

Retail Need Assessment Study

District of Thanet

December 2007

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Retail Need Assessment for Thanet Borough

Introduction

1. In 2000 Kent County Council and district partners commissioned a household survey to establish retail patterns in Kent. This survey provided the main input into the assessment of retail need that is reported in Working Paper 3 of the Kent and Medway Structure Plan. This document went through a number of revisions to take into account the availability of new data with regard to population and housing projections, expenditure estimates and expenditure growth rates.
2. It became apparent that the research underpinning Working Paper 3, notably the retail habits of the population, was becoming out of date and in need of revision. Major changes have occurred to the provision of retail floor space in Kent since 2000, including in the town centres of Maidstone with the completion of the Fremlins Centre, Canterbury with the completion of Whitefriars and the development of a new town centre at Westwood Cross in Thanet. In addition there has been a growth in the importance of the internet as a spending channel.
3. Therefore, the districts of Canterbury City, Dover District, Gravesham Borough, Maidstone Borough, Swale Borough, Shepway District, Thanet District, Tunbridge Wells Borough, the London Borough of Bexley, SEERA and the KCC Strategy and Planning Team formed a partnership to commission the KCC Analysis and Information Team (AIT) to provide an updated retail needs assessment for Kent.
4. In May 2007 AIT commissioned ORC international to undertake a major survey of Kent households to assess the retail spending habits across the county. AIT have used the results of this survey to develop a retail need assessment for Thanet.
5. Sections 1 and 2 of this document summarise the main findings of the 2007 household survey and subsequent projections for retail need in Thanet over the next 20 years. Whilst the report focuses on the findings of the survey for Thanet district, it should be noted that the survey results for the whole county are used in assessing retail need including Medway, Bexley and Bromley.
6. Section 3 sets out the technical approach used to arrive at the given forecasts.

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

7. 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 to show how much expenditure is spent in each of the trade areas within Thanet. A copy of the questionnaire used for the survey can be found in annex 13.
8. Three trade areas have been identified centred on the main towns: Westwood, Margate/Cliftonville and Broadstairs/Ramsgate (map 1a refers).
9. Results were analysed for the main town centres, trade areas and the district.
10. The key findings were:

Town Centres

- Westwood Cross is the most dominant town centre in Thanet attracting £103 million of expenditure for all goods, ranking it 11th in Kent (KCC area).
- Of the traditional centres, Ramsgate has the largest turnover at £67 million half of which is from core comparison shopping (Annex 7 refers).

Convenience goods

- As a district, the convenience shops in Thanet retain 93% of the convenience spend derived from residents in the district (annex 9).
- The internet accounts for 2% of total convenience spend from Thanet district (annex 9).

Core comparison goods

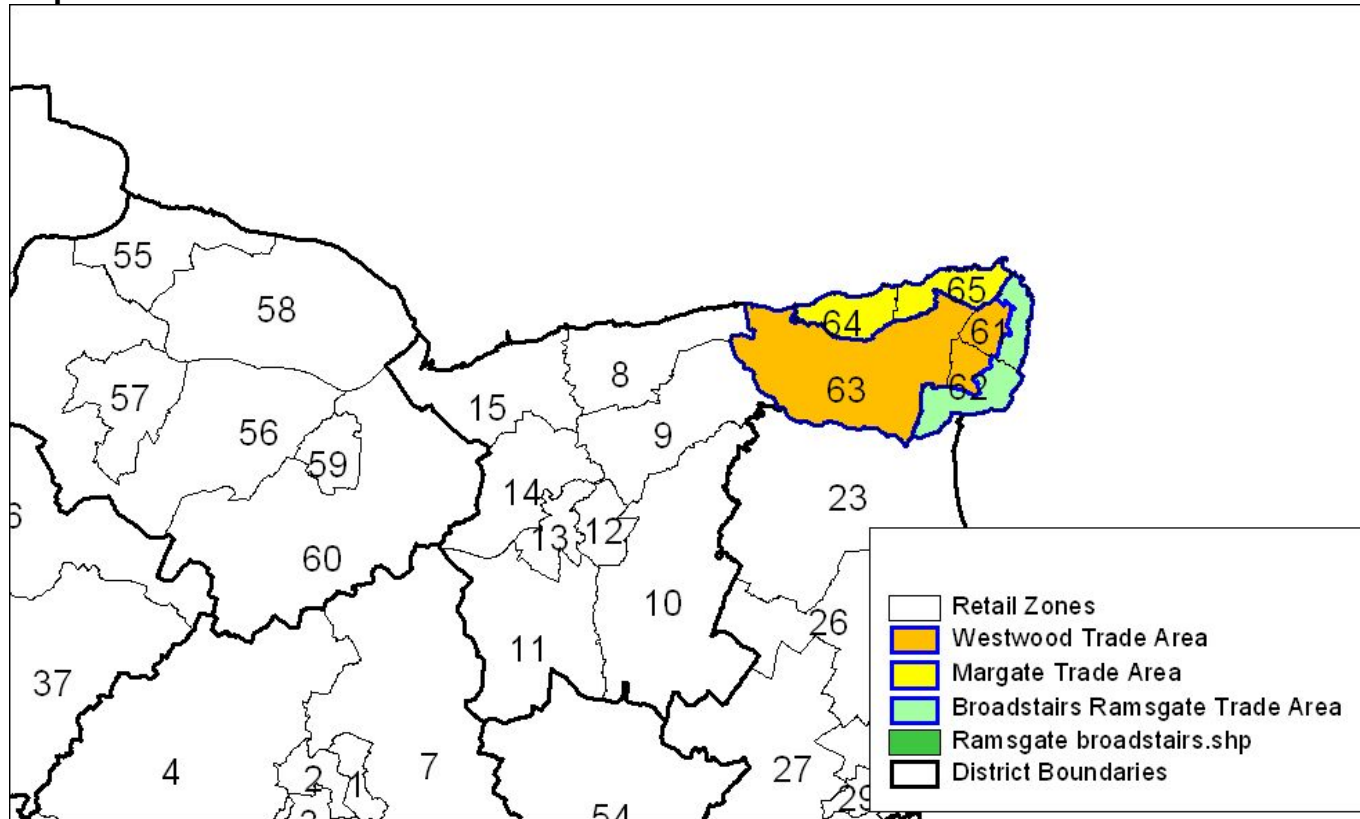
- The Westwood trade area has established a core catchment around its immediate vicinity in Thanet and also adjacent areas of Dover district (map 1d refers). It attracts the largest proportion from each zone's spend of the retail zones in Thanet.
- Ramsgate/Broadstairs has the second largest catchment in Thanet whilst trade to Margate is mainly attracted from the urban areas of Margate/Cliftonville.
- As a district, Thanet retains 68% of its residents total expenditure on comparison goods.

- 18% of resident's spend is lost to other Kent districts mainly Canterbury which accounts for 14% of the lost spend.
- Spend on the internet accounts for 11% of comparison goods spend (annex 9).

Bulky goods

- The Westwood trade area attracts the highest proportion of spend from each of the retail zones in Thanet for spend on bulky goods. It is also significant for zones 23 and 24 in the district of Dover (map1g refers).
 - Ramsgate/Broadstairs and Margate serve a local purpose attracting approximately a fifth of spending from the zones in their trade areas.
 - Thanet's bulky goods shops retain 77% of Thanet residents spend on these types of purchases.
 - 10% of resident's expenditure is outside the district of which nearly all is diverted to Canterbury (Annex 9 refers)
 - The remaining spend of residents is taken by the internet representing 11% of residents available spend on bulky goods (annex 9).
11. For further information, detailed results of shopping habits see annexes 7 to 11.

Map 1a Trade areas within Thanet



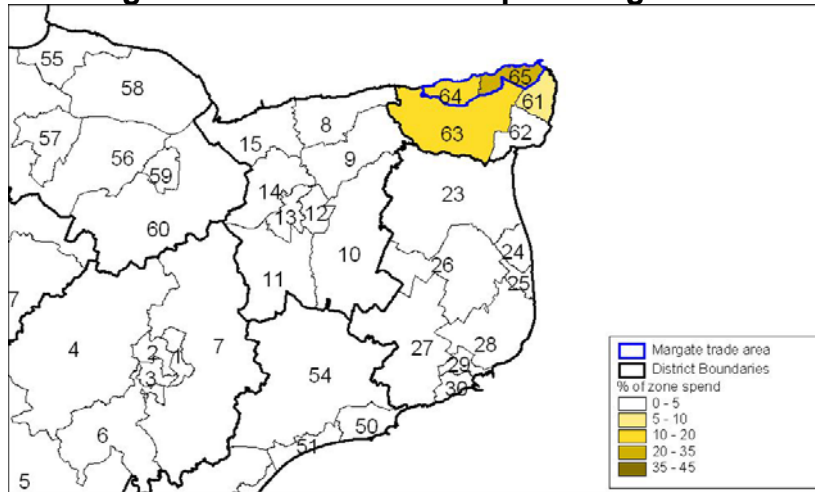
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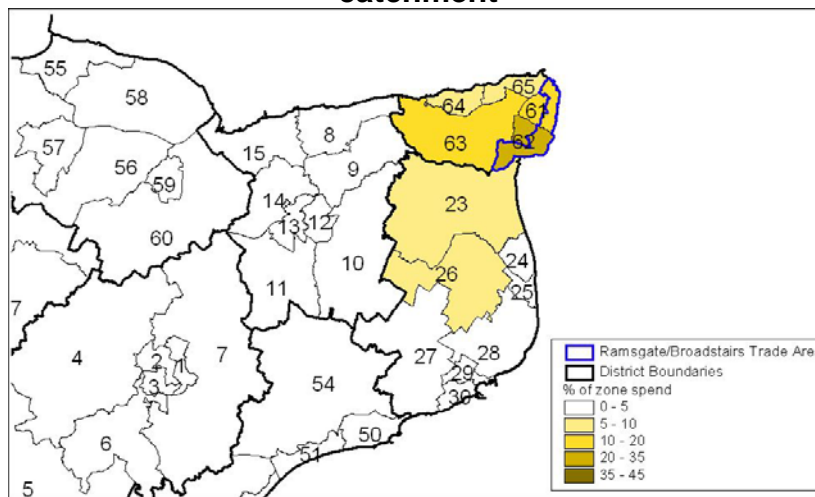


A complete list of retail zones can be found in annex 1.

