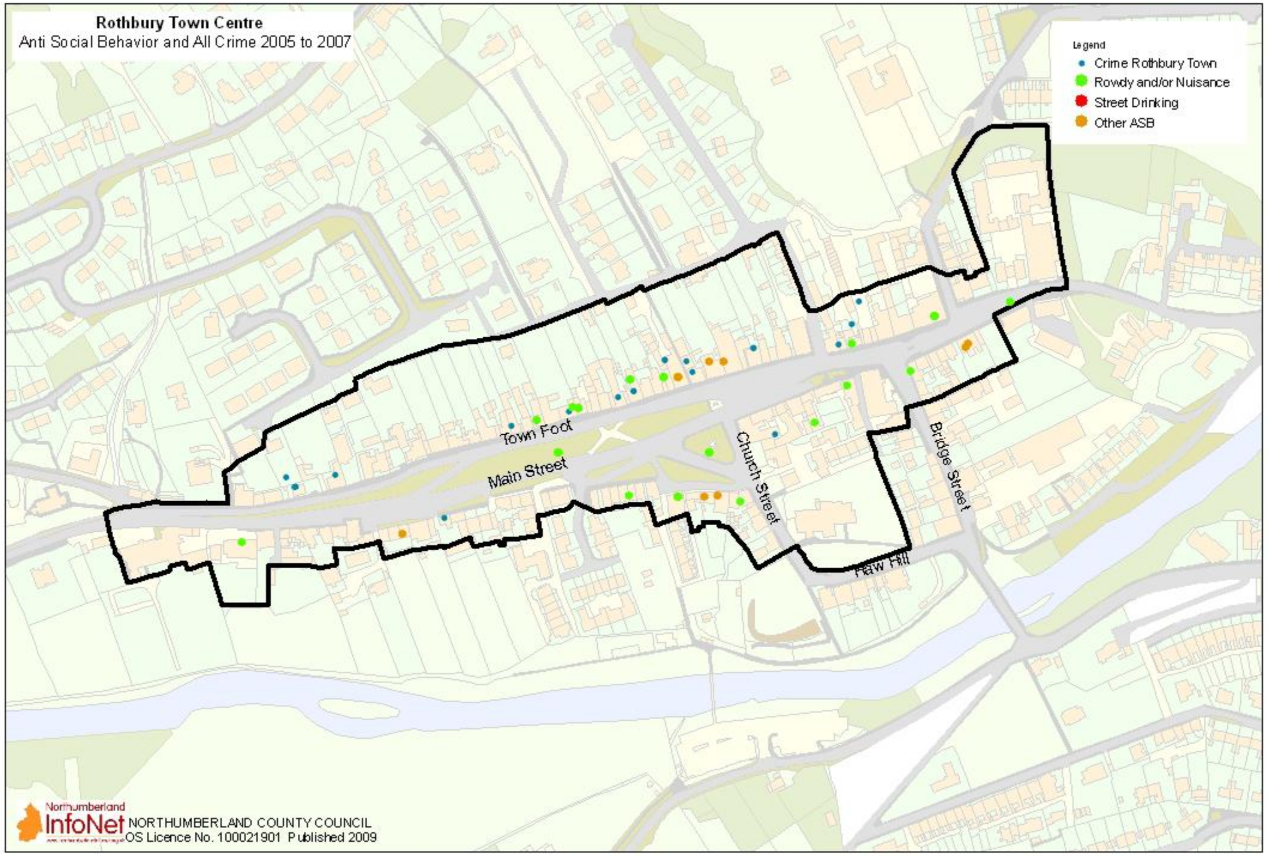
- "…brighten the town up, hanging baskets, shop front a bit brighter".
- "More flower beds".
- "More flowers on main street".
- "More street lamps".
- "Better lighting".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

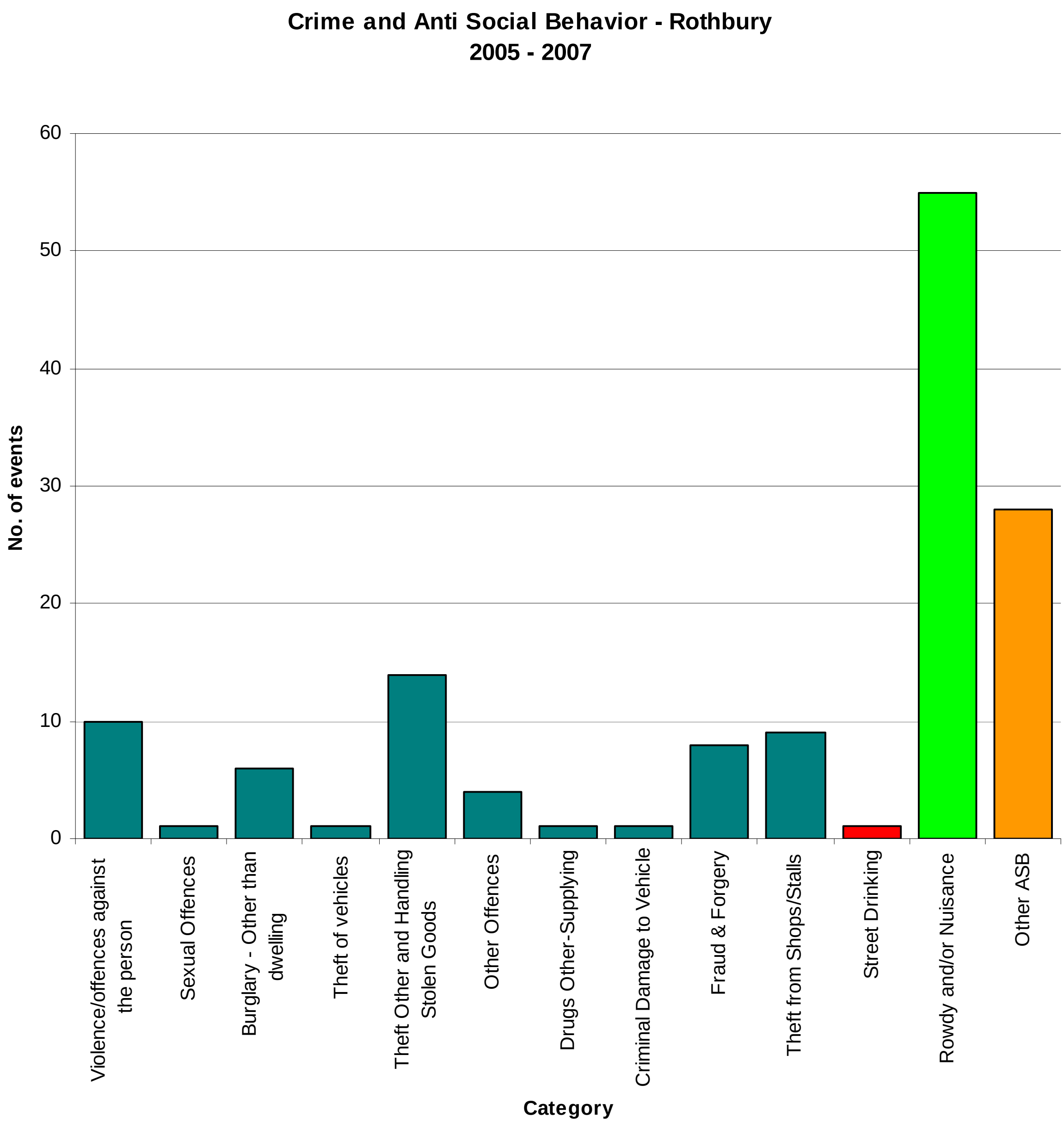
11.1 Analysis of Reported Crimes

Figure 27: Analysis of Reported Crimes



Source: Northumbria Police

Figure 28: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figures 27 and 28, it is clear to see that the majority of crime in Rothbury in 2005 – 2007 occurred on Town Foot, and the main type of crime or anti-social behaviour here was “rowdy and/ or nuisance” and “all types” of crime (55 occurrences each). There was also evidence of “rowdy and/ or nuisance” and “other ASB” around the market place during this time.

Looking at the chart (Figure 28), the types of crime have been broken down further. The most frequent type of crime occurring in Rothbury Town Centre between 2005 and 2007 was "theft other and handling stolen goods" of which there were 14 occurrences. The 2nd most frequent type of crime was "violence/offences against the person" of which there were 10 occurrences.

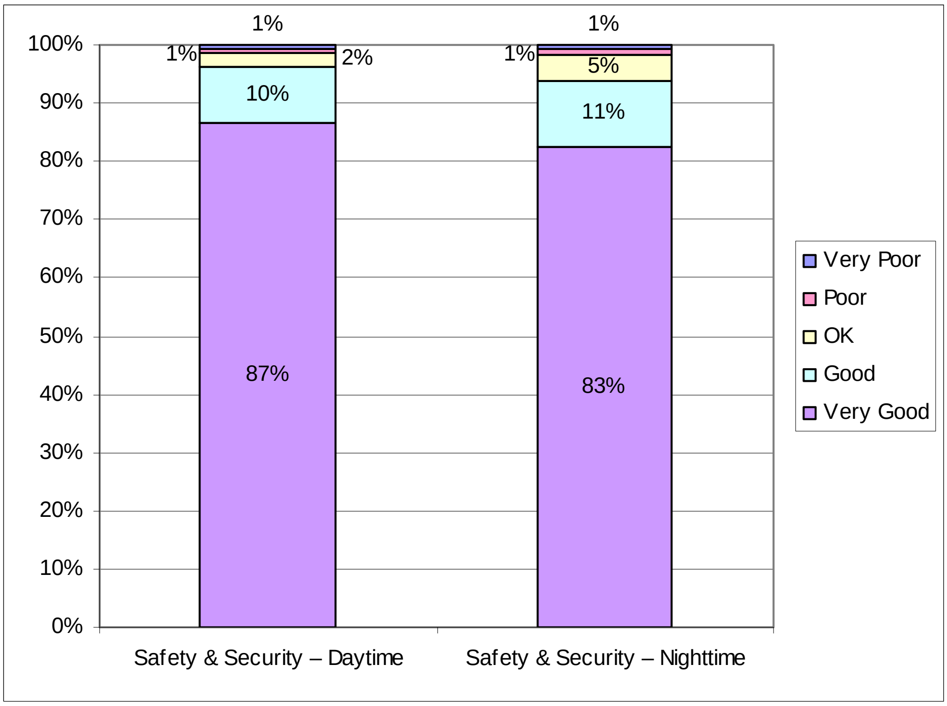
11.2 Perception or Fear of Crime

No respondents mentioned safety or security when asked about the main problems and improvements in Rothbury.

When asked directly about the safety/security during the daytime and night-time, respondents were very positive for both (Figure 29). Nearly all gave a good or very good rating (96% for the daytime and 94% for the night-time).

Figure 29: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 186 respondents (nighttime); 280 respondents (daytime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2, 78% of respondents felt that the safety/security of the parking facilities was good or very good.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Alnwick Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Alnwick District (September 2008):

- The Enough Campaign (North Northumberland wide but spreading countywide) a project to tackle alcohol misuse. It has three aspects public awareness through a poster campaign, support to licensees of public houses and enforcement. It was the forerunner of the Northumbria Police DVD campaign.

- Pub watch schemes in Alnwick town and Amble as well as Rothbury. An off watch scheme in the district to support Off Licence shops.

- Shop watch schemes in Alnwick town, Amble and Rothbury.

- Designated Public Place Orders in both Amble and Alnwick town. These allow the police to seize alcohol from people who are acting in an anti social manner in a public place.

- Cease24 is a North Northumberland scheme being spread countywide. It tackles domestic violence by providing a wide range of services to victims and by looking at how offending behaviour should be tackled.

- The Crime and Disorder Reduction Partnership runs a number of sub groups which tackle crime problems and anti social behaviour but in particular there is a problem solving group in Amble which is strongly partnership focussed.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Rothbury Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Rothbury catchment area; spending patterns and retaining shopper spend within the town centre.

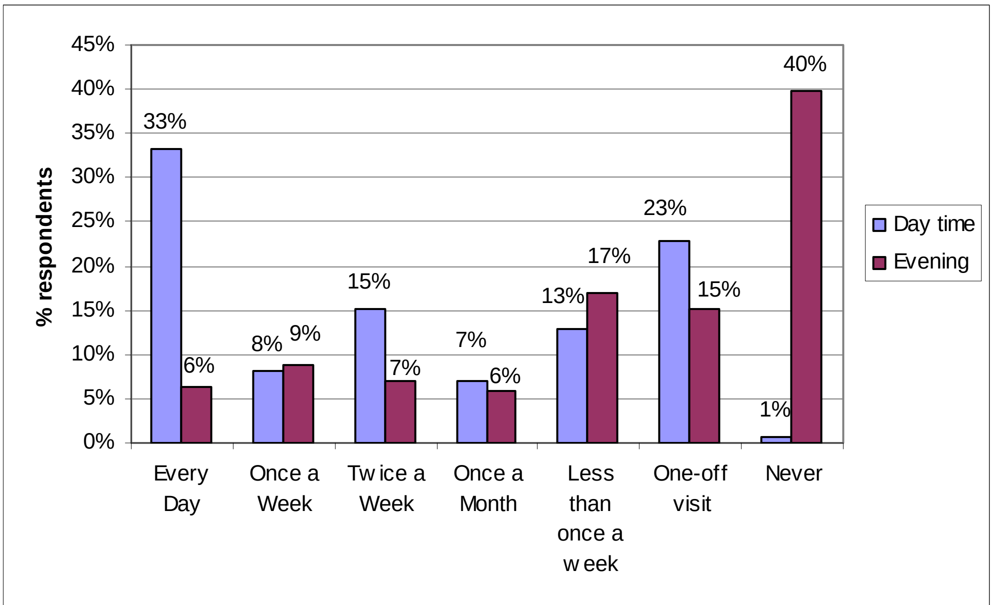
12.1 Regularity of visits

57% of respondents go to Rothbury town centre during the daytime at least once a week, with the most common frequency of visit being every day (33%).

Respondents visit the centre less often during the evenings, with 22% visiting at least once a week. 40% said that they never visit the town centre during the evening (Figure 30).

Figure 30: Approximately how often are you in Rothbury Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 171 respondents (daytime and evening)

12.2 Expenditure/ Type of Purchases

There was a large proportion of respondents (46%) that said that they were just visiting Rothbury. These have been excluded from the analysis in this section to get a better picture of where people living in the area go to do their shopping.

Figure 31 shows the proportion of respondents that shop for different items solely in Rothbury town centre, and how many go further afield. Figure 32 gives more details about which shopping centres the respondents use.

As can be seen from the tables, a large proportion of the respondents living or working in the area use Rothbury for top-up food and other domestic item shopping, and to a lesser extent, main food shopping and shoes. However, when wishing to purchase other items, they are more likely to shop elsewhere. For clothes, electrical goods, furniture/carpets and CDs, this is most likely to be Newcastle. For DIY goods, Alnwick, Rothbury or Newcastle are most likely to be used.

Figure 31: Proportion of respondents shopping in Rothbury and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Rothbury									
Rothbury only	28%	87%	77%	15%	36%	25%	5%	20%	4%
Rothbury + local area[6]	9%	1%	5%	1%	4%	2%	2%	4%	1%
Rothbury + internet/ non-local/local mix	1%	1%	0%	1%	1%	1%	0%	0%	0%
Non-Rothbury									
Local area (not Rothbury)	55%	10%	15%	68%	46%	54%	73%	57%	51%
Internet or other	4%	0%	1%	11%	8%	14%	8%	3%	14%
Mixture of places (not Rothbury)	1%	0%	0%	1%	1%	0%	0%	0%	1%
Don't buy	1%	1%	1%	2%	4%	3%	12%	16%	28%
Base	92	92	92	92	92	92	92	92	92

Source: Northumberland Infonet Shopper Questionnaires

[6] 'Local area' is defined as being one of the following: Alnwick, Morpeth, Berwick, Amble, Wooler, Ashington, Blyth, Cramlington, Newcastle, Silverlink, Metro Centre.

Figure 32: Shopping centres used by respondents to purchase different items

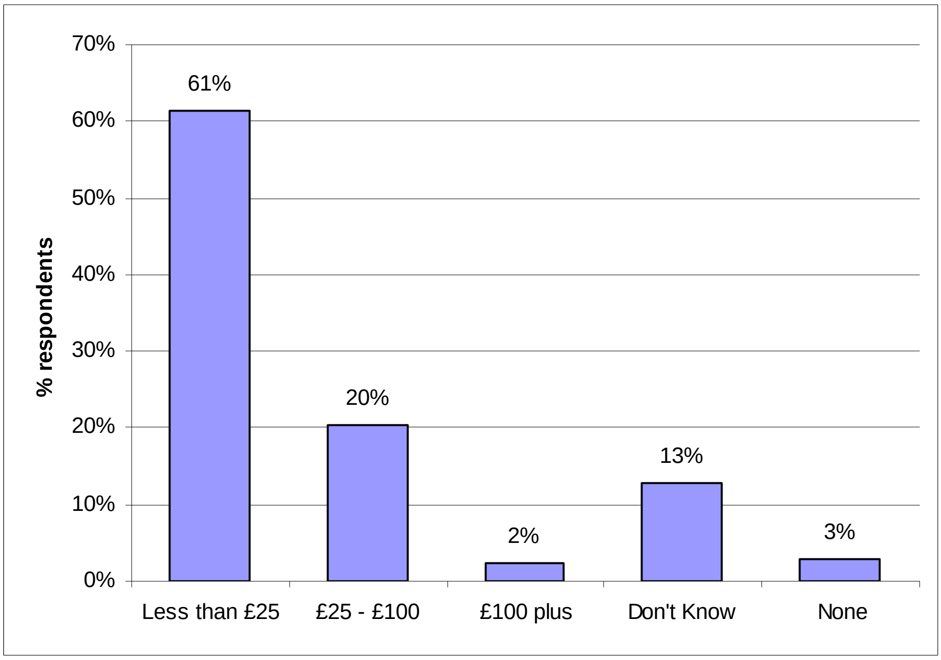
	Main food shopping	Top-up food shopping	Other domestic	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc
Alnwick	36%	5%	10%	7%	3%	5%	9%	24%	7%
Morpeth	23%	4%	7%	7%	4%	11%	9%	7%	7%
Berwick	1%	1%	0%	0%	0%	1%	1%	0%	1%
Amble	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rothbury	38%	89%	83%	17%	41%	28%	8%	24%	5%
Wooler	1%	1%	0%	0%	0%	0%	0%	0%	1%
Ashington	7%	1%	2%	1%	1%	1%	2%	1%	2%
Blyth	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cramlington	2%	1%	1%	3%	3%	1%	3%	3%	2%
Newcastle	9%	3%	5%	60%	42%	40%	49%	27%	39%
Silverlink	1%	1%	1%	0%	0%	0%	0%	1%	1%
Metro Centre	2%	1%	2%	8%	7%	7%	8%	2%	7%
Internet	3%	0%	0%	3%	3%	7%	2%	0%	13%
Other	3%	1%	1%	10%	7%	9%	5%	3%	2%
Don't buy	1%	1%	1%	2%	4%	3%	12%	16%	28%

Source: Northumberland Infonet Shopper Questionnaires

Over half of the respondents planned to spend less than £25 in Rothbury on the day they were interviewed, with a further 20% expecting to spend between £25 and £100. 13% did not know how much they would spend (Figure 33).

Figure 33: How much do you plan to spend in Rothbury today?

(Excludes 'don't know' responses unless otherwise specified)



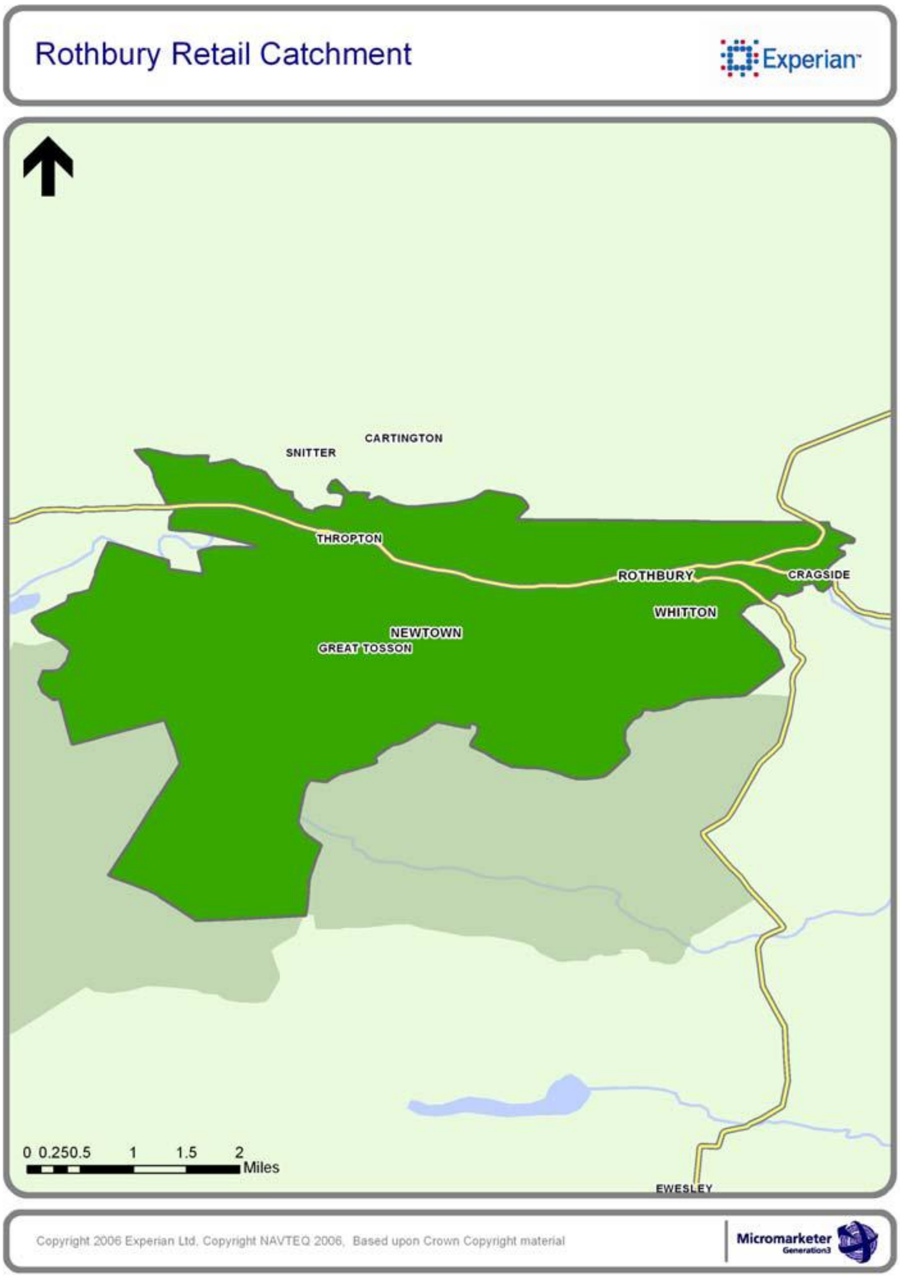
Source: Northumberland Infonet Shopper Questionnaires

Base: 171 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Within the context of the RSS and Alnwick Local Development Framework, the town of Alnwick is defined as being a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. Within the same context, Rothbury is defined as a Secondary Settlements: a settlement smaller in scale or function than Rural Service Centres.

Figure 34: Rothbury Retail Catchment



Source: Experian

The map (Figure 34) shows the catchment area for Rothbury town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 2 miles.

12.4 Spending Patterns

In addition to the town of Rothbury, the catchment includes a number of settlements along the B6341 including Cragside in the East and Thropton in the West; and extends south to encompass Whitton, Newtown and Great Tosson. Altogether, the catchment covers an area of 590.24 sq km, is home to more than 2,500 people and 1,179 households. Together, these households and residents spend an estimated £11.3 million per annum on retail goods and services, with 36.2% of expenditure on convenience retail goods (£4.1 million) and 63.8% on comparison retail (£7.2 million). This balance is almost in line with the national (UK) average, which reports 36.7% of expenditure on convenience retail and 63.3% on comparison. The marginal difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Rothbury catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 35: Rothbury Catchment Summary Profile

Rothbury Catchment Summary Profile					
Totals	Rothbury Catchment	%	UK	%	Index
2007 Population	2,533.00		60,796,178.00		
2007 Households	1,179.00		26,018,847.00		
Total Comparison	7,206,649.00	63.8%	171,926,829,196.00	63.4%	100.74
Total Convenience	4,086,057.00	36.2%	99,464,696,627.00	36.6%	98.73
Total Retail	11,292,706.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £9,578, with average comparison retail spend at £6113 per annum and convenience spend at £3,466 per annum. All of these figures are below the national average, with total spend 91.8% of the UK figure.

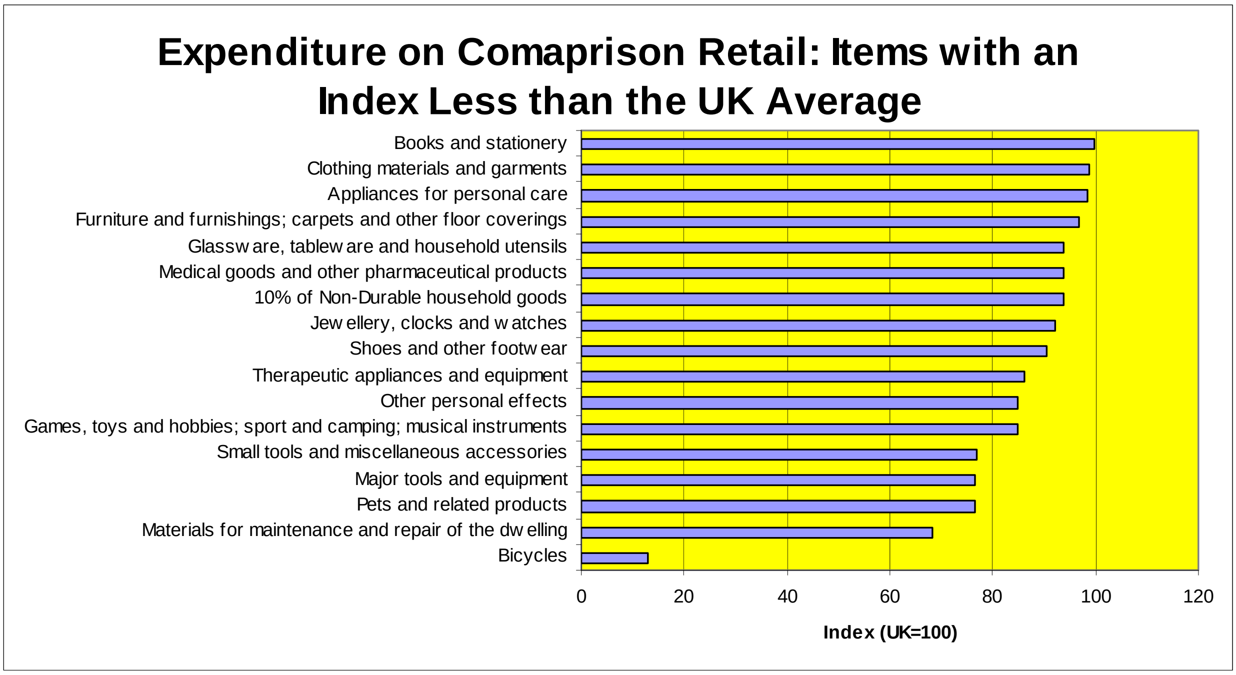
Figure 36: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison					
Totals	Rothbury Catchment	%	UK	%	Index
10% of Non-Durable household goods	14,027.00	0.19%	357,185,476.00	0.21%	93.69
Appliances for personal care	631,672.00	8.77%	15,298,262,865.00	8.90%	98.51
Audio-visual, photographic and information processing equipment	842,264.00	11.69%	14,926,597,385.00	8.68%	134.62
Bicycles	7,332.00	0.10%	1,345,908,674.00	0.78%	13.00
Books and stationery	291,859.00	4.05%	6,968,169,166.00	4.05%	99.92
Clothing materials and garments	1,539,003.00	21.36%	37,197,970,202.00	21.64%	98.70
Furniture and furnishings; carpets and other floor coverings	737,902.00	10.24%	18,218,052,893.00	10.60%	96.63
Games, toys and hobbies; sport and camping; musical instruments	672,869.00	9.34%	18,951,364,780.00	11.02%	84.70
Gardens, plants and flowers	147,288.00	2.04%	3,402,000,385.00	1.98%	103.29
Glassware, tableware and household utensils	186,952.00	2.59%	4,753,009,610.00	2.76%	93.84
Household textiles	275,875.00	3.83%	5,378,572,610.00	3.13%	122.36
Jewellery, clocks and watches	175,098.00	2.43%	4,533,353,900.00	2.64%	92.15
Major household appliances (electric or not)	265,311.00	3.68%	4,457,482,024.00	2.59%	142.00
Major tools and equipment	11,913.00	0.17%	370,528,409.00	0.22%	76.70
Materials for maintenance and repair of the dwelling	195,235.00	2.71%	6,826,571,834.00	3.97%	68.23
Medical goods and other pharmaceutical products	153,533.00	2.13%	3,904,354,994.00	2.27%	93.81
Other personal effects	80,981.00	1.12%	2,276,336,174.00	1.32%	84.87
Pets and related products	88,158.00	1.22%	2,747,999,981.00	1.60%	76.53
Recording media	414,089.00	5.75%	7,513,288,250.00	4.37%	131.48
Shoes and other footwear	203,175.00	2.82%	5,348,647,704.00	3.11%	90.62
Small electrical household appliances	53,587.00	0.74%	748,364,529.00	0.44%	170.83
Small tools and miscellaneous accessories	106,488.00	1.48%	3,301,806,678.00	1.92%	76.94
Therapeutic appliances and equipment	112,039.00	1.55%	3,101,000,673.00	1.80%	86.19
Total Comparison	7,206,649.00	100.00%	171,926,829,196.00	100.00%	100.00

Source: Experian

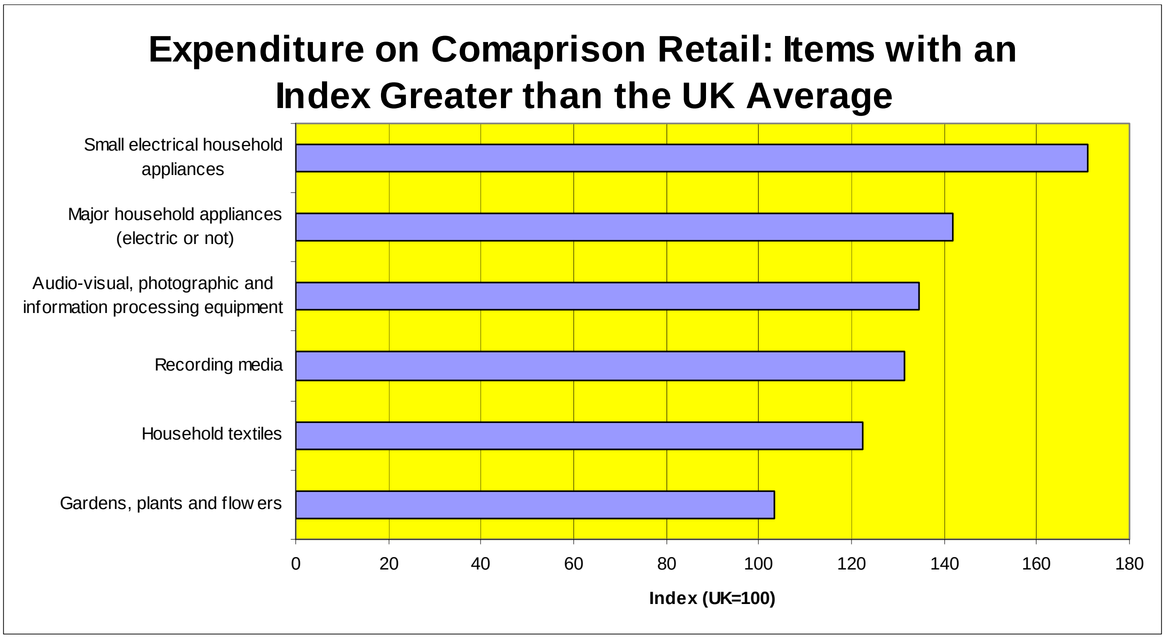
Figure 36 provides a breakdown of Comparison retail expenditure within the Rothbury catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £1.5 million or 21.4% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£0.8 million or 11.7%) and Furniture and furnishings; carpets and other floor coverings (£0.7 million or 10.2%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Rothbury spend more on Small electrical household appliances, Major Household Appliances, Audio-visual, photographic and information processing equipment and Household Textiles as a proportion of total spend than the UK average. In contrast, they spend substantially less on Bicycles, Materials for maintenance and repair of the dwelling, Small tools and miscellaneous accessories, Major Tools and Materials for maintenance and repair of the dwelling.

Figure 37: Expenditure on Comparison Retail



Source: Experian

Figure 38: Expenditure on Comparison Retail



Source: Experian

Figure 39 provides a breakdown of Convenience retail expenditure within the Rothbury catchment and in the UK. Clearly the largest expenditure type within comparison retail in Rothbury is food and non-alcoholic beverages, accounting for £2.9 million or 72.2% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by alcohol (£0.5 million or 12.9%) and tobacco (£0.2 million or 5.5%). The pattern of expenditure nationally differs a little. Referring to the index, households in Rothbury spend substantially more on newspapers and periodicals as a proportion of total spend and less on tobacco.

Figure 39: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience Retail					
Totals	Rothbury Catchment	%	UK	%	Index
90% of Non-Durable household goods	126,229.00	3.09%	3,214,575,062.00	3.23%	95.59
Alcohol (off-trade)	525,018.00	12.85%	12,313,767,021.00	12.38%	103.79
Food and non-alcoholic beverages	2,949,959.00	72.20%	70,035,886,128.00	70.41%	102.53
Newspapers and periodicals	226,002.00	5.53%	4,451,576,478.00	4.48%	123.58
Tobacco	258,850.00	6.33%	9,448,891,938.00	9.50%	66.69
Total Convenience	4,086,057.00	100.00%	99,464,696,627.00	100.00%	100.00

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Rothbury town. What the information does not indicate, however, is how much of the expenditure is spend purchasing goods and services in Rothbury and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Rothbury catchment that shops in Rothbury and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Rothbury and the extent to which spending leaks to other centres.

The figures in the Figure 40 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that just over 7% of the resident population shop in Rothbury. The other main destinations are Newcastle City Centre (747 or 29.5%), Alnwick (545 or 21.5%) and the MetroCentre (454 or 17.9%).

Figure 40: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population (No.)**
Newcastle upon Tyne - Central	29.50	747
Alnwick	21.53	545
Metro Centre	17.91	454
Rothbury	**7.15**	**181**
Morpeth	6.05	153
Cramlington	2.81	71

Ashington	2.72	69
North Shields - Silverlink Retail Park	2.11	53
Newcastle upon Tyne - Kingston Park Centre	1.93	49
Blyth	1.43	36
North Shields	1.41	36
Wallsend	1.19	30
Berwick-upon-Tweed	1.13	29
Wooler	1.06	27
Gateshead - Team Valley Retail World	1.01	26
Sunderland	0.67	17
Newcastle upon Tyne - Byker Shields Rd	0.41	10

Source: Experian

The pattern with regards to spend is relatively similar. Experian estimates that 7.2% of retail spend by residents and households domiciled within the Rothbury catchment, representing almost £0.8 million per annum, is spent in the town.

More than £3.3 million of expenditure is lost to Newcastle City Centre (£3.33 million or 29.5%), with other notable leakage to Alnwick (£2.4 million or 21.4%) and the MetroCentre (£2.0 million or 17.9%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

Figure 41: Spend Leakage

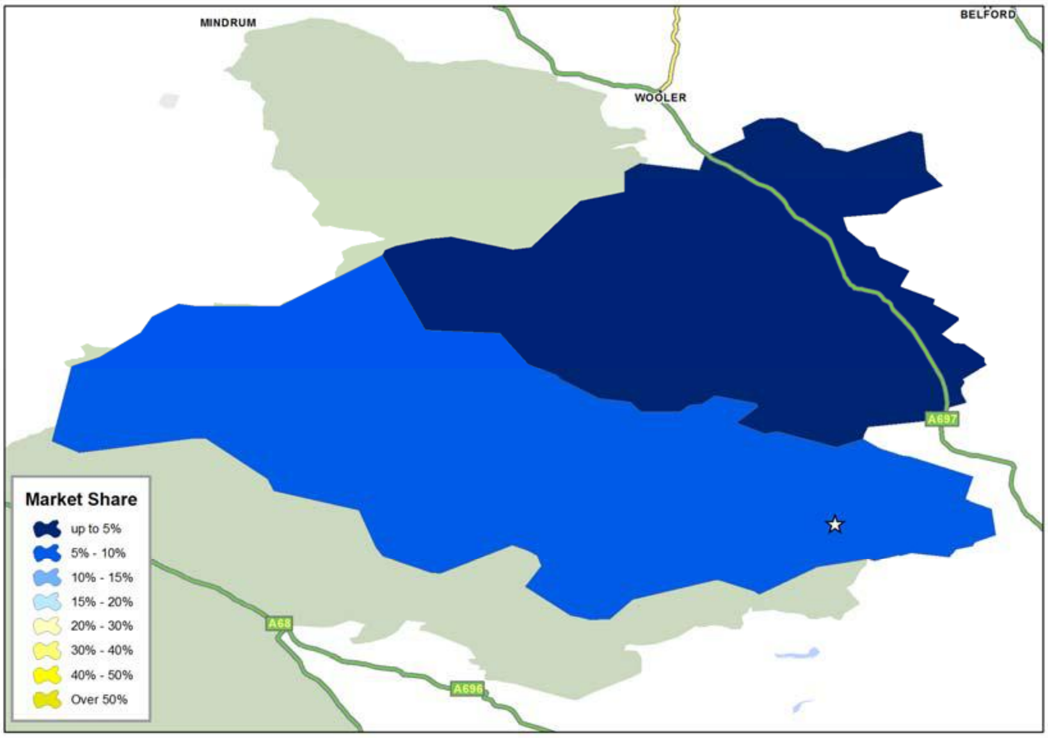
Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Newcastle upon Tyne - Central	29.53	3,334,526
Alnwick	21.43	2,420,073
Metro Centre	17.93	2,025,031
Rothbury	**7.19**	**811,442**
Morpeth	6.06	684,065
Cramlington	2.81	317,498
Ashington	2.72	307,219
North Shields - Silverlink Retail Park	2.11	238,721
Newcastle upon Tyne - Kingston Park Centre	1.94	218,674

Blyth	1.43	161,922
North Shields	1.41	158,966
Wallsend	1.19	134,704
Berwick-upon-Tweed	1.11	125,442
Wooler	1.04	117,765
Gateshead - Team Valley Retail World	1.01	114,413
Sunderland	0.67	75,229
Newcastle upon Tyne - Byker Shields	0.42	47,017

Source: Experian

Figure 42 shows the Rothbury catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Rothbury. From the map, it can be seen that households located in the area to the North and East of Rothbury, extending North towards Wooler spend less than 5% of their total retail expenditure in Rothbury. Propensity to shop in Rothbury is slightly higher in the Southern and Eastern parts of the catchment, rising slightly to 5-10%.

Figure 42: Proportion of Retail Expenditure



Source: Experian

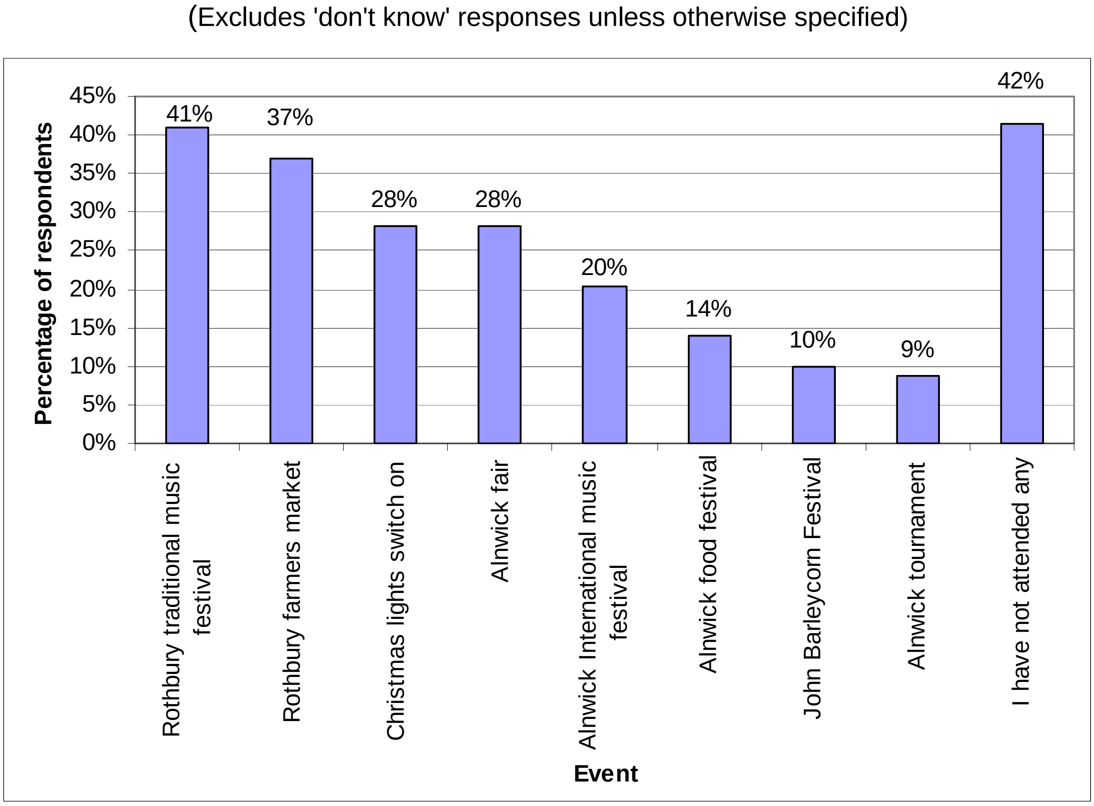
12.6 Opinions on and use of Leisure and Entertainment

36% of respondents said that they were in Rothbury town centre for leisure on the day of the interview.

Events attended

58% of respondents had attended at least one of the events mentioned in the survey. The Rothbury traditional music festival was attended by the largest proportion of respondents (41%), closely followed by the Rothbury farmer's market (37%) (Figure 43).

Figure 43: Have you ever attended any of these events?



Source: Northumberland Infonet Shopper Questionnaires

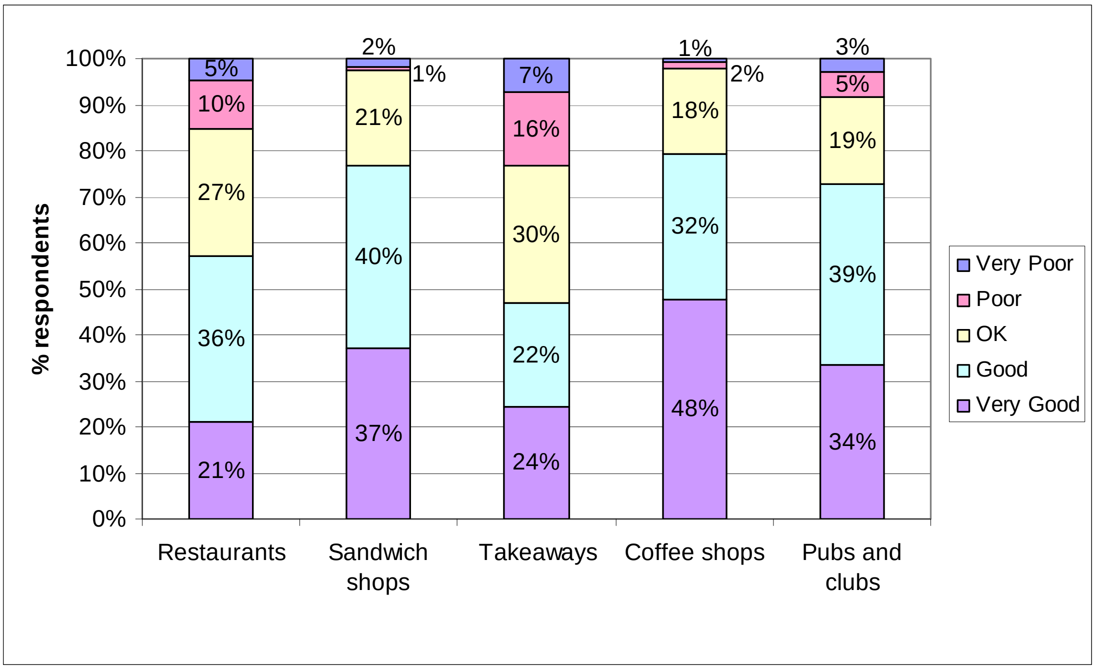
Base: 171 respondents

Eating and drinking

The ratings given for the eating and drinking places in Rothbury varied considerably by venue type. Coffee shops were rated the highest with 79% of respondents giving a good or very good rating. Takeaways fared the worst with only 47% giving a positive rating (Figure 44).

Figure 44: How would you rate the following venues for eating and drinking in Rothbury?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 94 to 130 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

A number of respondents mentioned cafes/restaurants when asked how they would make the town centre better:

- "Bigger coffee shops".
- "Cafes".
- "Decent restaurant".
- "Outside eating".
- "Bistro's, better places to eat…".

Eating places were also mentioned by respondents when asked about the improvements they would like to see to the retail offer:

- “More coffee shops” (3 responses).
- “Outside cafes”.
- “Food outlet open in the evening (restaurant)”.
- “Curry restaurant / takeaway”.
- “Indian restaurant”.
- “More restaurants”.

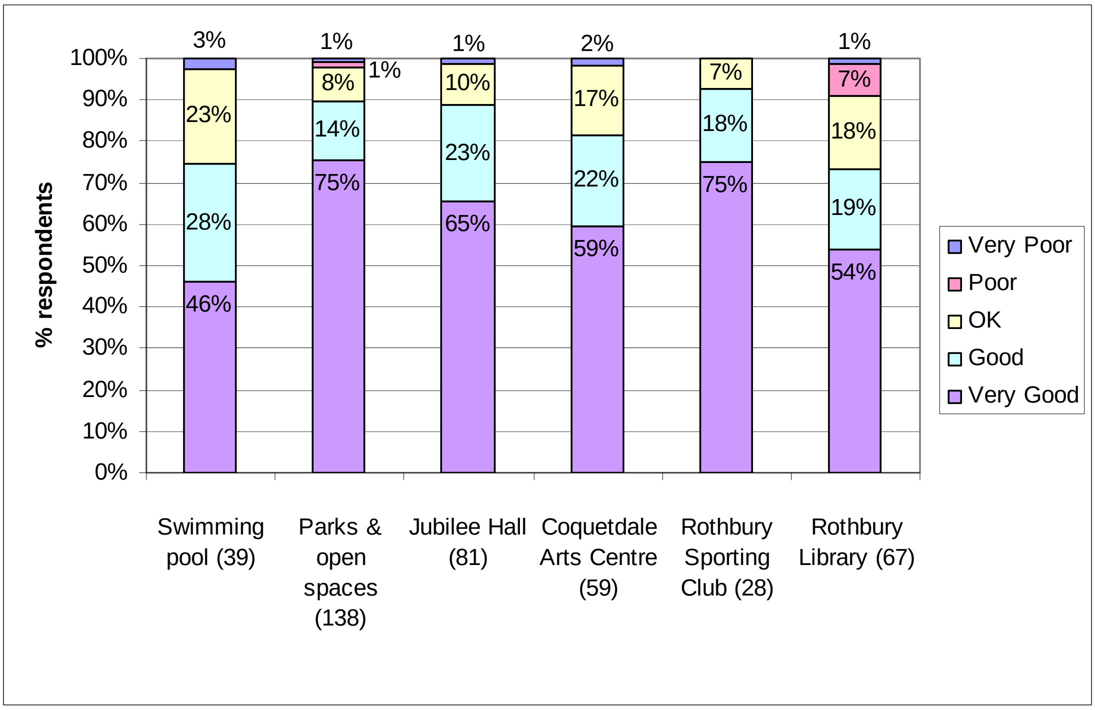
Arts and leisure facilities

The arts and leisure facilities in Rothbury were all rated quite highly. Rothbury Sporting Club received the highest rating (93% positive ratings), though it should be noted that only 28 respondents gave an opinion on this (Figure 45).

The lowest ratings were given for Rothbury library, though it still received a positive rating from nearly three quarters (73%) of the respondents that gave their opinion.

Figure 45: How would you rate the following arts and leisure facilities in Alnwick?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: as written on chart (note: this excludes those respondents that gave a 'don't know' response)

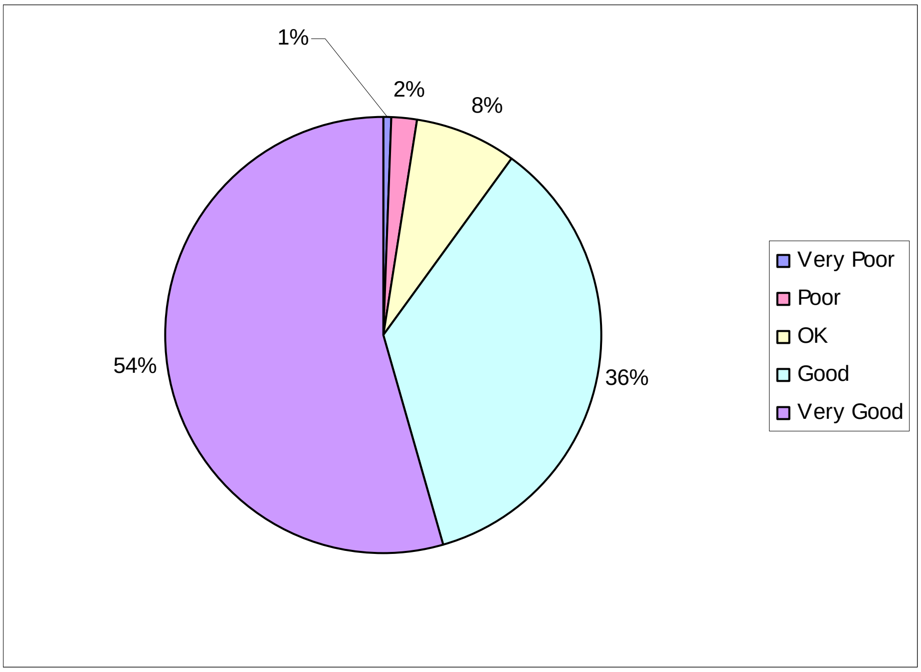
Two people gave related comments when asked how they would make the town centre better:

- "Sport for grandchildren - open the leisure facilities".
- "Swimming pool".

When asked how they would rate Rothbury as a place to enjoy yourself, 90% of respondents gave a good or very good response. Only 2% gave a poor or very poor response (Figure 46).

Figure 46: How do you rate Rothbury as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 169 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 2% gave an answer relating to improving the leisure facilities. One respondent also suggested, "Safe activities to keep children busy at night".

12.7 The Future: what will improve the town as a place to shop or visit?

Rothbury was viewed very positively by the people that were interviewed. It was rated very highly (90%+ of good/very good ratings) as a place to visit, live and enjoy. As a place to shop, these positive ratings dropped to 63%, but only 4% said that it was poor or very poor.

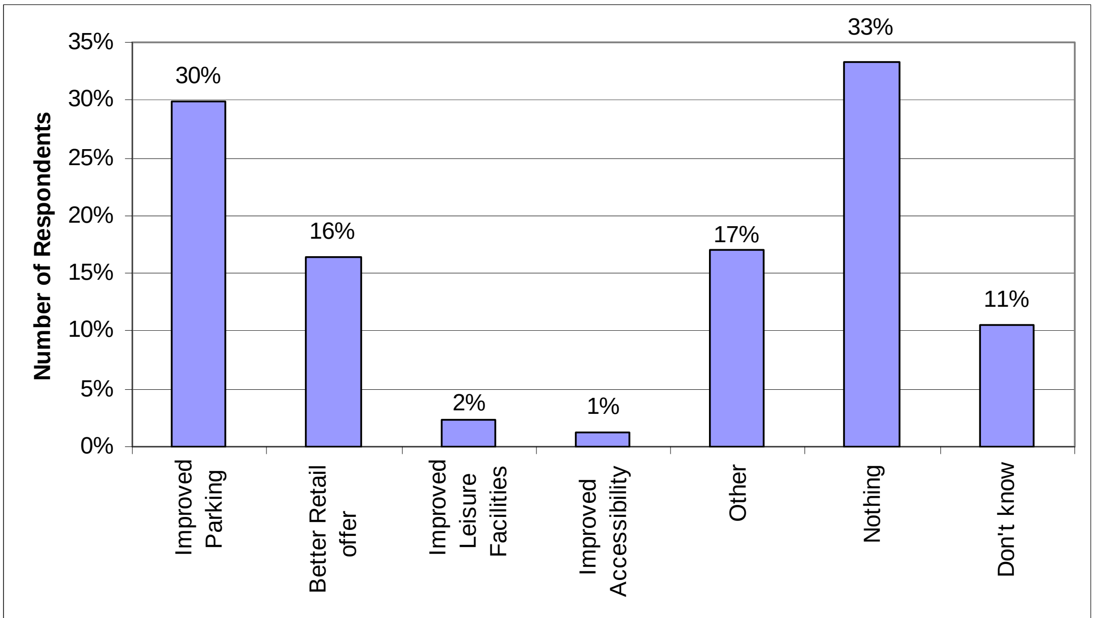
When asked what the main problems with the shopping experience were, over half of respondents (53%) said 'none'. Similarly, when asked how to make the town centre better, one third (33%) said 'nothing'.

However, there were three potential issues that are worth highlighting:

- Parking.
- Retail offer.
- Public transport.

Figure 47: How would you make this town centre better?

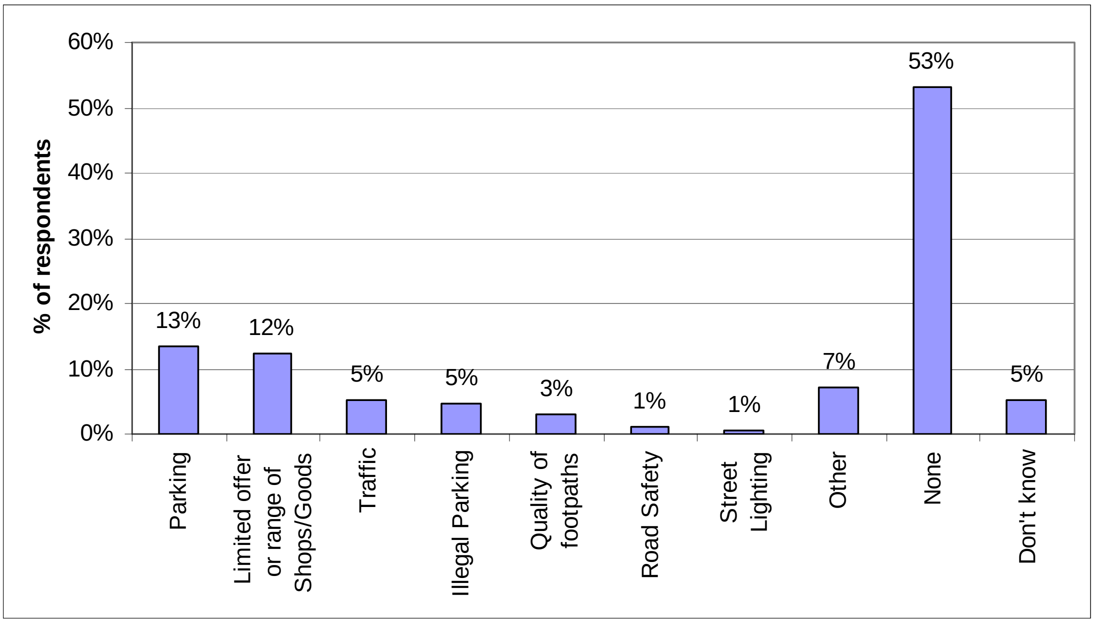
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 171 respondents

Figure 48: What are the main problems with the shopping experience in Rothbury town centre?



Base: 171

Parking

Parking appears to be a key issue for a number of people, with 13% saying that it was one of the main problems with the shopping experience, and 30% saying that improved parking would make the town centre better. The ratings for parking spaces were also reasonably low (see section 9.2), and there were a number of comments/suggestions relating to parking.

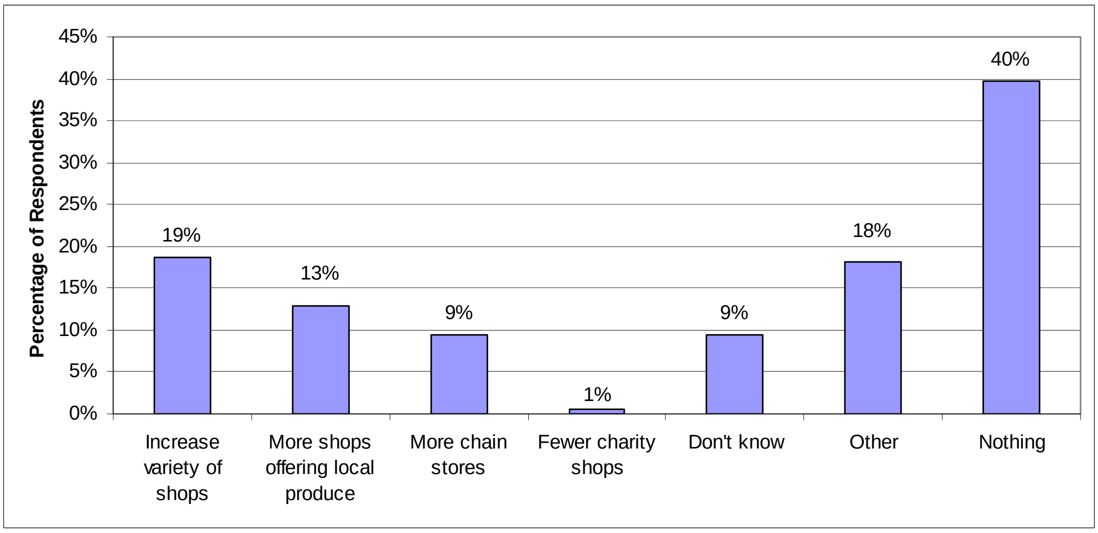
Retail

To a lesser extent, retail was also highlighted as a potential issue, with 12% of respondents saying that the limited offer or range of shops/goods was one of the main problems with the shopping experience, and 16% saying that a better retail offer would make the town centre better. In addition, when asked whether they agreed with the statement 'on the whole, Rothbury offers a wide choice of quality shops', only 12% of respondents agreed, whereas 60% disagreed. As can be seen in section 12.2, respondents (non-visitors) tend to use Rothbury for top-up food and other domestic item shopping, and to a lesser extent, shopping for shoes and main food shopping. For all other items, respondents were more likely to shop elsewhere, particularly Newcastle.

When asked what improvements they would like to see to the retail offer in Rothbury, 40% of respondents said ‘nothing’. Other quite popular responses were to increase the variety of shops (19%) and to have more shops offering local produce (13%). Various examples of shops were also given (see Appendix 2). The most popular suggestions were food shops (21 out of 52 examples) (Figure 49).

Figure 49: What improvements would you like to see to the retail offer in Rothbury?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 171 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Rothbury. A list of these responses is given in Appendix 2 (Q17).

A third potential issue for Rothbury is the public transport, which was rated very badly (section 9.9). Less than one quarter gave a positive rating for the quality and the regularity of bus/rail services, and the destinations served by public transport. Over half gave a negative rating for each aspect, a substantial proportion of which was a ‘very poor’ rating.

However, it should be noted that this was not given as one of the main problems, and only two respondents mentioned a bus service when asked about how to improve the town centre. This suggests that, although respondents had a low opinion of public transport, there is not a pressing need (for the majority of respondents) to improve it.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Rothbury Town Centre;

- Shepherds Walks received a grant towards opening costs for a new office in Rothbury.
- Horizon and McInerney are both building new homes in Rothbury.

14.0 CONCLUSION

Rothbury is currently undergoing various developments in the Town Centre. Whilst the majority of the regeneration is residential properties and office space, they will still have an impact on the town centre as a whole. These developments, which are set to be completed in early 2009, should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 35% of the floorspace use was for retail (Figure 3). Further to this, shopper's perceptions of the range of retail provision was somewhat negative with 60% disagreeing or strongly disagreeing to the statement "Rothbury offers a wide choice of quality shops", compared to just 12% agreeing or strongly agreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops were needed and that the existing shops were too expensive. The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more food shops were high on their priorities. Additionally, Figure 6 highlighted that there were at least three times more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category.

There was 3% of vacant floorspace in Rothbury (see Figure 11). There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the shoppers interviewed with 94% (of those travelling by car) finding it very or fairly easy (Figure 14). However, 35% of these shoppers felt that the availability of parking in the town centre was either poor or very poor. Appendix 2 also shows that 23 shoppers said parking in general was a problem. Rothbury also has insufficient bus connectivity, which is indicated by Figure 22 by the frequency and number of destinations reached from Rothbury. Despite this, all four shoppers that travelled into the town centre by bus on the day of the interviews also found it very or fairly easy to travel there. However, Figure 20 shows that this was not the case when looking at overall perception of the shoppers interviewed with less than one quarter of respondents rating the quality, regularity and destinations served by public transport negatively. These two findings appear to contradict; however it may be that the negative response to the perception of public transport was given by those who do not use it, or vice versa. Also, only there was only four of the shoppers interviewed travelled by bus which means that the sample size is very small and therefore the results are less likely to give a true representation of everyone who travels by bus from Rothbury. These two areas would need to be looked at more closely together to gain further insight on this matter.

When looking at retaining shopper spend, 7% of Rothbury residents shopped in Rothbury. 30% of expenditure was lost to Newcastle and a further 22% to
Alnwick (Figure 40). However, the current regeneration programmes may show that the percentage for Rothbury will increase in the next few years and there will be a reduction in leakage to surrounding centres.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Rothbury was in satisfactory health. Although there has been some negative responses from the shoppers’ surveys with regards to the retail offer in general, increasing the number of houses in the town centre should show hopefully show some improvements in forthcoming years and help retain more expenditure within the town centre.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Alnwick by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Rothbury Town Centre?

Parking

- Parking (13 responses)
- Lack of parking (3 responses)
- Not enough parking (2 responses)
- Difficult to find a parking place (2 responses)
- Parking - more spaces
- Parking for locals getting shopping in
- Parking is difficult, need a long term car park to free up s

Retail

- Lack of food shops
- Not enough food shops
- No charity shops
- Prices
- Too expensive
- Shop opening times

Other

- Too many cars
- Cyclists - 3 abreast banned
- Tourists
- Quality of roads/cycle paths
- A crossing
- Empty shops spoil "look"

Verbatim responses to ‘Q17 What improvements would you like to see to the retail offer in Rothbury?’

Food shops

- More food shops (4 responses)
- Food shops (2 responses)
- Another food shop
- Another foodstore
- Bigger food store
- Foods, more produce shops
- Another food store other than co-op
- Another supermarket (2 responses)
- Another supermarket, the one that is left has no competition
- Bigger Co-op
- Co-op too small
- A fish mongers
- Fresh fish shop

Cafes / restaurants

- More coffee shops (3 responses)
- Outside cafes
- Food outlet open in the evening (restaurant)
- Curry restaurant / takeaway
- Indian restaurant
- More restaurants

Mixture of shops

- Book shop, music shop, DVD rental
- Cheaper shoes, more food shops
- Children and gift shop
- Garage, petrol, charity shop
- M & S, Tesco
- More food shops and clothing

- Travel agents, charity shops

Other shops

- Book shop (3 responses)
- More charity shops (2 responses)
- DVD's and CD's
- Childrens shops

General retail

- Little shops - i.e. small businesses
- More small dealers
- No more chain stores
- Competitive prices
- Cheaper prices
- Walking guides

Clothes & shoe shops

- Shoe shops, clothes shops
- Children clothes shops
- Better quality clothes shops for different age groups
- Bit more boutique shopping

Other

- A dump for recycling large items, more charity shops.
- Another bank

Verbatim responses to ‘Q23 How would you make this town centre better?’

Parking

- Too much parking in town centre, residents and old people only parking
- More local parking for people who live here
- Residents parking
- Stop walkers parking in town centre all day outside shops, should park on Haugh car park
- Make town centre short stay parking, max 2hrs for shopping
- Long term parking by the river
- Improve parking - chevron parking
- Limited parking
- Regulated parking
- Resume free parking

Cafes / restaurants

- Bigger coffee shops
- Cafes
- Decent restaurant
- Outside eating

Appearance / cleanliness

- Keep litter tidy and brighten the town up, hanging baskets, shop front a bit brighter
- Need to improve litter collection
- More flower beds
- More flowers on main street
- More street lamps
- Better lighting

Traffic

- Get rid of the cars
- Get traffic cut
- Less cars

- Too many cars
- Traffic
- Traffic calming
- Sort out Whitinview junction

Other

- Advertise Rothbury
- Less houses built
- M&S
- No bikes on a Saturday or Sunday
- Improve cycle path
- Improve bus service
- Bistro's, better places to eat. a bus service
- Seats / picnic areas
- Sport for grandchildren - open the leisure facilities
- Safe activities to keep children busy at night.
- Swimming pool
- Repair pavement for when I use my wheelchair
- Improve accessability for gaining shop access
- A crossing
- Bring in more businesses to open up the shops

Verbatim responses – General comments

- The respondent would like to see a regular bus service to Alnwick, a choice to go to Alnwick school and traffic calming within their village

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Northumberland County Council

SEAHOUSES TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 110
Date: August 2009

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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EXECUTIVE SUMMARY

- 45% of the floorspace in Seahouses was for retail.
- Shopper's perceptions of the range of retail provision were fairly positive – 45% thought that Seahouses offered a wide choice of shops.
- Shoppers would like to see improvements with more choice and variety was needed, specifically clothes and food shops.
- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail.
- There was 6% vacant floorspace in Seahouses.
- 94% of shoppers interviewed found it very easy or fairly easy to travel into Seahouses town centre by car.
- 52% gave a poor or very poor rating for the availability of car parking spaces in Seahouses.
- Seahouses also has fairly good bus connectivity by the frequency and number of destinations reached from Seahouses.
- Just over half of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport in Seahouses as good or very good.
- 27% of Seahouses residents shopped in Seahouses. 37% of expenditure was lost to Alnwick, 12% to Berwick-upon-Tweed and 11% to Newcastle upon Tyne.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Seahouses on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to "Leading the Way", the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Berwick-upon-Tweed, Amble, Ashington, Bedlington, Belford, Berwick-upon-Tweed upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses, Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

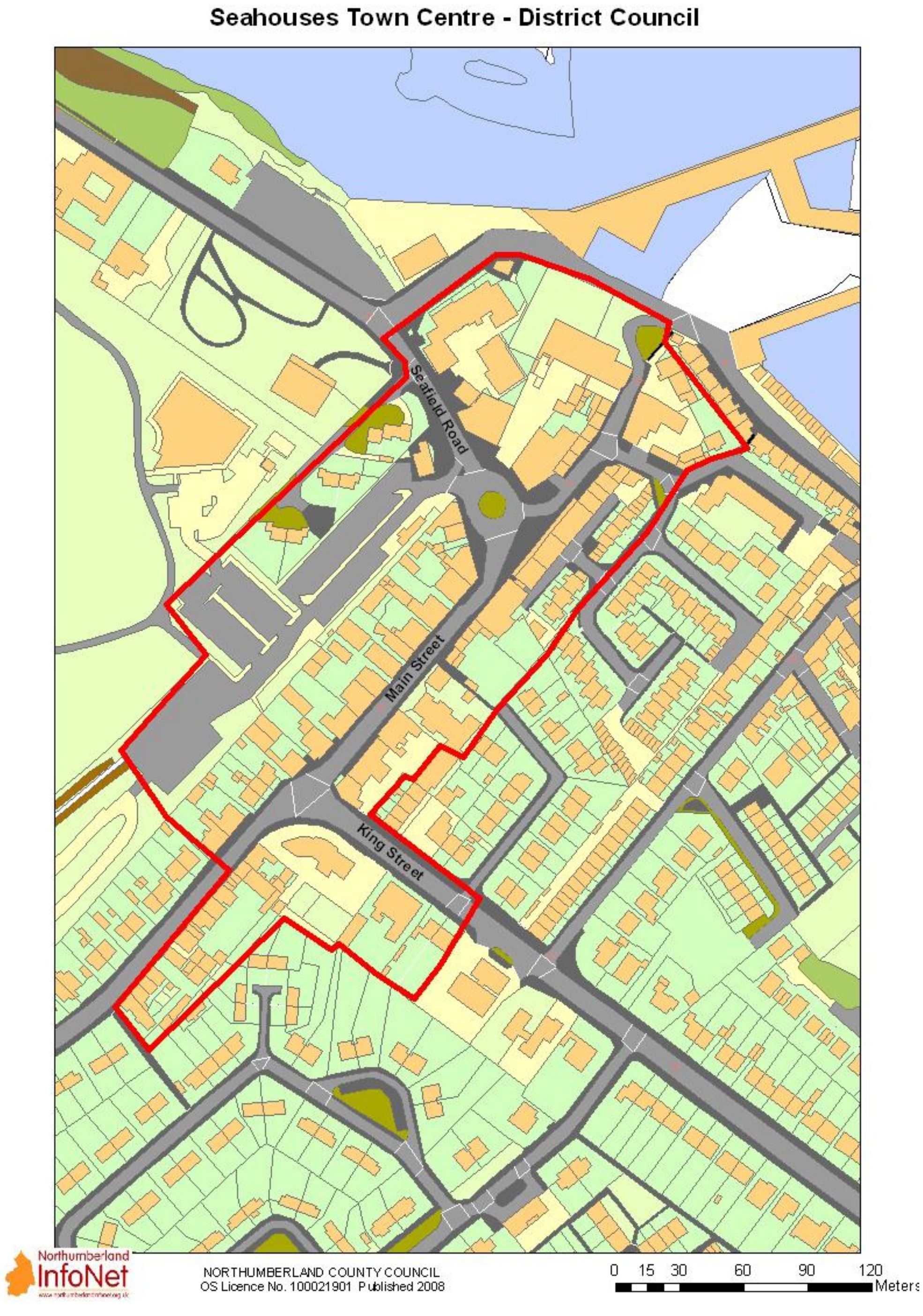
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Seahouses's Town Centre Boundary

Throughout this report there are two different boundaries for Seahouses Town Centre that will be used depending on the section: the town centre boundary as defined by the former Berwick-upon-Tweed Borough Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

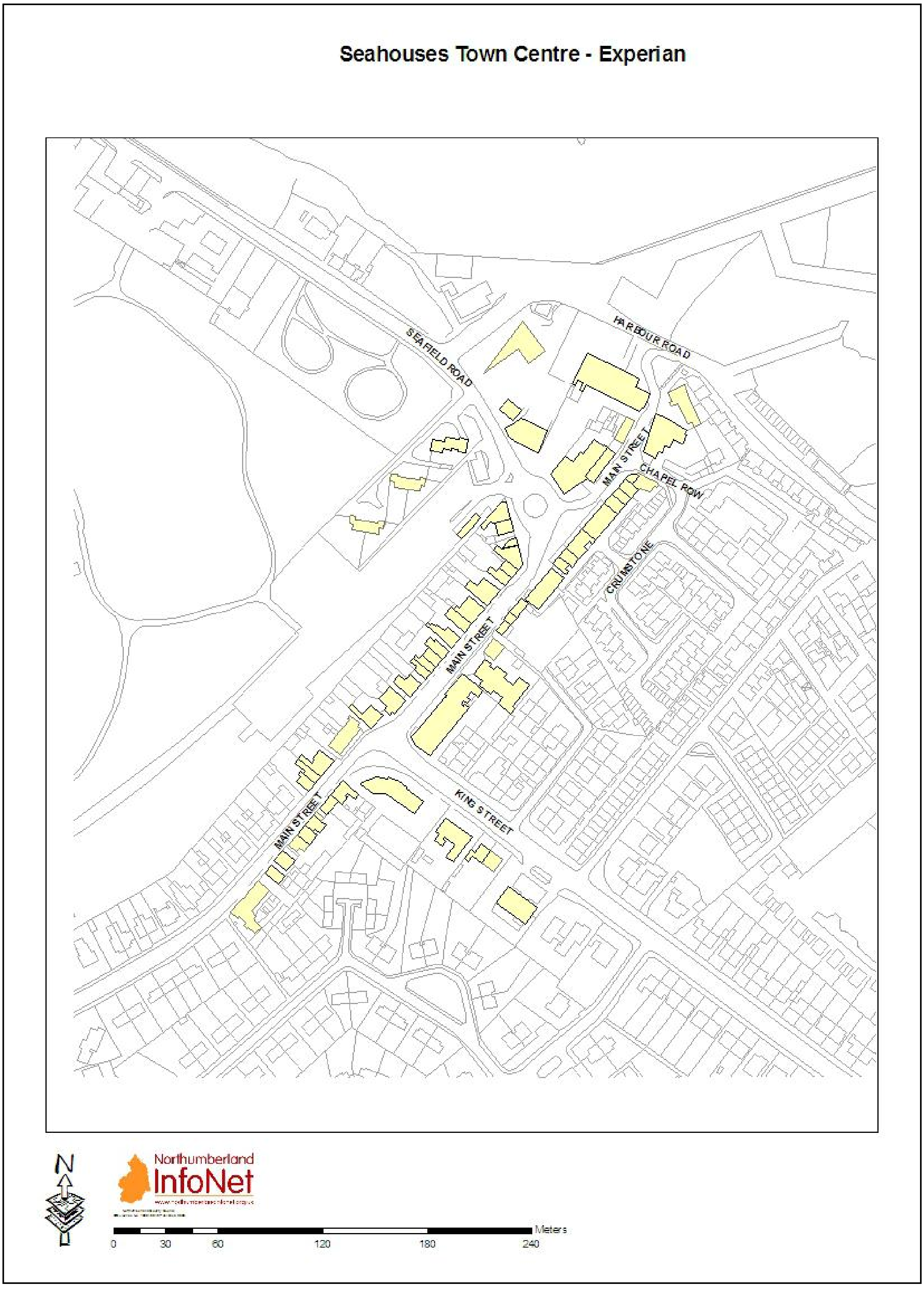
The area of Seahouses Town Centre in relation to the District Council boundary is 48,647.61 m^2.

Figure 1: Boundary for Seahouses Town Centre (District Council)



Source: Berwick-upon-Tweed Borough Council

Figure 2: Boundary for Seahouses Town Centre (Experian)



Source: Experian

2.2 Seahouses' Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): Seahouses is a small harbour town, and a bustling holiday resort in the summer months. The local population of around 1,800 is vastly out-numbered in the holiday season, with visitors attracted to the many caravan parks and holiday cottages nearby. Seahouses serves as the local service centre for a wide rural area, providing schools, shops, library and health centre

2.3 History and Development of Seahouses

Seahouses lies on the edge of the North Sea in mid-Northumberland, approximately 8 miles south-east of Belford, and 15 miles north of Alnwick. It is the largest settlement in the Northumberland Coast Area of Outstanding Natural Beauty.

Seahouses was originally the 'sea houses' part of North Sunderland. However, it has grown over the years and is now the dominant settlement. The key feature of the town is the harbour (1780's) which was originally built for exporting lime - a key industry at the time. Mines to the west and north of the town provided the coal for burning the lime. In 1859, a lifeboat station was established, which is still in use today.

The lime kilns were closed in 1860, which coincided with the growth of the fishing industry. Herring fishing and curing became increasingly important and in the 1880's, the harbour was expanded to cater for the growing fishing trade. However, in the 20th century, the fishing industry declined, and many of the former fishing boats moved to tourism, offering visitors the opportunity to explore the Farne Islands located 3 miles offshore. Seahouses has become known as the 'Gateway to the Farne Islands'.

Visitor numbers increased further when Seahouses became the north east terminus of the North Sunderland Railway in 1898, linking up with the East Coast Main Line at Chathill. The line closed in 1951.

Today, tourism is the main industry in Seahouses, with the number of visitors estimated to treble the ‘population’ (around 1,800 in the North Sunderland ward according to the 2001 Census) during the summer months. As well as trips to the Farne islands, Seahouses is also well known for it’s fish & chips, and it’s Coxon’s ice cream. There is a wide range of shops and services in the town, many of which are aimed at tourists. Seahouses is also home to Seahouses Golf Club, and the Seafield Ocean Club, which contains a pool, a fitness suite and a health and beauty suite. In addition, a crazy golf course is located near the harbour. An outdoor market is held every Friday in one of the car parks.

Seahouses Festival has been running since 1999. This year, the theme will be the natural environment of the area. In August 2008, Seahouses was the start point for the Great North Bike Ride in which 1,800 cyclists took part.

3.0 DIVERSITY OF USES

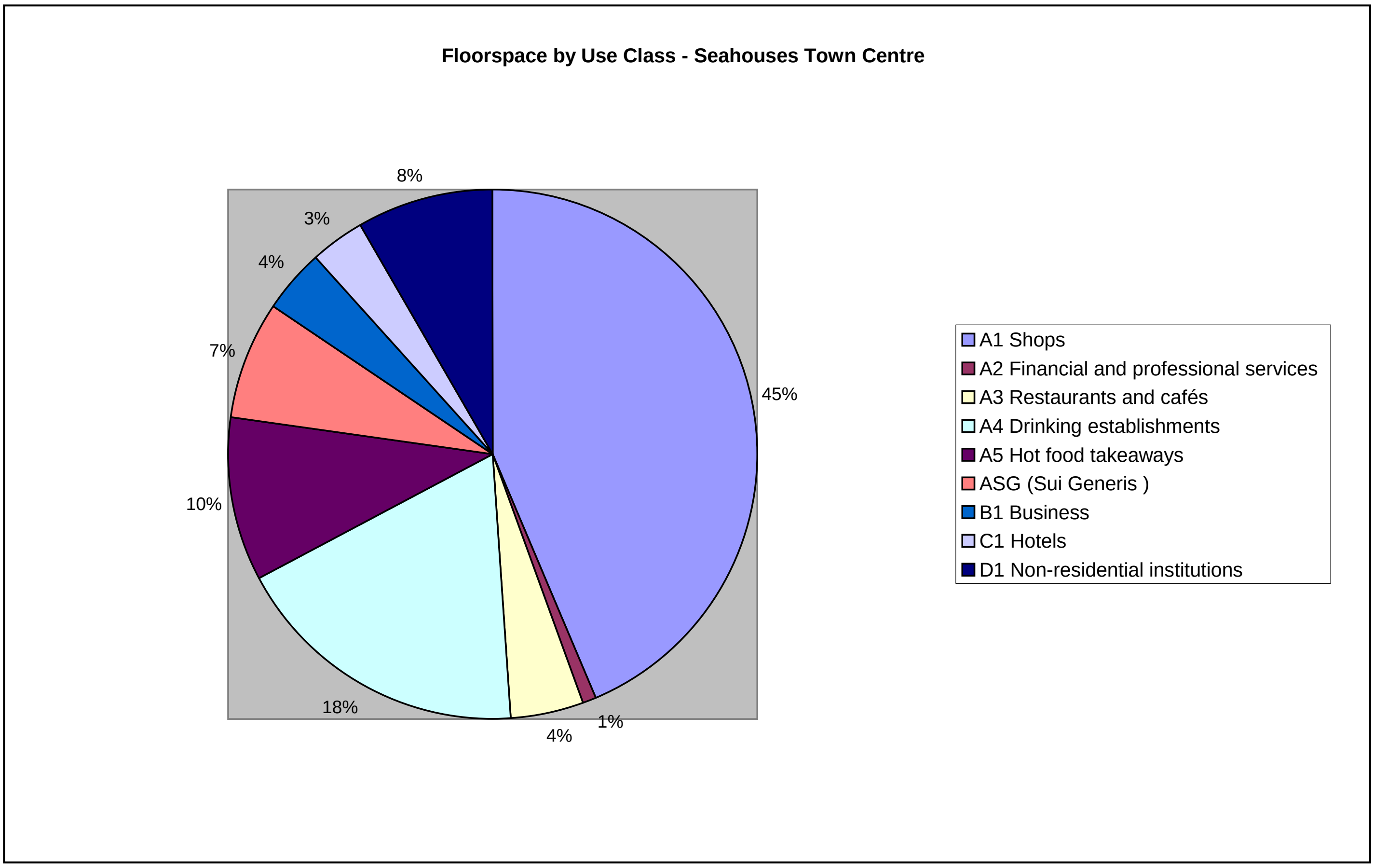
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Seahouses Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Seahouses.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

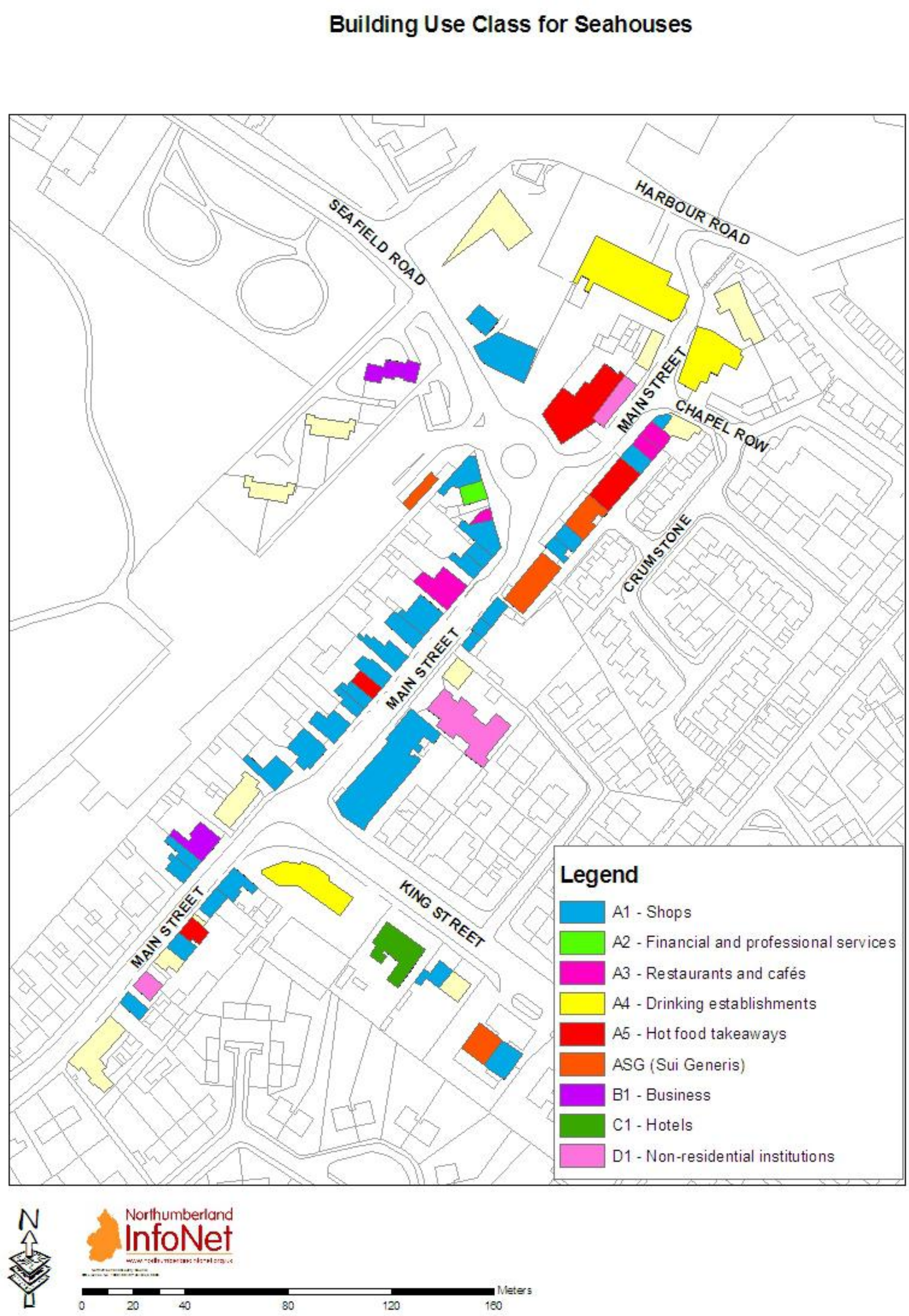
Figure 3 shows that just under half (45%) of the floorspace in Seahouses Town Centre are classed as shops. Drinking establishments account for 18% of the floorspace in Seahouses, with hot food takeaways occupying 10%.

Figure 3: Floorspace by Use Class



Source: Experian, August 2008

Figure 4: Building Use class for Seahouses Town Centre



Source: Experian, August 2008

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the centre of Main Street which is the main street. Hotels, hot food takeaways and businesses are largely situated on the edge of the town centre, whereas restaurants and cafes are more evenly distributed through the town.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that take place in Seahouses throughout the year. St Cuthbert's Outdoor Activity Festival on 5th September which is a themed Boat Trip starting at Seahouses Harbour to the Farne islands, 3hrs (includes 1 hour landing). The Seahouses Festival is held from 19th- 21st June, the festival is a community based event celebrating the diversity and distinctiveness of life on the Northumberland Coast. The event will include music, art and film and takes place in various areas around the town, Main Stage on Harbour Hill, Methodist Church on Main Street, Seafield Gardens by crazy golf and at The Olde Ship Hotel, Harbour Hill. A Whale, Dolphin and Seabird cruise is a 4 hour cruise in the North Sea off the Northumberland coast, the cruise has several experienced guides on board.

3.3 Satisfaction with the range of provision – retail

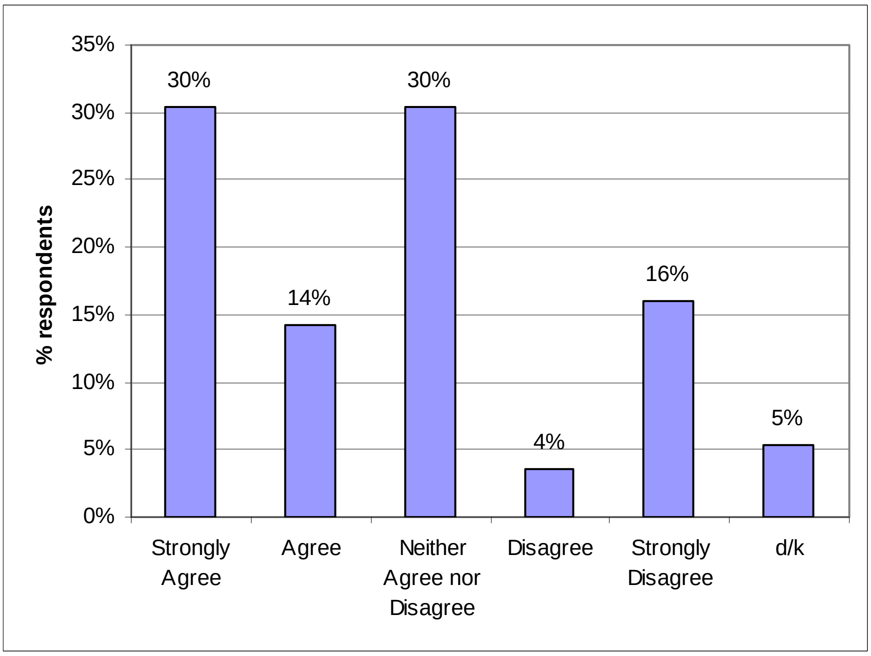
Question 14 in the Seahouses Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Seahouses offers a wide choice of quality shops"?

The level of agreement with this statement was considerably higher than the level of disagreement (45% vs. 20% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Seahouses offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys, November 2008

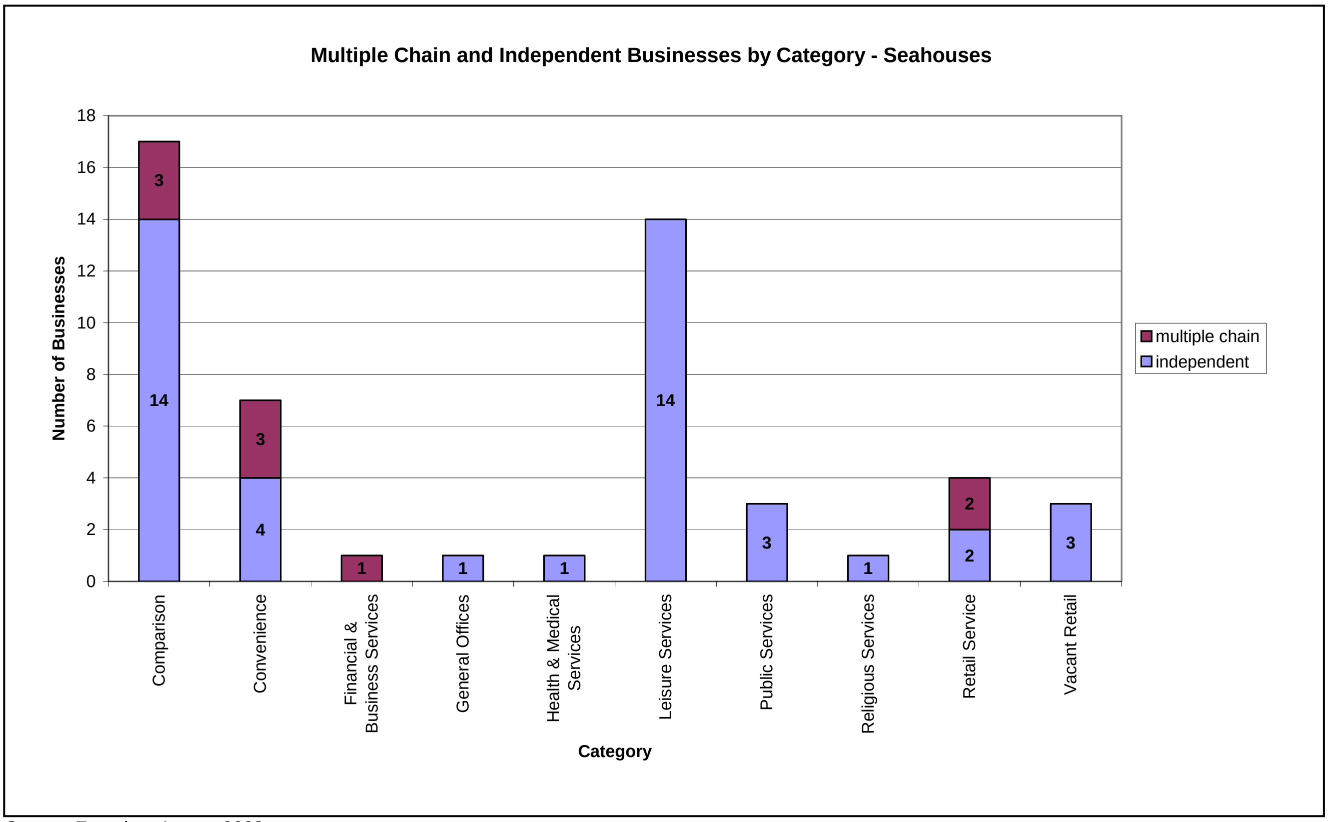
Base: 56 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Seahouses



Source: Experian, August 2008

Figure 6 shows that in Seahouses town centre, the majority of businesses are comparison retail (14 independent, 3 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 14 of which are independent. There are 7 convenience retail premises and 4 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Seahouses Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Seahouses Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.” 2

6.1 Zone A Rental Information

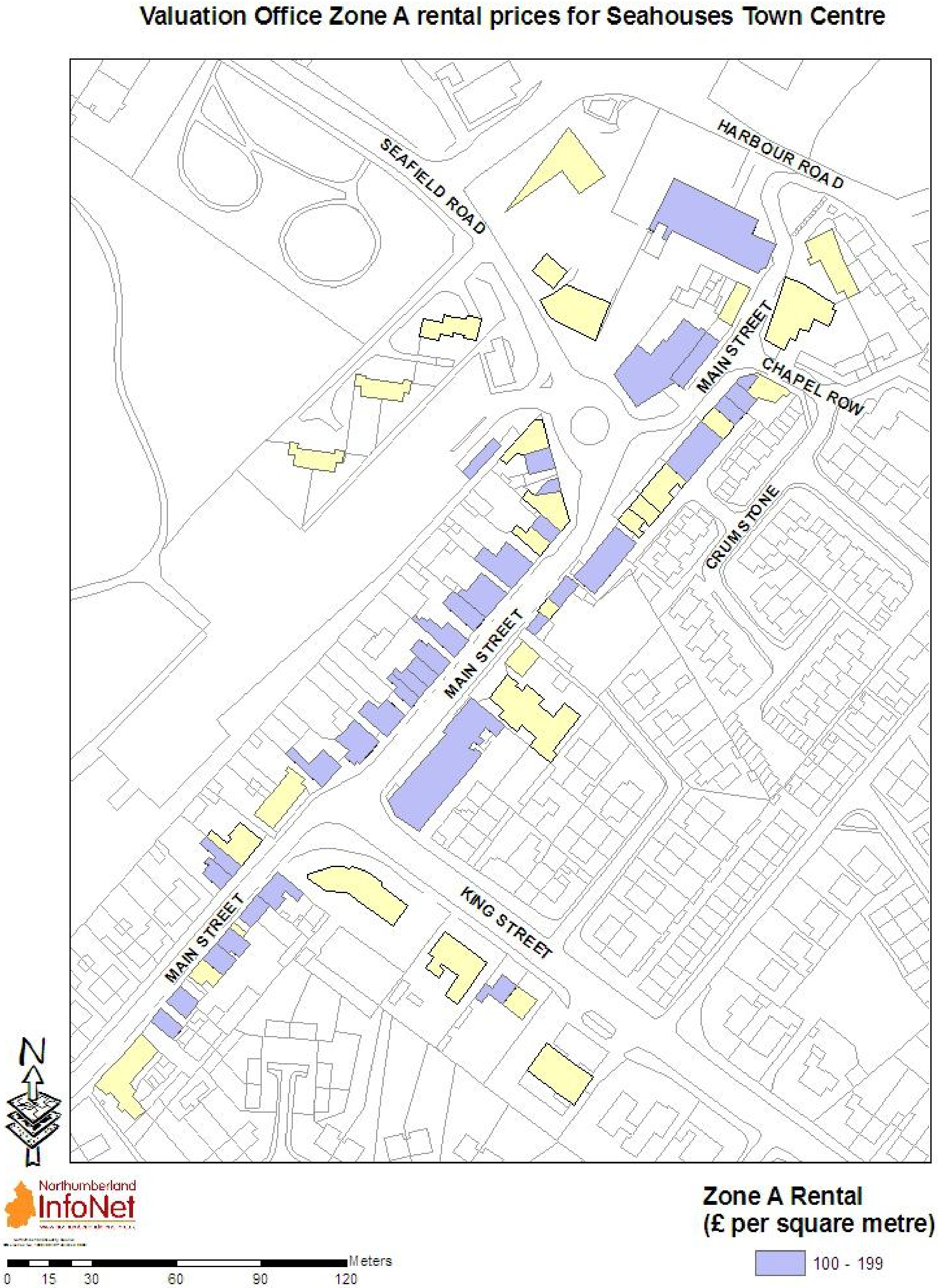
“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as “unknown” on Figure 7. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Seahouses Town Centre



Source: Valuation Office

Figure 7 shows that all of the properties for which Zone A rental information is known in Seahouses, are valued at £100 - £199 per m², and are largely situated on Main Street.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [1] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[2]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

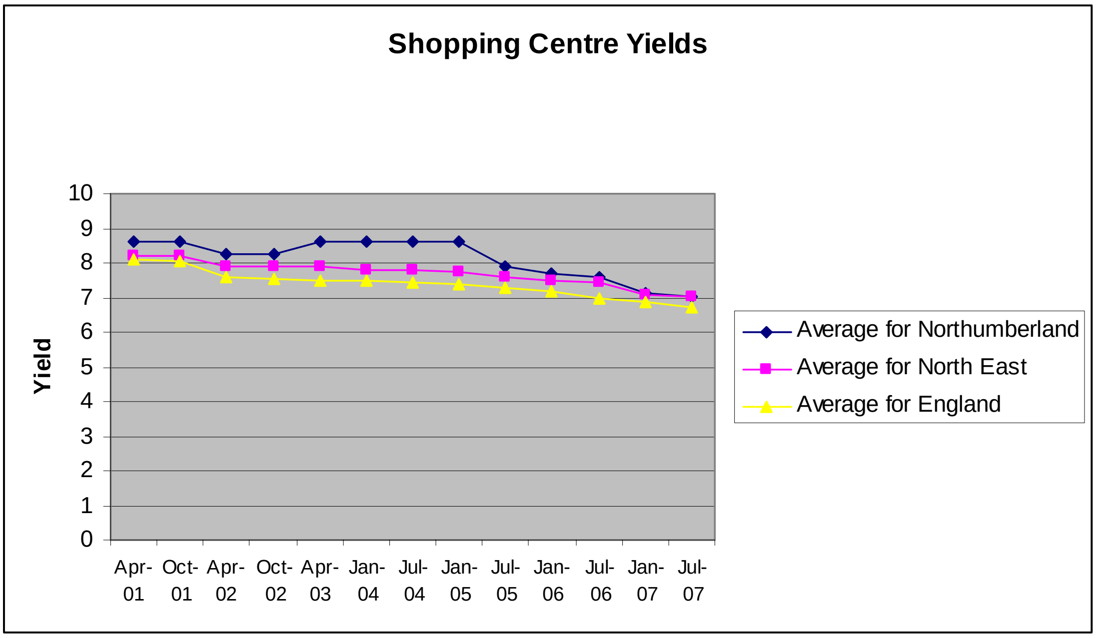
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Berwick-upon-Tweed, Ashington, Berwick-upon-Tweed upon Tweed, Blyth and Hexham.

