

Retail Need Assessment Study – 2010 Update

District of Shepway

July 2010

Contents

Introduction	3
Part 1: The existing pattern of shopping: the Survey Findings	4
Town Centres.....	4
Convenience goods.....	4
Core comparison goods.....	4
Bulky goods.....	4
Part 2 Forecasts of Retail Need	7
Part 3 Technical Approach	9
Shopping catchments: the household survey 2007.....	9
Zones & sampling.....	10
The Forecasts.....	12
Population projections.....	12
Retail expenditure projections.....	12
Sensitivity to bulky goods growth rate.....	13
The structure of the Kent Model.....	15
Matching turnover and retail categories.....	15
Modelling turnover.....	15
Local shopping.....	16
Calculation of retail need.....	17
Turnover ratios.....	17
Retail Need.....	17
Annexes	
Annex 1 Retail zones	
Annex 2 Population by retail zone	
Annex 3 Expenditure per retail zone	
Annex 4 Trade area definition and survey dates	
Annex 5 Expenditure categories for the retail model	
Annex 6 Sales density ratios	
Annex 7 Town centre retail turnover	
Annex 8 Spend summaries	
Annex 9 Spend by destination	
Annex 10 Retail sites with planning permission or under construction	
Annex 11 Retail need summary tables	
Annex 12 Expenditure not included in the calculation of retail need	
Annex 13 Household Survey questionnaire	

Retail Need Assessment for Shepway District

Introduction

1. In May 2007 Research and Intelligence commissioned ORC international to undertake a major survey of Kent households to assess the retail spending habits across the county. Research and Intelligence used the results of this survey to develop a retail need assessment for Shepway in 2007.
2. This report provides an update to the 2007 study due to revisions to key indicators used within the modelling process. The impact of new expenditure growth rates are considered as well as revised population projections and more recent planning permissions. It is advised that this report is read alongside the 2007 Retail Needs Assessment Study for the District of Shepway.
3. Sections 1 and 2 of this document summarise the main findings of the 2007 household survey and subsequent projections for retail need in Shepway over the next 16 years. Whilst the report focuses on the findings of the survey for Shepway district, it should be noted that the survey results for the whole county are used in assessing retail need including Medway, Bexley and Bromley.
4. Section 3 sets out the technical approach used to arrive at the given forecasts.
5. This 2010 update identifies a lower expenditure growth to 2026 compared with the 2007 study, and consequently identifies lower need for retail floor space compared to figures given in the 2008 update. This reflects the impact of the current recession on retail expenditure growth forecasts for the next ten year period. Also note that figures for turnover and expenditure at 2007 have changed since the previous report as a result of revised population and expenditure figures for 2007.

Part 1: The existing pattern of shopping: the survey findings

6. A household survey of Kent residents to ascertain where they shop and how much of their expenditure on convenience and comparison goods they spend at each of these locations was commissioned from ORC International. The survey was conducted during May 2007. The findings of this survey were combined with expenditure and population data from 2007 to show how much expenditure is spent in each of the trade areas within Shepway. This update uses findings from the survey of 2007 with more up to date expenditure, growth rates and population data. A copy of the questionnaire used for the survey can be found in annex 13.
7. Results were analysed for the main town centres, trade areas and the district.
8. The key findings for Shepway were:

Town Centres

- The dominant centre in Shepway, Folkestone, attracts £122 million, over half of which is generated by core comparison goods. It has the 10th largest turnover of the towns in the KCC area (Annex 7 refers).

Convenience goods

- The catchment for convenience goods is mainly confined to the district of Shepway. 90% of spend in stores in the district is from residents of the district.
- Shepway retains 79% of its residents spend. 16% of resident's spend is to other districts mainly Ashford (12%) (annex 9).
- Internet spending accounts for 2% of the district's total spend on convenience goods (annex 9).

Core comparison goods

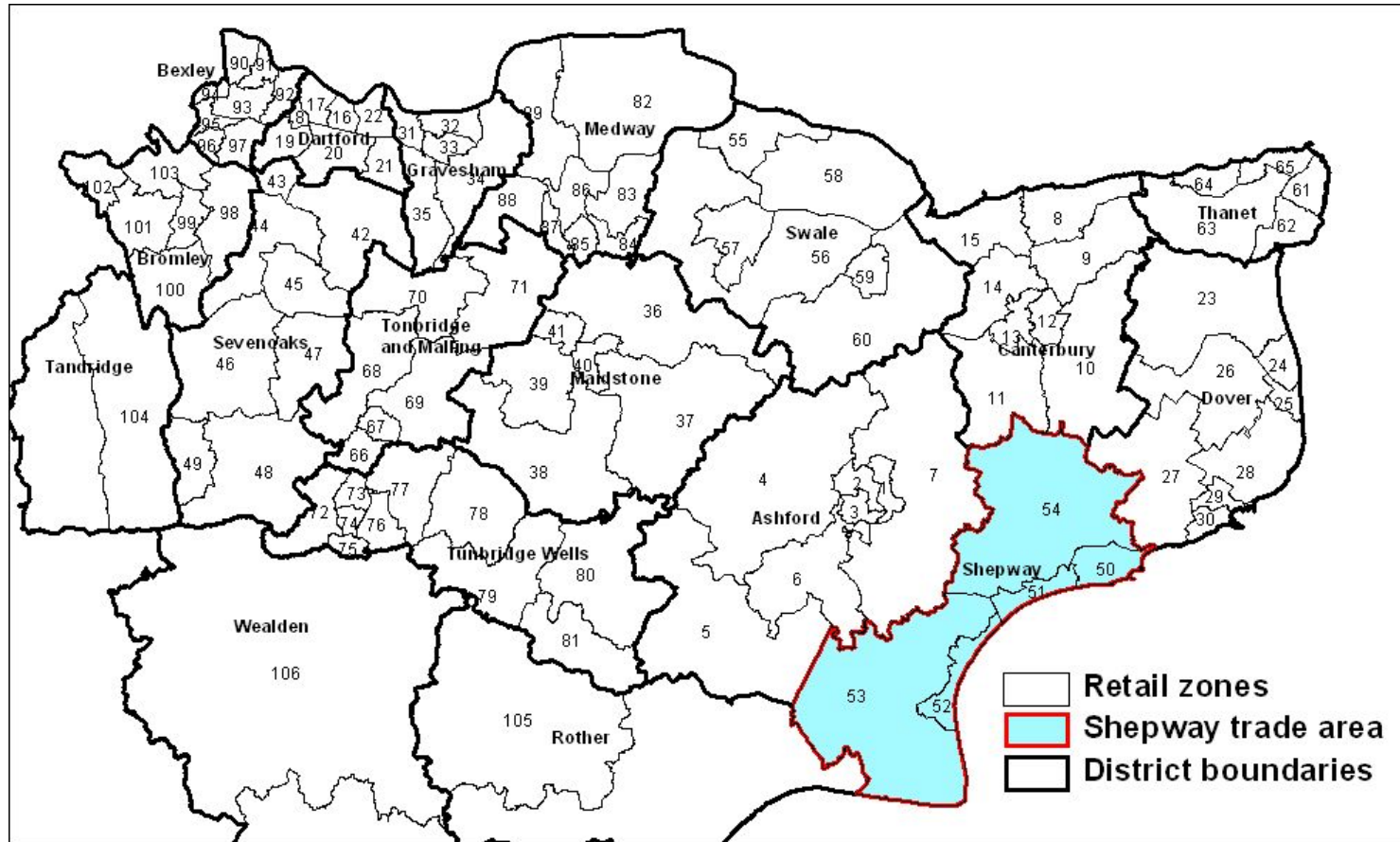
- Most spend to core comparison shops in Shepway is generated from the zones in the district and a small amount from the neighbouring Dover zones.
- Shepway retains 35% of residents spend on core comparison goods. Ashford and Canterbury are significant places for the resident's of Shepway taking 21% and 20% of core comparison spend respectively.
- 13% of resident's spend on core comparison goods is internet purchases (annex 9).

Bulky goods

- The catchment for Shepway for bulky goods is mainly concentrated within the district and neighbouring zones in Dover, although significant variation occurs within the zones.
- Shepway's bulky goods shops retain 52% of Shepway residents spend on these types of purchases.

- Shepway loses 34% of resident's spend to other districts, in particular to Ashford, which accounts for 22% of lost spend (Annex 9 refers).
 - The internet accounts for 10% of all available bulky expenditure from the district (annex 9).
9. For further information, detailed results of shopping habits see annexes 7 to 11.

Map 1a Trade areas within Shepway



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office (C) Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings 100019238. 24 September 2007



A complete list of retail zones can be found in annex 1.

Part 2: Forecasts of Retail Need

10. This section sets out the headline results of the study identifying future retail need for Shepway District. In this study this is defined as being the amount of new retail floor space that can be supported given a continuation of current spending patterns. The technical approach used to forecast these results is outlined in section 3.
11. Results of the study are shown for the district and by trade area in tables 1a and 1b and summarised below. Please note the forecasts are generated to 2026 however the findings beyond 2016 should be treated with caution.
 - By 2026 a requirement of 6,000m² is identified for convenience goods. However, the construction of a new supermarket at Bouverie Place and a new supermarket under construction in Hythe results in a negative floorspace requirement of 8,900m² by 2026.
 - By 2026 a requirement of 15,000m² is identified for core comparison goods. However, the construction and opening of Bouverie Place reduces the requirement to 3,500m² by 2026.
 - Need for bulky goods is identified as 12,500m² across the district at 2026 which reduces to 10,800m² after current commitments are taken into account.
12. The figures of retail need shown in tables 1a and 1b take into account expenditure drawn from all areas within the study zone outlined in map 1a. All towns, shopping centres and retail parks named by respondents to the survey are included in this assessment (see annex 4 for a complete list).
13. A small proportion of the total available spend has not been included in the calculations of retail need. This includes spend such as internet spend, spend lost from Kent and Medway, local expenditure and where respondents did not shop regularly at any given location. The amounts of spend for Shepway are given in annex 12.

Table 1a Forecasts of Retail Need by goods type - before committed schemes (Floor space figures are cumulative gross m²)

m² gross	Bulky	Core	Comparison total	Convenience
2011	2,335	2,802	5,137	1,189
2016	5,318	6,454	11,772	2,638
2021	8,649	10,464	19,113	4,216
2026	12,500	15,101	27,601	6,070

Table 1b Forecasts of Retail Need by goods types – after allowance for committed schemes (Floor space figures are cumulative gross m²)

m² gross	Bulky	Core	Comparison total	Convenience
2011	588	-8,846	-8,258	-13,758
2016	3,571	-5,194	-1,623	-12,309
2021	6,902	-1,184	5,718	-10,731
2026	10,753	3,453	14,206	-8,877

Part 3: Technical Approach – Forecasts of Retail Need

14. This section sets out the approach used to forecast “retail need” – or the amount of new floor space that can be supported in Kent.

The main steps are as follows:

- the catchment of each shopping centre (for both town centres and out of centre shopping) was established by a household survey undertaken in 2007
- the amount of retail expenditure is estimated or forecast for each ward at 2011, 2016, 2021 and 2026 and allocated for each year to the retail centres on the same pattern as existed in 2007. This is referred to as the “available” spending. The retail catchments established by the survey are assumed to remain constant to 2026.
- the available spending for each centre is compared to estimates of the future turnover of the existing shopping floor space. This future turnover of the existing space represents the estimated “capacity” to meet future retail demand in the area.
- where the available spending exceeds the capacity of the existing floor space there is judged to be a “need” for new retail development.

15. Forecasts are prepared for the period 2011 to 2026 at five year intervals. Retail development proposals are generally supported by forecasts over perhaps 10 years in view of the difficulty of making longer term forecasts, and the shorter time scale within which investment decisions are made. Attention is therefore focussed on the period to 2016. Forecasts have been made to 2026 but should be treated with caution.

16. The details of the steps taken to create the model are set out below, and Annexes 1-13 set out the data used and the results.

Shopping catchments: the household survey of 2007

17. The model is based on the results of a household survey undertaken in April and May 2007 and commissioned from ORC International. It was commissioned jointly by KCC, SEERA, Canterbury City Council, the Borough Councils of Gravesham, Maidstone, Tunbridge Wells and Swale, the District Councils of Shepway and Dover, and the London Borough of Bexley.

18. The survey consisted of 8,030 completed telephone interviews, grouped into 106 zones covering the whole of Kent, plus the neighbouring areas of Bexley, Bromley and parts of Surrey and East Sussex from which nearby

centres in Kent receives significant retail spending (map 2a refers). The interviews asked about the purchase of three types of goods :

- Clothing and footwear (representing the “core”, or non-bulky, comparison goods)
- Household goods (representing bulky items such as DIY goods, electrical, furniture and carpets)
- Food and groceries (most strongly associated with major food stores and local shopping)

19. The interviewees were asked to indicate which shopping centres, including out of centre locations, they visited most frequently for each type of goods, and the approximate proportion of the total household budget spent at that location. The consultants provided tables of expenditure patterns from each zone to all the shopping centres named. These patterns are the basis of the model. A copy of the questionnaire is at Annex 13.

Zones and sampling

20. The retail model uses as its geography 106 retail zones which were based on groups of wards, and this determined the structure of the survey commissioned from ORC International (see Map 2a). The household survey achieved around 75 interviews in each zone although this varies across the zones. However, there is very little difference in the accuracy of estimates produced from samples of 70 or 80 interviews. The normally accepted minimum sample size for statistical purposes is 50 interviews per zone.

21. The standard approach of obtaining a consistent sample size in each zone, rather than a set proportion of each zone’s population was used. The latter approach would require a much larger number of interviews in total to ensure the minimum number for a reliable response in the less densely populated zones. This was not economically feasible, nor was it considered essential.

22. In order to maintain a representative result, the consultants weighted the response for each zone according to the size of the zone’s population. Without weighting the less populated zones would have too much influence on the overall results, and the larger zones not enough.

23. Map 2a: Retail Zones and Local Authority Boundaries



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office (C) Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings 100019238. 30 August 2007



The Forecasts

Population projections

24. The number of people living in each catchment and the volume of their retail spending determine the demand for retail floor space. Population forecasts are therefore essential in the assessment of future retail need. Population numbers used in this study are ward based forecasts based upon the current housing applications and allocations on a site by site basis across Kent in the planning system as at September 2009 taking into account planned phasing up to 2016. After 2016 the same annual growth rates are assumed constant. The ward forecasts are controlled to the strategy based population forecasts at district level which were produced in September 2009 and are based on KCC's interpretation at district level of housing growth set out in the South East Plan.
25. For the London Boroughs of Bromley and Bexley, from which Kent attracts some retail spending, the population forecasts are based on the Greater London Authority trend forecasts. The population of the zones in Medway, Surrey and Sussex are based on the 2001 Census population projected forward using the Office for National Statistics (ONS) 2004-based district population projections. The population of each retail zone is listed in annex 2.

Retail expenditure projections

26. The price base for retail expenditure is 2004.
27. The average retail expenditure per head of population used in the Kent model was obtained from MapInfo for all wards in the study area for 2004, by detailed expenditure categories. The expenditure definitions are based on goods categories, such as "convenience" and not on businesses types (such as food stores). They include VAT. The total amount of expenditure per head varies between wards due to differences in socio-economic structure, and falls within the range £3,700 to £6,000 per annum total expenditure.
28. The expenditure estimates were derived by MapInfo directly from official statistics, published by the ONS in Consumer Trends. The estimates include all purchases made at retail outlets, temporary and mobile shops, markets, road-side stalls, farm shops, home deliveries from depots, party plan, vending machines and the internet.
29. Growth rates of expenditure per head were derived from rates supplied by Pitney Bowes MapInfo/OEF ("*Retail Expenditure Guide 2009/2010*"). These forecasts are based partly upon past trends, but also upon expected changes in other economic variables of interest according to historic relationships. The Retail Needs Assessment 2007 identified

strong growth in expenditure based on recent trends of sustained growth. The economic slow down of 2008 means that Oxford Economics are now suggesting expenditure forecasts that are significantly lower than were used in the 2007 study. Oxford Economics anticipate that difficult lending conditions and higher unemployment are likely to be the legacy of the recession, and therefore their forecast for retail spending growth in the UK have been revised downwards significantly. Oxford Economics' forecasts reflect their interpretation of the current economic situation which is unlikely, over the next ten years, to return to the strong growth seen over the period 1999 to 2007 as consumers feel the impact of the global recession and the correction of the housing market.

30. The growth rates used within this update are the OEF annual average forecast growth rates for 2008 to 2019. These rates have been used to forecast to 2026. The growth rates used are 0.6% per annum for convenience goods and 2.9% for comparison goods as a whole. In the absence of any longer term forecasts these rates have also been used to forecast to 2026. For the year 2005, 2006 and 2007 actual growth rates have been used, as follows:

Expenditure per capita	2005	2006	2007
Convenience goods	0.8%	0.6%	3.9%
Comparison goods	3.5%	4.5%	5.1%

31. The average retail expenditure per head in each ward was multiplied by the total population at 2004, and for each subsequent year to give forecasts of the total spending generated by each zone for each retail category. Before considering the results, the sensitivity of the forecasts to different assumptions about the composition and growth rate of spending is considered.

Sensitivity to bulky goods growth rate

32. Although planning policy should seek to concentrate all shopping development in town and district centres, without distinction between comparison goods types, the quantified retail need for a particular town centre will be influenced by the different growth rates of expenditure on comparison goods categories. The existing out of centre retail developments will tend to attract bulky goods spending in which they specialise, and existing town centres stores will attract core comparison goods expenditure for which they are the main outlet. An understanding of the composition of retail spending is therefore helpful in planning for the future.
33. *The Data Consultancy Information Brief (98/3 “trends in furniture, electrical and do-it-yourself goods expenditure”)* include a separate forecast for bulky goods, which suggests a high growth rate of 7.1%, driven by

especially high growth of electrical goods spending. More recent data is not available but if these high rates are applied to the expenditure per head for these individual categories, over time the bulky goods sector comes to dominate comparison expenditure as a whole. Analysis of MapInfo Consumer Retail Expenditure estimates reveals that expenditure on the categories considered for the purpose of this study as bulky goods accounts for 40% of comparison goods.

34. For simplicity and in light of no up to date forecasts for bulky goods, we assume the figure of 40% to remain constant for the study period.
35. As multi-channel retailing has increased significantly, the Kent Household Survey asked respondents to include the proportion of their expenditure they devote to internet and mail order shopping. Results of the survey show spending across the study area to be:
- Bulky goods 13.4%
 - Core comparison goods 12.5%
 - Convenience goods 3.7%
36. Whilst there is evidence internet growth will continue, independent sources on growth rates and of market share for internet spending in the future vary widely. For example, at the time of undertaking the Household survey in 2007, some estimates suggested that by the end of 2007 the internet would account for 15% of total retail expenditure rising to 40% by 2020 (*YouGov, 2007*). This is in contrast to other reports which suggested the proportion to be 4.4% in 2007 rising to 10.7% by 2015 (*BCSC Future of Retail Property, 2006*). It was therefore assumed, the proportion of spending online will remain constant throughout the study period.
37. The results of the study are to be used to represent special forms of trading (SFT). The standard definition used for defining SFT by MapInfo includes expenditure on the internet, mail order, party plan, vending machines and other non-store activity such as market and road side stalls. The latest available data from MapInfo is for 2007 where SFT accounts for 2.0% of convenience goods spend and 5.8% of comparison goods nationally. The survey of residents at 2007 indicates that internet spend alone exceeds the figure for SFT given by Mapinfo for 2007. It is not possible to identify the proportion of SFT the internet and mail order accounts for and so, using the MapInfo rates definition would lead to double counting the amount of expenditure on these two channels. As markets, internet and mail order spend is captured by the survey, this provides a good estimate of SFT without applying the MapInfo estimates which would then result in double counting. The survey is more up to date and has the advantages of being tailored to Kent rather than being a national figure as given by MapInfo.