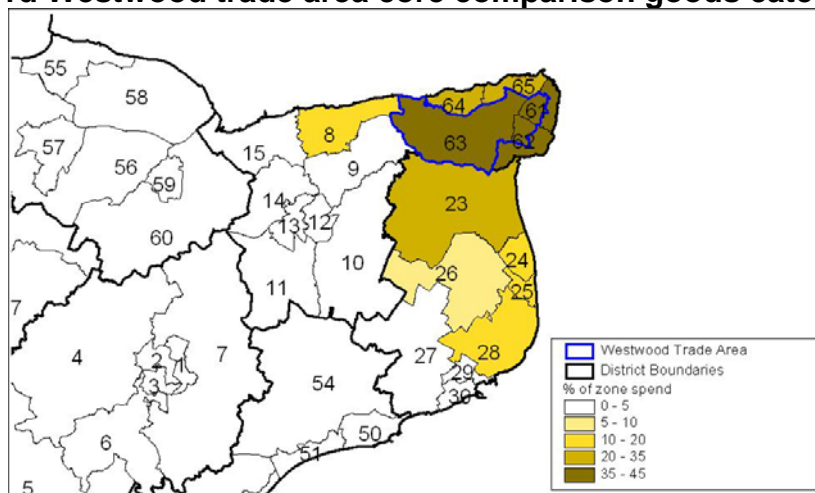
Map 1b Margate trade area core comparison goods catchment



Map 1c Broadstairs/Ramsgate trade area core comparison goods catchment



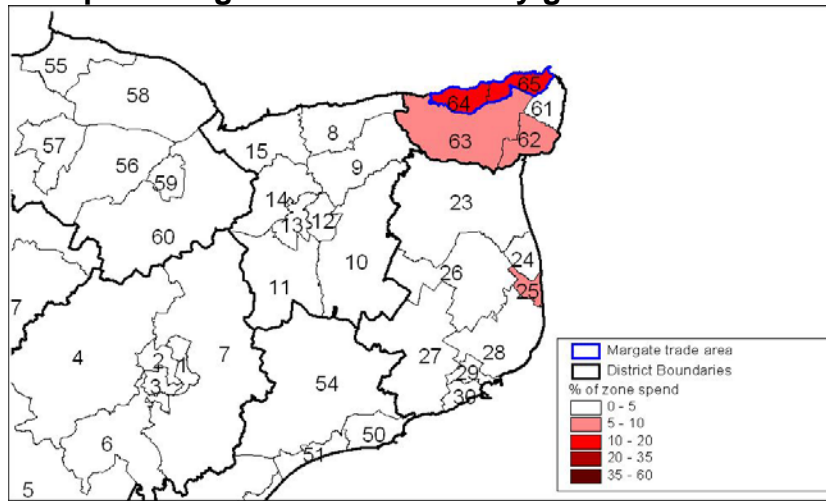
Map 1d Westwood trade area core comparison goods catchment



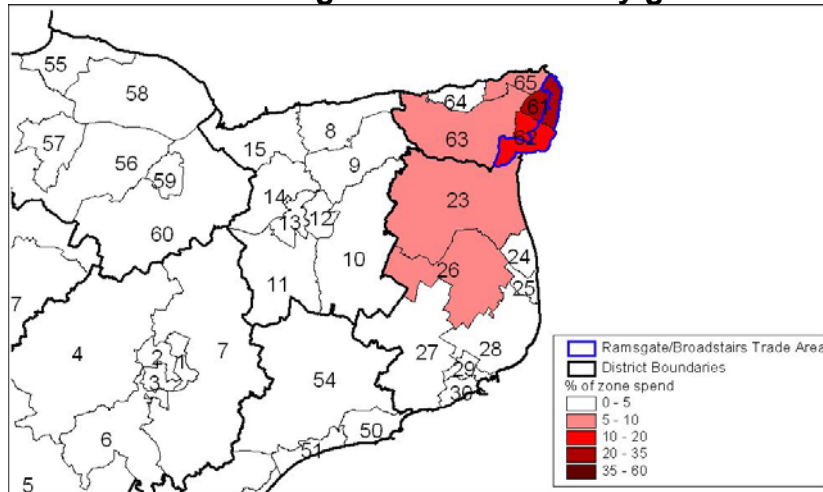
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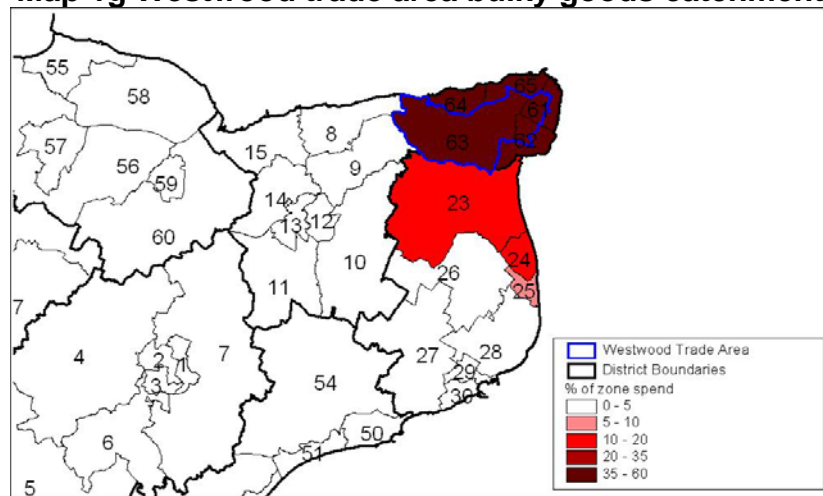
Map 1e Margate trade area bulky goods catchment



Map 1f Broadstairs/Ramsgate trade area bulky goods catchment



Map 1g Westwood trade area bulky goods catchment



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Part 2: Forecasts of Retail Need

12. This section sets out the headline results of the study identifying future retail need for Thanet Borough. 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.
13. 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 although, the findings beyond 2016 should be treated with caution.
- By 2026 a requirement of 11,000m² for convenience goods is identified before current commitments in the district of Thanet. This reduces to 9,000m² after current commitments are taken into account.
 - Very few core comparison schemes are in the pipeline leading to a core comparison requirement of approximately 60,000 m² by 2026.
 - Need for bulky goods is identified as 47,000m² across the district at 2026 falling to 45,000m² after current commitments are taken into account.
14. 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).
15. 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 Thanet are given in annex 12.

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

Convenience	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	414	451	1,215	2,079
2016	984	990	2,770	4,743
2021	1,531	1,613	4,231	7,375
2026	2,216	2,388	6,090	10,693

Bulky	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	1,266	1,274	5,416	7,956
2016	3,065	3,068	13,065	19,198
2021	5,087	5,100	21,661	31,848
2026	7,551	7,574	32,176	47,301

Core	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	1,986	2,498	5,648	10,132
2016	4,859	5,999	13,719	24,577
2021	7,997	9,910	22,558	40,464
2026	11,826	14,684	33,408	59,918

Comparison	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	3,251	3,772	11,064	18,088
2016	7,924	9,067	26,784	43,775
2021	13,084	15,010	44,218	72,312
2026	19,377	22,258	65,584	107,219

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

Convenience	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	72	451	-528	-6
2016	642	990	1,027	2,658
2021	1,189	1,613	2,488	5,290
2026	1,874	2,388	4,347	8,608

Bulky	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	1,963	1,641	1,591	5,195
2016	3,762	3,435	9,240	16,437
2021	5,784	5,467	17,836	29,087
2026	8,248	7,941	28,351	44,540

Core	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	1,546	3,456	5,648	10,650
2016	4,419	6,957	13,719	25,095
2021	7,557	10,868	22,558	40,982
2026	11,386	15,642	33,408	60,436

Comparison total	Margate	Broadstairs/ Ramsgate	Westwood	Thanet total
2011	3,508	5,097	7,239	15,845
2016	8,181	10,392	22,959	41,532
2021	13,341	16,335	40,393	70,069
2026	19,634	23,583	61,759	104,976

Part 3: Technical Approach – Forecasts of Retail Need

16. 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.

17. 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.

18. 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

19. 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.

20. 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 3a 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)

21. 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

22. 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 3a). 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.

23. 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.

24. 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.

25. Map 3a: Retail Zones and Local Authority Boundaries



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The Forecasts

Population projections

26. 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 2006 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 2006 and are based on KCC's interpretation at district level of housing growth set out in the draft South East Plan. Note that these district figures are not yet endorsed by the South East England Regional Assembly.
27. 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

28. The price base for retail expenditure is 2004.
29. 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.
30. 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.
31. Growth rates of expenditure per head were derived from rates supplied by MapInfo/OEF (*06/2 Information Brief, "Goods Based Retail Expenditure Estimates and Prices Indices"*). These forecasts are based partly upon

past trends, but also upon expected changes in other economic variables of interest according to historic relationships. Mapinfo/OEF forecasts take the view that short-term growth trends for all goods, and particularly for comparison goods, are unsustainable and that some correction is likely to revert to levels dictated by medium and long-term trends. However, convenience goods spending per capita is expected to continue to rise at the recent, relatively strong rates. Mapinfo and OEF anticipate the rate of growth for comparison goods to increase marginally over the forecast period. The subset of audio-visual, photographic and optical equipment will have the strongest growth rates in the short term. The growth rates used within the study are the OEF annual average forecast growth rates for 2005 to 2016. These rates have been used to forecast to 2026. The growth rates used are 0.9% per annum for convenience goods and 4.4% 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 actual growth rates have been used. The growth rate is 0.1% for convenience goods and 2.9% for comparison goods.

32. 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

33. 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.
34. *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.

35. 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.
36. 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%
37. 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, some estimates suggest that by the end of 2007 the internet will account for 15% of total retail expenditure rising to 40% by 2020 (*YouGov, 2007*). This is in contrast to other reports suggesting the proportion to be 4.4% in 2007 rising to 10.7% by 2015 (*BCSC Future of Retail Property, 2006*). It is therefore assumed, the proportion of spending online will remain constant throughout the study period.
38. 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 2004 where SFT accounts for 1.7% 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 2004. 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

39. 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
40. 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.
41. 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.
42. 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 10 years 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

43. 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

44. 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

45. 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

46. No increase in convenience sales efficiency has been assumed, although the growth in sales in the period from the last 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

47. 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.

