Richmondshire Retail, Leisure and Town Centre Study

Richmondshire District Council

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Prepared on behalf of WYG Environment Planning Transport Limited

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1.0 Introduction

1.1 Instruction

1.1.1 WYG Planning (hereafter referred to as 'WYG') was commissioned by Richmondshire District Council in October 2018 to undertake a Retail, Leisure and Town Centres Study for Richmondshire District Council, (hereby referred to as the 'Council'). The Study principally focuses on the area of the District located outside of the Yorkshire Dales National Park, covering the towns and service centres of Richmond, Catterick Garrison and Leyburn.

1.1.2 The Council are in the process of updating their evidence base in order to inform a review of their Local Plan. As such, the purpose of this study is to assist in this preparation by providing qualitative and quantitative evidence on retail and other main town centre use matters across the District.

1.1.3 The Council has not previously commissioned a retail study to form part of the evidence base to support the preparation of the previous Local Plans. The latest retail capacity work was undertaken by GVA in November 2004 on behalf of Yorkshire Forward, which was then updated in November 2006 on behalf of Defence Estates to support the development of the new town centre at Catterick Garrison. The objective of both of the 2004 and 2006 studies were to assess the level of retail development needed in Catterick Garrison and what effect any new development at Catterick Garrison could have on the existing centres such as Richmond, Leyburn and Colburn. As such, an important part of this study is to understand how the new retail and leisure development at Catterick Garrison has altered shopping and leisure patterns across the District.

1.1.4 Our commission is to undertake a new Retail, Leisure and Town Centres Study to cover the District, providing an assessment of the future quantitative and qualitative capacity for additional retail and leisure floorspace, along with a review of the current health of the defined centres within Richmondshire District. Our Study then provides the wider strategic recommendations with regard to defined centre boundaries, site allocations, future policy protection over the defined centres, and local thresholds for impact assessments.

1.1.5 This study provides the key findings associated with Richmondshire District, looking at the existing shopping patterns, available expenditure, health of the defined centres and overall policy recommendations. The economic recession which spanned the period 2008-2013 had a significant impact on many town centres and the UK retail and leisure sectors as a whole, and, as such, the appraisal of these elements of the Study are of particular importance in guiding future development within the District. The approach adopted by WYG has been refined to reflect the latest Government guidance provided in the National Planning Policy Framework (NPPF) (February 2019) and National Planning Practice Guidance (NPPG) (2014).

1.1.6 The key purposes of the Study are as follows:

- An assessment of planning policy and market context;
- An audit of the role, vitality and viability of centres in Richmondshire;
- An assessment of need for retail and main town centre uses for the period upto 2035;
- Assessment of the capacity for town centres in Richmondshire to accommodate retail and town centre uses; and
- Recommended boundaries for the defined centres to be designated in the Local Plan.

1.1.7 In order to address the above requirements, the Retail, Leisure and Town Centres Study draws on new empirical research, with NEMS Market Research Limited ('NEMS') undertaking a survey of 600 households within the defined Study Area in November 2018. In addition, the Study is supported by in-centre surveys also undertaken by NEMS, which seek to gain a better understanding of how residents and visitors perceive the town centre offer, and whether there are any specific measures which would encourage additional visits to the centres.

1.1.8 The Study Area for the household survey comprises a total of 6 zones which cover the majority of Richmondshire District. This study also draws on the most recent Experian population and expenditure data (published in December 2018) in order to establish the most up-to-date position with regard to both convenience and comparison goods capacity.

1.2 Structure of Report

1.2.1 Our report is structured as follows:

- Section 2 provides a context for the Study through the analysis of key retail and leisure trends;
- Section 3 considers local and national planning policy of relevance to retail and town centre matters;
- Section 4 considers the vitality and viability of Richmond, Catterick Garrison and Leyburn town centres, along with a summary of the vitality and viability of the two proposed local centres at White Shops and Broadway - Colburn;

- Section 5 provides a review of the results of the household survey undertaken by NEMS Market Research in November 2018, along with an analysis of the results of the in-street surveys;
- Section 6 identifies current and future population and expenditure levels within the defined Study Area;
- Section 7 provides our assessment of the future quantitative and qualitative need for further convenience and comparison goods retail floorspace;
- Section 8 sets out our assessment of commercial leisure needs and other main town centre uses within the District and the wider Study Area; and
- Section 9 provides our overall policy recommendations with particular regard to future capacity in the District, defined centre boundaries and local impact thresholds.

2.0 Retail and Leisure Trends

2.1 Introduction

2.1.1 The retail property landscape across the UK has evolved significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of retail warehouse parks and out-of-town regional shopping malls. For most of this period, the retail sector has experienced considerable expenditure growth, which has been attributed to a number of factors, including greater disposable income, availability of credit, new technology and a general overall increase in our standard of living. However, recent economic conditions have had a clear impact on expenditure, and per capita convenience goods spending has actually reduced in recent years. The way in which goods are purchased has also altered due to the increased popularity of 'e-tailing', which now claims more than one in every ten pounds spent in the UK.

2.1.2 In order to set out the wider context for the Study, we provide an overview of prevailing retail and leisure trends below, and summarise how these relate and could impact on Richmondshire District.

2.2 Polarisation and the Decline of Secondary Centres

2.2.1 In recent years, shoppers have been increasingly prepared to travel in order to access a greater choice of shops and the type of leisure facilities which are more commonly available in larger towns and cities. As a consequence, larger retail venues (with a regional or sub-regional role) have tended to perform relatively strongly, but a number of other secondary destinations (particularly those proximate to larger centres) have fared less well. The performance of many secondary destinations has also been particularly affected by the recession and the growth of internet shopping, which has resulted in many operators consolidating their store estate to reduce costs, believing that they can still achieve appropriate nationwide coverage with a lesser number of stores.

2.2.2 Colliers reflects[1] on what has happened to the space within the 160 former BHS stores across the country in their latest Midsummer Report. As Colliers reports, there has been a dramatic increase in supply across the region. A large number of BHS stores are still vacant and the situation has been exacerbated by Company Voluntary Arrangements (CVAs) including New Look and most recently M&S closures being announced. This leaves a huge oversupply of

[1] Colliers Midsummer Report 2018

stores in some towns with limited demand. The issues are worst in the secondary locations where vacancy rates have increased by 4.5% across the region. Outside of London, the success rate in terms of take-up is poor and just over a third of the stock has found a new use. However, Colliers acknowledges that there is a positive to be taken from the process in that it has provided opportunities for new leaders of the occupational market to take on space, with occupiers such as Primark, Next, Aldi, Lidl, Sports Direct, TK Maxx, Poundworld, Wilko and The Range all acquired new stores. As Colliers concludes, the next 12 months are looking uncertain. Whilst there are a variety of pressures on retailers which are squeezing profit margins, the continued structural change in the retail market place is the driving force creating a significant imbalance of supply and demand.

2.2.3 It is also evident that certain operators – including the Arcadia Group, through its Outfit format which incorporates Topshop, Topman, Miss Selfridge and others – are sometimes prepared to close stores in smaller centres in favour of representation on a retail park. We also note the increasing preference of fast food operators to incorporate 'drive thru' restaurants, which has resulted in the closure of 'in centre' McDonald's restaurants in some centres. Furthermore, in November 2016, Marks & Spencer announced its intention to close up to 30 stores and relocate or downsize a number of others, the majority of which have now closed or are currently in the process of relocating.

2.2.4 The selective nature of retailer demand has fuelled the polarised retail environment with many operators focusing on key high footfall locations. The impact of these changes on individual centres is varied with some towns performing better than others. Research into town centre retail performance over the last decade completed by Cushman & Wakefield in 2018[2] identifies that the 'winning' locations tend to be the largest retail centres, such as cities or attractive cathedral towns. These locations typically benefit from low levels of comparison floorspace provision relative to their population leading to higher sales densities, and higher tourist and leisure spend.

2.2.5 Nevertheless, town centre resilience is more closely correlated withaffluence than catchment size. Those towns with the least resilience typically suffer from weak income profiles and low wage growth that curtail spending, along with higher rates of crime and a significant oversupply of comparison retail and leisure floorspace.

2.2.6 Such changes can result in particularly significant impacts on smaller and the least resilient town centres, which have tended to be the subject of higher vacancy rates, and which have also often suffered related reductions in commercial rental values and footfall in recent years.

[2] UK High Streets: Dead or Alive? Cushman & Wakefield, April 2018

A reduction in commercial rents demonstrates a lack of demand for properties and poor take-up rates, along with high yields. Whilst low rental levels are often seen as a negative, as they indicate a lack of demand from major retailers, there are benefits to independents and local operators seeking cheap accommodation (even rent-free in some circumstances). In any event, as a consequence, a greater proportion of comparison goods expenditure is being claimed by a smaller number of 'winning' destinations, typically cities of regional or sub-regional importance.

2.2.7 However, such changes have also brought forward opportunities for different types of retailer. Some available units in secondary centres have been re-occupied by household discounters such as B&M Bargains, Poundland, Poundstretcher and Wilkinson. Whilst such lettings are valuable in bringing back premises into active use, many secondary centres are heavily reliant on such retailers, which are generally operated at the lower end of the market. We saw the closure of Poundworld in 2018, with 335 shops closing in August, demonstrating that the bargain retailers are not as popular as they once were. Rising wage costs, business rates and declining footfall, along with a vast change in the way we shop all assisted in the demise of the retailer.

2.2.8 It is also evident that some centres are seeking to 'reinvent' themselves through an increased focus on quality independent and food and drink operators. Towns are also increasingly valuing their market as a means to differentiate themselves from retail parks and superstores, and many markets are looking to contemporary and speciality retailers to create interest and draw customers in. The greatest opportunities for successful vintage, craft and food and drink markets have so far been in centres served by affluent catchments.

2.3 The End of the 'Big Four Space Race' and the Rise of the Discounter

2.3.1 Shoppers have turned away from food superstores in recent years and Mintel[3] suggests that this decline is such that it cannot be considered a 'blip'.

2.3.2 It would be easy to go on to say that the whole retail sector, and particularly the store-based sector, is in deep trouble. But as Mintel states, it is not as straightforward as that. There are some general themes, but for most of the businesses that have been closed down this has been because of their own specific problems. There may be underlying themes and it would be true to say that many of the retailers that have sought support through CVAs have over-expanded and had too much space. But that overexpansion has usually been exposed by their

[3] 'UK Retail Rankings', Mintel, April 2018

own underperformance, it has not necessarily been because of the success of online retailing. However, Mintel reports that 2017 was not as bad as expected and retail sales grew by 4.4% for the year, which was better than in 2016 (3.7%). This, however, masks a reduction in volume growth because of the increase in inflation.

2.3.3 As a consequence, the 'big four' foodstore operators (Asda, Morrisons, Sainsbury's and Tesco) have become circumspect in respect of new store openings and, indeed, have closed a number of existing stores. All four have suffered significant declines in their market share over the past four or five years. As Table 2.1 below indicates, Tesco has suffered a 2.1 percentage point reduction in its share of the food retail market between 2011 and 2016, and Morrisons has suffered a 1.8 percentage point reduction in market share. Considered together, the market share of the 'big four' foodstore operators has declined from 58.5% in 2011 to 52.7% in 2016 (a reduction of 5.8 percentage points). In contrast, other retailers – most notably Aldi and Lidl – have benefitted from increases in their market share. Aldi's market share increased from 1.9% to 5.3% (equating to an increase of 3.4 percentage points) between 2011 and 2016.

Table 2.1: Market Share of Key UK Food Retailers

Operator	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**
Tesco	23.7%	23.9%	23.0%	22.5%	22.0%	21.6%
Sainsbury's	12.8%	13.1%	12.9%	12.8%	12.2%	11.9%
Asda	12.5%	13.3%	13.0%	13.0%	12.0%	11.5%
Morrisons	9.5%	9.3%	8.9%	8.2%	7.9%	7.7%
Aldi	1.9%	2.6%	3.3%	4.2%	4.8%	5.3%
Co-operative Food	5.5%	5.4%	5.1%	4.9%	4.8%	4.7%
Waitrose	3.5%	3.6%	3.7%	3.9%	3.9%	3.9%
Marks & Spencer	3.6%	3.7%	3.7%	3.8%	3.9%	3.9%
Lidl	1.9%	2.0%	2.0%	2.2%	2.4%	2.7%
Iceland	1.8%	1.9%	1.9%	1.9%	1.8%	1.8%

Source: UK Food & Grocery Retailer Update, Verdict, October 2016

2.3.4 For the most part, the current strategy of the 'big four' operators involves the reconfiguration and refurbishment of existing stores. In some cases, product lines are being reduced and pricing is being made more straightforward. Some operators are looking to introduce other uses to take existing floorspace and Sainsbury's acquisition of the Home Retail Group in September 2016 allows it to introduce Argos (which it now owns) into its stores. Small concessions of Habitat are also currently being tested within five branches of Sainsbury's and uses such as hairdressers, photo processing, key cutting and shoe repairs are all taking concession spaces in larger Tesco and Morrison superstores.

2.3.5 Aldi and Lidl have both sought to take advantage of the structural changes in the food retail market and have announced ambitious store opening targets that will further increase pressure on the 'big four' operators. Aldi has identified major expansion plans following successful Christmas sales in 2017 and after adding 76 new stores in the UK in 2017, intending to open 70 new UK stores in 2018[4], bringing its total number of stores to around 800. Over the longer term, it intends to trade from 1,000 UK stores by 2022[5]. Aldi reports to require sites which are freehold, in town centre or edge of centre locations with a minimum of 1.3 acres[6].

2.3.6 Lidl, who currently trade from over 720 stores, also has substantial growth plans for 2018 and beyond. Lidl's future requirements reportedly comprise units of between 14,000 sq.ft and 26,500 sq.ft, with sites of 1.5 acres required for standalone units and up to 4 acres for mixed-use schemes[7]. Lidl have set their current expansion plans at a level of approximately 50 new store openings per year for the foreseeable future.

2.4 Special Forms of Trading

2.4.1 Many consumers who previously shopped in town centres and at retail parks are now increasingly using the internet to make purchases. Experian[8] identifies that 'special forms of trading' (which includes internet, mail order and market sales) now comprises an estimated 17% of total UK retail sales at 2017, which compares to a market share of just 4.7% at 2008.

2.4.2 Experian estimates that the value of non-store sales (internet plus non-internet) in the UK at 2018 is £77.5 billion at current prices. It estimates that special forms of trading will increase further to account for 23% of retail expenditure at 2022. Thereafter, it is anticipated that additional growth will be relatively limited, with special forms of trading claiming 27% of UK retail expenditure by the mid-2030s.

2.4.3 The growth in internet as a sales medium has been enabled by the increase in access to the internet by UK households, which the Office for National Statistics[9] reports increased from 57% of households at 2006 to 90% in 2018. The proportion of households with access to the

[4] Article headlined 'Aldi pursues UK expansion', UK.Reuters.com 4 January 2018
[5] Article headlined 'Supermarkets: discounters race for space', Property Week, 2 November 2016
[6] https://www.aldi.co.uk/about-aldi/property/required-towns
[7] https://www.lidl.co.uk/en/Site-Requirements-5377.htm
[8] 'Experian Retail Planner Briefing Note 16', December 2018
[9] 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2018

internet is expected to increase further over the coming years and the popularity of shopping online is also assisted by mobile phones and tablets with faster 4G network technology. The Office for National Statistics indicates that the proportion of adults accessing the internet using a mobile phone more than doubled – from 36% to 78% – between 2011 and 2018.

2.4.4 It is evident that improvements in technology and an increased confidence in the security of online payments have supported substantial increases in internet sales in recent years. In addition, the option of using the internet to 'click and collect' in-store at a dedicated counter is also increasing in popularity[10]. Some retailers are also seeing benefits arising from the use of shops as 'showrooms' where shoppers can view and try goods before making purchases later in their home. More progressive retailers are also providing in-store Wi-Fi (which can be used to inform shoppers of promotions via their mobile phones) and technology points (which can allow shoppers to browse a wider product range than that carried in store). Accordingly, whilst new technology and the rise of internet shopping undoubtedly provides challenges for traditional 'bricks and mortar' retailers, it also brings with it some opportunities.

2.4.5 Global Data's report Click & Collect in the UK, 2017-2022, indicates that despite rapid growth anticipated over the next five years, click & collect sales will be impacted as retailers continue to close unprofitable stores as physical locations struggle against the online channel, reducing the number of click & collect locations. In addition to this, more retailers are investing in delivery saver schemes following the success of Amazon Prime and ASOS Premier, encouraging shoppers to subscribe and save on delivery costs. As this is a primary driver of click & collect, this will also hinder sales via the channel.

2.4.6 Charlotte Pearce, Retail Analyst at GlobalData, comments[11]: "Click & collect sales will become increasingly threatened as delivery saver schemes become more widely available and retailers continue to extend their choice of fulfilment options. Retailers must ensure that their click & collect propositions are competitive in terms of price and/or threshold as well as speed of delivery into stores. This will help to drive footfall into stores and encourage additional spend at the retailer."

2.4.7 In addition, it is important to note that many purchases made online are actually sourced from the shelves of 'bricks and mortar' stores and thereby have the potential to support retail floorspace. This is acknowledged by Experian which now provides adjusted market share

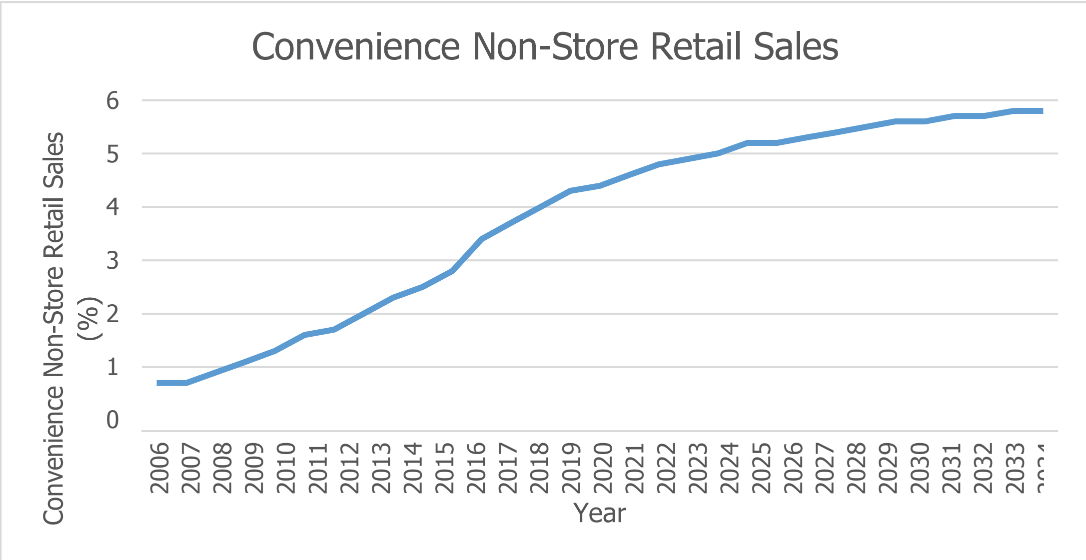
[10] 'Click and Collect', Mintel, September 2014
[11] https://www.globaldata.com/uk-click-collect-sales-set-soar-55-6-2022/

figures for special forms of trading[12] in order to reflect purchases which are affected through stores.

2.4.8 The adjusted allowance for special forms of trading equates to 3.7% for convenience goods at 2018[13], increasing to 4.4% at 2021, to 5.2% at 2026, to 5.6% at 2031, and to 5.8% at 2035. For comparison goods, the adjusted allowance is 17.0% at 2018[14], increasing to 19.2% at 2021, to 20.9% at 2026, to 21.5% at 2031, and to 21.7% at 2035. The adjustment is greater for convenience goods, reflecting the fact that most on-line food purchases are taken from the shelves of actual stores.

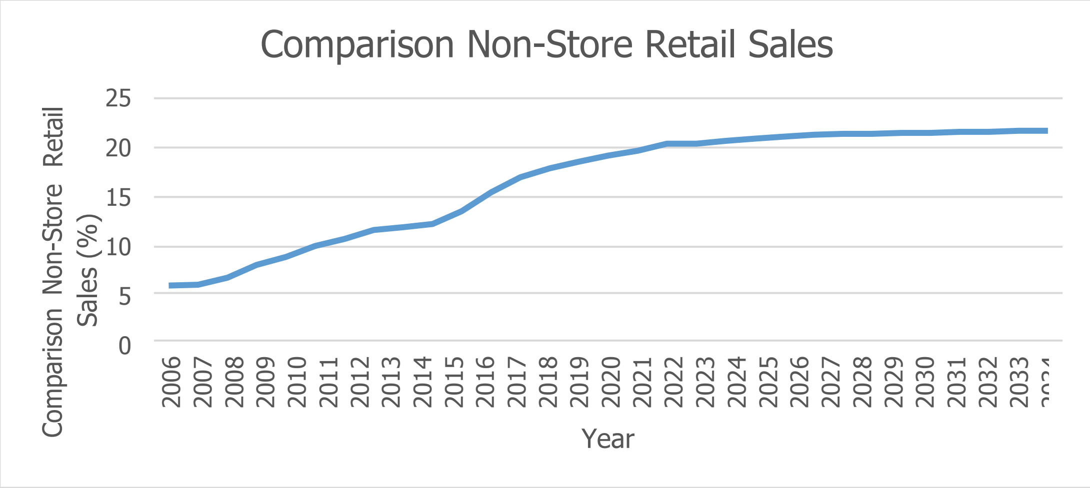
2.4.9 Figure 2.1 and 2.2 on the following pages present visually the change in non-store retail sales for both convenience and comparison goods since 2006, and the predicted change up until 2036.

Figure 2.1: Convenience Non-Store Retail Sales (Experian, December 2018)



[12] 'Experian Retail Planner Briefing Note 16', December 2018
[13] Adjusted down from 12.4% (or by 8.7%) to account for goods sourced from the shelves of physical retail stores.
[14] Adjusted down from 22.6% (or by 5.6%) to account for goods sourced from the shelves of physical retail stores.

Figure 2.2: Comparison Non-Store Retail Sales (Experian, December 2018)



2.4.10 Notwithstanding the loss of expenditure witnessed to the internet over the past decade or so, there remain opportunities for our high streets related to the provision of 'click and collect' facilities. NEMS reports (October 2018) that there is an opportunity to enhance the collection experience and therefore to promote impulse and complimentary purchases. From national research conducted by NEMS, it is reported that just under one third of online shoppers are venturing into physical stores to collect the products purchased – creating an opportunity for spin-off trade for retailers.

2.5 Leisure and the Appetite for Additional Food and Drink

2.5.1 People now eat out more often and for a wider range of occasions. PWC reports that the fundamental structural shift driven by demographic and consumer trends, has led to considerable market growth in the restaurant sector in recent years and underpinned significant transactional activity, particularly between 2015 and 2017. PWC also reports on the increasing crossover between market segments with the food-to-go sector growing and being available all day, while dine-in chains are offering take away options including enhanced technology to encourage the use of services such as Deliveroo and Uber Eats[15]. However, in very recent months, key national brands have announced their downsizing and closure of restaurants, including Prezzo and Jamie Oliver.

2.5.2 In any event, those restaurant operators still seeking to expand their portfolio, which there are many, increasingly require units which are in amongst the retail heart of a centre, rather than taking space within a food court. As a consequence, modern shopping mall developments tend

[15] https://www.pwc.co.uk/services/business-recovery/insights/restructuring-trends/restaurants-2017-food-for-thought.html

to mix food operators within the wider offer and upwards of a quarter of units can be occupied by cafes and restaurants. Food and drink operators (particularly national multiples) can be particularly attractive to landlords as long leases can often be agreed due to the cost of fit-outs.

2.5.3 The casual dining sector is experiencing a fall in like-for-like sales growth. The Guardian reports that the number of UK restaurants going insolvent increased by a fifth in 2017 compared with 2016[16]. According to law firm Moore Stephens, this was a consequence of certain chains coming under pressure from rising labour costs, higher business rates, increasing food costs (exacerbated by a weaker pound following the EU referendum) and competition, amid a squeeze on consumer spending.

2.5.4 Deloitte summarises casual dining trends in its presentation on *'Changing Tastes, the UK casual dining market, September 2017'.* Such trends include millennials and Generation Z seeking choices of healthy eating options, budget dining, gourmet fast food and indulgent meal options, informal and experiential dining experiences (select your own produce, show cooking concepts and immersive experiences), home delivery options, as well as increased consumer focus on food provenance and sustainability and the incorporation of digital technology throughout the customer journey, for example to provide delivery and pre-ordering services, or to connect to consumers in-store to offer customisable menus and dynamic pricing.

2.5.5 In November 2018, The Retail Bulletin reported that Waitrose intends to further roll out its supper clubs by working with social dining platform WeFiFo. WeFiFo organises and hosts the events on behalf of chefs who develop menus using products available from Waitrose.

2.5.6 Colliers[17] also reports that cinema openings are on the up and that niche cinema operators, such as Everyman, Curzon and The Light, are considered to have the potential to be particularly complementary to shopping environments. Such cinemas have more modest land take requirements than large multiplexes, and therefore may have a greater chance of being incorporated in a mixed-use development.

