

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

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

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 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

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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 (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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 Mailings 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

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NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 4A: PARTICIPATION RATES - TEN-PIN BOWLING

SURVEY ZONE	POPULATION	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 (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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 (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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)

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

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 (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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
Heddon-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		NORTHUMBERLAND MARKET SHARE	
		%	Population	%	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 (%)															TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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	2.0	0.0	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 market 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 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)

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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	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

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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')