There is therefore no available data for Seahouses, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

[1] www.voa.gov.uk
[2] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



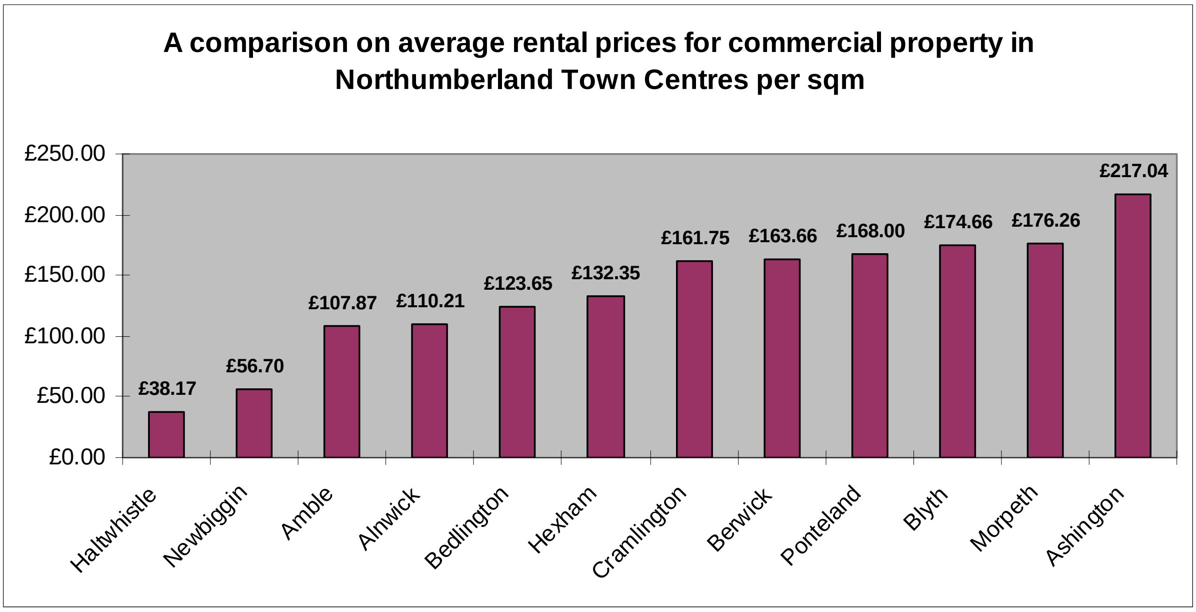
Source: Valuation Office (www.voa.gov.uk), July 2008

The graph (Figure 8) shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rates for vacant commercial property in Northumberland are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and do not take the rental prices of buildings that were occupied throughout this period into consideration. As there were no properties in Seahouses listed as vacant on the Northumberland Property Database, there was no available rental information for Seahouses. However, Figure 9 shows the average rental prices for 12 of Northumberland's town centres. Ashington has the highest rent at £217.04 per square metre and Haltwhistle has the lowest rent at £38.17 per square metre.

Figure 9: Average rental prices for commercial property in Northumberland Town Centres



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Seahouses town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the street within Seahouses Town Centre with the most vacant premises is Seafield Road with 14% of premises vacant.
Main Street was ranked 2nd when looking at number of vacant buildings with 5%.
Similarly, when looking at vacancy rates in terms of floorspace, Seafield Road and Main Street had the highest amount of floorspace but with 10% and 2% of floorspace free respectively.

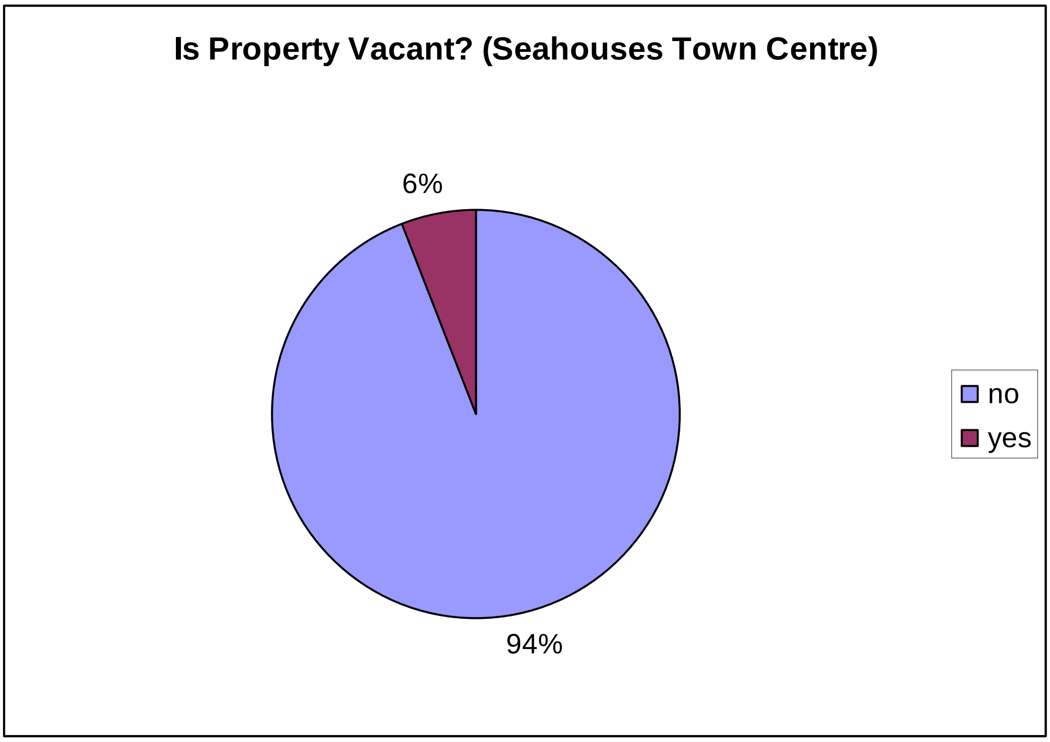
Figure 11 shows that in Seahouses Town Centre, there were 94% of occupied premises and 6% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
SEAFIELD ROAD	14%	1	10%	1
MAIN STREET	5%	2	2%	2
KING STREET	0%	3	0%	3

Source: Experian, August 2008

Figure 11: Is a Property Vacant



Source: Experian, August 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Seahouses town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Seahouses Town Centre in November 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 13th November, Friday 14th November and Saturday 15th November 2008. They were carried out by interviewers at two "access points" within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical (out of tourist season) Saturday in Seahouses town centre is around 440, although this will obviously vary depending on the time of year. The data suggests that the footfall on a Thursday is considerably higher (around 600) and slightly lower on a Friday, despite being Market Day.

Figure 12: Estimated daily footfall in Seahouses Town Centre

	Estimated daily footfall[3]		
Location	**Thursday**	**Friday (Market Day)**	**Saturday**
Northumbrian Hamper, Main Street	180	216	204
Co-op, Main Street	420	204	240
Total	600	420	444

Source: Northumberland Footfall Counts

[3] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

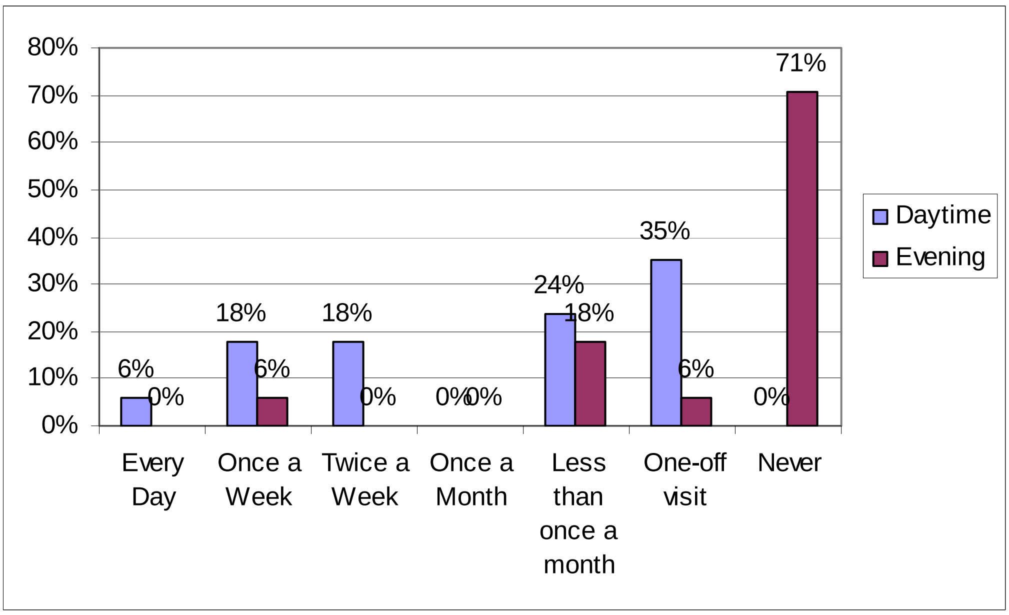
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Seahouses town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

17 respondents (30%) travelled into Seahouses by car on the day of the interview. 41% of these said that they go into Seahouses at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 6% in the evenings (Figure 13).

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



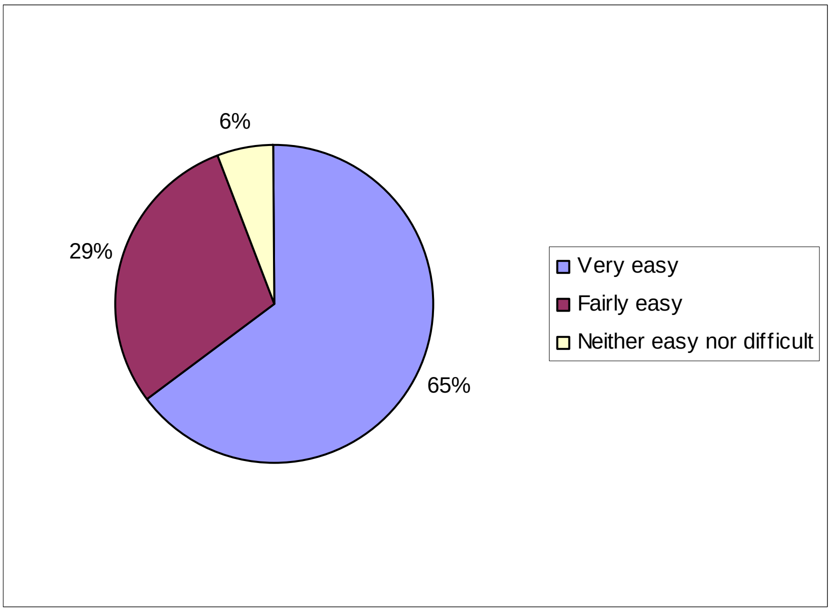
Source: Northumberland Infonet Shopper Questionnaires

Base: 17 for daytime; 17 for evening

All but one of these respondents found it very easy or fairly easy to travel into the centre (65% very easy; 29% fairly easy). The other respondent found it neither easy nor difficult (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Seahouses town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 17

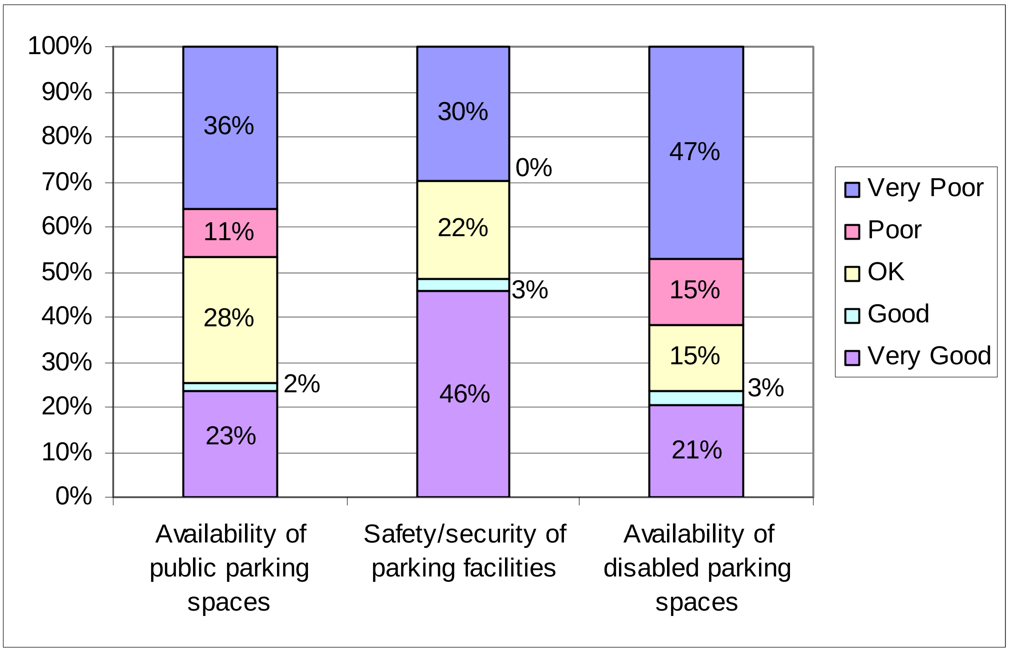
9.2 Access to car parking

The availability of parking spaces in Seahouses was not rated very highly (Figure 15). Only 26% and 24% of respondents gave a good or very good rating for public parking spaces and disabled parking spaces respectively. For the latter, nearly half (47%) of the respondents that rated this aspect gave it a ‘very poor’ rating.

The safety/security of parking facilities was rated considerably better with nearly half of respondents rating it as good or very good. Nearly all of these were ‘very good’ ratings. However, 30% still gave a ‘very poor’ rating.

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base : 34 to 47 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Parking was mentioned by a few people when asked what the main problems were with the shopping experience in Seahouses town centre:

- "Parking" (2 responses).
- "Lack of parking".

More related comments were also made when asked what improvements the respondent would like to see to the retail offer in Seahouses:

- "Able to park outside shops - you have to pay to shop at the co-op".
- "Be able to park outside the CO-OP".
- "Better parking" (2 responses).
- "Do something about the parking outside of the shops".

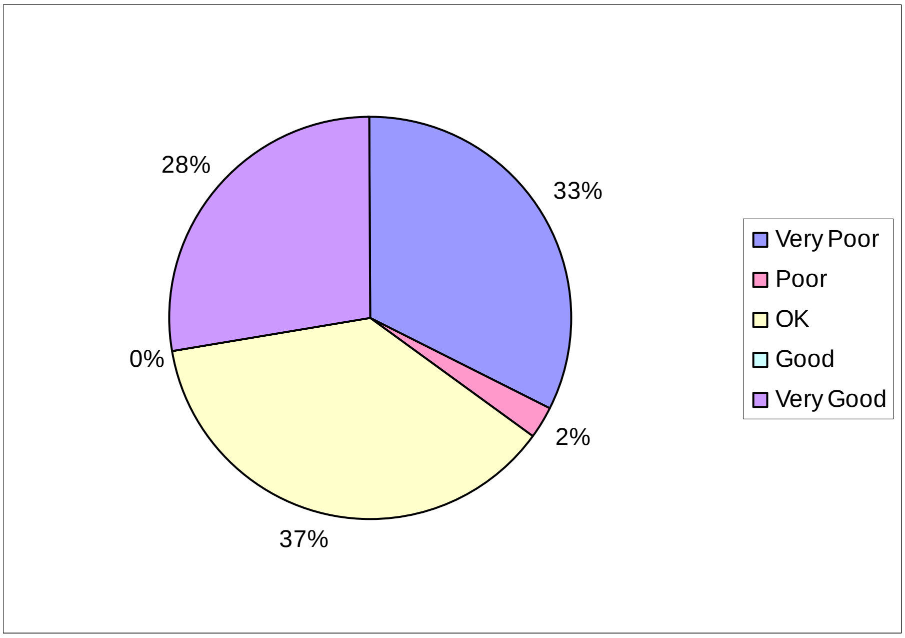
One quarter of respondents said that, in order to make the town centre better, they would improve the parking. A comment was also made: "stop people parking on double yellow lines"

9.3 Cost of parking

The cost of parking in Seahouses was not rated very highly. Only 28% of respondents gave a positive rating, whereas 35% gave a negative rating (Figure 16).

Figure 16: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 43 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Seahouses's Car parks

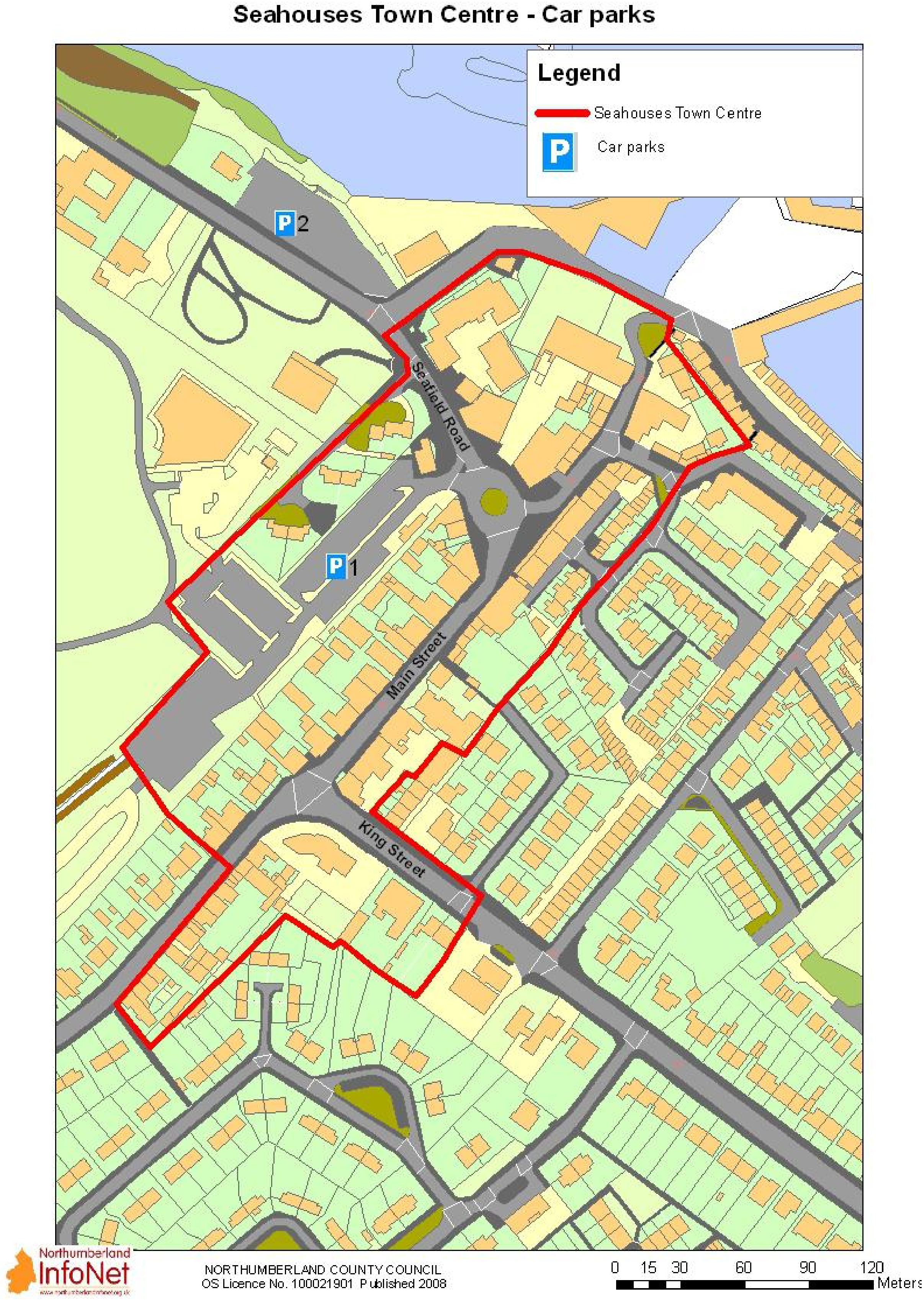
Figures 17 and 18 show the location of car parks within and surrounding Seahouses Town Centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Old Station Yard	£0.50	Surface Car Park	164	short stay		Yes	The Parking Partnership - Joint permit with Berwick-upon-Tweed District Council and Castle Morpeth Borough Council, permits are valid in the Berwick-upon-Tweed-upon-Tweed
2	Seafield Road							

Source: Northumberland County Council and Transport Direct

Figure 18: Location of Car Parks



Source: Brerwick District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Seahouses to surrounding towns and villages are listed below.

Figure 19: Destination and Frequency of Buses from Seahouses

Destination	Mon - Fri	Sat	Sun
Alnwick	Approx 2 in 2 hours	9 per day	7 per day
Bamburgh	Approx 1 per hour	Approx 1 per hour	5 per day
Beadnell	Approx 2 in 2 hours	Approx 2 in 2 hours	7 per day
Beal	7 per day	Approx 1 per hour	None
Belford	Approx 1 per hour	Approx 1 per hour	2 per day
Berwick Upon Tweed	Approx 1 per hour	Approx 1 per hour	None
Budle	Approx 1 per hour	Approx 1 per hour	2 per day
Craster	Approx 2 in 2 hours	Approx 2 in 2 hours	7 per day
Denwick	3 per day	2 per day	4 per day
Embleton	Approx 2 in 2 hours	Approx 2 in 2 hours	7 per day
Haggerston	Approx 1 per hour	Approx 1 per hour	None
Howick	2 per day	2 per day	4 per day
Longhoughton Spa	Approx 1 per 2 hours	Approx 1 per 2 hours	7 per day
Newcastle upon Tyne	5 per day	5 per day	3 per day
Scremerston	Approx 1 per hour	Approx 1 per hour	None
Warenmill	Approx 1 per hour	Approx 1 per hour	2 per day

Source: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

Only 4 respondents (7%) travelled into Seahouses town centre by bus on the day of the interview. All of these said that they travel into the town centre either less than once a month or for a one-off visit during the daytime, and less than once a month or never during the evenings.

All of these respondents found it very easy to travel into the centre.

9.7 Train Connectivity

There is no train access to Seahouses.

9.8 Shoppers travelling to town by train

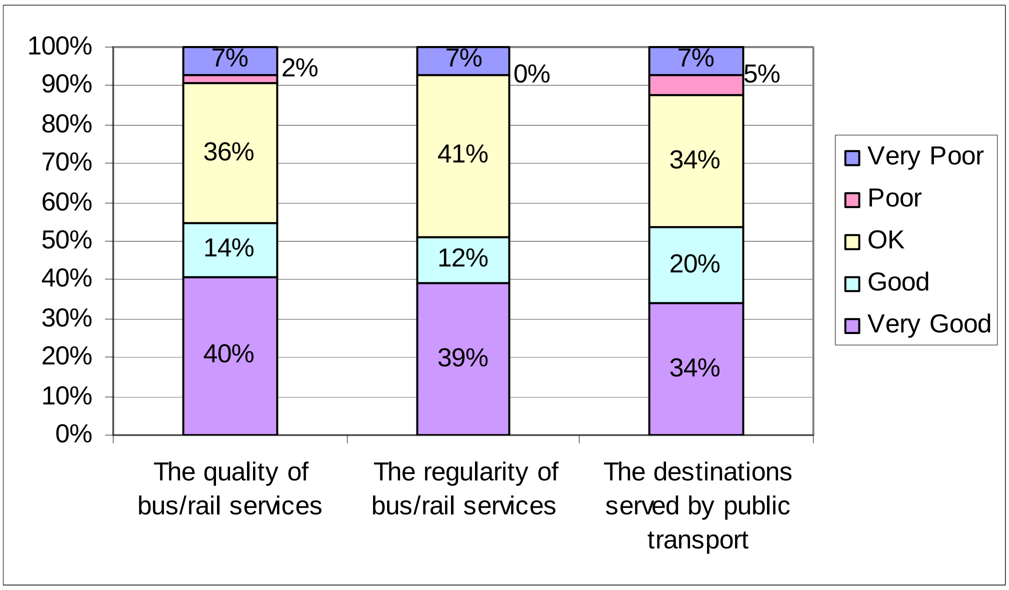
There is no train access to Seahouses.

9.9 Perception of Public Transport Services

Just over half of the respondents gave a positive rating for the quality of bus/rail services, the regularity of bus/rail services and the destinations served by public transport. Less than 13% gave a negative rating for each aspect (Figure 20).

Figure 20: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base : 41 to 42 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

13% of respondents said that road safety was one of the main problems in Seahouses. The quality of footpaths was also seen to be a problem by one person. In addition, a comment made was that there are "no crossings".

When asked how they would make the town centre better, one person said that the accessibility needs to be improved. Another person said that there needed to be a “child crossing”.

A further comment made was that there should be “safer roads for shoppers”.

9.11 Origin and method of travel of Shoppers Interviewed

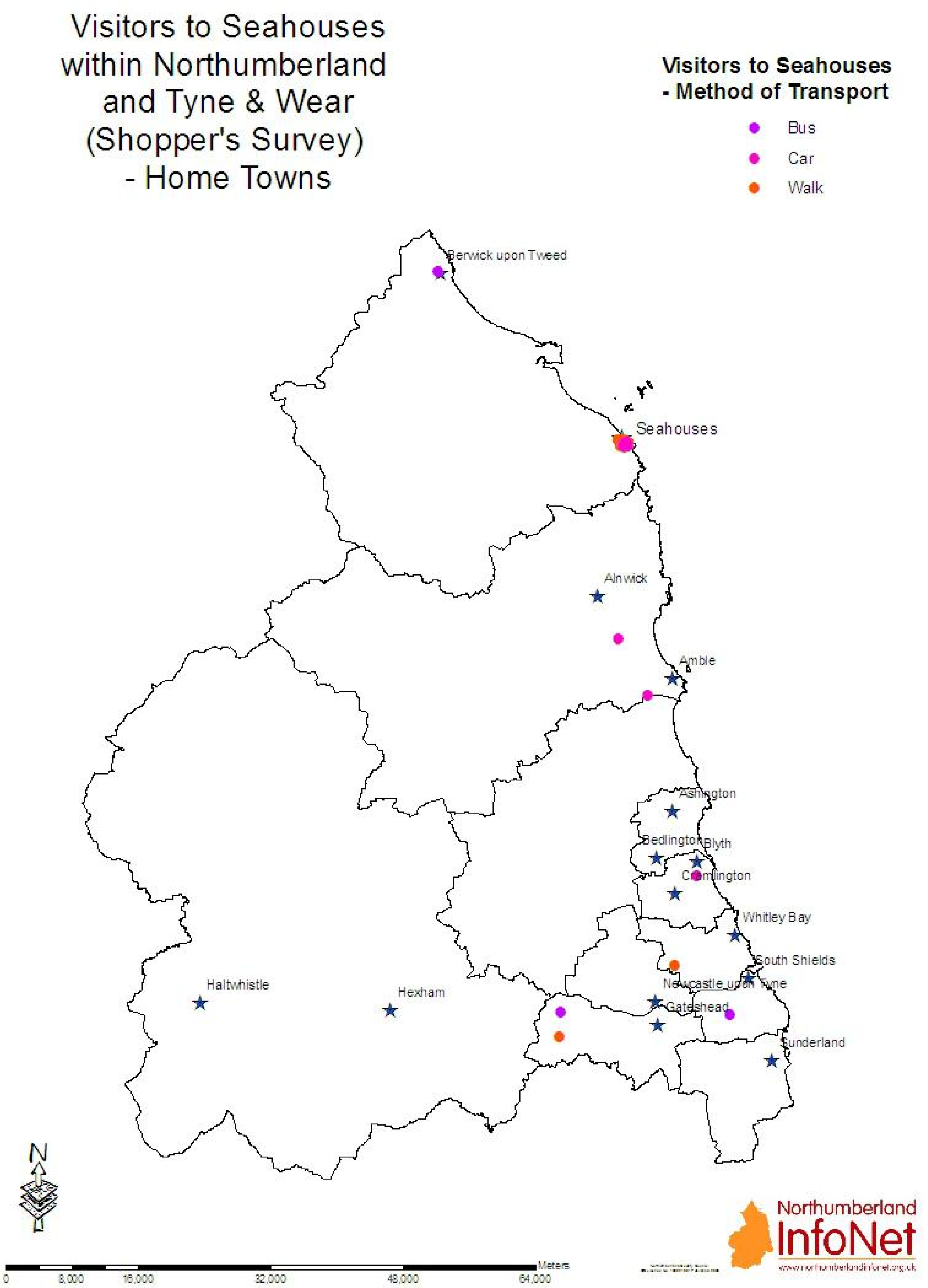
As Figure 21 shows, most of the respondents from the Seahouses Shopper Survey live in the former Berwick-upon-Tweed District, with a large proportion living in or around Seahouses itself. The remaining respondents came elsewhere in Northumberland or Tyne & Wear.

A large proportion of the respondents that live in or around Seahouses travelled in by walking. The majority remainder of these respondents along with those that lived further away travelled by car.

The remaining few respondents were from the north of England and Scotland. Most of these travelled into Seahouses by car (Figure 22).

Figure 21: Visitors to Seahouses within Northumberland and Tyne and Wear

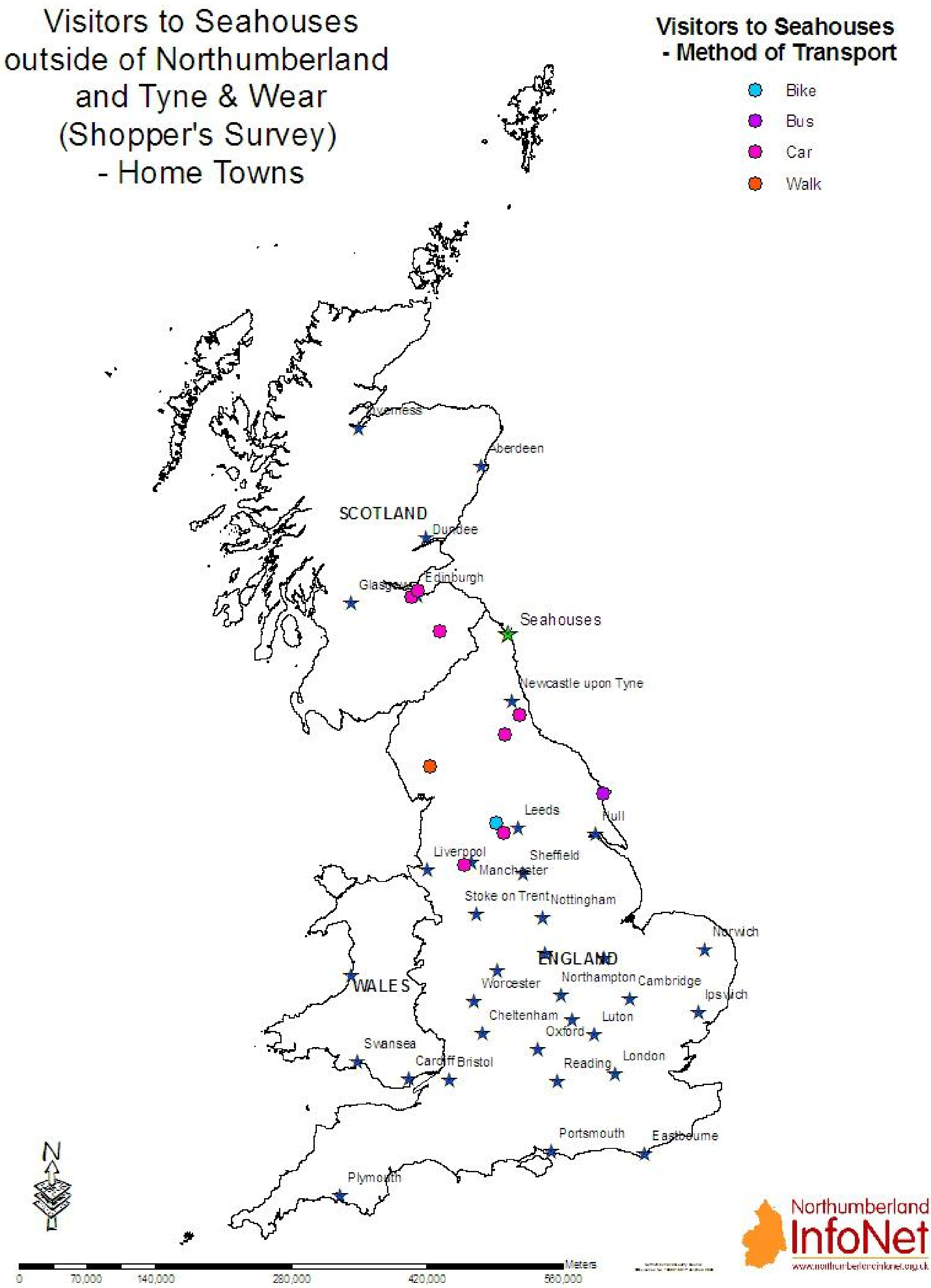
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 22: Visitors to Seahouses outside Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Seahouses:

- A new apartment block on the seafront.
- Replacement of the Viking amusement centre.
- A new café pavilion on seafront.
- A new swimming pool and small leisure centre at the caravan park in the town.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no related comments were made.

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

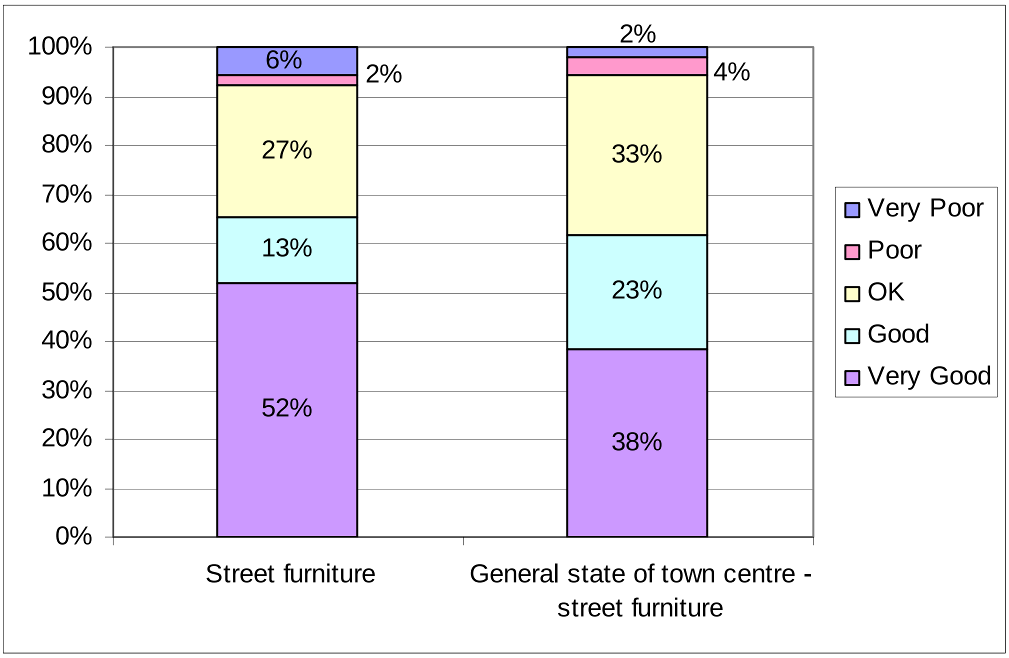
Street Furniture

Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture (Figure 23).

Ratings for both questions were fairly similar, with both questions receiving positive ratings from over 60% of respondents. The general state of the street furniture received a slightly lower rating than the street furniture itself.

Figure 23: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

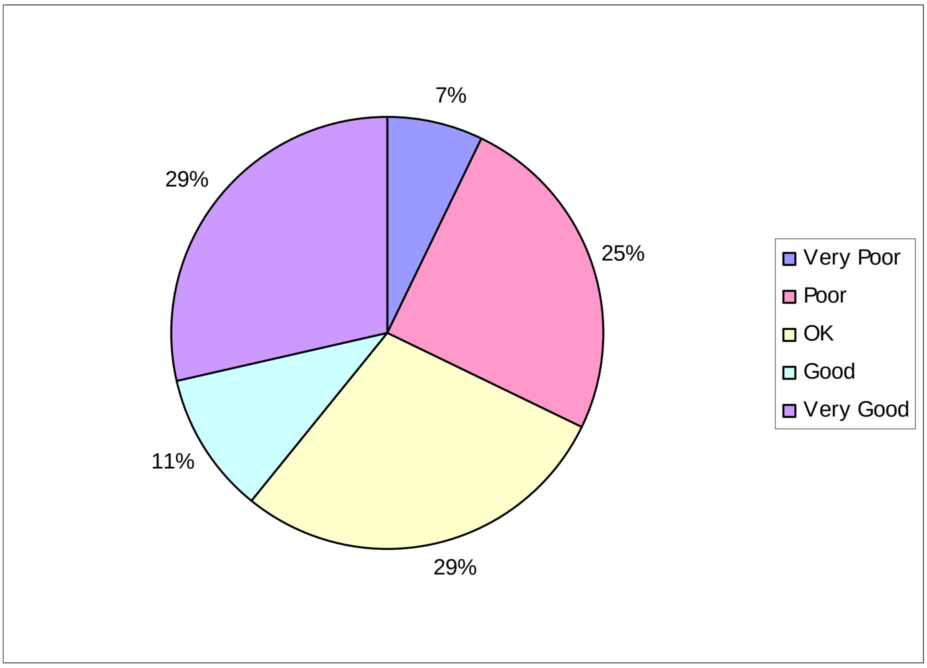
Base : 52 respondents for both question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

Nearly half (49%) of the respondents didn't feel able to rate the parks and open spaces in Seahouses. Of the ones that did, 39% gave a good or very good rating, and 32% a poor or very poor rating (Figure 24).

Figure 24: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

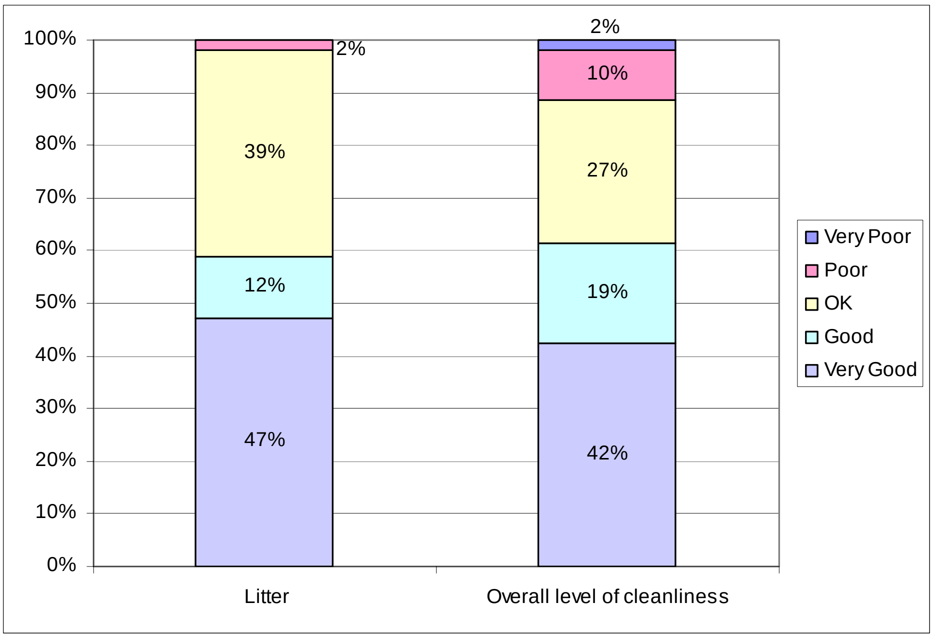
Base : 28 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

Around 60% of respondents gave a good or very good rating for the litter in Seahouses and the overall level of cleanliness (Figure 25).

Figure 25: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 51 respondents (litter); 52 responses (cleanliness); (note: this excludes those respondents that gave a ‘don’t know’ response)

Two related comments were also noted:

- “Need bins for dog faeces”.
- “More bins”.
- “Cleaner streets…”.

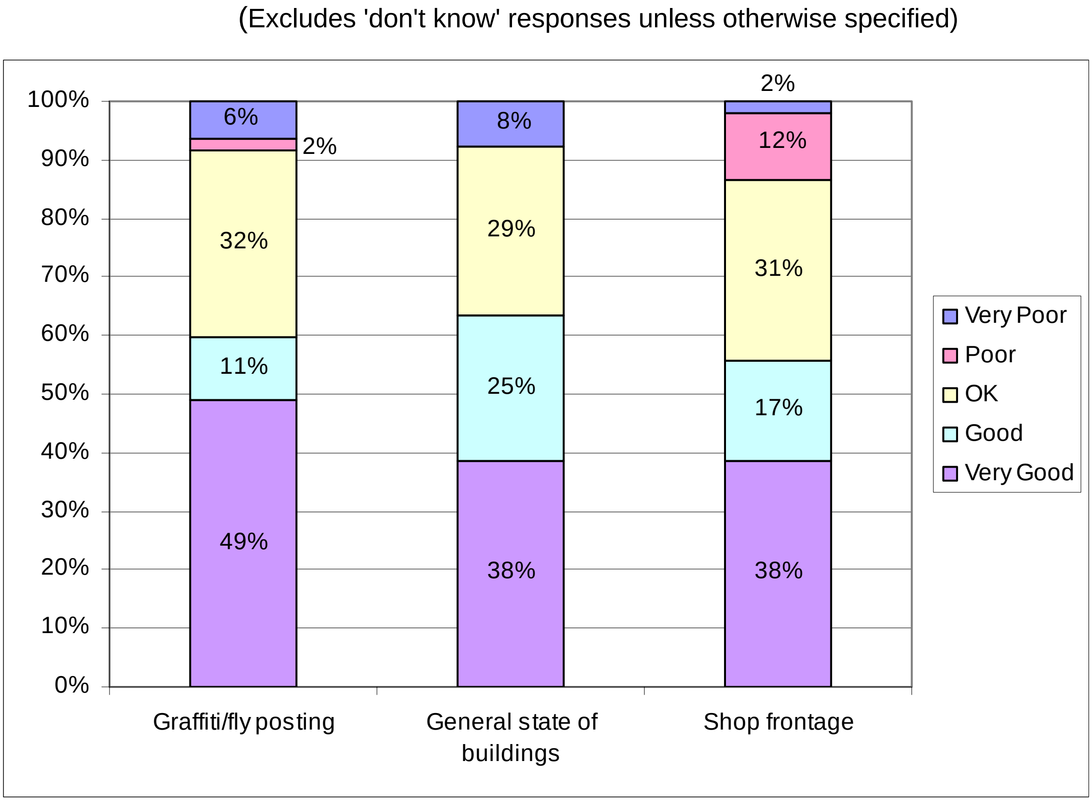
10.2.4 General Appearance of the Town

Over half of respondents gave a positive rating for the general state of the town with regard to graffiti/fly posting, the general state of the buildings and the shop frontage.

The aspect receiving the highest proportion of positive ratings and the lowest proportion of negative ratings was the general state of the buildings (63% and 8% respectively).

Two respondents said that, to improve the retail offer and to make the town centre better, the shop frontage should be renovated. One of these also said that it needs “modernising”. Another respondent made the comment, “get rid of new apartments near the sea front as they look monstrous” (Figure 26).

Figure 26: Ratings given for the appearance of the town



Source: Northumberland Infonet Shopper Questionnaires

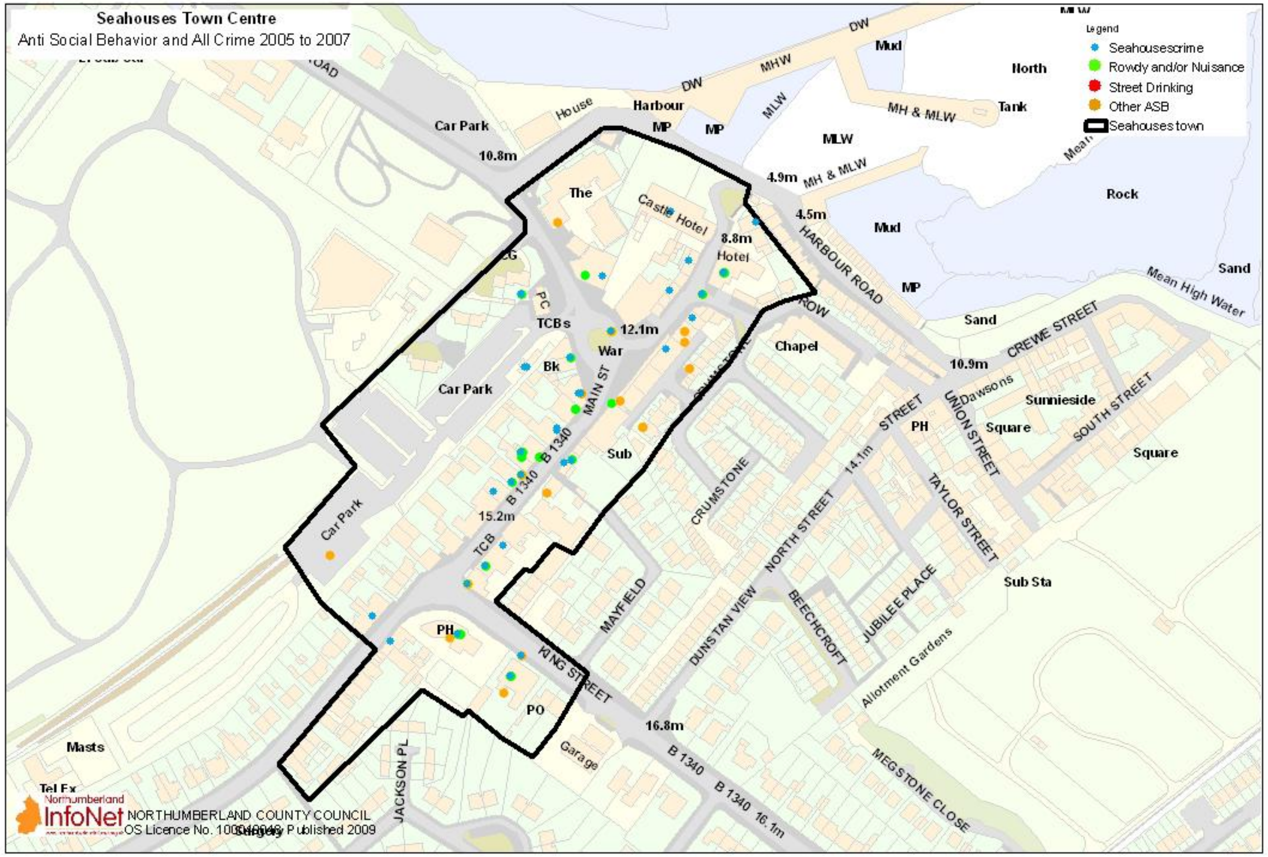
Base : 47 to 52 respondents; (note: this excludes those respondents that gave a 'don't know' response)

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

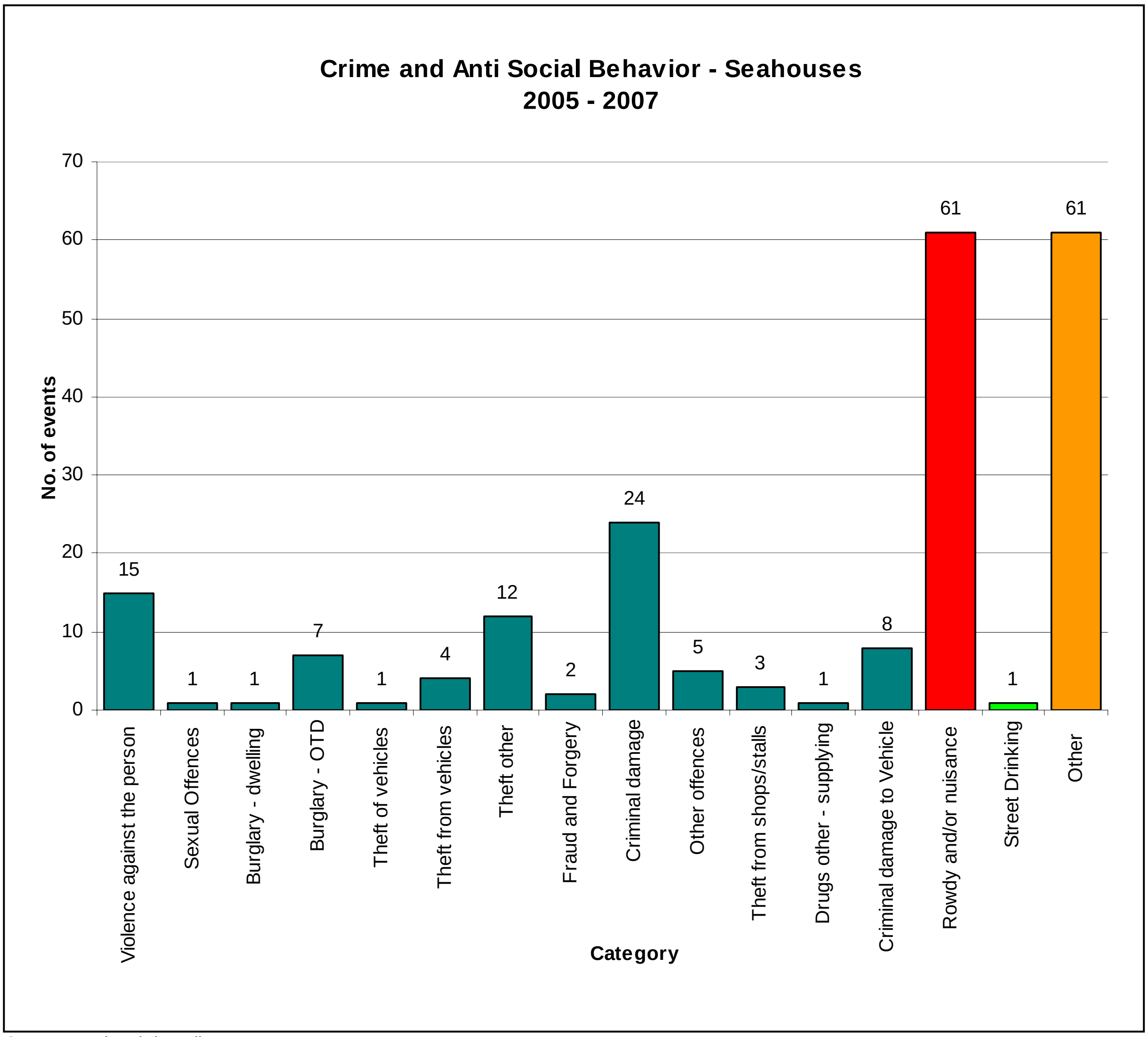
11.1 Analysis of Reported Crimes

Figure 27: Analysis of Reported Crimes



Source: Northumbria Police

Figure 28: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figure 27, it is clear to see that the majority of crime in Seahouses in 2005 – 2007 occurred on Main Street and the main type of crime or anti social behaviour here was “rowdy and/ or nuisance” of which there were 61 occurrences in total within the town centre.

Looking at the chart (Figure 28), the types of crime have been broken down further. The most frequent type of crime occurring in Seahouses Town Centre between 2005 and 2007 was criminal damage of which there were 24 occurrences. The 2nd most frequent type of crime was “violence/offences against the person” of which there were 15 occurrences.

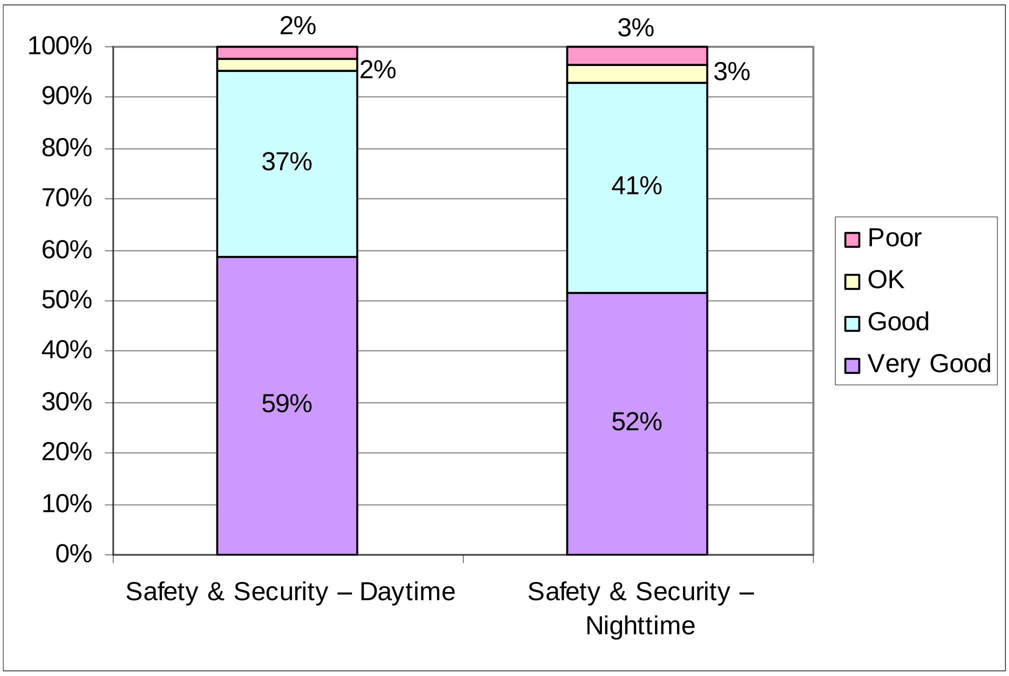
11.2 Perception or Fear of Crime

Two people (4%) said that the safety/security should be improved in order to make the town centre better.

Respondents were also asked to rate safety/security during the daytime and the night-time. The ratings were very positive for both daytime and night-time (over 93% of respondents in each case rated it as good or very good) (Figure 29).

Figure 29: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 41 respondents (daytime); 29 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

As can be seen in section 9.2, 49% of respondents felt that the safety/security of the parking facilities was good/very good, and 30% thought it was poor or very poor.

11.3 Initiatives to Address Town Centre-Related Crime

According to the Berwick-upon-Tweed Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Berwick-upon-Tweed District (September 2008):

- Berwick-upon-Tweed Borough CDRP has developed a labelling scheme to tackle the sale of alcohol to persons under the age of 18. Can identify offending premises through use of special barcodes on the labels. The Project is called “Bar None”, currently in the pilot phase and is trialling with Off License premises.

- Headteachers from: Berwick-upon-Tweed High School; Berwick-upon-Tweed Middle; Tweedmouth Middle; Belford Middle; Glendale Middle, Wooler; and Seahouses Middle have been invited to a series of meetings in order to explore:
    - Engaging in local community issues
    - Exploring the options to create safer and greener communities
    - Developing a preventative approach that includes support, effective communication and publicity in order to address community issues in a pro-social manner
    - Encouraging local individual and collective responsibility and accountability in the communities we serve and live in.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Seahouses Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Seahouses catchment area; spending patterns and retaining shopper spend within the town centre.

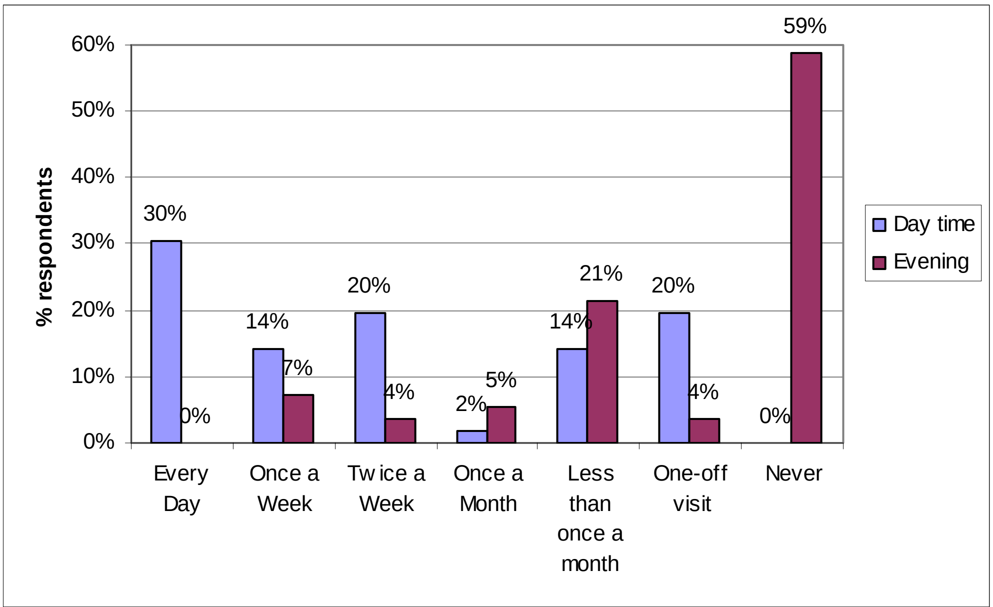
12.1 Regularity of visits

64% of respondents go to Seahouses town centre during the daytime at least once a week, with the most common frequency of visit being every day (30%).

Respondents visit the town centre far less often during the evenings, with only 11% visiting at least once a week. 59% said that they never visit the town centre during the evening (Figure 30).

Figure 30: Approximately how often are you in Seahouses Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 56 respondents (daytime) and 56 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 31 shows the proportion of respondents that shop for different items solely in Seahouses town centre, and how many go further afield. Figure 32 gives more details about which shopping centres the respondents use.

As can be seen from the tables, Seahouses tends to be used by the respondents mainly for top-up food shopping, and to a lesser extent, other domestic shopping. For other items, the respondents are more likely to shop elsewhere, particularly in Berwick. Other commonly used shopping centres are Newcastle, the Metro Centre and Alnwick.

.

Figure 31: Proportion of respondents shopping in Seahouses and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc.
Seahouses									
Seahouses only	13%	63%	39%	4%	2%	10%	2%	0%	0%
Seahouses + local area[4]	0%	0%	0%	0%	0%	0%	0%	0%	0%
Seahouses + non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Seahouses									
Local area[2] (not Seahouses)	57%	17%	39%	73%	77%	69%	71%	69%	62%
Other	30%	20%	22%	21%	19%	19%	19%	19%	19%
Mixture of places (not Seahouses)	0%	0%	0%	2%	2%	0%	0%	0%	0%
Don't buy	0%	0%	0%	0%	0%	2%	8%	12%	19%
Base	56	54	49	52	52	52	52	52	52

Source: Northumberland Infonet Shopper Questionnaires, November 2008

[4] 'Local area' is defined as being one of the following: Berwick, Wooler, Alnwick, Newcastle, Metro Centre, Edinburgh, Galashiels, Kelso, Morpeth, Other Scotland, Other Northumberland

Figure 32: Shopping centres used by respondents to purchase different items

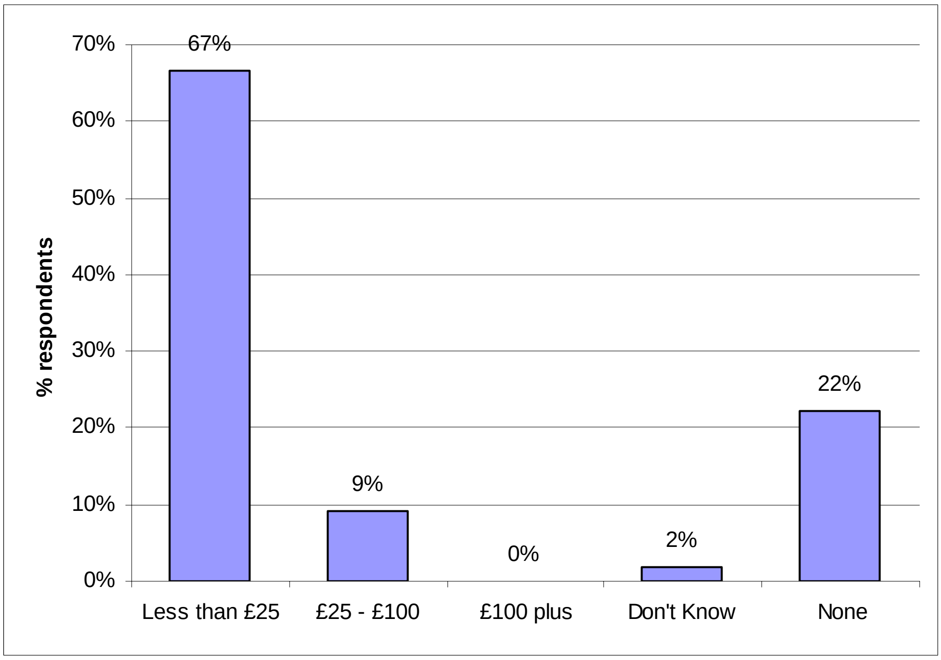
	Main food shopping	Top-up food shopping	Other domestic (eg. chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Seahouses	13%	63%	39%	4%	2%	10%	2%	0%	0%
Berwick	36%	9%	24%	33%	35%	38%	38%	37%	29%
Alnwick	21%	7%	12%	6%	10%	19%	17%	19%	12%
Newcastle	2%	0%	4%	25%	29%	15%	15%	13%	15%
Metro Centre	2%	0%	0%	21%	15%	4%	8%	8%	13%
Morpeth	0%	0%	0%	0%	2%	0%	0%	0%	0%
Other	30%	20%	22%	23%	21%	19%	19%	19%	19%
Don't buy	0%	0%	0%	0%	0%	2%	8%	12%	19%
Base	56	54	49	52	52	52	52	52	52

Source: Northumberland Infonet Shopper Questionnaires November 2008

Two thirds (67%) of respondents planned to spend less than £25 in Seahouses on the day they were interviewed, with a further 9% expecting to spend between £25 and £100. 22% said that they did not plan to spend any money (Figure 33).

Figure 33: How much do you plan to spend in Seahouses today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 54 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Berwick upon Tweed was the main town in the Berwick upon Tweed Borough and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contained a number of other local or secondary centres, including Belford, **Seahouses** and Wooler. These settlements act as key service centres for the rural areas but are smaller in scale or function than Berwick upon Tweed.

Figure 34: Seahouses Retail Catchment

Source: Experian

The map (Figure 34) shows the catchment area for Seahouses town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 2 miles.

12.4 Spending Patterns

In addition to Seahouses town, the catchment embraces two smaller sized settlements surrounding Seahouses; Shoreston to the North West and Beadnell to the South. Altogether, the catchment covers an area of 103.52 sq km, and is home to almost 2,300 people and 1,150 households. Collectively, these households and residents spend an estimated £9.75 million per annum on retail goods and services, with 37.0% of expenditure on convenience retail goods (£3.6 million) and 63.0% on comparison retail (£6.1million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Seahouses catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 35: Seahouses Catchment Summary Profile

Seahouses Catchment Summary Profile					
Totals	Seahouses Catchment	%	UK	%	Index
2007 Population	2,262		60,796,178		
2007 Households	1,119		26,018,847		
Total Comparison	6,144,843.00	63.0%	171,926,829,196.00	63.4%	99.51
Total Convenience	3,602,622.00	37.0%	99,464,696,627.00	36.6%	100.85
Total Retail	9,747,466.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £8,711, with average comparison retail spend at £5,491 per annum and convenience spend at £3,220 per annum (Figure 36). Whilst total comparison spend per household is just below the UK average, with an index of 99.51, total convenience spend per household in the catchment was just above the UK average, with an index of 100.85.

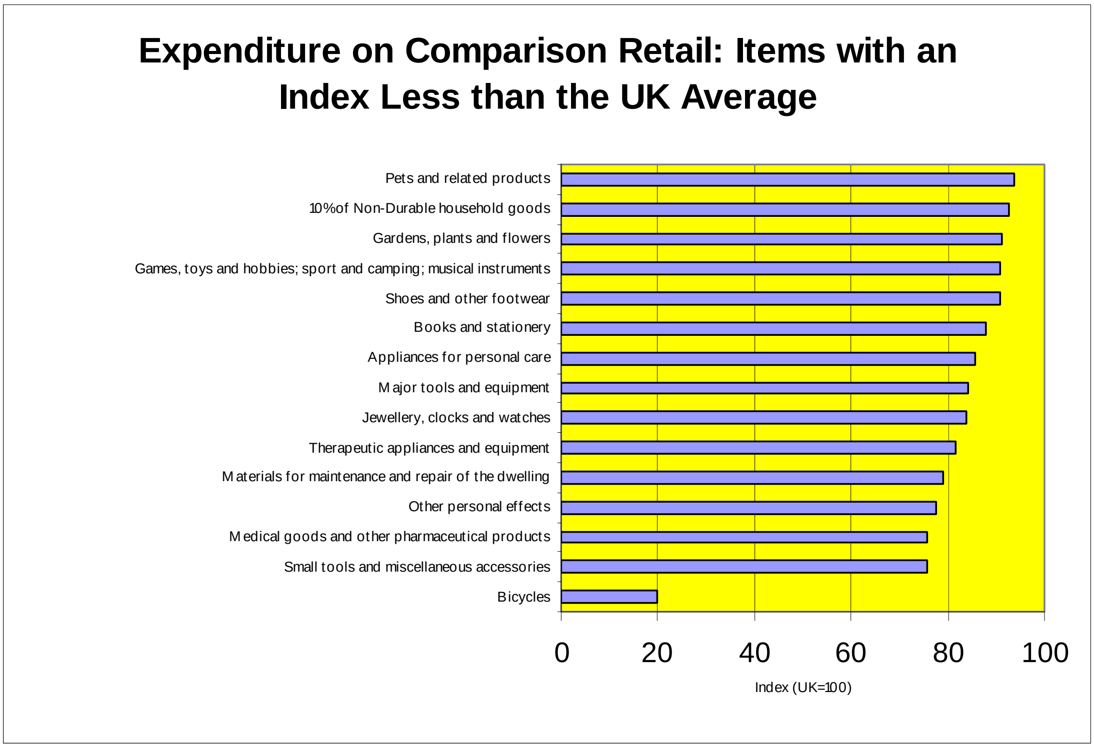
Figures 37 and 38 provides a breakdown of Comparison retail expenditure within the Seahouses catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £1.3 million or 20.8% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£720,000 or 11.7%) and Furniture and furnishings; carpets and other floor coverings (£647,600 or 10.5%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Seahouses spend substantially more on Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Games, toys and hobbies; sport and camping; musical instruments, and Materials for maintenance and repair of the dwelling.

Figure 36: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison	**Target**	**%**	**Base**	**%**	**Index**
10% of Non-Durable household goods	12,754.00	0.21	357,185,476.00	0.21	99.42
Appliances for personal care	560,779.00	9.13	15,298,262,865.00	8.90	102.06
Audio-visual, photographic and information processing equipment	720,196.00	11.72	14,926,597,385.00	8.68	134.34
Bicycles	7,784.00	0.13	1,345,908,674.00	0.78	16.10
Books and stationery	235,768.00	3.84	6,968,169,166.00	4.05	94.20
Clothing materials and garments	1,278,921.00	20.81	37,197,970,202.00	21.64	95.73
Furniture and furnishings; carpets and other floor coverings	647,618.00	10.54	18,218,052,893.00	10.60	98.97
Games, toys and hobbies; sport and camping; musical instruments	567,094.00	9.23	18,951,364,780.00	11.02	83.31
Gardens, plants and flowers	112,327.00	1.83	3,402,000,385.00	1.98	91.93
Glassware, tableware and household utensils	150,180.00	2.44	4,753,009,610.00	2.76	87.97
Household textiles	246,543.00	4.01	5,378,572,610.00	3.13	127.62
Jewellery, clocks and watches	144,009.00	2.34	4,533,353,900.00	2.64	88.45
Major household appliances (electric or not)	216,801.00	3.53	4,457,482,024.00	2.59	135.42
Major tools and equipment	9,413.00	0.15	370,528,409.00	0.22	70.73
Materials for maintenance and repair of the dwelling	166,642.00	2.71	6,826,571,834.00	3.97	67.97
Medical goods and other pharmaceutical products	145,932.00	2.37	3,904,354,994.00	2.27	104.07
Other personal effects	72,321.00	1.18	2,276,336,174.00	1.32	88.46
Pets and related products	66,995.00	1.09	2,747,999,981.00	1.60	67.88
Recording media	372,399.00	6.06	7,513,288,250.00	4.37	138.00
Shoes and other footwear	186,477.00	3.03	5,348,647,704.00	3.11	97.07
Small electrical household appliances	47,253.00	0.77	748,364,529.00	0.44	175.80
Small tools and miscellaneous accessories	88,431.00	1.44	3,301,806,678.00	1.92	74.57
Therapeutic appliances and equipment	88,207.00	1.44	3,101,000,673.00	1.80	79.20
Total Comparison	6,144,843.00	100.00	171,926,829,196.00	100.00	99.51

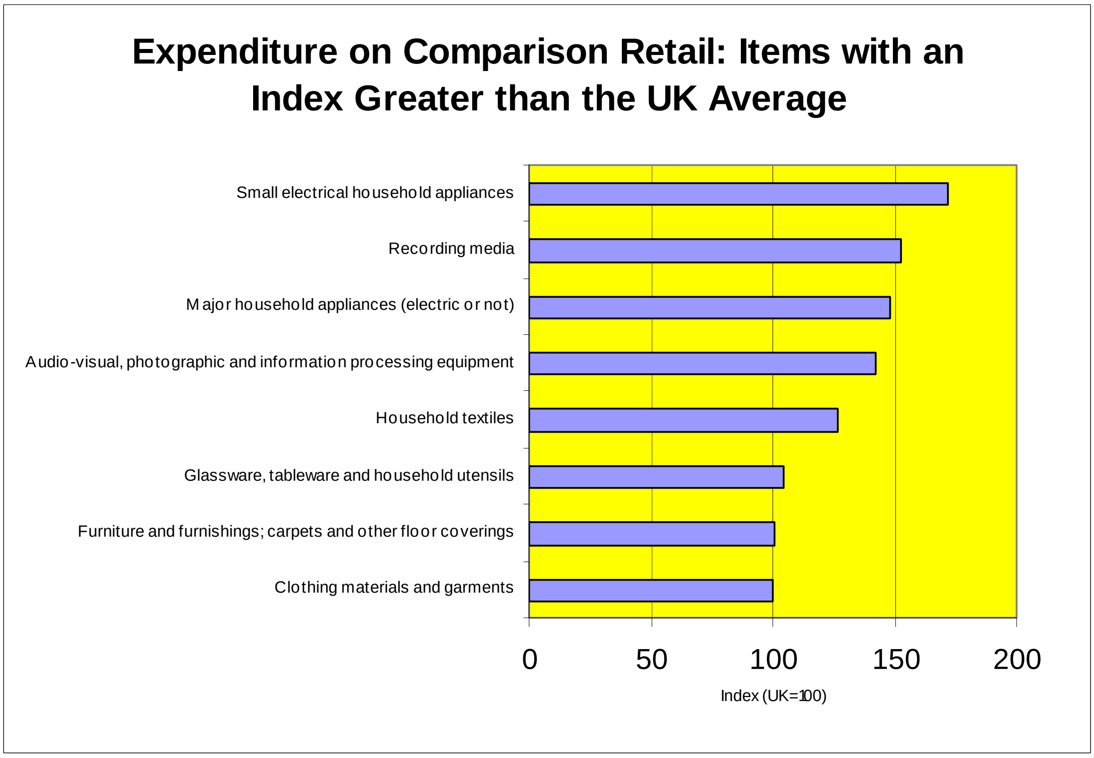
Source: Experian

Figure 37: Expenditure on Comparison Retail



Source: Experian

Figure 38: Expenditure on Comparison Retail



Source: Experian

Figure 39 provides a breakdown of Convenience retail expenditure within the Seahouses catchment and in the UK. Clearly the largest expenditure type within convenenience retail in Seahouses is Food and non-alcoholic beverages, accounting for £2.5 million or 71.7% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£430,000 or 11.9%) and Tobacco (£261,300 or 7.3%). The pattern of expenditure nationally differs a little, especially with regards to the national spend on Tobacco. Referring to the index, households in Seahouses spend proportionately more on Newspapers and periodicals, and less on Tobacco.

Figure 39: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience	Target	%	Base	%	Index
90% of Non-Durable household goods	114,781.00	3.19	3,214,575,062.00	3.23	99.4146
Alcohol (off-trade)	429,914.00	11.93	12,313,767,021.00	12.38	97.2064
Food and non-alcoholic beverages	2,582,648.00	71.69	70,035,886,128.00	70.41	102.6713
Newspapers and periodicals	213,963.00	5.94	4,451,576,478.00	4.48	133.8226
Tobacco	261,317.00	7.25	9,448,891,938.00	9.50	77.0001
Total Convenience	3,602,622.00	100.00	99,464,696,627.00	100.00	100.845

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Seahouses. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Seahouses and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Seahouses catchment that shops in Seahouses and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Seahouses and the extent to which spending leaks to other centres.

The data in figures 40 and 41 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that more than 27% of the resident population shop in Seahouses (625 or 27.6%). The other major shopping destinations for people in the catchment area are predominantly Alnwick (828 or 36.6%), Berwick-upon-Tweed (283 or 12.5%) and Newcastle upon Tyne Centre (239 or 10.6%).

Figure 40: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population (no.)**
Alnwick	36.61	828
Seahouses	**27.64**	**625**
Berwick-upon-Tweed	12.51	283
Newcastle upon Tyne - Central	10.56	239
Metro Centre	5.55	126
Belford	3.10	70
Morpeth	1.37	31
Ashington	0.74	17
Wooler	0.59	13
Cramlington	0.32	7
North Shields - Silverlink Retail Park	0.28	6
Newcastle upon Tyne - Kingston Park Centre	0.26	6
Amble	0.25	6
North Shields	0.21	5

Source: Experian

The pattern with regards to spend is relatively similar (Figure 46). Experian estimates that 27.1% of retail spend by residents and households domiciled within the Seahouses catchment, representing £2.6 million per annum, is spent in the town.

More than £3.6 million of expenditure is lost to Alnwick (37.1%), with other notable leakage to Berwick-upon-Tweed (£1.2 million or 12.3%) and Newcastle (£1.0 or 10.7%). What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

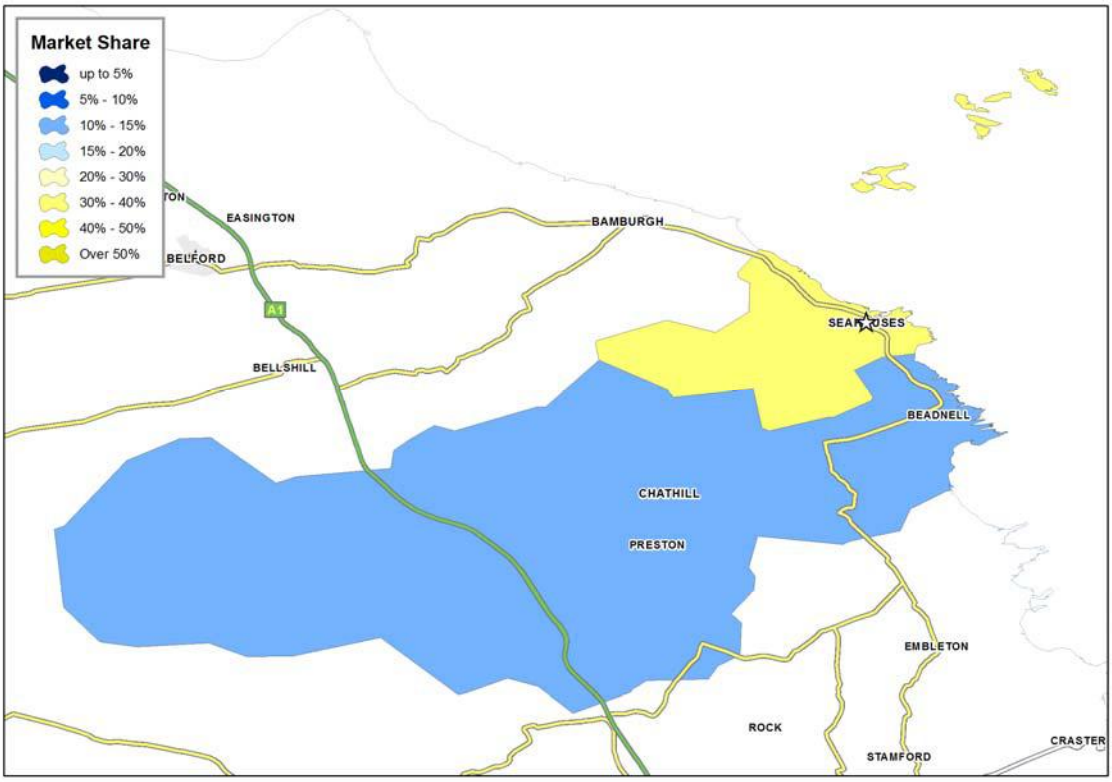
Figure 41: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Alnwick	37.12	3,618,467.84
Seahouses	**27.10**	2,641,503.13
Berwick-upon-Tweed	12.33	1,201,545.33
Newcastle upon Tyne - Central	10.68	1,040,659.64
Metro Centre	5.62	548,146.20
Belford	3.03	295,158.91
Morpeth	1.39	135,350.19
Ashington	0.75	73,479.35
Wooler	0.56	54,673.90
Cramlington	0.35	33,659.68
North Shields - Silverlink Retail Park	0.30	29,182.03
Newcastle upon Tyne - Kingston Park Centre	0.27	26,731.41
Amble	0.27	26,556.22

Source: Experian

Figure 42 shows the Seahouses catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Seahouses. From the map, it can be seen that households located within Seahouses and in the surrounding hinterland spend 30-40% of their total retail expenditure in Seahouses. Propensity to shop in Seahouses drops to 10-15% of expenditure in adjacent parts of the catchment to the south and west of Seahouses.

Figure 42: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

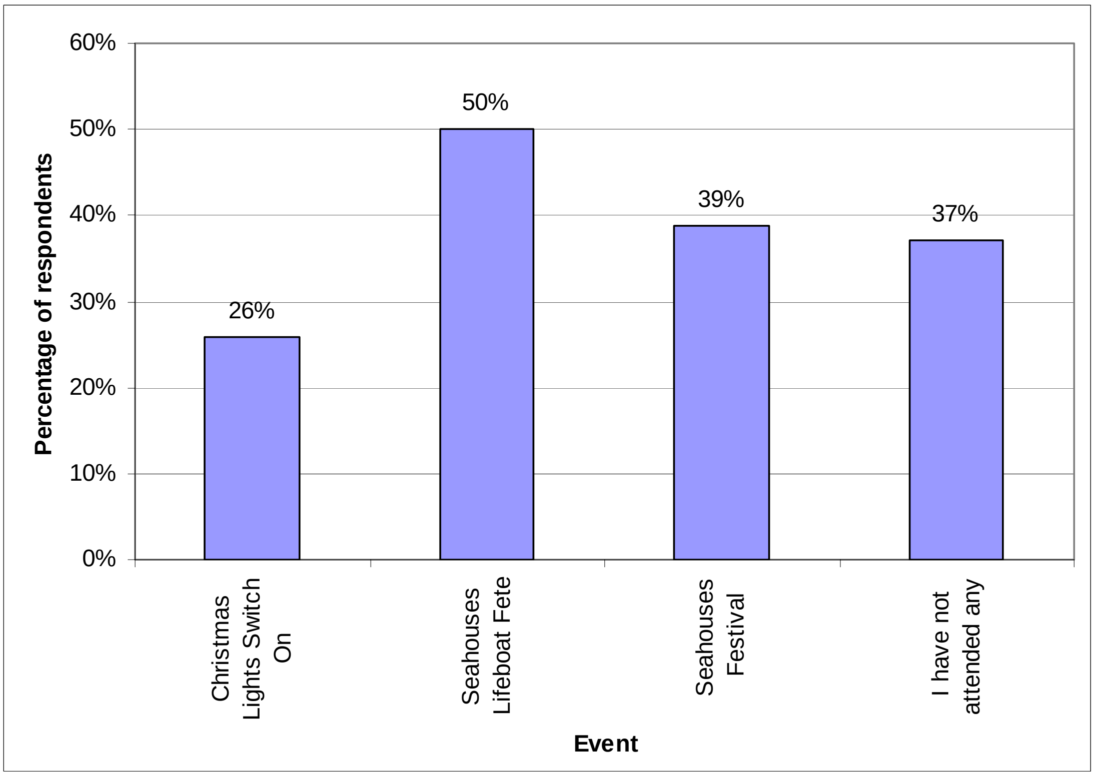
27% of respondents said that they were in Seahouses town centre for leisure on the day of the interview.

Events attended

Nearly two thirds (63%) of the respondents had attended at least one of the events asked about in the questionnaire. The most well attended event was the Seahouses Lifeboat Fete (Figure 43).

Figure 43: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

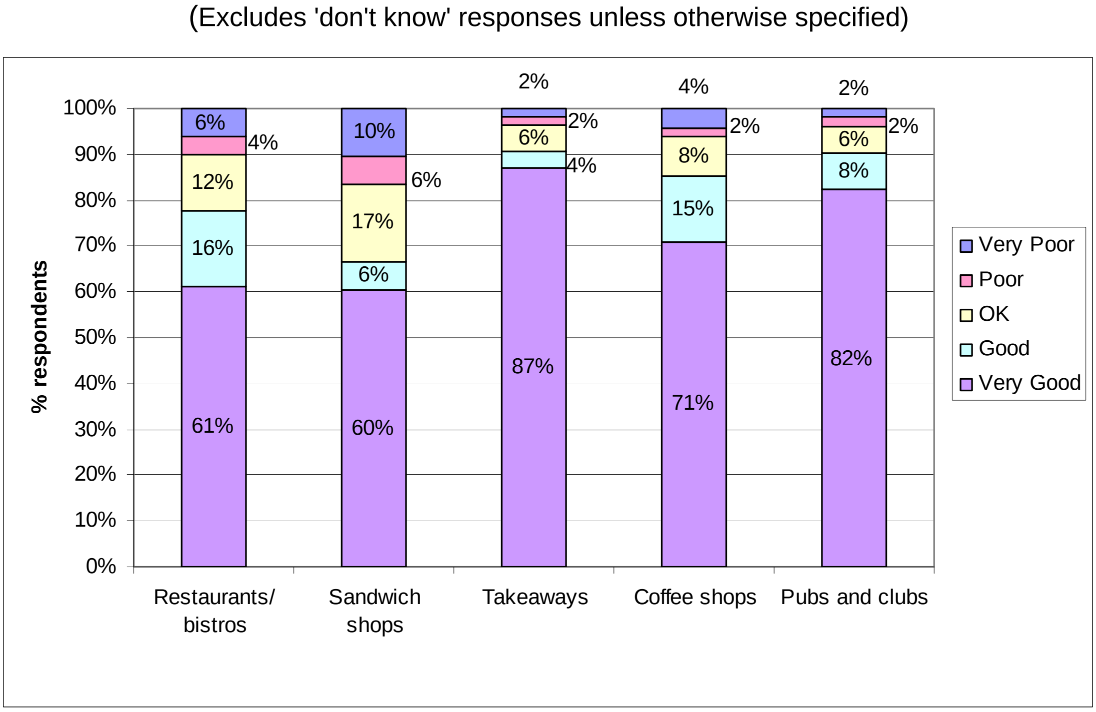
Base: 54 respondents

Eating and drinking

The eating and drinking venues in Seahouses were rated highly by the respondents. Over two thirds gave a positive rating for each type of venue.

The best rated venues were the takeaways and the pubs/clubs. These received a good or very good rating from over 90% of respondents. The lowest ratings were given for the sandwich shops (67% positive and 17% negative ratings) (Figure 44).

Figure 44: How would you rate the following venues for eating and drinking in Seahouses?



Source: Northumberland Infonet Shopper Questionnaires

Base: 48 to 54 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

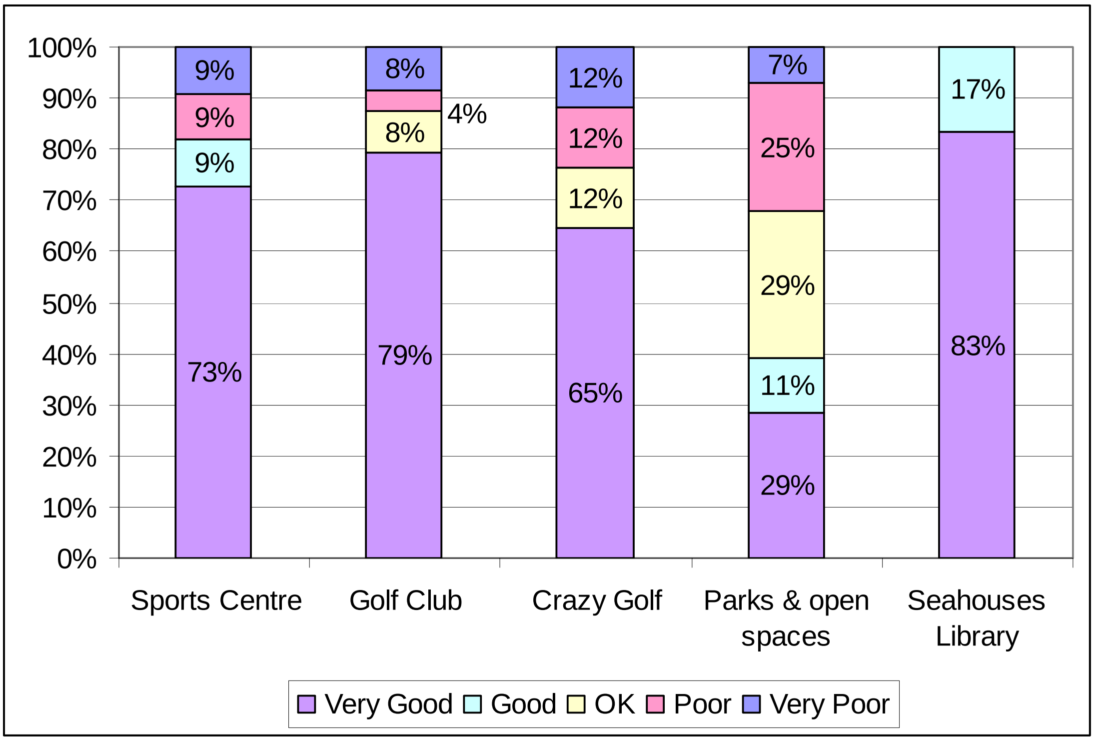
Arts and leisure facilities

Most of the arts and leisure facilities in Seahouses were rated very highly, with the best rating given for Seahouses Library (all respondents said that it was good or very good).

However, the parks and open spaces were not rated very highly. Only 39% of respondents gave a positive rating and 32% gave a negative rating (Figure 45).

Figure 45: How would you rate the following arts and leisure facilities in Seahouses?

(Excludes 'don't know' responses unless otherwise specified)



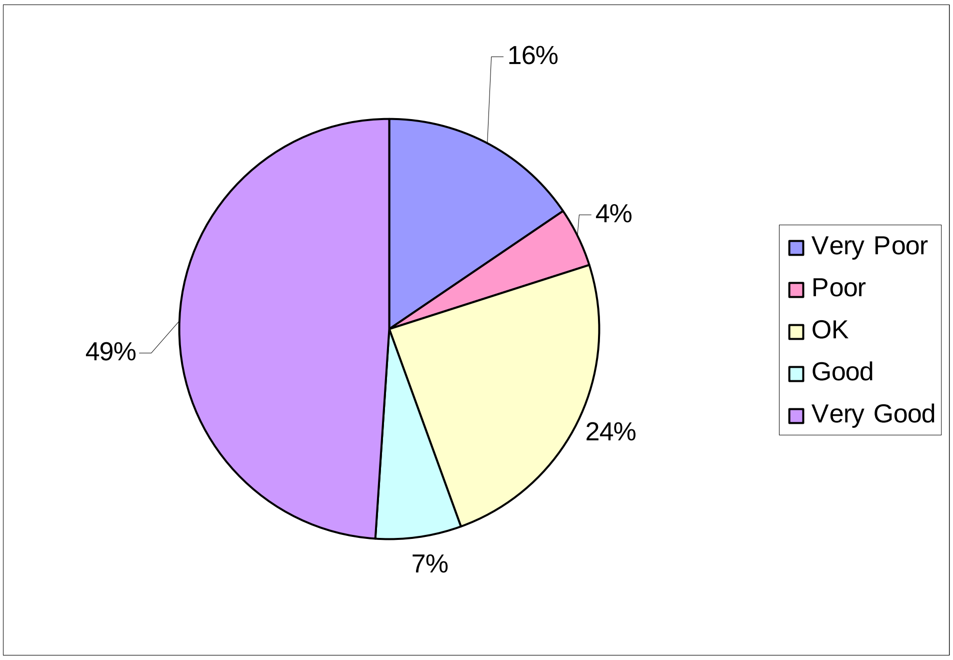
Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 17 to 30 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Seahouses as a place to enjoy themselves, 56% of respondents gave a good or very good rating and 20% gave a poor or very poor rating (Figure 46).

Figure 46: How do you rate Seahouses as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 45 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 9% gave an answer relating to improving the leisure facilities. Two comments were also made on this subject:

- "We need a football pitch".
- "A new bowling alley…".

12.7 The Future: what will improve the town as a place to shop or visit?

Figures 47 and 48, together with the rest of the analysis of the Seahouses shopper survey, suggest that in order to improve the town as a place to shop or visit, two key issues need to be addressed:

- <u>The retail offer</u>

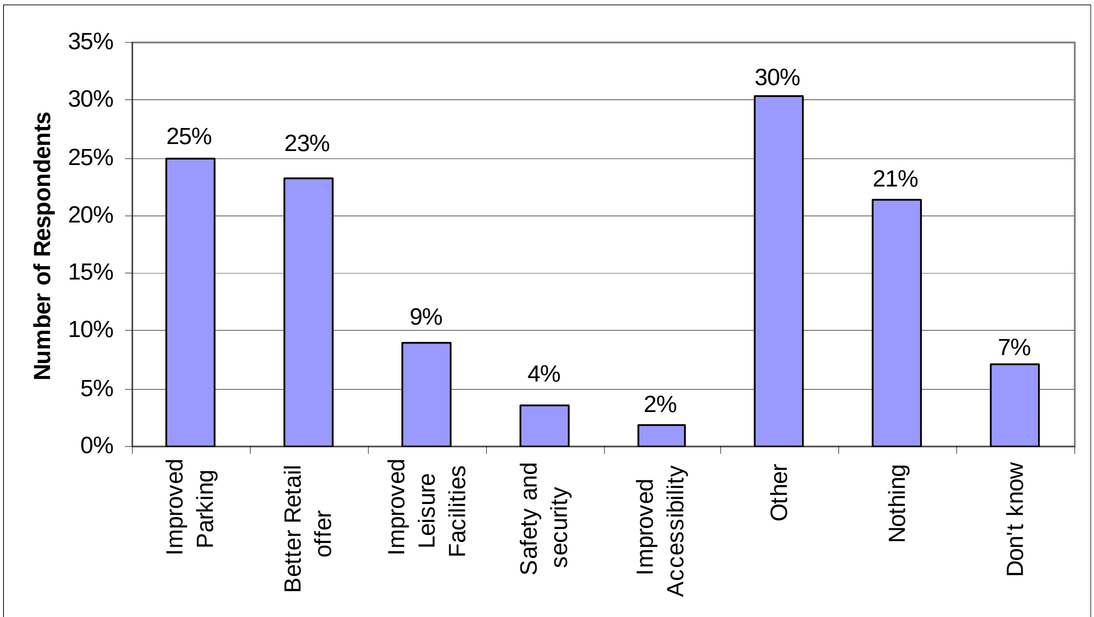
  This is covered in more detail below.

- <u>The parking facilities (availability and cost)</u>
  25% of respondents said that the parking needed to be improved in order to make the town centre better, 16% said that illegal parking was one of the main problems with the shopping experience, and 47%/62% rated the availability of public/disabled parking spaces as poor or very poor. 35% gave a poor or very poor rating for the cost of parking. See sections 9.2.2 and 9.2.3 for more details.

In addition, respondents were not very positive about the parks and open spaces in Seahouses. It is therefore suggested that this is also examined in more detail to determine the reasons.

Figure 47: How would you make this town centre better?

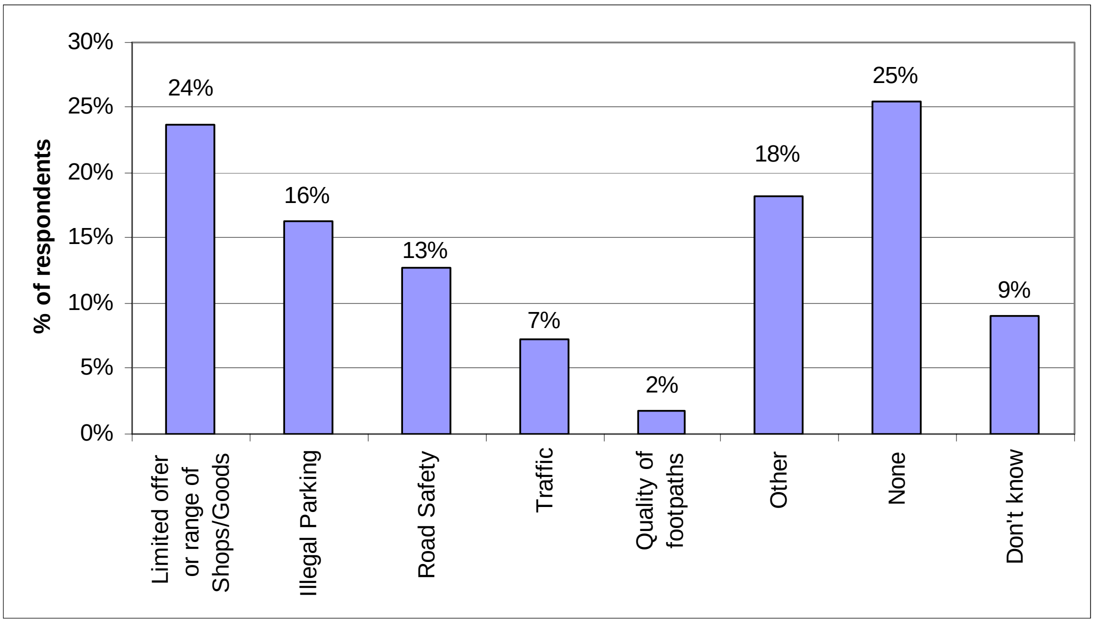
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 56 respondents

Figure 48: What are the main problems with the shopping experience in Seahouses town centre?