2.5.7 The health and fitness sector has been buoyed by the popularity of budget gyms. Operators such as Pure Gym, the Gym Group and easyGym have an operational model which is based on low costs and high volume. Such gyms tend to have plenty of equipment in order to encourage use, but are characterised by basic fit-outs and limited staff. Many budget gym operators – including Pure Gym and the Gym Group – are actively seeking to bring forward

[16] https://www.theguardian.com/business/2018/feb/19/number-of-uk-restaurants-going-bust-up-by-a-fifth-in-2017
[17] Ibid

additional facilities, with a wide range of properties (including old theatres, larger shop units and office space) having the potential to meet their needs. The Leisure Database Company[18] suggests that there were around 300 budget gyms across the country in summer 2016, but that this figure has the potential to increase to around 1,000 in the near future.

2.5.8 There are a number of emerging leisure concepts which are also helping to anchor retail environments, including bowling alleys, indoor 'ninja' style activity centres, trampolining and crazy golf. These concepts can assist centres in providing a point of difference with the competition, ensure that visitors' dwell times are increased, and assist a town's evening economy.

2.5.9 As a result of the credit crunch, the subsequent recession, the growth in e-commerce and the consequential effects for investor confidence and the availability of finance, there has been a substantial reduction in large scale in-centre retail planning commitments.

2.6 Brexit

2.6.1 The referendum in June 2016 on the UK's membership of the European Union resulted in a majority vote to leave the EU. The terms of withdrawal are to be negotiated with the Commission within two years of formal notification by the Government. A number of commentators have forecast that uncertainty during this time will negatively impact upon consumer confidence and expenditure, and that investor decisions may be put on hold.

2.6.2 Whilst it would appear that the short-term impact of 'Brexit' on the retail and leisure sector has perhaps been more modest than some analysts suggested, Verdict published an Economic & Retail Update in September 2016[19] in order to highlight potential future issues. Its update provides the following forecasts.

- Retail growth across Britain in 2016 is expected to be flat and growth in the clothing and footwear sector as a whole is likely to be disappointing. However, the weaker pound means that international travellers may spend more, with international brands and premium goods being particularly attractive.
- A weaker pound will also lead to higher import and manufacturing costs, which retailers will pass onto consumers. Verdict anticipates that the food and clothing and footwear sectors will see the greatest inflationary rises.

[18] As reported in the article headlined 'Why budget gyms could be set to take over the sector', Sports Insight, 11 June 2016
[19] 'Economic & Retail Update: H2 2016', Verdict, September 2016

- Brexit may have a negative impact on the housing market and a consequential adverse impact on those retailers who rely on householders investing in their property. Accordingly, there may be less spending on goods such as furniture, floor coverings, DIY and gardening goods and so on.
- In volume terms, Verdict expects little change to the food retail sector, but notesthat inflationary pressures might mean that shoppers spend a greater proportion of their income on their groceries and therefore have a lower proportion to spend on other goods.

2.6.3 It is therefore evident that Brexit has the potential to impact on future expenditure growth (and also on population growth). As such, there will be a need to monitor the impacts arising from the UK's exit from the EU and for any future update to this study to take appropriate consideration of such changes.

2.7 Influential Reports

2.7.1 The effects of the 2008 recession and the growth in e-commerce led to three influential UK reports on the future of town centres, these being the Portas Review (December 2011), the Grimsey Review (September 2013), and the Taskforce Report: Beyond Retail (November 2013). These three reports share common elements of:

- a recognition that there is a need to diversify town centres, so as to encompass other non-retail functions;
- a recognition of the need for a review of the business rates system, so as to reduce occupational costs for town centre businesses, compared to online retailers;
- a need to make it easier to change the use of buildings in town centres through further reforms to the General Permitted Development Order (which have subsequently been implemented by Government);
- the need for local planning authorities to be more proactive in the use of their CPO powers and for simplification of the CPO procedures; and
- a need for enhancement of secure car parking facilities within town centres and a review of pricing and management practices, so as to enable town centres to better compete with out-of-centre locations with free car parking.

2.7.2 The Ministry of Housing, Communities and Local Government and HM Treasury published a Future High Street Fund policy paper on 29 October 2018. It outlined structural changes on high streets, summarised below:

- High streets have been affected by major changes in the past decades, and the speed of this change is increasing. Online shopping in particular has become significantly more popular than it was 10 years ago. Between 2007 and 2018 online sales increased 6-fold, whilst growth of in-store sales has lagged behind. In 2000 online retailing accounted for less than 1% of retail sales, whilst in August 2018 almost a fifth of all retail sales took place online (Office for National Statistics).

- The rise in online retailing has reduced barriers to entry in the retail market. Online retailers are able to offer competitive prices, more choice and greater convenience than many high street competitors. In turn, consumers are changing what they want from their local high street. There is an increased importance placed on the overall 'experience' of high street shopping. People want local high streets to provide convenience, a sense of community and to add value through services not offered online (Institute of Place Management).

- As a result, high streets are having to evolve and adapt. Evidence shows that high streets with a wide choice alongside well designed and planned residential and office space are more resilient to these changes and are adapting more successfully. In contrast, high streets that rely heavily on traditional retail without sufficient office space and housing surrounding the high street have found it harder to adapt to these changes and tend to be the ones that are struggling (Public Health England, British Property Foundation).

- Alongside this, local leadership is an important feature of successful high streets. Research shows that strong local leadership is needed to support effective regeneration, reconfiguring space, increasing the number of homes for young and old alike, encouraging more workspaces and reducing congestion with new infrastructure. Well-designed parking policy, active management of change of use of retail units and reinstatement of roads promptly to full use after roadworks can also support vibrant town centres. (Institute of Place Management)

2.7.3 To respond to these challenges, the Government has announced a new £675 million Future High Streets Fund will be set up to help local areas to respond to and adapt to these changes. It will serve two purposes: it will support local areas to prepare long-term strategies for their high streets and town centres, including funding a new High Streets Taskforce to provide expertise and hands-on support to local areas. It will also then co-fund with local areas projects including:

- investment in physical infrastructure, including improving public and other transport access, improving flow and circulation within a town / city centre, congestion-relieving infrastructure, other investment in physical infrastructure needed to support new housing and workspace development and existing local communities, and the regeneration of heritage high streets; and

- investment in land assembly, including to support the densification of residential and workspace around high streets in place of under-used retail units.

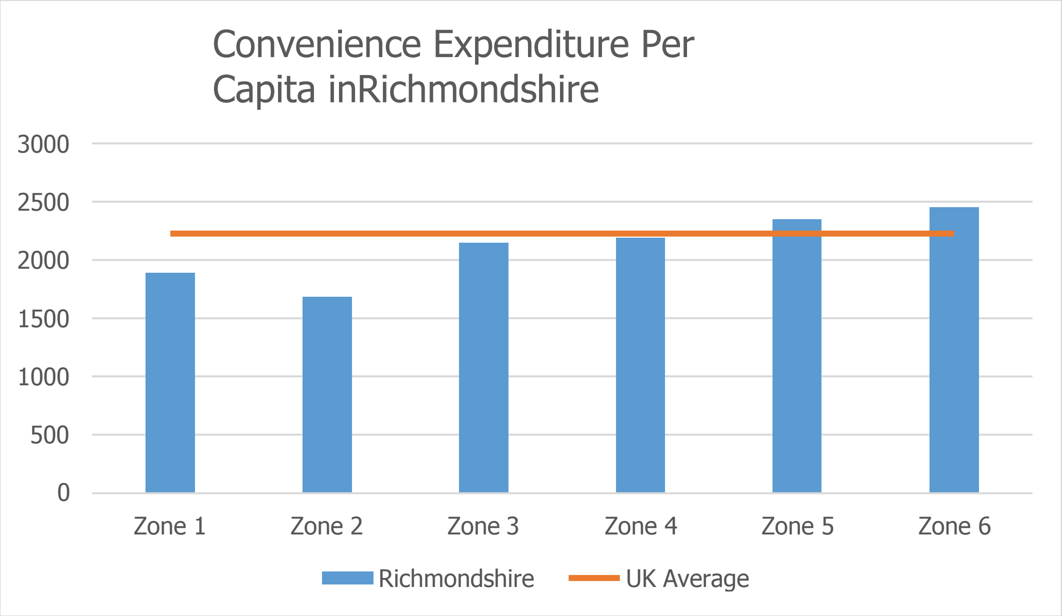
2.8 Expenditure in Richmondshire

2.8.1 Per capita expenditure for each of the study area zones has been soured directly from Experian's latest Micromarketer G3 data. The overall available expenditure within the Study Area's towns and residential areas varies in terms of both convenience and comparison expenditure. The levels of available expenditure also appear to be materially impacted upon due to the presence of the military personnel at Catterick Garrison, given that their shopping habits differ to other residents in light of alternative and often pre-furnished dwellings and living quarters.

2.8.2 Figure 2.3 on the following page sets out the convenience expenditure per capita on a zonal basis across the Study Area as a whole, compared to the UK average (shown in red). We can see that the per capita expenditure on convenience goods (before any reduction for Special Forms of Trading is taken into account), varies considerably across the six zones.

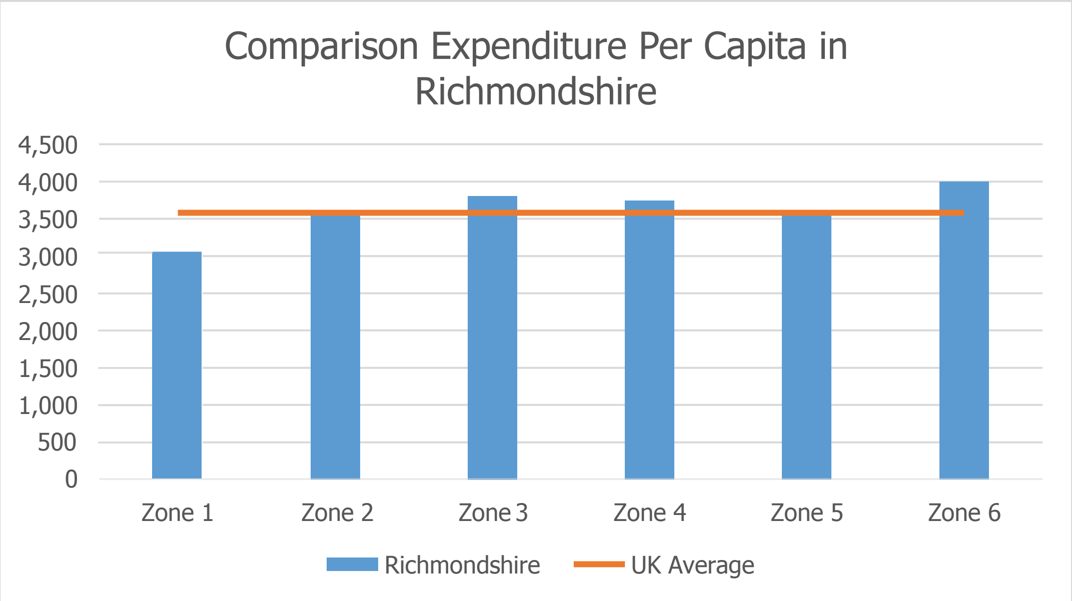
2.8.3 The lowest per capita expenditure is in Zone 2 which covers Catterick Garrison and Colburn, followed by Zone 1 which covers Richmond, both of which fall considerably below the UK average. The remaining four zones fall in line or just above the UK average, with Zone 6 (north west Richmondshire) being the highest.

Figure 2.3: Convenience Expenditure Per Capita across the Study Area



2.8.4 In terms of per capita expenditure on comparison goods, we provide two comparative graphs below which firstly shows the total per capita comparison spending across the Study Area on a zonal basis, and then splits this down into the eight different comparison goods (both non-bulky and bulky) to demonstrate the differences between the six zones.

Figure 2.4: Comparison Expenditure Per Capita across the Study Area

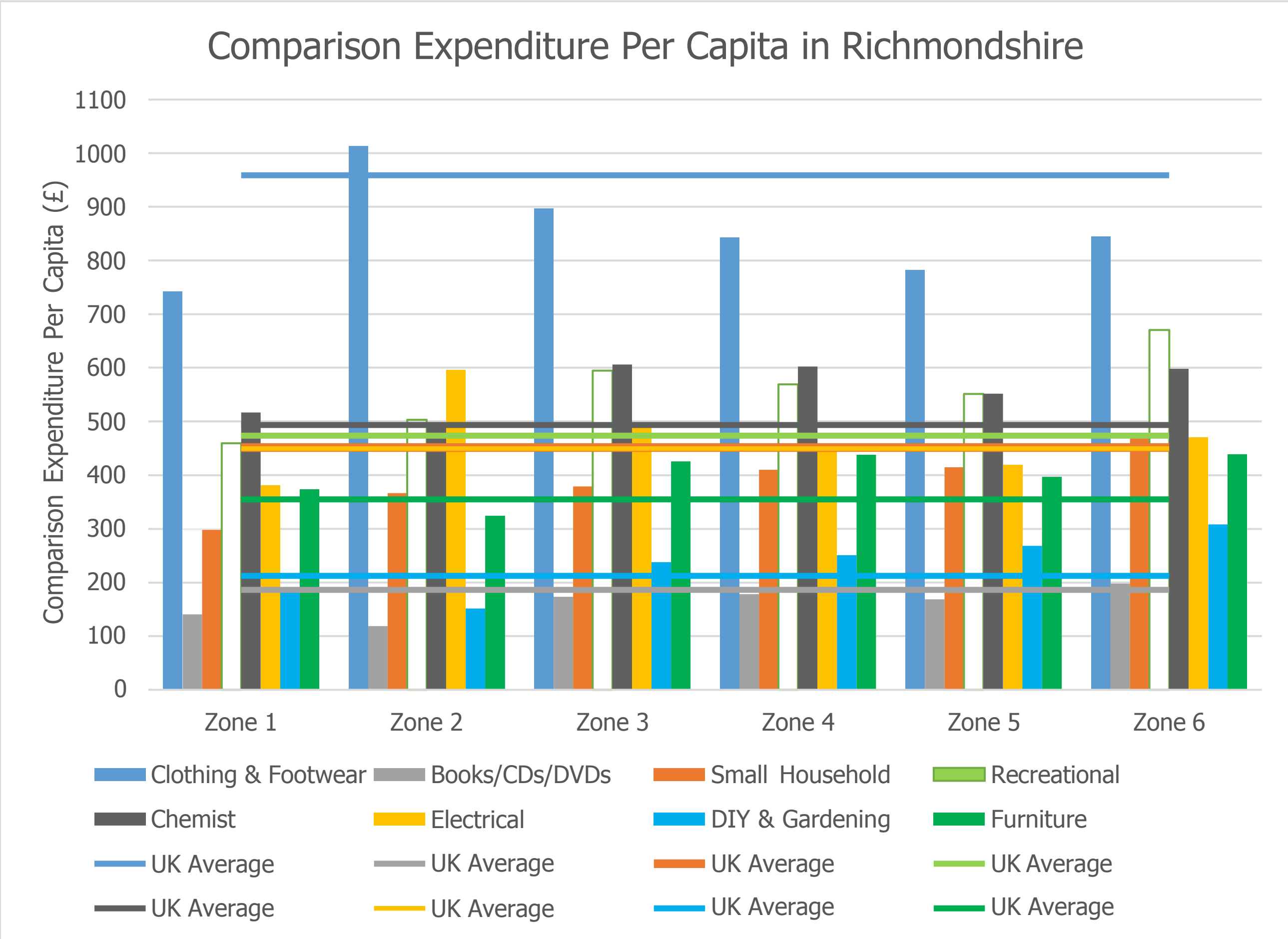


2.8.5 Figure 2.4 above indicates that per capita comparison spending in Zone 1 is the lowest across the six zones, and falls below the UK average. The other five zones are either at or above the

UK average, with Zone 6 again having the highest level of per capita spending on comparison goods.

2.8.6 Figure 2.5 below provides the same data on a zonal basis but for comparison goods spending, broken down to the eight different categories of goods. We can see from the figure the considerable variances across the six zones for the eight categories of comparison goods.

Figure 2.5: Comparison Per Capita Expenditure Across the Study Area



2.8.7 For example, the level of spending on clothing and footwear and electrical goods in Zone 2 is the highest and is above the UK average in both cases. However, in comparison, the level of spending on bulkier goods such as DIY & gardening and furniture goods is lower than the UK average and, indeed, the lowest across the six zones. These patterns of spending are to be expected given the nature of the accommodation in Catterick Garrison for military personnel.

2.8.8 The level of per capita expenditure in Zone 1 is again relatively low and for each type of good, other than chemist goods, falls below the UK average. Interestingly, across the six zones, other than for Zone 2, the level of spending on clothing and footwear falls below the UK average.

2.9 Implications for Richmondshire

The Threats

2.9.1 It is the medium-sized towns that occupy the middle ground that are increasingly being squeezed by the dynamic shifts in retailer demand and investment. Historically, such towns have had a reasonably large comparison shopping function, but this is beginning to shrink back because the demand from national multiples is slowing and the space offered is often of the wrong size and configuration, and in the wrong location to meet today's retailer requirements.

2.9.2 Richmondshire is made up of a series of smaller town centres of varying ages, scales and nature. Richmond and Leyburn are both historic market towns which are more constrained by the historic nature, whilst Catterick Garrison is a modern town which was principally designed to meet the demands and requirements of the area's military population. As such, we can see a qualitative difference in Richmondshire between the provision and offer in the historic towns and that which is provided in Catterick Garrison.

2.9.3 The challenge for many local planning authorities is how to revitalise and regenerate town centres, looking beyond retail as a key driver for growth. The centres in Richmondshire fall within the middle ground of town centres, with larger competing centres in relatively close proximity, putting strain on the 'traditional' high street format.

2.9.4 WYG has identified key challenges for the three town centres in Richmondshire in light of the retail trends as summarised above. These are as follows:

- Existing town centres in Richmondshire suffer from direct competition from large sub-regional town centre and out of centre shopping destinations within surrounding authorities of Darlington, Middlesbrough and Stockton (amongst others).
- The out of centre provision in Darlington and Stockton in particular, provides a retail offer which directly competes with the retail offer in Richmond and Catterick Garrison (the latter in particular), and due to their accessibility and ease of access, are principal

destinations for residents in the District, particularly those who choose to travel by car to meet their shopping demands.

2.9.5 The internet represents on-going competition for the defined centres in Richmondshire, and an increased reliance of residents purchasing goods online has had negative effects on defined centres, not only within the District but also across the UK. The defined centres in the District face a number of challenges, particularly from increasing competition from the internet, multichannel retailing, polarisation of retailing and out-of-centre retail/leisure developments.

- The available convenience and comparison expenditure within the District varies on a zonal basis, putting added pressure on those centres located within areas where there is less available expenditure.

- The extant planning permission for the Scotch Corner Designer Village on the A1(M) could further exacerbate the level of comparison goods expenditure being spent at destinations other than within the defined centres in the District.

How Richmondshire Can Respond

2.9.6 Based on the above threats to the vitality and viability of the defined centres within Richmondshire, in particular Richmond and Catterick Garrison town centres, it is important that the Council seeks to respond to recent trends and seeks to ensure that the centres continue to offer the services and amenities required by residents, whilst providing attractive destinations, with vibrant 'hearts' for the community. The following summarises the key action points:

- The continued growth of new out-of-centre/retail park formats represents a threat to the future vitality and viability of the defined centres in the District. In order to protect the vitality and viability of centres it is important therefore that the Council is not just controlling the expansion/change of use of out-of-centre development but also plan positively for town centre/edge-of-centre development opportunities. Suitable and available alternatives for developers and operators must be readily available within, and on the edge of defined centres to encourage schemes which will benefit defined centres through additional visitation and trade. Such available and suitable sites are also important in defending the sequential approach policy requirement, which has become less stringent in recent years and has significantly benefitted developers and landowners instead of local authorities in attempting to direct schemes to defined centres.

- Whilst the growth of online retailing is likely to have had a detrimental impact on the turnover of Richmondshire's retail destinations, going forward there may be opportunities for the District's retail facilities to benefit from multi-channel retailing in order to help drive footfall and sustain retailer representation.
- Such opportunities will likely be driven in the first instance by national multiple retailers – and are therefore of particular relevance to larger retail venues, such as Richmond and Catterick Garrison town centres – but there are also likely to be opportunities for smaller centres to provide click and collect facilities, which could help encourage residents to visit the centres and access other facilities whilst they do so (Leyburn, White Shops and Colburn). Both convenience and comparison operators provide in-house 'click and collect' facilities which enable shoppers to order online at home and visit the stores to pick up the products. This often then has knock-on benefits to retailers by encouraging additional sales. As consumers are increasing their digital options, physical stores are making their locations interactive and engaging in order to attract footfall and justify the costs of store operations. Many are using tablets and smartphones for taking payments, demonstrating products, offering information and encouraging social sharing. Pop-up and street trading opportunities have substantially increased thanks to mobile systems and Cloud applications, enabling a business to inexpensively open and compete on high streets. Opportunities in the defined centres in Richmondshire for more temporary stores and food offers could be explored further, to encourage traders to open pop-up shops and seasonal offerings.
- Richmondshire's markets act as an important economic driver within the town centres and are popular to residents of Richmondshire and visitors alike. The markets also act as an important draw to the town centres, and these events are vital in bringing shoppers and tourists into the centre. The markets, alongside the independent operators and regular town centre events in Richmond in particular, are all adding to the qualitative offer of the centre, seeking to make Richmond differentiate itself from other competing centres. It is important that the Council and local stakeholders continue to support the protection of these assets, through the delivery of improved facilities and an increase in events throughout the year which bring visitors and residents into the town centre.

3.0 Planning Policy

3.1 National Planning Policy

National Planning Policy Framework

3.1.1 The National Planning Policy Framework (NPPF) was originally published in March 2012 and was subsequently revised in July 2018 and February 2019. Upon its original publication, it replaced all former Planning Policy Statements, Planning Policy Guidance Notes and some government Circulars into a single document.

3.1.2 The main theme of the NPPF is the 'presumption in favour of sustainable development' where plans should seek opportunities to meet the development needs of their area and be sufficiently flexible to adapt to rapid change.

3.1.3 Paragraph 80 establishes that significant weight should be placed on the need to support economic growth and activity, taking into account both local business needs and wider opportunities for development.

3.1.4 Section 7 of the NPPF seeks to ensure town centres remain at the heart of communities and establishes a town centre first approach to retail and main town centre use development.

3.1.5 Paragraph 85 specifically sets out that planning policies and decisions should support the role that town centres play by taking a positive approach to their growth, management and adaptation: more specifically, planning policies should:

- Define a network and hierarchy of centres and promote their long-term vitality and viability through allowing them to grow and diversify in a way that can respond to rapid changes in retail and leisure industries;
- Define the extent of town centres and primary shopping areas, and make clear use of the range of permitted uses in these locations as part of a positive strategy for the future of each centre;
- Retain and enhance existing markets and introduce new ones, where appropriate;
- Allocate a range of suitable sites to meet the scale and type of development likely to be needed, looking forward over a ten-year period, in order to meet anticipated retail, leisure, office and other main town centre uses. In order to ensure these uses are not

compromised due to a lack of available sites, town centre boundaries should be kept under review, where necessary;

- Where suitable and viable town centre sites are not available for main town centre uses, planning policies should allocate appropriate edge of centre sites which are well connected to the centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- Recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

3.1.6 Paragraph 86 requires local authorities to apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. The paragraph continues and sets out a town centre first approach to main town centre uses, then edge of centre sites. Out of centre sites should only be considered if suitable sites are not available or not expected to become available within a reasonable period. It is specified in Paragraph 88 that the sequential approach should not be applied to applications for small scale rural offices or small-scale rural development.

3.1.7 Paragraph 87 states that when considering proposals for edge of centre proposals, there should be a preference given towards those which are well connected to the town centre. It also states that Local Authorities and applicants should demonstrate flexibility on aspects such as format and scale to ensure opportunities to utilise suitable town centre or edge of centre sites are explored fully.

3.1.8 Paragraph 89 indicates that local authorities should require an impact assessment for retail, leisure and office development outside of town centres which are not in accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no threshold, the default threshold will be 2,500sqm.

3.1.9 Paragraph 90 indicates that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact on the vitality and viability of a town centre or on an existing, planned or committed investment in a centre, it should be refused.

Ensuring the Vitality of Town Centres Planning Practice Guidance

3.1.10 The 'Ensuring the Vitality of Town Centres' National Planning Practice Guidance was published in March 2014. It provides a concise summation of how retail and main town centre planning policy is to be applied in practice. The objectives of the Practice Guidance remain comparable with those of its predecessor, with there being a stated requirement for local planning authorities to plan positively and support town centres in order to generate local employment, promote competition within and between town centres, and create attractive and diverse places for users.

3.1.11 The Practice Guidance requires local planning authorities to fully assess and plan to meet the needs for main town centre uses through the adoption of a 'town centre first' approach. Paragraphs 002 and 003 confirm that this should be delivered through a positive vision or strategy which is communicated through the development plan. The strategy should be facilitated through active engagement with the private sector and other interested organisations (including Portas Pilot organisations, Town Teams and so on). Any strategy should be based on evidence which clarifies the current state of town centres and opportunities to meet development needs and support centres' vitality and viability.