The structure of the Kent Model

Matching turnover and retail categories

38. Forecasts have been developed for the 3 retail spending categories used in the 2007 household survey (see annex 5). These are

- Core comparison
- Bulky comparison
- Convenience

39. The model requires as close as possible a match between the definition of expenditure categories made by MapInfo (for growth rates) and the data for types of retail floor space from local authority surveys and other sources. However, retail outlets do not always sell a single category of goods. For example, supermarkets may sell clothing and footwear, and some department stores and multiple stores sell food. For some major stores, the food and comparison elements are distinguished in the Kent model, but in general this has not been possible.

40. The definitions of bulky goods generally used tend to vary between a narrow definition of just furniture/furnishings and floor coverings to the wider remit including DIY and electrical goods. Annex 5 outlines the definitions of goods types used as the basis of the capacity exercise. The three goods definitions are built up from 22 detailed expenditure categories provided by Mapinfo. These are inclusive of VAT and special forms of trading.

41. The definition of bulky goods used in this study includes electrical goods, DIY and furniture and carpets. The electrical sector has seen significant growth in expenditure per head over the past decade which reflects the growth in the market for increasingly sophisticated electronic equipment. Not all of these goods are necessarily sold from out of town bulky goods retail parks and the interpretation of the resulting need identified for bulky goods should reflect this.

Modelling turnover

42. The forecast expenditure for each retail category generated by zone is allocated to retail destinations according to the distribution of shopping trips given by the 2007 household survey. The model includes individual large stores and shopping centres, and these have “market shares” of the expenditure from each zone. These shares are held constant into the future and are applied to the expenditure forecasts for each zone, to give the potential retail turnover for each store and centre in future years. The findings are summarised by aggregating centres that fall within the trade area boundaries.

Local Shopping

43. In the retail survey a small proportion of residents indicated they went shopping at local centres. The retail need for local shopping is not dealt with by the Kent model in the same way as for the main centres. The approach adopted is to assume that the percentage of spending at local stores remains constant and any growth in spend will be taken up by new and existing local shops. This local spending is set aside before the calculations of future retail expenditure and need for new development are made for the main centres (see annex 12).

Calculation of retail need

44. Retail need is calculated by taking the forecast growth in retail turnover between 2007 and the years 2011, 2016, 2021 and 2026 and subtracting an allowance for increased turnover by existing retailers. The following growth rates are applied to the turnover of existing retailers:

Comparison goods	1.5 % pa
Convenience goods	0.0 % pa

45. No increase in convenience sales efficiency has been assumed, although the growth in sales in the period from the study in 2001 suggests that such an increase has taken place. The forecasts of convenience headroom are therefore optimistic and test the scope for new floor space.

Turnover ratios

46. Turnover ratios are required to convert retail need measured as surplus turnover into potential quantities of new retail floor space. The source of retail turnover ratios used in the study is of town centre and retail park surveys conducted by KCC, combined with estimated retail turnover from the Kent model.

47. KCC surveys of town centres and retail parks use Ordnance Survey digital mapping as a base for measuring gross floor space, and the use of upper floors is included in the total floor space if appropriate. The town centre boundaries are determined with reference to local plans, where available. Surveys were undertaken for town centres in Kent Districts and out of centre locations, between 2005 and 2009 (Annexes 4 and 6). Turnover ratios are derived for each trade area.

Retail Need

48. Table 1a sets out the retail need for core comparison, bulky comparison and convenience goods at five year intervals for each of the trade areas.

49. An allowance is made for the retail floor space completed since the 2007 survey (see annex 10), and for the retail floor space which is under construction or has planning permission at May 2010. Table 1b gives the forecasts of retail need having taken into account the allowance for completions and permissions.

50. Although potential need has been identified for comparison goods, consideration should be given to the possible use/conversion of vacant sites. Vacant sites are not included in the sales density calculations because as vacant units, they are not contributing to the expenditure generated within the trade area and the floor space is thus omitted. The results of our land use surveys found 15,400 square metres of former A1

floor space was vacant. This includes sites which were under alteration at the time of the survey and accounts for 12% of retail space in Shepway.

ANNEXES**Annex 1: Retail zones**

Zone	Zone Name	Zone	Zone Name
1	Ashford Urban - Ashford East	54	Shepway Rural - North
2	Ashford Urban - Ashford Central	55	Swale Urban - Sheerness
3	Ashford Urban - Ashford South	56	Swale Rural - West
4	Ashford Rural - West	57	Swale Urban - Sittingbourne
5	Ashford Rural - Tenterden	58	Swale Rural - Isle of Sheppey
6	Ashford Rural - South	59	Swale Urban - Faversham
7	Ashford Rural - East	60	Swale Rural - East
8	Canterbury - Herne Bay	61	Thanet Urban - Broadstairs
9	Canterbury Rural - North East	62	Thanet Urban - Ramsgate
10	Canterbury Rural - East and South East	63	Thanet Rural - Central
11	Canterbury Rural - West and South West	64	Thanet Urban - Westgate-on-Sea
12	Canterbury Urban - Canterbury East	65	Thanet Urban - Margate
13	Canterbury Urban - Canterbury West	66	T&M Urban - Tonbridge South
14	Canterbury Rural - North West	67	T&M Urban - Tonbridge North
15	Canterbury - Whitstable	68	T&M Rural -North West
16	Dartford Urban -Dartford East	69	T&M Rural -North East
17	Dartford Urban -Dartford North	70	T&M Rural -North
18	Dartford Urban - Dartford West	71	T&M Urban - Malling
19	Dartford Urban -Dartford South	72	Tunbridge Wells Urban - Speldhurst
20	Dartford Rural - South	73	Tunbridge Wells Urban - Southborough
21	Dartford Urban - Southfleet	74	Tunbridge Wells Urban - Tunbridge Wells North
22	Dartford Urban - Swanscombe	75	Tunbridge Wells Urban - Tunbridge Wells South
23	Dover Rural - North	76	Tunbridge Wells Urban - Tunbridge Wells East
24	Dover Urban - Deal North	77	Tunbridge Wells Rural - North East
25	Dover Urban - Deal South	78	Tunbridge Wells Rural - East
26	Dover Rural - Central	79	Tunbridge Wells Rural - South East
27	Dover Rural - South West	80	Tunbridge Wells Rural - Cranbrook
28	Dover Rural - South East	81	Tunbridge Wells Rural - Hawkhurst
29	Dover Urban - Dover North	82	Medway Rural - Hoo Peninsula
30	Dover Urban - Dover South	83	Medway Urban - Gillingham
31	Gravesham Urban - Northfleet	84	Medway Urban - Rainham South
32	Gravesham Urban - Gravesend North	85	Medway Urban - Chatham South
33	Gravesham Urban - Gravesend South	86	Medway Urban - Chatham
34	Gravesham Rural - East	87	Medway Urban - Rochester South / Walderslade
35	Gravesham Rural - South	88	Medway Urban - Rochester West
36	Maidstone Rural - North East	89	Medway Rural - Cliffe
37	Maidstone Rural - South East	90	Bexley Urban - Belvedere
38	Maidstone Rural - South	91	Bexley Urban - Erith
39	Maidstone Urban - Maidstone South	92	Bexley Urban - Crayford
40	Maidstone Urban - Maidstone East	93	Bexley Urban - Bexleyheath
41	Maidstone Urban - Maidstone West	94	Bexley Urban - East Wickham
42	Sevenoaks Rural - North East	95	Bexley Urban - Blackfen
43	Sevenoaks Urban - Swanley Town	96	Bexley Urban - Sidcup West
44	Sevenoaks Rural - North West	97	Bexley Urban - Sidcup East
45	Sevenoaks Rural - North	98	Bromley Urban - Orpington East
46	Sevenoaks Rural - West	99	Bromley Urban - Orpington West
47	Sevenoaks Urban - Sevenoaks Town	100	Bromley Urban - Biggin Hill
48	Sevenoaks Rural - South	101	Bromley Urban - West Wickham
49	Sevenoaks Rural - Edenbridge	102	Bromley Urban - Beckenham
50	Shepway Urban - Folkestone	103	Bromley Urban -Bromley/Chislehurst
51	Shepway Urban - Hythe	104	Tandridge East
52	Shepway Rural - Dymchurch	105	Rother
53	Shepway Rural - South	106	Wealden

Annex 2: Population by retail zone

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	13,100	14,000	14,000	15,100	16,100
2	Ashford Urban - Ashford Central	18,900	20,600	23,400	25,300	27,000
3	Ashford Urban - Ashford South	20,900	23,000	27,700	29,900	31,900
4	Ashford Rural - West	15,000	16,400	16,500	17,800	19,000
5	Ashford Rural - Tenterden	14,600	15,800	16,000	17,200	18,400
6	Ashford Rural - South	16,200	17,500	18,800	20,300	21,700
7	Ashford Rural - East	15,000	17,000	19,600	21,500	24,200
8	Canterbury - Herne Bay	39,100	39,500	39,900	40,900	41,800
9	Canterbury Rural - North East	9,200	9,300	9,200	9,500	9,700
	Canterbury Rural - East and South					
10	East	8,100	8,100	8,000	8,200	8,400
	Canterbury Rural - West and South					
11	West	6,100	6,100	6,000	6,200	6,300
12	Canterbury Urban - Canterbury East	15,700	16,300	17,400	17,800	18,100
13	Canterbury Urban - Canterbury West	28,100	28,900	29,300	29,900	30,600
14	Canterbury Rural - North West	7,100	7,000	7,000	7,100	7,200
15	Canterbury - Whitstable	33,200	33,300	33,700	34,500	35,300
16	Dartford Urban -Dartford East	8,500	9,000	10,100	11,400	12,900
17	Dartford Urban -Dartford North	15,400	17,500	20,900	22,600	24,900
18	Dartford Urban - Dartford West	9,800	10,900	12,200	12,600	13,900
19	Dartford Urban -Dartford South	23,100	25,000	25,200	26,100	28,600
20	Dartford Rural - South	16,200	16,900	16,700	16,700	17,800
21	Dartford Urban - Southfleet	6,500	7,400	8,300	8,800	9,800
22	Dartford Urban - Swanscombe	12,600	13,500	15,900	20,400	20,600
23	Dover Rural - North	13,100	13,400	13,900	14,100	14,500
24	Dover Urban - Deal North	15,500	16,100	16,200	16,400	16,900
25	Dover Urban - Deal South	14,800	15,300	15,500	15,700	16,100
26	Dover Rural - Central	9,500	9,900	11,000	12,400	12,800
27	Dover Rural - South West	13,600	14,100	14,200	14,400	14,700
28	Dover Rural - South East	12,000	12,600	12,600	12,800	13,100
29	Dover Urban - Dover North	19,500	20,000	20,800	21,100	21,700
30	Dover Urban - Dover South	9,300	9,600	9,700	9,800	10,100
31	Gravesham Urban - Northfleet	25,300	25,500	26,500	28,000	28,800
32	Gravesham Urban - Gravesend North	23,300	25,800	28,400	30,000	32,000
33	Gravesham Urban - Gravesend South	29,600	29,700	29,800	30,400	31,300
34	Gravesham Rural - East	8,000	8,200	8,000	8,200	8,400
35	Gravesham Rural - South	12,000	12,000	11,800	12,000	12,300
36	Maidstone Rural - North East	13,700	14,100	14,300	14,900	15,500
37	Maidstone Rural - South East	18,100	19,100	19,600	20,300	21,100
38	Maidstone Rural - South	16,400	16,900	17,100	17,800	18,500
39	Maidstone Urban - Maidstone South	32,500	33,200	34,800	36,600	38,100
40	Maidstone Urban - Maidstone East	26,300	26,800	28,200	29,200	30,400
41	Maidstone Urban - Maidstone West	37,100	39,000	41,000	42,500	44,200
42	Sevenoaks Rural - North East	23,200	23,500	23,600	23,700	23,800
43	Sevenoaks Urban - Swanley Town	21,500	20,900	21,000	21,100	21,200
44	Sevenoaks Rural - North West	7,300	7,400	7,400	7,500	7,500
45	Sevenoaks Rural - North	8,500	8,300	8,300	8,400	8,400
46	Sevenoaks Rural - West	15,100	14,900	15,100	15,300	15,900
47	Sevenoaks Urban - Sevenoaks Town	22,900	22,900	23,100	23,200	23,300
48	Sevenoaks Rural - South	6,600	6,600	6,500	6,500	6,600
49	Sevenoaks Rural - Edenbridge	8,600	8,900	9,000	9,000	9,100
50	Shepway Urban - Folkestone	46,600	46,500	46,600	46,800	47,900
51	Shepway Urban - Hythe	14,300	14,400	14,500	14,800	14,800
52	Shepway Rural - Dymchurch	12,900	12,900	13,000	13,000	13,000
53	Shepway Rural - South	8,100	8,300	8,300	8,300	8,300
54	Shepway Rural - North	17,800	18,200	18,400	18,400	18,300
55	Swale Urban - Sheerness	26,800	27,900	28,600	30,100	32,300
56	Swale Rural - West	19,700	19,900	20,800	21,400	21,800
57	Swale Urban - Sittingbourne	43,900	44,700	45,800	46,500	47,500
58	Swale Rural - Isle of Sheppey	12,400	12,600	13,400	14,200	14,400
59	Swale Urban - Faversham	18,400	18,500	18,200	18,100	18,300
60	Swale Rural - East	8,100	8,300	8,100	8,000	8,100
61	Thanet Urban - Broadstairs	24,900	25,100	24,600	24,600	24,800

Retail Need Assessment Study 2010 Update – Shepway

62	Thanet Urban - Ramsgate	40,000	40,300	41,300	41,300	41,700
63	Thanet Rural - Central	11,400	11,800	12,600	13,600	14,400
64	Thanet Urban - Westgate-on-Sea	16,600	16,700	16,400	16,400	16,600
65	Thanet Urban - Margate	36,300	37,600	38,400	38,600	39,000
66	T&M Urban - Tonbridge South	19,200	19,700	21,200	22,800	23,800
67	T&M Urban - Tonbridge North	13,900	13,900	13,300	13,400	14,000
68	T&M Rural -North West	13,200	13,700	13,300	13,500	14,100
69	T&M Rural -North East	10,400	10,400	9,900	10,000	10,400
70	T&M Rural -North	5,500	5,600	5,300	5,400	5,600
71	T&M Urban - Malling	52,500	54,700	58,300	59,900	61,600
72	Tunbridge Wells Urban - Speldhurst	10,600	10,600	10,700	10,800	10,900
	Tunbridge Wells Urban -					
73	Southborough	11,100	11,300	11,200	11,300	11,400
	Tunbridge Wells Urban - Tunbridge					
74	Wells North	14,200	14,300	15,000	15,000	15,200
	Tunbridge Wells Urban - Tunbridge					
75	Wells South	9,900	10,100	10,000	10,100	10,200
	Tunbridge Wells Urban - Tunbridge					
76	Wells East	18,200	18,600	19,000	19,100	19,300
77	Tunbridge Wells Rural - North East	8,000	7,900	7,900	7,900	8,000
78	Tunbridge Wells Rural - East	12,900	13,200	13,200	13,200	13,400
79	Tunbridge Wells Rural - South East	4,700	4,700	4,700	4,700	4,800
80	Tunbridge Wells Rural - Cranbrook	9,600	9,800	9,700	9,800	9,900
81	Tunbridge Wells Rural - Hawkhurst	5,800	6,400	6,500	6,500	6,600
82	Medway Rural - Hoo Peninsula	10,300	10,500	10,700	11,000	11,200
83	Medway Urban - Gillingham	35,300	35,900	36,700	37,600	38,300
84	Medway Urban - Rainham South	17,900	18,200	18,600	19,000	19,400
85	Medway Urban - Chatham South	15,200	15,400	15,700	16,100	16,400
86	Medway Urban - Chatham	50,100	51,000	52,100	53,300	54,400
	Medway Urban - Rochester South /					
87	Walderslade	25,100	25,500	26,100	26,700	27,200
88	Medway Urban - Rochester West	23,300	23,700	24,200	24,800	25,200
89	Medway Rural - Cliffe	20,200	20,500	21,000	21,500	21,900
90	Bexley Urban - Belvedere	33,000	32,800	32,900	33,400	34,300
91	Bexley Urban - Erith	21,200	21,400	22,200	23,400	24,300
92	Bexley Urban - Crayford	21,300	21,300	21,600	22,000	22,800
93	Bexley Urban - Bexleyheath	51,300	51,100	52,300	53,500	54,100
94	Bexley Urban - East Wickham	20,900	20,700	21,000	21,400	21,800
95	Bexley Urban - Blackfen	30,900	30,400	30,600	31,000	31,600
96	Bexley Urban - Sidcup West	19,800	19,700	20,000	20,500	20,400
97	Bexley Urban - Sidcup East	20,100	20,000	20,400	20,700	20,900
98	Bromley Urban - Orpington East	61,000	61,300	61,700	62,400	68,300
99	Bromley Urban - Orpington West	27,700	27,800	27,600	27,700	27,200
100	Bromley Urban - Biggin Hill	15,100	15,400	15,500	15,700	16,100
101	Bromley Urban - West Wickham	52,800	52,900	53,200	53,700	54,600
102	Bromley Urban -Beckenham	74,600	75,600	76,200	77,200	75,600
103	Bromley Urban -Bromley/Chislehurst	69,200	71,400	72,600	73,700	72,500
104	Tandridge East	32,500	32,700	33,300	34,000	34,800
105	Rother	16,200	16,400	16,700	17,200	17,800
106	Wealden	82,700	84,000	85,700	87,800	90,100
	Total	2,241,300	2,291,700	2,349,800	2,413,600	2,482,000

Source: KCC Research and Intelligence 2009
Bexley/Bromley zones supplied by GLA 2007

Annex 3: Expenditure per retail zone Convenience (£ million)