Source: Northumberland Infonet Shopper Questionnaires

Base: 55 respondents

Retail

Throughout the survey, respondents have not been particularly positive about the retail offer in Seahouses as can be seen in the points below.

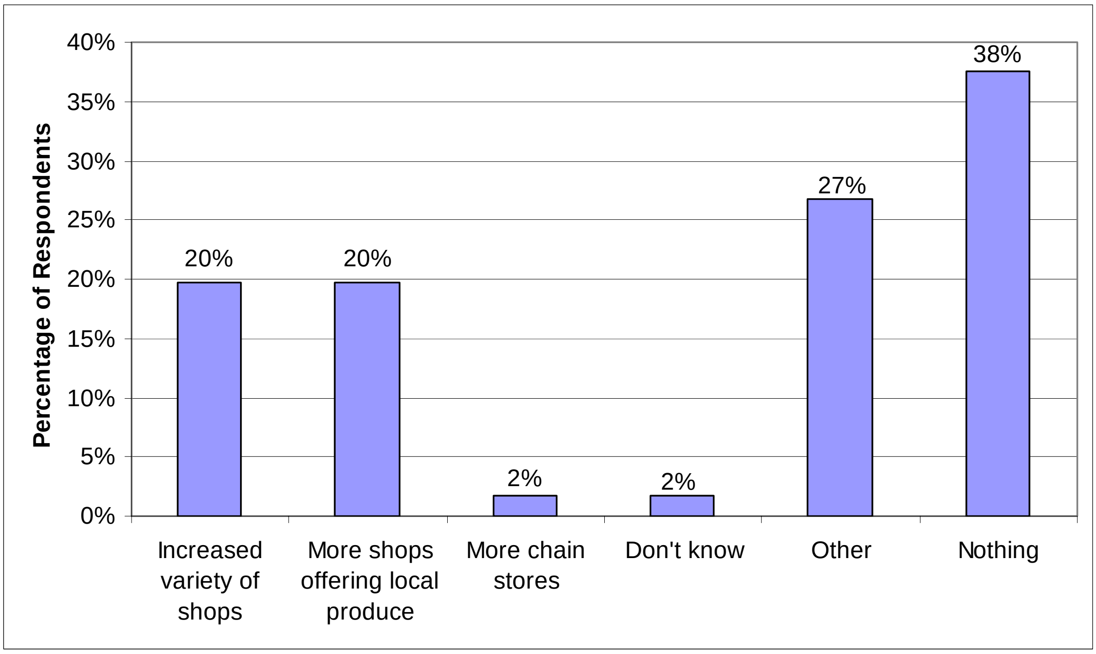
- When asked to rate Seahouses as a place to shop, only 21% gave a positive rating whereas 46% gave a negative rating.
- 24% of respondents said that one of the main problems with the shopping experience in Seahouses town centre was the limited offer or range of shops/goods.
- 23% of respondents said that, in order to improve the town centre, the retail offer should be improved.
- 20% of respondents disagreed that Seahouses offers a wide choice of quality shops. 45% agreed.
- As section 12.2 shows, the majority of respondents choose to shop away from Seahouses for most items.

Respondents were also asked about the types of improvement that they would like to see to the retail offer in Seahouses town centre. The two most popular responses were to have an increased variety of shops and to have more shops offering local produce (both given by 20% of respondents). 38% said that they would not want any improvements (Figure 49).

A list of the 'other' responses to this question, together with some examples of shops that the respondents would like, is given in Appendix 2. Most of these either related to parking or food shops.

Figure 49: What improvements would you like to see to the retail offer in Seahouses?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 56 respondents

13.0 INVESTMENT

The following developments are proposed for Seahouses Town Centre;

- A new heritage trail which will pass through the centre of Seahouses, passing the harbour, tourism information centre, and main car park.
- New signage around the town, where possible installing new design fingerposts.
- Install a new town centre map and provide new furniture to the entrance to the main car park at Seahouses and along the main street.
- Planning permission has been granted to Persimmon Homes for 42 houses, but this scheme appears to have been delayed until the property market improves.

14.0 CONCLUSION

Seahouses is currently undergoing various improvements in the Town Centre. Whilst the majority of the improvements are related to improved navigation around the Town Centre such as new signage and maps, they should still be taken into consideration when drawing conclusions about visitors' perceptions of the town centre and ultimately the health of the Town Centre.

In the Town Centre, 45% of the floorspace use was for retail (Figure 3).
Further, shopper's perceptions of the range of retail provision was somewhat positive with 45% agreeing or strongly agreeing to the statement "Seahouses offers a wide choice of quality shops", compared to 20% disagreeing or strongly disagreeing (Figure 5).

The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more clothes shops and more choice of clothes shops were high on their priorities so that they didn't have to travel further afield, for this type of shopping. A better choice of food shops was also mentioned by respondents as something they would like to see improved in Seahouses.

Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category. Also, it may be why shoppers would like to see more choice in food shops in the town centre. Further, within the comparison category, the majority of the businesses were independent as opposed to multiple chain such as high street shops which were also suggested when asking shoppers what would improve the retail offer (Appendix 2). However, this high proportion of independent shops is also a key feature of market towns such as Seahouses.

There was 6% of vacant floorspace in Seahouses (see Figure 11). Figure 13 also shows that between 2007 and 2008, the amount of vacant floorspace had reduced when looking at property flows. There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the majority of the shoppers interviewed with 94% (of those travelling by car) finding it very or fairly easy (Figure 14). However, 47% of these shoppers felt that the parking in the town centre was either poor or very poor (Figure 15). Appendix 2 also shows that parking was mentioned several times when asked what the main problems were with the shopping experience and what improvements respondents would like to see to the retail offer in Seahouses, notably better parking. Seahouses also has good bus connectivity, which is shown in Figures 19 respectively by the frequency and number of destinations reached from Seahouses. Even though only 7% of respondents travelled to Seahouses by bus on the day of the survey and all visited the Town Centre very infrequently, all found it very easy to travel there. These figures are supported by Figure 20 which shows the shopper's overall perception of the quality, regularity and destinations served by public transport. Here, just over half gave a positive response for public transport related attributes, and less than 13% gave a negative rating for each aspect.

When looking at retaining shopper spend, just 27% of Seahouses residents shopped in Seahouses. The majority of expenditure (37%) was lost to Alnwick (Figure 41). This is most likely because it is the largest town in Seahouses' vicinity with a wider range of shops and services. More specifically, figure 32 shows that shoppers survey respondents were most likely to stay in Seahouses for top-up food shopping (63% of respondents) and other domestic products (39% of respondents), but travel to Alnwick for other categories of items. Figure 41 also showed that just 12% of expenditure was lost to Berwick-upon-Tweed, however, Figure 32 shows that based on shoppers survey responses, shoppers were more likely to visit Berwick-upon-Tweed than Seahouses or Alnwick for all categories of purchases other than top-up food shopping and other domestic items.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Seahouses was in reasonable health. Although there has been some negative responses from the shoppers' surveys with regards to the retail offer and parking in general, hopefully this should improve by the time future health checks are carried out.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Seahouses by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Seahouses Town Centre?

- Cost of parking (2 responses)
- Lack of parking
- Parking (2 responses)
- Road safety
- No Crossings
- Lots of shops dated
- Need more grocery and clothes shops
- Supermarket too expensive
- Needs bins for dog fecease

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Seahouses?'

Suggested examples of improvements

- Able to park outside shops - you have to pay to shop at the co-op
- Be able to park outside the CO-OP
- Better parking (2 responses)
- Do something about the parking outside of the shops
- Supermarket (3 responses)
- More fruit and veg shops
- More grocery stores
- New grocery store
- Need an Aldi or Netto
- Bigger range of clothes shops especially for children
- More shops for young one

- Grocery shops and men and womens clothing and a woolwrths
- More food and clothes shops
- Shoe Shop, more food shops
- shops need to be kept open longer, more food and freezer shops
- Roads repairs and more small grocery and clothing shops
- Renovate shop frontage, needs modernising
- safer roads for shoppers

Suggested examples of shops

- More food shops
- more shops like raggy dolls

Verbatim responses to ‘Q23 How would you make this town centre better?’

Shops

- Supermarket (3 responses)
- More grocery shops (2 responses)
- more grocery shops eg Aldi or Netto
- Need more grocery shops
- New grocery shops
- Aldi or Netto
- needs more small shops, fruit and veg, fish(wet), local produce

Other

- Better roads and surfaces all over town
- Stop people parking on double yellow lines
- Child crossing
- get rid of new apartments near the sea front as they look monstrous
- More bins
- We need a football pitch

Mixture

- A new bowling alley and new convenience stores
- cleaner streets and more small store (grocery)
- Renovate shop frontage, more grocery shops
- Roads need resurfacing and a better grocery shop

The Corporate Research Unit

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Northumberland Strategic Partnership, Northumberland Safety Partnership and Northumberland Early Years & Childcare Services.

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Northumberland County Council

SEATON DELAVAL TOWN CENTRE HEALTH CHECK REPORT

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The Corporate Research Unit (InfoNet) is part of the Policy & Partnerships Service of Northumberland County Council (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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- 35% of the floorspace in Seaton Delaval was for retail.
- Shopper's perceptions of the range of retail was fairly positive - 34% thought that Seaton Delaval offered a wide choice of shops.
- Shopper's felt that more shops and choice of shops were needed, longer opening hours were required and there was a need for a supermarket in the town centre.
- The categories which have the 2nd highest amount of businesses are comparison retail and convenience retail each with 5 independent and 2 multiple chain premises.
- There was 13% of vacant floorspace in Seaton Delaval.
- 92% of shoppers interviewed found it easy to travel into the town centre by car.
- 74% of these shoppers felt that the parking in the town centre was either poor or very poor.
- Seaton Delaval also has good bus connectivity which is shown by the frequency and number of destinations reached from Seaton Delaval.
- 79% of the shoppers interviewed found it easy to travel into the town centre by bus.
- Just 1% of Seaton Delaval residents shopped in Seaton Delaval. 29% of expenditure was lost to Newcastle, with other notable leakage to the Metro Centre (19%), Silverlink (10%) and finally Cramlington (9%).

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.

- Work in partnership with local estate agents to gain further insight on property enquiries received.
- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Amble on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Alnwick, Amble, Ashington, Bedlington, Belford, Berwick upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses, Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

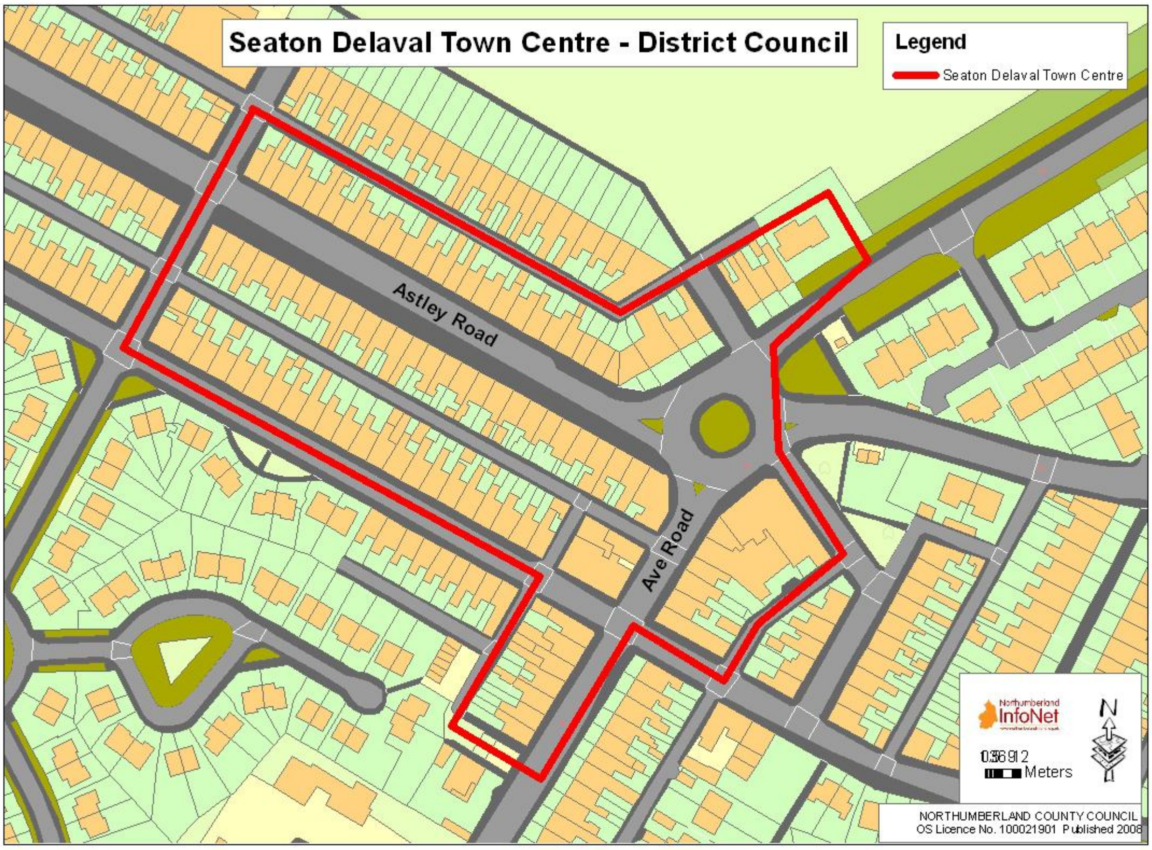
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Seaton Delaval's Town Centre Boundary

Throughout this report there are two different boundaries for Seaton Delaval Town Centre that will be used depending on the section: the town centre boundary as defined by the former Blyth District Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

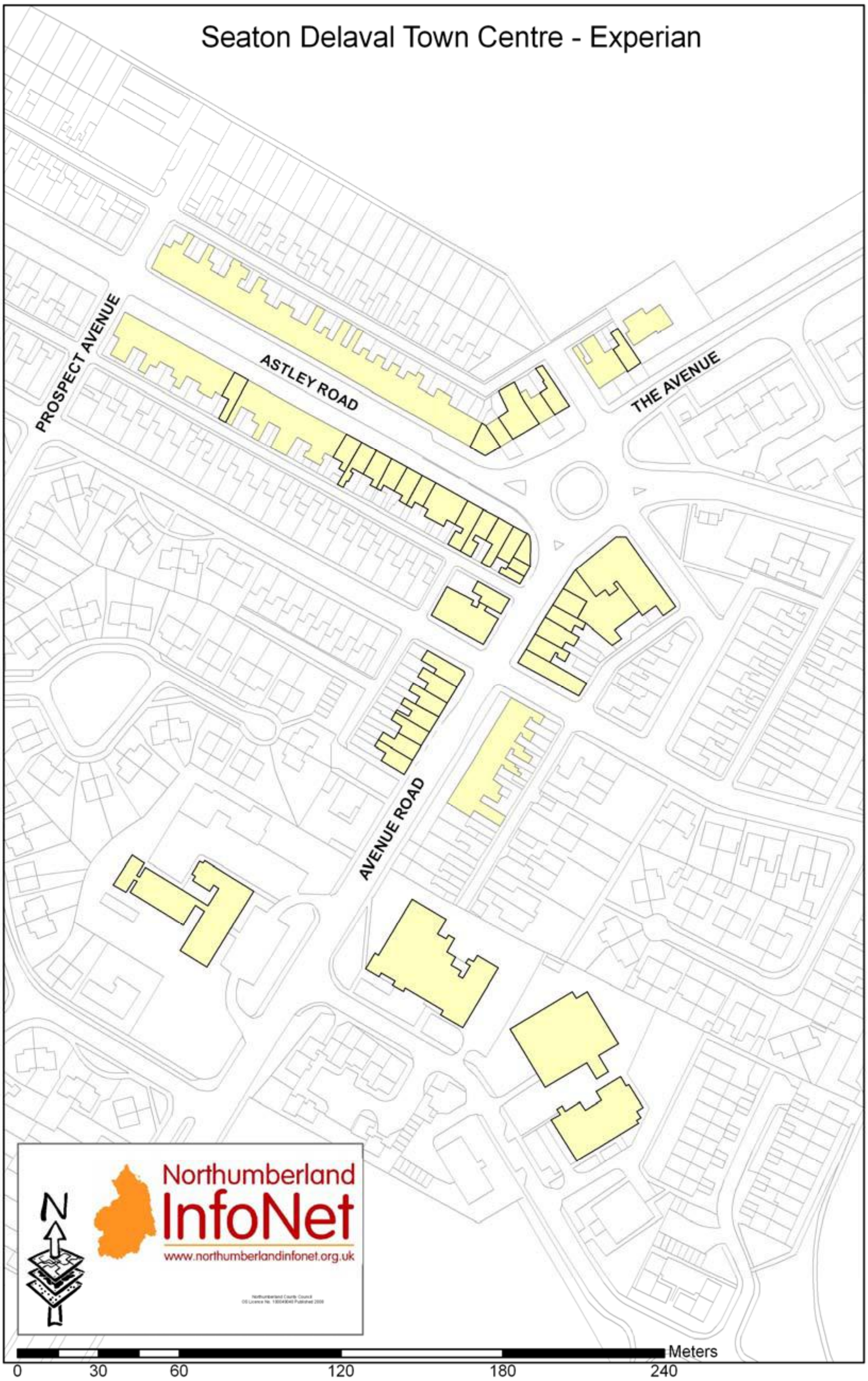
The area of Seaton Delaval Town Centre in relation to the District Council boundary is 24,641.75 m².

Figure 1: Boundary for Seaton Delaval Town Centre (District Council)



Source: former Blyth Valley District Council, June 2009

Figure 2: Boundary for Seaton Delaval Town Centre (Experian)



Source: Experian, July 2009

2.2 Seaton Delaval's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): The Seaton Valley includes the secondary service centre of Seaton Delaval and the smaller villages of Seaton Sluice, Holywell, Seghill, East Hartford and New and Old Hartley. The Valley collectively has a population of approximately 15, 000. Seaton Delaval provides a range of services for the rural hinterland including a range of shops situated at Avenue Head and employment opportunities at Double Row industrial estate. The only major manufacturing firm is Proctor and Gamble.

Seaton Delaval performs as the local service centre for the surrounding villages of Holywell, Seghill, Hartley and Seaton Sluice. Avenue Head acts as the pivotal point for movement of people through the village, and as the host of the key local services in Seaton Delaval. This dual role causes some element of conflict as movement through and around the village takes place in one central location. This is not assisted by the lack of off street parking, which results in parking in many of the narrow residential streets, and frequent illegal parking on double yellow lines along the main roads.

2.3 History and Development of Seaton Delaval

Seaton Delaval is located in south-east Northumberland, 3 miles south-west of Blyth. Although it is the largest of the five villages/towns in the Seaton Valley, it has only a population of around 4,400[1].

Evidence has been found which suggests that there were people in the area as early as the Prehistoric era, with settlements probably dating back to the Iron Age or Roman period.

In 1066, the Delevals came over to England with William the Conqueror, and around 30 years later, their descendents settled in Northumberland, giving rise to the name of the town. ('Seaton means 'settlement by the sea'). They built a fortified dwelling in Seaton near an existing fortified church, which they eventually rebuilt, (the 'Church of our Lady'). This remained a family chapel for around 800 years, before becoming a parish church.

In the early 18th century, Admiral George Delaval commissioned Sir John Vanbrugh to modernise and enhance the existing mansion on the estate. However, Vanbrugh recommended instead to demolish the existing building, and to build a new one, resulting in Seaton Delaval Hall which the Delaval descendents resided in for a number of years. Unfortunately, a fire in 1822 did considerable damage, and the Hall was deserted. It remained un-occupied until the 1980's when Lord Hasting (a descendent through marriage) moved into one of the wings until he and his wife passed away in 2007. The National Trust is currently trying to raise enough funds to purchase the Hall.

The coal, glass and salt industries all played a key part in Seaton's development, though the latter two were concentrated more in the Seaton Sluice area. Seaton Delaval colliery opened in 1838, bringing many people to the town. The town expanded to accommodate this new industry with the building of pit houses, a Minor's Institute, churches and schools. Seaton Delaval also had a railway station, though this, together with the pit, was closed by 1960 due to the decline of the

[1] 4,371 according to the 2001 census (Seaton Delaval ward)

northern coalfield. There have recently been calls to reopen the railway line connecting to Seaton Delaval.

There are a number of things to see and do in and around Seaton Delaval, including Seaton Delaval Arts Centre, Astley Park, the Seaton Sluice Dunes and Holywell Dene.

Procter & Gamble are a major employer in the area.

3.0 DIVERSITY OF USES

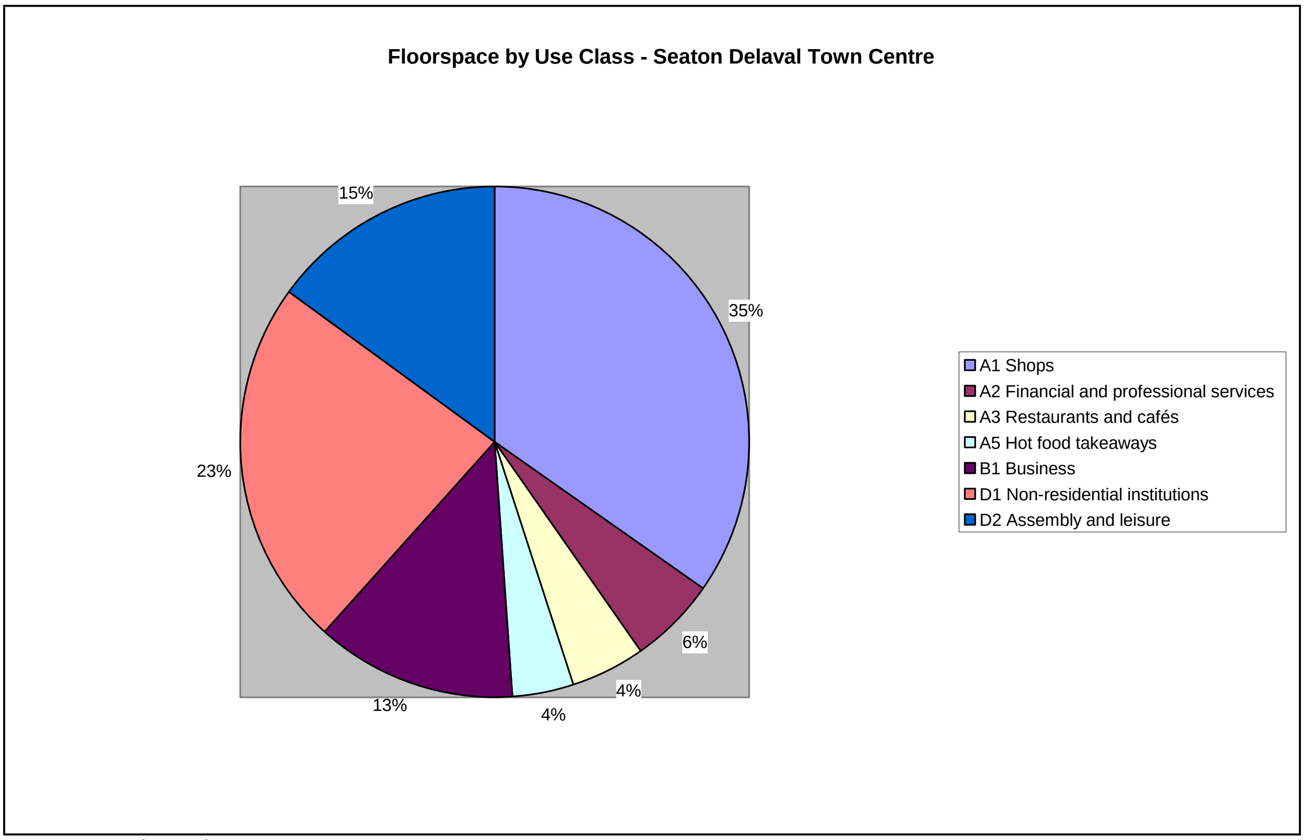
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Seaton Delaval Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Seaton Delaval.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

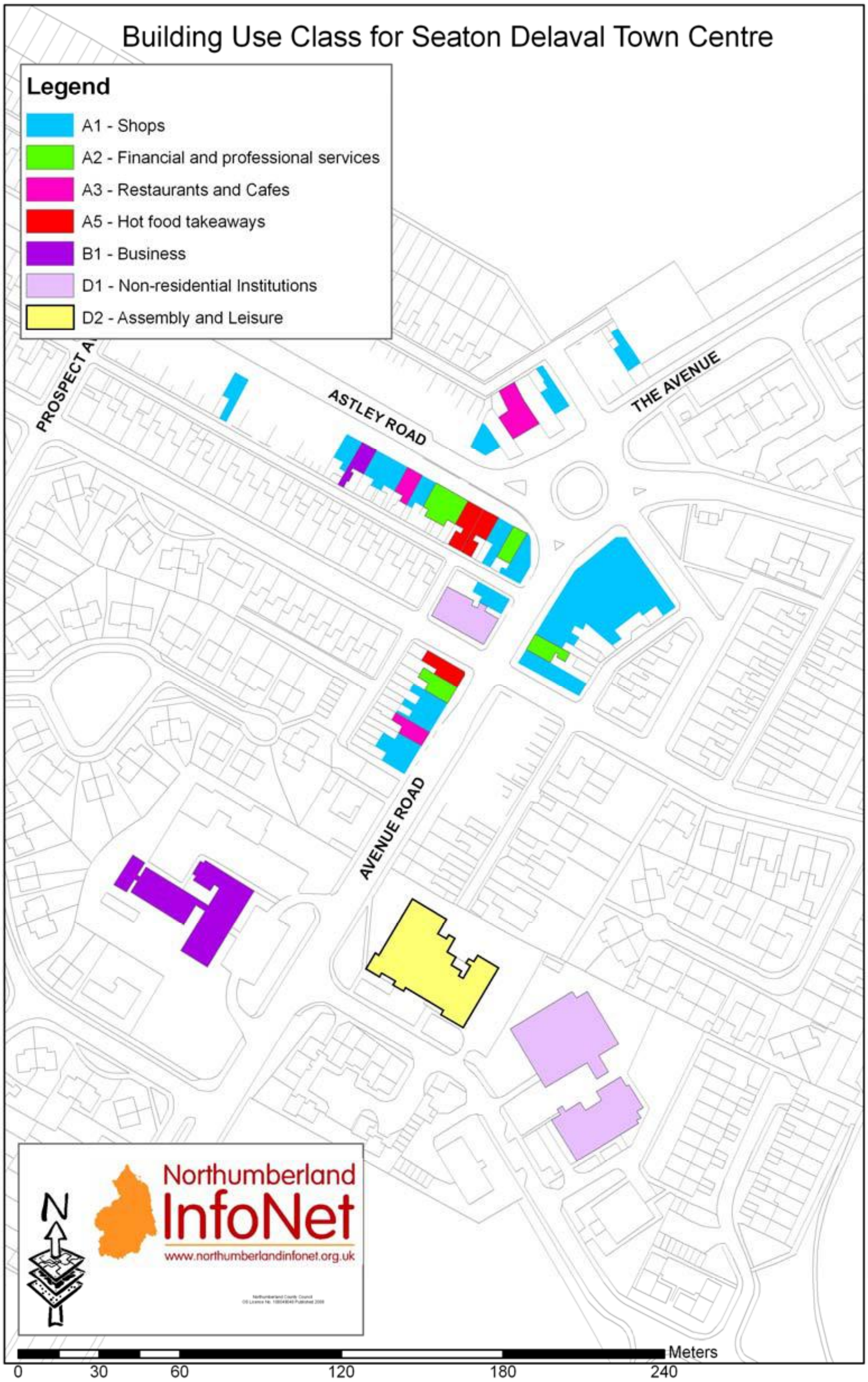
Figure 3 shows that just over a third (35%) of the floorspace in Seaton Delaval Town Centre are classed as shops. Non-residential institutions account for 23% of the floorspace in Seaton Delaval, with assembly and leisure taking up 15% of floorspace.

Figure 3: Floorspace by Use Class



Source: Experian, July 2009

Figure 4: Building Use class for Seaton Delaval Town Centre



Source: Experian, July 2009

The map (Figure 4) shows that the majority of shops within the town centre are clustered around the two main streets: Astley Road and Avenue Road, towards the ends that they meet.

The non-residential institution and assembly and leisure buildings which account for the majority of floorspace in those classes, are situated on the edge of the town centre.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that happen throughout the year. The Seaton Delaval pantomime takes place from the 13th-18th July and this year the pantomime will be Mama Mia. The Highlights Rural touring scheme are two professional drama/music events held at Seghill and New Hartley Community centres. The Little Kickers is a parent and toddler group held at Seaton Delaval first school from Tuesday 9th June to Tuesday 14th July from 10-11.20am. A Buggy Walk which is organised by Sure Start, this takes place on alternative Friday mornings from 10am.

3.3 Satisfaction with the range of provision – retail

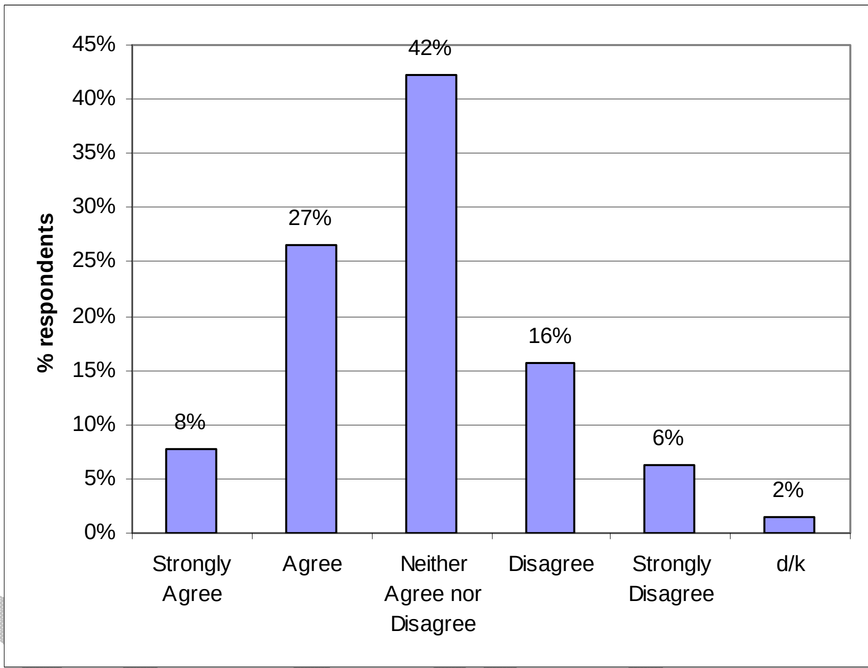
Question 16 in the Seaton Delaval Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement “On the whole, Seaton Delaval offers a wide choice of quality shops”?

The level of agreement with this statement was slightly higher than the level of disagreement (34% vs. 22% of respondents) (Figure 5).

Figure 5: How would you rate "On the whole, Seaton Delaval offers a wide choice of quality shops"?

(Excludes 'don't know' responses unless otherwise specified)



Source: Shopper Surveys, April 2009

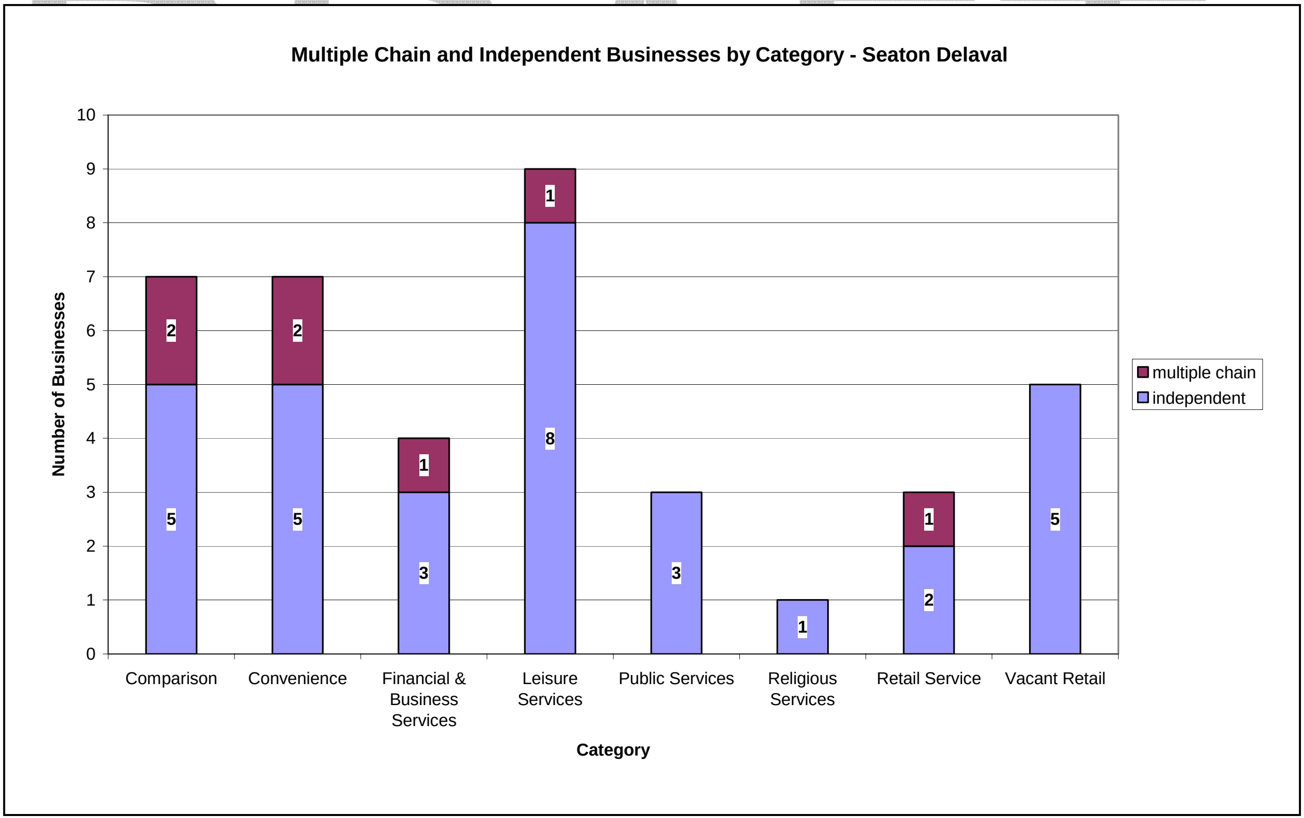
Base: 128 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category – Seaton Delaval



Source: Experian, July 2009

Figure 6 shows that in Seaton Delaval town centre, the majority of businesses are leisure services (8 independent, 1 multiple chain). The categories which have the 2nd highest amount of businesses are comparison retail and convenience retail each with 5 independent and 2 multiple chain premises. There are 3 retail service premises in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Seaton Delaval Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Seaton Delaval Town Centre. It has been assumed that the reason for this is, “from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued.” [2]

6.1 Zone A Rental Information

“Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price.” (Valuation Office, October 2008)

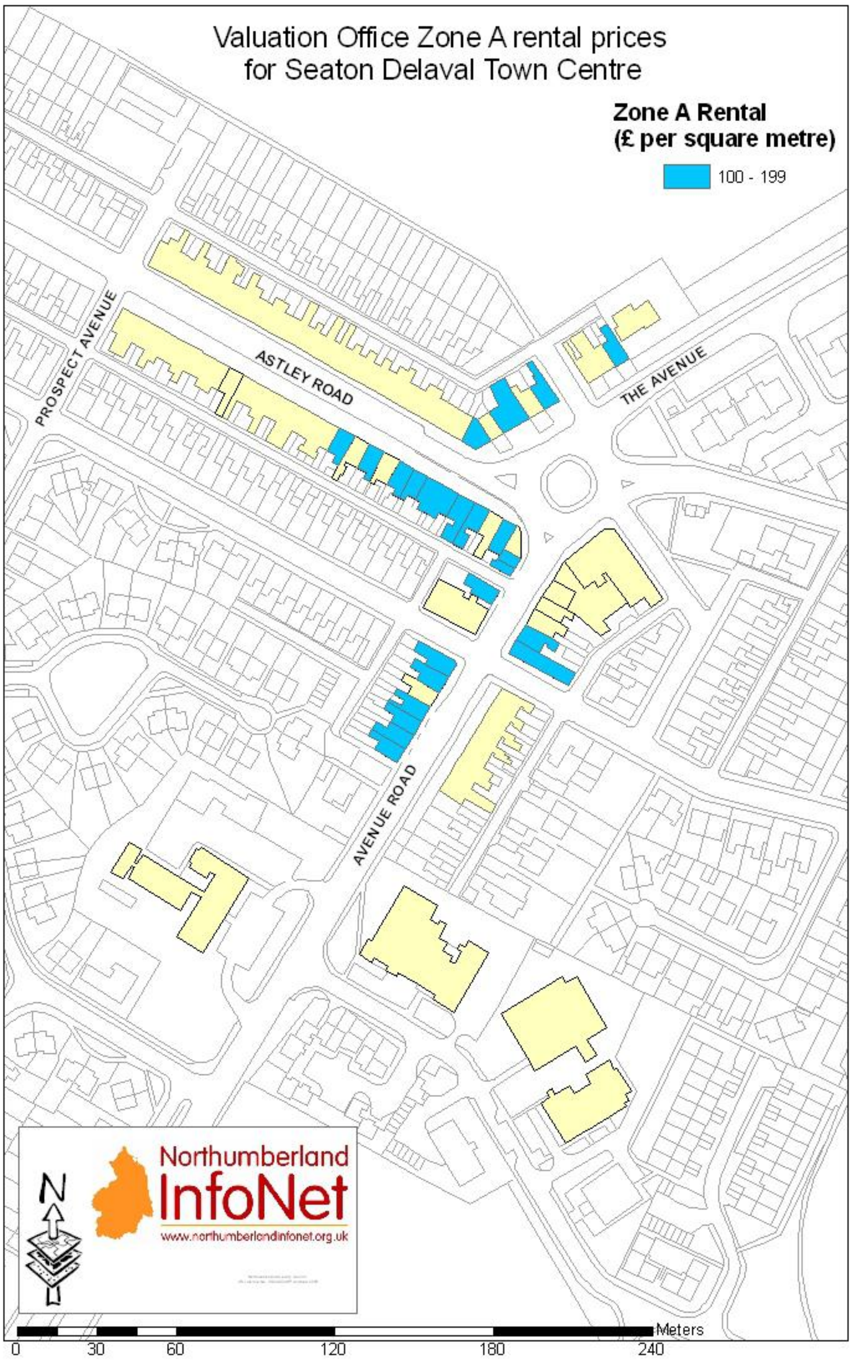
Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

[2] www.voa.gov.uk

There are some properties which are shown as “unknown” on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have ‘traditional’ shop fronts, such that the zoning approach is not appropriate.
- The ‘market’ does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Seaton Delaval Town Centre



Source: Valuation Office, April 2003

Figure 7 shows that the properties in Seaton Delaval for which zone A rental information is known are all valued at £100 - £199 per m² and are situated on Avenue Road and Astley Road.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [3] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[4]

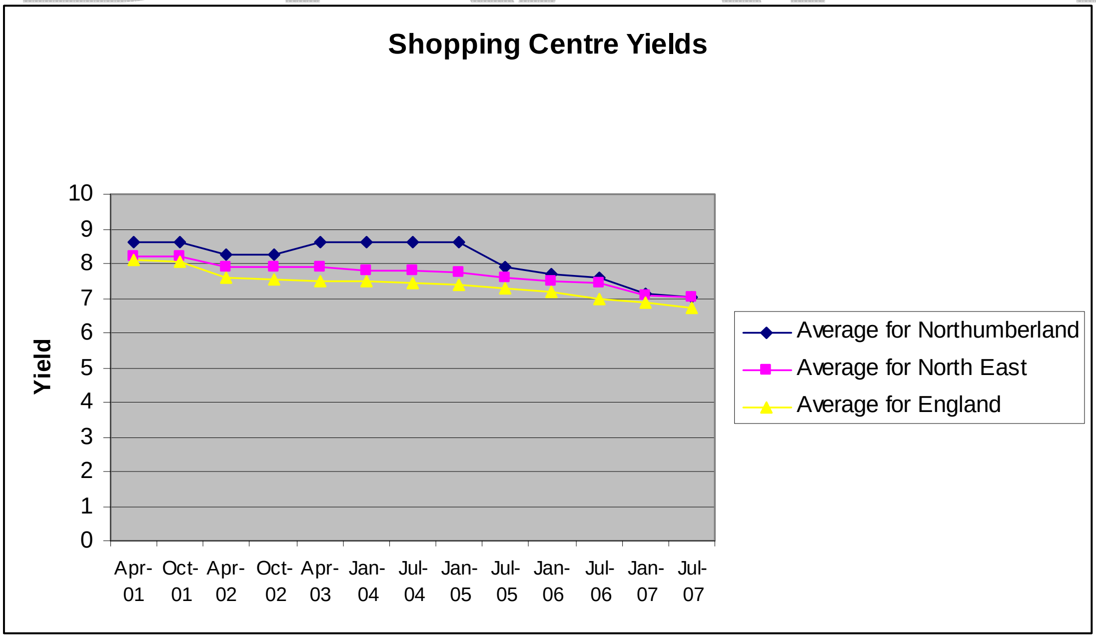
$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Seaton Delaval, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

Figure 8: Shopping Centre Yields - Northumberland



Source: Valuation Office (www.voa.gov.uk), July 2007

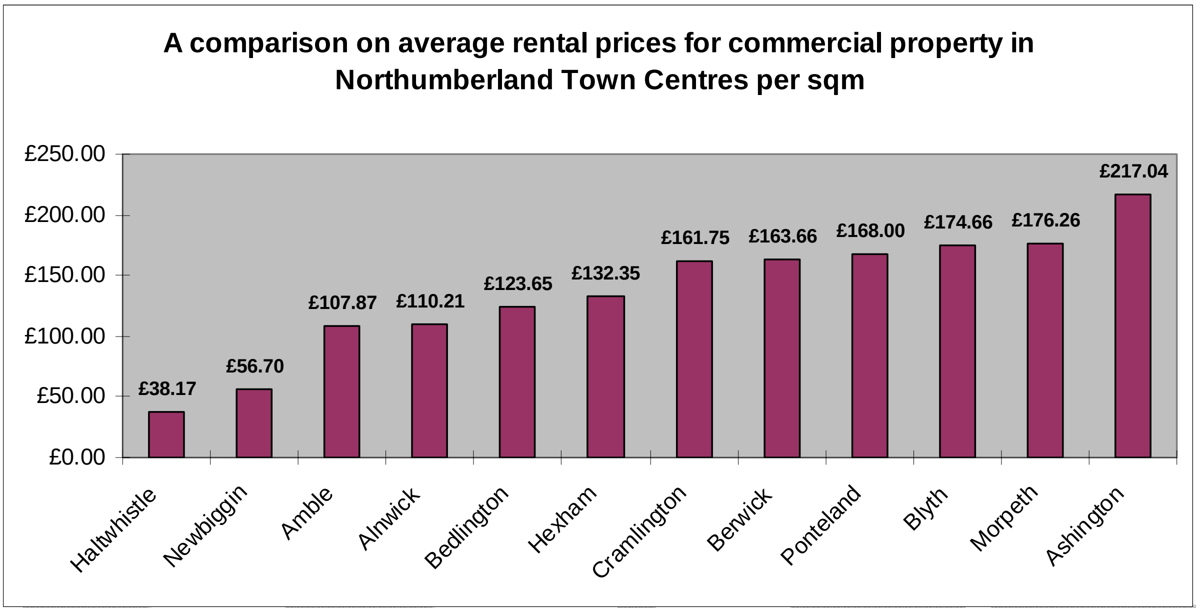
[3] www.voa.gov.uk
[4] www.voa.gov.uk

The graph shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a “risk” associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rates for vacant commercial property in Northumberland are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and do not take the rental prices of buildings that were occupied throughout this period into consideration. As there were no properties in Seaton Delaval listed as vacant on the Northumberland Property Database, there was no available rental information for Seaton Delaval. However, Figure 9 shows the average rental prices for 12 of Northumberland’s town centres. Ashington has the highest rent at £217.04 per square metre and Haltwhistle has the lowest rent at £38.17 per square metre.

Figure 9: Average rental prices for commercial property in Northumberland Town Centres



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Vacancies concentrated in an area may also reflect an ongoing land assembly in advance of a wider regeneration of part of a town. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Seaton Delaval town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the street within Seaton Delaval Town Centre with the most vacant premises is Avenue Crescent with 25% of premises vacant. However, when looking at vacancy rates in terms of floorspace, whilst Avenue Crescent was still ranked 1st, only 20% of its total floorspace was vacant.

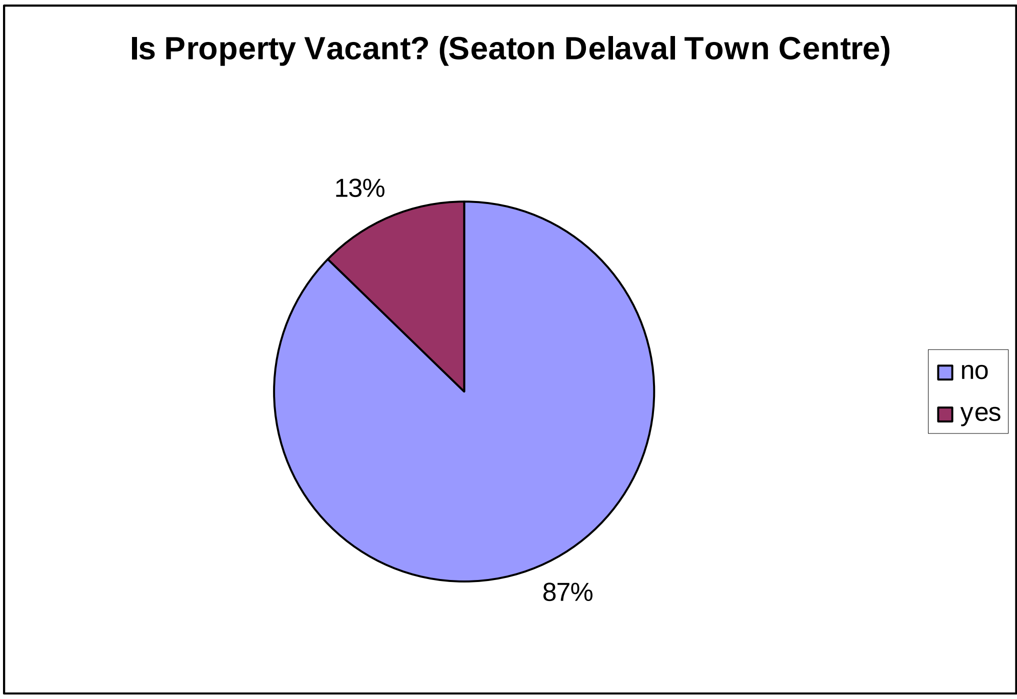
Figure 11 shows that in Seaton Delaval Town Centre, there were 87% of occupied premises and 13% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
ASTLEY ROAD	8%	3	7%	3
AVENUE CRESCENT	25%	1	20%	1
AVENUE ROAD	16%	2	6%	2
ELSDON AVENUE	0%	4	0%	4

Source: Experian, July 2009

Figure 11: Is a Property Vacant



Source: Experian, July 2009

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Seaton Delaval town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2009 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Seaton Delaval Town Centre in April 2009 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Saturday 4th April, Monday 6th April and Thursday 9th April 2009. They were carried out by interviewers at two "access points" within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

The data suggests that a week day tends to be busiest day of the week in Seaton Delaval, with 3,378 people visiting on a Monday and 3,456 visiting on a Thursday A Saturday seems to have fewer people visiting as the figure drops to 2,832.

Figure 12: Estimated daily footfall in Seaton Delaval Town Centre

	Estimated daily footfall[5]		
Location	**Saturday (Weekend)**	**Monday ("Normal" Day)**	**Friday ("Normal" Day)**
Avenue Head (outside Co-op /crossing point)	1,476	2,088	1,968
Astley Road (by no.48)	1,356	1,290	1,488
Total	2,832	3,378	3,456

Source: Northumberland Footfall Counts, June 2008

[5] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

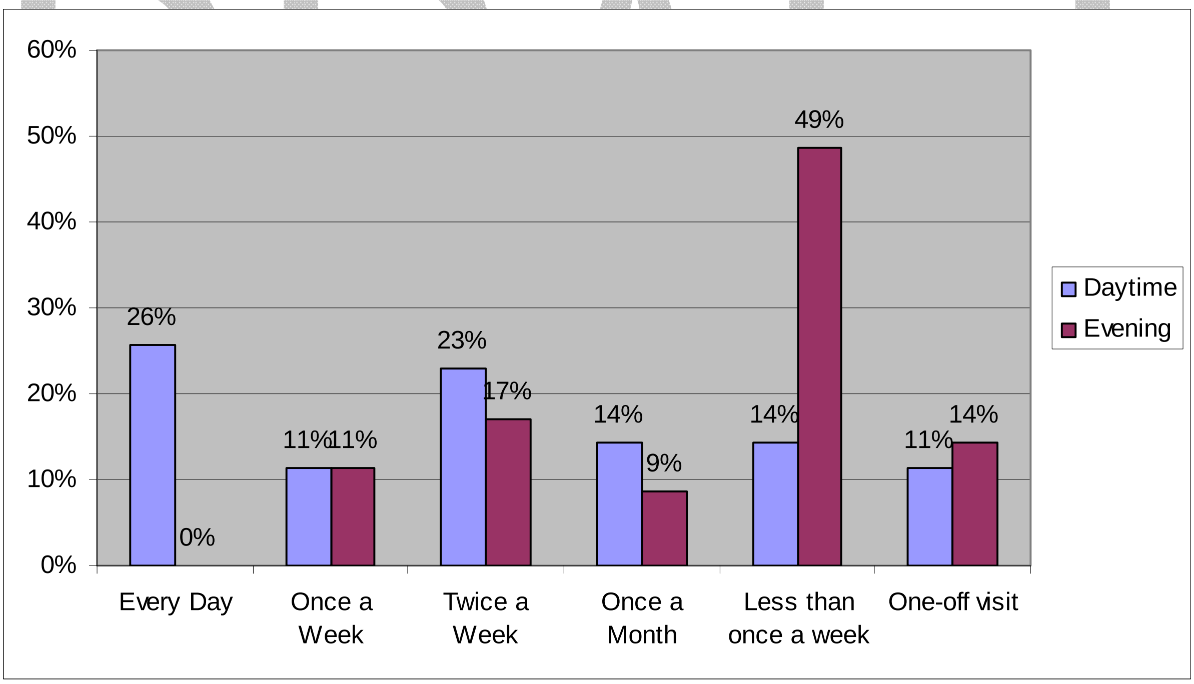
9.0 ACCESSIBILITY

The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Seaton Delaval town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



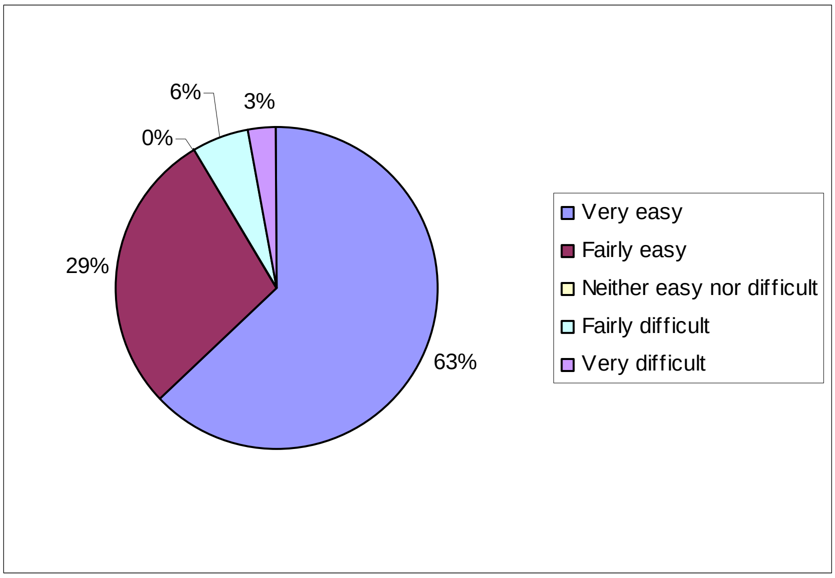
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 35 for daytime; 35 for evening

92% of the respondents that travelled by car found it very easy or fairly easy to travel into Seaton Delaval town centre. 9% of respondents found it fairly difficult or very difficult to travel into the town centre. (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Seaton Delaval town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

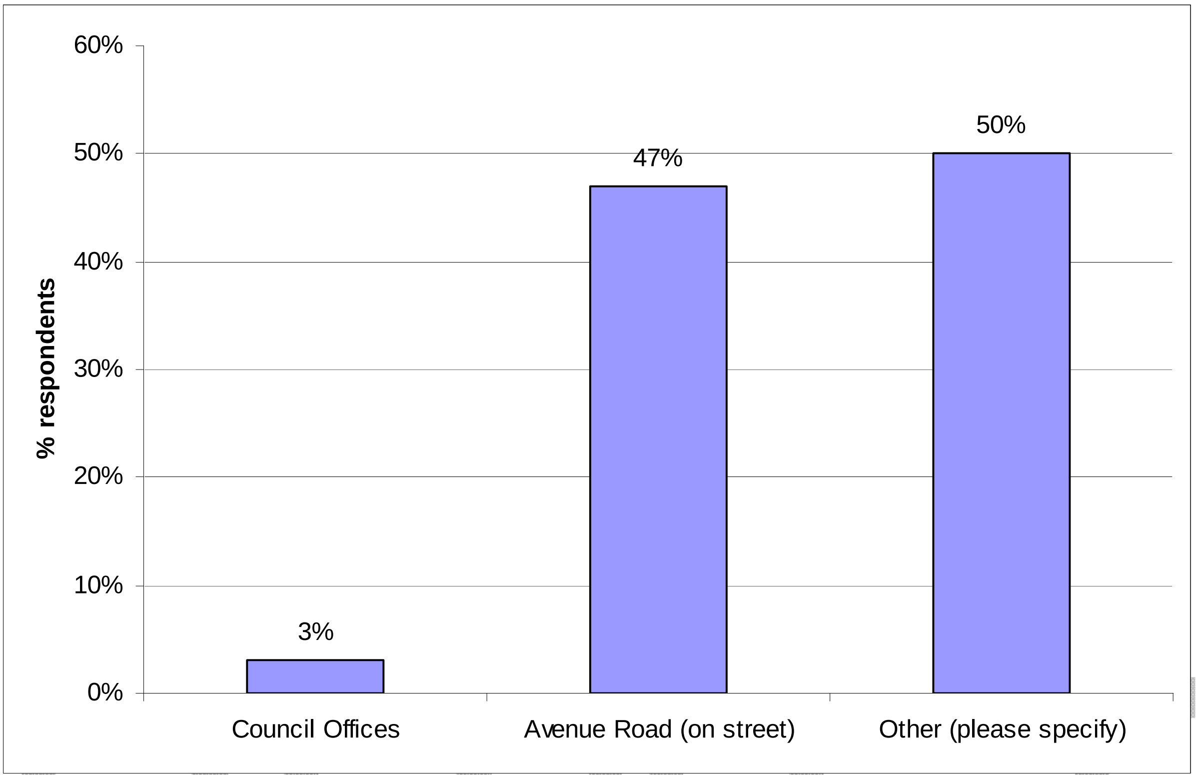
Base: 35

When asked what they would like to see improved with the shopping experience in Seaton Delaval, 34% of respondents mentioned the traffic.

9.2 Access to car parking

Respondents that travelled into Seaton Delaval by car on the day of the interview were asked where they had parked. The most common response (47%) was Avenue Road, followed by the Council Offices (3%). (Figure 15).

Figure 15: Percentage of respondents parking in each location



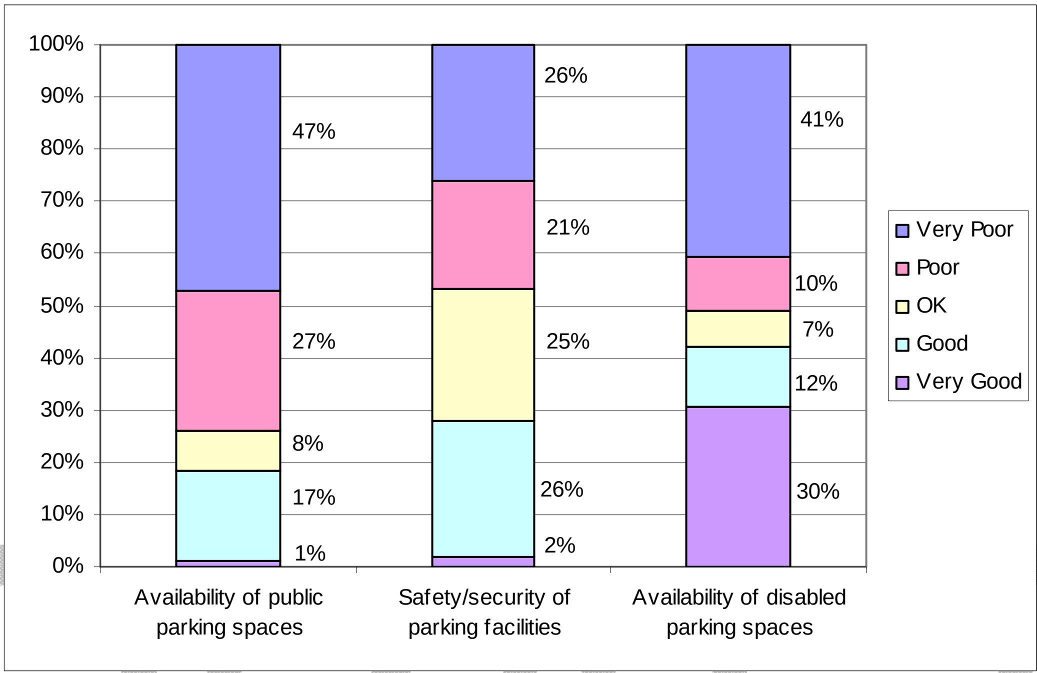
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 34 respondents

Respondents were asked to rate the availability of parking spaces in Seaton Delaval (Figure 16). 74% of respondents gave a very poor or poor rating for the availability of public parking spaces in Seaton Delaval. 47% of respondents gave a very poor or poor rating to the safety and security of parking facilities and 51% for the availability of disabled parking spaces.

Figure 16: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 104 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

When asked what they would like to see improved with the shopping experience in Seaton Delaval, 10% mentioned the parking provision, and 7% the illegal parking.

9.3 Cost of parking

The cost of parking in Seaton Delaval was not specifically asked about in the survey, and no comments were made on the subject.

9.4 Seaton Delaval's Car parks

Figure 17 shows the location of car parks surrounding Seaton Delaval Town Centre. There are no car parks within Seaton Delaval town centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Seaton Delaval, Hartburn Terrace		Surface Car Park					

Source: Northumberland County Council, Transport Direct, July 2009

9.5 Bus Connectivity

The direct connections linking Seaton Delaval to surrounding towns and villages are listed below.

Figure 18: Destination and Frequency of Buses from Seaton Delaval

Destination	Monday to Friday	Saturday	Sunday
Annitsford	Approx 14 per day	Approx 14 per day	Approx 7 per day
Ashington	Approx 19 per day	Approx 19 per day	Approx 14 per day
Bedlington	Approx 19 per day	Approx 19 per day	Approx 14 per day
Bedlington Station	Approx 19 per day	Approx 19 per day	Approx 14 per day
Blyth	Approx 14 per day	Approx 14 per day	Approx 7 per day
Burradon	Approx 59 per day	Approx 59 per day	Approx 20 per day
Camperdown	Approx 14 per day	Approx 14 per day	Approx 7 per day
Cramlington	Approx 20 per day	Approx 20 per day	Approx 14 per day
Dudley	Approx 14 per day	Approx 14 per day	Approx 7 per day
Earsdon	Approx 36 per day	Approx 36 per day	Approx 14 per day
Killingworth	Approx 55 per day	Approx 55 per day	Approx 13 per day
New Hartley	Approx 14 per day	Approx 14 per day	Approx 7 per day
Newcastle	Approx 14 per day	Approx 14 per day	Approx 7 per day
North Shields	Approx 36 per day	Approx 36 per day	Approx 14 per day
North Tyneside	Approx 36 per day	Approx 36 per day	Approx 14 per day
Seghill	Approx 14 per day	Approx 14 per day	Approx 7 per day
South Beach	Approx 14 per day	Approx 14 per day	Approx 7 per day
South Gosforth	Approx 14 per day	Approx 14 per day	Approx 7 per day
Stakeford	Approx 19 per day	Approx 19 per day	Approx 14 per day
West Monkseaton	Approx 36 per day	Approx 36 per day	Approx 14 per day
Westbourne	Approx 14 per	Approx 14 per	Approx 7 per day

Estate	day	day	
Whitley Bay	Approx 36 per day	Approx 36 per day	Approx 14 per day

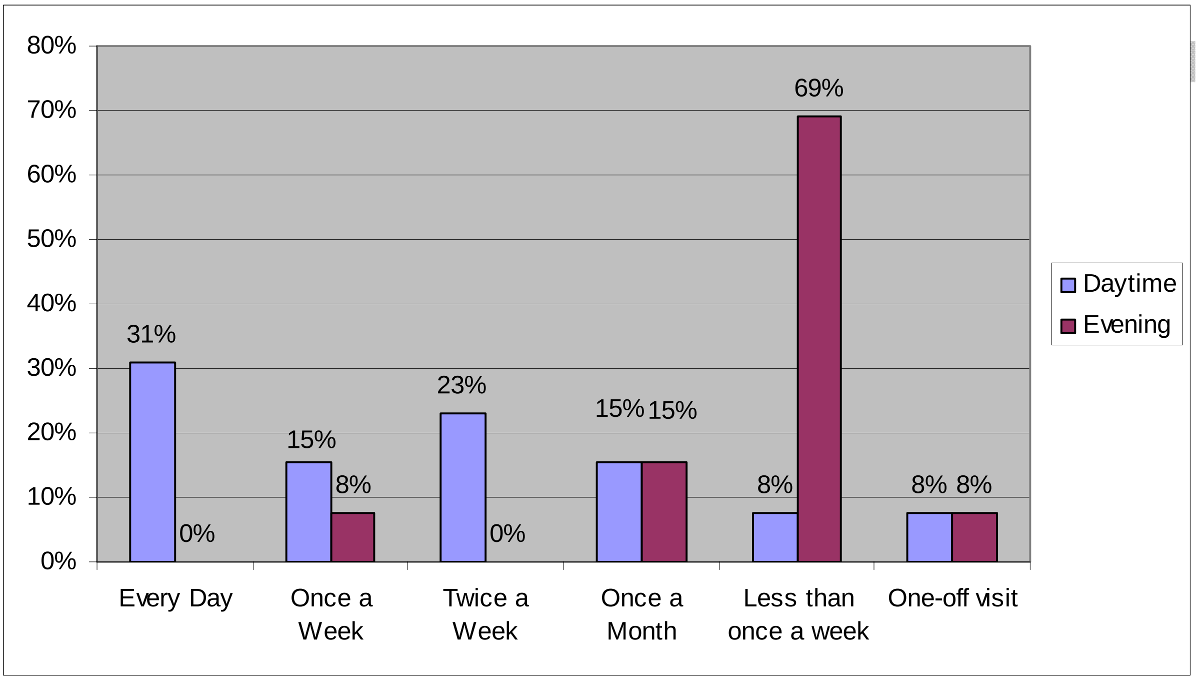
Sources: Nexus: http://www.nexus.org.uk, Travel Search http://www.carlberry.co.uk/index.htm, North East Travel Line http://jplanner.travelinenortheast.info

9.6 Shoppers travelling to town by bus

13 respondents (10%) travelled into Seaton Delaval by bus on the day of the interview. 69% of these said that they go into Seaton Delaval at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 8% in the evenings. (See Figure 19)

Figure 19: Frequency of visit to the town centre by those respondents travelling in by bus

(Excludes 'don't know' responses unless otherwise specified)



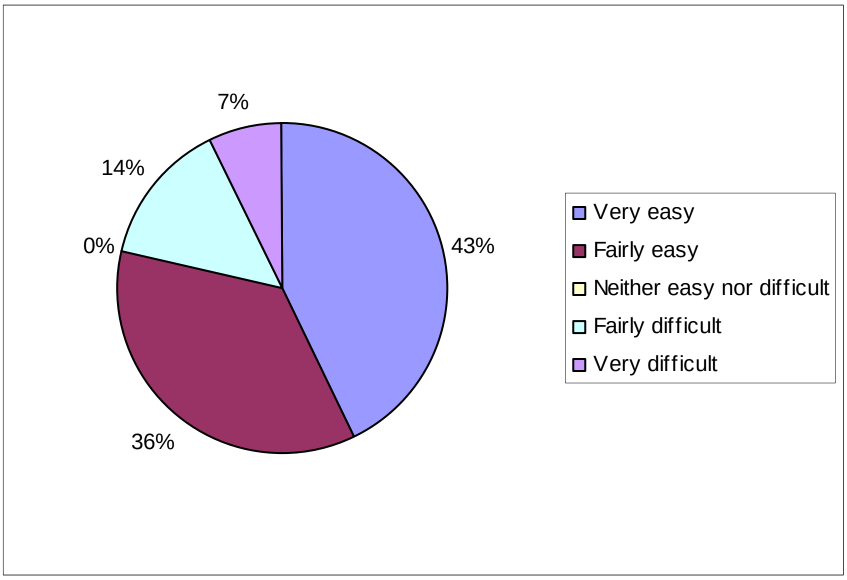
Source: Northumberland Infonet Shopper Questionnaire, April 2009

Base: 13 for daytime; 13 for evening -

79% of the respondents that travelled by bus found it very easy or fairly easy to travel into Seaton Delaval town centre. 21% of respondents found it fairly difficult or very difficult. (See Figure 20)

Figure 20: How easy/difficult do you feel it is to travel into Seaton Delaval town centre (those respondents that travelled by bus)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 14 respondents

9.7 Train Connectivity

There is no train access to Seaton Delaval.

9.8 Shoppers travelling to town by train

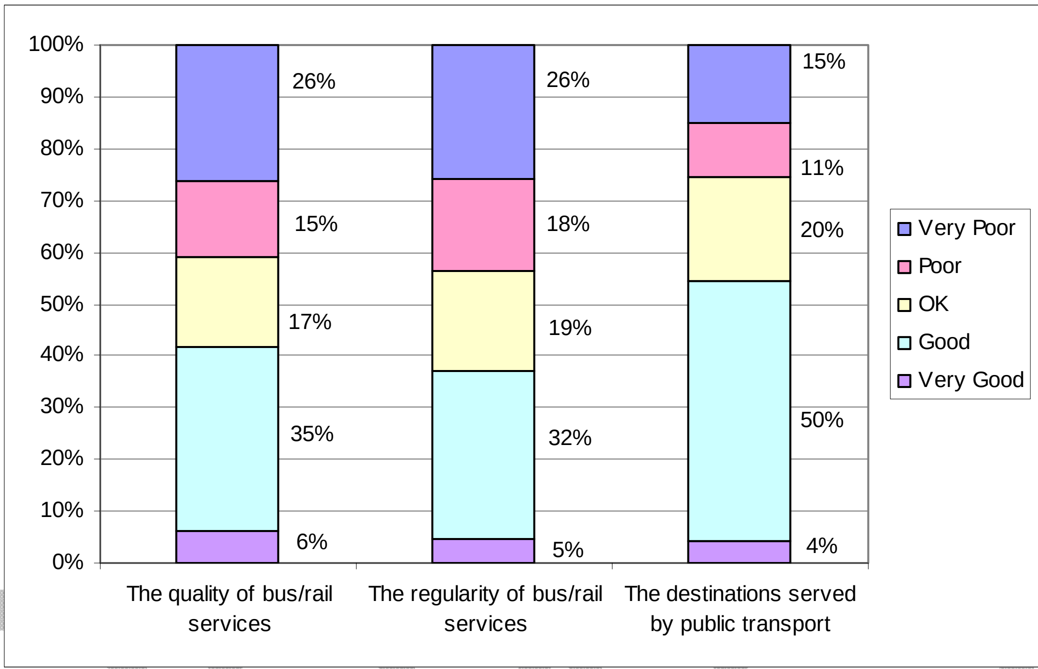
There is no train access to Seaton Delaval and therefore no shopper's questionnaire respondents said that they travelled to Seaton Delaval town centre by train.

9.9 Perception of Public Transport Services

41% of respondents gave a positive rating for the quality of bus services, 37% gave a positive rating to the regularity of the bus/rail services and 54% of respondents gave a positive response to the destinations served.

Figure 21: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 108 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

When asked how they would make the town centre better, 34% of respondents said they would improvements made to the traffic throughout the town. In addition, 18% of respondents would like to road safety improved, and 11% would like to see parking provision improved. Other comments included:

- "Improve footpaths in areas"
- "Improve road crossings"
- "Another crossing at busy road for roundabout"

9.11 Origin and method of travel of Shoppers Interviewed

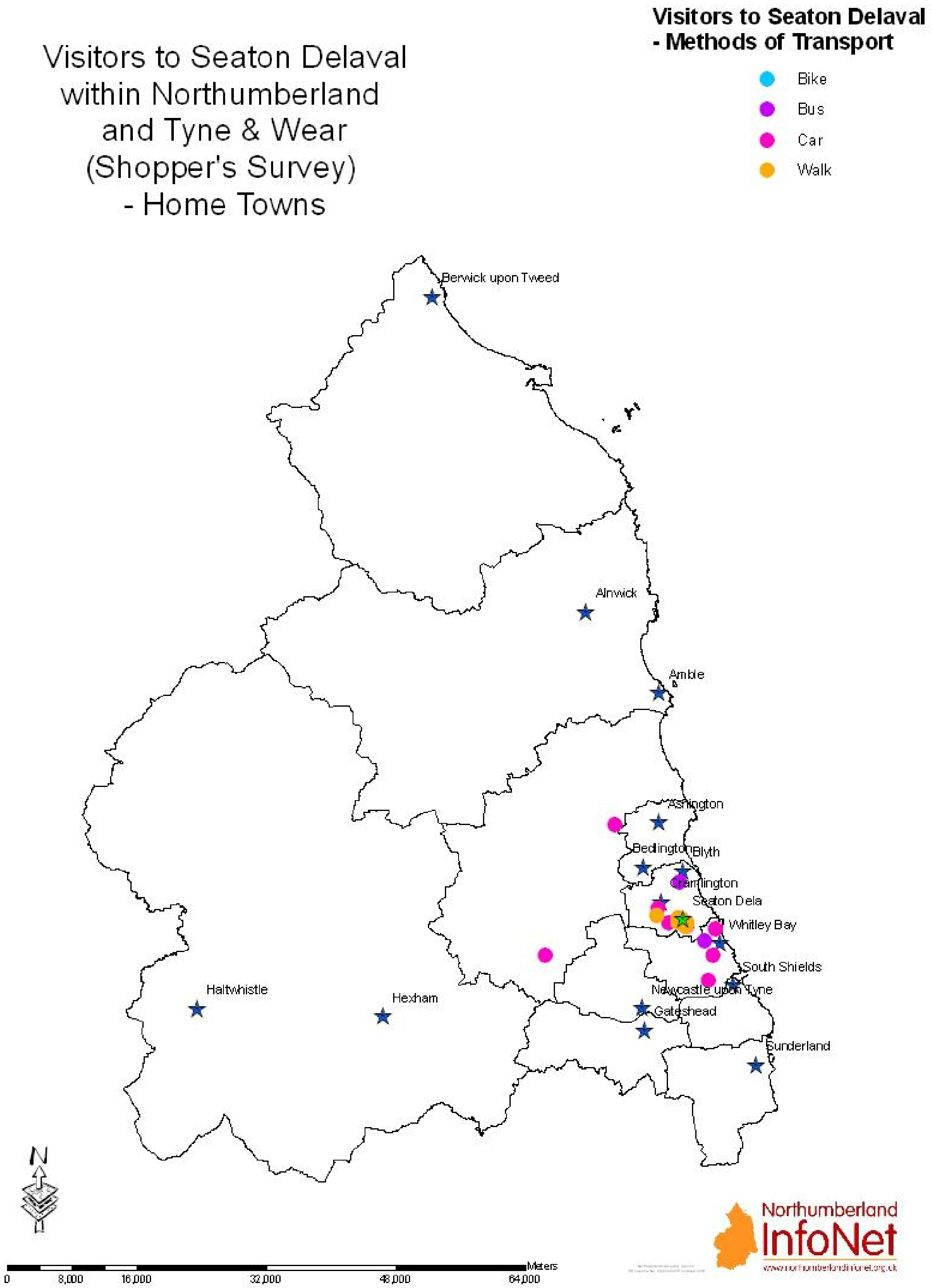
As Figure 26 shows, most of the respondents from the Seaton Delaval Shopper Survey live in Seaton Delaval and the surrounding villages and towns, including from across the Northumberland border into North Tyneside.

Those living in Seaton Delaval were more likely to walk into the town centre on the day of the interviews, whereas the further away from the town centre the respondents lived, the more likely they were to travel by car or bus.

No respondents came from outside of the Northumberland and Tyne & Wear regions.

Figure 22: Visitors to Seaton Delaval within Northumberland

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened over the past 12 months in Seaton Delaval:

- Following the refurbishment of the toilet block located at the town centre of Seaton Delaval it was agreed that the rough land to the rear should be landscaped and treat as a high amenity area.

- Shrub beds to the front and rear have been planted, bench type seating and additional waste bins have also been added to this area.

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Respondents were asked how they would make the town centre better, the following comments were made with regards to pedestrianisation.

- Improve road crossings
- Cycle paths
- Better disabled access
- Zebra crossings at various points throughout town (3 responses)

10.2.2 Street Lighting and Street Furniture

Street Lighting

2.3% of respondents said that they would like to see street lighting improved in Seaton Delaval town centre.

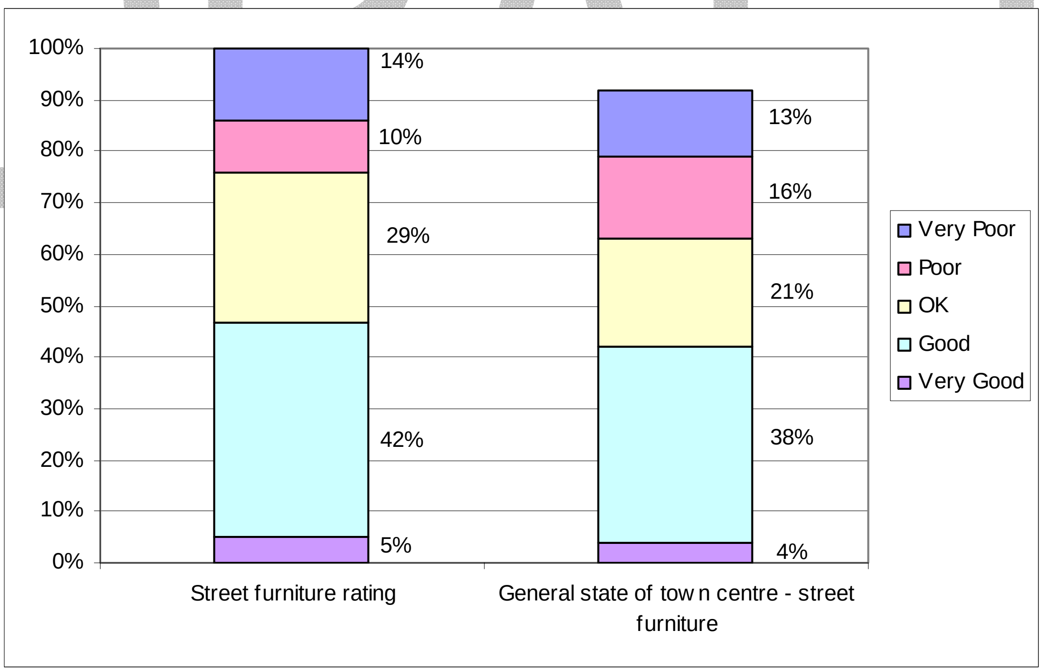
Street Furniture

Respondents were asked to rate street furniture as part of two different questions (Figure 23). The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture.

The responses to both of the questions were similar, with less than half of the respondents in each case giving a positive rating.

Figure 23: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

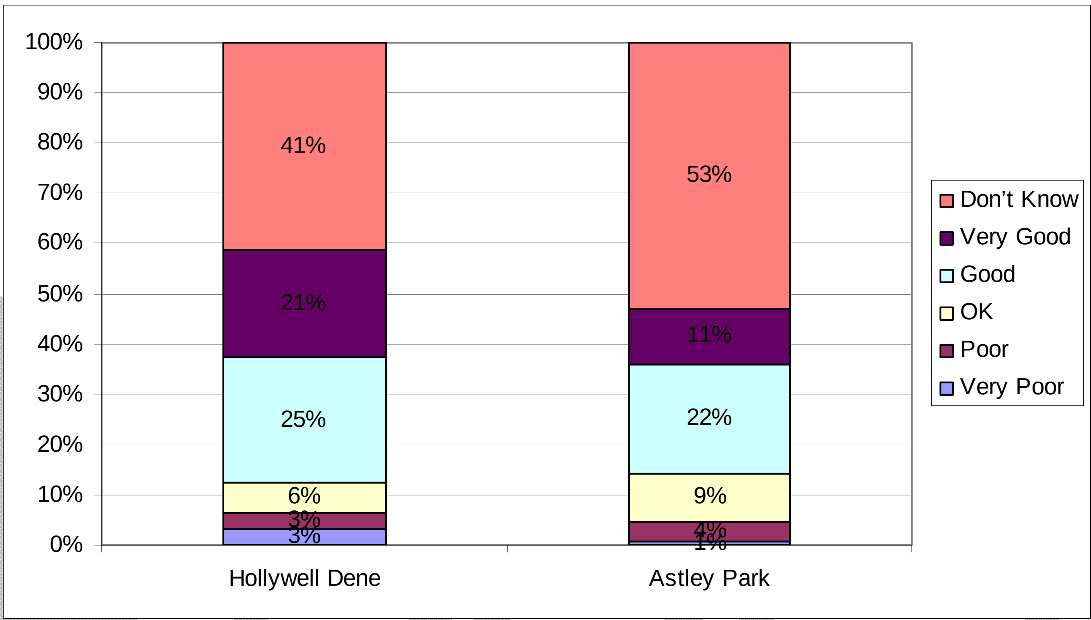
Base: 120 to 128 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

Open Spaces

46% of respondents gave a good or very good rating with only a 6% negative rating to Hollywell Dene. Respondents gave a more negative rating to Astley Park with 33% of respondents rating it good or very good, only 5% gave Astley Park a negative rating. (Figure 24).

Figure 24: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

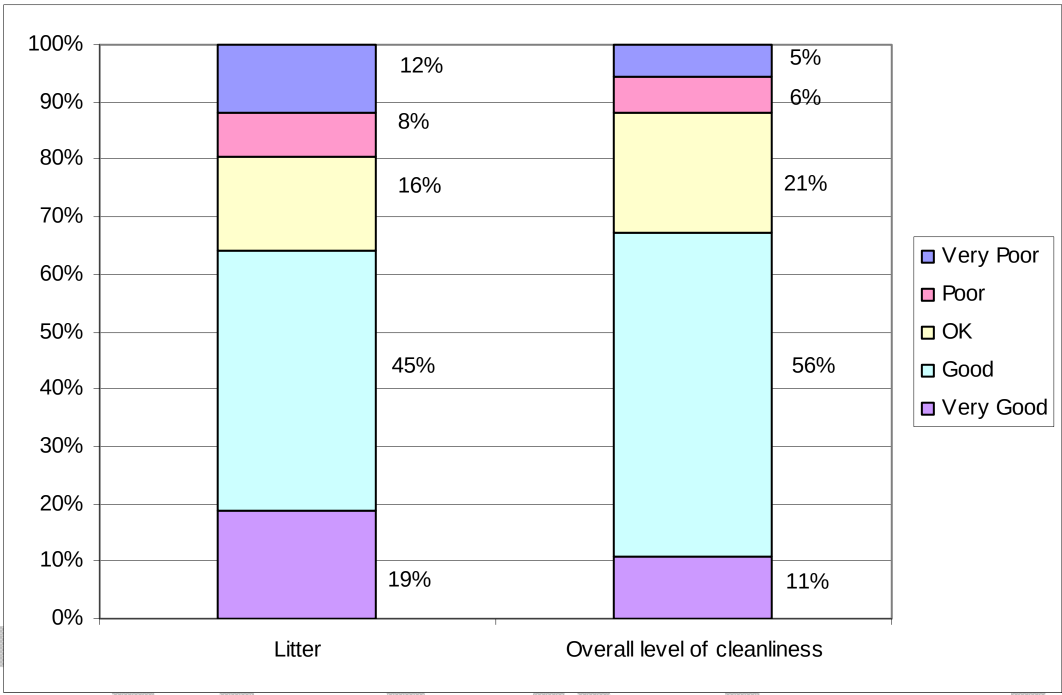
Base: 75 and 60 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

64% of respondents gave Seaton Delaval a positive rating with regards to litter and 67% to the level of cleanliness, 20% of respondents gave a negative rating to litter and only 11% gave a negative rating to level of cleanliness. (Figure 25).

Figure 25: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 128 respondents (litter); 128 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

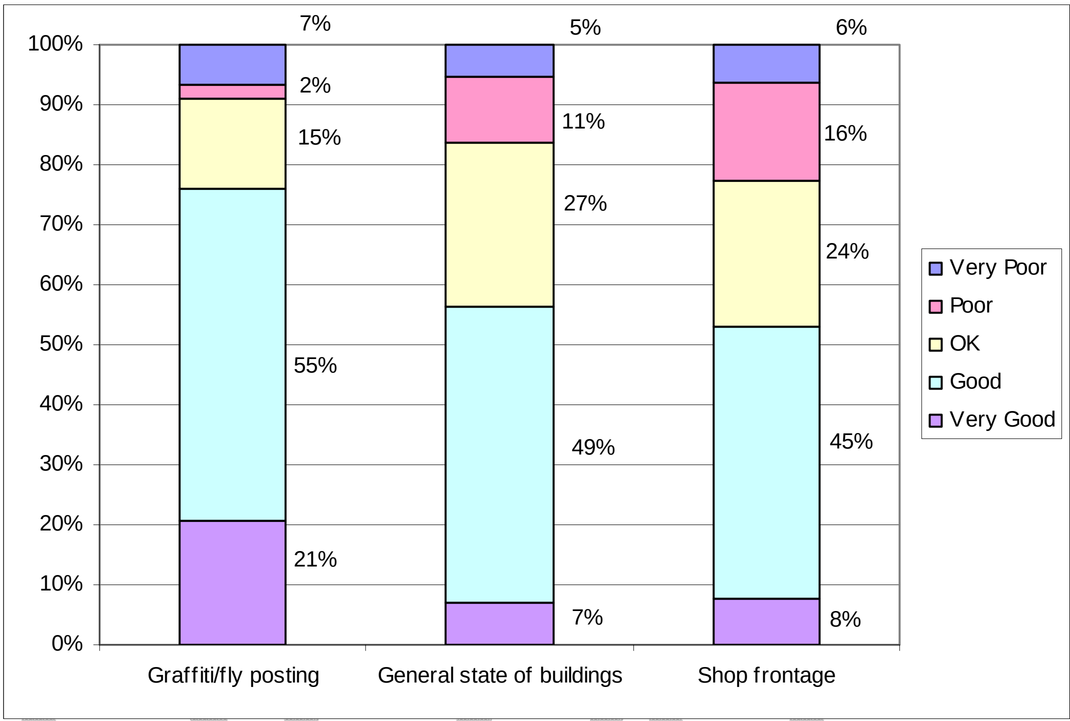
When asked how the respondents would make the town centre better, one respondent gave the suggestion 'make town more attractive, tidy it up, clean it'.

10.2.4 General Appearance of the Town

More than half of the respondents felt that the general appearance of the town was good. 76% of respondents gave a good or very good rating for the graffiti/fly posting, over half of respondents gave a good or very good rating for the general state of the buildings and the shop frontage. (Figure 26).

Figure 26: Ratings given for the appearance of the town

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 128 respondents; (note: this excludes those respondents that gave a 'don't know' response)

A few respondents made comments or suggestions of improvements relating to the appearance of the town:

- "Cleanliness of footpaths".
- "Maintain the parks properly''
- "More flowers outside shops".
- "Tidy shop fronts, paths and add seating throughout town".

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

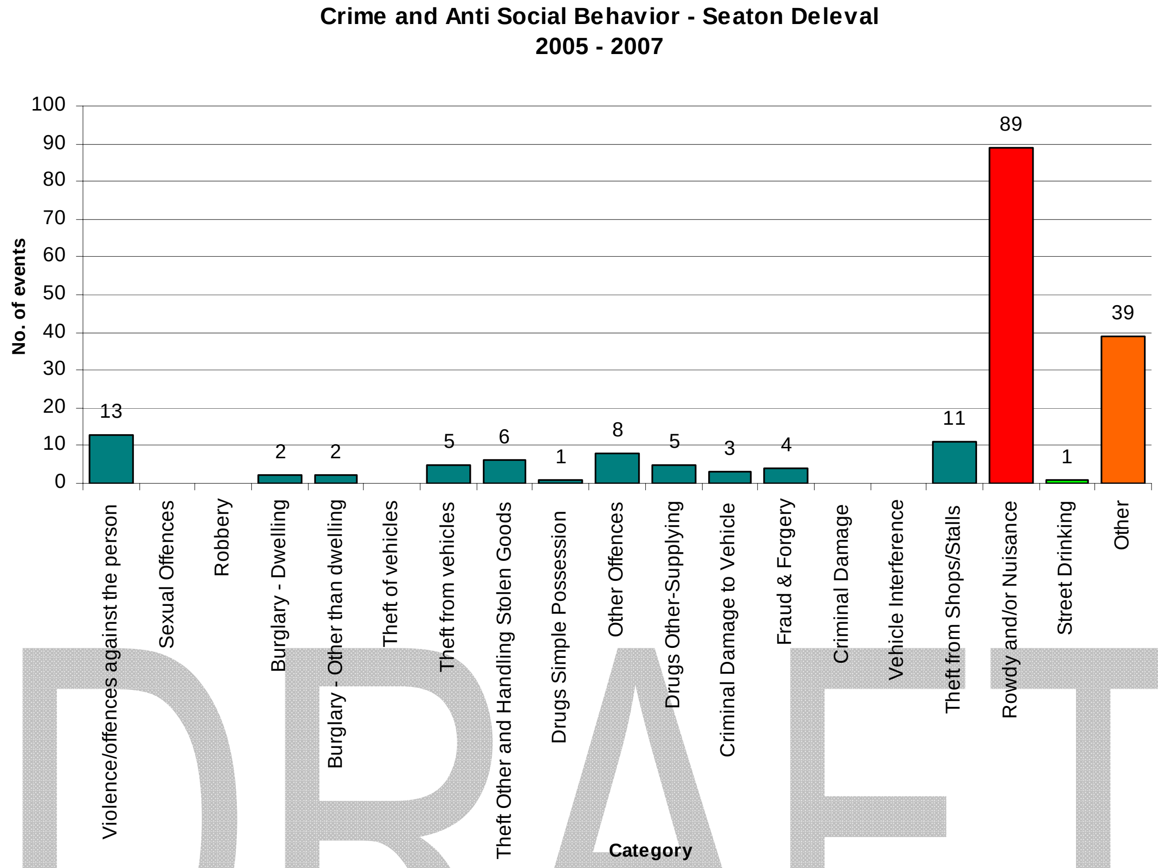
High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

11.1 Analysis of Reported Crimes

Figure 27: Analysis of Reported Crimes

Source: Northumbria Police, December 2007

Figure 28: Crime and Anti Social Behaviour



Source: Northumbria Police, December 2007

Looking at Figures 27 and 28, it is clear to see that the majority of crime in Seaton Delaval in 2005 – 2007 occurred on Ave Road (perpendicular to Astley Road off the roundabout). There were more occurrences of rowdy and/ or nuisance behaviour than any other type of crime or other ASB and these occurrences were largely on Astley Road and Ave Road.

Looking at the chart (Figure 28), the types of crime have been broken down further. The most frequent type of crime occurring in Seaton Delaval Town Centre between 2005 and 2007 was "violence/offences against the person", of which there were 13 occurrences. The 2nd most frequent type of crime was "theft from shops/ stalls" of which there were 11 occurrences.

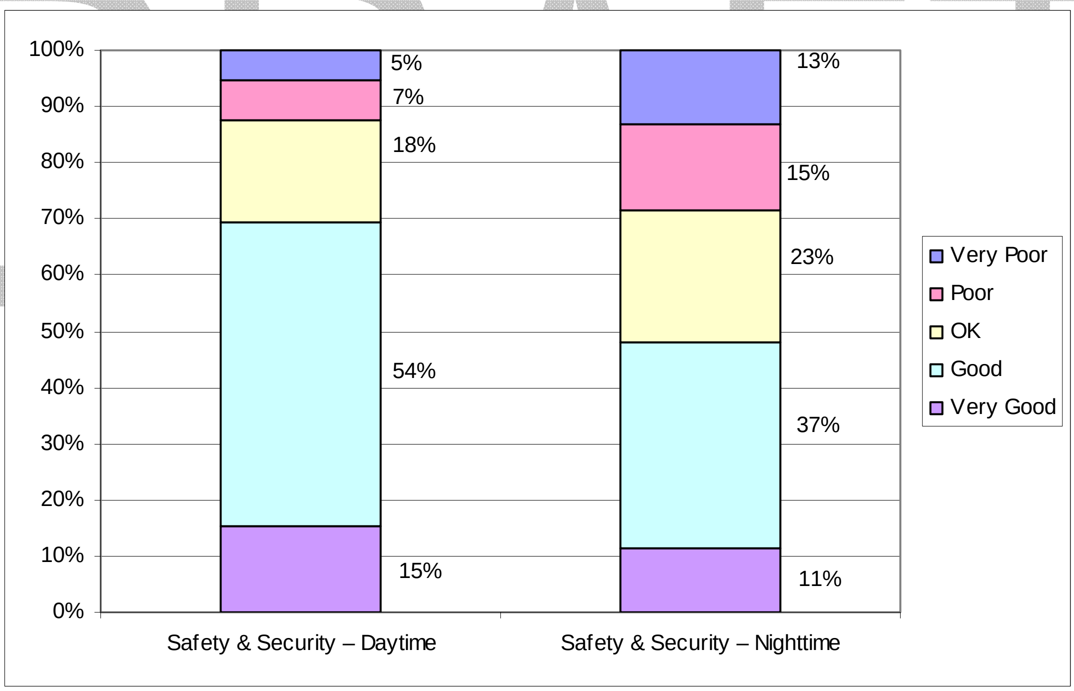
11.2 Perception or Fear of Crime

More than half (69%) of shopper's survey respondents gave Seaton Delaval a positive rating for safety and security through the day, with only 12% giving a negative rating. 48% of respondents gave Seaton Delaval a positive rating for safety and security at night and 28% gave a negative rating. (Figure 29). However, when asked how they would make the town centre better, one respondent suggested that they would like to see police on foot rather than in cars.

As can be seen in Figure 16, less than half of respondents felt that the safety/security of the parking facilities was good/very good.

Figure 29: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 111 respondents (daytime); 98 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the former Blyth Valley Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the former Blyth Valley District (August 2009):

- Acquisitive crime road shows in Cramlington and Blyth being held in August. The aim is to:
  - provide crime prevention advice relating to general security including home and vehicle security, personal safety and offering bike marking.
  - form part of Northumbria Police's "Let's draw a line under crime" campaign to crackdown on acquisitive crime and as part of this officers at the venues will also be going around the car parks and writing to vehicle owners who have left valuables on display.

- There is also a Partnership week of action coming up in Seaton Delaval at the end of September.

12.0 CUSTOMER VIEWS

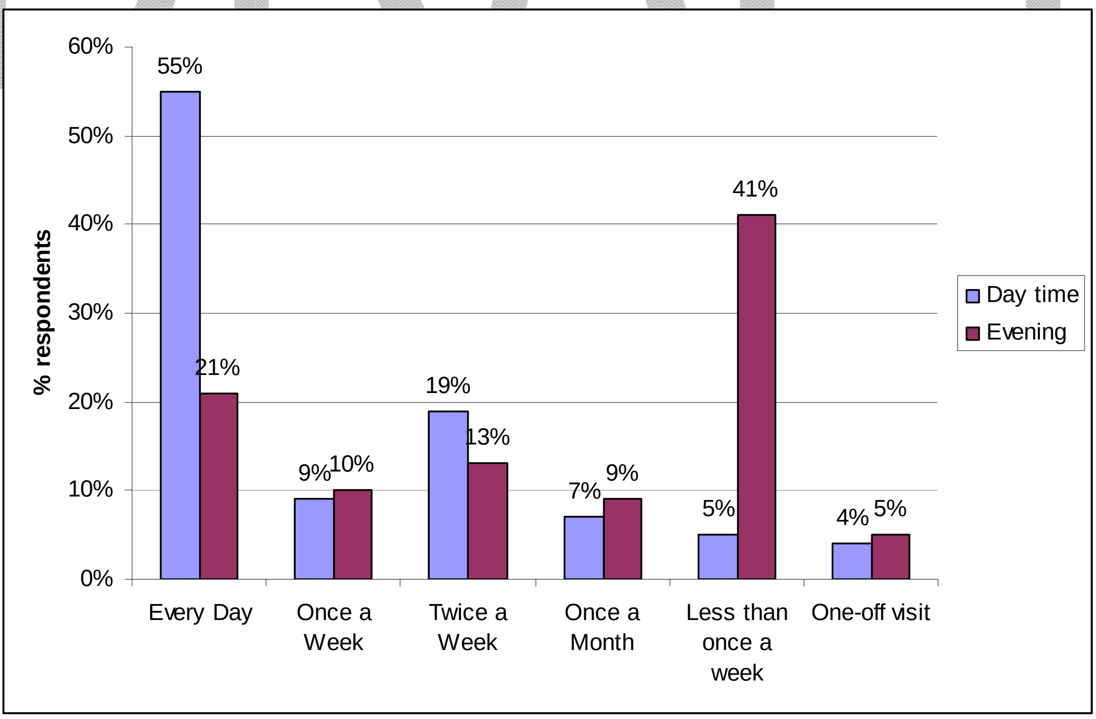
Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Seaton Delaval Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Seaton Delaval catchment area; spending patterns and retaining shopper spend within the town centre.

12.1 Regularity of visits

83% of respondents go to Seaton Delaval town centre during the daytime at least once a week, with over half (55%) going into town every day. Respondents visit the town centre less often during the evenings, with 44% visiting at least once a week. (Figure 30).

Figure 30: Approximately how often are you in Seaton Delaval Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 128 respondents (daytime); 126 respondents (evening)

12.2 Expenditure/ Type of Purchases

Respondents are most likely to shop in other local areas than Seaton Delaval for food and other domestic items. For all other items asked about in the survey, although a reasonable proportion of respondents stay in Seaton Delaval to shop, many others go to other shopping centres, Cramlington, the Metro Centre and Newcastle in particular. (Figure 31 and Figure 32).