3.1.12 Paragraph 003 of the Ensuring the Vitality of Town Centres Planning Practice Guidance indicates that such strategies should seek to address the following matters:

- the appropriate and realistic role, function and hierarchy of town centres in the area over the plan period, including an audit of the vitality and viability of existing town centres and their ability to accommodate new development;
- consideration of the vision for the future of each town centre and the most appropriate mix of uses;
- the assessment of the scale of development that a town centre can accommodate;
- the timeframe for new retail floorspace to be delivered;
- what other complementary strategies are necessary or appropriate to enhance the town centre to deliver the vision in the future; and
- the consideration of the enhancement of car parking provision including charging and enforcement mechanisms.

3.1.13 Paragraph 005 of the Practice Guidance identifies a series of key indicators which are of relevance in assessing the health of a centre over time. Paragraph 005 goes on to state that not all successful town centre regeneration initiatives have been retail-led or focused on substantial new development, but have instead involved improvements such as renewed public realm, parking, accessibility and other partnership mechanisms.

3.1.14 Paragraph 009 reaffirms the town centre first policy in the form of the sequential test, which requires local planning authorities to undertake an assessment of candidate sites' availability, suitability and viability when preparing their Local Plan. Such an assessment should also consider the scale of future needs and the type of land required to accommodate main town centre uses.

3.2 Local Planning Policy

3.2.1 The Development Plan for the District outside Yorkshire Dales National Park comprises of the Richmondshire Local Plan 2012-2028, which was adopted by the Council on the 9th December 2014.

Richmondshire Local Plan – Core Strategy

3.2.2 The Core Strategy sets out series of overarching spatial principles and strategic level policies for the District in order for it to achieve its retail and leisure potential and ensure the designated centres provide and cater to local needs. The relevant policies from development are summarised below.

3.2.3 Spatial Principle SP1 recognises that the District comprises of three broad sub-areas; Central Richmondshire, Lower Wensleydale and North Richmondshire. Central Richmondshire is identified as the area of greatest growth and the area where most housing and employment development will occur – this is also the location of both Richmond and Catterick Garrison. Leyburn, located in Lower Wensleydale, is identified as an area of modest growth and also as having substantial capability to support the rural hinterland, with development also required to support and provide for the needs of the adjacent areas of the District which fall within the Yorkshire Dales National Park.

3.2.4 Spatial Principle SP2 establishes the settlement hierarchy in the District in order to organise, prioritise and direct development in the plan area. Richmond and Catterick Garrison are defined as Principal Towns, the primary tier in the settlement hierarchy, and Leyburn is defined as a Local Service Centre, a secondary tier. It also designates Primary Service Villages and Secondary Service Villages, which respectively are tertiary and quaternary tier settlements.

3.2.5 With regards to Richmond and Catterick Garrison, Spatial Principle SP2 states that Richmond and Catterick Garrison Town Centres are:

> *'Acting in a complimentary manner to constitute the main focus in the plan area for housing, employment, shopping, leisure, education, health, cultural activities and facilities.'*

3.2.6 Leyburn is noted as serving the needs of its surrounding sub-area, providing job opportunities and assisting in achieving long term economic and social sustainability.

3.2.7 The plan separates Richmondshire into three sub-areas; Central Richmondshire, Lower Wensleydale and North Richmondshire. The Plan includes a Spatial Strategy for each of these three sub areas.

3.2.8 The CRSS states, in relation to Richmond, that support will be given to development which strengthens and sustains the town within its significant environmental and infrastructure constraints. Support will also be given to town centre development of an appropriate scale, form, and location which protects and enhances:

- Its role as a Principal Town and the historic centre of Richmondshire;
- The town centre offer and its vitality and viability;
- The provision of services and facilities which can be shared with Catterick Garrison;
- The high-quality physical environment; and
- Sustainable transport connections between Richmond and Catterick Garrison.

3.2.9 In relation to Catterick Garrison, development will be supported which helps the strategic growth of the town. Support will also be given to town centre development, including the provision of major comparison goods retailing, which:

- Creates a balanced and thriving town centre with excellent services and facilities;
- Protects and enhances the vitality and viability of Catterick Garrison town centre and its role as a Principal Town;
- Provides for district and local retail needs;
- Enables the provision of services and facilities which can be shared with Richmond;
- Provides the required transport infrastructure and improves sustainable transport connections with neighbouring communities and between Richmond town centre and Catterick Garrison town centre; and
- Provides high quality development and public realm.

3.2.10 The LWSS seeks to encourage further retail, business and tourist uses in Leyburn town centre, alongside encouraging developments associated with the expansion of the evening economy. Support will also be given to Leyburn's role as a local service centre to the Yorkshire Dales.

3.2.11 Core Policy CP9 is the key policy relating to town centres and retail development in the District. The policy reiterates the town centre hierarchy and sets out specific policy criterion for each of the main town centres:

- Richmond is recognised as having an important retail, commercial and tourism role for the District. The policy supports developments that maintain and enhances the centres role; broadens the range of retail offer including improvements to existing convenience good provision; improves sustainable transport connections and car parking; supports the evening economy; delivers environmental improvements; and makes the town centre more accessible, attractive and safe.
- Catterick Garrison: is recognised as meeting the District's retail and leisure needs and has significant opportunities for expansion. Support will be given to development that enhances the hotel, leisure and retail offer and which enables the accommodation of large format retailers and improves transport infrastructure;
- Leyburn: is noted as having an important role in supporting a large rural catchment and has a strong independent retail offer. Support will be given to development that maintains and enhances the existing range of services and retail offer; improves sustainable transport connections and parking provision; and delivers environmental improvements.

3.2.12 Core Policy CP9 also supports maintaining and enhancing the vitality and viability of Richmond, Catterick Garrison and Leyburn town centres. Development proposals will be supported where they are of an appropriate scale to the relative centre, respects the character of the environment (including any special architectural historic interest) and assists in maintaining and / or enhancing the function.

3.2.13 Development proposals of over 500 sq.m within the defined town centres are required to demonstrate they will not adversely impact on the role, vitality and viability of the District's town centres or on any existing, committed and planned public and private investment within the catchment area of the proposal.

3.2.14 Support for retail and town centre developments of over 500 sq.m outside of the defined town centres providing:

- There are no suitable, viable and available sites within, then on the edge of, the existing town centre;
- An impact assessment has demonstrated that proposals will not have an adverse impact on the vitality and viability of the town centres or on any existing, committed

and planned public and private investment within the catchment area of the proposal; and

- It would be accessible by a choice of means of transport.

3.2.15 The policy also makes provisions to support small scale retail development outside of town centres where they serve residential neighbourhoods and where proposals are below 500 sq.m in size, is of a scale appropriate to the function of the settlement and where the development provides for the most sustainable option in villages or locations that are remote and would support the rural economy.

3.2.16 Core Policy CP10 relates to tourism and sets out that tourist related activities will be encouraged where they make a contribution to the local economy, do not have a detrimental impact on and, where possible, enhance the local environment and landscape. Priority will be given to supporting improvements to the range and quality of facilities and to redevelopment and conversion schemes, rather than new buildings.

3.2.17 The policy also supports medium to large scale hotel accommodation within Richmond, Catterick Garrison and Leyburn where a need is identified, and such a proposal does not adversely affect the character and appearance of the settlement.

3.2.18 Core Policy CP11 seeks to support the District’s community, cultural and recreation assets by supporting proposals which help to create, protect, retain or enhance the existing assets. Any proposals involving the loss of any existing assets will only be supported where there is evidence it is no longer required and is redundant; it is no longer, or cannot be made, viable; satisfactory alternate provision outweighs the loss; or the proposal is for a new community, cultural or recreation asset the need for which outweighs the loss and has support of the public.

4.0 Summary of Health Check Findings

4.1 Introduction

4.1.1 Comprehensive up-to-date monitoring of town centre performance is an important exercise that is required to identify the strengths and weaknesses of a centre, establish how its vitality and viability can be improved, and to effectively plan for the future of the centre.

4.1.2 As part of our instruction, we have undertaken a detailed and up-to-date assessment of the health of each of the defined centres in Richmondshire (commonly referred to as a 'health check'), namely:

- Richmond town centre;
- Catterick Garrison town centre; and
- Leyburn town centre.

4.1.3 In addition to the above, the Council also requested that WYG carry out a detailed assessment of the health of two currently undesignated smaller centres of White Shops and The Broadway, both located in Colburn. We provide our analysis and recommendations later in the Study with regard to these two centres.

4.1.4 The criteria by which the health of a centre can be judged is set out in the Government's Ensuring the Vitality of Town Centres Planning Practice Guidance of March 2014. It outlines the indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time including:

- **Diversity of uses** – Data on the diversity of uses in the centres was collated during our surveys in October and November 2018.
- **Proportion of vacant street level property** – Vacant properties were identified during the undertaking of the surveys.
- **Customers' views and behaviour -** Analysis of customers' views and behaviour in respect of the town centres is provided in the proceeding Section of this study.
- **Retailer representation and intentions to change representation** – Information on the performance of centres and the current strength of retailer representation has been derived from our surveys of the centres and Venuescore's 2016-17 UK Shopping Venue Rankings.
- **Pedestrian flows** – General footfall and pedestrian flows were observed during the undertaking of the centre surveys.

- **Accessibility –** Consideration of access to and around each centre is informed by our observations whilst undertaking our site visits.
- **Perception of safety and occurrence of crime** – Consideration of safety measures within each centre has been informed by our observations whilst undertaking our site visits. Recorded crime data has also been obtained from online sources (www.police.uk).
- **State of town centre environmental quality –** Consideration of the quality of the buildings and public realm in each of the centres has also been informed by our observations when undertaking our site visits.

4.1.5 Below, we set out a summary of our health check assessments for Richmond, Catterick Garrison and Leyburn, along with a 'SWOT' analysis to identify the strengths, weaknesses, opportunities and threats relating to each centre. We provide a full, detailed assessment of the health of these centres in Appendix 2, and with supporting tables and plans set out in Appendix 3.

4.1.6 Before we outline our assessments, we firstly identify the sub-regional retail context, considering the role and movement of Richmondshire's centres in the sub-regional shopping hierarchy as identified by Venuescore's 2016-2017 UK Shopping Venue Rankings.

4.2 Sub-Regional Retail Context

Overview

4.2.1 Richmondshire's plan area is situated in the east of the District and lies outside of the Yorkshire Dales National Park. Richmond, Leyburn and Catterick Garrison provide important services and employment opportunities across Richmondshire and the Yorkshire Dales. However, Darlington acts as a sub-regional centre for much of the plan area population, providing retail and other services, and employment.

4.2.2 Historically, Richmond has been the main administrative and service centre for the District but with the growth of Catterick Garrison, it is perhaps no longer as dominant as it once was and also competes directly with the larger centres and out ofcentre destinations located outside of Richmondshire in Darlington, Northallerton, Stockton-on-Tees and Harrogate.

Movement in the National Retail Rankings

4.2.3 Table 4.1 on the following page charts the movement of Richmond town centre in Venuescore, the UK shopping venue rankings produced by Javelin Group and compares it to the position in the Venuescore rankings of the principal competing centres within the sub-region. Also included in Table 4.1 are the Venuescore rankings for Catterick Garrison and Princes Gate, it is unknown as to why these are classed as two separate entities rather than as a single centre. No other centres in Richmondshire are listed in the Venuescore rankings, but we provide the scores of destinations in surrounding authorities which, as we discuss later in the report, attract expenditure away from the District.

4.2.4 Venuescore's index ranks 3,295 retail venues within the UK (including city, town district and local centres, stand-alone malls, retail warehouse parks and factory outlet centres), based on the strength of their current retail and food and drink provision. Towns and major shopping centres are rated using a scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.

4.2.5 Venuescore further allocates each centre to a tier, reflecting its role and function. The eight tiers comprise (highest to lowest): 'Major City', 'Major Regional', 'Regional', 'Sub-Regional', 'Major District', 'District', 'Minor District' and 'Local'.

4.2.6 Richmond town centre (a 'Minor District' centre in the rankings) is ranked 1276th of all the 3,295 venues evaluated in Venuescore 2016-17 and has risen in the rankings by 46 places since 2015/2016. It is noted that Catterick Garrison is also identified as a 'Minor District' centre, with a rank of 1,559. Looking at the wider sub-regional area, Harrogate is the highest-ranking centre (51st place) with a Venuescore of 235. Darlington and Middlesbrough also score relatively highly, with ranks of 58th and 61st respectively.

Table 4.1: Venuescore Classifications

Venue	Score 2016 / 17	Classification 2016/17	Rank		Change in rank between 2015/16 and 2016/17
			2015/16	2016/17	
Harrogate town centre	235	Major Regional	56	51	+5
Darlington town centre	228	Regional	60	58	+2
Middlesbrough town centre	225	Regional	58	61	-3
Stockton on Tees Centre	128	Sub-Regional	171	188	-17
Teesside Shopping Park	99	Sub-Regional	262	261	+1
Northallerton town centre	79	Sub-Regional	332	350	-22
Richmond, Centre	25	Minor District	1322	1276	+46
Darlington Retail Park	20	Minor District	1618	1559	+59
Catterick Garrison, Centre	20	Minor District	1486	1559	-73
Morton Park, Darlington	16	Local	1908	1888	+20
Catterick Garrison, Princes Gate	10	Local	-	3133	-

4.2.7 It is emphasised that whilst the Venuescore rankings provide a useful indicator of a centre's position within the national hierarchy, Venuescore's methodology does not take account of many factors that contribute to the vitality and viability of a centre, such as independent businesses. As such, a degree of caution should be applied when considering the Venuescore rankings, which should be considered in conjunction with the other health check indicators provided in this study.

4.3 Overview of Richmond Town Centre

4.3.1 Richmond is a historic market town and is the seat of Richmondshire District Council. It is also a Principal Town, which is the adopted primary tier settlement in the plan area. The town centre is focused around Market Place, King Street, Finkle Street and Newbiggin. Market Place is a large cobbled space at the heart of the centre which is utilised for car parking, the outdoor market and other town centre events.

4.3.2 The townscape is dominated by Richmond Castle, a Scheduled Ancient Monument at the southern section of the town centre – the Castle is also a major tourist attraction to the town. Generally, the town centre has the aesthetic quality of a traditional market town with attractive Georgian to Victorian era buildings. The centre falls wholly within a designated Conservation Area and contains a significant amount of Listed Buildings which add to the centre's attractiveness and environmental quality. The shop frontages were considered to be clean and well maintained.

4.3.3 There was an absence of soft landscaping in the centre, with notable exceptions such as Newbiggin. However, there are no greenspaces within the centre – there are however a number of large open green areas and parks in proximity such as Friary Gardens, The Batts and Temple Grounds.

4.3.4 In terms of the diversity of uses in Richmond against nationally recorded averages, the number of units in convenience use in the town centre (12.9%) is notably higher than the national average (9.2%). The amount of convenience floorspace use in Richmond (21.9%) is also significantly higher than the national average (15.3%). This is most likely due to the Co-op foodstore in the Market Place and the Lidl store on Queens Road. There is also the Market Hall in the Market Place which contributes significantly to the town's convenience offer. Although it is unable to be captured in the surveys, we also recognise that the weekly outdoor market supplements the centre's convenience offer.

4.3.5 The centre's comparison offer is broadly in line with the national average (29.7% to 30.0% nationally). However, the amount of floorspace in comparison use (26.6%) is notably below the national average (34.2%). This is likely attributed to the fact that the unit stock in Richmond predominantly comprises of small units, most of which were constructed during the Georgian and Victorian period, and the physical and heritage constraints of the centre has meant there is limited capacity for change. In terms of the types of comparison units present, there was a notable amount of antique shops, art dealers and charity shops and a lack of clothing, footwear and bulky goods retailers.

4.3.6 Retail services comprised 16.1% of all units in Richmond town centre, which is higher than when compared to the national average (14.8%). In terms of the amount of floorspace, this is the same when compared to national figures (6.9%).

4.3.7 Leisure services in Richmond are also above the national average (25.8% compared to 24.2% nationally) in terms of the number of units. Floorspace is also significantly above the national average (30.9% compared to 25.3% nationally). Most of the leisure uses observed in the centre were public houses, fast food takeaways and cafes. The public houses made significant contributions to the leisure floorspace, which is the reason for the over representation.

4.3.8 Regarding retailer representation, the majority of Richmond town centre comprised of local and independent traders and it was considered that there was a lack of national operators present. This could be due to the unit stock of the centre mentioned previously.

4.3.9 The town centre has a below average amount of vacant units, less than half compared to the national average (5.2% in Richmond compared to 11.3% nationally). Translated into vacant floorspace, Richmond performs well when compared to the national average (3.2% in Richmond compared to 10.1% nationally). This low vacancy rate within the town centre is a positive indicator of Richmond's overall health and helps to improve operator confidence. Full details of the diversity of uses can be found within the Richmond Town Centre health check (Appendix 2).

4.3.10 Regarding pedestrian activity, the area with the highest levels recorded was Market Place. Pedestrians were observed walking around the edges of Market Place rather than traversing across it. Finkle Street, which is a pedestrianised zone, also had a significant amount of pedestrian activity. Pedestrians were also observed along Tower Street, moving from Market Place to the Castle, however, the street was narrow and was partially cobbled, which we considered could present conflicts between pedestrians and vehicles. Regarding general access for walking, the town's topography means that access is more difficult from the south and east, however, we recognise that most of the town's built form extends out to the north and west.

4.3.11 In terms of accessibility, the historic character of the centre means there are areas where streets are narrow with the potential for conflict to arise between pedestrians and vehicles. Additionally, some of the streets, and most of Market Place, is cobbled which can make access for wheelchair users and people with pushchairs difficult. The centre is considered to be highly accessible by private car, however there are issues surrounding parking capacity and provision at Market Place, particularly at peak periods (e.g. Summer and Christmas) and also on market days, which reduces the amount of available spaces in Market Place and increases pressure on other areas. Bus stands were observed in Market Place connecting Richmond to the rural hinterland, areas within the District and some destinations outside (namely Darlington). Some services were noted as being infrequent throughout the day which could be an issue for those reliant on public transport.

4.3.12 Overall, our survey found Richmond to be an attractive, strong and healthy town centre, with indicators showing positive vitality and viability. There were issues surrounding access and there is an under representation of comparison uses, however, this is arguably a result of the town's historic character, which is unique and is a major attractor to the town.

4.3.13 A summary of the SWOT analysis for Richmond town centre is below:

STRENGTHS

- Richmond's role as a primary retail and service centre in the district, serving a wide rural catchment;
- The presence of a variety of important retail, leisure and tourism uses including a supermarket, the outdoor markets, the Georgian Theatre and Richmond Castle;
- A highly attractive environmental quality, which is anchored by a significant number of heritage assets. The proximity to a number of greenspaces around the town centre improve the environmental quality alongside providing recreation opportunities;
- There is a strong independent trader presence which offers a range of goods, particularly higher end and luxury goods; and
- Richmond is well catered to the tourist trade with a number of hotels, B&B's and tourist attractions.

WEAKNESSES

- There is a lack of a large supermarket (over 2,000 sq.m (net)) in the town centre which offers a full choice and range of convenience goods operated by one of the top four operators;
- The historic nature of the centre, coupled with its topography in some areas, limits the towns centre's capacity for physical expansion;
- Parking was found to be near full capacity in Market Place and along Newbiggin. It was considered that this parking would be under more pressure during market days and at peak periods;
- Accessibility to the south and east is difficult for pedestrians as the streets are potentially too narrow for pedestrians and people with access issues to traverse. Some of the streets are cobbled which may also exacerbate this; and,
- Uneven bus coverage to the centre could deter users from the surrounding areas.

OPPORTUNITIES

- There is the opportunity for additional restaurant dining to compliment the hotel and theatre;
- To increase planting and vegetation within the centre and also to explore strengthening the links to the nearby green spaces;
- To utilise Market Place for a range of events alongside the weekly market; and
- To improve cycling access to and within the centre.

THREATS

- Competition from Catterick Garrison – the lack of a major national supermarket or national multiple comparison retailers could see users travel to Catterick Garrison, or further afield;
- The current facilities are oriented towards a more affluent and elderly demographic, a more balanced range of uses and diversification of the current offer would help ensure longer term success; and
- Potential future reduction in bus services to surrounding villages and hinterland.

4.4 Overview of Catterick Garrison

4.4.1 Catterick Garrison is the largest settlement in the district, housing a large number of armed forces personnel as well as a residential population. Catterick Garrison is a relatively new town after being founded as a training camp for the British Army in 1914. It is designated by the Council as a Town Centre – a primary tier settlement.

4.4.2 The town centre has shifted from its original location, being focused on Shute Road and Richmond Road, westwards to now being focused along Gough Road and Richmond Road. The health check survey identified three distinct sub-areas:

- Richmond Road and Shute Road;
- The area to the south of Gough Road, known as Richmondshire Walk; and
- The area to the north of Gough Road, known as Princes Gate.

4.4.3 WYG competed a visual survey of all units within the town centre in order to inform a diversity of uses. The full result of the diversity of uses for Catterick Garrison can be found within the full health check (Appendix 2).

4.4.4 Our site survey found that the number of convenience uses in Catterick Garrison (9.0%) was broadly in line with the national average (9.2%). For floorspace, the amount observed in Catterick Garrison (21.5%) was significantly higher than the national average (15.3%). This is most likely due to the presence of the large Tesco store at Richmondshire Walk and Aldi at Richmond Road.

4.4.5 The number of comparison units in the centre (31.3%) was slightly higher than the national average (30.0%), the amount of floorspace in the centre however (31.8%), was found to be below the national average (34.2%). Comparison units were concentrated at the Princes Gate and Richmondshire Walk developments and are mostly comprised of national retailers.

4.4.6 The amount of retail service units in Catterick Garrison (16.4%) is higher than the national average (14.8%), however, the amount of floorspace in retail service use is notably lower than the national average (4.5% in the centre compared to 6.9% nationally), indicating that the service units are small in size. It was noted that there was a lack of a Post Office and an optician in the town centre.

4.4.7 The amount of leisure services uses in the centre (23.9%) was broadly in line with the national average (24.2%). Looking at the floorspace, the amount observed in the centre (31.3%) is significantly higher than the national average (25.3%) – this is mostly due to the leisure centre, which is the single largest unit in the centre. The analysis found there was a lack of restaurants and cafes in the town centre.

4.4.8 Financial services were under-represented in the centre (6.0% of units observed compared to 10.1% national average). We are aware of ATMs within the army barracks which may cater for some of Catterick Garrison's financial service needs and we are also aware that Barclays Bank run a mobile branch in Munster Barracks for service personnel.

4.4.9 The overprovisions and deficits listed above demonstrates complementarity, are seemingly almost balanced against the proportions observed in Richmond – this is particularly the case with comparison retail, with it being noted that Richmond has a lack of national level retailers, whilst Catterick Garrison's offer is comprised almost exclusively of them.

4.4.10 The survey noted a higher than national average amount of vacant units in Catterick Garrison (13.4% observed compared to 11.3% nationally) and there were notable concentrations along Shute Road and below the Empire Cinema at Princes Gate, where all three commercial units are vacant. It is understood that some of the units at Princes Gate have been vacant since the site was developed.

4.4.11 Significant pedestrian activity was observed at Princes Gate and Richmondshire Walk; however, this was relatively self-contained and minimal interaction between the two sub-areas was observed – this is despite pedestrian crossing facilities being present. It was noted that the pedestrian paths between Richmondshire Walk and Gough Road and Princes Gate to Gough Road are disjointed from one another.

4.4.12 The centre is well suited to access by car, with it being located along a key route and having sufficient free and accessible parking opportunities. Bus stops were observed in the centre which had frequent services to destinations in the district, however, it was noted that there is only one bus stop adjacent to Princes Gate which is for northbound service only. Cycle parking and routes were observed in the centre. However, we did not note them as being in use.

4.4.13 The town's environmental quality is different across the sub-areas; Richmond Road and Shute Road is mixed and is characterised by low density units of medium aesthetic quality. The concentration of vacant units on Shute Road negatively impacts upon the area but the presence of trees and Coronation Park do contribute positively. Richmondshire Walk has the look of a retail park development and was mostly clean and well maintained. Princes Gate is a modern addition to the town centre including a large pedestrianised area with outdoor seating, street furniture and decorations, the shopfronts were well maintained and were decorated with seasonal goods.

4.4.14 Overall, we considered Catterick Garrison's health to be mixed. The centre had an overall good environmental quality and accessibility, but there is the sense of it being disjointed and there is a lack of connectivity between the sub areas. The overprovision of comparison uses is potentially an effort to compensate for the lack of comparison offer in other centres, namely Richmond. Our health check survey was used to inform a SWOT analysis, which is summarised below:

STRENGTHS

- Large anchor Tesco foodstore and strong national comparison retailer presence, potentially compensating for the lack of national multiples elsewhere in the district, and the overall demand of the local residents;
- Good leisure offer that includes a cinema and leisure centre; and,
- An accessible centre that is well served by plenty of parking, good cycling and pedestrian facilities and frequent public transport services.