48. 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 2007 (Annexes 4 and 6). Turnover ratios are derived for each trade area.

Retail Need

49. 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.

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

51. 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 31,980 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 13% of retail space in Thanet.

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	12,940	13,100	13,700	14,700	15,800
2	Ashford Urban - Ashford Central	18,700	21,100	23,000	24,700	26,500
3	Ashford Urban - Ashford South	20,220	21,100	22,300	24,000	25,800
4	Ashford Rural - West	14,840	15,000	16,000	17,200	18,400
5	Ashford Rural - Tenterden	14,240	14,400	15,300	16,500	17,700
6	Ashford Rural - South	16,960	18,400	20,900	22,500	24,100
7	Ashford Rural - East	14,640	16,000	18,300	20,100	21,500
8	Canterbury - Herne Bay	37,000	37,000	37,400	37,200	37,400
9	Canterbury Rural - North East	8,380	8,300	8,400	8,400	8,400
10	Canterbury Rural - East and South East	7,480	7,400	7,500	7,500	7,500
11	Canterbury Rural - West and South West	5,580	5,500	5,600	5,500	5,600
12	Canterbury Urban - Canterbury East	15,520	16,000	16,100	16,000	16,100
13	Canterbury Urban - Canterbury West	27,640	27,800	28,000	27,800	27,900
14	Canterbury Rural - North West	6,680	6,600	6,700	6,600	6,600
15	Canterbury - Whitstable	30,640	30,800	31,200	31,000	31,200
16	Dartford Urban -Dartford East	8,460	8,700	8,400	8,300	8,800
17	Dartford Urban -Dartford North	15,080	16,200	16,900	16,800	17,800
18	Dartford Urban - Dartford West	10,520	10,600	10,200	10,100	10,800
19	Dartford Urban -Dartford South	22,220	23,100	22,200	22,000	23,400
20	Dartford Rural - South	15,480	15,800	15,100	15,000	15,900
21	Dartford Urban - Southfleet	6,940	7,900	8,000	8,000	8,500
22	Dartford Urban - Swanscombe	13,920	17,200	25,300	31,800	33,800
23	Dover Rural - North	13,180	13,100	13,000	12,700	12,700
24	Dover Urban - Deal North	15,280	15,200	15,100	14,900	14,800
25	Dover Urban - Deal South	14,680	14,600	14,400	14,200	14,100
26	Dover Rural - Central	9,400	10,200	11,400	11,200	11,200
27	Dover Rural - South West	13,380	13,300	13,100	12,900	12,800
28	Dover Rural - South East	11,580	11,500	11,600	11,400	11,300
29	Dover Urban - Dover North	19,360	19,200	19,100	18,800	18,700
30	Dover Urban - Dover South	9,280	9,200	9,100	9,000	8,900
31	Gravesham Urban - Northfleet	24,540	24,700	25,000	26,500	28,200
32	Gravesham Urban - Gravesend North	24,140	25,100	25,400	27,000	28,700
33	Gravesham Urban - Gravesend South	28,460	28,300	27,800	29,400	31,300
34	Gravesham Rural - East	7,580	7,500	7,400	7,900	8,400
35	Gravesham Rural - South	11,380	11,300	11,100	11,800	12,600
36	Maidstone Rural - North East	13,500	13,500	13,800	14,000	14,200
37	Maidstone Rural - South East	17,540	17,700	18,100	18,300	18,600
38	Maidstone Rural - South	16,120	16,200	16,500	16,700	17,000
39	Maidstone Urban - Maidstone South	33,160	34,200	34,900	35,300	35,900
40	Maidstone Urban - Maidstone East	26,940	27,100	27,600	28,000	28,400
41	Maidstone Urban - Maidstone West	37,780	38,100	38,800	39,300	39,900
42	Sevenoaks Rural - North East	21,980	21,900	21,600	21,600	21,800
43	Sevenoaks Urban - Swanley Town	20,700	20,700	20,400	20,400	20,600
44	Sevenoaks Rural - North West	6,900	6,900	6,800	6,800	6,900
45	Sevenoaks Rural - North	8,180	8,100	8,100	8,100	8,100
46	Sevenoaks Rural - West	14,200	14,200	14,000	14,000	14,100
47	Sevenoaks Urban - Sevenoaks Town	22,000	22,000	21,900	21,800	22,000
48	Sevenoaks Rural - South	6,400	6,400	6,400	6,400	6,500
49	Sevenoaks Rural - Edenbridge	8,200	8,200	8,100	8,100	8,200
50	Shepway Urban - Folkestone	45,460	44,900	44,500	43,800	43,500
51	Shepway Urban - Hythe	14,400	14,800	14,600	14,400	14,300
52	Shepway Rural - Dymchurch	12,680	12,600	12,600	12,500	12,400
53	Shepway Rural - South	8,040	7,800	7,700	7,600	7,600
54	Shepway Rural - North	17,820	18,300	18,100	17,800	17,700

Annex 2: Population by retail zone

Zone	Zone Name	2007	2011	2016	2021	2026
55	Swale Urban - Sheerness	25,220	25,700	26,400	26,000	26,000
56	Swale Rural - West	18,720	18,800	19,200	18,600	18,600
57	Swale Urban - Sittingbourne	44,000	44,400	45,100	45,000	45,000
58	Swale Rural - Isle of Sheppey	12,880	13,200	13,100	14,000	14,000
59	Swale Urban - Faversham	17,460	17,700	17,700	17,100	17,100
60	Swale Rural - East	7,600	7,600	7,600	7,300	7,300
61	Thanet Urban - Broadstairs	24,400	24,000	23,600	23,600	23,700
62	Thanet Urban - Ramsgate	40,180	40,100	39,600	39,500	39,700
63	Thanet Rural - Central	11,480	12,200	13,200	13,100	13,200
64	Thanet Urban - Westgate-on-Sea	16,160	16,000	15,800	15,700	15,800
65	Thanet Urban - Margate	36,740	36,500	36,300	36,200	36,300
66	T&M Urban - Tonbridge South	18,760	18,600	19,000	19,100	19,500
67	T&M Urban - Tonbridge North	12,960	12,800	13,100	13,200	13,400
68	T&M Rural -North West	12,160	12,000	12,300	12,400	12,700
69	T&M Rural -North East	9,880	9,800	10,000	10,100	10,300
70	T&M Rural -North	4,980	4,900	5,000	5,100	5,200
71	T&M Urban - Malling	53,940	55,700	57,700	58,600	59,900
72	Tunbridge Wells Urban - Speldhurst	10,420	10,500	10,300	10,100	10,100
73	Tunbridge Wells Urban - Southborough	11,000	11,000	10,800	10,700	10,700
74	Tunbridge Wells Urban - Tunbridge Wells North	14,660	14,900	15,000	14,800	14,800
75	Tunbridge Wells Urban - Tunbridge Wells South	10,100	10,100	9,900	9,800	9,800
76	Tunbridge Wells Urban - Tunbridge Wells East	18,460	18,700	18,400	18,200	18,200
77	Tunbridge Wells Rural - North East	7,980	7,900	7,700	7,700	7,700
78	Tunbridge Wells Rural - East	12,820	12,900	12,700	12,600	12,600
79	Tunbridge Wells Rural - South East	4,600	4,600	4,500	4,500	4,500
80	Tunbridge Wells Rural - Cranbrook	9,500	9,500	9,300	9,200	9,200
81	Tunbridge Wells Rural - Hawkhurst	5,720	5,800	5,800	5,700	5,700
82	Medway Rural - Hoo Peninsula	10,340	10,500	10,700	11,000	11,200
83	Medway Urban - Gillingham	35,340	35,900	36,700	37,600	38,300
84	Medway Urban - Rainham South	17,880	18,200	18,600	19,000	19,400
85	Medway Urban - Chatham South	15,160	15,400	15,700	16,100	16,400
86	Medway Urban - Chatham	50,120	51,000	52,100	53,300	54,400
87	Medway Urban - Rochester South / Walders	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	20,180	20,500	21,000	21,500	21,900
90	Bexley Urban - Belvedere	32,983	32,754	32,888	33,401	34,315
91	Bexley Urban - Erith	21,190	21,428	22,218	23,397	24,301
92	Bexley Urban - Crayford	21,334	21,270	21,621	21,988	22,839
93	Bexley Urban - Bexleyheath	51,345	51,061	52,313	53,496	54,081
94	Bexley Urban - East Wickham	20,903	20,710	20,992	21,365	21,844
95	Bexley Urban - Blackfen	30,932	30,446	30,611	31,028	31,574
96	Bexley Urban - Sidcup West	19,847	19,732	20,002	20,462	20,412
97	Bexley Urban - Sidcup East	20,112	19,995	20,358	20,688	20,942
98	Bromley Urban - Orpington East	61,018	61,339	61,703	62,367	68,263
99	Bromley Urban - Orpington West	27,689	27,785	27,644	27,729	27,246
100	Bromley Urban - Biggin Hill	15,058	15,443	15,520	15,681	16,145
101	Bromley Urban - West Wickham	52,824	52,938	53,212	53,710	54,601
102	Bromley Urban - Beckenham	74,575	75,627	76,195	77,154	75,625
103	Bromley Urban -Bromley/Chislehurst	69,243	71,388	72,566	73,686	72,463
104	Tandridge East	32,460	32,700	33,300	34,000	34,800
105	Rother	16,160	16,400	16,700	17,200	17,800
106	Wealden	82,720	84,000	85,700	87,800	90,100
Total		2,220,918	2,248,425	2,284,261	2,319,373	2,365,277