Figure 31: Proportion of respondents shopping in Seaton Delaval and other areas

	Food Shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/DVDs etc	Other specialist
Seaton Delaval									
Seaton Delaval only (5)	12%	24%	2%	0%	0%	4%	2%	0%	0%
Seaton Delaval + local area[6]	5%	2%	1%	0%	2%	0%	0%	0%	0%
Seaton Delaval + internet/non-local/ local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Seaton Delaval									
Local only	50%	53%	88%	92%	91%	86%	91%	86%	86%
Internet or other	30%	21%	5%	5%	7%	8%	6%	14%	14%
Non Seaton Delaval mix	3%	0%	4%	2%	0%	2%	0%	1%	0%
Base	127	119	128	128	126	124	126	125	79

Source: Northumberland Infonet Shopper Questionnaires, April 2009

[6] 'Local area' is defined as being one of the following: Ashington, Bedlington, Newbiggin, Cramlington, Newcastle, Metro Centre, Kingston Park, Morpeth, Silverlink

Figure 32: Shopping centres used by respondents to purchase different items

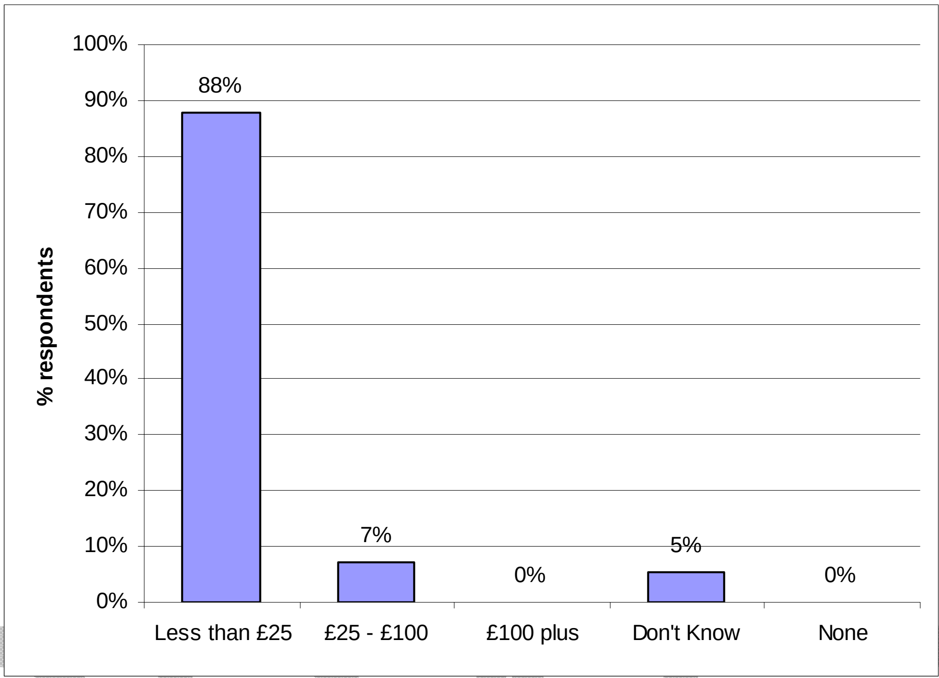
	Food Shopping	Other domestic (e.g. chemist, cosmetics, etc)	Clothes	Shoes	Electrical Goods	Furniture/ Carpets	DIY Goods	CDs/DVDs etc	Other Specialist
Ashington	2%	2%	0%	0%	0%	0%	0%	0%	0%
Bedlington	1%	1%	1%	1%	1%	1%	1%	1%	1%
Newbiggin	0%	0%	0%	0%	0%	0%	0%	0%	%0
Blyth	15%	9%	15%	14%	13%	14%	12%	14%	8%
Cramlington Town Centre	18%	10%	10%	9%	8%	6%	10%	8%	9%
Cramlington Manor Walk	23%	17%	13%	12%	10%	1%1	12%	14%	14%
Newcastle	3%	8%	40%	39%	25%	29%	15%	24%	32%
Metro Centre	2%	7%	27%	27%	14%	23%	9%	14%	16%
Kingston Park	1%	2%	0%	0%	1%	1%	1%	1%	1%
Morpeth	1%	1%	2%	2%	1%	1%	1%	1%	0%
Silverlink	2%	7%	14%	16%	30%	15%	37%	19%	8%
Internet	2%	0%	3%	3%	5%	2%	2%	8%	9%
Other	31%	21%	6	5%	2%	8%	4%	6%	5%
Seaton Delaval (from Verbatims)	17%	26%	3%	0%	2%	4%	2%	0%	0%

Source: Northumberland Infonet Shopper Questionnaires, April 2009

Figure 38 shows that 88% of respondents planned to spend less than £25 in Seaton Delaval on the day they were interviewed, with a further 7% expecting to spend between £25 and £100. 5% did not know how much they would spend.

Figure 33: How much do you plan to spend in Seaton Delaval today?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

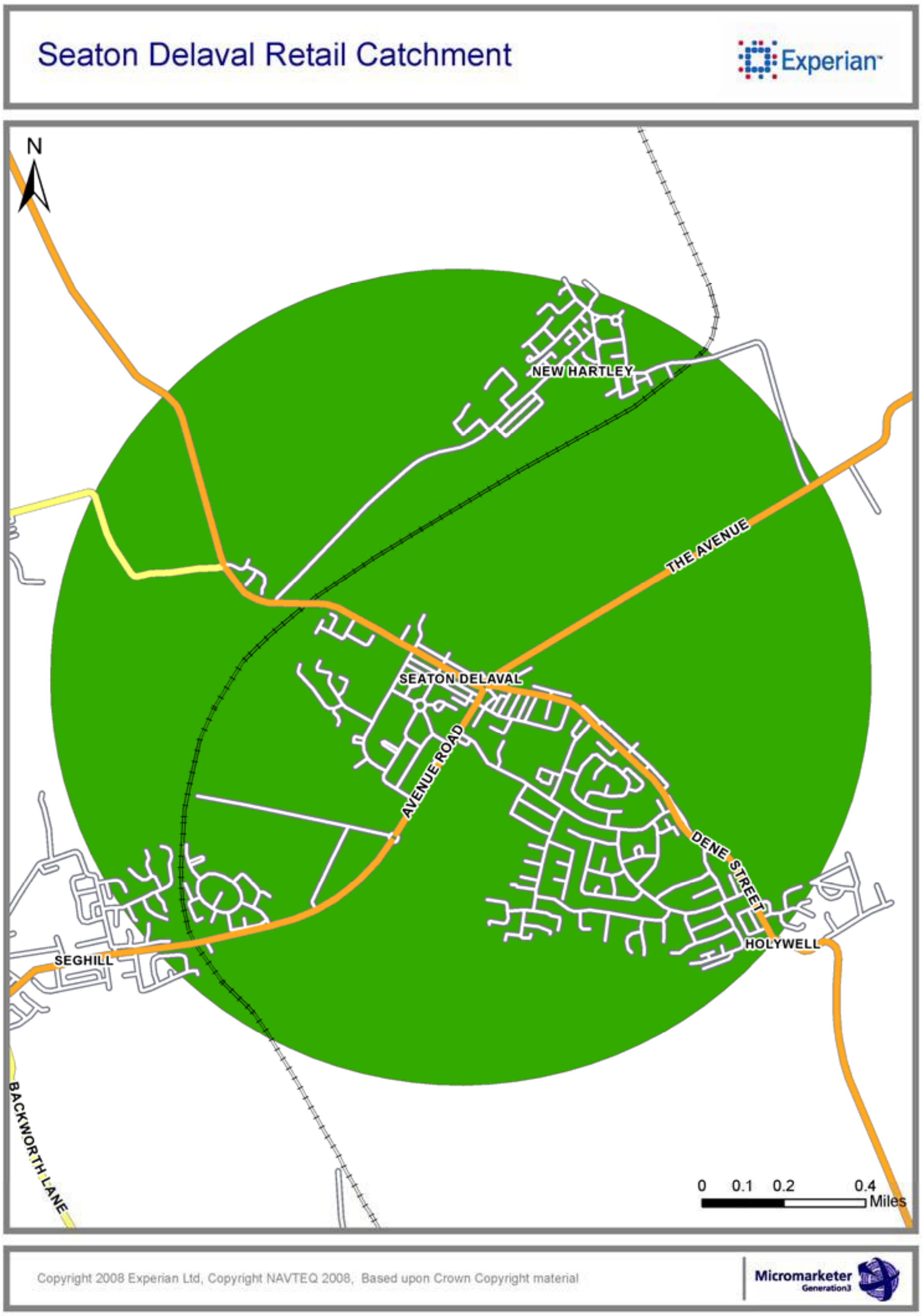
Base: 127 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected.

The RSS states that the former Blyth Valley district lies within the Tyne & Wear City-Region, which is an area that looks primarily to the Tyne & Wear conurbation for access to jobs and services. Seaton Delaval is one of the smaller settlements within the former district, the two principal towns being Blyth and Cramlington. However, it is the largest of the settlements within Seaton Valley.

Figure 34: Seaton Delaval Retail Catchment



Source: Experian, August 2008

The map (Figure 34) shows the catchment area for the town of Seaton Delaval, as defined by Experian. The town is too small to be featured in the 'Where Britain Shops' survey, carried out by Experian, which has been used to generate catchments for a number of other towns in Northumberland. Therefore a catchment based on a 1 mile radius from the centre has been used. This is believed to be a good approximation of the people that use the town centre.

12.4 Spending Patterns

In addition to Seaton Delaval itself, the catchment includes New Hartley to the north-east, and parts of Holywell to the south-east and Seghill to the south-west. Altogether, the catchment covers an area of 8.1 sq kilometres, is home to just over 9,900[7] people and nearly 4,600 houses. Collectively, these households and residents spend an estimated £43.1 million per annum on retail goods and services, with 36.2% of expenditure on convenience retail goods (£15.6 million) and 63.8% on comparison retail (£27.5 million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison.

The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Seaton Delaval catchment to the proportion in the UK. An index of more than 100 indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 35: Seaton Delaval Catchment Summary Profile

	Seaton Delaval Catchment	%	UK	%	Index
2007 Population	9,909		60,796,178		
2007 Households	4,584		26,018,847		
Total Comparison	27,464,730	63.8%	171,926,829,196	63.4%	100.7
Total Convenience	15,589,498	36.2%	99,464,696,627	36.6%	98.8
Total Retail	43,054,228	100.0%	271,391,525,823	100.0%	100.0

[7] 2007 figures

Comparison per household	5,991		6,608		90.7
Convenience per household	3,401		3,823		89.0
Total retail per household	9,392		10,431		90.0

Source: Experian, August 2008

Total retail expenditure per household per annum within the catchment stands at £9,392[8], with average comparison retail spend at £5,991 per annum and convenience spend at £3,401 per annum. Total comparison spend per household and total convenience spend per household in the catchment are both below the UK average, with indices of 90.7 and 89.0, respectively.

Figure 36 below provides a breakdown of comparison retail expenditure within the Seaton Delaval catchment and in the UK. Clearly the largest expenditure type within comparison retail is 'Clothing Material & Garments', accounting for £6.2 million or 22.6% of total comparison expenditure within the catchment. 'Clothing' is followed by 'Audio-visual, photographic and information processing equipment' (£3.4 million or 12.5%) and 'Games, toys and hobbies; sport and camping; musical instruments' (£3.0 million or 11.0%).

The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Seaton Delaval spend substantially more on 'Major Household Appliances', 'Audio-visual, photographic and information processing equipment', 'Recording Media' and 'Small electrical household appliances' as a proportion of total spend than the UK average. In contrast, they spend substantially less on a number of items, particularly, 'Bicycles', 'Major tools and equipment', and 'Small tools and miscellaneous accessories'.

[8] Calculated using the expenditure divided by the number of households.

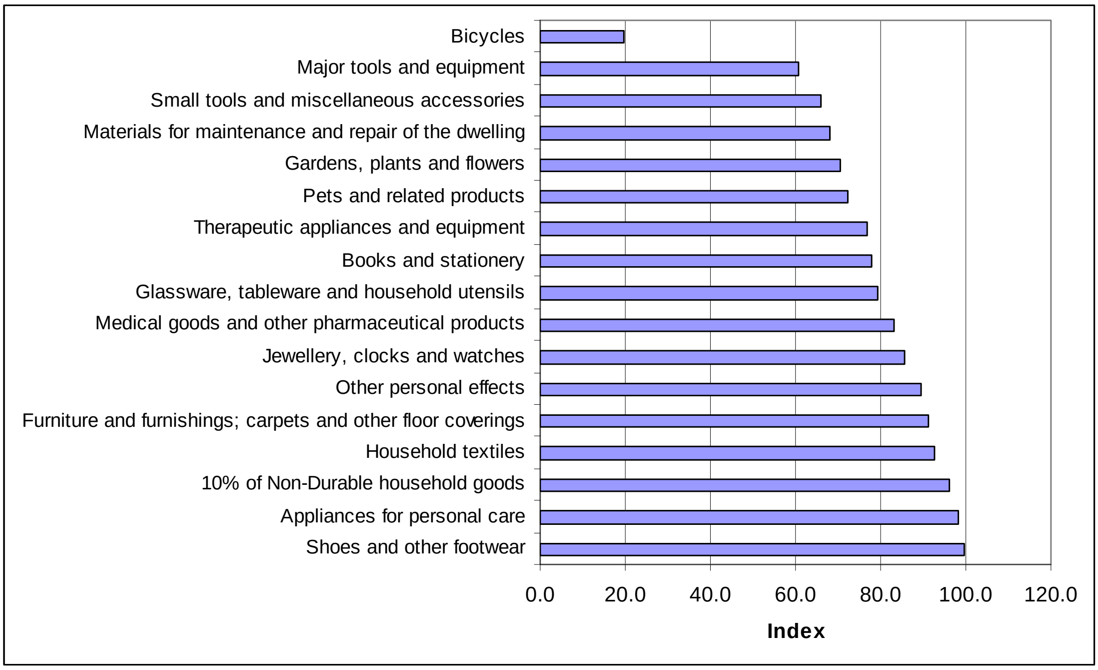
Figure 36: Total Expenditure (in 2006 prices) Comparison

Type of expenditure	Target	%	Base	%	Index
10% of Non-Durable household goods	54,409	0.2%	357,185,476	0.2%	96.0
Appliances for personal care	2,388,234	8.7%	15,298,262,865	8.9%	98.4
Audio-visual, photographic and information processing equipment	3,444,319	12.5%	14,926,597,385	8.7%	145.5
Bicycles	42,047	0.2%	1,345,908,674	0.8%	19.7
Books and stationery	861,550	3.1%	6,968,169,166	4.1%	77.9
Clothing materials and garments	6,197,085	22.6%	37,197,970,202	21.6%	105.0
Furniture and furnishings; carpets and other floor coverings	2,636,863	9.6%	18,218,052,893	10.6%	91.2
Games, toys and hobbies; sport and camping; musical instruments	3,020,071	11.0%	18,951,364,780	11.0%	100.5
Gardens, plants and flowers	380,849	1.4%	3,402,000,385	2.0%	70.6
Glassware, tableware and household utensils	598,649	2.2%	4,753,009,610	2.8%	79.4
Household textiles	790,607	2.9%	5,378,572,610	3.1%	92.7
Jewellery, clocks and watches	616,795	2.2%	4,533,353,900	2.6%	85.8
Major household appliances (electric or not)	1,041,131	3.8%	4,457,482,024	2.6%	147.2
Major tools and equipment	35,748	0.1%	370,528,409	0.2%	60.8

Materials for maintenance and repair of the dwelling	738,968	2.7%	6,826,571,834	4.0%	68.2
Medical goods and other pharmaceutical products	514,127	1.9%	3,904,354,994	2.3%	83.0
Other personal effects	323,596	1.2%	2,276,336,174	1.3%	89.6
Pets and related products	314,525	1.1%	2,747,999,981	1.6%	72.1
Recording media	1,726,287	6.3%	7,513,288,250	4.4%	144.8
Shoes and other footwear	844,402	3.1%	5,348,647,704	3.1%	99.5
Small electrical household appliances	171,940	0.6%	748,364,529	0.4%	144.8
Small tools and miscellaneous accessories	345,044	1.3%	3,301,806,678	1.9%	65.9
Therapeutic appliances and equipment	377,484	1.4%	3,101,000,673	1.8%	76.7
Total Comparison	27,464,730	100.0%	171,926,829,196	100.0%	100.0

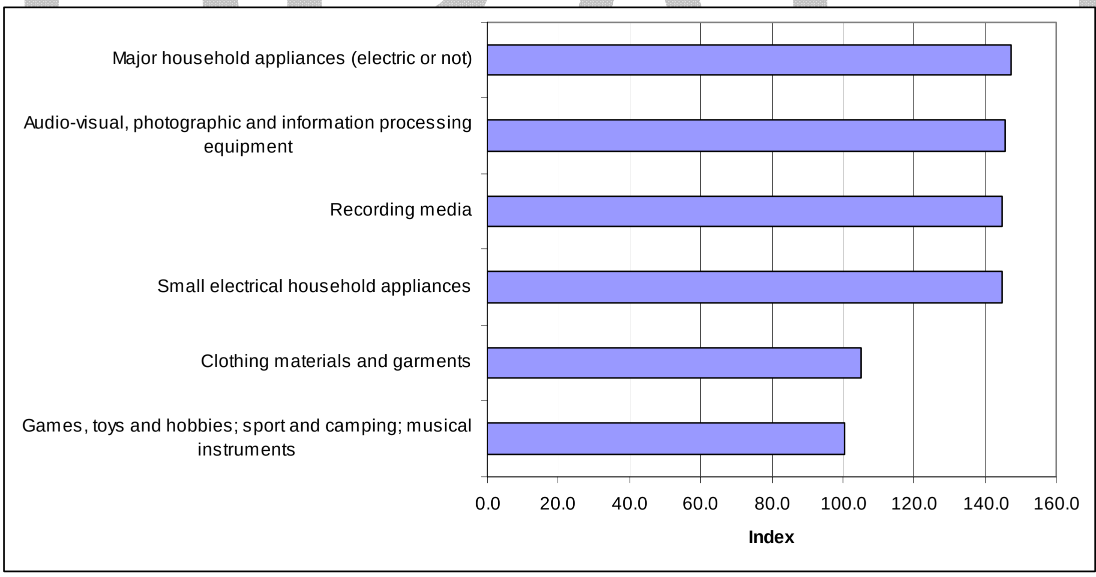
Source: Experian, August 2008

Figure 37: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 38: Expenditure on Comparison Retail



Source: Experian, August 2008

Figure 39 below provides a breakdown of convenience retail expenditure within the Seaton Delaval catchment and in the UK. Clearly the largest expenditure type within convenience retail in Seaton Delaval is 'Food and non-alcoholic beverages', accounting for £10.8 million or 69.4% of total convenience expenditure within the area. 'Food and non-alcoholic beverages' is followed by 'Alcohol' (£1.8 million or 11.8%) and 'Tobacco' (£1.7 million or 10.8%). The pattern of expenditure nationally differs a little. Referring to the index, households in Seaton Delaval spend proportionately more on 'Tobacco', and 'Newspapers and Periodicals', and less on 'Alcohol', 'Non-durable household goods', and 'Food and non-alcoholic beverages'.

Figure 39: 2007 Total Expenditure Convenience Retail

Type of expenditure	Seaton Delaval catchment	%	UK	%	Index
90% of Non-Durable household goods	489,631.00	3.1%	3,214,575,062.00	3.2%	96.0
Alcohol (off-trade)	1,840,513.00	11.8%	12,313,767,021.00	12.4%	94.2
Food and non-alcoholic beverages	10,812,244.00	69.4%	70,035,886,128.00	70.4%	97.3
Newspapers and periodicals	756,298.00	4.9%	4,451,576,478.00	4.5%	107.1
Tobacco	1,690,812.00	10.8%	9,448,891,938.00	9.5%	112.8
Total Convenience	15,589,498.00	100.0%	99,464,696,627.00	100.0%	100

Source: Experian, August 2008

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Seaton Delaval. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Seaton Delaval and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Seaton Delaval catchment that shops in Seaton Delaval and the proportion that shop at other centres.

- The percentage of expenditure spent on goods and services in Seaton Delaval and the extent to which spending leaks to other centres.

The numbers in Figures 40 and 41 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population, Experian estimates that less than 1% of the resident population shop in Seaton Delaval (56 people or 0.6%). The most common shopping destinations for households in the catchment area include Newcastle-upon-Tyne - Central (2,921 or 29.5%) and the Metro Centre (1,851 or 18.7%).

Figure 40: Population Leakage

Plan Name	Percentage (%)	Population (#)
Newcastle upon Tyne - Central	29.5	2,921
Metro Centre	18.7	1,851
North Shields - Silverlink Retail Park	10.1	997
Cramlington	9.3	922
Blyth	7.2	712
North Shields	5.6	557
Wallsend	3.7	363
Newcastle upon Tyne - Kingston Park Centre	2.5	249
Ashington	2.4	236
Sunderland	2.0	202
Whitley Bay	1.8	175
Newcastle upon Tyne - Byker Shields	1.6	157
South Shields	1.4	141
Gateshead - Team Valley Retail World	1.0	104
Gateshead	1.0	103
Washington	0.9	88
Morpeth	0.8	77
Seaton Delaval	**0.6**	**56**

Source: Experian, August 2008

The pattern with regards to spend is the same. Experian estimates that less than 1% of retail spend by residents and households domiciled within the Seaton Delaval catchment, representing £0.2 million per annum, is spent in the town. More than £12.7 million of expenditure is lost to Newcastle-upon-Tyne - Central (29.5%), with other notable leakage to the Metro-Centre (£8.0 million or 18.7%), the Silverlink Retail Park (£4.3 million or 10.1%) and Cramlington (£4.0 million or 9.3%).

Figure 41: Spend Leakage

Plan Name	Percentage (%)	Spend (£)
Newcastle upon Tyne - Central	29.5	12,691,885
Metro Centre	18.7	8,042,197
North Shields - Silverlink Retail Park	10.1	4,330,486
Cramlington	9.3	4,004,534
Blyth	7.2	3,094,111
North Shields	5.6	2,420,683
Wallsend	3.7	1,575,297
Newcastle upon Tyne - Kingston Park Centre	2.5	1,081,086
Ashington	2.4	1,024,820
Sunderland	2.0	879,770
Whitley Bay	1.8	758,615
Newcastle upon Tyne - Byker Shields	1.6	681,111
South Shields	1.4	612,400
Gateshead - Team Valley Retail World	1.0	450,274
Gateshead	1.0	446,773
Washington	0.9	382,037
Morpeth	0.8	335,212
Seaton Delaval	**0.6**	**242,936**

Source: Experian, August 2008

What is not clear from the figures, however, is the type of retail units within the outlying centres which attract people living in the catchment area. This is something that will be investigated further in the future.

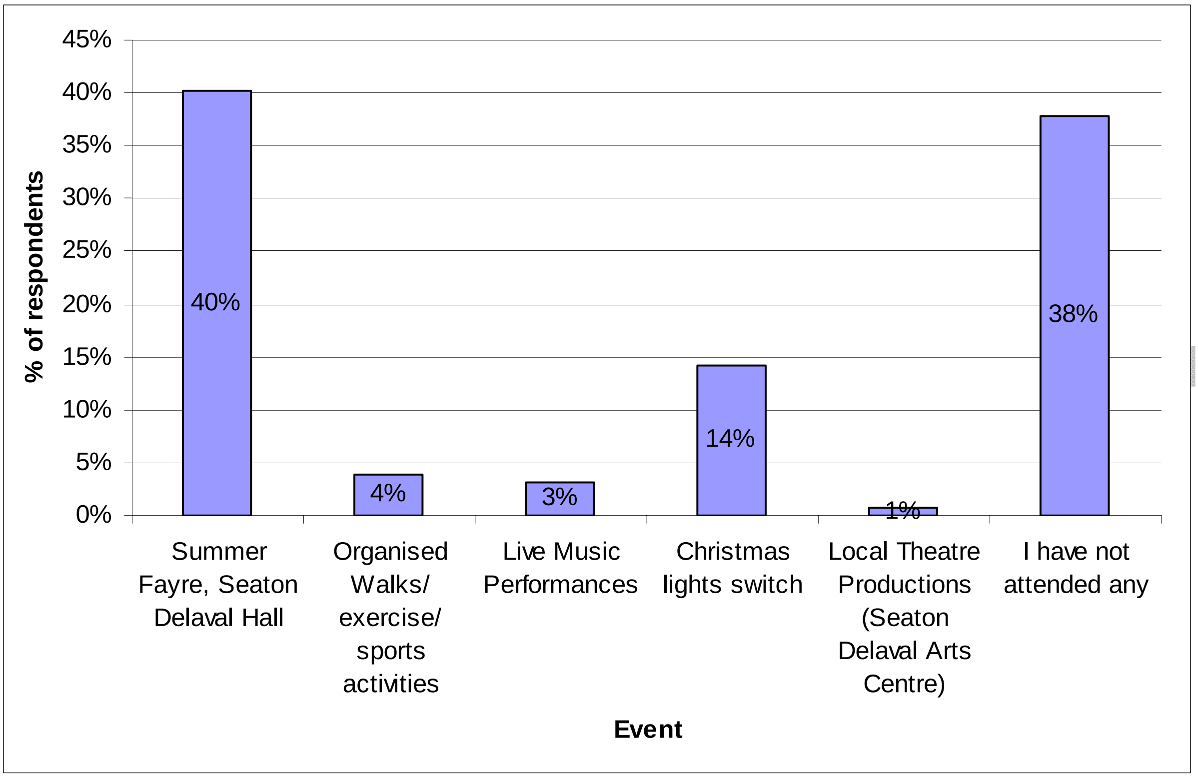
12.6 Opinions on and use of Leisure and Entertainment

Events attended

Figure 42 shows that the Summer Fayre was attended by the largest proportion of respondents (40%), followed by the Christmas Lights switch on (14%).

Figure 42: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)

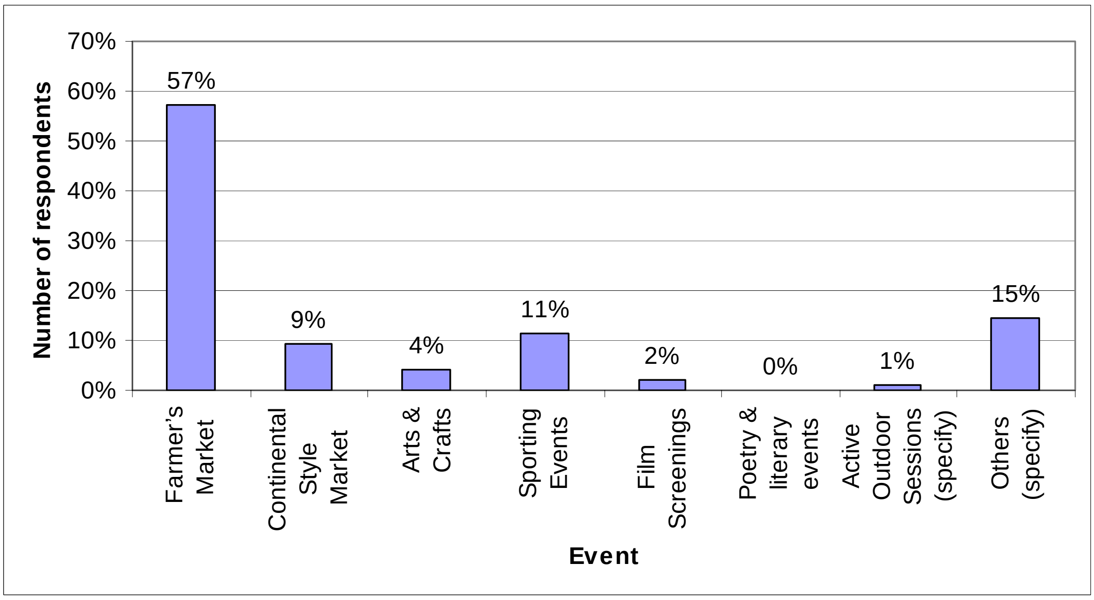


Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base:127 respondents

Respondents were also asked what events they would like to see on a regular basis. The most popular responses were a Farmer's Market (57%), Sporting Events (11%) and a Continental Style Market (9%). (Figure 43)

Figure 43: What events would you like to see on a regular basis?



Source: Northumberland Infonet Shopper Questionnaires, April 2009

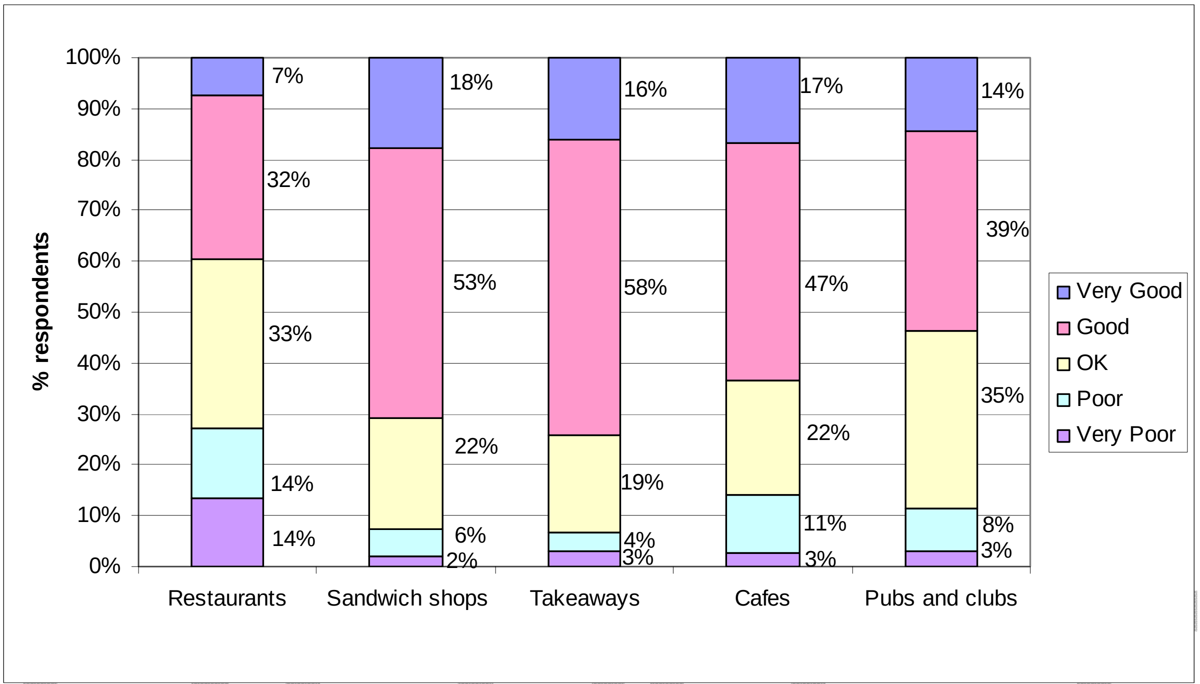
Base: 96 respondents

Eating and drinking

The ratings given for the eating and drinking places in Seaton Delaval varied considerably by venue type. Takeaways and sandwich shops were rated the highest with 74% and 71% of respondents respectively giving a good or very good rating. Restaurants received the lowest ratings (39% positive and 28% negative) (Figure 44).

Figure 44: How would you rate the following venues for eating and drinking in Seaton Delaval?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

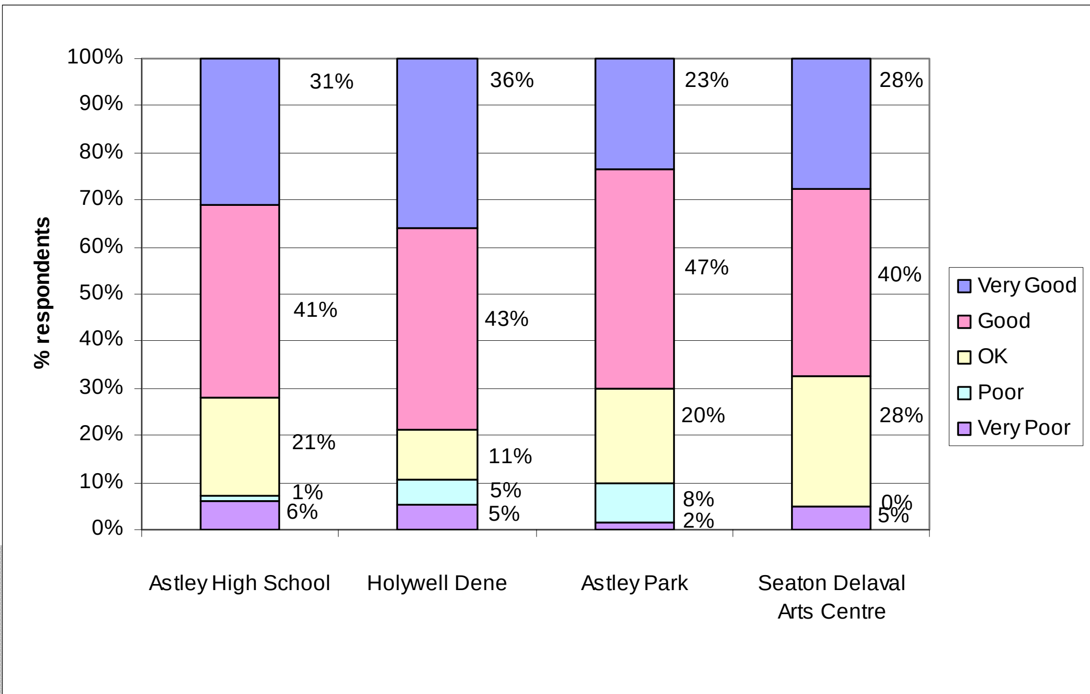
Base: 96 to 107 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

The arts and leisure facilities in Seaton Delaval were all rated quite highly. Astley High School and Holywell Dene received the highest ratings (72% and 79% giving positive ratings) (Figure 45).

Figure 45: How would you rate the following arts and leisure facilities in Seaton Delaval?

(Excludes 'don't know' responses unless otherwise specified)



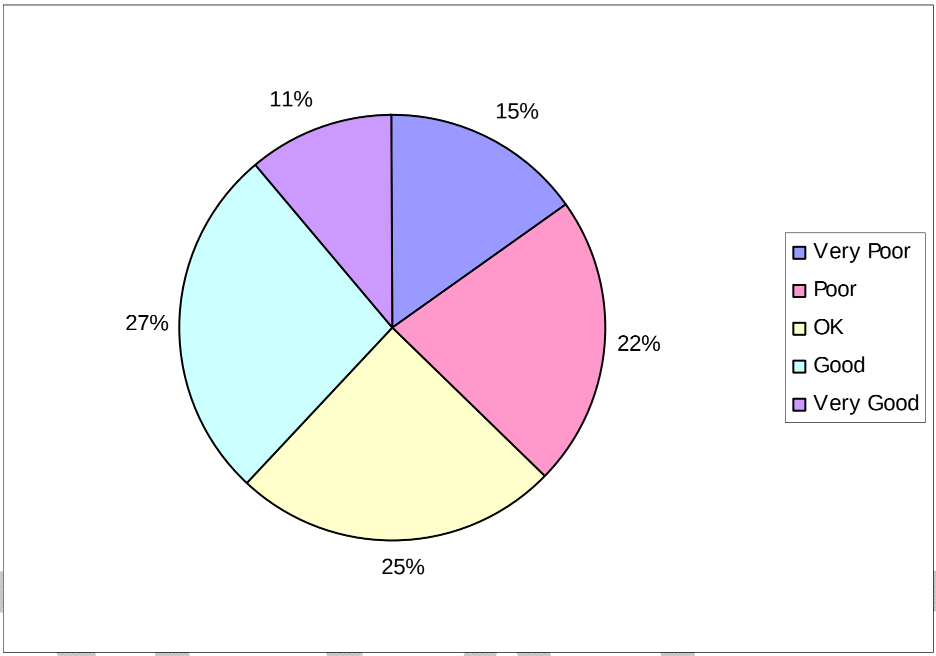
Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: as written on chart (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Seaton Delaval as a place to 'enjoy yourself', 38% of respondents gave a good or very good response. 37% gave a poor or very poor response. (Figure 46).

Figure 46: How do you rate Seaton Delaval as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 118 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 42% gave an answer relating to improving the parking facilities. 30% gave an answer for better retail offer. A few comments were also made throughout the questionnaire relating to, a better variety of shops and there were many comments about making the roads safer to cross by adding in zebra crossings at various points throughout the town.

- "A supermarket"
- "Better variety of shops that sell clothes and shoes"
- "Footpaths to be improved"
- "Zebra crossings to be added to make the road safer for crossing"
- "Cycle paths"
- "Better access for those who are disabled"

12.7 The Future: what will improve the town as a place to shop or visit?

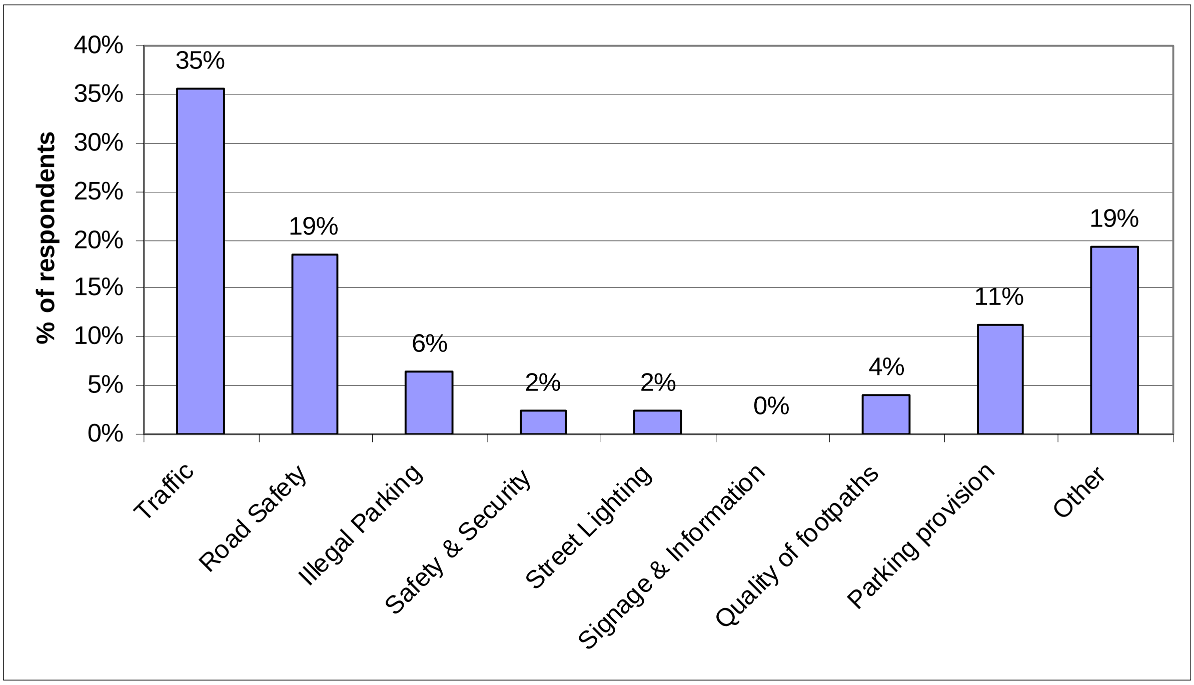
From the analysis of the Seaton Delaval shopper survey, it appears that in order to improve the town as a place to shop or visit, two key issues need to be addressed. One relates to the retail offer, and the other relates to traffic and road safety in the town centre.

In addition to these issues, it should be noted that there are a number of areas that either: (1) a reasonable proportion of respondents highlighted as areas that they would like to see improved, or (2) that received low poor ratings from the respondents. These are listed below:

- Traffic (see Figure 47*’improved’ figure below*).
- Road safety (see Figure 47*’ improved’ figure below*).
- Improved parking (see Figure 47*’make town better’ figure below*).
- Restaurants received a low rating (Figure 44)

Figure 47: What would you like to see improved with the shopping experience in Seaton Delaval town centre?

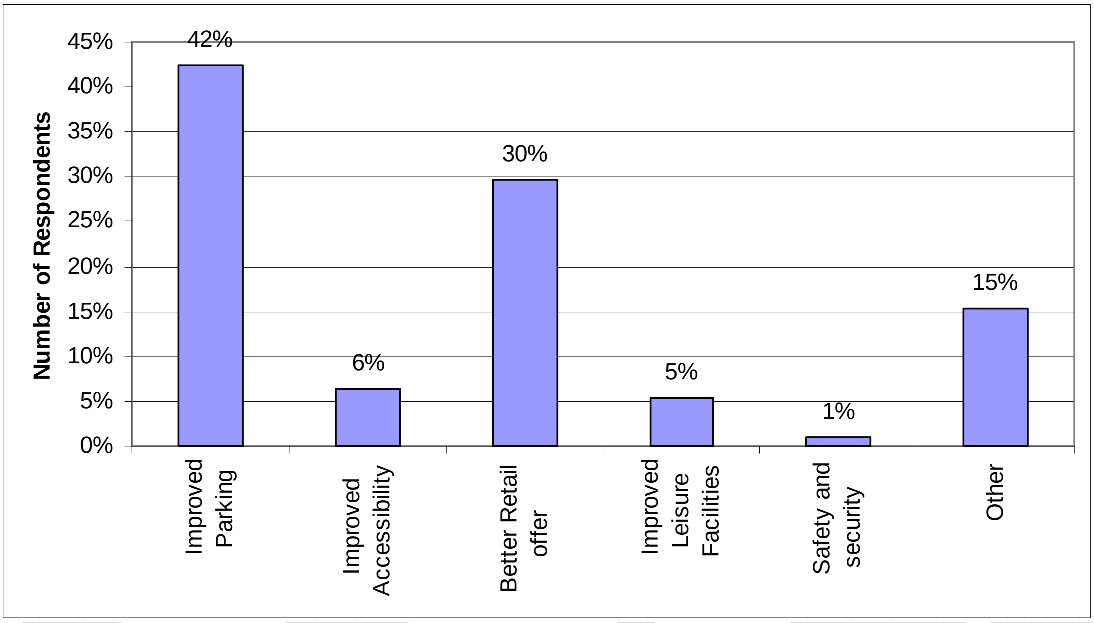
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 124 respondents

Figure 48: How would you make this town centre better?



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 111

Retail

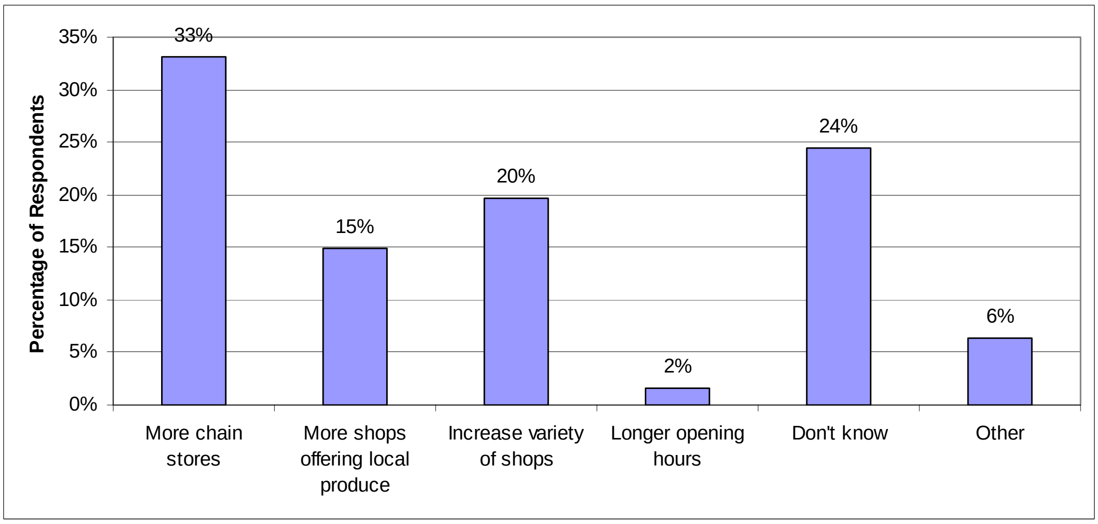
As can be seen from the points below, respondents were not particularly positive about the retail offer in Seaton Delaval:

- When asked how they would make the town centre better, 30% of respondents said there should be a better retail offer.
- 34% of respondents mentioned the traffic when asked what they would like to see improved with the shopping experience.
- Only 27% of respondents rated Seaton Delaval as a good or very good place to shop. 36% said that it was poor or very poor.
- 22% of respondents disagreed with the statement 'on the whole, Seaton Delaval offers a wide choice of quality shops'.

When asked what improvements respondents would like to see to the retail offer in Seaton Delaval, the most common suggestion was to have more chain stores (33% of respondents mentioned this).

Figure 49: What improvements would you like to see to the retail offer in Seaton Delaval?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, April 2009

Base: 127 respondents

Respondents were also asked to give examples of suggested improvements to the retail offer in Seaton Delaval. A list of these responses is given in Appendix 2.

13.0 INVESTMENT

Redevelopment

The following developments are proposed for Seaton Delaval Town Centre;

- Bellway Homes are developing housing on a site at Wheatridge Park, adjacent to the service centre, on Astley Road in Seaton Delaval. Part of this application includes the potential for the development of a small supermarket.

14.0 CONCLUSION

There are plans for a new housing development by Bellway Homes at Wheatridge Park which is adjacent to the service centre on Astley Road, part of this application includes the potential for the development of a small supermarket. These proposals should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In Seaton Delaval Town Centre, 35% of the floorspace use was for retail (Figure 3). However, despite this relatively low percentage of retail floorspace in Seaton Delaval, shopper's perceptions of the range of retail were somewhat positive with 34% agreeing or strongly agreeing with the following statement "Seaton Delaval offers a wide choice of shops", compared to 22% disagreeing or strongly disagreeing (Figure 5).

Although there weren't many verbatim responses to what shoppers would like to see improved with the shopping experience (Appendix 2) the responses included that more shops and choice of shops were needed, longer opening hours were required and there was a need for a supermarket in the town centre. However, responses in future surveys should alter if the proposed development for a supermarket next to the new housing development is approved. Additionally Figure 6 highlighted that there were equal amounts of comparison retail and convenience retail each with 5 independent and 2 multiple chain premises. The majority of businesses in Seaton Delaval are leisure services (8 independent, 1 multiple chain).

There was 13% of vacant floorspace in Seaton Delaval (Figure 11). There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for most of the shoppers interviewed with 92% (of those travelling by car) finding it very or fairly easy (Figure 14) and only 9% finding it fairly difficult or very difficult. However, 74% of these shoppers felt that the availability of parking in the town centre was either poor or very poor (Figure 16).

Seaton Delaval also has good bus connectivity, which is shown in Figure 18 by the frequency and number of destinations reached from Seaton Delaval and 79% of the respondents that travelled by bus found it very easy or fairly easy to travel into Seaton Delaval town centre (Figure 20). However when asked their overall perception of the quality, regularity and destinations served by public transport in the shoppers' interviews, respondents weren't as positive as less than 54% of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport as good or very good

When looking at retaining shopper spend, just 1% of Seaton Delaval residents shopped in Seaton Delaval. 29% of expenditure was lost to Newcastle, with other notable leakage to the Metro Centre (19%), the Silverlink Retail Park (10%) and Cramlington (9%). Comparing this leakage figure to other town centres in Northumberland shows that the leakage from Seaton Delaval is a lot higher than the others. This may be to do with its size and choice of shops and services compared to other town centres in Northumberland. Also, because of its close proximity to larger centres in Northumberland and Tyne and Wear. However, Figure 32 shows that 68% of Seaton Delaval residents stayed in Seaton Delaval for their other domestic products as opposed to travelling elsewhere and if the proposal for the Supermarket is approved, these figures for leakage maybe reduced overall.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Seaton Delaval was in satisfactory health. Although there had been some negative responses from the shoppers' surveys with regards to the retail offer and parking, the regeneration projects which include the proposal for a small supermarket may hopefully show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial "baseline" report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper's surveys. As they had taken place on a "normal" weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Seaton Delaval by bus. This information was drawn up into a table, however a map showing all of these routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis** - Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2

VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q14 Can you tell me what, if anything, you would like to see improved with the shopping experience in Seaton Delaval Town Centre?

Retail offer

- Shops
- More shops (2 responses)
- Longer hours opening
- More supermarkets
- More choice of shops

Safety & security

- Roads need to be made safer as it is too dangerous to cross
- Ramps added
- More care and safety on the roads
- Zebra crossing on the co-op side (2 responses)

Nothing / Don't know

- None
- D/k (10 responses)

Verbatim responses to 'Q19 What improvements would you like to see to the retail offer in Seaton Delaval?'

Examples of shops

Shops

- Supermarket (11)
- Clothes and food shops (2)
- Clothes (7)
- Bakers
- Hardware shops
- Electrical shop (2)
- Food shops
- Upmarket furniture shop
- Fashion shop
- Garage serving petrol
- Fruit and vegetable shop
- Better grocers
- Young type of shops
- Furniture shop
- Clothes and shoes (2)
- Clothes and baby clothes

Other responses

- Less off-licences
- Cheaper prices

Verbatim responses to 'Q21 What events/ activities would you like to see on a regular basis?'

Specified outdoor sessions…

- Nature events
- Skipping
- Activities for smaller children
- Walks
- Badminton
- Kids activities

'Other' specified responses…

- More to do

Don't Know

- D/K (23 responses)

Verbatim responses to 'Q27 How would you make this town centre better?'

Shops

- Better quality clothes shops
- Shop front improvements
- A supermarket (2)
- Shops to make more effort with flowers outside to make the town attractive
- Cheaper pubs
- Too many off-licences

Safety & Security

- Traffic – big problems
- Improve road crossings
- Another crossing at busy road for roundabout
- Police to be seen on foot instead of in cars
- Less through traffic
- Divert some of the traffic
- Zebra crossing at the co-op (3)
- Safer roads

Mixture of things

- Cleanliness of footpaths (Astley Road)
- Disabled Access
- Cycle Paths
- Better access for disabled
- More for teenagers
- Cheaper bus fares
- Maintain parks properly
- Brighten it up
- Tidy shops, paths and add seats
- Footpaths are a bit uneven in areas

Other

Don't know

- D/K (14)

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Northumberland Strategic Partnership, Northumberland Safety Partnership and Northumberland Early Years & Childcare Services.

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WOOLER TOWN CENTRE HEALTH CHECK REPORT

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Working Paper Number: 111
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The Northumberland InfoNet is the Corporate Research Unit of Northumberland County Council. It is part of the Policy & Partnerships Service (in the Performance Directorate); it supports the Corporate Policy Team, other sections of the council and the NSP.

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EXECUTIVE SUMMARY

- 35% of the floorspace in Wooler was for retail.
- Shopper’s perceptions of the range of retail provision was fairly positive – 43% thought that Wooler offered a wide choice of shops.
- Shoppers would like to see improvements with more choice and variety was needed, specifically clothes and food shops.
- There was more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience retail.
- There was 8% vacant floorspace in Wooler.
- 96% of shoppers interviewed found it very easy or fairly easy to travel into Wooler town centre by car.
- 52% gave a good or very good rating for the availability of car parking spaces in Wooler.
- Wooler also has fairly good bus connectivity by the frequency and number of destinations reached from Wooler.
- Over 70% of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport in Wooler as good or very good.
- 20% of Wooler residents shopped in Wooler. 56% of expenditure was lost to Berwick-upon-Tweed, 6% to Alnwick and 4% to Kelso.

Recommendations

- The town centre should be monitored over a number of years to track changes.
- Comparisons can also be made with towns which have similar functions.
- Use class data will take all floors (from which businesses operate) within town centre buildings into consideration, as opposed to solely the ground floor.
- Investigate the location and quantity residential properties within the town centre.
- Work in partnership with local estate agents to gain further insight on property enquiries received.

- Align footfall counts across all town centres to enable fair comparisons. Additionally, footfalls to take place on Sunday to enable a weekly footfall to be estimated.
- A map to show all bus and train routes would prove useful in the analysis process.
- Investigate impact of crime initiatives on shopper's perception of crime and safety within the town centre.
- Investigate impact of future proposals for Wooler on shopper's overall perception of the town centre.

1.0 INTRODUCTION

1.1 Why Measure Town Centre Performance?

Through Planning Policy Statement 6 (PPS6), the Government sets out its key objectives for town centers. Overall, PPS6 describes the need to promote town centre vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres; by focusing development in such centers; and encouraging a wide range of services in a good environment, accessible to all.

More generally, the UK Government is committed to:

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

The importance of town centres and the contribution that they make to the local economy is also highlighted in the Regional Economic Strategy. According to “Leading the Way”, the draft Regional Economic Strategy (2006), thriving town centres are at the heart of our communities and it is essential that they continue to provide a good range of services such as shops, leisure, transport and other services. Town Centres provide employment in many areas and attract new businesses to sustain the local economy. Research has shown the importance of strong Town Centres as the focus for driving wider economic growth and productivity. The Regional Economic Strategy also emphasises the importance of building on the potential of all town centres so that more remote economies and communities of the settlements around them can be supported.

The importance of the role played by town centres is also highlighted in Northumberland Local Area Agreement (LAA). The LAA Economic Development and Enterprise block includes an outcome to improve the impact of public/private sector

intervention on economic performance of Northumberland Town Centres. Whilst stretch targets leading to additional government funding are not proposed for this outcome, it is hoped that improved town centre performance can help achieve other LAA targets.

1.2 What should we measure?

Government policy contained in PPS6 recognises that:
"Comprehensive, relevant and up to date monitoring is essential to the effective planning and management of town centres. It should be used to inform the review of site allocations and town centre policies and enable early signs of change of town centres to be identified and appropriate action taken".

In order to ensure that monitoring is effective, data collection on the quality, quantity and convenience of retailing in the area and potential capacity for growth or change of shopping centres is essential. In order to measure the vitality and viability and monitor the health of their town centres and how this is changing over time, local authorities should regularly collect information, preferably in co-operation with the private sector, on the following key indicators:

- Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
- The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
- Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

- Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
- Proportion of vacant street level property: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
- Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the center at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
- Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
- Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.
- Perception of safety and occurrence of crime: should include views and information on safety and security, and where appropriate, information for monitoring the evening and night-time economy.
- State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

In response to the monitoring requirements set out above, the InfoNet has developed the Northumberland Town Centre Performance System, which is designed to assess the vitality and viability of rural market towns and larger centres within the former coalfield areas. The system uses intelligence from the InfoNet Organisation Database; the Northumberland Property Data Service (NPDS) database; the County Public Transport Team; and from the Community Safety Analysis function maintained for the 6 Crime & Disorder Reduction Partnerships (CDRP's) in the County. This is complemented by additional primary research designed to capture footfall estimates and shopper perception of town centres. The Service is also designed to complement the Retail Distinctiveness work undertaken for One North East and the Northumberland Strategic Partnership by Millers Consulting; and the Retail Distinctiveness Toolkit that has been developed for use by Town Centre Partnerships and Managers.

The service currently covers the towns of Berwick-upon-Tweed, Amble, Ashington, Bedlington, Belford, Berwick-upon-Tweed upon Tweed, Blyth, Cramlington, Haltwhistle, Hexham, Morpeth, Newbiggin, Ponteland, Prudhoe, Rothbury, Seahouses, Seaton Delaval and Wooler using town centre boundary definitions included in Local Development Frameworks. There will, however, be flexibility to include additional settlements as the system develops.

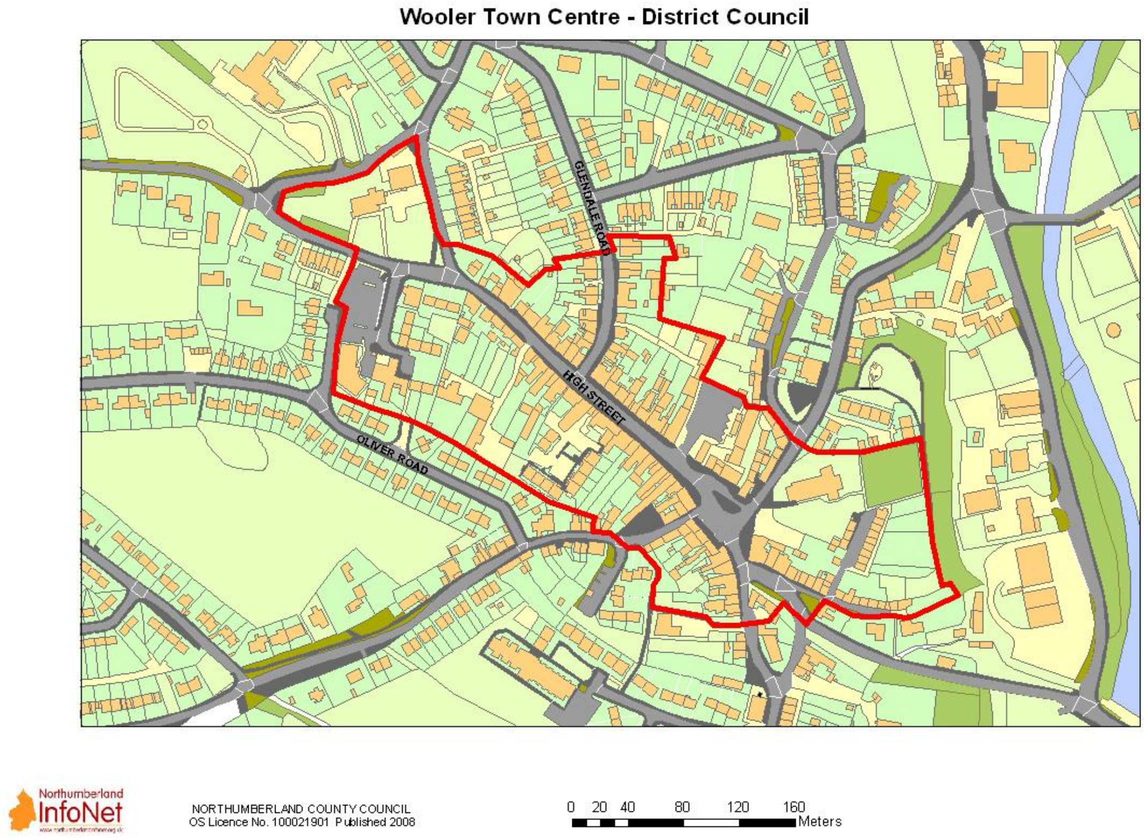
2.0 DESCRIPTION OF THE TOWN CENTRE

2.1 Wooler's Town Centre Boundary

Throughout this report there are two different boundaries for Wooler Town Centre that will be used depending on the section: the town centre boundary as defined by the former Berwick-upon-Tweed Borough Council (Figure 1), and the boundary as defined by Experian (a source of data used in this report) (Figure 2).

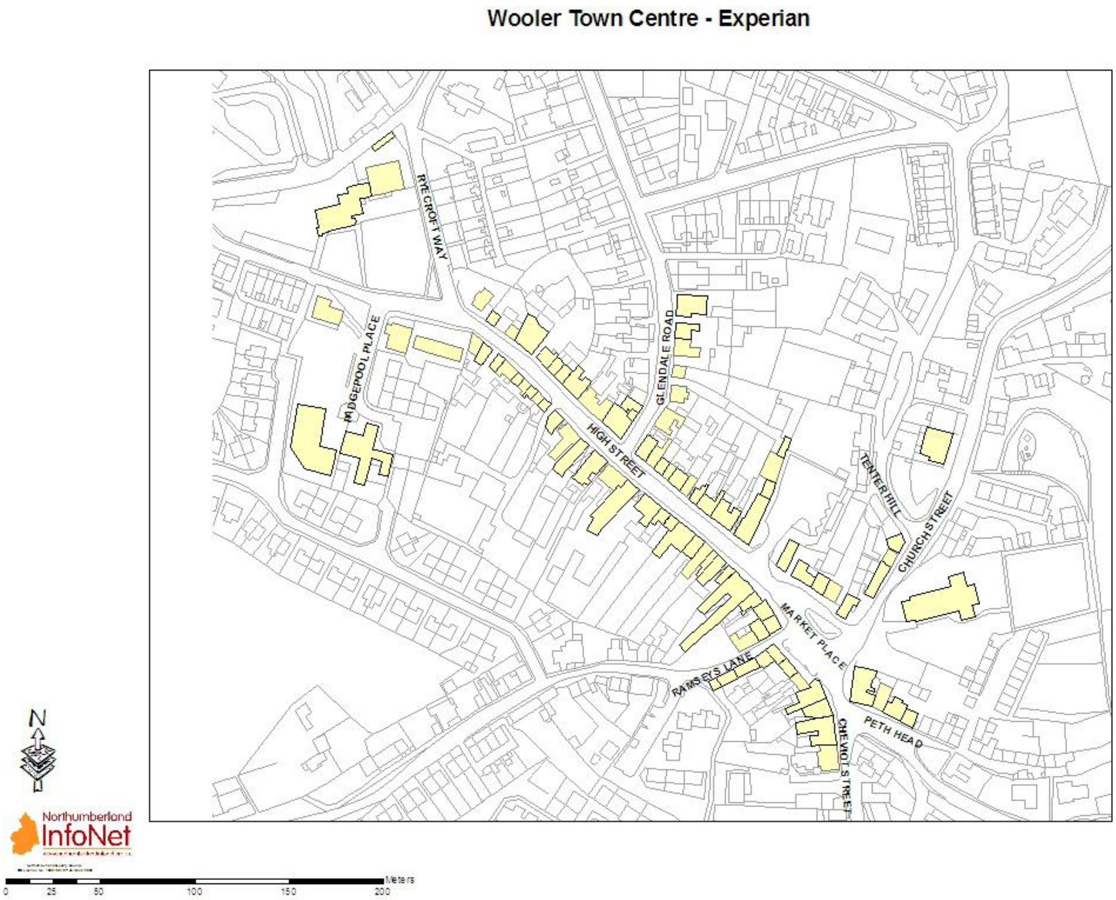
The area of Wooler Town Centre in relation to the District Council boundary is 71,006.93 m².

Figure 1: Boundary for Wooler Town Centre (District Council)



Source: Berwick-upon-Tweed Borough Council

Figure 2: Boundary for Wooler Town Centre (Experian)



Source: Experian, August 2008

2.2 Wooler's Town Centre – A Definition

The RSS (Regional Spatial Strategies) definition of a town centre is that it "includes a range of different sized centres, including market and country towns, traditional suburban centres, and quite often, the principal centre(s) in a local authority's area. Town centres contain a Primary Shopping Area, the area where retail development is generally concentrated".

(From Northumberland County Council): Gateway to the Cheviot hills, Wooler is a small market town situated on the edge of the Northumberland National Park. Just 10 miles from the Scottish border, Wooler is 15 miles away from Alnwick and 47 miles away from Newcastle.

Wooler has an ageing population, and indeed has one of the lowest number of young people anywhere in the region. The town is linear, with the main street running parallel with the A697. Both have ribbon developments, and there are several “gap” sites which have occurred over the years. There are aspirations to create a “gateway” visitors’ centre or similar attraction on a derelict site just west of the A697 at its junction with South Road.

2.3 History and Development of Wooler

Wooler is a stone-built market town, situated above Wooler Water in the foothills of the Cheviots. It is located half-way between Alnwick and Berwick-upon-Tweed, 14 miles south of the Scottish Borders. Wooler is situated on the edge of the Northumberland National Park, and is known as the Gateway to the Cheviots.

The name ‘Wooler’ may come from old-English, with a couple of possible derivations of the name. The first derivation suggests that it comes from ‘wella’ meaning well or spring and ‘ofer’ meaning ridge or hill. A second suggestion is that it comes from ‘wulfa’ (a name) and ‘ora’ (hillside or slope).

Numerous pieces of evidence have been found suggesting that people were in the Wooler area as early as prehistoric times. Evidence of settlement has been dated back to the Bronze Age, with further evidence from the Iron Age and the Roman period.

In the Medieval period, it is believed that a castle was built (12^{th} Century), later replaced by Wooler Tower in the 16^{th} century. Wooler was also granted a licence in 1199 to hold a market every Thursday, though markets for corn, wool and livestock were not evident until centuries later. Weekly corn markets, and bi-annual markets for sheep, horses and cattle were established by 1821. Wooler livestock market still remains.

When peace came to the area in the 18th century, farming and agriculture became the key industries. Wool from the Cheviot sheep was shipped out to other parts of the UK and abroad, and dye, woollen and corn mills were established. Public services such as schools, churches, and a workhouse were also developed to deal with the increase in population, and the town became one of the wealthiest in Northumberland. Towards the end of the century, Wooler was also seen as a health resort and was used by invalids looking for a cure during the summer months.

During the late 18th century, the main road to Morpeth was turnpiked, with numerous inns set up along the road. Then in 1887, a railway link between Alnwick and Coldstream was completed, both of which caused the town to prosper further. However, passenger numbers dropped after the First World War, and the line was closed to passengers in 1930.

Due to a fire in 1863 which almost destroyed the town, Wooler today consists of mainly 19th century stone buildings. It has a population of around 1,850[1], and has industries based around agriculture and tourism.

There are numerous things to see and do in and around Wooler, including Wooler Common, the Fenton Centre, Chillingham Castle, Etal castle, Heatherslaw Mill and light railway, and various walks incorporating various archaeological and battle sites. The Glendale Show (a major agricultural show), and the Glendale Festival both take place each summer.

Glendale was inspiration for the children’s television series, Postman Pat.

[1] 1,857 according to the 2001 census

3.0 DIVERSITY OF USES

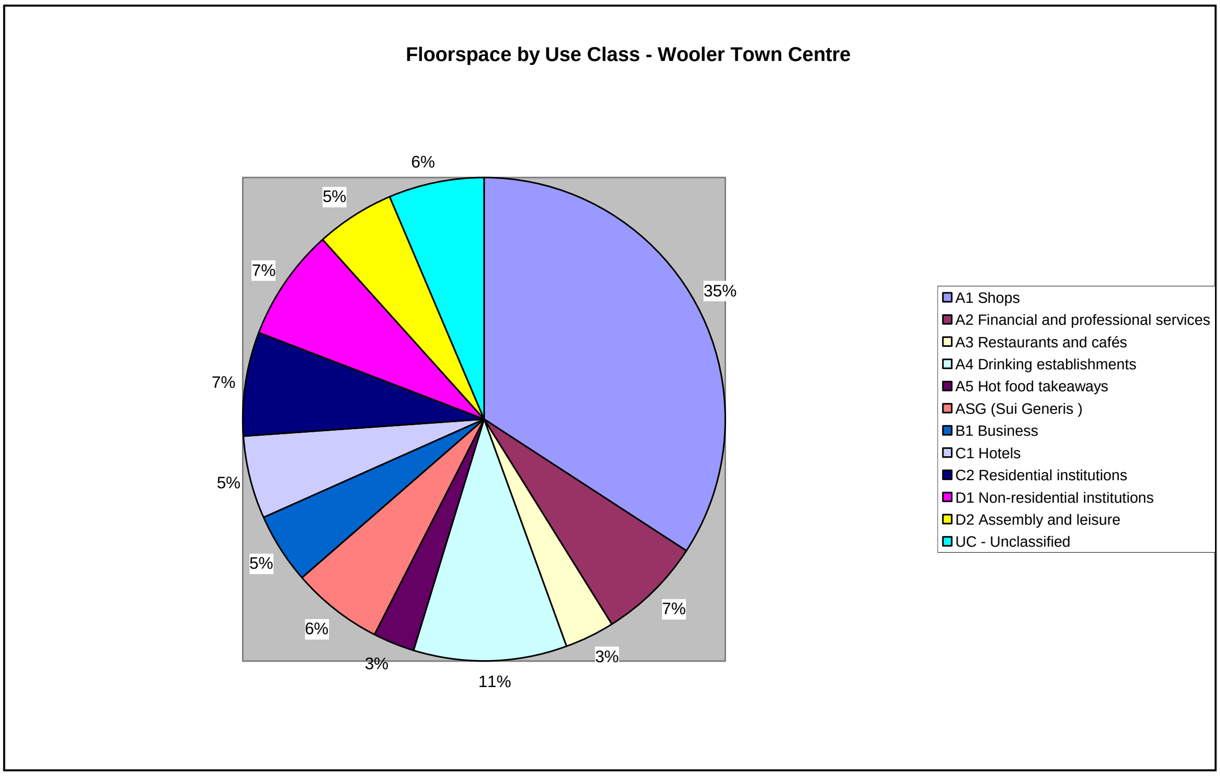
The diversity of uses within a town centre contributes to the attractiveness of the centre to the local community. In this section the use class of buildings within the town centre will be investigated in terms of the percentage of floorspace occupied within the town centre and which areas of the town centre particular uses of buildings are situated. This chapter will also look at the events that take place throughout the year in Wooler Town Centre and also the opinions of shoppers surveyed on the range of retail provision in Wooler.

The full breakdown of use class analysed in this section can be found in Appendix 1.

3.1 Diversity of Use within Town Centre

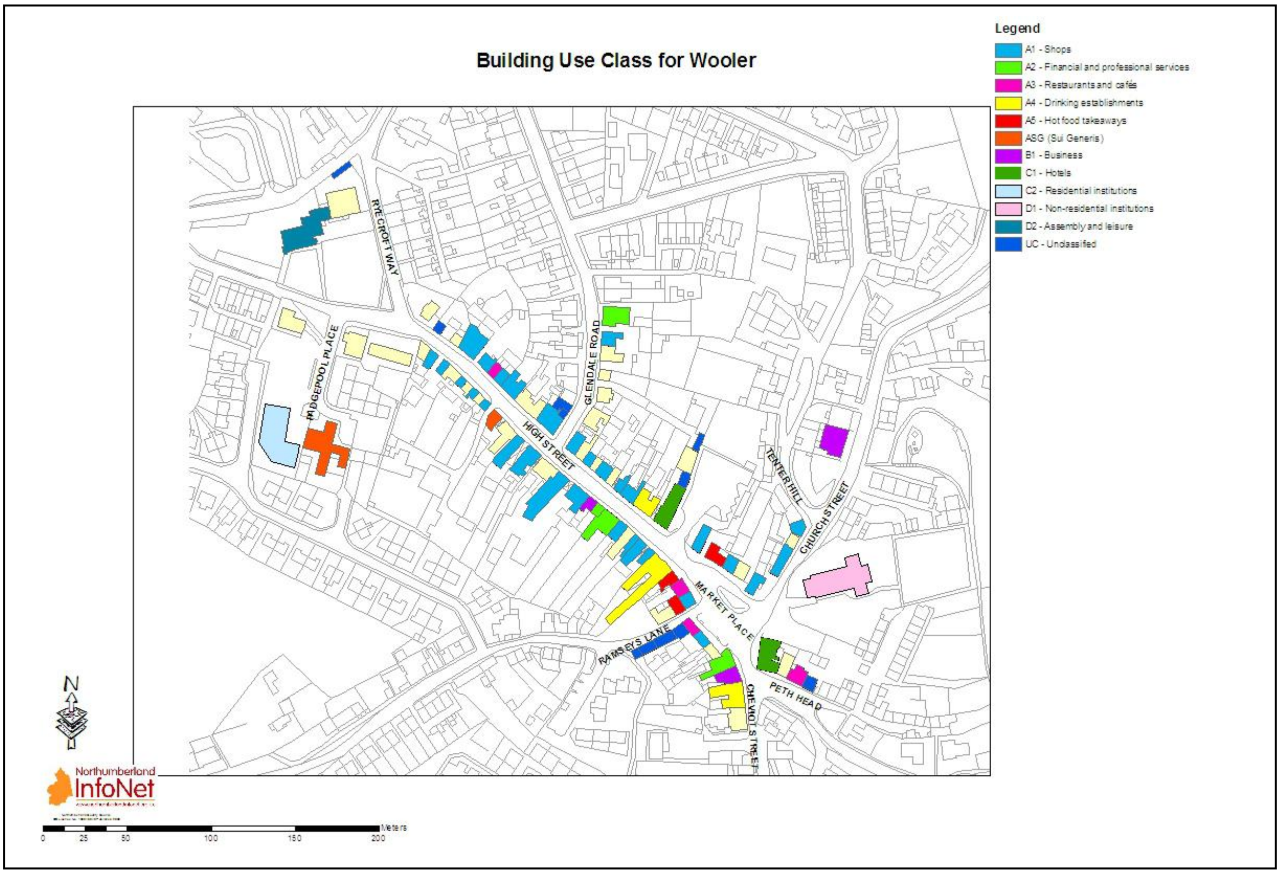
Figure 3 shows that approximately one third (35%) of the floorspace in Wooler Town Centre are classed as shops. Drinking establishments account for 11% of the floorspace in Wooler, with financial and professional services, residential institutions and non-residential institutions each occupying 7%.

Figure 3: Floorspace by Use Class



Source: Experian

Figure 4: Building Use class for Wooler Town Centre



Source: Experian, August 2008

The map (Figure 4) shows that the majority of shops within the town centre are situated on High Street which is the main street. Financial and professional services are situated on High Street, Glendale Road and the Market Place. Restaurants are largely situated on the edge of the town centre – in the Market Place and on Peth Head.

It must be noted that the use class information in this section is based on the ground floor of the premises from the data that was provided by Experian, and with the assumption that the majority of the commercial property in the town centre is situated on the ground floor.

3.2 Events

There are a number of events that take place throughout the year. Northumberland Wildlife Trust hold a number of Nature Walks, the walks start off at the Fenton Centre throughout July, August and September. The Glendale Festival takes place every year, the event has music, flower festival, a car boot sale, a craft and food fair and also includes entertainment for children. The 'Fare Fair' is held at The Fenton Centre, this is a showcase event for local producers and will be held on 24th August and 5th October. The Glendale Show will take place on 25th August at the Wooler Showground this features 'The Bolddog Lings Motorcycle Display Team', sheepdog and duck display, dog show and a fell race. St Cuthbert's Outdoor Activity Festival is a guided walk from Wooler to St Cuthbert's cave on 6th September.

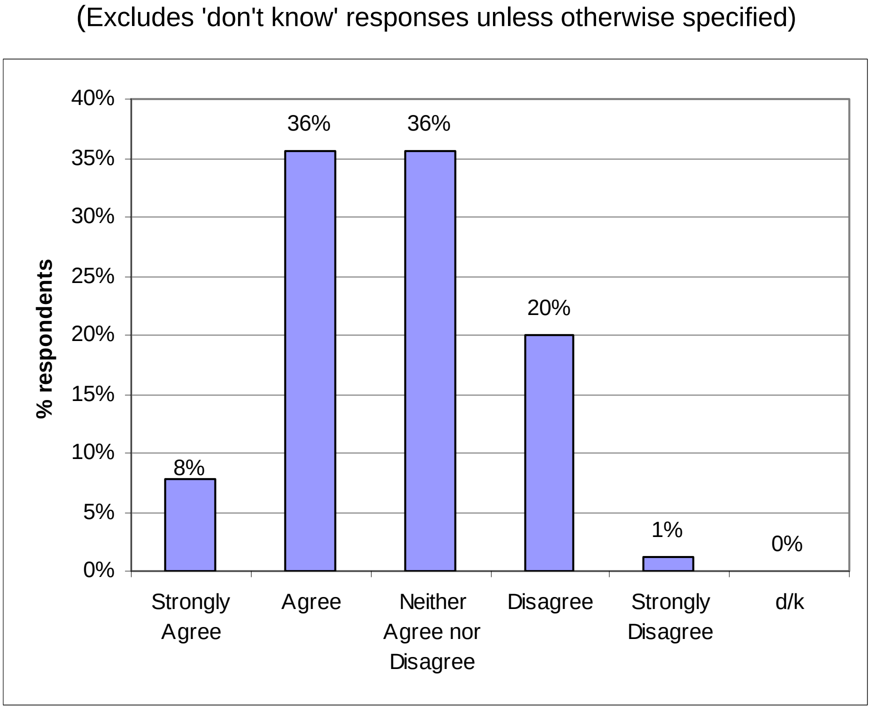
3.3 Satisfaction with the range of provision – retail

Question 14 in the Wooler Shopper Questionnaire asked:

To what extent do you agree/disagree with the statement "On the whole, Wooler offers a wide choice of quality shops"?

The level of agreement with this statement was considerably higher than the level of disagreement (43% vs. 21% of respondents) (Figure 5). Just over one third of respondents (36%) neither agreed nor disagreed.

Figure 5: How would you rate "On the whole, Wooler offers a wide choice of quality shops"?



Source: Shopper Surveys

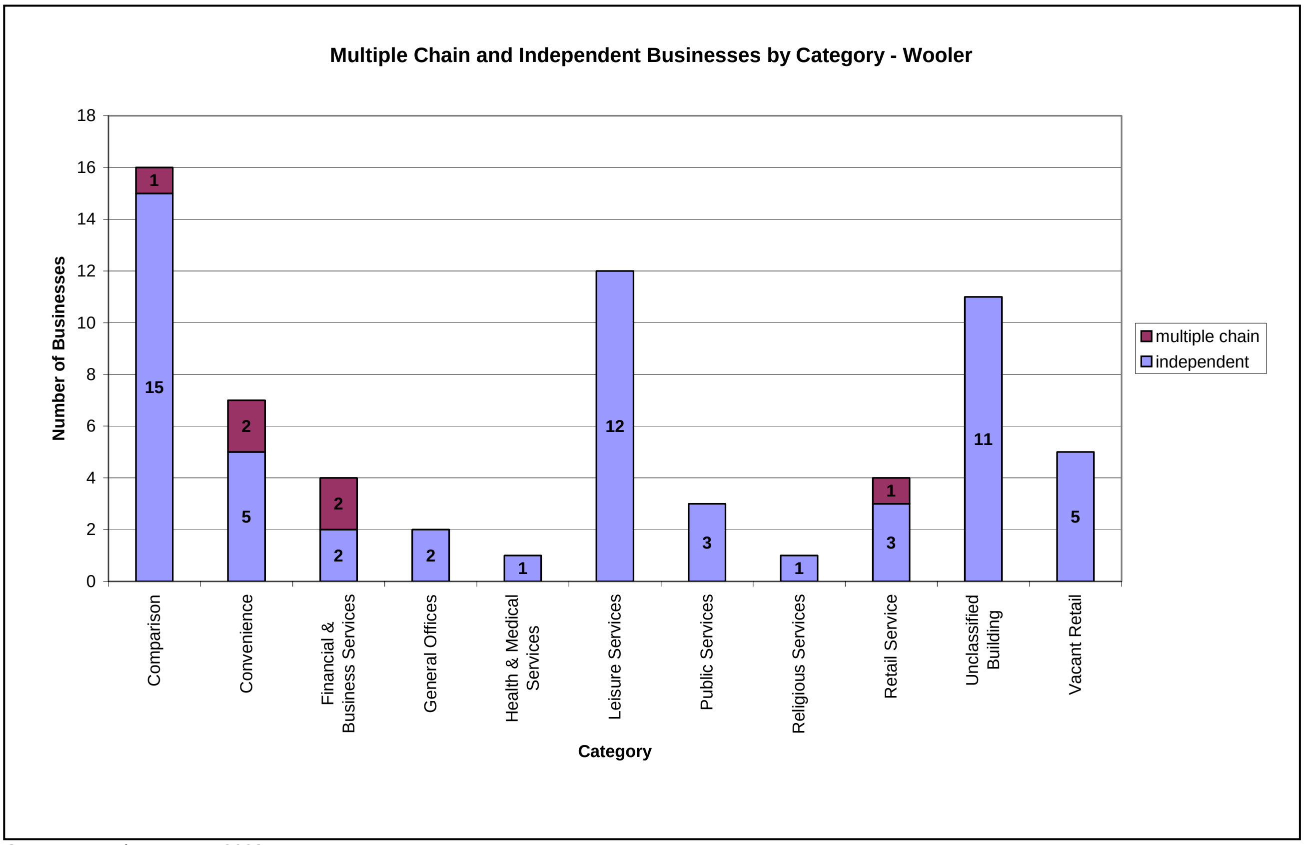
Base: 90 respondents

4.0 RETAIL TRENDS

The range and diversity of the retail offer directly influences the appeal of a town centre to visitors and shoppers. Convenience goods are consumer goods purchased on a regular basis, including food, groceries toiletries and cleaning materials. Comparison goods are durable goods such as clothing, household goods, furniture, DIY and electrical goods.

In this section, the category of shops will be investigated and analysed in terms of both category and whether they are part of a multiple chain or are an independent business.

Figure 6: Multiple Chain and Independent Businesses by Category - Wooler



Source: Experian, August 2008

Figure 6 shows that in Wooler town centre, the majority of businesses are comparison retail (15 independent, 1 multiple chain). The category which has the 2nd highest amount of businesses is leisure services: 12 of which are independent. There are 7 convenience retail premises and 4 retail service in total.

5.0 RETAILER DEMAND

5.1 Interest in Vacant Outlets within the Town Centre 2007 - 2008

There were no enquiries for properties in Wooler Town Centre recorded on Northumberland Property Database between April 2007 and March 2008. However, it must be noted that this data is based solely on one source (Northumberland Property Database) and other sources may provide further insight.

5.2 A Review of New Town Centre Occupiers

See section 7.2 (Changes in Town Centre Occupiers 2007 – 2008) for an analysis of the new town centre occupiers in 2008.

6.0 RETAIL RENTS AND YIELDS

Retail rent and yield are important indicators of viability. This section will investigate the zone A rent for properties within the town centre and also the yield of Northumberland in comparison with the North East and England, as this data does not exist for Wooler Town Centre. It has been assumed that the reason for this is, "from Spring 2002 reporting locations with a yield of 10% or over will not be included in the time series on the assumption that such locations are not of major interest in terms of retail property investment. The locations however will still be monitored and if evidence indicates yields have fallen to less than 10% the time series will be continued." 2

6.1 Zone A Rental Information

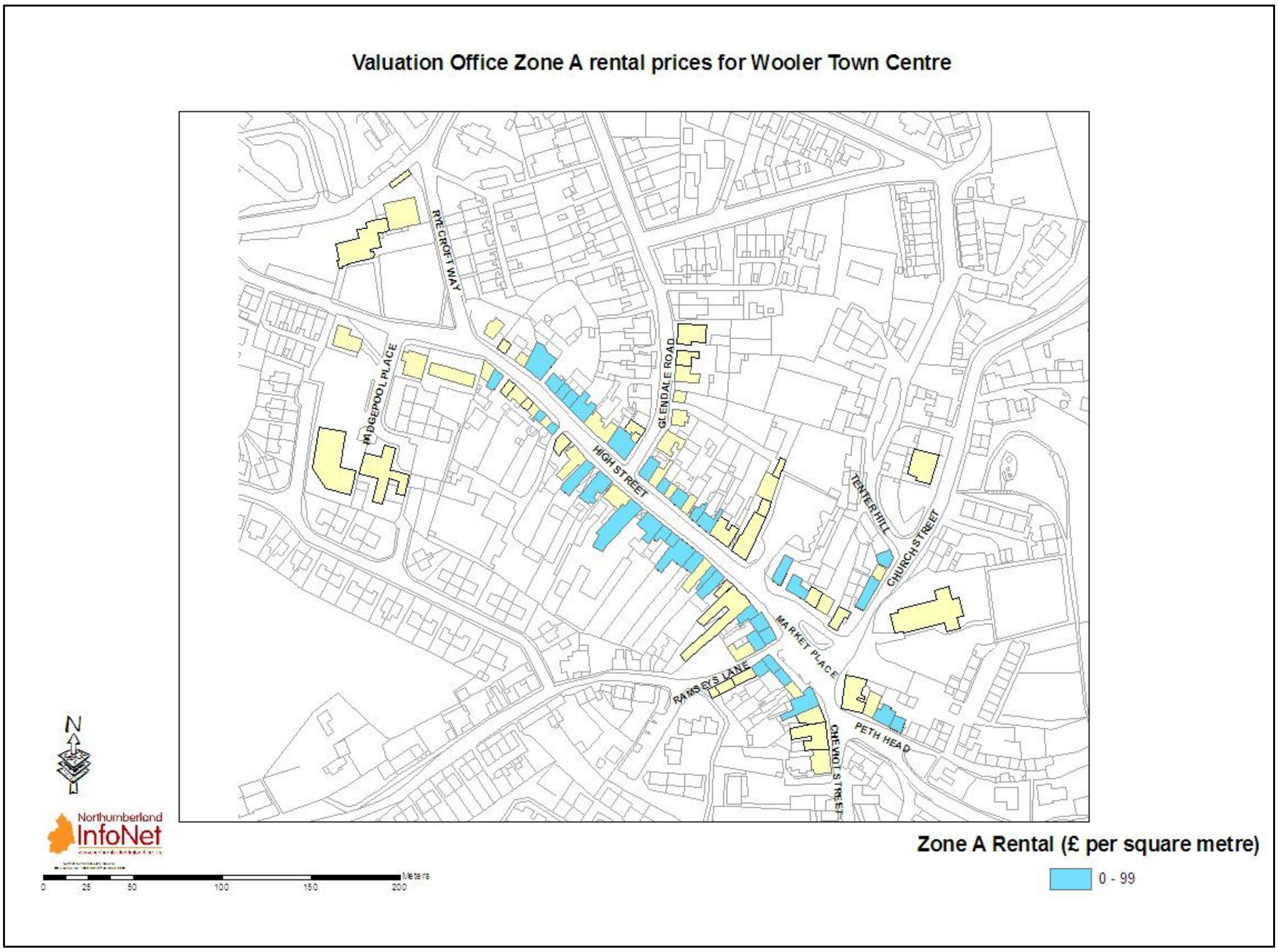
"Zoning is a method of valuation where the highest level of value is attributable to the front part of the shop because that is the part nearest to the pavement, the frontage. It is therefore the part that all shoppers must pass to enter the shop and is also the part where the main display is generally situated in order to entice customers into the shop. The zoning theory is that the level of value within a shop decreases as the shop depth increases. The Valuation Office adopts a zoning pattern of three zones (A, B and C), each measuring 6·10 metres in depth, and then a remainder. The principle is to determine a price for zone A (the highest level of value), use half that price for zone B, half the zone B price for zone C and half the zone C price for the remainder. This is known as "halving back" though in reality the areas are adjusted in the valuation process with each area being expressed "in terms of zone A" (ITZA).The zoning process is restricted to areas of ground floor retail space. Other parts of the property will be measured to NIA and be valued in relation to a fraction of the zone A price." (Valuation Office, October 2008)

Figure 7 shows the zone A rental information from the Valuation Office. The values relate to the 2005 Rating List, which are based on a valuation date of 1 April 2003. The properties have been banded by intervals of £100, as we cannot publish the exact figure for each building. This will also make it easier to identify trends when analysing the data on the map.

There are some properties which are shown as "unknown" on Figure 8. These premises could be retail in nature but are not valued on a zoned approach. The reason for this is that zoning is generally not used in various circumstances including:

- Larger retail properties (i.e. shops with a NIA (net internal area) greater than 1500m²).
- Where the retail areas are spread over several floors, again resulting in the Zone A being only a small fraction of the total.
- Larger shops may not have 'traditional' shop fronts, such that the zoning approach is not appropriate.
- The 'market' does not typically zone larger shops when letting and the VOA tries to follow the market in its analysis and valuation.

Figure 7: Valuation Office Zone A rental prices for Wooler Town Centre



Source: Valuation Office 2003

Figure 7 shows that the Zone A rental information is unknown for approximately half of the properties in Wooler Town Centre. All of the properties for which this information is known, are valued at £0 - £99 per m², and are largely situated on High Street.

6.2 Yield

Yield "is the ratio of rental income to capital value and is expressed in terms of the open market rent of a property as percentage of the capital value." [2] It "provide a consistent basis for understanding how the property market assesses the comparative attractiveness of shop investments in different locations across the country... low yields indicate that a town is considered to be attractive and as a result be more likely to attract investment than a town with high yields."[3]

$$\text{Yield} = \frac{\textit{Annual Rent}}{\textit{Capital Value / Sale Price of Property}}$$

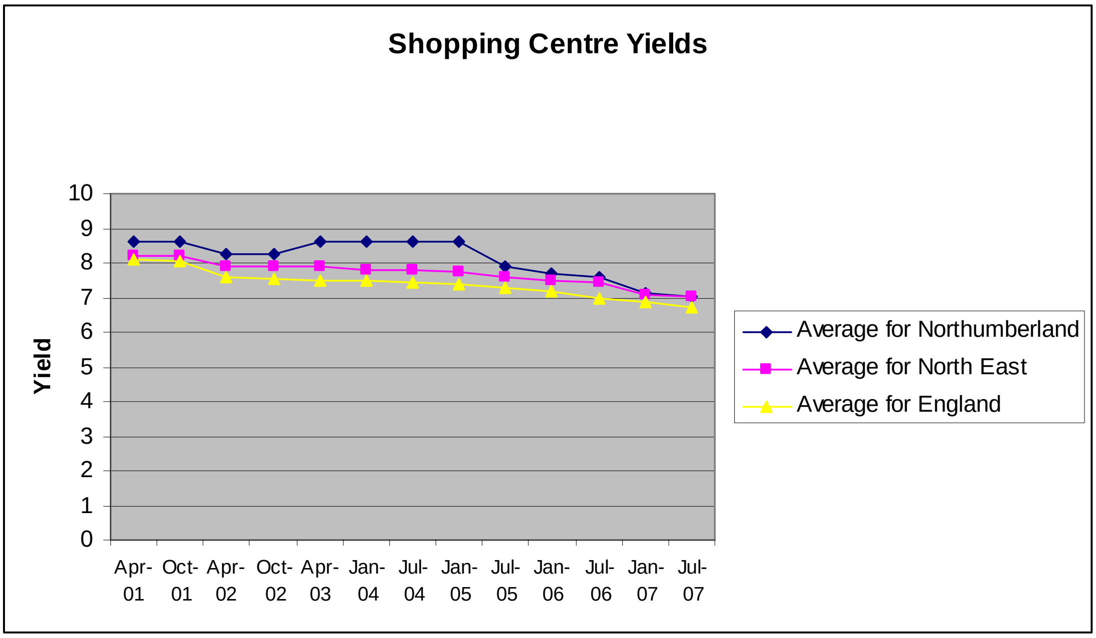
Source: Valuation Office (www.voa.gov.uk)

In Northumberland, this data is only available for 5 towns: Alnwick, Ashington, Berwick upon Tweed, Blyth and Hexham.

There is therefore no available data for Wooler, however Figure 8 shows the average yield for Northumberland, the North East of England, and England.

[2] www.voa.gov.uk
[3] www.voa.gov.uk

Figure 8: Shopping Centre Yields – Northumberland



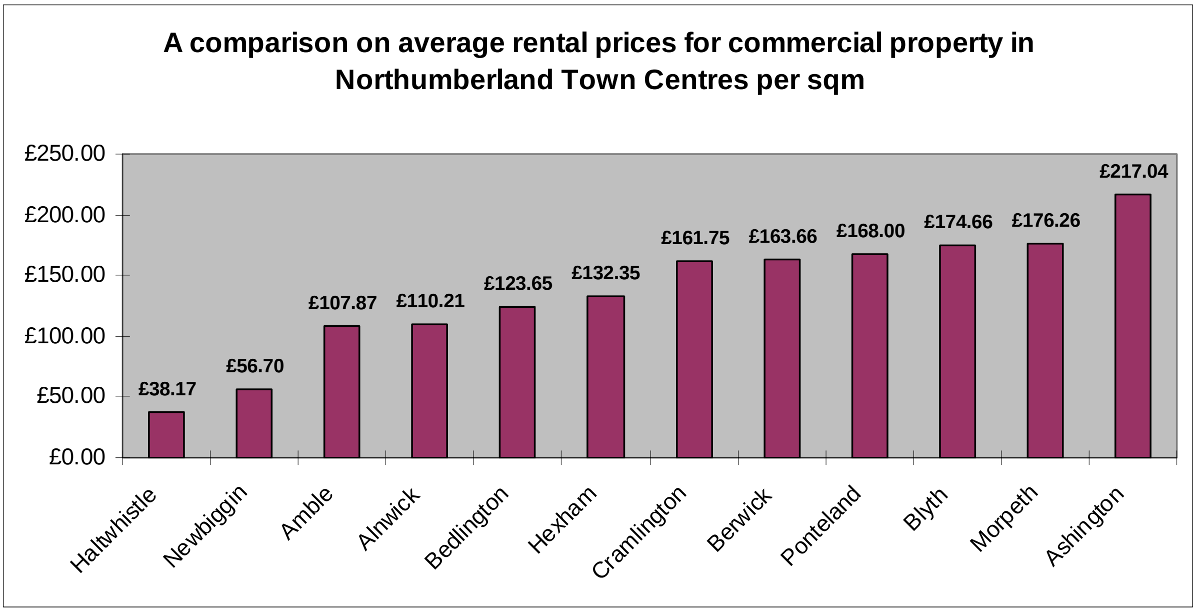
Source: Valuation Office (www.voa.gov.uk), July 2008

Figure 8 shows that since April 2001, the average yield for Northumberland has generally been higher than the average for the North East of England and England. The biggest difference in yield between Northumberland and the rest of the North East was by 0.86 in January 2005. Similarly for Northumberland and the rest of England in January 2005 it was 1.20. This indicates that based on yield, it has been derived that there is more of a "risk" associated with setting up business in Northumberland compared to the rest of the North East and England. The latest result, however, in July 2007, showed that this gap had decreased. The average yield for Northumberland was 7.05; the average yield for the North East was 7.02; and the average yield for England was 6.70.

6.3 Average Rental Rate

The average monthly rental rates for vacant commercial property in Northumberland are based solely on properties that were vacant between 1st January 2006 and 31st December 2007 and do not take the rental prices of buildings that were occupied throughout this period into consideration. As there were no properties in Wooler listed as vacant on the Northumberland Property Database, there was no available rental information for Wooler. However, Figure 9 shows the average rental prices for 12 of Northumberland's town centres. Ashington has the highest rent at £217.04 per square metre and Haltwhistle has the lowest rent at £38.17 per square metre.

Figure 9: Average rental prices for commercial property in Northumberland Town Centres



Source: Northumberland Property Database, December 2007

7.0 VACANCY RATES

All town centres experience a baseline level of vacancy rates and this should not always be interpreted as a sign of weakness. A large number of vacant units within centres may indicate decline related to poor performance of the town or that shop premises are inadequate to meet the demands of modern retailers. Furthermore, units may be located in parts of the centre unsuited to retailers' requirements. This section will investigate the vacancy rates of premises within the town centre by road and overall vacancy rates within the town. Additionally, this section will look at property flows within Wooler town centre between 2007 and 2008 in terms of both primary activity type and type of change (i.e. change in occupier, occupied to vacant, vacant to occupied).

It must be noted that the vacancy information in this section is based on the ground floor of the premises from the data that was provided by Experian the majority of the commercial property in the town centre is situated on the ground floor.

7.1 Vacancy Rates of Premises

Figure 10 shows that the only streets within Wooler Town Centre with vacant premises are Glendale Road and High Street with 25% and 12% of premises vacant, respectively.

Similarly, when looking at vacancy rates in terms of floorspace, Glendale Road and High Street had the highest amount of floorspace but with 26% and 25% of floorspace free respectively.