WEAKNESSES

- Centre limited to a mid-market comparison retail offer;
- A limited food and drink offer and few financial and business services;
- Poor visibility of units on Shute Road from Richmond Road, along with vacant units and sites detracting from the overall environmental quality of the centre;
- The centre does not function as a single entity but rather as three sub-areas, which suffer from a lack of legibility and connectivity between them; and
- The concentration of vacant units below the Empire Cinema and along Shute Road act as visual detractors and may deter users.

OPPORTUNITIES

- To improve legibility and connectivity for pedestrians across the centre;
- Potential for future town centre expansion to the north of Princes Gate, in the area known as Ypres Lines;
- To utilise the external and pedestrianised spaces to better animate the centre and promote more user interaction with the centre;
- Potential for redevelopment between Richmond Road and Shute Road to provide new small retail units; and
- Shute Road could be identified as a 'Priority Development Zone'.

THREATS

- Macro-economic changes in the retail sector leading to downsizing and closures of major brands. We do note that there are no planned branch or unit closures in the centre at the time of writing;
- Continued lack of market interest in vacant commercial units below the cinema; and
- Further decline of independent retail and service provision on Shute Road.

4.5 Overview of Leyburn

4.5.1 Leyburn is located in the southern part of the district close to the Yorkshire Dales National Park. The town is currently designated as a Local Service Centre – a secondary tier settlement. The town holds a weekly market, is home to a livestock auction market and heritage railway, attracting users and tourists into the town from a wide catchment area.

4.5.2 The retail offer in Leyburn is mostly comprised of independent traders, which is to be expected given the size of the settlement's rural character of the surrounding area and District overall.

4.5.3 A visual survey was undertaken to determine the composition of the town centre, the full results of which can be found in Appendix 2. In terms of Leyburn's diversity of uses, the number of convenience uses in the centre (10.1%) was slightly above the national average (9.2%) and the amount of floorspace (22.6%) was significantly more than the national average (15.3%) – this is due to the presence of the Co-op foodstore, which on its own is 12.3% of the overall floorspace in the centre.

4.5.4 Comparison uses in Leyburn (34.2%) were more than the national average (30.2%), however, the amount of comparison floorspace in Leyburn (22.5%) was significantly lower than the national average (34.4%), this is due to the size of retail units being small in scale.

4.5.5 Retail services in Leyburn (15.2%) are slightly higher than national averages (14.7%). The amount of retail service floorspace in Leyburn (6.7%) was broadly in line with national averages (6.9%). Most retail services in Leyburn were hairdressers and included a laundrette, travel agent and an optician. There is also a Post Office which is a concession inside of the Co-op Foodstore.

4.5.6 Leisure Services in Leyburn were mostly comprised of public houses, cafes and hotels, which is an indication that tourism may be key to the local economy. The amount of leisure services in Leyburn (25.3%) was slightly higher than the national average (24.3%). Looking at the amount of floorspace in leisure service use (35.9%), this is significantly higher than the national average (25.2%).

4.5.7 The amount of financial and business service units in Leyburn (12.7%) was also higher than the national average (10.2%). The financial and business offer in Leyburn comprised ofestate agents, solicitors, a retail bank and a building society.

4.5.8 In terms of vacancy rates, Leyburn was well below the national average (2.5% observed to 11.3% nationally).

4.5.9 Pedestrian activity was concentrated on Harmby Road, High Street, and Railway Street, with secondary activity observed in Commercial Square and the small lane leading to the car park behind the Golden Lion pub (Leyburn Car Park). This lane was narrow with no separate or visually apparent area for pedestrians, which could lead to safety issues and conflict with vehicles.

4.5.10 In terms of pedestrian accessibility, the roads leading into the centre were considered to be walkable and the areas surrounding the centre were residential in character.

4.5.11 Leyburn is considered to be highly accessible by car, with car parking available in Market Place and Leyburn car park. It was noted that Market Place car park was full and there was ample capacity observed in Leyburn car park. We considered that the parking arrangements and the number of cars in Market Place could present difficulties for pedestrians wishing to traverse and also negatively impacted on the centre's visual quality. Bus services were observed in the centre; however, it was noted that these are infrequent in nature with services less than once an hour. Cycle storage was observed in the centre, but it was not in use at the time of the site survey.

4.5.12 Leyburn does have a train station located to the southeast of the town centre; however, this is a stop along the heritage line 'The Wensleydale Railway', which operates between Northallerton and Redmire. No commuter or passenger services are available to and from Leyburn.

4.5.13 Regarding Leyburn's environmental quality, we considered this as being very good. The centre is within a designated Conservation Area and the buildings were considered to be of a high quality and condition, with several of them being Listed. Hanging baskets and flower planters were observed with concentrations noted outside of the public houses. The shopfronts were considered to be of a good upkeep and standard.

4.5.14 We considered Leyburn as being a healthy centre with a good range and variety of retail and services on offer for a centre of its size, with low vacancy rates and a high environmental quality. Whilst Market Place is a large space with a good environmental quality, we considered that there was a lack of landscaping arrangements for such a prominent space, and that the amount of car parking there does negatively impact on the area's visual quality. We also considered that the parking arrangements in Market Place, and the small lane leading to Leyburn car park, presented safety issues for pedestrians. The centre is highly accessible by car, however, measures to encourage public transport should be explored and encouraged.

4.5.15 Our health check survey was used to inform a SWOT analysis, which is summarised below:

STRENGTHS

- Important role as a Local Service Centre in a gateway location to the Yorkshire Dales;
- An attractive market town with a high-quality street scene and buildings;
- Observed as having low vacancy rates and above average unit proportion representation in all retail classifications;
- The anchor Co-op Foodstore is complemented by a strong local and independent trader presence with a wide variety of service uses; and
- The Wensleydale Railway acts as an important tourism destination to the centre and the livestock market attracts users from the wider rural catchment, drawing in visitors and footfall for the commercial operators.

WEAKNESSES

- There is a reliance on car travel to the centre, leading to pressures on some car parks, which in turn detracts from the centre's environmental quality; and,
- Some accessibility and safety issues, particularly for pedestrians, due to the narrow sand cobbled streets and car park layout.

OPPORTUNITIES

- To redevelop Market Place (either in part or as a whole) into a larger public realm space which could be used for town centre events throughout the year, drawing in additional visitors to the centre;
- To build upon its role as a gateway town to the Yorkshire Dales;
- To improve pedestrian connectivity within and to the centre; and
- To review town centre car parking provision, and the layout and access of parking at Market Place, to improve legibility and free up spaces in Market Place for short stay use.

THREATS

- Reduction in bus services to surrounding villages and hinterlands – it was noted that the existing bus services were infrequent;
- Lack of car parking deterring visits to the centre; and
- Lack of available properties to accommodate additional retail and service operators.

4.6 Proposed Centres – White Shops and The Broadway, Colburn

4.6.1 As part of our commission, the Council requested that WYG assessed two currently undefined smaller centres which perform important functions for residents in the surrounding areas; White Shops along Catterick Road in Catterick Garrison and the Broadway in Colburn. A summary for each centre is provided below.

White Shops

4.6.2 The White Shops are located in the eastern part of Catterick Garrison and comprise a total of 20 units, four of which were national retailers. A full health check on the White Shops, and a diversity of uses map, can be found in Appendix 4 and 5 respectively of this study.

4.6.3 In terms of its composition, two units were in convenience use (10.0%) which is slightly higher than the national average (9.2%) and comprised a Spar local store and a vape store. Comparison uses in the White Shops (5.0%) were significantly lower than the national average (30.2%) with only a single unit observed, however, this is not unusual for a centre of this size. Retail services present at the centre (20.0%) was higher than the national average (14.7%) and included hairdressers, a tattooist and a laundrette. There was also a Post Office which is included as a concession within the Spar store.

4.6.4 Leisure units comprised 55.0% of the units in the centre, which is more than double the national average (24.2%), these uses primarily comprised fast food takeaways but also included a betting shop and bars. No financial and business units were observed. Vacancy rates were considered to be low, with only one unit observed.

4.6.5 The centre is highly accessible by car, being located on a main road and with some on-street parking available. There are two car parks close by. The area surrounding the centre is mostly residential and the streets were considered walkable. The environmental quality was considered to be mixed, with the shop fronts generally being of a mixed quality and some of the buildings in an obvious state of disrepair.

4.6.6 Based on the composition of the units observed, we would consider that the White Shops serves the needs of a localised catchment, with a basic range of shopping and service facilities. We considered the White shops to be of reasonable health but there are aspects which require attention, such as the environmental quality and condition of some units.

The Broadway, Colburn

4.6.7 The Broadway is located in Colburn which is situated in the east of Catterick Garrison. It is a small centre of 11 units in total, three of which were national retailers. A full health check on The Broadway, Colburn and the diversity of uses map, can be found in Appendix 4 and 5 respectively of this study.

4.6.8 In terms of the centre's composition, 18.2% of the units were in convenience use, which is higher than the national average of 9.2%, and included a Co-op Foodstore and a local convenience shop. Comparison units totalled 27.3% of all units, which is below the national average (30.2%) and included a florist, car parts store, a general goods store and a chemist. Excluding the car parts store, the goods were considered to be of a 'grab and go' nature.

4.6.9 Two retail service units were observed (18.2%), which is below national averages (24.2%), both of which were hairdressers. There was also a Post Office included within the Co-op Foodstore as a concession.

4.6.10 Leisure services occupied three units (27.3%), two of the units were fast food takeaways and one was a café – this is higher than the national average (24.2%). No units in financial and business service use, or any vacant units, were observed. Additionally, the centre also contains a library (which contains a District Council Community Office), a medical centre and a children's centre. The centre is served by a large car park and there is a significant residential catchment within walking distance of the centre.

4.6.11 In terms of the centre's environmental quality, we considered this as being good; the centre was pedestrianised, contained street furniture, soft landscaping and benches; however, we considered these to have a dated aesthetic. The shop fronts were of a mixed quality with some in need of updating and there were signs of vandalism and graffiti present.

4.6.12 Overall, we consider The Broadway, Colburn to be a healthy centre but there are aspects which require improvement, mostly cosmetic in nature. Given the centre's context, we do not consider its composition as a negative aspect as more specialised services and needs can be met at larger nearby centres. Colburn appears to serve the daily requirements of a more localised catchment for convenience uses and some services.

4.7 Stakeholder Consultation

4.7.1 In December 2018, an invitation was distributed to a list of parties and stakeholders (which was provided by the Council) inviting them to complete a feedback form in order to collect views on the strengths, weaknesses, opportunities and threats for the three town centres in the district (Richmond, Catterick Garrison and Leyburn). A copy of the feedback form, which was distributed can be found in Appendix 6, and a summary of the feedback received can be found in Appendix 7. No feedback forms were received relating to Leyburn; however, there were responses directed to the recently adopted Leyburn Town Plan, which was informed by extensive surveys and consultations. We have used parts of the Leyburn town plan in our assessment, where relevant.

Richmond

4.7.2 For Richmond, a summary of the feedback received can be found in Table 4.2 below:

Table 4.2

Strengths	Weaknesses
• Considered to have a strong independent retail offer with active and keen shopkeepers • Low vacancy rates in the town centre • Good range of quality dining options available • Pleasant historic environment and strong character as a Georgian Market town. The proximity to the Yorkshire Dales and the green infrastructure are also positives for the town. • Good range of events have attracted tourists into the area • Good leisure facilities in / close to the town centre	• Town centre parking pressures, particularly on weekends. Also, the lack of clear signage in the town centre informing people of road layout / parking arrangements can be confusing for visitors • The lack of public toilets in the centre • Undertaking street works during the main tourist months • The lack of a seven day a week Information Centre in a prominent location • The age of the properties in the town centre could prevent some occupiers coming to Richmond. • Limited stock and lack of availability of industrial business units, and the lack of development opportunities in

	Richmond, inhibiting business development
Opportunities	**Threats**
• To attract higher quality food retailers into the centre • Opportunity to utilise Market Place for more tourist based / oriented events • To pedestrianise parts of Market Place for events and for outdoor dining – one area suggested was the area in between Green Howards Regimental Museum and the Kings Head • To hold additional events in Richmond, building upon the success of recent ones (e.g. Tour de Yorkshire, Yorkshire in Bloom, etc.) • To be more forward thinking and give users what they want from a town centre (e.g. diversify the uses to have more leisure and entertainment facilities) • Continue the visual improvements, such as more floral displays • To develop the Richmond Lower School site • To improve the offer and appearance of the Market Hall and outdoor market • To improve the marketing and develop a robust marketing strategy for Richmond • To encourage the redevelopment of empty upper floor units into residential or office uses	• Loss of financial services • Parking arrangements putting people off visiting the centre • Macro-economic trends in the retail sector • Proposed development at Scotch Corner may have a negative impact on the town centre • Lack of certain comparison retailers prompting people to shop elsewhere or on-line • Threat of Richmond becoming a 'commuter town'

• To build upon the positive press Richmond, and the district, has recently received	
Improvements	**Barriers to Investment**
• Extend the two-hour parking arrangements to seven days a week • A sense that Market Place needs to be better utilised when events are hosted • Opening the Council staff car park for public use • Improved communications between the Council and businesses	• Lack of available funding • The District and County Council imposing restrictions • The lack of land and buildings for development opportunities • Seeking consensus on plans / schemes • Funding is often directed to the larger centres, such as York and the Tees Valley towns, with Richmond seemingly overlooked

Catterick Garrison

4.7.3 For Catterick Garrison, a summary of the feedback received is shown in Table 4.3 below:

Table 4.3

Strengths	**Weaknesses**
• The established role as a Principal Town Centre, which has seen the centre become a focus for shopping and leisure and attract national brands, has reduced the need for people to travel outside of the district; • The complimentary relationship with Richmond, in the sense that it provides larger units which cannot be accommodated in Richmond town centre; • Is a modern and attractive town centre;	• Pedestrian links between the different areas of the town centre (Richmondshire Walk, Princes Gate and Shute Road) are weak due to the different levels between them and the road layout.

Opportunities	Threats
• Given the anticipated population growth and the proposed increase in service personnel, there is the potential for the expansion of the town centre, such as large format comparison goods stores and additional leisure facilities. • Upgrades to the A1 trunk road make Catterick Garrison a more attractive place to work and live; • Growth should be concentrated into Catterick Garrison over Richmond due to its potential for growth, as has been noted and recognised in the adopted Local Plan and by the LEP.	• The development of the Scotch Corner Designer Outlet may threaten the vitality and viability of Catterick Garrison town centre; • Perception of a lack of clear strategic planning policy relating to the promotion, regeneration and support of main town centre uses • Current market conditions and trends impacting on short- and medium-term trading.
Improvements	**Barriers to Investment**
• Development of the vacant areas along Shute Road to add to the town centre offer.	• Prevailing national conditions and uncertainty may impact on investment in the short to medium term such as: employment rates, rental values, changes in the retail market and retailers themselves, Brexit, etc.

5.0 Original Market Research

5.1 Introduction

5.1.1 A key requirement of this study is the detailed understanding of shopping behaviour in respect of both convenience and comparison goods. To this end, WYG commissioned specialist market researchers NEMS to undertake a telephone survey of households to identify consumers' habits and preferences in the Study Area. The household survey enables us to identify the market share claimed by specific retail destinations (that is, the number of trips to, or expenditure at, a particular destination as a proportion of the total number of trips, or total expenditure), the frequency of visits to purchase various types of goods, the incidence of linked trips, the most popular means of accessing town centre facilities, the use of other town centre facilities, and so on.

5.1.2 The undertaking of original market research enables an in-depth analysis of shopping behaviour at a local level, and allows the evaluation of the retail turnover and trade draw of particular centres. The use of specifically commissioned and tailored survey research is fundamental to identifying the likely capacity for future retail floorspace across the Study Area. Notwithstanding this, WYG acknowledges that there can be limitations to survey research, particularly with regard to the sample size which can be achieved, and the results should therefore be taken to be a broad indication of consumer preferences.

5.1.3 We set out the general methodological approach to the household survey along with the key results below.

5.2 Household Survey

5.2.1 A survey of 600 households was undertaken in November 2018, which asked respondents 43 questions relating to their retail and leisure habits. The household survey questions and full tabulation of the results from the household survey are provided in Appendix 8.

5.2.2 For convenience goods, respondents were questioned in respect of where they last visited and where they visited 'the time before last' to undertake 'main' food shopping[20] and 'top up' food shopping[21]. For comparison goods, respondents were questioned in respect of where they last visited to purchase eight separate categories of comparison goods ('clothing and footwear';

[20] Which often takes the form of a 'trolley shop' and might be undertaken on a weekly basis
[21] Which often takes the form of a 'basket shop' involving the purchase of grocery staples, such as milk and bread, and is generally undertaken on a more frequent basis

'CDs, DVDs and books'; 'small household goods'; 'toys and recreational goods'; 'chemist goods'; 'electrical goods'; 'DIY and gardening goods' and 'furniture'.

5.3 Study Area

5.3.1 A plan of the Study Area for the household survey is provided in Appendix 1, which is reproduced in Figure 5.1 below. The Study Area comprises six zones which broadly cover the Richmondshire administrative area. Zone 1 covers Richmond, Zone 2 Catterick Garrison and Zone 5 Leyburn.

Figure 5.1: Study Area

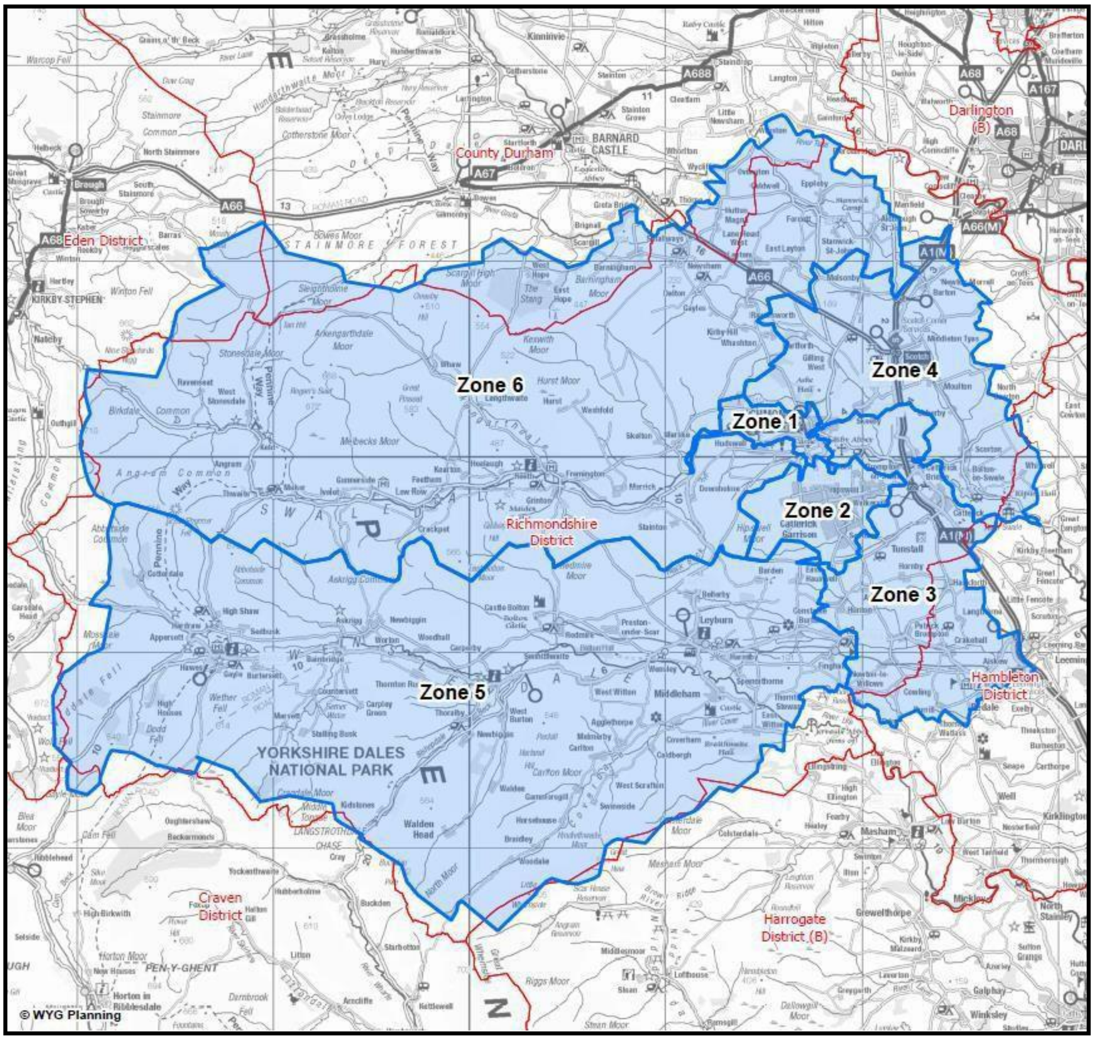


Table 5.1: Postcodes by Survey Zone

Survey Zone	Postcode Sectors
1 - Richmond	DL10 4
2 - Catterick Garrison	DL9 3, DL9 4
3 - South East Richmondshire	DL10 7, DL8 1
4 - Scotch Corner	DL10 5, DL10 6
5 - Leyburn	DL8 3, DL8 4, DL8 5
6 - North West Richmondshire	DL11 6, DL11 7, DL2 2

5.4 Assessment of Retail Shopping Patterns

5.4.1 The household telephone shopper survey allows the assessment of the convenience and comparison goods shopping of residents across the Study Area. The household survey enables us to identify the market share of trips claimed by specific retail destinations, which we can then apply to the total convenience and comparison expenditure of residents to provide an assessment of the current pattern of retail expenditure.

5.4.2 The assessment of the current pattern of retail expenditure is provided in Tables 3 and 4 in Appendix 9 for convenience goods, and Tables 11 to 29 for comparison goods. An associated step-by-step explanation is provided below, and further details are also provided in Section 6 and in the notes accompanying the tables in Appendix 9.

Population

5.4.3 The population within each Study Area zone at the base year of 2019 was estimated based on population data sourced from Richmondshire District Council and Experian Micromarketer G3 2017 data (which was issued in December 2018), and is as set out in Tables 1a and 7a in Appendix 9. We provide a full summary of how the Study Area population at the 2019 base year was estimated at Section 6 of this study.

Expenditure

5.4.4 Per capita expenditure on convenience and comparison goods for each of the Study Area zones at 2017 (the most recent estimates available) was also sourced from Experian Micromarketer G3 data as set out in Table 1b and Table 7b in Appendix 9. We make a deduction from the expenditure per capita on convenience and comparison goods to take account of the proportion of expenditure spent through special forms of trading (i.e. expenditure that does not take place in shops, namely internet, catalogue or mail order shopping). The deduction for special forms of trading is based on the estimates for non-store retail sales (adjusted for sales from stores) provided by Experian in its Retail Planner Briefing Note 16 (December 2018), of 3.4% for convenience retail sales and 15.5% for comparison retail sales at 2017.

5.4.5 The 2017 per capita expenditure data (excluding spending on special forms of trading) was then rolled forward to the 2019 base year using the retail expenditure growth forecasts (excluding special forms of trading adjusted for sales via stores) provided by Experian in Retail Planner Briefing Note 16.

5.4.6 The total expenditure pot within each zone at 2019 is derived from the product of the population in each zone (as set out in Table 1a, Appendix 9 for convenience goods and Table 7a, Appendix 9 for comparison goods), and the per capita expenditure on convenience goods in each of the eight categories of comparison goods at 2019 (as set out in Table 1b, Appendix 9 for convenience goods and Table 7b, Appendix 9 for comparison goods).

5.4.7 The total convenience goods expenditure by the residents of each zone is set out in Table 2a in Appendix 9. The total convenience goods expenditure at 2018 by the residents of each zone is then split between main and top-up food shopping in Table 2b in Appendix 9 based on residents' typical weekly spend on main and top-up food shopping as determined from the household survey. The Study Area residents' convenience goods expenditure in the 2019 base year amounts to a total of £116.0m, of which £93.8m (79.8%) of the total convenience goods expenditure is spent on main-food shopping and £22.3m (20.2%) is spent on top-up food shopping.

5.4.8 The total comparison goods expenditure by the residents of each zone along with the total spending in each of the eight categories of comparison goods is set out in Table 8a in Appendix 9. In total, approximately £177.5m of comparison goods expenditure is available to residents of the Study Area in the 2019 base year of which:

- £44.3m, or 24% is spent on clothing and footwear goods;
- £7.8m, or 4% is spent on CDs, DVDs and books;
- £19.4m, or 11% is spent on small household goods;
- £27.6m or 15% is spent on recreation goods and toys;
- £27.8m or 15% is spent on chemist goods;
- £24.6m, or 14% is spent on electrical goods;
- £11.1m, or 6% is spent on DIY and gardening goods; and
- £19.5m or 11% is spent on furniture goods.