Source: KCC Analysis and Information Team 2007

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	21.7	22.8	24.9	28.0	31.4
2	Ashford Urban - Ashford Central	29.3	34.2	39.0	43.8	49.2
3	Ashford Urban - Ashford South	29.4	31.8	35.1	39.5	44.5
4	Ashford Rural - West	25.3	26.5	29.5	33.2	37.1
5	Ashford Rural - Tenterden	23.7	24.8	27.6	31.1	34.9
6	Ashford Rural - South	28.6	32.2	38.3	43.1	48.2
7	Ashford Rural - East	24.7	28.0	33.5	38.5	43.0
8	Canterbury - Herne Bay	54.9	56.9	60.2	62.6	65.8
9	Canterbury Rural - North East	12.7	13.1	13.8	14.5	15.1
10	Canterbury Rural - East and South East	12.0	12.3	13.0	13.6	14.3
11	Canterbury Rural - West and South West	8.8	8.9	9.5	9.8	10.4
12	Canterbury Urban - Canterbury East	22.3	23.8	25.1	26.1	27.4
13	Canterbury Urban - Canterbury West	42.2	44.0	46.3	48.1	50.5
14	Canterbury Rural - North West	10.3	10.5	11.2	11.5	12.0
15	Canterbury - Whitstable	46.8	48.8	51.7	53.7	56.6
16	Dartford Urban -Dartford East	14.5	15.5	15.6	16.2	17.9
17	Dartford Urban -Dartford North	24.8	27.6	30.1	31.3	34.7
18	Dartford Urban - Dartford West	18.2	19.1	19.2	19.9	22.2
19	Dartford Urban -Dartford South	37.5	40.4	40.6	42.1	46.8
20	Dartford Rural - South	26.1	27.6	27.6	28.7	31.8
21	Dartford Urban - Southfleet	12.8	15.1	16.0	16.7	18.5
22	Dartford Urban - Swanscombe	23.1	29.6	45.5	59.8	66.5
23	Dover Rural - North	20.8	21.4	22.2	22.7	23.8
24	Dover Urban - Deal North	22.8	23.5	24.4	25.2	26.2
25	Dover Urban - Deal South	21.4	22.0	22.7	23.4	24.3
26	Dover Rural - Central	13.4	15.1	17.6	18.1	18.9
27	Dover Rural - South West	20.9	21.5	22.2	22.8	23.7
28	Dover Rural - South East	17.5	18.0	19.0	19.6	20.3
29	Dover Urban - Dover North	26.4	27.1	28.2	29.1	30.2
30	Dover Urban - Dover South	13.2	13.6	14.1	14.5	15.0
31	Gravesham Urban - Northfleet	37.3	38.9	41.2	45.7	50.8
32	Gravesham Urban - Gravesend North	38.3	41.3	43.7	48.6	54.0
33	Gravesham Urban - Gravesend South	43.4	44.8	46.0	50.9	56.6
34	Gravesham Rural - East	12.9	13.2	13.6	15.2	16.9
35	Gravesham Rural - South	19.5	20.1	20.6	22.9	25.6
36	Maidstone Rural - North East	25.6	26.6	28.4	30.1	32.0
37	Maidstone Rural - South East	32.1	33.6	35.9	38.0	40.4
38	Maidstone Rural - South	29.3	30.5	32.5	34.4	36.6
39	Maidstone Urban - Maidstone South	59.5	63.7	67.9	71.9	76.4
40	Maidstone Urban - Maidstone East	44.2	46.1	49.1	52.1	55.3
41	Maidstone Urban - Maidstone West	67.9	71.0	75.6	80.1	85.0
42	Sevenoaks Rural - North East	41.7	43.0	44.4	46.4	49.0
43	Sevenoaks Urban - Swanley Town	35.8	37.1	38.2	40.0	42.2
44	Sevenoaks Rural - North West	13.6	14.1	14.6	15.2	16.2
45	Sevenoaks Rural - North	15.5	15.9	16.6	17.4	18.2
46	Sevenoaks Rural - West	28.0	29.0	29.9	31.3	33.0
47	Sevenoaks Urban - Sevenoaks Town	42.9	44.4	46.3	48.2	50.8
48	Sevenoaks Rural - South	12.2	12.7	13.3	13.9	14.7
49	Sevenoaks Rural - Edenbridge	15.1	15.7	16.2	16.9	17.9
50	Shepway Urban - Folkestone	70.9	72.6	75.3	77.5	80.5
51	Shepway Urban - Hythe	23.3	24.8	25.6	26.4	27.4
52	Shepway Rural - Dymchurch	20.0	20.6	21.6	22.4	23.2
53	Shepway Rural - South	12.4	12.4	12.8	13.3	13.9
54	Shepway Rural - North	29.3	31.2	32.3	33.2	34.5
55	Swale Urban - Sheerness	36.8	38.9	41.8	43.1	45.0
56	Swale Rural - West	30.4	31.6	33.8	34.2	35.8
57	Swale Urban - Sittingbourne	67.5	70.6	75.0	78.3	81.9
58	Swale Rural - Isle of Sheppey	19.4	20.6	21.4	23.9	25.0
59	Swale Urban - Faversham	27.0	28.4	29.7	30.0	31.4
60	Swale Rural - East	12.3	12.7	13.3	13.4	14.0

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

Zone	Zone name	2007	2011	2016	2021	2026
61	Thanet Urban - Broadstairs	36.0	36.7	37.7	39.5	41.4
62	Thanet Urban - Ramsgate	55.7	57.6	59.5	62.0	65.2
63	Thanet Rural - Central	16.3	18.0	20.3	21.1	22.2
64	Thanet Urban - Westgate-on-Sea	23.8	24.5	25.3	26.3	27.6
65	Thanet Urban - Margate	50.8	52.3	54.4	56.8	59.5
66	T&M Urban - Tonbridge South	33.3	34.2	36.6	38.5	41.1
67	T&M Urban - Tonbridge North	22.0	22.5	24.1	25.4	26.9
68	T&M Rural -North West	22.6	23.1	24.8	26.1	28.0
69	T&M Rural -North East	18.0	18.5	19.8	20.9	22.3
70	T&M Rural -North	9.6	9.8	10.5	11.2	11.9
71	T&M Urban - Malling	95.4	102.1	110.6	117.5	125.6
72	Tunbridge Wells Urban - Speldhurst	18.0	18.8	19.3	19.8	20.7
73	Tunbridge Wells Urban - Southborough	18.9	19.6	20.1	20.8	21.8
74	Tunbridge Wells Urban - Tunbridge Wells North	27.4	28.8	30.3	31.3	32.7
75	Tunbridge Wells Urban - Tunbridge Wells South	18.3	18.9	19.4	20.1	21.0
76	Tunbridge Wells Urban - Tunbridge Wells East	32.5	34.2	35.2	36.4	38.0
77	Tunbridge Wells Rural - North East	14.0	14.4	14.6	15.3	16.0
78	Tunbridge Wells Rural - East	22.4	23.4	24.1	25.0	26.2
79	Tunbridge Wells Rural - South East	8.0	8.3	8.5	8.9	9.3
80	Tunbridge Wells Rural - Cranbrook	15.7	16.2	16.6	17.2	18.0
81	Tunbridge Wells Rural - Hawkhurst	9.9	10.4	10.9	11.2	11.7
82	Medway Rural - Hoo Peninsula	16.7	17.6	18.8	20.2	21.5
83	Medway Urban - Gillingham	57.2	60.3	64.4	69.0	73.6
84	Medway Urban - Rainham South	30.2	31.9	34.0	36.4	38.8
85	Medway Urban - Chatham South	24.0	25.3	27.0	28.9	30.8
86	Medway Urban - Chatham	75.8	80.0	85.5	91.4	97.6
87	Medway Urban - Rochester South / Walderslade	40.0	42.2	45.1	48.3	51.4
88	Medway Urban - Rochester West	37.3	39.3	42.0	45.0	47.8
89	Medway Rural - Cliffe	32.8	34.5	37.0	39.6	42.2
90	Bexley Urban - Belvedere	51.9	53.4	56.1	59.6	64.0
91	Bexley Urban - Erith	34.4	36.1	39.2	43.1	46.8
92	Bexley Urban - Crayford	33.0	34.1	36.3	38.6	41.9
93	Bexley Urban - Bexleyheath	87.2	89.9	96.3	103.0	108.9
94	Bexley Urban - East Wickham	34.6	35.5	37.7	40.1	42.9
95	Bexley Urban - Blackfen	52.3	53.4	56.2	59.5	63.3
96	Bexley Urban - Sidcup West	35.7	36.8	39.0	41.8	43.6
97	Bexley Urban - Sidcup East	34.4	35.5	37.8	40.1	42.5
98	Bromley Urban - Orpington East	107.9	112.4	118.3	125.0	143.1
99	Bromley Urban - Orpington West	54.4	56.5	58.8	61.7	63.4
100	Bromley Urban - Biggin Hill	30.3	32.2	33.9	35.8	38.5
101	Bromley Urban - West Wickham	102.7	106.7	112.2	118.4	125.9
102	Bromley Urban - Beckenham	148.0	155.6	163.9	173.6	178.0
103	Bromley Urban -Bromley/Chislehurst	137.1	146.5	155.8	165.4	170.1
104	Tandridge East	64.4	67.2	71.6	76.4	81.8
105	Rother	26.1	27.5	29.2	31.5	34.1
106	Wealden	150.7	158.6	169.2	181.3	194.6
Total		3,738.2	3,923.1	4,167.8	4,426.3	4,719.7

Annex 3: Expenditure per retail zone Core comparison (£ million)