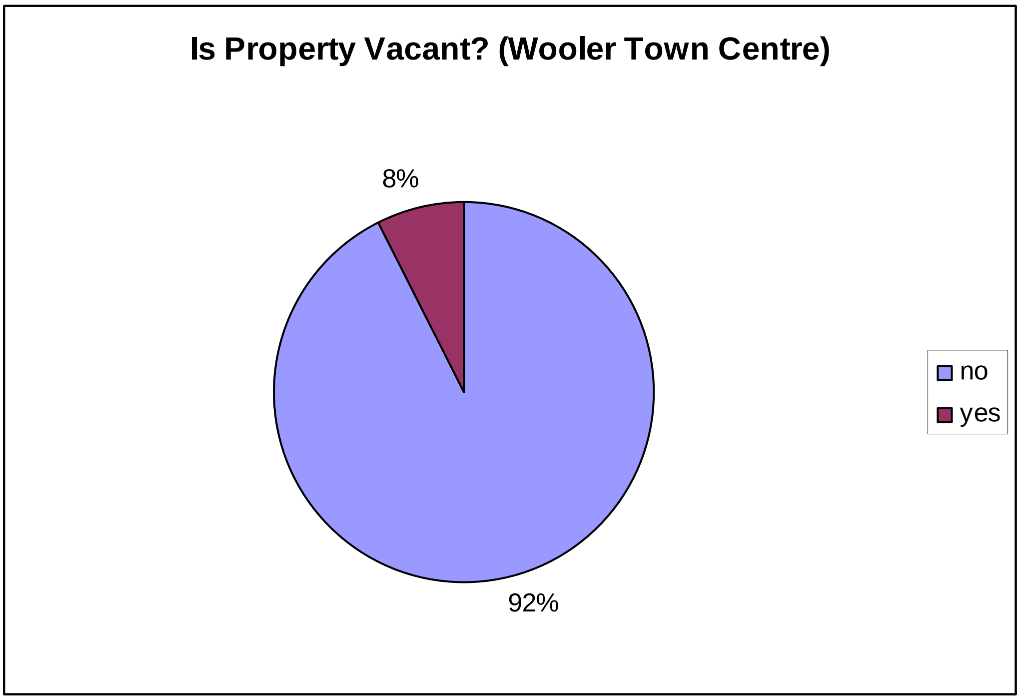
Figure 11 shows that in Wooler Town Centre, there were 92% of occupied premises and 8% of vacant premises overall.

Figure 10: Vacancy Rates of Premises

	Vacant (number of buildings)?		Vacant (floorspace sqm)?	
Road	**yes**	**Rank - vacancy**	**yes**	**Rank - vacancy**
GLENDALE ROAD	25%	1	26%	1
HIGH STREET	12%	2	25%	2
CHEVIOT STREET	0%		0%	
CHURCH STREET	0%		0%	
MARKET PLACE	0%		0%	
PADGEPOOL PLACE	0%		0%	
PETH HEAD	0%		0%	
RAMSEYS LANE	0%		0%	
RYECROFT WAY	0%		0%	

Source: Experian, August 2008

Figure 11: Is a Property Vacant



Source: Experian, August 2008

7.2 Changes in Town Centre Occupiers 2007 – 2008 (Property Flows)

Information about changes in town centre occupiers between 2007 – 2008 is not currently available for Wooler town centre, as the GOAD plan from which the data is taken, was only created by Experian in 2008 when the work was commissioned by Northumberland Information Network.

8.0 PEDESTRIAN FLOWS

Pedestrian counts are a useful measure of vitality, in relation to the number and movement of people in different parts of the town centre and at different times of the day. The counts provide a clear picture of footfall patterns across the centre and of the number of people in the town. Over time trends can be identified and the success or decline of locations monitored. This section will analyse the results of the footfall counts that took place in Wooler Town Centre in November 2008 and estimate a weekly footfall total.

8.1 Footfall methodology

Footfall counts were taken for 10 minutes of each hour between 9am and 5pm on Thursday 13th November, Friday 14th November and Saturday 15th November 2008. They were carried out by interviewers at two “access points” within the town centre (see Figure 12). These counts were used to give estimates of hourly and daily pedestrian rates.

8.2 Estimates of footfall

It is estimated that the footfall for a typical Saturday in Wooler town centre is around 500, although this will obviously vary depending on the time of year. The data suggests that the footfall on a Thursday is slightly higher, and Friday’s footfall is slightly lower.

Figure 12: Estimated daily footfall in Wooler Town Centre

	Estimated daily footfall[4]		
Location	**Thursday**	**Friday**	**Saturday**
Farmfoods Butchers	246	210	246
Good Life Shop	276	258	258
Total	522	468	504

Source: Northumberland Footfall Counts, November 2008

[4] Daily footfall has been estimated by summing the footfall counts for each location, then multiplying the totals by 6 to account for the footfall count being carried out for 10 minutes in each hour.

On this occasion, footfalls were calculated for the individual days that they were carried out to give an indication of daily footfall totals on particular “types” of day of the week. In the future, it is the intention to calculate average weekly footfalls for each town.

9.0 ACCESSIBILITY

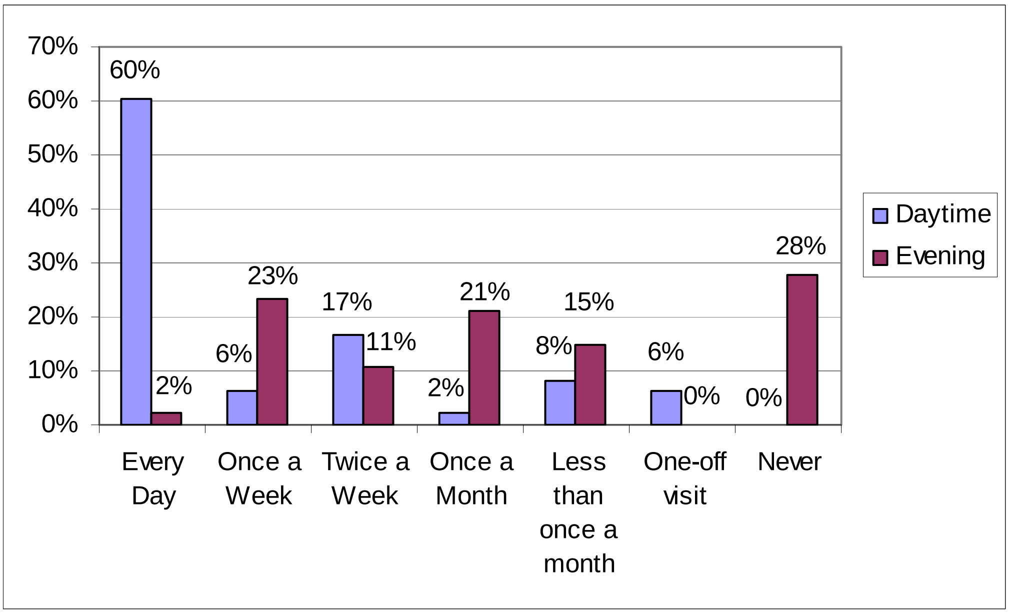
The availability of different access modes to a town centre is important if shoppers are to be attracted to a centre for frequent visits. This section will investigate various aspects of accessibility into Wooler town centre including the different methods of transport used to access the town centre by shoppers that were surveyed, their origin and their perceptions on accessibility and transport, availability of parking within the town centre and bus connectivity.

9.1 Shoppers travelling to town by car

54% of respondents travelled into Wooler by car on the day of the interview. 83% of these said that they go into Wooler at least once a week during the daytime (although it cannot be deduced how often they use a car for these trips). This figure dropped to 36% in the evenings (Figure 13).

Figure 13: Frequency of visit to the town centre by those respondents travelling in by car

(Excludes 'don't know' responses unless otherwise specified)



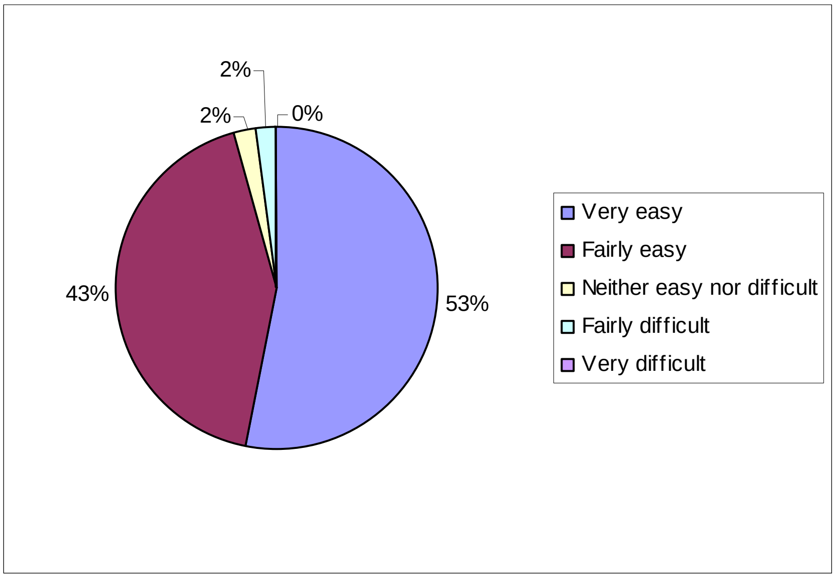
Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 48 for daytime; 47 for evening

Nearly all (96%) of the respondents that travelled by car found it fairly easy or very easy to travel into Wooler town centre. Only 2% found it fairly or very difficult (Figure 14).

Figure 14: How easy/difficult do you feel it is to travel into Wooler town centre (those respondents that travelled by car)

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

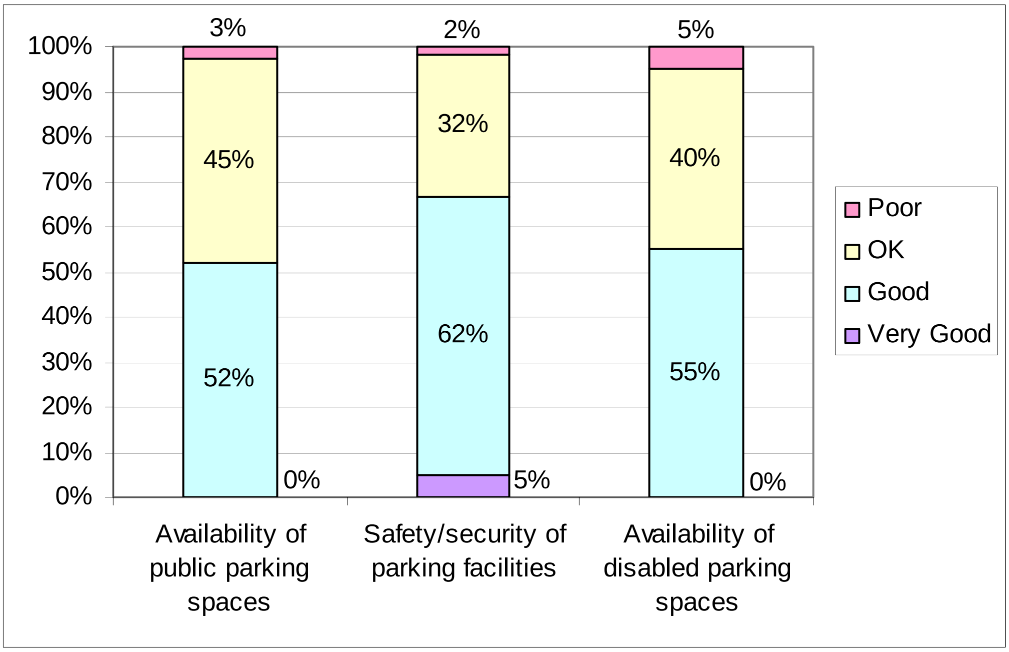
Base: 49

9.2 Access to car parking

Over half of respondents said that the availability of public/disabled parking spaces was good or very good. The safety/security of the parking facilities was rated a little higher (two thirds of respondents gave a positive rating). Only one or two people gave a negative rating for each attribute (Figure 15).

Figure 15: Percentage of respondents giving each rating for parking related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 40 to 71 respondents depending on question (note: this excludes those respondents that gave a 'don't know' response)

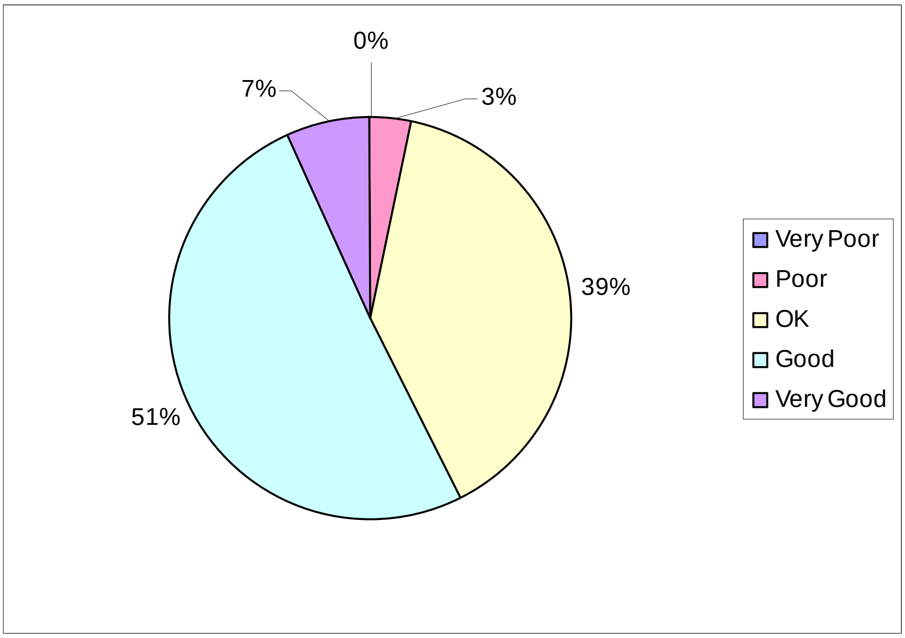
One respondent said that one of the main problems with the shopping experience in Wooler was that there was "sometimes illegal parking".

9.3 Cost of parking

57% of respondents rated the cost of parking as good or very good. Only 3% gave it a poor/very poor rating (Figure 16).

Figure 16: Percentage of respondents giving each rating for the cost of parking

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, Niovember 2008

Base: 61 respondents (note: this excludes those respondents that gave a 'don't know' response)

9.4 Wooler's Car parks

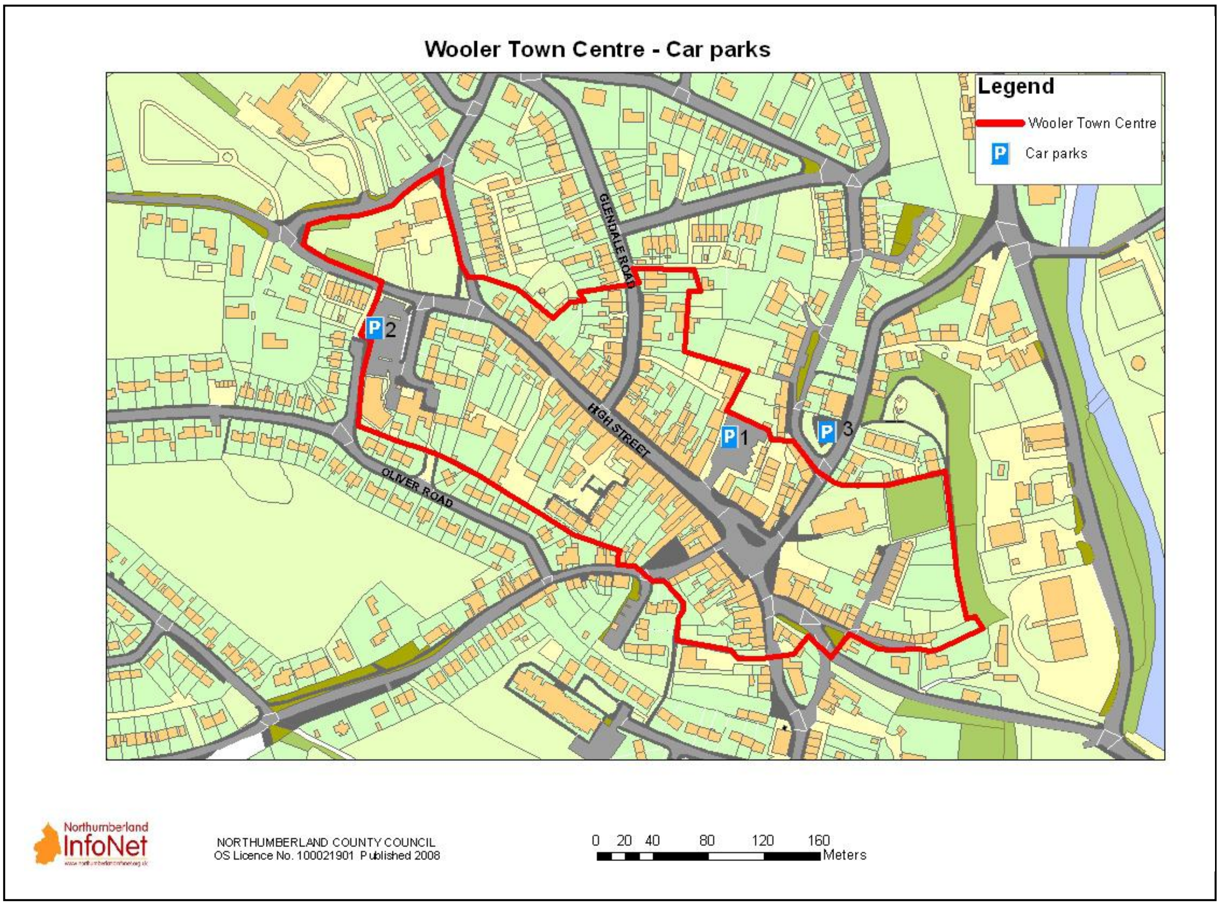
Figures 17 and 18 show the location of car parks within and surrounding Wooler Town Centre.

Figure 17: Location of Car Parks

Location	Car Park	Cost of Parking	Type of Car Park	Spaces	Long/Short Stay	Disabled Spaces	Coach Parking	Additional Notes
1	Wooler Bus Station, High Street, Wooler, Northumberland, NE716	£0.50		13			Yes	In short/medium stay areas, permit holders must also display a parking disk showing their arrival time. Permits are valid in the Berwick-upon-Tweed Borough and also in Alnwick and in Castle Morpeth.
2	Padgepool Place, Wooler, NE71 6BL	Free		32			Yes	
3	Church Street, Wooler	Free						
4	Ramsey Lane Wooler, NE71 6NR	Free		12				

Source: Northumberland County Council and Transport Direct

Figure 18: Location of Car Parks



Source: Brerwick District Council, Transport Direct

9.5 Bus Connectivity

The direct connections linking Wooler to surrounding towns and villages are listed below.

Destination	Mon - Fri	Sat	Sun
Alnwick	Approximately 1 per hour	7 per day	None
Ancroft	6 per day	5 per day	None
Berwick Upon Tweed	Approximately 1 per hour	Approximately 1 per hour	None
Bowsden	5 per day	4 per day	None
Chapel Lands	4 per day	5 per day	None
Chatton	5 per day	3 per day	None
Chillingham	4 per day	3 per day	None

Doddington	6 per day	5 per day	None
Eglingham	3 per day	3 per day	None
Glanton	Approximately 1 per hour	6 per day	None
Lowick	6 per day	5 per day	None
Powburn	Approximately 1 per hour	6 per day	None
Scremerston	5 per day	5 per day	None
Whittingham	Approximately 1 per hour	6 per day	None
Wooperton	Approximately 1 per hour	6 per day	None

Figure 19: Destination and Frequency of Buses from WoolerSource: Travel Search (http://www.carlberry.co.uk/index.htm); North East Travel Line (http://jplanner.travelinenortheast.info)

9.6 Shoppers travelling to town by bus

No-one travelled into Wooler by bus on the day of the interview.

9.7 Train Connectivity

There is no train access to Wooler.

9.8 Shoppers travelling to town by train

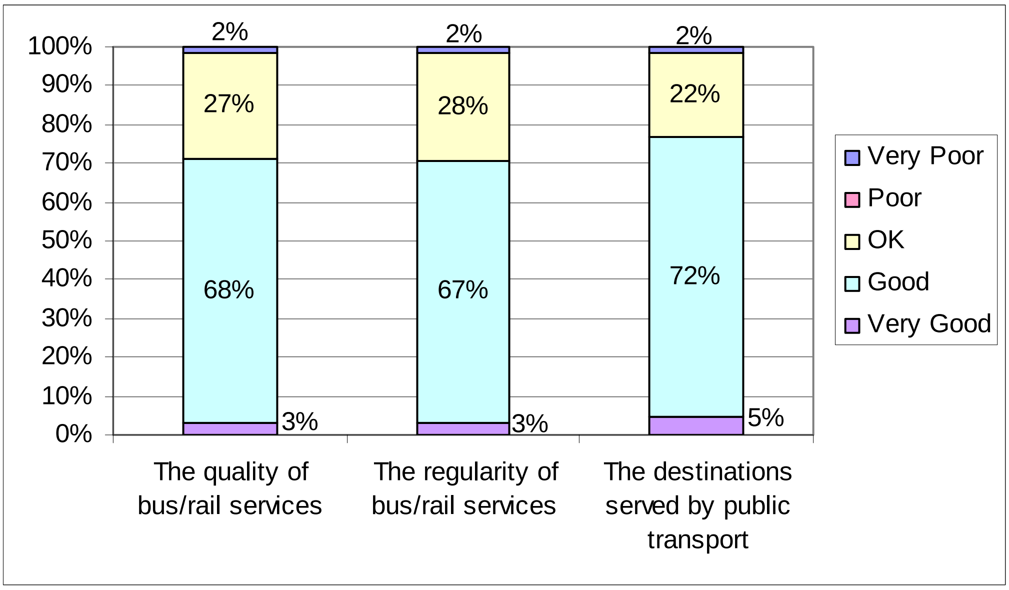
No respondents travelled into Wooler by train on the day of the interview.

9.9 Perception of Public Transport Services

Over 70% of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport as good or very good. Only 2% gave a negative rating (Figure 20).

Figure 20: Percentage of respondents giving each rating for public transport related attributes

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 61 to 64 respondents depending on attribute (note: this excludes those respondents that gave a 'don't know' response)

9.10 Perception of Accessibility

One person mentioned 'quality of footpaths' as being one of the main problems with the shopping experience in Wooler. Another said that 'road safety' was a problem.

9.11 Origin and method of travel of Shoppers Interviewed

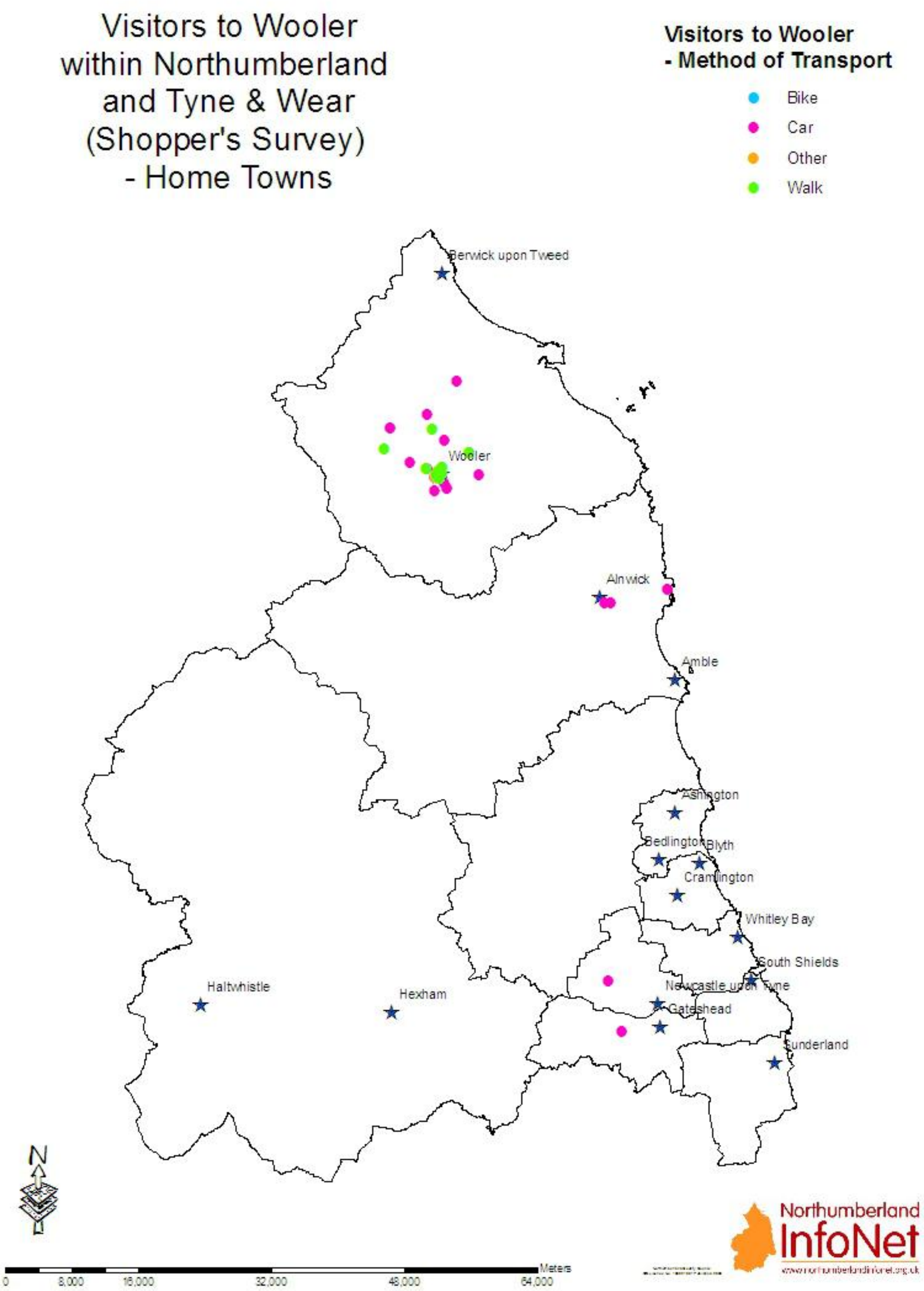
As Figure 21 shows, most of the respondents from the Wooler Shopper Survey live in the former Berwick-upon-Tweed District, with a large proportion living in or around Wooler itself. The remaining respondents came from elsewhere in Northumberland or Tyne & Wear.

A large proportion of the respondents that live in or around Wooler travelled in by car or walked. The majority remainder of these respondents along with those that lived further away travelled by car.

The remaining couple of respondents were from North Yorkshire. They travelled into Wooler by car (Figure 22).

Figure 21: Visitors to Wooler within Northumberland and Tyne and Wear

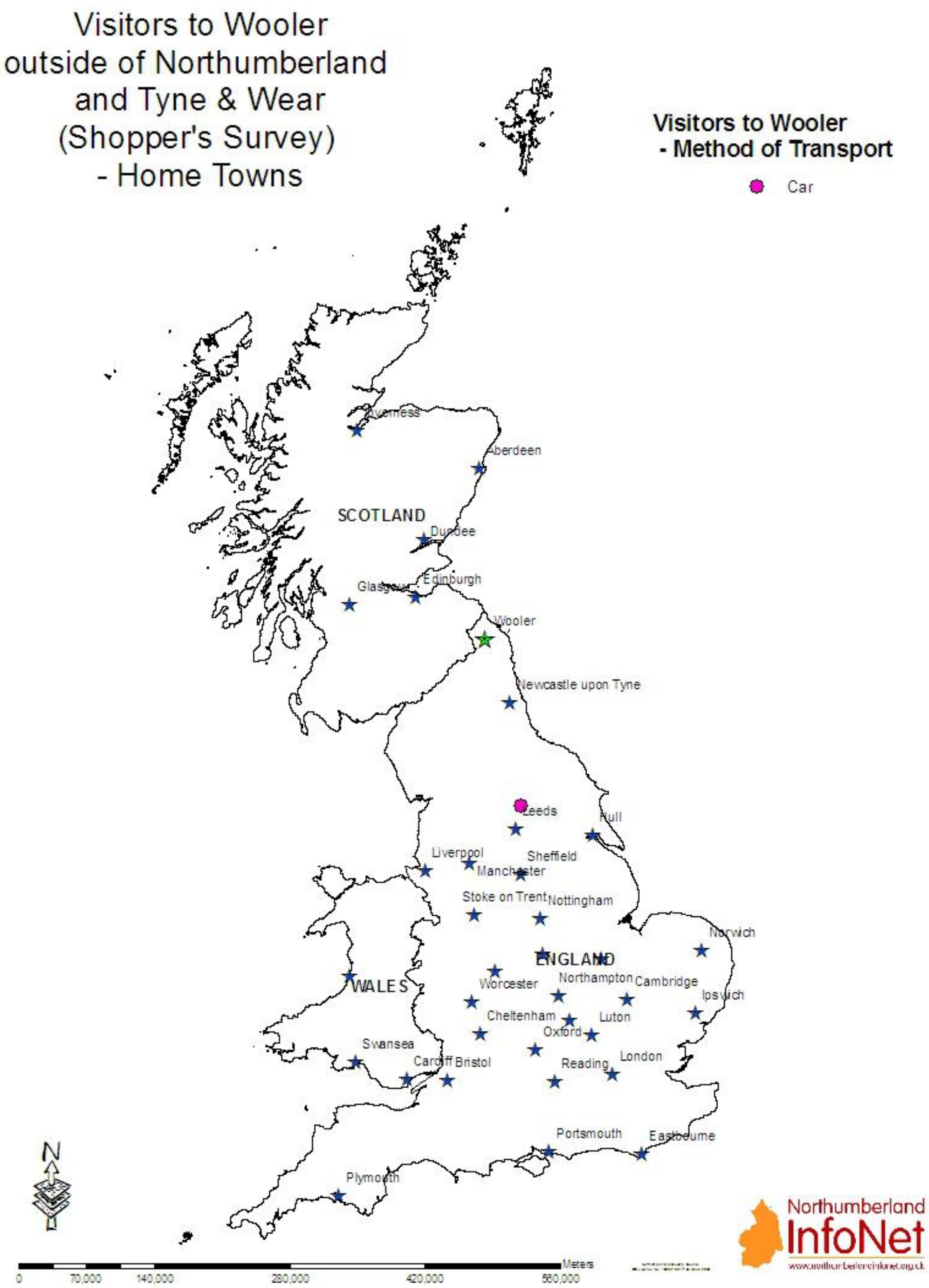
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Figure 22: Visitors to Wooler outside Northumberland and Tyne and Wear

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

10.0 ENVIRONMENTAL QUALITY OF TOWN

This section will consider various aspects relating to the environmental quality of the town centre. This includes any improvements made within the past 12 months mainly by the District Council and Town Council (where applicable) and shopper's perceptions of the environmental quality and appearance of the town centre as a whole.

10.1 Review of Recent Improvements

The following improvements have happened recently in Wooler:

- Projecting shop signs
- Some shops are involved with the 'Shop Front Improvement Scheme' (Figure 23)
- New Gateway Signage on the A697
- Improved planting throughout town resulting in a silver award for 'Britain in Bloom'
- Butler Court, with 15 new affordable homes and social housing.
- A new health centre, and several shop refurbishments – particularly the former Co-op store which is now a thriving retail business.
- A number of new businesses have become established in the main street, including cafes, a women's outdoor clothing shop and a computer retailer.

Figure 23: Before and After – Car Park and Shop Fronts in Wooler Town Centre

10.2 Shopper perception of the town

10.2.1 Pedestrianisation

Views on pedestrianisation were not specifically asked about in the survey, and no-one mentioned anything relating to this subject.

10.2.2 Signage, Street furniture and Open Spaces

Signage

None of the respondents made any comments about signage.

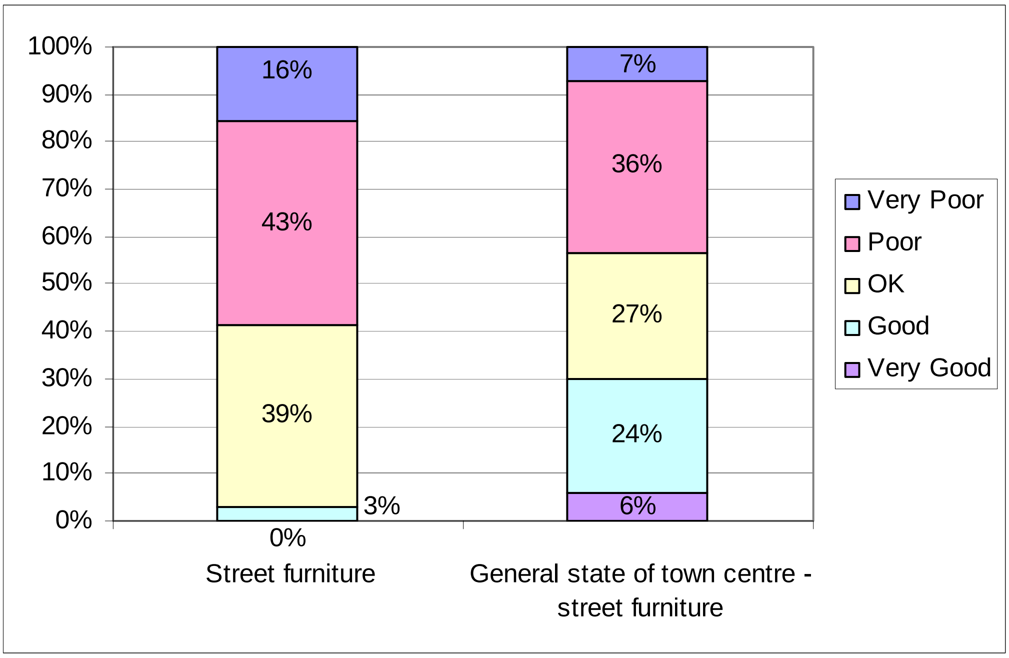
Street Furniture

Respondents were asked to rate street furniture as part of two different questions. The first question asked for a street furniture rating, and the second asked about the general state of the town centre with regards to street furniture (Figure 24).

The responses to the two questions were considerably different, although neither received particularly good ratings. Only 3% rated the street furniture as good or very good, whereas 59% gave it a negative rating. For the general state of the street furniture, 30% of respondents gave a positive rating, and 43% gave a negative rating.

Figure 24: Street furniture ratings

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base : 70 respondents (street furniture); 83 respondents (general state of street furniture) (note: this excludes those respondents that gave a 'don't know' response)

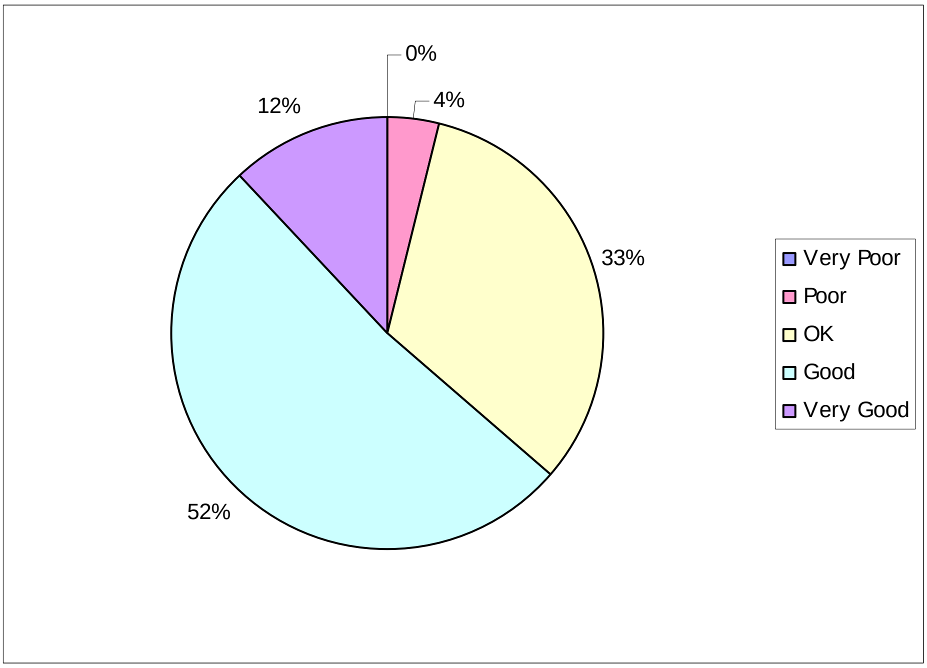
Two comments asking for "more seating in the summer" were also made in response to how the respondents would make the town centre better.

Open Spaces

59% of the respondents gave a positive rating for the parks and open spaces in Wooler. 10% gave a negative rating (Figure 25).

Figure 25: Ratings given for parks and open spaces

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

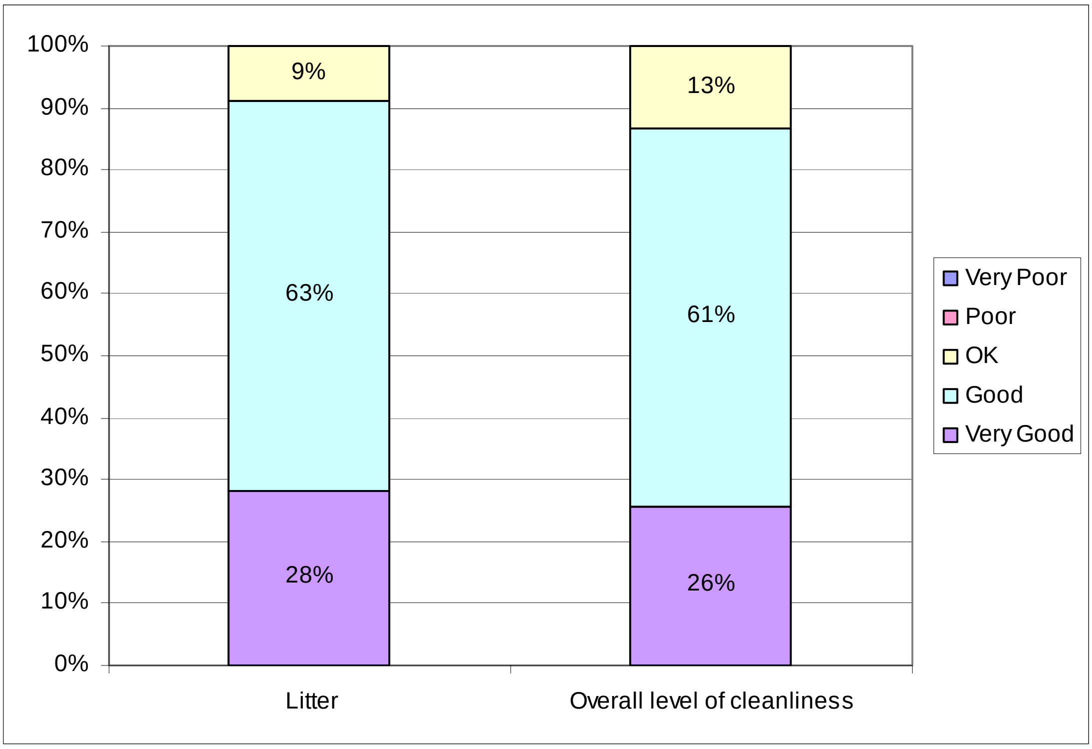
Base: 81 respondents (note: this excludes those respondents that gave a 'don't know' response)

10.2.3 Litter and Cleanliness

Litter and the overall level of cleanliness were perceived to be good, with a positive rating from over 86% of respondents in both cases and no negative responses (Figure 26).

Figure 26: Ratings given for litter and overall cleanliness

(Excludes 'don't know' responses unless otherwise specified)



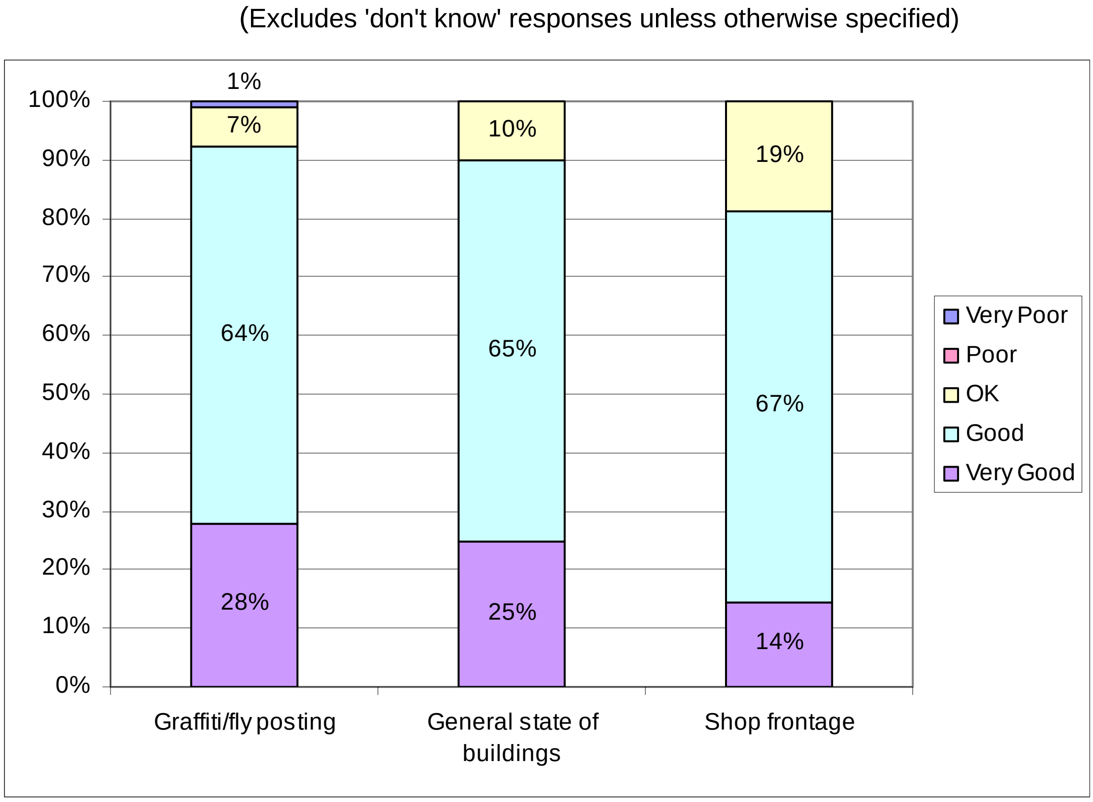
Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 89 respondents (litter); 90 responses (cleanliness); (note: this excludes those respondents that gave a 'don't know' response)

10.2.4 General Appearance of the Town

The general appearance of the town was rated quite highly by the respondents. The graffiti/fly posting and the general state of the buildings received positive ratings from 92% and 90% of respondents respectively. Shop frontage was given a positive rating from 81% of the respondents (Figure 27).

Figure 27: Ratings given for the appearance of the town



Source: Northumberland Infonet Shopper Questionnaires

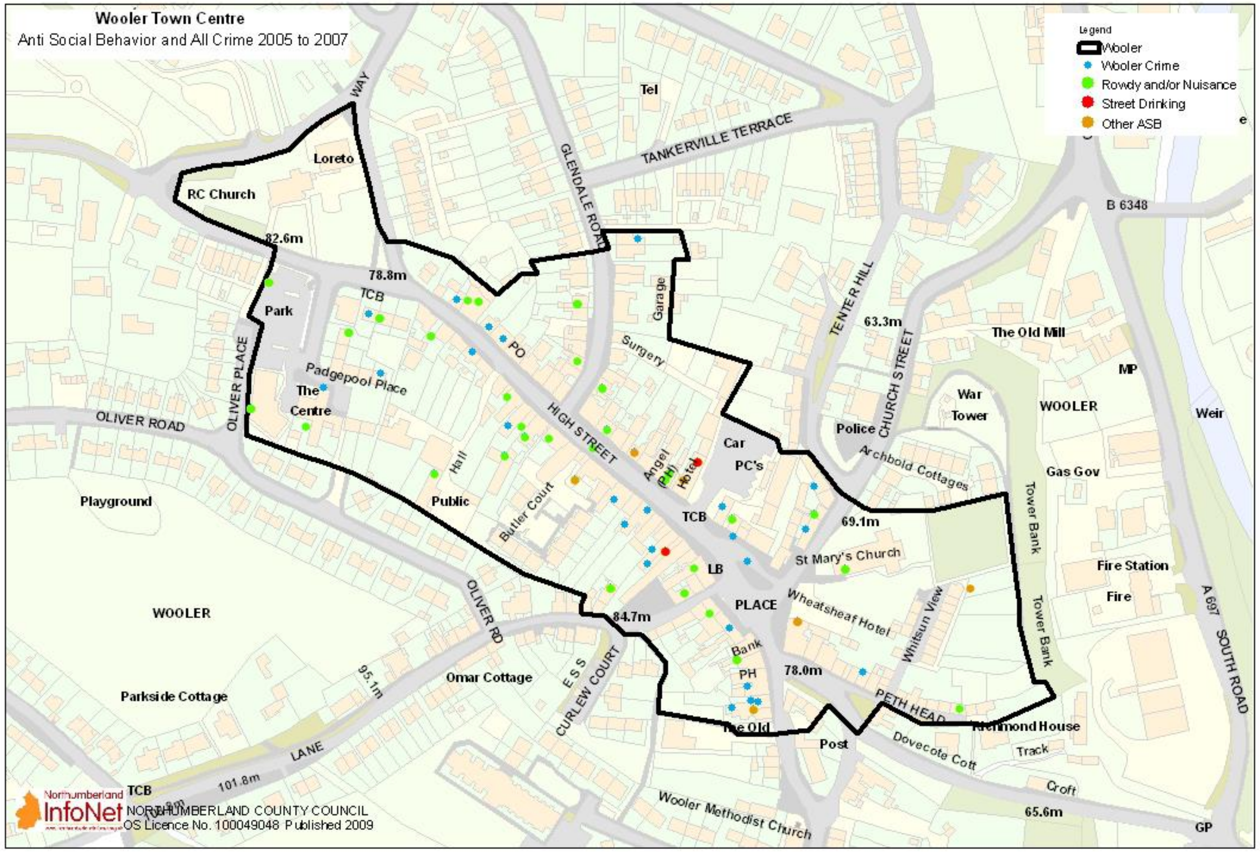
Base : 88 to 90 respondents; (note: this excludes those respondents that gave a 'don't know' response)

11.0 PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

High levels of crime in a centre will impact on the way people use it and may deter traders from locating there. This section will include an analysis of reported crimes which will be supplemented with information on perception or fear of crime from the Shopper Surveys. Consideration will also be given to any initiatives designed to address town centre-related crime.

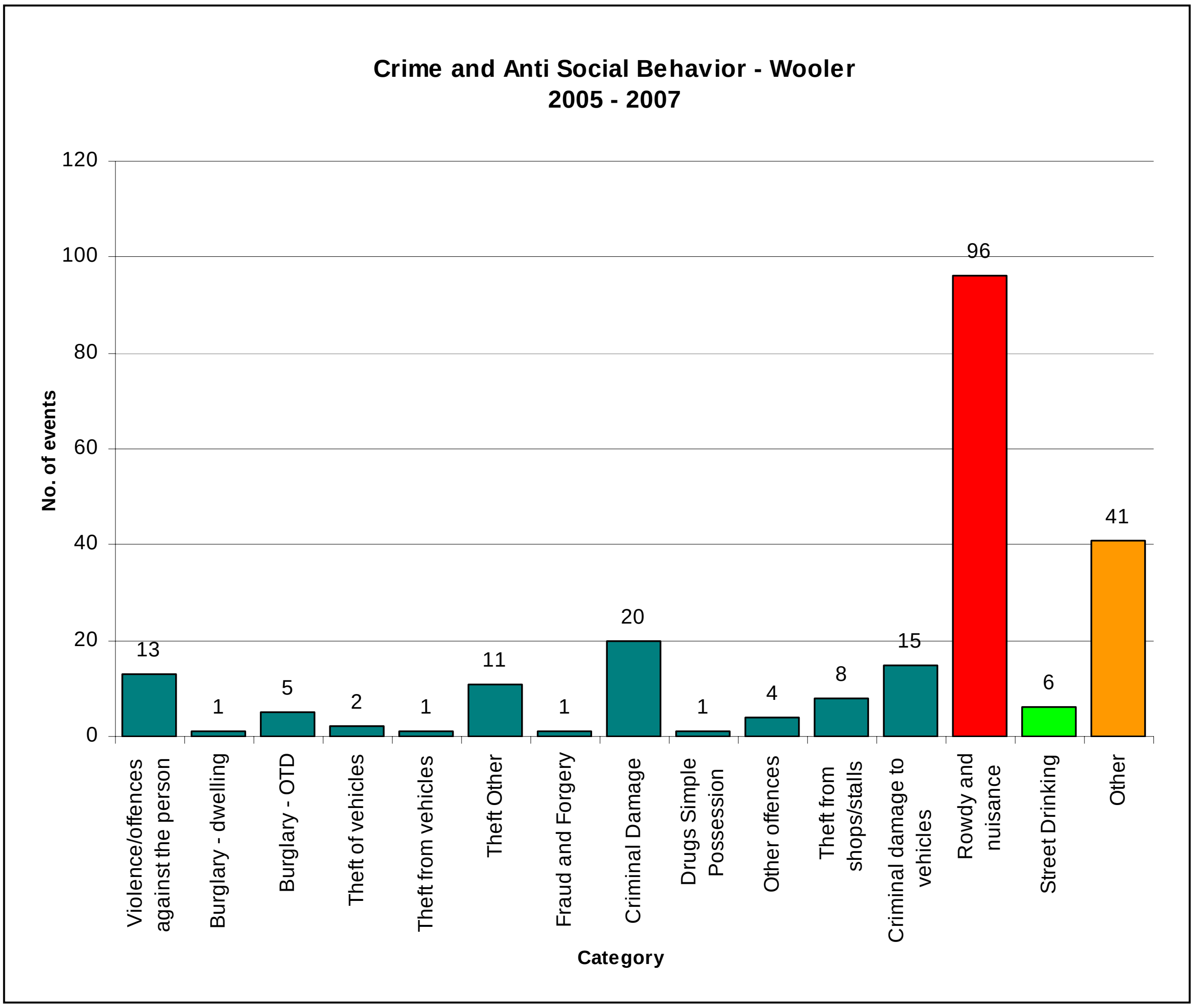
11.1 Analysis of Reported Crimes

Figure 28: Analysis of Reported Crimes



Source: Northumbria Police

Figure 29: Crime and Anti Social Behaviour



Source: Northumbria Police

Looking at Figure 28, it is clear to see that the majority of crime and anti social behaviour in Wooler in 2005 – 2007 occurred on High Street and the main type of crime here was “rowdy and/ or nuisance” of which there were 96 occurrences during this time. There were also a significant number of cases of other types of crime distributed fairly evenly throughout the rest of the town centre.

Looking at the chart (Figure 29), the types of crime have been broken down further. The most frequent type of crime occurring in Wooler Town Centre between 2005 and 2007 was criminal damage of which there were 20 occurrences. The 2nd most frequent type of crime was “criminal damage to vehicles” of which there were 15 occurrences.

11.2 Perception or Fear of Crime

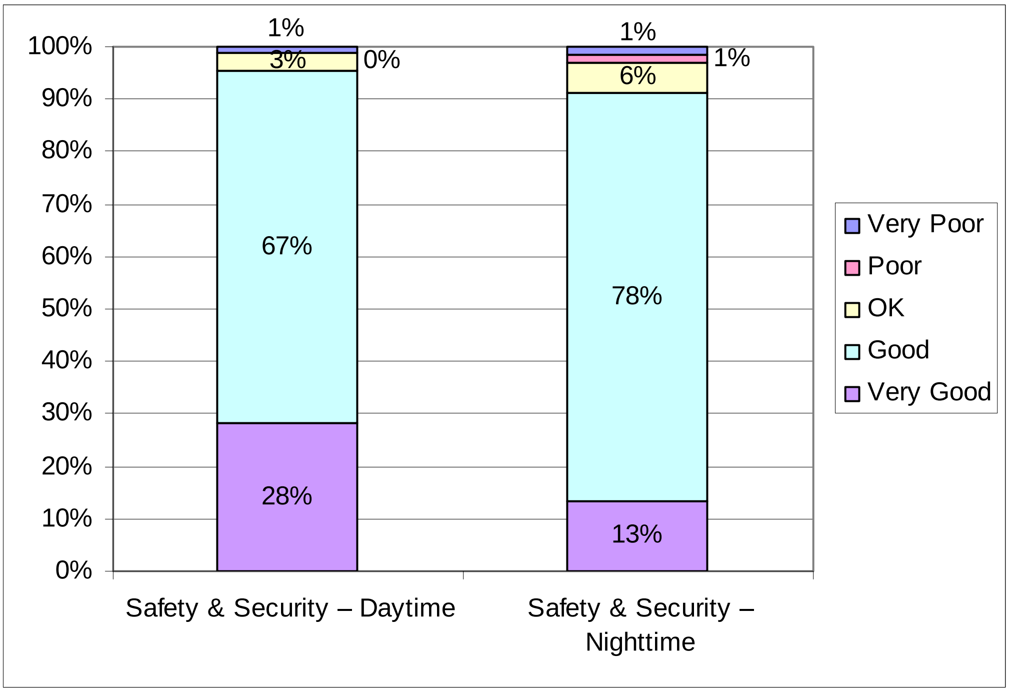
None of the respondents mentioned safety and security when asked about the main problems in Wooler and about how to make the town centre better.

Respondents were asked to rate safety/security during the daytime and the night-time. 95% gave a good or very good rating for the daytime, and only 1% a poor or very poor rating. For the night-time, the ratings were surprisingly similar, with 91% giving a positive rating and only 3% a negative rating (Figure 30).

As can be seen in section 9.2, 67% of respondents felt that the safety/security of the parking facilities was good/very good, and 2% thought they were poor or very poor.

Figure 30: Ratings given for safety/security

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base : 88 respondents (daytime); 67 respondents (nighttime); (note: this excludes those respondents that gave a 'don't know' response)

11.3 Initiatives to Address Town Centre-Related Crime

According to the Berwick-upon-Tweed Crime and Disorder Reduction Partnership (CRDP) the following initiatives exist in the Berwick-upon-Tweed District (September 2008):

- Berwick-upon-Tweed Borough CDRP has developed a labelling scheme to tackle the sale of alcohol to persons under the age of 18. Can identify offending premises through use of special barcodes on the labels. The Project is called “Bar None”, currently in the pilot phase and is trialling with Off License premises.

- Headteachers from: Berwick-upon-Tweed High School; Berwick-upon-Tweed Middle; Tweedmouth Middle; Belford Middle; Glendale Middle, Wooler; and Seahouses Middle have been invited to a series of meetings in order to explore:
    - Engaging in local community issues
    - Exploring the options to create safer and greener communities
    - Developing a preventative approach that includes support, effective communication and publicity in order to address community issues in a pro-social manner
    - Encouraging local individual and collective responsibility and accountability in the communities we serve and live in.

12.0 CUSTOMER VIEWS

Shopper surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. In this section the shoppers' surveys carried out in Wooler Town Centre will be analysed to find out their regularity of visits, type of purchases made, opinions on and use of leisure and entertainment; and what improvements they think will improve the town centre in the future. Additionally, data purchased from Experian will enable investigation of Wooler catchment area; spending patterns and retaining shopper spend within the town centre.

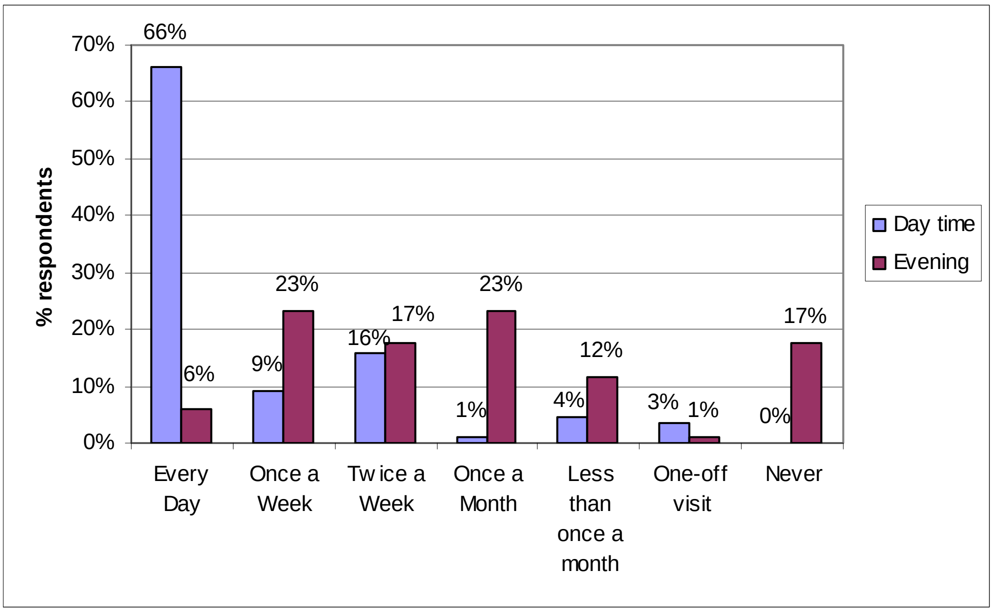
12.1 Regularity of visits

91% of respondents go to Wooler town centre during the daytime at least once a week, with the most common frequency of visit being every day (66%).

Respondents visit the town centre less often during the evenings, but nearly half (47%) still said that they visit the town at least once a week. Only 17% said that they never visit the town centre during the evening (Figure 31).

Figure 31: Approximately how often are you in Wooler Town Centre?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 89 respondents (daytime) and 86 respondents (evening)

12.2 Expenditure/ Type of Purchases

Figure 32 shows the proportion of respondents that shop for different items solely in Wooler town centre, and how many go further afield. Figure 33 gives more details about which shopping centres the respondents use.

As can be seen from the tables, Wooler tends to be used mainly for doing top-up food shopping. For other domestic shopping, respondents tend to use Wooler plus other shopping centres. For main food shopping, Wooler is used by 29% of respondents, but Alnwick, Newcastle and Berwick are also commonly used. For all other purchases, the most commonly used shopping centres are Newcastle, Alnwick, the Metro Centre and Berwick.

Figure 32: Proportion of respondents shopping in Wooler and other areas

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Wooler									
Wooler only	26%	77%	0%	0%	0%	2%	0%	1%	0%
Wooler + local area[5]	3%	4%	59%	3%	0%	1%	0%	1%	32%
Wooler + non-local/local mix	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-Wooler									
Local area (not Wooler)	57%	6%	29%	93%	97%	67%	49%	44%	38%
Other	2%	2%	2%	2%	2%	2%	4%	3%	3%
Mixture of places (not Wooler)	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't buy	12%	11%	10%	1%	1%	27%	46%	51%	27%
Base	90	90	90	90	89	88	89	89	90

Source: Northumberland Infonet Shopper Questionnaires, November 2008

[5] 'Local area' is defined as being one of the following: Wooler, Berwick, Alnwick, Newcastle, Metro Centre, Edinburgh, Galashiels, Kelso, Morpeth, Other Scotland, Other Northumberland

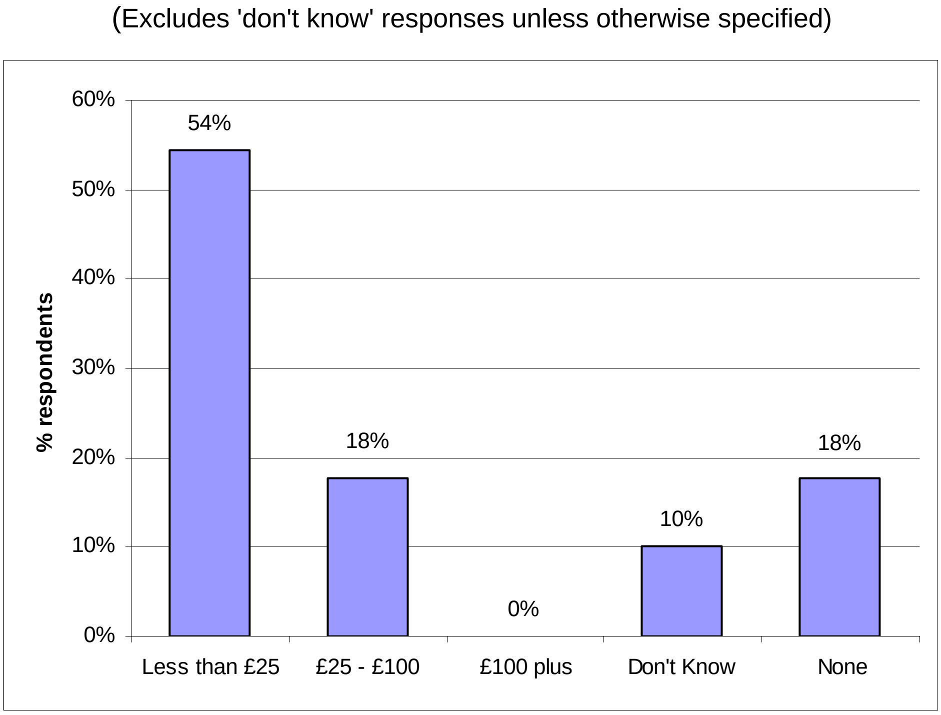
Figure 33: Shopping centres used by respondents to purchase different items

	Main food shopping	Top-up food shopping	Other domestic (eg. Chemist, cosmetics, etc)	Clothes	Shoes	Electrical goods	Furniture/ carpets	DIY goods	CDs/ DVDs etc
Wooler	29%	81%	59%	3%	0%	3%	0%	2%	32%
Berwick	19%	0%	4%	17%	16%	20%	2%	15%	41%
Alnwick	30%	8%	20%	36%	25%	11%	7%	4%	42%
Newcastle	20%	2%	11%	71%	73%	40%	43%	29%	60%
Metro Centre	1%	0%	2%	37%	37%	10%	7%	2%	26%
Edinburgh	0%	0%	0%	1%	1%	0%	0%	0%	0%
Morpeth	0%	0%	0%	0%	0%	0%	0%	0%	3%
Other	2%	2%	2%	2%	3%	2%	4%	3%	2%
Don't Buy	12%	11%	10%	1%	1%	27%	46%	51%	27%
Base	90	90	90	90	89	88	89	89	90

Source: Northumberland Infonet Shopper Questionnaires, November 2008

54% of respondents planned to spend less than £25 in Wooler on the day they were interviewed, with a further 18% expecting to spend between £25 and £100. 18% said that they did not plan to spend any money (Figure 34).

Figure 34: How much do you plan to spend in Wooler today?



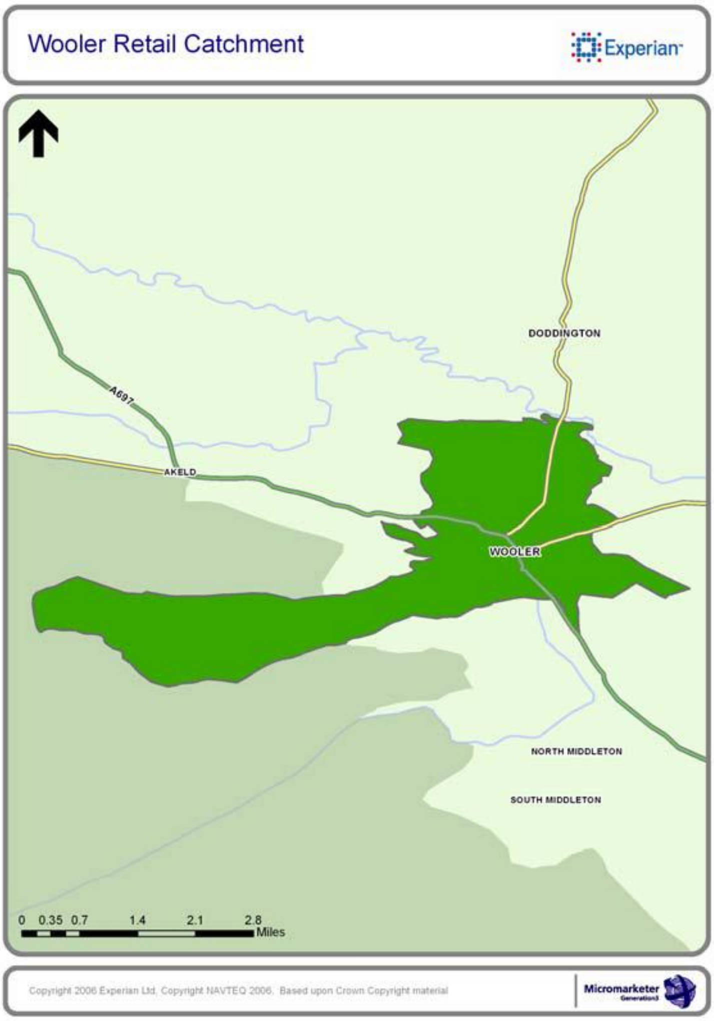
Source: Northumberland Infonet Shopper Questionnaires

Base: 90 respondents

12.3 The Catchment

According to the North East RSS, the region exhibits a polycentric settlement pattern based on two city-regions centered round Tyne & Wear and Tees Valley. A polycentric settlement pattern is one with many centres or nodes, albeit with different characteristics and scales, rather than one key centre dominating everywhere, where their functions are interconnected. Berwick upon Tweed was the main town in the Berwick upon Tweed Borough and is described in the RSS as a Rural Service Centre: a settlement that provides jobs, services and facilities for a wider rural hinterland. The district contained a number of other local or secondary centres, including Belford, Seahouses and **Wooler**. These settlements act as key service centres for the rural areas but are smaller in scale or function than Berwick upon Tweed.

Figure 35: Wooler Retail Catchment



Source: Experian

The map (Figure 35) shows the catchment area for Wooler town centre, as defined by Experian. The catchment, which measures the extent of the local consumer base, was determined by calculating the centre's population and the number of retailers present and assigning a radius of 2 miles.

12.4 Spending Patterns

Wooler town is the only settlement of note within the catchment; the rest of the catchment is home to isolated properties and small hamlets. Altogether, the catchment covers an area of 471.06 sq km, and is home to just over 1,900 people and just less than 900 households. Collectively, these households and residents spend an estimated £7.9 million per annum on retail goods and services, with 37.1%

of expenditure on convenience retail goods (£2.9 million) and 62.9% on comparison retail (£4.97 million). This balance differs slightly from the national (UK) average, which reports 36.6% of expenditure on convenience retail and 63.4% on comparison. The difference between the national and local position is illustrated through the index which relates the proportion of each spend type in the Wooler catchment to the proportion in the UK. An index of more than 100% indicates higher than average local spend and an index of less than 100 represents lower than average local spend.

Figure 36: Wooler Catchment Summary Profile

Wooler Catchment Summary Profile					
Totals	Wooler Catchment	%	UK	%	Index
2007 Population	1,909		60,796,178		
2007 Households	893		26,018,847		
Total Comparison	4,967,381.00	62.9%	171,926,829,196.00	63.4%	99.25
Total Convenience	2,933,392.00	37.1%	99,464,696,627.00	36.6%	101.30
Total Retail	7,901,023.00	100.0%	271,391,525,823.00	100.0%	100.00

Source: Experian

Total retail expenditure per household per annum within the catchment stands at £8,848, with average comparison retail spend at £5,563 per annum and convenience spend at £3,285 per annum (Figure 37). Whilst total comparison spend per household is just below the UK average, with an index of 99.25, total convenience spend per household in the catchment was just above the UK average, with an index of 101.30.

Figure 37 below provides a breakdown of Comparison retail expenditure within the Wooler catchment and in the UK. Clearly the largest expenditure type within comparison retail is Clothing Material & Garments, accounting for £1.05 million or 21.2% of total Comparison Expenditure within the catchment. Clothing is followed by Audio-visual, photographic and information processing equipment (£605,000 or

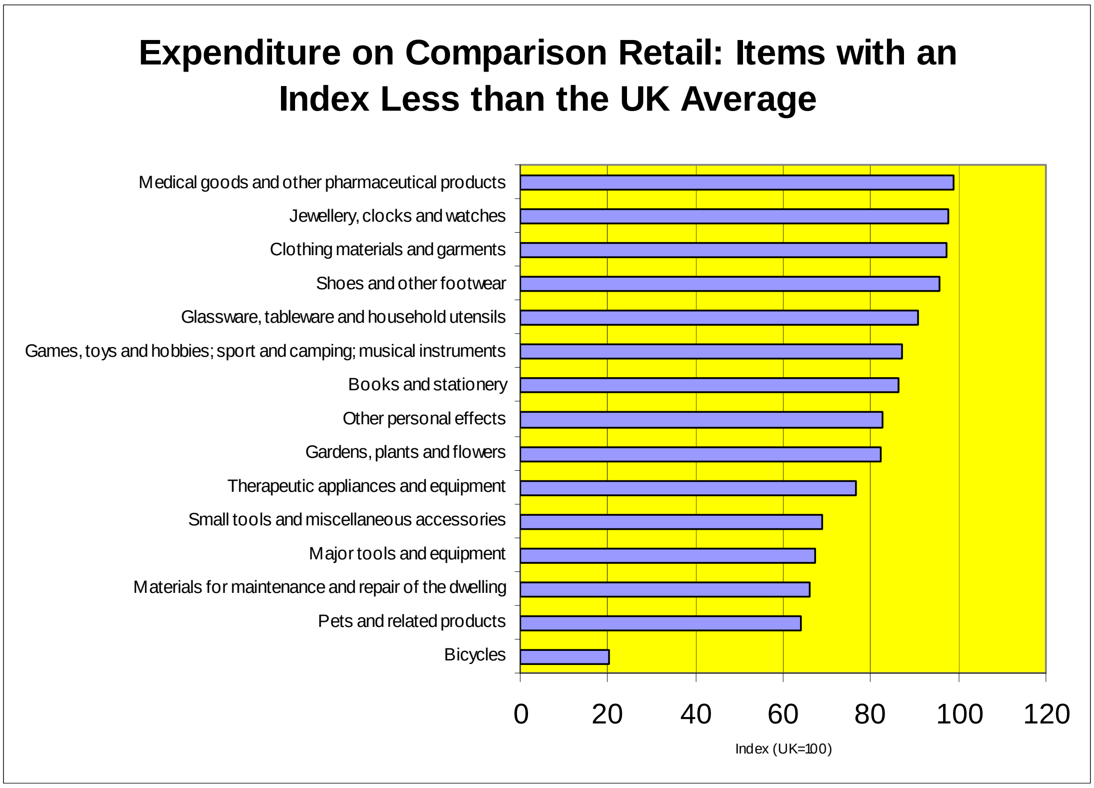
12.2%) and Furniture and furnishings; carpets and other floor coverings (£530,000 or 10.7%). The pattern of expenditure nationally is similar, but with some notable differences. Referring to the index, households in Wooler spend substantially more on Audio-visual, photographic and information processing equipment and Recording Media as a proportion of total spend than the UK average. In contrast, they spend substantially less on Games, toys and hobbies; sport and camping; musical instruments, and Materials for maintenance and repair of the dwelling.

Figure 37: Total Expenditure (in 2006 prices) Comparison

2007 Total Expenditure (in 2006 prices) Comparison	Target	%	Base	%	Index
10% of Non-Durable household goods	10,405.00	0.21	357,185,476.00	0.21	100.06
Appliances for personal care	451,683.00	9.09	15,298,262,865.00	8.90	101.42
Audio-visual, photographic and information processing equipment	604,901.00	12.18	14,926,597,385.00	8.68	139.20
Bicycles	7,934.00	0.16	1,345,908,674.00	0.78	20.25
Books and stationery	175,565.00	3.53	6,968,169,166.00	4.05	86.54
Clothing materials and garments	1,053,343.00	21.20	37,197,970,202.00	21.64	97.27
Furniture and furnishings; carpets and other floor coverings	530,386.00	10.68	18,218,052,893.00	10.60	100.00
Games, toys and hobbies; sport and camping; musical instruments	480,313.00	9.67	18,951,364,780.00	11.02	87.06
Gardens, plants and flowers	81,521.00	1.64	3,402,000,385.00	1.98	82.31
Glassware, tableware and household utensils	125,641.00	2.53	4,753,009,610.00	2.76	90.80
Household textiles	173,680.00	3.50	5,378,572,610.00	3.13	110.92
Jewellery, clocks and watches	128,905.00	2.59	4,533,353,900.00	2.64	97.67
Major household appliances (electric or not)	172,171.00	3.47	4,457,482,024.00	2.59	132.67
Major tools and equipment	7,264.00	0.15	370,528,409.00	0.22	67.34
Materials for maintenance and repair of the dwelling	131,077.00	2.64	6,826,571,834.00	3.97	65.95
Medical goods and other pharmaceutical products	112,641.00	2.27	3,904,354,994.00	2.27	99.10
Other personal effects	54,802.00	1.10	2,276,336,174.00	1.32	82.69
Pets and related products	51,302.00	1.03	2,747,999,981.00	1.60	64.13
Recording media	294,264.00	5.92	7,513,288,250.00	4.37	134.53
Shoes and other footwear	148,862.00	3.00	5,348,647,704.00	3.11	95.60
Small electrical household appliances	35,462.00	0.71	748,364,529.00	0.44	162.76
Small tools and miscellaneous accessories	66,197.00	1.33	3,301,806,678.00	1.92	68.87
Therapeutic appliances and equipment	69,312.00	1.40	3,101,000,673.00	1.80	76.78
Total Comparison	4,967,631.00	100.00	171,926,829,196.00	100.00	99.25

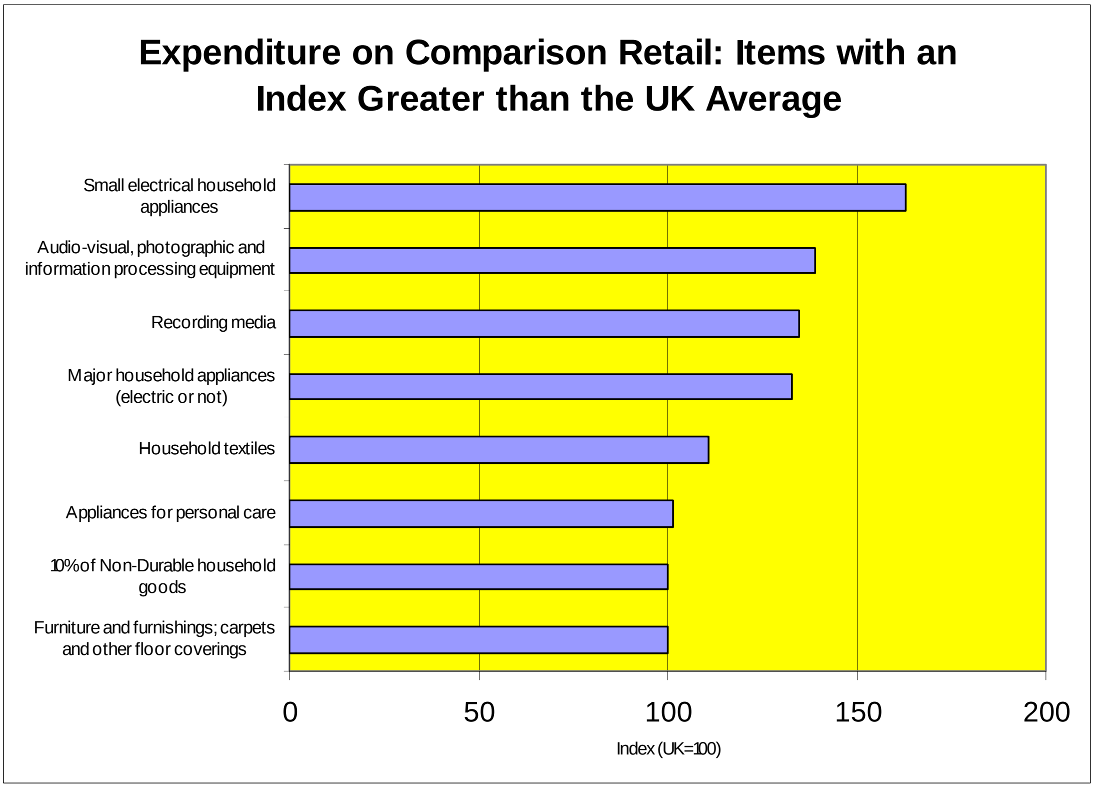
Source: Experian

Figure 38: Expenditure on Comparison Retail



Source: Experian

Figure 39: Expenditure on Comparison Retail



Source: Experian

Figure 40 provides a breakdown of Convenience retail expenditure within the Wooler catchment and in the UK. Clearly the largest expenditure type within convenenience retail in Wooler is Food and non-alcoholic beverages, accounting for £2.1 million or 70.6% of total Comparison Expenditure within the area. Food and non-alcoholic beverages is followed by Alcohol (£340,000 or 11.6%) and Tobacco (£275,000 or 9.4%). The pattern of expenditure nationally differs a little, especially with regards to the national spend on Newspapers and periodicals; referring to the index, households in Wooler spend proportionately more on Newspapers and periodicals, and less on Alcohol.

Figure 40: 2007 Total Expenditure Convenience Retail

2007 Total Expenditure (in 2006 prices) Convenience	Target	%	Base	%	Index
90% of Non-Durable household goods	93,640.00	3.19	3,214,575,062.00	3.23	100.06
Alcohol (off-trade)	339,407.00	11.57	12,313,767,021.00	12.38	94.68
Food and non-alcoholic beverages	2,071,694.00	70.62	70,035,886,128.00	70.41	101.61
Newspapers and periodicals	153,752.00	5.24	4,451,576,478.00	4.48	118.64
Tobacco	274,900.00	9.37	9,448,891,938.00	9.50	99.93
Total Convenience	2,933,392.00	100.00	99,464,696,627.00	100.00	101.30

Source: Experian

12.5 Retaining Shopper Spend

The information outlined in the previous section describes the extent and pattern of expenditure per annum of households living within the Experian-defined catchment area for Wooler. What the information does not indicate, however, is how much of the expenditure is spent purchasing goods and services in Wooler and how much leaks to neighbouring retail destinations. Based on the Where Britain Shops Survey, Experian have calculated:

- The proportion of the population within the Wooler catchment that shops in Wooler and the proportion that shop at other centres.
- The percentage of expenditure spent on goods and services in Wooler and the extent to which spending leaks to other centres.

The data in figures 41 and 42 provide a baseline assessment against which future reports will measure changes in performance. The figures do not currently provide a breakdown of leakage for comparison and convenience retail, although it is anticipated that retention will be substantially higher for the latter compared with the former.

With regards to population (Figure 41), Experian estimates that just under 20% of the resident population shop in Wooler (378 or 19.9%). The major shopping destination for people in the catchment area is Berwick-upon-Tweed (1,089 or 55.7%); nowhere else registers more than 6%.

Figure 41: Population Leakage

Population Leakage		
Plan Name	**Percentage (%)**	**Population (no.)**
Berwick-upon-Tweed	55.69	1063
Wooler	**19.79**	**378**
Alnwick	5.77	110
Kelso	3.63	69
Newcastle upon Tyne - Central	3.53	67
Galashiels	3.15	60
Edinburgh - Princes Street	2.36	45
Jedburgh	1.56	30
Metro Centre	1.48	28
Belford	1.27	24
Hawick	0.75	14
Edinburgh - Kinnaird Park	0.58	11
Morpeth	0.35	7
Seahouses	0.06	1
Ashington	0.03	1

Source: Experian

The pattern with regards to spend is almost exactly the same (Figure 42). Experian estimates that 19.9% of retail spend by residents and households domiciled within the Wooler catchment, representing £1.6 million per annum, is spent in the town.

However, just under £4.4 million of expenditure is lost to Berwick-upon-Tweed (55.7%), with all other destinations pulling just under £2.0 million (24.5%) away from Wooler but no one destination managing to take more than 5.75% of the overall total. What is not clear from the figures, however, is the retail types that outlying centres are able to attract from the catchment area. This is something that InfoNet will be investigating further with Experian over the coming 12 months.

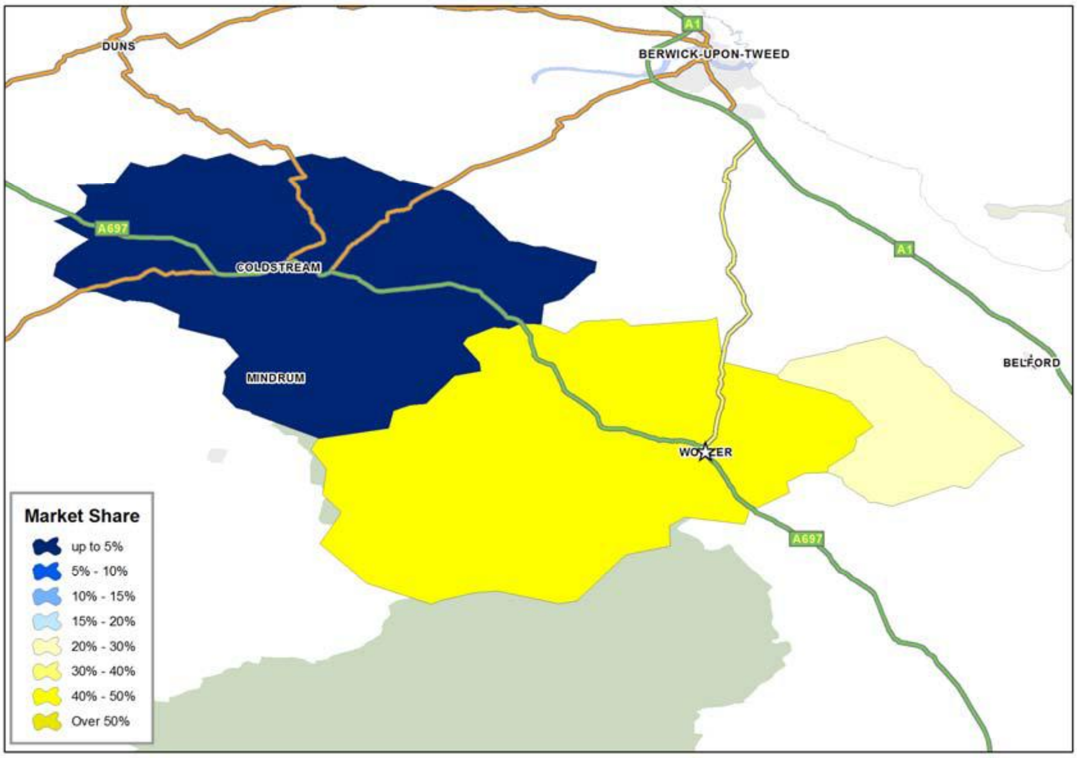
Figure 42: Spend Leakage

Spend Leakage		
Plan Name	**Percentage (%)**	**Spend (£)**
Berwick-upon-Tweed	55.66	4,397,835
Wooler	**19.89**	**1,571,245**
Alnwick	5.74	453,250
Kelso	3.63	286,738
Newcastle upon Tyne - Central	3.53	278,969
Galashiels	3.14	248,173
Edinburgh - Princes Street	2.36	186,441
Jedburgh	1.56	123,121
Metro Centre	1.48	116,712
Belford	1.26	99,380
Hawick	0.74	58,835
Edinburgh - Kinnaird Park	0.58	45,931
Morpeth	0.35	27,494
Seahouses	0.06	4,587

Source: Experian

Figure 43 shows the Wooler catchment area and is colour coded to indicate the proportion of retail expenditure that is spent by the resident population in Wooler. From the map, it can be seen that households located within Wooler and in the surrounding hinterland spend 40-50% of their total retail expenditure in Wooler, and 20-30% in areas to the East between Wooler and Belford. Furthermore Wooler also attracts those from the North, reaching over the Scottish border at Coldstream.

Figure 43: Proportion of Retail Expenditure



Source: Experian

12.6 Opinions on and use of Leisure and Entertainment

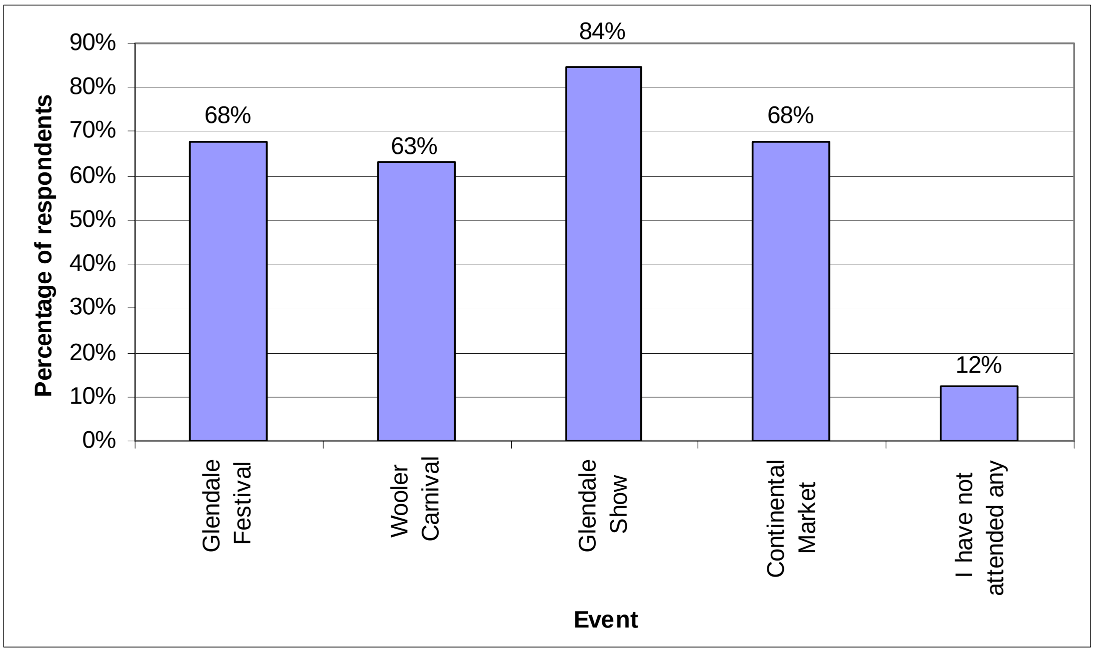
6% of respondents said that they were in Wooler town centre for leisure on the day of the interview.

Events attended

88% of the respondents had attended at least one of the events asked about in the questionnaire. The most well attended event was the Glendale Show (84%) (Figure 44).

Figure 44: Have you ever attended any of these events?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 90 respondents

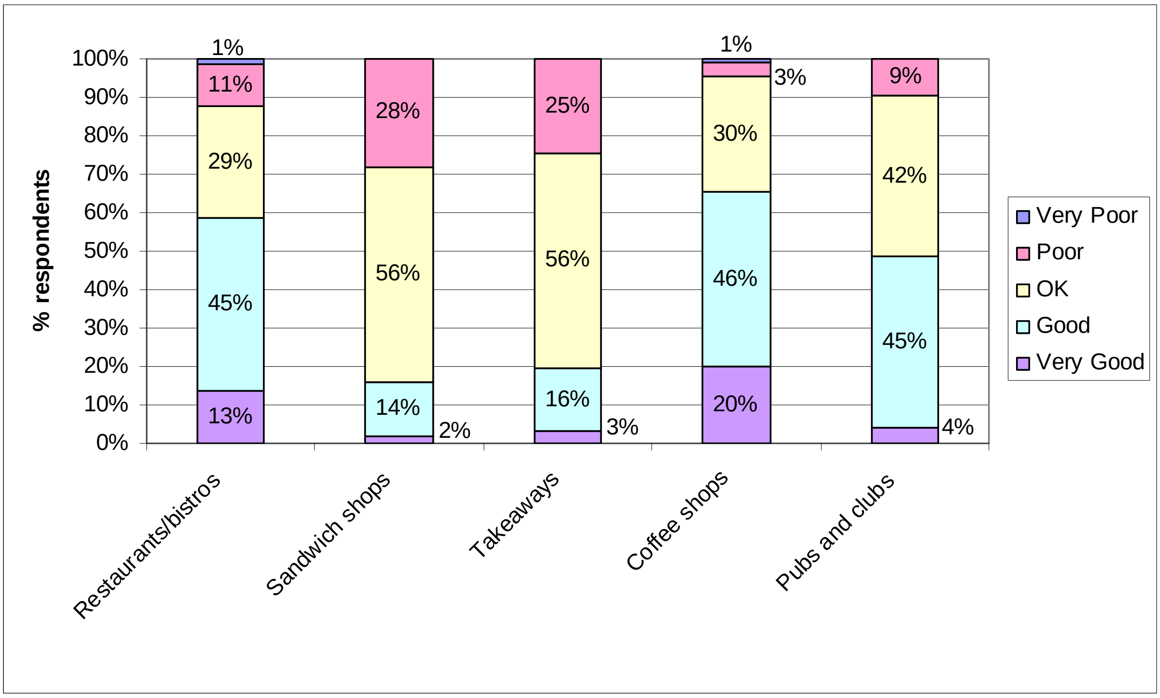
Eating and drinking

The ratings for the eating and drinking venues in Wooler differed considerably by the type of venue. The coffee shops, restaurants/bistros and pubs/clubs were all rated fairly well (66%, 59% and 49% positive ratings respectively).

However, the takeaways and sandwich shops were rated very poorly. Only 20% and 16% of respondents gave positive ratings for these respective venues and 25%/28% gave negative ratings (Figure 45).

Figure 45: How would you rate the following venues for eating and drinking in Wooler?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

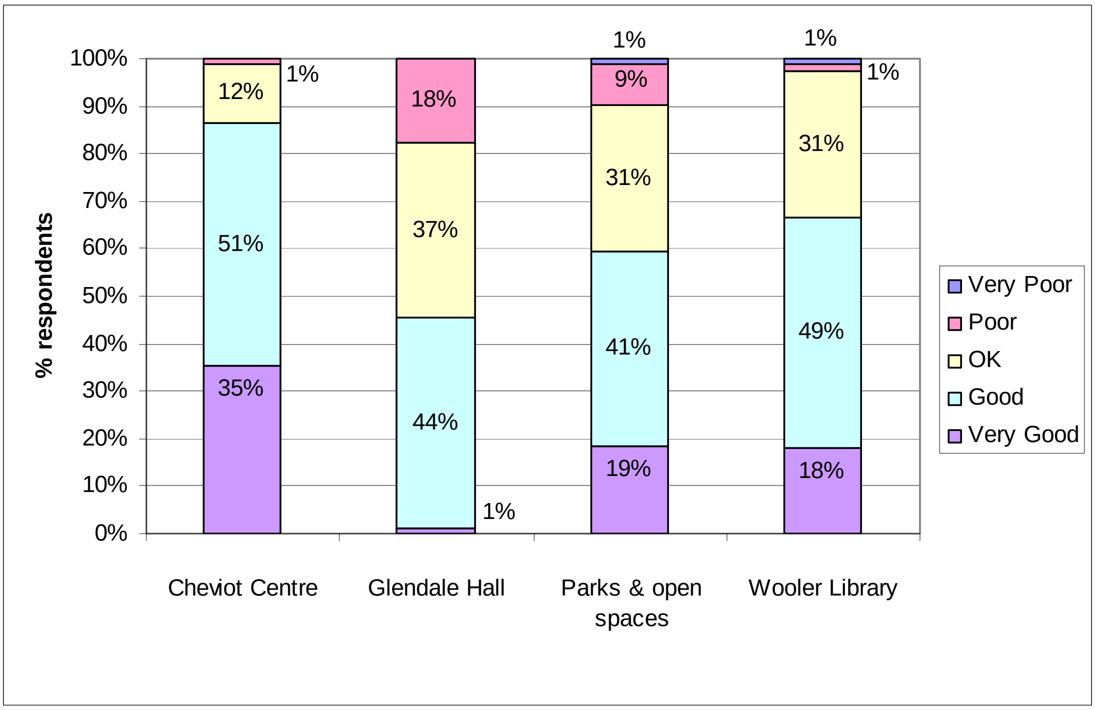
Base: 57 to 90 respondents depending on type of venue (note: this excludes those respondents that gave a 'don't know' response)

Arts and leisure facilities

The Cheviot Centre received the highest ratings of all the arts and leisure facilities asked about in the questionnaire (87% of respondents gave positive ratings). The lowest rating was given for Glendale Hall (46% positive ratings and 18% negative ratings) (Figure 46).

Figure 46: How would you rate the following arts and leisure facilities in Wooler?

(Excludes 'don't know' responses unless otherwise specified)



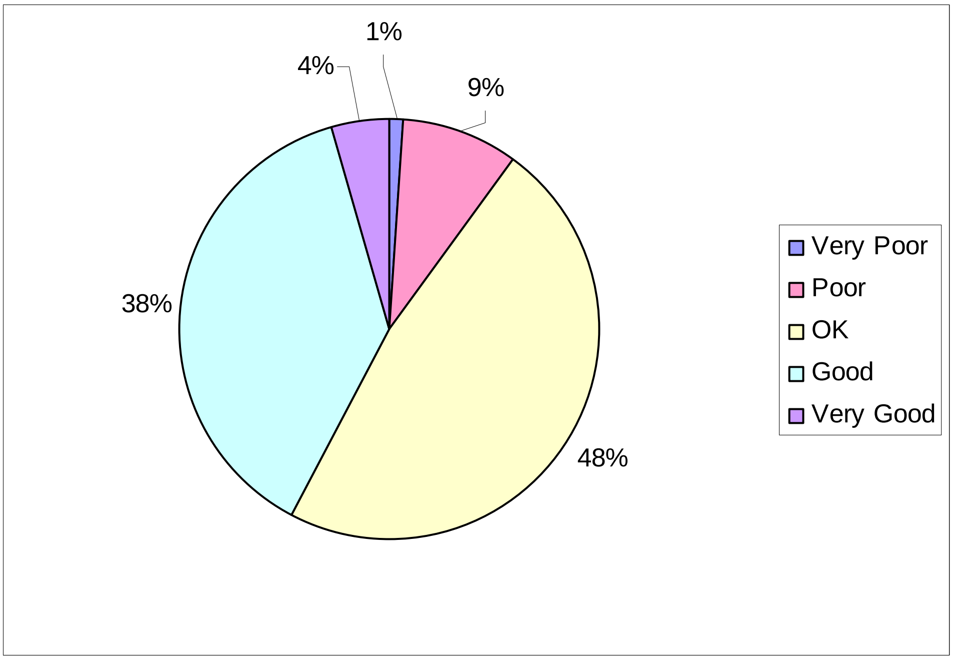
Source: Northumberland Infonet Shopper Questionnaires

Base: 78 to 82 depending on facility (note: this excludes those respondents that gave a 'don't know' response)

When asked how they would rate Wooler as a place to enjoy themselves, less than half (42%) of respondents gave a good or very good rating. 10% gave a poor or very poor rating (Figure 47).

Figure 47: How do you rate Wooler as a place to enjoy yourself?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires, November 2008

Base: 90 (note: this excludes those respondents that gave a 'don't know' response)

General

When respondents were asked how they would make the town centre better, 29% gave an answer relating to improving the leisure facilities.

12.7 The Future: what will improve the town as a place to shop or visit?

Figures 48 and 49 suggest that in order to improve the town as a place to shop or visit, there are two issues that need to be addressed:

- <u>The retail offer</u>
  This is covered in more detail below.

- <u>The leisure facilities</u>
  29% of respondents said that the leisure facilities need to be improved in order to make the town centre better.