Pattern of Retail Expenditure

5.4.9 For convenience goods, the total main and top-up expenditure by the residents of each zone (Table 2b) is then applied to the percentage shopping patterns identified from the household survey (Table 3) to estimate the pattern of main and top-up convenience goods spending by the Study Area residents (Table 4a). Table 4b sums the spending on main and top-up shopping to provide an overall pattern the convenience goods spending in monetary terms and in percentage terms.

5.4.10 For comparison goods, the total expenditure by the residents of each zone on each of the eight categories of comparison goods (Table 8) is then applied to the percentage shopping patterns identified for the associated category of comparison goods from the household survey (Tables 11, 13, 15, 17, 19, 21, 23, 25) to estimate the pattern of spending by the Study Area residents for each category of comparison goods (Tables 12, 14, 16, 18, 20, 22, 24 and 26). Table 27 sums the spending across the eight categories of comparison goods shopping to provide an overall pattern the convenience goods spending in monetary terms, as well as in percentage terms (Table 28).

5.4.11 It is emphasised that our assessment of current shopping patterns relates to the Study Area residents and commentary relates to tangible retail destinations only (in other words, expenditure which is committed through the internet and other special forms of trading does not form part of the market share element of the commentary that follows).

5.5 Convenience Goods Shopping Patterns

Main Destinations for Convenience Goods Expenditure

5.5.1 Table 5.2 below provides the main convenience destinations in terms of convenience goods expenditure both within and outside of the Study Area.

5.5.2 The Table demonstrates that the principal destination for convenience goods expenditure within the Study Area is the Tesco Superstore on Richmondshire Walk in Catterick Garrison, which attracts 29.8% of all of the available convenience expenditure in the Study Area, or £34.5m. This is followed by the Aldi on Richmond Road in Catterick Garrison which attracts 13.7% or £15.9m, and the Lidl on Queens Road in Richmond which attracts 7.6% or £8.9m. The Co-op on market Place in Leyburn is also attracting a relatively high level of expenditure from the Study Area at 7.1% or £8.2m.

5.5.3 Looking at destinations outside of the Study Area, we can see that the Sainsbury's on Victoria Road in Darlington is attracting 4.0% of the available convenience expenditure, followed by the Morrisons on Morton Park Way, Darlington which attracts 2.3%.

Table 5.2: Main Destinations for Convenience Goods Expenditure Inside Study Area

Destinations	Zone	2019 Study Area Residents' Expenditure £m	Market Share of Study Area %
Inside Study Area			
Tesco, Richmondshire Walk, Catterick Garrison	2	34.5	29.8%
Aldi, Richmond Road, Catterick Garrison	2	15.9	13.7%
Lidl, Queens Road, Richmond	1	8.9	7.6%
Co-op, Market Place, Leyburn	5	8.2	7.1%
Lidl, Catterick Road, Colburn, Catterick Garrison	2	5.9	5.1%
Co-op, Market Court, Bedale	3	3.8	3.3%
Campbell & Sons, Commercial Square, Leyburn	5	3.0	2.6%
Co-op, Market Place, Richmond	1	2.9	2.5%
Co-op, Broadway, Catterick Garrison, Colburn	2	2.1	1.8%
Iceland, Princes Gate, Catterick Garrison	2	1.7	1.4%
Outside Study Area			
Sainsbury's Superstore, Victoria Road, Darlington	OSA	4.6	4.0%
Morrisons, Morton Park Way, Darlington	OSA	2.7	2.3%
Sainsbury's Superstore, High Street, Northallerton	OSA	2.0	1.7%
Tesco Superstore, East Road, Northallerton	OSA	1.4	1.2%
Morrisons, Galgate, Barnard Castle	OSA	1.2	1.0%

Notes: Taken from Table 5 of Appendix 9

5.5.4 Looking at principal destinations for residents in Zone 1 (Richmond), the Lidl in Richmond and the Tesco in Catterick Garrison are the top convenience destinations, attracting 29.3% and 23.0% of the available expenditure from Zone 1 respectively. For residents in Zone 2 (Catterick Garrison), the principal destinations are the Tesco and Aldi in Catterick Garrison, attracting 46.2% and 19.9% of the available expenditure respectively, followed by the Lidl in Catterick Garrison which attracts 10.7%. The overall retention rate of expenditure in Zone 2 is high at 92.2%. Finally, turning to Zone 5 (Leyburn), the principal destination for convenience goods shopping is the Co-op on Market Place in Leyburn which attracts 30.6% of the available expenditure, followed by the Tesco in Catterick Garrison which attracts 26.3% of the available expenditure.

Main Destinations for 'Main Food' Expenditure by Zone

5.5.5 Table 5.2 below provides the top two destinations for residents in each respective zone for main food shopping, and sets out the location of each of these destinations.

5.5.6 We can see from Table 5.3 that for main food shopping, the Tesco Superstore in Catterick Garrison is either the top or second convenience destination for residents in each of the six zones, demonstrating the dominance of the store across the Study Area. The highest proportion of shopping trips for 'main' food goods to the Tesco is from residents of Zone 2, which is not surprising at 50.4%, followed by the Aldi in Catterick Garrison at 21.8%. For Zone 1 residents, the principal main food shopping destination is the Lidl in Richmond which attracts 31.5% of trips, again followed by the Tesco in Catterick Garrison which attracts 26.7%. For Zone 5 residents (Leyburn) Tesco is the principal destination for main food shopping attracting 32.5% of trips, but this is closely followed by the Co-op in Leyburn which attracts 28.3%. The proportion of leakage of main food shopping trips out of Zone 5 to Catterick Garrison is again no surprise, given that shoppers will often choose particular convenience stores which provide a wider, cheaper offer of goods.

Table 5.3: Main Destinations for 'Main' Food Expenditure by Zone

Zone	Main Destinations	Location of Store
1	Lidl, Queens Road, Richmond (31.5%) Tesco Superstore, Richmondshire Walk, Catterick Garrison (26.7%)	Zone 1 Zone 2
2	Tesco Superstore, Richmondshire Walk, Catterick Garrison (50.4%) Aldi, Richmond Road, Catterick Garrison (21.8%)	Zone 2 Zone 2
3	Tesco Superstore, Richmondshire Walk, Catterick Garrison (33.3%) Aldi, Richmond Road, Catterick Garrison (19.2%)	Zone 2 Zone 2
4	Tesco Superstore, Richmondshire Walk, Catterick Garrison (23.1%) Lidl, Queens Road, Richmond (18.9%)	Zone 2 Zone 1
5	Tesco Superstore, Richmondshire Walk, Catterick Garrison (32.5%) Co-op, Market Place, Leyburn (28.3%)	Zone 2 Zone 5
6	Tesco Superstore, Richmondshire Walk, Catterick Garrison (25.5%) Lidl, Queens Road, Richmond (15.3%)	Zone 2 Zone 1

Source: Table 3 of Appendix 9

5.5.7 Looking at the main food retention rates by zone, Table 5.4 below indicates that the highest retention rate is in Zone 2 at 92.2%, followed by Zone 1 at 47.8% and Zone 5 at 41.1%. We would typically expect the retention rates to be higher for convenience goods shopping given that shoppers will travel shorter distances to meet their convenience shopping needs, but note that Catterick Garrison is within a relatively short drive for the majority of residents in Zones 1, 3, 4, 5 and 6, and given its location, the rural nature of a lot of Richmondshire's administrative area and the overall offer, the store will inevitably draw in shoppers from a wider area. However, the relatively low retention levels in Zones 1 and 5 indicate that the main food convenience destinations present in these zones are not meeting the qualitative requirement of residents, and reflects the lack of a 'big four' supermarket.

Table 5.4: Main Food Retention Rates by Zone

Zone	Main Food Retention
1	47.8%
2	92.2%
3	12.7%
4	1.2%
5	41.1%
6	1.4%

Source: Table 3 of Appendix 9

Main Destinations for Top-Up Food Shopping by Zone

5.5.8 Turning to the principal destinations for top-up food shopping, we can see the smaller convenience destinations perform important functions to meet residents' needs.

5.5.9 Table 5.5 below indicates that within Zone 1, the principal destination for top-up shopping is the Lidl in Richmond which attracts 21.3% of all top-up trips from those residents, followed by the Co-op on Market Place in Richmond which attracts 15.2% of top-up trips. In addition, smaller operators such as the Ken Warns Grocers on Market Place in Richmond also attracts 12.4% of Zone 1 resident's top-up expenditure and other 'local shops' also attract a further 12.3%. This demonstrates the importance of the smaller, independent convenience retailers in Richmond town centre in meeting residents' top-up shopping needs.

5.5.10 Within Zone 2, the Tesco is still the principal shopping destination for top-up shopping and attracts 29.3% of trips, followed by the Co-op at Broadway in Colburn which attracts 15.6% of Zone 2 top-up shopping trips. In addition, the Iceland at Princes Gate attracts 10.9% of Zone 2 resident's top-up shopping trips, along with the Premier Convenience Store on Colburn Lane which attracts 6.6% of the top-up trips from Zone 2.

5.5.11 Within Zone 5, the principal top-up shopping destination is the Co-op in Leyburn which attracts 40.3% of trips, followed by the Campbell & Sons Groceries Store in Leyburn, which attracts 23.2% of top-up trips. In addition, local shops in Hawes town centre attracts 9.6% of top-up shopping trips from Zone 5 residents, along with 6.0% to the Co-op in Bedale.

Table 5.5: Principal 'Top-up' Food Shopping Destinations by Zone

Zone	Main Destinations	Location of Store
1	Lidl, Queens Road, Richmond (21.3%) Co-op Market Place, Richmond (15.2%)	Zone 1 Zone 1
2	Tesco Superstore, Richmondshire Walk, Catterick Garrison (29.3%) Co-op, Broadway, Colburn (15.6%)	Zone 2 Zone 2
3	Co-op, Market Court, Bedale (24.2%) Aldi, Richmond Road, Catterick Garrison (8.0%)	Zone 3 Zone 2
4	Lidl, Queens Road, Richmond (11.3%) Heron Frozen Foods, Richmond (10.5%)	Zone 1 Zone 1
5	Co-op, Market Place, Leyburn (40.3%) Campbell & Sons Groceries (23.2%)	Zone 5 Zone 5
6	Local shops, Reeth Village Centre (22.9%) Co-op, Market Place, Richmond (11.8%)	Zone 6 Zone 1

Source: Table 3 of Appendix 9

5.5.12 Looking at the top-up food retention rates by zone, we can see that the retention levels are higher than those identified for main food shopping, with the highest again being in Zone 2 at 91.1%, followed by Zone 5 at 87.0% and Zone 1 at 76.8%. The lowest retention level is in Zone 6 at 33.8%, although this is higher than the retention level identified for main food shopping trips at 1.4% (see Table 5.3 above). The low retention levels indicate a lack of provision within the zones to meet residents' day-to-day convenience shopping needs, but given the rural nature and limited provision of Zones 4 and 6 in particular, this is not surprising.

Table 5.6: Top up Food Retention Rates by Zone

Zone	Top Up Food Retention
1	76.8%
2	91.1%
3	45.4%
4	20.4%
5	87.0%
6	33.8%

Source: Table 3 of Appendix 9

5.5.13 Table 5.7 below sets out the overall proportion of convenience expenditure which is attracted to destinations located within the District. The highest retention of expenditure within Richmondshire District is from Zone 2, from which 93.4% of the available expenditure is spent at destinations in Richmondshire (of which 92.0% is spent at destinations within Zone 2). This is followed by Zone 5, from which 93.0% of the available expenditure is spent at destinations in Richmondshire and Zone 1, from which 91.1% is spent within Richmondshire.

5.5.14 The lowest proportion of spending attracted to Richmondshire's convenience destinations is from Zone 6, from which 35.2% of the available expenditure is leaking to destinations located outside of the Study Area. The key destinations attracting Zone 6 residents' expenditure is the Sainsbury's on Victoria Road in Darlington which attracts 10.7% of the available expenditure, followed by the Morrisons in Barnard Castle which attracts 8.7% of the available expenditure.

5.5.15 The total retention within Richmondshire District from all available convenience expenditure within the Study Area is 80.0%. Of the 20.0% of expenditure which is spent elsewhere, 4.0% is spent at the Sainsbury's on Victoria Road in Darlington, 2.3% at the Morrisons on Morton Park Way in Darlington and 1.7% at the Sainsbury's on High Street in Northallerton.

Table 5.7: Richmondshire District Market Share of Expenditure at 2019 – ConvenienceGoods

Zone	Total Convenience Expenditure £m	Spending in Richmondshire £m	Richmondshire District Market Share %
1	10.9	9.9	91.1%
2	27.4	25.6	93.4%
3	26.0	16.8	64.4%
4	14.6	9.6	65.8%
5	24.2	22.5	93.0%
6	12.9	8.4	65.1%
Total Study Area	**116.0**	**92.8**	**80.0%**

Notes: Sourced from Tables 2 and 5 of Appendix 9

5.5.16 This is a reasonable convenience goods expenditure retention and indicates that the convenience goods facilities in the Study Area are meeting the needs of its residents. Convenience goods shopping patterns tend to be relatively localised as residents generally seek to source such goods close to home. Nevertheless, a proportion of convenience goods expenditure leakage to destinations beyond the Study Area is to be expected as some residents will inevitably undertake convenience shopping whilst travelling beyond the Study Area for work or other purposes.

5.5.17 Indeed, some 96%[22] of the total population within the Study Area is resident within Richmondshire. As noted above, we typically expect the convenience goods shopping needs of residents to be met locally and would expect the overall market share of destinations in Richmondshire to be comparable to the proportion of the Study Area population resident within this area. This is due to residents generally shopping locally (i.e. within a five-minute

[22] Derived from 2019 population projections sourced from Experian Micromarketer G3 data.

drivetime) to meet their convenience shopping needs. The market share of 80% therefore appears slightly low when compared to the proportion of the Study Area population residing within Richmondshire. However, this is somewhat to be expected given the presence of supermarkets in very close proximity to the Richmondshire local authority boundary.

5.6 Comparison Goods Shopping Patterns

Main Destinations for Comparison Goods Expenditure in Richmondshire

5.6.1 Turning to comparison goods shopping patterns, Table 5.8 below firstly looks at the principal destinations for comparison shopping for all residents within the Study Area, looking at destinations located both within and outside of the Study Area.

5.6.2 The Table indicates that the principal destination for comparison goods shopping in the Study Area is Catterick Garrison town centre, which when totalled together, attracts 21.0% of available comparison expenditure or £38.3m. This is followed by Richmond town centre which attracts 9.9% or £18.0m, and Bedale town centre which attracts 3.8% or £6.9m. Leyburn town centre also attracts 3.5% or £6.4m of the available comparison expenditure in the Study Area.

5.6.3 Looking at destinations located outside of the Study Area, the principal destination is Darlington town centre, which attracts 12.4% of available expenditure, followed by Northallerton town centre which attracts 9.4%.

Table 5.8: Main Destinations for Comparison Goods Expenditure within Richmondshire

Destinations	2019 Study Area Residents' Expenditure £m	Market Share %
Inside Study Area		
Catterick Garrison Town Centre	*16.1*	*8.8%*
Tesco Superstore, Richmondshire Walk, Catterick Garrison	*13.7*	*7.5%*
Princes Gate Retail Park, Richmond Road, Catterick Garrison	*8.5*	*4.7%*
Catterick Garrison Town Centre (Sub-Total)	38.3	21.0%
Richmond Town Centre	18.0	9.9%
Bedale Town Centre	6.9	3.8%
Leyburn Town Centre	6.4	3.5%
Gallowfields Trading Estate, Richmond	2.1	1.1%
Hawes Town Centre	1.9	1.0%
Outside Study Area		
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	22.5	12.4%
Northallerton Town Centre	17.1	9.4%
Darlington Retail Park, Yarm Road, Darlington	12.8	7.0%
Teesside Park, Stockton	8.9	4.9%
Morton Park, Yarm Road, Darlington	4.1	2.2%

Notes: Tables 25a and 25b of Appendix 9

5.6.4 Looking at Zone 1 residents in particular, we can see that 35.3% of the available comparison expenditure generated by these residents is spent within Richmond town centre, with 11.9% spent in Catterick Garrison town centre. However, a total of 14.3% is spent in Darlington town centre, followed by 8.0% which is spent at Darlington Retail Park and 5.5% in Northallerton town centre.

5.6.5 Looking at Zone 2 residents, a total of 33.1% is spent in Catterick Garrison town centre, followed by 4.2% in Richmond town centre. Again, however, 21.3% is spent in Darlington town centre, 6.5% in Teesside Park in Stockton and 6.4% in Darlington Retail Park.

5.6.6 In terms of Zone 5 residents, a total of 16.7% of the available comparison expenditure is spent in Leyburn town centre with 19.3% in Catterick Garrison town centre. A total of 13.9% of the available expenditure generated by Zone 5 residents is spent in Northallerton town centre and a further 5.3% at Darlington Retail Park.

Comparison Goods Expenditure Retention within the Study Area

5.6.7 Table 5.9 below provides the retention rate of comparison expenditure within the Richmondshire administrative area. We can see that a total of 40.8% or £74.3m of the available comparison expenditure is spent at destinations located within the district. A further 3.8% or £6.9m is spent at destinations within the Study Area but outside of the district (principally Bedale town centre).

5.6.8 The Study has identified that a total of 55.4% or £100.8m of the available comparison expenditure is spent at destinations outside of the Study Area. As set out above, the key destinations outside of the Study Area which are attracting comparison expenditure are Darlington town centre, Darlington Retail Park, Northallerton town centre and Teesside Park in Stockton. When considered together, these four destinations alone attract 33.7% of the available comparison expenditure generated by residents in the Study Area.

Table 5.9: Comparison Goods Expenditure Retention and Leakage

Destinations	2019 Study Area Residents' Expenditure £m	Market Share %
Inside Study Area		
Inside Richmondshire District	£74.3m	40.8%
Outside Richmondshire District	£6.9m	3.8%
All Destinations Inside Study Area	**£81.1m**	**44.6%**
Outside Study Area		
All Destinations Outside Study Area	**£100.8m**	**55.4%**
Total	**£182.0m**	**100.0%**

Notes: Tables 25a and 25b of Appendix 9

Comparison Goods Expenditure Retention within Richmondshire District

5.6.9 Table 5.10 provides a breakdown of the market share of residents in Zones 1 to 6 which is retained within Richmondshire District (i.e. the proportion of comparison expenditure which is spent at existing destinations located within the District's administrative area).

5.6.10 We can see from Table 5.10 that the highest proportion of expenditure spent at destinations within Richmondshire District is from Zone 1 and Zone 5 residents at 53.8% and 53.3% respectively. The lowest proportion is from Zone 4 residents, from which 18.8% of the available expenditure is being spent in Darlington town centre, followed by 10.9% in Northallerton and 9.9% at Darlington Retail Park. In each zone, over 40% of the available comparison expenditure is leaking outside of Richmondshire District.

5.6.11 Comparison (non-food) goods shopping patterns tend to be less localised than convenience goods shopping patterns, as residents are prepared to travel further to meet their higher value comparison goods shopping needs.

5.6.12 Comparison goods expenditure leakage to destinations beyond the Study Area is to be expected in areas such as Richmondshire, reflecting the large and primarily rural nature of the district, the presence of larger, higher order, competing centres and shopping facilities in proximity to Richmondshire (i.e. Darlington and Northallerton), and the fact that some residents will inevitably undertake comparison goods shopping whilst travelling beyond the Study Area for work or other purposes.

5.6.13 Whilst it is acknowledged that the retention rate of comparison goods expenditure within Richmondshire's administrative area is below 50%, and this indicates that the comparison goods facilities in the Study Area are not currently wholly meeting residents' needs, this factor should be balanced against the direction of travel of Richmondshire's comparison goods retention rate. For example, the Hambleton Retail Study, which was prepared by GL Hearn in October 2016, contains a zone (Zone 7) which broadly covers the administrative area of Richmondshire. This study drew upon a May 2016 household telephone shopper survey which suggested that, at that time, Richmondshire facilities only retained some 22% of the comparison goods expenditure derived from the district as a whole.

5.6.14 The results of our household telephone shopper survey suggest that this district wide comparison goods retention rate has increased by nearly 20% to 41%, in the period to December 2018. An important reason for this is likely to be that Princes Gate in Catterick Garrison only opened in mid-2015 and seems likely to have steadily grown the town centre's market share over the past three years – given the circa 150,000 sq.ft of retail and leisure floorspace it contains.

5.6.15 This is further evidenced by comparing the 2016 Hambleton Retail Study's findings for Catterick Garrison with that of our up-to-date household shopper survey. Whilst the 2016 survey work found that Catterick Garrison retained only around 6% of Richmondshire's comparison goods expenditure, the more recent survey suggests that facilities within and immediately surrounding the town centre draw a figure closer to 22%. This represents further evidence that the overall improvement in Richmondshire district's comparison goods retention rate can largely be credited to the introduction of Princes Gate in Catterick Garrison.

5.6.16 Finally, whilst it is acknowledged that the consented Scotch Corner Designer Village represents an out-of-centre development which will, in part, divert trade from Richmondshire's town centres; its offer will also reduce the amount that Richmondshire residents spend outside

Richmondshire. In this sense it will have a beneficial impact on the overall comparison goods retention rate of the district. The outlet centre is due to open in 2020 and, as such, a further boost to Richmondshire's non-food market share is anticipated following this.

5.6.17 Given this evidence, a balanced view needs to be taken on whether it would be appropriate to promote the further growth of Richmondshire's comparison goods market share by actively planning for additional, large-scale comparison goods retail development that would aid in the claw-back of expenditure that is currently flowing to more distant centres. Our view is that, in light of the improvements that have been witnessed in Richmondshire's comparison goods market share in recent years as a consequence of Princes Gate, and the fact that Scotch Corner Designer Outlet centre will inevitably act to further reduce expenditure leakage from the district once completed, there is no overriding justification to promote an increase in Richmondshire's comparison goods market share over the short to medium term.

5.6.18 Notwithstanding this, we would advise that the district's market share is monitored on an ongoing basis over the Local Plan period, to establish whether the retention rate will continue to rise as a consequence of the introduction of the Scotch Corner Designer Village – which is due to open in 2020. Should there be evidence over the longer-term that there is scope to further improve Richmondshire's comparison goods market share, then any large-scale comparison goods development should be directed to the district's town centres, in line with the town centre first approach.

Table 5.10: Comparison Spending Market Share of Richmondshire Destinations by Zone

Zone	2019 Total Comparison Expenditure £m	2019 Spending in Richmondshire District £m	2019 Richmondshire District Market Share %
1	15.9	8.6	53.8
2	51.7	22.2	43.0
3	41.0	12.2	29.8
4	22.1	6.6	30.0
5	32.5	17.3	53.3
6	18.8	7.3	38.7
Study Area Total	**182.0**	**74.3**	**40.8**

Notes: Tables 25a and 25b of Appendix 9

Categories of Comparison Goods Shopping

5.6.19 We provide below a summary of the shopping patterns of each of the eight categories of comparison goods across the six zones. We focus on the three town centres of Richmond, Catterick Garrison and Leyburn when analysing comparison goods shopping patterns within the District, and the key destinations within Darlington, Northallerton and Stockton when looking outside of the Study Area.

Clothing and Footwear Shopping Patterns

5.6.20 Turning firstly to clothing and footwear shopping patterns and the level of expenditure retained within the Study Area, it is clear that a high proportion of clothing and footwear expenditure is being spent at destinations outside of both Richmondshire and the Study Area. The highest level of retention within the Study Area is from residents in Zone 2, from which 33.1% of the clothing and footwear trips is being attracted to destinations within the Study Area. Of this, 28.5% is being spent in Catterick Garrison town centre and 1.6% in Richmond town centre.

5.6.21 Looking at residents in Zone 1, the proportion of trips on clothing and footwear goods is broadly even between Richmond and Catterick Garrison town centres at 14.3% and 14.6% respectively. In all other zones, residents are principally choosing Catterick Garrison town centre within the Study Area to meet their clothing and footwear shopping needs.

5.6.22 However, in all cases, the level of expenditure leaking outside of the Study Area is high and over 66% within each zone. These trips are principally being attracted to Darlington town centre, Northallerton town centre and Teesside Shopping Park in Stockton, with the highest level being from Zone 2 residents to Darlington town centre at 38.0%. The highest level of trips travelling to destinations outside of the Study Area is from residents in Zone 6, from which 80.2% of trips are being attracted to locations outside of Richmondshire. These residents are choosing Darlington town centre, Barnard Castle town centre and Harrogate town centre to meet their clothing and footwear shopping needs instead of choosing to visit the defined centres within Richmondshire.

5.6.23 The low retention rate in this important clothes and shoes sub-sector is especially disappointing, as it is this sector which forms the core of the 'high street' retail offer. The high proportions of trips outside of the Study Area indicates a deficiency in the overall offer of clothing and footwear retailers within the Study Area, and the strength of the destinations within Darlington, Northallerton and Stockton.