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	22.7	24.8	25.7	28.6	31.3
2	Ashford Urban - Ashford Central	30.6	34.1	40.0	44.5	48.9
3	Ashford Urban - Ashford South	31.4	35.5	43.9	48.9	53.7
4	Ashford Rural - West	26.4	29.5	30.6	34.0	37.4
5	Ashford Rural - Tenterden	25.1	27.8	28.9	32.2	35.4
6	Ashford Rural - South	28.4	31.4	34.7	38.6	42.4
7	Ashford Rural - East	26.2	30.4	36.0	40.7	47.3
8	Canterbury - Herne Bay	59.9	62.0	64.6	68.2	71.9
9	Canterbury Rural - North East	14.4	15.0	15.3	16.1	17.0
10	Canterbury Rural - East and South East	13.5	13.8	14.1	14.9	15.7
11	Canterbury Rural - West and South West	9.9	10.1	10.3	10.9	11.5
12	Canterbury Urban - Canterbury East	23.4	24.8	27.2	28.7	30.2
13	Canterbury Urban - Canterbury West	44.4	46.7	48.7	51.3	54.1
14	Canterbury Rural - North West	11.3	11.5	11.7	12.3	12.9
15	Canterbury - Whitstable	52.4	54.0	56.2	59.3	62.6
16	Dartford Urban -Dartford East	15.1	16.3	18.9	22.0	25.7
17	Dartford Urban -Dartford North	26.1	30.4	37.4	41.8	47.5
18	Dartford Urban - Dartford West	17.5	19.9	23.1	24.6	27.9
19	Dartford Urban -Dartford South	40.3	44.6	46.4	49.6	55.9
20	Dartford Rural - South	28.2	30.1	30.7	31.6	34.7
21	Dartford Urban - Southfleet	12.3	14.4	16.6	18.2	20.9
22	Dartford Urban - Swanscombe	21.6	23.8	28.7	38.1	39.6
23	Dover Rural - North	21.5	22.5	23.9	25.0	26.4
24	Dover Urban - Deal North	24.0	25.4	26.4	27.6	29.1
25	Dover Urban - Deal South	22.3	23.6	24.6	25.7	27.2
26	Dover Rural - Central	14.0	14.9	17.2	19.9	21.2
27	Dover Rural - South West	21.9	23.3	24.1	25.2	26.6
28	Dover Rural - South East	18.7	20.2	20.8	21.7	22.9
29	Dover Urban - Dover North	27.4	28.9	31.0	32.4	34.3
30	Dover Urban - Dover South	13.6	14.5	15.1	15.8	16.6
31	Gravesham Urban - Northfleet	39.8	41.0	44.0	47.9	50.7
32	Gravesham Urban - Gravesend North	38.3	43.4	49.2	53.4	58.9
33	Gravesham Urban - Gravesend South	46.7	47.9	49.7	52.1	55.4
34	Gravesham Rural - East	14.1	14.8	14.9	15.6	16.5
35	Gravesham Rural - South	21.2	21.8	22.0	23.0	24.5
36	Maidstone Rural - North East	26.9	28.4	29.7	31.7	34.0
37	Maidstone Rural - South East	34.2	37.0	39.1	41.8	44.8
38	Maidstone Rural - South	30.8	32.4	34.0	36.3	38.9
39	Maidstone Urban - Maidstone South	60.3	63.2	68.2	73.9	79.2
40	Maidstone Urban - Maidstone East	44.6	46.7	50.4	53.9	57.8
41	Maidstone Urban - Maidstone West	68.9	74.1	80.4	85.8	92.0
42	Sevenoaks Rural - North East	45.5	47.2	48.8	50.5	52.4
43	Sevenoaks Urban - Swanley Town	38.4	38.3	39.6	41.0	42.5
44	Sevenoaks Rural - North West	14.9	15.5	16.0	16.6	17.2
45	Sevenoaks Rural - North	16.7	16.7	17.2	17.8	18.4
46	Sevenoaks Rural - West	30.8	31.0	32.5	33.9	36.3
47	Sevenoaks Urban - Sevenoaks Town	46.1	47.2	49.1	50.8	52.6
48	Sevenoaks Rural - South	13.0	13.3	13.6	14.1	14.6
49	Sevenoaks Rural - Edenbridge	16.3	17.4	18.0	18.7	19.4
50	Shepway Urban - Folkestone	75.2	76.8	79.3	82.1	86.6
51	Shepway Urban - Hythe	23.9	24.6	25.5	26.8	27.6
52	Shepway Rural - Dymchurch	21.1	21.5	22.4	23.1	23.8
53	Shepway Rural - South	12.8	13.5	14.0	14.4	14.8
54	Shepway Rural - North	30.3	31.8	33.0	34.0	34.9
55	Swale Urban - Sheerness	40.5	43.1	45.6	49.5	54.6
56	Swale Rural - West	33.0	34.1	36.8	39.0	41.0

Retail Need Assessment Study 2010 Update – Shepway

57	Swale Urban - Sittingbourne	69.7	72.6	76.6	80.1	84.3
58	Swale Rural - Isle of Sheppey	19.3	20.2	22.0	24.1	25.1
59	Swale Urban - Faversham	29.4	30.4	30.7	31.5	32.9
60	Swale Rural - East	13.4	14.1	14.2	14.5	15.1
61	Thanet Urban - Broadstairs	38.0	39.1	39.6	40.8	42.4
62	Thanet Urban - Ramsgate	57.2	59.1	62.4	64.4	66.9
63	Thanet Rural - Central	16.8	17.7	19.5	21.7	23.6
64	Thanet Urban - Westgate-on-Sea	25.3	26.2	26.4	27.3	28.3
65	Thanet Urban - Margate	51.8	55.1	57.9	60.0	62.4
66	T&M Urban - Tonbridge South	35.3	37.0	41.0	45.6	48.9
67	T&M Urban - Tonbridge North	24.4	25.0	24.5	25.6	27.6
68	T&M Rural -North West	25.4	26.9	27.0	28.2	30.3
69	T&M Rural -North East	19.6	20.1	19.7	20.5	22.1
70	T&M Rural -North	11.0	11.4	11.2	11.7	12.6
71	T&M Urban - Malling	96.0	102.5	112.5	119.1	126.2
72	Tunbridge Wells Urban - Speldhurst	18.9	19.3	20.2	20.9	21.8
73	Tunbridge Wells Urban - Southborough	19.6	20.4	21.0	21.8	22.7
74	Tunbridge Wells Urban - Tunbridge Wells North	27.4	28.3	30.4	31.5	32.8
75	Tunbridge Wells Urban - Tunbridge Wells South	18.5	19.3	19.7	20.4	21.3
76	Tunbridge Wells Urban - Tunbridge Wells East	33.2	34.8	36.5	37.8	39.4
77	Tunbridge Wells Rural - North East	14.5	14.7	15.0	15.6	16.2
78	Tunbridge Wells Rural - East	23.4	24.4	25.2	26.1	27.2
79	Tunbridge Wells Rural - South East	8.5	8.7	8.9	9.2	9.6
80	Tunbridge Wells Rural - Cranbrook	16.4	17.1	17.5	18.1	18.8
81	Tunbridge Wells Rural - Hawkhurst	10.4	11.8	12.2	12.7	13.2
82	Medway Rural - Hoo Peninsula	17.3	18.0	18.9	20.0	21.0
83	Medway Urban - Gillingham	59.2	61.6	64.9	68.5	71.9
84	Medway Urban - Rainham South	31.2	32.5	34.3	36.1	37.9
85	Medway Urban - Chatham South	24.8	25.8	27.2	28.7	30.1
86	Medway Urban - Chatham	78.4	81.7	86.0	90.7	95.4
87	Medway Urban - Rochester South / Walderslade	41.4	43.1	45.4	47.9	50.3
88	Medway Urban - Rochester West	38.5	40.2	42.2	44.6	46.7
89	Medway Rural - Cliffe	33.9	35.2	37.2	39.2	41.2
90	Bexley Urban - Belvedere	53.7	54.6	56.5	59.1	62.6
91	Bexley Urban - Erith	35.6	36.9	39.4	42.8	45.8
92	Bexley Urban - Crayford	34.1	34.8	36.5	38.2	40.9
93	Bexley Urban - Bexleyheath	90.1	91.8	96.9	102.1	106.4
94	Bexley Urban - East Wickham	35.8	36.3	37.9	39.8	41.9
95	Bexley Urban - Blackfen	54.1	54.6	56.5	59.0	61.9
96	Bexley Urban - Sidcup West	36.9	37.6	39.3	41.4	42.6
97	Bexley Urban - Sidcup East	35.6	36.2	38.0	39.8	41.5
98	Bromley Urban - Orpington East	111.5	114.8	119.0	124.0	139.8
99	Bromley Urban - Orpington West	56.2	57.8	59.2	61.2	62.0
100	Bromley Urban - Biggin Hill	31.3	32.9	34.1	35.5	37.6
101	Bromley Urban - West Wickham	106.2	109.0	112.9	117.4	123.0
102	Bromley Urban -Beckenham	153.0	158.9	165.0	172.1	173.9
103	Bromley Urban -Bromley/Chislehurst	141.8	149.7	156.8	164.0	166.2
104	Tandridge East	66.5	68.6	72.0	75.8	79.9
105	Rother	27.0	28.1	29.4	31.2	33.3
106	Wealden	155.8	162.0	170.3	179.8	190.1
	Total	3,902.6	4,085.8	4,313.8	4,563.9	4,833.3

Annex 3: Expenditure per retail zone

Core comparison (£ million)

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	28.9	34.5	40.0	49.7	61.1
2	Ashford Urban - Ashford Central	37.7	46.0	60.4	75.3	92.7
3	Ashford Urban - Ashford South	37.6	46.5	64.5	80.4	99.0
4	Ashford Rural - West	33.1	40.5	47.0	58.6	72.0
5	Ashford Rural - Tenterden	31.0	37.6	43.8	54.6	67.2
6	Ashford Rural - South	36.5	44.3	54.7	68.2	83.9
7	Ashford Rural - East	32.8	41.6	55.3	70.0	90.9
8	Canterbury - Herne Bay	71.8	81.3	94.8	112.1	132.3
9	Canterbury Rural - North East	17.7	20.1	23.0	27.1	32.0
10	Canterbury Rural - East and South East	16.8	18.8	21.5	25.4	30.0
11	Canterbury Rural - West and South West	12.5	13.9	15.9	18.8	22.2
12	Canterbury Urban - Canterbury East	27.9	32.4	39.8	47.0	55.4
13	Canterbury Urban - Canterbury West	53.4	61.6	71.9	84.9	100.1
14	Canterbury Rural - North West	13.0	14.4	16.5	19.4	22.7
15	Canterbury - Whitstable	63.5	71.5	83.4	98.5	116.3
16	Dartford Urban -Dartford East	18.9	22.4	29.1	37.9	49.4
17	Dartford Urban -Dartford North	32.1	40.9	56.3	70.4	89.6
18	Dartford Urban - Dartford West	22.0	27.4	35.5	42.3	53.9
19	Dartford Urban -Dartford South	49.5	60.1	70.1	83.7	105.7
20	Dartford Rural - South	34.9	40.8	46.7	53.8	66.0
21	Dartford Urban - Southfleet	15.6	19.9	25.8	31.6	40.7
22	Dartford Urban - Swanscombe	26.9	32.3	43.8	65.0	75.6
23	Dover Rural - North	26.3	30.2	36.0	42.1	49.8
24	Dover Urban - Deal North	28.5	33.0	38.4	44.9	53.2
25	Dover Urban - Deal South	26.2	30.5	35.6	41.6	49.2
26	Dover Rural - Central	16.7	19.4	25.0	32.5	38.7
27	Dover Rural - South West	26.7	31.0	36.0	42.1	49.8
28	Dover Rural - South East	22.8	26.8	31.0	36.2	42.7
29	Dover Urban - Dover North	31.9	36.8	44.2	51.7	61.2
30	Dover Urban - Dover South	16.1	18.7	21.9	25.5	30.2
31	Gravesham Urban - Northfleet	47.3	53.4	64.2	78.2	92.7
32	Gravesham Urban - Gravesend North	46.2	57.3	72.8	88.5	109.2
33	Gravesham Urban - Gravesend South	55.9	62.8	72.9	85.6	101.8
34	Gravesham Rural - East	17.2	19.8	22.4	26.2	31.1
35	Gravesham Rural - South	26.5	29.8	33.7	39.5	47.0
36	Maidstone Rural - North East	35.6	41.1	48.1	57.6	69.2
37	Maidstone Rural - South East	43.7	51.7	61.2	73.2	87.8
38	Maidstone Rural - South	39.4	45.5	53.3	63.8	76.6
39	Maidstone Urban - Maidstone South	76.5	87.7	105.9	128.5	154.2
40	Maidstone Urban - Maidstone East	54.8	62.8	75.9	90.9	109.1
41	Maidstone Urban - Maidstone West	87.1	102.6	124.6	148.9	178.7
42	Sevenoaks Rural - North East	58.5	66.4	76.8	88.9	103.3
43	Sevenoaks Urban - Swanley Town	48.0	52.4	60.7	70.3	81.7
44	Sevenoaks Rural - North West	19.3	22.0	25.4	29.5	34.2
45	Sevenoaks Rural - North	21.4	23.5	27.1	31.3	36.4
46	Sevenoaks Rural - West	40.4	44.5	52.2	60.9	73.2
47	Sevenoaks Urban - Sevenoaks Town	60.3	67.6	78.7	91.1	105.8
48	Sevenoaks Rural - South	17.0	19.1	21.9	25.3	29.4
49	Sevenoaks Rural - Edenbridge	20.9	24.3	28.2	32.7	38.0
50	Shepway Urban - Folkestone	90.2	100.9	116.6	135.2	159.7
51	Shepway Urban - Hythe	28.7	32.3	37.4	44.1	50.8
52	Shepway Rural - Dymchurch	24.8	27.7	32.2	37.3	42.9
53	Shepway Rural - South	15.2	17.5	20.3	23.4	26.9
54	Shepway Rural - North	37.7	43.2	50.2	57.9	66.6
55	Swale Urban - Sheerness	47.5	55.3	65.6	79.6	98.4
56	Swale Rural - West	40.8	46.2	55.7	66.2	78.0

Retail Need Assessment Study 2010 Update – Shepway

57	Swale Urban - Sittingbourne	84.2	96.0	113.5	132.9	156.6
58	Swale Rural - Isle of Sheppey	22.4	25.7	31.3	38.5	44.8
59	Swale Urban - Faversham	35.7	40.3	45.6	52.4	61.2
60	Swale Rural - East	16.7	19.2	21.7	24.8	28.9
61	Thanet Urban - Broadstairs	45.3	51.0	57.7	66.7	77.6
62	Thanet Urban - Ramsgate	67.0	75.7	89.5	103.3	120.3
63	Thanet Rural - Central	20.2	23.2	28.7	35.8	43.5
64	Thanet Urban - Westgate-on-Sea	29.3	33.1	37.4	43.2	50.3
65	Thanet Urban - Margate	60.5	70.4	82.8	96.2	112.0
66	T&M Urban - Tonbridge South	45.4	52.0	64.6	80.3	96.6
67	T&M Urban - Tonbridge North	30.1	33.8	37.2	43.5	52.3
68	T&M Rural -North West	32.9	38.2	42.9	50.1	60.3
69	T&M Rural -North East	25.1	28.2	30.9	36.1	43.4
70	T&M Rural -North	14.2	16.2	17.8	20.8	25.0
71	T&M Urban - Malling	123.0	143.7	176.6	209.4	248.5
72	Tunbridge Wells Urban - Speldhurst	24.2	27.1	31.6	36.7	42.8
73	Tunbridge Wells Urban - Southborough	24.9	28.4	32.7	38.0	44.3
74	Tunbridge Wells Urban - Tunbridge Wells North	35.9	40.7	48.9	56.7	66.1
75	Tunbridge Wells Urban - Tunbridge Wells South	23.8	27.2	31.2	36.1	42.2
76	Tunbridge Wells Urban - Tunbridge Wells East	42.4	48.6	57.1	66.3	77.3
77	Tunbridge Wells Rural - North East	18.7	20.6	23.7	27.5	32.0
78	Tunbridge Wells Rural - East	30.0	34.3	39.6	45.9	53.6
79	Tunbridge Wells Rural - South East	10.9	12.3	14.0	16.2	18.9
80	Tunbridge Wells Rural - Cranbrook	20.7	23.7	27.2	31.4	36.6
81	Tunbridge Wells Rural - Hawkhurst	13.2	16.4	19.0	22.0	25.7
82	Medway Rural - Hoo Peninsula	20.9	23.8	28.0	33.2	39.0
83	Medway Urban - Gillingham	72.3	82.4	97.2	114.9	135.0
84	Medway Urban - Rainham South	39.3	44.9	52.9	62.3	73.4
85	Medway Urban - Chatham South	31.0	35.3	41.5	49.1	57.7
86	Medway Urban - Chatham	95.1	108.5	127.9	151.0	177.7
87	Medway Urban - Rochester South / Walderslade	50.5	57.5	67.9	80.1	94.2
88	Medway Urban - Rochester West	47.2	53.9	63.4	75.0	87.9
89	Medway Rural - Cliffe	41.9	47.7	56.4	66.6	78.3
90	Bexley Urban - Belvedere	62.8	69.9	81.0	94.9	112.5
91	Bexley Urban - Erith	42.0	47.6	57.0	69.2	82.9
92	Bexley Urban - Crayford	39.8	44.4	52.1	61.1	73.3
93	Bexley Urban - Bexleyheath	106.7	118.9	140.6	165.8	193.4
94	Bexley Urban - East Wickham	42.1	46.8	54.7	64.3	75.8
95	Bexley Urban - Blackfen	64.1	70.8	82.1	96.0	112.7
96	Bexley Urban - Sidcup West	44.6	49.7	58.2	68.6	79.0
97	Bexley Urban - Sidcup East	42.3	47.1	55.4	64.9	75.8
98	Bromley Urban - Orpington East	134.8	152.0	176.4	205.6	259.7
99	Bromley Urban - Orpington West	70.0	78.7	90.4	104.6	118.5
100	Bromley Urban - Biggin Hill	39.1	45.0	52.2	60.8	72.2
101	Bromley Urban - West Wickham	132.0	148.4	172.0	200.3	235.0
102	Bromley Urban -Beckenham	190.8	217.0	252.2	294.6	333.1
103	Bromley Urban -Bromley/Chislehurst	177.1	204.7	240.0	281.1	319.0
104	Tandridge East	87.3	98.6	115.9	136.5	161.1
105	Rother	33.8	38.4	45.2	53.7	64.1
106	Wealden	201.3	229.2	269.7	318.8	377.4
	Total	4,815.8	5,519.7	6,525.1	7,729.8	9,165.5

Annex 3: Expenditure per retail zone Bulky goods (£ million)