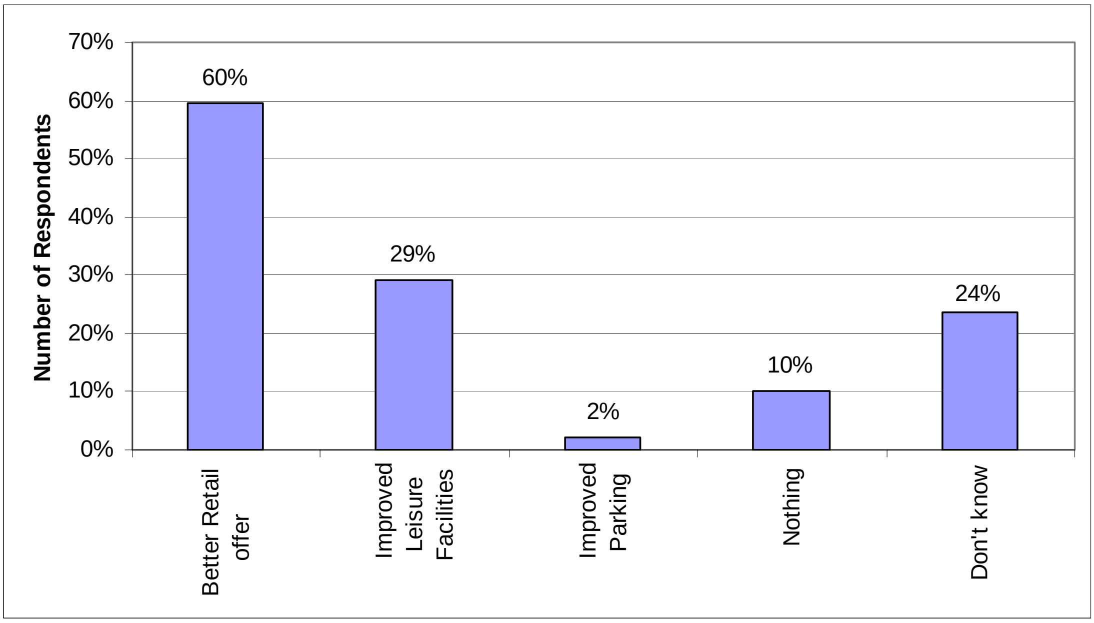
In addition, the analysis has shown that there are a further two issues that respondents feel quite negative about:

- The street furniture
  59% of respondents rated the street furniture as poor or very poor, and 43% gave a negative rating for the general state of the street furniture.

- Takeaways and sandwich shops
  Over one quarter of respondents rated these types of eating venue as poor or very poor. Less than one quarter gave a positive rating.

Figure 48: How would you make this town centre better?

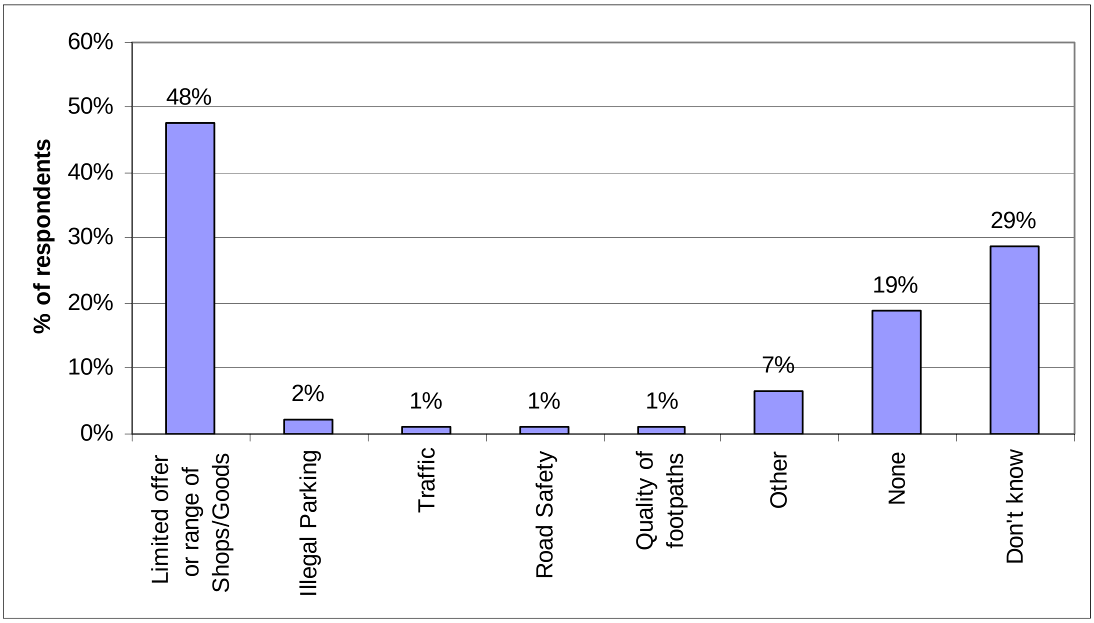
(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 89 respondents

Figure 49: What are the main problems with the shopping experience in Wooler town centre?



Source: Northumberland Infonet Shopper Questionnaires

Base: 90 respondents

Retail

Throughout the survey, respondents have not been particularly positive about the retail offer in Wooler as can be seen in the points below.

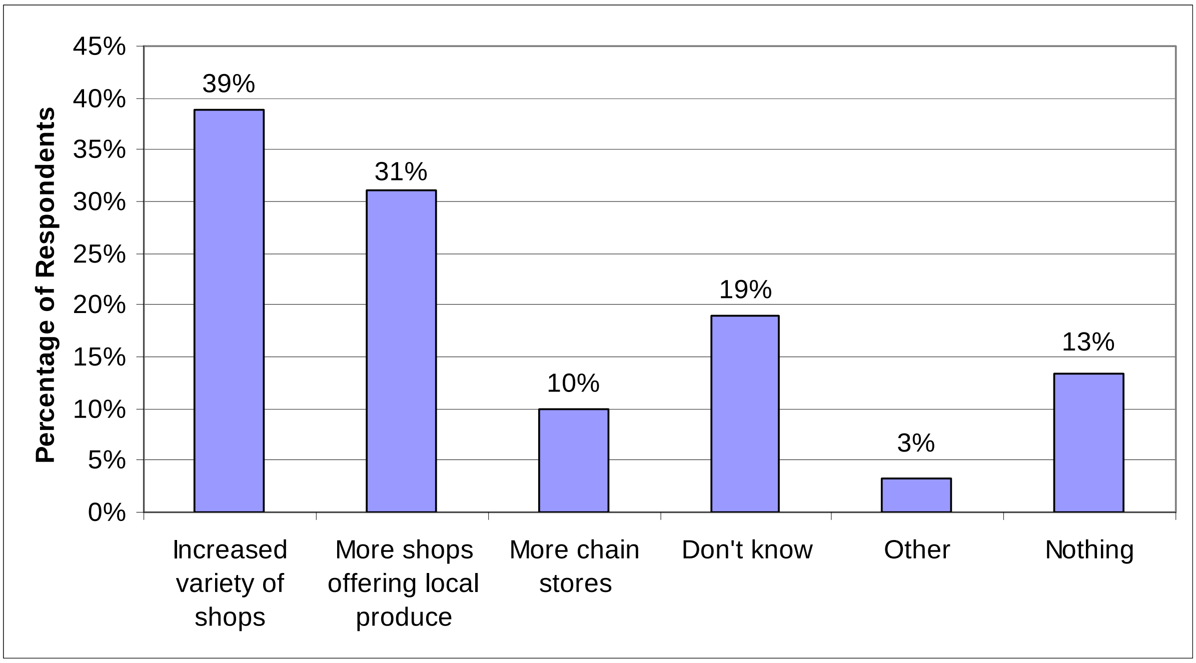
- 48% of respondents said that one of the main problems with the shopping experience in Wooler town centre was the limited offer or range of shops/goods.
- 60% of respondents said that, in order to make the town centre better, the retail offer should be improved.
- When asked to rate Wooler as a place to shop, only 23% gave a positive rating whereas 26% gave a negative rating.
- 21% of respondents disagreed that Wooler offers a wide choice of quality shops. 43% agreed.
- As section 12.2 shows, the majority of respondents choose to shop away from Wooler for most items.

- A number of comments were made about Wooler being expensive. These comments can be found in Appendix 2, but include: "*Co-op very expensive*", *"overpriced", "too expensive".*

Respondents were also asked about the types of improvement that they would like to see to the retail offer in Wooler town centre. Just over one third (39%) of respondents said that they would like an increase in the variety of shops, and just under one third (31%) said that they would like more shops offering local produce (Figure 50).

Figure 50: What improvements would you like to see to the retail offer in Wooler?

(Excludes 'don't know' responses unless otherwise specified)



Source: Northumberland Infonet Shopper Questionnaires

Base: 90 respondents

13.0 INVESTMENT

The following developments are proposed for Wooler Town Centre;

- Glendale Gateway Trust are trying to procure two sites in Wooler from the local authority and aim to use one of the sites to develop new sports facilities and the other to develop as an affordable housing site.
- The Trust are also keen to further develop the retail infrastructure of the Market Town to bring in new businesses and stimulate employment opportunities.

14.0 CONCLUSION

There are currently various developments proposed in Wooler Town Centre. Whilst some of the regeneration is residential properties and sports facilities, Glendale Gateway Trust are also keen to further develop the retail infrastructure which is likely to have an impact on the town centre. These proposed developments should therefore be taken into consideration when drawing conclusions about the health of the Town Centre.

In the Town Centre, 35% of the floorspace use was for retail (Figure 3).
However, despite this relatively low percentage of retail floorspace in comparison with some of Northumberland's other town centres, shopper's perceptions of the range of retail provision were considerably high with 43% agreeing or strongly agreeing to the statement "Wooler offers a wide choice of quality shops", compared to 21% disagreeing or strongly disagreeing (Figure 5).

The verbatim responses to what shoppers would like to see improved with the retail offer (Appendix 2) highlighted that more clothes shops and more choice of clothes shops were high on their priorities so that they didn't have to travel further afield, such as Newcastle, for this type of shopping. A better choice of food shops was also mentioned by respondents as something they would like to see improved in Wooler.

Additionally, figure 6 highlighted that there were more comparison retail (clothing, household goods, furniture, DIY and electrical goods) than convenience or retail service. This may indicate that shoppers would like to see less comparison retail than convenience or service, or they would like more variation within that particular category. Also, it may be why shoppers would like to see more choice in food shops in the town centre. Further, within the comparison category, the majority of the businesses were independent as opposed to multiple chain such as high street shops which were also suggested when asking shoppers what would improve the retail offer (Appendix 2). However, this high proportion of independent shops is also a key feature of market towns such as Wooler.

There was 8% of vacant floorspace in Wooler (see Figure 11). There had been no interest for vacant properties in the Town Centre as recorded by Northumberland Property Search. However, this is not an exhaustive view of all enquiries made on properties within the town centre, just a snapshot.

Accessibility into the town was not a problem for the majority of shoppers interviewed with 96% (of those travelling by car) finding it very or fairly easy (Figure 14). Further, 52% of these shoppers felt that the parking in the town centre was good and 45% felt it was OK (Figure 18). Wooler also has fairly good bus connectivity, which is shown in Figures 19 respectively by the frequency and number of destinations reached from Wooler. There is no train access to Wooler though. No shoppers travelled to Wooler by public transport on the day of the shoppers' interviews, with the majority either travelling by car (54% of respondents) or walking (38% of respondents). However when asked their overall perception of the quality, regularity and destinations served by public transport in the shoppers' interviews, respondents were positive. Over 70% of respondents rated the quality and the regularity of the bus/rail services and the destinations served by public transport as good or very good

When looking at retaining shopper spend, just 20% of Wooler residents shopped in Wooler. The majority of expenditure (56%) was lost to Berwick-upon-Tweed (Figure 42). This is most likely because it is the largest town in Wooler's vicinity with a wider range of shops and services. More specifically, figure 33 shows that shoppers survey respondents were most likely to stay in Wooler for top-up food shopping (81% of respondents) and other domestic products (59% of respondents), but travel to Berwick-upon-Tweed for items such as electrical or DIY goods (20% and 15% respectively). Figure 42 also showed that just 6% of expenditure was lost to Alnwick, however, Figure 33 shows that based on shoppers survey responses, shoppers were more likely to visit Alnwick than Wooler or Berwick-upon-Tweed for main food shopping, clothes, furniture/ carpets and CDs/ DVDs.

The responses from shoppers coupled with the various aspects that make up a town centre, suggest that generally Wooler was in reasonable health. Although there have been some negative responses from the shoppers' surveys with regards to the retail offer in general, hopefully the Glendale Gateway Trust will be successful in developing the retail infrastructure and attracting new businesses which should show some improvements in forthcoming years.

15.0 RECOMMENDATIONS

The original intention was that town centre health checks would be carried out biennially and there are various recommendations that would ensure that the next report improves and builds upon this initial “baseline” report. In subsequent years comparisons will be able to be made within the same town over a period of time, and also between towns which have the similar roles or functions, (e.g. market towns).

Section 3, Diversity of Uses, focused on the different uses of commercial properties. Using the data from Experian, an analysis of property use class was carried out, however this data was only based on the ground floor of the properties and did not take into consideration any businesses that were situated on the upper floors. In order to give a more accurate picture of the use class of the town centre, these other floors would have to be considered. Another area to look at next time would be the location and quantity of residential properties in the town.

Section 5, Retailer Demand, summarised the interest of vacant outlets in the town centre. In this report, the source of this data was Northumberland Property Search. This cannot be taken as an exhaustive source of this information, and it would be beneficial to work in partnership with the various estate agents within the County to gain a more reliable and accurate insight. Additionally, a substantial amount of enquirers from the Northumberland Property Search referred to out of town properties such as those situated on business parks or industrial estates and therefore were excluded for the purpose of this report.

Section 8, Pedestrian Flows, analysed the footfall counts that had taken place within the town centres alongside the shopper’s surveys. As they had taken place on a “normal” weekday, a market day (where applicable) and a Saturday, it was not possible to estimate a weekly footfall count without including a footfall on a Sunday. This is something that would have to be considered next time.

Section 9, Accessibility, gathered all of the destinations reached from Wooler by bus. This information was drawn up into a table, however a map showing all of these

routes would have been even more useful and easier to present in the report, but unfortunately this was not available at the time of publishing.

Section 11, Perception of Safety and Occurrence of Crime, analysed the number of crimes that had taken place within the town centre between 2005 and 2007, and also the initiatives designed to address town centre-related crime. It will be interesting in the next report to investigate what impact these initiatives have had on the number of crimes reported in the town centre.

Section 13, Investment, looked at future proposals for the town centre. The perception of town centre shoppers should be reviewed when the report is next updated, in order to see if their opinions have been considered within future proposals for the area.

APPENDIX 1

Use Class Order

(www.planningportal.gov.uk)

The following classes of use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

- **A1 Shops -** Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.
- **A2 Financial and professional services -** Banks, building societies, estate and employment agencies, professional and financial services and betting offices.
- **A3 Restaurants and cafés -** For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
- **A4 Drinking establishments -** Public houses, wine bars or other drinking establishments (but not a night clubs).
- **A5 Hot food takeaways -** For the sale of hot food for consumption off the premises.

- **B1 Business -** Offices, research and development, light industry appropriate in a residential area.
- **B2 General industrial**
- **B3-B7 Special Industrial Groups -** See 'Use Classes Schedule'.
- **B8 Storage or distribution -** This class includes open air storage.

- **C1 Hotels -** Hotels, boarding and guest houses where no significant element of care is provided.
- **C2 Residential institutions -** Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwellinghouses -** Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.

- **D1 Non-residential institutions -** Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
- **D2 Assembly and leisure -** Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).

- **Sui Generis -** Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres. Casinos.

APPENDIX 2
VERBATIM RESPONSES FOR SHOPPER'S SURVEY

Verbatim responses to 'Q12 Can you tell me what, if anything, are the main problems with the shopping experience in Wooler Town Centre?

- Co-op is expensive
- Co-op very expensive
- Expensive
- Quite expensive (2 responses)
- Too expensive
- Overpriced
- Prices
- Sometimes Illegal Parking

Verbatim responses to 'Q17 What improvements would you like to see to the retail offer in Wooler?'

Clothes and shoes

- Clothes (2 responses)
- Clothes and Kidswear
- Clothes shops
- Clothing
- Designer Shop
- Dorothy Perkins, Wallis, River Island, Next
- Mens Clothing
- Decent shoe shops with decent prices
- Nice shoe shops
- Shoe Shop
- Shoe shops
- Clothes and shoes

Food shops

- Food - Deli
- Food shops, Fresh Fish
- Food Stores
- Greengrocer
- M & S food
- M & S Food
- M & S Simply Food
- Specialist Foods
- Wider variety of food shops

Mixture of shops

- M & S Food, clothes, Kids clothes
- More quality chain stores, specialist Food shops
- Shoe Shops and a Deli
- HMV and Clothes
- Fishmongers, Greengrocer and Kids wear
- Clothing and shoes, childrens wear and gifts
- Clothes and Music
- Clothes, shoes, babywear and gifts
- Clothes/Kids, Store/Music

Other

- Specialist electrical shops - fat chance!
- Music Shop
- M & S
- Book Exchange neeed
- Cheaper Prices
- Nice as it is
- Quality shops but not a wide variety

Verbatim responses to ‘Q23 How would you make this town centre better?’

- More seating in the summer
- More seats in the summer
- Lower prices
- Wouldn't like to change it very much
- Don't know of any others

The Corporate Research Unit

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WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION						PER CAPITA EXPENDITURE CONVENIENCE (£)					
	2007	2009	2014	2019	2024	2026	*2007*	2009	2014	2019	2024	2026
1	*51,196*	52,543	54,970	56,675	58,433	59,151	*1,746*	1,720	1,782	1,846	1,911	1,938
2	*31,693*	32,653	34,466	35,767	37,117	37,573	*1,764*	1,738	1,801	1,865	1,931	1,958
3	*8,159*	8,516	8,733	8,808	8,884	8,993	*1,720*	1,694	1,756	1,818	1,883	1,909
4	*17,452*	17,660	17,834	17,845	17,856	18,076	*1,513*	1,490	1,545	1,599	1,656	1,679
5	*24,910*	25,520	26,886	28,004	29,168	29,527	*1,494*	1,472	1,525	1,579	1,635	1,658
6	*23,447*	23,645	24,169	24,540	24,917	25,223	*1,566*	1,543	1,599	1,655	1,714	1,738
7	*26,715*	27,255	27,706	27,739	27,772	28,113	*1,629*	1,605	1,663	1,722	1,783	1,808
8	*28,927*	29,576	30,898	31,888	32,910	33,314	*1,552*	1,529	1,584	1,641	1,699	1,723
9	*18,286*	18,286	19,556	20,053	20,563	20,815	*1,604*	1,580	1,638	1,696	1,756	1,780
10	*19,190*	20,162	21,228	21,970	22,738	23,017	*1,601*	1,577	1,634	1,692	1,753	1,777
11	*29,798*	30,132	30,650	30,960	31,273	31,658	*1,530*	1,507	1,562	1,617	1,675	1,698
12	*29,993*	30,749	31,919	32,620	33,336	33,746	*1,468*	1,446	1,499	1,552	1,607	1,630
13	*18,481*	18,859	19,605	19,954	20,309	20,559	*1,645*	1,620	1,679	1,739	1,801	1,826
14	*24,880*	25,457	26,511	27,205	27,917	28,260	*1,464*	1,442	1,495	1,548	1,603	1,625
15	*22,373*	23,053	24,231	24,901	25,590	25,904	*1,593*	1,569	1,626	1,684	1,744	1,768
TOTAL	**375,500**	**384,066**	**399,362**	**408,929**	**418,783**	**423,931**						

Notes:

a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
b. Per Capita expenditure from MapInfo AnySite software (2007 data)
c. Projected forward using actual growth recorded between 2007 and 2009 (-0.7% and -0.8%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3
d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
e. Excludes Special Forms of Trading at 2% for convenience goods from Information Brief 09/02

2007 PRICES

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m) CONVENIENCE					GROWTH CONVENIENCE			
	2009	2014	2019	2024	2027	.'09-'14	.'09-'19	.'09-'24	.'09-'27
1	90.37	97.98	104.61	111.68	114.64	7.61	14.24	21.31	24.27
2	56.74	62.07	66.70	71.67	73.57	5.33	9.96	14.93	16.83
3	14.43	15.33	16.02	16.73	17.17	0.91	1.59	2.30	2.74
4	26.32	27.55	28.54	29.57	30.36	1.23	2.22	3.25	4.04
5	37.56	41.01	44.23	47.70	48.97	3.45	6.67	10.14	11.41
6	36.47	38.64	40.62	42.71	43.84	2.16	4.15	6.24	7.37
7	43.73	46.08	47.77	49.52	50.84	2.34	4.03	5.79	7.10
8	45.22	48.96	52.32	55.91	57.39	3.74	7.10	10.69	12.18
9	28.89	32.02	34.00	36.10	37.06	3.13	5.11	7.21	8.17
10	31.80	34.70	37.18	39.85	40.91	2.90	5.39	8.05	9.11
11	45.41	47.87	50.07	52.38	53.77	2.46	4.66	6.96	8.35
12	44.46	47.84	50.62	53.57	54.99	3.37	6.16	9.10	10.52
13	30.56	32.92	34.70	36.57	37.54	2.36	4.14	6.01	6.98
14	36.71	39.62	42.10	44.74	45.93	2.91	5.39	8.03	9.21
15	36.17	39.41	41.93	44.62	45.81	3.23	5.76	8.45	9.63
TOTAL	604.85	651.99	691.42	733.33	752.77	47.14	86.56	128.47	147.92

TABLE 2B: MAIN / TOP-UP SPLIT (2009)

ZONE	EXPENDITURE £(m) CONVENIENCE - 2009		
	MAIN	TOP-UP	TOTAL
1	67.78	22.59	**90.37**
2	42.55	14.18	**56.74**
3	10.82	3.61	**14.43**
4	19.74	6.58	**26.32**
5	28.17	9.39	**37.56**
6	27.36	9.12	**36.47**
7	32.80	10.93	**43.73**
8	33.91	11.30	**45.22**
9	21.67	7.22	**28.89**
10	23.85	7.95	**31.80**
11	34.06	11.35	**45.41**
12	33.35	11.12	**44.46**
13	22.92	7.64	**30.56**
14	27.53	9.18	**36.71**
15	27.13	9.04	**36.17**
TOTAL	453.64	151.21	604.85

Notes:

a. Post code sectors

1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9

b. Per Capita expenditure from MapInfo AnySite software (2007 data)

c. Projected forward using actual growth recorded between 2007 and 2009 (-0.7% and -0.8%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3

d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

e. Excludes Special Forms of Trading at 2% for convenience goods from Information Brief 09/02

2007 PRICES

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NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

	TOTAL		1		2		3		4		5		6		7		8		9		10		11		12		13		14		15	
DESTINATION	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**	**MAIN FOOD (%)**	**TOP UP (%)**
NORTHUMBERLAND																																
Zone 1																																
Aldi, North Road, Berwick-upon-Tweed	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 Alldays, High Street, Wooler	**0.2**	**0.8**	2.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Alldays, West Street, Belford	**0.0**	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Foodstore, High Street, Coldstream	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Foodstore, Highcroft, Kelso	**0.1**	**0.7**	1.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Foodstore, Market Square, Duns	**0.0**	**1.1**	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Co-op Supermarket, Main Street, Seahouses	**0.0**	**0.8**	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Superstore, Main Street, Tweedmouth	**0.5**	**1.0**	4.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Shedden Park Road, Kelso	**0.2**	**0.2**	2.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Berwick-upon-Tweed	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Belford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Coldstream	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Duns	**0.0**	**0.5**	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Seahouses	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wooler	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Northumberland Road, Berwick-upon-Tweed	**0.1**	**0.5**	1.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, North Road, Berwick-upon-Tweed	**6.0**	**2.4**	49.5	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Castlegate, Berwick-upon-Tweed	**0.4**	**1.0**	3.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Roxborough Street, Kelso	**0.5**	**1.4**	2.0	5.9	3.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.0**	**13.6**	**64.5**	**89.7**	**3.0**	**9.1**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Zone 2																																
Co-op Alldays, Cannongate, Jedburgh	**0.3**	**1.6**	0.0	0.0	4.0	16.9	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	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 Late Shop, Victoria Road, Alnwick	**0.0**	**0.5**	0.0	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Co-op Supermarket, Bondgate, Within, Alnwick	**0.1**	**0.1**	0.0	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Bondgate, Alnwick	**0.1**	**0.6**	0.0	0.0	1.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Alnwick	**0.0**	**0.3**	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Longframlington	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Fenkle Street, Alnwick	**3.3**	**1.8**	3.0	1.2	32.3	16.9	1.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.4
Sainsbury's, Willowburn Avenue, Alnwick	**2.2**	**2.1**	1.0	1.2	16.2	19.5	5.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	10.1	2.9
Local Shops, Rothbury	**0.1**	**0.4**	0.0	0.0	1.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.1**	**7.6**	**4.0**	**2.4**	**55.5**	**75.4**	**6.2**	**18.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**14.1**	**5.7**
Zone 3																																
	0.0	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																																
Aldi, Morpeth Road, Ashington	**0.4**	**0.6**	0.0	0.0	0.0	0.0	1.0	0.0	3.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	2.0	1.4	1.0	2.9
Asda, Lyntonville Terrace, Ashington	**9.3**	**3.1**	0.0	0.0	2.0	0.0	7.3	2.8	42.4	16.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	2.7	61.6	26.8	37.4	7.1
Co-op Late Shop, Gordon Terrace, Stakeford	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, Milburn Road, Ashington	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0
Co-op Welcome, The Square, Choppington	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Woodhorn Road, Ashington	**0.4**	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	2.0	12.7	0.0	0.0
Lidl, Northern Relief Road, Ashington	**0.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	2.0	4.2	1.0	0.0
Local Shops, Ashington	**0.0**	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	1.4
Local Shops, Choppington	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Guide Post	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Stakeford	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Woodhorn Road, Ashington	**0.3**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	2.8	1.0	0.0
Spar, Meadowfield, Ashington	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Sub-Total	**10.6**	**9.6**	**0.0**	**0.0**	**2.0**	**0.0**	**8.3**	**2.8**	**46.4**	**70.5**	**2.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**2.8**	**8.1**	**5.4**	**70.6**	**73.3**	**40.4**	**11.4**
Zone 5																																
Co-op Supermarket, Station Road, Bedlington Station	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bedlington	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Local Shops, Bedlington Station	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Choppington Road, Bedlington	**0.6**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.4	5.0	6.0	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	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Market Place, Bedlington	**1.0**	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	12.9	31.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	0.0	0.0
Sub-Total	**1.6**	**4.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.0**	**4.2**	**17.9**	**52.9**	**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**	**1.4**	**0.0**	**1.4**	**1.0**	**1.4**	**0.0**	**0.0**
Zone 6																																
Co-op Foodstore, Avenue Road, Seaton Delaval	**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	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Seaton Delaval	**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	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	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**14.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																																
Sainsbury's, Bell Villas, Ponteland	**0.1**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	10.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ponteland	**0.1**	**1.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0	18.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Main Street, Ponteland	**0.1**	**0.4**	0.0	0.0	0.0	0.0	1.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.0**	**35.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																																
Co-op Superstore, Oakfield Terrace, Prudhoe	**1.6**	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	18.2	35.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Prudhoe	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.6**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**18.2**	**41.8**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																																
Aldi, Haugh Lane Industrial Estate, Hexham	**1.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	12.0	7.7	4.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Alldays, Hill Street, Corbridge	**0.0**	**0.8**	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Frozen Foods, Priestpopple, Hexham	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Marks & Spencer, Maidens Walk, Hexham	**0.2**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	5.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	**6.4**	**1.6**	0.0	0.0	3.0	1.3	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	14.1	4.5	46.0	19.2	45.5	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Wentworth Park, Hexham	**1.9**	**0.9**	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	6.1	1.5	21.0	14.1	5.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Corbridge	**0.1**	**0.3**	0.0	0.0	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	0.0	3.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hexham	**0.4**	**1.9**	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.5	6.0	30.8	1.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**10.0**	**6.4**	**0.0**	**0.0**	**3.0**	**1.3**	**6.2**	**5.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.0**	**0.0**	**21.2**	**7.5**	**88.0**	**98.7**	**58.4**	**9.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																																
Co-op Foodstore, Main Street, Haltwhistle	**0.1**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, West View, Bellingham	**0.0**	**0.8**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bellingham	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Haltwhistle	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Aesica Road, Haltwhistle	**0.3**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	13.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**2.5**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.0**	**44.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																																
Aldi, Cumbrian Road, Cramlington	**0.2**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Manor Walks Shopping Centre, Cramlington	**6.3**	**4.2**	0.0	0.0	0.0	0.0	2.1	0.0	2.0	1.4	3.0	1.2	20.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	53.5	36.1	0.0	1.4	4.0	2.7	1.0	0.0	0.0	0.0
Co-op Late Shop, Main Street, Chirnside	**0.0**	**0.6**	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Iceland, New Cramlington Shopping Centre, Cramlington	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	**2.7**	**3.2**	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	1.0	4.8	4.0	7.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.8	25.3	1.0	0.0	3.0	1.4	0.0	1.4	0.0	0.0
Somerfield, Moorfarm Roundabout, Cramlington	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0
Somerfield, Northumberland Road, Cramlington	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0
Spar, West View, Cramlington	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0
Local Shops, Cramlington	**0.1**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.3**	**11.3**	**0.0**	**3.5**	**0.0**	**0.0**	**6.3**	**0.0**	**2.0**	**2.8**	**4.0**	**7.2**	**24.0**	**29.6**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**78.3**	**87.8**	**2.0**	**1.4**	**7.0**	**4.1**	**1.0**	**1.4**	**0.0**	**1.4**
Zone 12																																
Aldi, Cowpen Road, Blyth	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	1.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cowpen Road, Blyth	**15.0**	**3.5**	0.0	0.0	4.0	0.0	2.1	0.0	34.3	1.4	53.5	18.1	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	2.4	60.0	16.9	7.1	1.4	20.2	5.6	21.2	2.9
Co-op Late Shop, Southend Avenue, Blyth	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Supermarket, Newcastle Road, Blyth	**0.2**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.6	0.0	0.0	0.0	0.0	0.0	1.4
Iceland, Market Street, Blyth	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Albion Retail Park, Blyth	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.4	0.0	0.0	0.0	0.0
Local Shops, Blyth	**0.0**	**2.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Regent Street, Blyth	**3.0**	**3.1**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	5.9	2.4	2.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0	35.2	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Cowpen Road, Blyth	**0.4**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.0	4.2	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**18.8**	**10.9**	**0.0**	**0.0**	**4.0**	**0.0**	**2.1**	**0.0**	**37.3**	**2.8**	**63.4**	**31.3**	**12.0**	**7.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.9**	**3.6**	**91.0**	**88.6**	**7.1**	**2.8**	**20.2**	**5.6**	**22.2**	**4.3**
Zone 13																																
Co-op Late Shop, Front Street, Pegswood	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Co-op Late Shop, Widdrington Station, Morpeth	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Iceland, Bridge Street, Morpeth	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.1	0.0	0.0	0.0	0.0
Lidl, Stanley Terrace, Morpeth	**0.3**	**0.5**	0.0	0.0	2.0	1.3	2.1	2.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	5.5	0.0	0.0	0.0	0.0
Local Shops, Morpeth	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	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	0.0	1.4	0.0	0.0	0.0	0.0	1.0	9.6	0.0	0.0	0.0	1.4

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		1		2		3		4		5		6		7		8		9		10		11		12		13		14		15	
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
NORTHUMBERLAND																																
Local Shops, Widdrington Station	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	2.9
Market, Morpeth	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, The Market Place, Morpeth	**0.2**	**1.0**	0.0	0.0	0.0	0.0	1.0	14.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	12.3	0.0	1.4	1.0	0.0
Morrisons, Stanley Terrace, Morpeth	**4.8**	**3.4**	1.0	0.0	3.0	0.0	47.9	31.0	3.0	4.1	2.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	58.6	45.2	0.0	0.0	4.0	5.7
Sub-Total	**5.3**	**6.6**	**1.0**	**0.0**	**5.0**	**1.3**	**51.0**	**56.3**	**3.0**	**6.9**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**64.6**	**80.9**	**0.0**	**1.4**	**5.0**	**14.3**
Zone 14																																
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	1.4
Local Shops, Newbiggin-by-the-Sea	**0.0**	**0.4**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0
Sub-Total	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.7**	**0.0**	**1.4**
Zone 15																																
Co-op Supermarket, Queen Street, Amble	**0.2**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	14.3
Co-op Welcome, Newburgh Street, Amble	**0.1**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.3
Co-op Supermarket, The Precinct, Hadston	**0.2**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	7.1
Heron, Queen Street, Amble	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	5.7
Local Shops, Amble	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Local Shops, Ellington	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Local Shops, Hadston	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
Local Shops, Lynemouth	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Queen Street, Amble	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Sub-Total	**0.6**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**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**	**51.4**
Other																																
Co-op Shop, Market Place, Allendale	**0.4**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Allendale	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Haydon Bridge	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wylam	**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	1.4	0.0	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, South View, Wylam	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**1.4**	**0.0**	**0.0**	**0.0**	**12.0**	**0.0**	**0.0**	**6.9**	**23.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
SUB-TOTAL STUDY AREA (%)	**73.0**	**85.0**	**69.5**	**95.6**	**72.5**	**89.7**	**81.1**	**87.2**	**92.7**	**90.0**	**89.3**	**93.8**	**36.0**	**53.5**	**15.0**	**37.0**	**39.4**	**64.3**	**89.0**	**98.7**	**71.3**	**79.2**	**90.2**	**91.4**	**95.0**	**94.2**	**86.8**	**96.0**	**92.8**	**95.8**	**90.7**	**91.3**
OUTSIDE NORTHUMBERLAND																																
Carlisle City Council																																
Local Shops, Carlisle	**0.2**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	**0.4**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																																
Local Shops, Consett	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Front Street, Consett	**0.9**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	4.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Delves Lane, Consett	**0.3**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.1**	**7.5**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Lothian Council																																
Asda, Spott Road, Dunbar	**0.5**	**0.0**	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																																
Asda, Metro Centre, Gateshead	**3.0**	**0.3**	1.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	1.5	27.3	3.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, Derwent Street, Chopwell	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	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
Marks & Spencer, Metro Centre, Gateshead	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Lane Head, Ryton	**0.6**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	20.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Eleventh Avenue, Gateshead	**0.1**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Parsons Drive, Ryton	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Gateshead	**0.1**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Local Shops, Swalwell	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	**4.0**	**2.4**	**1.0**	**0.0**	**1.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**17.2**	**21.5**	**30.3**	**13.5**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**1.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.4**
Newcastle City Council																																
Aldi, McKendrick Villas, Newcastle-upon-Tyne	**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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stamfordham Road, Westerhope	**0.3**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Hollywood Avenue, Gosforth	**0.8**	**0.4**	0.0	0.0	1.0	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	4.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	**0.0**	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Kingston Retail Park, Newcastle-up	**0.4**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	3.0	1.5	0.0	3.0	0.0	0.0	1.0	1.4	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Two Ball Lonnen, Cowgate	**0.3**	**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	2.0	3.1	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, High Row, Lemington	**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	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Kingston Retail Park, Newcastle-upon-Tyne	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	**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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	**0.1**	**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	2.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, The Gosforth Centre, Gosforth	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	**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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	**3.9**	**0.2**	1.0	0.0	3.0	0.0	7.3	2.8	0.0	0.0	4.0	0.0	3.0	0.0	26.3	0.0	5.1	1.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	2.0	0.0	2.0	0.0
Local Shops, Cowgate	**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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Newcastle-upon-Tyne	**0.1**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**6.5**	**2.7**	**1.0**	**1.2**	**4.0**	**1.3**	**9.4**	**4.2**	**0.0**	**0.0**	**5.0**	**1.2**	**3.0**	**4.2**	**48.4**	**16.8**	**9.1**	**6.0**	**3.0**	**0.0**	**1.0**	**2.8**	**1.0**	**3.6**	**0.0**	**0.0**	**9.1**	**0.0**	**2.0**	**0.0**	**3.0**	**0.0**
North Tyneside Council																																
Asda, Whitley Road, Benton	**0.5**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Morrisons, Preston Road North, Tynemouth	**0.3**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Morrisons, The Killingworth Centre, Killingworth	**3.6**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.4	2.0	0.0	31.0	7.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	1.2	1.0	0.0	2.0	0.0	2.0	0.0	0.0	0.0
Sainsbury's, Earsdon Road, Shiremoor	**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	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Newstead Drive, Whitley Bay	**1.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	4.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Local Shops, Killingworth	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Whitley Bay	**0.1**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.7**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.0**	**2.8**	**2.0**	**0.0**	**52.0**	**19.6**	**7.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**	**3.6**	**4.0**	**0.0**	**2.0**	**0.0**	**3.0**	**1.4**	**1.0**	**0.0**
Scottish Borders Council																																
Asda, Currie Road, Galashiels	**2.2**	**0.1**	12.1	0.0	8.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Galashiels	**0.1**	**0.2**	0.0	1.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Paton Street, Galashiels	**1.1**	**0.0**	4.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.4**	**0.3**	**16.1**	**1.2**	**16.2**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other																																
Other	**2.2**	**7.5**	1.0	2.4	4.0	7.8	2.1	8.5	1.0	8.1	0.0	4.8	2.0	22.5	9.1	24.6	2.0	9.0	2.0	0.0	8.9	18.0	0.0	1.2	1.0	4.2	0.0	4.1	0.0	2.8	0.0	5.7
Sub-total	**2.2**	**7.5**	**1.0**	**2.4**	**4.0**	**7.8**	**2.1**	**8.5**	**1.0**	**8.1**	**0.0**	**4.8**	**2.0**	**22.5**	**9.1**	**24.6**	**2.0**	**9.0**	**2.0**	**0.0**	**8.9**	**18.0**	**0.0**	**1.2**	**1.0**	**4.2**	**0.0**	**4.1**	**0.0**	**2.8**	**0.0**	**5.7**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**24.1**	**15.3**	**23.1**	**4.8**	**25.2**	**10.4**	**12.5**	**12.7**	**6.0**	**10.9**	**7.0**	**6.0**	**57.0**	**46.3**	**81.8**	**62.9**	**56.5**	**36.0**	**10.0**	**0.0**	**21.8**	**20.8**	**8.9**	**8.4**	**5.0**	**5.6**	**12.1**	**4.1**	**5.0**	**4.2**	**5.0**	**7.1**
Internet / home delivery	**3.4**	**0.1**	**7.1**	**0.0**	**2.0**	**0.0**	**6.3**	**0.0**	**1.0**	**0.0**	**4.0**	**0.0**	**7.0**	**0.0**	**3.0**	**0.0**	**4.0**	**0.0**	**1.0**	**1.3**	**6.9**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**2.0**	**0.0**	**4.0**	**1.4**
TOTAL	**100.5**	**100.4**	**99.7**	**100.4**	**99.7**	**100.1**	**99.9**	**99.9**	**99.7**	**100.9**	**100.3**	**99.8**	**100.0**	**99.8**	**99.8**	**99.9**	**99.9**	**100.3**	**100.0**	**100.0**	**100.0**	**100.0**	**100.1**	**99.8**	**100.0**	**99.8**	**99.9**	**100.1**	**99.8**	**100.0**	**99.7**	**99.8**

a. Post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies' and internet sales

2007 PRICES

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD (£m)	TOP UP (£m)	1 MAIN FOOD (£m)	TOP UP (£m)	2 MAIN FOOD (£m)	TOP UP (£m)	3 MAIN FOOD (£m)	TOP UP (£m)	4 MAIN FOOD (£m)	TOP UP (£m)	5 MAIN FOOD (£m)	TOP UP (£m)	6 MAIN FOOD (£m)	TOP UP (£m)	7 MAIN FOOD (£m)	TOP UP (£m)	8 MAIN FOOD (£m)	TOP UP (£m)	9 MAIN FOOD (£m)	TOP UP (£m)	10 MAIN FOOD (£m)	TOP UP (£m)	11 MAIN FOOD (£m)	TOP UP (£m)	12 MAIN FOOD (£m)	TOP UP (£m)	13 MAIN FOOD (£m)	TOP UP (£m)	14 MAIN FOOD (£m)	TOP UP (£m)	15 MAIN FOOD (£m)	TOP UP (£m)
NORTHUMBERLAND																																
Zone 1																																
Aldi, North Road, Berwick-upon-Tweed	**0.00**	**0.54**	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, High Street, Wooler	**1.36**	**1.33**	1.36	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, West Street, Belford	**0.00**	**0.27**	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, High Street, Coldstream	**0.00**	**1.06**	0.00	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, Highcroft, Kelso	**0.68**	**1.06**	0.68	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, Market Square, Duns	**0.00**	**1.73**	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Co-op Supermarket, Main Street, Seahouses	**0.00**	**1.33**	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Superstore, Main Street, Tweedmouth	**2.71**	**1.60**	2.71	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Shedden Park Road, Kelso	**1.36**	**0.37**	1.36	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Berwick-upon-Tweed	**0.00**	**1.06**	0.00	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Belford	**0.00**	**0.05**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Coldstream	**0.00**	**1.06**	0.00	1.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Duns	**0.00**	**0.79**	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Seahouses	**0.00**	**0.54**	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wooler	**0.00**	**0.54**	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northumberland Road, Berwick-upon-Tweed	**0.68**	**0.79**	0.68	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road, Berwick-upon-Tweed	**33.55**	**3.86**	33.55	3.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Castlegate, Berwick-upon-Tweed	**2.03**	**1.60**	2.03	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Roxborough Street, Kelso	**2.63**	**2.25**	1.36	1.33	1.28	0.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**44.99**	**21.86**	**43.72**	**20.27**	**1.28**	**1.29**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.13**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.13**
Zone 2																																
Co-op Alldays, Cannongate, Jedburgh	**1.70**	**2.55**	0.00	0.00	1.70	2.40	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Victoria Road, Alnwick	**0.00**	**0.86**	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Co-op Supermarket, Bondgate, Within, Alnwick	**0.43**	**0.18**	0.00	0.00	0.43	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Bondgate, Alnwick	**0.43**	**0.92**	0.00	0.00	0.43	0.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Alnwick	**0.00**	**0.55**	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Longframlington	**0.00**	**0.36**	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Fenkle Street, Alnwick	**16.97**	**2.90**	2.03	0.27	13.75	2.40	0.11	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.13
Sainsbury's, Willowburn Avenue, Alnwick	**10.87**	**3.46**	0.68	0.27	6.89	2.77	0.56	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	2.74	0.26
Local Shops, Rothbury	**0.43**	**0.74**	0.00	0.00	0.43	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**30.83**	**12.52**	**2.71**	**0.54**	**23.62**	**10.70**	**0.67**	**0.66**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.00**	**0.00**	**3.83**	**0.52**
Zone 3																																
	0.00	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																																
Aldi, Morpeth Road, Ashington	**1.52**	**0.95**	0.00	0.00	0.00	0.00	0.11	0.00	0.59	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.55	0.13	0.27	0.26
Asda, Lyntonville Terrace, Ashington	**39.26**	**4.48**	0.00	0.00	0.85	0.00	0.79	0.10	8.37	1.07	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.86	0.21	16.96	2.46	10.15	0.64
Co-op Late Shop, Gordon Terrace, Stakeford	**0.00**	**0.54**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Milburn Road, Ashington	**0.00**	**0.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00
Co-op Welcome, The Square, Choppington	**0.00**	**0.71**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Woodhorn Road, Ashington	**1.50**	**1.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.00	0.00	0.55	1.17	0.00	0.00
Lidl, Northern Relief Road, Ashington	**0.82**	**0.81**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.55	0.39	0.27	0.00
Local Shops, Ashington	**0.00**	**1.79**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04	0.00	0.13
Local Shops, Choppington	**0.00**	**0.44**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Guide Post	**0.00**	**0.36**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Stakeford	**0.00**	**0.36**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Woodhorn Road, Ashington	**1.29**	**0.43**	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.26	0.27	0.00
Spar, Meadowfield, Ashington	**0.00**	**0.51**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00
Sub-Total	**44.40**	**13.50**	**0.00**	**0.00**	**0.85**	**0.00**	**0.90**	**0.10**	**9.16**	**4.64**	**0.56**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.67**	**0.31**	**1.86**	**0.41**	**19.44**	**6.73**	**10.96**	**1.03**
	0.82	**3.99**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.99**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.00**	**0.00**	**0.55**	**2.72**	**0.27**	**0.13**
Zone 5																																
Co-op Supermarket, Station Road, Bedlington Station	**0.00**	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bedlington	**0.00**	**0.88**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Local Shops, Bedlington Station	**0.00**	**0.45**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Choppington Road, Bedlington	**2.68**	**0.81**	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.09	1.41	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Market Place, Bedlington	**4.11**	**3.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.09	3.63	2.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.13	0.00	0.00
Sub-Total	**6.79**	**5.63**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.79**	**0.28**	**5.04**	**4.97**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.68**	**0.00**	**0.00**	**0.16**	**0.00**	**0.11**	**0.28**	**0.13**	**0.00**	**0.00**
Zone 6																																
Co-op Foodstore, Avenue Road, Seaton Delaval	**0.00**	**0.78**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Seaton Delaval	**0.00**	**0.51**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**1.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																																
Sainsbury's, Bell Villas, Ponteland	**0.66**	**1.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ponteland	**0.66**	**2.07**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.66	2.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Main Street, Ponteland	**0.44**	**0.73**	0.00	0.00	0.00	0.00	0.11	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.75**	**3.98**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.64**	**3.88**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																																
Co-op Superstore, Oakfield Terrace, Prudhoe	**7.04**	**4.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	6.17	4.05	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Prudhoe	**0.00**	**0.68**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**7.04**	**4.73**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.66**	**0.00**	**6.17**	**4.73**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																																
Aldi, Haugh Lane Industrial Estate, Hexham	**4.22**	**0.67**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.34	0.00	2.60	0.56	0.95	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, Hill Street, Corbridge	**0.11**	**1.11**	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Heron Frozen Foods, Priestpopple, Hexham	**0.00**	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Maidens Walk, Hexham	**0.89**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.37	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**28.32**	**2.41**	0.00	0.00	1.28	0.18	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	4.78	0.51	9.97	1.39	10.85	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Wentworth Park, Hexham	**8.46**	**1.30**	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	2.07	0.17	4.55	1.02	1.41	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Corbridge	**0.24**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hexham	**1.87**	**2.72**	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.17	1.30	2.22	0.24	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**44.10**	**9.14**	**0.00**	**0.00**	**1.28**	**0.18**	**0.67**	**0.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.97**	**0.00**	**7.19**	**0.85**	**19.07**	**7.13**	**13.93**	**0.78**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																																
Co-op Foodstore, Main Street, Haltwhistle	**0.24**	**0.88**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, West View, Bellingham	**0.00**	**1.29**	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bellingham	**0.00**	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Haltwhistle	**0.00**	**0.55**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Aesica Road, Haltwhistle	**1.19**	**1.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.43**	**3.92**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.43**	**3.53**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																																
Aldi, Cumbrian Road, Cramlington	**0.67**	**0.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Manor Walks Shopping Centre, Cramlington	**26.35**	**5.57**	0.00	0.00	0.00	0.00	0.23	0.00	0.39	0.09	0.85	0.11	5.47	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.22	4.10	0.00	0.16	0.92	0.21	0.28	0.00	0.00	0.00
Co-op Late Shop, Main Street, Chirnside (In Berwick Zone)	**0.00**	**0.92**	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Iceland, New Cramlington Shopping Centre, Cramlington	**0.00**	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Manor Walks Shopping Centre, Cramlington	**11.29**	**4.20**	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.28	0.45	1.09	0.64	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.11	2.87	0.33	0.00	0.69	0.11	0.00	0.13	0.00	0.00
Somerfield, Moorfarm Roundabout, Cramlington	**0.00**	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Northumberland Road, Cramlington	**0.00**	**1.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, West View, Cramlington	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Cramlington	**0.33**	**1.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**38.64**	**15.04**	**0.00**	**0.79**	**0.00**	**0.00**	**0.68**	**0.00**	**0.39**	**0.18**	**1.13**	**0.68**	**6.57**	**2.70**	**0.66**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**26.67**	**9.97**	**0.67**	**0.16**	**1.60**	**0.31**	**0.28**	**0.13**	**0.00**	**0.13**
Zone 12																																
Aldi, Cowpen Road, Blyth	**0.56**	**0.35**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.23	0.27	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cowpen Road, Blyth	**62.21**	**4.83**	0.00	0.00	1.70	0.00	0.23	0.00	6.77	0.09	15.07	1.70	2.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.03	0.27	20.01	1.88	1.63	0.11	5.56	0.51	5.75	0.26
Co-op Late Shop, Southend Avenue, Blyth	**0.00**	**0.25**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Supermarket, Newcastle Road, Blyth	**0.62**	**0.97**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.62	0.00	0.00	0.00	0.00	0.00	0.13
Iceland, Market Street, Blyth	**0.00**	**0.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Albion Retail Park, Blyth	**0.28**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.11	0.00	0.00	0.00	0.00
Local Shops, Blyth	**0.00**	**2.84**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Regent Street, Blyth	**12.14**	**4.39**	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00	1.66	0.23	0.55	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.34	3.91	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Cowpen Road, Blyth	**1.56**	**0.71**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.11	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.67	0.47	0.00	0.00	0.00	0.00	0.27	0.00
Sub-Total	**77.37**	**15.14**	**0.00**	**0.00**	**1.70**	**0.00**	**0.23**	**0.00**	**7.36**	**0.18**	**17.86**	**2.94**	**3.28**	**0.64**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**3.37**	**0.41**	**30.35**	**9.85**	**1.63**	**0.21**	**5.56**	**0.51**	**6.02**	**0.39**
Zone 13																																
Co-op Late Shop, Front Street, Pegswood	**0.00**	**0.33**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Co-op Late Shop, Widdrington Station, Morpeth	**0.00**	**0.44**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Iceland, Bridge Street, Morpeth	**0.23**	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.31	0.00	0.00	0.00	0.00
Lidl, Stanley Terrace, Morpeth	**1.54**	**0.80**	0.00	0.00	0.85	0.18	0.23	0.10	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.42	0.00	0.00	0.00	0.00
Local Shops, Morpeth	**0.23**	**1.17**	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.23	0.73	0.00	0.00	0.00	0.13

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD (£m)	TOP UP (£m)	1 MAIN FOOD (£m)	TOP UP (£m)	2 MAIN FOOD (£m)	TOP UP (£m)	3 MAIN FOOD (£m)	TOP UP (£m)	4 MAIN FOOD (£m)	TOP UP (£m)	5 MAIN FOOD (£m)	TOP UP (£m)	6 MAIN FOOD (£m)	TOP UP (£m)	7 MAIN FOOD (£m)	TOP UP (£m)	8 MAIN FOOD (£m)	TOP UP (£m)	9 MAIN FOOD (£m)	TOP UP (£m)	10 MAIN FOOD (£m)	TOP UP (£m)	11 MAIN FOOD (£m)	TOP UP (£m)	12 MAIN FOOD (£m)	TOP UP (£m)	13 MAIN FOOD (£m)	TOP UP (£m)	14 MAIN FOOD (£m)	TOP UP (£m)	15 MAIN FOOD (£m)	TOP UP (£m)
Local Shops, Widdrington Station	**0.00**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.26
Market, Morpeth	**0.00**	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, The Market Place, Morpeth	**0.84**	**1.67**	0.00	0.00	0.00	0.00	0.11	0.51	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.94	0.00	0.13	0.27	0.00
Morrisons, Stanley Terrace, Morpeth	**22.81**	**5.52**	0.68	0.00	1.28	0.00	5.18	1.12	0.59	0.27	0.56	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.43	3.45	0.00	0.00	1.09	0.52
Sub-Total	**25.64**	**10.72**	**0.68**	**0.00**	**2.13**	**0.18**	**5.52**	**2.03**	**0.59**	**0.45**	**0.56**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**14.81**	**6.18**	**0.00**	**0.13**	**1.36**	**1.29**
Zone 14																																
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	**0.00**	**1.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.13
Local Shops, Newbiggin-by-the-Sea	**0.00**	**0.57**	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00
Sub-Total	**0.00**	**1.57**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.17**	**0.00**	**0.13**
Zone 15																																
Co-op Supermarket, Queen Street, Amble	**1.09**	**1.29**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	1.29
Co-op Welcome, Newburgh Street, Amble	**0.27**	**0.39**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.39
Co-op Supermarket, The Precinct, Hadston	**0.81**	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.64
Heron, Queen Street, Amble	**0.27**	**0.52**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.52
Local Shops, Amble	**0.00**	**0.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26
Local Shops, Ellington	**0.00**	**0.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26
Local Shops, Hadston	**0.00**	**0.52**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52
Local Shops, Lynemouth	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Tesco Express, Queen Street, Amble	**0.00**	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Sub-Total	**2.44**	**4.65**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.44**	**4.65**
Other																																
Co-op Shop, Market Place, Allendale	**1.65**	**0.55**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.65	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	**0.00**	**0.77**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Allendale	**0.00**	**0.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Haydon Bridge	**0.00**	**0.22**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wylam	**0.00**	**1.15**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, South View, Wylam	**0.00**	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.65**	**3.36**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.13**	**0.00**	**0.00**	**0.00**	**1.36**	**0.00**	**0.00**	**1.65**	**1.88**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB-TOTAL STUDY AREA (%)	**327.06**	**127.05**	**47.10**	**21.60**	**30.85**	**12.72**	**8.78**	**3.15**	**18.30**	**5.92**	**25.15**	**8.81**	**9.85**	**4.88**	**4.92**	**4.05**	**13.36**	**7.27**	**19.29**	**7.13**	**17.00**	**6.30**	**30.72**	**10.38**	**31.68**	**10.47**	**19.89**	**7.33**	**25.55**	**8.79**	**24.61**	**8.26**
	320.69	**120.81**	**43.72**	**19.20**	**27.87**	**9.04**	**8.78**	**2.99**	**18.30**	**5.92**	**25.15**	**8.81**	**9.85**	**4.88**	**4.92**	**4.05**	**13.36**	**7.27**	**19.29**	**7.13**	**17.00**	**6.30**	**30.72**	**10.38**	**31.68**	**10.47**	**19.89**	**7.33**	**25.55**	**8.79**	**24.61**	**8.26**
OUTSIDE NORTHUMBERLAND DISTRICT	**70.69**		**7.23**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**	**#DIV/0!**
Carlisle City Council																																
Local Shops, Carlisle	**0.95**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Chandler Way, Carlisle	**1.88**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.84**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.84**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																																
Local Shops, Consett	**0.00**	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Front Street, Consett	**3.98**	**0.51**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.76	0.51	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Delves Lane, Consett	**1.36**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**5.34**	**0.85**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**5.12**	**0.85**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																																
Asda, Spott Road, Dunbar	**2.71**	**0.00**	2.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.71**	**0.00**	**2.71**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																																
Asda, Metro Centre, Gateshead	**13.78**	**0.50**	0.68	0.00	0.43	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.66	0.16	9.26	0.34	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Derwent Street, Chopwell	**0.00**	**1.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Metro Centre, Gateshead	**0.34**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Lane Head, Ryton	**3.00**	**2.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.66	2.19	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Eleventh Avenue, Gateshead	**0.45**	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00
Somerfield, Parsons Drive, Ryton	**0.34**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Gateshead	**0.60**	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00
Local Shops, Swalwell	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Sub-Total	**18.50**	**4.16**	**0.68**	**0.00**	**0.43**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**5.64**	**2.35**	**10.28**	**1.53**	**0.87**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.23**	**0.00**	**0.00**	**0.00**	**0.27**	**0.13**
Newcastle City Council																																
Aldi, McKendrick Villas, Newcastle-upon-Tyne	**0.33**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Stamfordham Road, Westerhope	**1.31**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Hollywood Avenue, Gosforth	**3.55**	**0.69**	0.00	0.00	0.43	0.18	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.33	0.50	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	**0.00**	**0.27**	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	**0.00**	**0.60**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Kingston Retail Park, Newcastle-up	**1.79**	**0.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.98	0.16	0.00	0.34	0.00	0.00	0.24	0.11	0.34	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00
Morrisons, Two Ball Lonnen, Cowgate	**1.21**	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.34	0.34	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, High Row, Lemington	**0.67**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Kingston Retail Park, Newcastle-upon-Tyne	**0.34**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	**0.33**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	**0.66**	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, The Gosforth Centre, Gosforth	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	**0.00**	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	**0.00**	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	**0.28**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	**18.20**	**0.27**	0.68	0.00	1.28	0.00	0.79	0.10	0.00	0.00	1.13	0.00	0.82	0.00	8.63	0.00	1.73	0.17	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.63	0.00	0.55	0.00	0.54	0.00
Local Shops, Cowgate	**0.33**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Newcastle-upon-Tyne	**0.27**	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00
Sub-Total	**29.27**	**4.25**	**0.68**	**0.27**	**1.70**	**0.18**	**1.02**	**0.15**	**0.00**	**0.00**	**1.41**	**0.11**	**0.82**	**0.38**	**15.88**	**1.84**	**3.09**	**0.68**	**0.65**	**0.00**	**0.24**	**0.22**	**0.34**	**0.41**	**0.00**	**0.00**	**2.09**	**0.00**	**0.55**	**0.00**	**0.81**	**0.00**
North Tyneside Council																																
Asda, Whitley Road, Benton	**2.25**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.27	0.00
Morrisons, Preston Road North, Tynemouth	**1.21**	**0.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00
Morrisons, The Killingworth Centre, Killingworth	**15.13**	**0.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.09	0.56	0.00	8.48	0.64	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.35	0.14	0.33	0.00	0.46	0.00	0.55	0.00	0.00	0.00
Sainsbury's, Earsdon Road, Shiremoor	**0.00**	**0.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Newstead Drive, Whitley Bay	**4.82**	**0.78**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.83	0.38	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.67	0.00	0.00	0.00	0.00	0.13	0.00	0.00
Local Shops, Killingworth	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Whitley Bay	**0.27**	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**23.68**	**2.51**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.99**	**0.18**	**0.56**	**0.00**	**14.23**	**1.79**	**2.33**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.69**	**0.41**	**1.33**	**0.00**	**0.46**	**0.00**	**0.83**	**0.13**	**0.27**	**0.00**
Scottish Borders Council																																
Asda, Currie Road, Galashiels	**11.65**	**0.18**	8.20	0.00	3.45	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Galashiels	**0.43**	**0.27**	0.00	0.27	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Paton Street, Galashiels	**5.73**	**0.00**	2.71	0.00	3.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**17.81**	**0.46**	**10.91**	**0.27**	**6.89**	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																																
Other	**9.90**	**11.82**	0.68	0.54	1.70	1.11	0.23	0.31	0.20	0.53	0.00	0.45	0.55	2.05	2.98	2.69	0.68	1.02	0.43	0.00	2.12	1.43	0.00	0.14	0.33	0.47	0.00	0.31	0.00	0.26	0.00	0.52
Sub-total	**9.90**	**11.82**	**0.68**	**0.54**	**1.70**	**1.11**	**0.23**	**0.31**	**0.20**	**0.53**	**0.00**	**0.45**	**0.55**	**2.05**	**2.98**	**2.69**	**0.68**	**1.02**	**0.43**	**0.00**	**2.12**	**1.43**	**0.00**	**0.14**	**0.33**	**0.47**	**0.00**	**0.31**	**0.00**	**0.26**	**0.00**	**0.52**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**110.04**	**24.04**	**15.66**	**1.08**	**10.72**	**1.48**	**1.35**	**0.46**	**1.18**	**0.72**	**1.97**	**0.56**	**15.59**	**4.22**	**26.83**	**6.88**	**19.16**	**4.07**	**2.17**	**0.00**	**5.20**	**1.65**	**3.03**	**0.95**	**1.67**	**0.62**	**2.77**	**0.31**	**1.38**	**0.39**	**1.36**	**0.64**
Internet / home delivery	**15.99**	**0.22**	4.81	0.00	0.85	0.00	0.68	0.00	0.20	0.00	1.13	0.00	1.91	0.00	0.98	0.00	1.36	0.00	0.22	0.09	1.65	0.00	0.34	0.00	0.00	0.00	0.23	0.00	0.55	0.00	1.09	0.13
TOTAL	**453.10**	**151.30**	**67.57**	**22.68**	**42.43**	**14.20**	**10.81**	**3.60**	**19.68**	**6.64**	**28.25**	**9.37**	**27.36**	**9.10**	**32.74**	**10.92**	**33.88**	**11.34**	**21.67**	**7.22**	**23.85**	**7.95**	**34.09**	**11.33**	**33.35**	**11.09**	**22.90**	**7.65**	**27.48**	**9.18**	**27.05**	**9.03**
	2.44	**8.62**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.00**	**0.00**	**2.05**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.00**	**0.00**	**0.00**	**1.17**	**2.44**	**4.78**

1.96

a. Post code sectors
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)
Red indicates detination not in Northumberland but within Study Area

2007 PRICES

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 5: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION					PER CAPITA EXPENDITURE								
	2009	2014	2019	2024	2027	2007								
						Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist
1	52,543	54,970	56,675	58,433	59,151	275	46	147	369	693	174	255	379	324
2	32,653	34,466	35,767	37,117	37,573	281	46	149	419	742	191	265	414	345
3	8,516	8,733	8,808	8,884	8,993	280	45	144	487	785	211	269	455	353
4	17,660	17,834	17,845	17,856	18,076	226	36	120	392	630	170	215	364	267
5	25,520	26,886	28,004	29,168	29,527	223	36	119	389	637	169	213	361	263
6	23,645	24,169	24,540	24,917	25,223	238	38	126	410	653	177	227	380	283
7	27,255	27,706	27,739	27,772	28,113	256	41	135	445	698	192	245	414	321
8	29,576	30,898	31,888	32,910	33,314	241	39	127	423	690	184	232	395	302
9	18,286	19,556	20,053	20,563	20,815	254	41	135	442	701	191	244	412	327
10	20,162	21,228	21,970	22,738	23,017	252	42	135	414	688	183	242	399	310
11	30,132	30,650	30,960	31,273	31,658	233	37	121	406	681	176	223	378	273
12	30,749	31,919	32,620	33,336	33,746	215	35	116	375	613	163	205	348	251
13	18,859	19,605	19,954	20,309	20,559	260	42	137	451	713	195	250	420	326
14	25,457	26,511	27,205	27,917	28,260	212	34	116	369	597	160	202	342	245
15	23,053	24,231	24,901	25,590	25,904	242	39	129	424	690	184	232	394	295
TOTAL	384,066	399,362	408,929	418,783	423,931									

ZONE	2009										2014									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	280	47	150	375	705	178	260	386	330	**2,709**	316	53	169	424	797	201	293	436	372	**3,060**
2	286	47	152	426	755	195	270	421	351	**2,903**	323	53	171	481	853	220	305	476	397	**3,279**
3	285	46	147	496	799	215	274	463	359	**3,083**	322	52	166	560	902	243	309	523	406	**3,482**
4	230	37	122	399	641	173	219	370	272	**2,463**	260	41	138	451	724	195	247	418	307	**2,782**
5	227	37	121	395	648	171	217	367	268	**2,452**	256	41	137	447	732	194	245	415	302	**2,769**
6	242	39	128	417	665	180	231	387	288	**2,577**	274	44	145	471	751	204	261	437	325	**2,911**
7	261	42	137	453	710	196	249	421	327	**2,796**	294	47	155	511	802	221	282	476	369	**3,158**
8	245	40	129	431	702	187	236	402	307	**2,680**	277	45	146	487	793	211	267	454	347	**3,027**
9	259	42	137	450	713	195	248	419	333	**2,796**	292	47	155	508	806	220	281	474	376	**3,158**
10	256	43	137	422	700	186	246	406	316	**2,712**	290	48	155	476	791	210	278	459	356	**3,064**
11	237	38	123	413	693	179	227	385	278	**2,573**	268	43	139	467	783	202	256	435	314	**2,906**
12	219	36	118	382	624	166	209	354	255	**2,362**	247	40	133	431	705	187	236	400	289	**2,668**
13	265	43	139	459	726	199	254	427	332	**2,844**	299	48	157	518	820	225	287	483	375	**3,212**
14	216	35	118	376	608	163	206	348	249	**2,317**	244	39	133	425	686	184	232	393	282	**2,618**
15	246	40	131	432	702	187	236	401	300	**2,676**	278	45	148	487	793	212	267	453	339	**3,022**
TOTAL																				

ZONE	2019										2024									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	394	66	211	528	993	250	365	543	464	**3,814**	491	82	262	658	1,237	311	455	677	578	**4,752**
2	403	66	213	600	1063	274	380	593	494	**4,086**	502	82	266	748	1,325	341	473	739	616	**5,092**
3	401	64	206	698	1125	302	385	652	506	**4,339**	500	80	257	869	1,401	377	480	812	630	**5,408**
4	324	52	172	562	903	243	308	521	383	**3,467**	403	64	214	700	1,125	303	384	650	477	**4,320**
5	319	52	170	557	913	241	305	517	377	**3,451**	398	64	212	694	1,137	301	380	644	470	**4,301**
6	341	54	181	587	935	254	325	544	405	**3,627**	425	68	225	732	1,166	316	405	678	505	**4,520**
7	367	59	193	637	1000	275	351	593	460	**3,935**	457	73	241	794	1,246	343	437	739	573	**4,904**
8	345	56	182	606	989	263	332	566	433	**3,772**	430	70	227	756	1,232	328	414	705	539	**4,701**
9	364	59	193	633	1004	274	350	590	468	**3,935**	453	73	241	789	1,251	341	436	736	584	**4,904**
10	361	60	193	594	986	262	347	572	444	**3,818**	450	75	241	740	1,228	326	432	712	553	**4,758**
11	334	53	173	582	976	252	319	542	391	**3,622**	416	66	216	725	1,216	314	398	675	487	**4,513**
12	308	50	166	537	878	233	294	499	360	**3,325**	384	62	207	670	1,094	291	366	621	448	**4,144**
13	372	60	196	646	1021	280	358	602	467	**4,003**	464	75	245	805	1,273	349	446	750	582	**4,988**
14	304	49	166	529	855	229	289	490	351	**3,262**	378	61	207	659	1,066	285	361	611	437	**4,065**
15	347	56	185	607	989	264	332	564	423	**3,766**	432	70	230	757	1,232	328	414	703	527	**4,694**
TOTAL																				

ZONE	2027									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	536	90	287	718	1,351	340	497	739	632	**5,190**
2	548	90	290	817	1,447	373	517	807	673	**5,560**
3	546	88	281	949	1,530	412	524	887	688	**5,905**
4	441	70	234	765	1,228	331	419	710	521	**4,718**
5	435	70	232	757	1,242	329	415	704	513	**4,697**
6	464	74	246	799	1,273	345	443	741	552	**4,936**
7	499	80	263	867	1,361	375	478	807	626	**5,356**
8	470	76	248	825	1,345	358	452	770	589	**5,133**
9	495	80	263	861	1,367	373	476	803	638	**5,356**
10	491	82	263	808	1,341	356	472	778	604	**5,196**
11	454	72	236	792	1,328	343	435	737	532	**4,929**
12	419	68	226	731	1,195	317	400	678	489	**4,525**
13	507	82	267	879	1,390	381	487	819	636	**5,447**
14	413	66	226	720	1,164	311	394	667	478	**4,439**
15	472	76	251	827	1,345	359	452	768	575	**5,125**
TOTAL										

Notes:
a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
b. Per Capita expenditure from MapInfo AnySite software (2007 data)
c. Projected forward using actual growth recorded between 2007 and 2009 (4.6% and-2.7%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3
d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
e. Excludes Special Forms of Trading at 5.8% for comparison goods from Information Brief 09/02

2007 PRICES

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

EXPENDITURE £(m) COMPARISON

ZONE	2009									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	14.71	2.46	7.86	19.71	37.06	9.33	13.64	20.27	17.33	**142.35**
2	9.34	1.53	4.95	13.92	24.66	6.35	8.81	13.76	11.47	**94.78**
3	2.43	0.39	1.25	4.22	6.80	1.83	2.33	3.94	3.06	**26.25**
4	4.06	0.65	2.16	7.05	11.32	3.05	3.86	6.54	4.80	**43.50**
5	5.79	0.94	3.09	10.09	16.54	4.38	5.53	9.38	6.83	**62.57**
6	5.73	0.91	3.03	9.87	15.71	4.26	5.46	9.14	6.81	**60.93**
7	7.10	1.14	3.74	12.34	19.36	5.33	6.80	11.48	8.90	**76.20**
8	7.25	1.17	3.82	12.74	20.77	5.53	6.98	11.89	9.09	**79.26**
9	4.73	0.76	2.51	8.22	13.05	3.56	4.54	7.67	6.09	**51.12**
10	5.17	0.86	2.77	8.50	14.12	3.75	4.97	8.19	6.36	**54.69**
11	7.15	1.13	3.71	12.46	20.88	5.39	6.84	11.59	8.37	**77.53**
12	6.73	1.10	3.63	11.74	19.18	5.10	6.42	10.89	7.86	**72.64**
13	4.99	0.81	2.63	8.65	13.69	3.75	4.80	8.06	6.26	**53.63**
14	5.49	0.88	3.01	9.57	15.47	4.14	5.23	8.86	6.35	**58.99**
15	5.68	0.92	3.03	9.95	16.19	4.32	5.44	9.24	6.92	**61.68**
TOTAL	**96.34**	**15.64**	**51.19**	**159.02**	**264.81**	**70.06**	**91.65**	**150.91**	**116.49**	**1,016.12**

ZONE	2014									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	16.61	2.91	9.29	23.29	43.79	11.03	16.11	23.95	20.47	**167.45**
2	10.55	1.82	5.90	16.60	29.40	7.57	10.50	16.40	13.67	**112.42**
3	2.74	0.45	1.45	4.89	7.88	2.12	2.70	4.57	3.54	**30.34**
4	4.59	0.74	2.46	8.04	12.92	3.48	4.41	7.46	5.47	**49.57**
5	6.54	1.11	3.68	12.01	19.69	5.21	6.58	11.16	8.13	**74.11**
6	6.47	1.06	3.50	11.39	18.14	4.92	6.31	10.56	7.86	**70.21**
7	8.02	1.31	4.30	14.17	22.23	6.12	7.80	13.19	10.22	**87.36**
8	8.19	1.39	4.51	15.04	24.51	6.53	8.24	14.03	10.73	**93.16**
9	5.34	0.92	3.04	9.93	15.76	4.30	5.49	9.26	7.35	**61.39**
10	5.84	1.02	3.29	10.11	16.79	4.46	5.91	9.74	7.57	**64.73**
11	8.07	1.30	4.26	14.31	24.00	6.19	7.86	13.32	9.62	**88.94**
12	7.60	1.28	4.26	13.77	22.49	5.97	7.52	12.77	9.21	**84.88**
13	5.64	0.95	3.09	10.16	16.07	4.40	5.63	9.47	7.35	**62.75**
14	6.20	1.04	3.54	11.25	18.19	4.87	6.16	10.42	7.47	**69.14**
15	6.41	1.09	3.59	11.81	19.22	5.12	6.46	10.98	8.22	**72.91**
TOTAL	**108.82**	**18.38**	**60.15**	**186.76**	**311.09**	**82.29**	**107.68**	**177.27**	**136.88**	**1,189.33**
	107.2	18.1	59.3	184.0	306.4	81.1	106.1	174.6	134.8	1171.5

ZONE	2019									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	22.33	3.73	11.94	29.92	56.27	17.65	20.70	30.77	26.31	**215.89**
2	14.40	2.36	7.63	21.46	38.02	12.21	13.58	21.21	17.68	**146.19**
3	3.53	0.57	1.82	6.14	9.91	3.32	3.39	5.74	4.45	**38.31**
4	5.78	0.92	3.07	10.03	16.11	5.41	5.50	9.31	6.83	**62.02**
5	8.95	1.44	4.77	15.59	25.56	8.42	8.55	14.48	10.55	**96.87**
6	8.37	1.34	4.43	14.41	22.96	7.76	7.98	13.36	9.95	**89.21**
7	10.17	1.63	5.36	17.67	27.74	9.52	9.74	16.45	12.76	**109.42**
8	11.01	1.78	5.80	19.34	31.52	10.46	10.60	18.04	13.80	**120.57**
9	7.30	1.18	3.88	12.69	20.14	6.85	7.01	11.84	9.39	**79.09**
10	7.93	1.32	4.25	13.04	21.65	7.16	7.62	12.56	9.76	**83.97**
11	10.33	1.64	5.37	18.02	30.20	9.71	9.89	16.77	12.11	**112.40**
12	10.05	1.64	5.42	17.53	28.65	9.48	9.58	16.26	11.73	**108.70**
13	7.43	1.20	3.92	12.88	20.38	6.96	7.15	12.01	9.32	**80.04**
14	8.26	1.33	4.52	14.39	23.27	7.76	7.87	13.33	9.55	**88.95**
15	8.63	1.39	4.60	15.13	24.61	8.18	8.28	14.06	10.52	**94.01**
TOTAL	**144.47**	**23.46**	**76.78**	**238.25**	**396.98**	**130.85**	**137.43**	**226.19**	**174.70**	**1,525.64**
	135.1	21.9	71.8	222.8	371.2	122.3	128.5	211.5	163.3	1426.5

ZONE	2024									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	28.69	4.80	15.34	38.44	72.29	18.20	26.60	39.54	33.80	**277.70**
2	18.62	3.05	9.87	27.75	49.17	12.67	17.56	27.43	22.86	**188.99**
3	4.44	0.71	2.28	7.72	12.45	3.35	4.27	7.22	5.60	**48.04**
4	7.20	1.15	3.83	12.50	20.08	5.41	6.85	11.60	8.51	**77.15**
5	11.61	1.87	6.20	20.23	33.17	8.77	11.09	18.80	13.70	**125.45**
6	10.59	1.69	5.60	18.24	29.05	7.88	10.10	16.90	12.59	**112.63**
7	12.69	2.03	6.69	22.05	34.61	9.53	12.15	20.53	15.92	**136.20**
8	14.16	2.29	7.46	24.87	40.54	10.79	13.63	23.21	17.74	**154.70**
9	9.32	1.51	4.96	16.22	25.73	7.02	8.96	15.12	12.00	**100.84**
10	10.23	1.70	5.48	16.82	27.93	7.41	9.82	16.20	12.58	**108.18**
11	13.01	2.07	6.76	22.68	38.02	9.81	12.45	21.10	15.24	**141.14**
12	12.80	2.08	6.90	22.33	36.48	9.69	12.20	20.71	14.94	**138.13**
13	9.43	1.52	4.97	16.34	25.85	7.08	9.06	15.23	11.82	**101.30**
14	10.57	1.69	5.78	18.40	29.75	7.96	10.07	17.05	12.21	**113.49**
15	11.06	1.78	5.89	19.37	31.52	8.41	10.60	18.00	13.48	**120.11**
TOTAL	**184.41**	**29.96**	**98.01**	**303.98**	**506.66**	**133.99**	**175.41**	**288.64**	**222.99**	**1,944.05**
	172.4	28.0	91.6	284.2	473.7	125.3	164.0	269.9	208.5	1817.7

ZONE	2026										GROWTH ALL COMPARISON			
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**	.'09-'14	.'09-'19	.'09-'24	.'09-'27
1	31.71	5.30	16.95	42.50	79.92	20.12	29.41	43.71	37.36	**306.98**	25.10	73.54	135.35	164.63
2	20.58	3.37	10.91	30.68	54.35	14.00	19.41	30.33	25.27	**208.92**	17.64	51.41	94.21	114.14
3	4.91	0.79	2.52	8.54	13.76	3.70	4.72	7.98	6.19	**53.11**	4.09	12.06	21.79	26.85
4	7.96	1.27	4.23	13.82	22.20	5.98	7.58	12.83	9.41	**85.28**	6.07	18.52	33.65	41.78
5	12.84	2.07	6.85	22.36	36.67	9.70	12.26	20.78	15.14	**138.68**	11.54	34.30	62.88	76.11
6	11.70	1.87	6.20	20.16	32.11	8.71	11.16	18.69	13.92	**124.51**	9.28	28.28	51.70	63.58
7	14.03	2.25	7.40	24.38	38.26	10.54	13.43	22.69	17.59	**150.56**	11.16	33.22	60.00	74.36
8	15.65	2.53	8.25	27.49	44.81	11.93	15.07	25.65	19.61	**171.01**	13.90	41.31	75.44	91.75
9	10.31	1.66	5.48	17.93	28.45	7.76	9.90	16.72	13.27	**111.48**	10.26	27.97	49.72	60.35
10	11.31	1.88	6.06	18.60	30.87	8.19	10.86	17.90	13.91	**119.59**	10.04	29.29	53.50	64.90
11	14.38	2.28	7.47	25.07	42.03	10.85	13.76	23.33	16.85	**156.03**	11.41	34.88	63.62	78.50
12	14.15	2.30	7.63	24.68	40.33	10.71	13.49	22.90	16.51	**152.70**	12.24	36.07	65.50	80.07
13	10.42	1.68	5.49	18.06	28.58	7.83	10.02	16.83	13.07	**111.99**	9.12	26.42	47.68	58.36
14	11.68	1.87	6.39	20.34	32.89	8.80	11.13	18.84	13.50	**125.45**	10.14	29.96	54.49	66.46
15	12.22	1.97	6.51	21.41	34.85	9.29	11.72	19.90	14.90	**132.77**	11.22	32.33	58.42	71.09
TOTAL	**203.86**	**33.11**	**108.35**	**336.03**	**560.09**	**148.12**	**193.91**	**319.08**	**246.51**	**2,149.05**	**173.22**	**509.52**	**927.93**	**1,132.93**
	190.6	31.0	101.3	314.2	523.7	138.5	181.3	298.3	230.5	2009.4				

Notes:

a. Post code sectors

1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7

2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6

3 - NE19 2, NE61 3, NE61 4 and NE65 8

4 - NE62 5 and NE63 8

5 - NE22 5/6/7 and NE24 4

6 - NE23 7, NE25 0 and NE26 4

7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9

8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0

9 - NE45 5, NE46 1/2/3 and 4

10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9

11 - NE23 1/2/3/6/8

12 - NE24 1/2/3/5

13 - NE61 1/2/6

14 - NE63 0/9 and NE64 6

15 - NE61 5, NE65 0/9

b. Per Capita expenditure from MapInfo AnySite software (2007 data)

c. Projected forward using actual growth recorded between 2007 and 2009 (4.6% and-2.7%) and OEF forecasts from Information Brief 09/02 (September 2009), consistent with Table 3.3

d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

e. Excludes Special Forms of Trading at 5.8% for comparison goods from Information Brief 09/02

2007 PRICES

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)	ZONE 9 CLOTHES/SHOES (%)	ZONE 10 CLOTHES/SHOES (%)	ZONE 11 CLOTHES/SHOES (%)	ZONE 12 CLOTHES/SHOES (%)	ZONE 13 CLOTHES/SHOES (%)	ZONE 14 CLOTHES/SHOES (%)	ZONE 15 CLOTHES/SHOES (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**3.2**	25.8	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coldingham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Kelso	**0.3**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.7**	**28.9**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**
Zone 2																
Alnwick	**1.3**	1.0	11.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Rothbury	**0.4**	1.0	2.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Sub-Total	**1.7**	**2.0**	**13.1**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**2.1**
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																
Ashington	**5.6**	0.0	2.0	3.2	17.4	7.4	1.0	0.0	0.0	1.0	0.0	1.0	1.0	6.1	34.0	20.0
Sub-Total	**5.6**	**0.0**	**2.0**	**3.2**	**17.4**	**7.4**	**1.0**	**0.0**	**0.0**	**1.0**	**0.0**	**1.0**	**1.0**	**6.1**	**34.0**	**20.0**
Zone 5																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
Ponteland	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**6.5**	0.0	2.0	4.2	0.0	0.0	0.0	4.3	14.4	48.0	43.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.6**	**0.0**	**2.0**	**4.2**	**0.0**	**0.0**	**0.0**	**4.3**	**15.4**	**49.0**	**43.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Haltwhistle	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.4**	0.0	0.0	1.1	0.0	0.0	2.1	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0
Cramlington	**5.3**	0.0	1.0	2.1	8.7	8.5	9.3	2.1	0.0	0.0	0.0	26.0	5.2	4.1	5.3	5.3
Sub-Total	**5.7**	**0.0**	**1.0**	**3.2**	**8.7**	**8.5**	**11.4**	**2.1**	**0.0**	**0.0**	**0.0**	**29.0**	**5.2**	**4.1**	**5.3**	**5.3**
Zone 12																
Asda, Blyth	**1.2**	0.0	0.0	0.0	1.1	4.3	0.0	0.0	0.0	0.0	0.0	1.0	6.3	2.0	1.1	1.1
Blyth	**5.5**	0.0	3.0	0.0	8.7	10.6	8.3	0.0	1.0	0.0	0.0	4.0	29.2	2.0	5.3	6.3
Sub-Total	**6.7**	**0.0**	**3.0**	**0.0**	**9.8**	**14.9**	**8.3**	**0.0**	**1.0**	**0.0**	**0.0**	**5.0**	**35.5**	**4.0**	**6.4**	**7.4**
Zone 13																
Morpeth	**1.8**	1.0	2.0	12.6	1.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	5.3
Sub-Total	**1.8**	**1.0**	**2.0**	**12.6**	**1.1**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.3**	**0.0**	**5.3**
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 15																
Amble	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**
SUB TOTAL	**32.4**	**31.9**	**23.1**	**27.5**	**37.0**	**32.9**	**20.7**	**7.5**	**19.5**	**50.0**	**46.0**	**35.0**	**43.7**	**30.5**	**45.7**	**42.2**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	14.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**14.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Durham	**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	1.1	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.2**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**
Edinburgh City Council																
Edinburgh	**3.5**	21.7	9.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.6**	**22.7**	**9.1**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Blaydon	**0.1**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateshead	**1.0**	0.0	2.0	1.1	0.0	2.1	0.0	1.1	3.1	1.0	0.0	0.0	0.0	2.0	3.2	0.0
The Metro Centre, Gateshead	**14.7**	3.1	11.1	18.9	19.6	10.6	7.3	29.8	42.3	18.4	16.0	11.0	5.2	12.2	8.5	20.0
Asda, The Metro Centre, Gateshead	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley Retail Park, Gateshead	**0.3**	0.0	0.0	0.0	0.0	1.1	1.0	1.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**16.2**	**3.1**	**13.1**	**21.1**	**19.6**	**13.8**	**8.3**	**32.0**	**47.4**	**20.4**	**16.0**	**11.0**	**5.2**	**14.2**	**11.7**	**20.0**
Newcastle City Council																
Gosforth	**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	1.0	0.0	0.0
Newcastle City Centre	**24.6**	9.3	25.3	35.8	26.1	38.3	31.3	45.7	17.5	17.3	7.0	36.0	18.8	31.6	22.3	24.2
Kingston Retail Park, Newcastle-Upon-Tyne	**2.1**	0.0	5.1	2.1	3.3	1.1	0.0	3.2	3.1	0.0	1.0	2.0	3.1	4.1	2.1	2.1
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	1.1	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**3.5**	0.0	2.0	2.1	5.4	4.3	12.5	1.1	0.0	1.0	2.0	4.0	12.5	1.0	2.1	3.2
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Up	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0
Sub-Total	**30.7**	**9.3**	**32.4**	**40.0**	**34.8**	**44.8**	**43.8**	**50.0**	**20.6**	**18.3**	**11.0**	**43.0**	**35.4**	**38.7**	**27.6**	**29.5**
North Tyneside Council																
Benton	**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	1.0	0.0	0.0
Killingworth	**1.3**	0.0	1.0	0.0	3.3	1.1	2.1	0.0	0.0	0.0	0.0	3.0	5.2	0.0	3.2	0.0
North Shields	**0.5**	0.0	0.0	0.0	0.0	1.1	2.1	0.0	0.0	0.0	0.0	1.0	2.1	1.0	0.0	0.0
Shiremoor	**1.9**	2.1	0.0	1.1	2.2	3.2	6.3	2.1	0.0	0.0	0.0	3.0	3.1	4.1	0.0	1.1
Whitley Bay	**0.5**	1.0	0.0	0.0	0.0	1.1	3.1	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0
Sub-Total	**4.3**	**3.1**	**1.0**	**1.1**	**5.5**	**6.5**	**14.6**	**2.1**	**0.0**	**0.0**	**0.0**	**7.0**	**11.4**	**7.1**	**3.2**	**1.1**
Scottish Borders Council																
Galashiels	**3.1**	16.5	12.1	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
Hawick	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**16.5**	**12.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
South Tyneside Council																
South Shields	**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	0.0
Sub-Total	**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**	**0.0**
Other																
In-store in a Supermarket	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Other	**2.4**	2.1	4.0	3.2	0.0	0.0	4.2	2.1	0.0	3.1	5.0	1.0	4.2	2.0	4.3	2.1
Sub-Total	**2.5**	**2.1**	**5.0**	**3.2**	**0.0**	**0.0**	**4.2**	**2.1**	**0.0**	**3.1**	**6.0**	**1.0**	**4.2**	**2.0**	**4.3**	**2.1**
SUB TOTAL	**62.2**	**56.8**	**73.7**	**66.5**	**59.9**	**65.1**	**70.9**	**86.2**	**76.2**	**43.8**	**48.0**	**62.0**	**56.2**	**62.0**	**47.9**	**52.7**
Internet / mail order / catalogue	**5.4**	11.3	3.0	6.3	3.3	2.1	8.3	6.4	4.1	6.1	6.0	3.0	0.0	7.1	6.4	5.3
TOTAL	**100.0**	**100.0**	**99.8**	**100.3**	**100.2**	**100.1**	**99.9**	**100.1**	**99.8**	**99.9**	**100.0**	**100.0**	**99.9**	**99.6**	**100.0**	**100.2**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