Table 5.11: Clothing and Footwear Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	14.3%	1.6%	2.8%	3.4%	2.1%	4.1%
Catterick Garrison Town Centre	14.6%	28.5%	23.8%	17.8%	19.6%	13.1%
Leyburn Town Centre	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Total Inside Study Area	**29.9%**	**33.1%**	**30.1%**	**21.2%**	**30.4%**	**19.8%**
Outside Study Area						
Darlington Town Centre	34.1%	38.0%	9.8%	34.7%	6.3%	20.2%
Northallerton Town Centre	8.0%	2.9%	13.0%	17.7%	17.5%	8.5%
Teesside Park, Stockton	6.6%	8.7%	13.9%	6.0%	1.7%	1.6%
Total Outside Study Area	**70.1%**	**66.9%**	**69.9%**	**78.8%**	**69.6%**	**80.2%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

CD and DVDs Goods Shopping Patterns

5.6.24 Looking at shopping patterns to purchase CDs, DVDs and books, we can see that the proportion of trips spent at destinations within Richmondshire is higher than those for clothing and footwear shopping. The highest proportion of trips being retained by Richmondshire destinations is from residents in Zone 1, from which 76.1% of trips are being attracted by Richmond town centre and a further 6.4% by Catterick Garrison town centre.

5.6.25 For Zones 2 to 5, over 45% of trips in each case are being spent at destinations in Richmondshire, principally attracted to Richmond and Catterick Garrison town centres.

Table 5.12: CD, DVDs and Books Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	76.1%	3.5%	22.0%	31.2%	10.0%	15.5%
Catterick Garrison Town Centre	6.4%	39.9%	23.7%	15.7%	20.9%	19.0%
Leyburn Town Centre	0.0%	0.0%	1.7%	0.0%	7.3%	0.0%
Total Inside Study Area	**82.5%**	**49.7%**	**49.1%**	**48.4%**	**45.0%**	**34.4%**
Outside Study Area						
Darlington Town Centre	4.5%	41.0%	13.3%	11.0%	14.3%	20.5%
Northallerton Town Centre	4.9%	3.5%	27.4%	20.5%	33.8%	11.0%
Teesside Park, Stockton	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Outside Study Area	**17.5%**	**50.3%**	**50.9%**	**51.6%**	**55.0%**	**65.6%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

Household Goods Shopping Patterns

5.6.26 Looking at household goods shopping patterns, the proportions of trips attracted by destinations in Richmondshire vary considerably, with the highest level being from residents in Zone 5, from which 39.9% of trips are attracted to Catterick Garrison, followed by 14.1% attracted to Leyburn town centre a further 4.4% to Richmond town centre. The lowest levelof retention of trips is from Zone 4 residents, from which 9.8% are attracted to Catterick Garrison and 4.2% to Richmond town centre.

5.6.27 Instead, residents are choosing to travel to destinations in Darlington to meet their household goods shopping needs, including Morton Park, Darlington town centre and Darlington Retail Park.

Table 5.13: Household Goods Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	9.1%	2.5%	2.7%	4.2%	4.4%	2.0%
Catterick Garrison Town Centre	20.6%	32.7%	10.8%	9.8%	39.9%	26.3%
Leyburn Town Centre	2.5%	0.0%	1.7%	0.0%	14.1%	7.8%
Total Inside Study Area	**38.1%**	**39.3%**	**30.3%**	**13.9%**	**61.5%**	**36.0%**
Outside Study Area						
Darlington Town Centre	10.5%	22.2%	7.8%	15.5%	1.9%	11.4%
Darlington Retail Park	13.3%	3.9%	7.8%	14.9%	3.5%	0.0%
Northallerton Town Centre	11.9%	3.3%	24.7%	5.1%	17.4%	6.3%
Teesside Park, Stockton	0.0%	1.1%	5.4%	0.0%	1.9%	3.5%
Total Outside Study Area	**61.9%**	**60.7%**	**69.7%**	**86.0%**	**38.5%**	**64.0%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

Recreation Goods Shopping Patterns

5.6.28 Turning to recreation goods, which includes outdoor sports goods and toys, other than for Zone 4, the level of retention of trips in Richmondshire is above 50% in each case. The highest proportion of trips attracted to Richmondshire destinations is from Zone 1 residents, from which 53.2% of trips are attracted to Richmond town centre, followed by 8.3% at Catterick Garrison and 4.6% to Leyburn town centres. For the other five zones, the principal destination within the Study Area for residents to meet their recreation goods shopping needs is Catterick Garrison town centre. Key destinations located outside of the Study Area including Darlington town centre, Northallerton town centre, Teesside Shopping Park, amongst other shopping destinations in surrounding authority areas.

Table 5.14: Recreation and Toys Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	53.2%	5.8%	10.5%	5.8%	8.6%	12.8%
Catterick Garrison Town Centre	8.3%	42.5%	31.9%	20.4%	28.8%	26.2%
Leyburn Town Centre	4.6%	0.0%	0.0%	0.0%	12.1%	6.3%
Total Inside Study Area	**70.1%**	**51.7%**	**53.6%**	**29.9%**	**52.6%**	**51.2%**
Outside Study Area						
Darlington Town Centre	6.2%	10.9%	2.0%	24.5%	6.0%	5.9%
Northallerton Town Centre	3.3%	0.0%	11.0%	7.3%	24.5%	5.1%
Teesside Park, Stockton	0.0%	11.1%	8.5%	6.5%	5.4%	6.5%
Total Outside Study Area	**29.9%**	**48.3%**	**46.4%**	**70.1%**	**47.4%**	**48.8%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

Chemist Goods Shopping Patterns

5.6.29 The proportion of trips to Richmondshire centres to purchase chemist goods is considerably higher than the previous categories, which is not unusual given that typically shoppers will purchase chemist goods from local small operators or larger convenience stores. Indeed, the highest proportions of trips to Richmondshire destinations is from residents in Zones 1, 2 and 5 which cover Richmond, Catterick Garrison and Leyburn respectively, which each contain either or both of a convenience store and chemist(s).

5.6.30 The highest proportion of trips attracted to a defined centre is from Zone 1 residents to Richmond town centre at 82.8%, followed by Zone 2 residents to Catterick Garrison at 74.0%.

Table 5.15: Chemist Goods Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	82.8%	1.5%	18.8%	38.6%	5.0%	36.8%
Catterick Garrison Town Centre	12.5%	74.0%	21.2%	24.1%	27.6%	16.3%
Leyburn Town Centre	0.0%	0.0%	0.0%	0.0%	39.2%	3.1%
Total Inside Study Area	**95.3%**	**95.5%**	**80.3%**	**64.0%**	**92.8%**	**65.4%**
Outside Study Area						
Darlington Town Centre	3.4%	0.6%	0.7%	14.1%	0.0%	3.7%
Northallerton Town Centre	0.0%	1.1%	8.5%	12.0%	5.3%	0.7%
Teesside Park, Stockton	0.0%	0.6%	2.7%	0.0%	0.0%	1.3%
Total Outside Study Area	**4.7%**	**4.5%**	**19.7%**	**35.9%**	**7.2%**	**34.6%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

Electrical Goods Shopping Patterns

5.6.31 We then turn to look at the shopping patterns for electrical goods (the first of the 'bulkier' types of comparison goods) across the six zones.

5.6.32 We can see from table 5.16 below that the proportion of trips to destinations within Richmondshire is relatively low, with the highest being from Zone 1 residents to Catterick Garrison town centre at 20.6%, followed by Zone 2 residents to Catterick Garrison at 16.7%.

5.6.33 Instead, residents are principally choosing destinations located either within the Study Area but outside of Richmondshire (Bedale town centre) or larger destinations in Darlington, Northallerton and Stockton. The highest proportion of trips attracted outside of the Study Area is from Zone 2 and 4 residents at 83.3% and 96.1% respectively. Darlington retail park is an important destination in particular for Zone 1, 5 and 6 residents to purchase electrical goods, demonstrating the attraction of out of centre destinations with adjacent, accessible parking in meeting shopper's requirements for larger goods, or large show rooms where a range of goods can be viewed.

Table 5.16: Electrical Goods Trips to Principal Destinations

	1	**2**	**3**	**4**	**5**	**6**
Inside Study Area						
Richmond Town Centre	6.5%	0.0%	0.0%	1.3%	0.0%	4.6%
Catterick Garrison Town Centre	20.6%	16.7%	9.1%	2.6%	2.1%	8.3%
Leyburn Town Centre	0.0%	0.0%	0.0%	0.0%	12.9%	3.9%
Bedale Town Centre	0.0%	0.0%	21.6%	0.0%	20.8%	1.2%
Total Inside Study Area	**30.8%**	**16.7%**	**30.7%**	**3.9%**	**57.7%**	**23.9%**
Outside Study Area						
Darlington Town Centre	14.1%	19.1%	1.4%	10.8%	1.9%	2.4%
Northallerton Town Centre	1.2%	12.2%	8.2%	4.9%	1.9%	8.0%
Teesside Park, Stockton	7.2%	13.8%	11.5%	16.1%	5.6%	0.0%
Darlington Retail Park	41.6%	24.1%	25.6%	50.8%	19.8%	50.3%
Total Outside Study Area	**69.2%**	**83.3%**	**69.3%**	**96.1%**	**42.3%**	**76.1%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

DIY and Gardening Goods Shopping Patterns

5.6.34 Interestingly, the proportion of trips attracted by destinations within the Study Area is higher for DIY and gardening goods compared to electrical goods as set out above. The highest retention rate of trips is from Zone 5 residents at 73.9%, from which 34.8% of the trips are attracted to Leyburn town centre and a further 14.5% is attracted to Leyburn Business Park.

5.6.35 Residents in Zone 1 are choosing Richmond town centre (33.1%), followed by Gallowfields Trading Estate (10.5%) and Screwfix in Catterick Garrison (8.9%) to meet their DIY and Gardening shopping needs. Residents in Zone 2 are instead choosing Catterick Garrison town centre to meet their needs (18.1%) within the Study Area and outside of the Study Area they are choosing Morton Park (20.5%).

Table 5.17: DIY and Gardening Goods Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	33.1%	5.0%	3.7%	8.5%	1.2%	2.0%
Catterick Garrison Town Centre	3.3%	18.1%	1.0%	0.8%	1.2%	5.9%
Leyburn Town Centre	0.0%	0.0%	0.0%	0.0%	34.8%	4.2%
Bedale Town Centre	0.0%	0.0%	29.0%	0.0%	5.5%	0.0%
Gallowfields Trading Estate, Richmond	10.5%	0.0%	6.4%	7.4%	1.2%	2.5%
Richmond Garden Centre	2.9%	1.7%	0.0%	4.9%	0.0%	3.6%
Screwfix, Catterick Garrison	8.9%	4.0%	0.0%	0.0%	0.7%	0.0%
Total Inside Study Area	**69.7%**	**34.5%**	**41.8%**	**26.4%**	**73.9%**	**26.5%**
Outside Study Area						
Darlington Town Centre	3.4%	9.7%	1.0%	4.0%	0.8%	3.4%
Darlington North Retail Park	5.1%	11.8%	3.9%	7.6%	1.2%	7.9%
Darlington Retail Park	2.4%	6.8%	2.9%	2.7%	0.8%	1.1%
Northallerton Town Centre	0.0%	2.1%	11.4%	5.7%	4.0%	1.8%
Teesside Park, Stockton	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Total Outside Study Area	**30.3%**	**65.5%**	**58.2%**	**73.6%**	**26.1%**	**73.5%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

Furniture Goods Shopping Patterns

5.6.36 Finally, turning to furniture goods shopping patterns, again the level of trips attracted to destinations both within and outside of the Study Area vary from zone to zone. The highest proportion of trips to Richmondshire destinations is from Zone 6 residents, from which 38.3% of all trips for furniture goods is attracted to Richmond town centre. This is followed by residents in Zone 1, from which 25.4% of trips are attracted to Richmond town centre and 15.7% are attracted to Gallowfields Trading Estate.

Table 5.18: Furniture Goods Trips to Principal Destinations

	1	2	3	4	5	6
Inside Study Area						
Richmond Town Centre	25.4%	24.0%	6.1%	22.8%	7.2%	38.3%
Catterick Garrison Town Centre	1.1%	5.7%	1.2%	3.3%	2.2%	1.2%
Leyburn Town Centre	0.0%	0.0%	1.2%	0.0%	20.5%	2.4%
Bedale Town Centre	0.0%	0.0%	9.1%	0.0%	4.3%	0.0%
Gallowfields Trading Estate, Richmond	15.7%	2.8%	7.1%	1.3%	0.8%	2.4%
Total Inside Study Area	**44.5%**	**34.9%**	**28.0%**	**36.6%**	**55.6%**	**53.5%**
Outside Study Area						
Darlington Town Centre	12.4%	17.4%	5.9%	10.2%	1.7%	10.6%
Darlington Retail Park	11.9%	15.1%	19.1%	14.0%	13.3%	16.0%
Northallerton Town Centre	13.2%	13.8%	21.5%	11.6%	11.6%	5.1%
Teesside Park, Stockton	1.1%	0.0%	1.0%	3.8%	1.4%	0.0%
Total Outside Study Area	**55.5%**	**65.1%**	**72.0%**	**63.4%**	**44.4%**	**46.5%**

Notes: Catterick Garrison includes the Tesco and Princes Gate Retail Park

5.7 Customer Behaviour

5.7.1 The results of the household survey are useful in understanding customer behaviour in terms of how people undertake their convenience and comparison goods shopping. When respondents to the household survey were asked to provide the principal reason they choose to undertake their main food shopping at a particular store, the most popular response (provided by 36.2% of respondents) was that their chosen store was near to home. The next popular answer was that the store offered lower prices (identified by 12.7% of respondents), 7.3% confirmed it was due to the store offering value for money and 6.8% confirmed it was due to the choice and range of food goods.

5.7.2 A total of 76.8% of respondents travel by car (as a driver) to their main food shopping destination and 10.7% travel by car as a passenger. A further 9.2% walk and 2.0% travel by bus.

5.7.3 In terms of linked trips, the household survey results have been analysed in order to identify those respondents who link main food shopping trips to town centre stores with other activities. In total, 50.2% responded stating that when they undertook their last main food shop, they did not link their trip with any other activity. Of the remaining 26.4% who confirmed they do link their trips with another activity, 11.7% stated they link their trips with non-food shopping, 11.0% with other food shopping and 5.1% state they link their trips with visiting a café/pub/restaurant.

5.7.4 Of those who undertake their main food shop at Lidl in Richmond, Aldi and Tesco in Catterick Garrison and the Co-op in Leyburn, we have been able to establish whether they link their trip with another activity in each respective centre through additional analysis undertaken by NEMS. Table 5.19 below firstly looks at whether these respondents link their trips. We can see that the highest proportion of shoppers who link their trips are those who choose the Lidl in Richmond and Aldi in Catterick Garrison. Of these shoppers, the highest proportion link their trips with non-food shopping, followed by other food shopping and visiting family/friends. The proportion of linked trips in Leyburn from the Co-op is considerably less.

Table 5.19: Whether Shoppers Link Their Main Food Shopping Trips

	Lidl, Queens Road, Richmond	Aldi, Richmond Road, Catterick	Tesco, R'shire Walk, Catterick	Co-op, Market place, Leyburn
Yes – Other FOOD shopping	9.71%	14.70%	11.40%	4.72%
Yes – NON-FOOD shopping	15.22%	15.20%	11.13%	8.03%
Yes – visiting services such as banks and other financial institutions	0.76%	0.00%	2.55%	1.67%
Yes – visiting other service such as launderette, hairdresser, beautician, travel agent	0.00%	1.80%	0.41%	0.00%
Yes – visiting café / pub / restaurant	1.39%	0.40%	6.42%	5.82%
Yes – leisure activity	3.74%	4.13%	5.64%	0.00%
Yes – travelling to / from work	3.42%	2.01%	2.03%	3.00%
Yes – travelling to / from school / college / university	0.00%	1.45%	0.00%	6.04%
Yes – getting petrol	0.00%	0.92%	1.03%	0.00%
Yes – visiting family / friends	11.94%	5.13%	1.20%	0.00%
Yes – visiting health service such as doctor, dentist, hospital	3.20%	1.00%	0.73%	0.00%
Yes – window shopping / going for a walk / walking the dog	0.00%	0.00%	0.73%	0.00%
Yes – recycling	0.00%	0.00%	0.20%	0.00%
Yes – other activity	0.00%	0.00%	0.00%	0.00%
(No activity)	46.57%	49.68%	50.25%	70.72%
(Don't know / varies)	4.06%	3.60%	6.30%	0.00%

Source: Data cross-tabulated from the answers to Q6 of the household shopper survey.

5.7.5 Respondents were also asked whether they ever visit Richmond, Catterick Garrison or Leyburn town centres. In total, 84.7% confirmed they visit Richmond, 88.6% stated they visit Catterick Garrison, and 55.3% confirmed they visit Leyburn.

5.7.6 Table 5.20 below then sets out the principal measures suggested by residents to encourage additional visits to the centres. The top answer for Richmond and Catterick Garrison town centres was that an increased choice and range of non-food shops would encourage additional visits, at 35.8% and 16.4% respectively. For Leyburn town centre, the top answer was an increase in available parking spaces, at 23.8% of the responses.

5.7.7 Looking initially at Richmond town centre, 20.0% of respondents stated that additional parking would encourage more visits, and 17.7% said the improved quality of non-food shops would. A further 11.8% stated that an increased choice and range of food shops would encourage additional visits and 8.2% said cheaper parking would.

5.7.8 Turning to Catterick Garrison, 7.3% of respondents stated that less traffic congestion would encourage increased trips to the centre and 5.2% stated an improved quality of non-food shops would, followed by a better provision of restaurants (both in terms of quality and quantity) at 6.3%.

5.7.9 Finally, turning to Leyburn town centre, 8.6% stated that cheaper/free parking would encourage additional visits to the centre, followed by an improved provision of restaurants at 7.4%. A further 6.1% of respondents stated that improved leisure facilities would encourage additional visits to Leyburn town centre.

Table 5.20: Principal Measures to Encourage Visits to Centres

	Richmond	Catterick Garrison	Leyburn
Non-food shops: Increased choice / range	35.75%	16.43%	14.60%
Parking: More parking spaces	20.02%	3.75%	23.75%
Non-food shops: Improved quality	17.65%	5.20%	1.20%
Food shops: Increased choice / range	11.81%	4.15%	1.31%
Parking: Cheaper / free parking	8.23%	1.45%	8.59%
Less charity shops	8.19%	0.84%	0.00%
Food shops: Improved quality	4.41%	2.62%	0.00%
Less empty shops	2.61%	0.51%	0.00%
More / better restaurants	2.48%	6.34%	7.42%
Flat pavements instead of cobbles	2.25%	0.00%	0.00%
Improved leisure facilities	2.16%	0.51%	6.08%
More / better public toilets	2.11%	0.28%	1.08%
More financial services (e.g. banks / ATMs)	1.84%	1.42%	5.76%
Less traffic congestion	1.06%	7.27%	2.62%
Better environment	1.00%	0.38%	0.00%
Increased public transport	0.74%	4.19%	0.73%
Marks & Spencer store	0.58%	1.03%	0.00%
More for young people to do	0.49%	3.28%	0.00%
More doctors / dentists	0.21%	3.31%	0.00%
Cleaner streets / less litter	0.00%	1.46%	0.00%
Home Bargains store	0.00%	1.02%	0.00%
Primark store	0.00%	3.68%	0.00%

Source: Question 30 of the Household Survey.
Percentages include a combination of all three mentions at Q 30
Only those with higher than 1% are shown above

5.7.10 Those respondents who confirmed they didn't visit one or all of the three centres were also asked why they didn't visit the three town centres of Richmond, Catterick Garrison and Leyburn.

5.7.11 The top answer in respect of all three centres was because they had no reason to visit the centres, and the second answer was because the centre was too far away from home/work. Looking specifically at Richmond town centre, 11.4% confirmed that it is too difficult to park, 6.7% confirmed they didn't visit the centre due to the poor choice of non-food shops and 5.6% confirmed it was because of the poor choice/range of food shops. In terms of Catterick Garrison, 4.3% confirmed they didn't visit the centre for health reasons and 2.2% confirmed it was because they don't know the area.

5.7.12 Finally, in terms of Leyburn town centre, 7.3% confirmed they did not visit the centre due to the poor choice of non-food shops, 4.1% confirmed it was because they didn't know the area and 4.0% stated it was because they don't drive.

5.7.13 Respondents were asked which goods their household purchases via electronic shopping. The highest positive response was for clothes (38.8%), followed by books (31.1%) and CDs, DVDs and music (19.7%). A further 17.3% confirmed they shop online for major electrical items and 15.5% confirmed they shop online for gifts. Overall, 6.7% of respondents said that they shop via internet for food.

5.7.14 Table 5.21 below sets out the proportions of responses for each type of goods.

Table 5.21: Which Goods Currently Purchased Via the Internet or TV Shopping

Type of Goods	Total
Clothes / shoes	38.81%
Books	31.10%
(Don't purchase goods via internet or TV shopping)	29.02%
CDs, DVDs, Vinyl (physical products)	19.74%
Major electrical items (e.g. TVs / cookers / fridges / computers etc)	17.32%
Gifts	15.54%
Small electrical items (e.g. kettles / toasters / hairdryers etc)	13.55%
Small household goods (e.g. lamps / ornaments / clocks etc)	8.17%
DIY / hardware goods	7.65%
Food / groceries	6.88%
Furniture / soft furnishings / floor coverings	6.27%
Craft / hobby items	5.61%
Toys	5.46%
Banking / finance / insurance	4.88%
Console / PC games	4.77%
Health / beauty / chemist goods	4.70%
Tablets / iPads & accessories	4.51%
Holiday and / or Travel / Event Tickets	4.37%
Computer / printer accessories	3.86%
Downloadable content (e.g. music / movies / tv / games / apps)	3.77%
(Don't know)	3.62%
Garden items	3.52%
Sports goods	2.72%
Mobile phones & accessories	2.22%
Jewellery	1.29%

Source: Question 32 of the Household Survey.
Only those with higher than 1% are shown above

5.8 In Street Surveys

5.8.1 In street surveys were undertaken by NEMS Market Research in Richmond, Catterick Garrison and Leyburn in November and December 2018. The purpose of the surveys is to provide an insight into the views and behaviours of customers, residents and visitors in relation to their visits to the town and district centres.

5.8.2 The surveys were undertaken at various locations across each centre, to ensure that a range of respondents were questioned. In total, 294 surveys were undertaken; 100 in Richmond, 98 in Catterick Garrison and 96 in Leyburn. A copy of the in-street survey results is included in Appendix 8.

Reason for visiting the centres

5.8.3 Respondents were asked as to why they chose to shop in the centre they were surveyed in. For all centres, the proximity of the centre to their home was the most popular factor, proximity was a key theme for all centres as being located close to work and / or close to family / friends also featured as popular responses.

Table 5.22: Main Reason for Choosing to Shop/Visit the Town centre

	1st		2nd		3rd		4th	
Richmond	Close to home	61%	Close to work	18%	Close to friends / family	15%	Habit	15%
Catterick Garrison	Close to home	82%	Choice of shops selling non-food goods	19%	Close to work	11%	Convenience	6%
Leyburn	Close to home	59%	Close to friends / family	8%	Shopping environment	6%	Close to work	5%

Source: NEMS In Street Survey, Question 7

5.8.4 Respondents were also asked their primary reason for visiting the centre on that day. The main reason differed between each centre. This may give an indication towards the principal role each centre has. It is worth nothing that, as the surveys were undertaken in proximity to the festive period, Christmas Markets were present in Richmond and Leyburn and answers did reflect this festive period.

5.8.5 For Richmond town centre, visiting a bank, going to work/school/college and visiting the Christmas markets all came out top at 13%, followed by browsing at 9%. In Catterick Garrison, the main reason was for clothes/shoe shopping (17%), followed by purchasing Christmas gifts (16%) and visiting Iceland and Tesco both at 13%. The principal reason in Leyburn was to visit the Co-op (24%). The results demonstrate the importance of the'anchor' retailers particularly in Catterick Garrison and Leyburn in attracting shoppers in.

Table 5.23: Main Reason for Visiting the Centre on the Survey Day

	1st		2nd		3rd		4th	
Richmond	Bank / Building society/ Post Office	13%	Work / school / college	13%	Christmas Markets	13%	Browsing	9%
Catterick Garrison	Clothes / shoe shopping	17%	Christmas Gifts	16%	Iceland, Princes Gate	13%	Tesco, Richmondshire Walk	13%
Leyburn	Co-op, Market Place	24%	Christmas Markets	10%	No reason	10%	Browsing	6%

Source: NEMS In Street Survey, Question 8

Mode of Travel

5.8.6 Respondents were asked how they reached the centre. Whilst travelling by car was the most popular means of travel for all centres, bus travel and walking to Richmond and Leyburn was significantly higher than the proportions noted for Catterick Garrison. This could be an indication that Catterick Garrison is less accessible than other centres in the District by public transport, or an indication that residents and visitors choose to travel by car to Catterick Garrison given the level of free and accessible car parking compared to the other two centres. Indeed, the higher proportion of respondents visiting Richmond and Leyburn centre by foot also indicates a higher proportion of residential uses in proximity and in walking distance to the centres.