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	19.2	23.0	26.6	33.2	40.7
2	Ashford Urban - Ashford Central	25.1	30.7	40.3	50.2	61.8
3	Ashford Urban - Ashford South	25.1	31.0	43.0	53.6	66.0
4	Ashford Rural - West	22.1	27.0	31.3	39.1	48.0
5	Ashford Rural - Tenterden	20.7	25.0	29.2	36.4	44.8
6	Ashford Rural - South	24.4	29.5	36.5	45.5	56.0
7	Ashford Rural - East	21.9	27.7	36.9	46.7	60.6
8	Canterbury - Herne Bay	47.9	54.2	63.2	74.7	88.2
9	Canterbury Rural - North East	11.8	13.4	15.3	18.1	21.3
10	Canterbury Rural - East and South East	11.2	12.5	14.4	17.0	20.0
11	Canterbury Rural - West and South West	8.3	9.3	10.6	12.6	14.8
12	Canterbury Urban - Canterbury East	18.6	21.6	26.5	31.3	36.9
13	Canterbury Urban - Canterbury West	35.6	41.0	47.9	56.6	66.7
14	Canterbury Rural - North West	8.7	9.6	11.0	12.9	15.2
15	Canterbury - Whitstable	42.3	47.7	55.6	65.7	77.6
16	Dartford Urban -Dartford East	12.6	14.9	19.4	25.2	33.0
17	Dartford Urban -Dartford North	21.4	27.3	37.6	47.0	59.7
18	Dartford Urban - Dartford West	14.7	18.3	23.7	28.2	36.0
19	Dartford Urban -Dartford South	33.0	40.1	46.7	55.8	70.4
20	Dartford Rural - South	23.3	27.2	31.1	35.9	44.0
21	Dartford Urban - Southfleet	10.4	13.3	17.2	21.1	27.1
22	Dartford Urban - Swanscombe	17.9	21.5	29.2	43.3	50.4
23	Dover Rural - North	17.6	20.1	24.0	28.1	33.2
24	Dover Urban - Deal North	19.0	22.0	25.6	30.0	35.5
25	Dover Urban - Deal South	17.5	20.3	23.7	27.7	32.8
26	Dover Rural - Central	11.1	13.0	16.7	21.7	25.8
27	Dover Rural - South West	17.8	20.7	24.0	28.0	33.2
28	Dover Rural - South East	15.2	17.9	20.7	24.1	28.5
29	Dover Urban - Dover North	21.3	24.6	29.5	34.5	40.8
30	Dover Urban - Dover South	10.7	12.5	14.6	17.0	20.1
31	Gravesham Urban - Northfleet	31.6	35.6	42.8	52.1	61.8
32	Gravesham Urban - Gravesend North	30.8	38.2	48.5	59.0	72.8
33	Gravesham Urban - Gravesend South	37.2	41.9	48.6	57.0	67.9
34	Gravesham Rural - East	11.5	13.2	14.9	17.4	20.7
35	Gravesham Rural - South	17.7	19.9	22.5	26.3	31.3
36	Maidstone Rural - North East	23.7	27.4	32.1	38.4	46.1
37	Maidstone Rural - South East	29.1	34.5	40.8	48.8	58.5
38	Maidstone Rural - South	26.3	30.3	35.6	42.5	51.0
39	Maidstone Urban - Maidstone South	51.0	58.5	70.6	85.7	102.8
40	Maidstone Urban - Maidstone East	36.6	41.8	50.6	60.6	72.7
41	Maidstone Urban - Maidstone West	58.1	68.4	83.0	99.3	119.1
42	Sevenoaks Rural - North East	39.0	44.2	51.2	59.3	68.9
43	Sevenoaks Urban - Swanley Town	32.0	34.9	40.5	46.9	54.5
44	Sevenoaks Rural - North West	12.8	14.6	17.0	19.6	22.8
45	Sevenoaks Rural - North	14.3	15.7	18.0	20.9	24.3
46	Sevenoaks Rural - West	26.9	29.7	34.8	40.6	48.8
47	Sevenoaks Urban - Sevenoaks Town	40.2	45.1	52.4	60.7	70.5
48	Sevenoaks Rural - South	11.3	12.7	14.6	16.9	19.6
49	Sevenoaks Rural - Edenbridge	13.9	16.2	18.8	21.8	25.3
50	Shepway Urban - Folkestone	60.1	67.3	77.7	90.2	106.5
51	Shepway Urban - Hythe	19.1	21.5	24.9	29.4	33.8
52	Shepway Rural - Dymchurch	16.5	18.5	21.5	24.9	28.6
53	Shepway Rural - South	10.1	11.7	13.5	15.6	18.0
54	Shepway Rural - North	25.1	28.8	33.5	38.6	44.4
55	Swale Urban - Sheerness	31.7	36.9	43.7	53.0	65.6
56	Swale Rural - West	27.2	30.8	37.2	44.1	52.0

Retail Need Assessment Study 2010 Update – Shepway

57	Swale Urban - Sittingbourne	56.1	64.0	75.7	88.6	104.4
58	Swale Rural - Isle of Sheppey	14.9	17.1	20.9	25.7	29.9
59	Swale Urban - Faversham	23.8	26.8	30.4	35.0	40.8
60	Swale Rural - East	11.1	12.8	14.5	16.5	19.3
61	Thanet Urban - Broadstairs	30.2	34.0	38.5	44.4	51.7
62	Thanet Urban - Ramsgate	44.6	50.5	59.6	68.9	80.2
63	Thanet Rural - Central	13.4	15.5	19.1	23.8	29.0
64	Thanet Urban - Westgate-on-Sea	19.5	22.1	25.0	28.8	33.5
65	Thanet Urban - Margate	40.3	46.9	55.2	64.1	74.6
66	T&M Urban - Tonbridge South	30.2	34.7	43.1	53.6	64.4
67	T&M Urban - Tonbridge North	20.1	22.6	24.8	29.0	34.9
68	T&M Rural -North West	21.9	25.5	28.6	33.4	40.2
69	T&M Rural -North East	16.8	18.8	20.6	24.1	28.9
70	T&M Rural -North	9.4	10.8	11.9	13.9	16.7
71	T&M Urban - Malling	82.0	95.8	117.7	139.6	165.6
72	Tunbridge Wells Urban - Speldhurst	16.1	18.0	21.1	24.5	28.5
73	Tunbridge Wells Urban - Southborough	16.6	18.9	21.8	25.3	29.5
74	Tunbridge Wells Urban - Tunbridge Wells North	23.9	27.1	32.6	37.8	44.1
	Tunbridge Wells Urban - Tunbridge Wells South	15.9	18.1	20.8	24.1	28.1
76	Tunbridge Wells Urban - Tunbridge Wells East	28.3	32.4	38.1	44.2	51.5
77	Tunbridge Wells Rural - North East	12.5	13.7	15.8	18.3	21.4
78	Tunbridge Wells Rural - East	20.0	22.9	26.4	30.6	35.7
79	Tunbridge Wells Rural - South East	7.3	8.2	9.4	10.8	12.6
80	Tunbridge Wells Rural - Cranbrook	13.8	15.8	18.1	21.0	24.4
81	Tunbridge Wells Rural - Hawkhurst	8.8	10.9	12.7	14.7	17.1
82	Medway Rural - Hoo Peninsula	13.9	15.9	18.7	22.1	26.0
83	Medway Urban - Gillingham	48.2	54.9	64.8	76.6	90.0
84	Medway Urban - Rainham South	26.2	29.9	35.3	41.6	49.0
85	Medway Urban - Chatham South	20.7	23.5	27.7	32.7	38.5
86	Medway Urban - Chatham	63.4	72.4	85.3	100.6	118.5
	Medway Urban - Rochester South /					
87	Walderslade	33.7	38.3	45.3	53.4	62.8
88	Medway Urban - Rochester West	31.5	35.9	42.3	50.0	58.6
89	Medway Rural - Cliffe	27.9	31.8	37.6	44.4	52.2
90	Bexley Urban - Belvedere	41.9	46.6	54.0	63.3	75.0
91	Bexley Urban - Erith	28.0	31.7	38.0	46.1	55.3
92	Bexley Urban - Crayford	26.5	29.6	34.7	40.8	48.8
93	Bexley Urban - Bexleyheath	71.1	79.3	93.7	110.5	128.9
94	Bexley Urban - East Wickham	28.1	31.2	36.5	42.8	50.5
95	Bexley Urban - Blackfen	42.7	47.2	54.7	64.0	75.1
96	Bexley Urban - Sidcup West	29.7	33.1	38.8	45.8	52.7
97	Bexley Urban - Sidcup East	28.2	31.4	36.9	43.3	50.5
98	Bromley Urban - Orpington East	89.9	101.3	117.6	137.1	173.1
99	Bromley Urban - Orpington West	46.6	52.5	60.2	69.7	79.0
100	Bromley Urban - Biggin Hill	26.1	30.0	34.8	40.5	48.2
101	Bromley Urban - West Wickham	88.0	98.9	114.7	133.6	156.6
102	Bromley Urban -Beckenham	127.2	144.6	168.1	196.4	222.1
103	Bromley Urban -Bromley/Chislehurst	118.0	136.4	160.0	187.4	212.6
104	Tandridge East	58.2	65.7	77.2	91.0	107.4
105	Rother	22.5	25.6	30.1	35.8	42.7
106	Wealden	134.2	152.8	179.8	212.5	251.6
	Total	3,210.5	3,679.8	4,350.1	5,153.2	6,110.3

Annex 4: Trade Areas definition and survey dates

Trade Area by retail sites	Survey dates	Trade Area by retail sites	Survey dates
Ashford		Shepway	
Ashford Town Centre	2008	Folkestone Town Centre	2008
Warren Retail Park	2009	Park Farm (Folkestone)	2009
Norman Road	2009	Southlands	2009
Beaver Lane	2009	Prospect Street	2009
New Street Retail Park	2009	Hythe Town Centre	2008
Kimberley	2009	New Romney Town Centre	2008
Ashford Retail Park	2009	Cheriton Town Centre	2008
Willesborough	2009	Cheriton High St	2009
Park Farm (Kingsnorth)	2009	Cheriton Rd	2009
Beaver Road	2009	Firs Lane	2009
Tenterden Town Centre	2008	Lydd Town Centre	2008
Canterbury		Faversham	
Canterbury Town Centre	2007	Faversham Town Centre	2009
Wincheap Industrial & Retail	2009	East Street	2009
Broad Oak	2009		
Canterbury City Retail Park	2009	Sheerness	
Thanington Retail Park	2009	Sheerness Town Centre	2009
Stour Retail Park	2009	Bridge Rd	2009
Kingsmead	2009		
Riverside Retail Park	2009	Sittingbourne	
St Andrews Close	2009	Sittingbourne Town Centre	2009
Marshwood Industrial Estate	2009	West Street	2009
Roper Road	2009	Mill Way	2009
		Mill Way North	2009
Herne Bay		Margate Cluster	
Herne Bay Town Centre	2007	Margate Town Centre	2009
Eddington Business Park	2009	Cliftonville Town Centre	2009
Herne Bay Trading Park	2009	Zion Place (Cliftonville)	2009
		Birchington Town Centre	2009
Whitstable		Westgate Town Centre	2009
Whitstable Town Centre	2007		
John Wilson Business Park	2009	Ramsgate Cluster	
Joseph Wilson Industrial Estate	2009	Ramsgate Town Centre	2009
		Boundary Road (Ramsgate)	2009
Bluewater		Broadstairs Town Centre	2009
Bluewater	2007		
Dartford		Westwood	
Dartford Town Centre	2009	Newington Road (Ramsgate)	2009
Kestner Retail Park (Greenhithe)	2009	Manston Road (Ramsgate)	2009
Longfield	2009	Pysons Road (Ramsgate)	2009
		Westwood Industrial Estate (Westwood)	2009
Heath Lane (Dartford)	2009	Rumfields Road (Broadstairs)	2009
Princes Road (Dartford)	2009	Westwood Cross Town Centre	2009
		Westwood Retail Parks	2009

Annex 4: Trade Areas definition and survey dates

Trade Area by retail sites	Survey dates	Trade Area by retail sites	Survey dates
Deal/Sandwich		Malling	
Moat Sole (Sandwich)	2007	West Malling Town Centre	2005
Deal Town Centre	2006	Kings Hill Centre (West Malling)	2007
West Street (Deal)	2007	Lunsford Park (Aylesford)	2007
Sandwich Town Centre	2006	South Aylesford Retail Park	2007
		London Road Aylesford	2007
Dover		Borough Green Town Centre	2005
Dover Town Centre	2005	Snodland Town Centre	2005
Honeywood Road (Dover)	2007	New Hythe Lane (Aylesford)	2007
Cherry Tree Avenue (Dover)	2007		
De Bradelei Wharf (Dover)	2007	Tonbridge	
		Tonbridge Town Centre	2005
		Cannon Lane	2005
Gravesham		Tunbridge Wells	
Gravesend Town Centre	2007	Tunbridge Wells Town Centre	2005
Coldharbour (Gravesend)	2007	North Farm Industrial Estate	2007
Pepperhill (Northfleet)	2007	Royal Tunbridge Wells Business	2007
		Kingstanding Industrial Estate	2007
Maidstone		Longfield Road Retail Area	2007
Maidstone Town Centre	2007	Linden Park Road	2007
Farleigh Hill	2007	Woodsgate Corner (Pembury)	2007
St Peters Street Retail Zone	2007	Great Lodge Retail Park	2007
London Road Retail Park	2007	Southborough Town Centre	2005
Mid Kent Shopping Centre	2007	Cranbrook Town Centre	2005
Lower Boxley Road	2007	Paddock Wood Town Centre	2005
Sutton Road	2007	Hawkhurst Town Centre	2005
The Lodge, London Road	2007		
Groveswood Drive	2007		
Newnham Court	2007		
Maidstone Industrial Centre	2007		
Hart Street Commercial Centre	2007		
Headcorn Town Centre	2007		
Staplehurst Town Centre	2007		
Sevenoaks			
Riverhead	2007		
Otford Road Retail Park	2007		
Vestry Trading Estate	2007		
Swanley Town Centre	2006		
Edenbridge Town Centre	2006		
Tannery	2007		
Westerham Town Centre	2006		
Sevenoaks Town Centre	2006		

Annex 5: Expenditure categories for the retail model

Expenditure categories provided by MapInfo are aggregated to reflect the definitions outlined in the household survey

Convenience	Food	1
	Alcohol	2
	Tobacco	3
	Newspapers and magazines	4
Core comparison	Clothing and Footwear	5
	Books	4.1
	China, glass and utensils	8.1
	Chemist's goods	9.1
	Jewellery, watches and clocks	9.2
	Bicycles	9.4
	Recreational goods	9.5
	Miscellaneous goods	9.5
	Bulky	Furniture and floor coverings
Household textiles and soft furnishings		6.2
Domestic appliances		7.1
Audio-visual equipment, photographic and optical goods		7.2
Telephone and Fax Equipment		7.3
Repair and maintenance materials		8.2
Tools and equipment for house and Garden		8.1
Gardens, plants and flowers		9.5

Annex 6: Sales density ratios, 2007

Shepway	Convenience	Core comparison	Bulky
Total turnover (£ million)	144	86	82
Gross floor space m²	37,467	40,488	34,417
Net floor space m²	21,731	26,317	22,371
Sales density ratio (£ / net m²)	6,625	3,273	3,656

Convenience based on gross to net split of 58%
Comparison based on gross to net split of 65%

Annex 7: Town centre retail turnover, 2007

£ million

Town Centre	Convenience	Core comparison	Bulky	Total
Bluewater	6.29	541.92	117.43	665.64
Maidstone	71.00	367.85	116.32	555.17
Canterbury	27.68	347.80	84.14	459.62
Tunbridge Wells	36.77	312.01	81.52	430.29
Gravesend	101.02	134.90	104.86	340.77
Dartford	63.83	82.39	93.52	239.74
Ashford	11.92	127.05	36.15	175.12
Tonbridge	89.64	42.42	14.41	146.47
Sittingbourne	45.97	40.69	41.63	128.29
Folkestone	34.58	65.93	21.75	122.25
Westwood Cross	4.74	71.79	28.95	105.48
Swanley	71.74	11.09	3.22	86.05
Sevenoaks	30.52	39.25	11.78	81.55
Dover	20.27	31.25	24.79	76.30
Ramsgate	22.15	35.30	10.49	67.93
Margate	16.74	33.14	15.49	65.36
Tenterden	38.87	16.02	4.89	59.79
Broadstairs	23.55	12.86	10.87	47.28
Deal	17.83	21.31	6.51	45.64
Herne Bay	18.99	14.31	9.78	43.09
Faversham	33.38	7.37	2.43	43.19
Sheerness	9.00	18.44	9.40	36.84
Whitstable	7.80	13.54	9.35	30.68
Hythe	8.06	8.06	3.91	20.04
Edenbridge	11.97	0.74	3.67	16.38
Cranbrook	8.14	2.84	2.98	13.96
Paddock Wood	8.50	3.32	0.72	12.55
West Malling	10.84	1.33	-	12.17
Headcorn	6.90	1.89	0.57	9.36
Sandwich	5.08	2.16	0.42	7.67
Hawkhurst	2.96	0.44	0.32	3.73
New Romney	1.09	0.70	0.97	2.76
Southborough	1.21	0.13	0.49	1.83
Lydd	1.43	0.22	0.11	1.77
Borough Green	1.53	0.19	0.12	1.85
Westerham	0.45	0.36	-	0.81
Staplehurst	1.73	0.26	0.18	0.44
	874.17	2,411.29	874.14	4,157.87

* Refers to the part of the catchment covered by the survey area only (zones 1-106)

Annex 8: Spend Summaries, 2007

Bulky goods		
£/mill	From Shepway	From other locations
To Shepway	68.6	13.2
To other locations	48.7	
Internet/ Mail Order	13.0	
Local/varies	0.7	
Total	131.0	

Core comparison goods		
£/mill	From Shepway	From other locations
To Shepway	68.7	17.4
To other locations	100.5	
Internet/ Mail Order	24.6	
Local/varies	2.8	
Total	196.6	

Convenience goods		
£/mill	From Shepway	From other locations
To Shepway	128.2	15.8
To other locations	27.1	
Internet/ Mail Order	3.0	
Local/varies	5.1	
Total	163.4	

Annex 9: Spend by destination : core comparison goods

2007 £/mill	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	126.7	187.2	120.3	60.8	93.3	208.0	43.0	68.7	66.9	151.6	23.5	142.6	1,292.6
Other Kent District	67.8	38.9	20.6	103.8	57.6	62.0	131.8	91.4	102.3	39.7	172.7	45.8	934.5
Medway	0.6	1.7	1.3	0.1	6.4	9.3	0.5	0.7	35.6	0.0	13.1	0.2	69.7
Essex	1.5	1.1	12.4	1.0	8.9	5.5	11.3	1.1	3.1	0.7	5.9	2.7	55.2
London	4.5	3.3	21.1	1.6	2.5	7.5	42.9	5.5	2.8	2.9	9.2	8.0	112.0
Sussex/Surrey	1.5	0.0	0.2	0.0	0.1	0.4	10.8	0.6	0.1	0.0	0.5	7.8	21.9
Local/other/varies/abroad	3.6	3.7	2.2	2.4	3.3	4.6	4.8	4.0	4.2	2.7	3.3	4.3	43.0
Internet/Mail Order	31.5	40.6	21.9	25.6	20.9	39.7	40.6	24.6	32.2	24.7	37.2	33.3	372.8
Total	237.7	276.6	199.9	195.3	193.1	337.2	285.7	196.5	247.2	222.2	265.6	244.7	2,901.8