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NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 8: TURNOVER (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)	ZONE 9 CLOTHES/SHOES (£m)	ZONE 10 CLOTHES/SHOES (£m)	ZONE 11 CLOTHES/SHOES (£m)	ZONE 12 CLOTHES/SHOES (£m)	ZONE 13 CLOTHES/SHOES (£m)	ZONE 14 CLOTHES/SHOES (£m)	ZONE 15 CLOTHES/SHOES (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**9.64**	9.56	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Kelso	**0.78**	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.37**	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.98**	**10.71**	**0.00**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**3.59**	0.37	2.74	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Rothbury	**1.13**	0.37	0.49	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Sub-Total	**4.72**	**0.74**	**3.23**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**	**0.00**	**0.34**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Ashington	**13.93**	0.00	0.49	0.22	1.97	1.22	0.16	0.00	0.00	0.13	0.00	0.21	0.19	0.83	5.26	3.24
Sub-Total	**13.93**	**0.00**	**0.49**	**0.22**	**1.97**	**1.22**	**0.16**	**0.00**	**0.00**	**0.13**	**0.00**	**0.21**	**0.19**	**0.83**	**5.26**	**3.24**
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**0.35**	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Sub-Total	**0.35**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**
Zone 8																
Prudhoe	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.64**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.64**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**16.94**	0.00	0.49	0.29	0.00	0.00	0.00	0.83	2.99	6.26	6.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	**17.27**	**0.00**	**0.49**	**0.29**	**0.00**	**0.00**	**0.00**	**0.83**	**3.20**	**6.39**	**6.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Haltwhistle	**0.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**1.03**	0.00	0.00	0.07	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00
Cramlington	**13.32**	0.00	0.25	0.14	0.99	1.41	1.46	0.41	0.00	0.00	0.00	5.43	1.00	0.56	0.82	0.86
Sub-Total	**14.35**	**0.00**	**0.25**	**0.22**	**0.99**	**1.41**	**1.79**	**0.41**	**0.00**	**0.00**	**0.00**	**6.06**	**1.00**	**0.56**	**0.82**	**0.86**
Zone 12																
Asda, Cowpen Road, Blyth	**2.88**	0.00	0.00	0.00	0.12	0.71	0.00	0.00	0.00	0.00	0.00	0.21	1.21	0.27	0.17	0.18
Blyth	**13.54**	0.00	0.74	0.00	0.99	1.75	1.30	0.00	0.21	0.00	0.00	0.84	5.60	0.27	0.82	1.02
Sub-Total	**16.42**	**0.00**	**0.74**	**0.00**	**1.11**	**2.47**	**1.30**	**0.00**	**0.21**	**0.00**	**0.00**	**1.04**	**6.81**	**0.55**	**0.99**	**1.20**
Zone 13																
Morpeth	**5.14**	0.37	0.49	0.86	0.12	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.09	0.00	0.86
Sub-Total	**5.14**	**0.37**	**0.49**	**0.86**	**0.12**	**0.35**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.09**	**0.00**	**0.86**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.34**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Sub-Total	**0.34**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.34**
SUB TOTAL	**84.56**	**11.82**	**5.70**	**1.87**	**4.19**	**5.44**	**3.25**	**1.45**	**4.05**	**6.52**	**6.49**	**7.31**	**8.38**	**4.17**	**7.07**	**6.83**
	83.78	**11.04**	**5.70**	**1.87**	**4.19**	**5.44**	**3.25**	**1.45**	**4.05**	**6.52**	**6.49**	**7.31**	**8.38**	**4.17**	**7.07**	**6.83**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**2.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	1.98	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.13**	**1.98**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**1.83**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Durham	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00
Sub-Total	**2.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.70**	**0.13**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**
The City of Edinburgh Council																
Edinburgh	**10.36**	8.04	2.24	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.37**	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.73**	**8.41**	**2.24**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Blaydon	**0.21**	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Gateshead	**2.67**	0.00	0.49	0.07	0.00	0.35	0.00	0.21	0.64	0.13	0.00	0.00	0.00	0.27	0.49	0.00
The Metro Centre, Gateshead	**39.02**	1.15	2.74	1.29	2.22	1.75	1.15	5.77	8.79	2.40	2.26	2.30	1.00	1.67	1.31	3.24
Asda, The Metro Centre, Gateshead	**0.21**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	**0.76**	0.00	0.00	0.00	0.00	0.18	0.16	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**42.87**	**1.15**	**3.23**	**1.44**	**2.22**	**2.28**	**1.30**	**6.20**	**9.84**	**2.66**	**2.26**	**2.30**	**1.00**	**1.94**	**1.81**	**3.24**
Newcastle City Council																
Gosforth	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Newcastle City Centre	**64.88**	3.45	6.24	2.44	2.96	6.34	4.92	8.85	3.63	2.26	0.99	7.52	3.61	4.32	3.45	3.92
Kingston Retail Park, Newcastle-Upon-Tyne	**5.60**	0.00	1.26	0.14	0.37	0.18	0.00	0.62	0.64	0.00	0.14	0.42	0.59	0.56	0.32	0.34
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.69**	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.14	0.00	0.19	0.00	0.17	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**8.76**	0.00	0.49	0.14	0.61	0.71	1.96	0.21	0.00	0.13	0.28	0.84	2.40	0.14	0.32	0.52
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Up	**0.35**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.14	0.00	0.00
Sub-Total	**80.41**	**3.45**	**7.99**	**2.72**	**3.94**	**7.41**	**6.88**	**9.68**	**4.28**	**2.39**	**1.55**	**8.98**	**6.79**	**5.30**	**4.27**	**4.78**
North Tyneside Council																
Benton	**0.29**	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Killingworth	**3.25**	0.00	0.25	0.00	0.37	0.18	0.33	0.00	0.00	0.00	0.00	0.63	1.00	0.00	0.49	0.00
North Shields	**1.26**	0.00	0.00	0.00	0.00	0.18	0.33	0.00	0.00	0.00	0.00	0.21	0.40	0.14	0.00	0.00
Shiremoor	**4.99**	0.78	0.00	0.07	0.25	0.53	0.99	0.41	0.00	0.00	0.00	0.63	0.59	0.56	0.00	0.18
Whitley Bay	**1.37**	0.37	0.00	0.00	0.00	0.18	0.49	0.00	0.00	0.00	0.00	0.00	0.19	0.14	0.00	0.00
Sub-Total	**11.16**	**1.15**	**0.25**	**0.07**	**0.62**	**1.08**	**2.29**	**0.41**	**0.00**	**0.00**	**0.00**	**1.46**	**2.19**	**0.97**	**0.49**	**0.18**
Scottish Borders Council																
Galashiels	**9.10**	6.11	2.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	**9.24**	**6.11**	**2.98**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council																
South Shields	**0.25**	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.25**	**0.00**	**0.25**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.39**	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Other	**6.45**	0.78	0.99	0.22	0.00	0.00	0.66	0.41	0.00	0.40	0.71	0.21	0.81	0.27	0.67	0.34
Sub-Total	**6.84**	**0.78**	**1.23**	**0.22**	**0.00**	**0.00**	**0.66**	**0.41**	**0.00**	**0.40**	**0.85**	**0.21**	**0.81**	**0.27**	**0.67**	**0.34**
SUB TOTAL	**165.60**	**21.05**	**18.17**	**4.52**	**6.78**	**10.77**	**11.14**	**16.69**	**15.83**	**5.71**	**6.78**	**12.95**	**10.78**	**8.48**	**7.41**	**8.53**
Internet / mail order / catalogue	**14.56**	4.19	0.74	0.43	0.37	0.35	1.30	1.24	0.85	0.80	0.85	0.63	0.00	0.97	0.99	0.86
TOTAL	**264.73**	**37.06**	**24.61**	**6.82**	**11.35**	**16.56**	**15.70**	**19.38**	**20.73**	**13.03**	**14.12**	**20.88**	**19.16**	**13.63**	**15.47**	**16.22**

a. Post code sectors
b. Market shares derived directly from Northumberland Househ
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 9: SHOPPING PATTERNS (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS ETC. (%)	ZONE 1 BOOKS ETC. (%)	ZONE 2 BOOKS ETC. (%)	ZONE 3 BOOKS ETC. (%)	ZONE 4 BOOKS ETC. (%)	ZONE 5 BOOKS ETC. (%)	ZONE 6 BOOKS ETC. (%)	ZONE 7 BOOKS ETC. (%)	ZONE 8 BOOKS ETC. (%)	ZONE 9 BOOKS ETC. (%)	ZONE 10 BOOKS ETC. (%)	ZONE 11 BOOKS ETC. (%)	ZONE 12 BOOKS ETC. (%)	ZONE 13 BOOKS ETC. (%)	ZONE 14 BOOKS ETC. (%)	ZONE 15 BOOKS ETC. (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**3.4**	25.7	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	1.5
Coldstream	**0.3**	1.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**1.2**	6.8	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.3**	**36.7**	**3.5**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**
Zone 2																
Alnwick	**4.6**	4.1	31.8	2.3	1.5	0.0	1.4	0.0	1.4	0.0	0.0	0.0	1.3	2.5	1.6	6.0
Rothbury	**0.1**	0.0	1.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.7**	**4.1**	**33.0**	**3.4**	**1.5**	**0.0**	**1.4**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**1.3**	**2.5**	**1.6**	**6.0**
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.9**	0.0	0.0	0.0	10.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	4.7	1.5
Ashington	**3.3**	0.0	0.0	1.1	9.1	1.4	1.4	0.0	0.0	1.3	0.0	0.0	2.7	0.0	29.7	11.9
Choppington	**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	0.0
Sub-Total	**4.3**	**0.0**	**0.0**	**1.1**	**21.2**	**1.4**	**1.4**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**2.7**	**1.3**	**34.4**	**13.4**
Zone 5																
Bedlington	**0.1**	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
Ponteland	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**
Zone 8																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**6.8**	0.0	3.5	6.9	0.0	0.0	0.0	4.7	12.3	55.1	40.8	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hexham	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	3.8	1.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.3**	**0.0**	**3.5**	**6.9**	**0.0**	**0.0**	**0.0**	**4.7**	**13.7**	**61.5**	**42.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Haltwhistle	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.7**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	6.5	0.0	1.3	0.0	0.0
Cramlington	**4.6**	0.0	0.0	2.3	3.0	2.7	10.1	1.6	0.0	0.0	0.0	36.4	0.0	5.0	1.6	0.0
Sub-Total	**5.3**	**0.0**	**0.0**	**2.3**	**3.0**	**2.7**	**11.5**	**1.6**	**0.0**	**0.0**	**0.0**	**42.9**	**0.0**	**6.3**	**1.6**	**0.0**
Zone 12																
Asda, Blyth	**2.3**	0.0	0.0	1.1	4.5	9.5	1.4	0.0	0.0	0.0	0.0	0.0	10.7	1.3	4.7	1.5
Blyth	**7.1**	0.0	2.4	0.0	19.7	16.2	5.8	1.6	0.0	0.0	0.0	1.3	37.3	3.7	9.4	7.5
Sub-Total	**9.4**	**0.0**	**2.4**	**1.1**	**24.2**	**25.7**	**7.2**	**1.6**	**0.0**	**0.0**	**0.0**	**1.3**	**48.0**	**5.0**	**14.1**	**9.0**
Zone 13																
Morpeth	**3.4**	0.0	1.2	34.5	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.0	0.0	9.0
Sub-Total	**3.4**	**0.0**	**1.2**	**34.5**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**30.0**	**0.0**	**9.0**
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 15																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
SUB TOTAL	**40.2**	**40.8**	**43.6**	**49.3**	**56.0**	**31.2**	**21.5**	**11.1**	**16.5**	**62.8**	**46.4**	**44.2**	**52.0**	**45.1**	**53.3**	**38.9**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.1**	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
Durham	**0.3**	0.0	0.0	0.0	1.5	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**4.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Lothian Council																
Dunbar	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**1.7**	12.2	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**13.6**	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Gateshead	**0.4**	0.0	0.0	0.0	0.0	0.0	1.4	1.6	1.4	0.0	0.0	0.0	0.0	1.3	1.6	0.0
The Metro Centre, Gateshead	**9.6**	1.4	4.7	3.4	3.0	14.9	1.4	31.3	38.4	3.8	7.0	7.8	2.7	6.3	7.8	10.4
Team Valley Retail Park, Gateshead	**0.1**	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**10.1**	**1.4**	**4.7**	**3.4**	**3.0**	**16.3**	**2.8**	**32.9**	**39.8**	**3.8**	**7.0**	**7.8**	**2.7**	**7.6**	**9.4**	**10.4**
Newcastle City Council																
Gosforth	**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	1.3	0.0	0.0
Newcastle City Centre	**13.0**	5.4	4.7	16.1	10.6	17.6	17.4	25.0	8.2	11.5	8.5	19.5	12.0	17.5	20.3	13.4
Kingston Retail Park, Newcastle-Upon-Tyne	**1.1**	0.0	1.2	1.1	0.0	2.5	0.0	7.8	1.4	0.0	0.0	0.0	0.0	1.3	0.0	1.5
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.1**	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
Silverlink Shopping Park, Newcastle-Upon-Tyne	**3.9**	1.4	1.2	3.4	7.6	10.8	15.9	1.6	0.0	0.0	1.4	9.1	4.0	0.0	1.6	3.0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Sub-Total	**18.5**	**6.8**	**7.1**	**20.6**	**18.2**	**30.9**	**36.2**	**34.4**	**9.6**	**11.5**	**9.9**	**29.9**	**16.0**	**20.1**	**21.9**	**19.4**
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**0.2**	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	**0.2**	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.3	0.0	0.0
Shiremoor	**0.2**	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	1.6	0.0
Whitley Bay	**0.5**	1.4	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**1.4**	**0.0**	**0.0**	**1.5**	**1.4**	**10.1**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**1.3**	**1.6**	**0.0**
Scottish Borders Council																
Galashiels	**1.3**	2.7	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**2.7**	**9.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other																
In-store in a Supermarket	**1.1**	1.4	1.2	2.3	1.5	0.0	2.9	0.0	1.4	0.0	4.2	1.3	1.3	0.0	0.0	0.0
Other	**2.3**	5.4	1.2	3.4	3.0	0.0	7.2	0.0	1.4	1.3	2.8	0.0	1.3	1.3	1.6	4.5
Sub-Total	**3.4**	**6.8**	**2.4**	**5.7**	**4.5**	**0.0**	**10.1**	**0.0**	**2.8**	**1.3**	**7.0**	**1.3**	**2.6**	**1.3**	**1.6**	**4.5**
SUB TOTAL	**37.6**	**34.1**	**26.0**	**29.7**	**28.7**	**48.6**	**59.2**	**67.3**	**56.3**	**16.6**	**38.0**	**39.0**	**21.3**	**30.3**	**34.5**	**34.3**
Internet / mail order / catalogue	**22.5**	25.7	30.6	20.7	15.2	20.3	18.8	21.9	27.4	20.5	15.5	16.9	26.7	25.0	12.5	26.9
TOTAL	**100.3**	**100.6**	**100.2**	**99.7**	**99.9**	**100.1**	**99.5**	**100.3**	**100.2**	**99.9**	**99.9**	**100.1**	**100.0**	**100.4**	**100.3**	**100.1**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 9: TURNOVER (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS ETC. (£m)	ZONE 1 BOOKS ETC. (£m)	ZONE 2 BOOKS ETC. (£m)	ZONE 3 BOOKS ETC. (£m)	ZONE 4 BOOKS ETC. (£m)	ZONE 5 BOOKS ETC. (£m)	ZONE 6 BOOKS ETC. (£m)	ZONE 7 BOOKS ETC. (£m)	ZONE 8 BOOKS ETC. (£m)	ZONE 9 BOOKS ETC. (£m)	ZONE 10 BOOKS ETC. (£m)	ZONE 11 BOOKS ETC. (£m)	ZONE 12 BOOKS ETC. (£m)	ZONE 13 BOOKS ETC. (£m)	ZONE 14 BOOKS ETC. (£m)	ZONE 15 BOOKS ETC. (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**2.54**	2.40	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Coldstream	**0.22**	0.13	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.86**	0.63	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.13**	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.13**	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.87**	**3.42**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.06**
Zone 2																
Alnwick	**3.11**	0.38	2.02	0.04	0.05	0.00	0.06	0.00	0.08	0.00	0.00	0.00	0.07	0.09	0.07	0.26
Rothbury	**0.10**	0.00	0.08	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.21**	**0.38**	**2.10**	**0.06**	**0.05**	**0.00**	**0.06**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.07**	**0.09**	**0.07**	**0.26**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.63**	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.19	0.06
Ashington	**2.35**	0.00	0.00	0.02	0.28	0.06	0.06	0.00	0.00	0.05	0.00	0.00	0.14	0.00	1.23	0.51
Choppington	**0.05**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.02**	**0.00**	**0.00**	**0.02**	**0.65**	**0.06**	**0.06**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.14**	**0.05**	**1.42**	**0.58**
Zone 5																
Bedlington	**0.06**	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.06**	**0.00**	**0.00**	**0.00**	**0.00**	**0.06**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**0.15**	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-Total	**0.15**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.00**
Zone 8																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**4.77**	0.00	0.22	0.13	0.00	0.00	0.00	0.25	0.68	1.96	1.53	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.14	0.05	0.00	0.00	0.00	0.00	0.00
Sub-Total	**5.13**	**0.00**	**0.22**	**0.13**	**0.00**	**0.00**	**0.00**	**0.25**	**0.76**	**2.19**	**1.58**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Haltwhistle	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.46**	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.35	0.00	0.05	0.00	0.00
Cramlington	**2.98**	0.00	0.00	0.04	0.09	0.12	0.43	0.09	0.00	0.00	0.00	1.96	0.00	0.19	0.07	0.00
Sub-Total	**3.44**	**0.00**	**0.00**	**0.04**	**0.09**	**0.12**	**0.49**	**0.09**	**0.00**	**0.00**	**0.00**	**2.31**	**0.00**	**0.24**	**0.07**	**0.00**
Zone 12																
Asda, Cowpen Road, Blyth	**1.49**	0.00	0.00	0.02	0.14	0.42	0.06	0.00	0.00	0.00	0.00	0.00	0.55	0.05	0.19	0.06
Blyth	**4.62**	0.00	0.15	0.00	0.60	0.71	0.25	0.09	0.00	0.00	0.00	0.07	1.90	0.14	0.39	0.32
Sub-Total	**6.10**	**0.00**	**0.15**	**0.02**	**0.74**	**1.12**	**0.31**	**0.09**	**0.00**	**0.00**	**0.00**	**0.07**	**2.45**	**0.19**	**0.58**	**0.39**
Zone 13																
Morpeth	**2.41**	0.00	0.08	0.63	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.39
Sub-Total	**2.41**	**0.00**	**0.08**	**0.63**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.12**	**0.00**	**0.39**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**27.55**	**3.81**	**2.77**	**0.90**	**1.71**	**1.37**	**0.92**	**0.59**	**0.91**	**2.23**	**1.74**	**2.38**	**2.65**	**1.69**	**2.21**	**1.68**
	26.70	**3.17**	**2.55**	**0.90**	**1.71**	**1.37**	**0.92**	**0.59**	**0.91**	**2.23**	**1.74**	**2.38**	**2.65**	**1.69**	**2.21**	**1.68**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.48**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.48**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham	**0.20**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.27**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																
Dunbar	**0.13**	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.13**	**0.13**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**1.29**	1.14	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.13**	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.42**	**1.27**	**0.15**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Gateshead	**0.34**	0.00	0.00	0.00	0.00	0.00	0.06	0.09	0.08	0.00	0.00	0.00	0.00	0.05	0.07	0.00
The Metro Centre, Gateshead	**7.05**	0.13	0.30	0.06	0.09	0.65	0.06	1.67	2.12	0.14	0.26	0.42	0.14	0.24	0.32	0.45
Team Valley Retail Park, Gateshead	**0.06**	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**7.45**	**0.13**	**0.30**	**0.06**	**0.09**	**0.71**	**0.12**	**1.75**	**2.20**	**0.14**	**0.26**	**0.42**	**0.14**	**0.28**	**0.39**	**0.45**
Newcastle City Council																
Gosforth	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00
Newcastle City Centre	**9.18**	0.50	0.30	0.29	0.32	0.77	0.74	1.33	0.45	0.41	0.32	1.05	0.61	0.66	0.84	0.58
Kingston Retail Park, Newcastle-Upon-Tyne	**0.81**	0.00	0.08	0.02	0.00	0.11	0.00	0.42	0.08	0.00	0.00	0.00	0.00	0.05	0.00	0.06
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**2.68**	0.13	0.08	0.06	0.23	0.47	0.68	0.09	0.00	0.00	0.05	0.49	0.20	0.00	0.07	0.13
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.19**	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Sub-Total	**12.98**	**0.63**	**0.45**	**0.38**	**0.56**	**1.35**	**1.54**	**1.83**	**0.53**	**0.41**	**0.37**	**1.61**	**0.82**	**0.75**	**0.91**	**0.84**
North Tyneside Council																
Benton	**0.06**	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**0.12**	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	**0.16**	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.00
Shiremoor	**0.11**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Whitley Bay	**0.38**	0.13	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.84**	**0.13**	**0.00**	**0.00**	**0.05**	**0.06**	**0.43**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.05**	**0.07**	**0.00**
Scottish Borders Council																
Galashiels	**0.85**	0.25	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.85**	**0.25**	**0.60**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.79**	0.13	0.08	0.04	0.05	0.00	0.12	0.00	0.08	0.00	0.16	0.07	0.07	0.00	0.00	0.00
Other	**1.64**	0.50	0.08	0.06	0.09	0.00	0.31	0.00	0.08	0.05	0.10	0.00	0.07	0.05	0.07	0.19
Sub-Total	**2.43**	**0.63**	**0.15**	**0.10**	**0.14**	**0.00**	**0.43**	**0.00**	**0.15**	**0.05**	**0.26**	**0.07**	**0.13**	**0.05**	**0.07**	**0.19**
SUB TOTAL	**26.85**	**3.18**	**1.65**	**0.54**	**0.88**	**2.13**	**2.52**	**3.59**	**3.11**	**0.59**	**1.42**	**2.10**	**1.09**	**1.14**	**1.43**	**1.48**
Internet / mail order / catalogue	**15.75**	2.40	1.94	0.38	0.46	0.89	0.80	1.17	1.52	0.73	0.58	0.91	1.36	0.94	0.52	1.16
TOTAL	**70.16**	**9.39**	**6.37**	**1.82**	**3.05**	**4.38**	**4.24**	**5.35**	**5.54**	**3.56**	**3.74**	**5.39**	**5.10**	**3.76**	**4.15**	**4.32**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 9) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (%)	ZONE 1 SMALL HOUSEHOLD (%)	ZONE 2 SMALL HOUSEHOLD (%)	ZONE 3 SMALL HOUSEHOLD (%)	ZONE 4 SMALL HOUSEHOLD (%)	ZONE 5 SMALL HOUSEHOLD (%)	ZONE 6 SMALL HOUSEHOLD (%)	ZONE 7 SMALL HOUSEHOLD (%)	ZONE 8 SMALL HOUSEHOLD (%)	ZONE 9 SMALL HOUSEHOLD (%)	ZONE 10 SMALL HOUSEHOLD (%)	ZONE 11 SMALL HOUSEHOLD (%)	ZONE 12 SMALL HOUSEHOLD (%)	ZONE 13 SMALL HOUSEHOLD (%)	ZONE 14 SMALL HOUSEHOLD (%)	ZONE 15 SMALL HOUSEHOLD (%)
NORTHUMBERLAND																
Zone 1																
Belford	**0.2**	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-Upon Tweed	**5.8**	39.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coldingham	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**1.4**	6.4	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**0.4**	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.9**	**50.0**	**5.3**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2																
Alnwick	**2.8**	1.3	22.7	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Rothbury	**0.2**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**3.0**	**1.3**	**24.0**	**5.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.4**	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0
Ashington	**4.2**	0.0	2.7	4.3	21.9	3.2	0.0	0.0	0.0	0.0	0.0	0.0	1.6	6.5	28.3	9.8
Sub-Total	**4.6**	**0.0**	**2.7**	**8.6**	**21.9**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**6.5**	**34.0**	**9.8**
Zone 5																
Bedlington	**0.1**	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**4.2**	0.0	0.0	4.3	0.0	0.0	0.0	1.6	10.0	41.3	27.8	0.0	0.0	1.6	0.0	0.0
Tesco Extra, Hexham	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	1.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.8**	**0.0**	**0.0**	**4.3**	**0.0**	**0.0**	**0.0**	**1.6**	**13.3**	**47.7**	**29.7**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**
Zone 10																
Allendale	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Cramlington	**6.5**	1.3	2.7	4.3	10.9	8.1	6.7	1.6	0.0	0.0	0.0	31.4	3.1	12.9	9.4	4.0
Sub-Total	**6.5**	**1.3**	**2.7**	**4.3**	**10.9**	**8.1**	**6.7**	**1.6**	**0.0**	**0.0**	**0.0**	**31.4**	**3.1**	**12.9**	**9.4**	**4.0**
Zone 12																
Asda, Blyth	**1.2**	0.0	1.3	0.0	0.0	3.2	1.3	0.0	0.0	0.0	0.0	0.0	7.8	0.0	1.9	0.0
Blyth	**8.8**	0.0	1.3	1.4	13.7	21.0	16.0	0.0	0.0	0.0	0.0	2.9	48.4	1.6	7.5	15.7
Sub-Total	**10.0**	**0.0**	**2.6**	**1.4**	**13.7**	**24.2**	**17.3**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**	**56.2**	**1.6**	**9.4**	**15.7**
Zone 13																
Morpeth	**1.1**	0.0	1.3	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	0.0	2.0
Sub-Total	**1.1**	**0.0**	**1.3**	**11.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.9**	**0.0**	**2.0**
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 15																
Amble	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
SUB TOTAL	**38.3**	**52.6**	**39.9**	**35.7**	**46.5**	**37.1**	**26.6**	**3.2**	**15.0**	**47.7**	**29.7**	**34.3**	**60.9**	**35.5**	**52.8**	**39.4**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	18.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**18.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**2.2**	10.3	6.7	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.2**	**10.3**	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Blaydon	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.6	0.0	1.4	0.0	0.0	0.0	0.0
Gateshead	**3.2**	1.3	1.3	2.9	1.4	1.6	2.7	7.8	5.0	1.6	5.6	2.9	4.7	4.8	7.5	0.0
IKEA, Metro Park West, Gateshead	**0.3**	0.0	0.0	1.4	0.0	0.0	1.3	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	2.0
The Metro Centre, Gateshead	**13.4**	7.7	13.3	12.9	13.7	16.1	5.3	20.3	31.7	9.5	14.8	12.9	9.4	16.1	7.5	17.6
Asda, The Metro Centre, Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Team Valley Retail Park, Gateshead	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.8**	**9.0**	**14.6**	**17.2**	**15.1**	**17.7**	**9.3**	**29.7**	**46.7**	**12.7**	**20.4**	**17.2**	**14.1**	**22.5**	**15.0**	**19.6**
Newcastle City Council																
Gosforth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Newcastle City Centre	**20.0**	5.1	18.7	30.0	17.8	17.7	22.7	34.4	26.7	30.2	14.8	30.0	14.1	25.8	11.3	25.5
Kingston Retail Park, Newcastle-Upon-Tyne	**2.1**	1.3	2.7	4.3	1.4	0.0	0.0	14.1	1.7	0.0	0.0	1.4	0.0	0.0	3.8	2.0
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.2**	0.0	0.0	0.0	0.0	1.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**2.4**	0.0	1.3	1.4	1.4	1.6	12.0	0.0	0.0	3.2	0.0	4.3	1.6	3.2	3.8	3.9
Tesco Extra, Brunton Lane, Kingston Park, Newca	**0.1**	0.0	0.0	1.4	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**24.9**	**6.4**	**22.7**	**37.1**	**20.6**	**20.9**	**36.0**	**50.1**	**28.4**	**33.4**	**14.8**	**35.7**	**17.3**	**29.0**	**18.9**	**31.4**
North Tyneside Council																
Benton	**0.2**	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**1.7**	0.0	1.3	0.0	4.1	3.2	10.7	1.6	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
North Shields	**0.5**	0.0	0.0	0.0	1.4	1.6	0.0	0.0	0.0	0.0	1.9	1.4	0.0	1.6	0.0	0.0
Shiremoor	**2.3**	0.0	0.0	2.9	4.1	4.8	10.7	3.1	0.0	1.6	0.0	1.4	1.6	4.8	1.9	2.0
Wallsend	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Whitley Bay	**0.3**	0.0	0.0	0.0	0.0	1.6	1.3	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Sub-Total	**5.1**	**0.0**	**1.3**	**2.9**	**9.6**	**11.2**	**25.4**	**4.7**	**0.0**	**1.6**	**1.9**	**7.1**	**3.2**	**6.4**	**1.9**	**2.0**
Scottish Borders Council																
Galashiels	**2.3**	9.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawick	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**9.0**	**10.7**	**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**
South Tyneside Council																
South Shields	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.6	1.9	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.6**	**1.9**	**0.0**
Other																
In-store in a Supermarket	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Other	**1.4**	2.6	0.0	0.0	1.4	1.6	0.0	3.1	0.0	1.6	3.7	0.0	1.6	1.6	1.9	2.0
Sub-Total	**1.7**	**2.6**	**0.0**	**0.0**	**1.4**	**1.6**	**0.0**	**6.2**	**0.0**	**1.6**	**5.6**	**0.0**	**1.6**	**1.6**	**1.9**	**2.0**
SUB TOTAL	**55.8**	**37.3**	**56.0**	**57.2**	**46.7**	**51.4**	**70.7**	**92.3**	**81.8**	**52.5**	**63.1**	**60.0**	**37.8**	**61.1**	**39.6**	**55.0**
Internet / mail order / catalogue	**5.6**	10.3	4.0	7.1	6.9	11.3	2.7	4.7	3.3	0.0	7.4	5.7	1.6	3.2	7.5	5.9
TOTAL	**99.7**	**100.2**	**99.9**	**100.0**	**100.1**	**99.8**	**100.0**	**100.2**	**100.1**	**100.2**	**100.2**	**100.0**	**100.3**	**99.8**	**99.9**	**100.3**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 11: TURNOVER (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (£m)	ZONE 1 SMALL HOUSEHOLD (£m)	ZONE 2 SMALL HOUSEHOLD (£m)	ZONE 3 SMALL HOUSEHOLD (£m)	ZONE 4 SMALL HOUSEHOLD (£m)	ZONE 5 SMALL HOUSEHOLD (£m)	ZONE 6 SMALL HOUSEHOLD (£m)	ZONE 7 SMALL HOUSEHOLD (£m)	ZONE 8 SMALL HOUSEHOLD (£m)	ZONE 9 SMALL HOUSEHOLD (£m)	ZONE 10 SMALL HOUSEHOLD (£m)	ZONE 11 SMALL HOUSEHOLD (£m)	ZONE 12 SMALL HOUSEHOLD (£m)	ZONE 13 SMALL HOUSEHOLD (£m)	ZONE 14 SMALL HOUSEHOLD (£m)	ZONE 15 SMALL HOUSEHOLD (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.18**	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**5.41**	5.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.07**	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**1.34**	0.87	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.35**	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**7.36**	**6.82**	**0.47**	**0.00**	**0.00**	**0.00**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**2.63**	0.18	2.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
Rothbury	**0.22**	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Sub-Total	**2.85**	**0.18**	**2.11**	**0.13**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.43**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.40**	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00
Ashington	**3.79**	0.00	0.24	0.10	0.85	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.31	1.48	0.53
Sub-Total	**4.19**	**0.00**	**0.24**	**0.20**	**0.85**	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.10**	**0.31**	**1.78**	**0.53**
Zone 5																
Bedlington	**0.09**	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.30**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**4.24**	0.00	0.00	0.10	0.00	0.00	0.00	0.11	0.70	1.88	1.38	0.00	0.00	0.08	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.09	0.00	0.00	0.00	0.00	0.00
Sub-Total	**4.86**	**0.00**	**0.00**	**0.10**	**0.00**	**0.00**	**0.00**	**0.11**	**0.93**	**2.17**	**1.47**	**0.00**	**0.00**	**0.08**	**0.00**	**0.00**
Zone 10																
Allendale	**0.07**	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Cramlington	**5.53**	0.18	0.24	0.10	0.42	0.45	0.37	0.11	0.00	0.00	0.00	2.15	0.20	0.62	0.49	0.22
Sub-Total	**5.53**	**0.18**	**0.24**	**0.10**	**0.42**	**0.45**	**0.37**	**0.11**	**0.00**	**0.00**	**0.00**	**2.15**	**0.20**	**0.62**	**0.49**	**0.22**
Zone 12																
Asda, Cowpen Road, Blyth	**0.96**	0.00	0.11	0.00	0.00	0.18	0.07	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.10	0.00
Blyth	**7.34**	0.00	0.11	0.03	0.53	1.16	0.87	0.00	0.00	0.00	0.00	0.20	3.11	0.08	0.39	0.85
Sub-Total	**8.30**	**0.00**	**0.23**	**0.03**	**0.53**	**1.34**	**0.95**	**0.00**	**0.00**	**0.00**	**0.00**	**0.20**	**3.61**	**0.08**	**0.49**	**0.85**
Zone 13																
Morpeth	**1.11**	0.00	0.11	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.11
Sub-Total	**1.11**	**0.00**	**0.11**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.62**	**0.00**	**0.11**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.11**	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.11**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**34.59**	**7.17**	**3.51**	**0.83**	**1.80**	**2.05**	**1.45**	**0.22**	**1.05**	**2.17**	**1.47**	**2.35**	**3.91**	**1.70**	**2.76**	**2.14**
	33.25	**6.30**	**3.05**	**0.83**	**1.80**	**2.05**	**1.45**	**0.22**	**1.05**	**2.17**	**1.47**	**2.35**	**3.91**	**1.70**	**2.76**	**2.14**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.06**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.92	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.06**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.15**	**0.92**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.47**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.47**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.47**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**2.10**	1.40	0.59	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.10**	**1.40**	**0.59**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Blaydon	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.07	0.00	0.10	0.00	0.00	0.00	0.00
Gateshead	**3.00**	0.18	0.11	0.07	0.05	0.09	0.15	0.53	0.35	0.07	0.28	0.20	0.30	0.23	0.39	0.00
IKEA, Metro Park West, Gateshead	**0.33**	0.00	0.00	0.03	0.00	0.00	0.07	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.11
The Metro Centre, Gateshead	**12.60**	1.05	1.17	0.30	0.53	0.89	0.29	1.38	2.21	0.43	0.73	0.88	0.60	0.77	0.39	0.96
Asda, The Metro Centre, Gateshead	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Team Valley Retail Park, Gateshead	**0.23**	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**16.87**	**1.23**	**1.29**	**0.40**	**0.58**	**0.98**	**0.51**	**2.02**	**3.26**	**0.58**	**1.01**	**1.18**	**0.90**	**1.08**	**0.79**	**1.07**
Newcastle City Council																
Gosforth	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Newcastle City Centre	**18.43**	0.70	1.65	0.70	0.69	0.98	1.24	2.34	1.86	1.37	0.73	2.05	0.90	1.24	0.59	1.39
Kingston Retail Park, Newcastle-Upon-Tyne	**2.05**	0.18	0.24	0.10	0.05	0.00	0.00	0.96	0.12	0.00	0.00	0.10	0.00	0.00	0.20	0.11
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.20**	0.00	0.00	0.00	0.00	0.09	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**2.05**	0.00	0.11	0.03	0.05	0.09	0.66	0.00	0.00	0.15	0.00	0.29	0.10	0.15	0.20	0.21
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Ty	**0.10**	0.00	0.00	0.03	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**22.94**	**0.87**	**2.00**	**0.86**	**0.80**	**1.16**	**1.97**	**3.40**	**1.98**	**1.52**	**0.73**	**2.44**	**1.11**	**1.39**	**0.99**	**1.71**
North Tyneside Council																
Benton	**0.15**	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**1.34**	0.00	0.11	0.00	0.16	0.18	0.58	0.11	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00
North Shields	**0.41**	0.00	0.00	0.00	0.05	0.09	0.00	0.00	0.00	0.00	0.09	0.10	0.00	0.08	0.00	0.00
Shiremoor	**2.00**	0.00	0.00	0.07	0.16	0.27	0.58	0.21	0.00	0.07	0.00	0.10	0.10	0.23	0.10	0.11
Wallsend	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Whitley Bay	**0.26**	0.00	0.00	0.00	0.00	0.09	0.07	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Sub-Total	**4.25**	**0.00**	**0.11**	**0.07**	**0.37**	**0.62**	**1.39**	**0.32**	**0.00**	**0.07**	**0.09**	**0.49**	**0.21**	**0.31**	**0.10**	**0.11**
Scottish Borders Council																
Galashiels	**2.17**	1.23	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.26**	**1.23**	**0.94**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council																
South Shields	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.08	0.10	0.00
Sub-Total	**0.28**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.10**	**0.08**	**0.10**	**0.00**
Other																
In-store in a Supermarket	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Other	**1.35**	0.35	0.00	0.00	0.05	0.09	0.00	0.21	0.00	0.07	0.18	0.00	0.10	0.08	0.10	0.11
Sub-Total	**1.66**	**0.35**	**0.00**	**0.00**	**0.05**	**0.09**	**0.00**	**0.42**	**0.00**	**0.07**	**0.28**	**0.00**	**0.10**	**0.08**	**0.10**	**0.11**
SUB TOTAL	**51.89**	**5.09**	**4.93**	**1.33**	**1.80**	**2.84**	**3.86**	**6.27**	**5.71**	**2.38**	**3.13**	**4.10**	**2.43**	**2.93**	**2.07**	**2.99**
Internet / mail order / catalogue	**5.24**	1.40	0.35	0.17	0.27	0.63	0.15	0.32	0.23	0.00	0.37	0.39	0.10	0.15	0.39	0.32
TOTAL	**91.72**	**13.66**	**8.80**	**2.33**	**3.87**	**5.52**	**5.46**	**6.81**	**6.99**	**4.55**	**4.98**	**6.84**	**6.43**	**4.79**	**5.23**	**5.46**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 11) by available expenditure (Table 6)

2007 Prices

TABLE 13: SHOPPING PATTERNS (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATON (%)	ZONE 1 RECREATON (%)	ZONE 2 RECREATON (%)	ZONE 3 RECREATON (%)	ZONE 4 RECREATON (%)	ZONE 5 RECREATON (%)	ZONE 6 RECREATON (%)	ZONE 7 RECREATON (%)	ZONE 8 RECREATON (%)	ZONE 9 RECREATON (%)	ZONE 10 RECREATON (%)	ZONE 11 RECREATON (%)	ZONE 12 RECREATON (%)	ZONE 13 RECREATON (%)	ZONE 14 RECREATON (%)	ZONE 15 RECREATON (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**6.6**	44.1	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Duns	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyemouth	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**0.5**	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.1**	**56.0**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Zone 2																
Alnwick	**4.4**	5.1	31.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	10.2
Sub-Total	**4.4**	**5.1**	**31.0**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**10.2**
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.6**	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	6.3	0.0
Ashington	**4.8**	0.0	0.0	0.0	26.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	4.2	39.6	10.2
Sub-Total	**5.4**	**0.0**	**0.0**	**0.0**	**28.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**6.3**	**45.9**	**10.2**
Zone 5																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
Seaton Delaval	**0.1**	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	2.1	5.5	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Wylam	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**5.5**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Zone 9																
Corbridge	**0.1**	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**5.1**	0.0	0.0	4.1	0.0	0.0	0.0	4.3	10.9	38.0	38.5	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hexham	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.6**	**0.0**	**0.0**	**8.2**	**0.0**	**0.0**	**0.0**	**4.3**	**10.9**	**44.0**	**40.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Allendale	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Bellingham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Cramlington	**7.7**	0.0	0.0	6.1	2.0	10.2	16.3	2.1	0.0	0.0	0.0	43.1	10.4	8.4	6.3	6.1
Sub-Total	**7.7**	**0.0**	**0.0**	**6.1**	**2.0**	**10.2**	**16.3**	**2.1**	**0.0**	**0.0**	**0.0**	**43.1**	**10.4**	**8.4**	**6.3**	**6.1**
Zone 12																
Blyth	**6.4**	0.0	1.7	0.0	6.0	18.4	6.1	0.0	0.0	2.0	0.0	1.7	45.8	2.1	4.2	6.1
Sub-Total	**6.4**	**0.0**	**1.7**	**0.0**	**6.0**	**18.4**	**6.1**	**0.0**	**0.0**	**2.0**	**0.0**	**1.7**	**45.8**	**2.1**	**4.2**	**6.1**
Zone 13																
Morpeth	**2.0**	0.0	0.0	12.2	0.0	6.1	2.0	2.1	0.0	0.0	0.0	0.0	0.0	18.7	0.0	4.1
Sub-Total	**2.0**	**0.0**	**0.0**	**12.2**	**0.0**	**6.1**	**2.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**18.7**	**0.0**	**4.1**
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 15																
Amble	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**
SUB TOTAL	**40.9**	**61.1**	**36.1**	**32.6**	**36.0**	**36.7**	**26.4**	**10.6**	**16.4**	**46.0**	**46.1**	**44.8**	**58.3**	**35.5**	**58.5**	**44.8**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**1.7**	10.2	3.4	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
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.2**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**11.9**	**3.4**	**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**
Gateshead Metropolitan Borough Council																
Gateshead	**3.0**	1.7	0.0	0.0	0.0	4.1	0.0	10.6	5.5	0.0	1.9	5.2	0.0	6.2	6.3	2.0
The Metro Centre, Gateshead	**16.1**	1.7	10.3	20.4	32.0	20.4	10.2	17.0	43.6	14.0	15.4	12.1	14.6	8.3	16.7	22.4
Team Valley Retail Park, Gateshead	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**19.2**	**3.4**	**10.3**	**20.4**	**32.0**	**24.5**	**10.2**	**27.6**	**49.1**	**14.0**	**19.2**	**17.3**	**14.6**	**14.5**	**23.0**	**24.4**
Newcastle City Council																
Belvedere Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth	**0.7**	0.0	0.0	2.0	0.0	0.0	2.0	4.3	0.0	0.0	0.0	0.0	0.0	2.1	2.1	0.0
Kingston Retail Park, Newcastle-Upon-Tyne	**1.6**	0.0	1.7	2.0	0.0	2.0	0.0	8.5	1.8	4.0	0.0	1.7	0.0	2.1	0.0	2.0
Newcastle City Centre	**13.7**	3.4	15.5	28.6	18.0	12.2	20.4	27.7	9.1	20.0	11.5	20.7	4.2	12.5	12.5	12.2
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	0.0	0.0	2.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**3.0**	0.0	1.7	4.1	8.0	4.1	18.4	2.1	0.0	0.0	0.0	3.4	4.2	4.2	0.0	0.0
Swalwell	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	2.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**19.8**	**3.4**	**18.9**	**38.7**	**26.0**	**20.3**	**44.9**	**46.8**	**10.9**	**24.0**	**11.5**	**25.8**	**8.4**	**20.9**	**14.6**	**16.2**
North Tyneside Council																
Killingworth	**0.3**	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
North Shields	**0.6**	0.0	0.0	2.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	2.0
Shiremoor	**0.1**	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Wallsend	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Whitley Bay	**0.2**	0.0	0.0	0.0	2.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.4**	**0.0**	**0.0**	**4.0**	**2.0**	**2.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**4.2**	**2.1**	**0.0**	**2.0**
Scottish Borders Council																
Galashiels	**1.7**	5.1	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**5.1**	**10.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other																
In-store in a Supermarket	**0.2**	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	**1.7**	1.7	3.4	0.0	0.0	0.0	2.0	0.0	3.6	2.0	1.9	0.0	2.1	2.1	2.1	2.0
Sub-Total	**1.9**	**1.7**	**5.1**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**3.6**	**2.0**	**1.9**	**0.0**	**2.1**	**2.1**	**2.1**	**2.0**
SUB TOTAL	**47.2**	**25.5**	**48.0**	**63.1**	**60.0**	**46.8**	**61.1**	**74.4**	**70.9**	**40.0**	**46.1**	**46.5**	**29.3**	**39.6**	**39.7**	**44.6**
Internet / mail order / catalogue	**12.0**	13.6	15.5	4.1	4.0	16.3	12.2	14.9	12.7	14.0	7.7	8.6	12.5	25.0	2.1	10.2
TOTAL	**100.1**	**100.2**	**99.6**	**99.8**	**100.0**	**99.8**	**99.7**	**99.9**	**100.0**	**100.0**	**99.9**	**99.9**	**100.1**	**100.1**	**100.3**	**99.6**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 13: TURNOVER (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATON (£m)	ZONE 1 RECREATON (£m)	ZONE 2 RECREATON (£m)	ZONE 3 RECREATON (£m)	ZONE 4 RECREATON (£m)	ZONE 5 RECREATON (£m)	ZONE 6 RECREATON (£m)	ZONE 7 RECREATON (£m)	ZONE 8 RECREATON (£m)	ZONE 9 RECREATON (£m)	ZONE 10 RECREATON (£m)	ZONE 11 RECREATON (£m)	ZONE 12 RECREATON (£m)	ZONE 13 RECREATON (£m)	ZONE 14 RECREATON (£m)	ZONE 15 RECREATON (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**9.59**	8.94	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Duns	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eyemouth	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.69**	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**12.00**	**11.35**	**0.47**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.18**
Zone 2																
Alnwick	**6.67**	1.03	4.27	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.94
Sub-Total	**6.67**	**1.03**	**4.27**	**0.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.94**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.86**	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.56	0.00
Ashington	**6.91**	0.00	0.00	0.00	1.70	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.34	3.51	0.94
Sub-Total	**7.77**	**0.00**	**0.00**	**0.00**	**1.83**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.23**	**0.51**	**4.07**	**0.94**
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
Seaton Delaval	**0.18**	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**1.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.65	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Wylam	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Sub-Total	**1.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.24**	**0.65**	**0.00**	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.18**
Zone 9																
Corbridge	**0.16**	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**8.02**	0.00	0.00	0.16	0.00	0.00	0.00	0.49	1.30	2.91	3.15	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.62**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.16	0.00	0.00	0.00	0.00	0.00
Sub-Total	**8.79**	**0.00**	**0.00**	**0.32**	**0.00**	**0.00**	**0.00**	**0.49**	**1.30**	**3.37**	**3.31**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Allendale	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.31**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.31**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Cramlington	**10.99**	0.00	0.00	0.24	0.13	0.96	1.49	0.24	0.00	0.00	0.00	5.00	1.13	0.68	0.56	0.56
Sub-Total	**10.99**	**0.00**	**0.00**	**0.24**	**0.13**	**0.96**	**1.49**	**0.24**	**0.00**	**0.00**	**0.00**	**5.00**	**1.13**	**0.68**	**0.56**	**0.56**
Zone 12																
Blyth	**9.35**	0.00	0.23	0.00	0.39	1.73	0.56	0.00	0.00	0.15	0.00	0.20	4.99	0.17	0.37	0.56
Sub-Total	**9.35**	**0.00**	**0.23**	**0.00**	**0.39**	**1.73**	**0.56**	**0.00**	**0.00**	**0.15**	**0.00**	**0.20**	**4.99**	**0.17**	**0.37**	**0.56**
Zone 13																
Morpeth	**3.36**	0.00	0.00	0.48	0.00	0.57	0.18	0.24	0.00	0.00	0.00	0.00	0.00	1.51	0.00	0.38
Sub-Total	**3.36**	**0.00**	**0.00**	**0.48**	**0.00**	**0.57**	**0.18**	**0.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.51**	**0.00**	**0.38**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Sub-Total	**0.38**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.38**
SUB TOTAL	**61.04**	**12.38**	**4.97**	**1.29**	**2.36**	**3.44**	**2.41**	**1.22**	**1.95**	**3.53**	**3.77**	**5.19**	**6.35**	**2.86**	**5.18**	**4.14**
	60.36	**11.69**	**4.97**	**1.29**	**2.36**	**3.44**	**2.41**	**1.22**	**1.95**	**3.53**	**3.77**	**5.19**	**6.35**	**2.86**	**5.18**	**4.14**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.87**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.87**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**2.54**	2.07	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.88**	**2.41**	**0.47**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Gateshead	**4.60**	0.34	0.00	0.00	0.00	0.38	0.00	1.22	0.65	0.00	0.16	0.60	0.00	0.50	0.56	0.18
The Metro Centre, Gateshead	**24.19**	0.34	1.42	0.80	2.09	1.91	0.93	1.95	5.18	1.07	1.26	1.40	1.59	0.67	1.48	2.07
Team Valley Retail Park, Gateshead	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Sub-Total	**28.95**	**0.69**	**1.42**	**0.80**	**2.09**	**2.30**	**0.93**	**3.17**	**5.84**	**1.07**	**1.57**	**2.01**	**1.59**	**1.17**	**2.04**	**2.26**
Newcastle City Council																
Belvedere Retail Park, Newcastle-upon-Tyne	**0.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	**1.11**	0.00	0.00	0.08	0.00	0.00	0.18	0.49	0.00	0.00	0.00	0.00	0.00	0.17	0.19	0.00
Kingston Retail Park, Newcastle-Upon-Tyne	**2.55**	0.00	0.23	0.08	0.00	0.19	0.00	0.98	0.21	0.31	0.00	0.20	0.00	0.17	0.00	0.18
Newcastle City Centre	**20.97**	0.69	2.13	1.13	1.18	1.14	1.87	3.18	1.08	1.53	0.94	2.40	0.46	1.01	1.11	1.13
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.43**	0.00	0.00	0.00	0.00	0.19	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**4.42**	0.00	0.23	0.16	0.52	0.38	1.68	0.24	0.00	0.00	0.00	0.39	0.46	0.34	0.00	0.00
Swalwell	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-	**0.45**	0.00	0.00	0.08	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**30.36**	**0.69**	**2.60**	**1.53**	**1.70**	**1.90**	**4.11**	**5.37**	**1.30**	**1.84**	**0.94**	**2.99**	**0.91**	**1.68**	**1.29**	**1.50**
North Tyneside Council																
Killingworth	**0.38**	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00
North Shields	**0.91**	0.00	0.00	0.08	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.18
Shiremoor	**0.25**	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Wallsend	**0.20**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00
Whitley Bay	**0.31**	0.00	0.00	0.00	0.13	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.05**	**0.00**	**0.00**	**0.16**	**0.13**	**0.19**	**0.37**	**0.00**	**0.00**	**0.00**	**0.00**	**0.39**	**0.46**	**0.17**	**0.00**	**0.18**
Scottish Borders Council																
Galashiels	**2.45**	1.03	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.45**	**1.03**	**1.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.23**	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	**2.50**	0.34	0.47	0.00	0.00	0.00	0.18	0.00	0.43	0.15	0.16	0.00	0.23	0.17	0.19	0.18
Sub-Total	**2.74**	**0.34**	**0.70**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.43**	**0.15**	**0.16**	**0.00**	**0.23**	**0.17**	**0.19**	**0.18**
SUB TOTAL	**71.39**	**5.17**	**6.60**	**2.49**	**3.93**	**4.39**	**5.59**	**8.54**	**8.43**	**3.07**	**3.77**	**5.39**	**3.19**	**3.19**	**3.52**	**4.12**
Internet / mail order / catalogue	**18.38**	2.76	2.13	0.16	0.26	1.53	1.12	1.71	1.51	1.07	0.63	1.00	1.36	2.02	0.19	0.94
TOTAL	**150.82**	**20.31**	**13.70**	**3.94**	**6.54**	**9.36**	**9.12**	**11.47**	**11.89**	**7.67**	**8.18**	**11.58**	**10.90**	**8.07**	**8.89**	**9.21**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 13) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 15: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (%)	ZONE 1 CHEMIST GOODS (%)	ZONE 2 CHEMIST GOODS (%)	ZONE 3 CHEMIST GOODS (%)	ZONE 4 CHEMIST GOODS (%)	ZONE 5 CHEMIST GOODS (%)	ZONE 6 CHEMIST GOODS (%)	ZONE 7 CHEMIST GOODS (%)	ZONE 8 CHEMIST GOODS (%)	ZONE 9 CHEMIST GOODS (%)	ZONE 10 CHEMIST GOODS (%)	ZONE 11 CHEMIST GOODS (%)	ZONE 12 CHEMIST GOODS (%)	ZONE 13 CHEMIST GOODS (%)	ZONE 14 CHEMIST GOODS (%)	ZONE 15 CHEMIST GOODS (%)
NORTHUMBERLAND																
Zone 1																
Belford	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-Upon Tweed	**6.5**	50.5	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
Coldstream	**0.8**	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duns	**1.3**	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**2.2**	12.4	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.5**	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.5**	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**12.0**	**89.6**	**7.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2																
Alnwick	**5.3**	4.1	48.5	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8
Jedburgh	**0.5**	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rothbury	**1.0**	0.0	7.2	7.4	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Sub-Total	**6.8**	**4.1**	**61.9**	**10.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.9**
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.2**	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Ashington	**8.3**	0.0	1.0	2.1	46.1	3.3	1.1	0.0	0.0	0.0	0.0	0.0	2.3	0.0	69.3	18.9
Choppington	**0.1**	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guide Post	**0.9**	0.0	0.0	0.0	18.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stakeford	**0.3**	0.0	0.0	0.0	4.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.8**	**0.0**	**1.0**	**2.1**	**74.2**	**3.3**	**1.1**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**	**70.4**	**18.9**
Zone 5																
Bedlington	**1.3**	0.0	0.0	0.0	0.0	18.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Bedlington Station	**0.6**	0.0	0.0	0.0	0.0	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**27.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**
Zone 6																
Seaton Delaval	**0.4**	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Sluice	**0.4**	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
Ponteland	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Throckley	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wideopen	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**32.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Chopwell	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prudhoe	**1.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stocksfield	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wylam	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**37.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.7**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.0	11.6	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**7.7**	0.0	2.1	4.2	0.0	0.0	0.0	4.7	12.5	77.9	40.7	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	**0.4**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3.1	2.1	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.8**	**0.0**	**2.1**	**7.4**	**0.0**	**0.0**	**0.0**	**4.7**	**16.6**	**91.6**	**41.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Allendale	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0
Alston	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0
Bellingham	**0.4**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0
Haltwhistle	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.1	0.0	0.0	0.0	0.0	0.0
Haydon Bridge	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**47.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0
Cramlington	**10.6**	0.0	0.0	1.1	3.3	10.9	25.3	1.2	0.0	0.0	1.1	83.6	4.5	3.3	2.3	1.1
Sub-Total	**10.9**	**0.0**	**0.0**	**1.1**	**3.3**	**10.9**	**25.3**	**1.2**	**0.0**	**0.0**	**1.1**	**86.7**	**4.5**	**3.3**	**2.3**	**1.1**
Zone 12																
Asda, Blyth	**1.8**	0.0	1.0	0.0	3.4	8.7	1.1	0.0	0.0	0.0	0.0	1.0	9.1	0.0	0.0	1.1
Blyth	**9.6**	0.0	1.0	0.0	6.7	28.3	7.4	0.0	0.0	0.0	0.0	2.0	73.9	1.1	5.7	7.8
Sub-Total	**11.4**	**0.0**	**2.0**	**0.0**	**10.1**	**37.0**	**8.5**	**0.0**	**0.0**	**0.0**	**0.0**	**3.0**	**83.0**	**1.1**	**5.7**	**8.9**
Zone 13																
Morpeth	**6.8**	0.0	2.1	62.1	1.1	5.4	0.0	1.2	0.0	0.0	0.0	0.0	0.0	87.0	0.0	8.9
Sub-Total	**6.8**	**0.0**	**2.1**	**62.1**	**1.1**	**5.4**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**87.0**	**0.0**	**8.9**
Zone 14																
Newbiggin-by-the-Sea	**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	1.1	8.0	0.0
Sub-Total	**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**	**1.1**	**8.0**	**0.0**
Zone 15																
Amble	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.1
Hadston	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
Lynemouth	**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	8.9
Widdrington Station	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Sub-Total	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**37.8**
SUB TOTAL	**79.5**	**93.7**	**76.3**	**83.4**	**88.7**	**84.9**	**46.5**	**40.0**	**56.2**	**91.6**	**90.1**	**89.7**	**90.9**	**92.5**	**86.4**	**84.5**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	6.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**6.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Lothian Council																
Dunbar	**0.3**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**0.2**	1.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Asda, The Metro Centre, Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaydon	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateshead	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0
The Metro Centre, Gateshead	**2.9**	0.0	0.0	3.2	0.0	3.3	0.0	8.2	14.6	4.2	1.1	0.0	0.0	4.3	1.1	6.7
Ryton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley Retail Park, Gateshead	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.0**	**0.0**	**0.0**	**3.2**	**0.0**	**3.3**	**0.0**	**14.1**	**19.7**	**4.2**	**1.1**	**0.0**	**1.1**	**4.3**	**2.2**	**6.7**
Newcastle City Council																
Cowgate	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth	**0.2**	0.0	1.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingston Retail Park, Newcastle-Upon-Tyne	**1.7**	0.0	2.1	2.1	1.1	1.1	0.0	15.3	0.0	0.0	0.0	1.0	0.0	1.1	0.0	3.3
Lemington	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle City Centre	**4.2**	0.0	6.2	4.5	3.4	5.4	9.5	15.3	4.2	1.1	1.1	4.1	1.1	1.1	5.7	2.2
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**1.0**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0	1.0	2.3	0.0	1.1	1.1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.2**	0.0	0.0	1.1	0.0	0.0	2.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.6**	**0.0**	**9.3**	**7.7**	**4.5**	**6.5**	**20.0**	**36.6**	**5.2**	**1.1**	**1.1**	**6.1**	**3.4**	**2.2**	**6.8**	**6.6**
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**0.7**	0.0	0.0	0.0	2.2	1.1	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	**0.1**	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Wallsend	**0.1**	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
Whitley Bay	**0.7**	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub-Total	**1.7**	**0.0**	**0.0**	**1.3**	**2.2**	**1.1**	**19.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.1**	**0.0**	**1.1**	**0.0**
Scottish Borders Council																
Galashiels	**0.8**	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawick	**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	0.0
Sub-Total	**0.9**	**0.0**	**10.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other																
In-store in a Supermarket	**0.3**	0.0	1.0	0.0	0.0	0.0	1.1	0.0	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Other	**2.3**	1.0	2.1	2.1	1.1	1.1	11.6	5.9	5.2	0.0	0.0	1.0	0.0	1.1	1.1	0.0
Sub-Total	**2.6**	**1.0**	**3.1**	**2.1**	**1.1**	**1.1**	**12.7**	**5.9**	**6.2**	**1.1**	**0.0**	**1.0**	**0.0**	**1.1**	**1.1**	**0.0**
SUB TOTAL	**18.5**	**4.1**	**22.7**	**14.3**	**7.8**	**12.0**	**51.7**	**57.8**	**40.5**	**7.5**	**8.8**	**8.1**	**5.6**	**7.6**	**11.2**	**13.3**
Internet / mail order / catalogue	**2.1**	2.1	1.0	2.1	3.4	3.3	2.1	2.4	3.1	1.1	1.1	2.0	3.4	0.0	2.3	2.2
TOTAL	**100.1**	**99.9**	**100.0**	**99.8**	**99.9**	**100.2**	**100.3**	**100.2**	**99.8**	**100.2**	**100.0**	**99.8**	**99.9**	**100.1**	**99.9**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumberland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 15: TURNOVER (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (£m)	ZONE 1 CHEMIST GOODS (£m)	ZONE 2 CHEMIST GOODS (£m)	ZONE 3 CHEMIST GOODS (£m)	ZONE 4 CHEMIST GOODS (£m)	ZONE 5 CHEMIST GOODS (£m)	ZONE 6 CHEMIST GOODS (£m)	ZONE 7 CHEMIST GOODS (£m)	ZONE 8 CHEMIST GOODS (£m)	ZONE 9 CHEMIST GOODS (£m)	ZONE 10 CHEMIST GOODS (£m)	ZONE 11 CHEMIST GOODS (£m)	ZONE 12 CHEMIST GOODS (£m)	ZONE 13 CHEMIST GOODS (£m)	ZONE 14 CHEMIST GOODS (£m)	ZONE 15 CHEMIST GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.17**	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**8.75**	8.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldstream	**1.07**	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	**1.78**	1.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**2.97**	2.15	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.71**	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.17**	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.71**	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**16.35**	**15.52**	**0.83**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**6.91**	0.71	5.56	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Jedburgh	**0.71**	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothbury	**1.22**	0.00	0.83	0.23	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-Total	**8.84**	**0.71**	**7.10**	**0.33**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.62**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.23**	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Ashington	**8.58**	0.00	0.11	0.06	2.21	0.23	0.07	0.00	0.00	0.00	0.00	0.00	0.18	0.00	4.40	1.31
Choppington	**0.11**	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Guide Post	**0.86**	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stakeford	**0.31**	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.09**	**0.00**	**0.11**	**0.06**	**3.56**	**0.23**	**0.07**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**4.47**	**1.31**
Zone 5																
Bedlington	**1.35**	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Bedlington Station	**0.59**	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.94**	**0.00**	**0.00**	**0.00**	**0.00**	**1.86**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**
Zone 6																
Seaton Delaval	**0.43**	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaton Sluice	**0.36**	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.79**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.79**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**1.57**	0.00	0.00	0.00	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Throckley	**0.53**	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wideopen	**0.84**	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.93**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.93**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Chopwell	**0.57**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Prudhoe	**1.80**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stocksfield	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wylam	**0.66**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**3.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.86**	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.09	0.71	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**9.25**	0.00	0.24	0.13	0.00	0.00	0.00	0.42	1.14	4.74	2.59	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.51**	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.28	0.13	0.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.63**	**0.00**	**0.24**	**0.23**	**0.00**	**0.00**	**0.00**	**0.42**	**1.51**	**5.57**	**2.66**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Allendale	**0.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00
Alston	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.49**	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**1.47**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00	0.00	0.00
Haydon Bridge	**0.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**3.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00
Cramlington	**10.62**	0.00	0.00	0.03	0.16	0.74	1.72	0.11	0.00	0.00	0.07	7.00	0.35	0.21	0.15	0.08
Sub-Total	**10.88**	**0.00**	**0.00**	**0.03**	**0.16**	**0.74**	**1.72**	**0.11**	**0.00**	**0.00**	**0.07**	**7.26**	**0.35**	**0.21**	**0.15**	**0.08**
Zone 12																
Asda, Cowpen Road, Blyth	**1.82**	0.00	0.11	0.00	0.16	0.59	0.07	0.00	0.00	0.00	0.00	0.08	0.71	0.00	0.00	0.08
Blyth	**9.82**	0.00	0.11	0.00	0.32	1.93	0.50	0.00	0.00	0.00	0.00	0.17	5.80	0.07	0.36	0.54
Sub-Total	**11.64**	**0.00**	**0.23**	**0.00**	**0.48**	**2.53**	**0.58**	**0.00**	**0.00**	**0.00**	**0.00**	**0.25**	**6.52**	**0.07**	**0.36**	**0.62**
Zone 13																
Morpeth	**8.73**	0.00	0.24	1.90	0.05	0.37	0.00	0.11	0.00	0.00	0.00	0.00	0.00	5.44	0.00	0.62
Sub-Total	**8.73**	**0.00**	**0.24**	**1.90**	**0.05**	**0.37**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**5.44**	**0.00**	**0.62**
Zone 14																
Newbiggin-by-the-Sea	**0.58**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.51	0.00
Sub-Total	**0.58**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.51**	**0.00**
Zone 15																
Amble	**1.46**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46
Hadston	**0.46**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Lynemouth	**0.62**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Widdrington Station	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-Total	**2.62**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.62**
SUB TOTAL	**92.50**	**16.23**	**8.75**	**2.55**	**4.26**	**5.80**	**3.17**	**3.56**	**5.11**	**5.57**	**5.73**	**7.51**	**7.14**	**5.79**	**5.48**	**5.85**
	89.53	14.09	7.92	2.55	4.26	5.80	3.17	3.56	5.11	5.57	5.73	7.51	7.14	5.79	5.48	5.85
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.49**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.49**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.85**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.85**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.85**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																
Dunbar	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.36**	**0.36**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**0.28**	0.17	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.28**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Asda, The Metro Centre, Gateshead	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Blaydon	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gateshead	**0.47**	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.09	0.00	0.07	0.00
The Metro Centre, Gateshead	**3.51**	0.00	0.00	0.10	0.00	0.23	0.00	0.73	1.33	0.26	0.07	0.00	0.00	0.27	0.07	0.46
Ryton	**0.21**	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**4.65**	**0.00**	**0.00**	**0.10**	**0.00**	**0.23**	**0.00**	**1.26**	**1.79**	**0.26**	**0.07**	**0.00**	**0.09**	**0.27**	**0.14**	**0.46**
Newcastle City Council																
Cowgate	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	**0.33**	0.00	0.11	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingston Retail Park, Newcastle-Upon-Tyne	**2.18**	0.00	0.24	0.06	0.05	0.08	0.00	1.36	0.00	0.00	0.00	0.08	0.00	0.07	0.00	0.23
Lemington	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newcastle City Centre	**4.92**	0.00	0.71	0.14	0.16	0.37	0.65	1.36	0.38	0.07	0.07	0.34	0.09	0.07	0.36	0.15
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**0.98**	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.08	0.18	0.00	0.07	0.08
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.28**	0.00	0.00	0.03	0.00	0.00	0.14	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**9.00**	**0.00**	**1.07**	**0.24**	**0.22**	**0.44**	**1.36**	**3.26**	**0.47**	**0.07**	**0.07**	**0.51**	**0.27**	**0.14**	**0.43**	**0.46**
North Tyneside Council																
Benton	**0.14**	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**0.68**	0.00	0.00	0.00	0.11	0.08	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	**0.13**	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Wallsend	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Whitley Bay	**0.72**	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-Total	**1.75**	**0.00**	**0.00**	**0.04**	**0.11**	**0.08**	**1.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**	**0.09**	**0.00**	**0.07**	**0.00**
Scottish Borders Council																
Galashiels	**1.07**	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.11**	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.18**	**0.00**	**1.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.35**	0.00	0.11	0.00	0.00	0.00	0.07	0.00	0.09	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Other	**2.62**	0.17	0.24	0.06	0.05	0.08	0.79	0.53	0.47	0.00	0.00	0.08	0.00	0.07	0.07	0.00
Sub-Total	**2.96**	**0.17**	**0.36**	**0.06**	**0.05**	**0.08**	**0.86**	**0.53**	**0.56**	**0.07**	**0.00**	**0.08**	**0.00**	**0.07**	**0.07**	**0.00**
SUB TOTAL	**21.54**	**0.71**	**2.60**	**0.44**	**0.37**	**0.82**	**3.52**	**5.15**	**3.68**	**0.46**	**0.56**	**0.68**	**0.44**	**0.48**	**0.71**	**0.92**
Internet / mail order / catalogue	**2.44**	0.36	0.11	0.06	0.16	0.23	0.14	0.21	0.28	0.07	0.07	0.17	0.27	0.00	0.15	0.15
TOTAL	**116.48**	**17.31**	**11.47**	**3.05**	**4.79**	**6.84**	**6.83**	**8.92**	**9.07**	**6.10**	**6.36**	**8.36**	**7.85**	**6.26**	**6.34**	**6.92**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 15) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 17: SHOPPING PATTERNS (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)	ZONE 9 ELECTRICAL (%)	ZONE 10 ELECTRICAL (%)	ZONE 11 ELECTRICAL (%)	ZONE 12 ELECTRICAL (%)	ZONE 13 ELECTRICAL (%)	ZONE 14 ELECTRICAL (%)	ZONE 15 ELECTRICAL (%)
NORTHUMBERLAND																
Zone 1																
Berwick-upon-Tweed	**6.0**	44.9	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**0.8**	5.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.4**	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**0.6**	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***7.8***	***58.4***	***3.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2																
Alnwick	**1.9**	2.2	15.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Rothbury	**0.2**	0.0	2.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***2.1***	***2.2***	***17.6***	***2.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.7***
Zone 3																
Scots Gap	**0.5**	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	1.1	4.8	0.0	0.0	2.4	0.0	0.0
Sub-Total	***0.5***	***0.0***	***0.0***	***5.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.1***	***4.8***	***0.0***	***0.0***	***2.4***	***0.0***	***0.0***
Zone 4																
Ashington	**4.2**	0.0	0.0	2.3	19.4	3.6	0.0	0.0	0.0	0.0	0.0	0.0	1.2	7.1	28.9	9.9
Guide Post	**0.1**	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***4.3***	***0.0***	***0.0***	***2.3***	***20.5***	***3.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.2***	***7.1***	***28.9***	***9.9***
Zone 5																
Bedlington	***0.3***	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	1.2	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.6***	***1.2***	***0.0***
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***8.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Hexham	**4.4**	0.0	1.1	3.4	0.0	0.0	0.0	2.6	6.3	46.6	22.6	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	3.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	***4.7***	***0.0***	***1.1***	***3.4***	***0.0***	***0.0***	***0.0***	***2.6***	***6.3***	***48.9***	***26.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
Haltwhistle	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***9.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 11																
Cramlington	**2.9**	0.0	0.0	1.1	5.4	0.0	9.6	0.0	1.3	0.0	0.0	18.8	0.0	3.6	1.2	0.0
Sub-Total	***2.9***	***0.0***	***0.0***	***1.1***	***5.4***	***0.0***	***9.6***	***0.0***	***1.3***	***0.0***	***0.0***	***18.8***	***0.0***	***3.6***	***1.2***	***0.0***
Zone 12																
Asda, Cowpen Road, Blyth	**0.8**	0.0	0.0	1.1	1.1	7.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	1.2
Blyth	**3.6**	0.0	1.1	0.0	3.2	13.1	1.2	0.0	0.0	0.0	0.0	2.2	23.2	1.2	3.6	1.2
Sub-Total	***4.4***	***0.0***	***1.1***	***1.1***	***4.3***	***20.2***	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***2.2***	***24.4***	***1.2***	***4.8***	***2.4***
Zone 13																
Morpeth	**1.8**	0.0	3.3	21.8	1.1	1.2	0.0	1.3	0.0	0.0	0.0	0.0	0.0	14.3	0.0	1.2
Sub-Total	***1.8***	***0.0***	***3.3***	***21.8***	***1.1***	***1.2***	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***14.3***	***0.0***	***1.2***
Zone 14																
Newbiggin-by-the-Sea	**1.3**	0.0	0.0	0.0	1.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	14.5	2.5
Sub-Total	***1.3***	***0.0***	***0.0***	***0.0***	***1.1***	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.2***	***0.0***	***14.5***	***2.5***
Zone 15																
Amble	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.2***
Other																
Allendale	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0
Hawick	**0.1**	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***1.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**31.6**	**60.6**	**27.5**	**37.6**	**32.4**	**27.4**	**10.8**	**3.9**	**16.4**	**50.0**	**44.1**	**21.0**	**26.8**	**32.2**	**50.6**	**20.9**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**17.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Durham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***5.0***	***1.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.2***
Gateshead Metropolitan Borough Council																
Gateshead	**0.8**	0.0	2.2	3.4	0.0	2.4	1.2	1.3	0.0	3.4	0.0	0.0	0.0	0.0	0.0	1.2
Team Valley Retail Park, Gateshead	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	8.8	0.0	0.0	0.0	0.0	1.2	0.0	0.0
The Metro Centre, Gateshead	**3.3**	0.0	4.4	3.4	2.2	4.8	0.0	2.6	17.5	2.3	4.8	0.0	1.2	3.6	2.4	2.5
Sub-Total	***4.9***	***0.0***	***6.6***	***6.8***	***2.2***	***7.2***	***1.2***	***5.2***	***26.3***	***5.7***	***4.8***	***0.0***	***1.2***	***4.8***	***2.4***	***3.7***
Newcastle City Council																
Cowgate	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Scotswood Road, Scotswood	***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	1.2	0.0
Belverdere Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Gosforth	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	**6.6**	0.0	7.7	12.6	1.1	1.2	4.8	31.5	10.0	4.5	6.0	4.4	6.1	13.1	2.4	3.7
Newcastle City Centre	**15.0**	1.1	18.7	21.8	12.9	13.1	22.6	32.9	17.5	20.5	1.2	22.2	11.0	16.7	7.2	19.8
Newcastle Retail Park, Newcastle-upon-Tyne	**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	1.2	0.0
Silverlink Shopping Park, Newcastle-upon-Tyne	**17.6**	0.0	7.7	6.9	32.3	31.0	41.7	1.3	0.0	0.0	0.0	37.8	42.7	13.1	21.7	27.2
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upo	**0.2**	0.0	0.0	1.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sub-Total	***40.1***	***1.1***	***34.1***	***42.4***	***46.3***	***45.3***	***70.3***	***69.6***	***28.8***	***25.0***	***8.4***	***64.4***	***59.8***	***44.1***	***33.7***	***50.7***
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
North Shields	**0.7**	0.0	1.1	0.0	1.1	4.8	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	1.2
Wallsend	**0.4**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	1.2
Sub-Total	***1.2***	***0.0***	***1.1***	***0.0***	***1.1***	***4.8***	***2.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***2.4***	***0.0***	***3.6***	***2.4***
Scottish Borders Council																
Galashiels	**2.8**	11.2	15.4	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
Sub-Total	***2.8***	***11.2***	***15.4***	***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***
The City of Edinburgh Council																
Edinburgh	**1.0**	6.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.1**	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.1***	***7.8***	***1.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other																
Other	**1.4**	3.4	1.1	1.1	1.1	1.2	0.0	1.3	2.5	0.0	3.6	1.1	0.0	1.2	0.0	1.2
Sub-Total	***1.4***	***3.4***	***1.1***	***1.1***	***1.1***	***1.2***	***0.0***	***1.3***	***2.5***	***0.0***	***3.6***	***1.1***	***0.0***	***1.2***	***0.0***	***1.2***
SUB TOTAL	**52.9**	**23.5**	**59.4**	**50.3**	**50.7**	**58.5**	**73.9**	**76.1**	**62.6**	**31.8**	**34.7**	**65.5**	**63.4**	**50.1**	**39.7**	**59.2**
Internet / mail order / catalogue	**15.7**	15.7	13.2	11.5	17.2	14.3	15.5	19.7	21.3	18.2	21.4	13.3	9.8	17.9	9.6	19.8
TOTAL	**100.2**	**99.8**	**100.1**	**99.4**	**100.3**	**100.2**	**100.2**	**99.7**	**100.3**	**100.0**	**100.2**	**99.8**	**100.0**	**100.2**	**99.9**	**99.9**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 17: TURNOVER (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)	ZONE 9 ELECTRICAL (£m)	ZONE 10 ELECTRICAL (£m)	ZONE 11 ELECTRICAL (£m)	ZONE 12 ELECTRICAL (£m)	ZONE 13 ELECTRICAL (£m)	ZONE 14 ELECTRICAL (£m)	ZONE 15 ELECTRICAL (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-upon-Tweed	**9.15**	8.85	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**1.26**	1.10	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.67**	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.89**	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***11.97***	***11.51***	***0.46***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 2																
Alnwick	**2.99**	0.43	2.14	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Rothbury	**0.35**	0.00	0.31	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***3.34***	***0.43***	***2.45***	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.37***
Zone 3																
Scots Gap	**0.75**	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.09	0.41	0.00	0.00	0.21	0.00	0.00
Sub-Total	***0.75***	***0.00***	***0.00***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.41***	***0.00***	***0.00***	***0.21***	***0.00***	***0.00***
Zone 4																
Ashington	**6.24**	0.00	0.00	0.00	1.37	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.61	2.76	0.98
Guide Post	**0.32**	0.00	0.00	0.24	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***6.55***	***0.00***	***0.00***	***0.24***	***1.45***	***0.36***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.14***	***0.61***	***2.76***	***0.98***
Zone 5																
Bedlington	**0.64**	0.00	0.00	0.10	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.11	0.00
Sub-Total	***0.64***	***0.00***	***0.00***	***0.10***	***0.00***	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.31***	***0.11***	***0.00***
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 8																
Prudhoe	**1.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Hexham	**7.03**	0.00	0.15	0.00	0.00	0.00	0.00	0.32	0.80	3.83	1.92	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.50**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.31	0.00	0.00	0.00	0.00	0.00
Sub-Total	***7.52***	***0.00***	***0.15***	***0.00***	***0.00***	***0.00***	***0.00***	***0.32***	***0.80***	***4.02***	***2.23***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
Haltwhistle	**0.95**	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.95***	***0.00***	***0.00***	***0.14***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.81***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Cramlington	**4.26**	0.00	0.00	0.00	0.38	0.00	0.95	0.00	0.17	0.00	0.00	2.34	0.00	0.31	0.11	0.00
Sub-Total	***4.26***	***0.00***	***0.00***	***0.00***	***0.38***	***0.00***	***0.95***	***0.00***	***0.17***	***0.00***	***0.00***	***2.34***	***0.00***	***0.31***	***0.11***	***0.00***
Zone 12																
Asda, Cowpen Road, Blyth	**1.17**	0.00	0.00	0.00	0.08	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.11	0.12
Blyth	**5.43**	0.00	0.15	0.05	0.23	1.32	0.12	0.00	0.00	0.00	0.00	0.27	2.72	0.10	0.34	0.12
Sub-Total	***6.60***	***0.00***	***0.15***	***0.05***	***0.30***	***2.04***	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.27***	***2.86***	***0.10***	***0.46***	***0.24***
Zone 13																
Morpeth	**2.22**	0.00	0.46	0.05	0.08	0.12	0.00	0.16	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.12
Sub-Total	***2.22***	***0.00***	***0.46***	***0.05***	***0.08***	***0.12***	***0.00***	***0.16***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.24***	***0.00***	***0.12***
Zone 14																
Newbiggin-by-the-Sea	**1.98**	0.00	0.00	0.00	0.08	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	1.39	0.25
Sub-Total	***1.98***	***0.00***	***0.00***	***0.00***	***0.08***	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.14***	***0.00***	***1.39***	***0.25***
Zone 15																
Amble	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Sub-Total	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.12***
Other																
Allendale	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00
Hawick	**0.15**	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.46***	***0.00***	***0.15***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.31***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**48.50**	**11.94**	**3.83**	**0.71**	**2.28**	**2.76**	**1.07**	**0.48**	**2.09**	**4.11**	**3.75**	**2.62**	**3.15**	**2.79**	**4.84**	**2.08**
	47.24	**10.84**	**3.67**	**0.71**	**2.28**	**2.76**	**1.07**	**0.48**	**2.09**	**4.11**	**3.75**	**2.62**	**3.15**	**2.79**	**4.84**	**2.08**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.52**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.52**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.52**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.76**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Durham	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.85***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.64***	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.12***
Gateshead Metropolitan Borough Council																
Gateshead	**1.23**	0.00	0.31	0.00	0.00	0.24	0.12	0.16	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.12
Team Valley Retail Park, Gateshead	**1.39**	0.00	0.00	0.00	0.00	0.00	0.00	0.16	1.12	0.00	0.00	0.00	0.00	0.10	0.00	0.00
The Metro Centre, Gateshead	**5.33**	0.00	0.61	0.00	0.16	0.48	0.00	0.32	2.23	0.19	0.41	0.00	0.14	0.31	0.23	0.25
Sub-Total	***7.94***	***0.00***	***0.92***	***0.00***	***0.16***	***0.73***	***0.12***	***0.64***	***3.35***	***0.47***	***0.41***	***0.00***	***0.14***	***0.42***	***0.23***	***0.37***
Newcastle City Council																
Cowgate	**0.32**	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q Warehouse, Scotswood Road, Scotswood	**0.26**	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00
Belverdere Retail Park, Newcastle-upon-Tyne	**0.39**	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Gosforth	**0.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	**10.78**	0.00	1.07	0.00	0.08	0.12	0.47	3.89	1.27	0.37	0.51	0.55	0.72	1.13	0.23	0.37
Newcastle City Centre	**23.52**	0.22	2.60	0.00	0.91	1.32	2.23	4.06	2.23	1.69	0.10	2.77	1.29	1.44	0.69	1.97
Newcastle Retail Park, Newcastle-upon-Tyne	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	**26.39**	0.00	1.07	0.00	2.28	3.13	4.11	0.16	0.00	0.00	0.00	4.71	5.01	1.13	2.08	2.71
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upo	**0.22**	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00
Sub-Total	***62.32***	***0.22***	***4.75***	***0.43***	***3.26***	***4.57***	***6.94***	***8.59***	***3.67***	***2.06***	***0.71***	***8.02***	***7.02***	***3.81***	***3.22***	***5.04***
North Tyneside Council																
Benton	**0.43**	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00
North Shields	**1.14**	0.00	0.15	0.05	0.08	0.48	0.12	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.12
Wallsend	**2.37**	0.00	0.00	1.79	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.12
Sub-Total	***3.94***	***0.00***	***0.15***	***2.13***	***0.08***	***0.48***	***0.24***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.28***	***0.00***	***0.34***	***0.24***
Scottish Borders Council																
Galashiels	**4.35**	2.21	2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***4.35***	***2.21***	***2.14***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
The City of Edinburgh Council																
Edinburgh	**1.47**	1.32	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.22**	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.69***	***1.54***	***0.15***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Other	**2.17**	0.67	0.15	0.00	0.08	0.12	0.00	0.16	0.32	0.00	0.31	0.14	0.00	0.10	0.00	0.12
Sub-Total	***2.17***	***0.67***	***0.15***	***0.00***	***0.08***	***0.12***	***0.00***	***0.16***	***0.32***	***0.00***	***0.31***	***0.14***	***0.00***	***0.10***	***0.00***	***0.12***
SUB TOTAL	**84.78**	**4.63**	**8.27**	**2.56**	**3.57**	**5.90**	**7.29**	**9.39**	**7.98**	**2.61**	**2.95**	**8.16**	**7.44**	**4.33**	**3.80**	**5.89**
Internet / mail order / catalogue	**24.82**	3.09	1.84	0.00	1.21	1.44	1.53	2.43	2.71	1.50	1.82	1.66	1.15	1.55	0.92	1.97
TOTAL	**158.10**	**19.67**	**13.93**	**3.27**	**7.07**	**10.11**	**9.89**	**12.30**	**12.78**	**8.22**	**8.52**	**12.43**	**11.74**	**8.67**	**9.56**	**9.94**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 17) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 19: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)	ZONE 9 FURNITURE (%)	ZONE 10 FURNITURE (%)	ZONE 11 FURNITURE (%)	ZONE 12 FURNITURE (%)	ZONE 13 FURNITURE (%)	ZONE 14 FURNITURE (%)	ZONE 15 FURNITURE (%)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-upon-Tweed	7.5	54.2	2.7	1.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Duns	0.7	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	0.0	0.0
Kelso	0.4	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	0.7	4.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	9.5	65.4	8.2	1.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Zone 2																
Homebase, Willowburn Avenue, Alnwick	0.3	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Jedburgh	0.4	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alnwick	2.9	0.0	24.3	2.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	9.2
Sub-Total	3.6	0.0	31.1	2.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	10.7
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4																
Ashington	7.5	0.0	4.1	9.3	31.7	8.2	0.0	0.0	0.0	0.0	0.0	3.9	5.6	16.4	42.4	13.8
Focus, Newbiggin Road, Ashington	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	1.7	0.0
Guide Post	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	1.7	0.0
Sub-Total	7.7	0.0	4.1	9.3	31.7	8.2	0.0	0.0	0.0	0.0	0.0	3.9	5.6	16.4	45.8	13.8
Zone 5																
Bedlington	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	1.7	0.0
Sub-Total	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	1.7	0.0
Zone 6																
Seaton Delaval	1.2	0.0	0.0	0.0	0.0	1.6	10.3	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
Sub-Total	1.2	0.0	0.0	0.0	0.0	1.6	10.3	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
Zone 7																
Ponteland	0.5	0.0	0.0	1.3	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.5	0.0	0.0	1.3	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8																
Prudhoe	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stocksfield	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9																
Hexham	6.1	0.0	1.4	6.7	0.0	0.0	0.0	5.0	12.3	58.6	27.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	6.1	0.0	1.4	6.7	0.0	0.0	0.0	5.0	12.3	58.6	27.4	0.0	0.0	0.0	0.0	0.0
Zone 10																
Bellingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Haltwhistle	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	0.0	0.0	0.0	0.0
Zone 11																
Cramlington	8.0	0.0	1.4	5.4	7.9	19.6	17.7	3.4	0.0	0.0	0.0	35.5	7.0	11.0	3.4	6.2
Focus, Cramlington Retail Park, Cramlington	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.7	0.0	0.0
Sub-Total	8.3	0.0	1.4	5.4	7.9	19.6	17.7	3.4	0.0	0.0	0.0	36.8	7.0	13.7	3.4	6.2
Zone 12																
Blyth	8.1	0.0	2.7	1.3	12.7	21.3	5.9	0.0	0.0	0.0	0.0	3.9	54.2	0.0	3.4	6.2
Homebase, Blyth Valley Retail Park, Blyth	0.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0
Sub-Total	8.5	0.0	4.1	1.3	12.7	21.3	5.9	0.0	0.0	0.0	0.0	3.9	57.0	0.0	3.4	6.2
Zone 13																
Morpeth	2.3	0.0	2.7	22.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	1.7	1.5
Sub-Total	2.3	0.0	2.7	22.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	1.7	1.5
Zone 14																
Newbiggin-by-the-Sea	1.9	0.0	0.0	1.3	4.8	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	16.9	6.2
Sub-Total	1.9	0.0	0.0	1.3	4.8	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	16.9	6.2
Zone 15																
Amble	1.6	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	15.4
Lynemouth	0.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.7	0.0	6.8	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	15.4
Other																
Haydon Bridge	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Hawick	0.7	2.8	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.8	2.8	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
SUB TOTAL	54.2	68.2	63.9	52.0	60.3	55.6	33.9	16.7	29.1	58.6	45.3	49.9	71.0	57.6	72.9	60.0
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3	0.0	0.0	0.0	0.0	0.0
Durham County Council																
Consett	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateshead Metropolitan Borough Council																
Gateshead	1.7	0.0	2.7	1.3	0.0	4.9	1.5	5.0	1.5	2.9	4.1	2.6	0.0	0.0	0.0	0.0
Homebase, Team Valley Trading Estate, Gateshead	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
IKEA, Metro Park West, Gateshead	2.2	0.0	1.4	4.0	0.0	1.6	2.9	0.0	3.1	4.3	2.7	5.3	1.4	5.5	0.0	4.6
Team Valley Retail Park, Gateshead	0.8	0.0	0.0	1.3	0.0	0.0	1.5	1.7	6.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0
The Metro Centre, Gateshead	7.4	4.2	8.1	8.0	12.7	9.8	10.3	8.3	12.3	7.1	4.1	3.9	2.8	8.2	6.8	12.3
Sub-Total	12.2	4.2	12.2	14.6	12.7	16.3	16.2	15.0	23.1	15.7	12.3	11.8	4.2	13.7	6.8	16.9
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.2	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Scotswood Road, Scotswood	0.8	0.0	0.0	0.0	0.0	1.6	1.5	1.7	1.5	0.0	0.0	0.0	1.4	2.7	1.7	0.0
Benwell	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaydon	0.3	0.0	0.0	0.0	0.0	0.0	1.5	1.7	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth	0.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Homebase, Kingston Park, Newcastle-upon-Tyne	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	0.8	0.0	1.4	0.0	0.0	0.0	0.0	6.7	0.0	0.0	2.7	0.0	0.0	1.4	0.0	0.0
Longbenton	0.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newburn	0.1	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
Newcastle City Centre	13.6	2.8	5.4	20.0	14.3	8.2	19.1	36.7	26.2	15.7	8.2	23.7	5.6	16.4	8.5	7.7
Newcastle Retail Park, Newcastle-upon-Tyne	0.2	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-upon-Tyne	3.6	0.0	4.1	4.0	7.9	6.6	13.2	1.7	0.0	2.9	0.0	5.3	4.2	1.4	1.7	4.6
Westerhope	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	20.4	2.8	10.9	26.6	22.2	19.6	35.3	51.9	30.7	21.5	13.6	32.9	11.2	23.3	11.9	12.3
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	0.5	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
Killingworth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	0.9	0.0	0.0	1.3	0.0	1.6	2.9	0.0	1.5	0.0	0.0	2.6	2.8	0.0	0.0	0.0
Shiremoor	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Wallsend	0.2	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Whitley Bay	0.3	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	2.1	0.0	0.0	1.3	0.0	1.6	8.8	1.7	1.5	1.4	0.0	2.6	7.0	1.4	0.0	1.5
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galashiels	1.4	6.9	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.6	8.3	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.1	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
South Shields	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.2	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
The City of Edinburgh Council																
Edinburgh	1.4	8.3	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.6	9.7	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other																
Other	2.1	1.4	2.7	1.3	3.2	1.6	1.5	5.0	1.5	0.0	1.4	0.0	2.8	1.4	5.1	3.1
Sub-Total	2.1	1.4	2.7	1.3	3.2	1.6	1.5	5.0	1.5	0.0	1.4	0.0	2.8	1.4	5.1	3.1
SUB TOTAL	42.4	26.4	35.3	43.8	38.1	39.1	63.3	73.6	69.1	38.6	50.6	48.6	25.2	39.8	23.8	33.8
Internet / mail order / catalogue	3.8	5.6	1.4	4.0	1.6	4.9	2.9	10.0	1.5	2.9	4.1	1.3	4.2	2.7	3.4	6.2
TOTAL	100.4	100.2	100.6	99.8	100.0	99.6	100.1	100.3	99.7	100.1	100.0	99.8	100.4	100.1	100.1	100.0

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumberland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 19: TURNOVER (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)	ZONE 9 FURNITURE (£m)	ZONE 10 FURNITURE (£m)	ZONE 11 FURNITURE (£m)	ZONE 12 FURNITURE (£m)	ZONE 13 FURNITURE (£m)	ZONE 14 FURNITURE (£m)	ZONE 15 FURNITURE (£m)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed	8.46	7.97	0.25	0.03	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Duns	0.82	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	0.75	0.62	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*10.62*	*9.62*	*0.77*	*0.03*	*0.00*	*0.00*	*0.00*	*0.00*	*0.11*	*0.00*	*0.00*	*0.00*	*0.09*	*0.00*	*0.00*	*0.00*
Zone 2																
Homebase, Willowburn Avenue, Alnwick	0.34	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Jedburgh	0.38	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Alnwick	2.99	0.00	2.27	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.52
Sub-Total	*3.71*	*0.00*	*2.90*	*0.07*	*0.06*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.07*	*0.00*	*0.61*
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Zone 4																
Ashington	6.96	0.00	0.38	0.23	1.29	0.47	0.00	0.00	0.00	0.00	0.00	0.28	0.38	0.82	2.33	0.78
Focus, Newbiggin Road, Ashington	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00
Guide Post	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00
Sub-Total	*7.14*	*0.00*	*0.38*	*0.23*	*1.29*	*0.47*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.28*	*0.38*	*0.82*	*2.52*	*0.78*
Zone 5																
Bedlington	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00
Sub-Total	*0.09*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.09*	*0.00*
Zone 6																
Seaton Delaval	1.06	0.00	0.00	0.00	0.00	0.09	0.59	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00
Sub-Total	*1.06*	*0.00*	*0.00*	*0.00*	*0.00*	*0.09*	*0.59*	*0.00*	*0.00*	*0.00*	*0.00*	*0.38*	*0.00*	*0.00*	*0.00*	*0.00*
Zone 7																
Ponteland	0.62	0.00	0.00	0.03	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.62	0.00	0.00	0.03	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 8																
Prudhoe	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stocksfield	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*1.11*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*1.11*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Zone 9																
Hexham	5.73	0.00	0.13	0.16	0.00	0.00	0.00	0.36	0.89	2.77	1.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	*5.73*	*0.00*	*0.13*	*0.16*	*0.00*	*0.00*	*0.00*	*0.36*	*0.89*	*2.77*	*1.42*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Zone 10																
Bellingham	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
Haltwhistle	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00
Sub-Total	*0.85*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.85*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Zone 11																
Cramlington	7.07	0.00	0.13	0.13	0.32	1.14	1.01	0.24	0.00	0.00	0.00	2.54	0.47	0.55	0.19	0.35
Focus, Cramlington Retail Park, Cramlington	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.13	0.00	0.00
Sub-Total	*7.30*	*0.00*	*0.13*	*0.13*	*0.32*	*1.14*	*1.01*	*0.24*	*0.00*	*0.00*	*0.00*	*2.63*	*0.47*	*0.68*	*0.19*	*0.35*
Zone 12																
Blyth	6.84	0.00	0.25	0.03	0.52	1.23	0.34	0.00	0.00	0.00	0.00	0.28	3.65	0.00	0.19	0.35
Homebase, Blyth Valley Retail Park, Blyth	0.32	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Sub-Total	*7.15*	*0.00*	*0.38*	*0.03*	*0.52*	*1.23*	*0.34*	*0.00*	*0.00*	*0.00*	*0.00*	*0.28*	*3.84*	*0.00*	*0.19*	*0.35*
Zone 13																
Morpeth	2.21	0.00	0.25	0.55	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	0.09	0.09
Sub-Total	*2.21*	*0.00*	*0.25*	*0.55*	*0.06*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*1.16*	*0.09*	*0.09*
Zone 14																
Newbiggin-by-the-Sea	1.77	0.00	0.00	0.03	0.19	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.93	0.35
Sub-Total	*1.77*	*0.00*	*0.00*	*0.03*	*0.19*	*0.19*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.07*	*0.93*	*0.35*
Zone 15																
Amble	1.58	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.87
Lynemouth	0.09	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*1.67*	*0.00*	*0.64*	*0.00*	*0.00*	*0.09*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.07*	*0.00*	*0.87*
Other																
Haydon Bridge	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
Hawick	0.79	0.41	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*0.87*	*0.41*	*0.38*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.07*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
SUB TOTAL	**51.91**	**10.03**	**5.97**	**1.26**	**2.45**	**3.22**	**1.94**	**1.19**	**2.11**	**2.77**	**2.34**	**3.57**	**4.78**	**2.87**	**4.00**	**3.41**
	51.52	**10.03**	**5.58**	**1.26**	**2.45**	**3.22**	**1.94**	**1.19**	**2.11**	**2.77**	**2.34**	**3.57**	**4.78**	**2.87**	**4.00**	**3.41**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.00	0.00	0.00
Durham County Council																
Consett	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*0.89*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.89*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Gateshead Metropolitan Borough Council																
Gateshead	1.65	0.00	0.25	0.03	0.00	0.28	0.09	0.36	0.11	0.14	0.21	0.19	0.00	0.00	0.00	0.00
Homebase, Team Valley Trading Estate, Gateshead	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Gateshead	2.06	0.00	0.13	0.10	0.00	0.09	0.17	0.00	0.22	0.20	0.14	0.38	0.09	0.27	0.00	0.26
Team Valley Retail Park, Gateshead	0.75	0.00	0.00	0.03	0.00	0.00	0.09	0.12	0.45	0.07	0.00	0.00	0.00	0.00	0.00	0.00
The Metro Centre, Gateshead	7.22	0.62	0.76	0.19	0.52	0.57	0.59	0.59	0.89	0.34	0.21	0.28	0.19	0.41	0.37	0.70
Sub-Total	*11.76*	*0.62*	*1.14*	*0.35*	*0.52*	*0.94*	*0.93*	*1.07*	*1.68*	*0.74*	*0.64*	*0.84*	*0.28*	*0.68*	*0.37*	*0.96*
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	0.23	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
B&Q Warehouse, Scotswood Road, Scotswood	0.73	0.00	0.00	0.00	0.00	0.09	0.09	0.12	0.11	0.00	0.00	0.00	0.09	0.13	0.09	0.00
Benwell	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Blaydon	0.34	0.00	0.00	0.00	0.00	0.00	0.09	0.12	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	0.23	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Homebase, Kingston Park, Newcastle-upon-Tyne	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.07	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	0.82	0.00	0.13	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.14	0.00	0.00	0.07	0.00	0.00
Longbenton	0.09	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newburn	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Newcastle City Centre	13.02	0.41	0.50	0.49	0.58	0.47	1.09	2.61	1.90	0.74	0.42	1.69	0.38	0.82	0.47	0.44
Newcastle Retail Park, Newcastle-upon-Tyne	0.12	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	3.28	0.00	0.38	0.10	0.32	0.38	0.76	0.12	0.00	0.14	0.00	0.38	0.28	0.07	0.09	0.26
Westerhope	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*19.39*	*0.41*	*1.02*	*0.65*	*0.90*	*1.14*	*2.02*	*3.69*	*2.23*	*1.02*	*0.70*	*2.35*	*0.75*	*1.16*	*0.65*	*0.70*
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	0.37	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00
Killingworth	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	0.77	0.00	0.00	0.03	0.00	0.09	0.17	0.00	0.11	0.00	0.00	0.19	0.19	0.00	0.00	0.00
Shiremoor	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Wallsend	0.15	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Whitley Bay	0.24	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00
Sub-Total	*1.74*	*0.00*	*0.00*	*0.03*	*0.00*	*0.09*	*0.50*	*0.12*	*0.11*	*0.07*	*0.00*	*0.19*	*0.47*	*0.07*	*0.00*	*0.09*
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Galashiels	1.52	1.01	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*1.72*	*1.22*	*0.50*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00
South Shields	0.09	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*0.18*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.09*	*0.00*	*0.00*	*0.00*	*0.00*	*0.09*	*0.00*	*0.00*	*0.00*	*0.00*
The City of Edinburgh Council																
Edinburgh	1.60	1.22	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	*1.81*	*1.43*	*0.38*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*	*0.00*
Other																
Other	2.05	0.21	0.25	0.03	0.13	0.09	0.09	0.36	0.11	0.00	0.07	0.00	0.19	0.07	0.28	0.18
Sub-Total	*2.05*	*0.21*	*0.25*	*0.03*	*0.13*	*0.09*	*0.09*	*0.36*	*0.11*	*0.00*	*0.07*	*0.00*	*0.19*	*0.07*	*0.28*	*0.18*
SUB TOTAL	**40.74**	**3.88**	**3.30**	**1.06**	**1.55**	**2.26**	**3.63**	**5.23**	**5.01**	**1.82**	**2.62**	**3.47**	**1.70**	**1.99**	**1.31**	**1.92**
Internet / mail order / catalogue	3.78	0.82	0.13	0.10	0.06	0.28	0.17	0.71	0.11	0.14	0.21	0.09	0.28	0.13	0.19	0.35
TOTAL	**96.43**	**14.74**	**9.39**	**2.42**	**4.06**	**5.77**	**5.73**	**7.12**	**7.23**	**4.73**	**5.17**	**7.13**	**6.76**	**5.00**	**5.50**	**5.68**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 19) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 21: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (%)	ZONE 1 DIY GOODS (%)	ZONE 2 DIY GOODS (%)	ZONE 3 DIY GOODS (%)	ZONE 4 DIY GOODS (%)	ZONE 5 DIY GOODS (%)	ZONE 6 DIY GOODS (%)	ZONE 7 DIY GOODS (%)	ZONE 8 DIY GOODS (%)	ZONE 9 DIY GOODS (%)	ZONE 10 DIY GOODS (%)	ZONE 11 DIY GOODS (%)	ZONE 12 DIY GOODS (%)	ZONE 13 DIY GOODS (%)	ZONE 14 DIY GOODS (%)	ZONE 15 DIY GOODS (%)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-T	**5.7**	43.8	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-upon-Tweed	**3.4**	27.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duns	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.3**	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***9.9***	***76.7***	***3.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2																
Homebase, Willowburn Avenue, Alnwick	***5.3***	1.4	35.4	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.0
Alnwick	**2.3**	0.0	19.5	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Sub-Total	***7.6***	***1.4***	***54.9***	***14.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***30.1***
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 4																
Ashington	**11.2**	0.0	1.2	13.3	52.2	19.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	26.6	59.1	24.7
Focus, Newbiggin Road, Ashington	**1.8**	0.0	0.0	0.0	11.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.5	12.1	2.7
Sub-Total	***13.0***	***0.0***	***1.2***	***13.3***	***63.8***	***20.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***8.4***	***29.1***	***71.2***	***27.4***
Zone 5																
Bedlington	***0.2***	0.0	0.0	0.0	1.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedlington Station	***0.1***	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***1.5***	***3.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 6																
Seaton Delaval	**0.2**	0.0	0.0	0.0	0.0	1.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***1.6***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7																
Ponteland	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	***1.2***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***14.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Corbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.4	0.0	0.0	0.0	0.0	0.0
Hexham	***4.2***	0.0	0.0	5.3	0.0	0.0	0.0	0.0	4.0	50.0	28.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	***4.3***	***0.0***	***0.0***	***5.3***	***0.0***	***0.0***	***0.0***	***0.0***	***4.0***	***51.6***	***29.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
Allendale	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Bellingham	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Haltwhistle	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***5.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 11																
Cramlington	**3.2**	0.0	1.2	1.3	4.3	6.4	12.5	1.6	0.0	0.0	0.0	14.3	1.4	5.1	0.0	0.0
Focus, Cramlington Retail Park, Cramlington	**6.7**	0.0	0.0	9.3	1.5	11.1	22.2	1.6	0.0	0.0	0.0	39.0	5.6	7.6	0.0	0.0
Sub-Total	***9.9***	***0.0***	***1.2***	***10.6***	***5.8***	***17.5***	***34.7***	***3.2***	***0.0***	***0.0***	***0.0***	***53.3***	***7.0***	***12.7***	***0.0***	***0.0***
Zone 12																
Blyth	**3.1**	0.0	0.0	1.3	1.5	9.5	2.8	0.0	0.0	0.0	0.0	0.0	16.9	3.8	3.0	8.2
Homebase, Blyth Valley Retail Park, Blyth	**4.8**	0.0	1.2	0.0	2.9	15.9	2.8	0.0	0.0	0.0	0.0	2.6	36.6	0.0	1.5	1.4
Sub-Total	***7.9***	***0.0***	***1.2***	***1.3***	***4.4***	***25.4***	***5.6***	***0.0***	***0.0***	***0.0***	***0.0***	***2.6***	***53.5***	***3.8***	***4.5***	***9.6***
Zone 13																
Morpeth	**2.2**	0.0	0.0	21.3	1.5	0.0	0.0	0.0	0.0	0.0	1.4	1.3	0.0	24.1	0.0	2.7
Sub-Total	***2.2***	***0.0***	***0.0***	***21.3***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***1.3***	***0.0***	***24.1***	***0.0***	***2.7***
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 15																
Amble	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***5.5***
Other																
Hawick	**0.2**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.2***	***0.0***	***2.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**57.5**	**78.1**	**64.5**	**66.4**	**77.0**	**68.3**	**41.7**	**6.3**	**18.7**	**51.6**	**36.7**	**57.2**	**68.9**	**69.7**	**75.7**	**75.3**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**20.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Front Street, Consett	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***13.4***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Gateshead Metropolitan Borough Council																
B&Q Supercentre, Hexham Road, Swalwell	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	9.3	0.0	0.0	1.3	0.0	1.3	1.5	0.0
Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.3	0.0	1.4	0.0	0.0	1.3	0.0	0.0
Homebase, Team Valley Trading Estate, Gateshead	***0.2***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Metro Park West, Gateshead	***0.1***	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
Team Valley Retail Park, Gateshead	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Metro Centre, Gateshead	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	1.4	1.3	0.0	0.0	0.0	0.0
Sub-Total	***2.3***	***0.0***	***1.2***	***0.0***	***0.0***	***0.0***	***1.4***	***1.6***	***11.9***	***7.9***	***2.8***	***3.9***	***0.0***	***2.6***	***1.5***	***0.0***
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	**4.4**	1.4	2.4	8.0	1.5	3.2	0.0	12.5	5.3	15.6	9.5	2.6	2.8	5.1	4.5	2.7
B&Q Warehouse, Scotswood Road, Scotswood	***9.0***	0.0	0.0	4.0	4.3	3.2	5.6	40.6	41.3	12.5	9.5	1.3	2.8	8.9	1.5	5.5
Blaydon	***0.3***	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	0.0	0.0
Homebase, Kingston Park, Newcastle-upon-Tyne	**1.4**	0.0	2.4	4.0	0.0	1.6	1.4	10.9	1.3	0.0	1.4	0.0	0.0	1.3	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	**1.0**	0.0	1.2	6.7	0.0	0.0	1.4	6.3	0.0	1.6	2.7	0.0	0.0	1.3	0.0	0.0
Newcastle City Centre	**1.3**	0.0	3.7	5.3	0.0	0.0	1.4	3.1	0.0	6.3	1.4	1.3	0.0	0.0	0.0	1.4
Newcastle Retail Park, Newcastle-upon-Tyne	**0.1**	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
Silverlink Shopping Park, Newcastle-upon-Tyne	**3.0**	0.0	0.0	1.3	4.3	6.4	8.3	1.6	0.0	0.0	2.7	1.3	5.6	3.8	6.1	8.2
Westerhope	**0.6**	0.0	0.0	0.0	1.5	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Benton Park Road, Gosforth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St James Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	***21.3***	***1.4***	***9.7***	***29.3***	***11.6***	***14.4***	***18.1***	***84.4***	***51.9***	***36.0***	***28.6***	***7.8***	***11.2***	***20.4***	***12.1***	***17.8***
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	**6.7**	0.0	1.2	2.7	5.8	12.7	27.8	4.7	0.0	0.0	0.0	22.1	11.3	1.3	6.1	2.7
North Shields	**0.7**	0.0	0.0	0.0	2.9	0.0	1.4	0.0	1.3	0.0	0.0	1.3	0.0	2.5	0.0	1.4
Wickes, Middle Engine Lane, Wallsend	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0
Sub-Total	***7.7***	***0.0***	***1.2***	***2.7***	***8.7***	***12.7***	***30.6***	***4.7***	***1.3***	***0.0***	***0.0***	***26.0***	***11.3***	***3.8***	***6.1***	***4.1***
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	**3.2**	12.3	17.1	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
Galashiels	**0.4**	1.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***3.6***	***13.7***	***19.5***	***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***
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	***0.3***	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.6	0.0	1.3	0.0	0.0	0.0	0.0
Wickes, Station Road, South Shields	***0.1***	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***2.8***	***0.0***	***0.0***	***1.6***	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***0.0***
The City of Edinburgh Council																
Edinburgh	***0.6***	2.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.6***	***2.7***	***2.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other																
Other	**1.7**	0.0	0.0	0.0	1.5	3.2	2.8	0.0	2.7	0.0	6.8	1.3	4.2	0.0	3.0	1.4
Sub-Total	***1.7***	***0.0***	***0.0***	***0.0***	***1.5***	***3.2***	***2.8***	***0.0***	***2.7***	***0.0***	***6.8***	***1.3***	***4.2***	***0.0***	***3.0***	***1.4***
SUB TOTAL	**39.9**	**17.8**	**34.0**	**32.0**	**21.8**	**30.3**	**55.7**	**90.7**	**81.2**	**47.1**	**58.5**	**40.3**	**26.7**	**26.8**	**22.7**	**23.3**
Internet / mail order / catalogue	**2.5**	4.1	1.2	1.3	1.5	1.6	2.8	3.1	0.0	1.6	5.4	2.6	4.2	3.8	1.5	1.4
TOTAL	**99.9**	**100.0**	**99.7**	**99.7**	**100.3**	**100.2**	**100.2**	**100.1**	**99.9**	**100.3**	**100.6**	**100.1**	**99.8**	**100.3**	**99.9**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 21: TURNOVER (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (£m)	ZONE 1 DIY GOODS (£m)	ZONE 2 DIY GOODS (£m)	ZONE 3 DIY GOODS (£m)	ZONE 4 DIY GOODS (£m)	ZONE 5 DIY GOODS (£m)	ZONE 6 DIY GOODS (£m)	ZONE 7 DIY GOODS (£m)	ZONE 8 DIY GOODS (£m)	ZONE 9 DIY GOODS (£m)	ZONE 10 DIY GOODS (£m)	ZONE 11 DIY GOODS (£m)	ZONE 12 DIY GOODS (£m)	ZONE 13 DIY GOODS (£m)	ZONE 14 DIY GOODS (£m)	ZONE 15 DIY GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-T	3.56	3.44	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed	2.15	2.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	6.21	6.03	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2																
Homebase, Willowburn Avenue, Alnwick	2.91	0.11	1.75	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79
Alnwick	1.21	0.00	0.97	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Sub-Total	4.12	0.11	2.72	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91
Zone 3																
Scots Gap	1.75	0.00	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.75	0.00	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 4																
Ashington	5.36	0.00	0.00	0.17	1.13	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.70	1.78	0.75
Focus, Newbiggin Road, Ashington	0.92	0.00	0.00	0.00	0.25	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.07	0.36	0.08
Sub-Total	6.28	0.00	0.00	0.17	1.38	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.77	2.14	0.83
Zone 5																
Bedlington	0.14	0.00	0.06	0.00	0.03	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bedlington Station	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.19	0.00	0.06	0.00	0.03	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6																
Seaton Delaval	0.09	0.00	0.00	0.00	0.00	0.05	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.09	0.00	0.00	0.00	0.00	0.05	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 7																
Ponteland	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 8																
Prudhoe	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 9																
Corbridge	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Hexham	2.26	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.15	1.26	0.79	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.34	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.15	1.30	0.83	0.00	0.00	0.00	0.00	0.00
Zone 10																
Allendale	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Bellingham	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Haltwhistle	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Zone 11																
Cramlington	1.46	0.00	0.00	0.02	0.09	0.20	0.38	0.06	0.00	0.00	0.00	0.53	0.05	0.13	0.00	0.00
Focus, Cramlington Retail Park, Cramlington	3.07	0.00	0.00	0.12	0.03	0.34	0.67	0.06	0.00	0.00	0.00	1.45	0.20	0.20	0.00	0.00
Sub-Total	4.54	0.00	0.00	0.13	0.13	0.54	1.05	0.12	0.00	0.00	0.00	1.98	0.25	0.33	0.00	0.00
Zone 12																
Blyth	1.54	0.00	0.06	0.02	0.03	0.29	0.08	0.00	0.00	0.00	0.00	0.00	0.61	0.10	0.09	0.25
Homebase, Blyth Valley Retail Park, Blyth	2.15	0.00	0.00	0.00	0.06	0.49	0.08	0.00	0.00	0.00	0.00	0.10	1.33	0.00	0.05	0.04
Sub-Total	3.69	0.00	0.06	0.02	0.09	0.79	0.17	0.00	0.00	0.00	0.00	0.10	1.94	0.10	0.14	0.29
Zone 13																
Morpeth	1.10	0.00	0.00	0.27	0.03	0.00	0.00	0.00	0.00	0.00	0.04	0.05	0.00	0.63	0.00	0.08
Sub-Total	1.10	0.00	0.00	0.27	0.03	0.00	0.00	0.00	0.00	0.00	0.04	0.05	0.00	0.63	0.00	0.08
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 15																
Amble	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Sub-Total	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Other																
Hawick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	31.29	6.14	4.77	1.03	1.66	2.11	1.26	0.24	0.71	1.30	1.02	2.12	2.50	1.83	2.28	2.28
	31.23	6.14	4.71	1.03	1.66	2.11	1.26	0.24	0.71	1.30	1.02	2.12	2.50	1.83	2.28	2.28
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00
Durham County Council																
Consett	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Front Street, Consett	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Gateshead Metropolitan Borough Council																
B&Q Supercentre, Hexham Road, Swalwell	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.36	0.00	0.00	0.05	0.00	0.03	0.05	0.00
Gateshead	0.17	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.05	0.00	0.04	0.00	0.00	0.03	0.00	0.00
Homebase, Team Valley Trading Estate, Gateshead	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.04	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Gateshead	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Metro Centre, Gateshead	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.04	0.05	0.00	0.00	0.00	0.00
Sub-Total	1.09	0.00	0.00	0.00	0.00	0.00	0.04	0.06	0.45	0.20	0.08	0.14	0.00	0.07	0.05	0.00
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	2.28	0.11	0.06	0.10	0.03	0.10	0.00	0.47	0.20	0.39	0.26	0.10	0.10	0.13	0.14	0.08
B&Q Warehouse, Scotswood Road, Scotswood	4.68	0.00	0.00	0.05	0.09	0.10	0.17	1.52	1.58	0.31	0.26	0.05	0.10	0.23	0.05	0.17
Blaydon	0.21	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Kingston Park, Newcastle-upon-Tyne	0.67	0.00	0.00	0.05	0.00	0.05	0.04	0.41	0.05	0.00	0.04	0.00	0.00	0.03	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	0.51	0.00	0.00	0.08	0.00	0.00	0.04	0.24	0.00	0.04	0.07	0.00	0.00	0.03	0.00	0.00
Newcastle City Centre	0.63	0.00	0.12	0.07	0.00	0.00	0.04	0.12	0.00	0.16	0.04	0.05	0.00	0.00	0.00	0.04
Newcastle Retail Park, Newcastle-upon-Tyne	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	1.48	0.00	0.00	0.02	0.09	0.20	0.25	0.06	0.00	0.00	0.07	0.05	0.20	0.10	0.18	0.25
Westerhope	0.44	0.00	0.12	0.00	0.03	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Benton Park Road, Gosforth	0.12	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, St James Retail Park, Newcastle-upon-Tyne	0.22	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Sub-Total	11.30	0.11	0.60	0.37	0.25	0.45	0.55	3.16	1.98	0.90	0.79	0.29	0.41	0.54	0.36	0.54
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	3.10	0.00	0.00	0.03	0.13	0.39	0.84	0.18	0.00	0.00	0.00	0.82	0.41	0.03	0.18	0.08
North Shields	0.31	0.00	0.00	0.00	0.06	0.00	0.04	0.00	0.05	0.00	0.00	0.05	0.00	0.07	0.00	0.04
Wickes, Middle Engine Lane, Wallsend	0.62	0.00	0.48	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Sub-Total	4.03	0.00	0.48	0.03	0.19	0.39	0.93	0.18	0.05	0.00	0.00	0.96	0.41	0.10	0.18	0.12
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	0.97	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Galashiels	0.11	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.08	1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	0.98	0.00	0.85	0.00	0.00	0.00	0.04	0.00	0.00	0.04	0.00	0.05	0.00	0.00	0.00	0.00
Wickes, Station Road, South Shields	0.16	0.00	0.12	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.14	0.00	0.97	0.00	0.00	0.00	0.08	0.00	0.00	0.04	0.00	0.05	0.00	0.00	0.00	0.00
The City of Edinburgh Council																
Edinburgh	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other																
Other	0.84	0.00	0.00	0.00	0.03	0.10	0.08	0.00	0.10	0.00	0.19	0.05	0.15	0.00	0.09	0.04
Sub-Total	0.84	0.00	0.00	0.00	0.03	0.10	0.08	0.00	0.10	0.00	0.19	0.05	0.15	0.00	0.09	0.04
SUB TOTAL	20.80	1.40	2.05	0.40	0.47	0.94	1.69	3.40	3.10	1.18	1.62	1.50	0.97	0.70	0.68	0.71
Internet / mail order / catalogue	1.25	0.32	0.00	0.02	0.03	0.05	0.08	0.12	0.00	0.04	0.15	0.10	0.15	0.10	0.05	0.04
TOTAL	53.34	7.86	6.81	1.44	2.16	3.10	3.04	3.75	3.82	2.52	2.79	3.71	3.62	2.64	3.00	3.03