Table 5.24: Mode of travel to the Centre

Centre	Car	Bus	Walk	Motorbike / Scooter	Bicycle	Other
Richmond	62%	12%	23%	2%	0%	1%
Catterick Garrison	88%	1%	10%	0%	1%	0%
Leyburn	66%	13%	20%	1%	0%	0%

Source: NEMS In Street Survey, Question 1

Food Shopping

5.8.7 Respondents were asked how frequently they visited the centre for their main food and grocery shopping. The most popular answer across all centres was that respondents never visited to the centres for their food shop at 41%, 30% and 53% respectively. Whilst the distribution of answers was broadly similar across all centres, Catterick Garrison had higher proportions of weekly visits and a lower proportion of respondents who never visited for their food shop – this is most likely attributed to the presence of Tesco, Aldi and Iceland within the town centre.

Table 5.25: Frequency of Visit to Town Centre to Undertake Main Food Shopping

Centre	Every day	2-3 times a week	Once a week	Once a fortnight	Once a month	Less than once a month	First Time today	Never	Don't Know / Varies
Richmond	6%	13%	20%	3%	2%	6%	0%	41%	9%
Catterick Garrison	0%	14%	41%	13%	4%	4%	0%	30%	18%
Leyburn	3%	16%	15%	5%	3%	5%	0%	53%	0%

Source: NEMS In Street Survey, Question 12

Non-Food Shopping

5.8.8 Looking at non-food shopping habits and the frequency of respondent's visits, generally people tended to visit the centre once a week (10%, 41% and 33% respectively).

5.8.9 However, there was significant variance between the frequency of visits per centre, with the highest proportion in Catterick Garrison (18%), stating they never visit the centre for non-food shopping.

Table 5.26: Frequency of Visit to Undertake Non-Food Shopping

Centre	Every day	2-3 times a week	Once a week	Once a fortnight	Once a month	Less than once a month	First Time today	Never	Don't Know / Varies
Richmond	1%	13%	10%	6%	6%	5%	0%	8%	51%
Catterick Garrison	0%	14%	41%	13%	6%	4%	0%	18%	3%
Leyburn	6%	21%	33%	3%	11%	15%	3%	5%	1%

Source: NEMS In Street Survey, Question 13

Types of Shops and Services Desired by Respondents

5.8.10 Respondents were asked what types of shops or services they would like to see more of in each town centre.

5.8.11 Whilst the individual responses varied for each centre, more clothing stores was mentioned for each centre, albeit with varying levels of popularity, at 43%, 22% and 24% respectively. Within Richmond town centre, additional clothing stores and footwear stores came out at the top two answers, followed by a large supermarket which attracted 16% of the answers. Within Catterick Garrison, an additional bank and independent operators, along with additional restaurants were the top answers at 30% each. This corresponds with our own analysis of the limitation of the centre as set out in Section 4 above.

Table 5.27: Types of Shops and Services Desired

Town	1st		2nd		3rd		4th	
Richmond	Clothing stores	43%	Footwear stores	32%	Large supermarket	16%	Public amenities	16%
Catterick Garrison	Banks	30%	Independent / specialist shops	30%	Restaurants / cafes	30%	Clothing stores	22%
Leyburn	Banks	34%	Clothing stores	24%	Footwear stores	14%	High Street names	13%

Source: NEMS In Street Survey, Question 22
Does not include no specific answers

Types of Leisure Facilities Desired

5.8.12 Respondents were also asked what kinds of leisure facilities they would like to see in thetown centres. The most popular answer in each centre was either respondents not knowing what type of facility they desired, or they did not submit answer. The most popular answers per centre are summarised below. An interesting point to note is the desire for additional restaurants and cafes was reiterated for Catterick Garrison, after already being a popular answer in previous questions.

Table 5.28: Types of Leisure Facilities Services Desired

Town	1st		2nd		3rd		4th	
Richmond	Don't know	31%	Activities for young people	10%	Children's activity centre	7%	Cinema	3%
Catterick Garrison	None mentioned	44%	Restaurants / cafes	28%	Activities for young people	21%	Children's activity centre	14%
Leyburn	None mentioned	63%	Activities for young people	17%	Swimming pool	9%	Health and fitness	5%

Source: NEMS In Street Survey, Question 23

Measures to Improve the Centre

5.8.13 Respondents were invited to submit their views on what measures could be undertaken to improve the centre. Whilst the answers were varied, measures to improve parking and the choice and range of shops were noted across allcentres.

5.8.14 Within Richmond town centre, the top answer was cheaper parking at 33%, followed by more parking at 21%. Within Catterick Garrison the top answer was a better range of food and beverage facilities at 31%, followed by improved public toilet provision at 26%. Additional entertainment facilities also scored highly at 24%.

5.8.15 Within Leyburn, an increased choice and range of shops scored 21%, followed by more parking and flexible parking at 19% and 17% respectively.

Table 5.29: Measures to Improve the Centre and make it more Attractive

Town	1st		2nd		3rd		4th	
Richmond	Cheaper parking	33%	More parking	21%	Increased choice / range of shops	18%	Improved public toilet provision	18%
Catterick Garrison	More food and beverage facilities (pubs / restaurants)	31%	Improved public toilet provision	26%	More entertainment / leisure facilities	24%	Increased choice / range of shops	20%
Leyburn	None mentioned	27%	Increased choice/ range of shops	21%	More parking	19%	Flexible parking	17%

Source: NEMS In Street Survey, Question 24

Biggest Weakness of the Centres

5.8.16 In addition to submitting measures to improve the town centres, respondents were asked to identify the biggest weakness of the centres. For the top four most popular responses, parking related issues were noted for both Richmond and Leyburn. The largest identified weakness for Catterick Garrison was the offer of food and beverage facilities. In Catterick Garrison, the range of independent retailers also scored highly at 22%.

Table 5.30: Biggest Identified Weaknesses of the Town Centre

Town	1st		2nd		3rd		4th	
Richmond	Availability of parking	19%	Price of parking	19%	Empty shops	17%	Only two hours parking	16%
Catterick Garrison	Range of food and beverage facilities (pubs / restaurants)	30%	None mentioned	30%	Lack of public amenities	28%	Range of specialist / independent retailers	22%
Leyburn	Availability of car parking	23%	None mentioned	23%	Choice / range of non-food shops	17%	Accessibility by bus	16%

Source: NEMS In Street Survey, Question 25

Night-Time Economy

5.8.17 The level and provision of night-time facilities help in aiding a centre's overall attraction. This can include pubs, bars, restaurants and theatres.

5.8.18 Generally, most respondents stated that they never visited their respected centre, however, it is noted that the proportion of respondents stating they never visited Leyburn was significantly less than those who stated they never visited Richmond or Catterick Garrison.

Table 5.31: Frequency of Evening Visit to the Town Centre

Town	Every day	Once a week	Less than once a week	Less than once a fortnight	Less than once a month	Never	Don't know / varies
Richmond	2%	7%	2%	5%	18%	63%	3%
Catterick Garrison	0%	7%	6%	16%	28%	39%	4%
Leyburn	4%	11%	9%	4%	15%	56%	0%

Source: NEMS In Street Survey, Question 15

5.8.19 For those who stated that they did visit the centre in the evening, they were then asked what their main reason for doing so was. Generally visiting a pub, or eating in a café or restaurant were popular choices across the centres, with visiting a cinema scoring highly in Catterick Garrison at 40%, demonstrating the importance of the leisure facility within the town centre.

Table 5.32: Main Reason for Visiting in the Evening

Town	1st		2nd		3rd		4th	
Richmond	Eat in a restaurant	27%	Visit a pub	27%	Eat in café / restaurant	19%	Go to the cinema	11%
Catterick Garrison	Go to the cinema	40%	Eat in a café / restaurant	17%	Eat in a restaurant	15%	Evening non-food shopping	8%
Leyburn	Visit a pub	31%	Eat in a restaurant	24%	Eat in a café / restaurant	10%	Visit Co-op	7%

Source: NEMS In Street Survey, Question 16

Markets

5.8.20 Richmond and Leyburn hold weekly outdoor markets, these markets add to the overall retail offer and draw for each centre.

5.8.21 Respondents were asked a series of questions relating to the markets including how often they visited them. For reference, Catterick Garrison does not contain any markets.

Table 5.33: Frequency of Visit to Market

Market	Daily	Once a week or more	Less than once a week	Less than once a fortnight	Less than once a month	First time today	Never	Varies
Richmond	0%	53%	13%	13%	7%	0%	0%	13%
Leyburn	6%	72%	6%	11%	6%	0%	0%	0%

Source: NEMS In Street Survey, Question 27

5.8.22 Additionally, respondents were asked what one aspect they particularly liked about the markets. The most popular responses are summarised below.

Table 5.34: Main thing Liked about the Markets

Market	1st		2nd		3rd		4th	
Richmond	Availability of local produce	27%	Freshness of food	27%	Easy to get around	7%	Friendly atmosphere	7%
Leyburn	Variety	50%	Freshness of food	44%	Friendly atmosphere	44%	Good service	44%

Source: NEMS In Street Survey, Question 28

5.8.23 Respondents were also asked what particular aspects they disliked about the markets. With respect to Leyburn, the feedback can be construed as positive as the most popular answer was "nothing". For Richmond, the most popular answer was "don't know" tied with the fact the market is not covered. The feedback received is summarised below.

Table 5.35: Main thing Disliked about the Markets

Market	1st		2nd		3rd		4th	
Richmond	Not covered	20%	Don't know	20%	Not big enough	13%	Empty stalls	13%
Leyburn	Nothing	72%	Not large enough	17%	Not enough stalls	17%	Difficult to park	6%

Source: NEMS In Street Survey, Question 29

6.0 Population and Expenditure

6.1 Introduction

6.1.1 This section of the report considers the population and available expenditure (for both convenience and comparison goods expenditure) across the Study Area.

6.2 Study Area Population

6.2.1 The population estimate for each Study Area zone at 2017 was sourced from Experian Micromarketer G3 2017 data (which was issued in December 2018). Experian data provides 2017 based population estimates that accord with the findings of the 2011 Census release and population projections from 2017. Experian's methodology is based on a 'demographic component model' that takes into consideration current age and gender estimates and the Government's sub-national population projections. Future population projections reflect assumed birth and death rates, and net migration.

6.2.2 Richmondshire District Council has identified that the Government's sub-national population projections, and by extension Experian's population projections, project forward a short-term decline in the population of Richmondshire in the year 2013/14 associated with military unit movements at Catterick Garrison that Ministry of Defence data suggests has now been reversed. Accordingly, Richmondshire District Council has provided its own populations projections for the district that exclude the net out-migration in 2013/14, which we have used to identify the total population growth forecast for Richmondshire from 2017 to the 2019 base year and each of the forecast years.

6.2.3 Population projections for those parts of the Study Area within Richmondshire (all of Zones 1, 2 and 5, and parts of Zones 3, 4 and 6) for the base year of 2019 and the forecast years of 2024, 2029, 2034 and 2035 were also sourced from Experian Micromarketer G3 data. The Experian population projections were used to identify the population growth distribution across the Study Area zones in the base and forecast year, which we then applied to the Richmondshire District Council's total population growth projections for Richmondshire. An adjustment was made to Richmondshire District Council's total population growth projections for Richmondshire to account for population growth in those parts of the district that are outside of the Study Area.

6.2.4 We then made an allowance for additional population growth in Richmondshire to account for the accommodation of additional military units at barracks in Catterick Village and Catterick

Garrison over the study period as planned by the Ministry of Defence. Richmondshire District Council's population growth projections for Richmondshire are based on recent past trends and do not therefore take account of the planned growth of the barracks.

6.2.5 An estimate of the additional population growth associated with the growth of the barracks was provided by Richmondshire District Council. A total of 5,092 additional people are expected to arrive in Richmondshire over and above Richmondshire District Council's population growth projections for Richmondshire, comprising 3,500 service personnel plus 1,592 dependents. The additional population was allocated to specific forecast years and study zones based on the information on the expected arrival dates and locations provided to Richmondshire District Council by the Ministry of Defence.

6.2.6 For those parts of the Study Area outside of Richmondshire (parts of Zones 3, 4 and 6), population projections for each study zone were also sourced from Experian Micromarketer G3 data. Outside of the Richmondshire District authority area, we assumed that Experian's future population projections for each zone represent the most appropriate data source for the purposes of modelling future retail needs.

6.2.7 We then added the additional population growth associated with the growth of the barracks to the population projections for each zone for those parts of the Study Area within and outside of Richmondshire to the 2017 population data to provide the total population projections for each study zone at the base year and each of the forecast years.

6.2.8 Table 6.1 below sets out the population forecasts for each zone in the Study Area for the 2019 base year and reporting years 2024, 2029, 2034 and 2035.

Table 6.1: Study Area Population by Survey Zone (2019 to 2035)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Total
2019	5,908	16,712	12,451	6,829	10,556	5,420	**57,875**
2024	6,032	18,287	12,969	6,969	10,775	5,511	**60,542**
2029	6,162	20,495	13,380	7,111	10,996	5,618	**63,762**
2034	6,272	22,198	13,736	7,233	11,180	5,703	**66,322**
2035	6,293	22,263	13,774	7,255	11,213	5,715	**66,512**

Source: Experian Micromarketer G3 2017 Data

6.2.9 Table 6.1 above shows that the population of the Study Area is forecast to increase from 57,875 persons at the 2019 base year, to around 66,512 persons in 2035. This equates to a total population increase of approximately 8,636 persons, or 14.9 per cent, over the entire study period from 2019 to 2035. This equates to a total population increase of approximately 8,636 persons, or 14.9 per cent, over the entire study period from 2019 to 2035. The majority of this population growth is expected as a result of the planned accommodation of additional military units at barracks in Catterick Village and Catterick Garrison over the study period, which accounts for 5,092 of the total 8,636 population increase forecast over the period 2019 to 2035.

6.3 Retail Expenditure

Growth in Spending on Comparison and Convenience Goods

6.3.1 In order to calculate per capita convenience and comparison goods expenditure, we have again utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure which takes into consideration the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by retail planning consultants in calculating retail capacity.

6.3.2 The base year for the Experian expenditure data is 2017 (the latest available). Per capita annual expenditure growth forecasts are sourced from Experian's Retail Planner Briefing Note 16 (published in December 2018). Figure 6 in Appendix 4 of the Retail Planner Briefing Note identifies the annual growth forecasts for convenience and comparison goods which inform our assessment and are reproduced in Table 6.2 below.

6.3.3 Experian expects the squeeze on household incomes to continue through 2018 and 2019 for comparison goods spending but in the medium term (2021 onwards), retail sales volumes are expected to return to a stronger footing as the Brexit-related uncertainty unwinds and economic conditions improve.

6.3.4 For convenience goods, Experian forecasts either negative or static per capita expenditure growth between 2020 and 2036 (in the range -0.2% to 0.1%). The forecast position therefore suggests that sales will generally remain relatively static over the longer term.

Table 6.2: Annual Per Capita Expenditure Growth Forecasts

Year	Convenience (%)	Comparison (%)
2017	0.6	3.0
2018	0.7	1.0
2019	0.1	1.5
2020	-0.1	1.8
2021	0.1	2.4
2022	-0.2	2.6
2023	0.0	2.9
2024	0.0	3.0
2025	0.0	2.9
2026	0.0	3.0
2027	0.0	3.0
2028	0.1	2.9
2029	0.0	3.0
2030	0.0	3.1
2031	0.1	3.2
2032	0.0	3.1
2033	0.1	3.2
2034	-0.1	3.1
2035	0.1	3.2
2036	0.1	3.2

Source: Figure 6 of Appendix 4, Retail Planner Briefing Note 16 (December 2018)

6.3.5 However, it should be noted that growth in expenditure forecasting in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long term are reflective of any changes to relevant available data.

Growth in Spending on SFT

6.3.6 Experian Retail Planner Briefing Note 16 also provides forecasts in respect of the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. We have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation.

6.3.7 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). As such, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations.

6.3.8 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, our approach is based on Experian's 'adjusted' figure for special forms of trading (provided at Figure 5 in Appendix 4 of its Retail Planner Briefing Note 16) which makes an allowance for internet sales which are sourced from stores.

6.3.9 The proportion of expenditure committed through special forms of trading cited below at Table 6.3 is 'stripped out' of the identified expenditure as it is not available to stores within the Study Area.

Table 6.3: Special Forms of Trading Forecasts

Year	Convenience (%)	Comparison (%)
2019	4.0	17.9
2024	4.9	20.4
2029	5.4	21.4
2034	5.7	21.6
2035	5.8	21.7

Source: Figure 5 of Appendix 4, Experian Retail Planner Briefing Note 16 (December 2018)

6.3.10 Based on the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone at 2019, 2024, 2029, 2034 and 2035. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

6.4 Convenience Goods Expenditure

6.4.1 Taking into consideration the above changes in population and per capita expenditure, it is estimated that, at 2019, the resident population of the Study Area generates £116.0m of convenience goods expenditure[23].

6.4.2 Table 6.4 below indicates that available convenience goods expenditure is then forecast to increase to £120.7m at 2024, and £126.6m at 2029. By 2035, the available convenience expenditure in the Study Area is expected to increase to £131.9m, representing a £15.8m convenience expenditure increase over the period 2019 to 2035.

[23] Expressed in 2017 prices, as is every subsequent monetary value

Table 6.4: Total Available Study Area Convenience Goods Expenditure

2019 (£m)	2024 (£m)	2029 (£m)	2034 (£m)	2035 (£m)
116.0	120.7	126.6	131.4	131.9

Source: Table 2a of Appendix 9

Table 6.5: Growth in Available Study Area Convenience Goods Expenditure

Growth 2019-2024 (£m)	Growth 2019-2029 (£m)	Growth 2019-2034 (£m)	Growth 2019-2035 (£m)
4.7	10.6	15.3	15.8

Source: Table 2a of Appendix 9

6.4.3 The proportion of convenience goods expenditure that is spent during 'main food' shopping trips and through 'top-up' shopping trips was estimated with reference to respondents' answers to Question 18 and Question 25A of the household survey, which ask respondents to estimate their weekly main food shopping expenditure and weekly top-up shopping expenditure respectively. We analysed the responses to these questions to derive an estimate of the split between main and top-up expenditure on a zonal basis as shown in Table 6.6 below.

Table 6.6: Assumed Split of Convenience Goods Expenditure Between Main and Top-Up Shopping

Zone	Main Food (%)	Top-Up (%)
1	79%	21%
2	80%	20%
3	82%	18%
4	81%	19%
5	81%	19%
6	83%	17%

Source: Derived from questions 18 and 25A of the household telephone shopper survey.

6.4.4 By applying these estimates to the total convenience goods expenditure for each zone at 2019, we estimate (by adding together our estimates of the monetary split between main and top up shopping expenditure within each zone) that across the Study Area as a whole, £94.0m of convenience goods expenditure will be spent during main food shopping trips and £22.3m during top up shopping trips.

6.4.5 The proportion of the Study Area residents' convenience goods expenditure spent during main food shopping trips therefore equates to 79.8% of their overall convenience shopping expenditure. The remaining 20.2% of expenditure (which will typically be spent on regular purchases such as milk, bread and so on) is therefore attributed to the respondents' top-up convenience shopping destination.

6.5 Comparison Goods Expenditure

6.5.1 For comparison goods, Table 6.7 sets out our estimation that the resident population of the Study Area will generate £182.0m of comparison goods expenditure at 2019. Available comparison goods expenditure is then forecast to increase to £215.6 at 2024, £262.8m at 2029, £319.0m at 2034 and £330.1m at 2035. As identified by Table 6.8, this represents an increase of £148.1m, or 81.4%, between 2019 and 2035.

6.5.2 Whilst the identified expenditure increase is clearly significant, the rate of forecast growth is more modest than that which has been previously achieved. This is as a consequence of forecast growth being more modest than that which has historically been secured and also a consequence of further increases in expenditure committed through special forms of trading (most particularly, internet shopping).

Table 6.7: Total Available Study Area Comparison Goods Expenditure

2019 (£m)	2024 (£m)	2029 (£m)	2034 (£m)	2035 (£m)
182.0	215.8	262.8	319.0	330.1

Source: Table 8a of Appendix 9

Table 6.8: Growth in Available Study Area Comparison Goods Expenditure

Growth 2019-2024 (£m)	Growth 2019-2029 (£m)	Growth 2019-2034 (£m)	Growth 2019-2035 (£m)
33.8	80.8	137.0	148.1

Source: Table 8a of Appendix 9

6.5.3 For the purpose of this study, comparison goods expenditure has been divided into eight sub-categories: 'DIY', 'Electrical' and 'Furniture' (these three categories collectively being referred to as bulky goods)'; and, 'Clothing & Footwear', 'CDs, DVDs and Books', 'Small Household Goods', 'Toys, Games, Bicycles and Recreational Goods' and 'Health and Beauty/Chemist Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zonal basis.

6.5.4 In considering the above, it should be noted that if an excess of expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:

- Existing development proposals;
- Expected changes in shopping patterns; and
- The future efficiency of retail floorspace.

6.6 Inflow of Expenditure

6.6.1 For both convenience and comparison goods expenditure, consideration has been given to the likely level of 'inflow' which arises from expenditure generated by visitors to the District from outside the Study Area. In making allowance for inflow, we have given consideration to the findings of the following reports and sources:

- The GB Tourist report[24], which indicates that UK tourists staying overnight annually generate £58m of expenditure in Richmondshire District; and
- The GB Day Visitor report[25], which indicates that UK tourism day visits annually generate an estimated £48.3m of expenditure in Richmondshire District.

6.6.2 Much of the above expenditure is non-retail spending on accommodation, eating out, leisure pursuits and so on. After allowance has been made for such non-retail expenditure (in accordance with national average figures generated by the tourist boards of England, Scotland and Wales), we estimate that around £18.1m of retail expenditure arises from tourist visitors. Using professional judgement, we believe that at around £5.9m of this expenditure is annually spent on convenience goods and around £11.9m is annually spent on comparison goods. Our quantitative need assessment makes appropriate allowance for this expenditure inflow.

6.6.3 We have also reviewed previous studies and assessments undertaken within Richmondshire, along with the evidence submitted at the Scotch Corner Designer Village Call-In Public Inquiry in 2016. Within these studies the retail consultants have previously assumed that 20-25% of Richmond's comparison goods turnover and about 5% of convenience goods turnover is accounted for by tourist spending. Based on this analysis we have assumed that the equivalent figures for Catterick Garrison and Leyburn are about 15% and 5% respectively for comparison and convenience goods. This broadly reflects the figures as set out in paragraph 6.6.3 and as such, we have adopted the same approach as GVA did in 2013, which includes the following levels of inflow:

[24] 'The GB Tourist: Statistics 2015', Visit Scotland, Visit Wales and Visit England, August 2016
[25] 'The GB Day Visitor: Statistics 2015', Visit Scotland, Visit Wales and Visit England, April 2015

- Richmond town centre – 5% convenience and 25% comparison
- Catterick Garrison town centre – 5% convenience and 15% comparison
- Leyburn town centre – 5% convenience and 15% comparison

7.0 Retail Capacity in Richmondshire District

7.1 Introduction

7.1.1 In this section we set out our initial assessment of the quantitative capacity for additional convenience and comparison goods floorspace in Richmondshire over the study period from 2019 to 2035, and at five-year reporting periods in between (i.e. at 2019, 2024, 2029, 2034 and 2035).

7.1.2 At the outset, it is important to note that a quantitative assessment of capacity over the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified capacity should not necessarily be viewed as justification of new retail floorspace outside of the town centre as this could prejudice the implementation of the town centre schemes and the development of more central sites that may be currently available or that could become available over time.

7.1.3 Appendix 9 provides a complete series of quantitative capacity tables that provide further detail in terms of the step-by-step application of our quantitative assessment methodology.

7.1.4 Following our quantitative capacity assessment, we assess the qualitative need for additional convenience and comparison retail floorspace in the district. We do this by considering whether there are any deficiencies or gaps in terms of the location and quality of the existing provision, along with factors including consumer choice and competition, and over-trading at existing stores.

7.2 Capacity Formula

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

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

- Growth in population;

- Growth in expenditure per person per annum; and
- Special Forms of Trading (e.g. the internet, catalogue shopping and so on).

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

7.2.4 **Surplus/Deficit (£m)** – This represents the difference between the expenditure and turnover figures outlined above. A surplus figure represents an effective under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace could be supported), whereas a deficit would suggest a quantitative overprovision of retail facilities.

7.2.5 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantity of floorspace that may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector itself there is significant variation, with electrical retailers tending to have a much higher sales density than those selling DIY or furniture goods.

7.3 Future Capacity for Convenience Goods Floorspace

7.3.1 In order to appraise the need for additional convenience goods retail floorspace, we first consider the performance of the current provision. Next, we assess how the performance of stores will be affected by future growth in expenditure. We then set out the anticipated increases in expenditure that will be available to the district's convenience goods retail facilities.

7.3.2 Following these exercises, we then take account of any new convenience goods floorspace that has been implemented subsequent to the date of the household survey and consider the effect that extant planning commitments will have in addressing any identified convenience goods shopping needs.