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	53.3	67.7	60.1	31.1	48.3	61.7	15.0	35.0	27.1	68.2	8.9	58.2	44.5
Other Kent District	28.5	14.1	10.3	53.1	29.9	18.4	46.1	46.5	41.4	17.9	65.0	18.7	32.2
Medway	0.3	0.6	0.6	0.1	3.3	2.8	0.2	0.4	14.4	0.0	4.9	0.1	2.4
Essex	0.6	0.4	6.2	0.5	4.6	1.6	4.0	0.6	1.2	0.3	2.2	1.1	1.9
London	1.9	1.2	10.6	0.8	1.3	2.2	15.0	2.8	1.2	1.3	3.5	3.3	3.9
Sussex/Surrey	0.6	0.0	0.1	0.0	0.1	0.1	3.8	0.3	0.0	0.0	0.2	3.2	0.8
Local/other/varies/abroad	1.5	1.3	1.1	1.2	1.7	1.4	1.7	2.0	1.7	1.2	1.2	1.8	1.5
Internet/Mail Order	13.2	14.7	10.9	13.1	10.8	11.8	14.2	12.5	13.0	11.1	14.0	13.6	12.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Annex 9: Spend by destination: bulky goods

2007 £/mill	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	111.6	143.6	72.1	7.5	77.4	119.7	47.6	68.6	82.7	113.7	54.3	116.6	1,015.4
Other Kent District	17.3	10.9	13.4	61.2	15.6	67.4	72.1	44.7	39.5	15.7	79.3	16.1	453.1
Medway	0.2	0.5	0.3	0.0	4.8	5.5	0.0	0.0	17.5	0.0	11.8	0.1	40.8
Essex	1.9	2.3	13.9	0.1	10.9	1.8	11.2	1.9	2.7	0.2	2.9	3.4	53.3
London	1.1	0.7	19.9	0.4	1.8	0.1	23.0	1.9	0.4	0.0	0.7	0.8	51.1
Sussex/Surrey	2.5	2.3	14.0	0.1	11.4	2.1	16.0	1.9	2.8	0.2	3.2	6.2	62.7
Local/other/varies/abroad	2.0	3.4	0.5	3.7	2.0	4.1	4.4	0.8	3.9	2.2	1.1	1.2	29.3
Internet/Mail Order	23.9	23.0	13.0	17.9	15.6	25.8	27.4	13.0	17.9	16.4	30.1	22.2	246.2
Total	160.4	186.7	147.2	90.9	139.6	226.6	201.7	132.9	167.5	148.3	183.3	166.6	1,951.8

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	69.6	76.9	49.0	8.2	55.4	52.8	23.6	51.6	49.4	76.6	29.6	70.0	52.0
Other Kent District	10.8	5.8	9.1	67.3	11.2	29.8	35.8	33.6	23.6	10.6	43.2	9.7	23.2
Medway	0.1	0.3	0.2	0.0	3.4	2.4	0.0	0.0	10.5	0.0	6.4	0.1	2.1
Essex	1.2	1.2	9.4	0.1	7.8	0.8	5.6	1.4	1.6	0.1	1.6	2.0	2.7
London	0.7	0.4	13.5	0.5	1.3	0.1	11.4	1.5	0.3	0.0	0.4	0.5	2.6
Sussex/Surrey	1.5	1.2	9.5	0.1	8.2	0.9	7.9	1.4	1.7	0.1	1.7	3.7	3.2
Local/other/varies/abroad	1.2	1.8	0.4	4.1	1.4	1.8	2.2	0.6	2.3	1.5	0.6	0.7	1.5
Internet/Mail Order	14.9	12.3	8.9	19.7	11.2	11.4	13.6	9.8	10.7	11.1	16.4	13.3	12.6
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

Annex 9: Spend by destination: convenience goods

2007 £/mill	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	170.4	207.0	92.2	116.9	139.1	193.4	143.9	128.2	168.1	176.3	131.4	130.7	1,797.5
Other Kent District	9.5	9.6	40.0	38.4	7.2	49.1	44.2	25.9	17.0	4.2	45.5	37.8	328.4
Medway	0.2	0.3	0.5	0.0	4.7	7.2	0.0	0.0	10.3	0.7	14.8	0.2	38.9
Essex	0.0	0.1	0.9	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.1	0.0	1.8
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sussex/Surrey	0.0	0.2	0.0	0.2	0.1	0.0	7.3	0.4	0.0	0.5	0.0	8.8	17.5
Local/other/varies/abroad	5.5	4.8	1.7	2.9	3.5	8.1	6.8	5.2	4.4	4.3	10.0	4.7	61.8
Internet/Mail Order	4.3	7.1	5.2	5.1	5.0	7.9	8.8	3.0	4.9	2.9	8.4	7.4	70.0
Total	189.9	229.1	140.5	163.5	160.0	265.7	211.1	162.6	205.0	188.9	210.1	189.6	2,315.9

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same District	89.7	90.4	65.6	71.5	86.9	72.8	68.2	78.8	82.0	93.3	62.5	69.0	77.6
Other Kent District	5.0	4.2	28.5	23.5	4.5	18.5	20.9	15.9	8.3	2.2	21.7	19.9	14.2
Medway	0.1	0.1	0.4	0.0	3.0	2.7	0.0	0.0	5.0	0.4	7.0	0.1	1.7
Essex	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sussex/Surrey	0.0	0.1	0.0	0.1	0.1	0.0	3.5	0.2	0.0	0.3	0.0	4.6	0.8
Local/other/varies/abroad	2.9	2.1	1.2	1.8	2.2	3.0	3.2	3.2	2.1	2.3	4.7	2.5	2.7
Internet/Mail Order	2.3	3.1	3.7	3.1	3.2	3.0	4.2	1.8	2.4	1.5	4.0	3.9	3.0
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

Annex 10a: Current retail permissions as at May 2010

District	AppNo	Trader	Address	(Gross floorspace m ²)			Description
				Bulky	Core	Convenience	
Shepway	SH061079	Not known	Nickolls Quarry, Dymchurch Road, Hythe.	0	250	250	Mixed use development comprising local centre, residential, community
Shepway	SH070535	Unknown	42 Cheriton High Street, Folkestone	0	158	0	Erection of ground floor retail units with residential above
Shepway	SH070642		Plots 1 & 2, Hurricane Way, Hawkinge	0	114	0	Erection of pharmacy
Shepway	SH071060		11, Littlestone Road, New Romney	0	135	0	Erection of 2 retail units with residential above
Shepway	SH071076	Lidl	Lidl UK, Shellons Street, Folkestone	0	0	192	Erection of a single storey front & side extension for retail, storage
Shepway	SH071599	Unknown	81 - 83, Cheriton Road, Folkestone	0	-225	0	Loss of A1 retail fsp, erection of residential units with office unit
Shepway	SH080632	Unknown	Land adjoining 38, Cheriton High Street, Folkestone	0	148	0	Erection of building comprising ground floor retail & residential
Shepway	SH080730	Unknown	31, Littlestone Road, Littlestone, New Romney	0	282	0	Demolition of existing, erection of retail with residential above
Shepway	SH080955	Unknown	Site A, West Park Farm, Park Farm Road, Folkestone	2250	0	0	Erection of 2 non food retail warehouse units
Shepway	SH081066	Unknown	88, High Street, Hythe	0	-124	0	C/U from A1(retail use) to A2 (financial & professional)
Shepway	SH090020	Tesco Stores	The Railway Bell, 209, Dover Road, Folkestone	0	0	372	Demolition of existing, erection of retail unit with residential above
Shepway	SH090079	Unknown	94, Foord Road, Folkestone	0	0	395	C/U of part of ground floor from storage to A1 retail
Shepway	SH090102	Unknown	C/U from A1 retail to a dental practice.	0	-244	0	C/U from A1 retail to a dental practice

Retail Need Assessment Study 2010 Update – Shepway

Shepway	SH090463	Unknown	36-42, Rendezvous Street, Folkestone	0	-212	0	C/U from ground floor retail unit to an amusement centre.
Shepway	SH100156	Unknown	The Railway Bell, 209, Dover Road, Folkestone	0	0	377	Demolition of existing, erection of retail unit with residential above
Shepway Total				2250	282	1586	

Floor space measurements are approximate where not specifically listed on applications
 Figures refer to new or lost gross floor space as a result of the application
 All planning permissions shown refer to A1 loss/gain of floor space over 100m²

Annex 10b: Floor space under construction and opened between April 2007 and May 2010

Trade Area	AppNo	Opening Date	Trader	Bulky	Core	Convenience	Retail Type	Address
Shepway	SH061650	Under construction	Unknown	213			A1 retail	36 - 42 Rendezvous Street, Folkestone
Shepway	SH080840	Under construction	Unknown	-115			A1 retail	100,100A & 102, High Street, Hythe
Shepway	SH090627	Under construction	Sainsbury			5458	Food	Military Road, Hythe
Shepway	SH040416	01/08	Asda			7903	Food	Bouverie Place, Folkestone
Shepway	SH040416	01/08	Unknown		11126		Various	Bouverie Place, Folkestone
Shepway	SH060466	01/08	Unknown		240		A1 retail	Bouverie Place Development, Bouverie Place, Folkestone
Shepway	SH060380	05/07	Unknown	-601			A1 retail	70 - 72, Sandgate Road, Folkestone
Shepway Total				-503	11366	13361		

Opening dates are approximate

Annex 11: Potential Retail Need – Convenience Goods

2011 Trade Areas	Turnover 2007	2011 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2011	Potential headroom expenditure by 2011	turnover ratio 2007	turnover ratio 2011	Floorspace requirement 2011	Floorspace requirement 2011	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	144.0	148.5	0.0	148.5	4.5	6,625	6,625	690	1,189	13,361	-12,172	1,586	-13,758

2016 Trade Areas	Turnover 2007	2016 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2016	Potential headroom expenditure by 2016	turnover ratio 2007	turnover ratio 2016	Floorspace requirement 2016	Floorspace requirement 2016	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	144.0	154.1	0.0	154.1	10.1	6,625	6,625	1,530	2,638	13,361	-10,723	1,586	-12,309

Annex 11: Potential Retail Need – Convenience Goods

2021 Trade Areas	Turnover 2007	2021 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2021	Potential headroom expenditure by 2021	turnover ratio 2007	turnover ratio 2021	Floorspace requirement 2021	Floorspace requirement 2021	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	144.0	160.2	0.0	160.2	16.2	6,625	6,625	2,446	4,216	13,361	-9,145	1,586	-10,731

2026 Trade Areas	Turnover 2007	2026 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2026	Potential headroom expenditure by 2026	turnover ratio 2007	turnover ratio 2026	Floorspace requirement 2026	Floorspace requirement 2026	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	144.0	167.3	0.0	167.3	23.3	6,625	6,625	3,520	6,070	13,361	-7,291	1,586	-8,877

Notes

Expenditure growth rate 2005: 0.8%

Expenditure growth rate 2006-2026: 0.6%

Net to gross ratio: 58%

Turnover for existing retailers: 0%

Turnover ratio: based on district calculation of expenditure to floor space

Sources

Growth rates: MapInfo Retail Expenditure Guide 2009/10

Expenditure : MapInfo expenditure 2004

Floor space: KCC surveys 2005 to 2007

Population: Ward forecasts based on South East Plan

Annex 11: Potential Retail Need – Core comparison goods

2011 Trade Areas	Turnover 2007	2011 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2011	Potential headroom expenditure by 2011	turnover ratio 2007	turnover ratio 2011	Floorspace requirement 2011	Floorspace requirement 2011	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	86.1	97.7	5.3	92.5	6.3	3,273	3,474	1,821	2,802	11,366	-8,564	282	-8,846

2016 Trade Areas	Turnover 2007	2016 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2016	Potential headroom expenditure by 2016	turnover ratio 2007	turnover ratio 2016	Floorspace requirement 2016	Floorspace requirement 2016	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	86.1	114.2	12.4	101.8	15.7	3,273	3,742	4,195	6,454	11,366	-4,912	282	-5,194

Annex 11: Potential Retail Need – Core comparison goods

2021 Trade Areas	Turnover 2007	2021 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2021	Potential headroom expenditure by 2021	turnover ratio 2007	turnover ratio 2021	Floorspace requirement 2021	Floorspace requirement 2021	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	86.1	133.5	20.0	113.6	27.4	3,273	4,031	6,802	10,464	11,366	-902	282	-1,184

2026 Trade Areas	Turnover 2007	2026 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2026	Potential headroom expenditure by 2026	turnover ratio 2007	turnover ratio 2026	Floorspace requirement 2026	Floorspace requirement 2026	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	86.1	156.9	28.2	128.8	42.6	3,273	4,343	9,816	15,101	11,366	3,735	282	3,453

Notes

Expenditure growth rate 2005: 3.5%
 Expenditure growth rate 2006-2026: 2.9%
 Net to gross ratio: 65%
 Turnover for existing retailers: 1.5%
 Turnover ratio: based on district calculation of expenditure to floor space

Sources

Growth rates: MapInfo Retail Expenditure Guide 2009/10
 Expenditure : MapInfo expenditure 2004
 Floor space: KCC surveys 2005 to 2007
 Population: Ward forecasts based on South East Plan

Annex 11: Potential Retail Need – Bulky goods

2011 Trade Areas	Turnover 2007	2011 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2011	Potential headroom expenditure by 2011	turnover ratio 2007	turnover ratio 2011	Floorspace requirement 2011	Floorspace requirement 2011	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	81.8	92.7	5.0	87.7	5.9	3,656	3,880	1,518	2,335	-503	2,838	2,250	588

2016 Trade Areas	Turnover 2007	2016 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2016	Potential headroom expenditure by 2016	turnover ratio 2007	turnover ratio 2016	Floorspace requirement 2016	Floorspace requirement 2016	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	81.8	108.0	11.7	96.2	14.4	3,656	4,180	3,457	5,318	-503	5,821	2,250	3,571

Annex 11: Potential Retail Need – Bulky goods

2021 Trade Areas	Turnover 2007	2021 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2021	Potential headroom expenditure by 2021	turnover ratio 2007	turnover ratio 2021	Floorspace requirement 2021	Floorspace requirement 2021	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	81.8	126.1	19.0	107.1	25.3	3,656	4,503	5,622	8,649	-503	9,152	2,250	6,902

2026 Trade Areas	Turnover 2007	2026 turnover potential	Turnover allocation for existing retailers	Residual turnover potential by 2026	Potential headroom expenditure by 2026	turnover ratio 2007	turnover ratio 2026	Floorspace requirement 2026	Floorspace requirement 2026	Floorspace under construction and opened between April 2007 & May 2010	Remaining floorspace requirement	Permissions as at May 10	Remaining floorspace requirement
	£ mill	£ mill	£ mill	£ mill	£ mill	£/m ²	£/m ²	m ² net	m ² gross	m ² gross	m ² gross	m ² gross	m ² gross
Shepway	81.8	147.9	26.7	121.2	39.4	3,656	4,851	8,125	12,500	-503	13,003	2,250	10,753

Notes

Expenditure growth rate 2005: 3.5%
 Expenditure growth rate 2006-2026: 2.9%
 Net to gross ratio: 65%
 Turnover for existing retailers: 1.5%
 Turnover ratio: based on district calculation of expenditure to floor space

Sources

Growth rates: MapInfo Retail Expenditure Guide 2009/10
 Expenditure : MapInfo expenditure 2004
 Floor space: KCC surveys 2005 to 2007
 Population: Ward forecasts based on South East Plan

Annex 12 Expenditure not included in the calculation of retail need (based on expenditure from residents of Shepway retail zones)

Convenience

£million	2011	2016	2021	2026
Local	5.1	5.3	5.4	5.6
Non-kent	0.4	0.4	0.4	0.4
Abroad	0.1	0.1	0.1	0.1
Varies/other	0.2	0.2	0.2	0.2
Internet/Mail Order	3.1	3.2	3.3	3.4

Core comparison

£million	2011	2016	2021	2026
Local	3.2	3.7	4.2	5.0
Non-kent	8.9	10.3	12.0	14.0
Abroad	0.6	0.7	0.8	0.9
Varies/other	0.7	0.8	0.9	1.0
Internet/Mail Order	27.7	32.1	37.2	43.3

Bulky goods

£million	2011	2016	2021	2026
Local	0.7	0.8	0.9	1.0
Non-kent	4.3	5.0	5.8	6.8
Abroad	0.2	0.2	0.2	0.2
Varies/other	0.1	0.1	0.2	0.2
Internet/Mail Order	14.6	17.0	20.0	23.0

**Annex 13 Kent County Shopper Survey
94088 FINAL Questionnaire**

Good morning/afternoon. My name is ... and I am calling from ORC International. We are doing some research on behalf of local authorities in Kent to improve shopping and transport facilities in this area and I'd like to ask you a few questions.

Are you / may I speak to the person responsible for the majority of your household shopping?

YES 1 – CONTINUE

NO 2 – CLOSE INTERVIEW

As we need to speak to people across a number of areas, could you please tell me your full postcode?

TYPE IN POST CODE.

TYPE IN _____ 1
DON'T KNOW 99

IF RESPONDENT DOES NOT KNOW THEIR FULL POSTCODE Can you verify that you live in [INSERT POSTCODE SECTOR FROM SAMPLE]?

YES 1
NO 2
DON'T KNOW 99

And can you verify that you are resident in the ward called [INSERT WARD FROM SAMPLE]? INTERVIEWER PROMPT TO INCLUDE NAME OF DISTRICT COUNCIL.

YES I AM IN THAT WARD 1 NO I AM IN A DIFFERENT WARD 2 DON'T KNOW 99

IF NO IN A DIFFERENT WARD Can you tell me the name of the ward in which you live? INTERVIEWER TO CODE ONTO A COMPLETelist OF WARDS IN THE SURVEY AREA ORGANISED ALPHABETICALLY BY DISTRICT COUNCIL. INTERVIEWER PROMPT TO INCLUDE NAME OF DISTRICT COUNCIL AND WARD.

Other not on list TYPE IN _____ 1 DON'T KNOW 99

Refer to quota and check that respondent is eligible for interview. IF YES, CONTINUE. IF NOT, THANK & CLOSE.

Please note that this call may be monitored or recorded for quality control purposes.

SECTION A – Non-food goods shopping

First of all, I would like to ask a few questions about shopping.

Q1 At which town centre or retail park do you do most of your shopping for non-food goods such as clothing and footwear, books, toys and jewellery? SINGLE CODE ONLY. CODE ONTO LIST OF TOWN CENTRES/ RETAIL PARKS. INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS TOWN.

IF NO PARTICULAR CENTRE/ VARIES, NONE OR DON'T KNOW AT Q1 (CODE 997 OR 998 OR 1000) THEN SKIP TO Q4

Q2 Which town centre or retail park do you use second most for such non-food shopping? SINGLE CODE ONLY. CODE ONTO LIST OF TOWN CENTRES/ RETAIL PARKS. INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS TOWN.