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	28.1	33.8	43.8	58.3	77.7
2	Ashford Urban - Ashford Central	36.8	49.3	66.7	88.8	118.2
3	Ashford Urban - Ashford South	35.9	44.5	58.4	77.9	103.9
4	Ashford Rural - West	32.3	38.8	51.3	68.5	90.8
5	Ashford Rural - Tenterden	29.8	35.8	47.2	63.1	84.0
6	Ashford Rural - South	37.6	48.5	68.3	91.2	121.2
7	Ashford Rural - East	31.6	41.0	58.1	79.2	105.1
8	Canterbury - Herne Bay	67.1	79.7	99.9	123.3	153.7
9	Canterbury Rural - North East	15.9	18.7	23.5	29.1	36.1
10	Canterbury Rural - East and South East	15.3	17.9	22.6	28.0	34.7
11	Canterbury Rural - West and South West	11.3	13.2	16.7	20.3	25.7
12	Canterbury Urban - Canterbury East	27.1	33.2	41.5	51.1	63.8
13	Canterbury Urban - Canterbury West	51.8	61.9	77.3	95.2	118.5
14	Canterbury Rural - North West	12.1	14.1	17.8	21.8	27.0
15	Canterbury - Whitstable	57.8	69.1	86.8	106.9	133.5
16	Dartford Urban -Dartford East	18.6	22.7	27.2	33.3	43.8
17	Dartford Urban -Dartford North	31.1	39.7	51.3	63.3	83.1
18	Dartford Urban - Dartford West	23.4	28.0	33.4	41.0	54.4
19	Dartford Urban -Dartford South	47.1	58.1	69.3	85.2	112.4
20	Dartford Rural - South	33.0	40.0	47.4	58.4	76.8
21	Dartford Urban - Southfleet	16.5	22.3	28.0	34.8	45.8
22	Dartford Urban - Swanscombe	29.3	43.0	78.4	122.2	161.1
23	Dover Rural - North	26.1	30.8	37.9	45.9	56.9
24	Dover Urban - Deal North	27.6	32.7	40.2	49.2	60.7
25	Dover Urban - Deal South	25.7	30.3	37.1	45.4	55.9
26	Dover Rural - Central	16.3	21.0	29.0	35.4	43.9
27	Dover Rural - South West	25.9	30.6	37.4	45.7	56.2
28	Dover Rural - South East	21.7	25.6	32.1	39.1	48.1
29	Dover Urban - Dover North	31.3	36.9	45.5	55.6	68.6
30	Dover Urban - Dover South	15.9	18.8	23.0	28.2	34.6
31	Gravesham Urban - Northfleet	45.3	54.1	68.0	89.4	117.9
32	Gravesham Urban - Gravesend North	47.2	58.2	73.1	96.4	127.1
33	Gravesham Urban - Gravesend South	53.0	62.7	76.3	100.1	132.2
34	Gravesham Rural - East	16.1	18.9	23.1	30.6	40.4
35	Gravesham Rural - South	24.8	29.3	35.7	47.1	62.3
36	Maidstone Rural - North East	34.6	41.1	52.1	65.6	82.5
37	Maidstone Rural - South East	41.8	50.1	63.6	79.7	100.5
38	Maidstone Rural - South	38.2	45.7	57.7	72.4	91.4
39	Maidstone Urban - Maidstone South	77.0	94.4	119.4	149.8	188.9
40	Maidstone Urban - Maidstone East	55.4	66.2	83.7	105.3	132.4
41	Maidstone Urban - Maidstone West	87.6	104.9	132.5	166.4	209.6
42	Sevenoaks Rural - North East	54.6	64.6	79.1	98.0	122.7
43	Sevenoaks Urban - Swanley Town	45.7	54.3	66.3	82.3	103.0
44	Sevenoaks Rural - North West	18.0	21.4	26.1	32.4	40.8
45	Sevenoaks Rural - North	20.3	23.9	29.6	36.7	45.5
46	Sevenoaks Rural - West	37.4	44.5	54.4	67.4	84.2
47	Sevenoaks Urban - Sevenoaks Town	57.2	67.9	83.9	103.5	129.6
48	Sevenoaks Rural - South	16.4	19.4	24.1	29.9	37.7
49	Sevenoaks Rural - Edenbridge	19.7	23.4	28.6	35.5	44.6
50	Shepway Urban - Folkestone	86.9	101.9	125.3	152.9	188.4
51	Shepway Urban - Hythe	28.4	34.7	42.4	51.9	63.9
52	Shepway Rural - Dymchurch	24.0	28.4	35.2	43.3	53.3
53	Shepway Rural - South	15.0	17.3	21.1	25.9	32.1
54	Shepway Rural - North	37.1	45.3	55.6	67.8	83.6

Annex 3: Expenditure per retail zone Core comparison (£ million)

Zone	Zone Name	2007	2011	2016	2021	2026
55	Swale Urban - Sheerness	44.1	53.3	67.9	83.0	102.9
56	Swale Rural - West	38.3	45.7	57.9	69.5	86.2
57	Swale Urban - Sittingbourne	83.2	99.8	125.7	155.6	192.9
58	Swale Rural - Isle of Sheppey	23.0	28.0	34.5	45.7	56.7
59	Swale Urban - Faversham	33.4	40.3	49.9	59.8	74.2
60	Swale Rural - East	15.6	18.5	22.9	27.3	33.9
61	Thanet Urban - Broadstairs	43.7	51.1	62.3	77.2	96.2
62	Thanet Urban - Ramsgate	66.4	78.7	96.4	119.3	148.7
63	Thanet Rural - Central	19.9	25.2	33.8	41.6	52.0
64	Thanet Urban - Westgate-on-Sea	28.1	33.0	40.5	49.9	62.2
65	Thanet Urban - Margate	60.5	71.4	88.1	109.0	135.5
66	T&M Urban - Tonbridge South	43.7	51.4	65.2	81.2	102.8
67	T&M Urban - Tonbridge North	27.7	32.5	41.2	51.5	64.9
68	T&M Rural -North West	29.9	35.0	44.5	55.6	70.7
69	T&M Rural -North East	23.6	27.8	35.1	44.0	55.6
70	T&M Rural -North	12.7	14.8	18.7	23.7	30.0
71	T&M Urban - Malling	124.7	152.9	196.5	247.5	313.7
72	Tunbridge Wells Urban - Speldhurst	23.5	28.1	34.2	41.6	51.6
73	Tunbridge Wells Urban - Southborough	24.4	29.0	35.4	43.4	53.9
74	Tunbridge Wells Urban - Tunbridge Wells North	36.6	44.2	55.1	67.5	83.7
75	Tunbridge Wells Urban - Tunbridge Wells South	24.0	28.5	34.7	42.6	52.8
76	Tunbridge Wells Urban - Tunbridge Wells East	42.4	51.0	62.3	76.4	94.7
77	Tunbridge Wells Rural - North East	18.3	21.6	26.1	32.3	40.1
78	Tunbridge Wells Rural - East	29.4	35.1	42.9	52.7	65.4
79	Tunbridge Wells Rural - South East	10.5	12.4	15.1	18.7	23.2
80	Tunbridge Wells Rural - Cranbrook	20.2	24.0	29.1	35.7	44.3
81	Tunbridge Wells Rural - Hawkhurst	12.8	15.4	19.1	23.3	28.9
82	Medway Rural - Hoo Peninsula	20.6	24.9	31.5	40.1	50.7
83	Medway Urban - Gillingham	71.4	86.1	109.2	138.8	175.3
84	Medway Urban - Rainham South	38.8	46.9	59.4	75.3	95.4
85	Medway Urban - Chatham South	30.6	36.9	46.7	59.3	75.0
86	Medway Urban - Chatham	93.9	113.5	143.8	182.4	230.9
87	Medway Urban - Rochester South / Walderslade	49.8	60.1	76.3	96.8	122.3
88	Medway Urban - Rochester West	46.6	56.3	71.3	90.6	114.2
89	Medway Rural - Cliffe	41.3	49.9	63.4	80.5	101.6
90	Bexley Urban - Belvedere	61.9	73.1	91.0	114.6	146.1
91	Bexley Urban - Erith	41.4	49.8	64.0	83.6	107.7
92	Bexley Urban - Crayford	39.2	46.5	58.6	73.9	95.2
93	Bexley Urban - Bexleyheath	105.2	124.3	158.0	200.4	251.2
94	Bexley Urban - East Wickham	41.6	48.9	61.5	77.6	98.4
95	Bexley Urban - Blackfen	63.3	74.0	92.2	116.0	146.3
96	Bexley Urban - Sidcup West	44.0	52.0	65.4	82.9	102.6
97	Bexley Urban - Sidcup East	41.7	49.3	62.2	78.4	98.5
98	Bromley Urban - Orpington East	133.0	158.9	198.2	248.5	337.3
99	Bromley Urban - Orpington West	69.0	82.3	101.5	126.3	154.0
100	Bromley Urban - Biggin Hill	38.6	47.0	58.6	73.5	93.8
101	Bromley Urban - West Wickham	130.3	155.1	193.4	242.1	305.2
102	Bromley Urban - Beckenham	188.3	226.8	283.4	355.9	432.7
103	Bromley Urban -Bromley/Chislehurst	174.7	213.9	269.7	339.7	414.3
104	Tandridge East	86.1	103.1	130.2	164.9	209.3
105	Rother	33.3	40.2	50.8	64.8	83.2
106	Wealden	198.6	239.6	303.1	385.2	490.2
Total		6,712.5	7,671.8	9,148.6	11,004.6	13,385.8

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

Zone	Zone Name	2007	2011	2016	2021	2026
1	Ashford Urban - Ashford East	18.7	22.5	29.2	38.9	51.8
2	Ashford Urban - Ashford Central	24.5	32.9	44.5	59.2	78.8
3	Ashford Urban - Ashford South	24.0	29.7	38.9	52.0	69.3
4	Ashford Rural - West	21.6	25.9	34.2	45.6	60.6
5	Ashford Rural - Tenterden	19.9	23.9	31.5	42.1	56.0
6	Ashford Rural - South	25.1	32.3	45.6	60.8	80.8
7	Ashford Rural - East	21.0	27.3	38.8	52.8	70.0
8	Canterbury - Herne Bay	44.7	53.1	66.6	82.2	102.5
9	Canterbury Rural - North East	10.6	12.5	15.6	19.4	24.1
10	Canterbury Rural - East and South East	10.2	12.0	15.0	18.6	23.1
11	Canterbury Rural - West and South West	7.5	8.8	11.1	13.5	17.1
12	Canterbury Urban - Canterbury East	18.1	22.2	27.7	34.1	42.5
13	Canterbury Urban - Canterbury West	34.5	41.3	51.5	63.5	79.0
14	Canterbury Rural - North West	8.0	9.4	11.9	14.5	18.0
15	Canterbury - Whitstable	38.6	46.0	57.9	71.3	89.0
16	Dartford Urban -Dartford East	12.4	15.1	18.1	22.2	29.2
17	Dartford Urban -Dartford North	20.7	26.4	34.2	42.2	55.4
18	Dartford Urban - Dartford West	15.6	18.7	22.3	27.3	36.3
19	Dartford Urban -Dartford South	31.4	38.8	46.2	56.8	74.9
20	Dartford Rural - South	22.0	26.7	31.6	38.9	51.2
21	Dartford Urban - Southfleet	11.0	14.9	18.7	23.2	30.5
22	Dartford Urban - Swanscombe	19.5	28.6	52.2	81.4	107.4
23	Dover Rural - North	17.4	20.5	25.2	30.6	37.9
24	Dover Urban - Deal North	18.4	21.8	26.8	32.8	40.4
25	Dover Urban - Deal South	17.1	20.2	24.7	30.3	37.3
26	Dover Rural - Central	10.8	14.0	19.4	23.6	29.3
27	Dover Rural - South West	17.3	20.4	24.9	30.4	37.5
28	Dover Rural - South East	14.5	17.1	21.4	26.1	32.0
29	Dover Urban - Dover North	20.9	24.6	30.4	37.1	45.7
30	Dover Urban - Dover South	10.6	12.5	15.3	18.8	23.1
31	Gravesham Urban - Northfleet	30.2	36.1	45.3	59.6	78.6
32	Gravesham Urban - Gravesend North	31.4	38.8	48.7	64.2	84.7
33	Gravesham Urban - Gravesend South	35.4	41.8	50.9	66.7	88.1
34	Gravesham Rural - East	10.7	12.6	15.4	20.4	26.9
35	Gravesham Rural - South	16.6	19.5	23.8	31.4	41.6
36	Maidstone Rural - North East	23.1	27.4	34.7	43.7	55.0
37	Maidstone Rural - South East	27.9	33.4	42.4	53.2	67.0
38	Maidstone Rural - South	25.5	30.4	38.4	48.3	60.9
39	Maidstone Urban - Maidstone South	51.3	62.9	79.6	99.9	126.0
40	Maidstone Urban - Maidstone East	37.0	44.2	55.8	70.2	88.3
41	Maidstone Urban - Maidstone West	58.4	69.9	88.3	111.0	139.7
42	Sevenoaks Rural - North East	36.4	43.1	52.7	65.4	81.8
43	Sevenoaks Urban - Swanley Town	30.5	36.2	44.2	54.8	68.7
44	Sevenoaks Rural - North West	12.0	14.3	17.4	21.6	27.2
45	Sevenoaks Rural - North	13.5	15.9	19.7	24.5	30.3
46	Sevenoaks Rural - West	24.9	29.6	36.2	44.9	56.1
47	Sevenoaks Urban - Sevenoaks Town	38.1	45.3	55.9	69.0	86.4
48	Sevenoaks Rural - South	10.9	13.0	16.1	19.9	25.1
49	Sevenoaks Rural - Edenbridge	13.1	15.6	19.1	23.7	29.7
50	Shepway Urban - Folkestone	57.9	67.9	83.5	102.0	125.6
51	Shepway Urban - Hythe	18.9	23.1	28.3	34.6	42.6
52	Shepway Rural - Dymchurch	16.0	18.9	23.5	28.9	35.5
53	Shepway Rural - South	10.0	11.5	14.1	17.2	21.4
54	Shepway Rural - North	24.8	30.2	37.1	45.2	55.7