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 21) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 23: SHOPPING PATTERNS (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (%)	ZONE 1 GARDEN GOODS (%)	ZONE 2 GARDEN GOODS (%)	ZONE 3 GARDEN GOODS (%)	ZONE 4 GARDEN GOODS (%)	ZONE 5 GARDEN GOODS (%)	ZONE 6 GARDEN GOODS (%)	ZONE 7 GARDEN GOODS (%)	ZONE 8 GARDEN GOODS (%)	ZONE 9 GARDEN GOODS (%)	ZONE 10 GARDEN GOODS (%)	ZONE 11 GARDEN GOODS (%)	ZONE 12 GARDEN GOODS (%)	ZONE 13 GARDEN GOODS (%)	ZONE 14 GARDEN GOODS (%)	ZONE 15 GARDEN GOODS (%)
NORTHUMBERLAND																
Zone 1																
Berwick Garden Centre, East Ord, Berwick	**2.2**	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Ord Garden Centre, East Ord, Berwick	**2.8**	21.4	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glendale Garden Centre, Wooler	**1.1**	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayfield Garden Centre, Kelso	**4.0**	21.4	12.3	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***10.1***	***69.6***	***12.3***	***0.0***	***0.0***	***0.0***	***2.3***	***0.0***	***4.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2																
The Willows Garden Centre, Alnwick	***0.8***	0.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.8***	***0.0***	***8.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 4																
Shades of Green Garden Centre, North Seaton Industrial Estate,	**10.6**	0.0	1.8	1.4	36.8	27.5	4.7	0.0	0.0	0.0	0.0	1.7	17.5	2.8	58.0	24.1
Sub-Total	***10.6***	***0.0***	***1.8***	***1.4***	***36.8***	***27.5***	***4.7***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***	***17.5***	***2.8***	***58.0***	***24.1***
Zone 5																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7																
Dobbies Garden World, Ponteland	**8.5**	0.0	0.0	11.0	1.5	9.8	2.3	43.3	16.3	10.6	17.2	3.4	10.0	5.6	2.0	0.0
Sub-Total	**8.5**	**0.0**	**0.0**	**11.0**	**1.5**	**9.8**	**2.3**	**43.3**	**16.3**	**10.6**	**17.2**	**3.4**	**10.0**	**5.6**	**2.0**	**0.0**
Zone 8																
Tyne Valley Nurseries, Mickley Square, Mickley	**2.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.7	4.5	4.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	***2.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***34.7***	***4.5***	***4.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Down To Earth, Tyne Mills Industrial Estate, Hexham	**8.2**	0.0	1.8	1.4	0.0	0.0	0.0	0.0	4.1	77.3	51.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	***8.2***	***0.0***	***1.8***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***4.1***	***77.3***	***51.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 11																
Azure Garden Centre, Station Road, Cramlington	**4.1**	1.8	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	37.3	0.0	1.4	0.0	1.9
Shaw Garden Centre, Cramlington	**1.3**	0.0	0.0	0.0	1.5	7.8	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0
Sub-Total	***5.4***	***1.8***	***0.0***	***0.0***	***1.5***	***15.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***45.8***	***0.0***	***1.4***	***0.0***	***1.9***
Zone 12																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 13																
Heighley Gate Garden Centre, Morpeth	**29.6**	14.3	61.4	78.1	47.1	31.4	9.3	8.3	6.1	0.0	1.6	13.6	30.0	81.7	28.0	72.2
Sub-Total	***29.6***	***14.3***	***61.4***	***78.1***	***47.1***	***31.4***	***9.3***	***8.3***	***6.1***	***0.0***	***1.6***	***13.6***	***30.0***	***81.7***	***28.0***	***72.2***
Zone 14																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 15																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***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																
Wylam Nurseries, Stephenson Terrace, Wylam	**1.2**	0.0	1.8	0.0	0.0	0.0	0.0	1.7	12.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***1.8***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***	***12.2***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**77.3**	**85.7**	**87.9**	**91.9**	**86.9**	**84.3**	**18.6**	**53.3**	**77.5**	**93.9**	**75.1**	**64.5**	**57.5**	**91.5**	**88.0**	**98.2**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Houghton Hall Garden Centre, Carlisle	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	1.7	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.4**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle City Council																
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	**1.2**	0.0	0.0	1.4	0.0	0.0	2.3	8.3	4.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Cowells Garden Centre, Woolsington	***2.5***	0.0	1.8	2.7	0.0	2.0	0.0	25.0	2.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Peter Barratts, Gosforth Park, Newcastle-upon-Tyne	**8.9**	0.0	0.0	0.0	7.4	3.9	67.4	6.7	0.0	1.5	0.0	23.7	25.0	2.8	8.0	1.9
Plants Plus, Seaton Burn, Newcastle-upon-Tyne	**1.2**	0.0	0.0	0.0	2.9	0.0	2.3	1.7	2.0	0.0	0.0	5.1	2.5	1.4	0.0	0.0
Sub-Total	***13.8***	***0.0***	***1.8***	***4.1***	***10.3***	***5.9***	***72.0***	***41.7***	***8.1***	***1.5***	***3.2***	***28.8***	***27.5***	***4.2***	***8.0***	***1.9***
Other																
Other	**8.2**	14.3	10.5	4.1	2.9	9.8	9.3	5.0	14.3	4.5	12.5	5.1	15.0	4.2	4.0	0.0
Sub-Total	***8.2***	***14.3***	***10.5***	***4.1***	***2.9***	***9.8***	***9.3***	***5.0***	***14.3***	***4.5***	***12.5***	***5.1***	***15.0***	***4.2***	***4.0***	***0.0***
SUB TOTAL	**22.7**	**14.3**	**12.3**	**8.2**	**13.2**	**15.7**	**81.3**	**46.7**	**22.4**	**6.0**	**25.1**	**35.6**	**42.5**	**8.4**	**12.0**	**1.9**
Internet / mail order / catalogue	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	**100.0**	**100.0**	**100.2**	**100.1**	**100.1**	**100.0**	**99.9**	**100.0**	**99.9**	**99.9**	**100.2**	**100.1**	**100.0**	**99.9**	**100.0**	**100.1**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates detination not in Northumerland but within Study Area

TABLE 24: TURNOVER (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (£m)	ZONE 1 GARDEN GOODS (£m)	ZONE 2 GARDEN GOODS (£m)	ZONE 3 GARDEN GOODS (£m)	ZONE 4 GARDEN GOODS (£m)	ZONE 5 GARDEN GOODS (£m)	ZONE 6 GARDEN GOODS (£m)	ZONE 7 GARDEN GOODS (£m)	ZONE 8 GARDEN GOODS (£m)	ZONE 9 GARDEN GOODS (£m)	ZONE 10 GARDEN GOODS (£m)	ZONE 11 GARDEN GOODS (£m)	ZONE 12 GARDEN GOODS (£m)	ZONE 13 GARDEN GOODS (£m)	ZONE 14 GARDEN GOODS (£m)	ZONE 15 GARDEN GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Berwick Garden Centre, East Ord, Berwick	**0.44**	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Ord Garden Centre, East Ord, Berwick	**0.55**	0.53	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Glendale Garden Centre, Wooler	**0.22**	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mayfield Garden Centre, Kelso	**0.76**	0.53	0.19	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.97***	***1.71***	***0.19***	***0.00***	***0.00***	***0.00***	***0.02***	***0.00***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 2																
The Willows Garden Centre, Alnwick	**0.13**	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.13***	***0.00***	***0.13***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 4																
Shades of Green Garden Centre, North Seaton Industrial Estate, A	**1.54**	0.00	0.03	0.01	0.24	0.26	0.04	0.00	0.00	0.00	0.00	0.02	0.19	0.02	0.51	0.22
Sub-Total	***1.54***	***0.00***	***0.03***	***0.01***	***0.24***	***0.26***	***0.04***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.19***	***0.02***	***0.51***	***0.22***
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Dobbies Garden World, Ponteland	**1.29**	0.00	0.00	0.04	0.01	0.09	0.02	0.49	0.19	0.08	0.15	0.04	0.11	0.05	0.02	0.00
Sub-Total	**1.29**	**0.00**	**0.00**	**0.04**	**0.01**	**0.09**	**0.02**	**0.49**	**0.19**	**0.08**	**0.15**	**0.04**	**0.11**	**0.05**	**0.02**	**0.00**
Zone 8																
Tyne Valley Nurseries, Mickley Square, Mickley	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.03	0.04	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.48***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.41***	***0.03***	***0.04***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Down To Earth, Tyne Mills Industrial Estate, Hexham	**1.12**	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.05	0.59	0.44	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.12***	***0.00***	***0.03***	***0.01***	***0.00***	***0.00***	***0.00***	***0.00***	***0.05***	***0.59***	***0.44***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Azure Garden Centre, Station Road, Cramlington	**0.57**	0.04	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.01	0.00	0.02
Shaw Garden Centre, Cramlington	**0.18**	0.00	0.00	0.00	0.01	0.07	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Sub-Total	***0.75***	***0.04***	***0.00***	***0.00***	***0.01***	***0.15***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.52***	***0.00***	***0.01***	***0.00***	***0.02***
Zone 12																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 13																
Heighley Gate Garden Centre, Morpeth	**4.51**	0.35	0.94	0.30	0.30	0.29	0.09	0.09	0.07	0.00	0.01	0.15	0.33	0.66	0.25	0.66
Sub-Total	***4.51***	***0.35***	***0.94***	***0.30***	***0.30***	***0.29***	***0.09***	***0.09***	***0.07***	***0.00***	***0.01***	***0.15***	***0.33***	***0.66***	***0.25***	***0.66***
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 15																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Wylam Nurseries, Stephenson Terrace, Wylam	**0.20**	0.00	0.03	0.00	0.00	0.00	0.00	0.02	0.14	0.01	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.20***	***0.00***	***0.03***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.14***	***0.01***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**11.98**	**2.11**	**1.34**	**0.36**	**0.56**	**0.79**	**0.17**	**0.61**	**0.91**	**0.72**	**0.65**	**0.73**	**0.63**	**0.74**	**0.78**	**0.90**
	11.22	**1.58**	**1.16**	**0.36**	**0.56**	**0.79**	**0.17**	**0.61**	**0.86**	**0.72**	**0.65**	**0.73**	**0.63**	**0.74**	**0.78**	**0.90**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Houghton Hall Garden Centre, Carlisle	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.02	0.00	0.00	0.00	0.00
Sub-Total	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**	**0.02**	**0.00**	**0.00**	**0.00**	**0.00**
Newcastle City Council																
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	**0.18**	0.00	0.00	0.01	0.00	0.00	0.02	0.09	0.05	0.00	0.01	0.00	0.00	0.00	0.00	0.00
Cowells Garden Centre, Woolsington	**0.38**	0.00	0.03	0.01	0.00	0.02	0.00	0.28	0.02	0.00	0.01	0.00	0.00	0.00	0.00	0.00
Peter Barratts, Gosforth Park, Newcastle-upon-Tyne	**1.44**	0.00	0.00	0.00	0.05	0.04	0.62	0.08	0.00	0.01	0.00	0.27	0.27	0.02	0.07	0.02
Plants Plus, Seaton Burn, Newcastle-upon-Tyne	**0.18**	0.00	0.00	0.00	0.02	0.00	0.02	0.02	0.02	0.00	0.00	0.06	0.03	0.01	0.00	0.00
Sub-Total	***2.18***	***0.00***	***0.03***	***0.02***	***0.07***	***0.06***	***0.66***	***0.47***	***0.10***	***0.01***	***0.03***	***0.33***	***0.30***	***0.03***	***0.07***	***0.02***
Other																
Other	**1.38**	0.35	0.16	0.02	0.02	0.09	0.09	0.06	0.17	0.03	0.11	0.06	0.16	0.03	0.04	0.00
Sub-Total	***1.38***	***0.35***	***0.16***	***0.02***	***0.02***	***0.09***	***0.09***	***0.06***	***0.17***	***0.03***	***0.11***	***0.06***	***0.16***	***0.03***	***0.04***	***0.00***
SUB TOTAL	**3.66**	**0.35**	**0.19**	**0.03**	**0.09**	**0.15**	**0.74**	**0.53**	**0.26**	**0.05**	**0.22**	**0.40**	**0.47**	**0.07**	**0.11**	**0.02**
Internet / mail order / catalogue	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	**15.65**	**2.46**	**1.53**	**0.39**	**0.65**	**0.94**	**0.91**	**1.14**	**1.17**	**0.76**	**0.86**	**1.14**	**1.10**	**0.81**	**0.88**	**0.92**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 23) by available expenditure (Table 6)

2007 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 25: TURNOVER (ALL GOODS)

DESTINATION	TOTAL ALL GOODS (£m)	ZONE 1 ALL GOODS (£m)	ZONE 2 ALL GOODS (£m)	ZONE 3 ALL GOODS (£m)	ZONE 4 ALL GOODS (£m)	ZONE 5 ALL GOODS (£m)	ZONE 6 ALL GOODS (£m)	ZONE 7 ALL GOODS (£m)	ZONE 8 ALL GOODS (£m)	ZONE 9 ALL GOODS (£m)	ZONE 10 ALL GOODS (£m)	ZONE 11 ALL GOODS (£m)	ZONE 12 ALL GOODS (£m)	ZONE 13 ALL GOODS (£m)	ZONE 14 ALL GOODS (£m)	ZONE 15 ALL GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.35**	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**55.70**	54.03	1.03	0.11	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.09	0.00	0.00	0.25
Berwick Garden Centre, East Ord, Berwick	**0.44**	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.26**	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Coldstream	**1.29**	1.20	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	**3.06**	3.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Ord Garden Centre, East Ord, Berwick	**0.55**	0.53	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eyemouth	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Glendale Garden Centre, Wooler	**0.22**	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	**3.77**	3.65	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**8.34**	6.23	2.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mayfield Garden Centre, Kelso	**0.76**	0.53	0.19	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**2.34**	2.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**1.76**	1.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**2.15**	2.02	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***81.32***	***76.69***	***3.57***	***0.11***	***0.00***	***0.00***	***0.09***	***0.09***	***0.23***	***0.00***	***0.00***	***0.00***	***0.29***	***0.00***	***0.00***	***0.25***
		60.41														
Zone 2																
Alnwick	**30.10**	3.11	21.96	0.89	0.11	0.00	0.06	0.00	0.08	0.00	0.00	0.00	0.07	0.16	0.25	3.42
Jedburgh	**1.09**	0.00	1.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Willowburn Avenue, Alnwick	**3.25**	0.11	2.01	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87
Rothbury	**3.02**	0.37	1.82	0.37	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.19	0.00	0.00	0.19
The Willows Garden Centre, Alnwick	**0.13**	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***37.60***	***3.59***	***27.01***	***1.52***	***0.11***	***0.00***	***0.06***	***0.00***	***0.17***	***0.00***	***0.00***	***0.00***	***0.26***	***0.16***	***0.25***	***4.47***
	33.49															
Zone 3																
Scots Gap	**2.51**	0.00	1.75	0.05	0.00	0.00	0.00	0.00	0.00	0.09	0.41	0.00	0.00	0.21	0.00	0.00
Sub-Total	***2.51***	***0.00***	***1.75***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.41***	***0.00***	***0.00***	***0.21***	***0.00***	***0.00***
Zone 4																
Asda, Lyntonville Terrace, Ashington	**2.12**	0.00	0.00	0.10	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	1.12	0.06
Ashington	**54.10**	0.00	1.23	0.79	10.79	3.30	0.29	0.00	0.00	0.18	0.00	0.49	1.61	3.62	22.75	9.05
Choppington	**0.15**	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Newbiggin Road, Ashington	**1.01**	0.00	0.00	0.00	0.25	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.07	0.46	0.08
Guide Post	**1.28**	0.00	0.00	0.24	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	**1.54**	0.00	0.03	0.01	0.24	0.26	0.04	0.00	0.00	0.00	0.00	0.02	0.19	0.02	0.51	0.22
Stakeford	**0.31**	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***60.50***	***0.00***	***1.26***	***1.14***	***13.20***	***3.61***	***0.33***	***0.00***	***0.09***	***0.18***	***0.00***	***0.51***	***1.86***	***3.92***	***24.93***	***9.42***
	58.77	**0.00**	**1.26**	**0.90**	**11.89**	**3.61**	**0.33**	**0.00**	**0.00**	**0.18**	**0.00**	**0.51**	**1.86**	**3.92**	**24.84**	**9.42**
Zone 5	**1.73**	**0.00**	**0.00**	**0.24**	**1.31**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.09**	**0.00**
Bedlington	**2.38**	0.00	0.06	0.10	0.03	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.31	0.21	0.00
Bedlington Station	**0.64**	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***3.02***	***0.00***	***0.06***	***0.10***	***0.03***	***2.23***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.31***	***0.21***	***0.00***
Zone 6																
Seaton Delaval	**1.77**	0.00	0.00	0.00	0.00	0.14	1.24	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00
Seaton Sluice	**0.36**	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***2.13***	***0.00***	***0.00***	***0.00***	***0.00***	***0.14***	***1.61***	***0.00***	***0.00***	***0.00***	***0.00***	***0.38***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Dobbies Garden World, Ponteland	***1.29***	0.00	0.00	0.04	0.01	0.09	0.02	0.49	0.19	0.08	0.15	0.04	0.11	0.05	0.02	0.00
Ponteland	**2.81**	0.00	0.00	0.03	0.00	0.00	0.00	2.57	0.00	0.00	0.00	0.00	0.00	0.14	0.07	0.00
Throckley	**0.53**	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wideopen	**0.84**	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***5.46***	***0.00***	***0.00***	***0.07***	***0.01***	***0.09***	***0.02***	***4.43***	***0.19***	***0.08***	***0.15***	***0.04***	***0.11***	***0.18***	***0.08***	***0.00***
Zone 8																
Chopwell	**0.57**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Prudhoe	**6.30**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	5.90	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Stocksfield	**0.49**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tyne Valley Nurseries, Mickley Square, Mickley	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.03	0.04	0.00	0.00	0.00	0.00	0.00
Wylam	**0.85**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Sub-Total	***8.69***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.24***	***8.04***	***0.03***	***0.20***	***0.00***	***0.00***	***0.00***	***0.00***	***0.18***
Zone 9																
Corbridge	**1.84**	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.53	1.04	0.04	0.00	0.00	0.00	0.00	0.00
Down To Earth, Tyne Mills Industrial Estate, Hexham	**1.12**	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.05	0.59	0.44	0.00	0.00	0.00	0.00	0.00
Hexham	**58.23**	0.00	1.24	1.03	0.00	0.00	0.00	2.78	8.65	25.61	18.85	0.00	0.00	0.08	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**2.20**	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.36	1.13	0.68	0.00	0.00	0.00	0.00	0.00
Sub-Total	***63.39***	***0.00***	***1.27***	***1.30***	***0.00***	***0.00***	***0.00***	***2.78***	***9.59***	***28.37***	***20.01***	***0.00***	***0.00***	***0.08***	***0.00***	***0.00***
Zone 10																
Allendale	**0.68**	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00
Alston	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.76**	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**3.86**	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	3.71	0.00	0.00	0.00	0.00	0.00
Haydon Bridge	**0.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	***6.00***	***0.00***	***0.00***	***0.14***	***0.00***	***0.08***	***0.07***	***0.00***	***0.00***	***0.00***	***5.71***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**1.75**	0.00	0.00	0.07	0.00	0.00	0.39	0.00	0.00	0.00	0.00	1.24	0.00	0.05	0.00	0.00
Azure Garden Centre, Station Road, Cramlington	**0.57**	0.04	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.01	0.00	0.02
Cramlington	**56.23**	0.18	0.62	0.71	2.58	5.01	7.81	1.25	0.17	0.00	0.07	26.94	3.20	3.25	2.38	2.07
Focus, Cramlington Retail Park, Cramlington	**3.30**	0.00	0.00	0.12	0.03	0.34	0.67	0.06	0.00	0.00	0.00	1.54	0.20	0.33	0.00	0.00
Shaw Garden Centre, Cramlington	**0.18**	0.00	0.00	0.00	0.01	0.07	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Sub-Total	***62.03***	***0.22***	***0.62***	***0.90***	***2.62***	***5.50***	***8.87***	***1.31***	***0.17***	***0.00***	***0.07***	***30.24***	***3.41***	***3.64***	***2.38***	***2.09***
Zone 12																
Asda, Cowpen Road, Blyth	**8.31**	0.00	0.23	0.02	0.50	2.61	0.21	0.00	0.00	0.00	0.00	0.29	3.11	0.32	0.58	0.44
Blyth	**58.47**	0.00	1.82	0.13	3.60	10.13	4.03	0.09	0.21	0.15	0.00	2.02	28.38	0.93	2.96	4.02
Homebase, Blyth Valley Retail Park, Blyth	**2.47**	**0.00**	**0.13**	**0.00**	**0.06**	**0.49**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.10**	**1.52**	**0.00**	**0.05**	**0.04**
Sub-Total	***69.26***	***0.00***	***2.18***	***0.15***	***4.17***	***13.24***	***4.32***	***0.09***	***0.21***	***0.15***	***0.00***	***2.41***	***33.01***	***1.25***	***3.58***	***4.50***
Zone 13																
Heighley Gate Garden Centre, Morpeth	**4.51**	0.35	0.94	0.30	0.30	0.29	0.09	0.09	0.07	0.00	0.01	0.15	0.33	0.66	0.25	0.66
Morpeth	**26.28**	0.37	1.64	5.00	0.54	1.41	0.18	0.51	0.00	0.00	0.04	0.05	0.00	13.82	0.09	2.64
Sub-Total	***30.79***	***0.72***	***2.57***	***5.30***	***0.84***	***1.70***	***0.27***	***0.60***	***0.07***	***0.00***	***0.05***	***0.20***	***0.33***	***14.48***	***0.34***	***3.30***
Zone 14																
Newbiggin-by-the-Sea	**4.32**	0.00	0.00	0.03	0.27	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14	2.82	0.60
Sub-Total	***4.32***	***0.00***	***0.00***	***0.03***	***0.27***	***0.31***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.14***	***0.14***	***2.82***	***0.60***
Zone 15																
Amble	**4.15**	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	3.34
Hadston	**0.46**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Lynemouth	**0.71**	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Widdrington Station	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-Total	***5.39***	***0.00***	***0.75***	***0.00***	***0.00***	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.07***	***0.00***	***4.50***
Other																
Other	**1.53**	0.41	0.56	0.00	0.00	0.00	0.00	0.02	0.14	0.01	0.38	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.53***	***0.41***	***0.56***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.14***	***0.01***	***0.38***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB-TOTAL STUDY AREA (£m)	**443.94**	**81.64**	**41.60**	**10.80**	**21.26**	**26.99**	**15.64**	**9.55**	**18.89**	**28.92**	**26.97**	**33.78**	**39.48**	**24.45**	**34.60**	**29.31**
	434.51	**75.41**	**38.40**	**10.80**	**21.26**	**26.99**	**15.64**	**9.55**	**18.89**	**28.92**	**26.97**	**33.78**	**39.48**	**24.45**	**34.60**	**29.31**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council	**8.63**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.34**	**8.27**	**0.02**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council	**6.76**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**6.16**	**0.26**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.12**
East Lothian Council	**0.49**	**0.49**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council	**121.58**	**3.81**	**8.29**	**3.16**	**5.66**	**8.17**	**3.95**	**16.16**	**28.42**	**6.11**	**6.30**	**6.89**	**4.14**	**5.91**	**5.81**	**8.80**
Newcastle City Council	**250.86**	**6.38**	**20.50**	**7.18**	**11.69**	**18.47**	**26.02**	**39.46**	**16.54**	**10.21**	**5.91**	**27.53**	**18.38**	**14.81**	**12.20**	**15.58**
North Tyneside Council	**29.76**	**1.28**	**0.99**	**2.53**	**1.54**	**2.99**	**7.44**	**1.02**	**0.16**	**0.14**	**0.15**	**3.58**	**4.10**	**1.67**	**1.26**	**0.92**
Scottish Borders Council	**23.14**	**13.13**	**9.77**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council	**1.84**	**0.00**	**1.21**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.04**	**0.00**	**0.14**	**0.10**	**0.08**	**0.10**	**0.00**
The City of Edinburgh Council	**21.13**	**16.85**	**3.99**	**0.07**	**0.00**	**0.00**	**0.00**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other	**23.07**	**3.51**	**3.01**	**0.43**	**0.50**	**0.57**	**2.39**	**1.93**	**1.84**	**0.78**	**2.22**	**0.61**	**1.77**	**0.84**	**1.49**	**1.17**
SUB-TOTAL OUTSIDE STUDY AREA	**487.26**	**45.46**	**47.76**	**13.38**	**19.44**	**30.20**	**39.98**	**58.78**	**53.12**	**17.88**	**23.07**	**38.75**	**28.50**	**23.31**	**21.03**	**26.58**
Internet/home delivery	*86.23*	*15.35*	*7.25*	*1.31*	*2.84*	*5.39*	*5.29*	*7.91*	*7.21*	*4.34*	*4.68*	*4.94*	*4.68*	*5.86*	*3.38*	*5.80*
TOTAL	**1017.43**	**142.45**	**96.61**	**25.49**	**43.54**	**62.58**	**60.92**	**76.24**	**79.23**	**51.14**	**54.72**	**77.47**	**72.66**	**53.62**	**59.02**	**61.69**

Combined turnover taken from Tables, 10, 12, 14, 16, 18, 20, 22, 24

2007 Prices

TABLE 1A: RESIDENT POPULATION

ZONE	POPULATION				
	2009	2014	2019	2024	2026
1. Berwick-upon-Tweed	52,543	54,970	56,675	58,433	59,151
2. Alnwick	32,653	34,466	35,767	37,117	37,573
3. Scots Gap	8,516	8,733	8,808	8,884	8,993
4. Ashington East	17,660	17,834	17,845	17,856	18,076
5. Bedlington	25,520	26,886	28,004	29,168	29,527
6. Seaton Delaval	23,645	24,169	24,540	24,917	25,223
7. Ponteland	27,255	27,706	27,739	27,772	28,113
8. Prudhoe	29,576	30,898	31,888	32,910	33,314
9. Hexham	18,286	19,556	20,053	20,563	20,815
10. Haltwhistle	20,162	21,228	21,970	22,738	23,017
11. Cramlington	30,132	30,650	30,960	31,273	31,658
12. Blyth	30,749	31,919	32,620	33,336	33,746
13. Morpeth	18,859	19,605	19,954	20,309	20,559
14. Ashington East	25,457	26,511	27,205	27,917	28,260
15. Amble	23,053	24,231	24,901	25,590	25,904
TOTAL	**384,066**	**399,362**	**408,929**	**418,783**	**423,931**

TABLE 1B: RESIDENT POPULATION AGED OVER 18 YEARS OF AGE

ZONE	POPULATION				
	2009	2014	2019	2024	2026
1. Berwick-upon-Tweed	42,717	44,691	46,077	47,506	48,090
2. Alnwick	26,547	28,021	29,079	30,176	30,547
3. Scots Gap	6,924	7,100	7,161	7,222	7,311
4. Ashington East	14,358	14,499	14,508	14,517	14,695
5. Bedlington	20,748	21,858	22,767	23,714	24,006
6. Seaton Delaval	19,223	19,649	19,951	20,257	20,506
7. Ponteland	22,158	22,525	22,552	22,579	22,856
8. Prudhoe	24,045	25,120	25,925	26,756	27,085
9. Hexham	14,867	15,899	16,303	16,717	16,923
10. Haltwhistle	16,392	17,258	17,862	18,486	18,713
11. Cramlington	24,497	24,918	25,170	25,425	25,738
12. Blyth	24,999	25,950	26,520	27,102	27,436
13. Morpeth	15,332	15,939	16,223	16,511	16,714
14. Ashington East	20,697	21,553	22,118	22,697	22,976
15. Amble	18,742	19,700	20,245	20,804	21,060
TOTAL	**312,246**	**324,681**	**332,459**	**340,470**	**344,656**

Notes:

a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

2007 PRICES

TABLE 2A: PARTICIPATION RATES - CINEMA

SURVEY ZONE	POPULATION	PARTICIPATION RATE		NORTHUMBERLAND'S MARKET SHARE	
		%	Population	%	Population
1. Berwick-upon-Tweed	52,543	50.0	26,272	17.8	4,676
2. Alnwick	32,653	49.5	16,163	10.9	1,762
3. Scots Gap	8,516	52.9	4,505	9.6	432
4. Ashington East	17,660	47.1	8,318	0.0	0
5. Bedlington	25,520	40.4	10,310	0.0	0
6. Seaton Delaval	23,645	49.0	11,586	0.0	0
7. Ponteland	27,255	42.3	11,529	2.4	277
8. Prudhoe	29,576	52.7	15,587	19.6	3,055
9. Hexham	18,286	55.3	10,112	72.7	7,352
10. Haltwhistle	20,162	40.3	8,125	51.4	4,176
11. Cramlington	30,132	50.4	15,187	0.0	0
12. Blyth	30,749	42.7	13,130	0.0	0
13. Morpeth	18,859	44.3	8,355	0.0	0
14. Ashington East	25,457	45.8	11,659	0.0	0
15. Amble	23,053	44.7	10,305	2.4	247
TOTAL	**384,066**	**47.2**	**181,141**	**12.1**	**21,978**

TABLE 2B: MARKET SHARES OF EXISTING CINEMAS BY ZONE

DESTINATION	SURVEY ZONE (%)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Within Northumberland																
The Forum Cinema, Market Place, Hexham	0.0	0.0	7.7	0.0	0.0	0.0	2.4	17.6	72.7	51.4	0.0	0.0	0.0	0.0	0.0	**8.5**
The Maltings Theatre & Arts Centre, Berwick-upon-Tweed	15.6	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	**2.0**
Alnwick Playhouse, Bondgate, Alnwick	2.2	10.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	**1.6**
SUB TOTAL NORTHUMBERLAND	**17.8**	**10.9**	**9.6**	**0.0**	**0.0**	**0.0**	**2.4**	**19.6**	**72.7**	**51.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**12.1**
Outside Northumberland																
Odeon, Osprey Drive, Wallsend	6.7	23.6	51.9	70.0	82.5	81.6	12.2	0.0	1.8	2.7	63.3	83.3	53.5	52.3	59.5	**40.0**
Empire Cinemas, Newgate Street, Newcastle City Centre	4.4	9.1	7.7	5.0	7.5	8.2	29.3	7.8	0.0	2.7	16.3	0.0	9.3	11.4	2.4	**8.2**
Odeon, Russell Way, Metrocentre	13.3	23.6	15.4	22.5	7.5	4.1	46.3	64.7	21.8	35.1	8.2	7.1	18.6	36.4	28.6	**23.3**
Side Cinema, The Side, Newcastle City Centre	0.0	1.8	1.9	0.0	0.0	4.1	4.9	0.0	1.8	0.0	0.0	0.0	7.0	0.0	2.4	**1.4**
Tyneside Cinema, Pilgrim Street, Newcastle City Centre	2.2	1.8	7.7	0.0	2.5	0.0	0.0	0.0	1.8	0.0	10.2	2.4	4.7	0.0	2.4	**2.3**
Vue, Ocean Terminal, Edinburgh	26.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.4**
Edinburgh	6.7	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.2**
Other	22.2	23.8	5.8	2.5	0.0	2.0	4.9	7.9	0.0	8.1	2.0	7.2	7.0	0.0	2.3	**8.1**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**82.2**	**89.1**	**90.4**	**100.0**	**100.0**	**100.0**	**97.6**	**80.4**	**27.2**	**48.6**	**100.0**	**100.0**	**100.1**	**100.1**	**97.6**	**87.9**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:

a. Population from MapInfo AnySite software

b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)

c. Excludes respondents who do not participate in this activity

TABLE 3A: PARTICIPATION RATES - HEALTH AND FITNESS

SURVEY ZONE	POPULATION	PARTICIPATION RATE		NORTHUMBERLAND'S MARKET SHARE	
		%	Population	%	Population
1. Berwick-upon-Tweed	42,717	43.3	18,497	85.8	15,870
2. Alnwick	26,547	46.8	12,424	74.4	9,243
3. Scots Gap	6,924	36.4	2,520	85.3	2,150
4. Ashington East	14,358	30.1	4,322	83.1	3,591
5. Bedlington	20,748	31.0	6,432	90.5	5,821
6. Seaton Delaval	19,223	42.0	8,074	52.5	4,239
7. Ponteland	22,158	23.5	5,207	33.3	1,734
8. Prudhoe	24,045	26.5	6,372	81.4	5,187
9. Hexham	14,867	45.7	6,794	88.9	6,040
10. Haltwhistle	16,392	26.6	4,360	88.8	3,872
11. Cramlington	24,497	42.3	10,362	93.1	9,647
12. Blyth	24,999	22.6	5,650	86.9	4,910
13. Morpeth	15,332	35.6	5,458	85.8	4,683
14. Ashington East	20,697	29.0	6,002	89.3	5,360
15. Amble	18,742	39.3	7,366	83.0	6,113
TOTAL	**312,246**	**34.7**	**109,840**	**80.4**	**88,460**

TABLE 3B: MARKET SHARES OF EXISTING HEALTH AND FITNESS FACILITIES BY ZONE

DESTINATION	SURVEY ZONE (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Within Northumberland																
Ashington	0.0	0.0	0.0	56.6	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.5	65.4	13.3	**7.9**
Blyth	0.0	0.0	0.0	6.6	31.3	12.5	0.0	0.0	0.0	0.0	0.0	82.6	0.0	3.4	0.0	**7.9**
Bedlington	0.0	0.0	0.0	3.3	15.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.1**
Cramlington	0.0	0.0	0.0	10.0	24.9	37.5	3.7	0.0	0.0	0.0	93.1	4.3	8.6	10.3	0.0	**15.5**
Berwick-upon-Tweed	50.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.8**
Newbiggin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	3.3	**0.6**
Alnwick	2.4	70.2	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.6	**10.1**
Hexham	0.0	0.0	5.9	0.0	0.0	0.0	0.0	11.1	88.9	51.8	0.0	0.0	0.0	0.0	0.0	**8.8**
Amble	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.9	**1.6**
Seahouses	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.1**
Morpeth	0.0	2.1	64.7	3.3	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	65.7	3.4	6.6	**5.8**
Prudhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	70.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.2**
Belford	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Bellingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	**0.4**
Coldstream	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Duns	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.8**
Eyemouth	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Guide Post	0.0	0.0	0.0	3.3	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Haltwhistle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.9	0.0	0.0	0.0	0.0	0.0	**1.0**
Lynemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	**0.2**
Ponteland	0.0	0.0	0.0	0.0	0.0	0.0	29.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.6**
Stakeford	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Wooler	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.1**
Seaton Delaval	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
SUB TOTAL NORTHUMBERLAND	**85.8**	**74.4**	**85.3**	**83.1**	**90.5**	**52.5**	**33.3**	**81.4**	**88.9**	**88.8**	**93.1**	**86.9**	**85.8**	**89.3**	**83.0**	**80.4**
Outside Northumberland																
Newcastle	2.4	0.0	0.0	0.0	0.0	5.0	7.4	4.4	0.0	0.0	2.3	0.0	0.0	0.0	0.0	**1.8**
Gosforth	0.0	0.0	0.0	3.3	0.0	7.5	7.4	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	**1.3**
Gateshead	2.4	2.1	0.0	0.0	3.1	0.0	7.4	11.1	2.2	0.0	0.0	0.0	5.7	0.0	3.3	**2.5**
Other	9.4	23.5	14.7	13.6	6.4	35.0	44.5	3.1	8.9	11.2	2.3	13.1	8.5	10.7	13.7	**14.0**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**14.2**	**25.6**	**14.7**	**16.9**	**9.5**	**47.5**	**66.7**	**18.6**	**11.1**	**11.2**	**6.9**	**13.1**	**14.2**	**10.7**	**17.0**	**19.6**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Population from MapInfo AnySite software
b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)
c. Excludes respondents who do not participate in this activity

TABLE 4A: PARTICIPATION RATES - TEN-PIN BOWLING

SURVEY ZONE	POPULATION	PARTICIPATION RATE %	PARTICIPATION RATE Population
1. Berwick-upon-Tweed	52,543	7.1	3,731
2. Alnwick	32,653	21.0	6,857
3. Scots Gap	8,516	12.2	1,039
4. Ashington East	17,660	19.4	3,426
5. Bedlington	25,520	10.0	2,552
6. Seaton Delaval	23,645	17.2	4,067
7. Ponteland	27,255	9.5	2,589
8. Prudhoe	29,576	7.0	2,070
9. Hexham	18,286	9.6	1,755
10. Haltwhistle	20,162	2.7	544
11. Cramlington	30,132	21.4	6,448
12. Blyth	30,749	17.8	5,473
13. Morpeth	18,859	16.7	3,149
14. Ashington East	25,457	16.3	4,149
15. Amble	23,053	9.0	2,075
TOTAL	**384,066**	**13.0**	**49,926**

TABLE 4B: MARKET SHARES OF EXISTING TEN-PIN BOWLING FACILITIES BY ZONE

DESTINATION	SURVEY ZONE (%) 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Within Northumberland																
SUB TOTAL NORTHUMBERLAND	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Northumberland																
AMF Bowling, Westgate Road, Newcastle-upon-Tyne	0.0	14,3	27.3	5.3	0.0	0.0	44.4	42.9	66.7	0.0	0.0	11.8	6.7	12.5	11.1	**12.6**
XS Superbowl, North Tyne Industrial Estate, Longbenton	0.0	23.8	45.5	36.8	77.8	76.5	33.3	0.0	11.1	0.0	52.4	82.4	40.0	43.7	33.3	**42.8**
Metrocentre	14.3	19.0	0.0	0.0	0.0	0.0	11.1	28.6	11.1	50.0	4.8	0.0	20.0	6.2	0.0	**8.5**
Star Bowl, Rotary Way, Royal Quays, North Shields	0.0	4.8	27.3	42.1	22.2	5.9	0.0	0.0	0.0	0.0	38.1	0.0	13.3	12.5	11.1	**13.2**
Megabowl, Kinnaird Park, Edinburgh	85.7	23.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	6.2	11.1	**7.9**
Other	0.0	28.6	0.0	15.8	0.0	17.6	11.2	28.5	11.1	50.0	0.0	5.8	20.0	18.9	33.3	**15.0**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**100.0**	**100.0**	**100.1**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.1**	**100.0**	**100.0**	**100.0**	**99.9**	**100.0**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:

a. Population from MapInfo AnySite software

b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)

c. Excludes respondents who do not participate in this activity

TABLE 5A: PARTICIPATION RATES - BINGO

SURVEY ZONE	POPULATION	PARTICIPATION RATE		NORTHUMBERLAND MARKET SHARE	
		%	Population	%	Population
1. Berwick-upon-Tweed	42,717	7.1	3,033	14.3	434
2. Alnwick	26,547	3.9	1,035	0.0	0
3. Scots Gap	6,924	5.9	408	33.3	136
4. Ashington East	14,358	12.2	1,752	92.3	1,617
5. Bedlington	20,748	16.2	3,361	68.7	2,309
6. Seaton Delaval	19,223	9.4	1,807	70.0	1,265
7. Ponteland	22,158	2.8	620	33.3	207
8. Prudhoe	24,045	6.0	1,443	16.7	241
9. Hexham	14,867	2.7	401	0.0	0
10. Haltwhistle	16,392	5.1	836	40.0	334
11. Cramlington	24,497	13.9	3,405	71.4	2,431
12. Blyth	24,999	12.9	3,225	61.5	1,983
13. Morpeth	15,332	6.8	1,043	85.7	894
14. Ashington East	20,697	12.0	2,484	83.4	2,071
15. Amble	18,742	7.9	1,481	62.5	925
TOTAL	**312,246**	**8.5**	**26,334**	**57.5**	**14,847**

TABLE 5B: MARKET SHARES OF EXISTING BINGO FACILITIES BY ZONE

DESTINATION	SURVEY ZONE (%)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Within Northumberland																
Firth Social & Leisure Club, Hide Hill, Berwick-upon-Tweed	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.4**
Gala, Forum Way, Cramlington	0.0	0.0	33.3	15.4	25.0	70.0	33.3	0.0	0.0	0.0	71.4	0.0	42.8	16.7	12.5	**24.1**
Mecca, Post Office Square, Blyth	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	61.5	28.6	0.0	25.0	**13.4**
Gala, Milburn Way, Ashington	0.0	0.0	0.0	76.9	18.7	0.0	0.0	16.7	0.0	0.0	0.0	0.0	14.3	66.7	25.0	**17.4**
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	0.0	0.0	0.0	0.0	0.0	**1.2**
SUB TOTAL NORTHUMBERLAND	**14.3**	**0.0**	**33.3**	**92.3**	**68.7**	**70.0**	**33.3**	**16.7**	**0.0**	**40.0**	**71.4**	**61.5**	**85.7**	**83.4**	**62.5**	**57.5**
Outside Northumberland																
Gala, The Metrocentre	0.0	0.0	0.0	0.0	0.0	0.0	33.3	33.3	66.7	0.0	7.1	0.0	14.3	0.0	12.5	**6.0**
Other	85.7	100.0	66,7	7.7	31.3	30.0	33.4	50.0	33.3	60.0	21.5	38.5	0.0	16.6	25.0	**36.5**
SUB TOTAL OUTSIDE NORTHUMBERLAND	**85.7**	**100.0**	**66.7**	**7.7**	**31.3**	**30.0**	**66.7**	**83.3**	**100.0**	**60.0**	**28.6**	**38.5**	**14.3**	**16.6**	**37.5**	**42.5**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:

a. Population from MapInfo AnySite software

b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)

c. Excludes respondents who do not participate in this activity

d. Based on adult population only (81.3% of total population)

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TABLE 6A: PARTICIPATION RATES - PUBS, BARS AND NIGHTCLUBS

SURVEY ZONE	POPULATION	PARTICIPATION RATE		NORTHUMBERLAND MARKET SHARE	
		%	Population	%	Population
1. Berwick-upon-Tweed	42,717	46.2	19,735	69.4	13,696
2. Alnwick	26,547	68.6	18,211	46.3	8,432
3. Scots Gap	6,924	41.2	2,852	53.8	1,535
4. Ashington East	14,358	55.4	7,954	78.1	6,212
5. Bedlington	20,748	57.0	11,826	68.5	8,101
6. Seaton Delaval	19,223	52.6	10,112	32.6	3,296
7. Ponteland	22,158	46.5	10,304	36.3	3,740
8. Prudhoe	24,045	52.2	12,552	51.9	6,514
9. Hexham	14,867	46.6	6,928	80.0	5,542
10. Haltwhistle	16,392	44.3	7,262	48.8	3,544
11. Cramlington	24,497	53.7	13,155	49.0	6,446
12. Blyth	24,999	53.7	13,424	71.8	9,639
13. Morpeth	15,332	56.2	8,617	92.7	7,988
14. Ashington East	20,697	50.0	10,348	80.0	8,279
15. Amble	18,742	53.3	9,990	83.1	8,301
TOTAL	**312,246**	**52.4**	**163,270**	**62.8**	**101,265**

TABLE 6B: MARKET SHARES OF EXISTING PUBS/ BARS/ NIGHTCLUBS BY ZONE

DESTINATION	SURVEY ZONE (%)															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Within Northumberland																
Allendale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	**0.2**
Alnwick	4.3	42.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	**5.5**
Amble	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.3	**1.7**
Ashington	0.0	0.0	0.0	34.5	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.8	54.0	3.8	**5.9**
Bedlington	0.0	0.0	0.0	1.8	19.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	**1.8**
Bedlington Station	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Belford	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Bellingham	0.0	0.0	0.0	1.8	3.5	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	**0.5**
Berwick-upon-Tweed	41.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.6**
Blyth	0.0	0.0	0.0	0.0	17.5	1.9	0.0	0.0	0.0	0.0	1.8	64.2	0.0	2.0	0.0	**7.1**
Choppington	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Coldstream	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Cramlington	0.0	0.0	0.0	7.3	3.5	15.4	0.0	0.0	0.0	0.0	41.8	0.0	0.0	0.0	0.0	**5.2**
Corbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	26.7	2.2	0.0	0.0	0.0	0.0	0.0	**1.8**
Duns	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Ellington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.9	**0.3**
Guide Post	0.0	0.0	0.0	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Haltwhistle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	**0.3**
Haydon Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	**0.2**
Hexham	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	48.9	8.9	0.0	0.0	0.0	0.0	0.0	**2.6**
Lynemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	**0.1**
Morpeth	0.0	0.0	41.0	25.5	12.3	1.9	0.0	0.0	0.0	0.0	1.8	0.0	85.5	6.0	26.4	**9.6**
Newbiggin	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	1.9	**1.2**
Ponteland	0.0	0.0	0.0	0.0	0.0	0.0	29.5	0.0	0.0	0.0	1.8	0.0	1.8	0.0	0.0	**2.1**
Prudhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.7**
Rothbury	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	**0.7**
Seahouses	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Seaton Delaval	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Stakeford	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Widdrington Station	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	3.8	**0.3**
Wooler	2,2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Wylam	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Barrasford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	**0.1**
Great Whittington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	**0.1**
Greenhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	**0.3**
Heddin-on-the-Wall	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Longframlington	0.0	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Seaton Sluice	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	**0.6**
Stannington	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.9	**0.3**
Stocksfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Warkworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	6.7	0.0	0.0	0.0	0.0	7.5	**1.0**
SUB TOTAL NORTHUMBERLAND	**69.4**	**46.3**	**53.8**	**78.1**	**68.5**	**32.6**	**36.3**	**51.9**	**80.0**	**48.8**	**49.0**	**71.8**	**92.7**	**80.0**	**83.1**	**62.8**
Outside Northumberland																
Newcastle City Centre	2.2	5.8	7.7	10.9	19.3	32.7	27.3	23.1	13.3	15.6	40.0	9.4	5.5	12.0	5.7	**15.4**
Edinburgh	10.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.5**
Other	17.5	45.0	38.5	11.0	12.2	34.7	36.4	25.0	6.7	35.6	11.0	18.8	1.8	8.0	11.2	**20.3**
SUB TOTAL OUTSIDE NORTHUMBERLAND	**30.6**	**53.7**	**46.2**	**21.9**	**31.5**	**67.4**	**63.7**	**48.1**	**20.0**	**51.2**	**51.0**	**28.2**	**7.3**	**20.0**	**16.9**	**37.2**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Population from MapInfo AnySite software

b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)

c. Excludes respondents who do not participate in this activity

d. Based on adult population only (81.3% of total population)

TABLE 7A: PARTICIPATION RATES - RESTAURANTS

SURVEY ZONE	POPULATION	PARTICIPATION RATE %	PARTICIPATION RATE Population	NORTHUMBERLAND MARKET SHARE %	NORTHUMBERLAND MARKET SHARE Population
1. Berwick-upon-Tweed	42,717	75.1	32,081	86.8	27,860
2. Alnwick	26,547	87.1	23,122	78.0	18,041
3. Scots Gap	6,924	82.4	5,705	77.3	4,408
4. Ashington East	14,358	70.4	10,108	80.0	8,086
5. Bedlington	20,748	77.8	16,142	69.4	11,210
6. Seaton Delaval	19,223	74.5	14,321	37.7	5,400
7. Ponteland	22,158	76.5	16,951	44.8	7,590
8. Prudhoe	24,045	72.1	17,337	50.0	8,668
9. Hexham	14,867	78.4	11,655	86.5	10,086
10. Haltwhistle	16,392	71.4	11,704	73.5	8,599
11. Cramlington	24,497	74.8	18,324	57.5	10,536
12. Blyth	24,999	76.2	19,049	70.5	13,421
13. Morpeth	15,332	74.6	11,438	80.8	9,238
14. Ashington East	20,697	71.7	14,839	82.8	12,289
15. Amble	18,742	81.2	15,219	85.5	13,009
TOTAL	**312,246**	**76.2**	**237,995**	**70.7**	**168,442**

TABLE 7B: MARKET SHARES OF EXISTING RESTAURANTS BY ZONE

DESTINATION	SURVEY ZONE (%) 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Within Northumberland																
Zone 1																
Belford	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Berwick-upon-Tweed	46.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**5.4**
Duns	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Kelso	13.2	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.9**
Seahouses	7.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Tweedmouth	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Wooler	5.3	0.0	0.0	2.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	**0.8**
Zone 2																
Alnwick	1.8	42.9	4.5	2.2	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	8.1	**4.9**
Rothbury	0.0	8.8	0.0	0.0	1.4	1.6	1.5	0.0	0.0	2.0	0.0	0.0	0.0	1.6	0.0	**1.2**
Jedburgh	0.0	11.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Longframlington	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	**0.2**
Zone 3																
Zone 4																
Ashington	1.8	0.0	0.0	13.3	2.8	0.0	0.0	0.0	0.0	0.0	1.3	1.1	1.9	20.3	4.8	**3.0**
Choppington	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	1.6	0.0	**0.2**
Guide Post	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Stakeford	0.0	0.0	0.0	2.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Zone 5																
Bedlington	0.0	0.0	0.0	2.2	18.1	1.6	0.0	0.0	0.0	0.0	1.3	1.1	0.0	3.1	0.0	**2.0**
Bedlington Station	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	**0.4**
Zone 6																
Seaton Delaval	0.0	0.0	0.0	0.0	1.4	3.3	0.0	0.0	0.0	0.0	1.3	2.3	0.0	1.6	0.0	**0.8**
Seaton Sluice	0.0	0.0	0.0	2.2	1.4	4.9	3.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	**1.1**
Zone 7																
Ponteland	0.0	1.1	13.6	0.0	0.0	0.0	29.9	0.0	3.8	2.0	2.5	1.1	1.9	1.6	0.0	**3.2**
Zone 8																
Prudhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.2**
Stocksfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Wylam	0.0	0.0	0.0	0.0	0.0	0.0	1.5	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Zone 9																
Corbridge	0.0	0.0	0.0	0.0	0.0	0.0	1.5	7.4	9.6	4.1	0.0	0.0	0.0	0.0	0.0	**1.3**
Hexham	0.0	1.1	4.5	0.0	0.0	0.0	6.0	11.8	69.2	30.6	0.0	1.1	0.0	0.0	0.0	**6.7**
Barrasford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	4.1	0.0	0.0	0.0	0.0	0.0	**0.3**
Great Whittington	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Zone 10																
Allendale	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	0.0	0.0	**0.3**
Bellingham	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	**0.2**
Haltwhistle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	10.2	0.0	0.0	0.0	0.0	0.0	**0.6**
Haydon Bridge	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	0.0	0.0	**0.1**
Greenhead Village	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	**0.2**
Zone 11																
Cramlington	0.0	0.0	0.0	8.9	6.9	14.8	1.5	0.0	0.0	0.0	42.5	5.7	1.9	4.7	3.2	**6.5**
Zone 12																
Blyth	0.0	0.0	0.0	8.9	15.3	6.6	0.0	0.0	0.0	0.0	1.3	45.5	0.0	9.4	1.6	**6.8**
Zone 13																
Morpeth	0.0	5.5	45.5	28.9	11.1	3.3	0.0	0.0	0.0	2.0	5.0	5.7	69.2	14.1	27.4	**11.1**
Zone 14																
Newbiggin-by-the-Sea	0.0	1.1	0.0	2.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	**1.1**
Stannington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	1.6	**0.3**
Zone 15																
Amble	1.8	1.1	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	24.2	**2.0**
Ellington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.6	**0.2**
Widdrington Station	0.0	0.0	0.0	4.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.9	3.1	9.7	**1.6**
Warkworth	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	4.1	1.3	0.0	0.0	0.0	3.2	**0.6**
SUB TOTAL NORTHUMBERLAND	**86.8**	**78.0**	**77.3**	**80.0**	**69.4**	**37.7**	**44.8**	**50.0**	**86.5**	**73.5**	**57.5**	**70.5**	**80.8**	**82.8**	**85.5**	**70.7**
Outside Northumberland																
Newcastle City	1.8	6.6	13.6	17.8	22.2	34.4	47.8	23.5	9.6	6.1	33.8	17.0	15.4	14.1	9.7	17.9
Gateshead	3.5	3.3	4.5	2.2	4.2	1.6	0.0	25.0	1.9	4.1	0.0	4.5	1.9	0.0	4.8	4.0
North Tyneside	1.8	0.0	4.5	0.0	4.2	24.6	7.5	0.0	0.0	2.0	7.5	8.0	0.0	1.6	0.0	4.1
South Tyneside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scotland	6.1	12.1	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	1.8
North West Region	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE NORTHUMBERLAND	**13.2**	**22.0**	**22.7**	**20.0**	**30.6**	**60.7**	**55.2**	**48.5**	**11.6**	**12.4**	**41.3**	**29.5**	**17.3**	**15.6**	**14.5**	**27.9**
TOTAL	**100**	**100**	**100**	**100**	**100**	**98**	**100**	**99**	**98**	**86**	**99**	**100**	**98**	**98**	**100**	**99**

Notes:
a. Population from MapInfo AnySite software
b. Participation rates and markets shares derived from Northumberland Household Survey (August 2009)
c. Excludes respondents who do not participate in this activity
d. Based on adult population only (81.3% of total population)

TABLE 8: CAPACITY FOR ADDITIONAL CINEMAS

Centre	Population	County's Market Share (%)	Catchment Population	Cinema visits per person	Attendance (000s)	Number of Visitors Required to Support a Cinema Screen	Screens Supported
2009	384,066	0.0	0	2.9	0	43,384	0.0
2014	399,362	50.0	199,681	2.9	579,075	43,384	13.3
2019	408,929	50.0	204,465	2.9	592,947	43,384	13.7
2024	418,783	50.0	209,391	2.9	607,235	43,384	14.0
2026	423,931	50.0	211,966	2.9	614,700	43,384	14.2

Notes:

a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

b. Participation rates and markets shares derived from Northumberland Household Survey (2009)

c. Cinema visits per person based on the 2007 estimate identified by Mintel (2006)

d. Numbers of visitors required to support a cinema screen based on the average number of people per screen in the North as identified by Mintel (2006)

TABLE 9: CAPACITY FOR ADDITIONAL BOWLING FACILITIES

Centre	Study Area Population	Participation Rate (%)	Catchment Population	County's Market Share (%)	Catchment Population	Persons per Lane	Provision Current	Provision Lanes Supported	Residual Capacity
2009	384,066	15.0	57,610	0.0	0	1,250	0	0.0	0.0
2014	399,362	15.0	59,904	33.0	19,768	1,250	0	15.8	15.8
2019	408,929	15.0	61,339	33.0	20,242	1,250	0	16.2	16.2
2024	418,783	15.0	62,817	33.0	20,730	1,250	0	16.6	16.6
2026	423,931	15.0	63,590	33.0	20,985	1,250	0	16.8	16.8

Notes:

a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
b. Participation rates and market shares derived from Northumberland Household Survey 2009)
c. Persons per lane based on UK annual visits of 6.2 million people supporting 4,964 lanes

TABLE 10: CAPACITY FOR ADDITIONAL BINGO FACILITIES

Centre	Study Area Population	Participation Rate (%)	Catchment Population	County's Market Share (%)	Catchment Population	Average Visits per year	Total Visits	Catchment Required to Support Club	Residual Capacity
2009	312,246	9	26,541	58	15,261	17.6	268,594	60,000	4.5
2014	324,681	9	27,598	58	15,869	17.6	279,291	60,000	4.7
2019	332,459	9	28,259	58	16,249	17.6	285,981	60,000	4.8
2024	340,470	9	28,940	58	16,640	17.6	292,873	60,000	4.9
2026	344,656	9	29,296	58	16,845	17.6	296,473	60,000	4.9

Notes:

a. Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

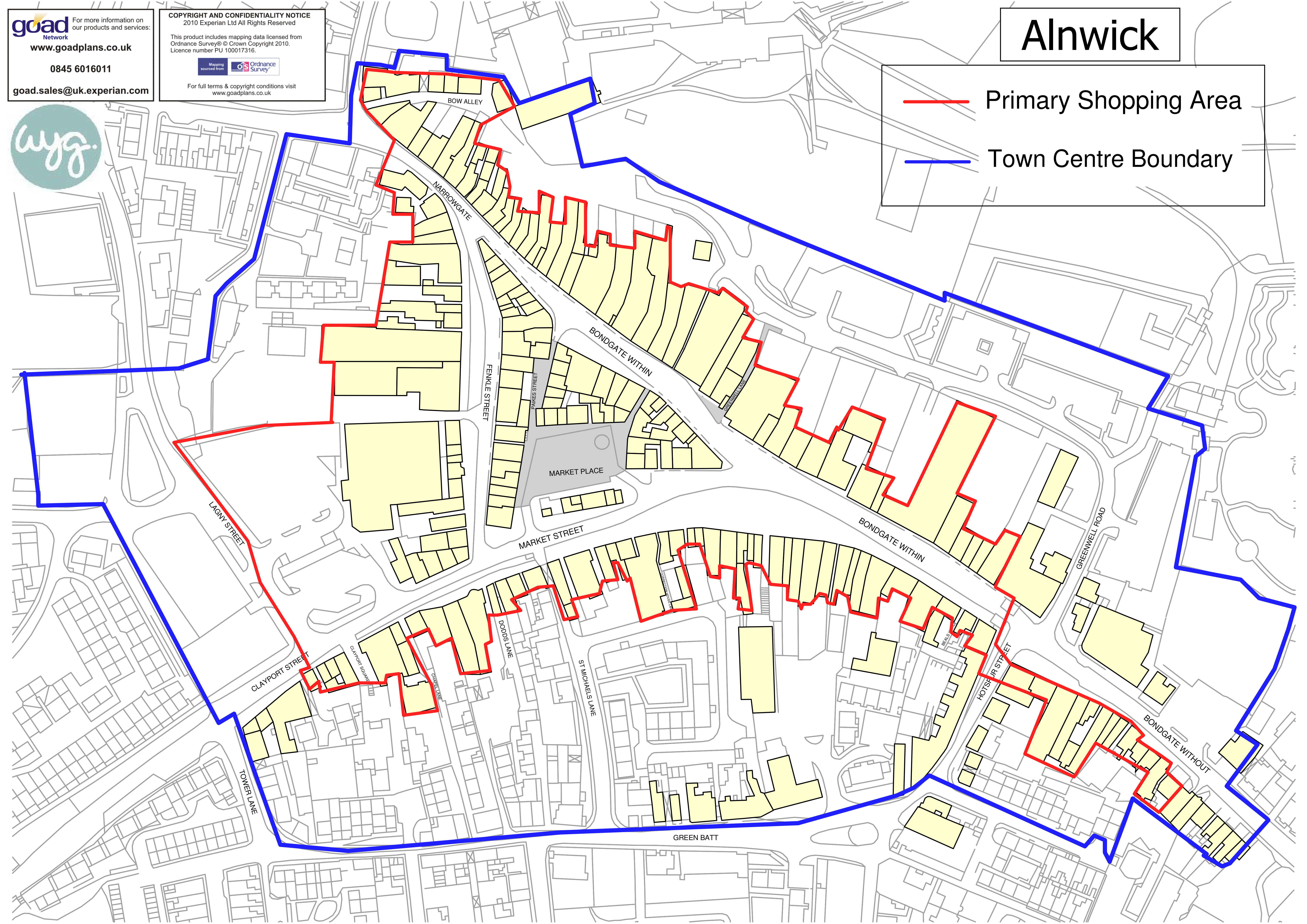
b. Participation rates and market shares derived from Northumberland Household Survey (2009)

d. Market share of existing facilities in the County derived from Northumberland Household Survey (2009)

e. Average visits per year:

- GB Admissions (1999) - 95m
- GB Participation - 5.4m
- Average 17.6 visits / participating person /year

f. Assumes that a bingo facility requires a potential catchment population of 60,000 people to support an additional facility ('Business in Sport and Leisure')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Town Centre Boundary
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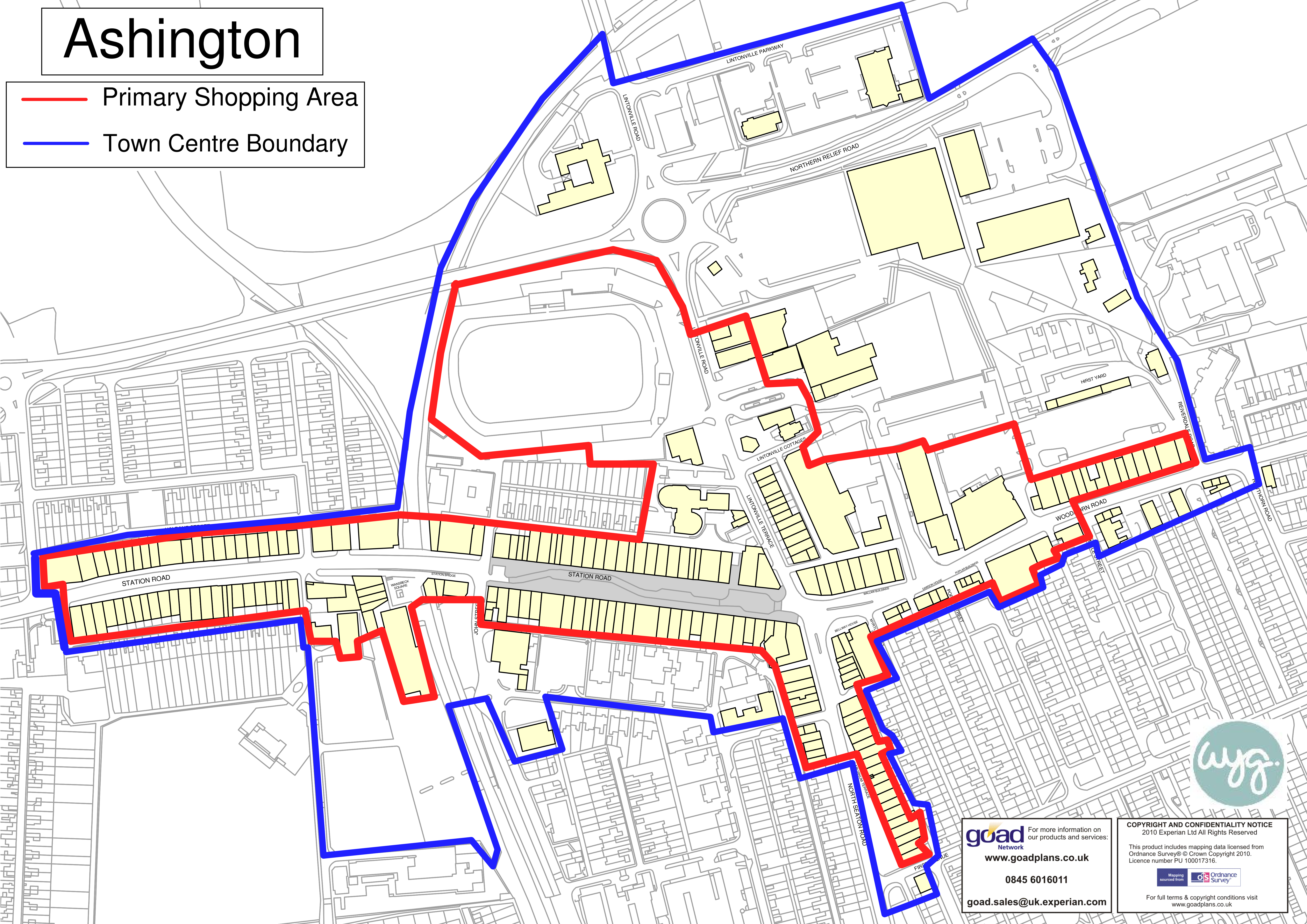
GREENWELL LANE
MARKET PLACE
MARKET STREET
LAGNY STREET
CLAYPORT STREET
CLAYPORT SQUARE
CHAPEL LANE
DODDS LANE
ST MICHAELS LANE
HOTSPUR STREET
GREENWELL ROAD
BONDGATE WITHOUT
TOWER LANE
GREEN BATT


Ashington
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LINTONVILLE PARKWAY
LINTONVILLE ROAD
NORTHERN RELIEF ROAD
HIRST YARD
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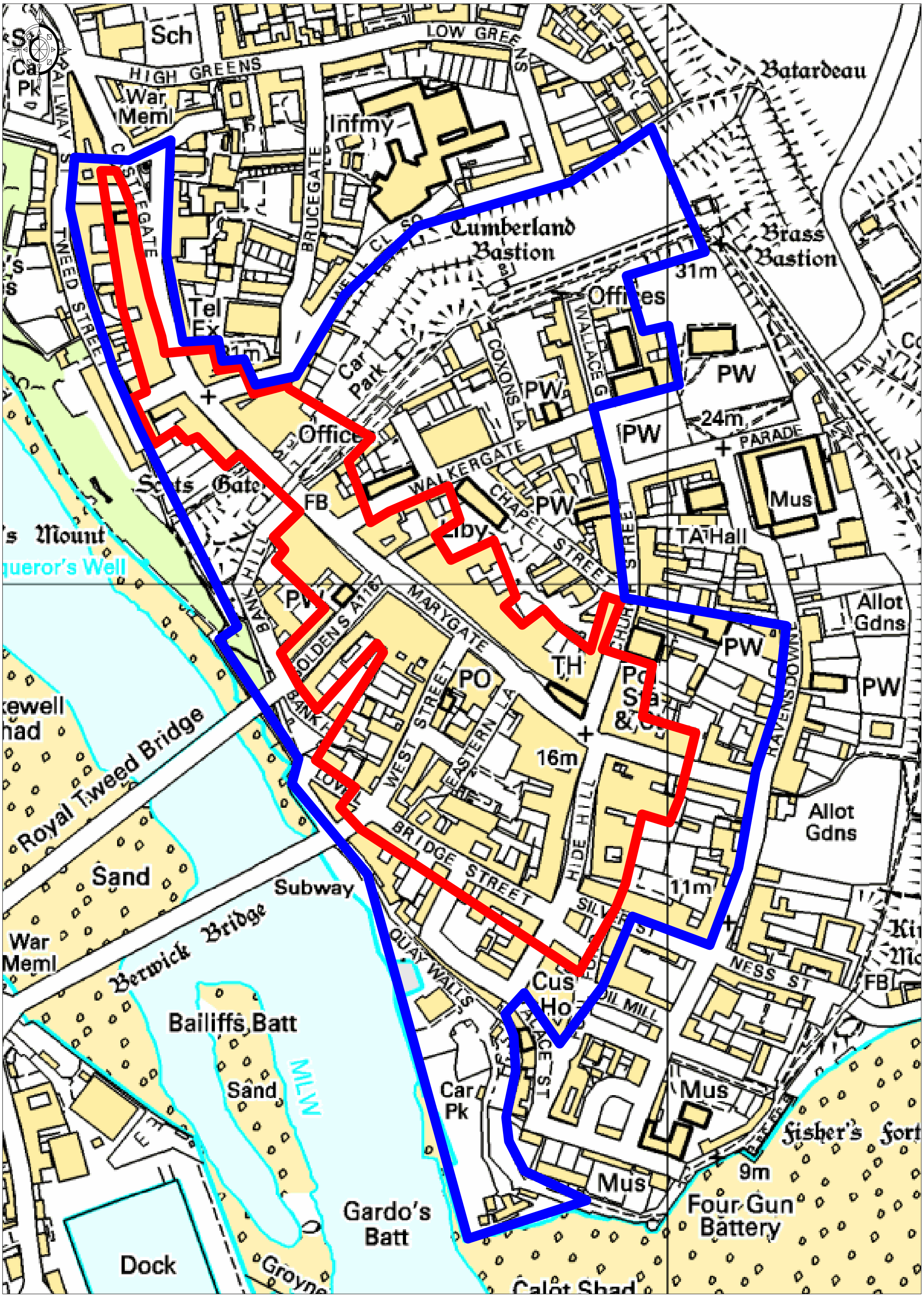
Berwick-Upon-Tweed



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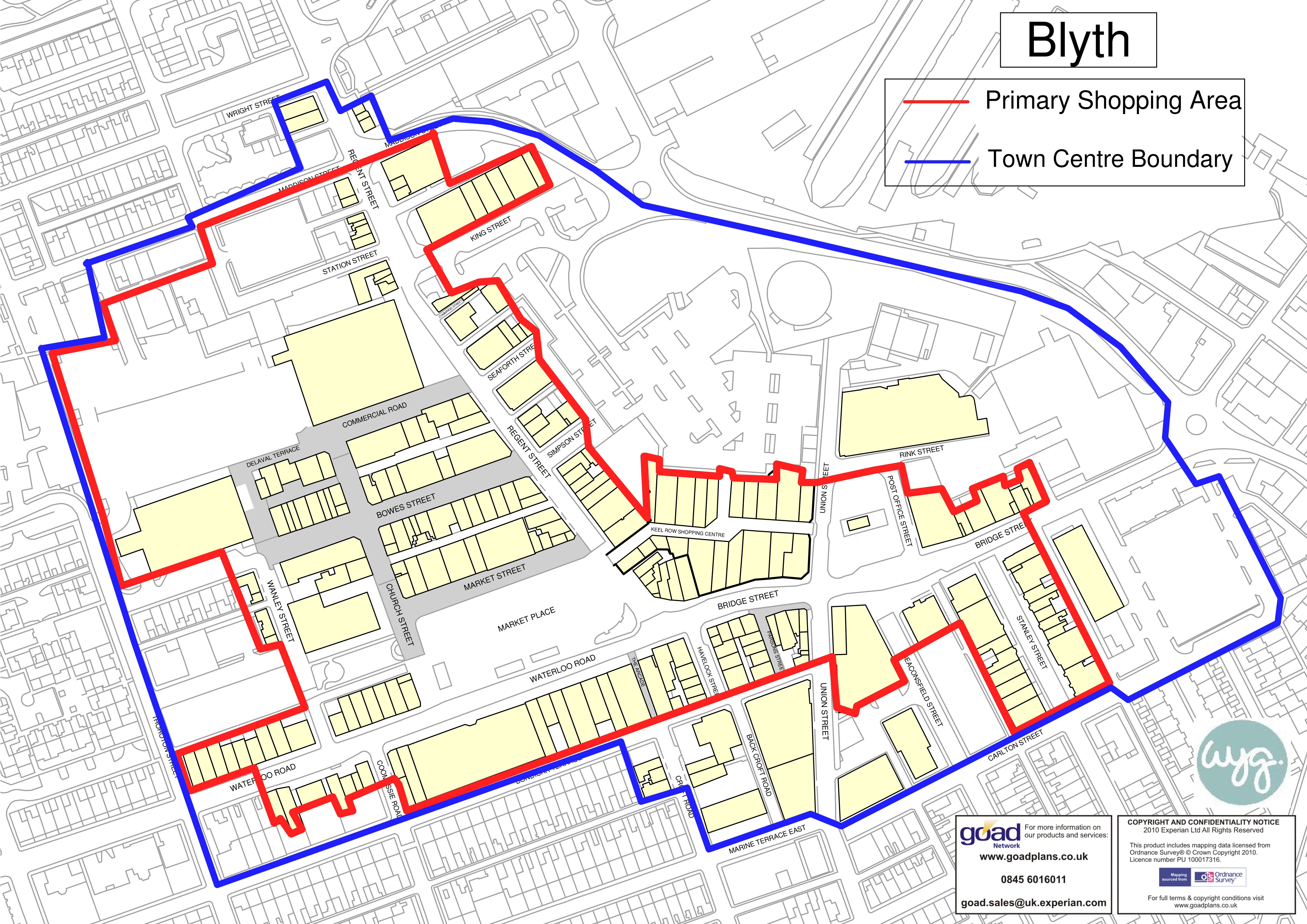
Primary Shopping Area

Town Centre Boundary


Blyth
Primary Shopping Area
Town Centre Boundary
WRIGHT STREET
MADDISON STREET
REGENT STREET
KING STREET
STATION STREET
SEAFORTH STREET
SIMPSON STREET
COMMERCIAL ROAD
DELAVAL TERRACE
BOWES STREET
MARKET STREET
CHURCH STREET
MARKET PLACE
WANLEY STREET
KEEL ROW SHOPPING CENTRE
BRIDGE STREET
UNION STREET
POST OFFICE STREET
RINK STREET
STANLEY STREET
WATERLOO ROAD
THE ARCADE
HAVELOCK STREET
PARSONS STREET
BEACONSFIELD STREET
CARLTON STREET
BACK CROFT ROAD
CROFT ROAD
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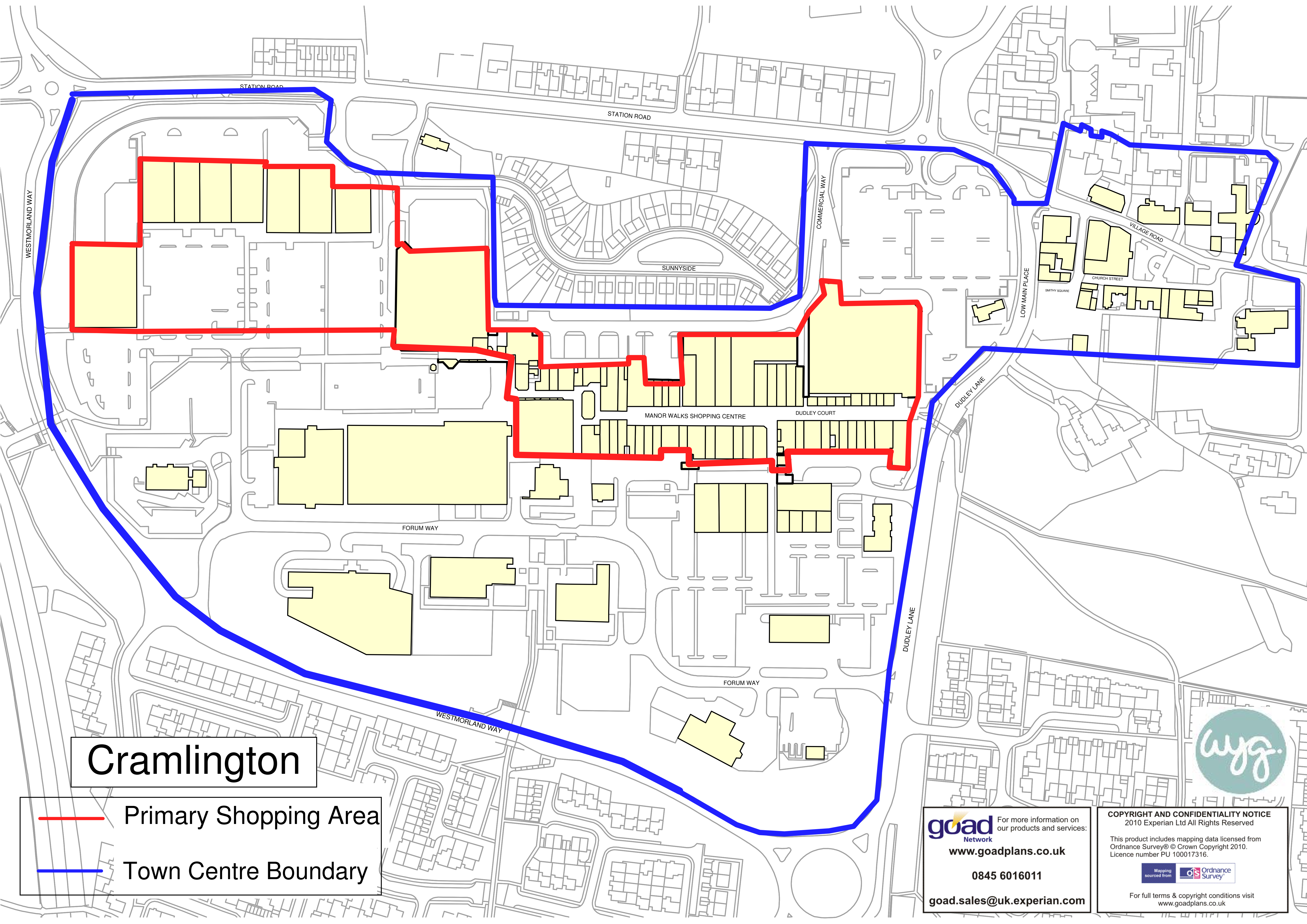
STATION ROAD
STATION ROAD
WESTMORLAND WAY
SUNNYSIDE
COMMERCIAL WAY
VILLAGE ROAD
CHURCH STREET
SMITHY SQUARE
LOW MAIN PLACE
DUDLEY LANE
MANOR WALKS SHOPPING CENTRE
DUDLEY COURT
FORUM WAY
FORUM WAY
WESTMORLAND WAY
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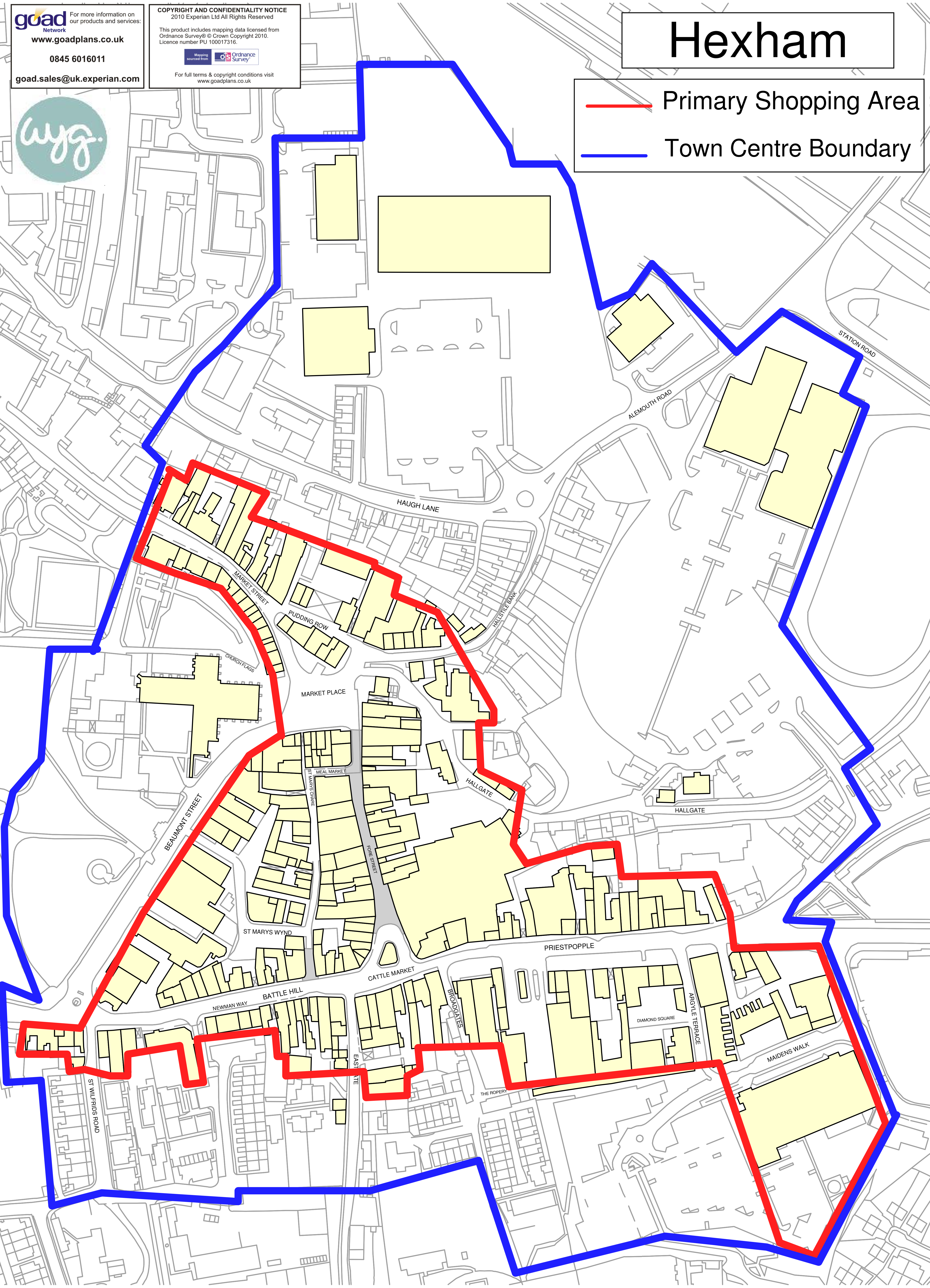

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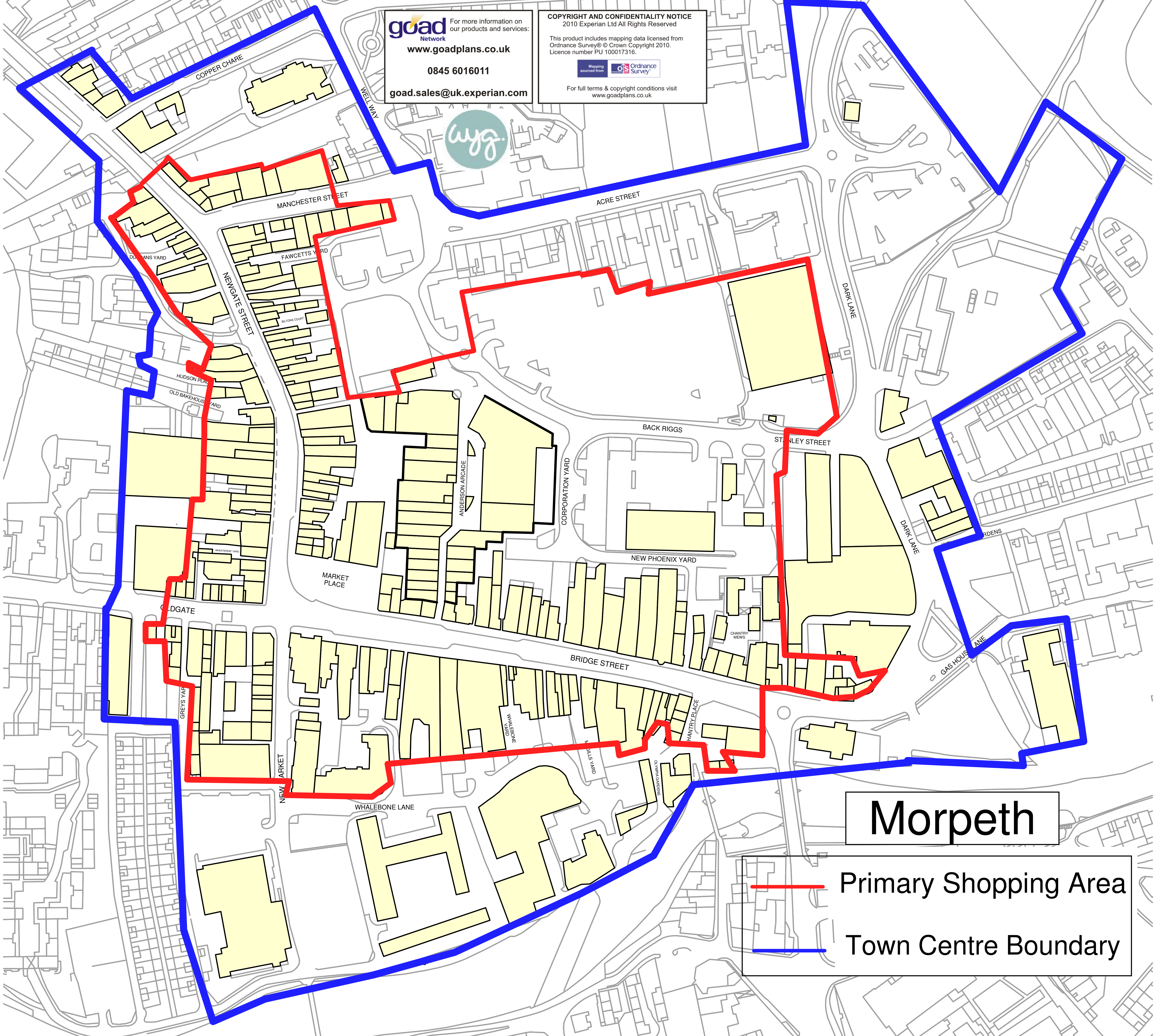
MARKET PLACE
HALLGATE
HALLGATE
BEAUMONT STREET
ST MARYS CHARE
MEAL MARKET
FORE STREET
ST MARYS WYND
PRIESTPOPPLE
CATTLE MARKET
BATTLE HILL
NEWMAN WAY
BROADGATES
DIAMOND SQUARE
ARGYLE TERRACE
MAIDENS WALK
THE ROPERY
ST WILFRIDS ROAD



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NEW PHOENIX YARD
MARKET PLACE
OLDGATE
BRIDGE STREET
GREYS YARD
WHALEBONE YARD
CHANTRY PLACE
CHANTRY MEWS
GAS HOUSE LANE
WHALEBONE LANE
NEW MARKET
Morpeth
Primary Shopping Area
Town Centre Boundary

A055809- Northumberland Retail and Leisure Study

EXISTING AND PROPOSED SHOPPING CENTRE HIERARCHY FOR NORTHUMBERLAND COUNTY

Name of Centre	Former Authority Area	Development Plan	Development Plan Designation	Venuescore	Proposed Designation under PPS4
Ashington	Wandsbeck	North East of England Plan (RSS)	Regeneration Town	District Centre	
Amble	Alnwick		Regeneration Town		
Blyth	Blyth Valley		Regeneration Town		
Cramlington	Blyth Valley		Regeneration Town	District Centre	
Alnwick	Alnwick		Rural Service Centre		
Hexham	Tynedale		Rural Service Centre		
Morpeth	Castle Morpeth		Rural Service Centre		
Prudhoe	Tynedale		Rural Service Centre		
Berwick on Tweed	Berwick on Tweed		Rural Service Centre	District Centre	
Haltwhistle	Tynedale		Rural Service Centre		
	Alnwick	Alnwick District LP amended by Core Strategy (Oct 2007)			
Alnwick			Main Rural Service Centre		Town Centre
Amble			Main Rural Service Centre		District Centre
Rothbury			Secondary Rural Service Centre		Local Centre
Berwick on Tweed	**Berwick on Tweed**	Berwick on Tweed Borough Local Plan (May 1999)	Town Centre		Town Centre
Seahouses			Village Centre		Local Centre
Wooler			Village Centre		Local Centre
Belford			Village Centre		Local Centre
Blyth	**Blyth Valley**	Blyth Valley Core Strategy (July 2007)	Main Town Centre		Town Centre
Cramlington			Main Town Centre		Town Centre
Seaton Delaval			Secondary Service Centre		Local Centre
Morpeth	**Castle Morpeth**	Castle Morpeth District Local Plan (Feb 2003)	Town Centre		Town Centre
Ponteland			Town Centre		District Centre
Hadston			Local Retail Service Centre		Local Centre
Ellington			Local Retail Service Centre		Local Centre
Lynemouth			Local Retail Service Centre		Local Centre
Widdrington Station			Local Retail Service Centre?		Local Centre
Hexham	**Tynedale**	Tynedale District Local Plan (April 2000)	District Centre		Town Centre
Prudhoe			District Centre		District Centre
Haltwhistle			District Centre		District Centre
Allendale			Local Centre		Local Centre
Bellingham			Local Centre		Local Centre
Corbridge			Local Centre		Local Centre
Haydon Bridge			Local Centre		Local Centre
Ashington	**Wansbeck**	Wansbeck District Local Plan (July 2007)	Town Centre		Town Centre
Bedlington			Town Centre		District Centre
Bedlington Station			Town Centre		Local Centre
Guide Post			Town Centre		Local Centre
Newbiggin			Town Centre		Local Centre