IF NO PARTICULAR CENTRE/ VARIES, NONE OR DON'T KNOW AT Q2 (CODE 997 OR 998 OR 1000) THEN SKIP TO Q4

Q3 And which town centre or retail park do you use third most for such non-food shopping? SINGLE CODE ONLY. CODE ONTO LIST OF TOWN CENTRES/ RETAIL PARKS. INTERVIEWER TO PROMPT

ON SITENAME IF RESPONDENT JUST MENTIONS TOWN. LIST OF TOWN CENTRES/ RETAIL PARKS

Text	Main	2nd	3rd
Ashford - Ashford Retail Park, Sevington	1	1	1
Ashford - Ashford Town Centre	2	2	2
Ashford - Matalan, Beaver Lane	3	3	3
Ashford - Home Plus Superstore, Beaver Road	4	4	4
Ashford - Asda, Kimberley Way	5	5	5
Ashford - New Street Retail Park	6	6	6
Ashford - B & Q, Norman Road	7	7	7
Ashford - Park Farm Kingsnorth	8	8	8
Ashford - Warren Retail Park	9	9	9
Ashford - Tesco, Willesborough	10	10	10
Aylesford - South Aylesford Retail Park	11	11	11
Belvedere	12	12	12
Bexley Heath	13	13	13
Bexley Heath - Long Lane	14	14	14
Bexley Village	15	15	15
Birchington - Birchington Town Centre	16	16	16
Blackfen	17	17	17
Borough Green - Borough Green Town Centre	18	18	18
Broadstairs - Broadstairs Town Centre	19	19	19
Broadstairs - Magnet, Newington Road	20	20	20
Bromley	21	21	21
Bromley - Homesdale Road	22	22	22
Bromley - Masons Hill	23	23	23
Canterbury - Magnet, Broad Oak	24	24	24
Canterbury - Canterbury Town Centre	25	25	25
Canterbury - Sainsbury, Kingsmead Road	26	26	26
Canterbury - Roper Road	27	27	27
Canterbury - Habitat, St Andrews Close	28	28	28
Canterbury - Vauxhall Road	29	29	29
Canterbury - Asda, Sturry Road	30	30	30
Canterbury - Sturry Road	31	31	31
Canterbury - Wincheap Retail and Industrial Park	32	32	32
Charlton - Business Park	33	33	33
Chatham	34	34	34
Chatham - Horsted Retail Park	35	35	35
Chatham - Dockside Outlet	36	36	36
Cheriton - Tesco, Cheriton High St	37	37	37
Cheriton - Morrisons, Cheriton Rd	38	38	38
Cheriton - Cheriton Town Centre	39	39	39
Cheriton - Wickes, Firs Lane	40	40	40
Chislehurst	41	41	41
Cliftonville - Cliftonville Town Centre	42	42	42

Cliftonville - Aldi, Zion Place	43	43	43
Cranbrook - Cranbrook Town Centre	44	44	44

Text	Main	2nd	3rd
Crawley	45	45	45
Crayford	46	46	46
Crayford - Tower Retail Park	47	47	47
Crowborough	48	48	48
Croydon	49	49	49
Croydon - Purley Way	50	50	50
Dartford - Bluewater	51	51	51
Dartford - Dartford Town Centre	52	52	52
Dartford - Heath Lane	53	53	53
Dartford - Homebase, Princes Road	54	54	54
Deal - Deal Town Centre	55	55	55
Deal - Sainsbury, West Street	56	56	56
Dover - Aldi, Cherry Tree Avenue	57	57	57
Dover - De Bradelei Wharf	58	58	58
Dover - Dover Town Centre	59	59	59
Dover - Whitfield (Honeywood Road)	60	60	60
East Grinstead	61	61	61
Edenbridge - Edenbridge Town Centre	62	62	62
Eltham	63	63	63
Erith	64	64	64
Falconwood	65	65	65
Faversham - Faversham Town Centre	66	66	66
Faversham - Co-Op, West Street	67	67	67
Folkestone - Folkestone Town Centre	68	68	68
Folkestone - Park Farm	69	69	69
Foots Cray - Crittals Corner	70	70	70
Foots Cray - Town Centre	71	71	71
Gillingham	72	72	72
Gillingham - Other	73	73	73
Gillingham - Business Park	74	74	74
Gravesend - Gravesend Town Centre	75	75	75
Greenhithe - Asda, Crossways Boulevard	76	76	76
Halfway St	77	77	77
Hawkhurst - Hawkhurst Town Centre	78	78	78
Headcorn - Headcorn Town Centre	79	79	79
Hempstead Valley	80	80	80
Herne Bay - Herne Bay Town Centre	81	81	81
Herne Bay - Herne Bay Trading Park, Sea Street	82	82	82
Herne Bay - Thanet Way	83	83	83

Hythe - Hythe Town Centre	84	84	84
Hythe - Waitrose, Prospect Street	85	85	85
Lakeside	86	86	86
Larkfield - Tesco, Leybourne	87	87	87
Larkfield - B & Q, London Road	88	88	88
Larkfield - Somerfield, New Hythe Lane	89	89	89

Text	Main	2nd	3rd
Lewisham	90	90	90
Lewisham - Other	91	91	91
Lewisham - Bell Green	92	92	92
Longfield - Waitrose	93	93	93
Lower Belvedere	94	94	94
Lydd - Lydd Town Centre	95	95	95
Maidstone - Farleigh Hill, Tovil	96	96	96
Maidstone - Grove Green	97	97	97
Maidstone - Lockmeadow	98	98	98
Maidstone - London Road Retail Park	99	99	99
Maidstone - Mid Kent Shopping Centre, Allington	100	100	100
Maidstone - Magnet, Lower Boxley Road	101	101	101
Maidstone - Maidstone Town Centre	102	102	102
Maidstone - Newnham Court	103	103	103
Maidstone - St Peters Street Retail Zone	104	104	104
Maidstone - Morrisons, Sutton Road	105	105	105
Margate - Margate Town Centre	106	106	106
New Eltham	107	107	107
New Romney - Sainsbury	108	108	108
New Romney - New Romney Town Centre	109	109	109
Northfleet - Morrisons	110	110	110
Northfleet - Sainsbury	111	111	111
Northumberland Heath	112	112	112
Orpington	113	113	113
Orpington - Sevenoaks Way	114	114	114
Orpington - Cray Av	115	115	115
Paddock Wood - Paddock Wood Town Centre	116	116	116
Penge	117	117	117
Petts Wood	118	118	118
Pickford Lane	119	119	119
Plumstead	120	120	120
Rainham	121	121	121
Ramsgate - Boundary Road,	122	122	122
Ramsgate - Manston Road	123	123	123
Ramsgate - Ramsgate Town Centre	124	124	124

Rochester	125	125	125
Rochester - Maidstone Rd	126	126	126
Rye	127	127	127
Sandwich - Sandwich Town Centre	128	128	128
Sevenoaks - Otford Road	129	129	129
Sevenoaks - Tesco, Riverhead	130	130	130
Sevenoaks - Sevenoaks Town Centre	131	131	131
Sheerness - Tesco, Bridge Rd	132	132	132
Sheerness - Sheerness Town Centre	133	133	133
Sidcup	134	134	134
Sittingbourne - Aldi, East Street	135	135	135

Text	Main	2nd	3rd
Sittingbourne - Mill Way	136	136	136
Sittingbourne - Sittingbourne Town Centre	137	137	137
Snodland - Snodland Town Centre	138	138	138
Southborough - Southborough Town Centre	139	139	139
Staplehurst - Staplehurst Town Centre	140	140	140
Strood	141	141	141
Strood - Commercial Road	142	142	142
Swanley - Swanley Town Centre	143	143	143
Tenterden - Tenterden Town Centre	144	144	144
Thamesmead	145	145	145
Thurrock Retail Park	146	146	146
Tonbridge - Cannon Lane	147	147	147
Tonbridge - Tonbridge Town Centre	148	148	148
Tunbridge Wells - Longfield Road	149	149	149
Tunbridge Wells - Tesco, Pembury	150	150	150
Tunbridge Wells - Tunbridge Wells Town Centre	151	151	151
Tunbridge Wells - West Station	152	152	152
Welling	153	153	153
West Malling - Kings Hill Centre	154	154	154
West Malling - West Malling Town Centre	155	155	155
West Wickham	156	156	156
Westerham - Westerham Town Centre	157	157	157
Westgate - Westgate Town Centre	158	158	158
Westwood - Westwood Cross Town Centre	159	159	159
Westwood - Westwood retail parks	160	160	160
Whitstable - Whitstable Town Centre	161	161	161
Woolwich	162	162	162
Belgium	163	163	163
France	164	164	164
Local shops	165	165	165
Local Store/Village	166	166	166

London (Central)	167	167	167
London South and Suburbs	168	168	168
Ashford - McArthur Glen, Kimberley Way	169	169	169
ABROAD (OTHER THAN FRANCE/BELGIUM)	170	170	170
INTERNET	171	171	171
MAIL ORDER	172	172	172
OTHER - Outside of study zone	173	173	173
Eastbourne - Town Centre	174	174	174
Bexhill-On-Sea - Town Centre	175	175	175
BEXLEY HEATH BROAD WAY	176	176	176
LONDON	177	177	177
East Peckham(Kent)	178	178	178
No particular centre/varies	997	997	997
None	998	998	998
Other TYPE IN	999	999	999
Don't know	1000	1000	1000

Q4 And to what extent do you use the internet or mail order to purchase non-food goods such as clothing and footwear, books, toys and jewellery? READ OUT. SINGLE CODE.

A great extent	1
To some extent	2
Not at all	3
Don't know	99

Thinking now about the amount of money you spend in total in a month on non-food goods across all the places we've just spoken about...

ASK ALL ANSWERING Q1

Q5 What percentage or proportion of your total expenditure on non-food goods such as clothing and footwear, books, toys and jewellery would you say that you spend at [INSERT NAME FROM Q1]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL ANSWERING Q2

Q6 What percentage or proportion of your total expenditure on non-food goods such as clothing and footwear, books, toys and jewellery would you say that you spend at [INSERT NAME FROM Q2]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL ANSWERING Q3

Q6 What percentage or proportion of your total expenditure on non-food goods such as clothing and footwear, books, toys and jewellery would you say that you spend at [INSERT NAME FROM Q3]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL IF CODE 1 OR 2 AT Q4 Q8 And what percentage or proportion do you spend on the internet or mail order? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

CHECK THAT PROPORTIONS SUMMED Q5 TO Q8 TOTAL 100%. OTHERWISE REVISIT WITH RESPONDENT.

Q9 You said that [INSERT FROM Q1] is your main centre for non-food shopping. How do you normally travel to this town centre or retail park for the longest part / all of the journey? DO NOT READ OUT. SINGLE CODE

Car 1

Bus 2

Train 3

Walk 4

Cycle/ motor cycle 5

Coach 6

Taxi 7

Other 8

ASK IF NOT CODED TRAIN (CODE 3) AT Q9 Q10 Can I ask what your main reason is for not normally using the train to make this journey? DO NOT READ OUT. MULTICODE OK, UP TO THREE RESPONSES.

Train services are too infrequent	1
Train service is too slow	2
Train fares too high/ costly/ expensive	3
I don't expect to find a parking space at the station	4
Parking costs at the station are too high/ costly/ expensive	5
No transport (e.g car, bus) available to station	6
Not guaranteed seat on train	7
I would have to change trains	8
Where I want to go is too far from the railway station	9
Train difficult because of buggy/ pram/ wheelchair/ mobility problems	10
Don't want to carry shopping	11
Other	12
Don't know	13

SECTION B – Non-food goods shopping

I'd now like to ask you some questions about bulky good shopping, that is bulky items such as DIY goods, electrical goods, furniture and carpets.

Q11 At which town centre or retail park do you do most of your bulky goods shopping? SINGLE CODE ONLY. CODE ONTO LIST OF TOWN CENTRES/ RETAIL PARKS. INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS TOWN.

IF NO PARTICULAR CENTRE/ VARIES, NONE OR DON'T KNOW AT Q11 (CODE 997 OR 998 OR 1000) THEN SKIP TO Q13

Q12 Which town centre or retail park do you use second most for such bulky goods shopping? SINGLE CODE ONLY. CODE ONTO LIST OF TOWN CENTRES/ RETAIL PARKS. INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS TOWN.

Text	Main	2nd	3rd
Ashford - Ashford Retail Park, Sevington	1	1	1
Ashford - Ashford Town Centre	2	2	2
Ashford - Matalan, Beaver Lane	3	3	3
Ashford - Home Plus Superstore, Beaver Road	4	4	4
Ashford - Asda, Kimberley Way	5	5	5
Ashford - New Street Retail Park	6	6	6
Ashford - B & Q, Norman Road	7	7	7
Ashford - Park Farm Kingsnorth	8	8	8
Ashford - Warren Retail Park	9	9	9
Ashford - Tesco, Willesborough	10	10	10
Aylesford - South Aylesford Retail Park	11	11	11
Belvedere	12	12	12
Bexley Heath	13	13	13
Bexley Heath - Long Lane	14	14	14
Bexley Village	15	15	15
Birchington - Birchington Town Centre	16	16	16
Blackfen	17	17	17
Borough Green - Borough Green Town Centre	18	18	18
Broadstairs - Broadstairs Town Centre	19	19	19
Broadstairs - Magnet, Newington Road	20	20	20
Bromley	21	21	21
Bromley - Homesdale Road	22	22	22
Bromley - Masons Hill	23	23	23
Canterbury - Magnet, Broad Oak	24	24	24
Canterbury - Canterbury Town Centre	25	25	25
Canterbury - Sainsbury, Kingsmead Road	26	26	26
Canterbury - Roper Road	27	27	27
Canterbury - Habitat, St Andrews Close	28	28	28
Canterbury - Vauxhall Road	29	29	29
Canterbury - Asda, Sturry Road	30	30	30
Canterbury - Sturry Road	31	31	31

Canterbury - Wincheap Retail and Industrial Park	32	32	32
Charlton - Business Park	33	33	33
Text	Main	2nd	3rd
Chatham	34	34	34
Chatham - Horsted Retail Park	35	35	35
Chatham - Dockside Outlet	36	36	36
Cheriton - Tesco, Cheriton High St	37	37	37
Cheriton - Morrisons, Cheriton Rd	38	38	38
Cheriton - Cheriton Town Centre	39	39	39
Cheriton - Wickes, Firs Lane	40	40	40
Chislehurst	41	41	41
Cliftonville - Cliftonville Town Centre	42	42	42
Cliftonville - Aldi, Zion Place	43	43	43
Cranbrook - Cranbrook Town Centre	44	44	44
Crawley	45	45	45
Crayford	46	46	46
Crayford - Tower Retail Park	47	47	47
Crowborough	48	48	48
Croydon	49	49	49
Croydon - Purley Way	50	50	50
Dartford - Bluewater	51	51	51
Dartford - Dartford Town Centre	52	52	52
Dartford - Heath Lane	53	53	53
Dartford - Homebase, Princes Road	54	54	54
Deal - Deal Town Centre	55	55	55
Deal - Sainsbury, West Street	56	56	56
Dover - Aldi, Cherry Tree Avenue	57	57	57
Dover - De Bradelei Wharf	58	58	58
Dover - Dover Town Centre	59	59	59
Dover - Whitfield (Honeywood Road)	60	60	60
East Grinstead	61	61	61
Edenbridge - Edenbridge Town Centre	62	62	62
Eltham	63	63	63
Erith	64	64	64
Falconwood	65	65	65
Faversham - Faversham Town Centre	66	66	66
Faversham - Co-Op, West Street	67	67	67
Folkestone - Folkestone Town Centre	68	68	68
Folkestone - Park Farm	69	69	69
Foots Cray - Crittals Corner	70	70	70
Foots Cray - Town Centre	71	71	71
Gillingham	72	72	72
Gillingham - Other	73	73	73
Gillingham - Business Park	74	74	74
Gravesend - Gravesend Town Centre	75	75	75

Greenhithe - Asda, Crossways Boulevard	76	76	76
Halfway St	77	77	77
Hawkhurst - Hawkhurst Town Centre	78	78	78
Headcorn - Headcorn Town Centre	79	79	79

Text	Main	2nd	3rd
Hempstead Valley	80	80	80
Herne Bay - Herne Bay Town Centre	81	81	81
Herne Bay - Herne Bay Trading Park, Sea Street	82	82	82
Herne Bay - Thanet Way	83	83	83
Hythe - Hythe Town Centre	84	84	84
Hythe - Waitrose, Prospect Street	85	85	85
Lakeside	86	86	86
Larkfield - Tesco, Leybourne	87	87	87
Larkfield - B & Q, London Road	88	88	88
Larkfield - Somerfield, New Hythe Lane	89	89	89
Lewisham	90	90	90
Lewisham - Other	91	91	91
Lewisham - Bell Green	92	92	92
Longfield - Waitrose	93	93	93
Lower Belvedere	94	94	94
Lydd - Lydd Town Centre	95	95	95
Maidstone - Farleigh Hill, Tovil	96	96	96
Maidstone - Grove Green	97	97	97
Maidstone - Lockmeadow	98	98	98
Maidstone - London Road Retail Park	99	99	99
Maidstone - Mid Kent Shopping Centre, Allington	100	100	100
Maidstone - Magnet, Lower Boxley Road	101	101	101
Maidstone - Maidstone Town Centre	102	102	102
Maidstone - Newnham Court	103	103	103
Maidstone - St Peters Street Retail Zone	104	104	104
Maidstone - Morrisons, Sutton Road	105	105	105
Margate - Margate Town Centre	106	106	106
New Eltham	107	107	107
New Romney - Sainsbury	108	108	108
New Romney - New Romney Town Centre	109	109	109
Northfleet - Morrisons	110	110	110
Northfleet - Sainsbury	111	111	111
Northumberland Heath	112	112	112
Orpington	113	113	113
Orpington - Sevenoaks Way	114	114	114
Orpington - Cray Av	115	115	115

Paddock Wood - Paddock Wood Town Centre	116	116	116
Penge	117	117	117
Petts Wood	118	118	118
Pickford Lane	119	119	119
Plumstead	120	120	120
Rainham	121	121	121
Ramsgate - Boundary Road,	122	122	122
Ramsgate - Manston Road	123	123	123

Text	Main	2nd	3rd
Ramsgate - Ramsgate Town Centre	124	124	124
Rochester	125	125	125
Rochester - Maidstone Rd	126	126	126
Rye	127	127	127
Sandwich - Sandwich Town Centre	128	128	128
Sevenoaks - Otford Road	129	129	129
Sevenoaks - Tesco, Riverhead	130	130	130
Sevenoaks - Sevenoaks Town Centre	131	131	131
Sheerness - Tesco, Bridge Rd	132	132	132
Sheerness - Sheerness Town Centre	133	133	133
Sidcup	134	134	134
Sittingbourne - Aldi, East Street	135	135	135
Sittingbourne - Mill Way	136	136	136
Sittingbourne - Sittingbourne Town Centre	137	137	137
Snodland - Snodland Town Centre	138	138	138
Southborough - Southborough Town Centre	139	139	139
Staplehurst - Staplehurst Town Centre	140	140	140
Strood	141	141	141
Strood - Commercial Road	142	142	142
Swanley - Swanley Town Centre	143	143	143
Tenterden - Tenterden Town Centre	144	144	144
Thamesmead	145	145	145
Thurrock Retail Park	146	146	146
Tonbridge - Cannon Lane	147	147	147
Tonbridge - Tonbridge Town Centre	148	148	148
Tunbridge Wells - Longfield Road	149	149	149
Tunbridge Wells - Tesco, Pembury	150	150	150
Tunbridge Wells - Tunbridge Wells Town Centre	151	151	151
Tunbridge Wells - West Station	152	152	152
Welling	153	153	153
West Malling - Kings Hill Centre	154	154	154
West Malling - West Malling Town Centre	155	155	155
West Wickham	156	156	156
Westerham - Westerham Town Centre	157	157	157

Westgate - Westgate Town Centre	158	158	158
Westwood - Westwood Cross Town Centre	159	159	159
Westwood - Westwood retail parks	160	160	160
Whitstable - Whitstable Town Centre	161	161	161
Woolwich	162	162	162
Belgium	163	163	163
France	164	164	164
Local shops	165	165	165
Local Store/Village	166	166	166

Text	Main	2nd	3rd
London (Central)	167	167	167
London South and Suburbs	168	168	168
Ashford - McArthur Glen, Kimberley Way	169	169	169
ABROAD (OTHER THAN FRANCE/BELGIUM)	170	170	170
INTERNET	171	171	171
MAIL ORDER	172	172	172
OTHER - Outside of study zone	173	173	173
Eastbourne - Town Centre	174	174	174
Bexhill-On-Sea - Town Centre	175	175	175
BEXLEY HEATH BROAD WAY	176	176	176
LONDON	177	177	177
East Peckham(Kent)	178	178	178
No particular centre/varies	997	997	997
None	998	998	998
Other TYPE IN	999	999	999
Don't know	1000	1000	1000

Q13 And to what extent do you use the internet or mail order to purchase bulky items? READ OUT. SINGLE CODE.