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

Zone	Zone Name	2007	2011	2016	2021	2026
55	Swale Urban - Sheerness	29.4	35.6	45.3	55.3	68.6
56	Swale Rural - West	25.5	30.5	38.6	46.4	57.5
57	Swale Urban - Sittingbourne	55.5	66.5	83.8	103.7	128.6
58	Swale Rural - Isle of Sheppey	15.3	18.7	23.0	30.5	37.8
59	Swale Urban - Faversham	22.3	26.8	33.3	39.9	49.5
60	Swale Rural - East	10.4	12.3	15.3	18.2	22.6
61	Thanet Urban - Broadstairs	29.1	34.0	41.5	51.5	64.1
62	Thanet Urban - Ramsgate	44.3	52.5	64.3	79.5	99.1
63	Thanet Rural - Central	13.3	16.8	22.5	27.7	34.6
64	Thanet Urban - Westgate-on-Sea	18.7	22.0	27.0	33.2	41.5
65	Thanet Urban - Margate	40.3	47.6	58.7	72.6	90.3
66	T&M Urban - Tonbridge South	29.1	34.3	43.4	54.2	68.6
67	T&M Urban - Tonbridge North	18.5	21.7	27.5	34.4	43.3
68	T&M Rural -North West	19.9	23.3	29.7	37.1	47.1
69	T&M Rural -North East	15.7	18.5	23.4	29.3	37.1
70	T&M Rural -North	8.4	9.9	12.5	15.8	20.0
71	T&M Urban - Malling	83.1	102.0	131.0	165.0	209.2
72	Tunbridge Wells Urban - Speldhurst	15.7	18.7	22.8	27.7	34.4
73	Tunbridge Wells Urban - Southborough	16.3	19.4	23.6	29.0	35.9
74	Tunbridge Wells Urban - Tunbridge Wells North	24.4	29.4	36.8	45.0	55.8
75	Tunbridge Wells Urban - Tunbridge Wells South	16.0	19.0	23.1	28.4	35.2
76	Tunbridge Wells Urban - Tunbridge Wells East	28.3	34.0	41.5	50.9	63.1
77	Tunbridge Wells Rural - North East	12.2	14.4	17.4	21.6	26.7
78	Tunbridge Wells Rural - East	19.6	23.4	28.6	35.2	43.6
79	Tunbridge Wells Rural - South East	7.0	8.3	10.1	12.5	15.5
80	Tunbridge Wells Rural - Cranbrook	13.5	16.0	19.4	23.8	29.5
81	Tunbridge Wells Rural - Hawkhurst	8.5	10.3	12.8	15.5	19.3
82	Medway Rural - Hoo Peninsula	13.8	16.6	21.0	26.7	33.8
83	Medway Urban - Gillingham	47.6	57.4	72.8	92.5	116.9
84	Medway Urban - Rainham South	25.9	31.3	39.6	50.2	63.6
85	Medway Urban - Chatham South	20.4	24.6	31.1	39.6	50.0
86	Medway Urban - Chatham	62.6	75.6	95.8	121.6	153.9
87	Medway Urban - Rochester South / Walderslade	33.2	40.1	50.9	64.5	81.5
88	Medway Urban - Rochester West	31.1	37.5	47.5	60.4	76.1
89	Medway Rural - Cliffe	27.6	33.2	42.2	53.6	67.8
90	Bexley Urban - Belvedere	41.3	48.7	60.7	76.4	97.4
91	Bexley Urban - Erith	27.6	33.2	42.7	55.7	71.8
92	Bexley Urban - Crayford	26.2	31.0	39.0	49.3	63.4
93	Bexley Urban - Bexleyheath	70.2	82.9	105.3	133.6	167.5
94	Bexley Urban - East Wickham	27.7	32.6	41.0	51.8	65.6
95	Bexley Urban - Blackfen	42.2	49.3	61.5	77.3	97.6
96	Bexley Urban - Sidcup West	29.3	34.7	43.6	55.3	68.4
97	Bexley Urban - Sidcup East	27.8	32.9	41.5	52.3	65.6
98	Bromley Urban - Orpington East	88.7	105.9	132.1	165.6	224.9
99	Bromley Urban - Orpington West	46.0	54.9	67.7	84.2	102.6
100	Bromley Urban - Biggin Hill	25.7	31.4	39.1	49.0	62.6
101	Bromley Urban - West Wickham	86.9	103.4	128.9	161.4	203.5
102	Bromley Urban - Beckenham	125.5	151.2	188.9	237.3	288.4
103	Bromley Urban -Bromley/Chislehurst	116.5	142.6	179.8	226.5	276.2
104	Tandridge East	57.4	68.7	86.8	109.9	139.5
105	Rother	22.2	26.8	33.8	43.2	55.5
106	Wealden	132.4	159.7	202.1	256.8	326.8
Total		5,144.0	5,784.8	6,771.1	8,010.0	9,599.2

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	2005	Folkestone Town Centre	2005
Warren Retail Park	2007	Park Farm (Folkestone)	2007
Norman Road	2007	Southlands	2007
Beaver Lane	2007	Prospect Street	2007
New Street Retail Park	2007	Hythe Town Centre	2005
Kimberley	2007	New Romney Town Centre	2005
Ashford Retail Park	2007	Cheriton Town Centre	2005
Willesborough	2007	Cheriton High St	2007
Park Farm (Kingsnorth)	2007	Cheriton Rd	2007
Beaver Road	2007	Firs Lane	2007
Tenterden Town Centre	2007	Lydd Town Centre	2005
Canterbury		Faversham	
Canterbury Town Centre	2007	Faversham Town Centre	2006
Wincheap Industrial & Retail	2007	East Street	2007
Broad Oak	2007		
Canterbury City Retail Park	2007	Sheerness	
Thanington Retail Park	2007	Sheerness Town Centre	2006
Stour Retail Park	2007	Bridge Rd	2007
Kingsmead	2007		
Riverside Retail Park	2007	Sittingbourne	
St Andrews Close	2007	Sittingbourne Town Centre	2006
Marshwood Industrial Estate	2007	West Street	2007
Roper Road	2007	Mill Way	2007
		Mill Way North	2007
Herne Bay		Margate Cluster	
Herne Bay Town Centre	2007	Margate Town Centre	2007
Eddington Business Park	2007	Cliftonville Town Centre	2007
Herne Bay Trading Park	2007	Zion Place (Cliftonville)	2007
		Birchington Town Centre	2006
Whitstable		Westgate Town Centre	2006
Whitstable Town Centre	2007		
John Wilson Business Park	2007	Ramsgate Cluster	
Joseph Wilson Industrial Estate	2007	Ramsgate Town Centre	2006
		Boundary Road (Ramsgate)	2007
Bluewater		Broadstairs Town Centre	2006
Bluewater	2006		
Dartford		Westwood	
Dartford Town Centre	2007	Newington Road (Ramsgate)	2007
(Greenhithe)	2007	Manston Road (Ramsgate)	2007
Longfield	2007	Pysons Road (Ramsgate)	2007
Heath Lane (Dartford)	2007	(Westwood)	2007
Princes Road (Dartford)	2007	Rumfields Road (Broadstairs)	2007
		Centre	2007
		Westwood Retail Parks	2007

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	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	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		
Oxford 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	6.1
	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

Thanet	Convenience	Core comparison	Bulky
Total turnover (£ million)	187	194	133
Gross floor space m²	58,695	84,660	67,157
Net floor space m²	34,043	55,029	43,652
Sales density ratio (£ / net m²)	5,481	3,519	3,046