A great extent	1
To some extent	2
Not at all	3
Don't know	99

Thinking now about the amount of money you spend in total in a year on bulky items across all the places we've just spoken about....

ASK ALL ANSWERING Q11

Q14 What percentage or proportion of your total expenditure on bulky items

such as DIY goods, electrical goods, furniture and carpets would you say that you spend at [INSERT NAME FROM Q11]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL ANSWERING Q12

Q15 What percentage or proportion do you spend at [INSERT NAME FROM Q12]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL IF CODE 1 OR 2 AT Q13

Q16 And what percentage or proportion do you spend on the internet or mail order? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

CHECK THAT PROPORTIONS SUMMED Q14 TO Q16 TOTAL 100%. OTHERWISE REVISIT WITH RESPONDENT.

SECTION C – Food and grocery shopping

I'd now like to ask you some questions about food and grocery shopping.

Q17 At which store or centre do you do your main food and grocery shopping?
SINGLE CODE ONLY. CODE ONTO LIST OF STORES OR CENTRES.
INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS AREA AND SUPERMARKET NAME.

IF NO PARTICULAR CENTRE/ VARIES, NONE OR DON'T KNOW AT Q17 (CODE 997 OR 998 OR 1000) THEN SKIP TO Q19

Q18 Which store or centre do you use second most for such food and grocery shopping? SINGLE CODE ONLY. CODE ONTO LIST OF STORES OR CENTRES. INTERVIEWER TO PROMPT ON SITENAME IF RESPONDENT JUST MENTIONS AREA AND SUPERMARKET NAME.

LIST OF STORES OR CENTRES

Text	Main	2	3
ASHFORD - Asda - Kimberley Way, Ashford	1	1	1
ASHFORD - Farm Foods - New Street Retail Park, Ashford	2	2	2
ASHFORD - Iceland - Ashford Town Centre	3	3	3
ASHFORD - Lidl - Ashford Town Centre	4	4	4
ASHFORD - Marks & Spencer - Ashford Town Centre	5	5	5
ASHFORD - Sainsburys - Warren Retail Park, Ashford	6	6	6
ASHFORD - Tesco - Park Farm, Kingsnorth	7	7	7
ASHFORD - Tesco - Willesborough	8	8	8
ASHFORD - Other food shops - Ashford Town Centre	9	9	9
AYLESFORD - Sainsburys - South Aylesford Retail Park, Aylesford	10	10	10
AYLESFORD - Somerfield - New Hythe Lane, Larkfield	11	11	11
AYLESFORD - Tesco Extra - Leybourne	12	12	12
AYLESFORD - Tesco Metro - London Road, Aylesford	13	13	13
AYLESFORD - Other food shops - Aylesford Town Centre	14	14	14
BECKENHAM - Sainsburys - Beckenham	15	15	15
BECKENHAM - Tesco - Croydon Road, Beckenham	16	16	16
BECKENHAM - Waitrose - Southend Road, Beckenham	17	17	17
BECKENHAM - Other food shops - Beckenham Town Centre	18	18	18
BELVEDERE - Somerfield - Nuxley Road, Belvedere	19	19	19
BELVEDERE - Other food shops - Belvedere Town Centre	20	20	20
BEXHILL-ON-SEA - Sainsbury - Bexhill-on-Sea	21	21	21
BEXHILL-ON-SEA - Somerfield - Bexhill-on-Sea	22	22	22
BEXHILL-ON-SEA - Other food shops - Bexhill-on-Sea Town Centre	23	23	23

Text	Main	2	3
BEXLEYHEATH - Asda - Bexleyheath Town Centre	24	24	24
BEXLEYHEATH - Iceland - Bexleyheath Town Centre	25	25	25
BEXLEYHEATH - Sainsburys - Bexleyheath Town Centre	26	26	26
BEXLEYHEATH - Other food shops - Bexleyheath Town Centre	27	27	27
BIRCHINGTON - Somerfield - Birchington Town Centre	28	28	28
BIRCHINGTON - Other food shops - Birchington Town Centre	29	29	29
BOROUGH GREEN - Other food shops - Borough Green Town Centre	30	30	30
BROADSTAIRS - Lidl - Margate Road, Westwood	31	31	31
BROADSTAIRS - Marks & Spencer - Westwood Cross Town Centre	32	32	32
BROADSTAIRS - Sainsburys - Margate Road, Westwood	33	33	33
BROADSTAIRS - Tesco - Broadstairs Town Centre	34	34	34
BROADSTAIRS - Tesco - Margate Road, Westwood	35	35	35
BROADSTAIRS - Other food shops - Broadstairs Town Centre	36	36	36
BROMLEY - Iceland - Station Approach, Hayes	37	37	37
BROMLEY - Marks and Spencer Simply Food - Bromley Town Centre	38	38	38
BROMLEY - Sainsburys - West Street, Bromley	39	39	39
BROMLEY - Waitrose - Burnt Ash Lane, Bromley	40	40	40
BROMLEY - Waitrose - Mason Hill, Bromley	41	41	41
BROMLEY - Other food shops - Bromley Town Centre	42	42	42
CANTERBURY - Aldi - Canterbury Town Centre	43	43	43
CANTERBURY - Asda - Sturry Road, Marshwood Industrial Estate	44	44	44
CANTERBURY - Iceland - Wincheap, Canterbury	45	45	45
CANTERBURY - Marks & Spencer - Canterbury Town Centre	46	46	46
CANTERBURY - Morrisons - Wincheap, Canterbury	47	47	47
CANTERBURY - Netto - Canterbury Town Centre	48	48	48
CANTERBURY - Sainsburys - Kingsmead Road, Canterbury	49	49	49
CANTERBURY - Tesco Metro - Canterbury Town Centre	50	50	50
CANTERBURY - Other food shops - Canterbury Town Centre	51	51	51
CATERHAM - Morrisons - Caterham	52	52	52
CATERHAM - Tesco - Caterham	53	53	53
CATERHAM - Other food shops - Caterham Town Centre	54	54	54
CHATHAM - Asda - Maidstone Road, Chatham	55	55	55
CHATHAM - Iceland - Chatham Town Centre	56	56	56
CHATHAM - Morrisons - Princes Avenue, Walderslade	57	57	57
CHATHAM - Sainsburys - Chatham Town Centre	58	58	58

CHATHAM - Tesco - Chatham Town Centre	59	59	59
CHATHAM - Other food shops - Chatham Town Centre	60	60	60

Text	Main	2	3
CHERITON - Other food shops - Cheriton Town Centre	61	61	61
CHISLEHURST - Sainsburys - Chislehurst Town Centre	62	62	62
CHISLEHURST - Other food shops - Chislehurst Town Centre	63	63	63
PENGE - Iceland - Penge Town Centre	64	64	64
PENGE - Other food shops - Penge Town Centre	65	65	65
CLIFTONVILLE - Other food shops - Cliftonville Town Centre	66	66	66
CRANBROOK - Alldays - Cranbrook Town Centre	67	67	67
CRANBROOK - Co-Op - Cranbrook Town Centre	68	68	68
CRANBROOK - Other food shops - Cranbrook Town Centre	69	69	69
CRAWLEY - Somerfield - Broadfield Barton	70	70	70
CRAWLEY - Tesco - Crawley	71	71	71
CRAWLEY - Other food shops - Crawley Town Centre	72	72	72
CRAYFORD - Sainsburys - Stadium Way, Crayford	73	73	73
CRAYFORD - Other food shops - Crayford Town Centre	74	74	74
CROWBOROUGH - Morrisons - Crowborough	75	75	75
CROWBOROUGH - Sainsbury - Crowborough	76	76	76
CROWBOROUGH - Tesco Express - Forest Row	77	77	77
CROWBOROUGH - Waitrose - Crowborough	78	78	78
CROWBOROUGH - Other food shops - Crowborough Town Centre	79	79	79
CROYDON - Sainsbury - Purley Way, Croydon	80	80	80
CROYDON - Sainsbury - The Mall, Croydon	81	81	81
CROYDON - Somerfield - Addington	82	82	82
CROYDON - Somerfield - Croydon	83	83	83
CROYDON - Tesco Extra - Purley Road, Croydon	84	84	84
CROYDON - Tesco's Express - Shirley Road, Croydon	85	85	85
CROYDON - Other food shops - Croydon Town Centre	86	86	86
DARTFORD - Asda - Greenhithe	87	87	87
DARTFORD - Iceland - Crayford	88	88	88
DARTFORD - Iceland - Dartford Town Centre	89	89	89
DARTFORD - Invicta Co-Op - Dartford Town Centre	90	90	90
DARTFORD - Sainsbury's - Dartford Town Centre	91	91	91
DARTFORD - Waitrose - Dartford Town Centre	92	92	92
DARTFORD - Waitrose - Longfield	93	93	93
DARTFORD - Other food shops - Dartford Town Centre	94	94	94
DEAL - Iceland - Deal Town Centre	95	95	95
DEAL - Marks & Spencer - Deal Town Centre	96	96	96
DEAL - Sainsburys - West Street, Deal	97	97	97
DEAL - Somerfield - Deal Town Centre	98	98	98

DEAL - The Local - Deal Town Centre	99	99	99
DEAL - Other food shops - Deal Town Centre	100	100	100
DOVER - Aldi - Cherry Tree Avenue, Dover	101	101	101
DOVER - Alldays - Dover Town Centre	102	102	102
DOVER - Iceland - Dover Town Centre	103	103	103
DOVER - Marks & Spencer - Dover Town Centre	104	104	104
DOVER - Somerfield - Dover Town Centre	105	105	105
DOVER - Spar - Dover Town Centre	106	106	106
DOVER - Tesco - Honeywood Road, Whitfield	107	107	107
Text	Main	2	3
DOVER - Other food shops - Dover Town Centre	108	108	108
DYMCHURCH - Other food shops - Dymchurch Town Centre	109	109	109
EAST GRINSTEAD - Other food shops - East Grinstead Town Centre	110	110	110
EDENBRIDGE - Co-Op - Edenbridge Town Centre	111	111	111
EDENBRIDGE - Somerfield - Edenbridge Town Centre	112	112	112
EDENBRIDGE - Other food shops - Edenbridge Town Centre	113	113	113
ERITH - Morrisons - Erith Town Centre	114	114	114
ERITH - Somerfield - Erith Town Centre	115	115	115
ERITH - Other food shops - Erith Town Centre	116	116	116
FAVERSHAM - Co-Op - West Street, Faversham	117	117	117
FAVERSHAM - Iceland - Faversham Town Centre	118	118	118
FAVERSHAM - Tesco - Faversham Town Centre	119	119	119
FAVERSHAM - Other food shops - Faversham Town Centre	120	120	120
FOLKESTONE - Co-Op Store - Folkestone Town Centre	121	121	121
FOLKESTONE - Co-op Wellcome - Cheriton Town Centre	122	122	122
FOLKESTONE - Iceland - Folkestone Town Centre	123	123	123
FOLKESTONE - Marks & Spencer - Folkestone Town Centre	124	124	124
FOLKESTONE - Marks & Spencer - Folkestone Town Centre	125	125	125
FOLKESTONE - One Stop - Cheriton Town Centre	126	126	126
FOLKESTONE - One Stop Shop - Folkestone Town Centre	127	127	127
FOLKESTONE - Sainsburys - Folkestone Town Centre	128	128	128
FOLKESTONE - Sainsburys - Park Farm Industrial Estate, Folkestone	129	129	129
FOLKESTONE - Tesco - Cheriton Town Centre	130	130	130
FOLKESTONE - Other food shops - Folkestone Town Centre	131	131	131
GILLINGHAM - Iceland - Gillingham Town Centre	132	132	132
GILLINGHAM - Iceland - Rainham Town Centre	133	133	133
GILLINGHAM - Sainsbury's Savacentre - Hempstead Valley Shopping Centre	134	134	134
GILLINGHAM - Somerfield - Gillingham Town Centre	135	135	135
GILLINGHAM - Somerfield - Parkwood Green, Rainham	136	136	136
GILLINGHAM - Tesco - Courteney Road, Gillingham	137	137	137
GILLINGHAM - Tesco Metro - Rainham Town Centre	138	138	138
GILLINGHAM - Other food shops - Gillingham Town Centre	139	139	139
GILLINGHAM - Other food shops - Tywdall Shopping Centre	140	140	140

GRAVESEND - Aldi - London Road, Rosherville, Northfleet	141	141	141
GRAVESEND - Asda - Gravesend Town Centre	142	142	142
GRAVESEND - Farmfoods - Gravesend Town Centre	143	143	143
GRAVESEND - Iceland - Gravesend Town Centre	144	144	144
GRAVESEND - Kwik Save - Gravesend Town Centre	145	145	145
GRAVESEND - Lidl - Gravesend Town Centre	146	146	146
GRAVESEND - Marks & Spencer - Gravesend Town Centre	147	147	147
GRAVESEND - Morrisons - Coldharbour Road, Northfleet	148	148	148
GRAVESEND - Sainsburys - Pepperhill, Northfleet	149	149	149
GRAVESEND - Tesco - Gravesend Town Centre	150	150	150
GRAVESEND - Other food shops - Gravesend Town Centre	151	151	151

Text	Main	2	3
GREENHITHE - Marks & Spencer - Bluewater	152	152	152
GREENHITHE - Other food shops	153	153	153
HAILSHAM - Waitrose - Hailsham	154	154	154
HAILSHAM - Other food shops - Hailsham Town Centre	155	155	155
HASTINGS - Morrisons - Hastings	156	156	156
HASTINGS - Other food shops - Hastings Town Centre	157	157	157
HEATHFIELD - Other food shops - Heathfield Town Centre	158	158	158
HERNE BAY - Morrisons - Herne Bay Town Centre	159	159	159
HERNE BAY - Other food shops - Herne Bay Town Centre	160	160	160
HORLEY - Tesco Extra - Horley	161	161	161
HORLEY - Other food shops - Horley Town Centre	162	162	162
HYPHE - Aldi - Hythe Town Centre	163	163	163
HYPHE - Iceland - Hythe Town Centre	164	164	164
HYPHE - Waitrose - Prospect Street, Hythe	165	165	165
HYPHE - Other food shops - Hythe Town Centre	166	166	166
LONGFIELD - Other food shops - Longfield	167	167	167
LYDD - Other food shops - Lydd Town centre	168	168	168
MAIDSTONE - Iceland - Maidstone Town Centre	169	169	169
MAIDSTONE - Lidl - Farleigh Hill, Tovil	170	170	170
MAIDSTONE - Lidl - Maidstone Town Centre	171	171	171
MAIDSTONE - Marks & Spencer - Maidstone Town Centre	172	172	172
MAIDSTONE - Morrisons - Sutton Road, Maidstone	173	173	173
MAIDSTONE - Netto - Farleigh Hill, Tovil	174	174	174
MAIDSTONE - Sainsburys - Maidstone Town Centre	175	175	175
MAIDSTONE - Sainsburys Local - Headcorn Town Centre	176	176	176
MAIDSTONE - Somerfield - Maidstone Town Centre	177	177	177
MAIDSTONE - Tesco - Farleigh Hill, Tovil	178	178	178
MAIDSTONE - Tesco - Grove Green, Maidstone	179	179	179
MAIDSTONE - Waitrose - Allington, Maidstone	180	180	180
MAIDSTONE - Other food shops - Headcorn Town centre	181	181	181
MAIDSTONE - Other food shops - Maidstone Town centre	182	182	182

MAIDSTONE - Other food shops - Staplehurst Town centre	183	183	183
MARGATE - Iceland - Margate Town Centre	184	184	184
MARGATE - Somerfield - Margate Town Centre	185	185	185
MARGATE - Other food shops - Margate Town Centre	186	186	186
MARGATE - Tesco - Cliftonville Town Centre	187	187	187
NEW ROMNEY - Sainsburys - Dymchurch Road, New Romney	188	188	188
NEW ROMNEY - Spar - New Romney Town Centre	189	189	189
NEW ROMNEY - Other food shops - New Romney Town Centre	190	190	190
ORPINGTON - Iceland - Orpington Town Centre	191	191	191
ORPINGTON - Iceland - Petts Wood Town Centre	192	192	192
ORPINGTON - Morrisons - Queensway, Petts Wood	193	193	193

Text	Main	2	3
ORPINGTON - Sainsburys - Locks Bottom, Orpington	194	194	194
ORPINGTON - Sainsburys - The Walnuts, Orpington	195	195	195
ORPINGTON - Waitrose - High Street, Green Street Green	196	196	196
ORPINGTON - Other food shops - Orpington Town Centre	197	197	197
OXTED - Morrisons - Oxted	198	198	198
OXTED - Other food shops - Oxted Town Centre	199	199	199
PADDOCK WOOD - Other food shops - Paddock Wood Town Centre	200	200	200
PENGE - Sainsburys - Penge Town Centre	201	201	201
PENGE - Other food shops - Penge Town Centre	202	202	202
PETTS WOOD - Other food shops - Petts Wood Town Centre	203	203	203
POLEGATE - Other food shops - Polegate Town Centre	204	204	204
RAINHAM - Other food shops - Parkwood Green, Rainham	205	205	205
RAINHAM - Other food shops - Rainham Town Centre	206	206	206
RAMSGATE - Iceland - Ramsgate Town Centre	207	207	207
RAMSGATE - Netto - Ramsgate Town Centre	208	208	208
RAMSGATE - Tesco - Manston Road, Ramsgate	209	209	209
RAMSGATE - Waitrose - Ramsgate Town Centre	210	210	210
RAMSGATE - Other food shops - Ramsgate Town Centre	211	211	211
REIGATE - Morrisons - Reigate	212	212	212
REIGATE - Other food shops - Reigate Town Centre	213	213	213
ROMNEY MARSH - Mace - Lydd Town Centre	214	214	214
ROMNEY MARSH - Spar - Lydd Town Centre	215	215	215
RYE - Other food shops - Rye Town Centre	216	216	216
SANDWICH - Co-op Pioneer - Sandwich Town Centre	217	217	217