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	6.14	532.48	115.28	653.90
Maidstone	69.50	364.20	115.45	549.14
Canterbury	25.83	333.03	80.19	439.06
Tunbridge Wells	35.83	306.87	80.06	422.76
Gravesend	96.86	131.71	102.25	330.82
Dartford	61.27	80.84	91.66	233.76
Ashford	11.39	124.12	35.26	170.77
Tonbridge	84.01	40.57	13.78	138.37
Sittingbourne	43.96	39.55	40.35	123.86
Folkestone	32.84	64.08	21.24	118.17
Westwood Cross	4.56	70.08	28.46	103.10
Swanley	68.02	10.59	3.05	81.65
Sevenoaks	28.43	37.02	11.15	76.61
Dover	19.47	30.55	24.22	74.23
Ramsgate	21.43	34.77	10.32	66.53
Margate	16.23	32.53	15.24	64.00
Tenterden	36.91	15.55	4.74	57.20
Broadstairs	22.58	12.44	10.63	45.65
Deal	17.01	20.65	6.32	43.98
Herne Bay	17.40	13.36	9.16	39.91
Faversham	30.69	6.89	2.28	39.86
Sheerness	8.38	17.64	8.96	34.98
Whitstable	7.05	12.50	8.62	28.16
Hythe	7.82	7.91	3.86	19.59
Edenbridge	11.24	0.71	3.50	15.45
Cranbrook	7.76	2.76	2.91	13.42
Paddock Wood	8.11	3.27	0.70	12.08
West Malling	10.46	1.22	-	11.68
Headcorn	6.72	1.83	0.55	9.10
Sandwich	4.91	2.13	0.41	7.45
Hawkhurst	2.85	0.43	0.31	3.59
New Romney	1.04	0.69	0.95	2.68
Southborough	1.16	0.13	0.48	1.78
Lydd	1.36	0.22	0.11	1.69
Borough Green	1.35	0.17	0.11	1.64
Westerham	0.44	0.35	-	0.79
Staplehurst	-	0.25	0.18	0.42
	831.01	2,354.10	852.74	4,037.85

* 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 Thanet	From other locations
To Thanet	111.9	21.1
To other locations	15.6	
Internet/Mail Order	16.2	
Local/varies	2.1	
Total	145.8	

Core comparison goods

£/mill	From Thanet	From other locations
To Thanet	149.3	44.4
To other locations	43.3	
Internet/Mail Order	24.3	
Local/varies	1.8	
Total	218.7	

Convenience goods

£/mill	From Thanet	From other locations
To Thanet	170.1	16.5
To other locations	5.5	
Internet/Mail Order	2.8	
Local/varies	4.1	
Total	182.6	

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	123.7	174.9	118.9	59.3	90.2	207.1	40.6	66.8	64.5	149.3	26.9	141.4	1,263.6
Other Kent district	66.3	36.3	21.2	101.2	55.6	61.1	124.1	89.1	98.1	38.9	167.8	45.0	904.9
Medway	0.6	1.6	1.3	0.1	6.2	9.2	0.5	0.7	34.5	-	13.3	0.2	68.3
Essex	1.5	1.1	12.4	1.0	8.6	5.4	10.7	1.1	3.0	0.7	5.7	2.7	53.6
London	4.4	3.1	20.8	1.6	2.4	7.5	40.4	5.4	2.7	2.9	8.7	8.0	107.6
Sussex/Surrey	1.4	-	0.2	-	0.1	0.4	10.2	0.5	0.1	-	0.5	7.7	21.0
Local/other/varies/abroad	3.5	3.5	2.2	2.4	3.1	4.6	4.6	3.8	4.0	2.6	3.3	4.2	41.7
Internet / Mail Order	30.9	37.8	21.9	25.0	20.2	39.3	38.2	23.9	30.9	24.3	36.0	32.9	361.2
Total	232.2	258.4	198.9	190.6	186.4	334.7	269.2	191.4	237.6	218.7	262.1	242.1	2,822.1

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same district	53.3	67.7	59.8	31.1	48.4	61.9	15.1	34.9	27.1	68.3	10.3	58.4	44.8
Other Kent district	28.5	14.0	10.7	53.1	29.8	18.3	46.1	46.6	41.3	17.8	64.0	18.6	32.1
Medway	0.3	0.6	0.7	0.1	3.3	2.8	0.2	0.4	14.5	-	5.1	0.1	2.4
Essex	0.6	0.4	6.2	0.5	4.6	1.6	4.0	0.6	1.3	0.3	2.2	1.1	1.9
London	1.9	1.2	10.4	0.8	1.3	2.2	15.0	2.8	1.1	1.3	3.3	3.3	3.8
Sussex/Surrey	0.6	-	0.1	-	0.1	0.1	3.8	0.3	0.0	-	0.2	3.2	0.7
Local/other/varies/abroad	1.5	1.3	1.1	1.2	1.7	1.4	1.7	2.0	1.7	1.2	1.3	1.7	1.5
Internet / Mail Order	13.3	14.6	11.0	13.1	10.9	11.7	14.2	12.5	13.0	11.1	13.7	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	Tonbridge Tunbridge			KCC
										Thanet	& Malling	Wells	
Same district	109.0	134.2	71.2	45.7	74.7	119.3	44.8	66.7	80.0	111.9	53.0	115.5	1,025.9
Other Kent district	16.8	10.1	14.1	59.7	15.1	66.7	68.0	43.7	37.4	15.4	75.6	15.8	438.3
Medway	0.2	0.5	0.3	-	4.6	5.4	-	-	17.0	-	12.0	0.1	40.0
Essex	1.9	2.2	13.9	0.1	10.6	1.8	10.5	1.8	2.6	0.2	2.7	3.4	51.7
London	1.0	0.7	19.6	0.4	1.7	0.1	21.7	1.9	0.4	-	0.7	0.8	49.1
Sussex/Surrey	0.5	-	0.1	-	0.5	0.3	4.6	0.0	0.1	-	0.3	2.7	9.1
Local / other / varies / abroac	1.9	3.2	0.5	3.6	1.9	4.0	4.1	0.8	3.7	2.1	1.1	1.1	28.1
Internet / Mail Order	23.5	21.4	13.0	17.5	15.2	25.4	25.8	12.7	17.3	16.2	29.5	21.9	239.3
Total	154.8	172.2	132.6	127.0	124.3	223.1	179.5	127.6	158.4	145.8	174.7	161.4	1,881.4

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Tonbridge Tunbridge			KCC
										Thanet	& Malling	Wells	
Same district	70.4	77.9	53.7	36.0	60.1	53.5	24.9	52.3	50.5	76.8	30.3	71.6	54.5
Other Kent district	10.8	5.9	10.6	47.0	12.1	29.9	37.9	34.2	23.6	10.6	43.2	9.8	23.3
Medway	0.1	0.3	0.2	-	3.7	2.4	-	-	10.7	-	6.9	0.1	2.1
Essex	1.2	1.3	10.5	0.1	8.5	0.8	5.9	1.4	1.6	0.1	1.5	2.1	2.7
London	0.7	0.4	14.8	0.3	1.4	0.1	12.1	1.5	0.3	-	0.4	0.5	2.6
Sussex/Surrey	0.3	-	0.1	-	0.4	0.1	2.5	0.0	0.0	-	0.2	1.7	0.5
Local / other / varies / abroac	1.2	1.8	0.4	2.9	1.5	1.8	2.3	0.7	2.4	1.5	0.6	0.7	1.5
Internet / Mail Order	15.2	12.4	9.8	13.8	12.2	11.4	14.4	9.9	10.9	11.1	16.9	13.6	12.7
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 £ million	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same district	163.2	189.8	89.4	111.7	131.7	188.6	132.9	122.3	158.8	170.1	124.8	127.1	1,710.4
Other Kent district	9.1	8.7	39.7	36.9	6.7	47.6	40.7	24.8	15.7	4.0	42.3	36.3	312.6
Medway	0.2	0.3	0.5	0.0	4.4	7.0	-	-	9.6	0.7	14.7	0.1	37.6
Essex	-	0.1	0.9	-	0.4	-	0.0	-	0.3	-	0.1	-	1.7
London	0.6	0.0	19.5	0.0	-	0.1	9.3	0.5	0.2	0.3	1.1	0.3	32.0
Sussex/Surrey	0.0	0.2	-	0.2	0.1	-	6.8	0.3	-	0.5	-	8.5	16.6
Local/other/varies/abroad	5.4	4.5	1.9	2.8	3.3	7.8	6.9	5.1	4.1	4.1	10.0	5.4	61.4
Internet / Mail Order	4.2	6.4	5.1	4.9	4.8	7.6	8.1	2.8	4.6	2.8	7.9	7.2	66.6
Total	182.7	210.0	157.0	156.4	151.4	258.7	204.8	155.9	193.4	182.6	200.9	185.0	2,238.8

2007 Percentage	Ashford	Canterbury	Dartford	Dover	Gravesham	Maidstone	Sevenoaks	Shepway	Swale	Thanet	Tonbridge & Malling	Tunbridge Wells	KCC
Same district	89.3	90.4	56.9	71.4	87.0	72.9	64.9	78.4	82.1	93.2	62.1	68.7	76.4
Other Kent district	5.0	4.1	25.3	23.6	4.4	18.4	19.9	15.9	8.1	2.2	21.1	19.6	14.0
Medway	0.1	0.1	0.3	0.0	2.9	2.7	-	-	5.0	0.4	7.3	0.1	1.7
Essex	-	0.0	0.6	-	0.2	-	0.0	-	0.1	-	0.0	-	0.1
London	0.3	0.0	12.4	0.0	-	0.0	4.5	0.4	0.1	0.2	0.5	0.2	1.4
Sussex/Surrey	0.0	0.1	-	0.1	0.1	-	3.3	0.2	-	0.3	-	4.6	0.7
Local/other/varies/abroad	3.0	2.1	1.2	1.8	2.2	3.0	3.4	3.3	2.1	2.3	5.0	2.9	2.7
Internet / Mail Order	2.3	3.1	3.3	3.1	3.2	2.9	4.0	1.8	2.4	1.5	3.9	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 September 2007