SANDWICH - Spar - Sandwich Town Centre	218	218	218
SANDWICH - Other food shops - Sandwich Town Centre	219	219	219
SELSDON - Sainsbury - Selsdon	220	220	220
SELSDON - Other food shops - Selsdon Town Centre	221	221	221
SEVENOAKS - Marks & Spencer - Sevenoaks Town Centre	222	222	222
SEVENOAKS - Nisa Local - Borough Green Town Centre	223	223	223
SEVENOAKS - Sainsburys - Otford Road, Sevenoaks	224	224	224
SEVENOAKS - Tesco - London Road, Riverhead	225	225	225
SEVENOAKS - Tesco - Sevenoaks Town Centre	226	226	226
SEVENOAKS - Waitrose - Sevenoaks Town Centre	227	227	227
SEVENOAKS - Other food shops - Sevenoaks Town Centre	228	228	228
SHEERNESS - Aldi - Sheerness Town Centre	229	229	229
SHEERNESS - Co-Op - Sheerness Town Centre	230	230	230
SHEERNESS - Iceland - Sheerness Town Centre	231	231	231
SHEERNESS - Tesco - Bridge Road, Sheerness	232	232	232
SHEERNESS - Other food shops - Sheerness Town centre	233	233	233
SIDCUP - Iceland - Sidcup Town Centre	234	234	234
SIDCUP - Somerfield - Sidcup Town Centre	235	235	235
SIDCUP - Tesco - Edgington Way, Sidcup	236	236	236
SIDCUP - Other food shops - Sidcup Town Centre	237	237	237

Text	Main	2	3
SITTINGBOURNE - Aldi - East Street, Sittingbourne	238	238	238
SITTINGBOURNE - Asda - Mill Way, Sittingbourne	239	239	239
SITTINGBOURNE - Iceland - Sittingbourne Town Centre	240	240	240
SITTINGBOURNE - Somerfield - Sittingbourne Town Centre	241	241	241
SITTINGBOURNE - Other food shops - Sittingbourne Town Centre	242	242	242
SNODLAND - Alldays - Snodland Town Centre	243	243	243
SNODLAND - Co-Op - Snodland Town Centre	244	244	244
SNODLAND - Other food shops - Snodland Town Centre	245	245	245
SOUTHBOROUGH - Other food shops - Southborough Town Centre	246	246	246
STROOD - Morrisons - Knight Road, Strood	247	247	247
STROOD - Tesco - Strood Town Centre	248	248	248
STROOD - Other food shops - Strood Town Centre	249	249	249
SWANLEY - Asda - Swanley Town Centre	250	250	250
SWANLEY - Other food shops - Swanley Town Centre	251	251	251
TENTERDEN - Alldays - Tenterden Town Centre	252	252	252
TENTERDEN - Co-Op - Tenterden Town Centre	253	253	253
TENTERDEN - Tesco - Tenterden Town Centre	254	254	254
TENTERDEN - Waitrose - Tenterden Town Centre	255	255	255
TENTERDEN - Other food shops - Tenterden Town Centre	256	256	256

TONBRIDGE - Iceland - Tonbridge Town Centre	257	257	257
TONBRIDGE - Lidl - Tonbridge Town Centre	258	258	258
TONBRIDGE - Sainsburys - Tonbridge Town Centre	259	259	259
TONBRIDGE - Somerfield - Tonbridge Town Centre	260	260	260
TONBRIDGE - Spar - Paddock Wood Town Centre	261	261	261
TONBRIDGE - Spar - Staplehurst Town Centre	262	262	262
TONBRIDGE - Tesco Express - Paddock Wood Town Centre	263	263	263
TONBRIDGE - Waitrose - Paddock Wood Town Centre	264	264	264
TONBRIDGE - Waitrose - Tonbridge Town Centre	265	265	265
TONBRIDGE - Other food shops - Tonbridge Town centre	266	266	266
TUNBRIDGE WELLS - Costcutter - Southborough Town Centre	267	267	267
TUNBRIDGE WELLS - Iceland - Tunbridge Wells Town Centre	268	268	268
TUNBRIDGE WELLS - Marks & Spencer - Tunbridge Wells Town Centre	269	269	269
TUNBRIDGE WELLS - Sainsburys - Old West Station, Tunbridge Wells	270	270	270
TUNBRIDGE WELLS - Tesco - Pembury	271	271	271
TUNBRIDGE WELLS - Tesco - Tunbridge Wells Town Centre	272	272	272
TUNBRIDGE WELLS - Other food shops - Tunbridge Wells Town Centre	273	273	273
UCKFIELD - Somerfield - Uckfield	274	274	274
UCKFIELD - Tesco Express - Uckfield	275	275	275
UCKFIELD - Other food shops - Uckfield Town Centre	276	276	276
WADHURST - Other food shops - Wadhurst Town Centre	277	277	277
Text	Main	2	3
WARLINGHAM - Somerfield - Warlingham	278	278	278
WARLINGHAM - Other food shops - Warlingham Town Centre	279	279	279
WELLING - Iceland - Belgrove Road, Welling	280	280	280
WELLING - Tesco Metro - Welling Central Area	281	281	281
WELLING - Other food shops - Welling Town Centre	282	282	282
WEST MALLING - Asda - Kings Hill Centre, West Malling	283	283	283
WEST MALLING - Tesco Metro - West Malling Town Centre	284	284	284
WEST MALLING - Other food shops - West Malling Town Centre	285	285	285
WEST WICKHAM - Iceland - Glebe Way, West Wickham	286	286	286
WEST WICKHAM - Sainsburys - Station Road, West Wickham	287	287	287
WEST WICKHAM - Other food shops - West Wickham	288	288	288
WESTERHAM - Co-Op - Westerham Town Centre	289	289	289
WESTERHAM - Spar - Westerham Town Centre	290	290	290
WESTERHAM - Waitrose - Main Road, Biggin Hill	291	291	291
WESTERHAM - Other food shops - Westerham Town Centre	292	292	292

WESTGATE-ON-SEA - Somerfield - Westgate Town Centre	293	293	293
WESTGATE-ON-SEA - Other food shops - Westgate Town Centre	294	294	294
WHITSTABLE - Co-Op Supermarket - Whitstable Town Centre	295	295	295
WHITSTABLE - Sainsburys - Chestfield, Whitstable	296	296	296
WHITSTABLE - Somerfield - Whitstable Town Centre	297	297	297
WHITSTABLE - Tesco - Millstrood Road, Whitstable	298	298	298
WHITSTABLE - Other food shops - Whitstable Town Centre	299	299	299
ASHFORD - McArthur Glen, Kimberley Way	300	300	300
OTHER (OUTSIDE STUDY ZONE)	301	301	301
BEXLEY BOROUGH- suburb other shops	302	302	302
BLUEWATER - Marks & Spencer	303	303	303
BROADSTAIRS - Asda, Westwood Road	304	304	304
BROMLEY BOROUGH - suburb other shops	305	305	305
CHARLTON	306	306	306
HAWKHURST - Town Centre	307	307	307
Local Shops/Market	308	308	308
LONDON - other	309	309	309
NORTHFLEET -Other shops	310	310	310
SIDCUP - Morrisons, Jenner Close	311	311	311
THAMESMEAD - Morrisons	312	312	312
THAMESMEAD - Other shops	313	313	313
THURROCK	314	314	314
Varies	315	315	315
WEST WICKHAM - Sainsbury's	316	316	316
WESTWOOD - Tesco Extra	317	317	317
WOOLWICH	318	318	318

Text	Main	2	3
INTERNET	319	319	319
HASTINGS - Tesco, Churchwood Drive	320	320	320
HASTINGS - Sainsbury's, John Macadam Way	321	321	321
France	322	322	322
No particular centre/varies	997	997	997
None	998	998	998
Other TYPE IN	999	999	999
Don't know	1000	1000	1000

Q19 And to what extent do you use the internet or mail order to purchase food and groceries? READ OUT. SINGLE CODE.

A great extent	1
To some extent	2
Not at all	3

| Don't know

99

Thinking now about the amount of money you spend in total in a month on food and grocery shopping across all the places we've just spoken about...

ASK ALL ANSWERING Q17

Q20 What percentage or proportion of your total expenditure on food and grocery shopping would you say that you spend at [INSERT NAME FROM Q17]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL ANSWERING Q18

Q21 What percentage or proportion do you spend at [INSERT NAME FROM Q18]? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

ASK ALL CODED 1 OR 2 AT Q19

Q22 And what percentage or proportion do you spend on the internet or mail order? TYPE IN PROPORTION. MUST BE GREATER THAN 0% BUT LESS THAN 100%. ROUNDED TO NEAREST FIGURE.

CHECK THAT PROPORTIONS SUMMED Q20 TO Q22 TOTAL 100%. OTHERWISE REVISIT WITH RESPONDENT.

SECTION D – Area/ Work/ Transport questions

ASK ALL Q23

How many years ago did you move into your current home?

DO NOT READ OUT. WRITE IN. PROMPT WITH CATEGORIES IF RESPONDENT SAYS DON'T KNOW AND AND SINGLE CODE

Less than 12 months	1
1-3 years ago	2
4-5 years ago	3
6-10 years ago	4
11-19 years ago	5
20-50 years ago	6
Over 50 years ago/ always lived here	7
Don't know	99

ASK ALL CODED 1-5 OR 99 AT Q23. THOSE CODED 6 OR 7 AT Q23 SHOULD BE AUTOCODED AS CODE 4 AT Q24.

Q24 And how old is your house?

DO NOT READ OUT. SINGLE CODE

5 years or less	1
6-10 years	2
11-20 years	3
Over 20 years	4
Don't know	99

ASK ALL CODED 1-6 OR 99 AT Q23

Q25 And which local authority area did you move from to your current home?

DO NOT READ OUT. CODE ONTO LIST. SINGLE CODE

	Ashford	1
	Bexley/ Bromley (London boroughs)	2
	Canterbury (inc. Herne Bay, Whitstable)	3
	Dartford	4
	Docklands area	5
	Dover	6
	Gravesham (inc. Gravesend, Northfleet)	7
	Maidstone	8
	Medway	9
	Sevenoaks	10
	Shepway	11
	Swale (inc. Sittingbourne, Sheppey, Faversham)	12
	Thanet (inc. Broadstairs, Margate, Ramsgate)	13
	Tonbridge & Malling	14
	Tunbridge Wells	15
	Central London	16
	Other London	17
	Berkshire, Bucks, Hampshire, Oxfordshire, Surrey, Sussex	18
	Other South East (Essex, Hertfordshire, Bedfordshire)	19

	Other UK	20
	Other	21
	Don't Know	22

ASK ALL CODED 1-6 OR 99 AT Q23

Q26 What was the main reason for moving to your present home? DO NOT READ OUT. CODE ONTO LIST. SINGLE CODE ONLY.

Needed cheaper house	1
Wanted more space/ bigger house	2
Wanted less space/ smaller house	3
To move to a better area	4
To move to an area with more leisure facilities	5
To move to local job	6
To move to an area with more local shops	7
To move to an area with more local services (e.g GP, Post office)	8
To move near schools	9
To make it possible to walk to work	10
To make it quicker/ easier to get to work by road (ie. car/ bus/ motorcycle)	11
To make it quicker/ easier to get to work by train	12
To make it quicker/ easier/ safer to walk/cycle to work	13
Family/ personal reasons	14
First home I've owned/get on property ladder	15
Other	16
Don't know	99

ASK ALL Q27 Have you heard of the new high speed rail service for Kent which will begin operation in 2009? SINGLE CODE

Yes	1
No	2
Don't know	99

ASK ALL WHO SAID YES AT Q27 Q28 Was the new high speed rail service a factor in your decision to move to your present home? SINGLE CODE

Yes	1
No	2
Don't know	99

ASK ALL Q29 Can I ask who is the chief income earner in your household. Is it you, someone else or no-one? SINGLE CODE

I am the chief income earner	1	GO TO Q30
Someone else is the chief income earner	2	GO TO Q30
No-one working in household/ No chief income earner	3	SKIP TO Q35
Don't know	99	SKIP TO Q35

ASK ALL CODED 1 OR 2 AT Q29 Q30 In which local authority area do you/
does the Chief income earner [SAY 'YOU' IF CODE 1 AT Q29, SAY 'THE
CHIEF INCOME EARNER' IF CODE 2 AT Q29] work? DO NOT READ OUT.
CODE ONTO LIST. SINGLE CODE ASK ALL CODED 16 OR 17 AT Q30

Q31 Can you tell me which area of London? TYPE IN

	Ashford	1	
	Bexley/ Bromley (London boroughs)	2	
	Canterbury (inc. Herne Bay, Whitstable)	3	
	Dartford	4	
	Docklands area	5	
	Dover	6	
	Gravesham (inc. Gravesend, Northfleet)	7	
	Maidstone	8	
	Medway	9	
	Sevenoaks	10	
	Shepway	11	
	Swale (inc. Sittingbourne, Sheppey, Faversham)	12	
	Thanet (inc. Broadstairs, Margate, Ramsgate)	13	
	Tonbridge & Malling	14	
	Tunbridge Wells	15	
	Central London	16	ASK Q31
	Other London	17	ASK Q31
	Berkshire, Bucks, Hampshire, Oxfordshire, Surrey, Sussex	18	
	Other South East (Essex, Hertfordshire, Bedfordshire)	19	
	Other UK	20	
	Other SPECIFY – TYPE IN	21	
	Don't Know	22	

Yes WRITE IN _____ 1
 Don't know _____ 99

ASK ALL CODED 1 OR 2 AT Q29

Q32 And do you know the postcode of the area in which you/ the chief income earner [SAY 'YOU' IF CODE 1 AT Q29, SAY 'THE CHIEF INCOME EARNER' IF CODE 2 AT Q29] work? IF SO, WRITE IN.

Yes WRITE IN _____ 1
 Don't know _____ 99

ASK ALL CODED 1 OR 2 AT Q29

Q33 And how do you/ does the chief income earner [SAY 'YOU' IF CODE 1 AT Q29, SAY 'THE CHIEF INCOME EARNER' IF CODE 2 AT Q29] travel to work for the longest part/ all of the journey? DO NOT READ OUT.

CODE ONTO LIST. SINGLE CODE.

Car 1
 Bus 2
 Train 3

Walk	4
Cycle/ motor cycle	5
Coach	6
Taxi	7
Other	8
Don't know	99

ASK IF NOT CODED TRAIN AT Q33 Q34 Can I ask what the main reason is for you/ the chief income earner [SAY 'YOU' IF CODE 1 AT Q29, SAY 'THE CHIEF INCOME EARNER' IF CODE 2 AT Q29] not normally using the train to make this journey? DO NOT PROMPT. MULTICODE OK, UP TO THREE RESPONSES.

Train services are too infrequent	1
Train service is too slow	2
Train fares too high/ costly/ expensive	3
I don't expect to find a parking space at the station	4
Parking costs at the station are too high/ costly/ expensive	5
No transport (e.g car, bus) available to station	6
Not guaranteed seat on train	7
Would have to change trains to reach workplace	8
Workplace too far from the railway station	9
Train difficult because of buggy/ pram/ wheelchair/ mobility problems	10
Don't want to carry shopping	11
Other	12
Don't know	13

SECTION E– PROFILE QUESTIONS

ASK ALL

Q35 Do you have access to the internet? IF YES, PROMPT WHERE.
MULTICODE OK.

No	1
Yes from home	2
Yes from work	3
Yes from college	4
Yes from a public library	5
Yes from another location e.g. internet or mail order cafe	6
Yes from mobile phone	7
Yes from a UK Online facility	8
Don't know	99

ASK IF INTERNET ACCESS AT HOME (Q35 = CODE 2)

Q36 And do you have broadband access at home? SINGLE CODE

ASK IF NO INTERNET ACCESS (Q35 = CODE 1)

Q37 And do you plan to get internet access sometime this year? SINGLE
CODE

Yes	1
No	2
Don't know	99

ASK ALL Q38 Do you use a local post office? SINGLE CODE

Yes	1
No	2
Don't know	99

IF YES AT Q38 Q39 Approximately how far from your home is the post office
you use most frequently? READ OUT. SINGLE CODE

Less than half a mile	1
Less than half a mile ½ mile -1 mile	2
More than 1 mile	3
less than 2 miles	4
More than 2 miles	5
less than 5 miles	6
5 miles or more	7
Don't know	99

IF YES AT Q38 Q40 For what services do you use the post office for? DO NOT
READ OUT. MULTICODE OK.

Milk/ basic food shopping	1
Buying stamps/posting parcels	2

Lottery tickets	3
Banking and savings	4
Collect pensions/benefits	5
Vehicle licensing	6
Other	7
Don't know	8

SECTION F – DEMOGRAPHIC QUESTIONS

ASK ALL Q41 Male or female? DO NOT READ OUT. SINGLE CODE

Male	1
Female	2

ASK ALL Q42 May I ask how old you are? WRITE IN AGE. IF RESPONDENT DOESN'T WANT TO PROVIDE EXACT AGE, PROMPT WITH AGE CATEGORIES AND SINGLE CODE.

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75+	7
Refused	99

ASK ALL Q43 What is your current employment or education status? PROMPT IF NECESSARY AND SINGLE CODE.

Work-Full time (30 +hrs)	1
Work-Part-time (9-29 hrs)	2
Part-time (under 9 hours)	3
Unemployed – seeking work	4
Unemployed – not seeking work	5
Not working – retired	6
Not working – looking after house/children	7
Not working – invalid/disabled	8
Student	9
Other	10

ASK ALL Q44A Can I ask how many adults there are in your household? WRITE IN NUMBER OF ADULTS AND NUMBER OF CHILDREN AGED UP TO 21 YEARS.

Number of adults _____
Refused 99

ASK ALL Q44B Can I ask how many children aged up to 21 there are in your

household? WRITE IN NUMBER OF ADULTS AND NUMBER OF CHILDREN AGED UP TO 21 YEARS.

Number of children aged 0 – 21 years _____
Refused 99

ASK ALL Q45 And finally, are you able to say which of the following covers the total annual income of your household? READ OUT AND SINGLE CODE

Less than £10,000	1
£10,000 -£19,999	2
£20,000 -£29,999	3
£30,000 -£44,999	4
£45,000 -£59,999	5
£60,000 -£74,999	6
£75,000 -£100,000	7
Over £100,000	8
Don't know	9
Refused	99

Thank you for sparing the time to take part