Trade Area	AppNo	Trader	Address	(Gross floor space m ²)		Description
				Bulky	Core Convenience	
Margate	TH040588	Not known	38-42 Marine Terrace, Margate		668	C/U from amusement arcade to retail
Margate	TH061041		85, Northdown Road, Margate	600		C/U from taxi office to retail use
Margate	TH070724		13 - 15, High Street, Margate		-228	C/U from retail to public house
Margate total				600	440	
Ramsgate	TH020537	Wilkinson	1st floor, 21-31 York Street, Ramsgate		-1,508	demolish & replace by hotel extension
Ramsgate	TH031200		Pleasurama Amusement Park, Marina Esplanade, Ramsgate		1,810	Redevelopment of site including A1 or A3 uses
Ramsgate	TH051401		1 - 7, Chatham Street, Ramsgate		-360	C/U of all ground fsp from retail to residential
Ramsgate	TH051554	Not known	Land adjoining 9 Cavendish Street & 30-32 High Street, Ramsgate	-922		Redevelopment of site with retail use retained on ground floor
Ramsgate	TH040075		84-96, Hereson Road, Ramsgate		-900	Demolition of retail store, erection of 18 flats
Ramsgate	TH050438	Lewis Carpets	161, High Street, Ramsgate	555		Re-erection of single retail unit
Ramsgate/Broadstairs total				-367	-958	
Westwood	TH040390	Sainsbury's	426 Margate Road, Westwood			1,413 extension to 7544 sqm
Westwood	TH051400		Wickes/Shoefayre Extra, Margate Road, Westwood	3,825		Redevelopment of existing fsp
Westwood total				3,825	1,413	
Thanet total				4,058	-518	1,413

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 and September 2007

Trade Area	AppNo	Opening date	Trader	Bulky	Core	Convenience	RetailType	Address
Westwood	TH050796	Under Construction	Tesco Stores Ltd			330	Food	475, Margate Road, Broadstairs
Westwood Total						330		
Margate	TH060711	Jun-07	Travis Perkins	263		0	DIY	Part of Unit E & land adjoining , Strasbourg Street, Margate
Margate	TH050971	Under Construction		-1,560			Furniture	Munro Cobb Ltd, 223 - 229 Northdown Road, Margate
Margate	TH061476	Under Construction				342	Food	Quex Farm, Quex Park, Birchington
Margate Total				-1,297		342		
Thanet Total				-1,297		672		

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 & Sept 2007	Remaining floorspace requirement	Permissions as at 20th Sept 07	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
Broadstairs/Ramsgate	44.0	45.4	0.0	45.4	1.4	5,481	5,481	261	451	0	451	0	451
Margate	38.8	40.1	0.0	40.1	1.3	5,481	5,481	240	414	342	72	0	72
Westwood	103.8	107.6	0.0	107.6	3.9	5,481	5,481	705	1,215	330	885	1,413	-528
Total	186.6	193.2	0.0	193.2	6.6	5,481	5,481	1,206	2,079	672	1,407	1,413	-6

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	44.0	47.2	0.0	47.2	3.1	5,481	5,481	574	990	-	990	-	990
Margate	38.8	41.9	0.0	41.9	3.1	5,481	5,481	571	984	342	642	-	642
Westwood	103.8	112.6	0.0	112.6	8.8	5,481	5,481	1,606	2,770	330	2,440	1,413	1,027
Total	186.6	201.7	0.0	201.7	15.1	5,481	5,481	2,751	4,743	672	4,071	1,413	2,658

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	44.0	49.1	0.0	49.1	5.1	5,481	5,481	936	1,613	-	1,613	-	1,613
Margate	38.8	43.7	0.0	43.7	4.9	5,481	5,481	888	1,531	342	1,189	-	1,189
Westwood	103.8	117.2	0.0	117.2	13.4	5,481	5,481	2,454	4,231	330	3,901	1,413	2,488
Total	186.6	210.1	0.0	210.1	23.4	5,481	5,481	4,277	7,375	672	6,703	1,413	5,290

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	44.0	51.6	0.0	51.6	7.6	5,481	5,481	1,385	2,388	-	2,388	-	2,388
Margate	38.8	45.9	0.0	45.9	7.0	5,481	5,481	1,285	2,216	342	1,874	-	1,874
Westwood	103.8	123.1	0.0	123.1	19.4	5,481	5,481	3,532	6,090	330	5,760	1,413	4,347
Total	186.6	220.6	0.0	220.6	34.0	5,481	5,481	6,202	10,693	672	10,021	1,413	8,608

Notes

Expenditure growth rate 2005: 0.1%
 Expenditure growth rate 2006-2026: 0.9%
 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 Information Brief 06/2
 Expenditure: MapInfo expenditure 2004
 Floor space: KCC surveys 2005 to 2007
 Population: Ward forecasts based on South East Plan Strategy 2006

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 & Sept 2007	Remaining floorspace requirement	Permissions as at 20th Sept 07	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
Broadstairs/Ramsgate	47.4	56.4	2.9	53.5	6.1	3,519	3,735	1,624	2,498	0	2,498	-958	3,456
Margate	37.9	45.0	2.3	42.7	4.8	3,519	3,735	1,291	1,986	0	1,986	440	1,546
Westwood	108.4	128.7	6.6	122.1	13.7	3,519	3,735	3,671	5,648	0	5,648	0	5,648
Total	193.7	230.1	11.9	218.3	24.6	3,519	3,735	6,586	10,132	0	10,132	-518	10,650

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	47.4	69.9	6.8	63.1	15.7	3,519	4,024	3,899	5,999	0	5,999	-958	6,957
Margate	37.9	56.0	5.4	50.6	12.7	3,519	4,024	3,158	4,859	0	4,859	440	4,419
Westwood	108.4	159.8	15.5	144.2	35.9	3,519	4,024	8,917	13,719	0	13,719	0	13,719
Total	193.7	285.7	27.8	257.9	64.3	3,519	4,024	15,975	24,577	0	24,577	-518	25,095

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	47.4	86.4	11.0	75.4	27.9	3,519	4,335	6,441	9,910	0	9,910	-958	10,868
Margate	37.9	69.2	8.8	60.4	22.5	3,519	4,335	5,198	7,997	0	7,997	440	7,557
Westwood	108.4	197.0	25.1	171.9	63.6	3,519	4,335	14,662	22,558	0	22,558	0	22,558
Total	193.7	352.6	44.9	307.7	114.0	3,519	4,335	26,302	40,464	0	40,464	-518	40,982

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	47.4	107.5	15.5	92.0	44.6	3,519	4,670	9,544	14,684	0	14,684	-958	15,642
Margate	37.9	86.1	12.4	73.8	35.9	3,519	4,670	7,687	11,826	0	11,826	440	11,386
Westwood	108.4	245.2	35.4	209.8	101.4	3,519	4,670	21,715	33,408	0	33,408	0	33,408
Total	193.7	438.9	63.3	375.5	181.9	3,519	4,670	38,947	59,918	0	59,918	-518	60,436

Notes

Expenditure growth rate 2005: 2.9%
 Expenditure growth rate 2006-2026: 4.4%
 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 Information Brief 06/2
 Expenditure: MapInfo expenditure 2004
 Floor space: KCC surveys 2005 to 2007
 Population: Ward forecasts based on South East Plan Strategy 2006

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 & Sept 2007	Remaining floorspace requirement	Permissions as at 20th Sept 07	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
Broadstairs/Ramsgate	21.4	25.4	1.3	24.1	2.7	3,046	3,233	828	1,274	0	1,274	-367	1,641
Margate	20.8	24.7	1.3	23.4	2.7	3,046	3,233	823	1,266	-1,297	2,563	600	1,963
Westwood	90.8	107.7	5.6	102.2	11.4	3,046	3,233	3,520	5,416	0	5,416	3,825	1,591
Total	133.0	157.8	8.2	149.7	16.7	3,046	3,233	5,171	7,956	-1,297	9,253	4,058	5,195

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	21.4	31.4	3.1	28.3	6.9	3,046	3,483	1,994	3,068	0	3,068	-367	3,435
Margate	20.8	30.7	3.0	27.7	6.9	3,046	3,483	1,993	3,065	-1,297	4,362	600	3,762
Westwood	90.8	133.4	13.0	120.4	29.6	3,046	3,483	8,492	13,065	0	13,065	3,825	9,240
Total	133.0	195.5	19.1	176.4	43.5	3,046	3,483	12,479	19,198	-1,297	20,495	4,058	16,437

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	21.4	38.8	5.0	33.8	12.4	3,046	3,752	3,315	5,100	0	5,100	-367	5,467
Margate	20.8	38.0	4.8	33.2	12.4	3,046	3,752	3,306	5,087	-1,297	6,384	600	5,784
Westwood	90.8	164.7	21.0	143.6	52.8	3,046	3,752	14,080	21,661	0	21,661	3,825	17,836
Total	133.0	241.4	30.8	210.6	77.7	3,046	3,752	20,701	31,848	-1,297	33,145	4,058	29,087

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 & Sept 2007	Remaining floorspace requirement	Permissions as at Sept 07	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
Broadstairs/Ramsgate	21.4	48.3	7.0	41.3	19.9	3,046	4,042	4,923	7,574	0	7,574	-367	7,941
Margate	20.8	47.4	6.8	40.6	19.8	3,046	4,042	4,908	7,551	-1,297	8,848	600	8,248
Westwood	90.8	205.0	29.7	175.3	84.5	3,046	4,042	20,914	32,176	0	32,176	3,825	28,351
Total	133.0	300.7	43.5	257.2	124.3	3,046	4,042	30,745	47,301	-1,297	48,598	4,058	44,540

Notes

Expenditure growth rate 2005: 2.9%
 Expenditure growth rate 2006-2026: 4.4%
 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 Information Brief 06/2
 Expenditure : MapInfo expenditure 2004
 Floor space: KCC surveys 2005 to 2007
 Population: Ward forecasts based on South East Plan Strategy 2006

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

Convenience

£million	2011	2016	2021	2026
Local	3.5	3.7	3.8	4.0
Non-Kent	0.9	0.9	0.9	1.0
Abroad	-	-	-	-
Varies/other	0.8	0.8	0.8	0.9
Internet/Mail Order	2.9	3.0	3.1	3.3

Core comparison

£million	2011	2016	2021	2026
Local	1.3	1.7	2.1	2.6
Non-Kent	5.2	6.4	7.9	9.9
Abroad	-	-	-	-
Varies/other	0.7	0.9	1.1	1.4
Internet/Mail Order	28.8	35.5	43.9	54.7

Bulky goods

£million	2011	2016	2021	2026
Local	2.3	2.8	3.5	4.3
Non-Kent	0.2	0.3	0.4	0.5
Abroad	-	-	-	-
Varies/other	0.2	0.3	0.4	0.5
Internet/Mail Order	19.2	23.8	29.4	36.7

**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
HYTHE - Aldi - Hythe Town Centre	163	163	163
HYTHE - Iceland - Hythe Town Centre	164	164	164
HYTHE - Waitrose - Prospect Street, Hythe	165	165	165
HYTHE - 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