Trading Performance of Existing Convenience Provision

7.3.3 We assess the individual performance of each of the main convenience goods facilities in Richmondshire District by comparing the survey-derived turnover of each food retail destination to its 'benchmark' turnover. The 'benchmark' turnover indicates the level of turnover that the store would generally be expected to attract, based on company average trading levels. A judgement can then be made on the trading performance of existing facilities by comparing the survey-derived turnover with the expected 'benchmark' turnover of existing provision. The assessment of how the stores are performing does not include any allowance for inflow from tourism spending. The inflow is included at the capacity stage of the model given the difficulty in accurately assigning additional expenditure to individual stores.

7.3.4 The 'benchmark' turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores and average turnover per square metre (from nationally published trading information from Mintel and Verdict), it can be more difficult to quantify the extent and performance of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantity or performance of floorspace provided by existing smaller-scale convenience goods stores (such as 'corner shops' located within defined centres), we have assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover). Accordingly, in assessing the quantitative capacity for additional convenience goods floorspace in Richmondshire District, we make an adjustment for under or over-trading at existing convenience retail stores in the District in the 2019 base year[26].

7.3.5 Our assessment is based upon a 'goods based' approach, which disaggregates expenditure by category type, and it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, the typical ratio between convenience/comparison goods provision for each operator[27] has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely sales area dedicated to the sale of convenience goods at eachstore.

7.3.6 Whilst survey results are commonly accepted as a means by which to identify existing shopping patterns, their findings should be treated with a 'note of caution' as they can have a bias towards national multiple retailers and, as a consequence, may overstate the role and performance of larger national multiple stores whilst understating that of smaller stores and independent retailers. To minimise the potential for such bias, our household surveyasked

[26] Excluding any under or over-trading at smaller-scale stores for which we were unable to verify the performance of the floorspace.
[27] Generally derived from Verdict's 2018 estimates of the typical floorspace split for major convenience goods retailers. Where Verdict data is not available or is considered not to appropriately reflect how a store trades in practice, we have applied professional judgement in the manner set out in the notes to Table 5 in Appendix 9.

shoppers where they last undertook particular types of shopping rather than where they most frequently shop, which is more likely to record infrequent purchases that are typically made at smaller centres and stores.

7.3.7 A summary of our benchmark assessment showing the current overall trading position of convenience goods floorspace in Richmondshire excluding inflow compared against the expected 'benchmark' turnover is provided in Table 7.1 below.

Table 7.1: Overall Trading Performance of Foodstores in Richmondshire District at 2019

	Benchmark Turnover (A) £m	Survey Derived Turnover (B) £m	Over- or Under-trading (B-A) £m
Total Richmondshire District	100.4	92.8	-7.5

Source: Table 5 of Appendix 9

7.3.8 Our assessment identifies that taking all convenience goods retail facilities in Richmondshire together, the expected turnover of provision is £100.4m per annum at 2019, which is £7.5m higher than the £92.8m turnover identified to be drawn from the Study Area residents.

Surplus Expenditure Available for Additional Convenience Goods Floorspace

7.3.9 Table 7.2 below sets out the surplus convenience expenditure available to support additional convenience goods retail floorspace in Richmondshire.

Table 7.2: Surplus Expenditure Available for Additional Convenience Goods Floorspace in Richmondshire District

Year	Benchmark Turnover of Existing Stores (A) £m	Available Expenditure Expenditure Drawn from Study Area (B) £m	Surplus Expenditure (B-A) £m
2019	100.4	97.2	-3.1
2024	101.6	101.2	-0.4
2029	101.8	106.1	4.3
2034	101.8	110.1	8.3
2035	101.8	110.5	8.8

Source: Tables 6 of Appendix 9
Available Expenditure Includes an Allowance for Inflow

7.3.10 Our surplus expenditure assessment takes account of the current convenience goods trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and identifies the position prior to taking account of planning commitments for new convenience goods floorspace.

7.3.11 Accordingly, Table 7.2 sets out the benchmark turnover of existing convenience retail facilities in Richmondshire in the 2019 base year and projects this forward to 2035 assuming that the benchmark turnover of existing floorspace will increase through improvements in floorspace efficiency at the rates set out in Experian Retail Planner Briefing Note 16.

7.3.12 The £100.4m of convenience goods expenditure generated by residents of the Study Area and spent in destinations within Richmondshire District at 2019 equates to a market share of 80.0% (the proportion of the Study Area residents' expenditure on convenience goods which is spent in Richmondshire).

7.3.13 After increases in population are considered against the forecast changes in floorspace productivity and expenditure per capita, we estimate that the total available convenience goods expenditure in Richmondshire District drawn from residents of the Study Area and including an allowance for inflow from tourists will be £101.2m at 2024, increasing to £106.1m at 2029, £110.1m at 2034 and £110.5m at 2035.

7.3.14 Table 7.2 shows that a convenience goods expenditure surplus of £4.3 at 2029 and £8.8m by 2035.

Commitments for New Convenience Goods Floorspace

7.3.15 The next stage is to make an allowance for planning commitments for new convenience goods floorspace, comprising floorspace implemented subsequent to the household survey in November 2018 and extant planning permissions. We have identified just one convenience commitment within Richmondshire District which is the extant floorspace associated with the Colburndale residential scheme in Catterick Garrison.

7.3.16 As summarised in Table 7.3 below, we estimate that retail planning commitment which is expected to draw on the available comparison goods expenditure in Richmondshire provides an estimated turnover of £4.2m if operational in the 2019 base year.

Table 7.3: Allowance for Planning Commitments for New Convenience Goods Floorspace

Scheme	Application Reference	Address	Convenience Turnover Drawn from Expenditure in Richmondshire District £m
Outline Application for Mixed Use Development Comprising Residential Development Including Community Housing (Class C2/C3 Use) and Live/Work Units; Office Space (Class A2/B1); Office/Industrial Space (Class B1/B2 Use); Retail (Class A1 Use); Take Away Food (Class A5 Use); Nursery/Creche (Class D1 Use); Setting Out of Public Open Space and Associated Works	12/00669/OUT	Arc Factory CSO, Catterick Road, Catterick Garrison	4.2
			4.2

Source: Table 6d of Appendix 9

Residual Quantitative Need for Additional Convenience Goods Floorspace

7.3.17 Table 7.4 below sets out the residual convenience expenditure capacity in Richmondshire taking into account the turnover requirements of the commitment for new convenience goods retail floorspace. The estimated turnover of the commitments is deducted from any surplus expenditure identified in Table 7.3 above.

Table 7.4: Residual Quantitative Need for Additional Convenience Goods Floorspace in Richmondshire after Implementation of Commitments

Year	Surplus Convenience Goods Expenditure (A) £m	Turnover of Commitments (B) £m	Residual Convenience Goods Expenditure (C=A-B) £m	Floorspace Requirement Min (C/£13,609 per sq.m) sq.m	Floorspace Requirement Max (C/£10,997 per sq.m) sq.m
2019	-3.1	4.2	-7.3	-500	-700
2024	-0.4	4.2	-4.6	-400	-600
2029	4.3	4.3	0.1	0	0
2034	8.3	4.3	4.1	300	500
2035	8.8	4.3	4.5	400	600

Source: Table 6c of Appendix 9

7.3.18 The residual expenditure identified when taking account of the turnover of commitments is then converted into floorspace requirements using average sales densities of £13,609 per sq.m and £10,997 per sq.m, dependent on the nature of the convenience operator. The lower sales density is more typical for retailers such as Lidl and Iceland, and the higher sales density is an average of the 'top four' convenience operators (Tesco, Asda, Sainsbury's and Morrisons). Using two sales density figures gives an idea as to how any identified quantitative needs could be met in practice.

7.3.19 The expenditure surplus reduces to a residual deficit of −£7.3m at 2019 once the turnover requirements of planning commitments are taken into account. Once increases in floorspace efficiency and population and expenditure have been allowed for, we calculate that there is an estimated surplus of convenience goods expenditure of £4.1m at 2034 and £4.5m at 2035.

7.3.20 Accordingly, we identify limited convenience capacity over the plan period within Richmondshire, equating to between 400 sq.m and 600 sq.m of convenience floorspace by 2035. However, given the inherent uncertainties in predicting the economy's performance over time, we recommend that the longer term (beyond ten years) estimates are viewed with some caution.

Convenience Goods Capacity within Richmondshire's Town Centres

7.3.21 Below we assess the capacity and need for additional convenience goods floorspace in Richmondshire's three town centres of Richmond, Catterick Garrison and Leyburn.

7.3.22 As detailed in Section 5.5, at just over 80%, the current overall market share of convenience goods facilities in Richmondshire is considered reasonable and indicates that the existing convenience goods facilities are meeting the needs of the District's residents. There does appear to be a localised deficiency of larger foodstores within Richmond, and the provision of such a facility would deliver an enhancement to the quantity of the convenience retail facilities in the town, along with a corresponding improvement in its convenience goods market share.

7.3.23 However, the current commercial market and lack of any substantial growth plan by the 'top four' convenience retailers means that it is highly unlikely that such a development will be delivered over the next 10 years or so. The overall convenience goods market shares of existing facilities in Richmondshire's three towns are therefore unlikely to change materially from their current level in the foreseeable future. We have therefore assumed that the current overall convenience goods market share of facilities in Richmondshire, and in each of its three towns, is maintained over the study period. This reflects the fact that an 80% expenditure retention level is reasonable for a rural area of this nature, where some people will inevitably use facilities in surrounding higher-order centres as part of their travel to work or leisure travel patterns.

7.3.24 Table 7.5 provides a summary of the identified baseline quantitative capacity in convenience expenditure terms for each of the town centres prior to taking account of planning commitments.

Table 7.5: Estimated Baseline Capacity for Convenience Goods Facilities in Richmondshire's Town Centres

Year	Benchmark Turnover of	Mark Share f Study Area	Available penditure f	Surplus Expenditure
	Existing Stores	Expenditure	Including Inflow	
	(A) £m	(B) £m	(C) £m	(E-A) £m
Richmond Town Centre				
2019	17.6	12.7%	15.5	-2.1
2024	17.7	12.7%	16.1	-1.6
2029	17.9	12.7%	16.9	-1.0
2034	18.0	12.7%	17.5	-0.4
2035	18.0	12.7%	17.6	-0.4
Catterick Garrison Town Centre				
2019	61.5	53.3%	64.9	3.3
2024	62.3	53.3%	67.5	5.2
2029	62.4	53.3%	70.8	8.4
2034	62.4	53.3%	73.5	11.0
2035	62.4	53.3%	73.7	11.3
Leyburn Town Centre				
2019	15.3	10.4%	12.7	-2.6
2024	15.4	10.4%	13.2	-2.2
2029	15.6	10.4%	13.9	-1.7
2034	15.6	10.4%	14.4	-1.2
2035	15.6	10.4%	14.5	-1.2

Source: Tables 6 (a to d) of Appendix 9
Catterick Garrison market share includes all facilities in Zone 2, which includes the Lidl at Colburn

7.3.25 Table 7.6 below sets out the residual convenience goods expenditure capacity in each of the town centres in Richmondshire taking into account the turnover requirements of the extant commitments for new convenience retail floorspace. We have assumed that all of the estimated convenience turnover of the commitment will be drawn from Catterick Garrison, given the size and likely catchment of the proposal, which is intended to serve the local catchment.

Table 7.6: Residual Quantitative Capacity for Additional Convenience Goods Facilities in Richmondshire's Town Centres Post Implementation of Commitments

Year	Surplus Convenience Goods Expenditure (A) £m	Turnover of Commitments (B) £m	Residual Convenience Goods Expenditure (C=A B) £m	Floorspace Requirement Min (C/£13,609 per sq.m) sq.m	Max (C/£10,997 per sq.m) sq.m
Richmond Town Centre					
2019	-2.1	0.0	-2.1	-200	-200
2024	-1.6	0.0	-1.6	-100	-200
2029	-1.0	0.0	-1.0	-100	-100
2034	-0.4	0.0	-0.4	0	-100
2035	-0.4	0.0	-0.4	0	0
Catterick Garrison Town Centre					
2019	3.3	4.2	-0.8	-100	-100
2024	5.2	4.2	1.0	100	100
2029	8.4	4.2	4.2	300	500
2034	11.0	4.2	6.8	600	800
2035	11.3	4.2	7.1	600	900
Leyburn Town Centre					
2019	-2.6	0.0	-2.6	-200	-200
2024	-2.2	0.0	-2.2	-200	-300
2029	-1.7	0.0	-1.7	-100	-200
2034	-1.2	0.0	-1.2	-100	-100
2035	-1.2	0.0	-1.2	-100	-100

Source: Tables 6 (a to d) of Appendix 9

7.3.26 We can see from Table 7.6 above that there is limited identified capacity for additional convenience floorspace within both Richmond and Leyburn town centres, and we understand that there are no commitments at the time of writing. However, within Catterick Garrison, we have identified a capacity of between 300 and 500 sq.m (net) by 2029, increasing to between 600 and 900 sq.m (net) by 2035. These longer-term forecasts should be treated with caution however, given the uncertainties associated with the commercial market.

7.4 Future Capacity for Comparison Goods Floorspace

7.4.1 Turning to comparison goods capacity, it is important to note that our methodology deviates from that in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision. Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area and the nature of the catchment.

7.4.2 As a consequence, we do not consider it appropriate to calculate a benchmark trading performance for comparison goods floorspace based on an assumed sales density. Instead, we adopt the approach that comparison goods floorspace is trading 'at equilibrium' at 2018 (i.e. our survey derived turnover estimate effectively acts as benchmark). Accordingly, in assessing the quantitative capacity for additional comparison goods floorspace in Richmondshire District, we make no adjustments for under or over-trading at existing comparison retail stores in the 2019 base year.

7.4.3 Therefore, in assessing the future capacity for new comparison goods floorspace in Richmondshire, we first identify the total comparison goods expenditure generated by the residents of the Study Area and spent in destinations within the administrative area assuming that the future performance of Richmondshire's facilities will be commensurate with its current market share.

7.4.4 In order to achieve an improvement in the overall comparison good market share of Richmondshire, a substantial enhancement of the quantity and quality of its comparison retail facilities would be required to boost the overall attractiveness of its retail offer compared to competing retail locations outside of the District. Given the high levels of leakage identified in Richmondshire to competing centres and out of centre destinations located outside of the Study Area in Darlington, Stockton and Northallerton, there would appear to be some potential over the long-term for Richmondshire to claw back residents' spending on comparison goods through the delivery of further retail development with the potential to attract the type of high-profile comparison operators whose presence is currently limited in Richmondshire. Future potential growth in Richmondshire retail offer is explored further as part of the subsequent qualitative need section of this study.

7.4.5 Nevertheless, in terms of our quantitative analysis, as there are no current plans for major retail developments in the District's town centres and, given state of the current retail market, we consider it unlikely that the overall comparison goods market share of Richmondshire's centres will improve materially from their current level looking 10 years ahead, at least based on the evidence available to us at the present time. We have therefore assumed that the current comparison goods market share of Richmondshire's centres is maintained over the study period.

7.4.6 We then identify the comparison goods turnover of existing stores assuming that the turnover of existing comparison goods floorspace at 2019 equals the total available expenditure within Richmondshire in the 2019 base year. We allow for the turnover of existing stores to increase over the study period to allow for year on year increases in the productivity of existing floorspace.

7.4.7 Following this exercise, we then take account of any new comparison goods floorspace that has been implemented subsequent to the household survey and consider the effect that extant planning commitments for additional comparison retail floorspace will have in addressing any identified comparison goods shopping needs.

Surplus Expenditure Available for Additional Comparison Goods Floorspace

7.4.8 The £74.3m of comparison goods expenditure generated by residents of the Study Area and spent in destinations within Richmondshire at 2019 equates to a market share of 40.8%. Again, it is assumed that the future performance of Richmondshire's facilities will be commensurate with its current market share. Our assessment therefore 'rolls forward' this market share to examine the likely level of comparison goods floorspace required tomaintain the role and function of Richmondshire's retail facilities.

7.4.9 Assuming that the current market share is maintained over the study period, we estimate that the total available comparison goods expenditure in Richmondshire will increase from £74.3m at 2019 to £134.7m at 2035. We then account for a level of inflow from tourists. Full details of how we have calculated the inflow are provided in Section 6. This is added to the available expenditure generated by the residents in the Study Area, equating to £85.4m at 2018, rising to £155.0m at 2035.

7.4.10 Assuming that the existing comparison retail facilities in Richmondshire are trading 'at equilibrium', we estimate that existing stores attract a total of £85.4m of comparison goods expenditure at 2019. We therefore assume that there is no surplus expenditure and no quantitative need for any additional floorspace across the district at the base year. We then estimate the future turnover requirements of existing stores taking account of the forecast increases in the sales efficiency of existing comparison goods floorspace as set out in Experian Retail Planner Briefing Note 16.

7.4.11 After accounting for forecast increases in population and comparison goods expenditure, and allowing for year on year increases in the productivity of existing floorspace, we estimate that there will be expenditure surplus available to support additional comparison goods floorspace within Richmondshire of £3.5m at 2024, increasing to a more substantial £13.3m at 2029 and £28.8m at 2035. The surplus expenditure available to support additional comparison goods floorspace is summarised in Table 7.7.

Table 7.7: Surplus Expenditure Available for Additional Comparison Goods Floorspace in Richmondshire

Year	Expenditure Drawn from Study Area (A) £m	Expenditure Including Inflow (B) £m	Turnover of Existing Stores (C) £m	Surplus Expenditure (C-B) £m
2019	74.3	85.4	85.4	0.0
2024	88.0	101.3	97.8	3.5
2029	107.2	123.4	110.1	13.3
2034	130.1	149.8	123.4	26.4
2035	134.7	155.0	126.2	28.8

Source: Table 26a of Appendix 9

Commitments for New Comparison Goods Floorspace

7.4.12 The next stage is to make an allowance for planning commitments for new comparison goods floorspace, comprising floorspace implemented subsequent to the household survey in November 2018 and extant planning permissions.

7.4.13 The only commitment identified in the Study Area for comparison floorspace is the extant permission for the Scotch Corner Outlet Centre located within the north eastern area of the administrative area to the west of the A618 at Barracks Bank. The scheme has permission for a total of 20,417 sq.m (GIA) of Class A1 floorspace, along with additional ancillary uses.

7.4.14 The extant scheme is estimated to have a total comparison turnover of £89.1m at 2019, of which we estimate £6.7m will be drawn from residents within the Richmondshire administrative area based on evidence relating to trade draw submitted at the Planning Inquiry, along with our own professional judgement based on current shopping patterns and the nature of the proposal at Scotch Corner.

Table 7.8: Allowance for Planning Commitments for New Comparison Goods Floorspace

Scheme	Application Reference	Address	Comparison Turnover Drawn from Expenditure in Richmondshire £m
Scotch Corner Designer Outlet	14/00687/FUL and 15/00806/FUL	Land at West of the A618 Barracks Bank, Scotch Corner, North Yorkshire	6.7
			6.7

Source: Table 26d of Appendix 9

Residual Quantitative Need for Additional Comparison Goods Floorspace

7.4.15 Table 7.9 below sets out the residual comparison expenditure capacity in Richmondshire, taking into account the turnover requirements of the planning commitments for new comparison retail floorspace, and converts this to a floorspace requirement.

7.4.16 A residual comparison goods expenditure deficit of −£6.7m at 2019 is identified once the turnover requirements of the planning commitment at Scotch Corner is taken into account. We then calculate a surplus of comparison goods expenditure by 2029 of £4.7m, increasing to £18.9m by 2035.

Table 7.9: Residual Quantitative Need for Additional Comparison Goods Floorspace in Richmondshire after Implementation of Commitments

Year	Surplus Comparison Goods Expenditure (A) £m	Turnover of Commitments (B) £m	Residual Comparison Goods Expenditure (C=A-B) £m	Floorspace Requirement Min (C/£5,000 per sq.m) sq.m	Floorspace Requirement Max (C/£3,000 per sq.m) sq.m
2019	0.0	6.7	-6.7	-1,300	-2,200
2024	3.5	7.6	-4.2	-700	-1,200
2029	13.3	8.6	4.7	700	1,200
2034	26.4	9.6	16.7	2,300	3,900
2035	28.8	9.9	18.9	2,600	4,300

Source: Tables 26 of Appendix 9

7.4.17 Table 7.9 then translates the identified residual expenditure figures into floorspace requirements, using a maximum average sales density of £5,000 per sq.m and a minimum of £3,000 per sq.m. The maximum average sales density is based on the identified need being met through the delivery of high street floorspace and the minimum figure relates to need being met by bulky goods retailers or independent retailers (which both generally achieve lesser sales densities).

7.4.18 Based on the average sales densities, we calculate that there is an estimated requirement of between 2,600 sq.m to 4,300 sq.m of additional comparison goods floorspace within Richmondshire up to 2035.

Comparison Goods Capacity within Richmondshire's Town Centres

7.4.19 Below we assess the capacity and need for additional comparison goods floorspace in Richmondshire's three town centres of Richmond, Catterick Garrison and Leyburn. We have assumed that the current market share of facilities in each ofthese towns is maintained over the study period.

Table 7.10: Estimated Baseline Capacity for Comparison Goods Facilities in Richmondshire's Town Centres

Year	Benchmark Turnover of Existing Stores (A) £m	Market Share of Study Area Expenditure (B) £m	Available Expenditure from Study Area Including Inflow (C) £m	Surplus Expenditure (E A) £m
Richmond Town Centre				
2019	22.4	9.9%	22.4	0.0
2024	25.7	9.9%	26.6	0.9
2029	28.9	9.9%	32.4	3.5
2034	32.4	9.9%	39.3	6.9
2035	33.2	9.9%	40.7	7.6
Catterick Garrison Town Centre				
2019	44.1	21.1%	44.1	0.0
2024	50.4	21.1%	52.2	1.8
2029	56.8	21.1%	63.6	6.8
2034	63.6	21.1%	77.2	13.6
2035	65.1	21.1%	79.9	14.8
Leyburn Town Centre				
2019	7.3	3.5%	7.3	0.0
2024	8.4	3.5%	8.7	0.3
2029	9.5	3.5%	10.6	1.1
2034	10.6	3.5%	12.9	2.3
2035	10.9	3.5%	13.3	2.5

Source: Appendix 9

7.4.20 Table 7.11 below sets out the residual comparison goods expenditure capacity in each of the town and district centres in Richmondshire taking into account the turnover requirements of the extant commitment for new comparison retail floorspace. We have assumed that, of the estimated £6.7m comparison turnover of the commitment that is expected to be drawn from Richmondshire, £2.7m will be drawn from Richmond, £2.7m will be drawn from Catterick Garrison and £1.3m will be drawn from Leyburn.

Table 7.11: Residual Quantitative Capacity for Additional Comparison Goods Facilities in Richmondshire's Town Centres Post Implementation of Commitments

Year	Surplus Comparison Goods Expenditure (A) £m	Turnover of Commitments (B) £m	Residual Comparison Goods Expenditure (C=A B) £m	Floorspace Requirement Min (C/£5,000 per sq.m) sq.m	Max (C/£3,000 per sq.m) sq.m
Richmond Town Centre					
2019	0.0	2.7	-2.7	-500	-900
2024	0.9	3.1	-2.1	-400	-600
2029	3.5	3.4	0.0	0	0
2034	6.9	3.9	3.1	400	700
2035	7.6	3.9	3.6	500	800
Catterick Garrison Town Centre					
2019	0.0	2.7	-2.7	-500	-900
2024	1.8	3.1	-1.3	-200	-400
2029	6.8	3.4	3.4	500	900
2034	13.6	3.9	9.7	1,300	2,200
2035	14.8	3.9	10.9	1,500	2,500
Leyburn Town Centre					
2019	0.0	1.3	-1.3	-300	-400
2024	0.3	1.5	-1.2	-200	-400
2029	1.1	1.7	-0.6	-100	-200
2034	2.3	1.9	0.3	0	100
2035	2.5	2.0	0.5	100	100

Source: Appendix 9

7.4.21 Table 7.11 above identifies a limited capacity for additional comparison floorspace within Leyburn town centre across the plan period. However, the identified capacity within Richmond and Catterick Garrison town centres is higher, with between 500 and 800 sq.m by 2035 in Richmond and between 1,500 and 2,500 sq.m in Catterick Garrison.

7.5 Qualitative Need

7.5.1 Paragraphs 31 and 32 of the NPPF makes clear that local planning authorities should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.

7.5.2 Deficiencies and gaps in existing retail provision can be considered on a district wide basis or in terms of the district's individual centres. As set out within Section 5 of this study, we consider that the Study Area secures a reasonably good market share of convenience and comparison goods expenditure.

Convenience Goods Floorspace

7.5.3 In assessing the potential qualitative need for additional retail provision, whilst this is a more subjective matter, there are important factors to consider when reviewing the existing provision within the administrative area. Issues such as 'gaps' in existing provision, ensuring that communities have easy access to retail facilities and that there is a range of operators to provide choice to residents, along with location specific needs such as higher levels of deprivation, all need to be taken account of when assessing the qualitative need.

7.5.4 Richmondshire has just one of the 'top four' convenience retailers, being the Tesco store in Catterick Garrison (the other three of the top four convenience retailers comprising Sainsbury's, Asda and Morrisons). In addition to the Tesco store, the administrative area does include national multiple convenience operators Aldi and Lidl, along with Co-op, Heron and Iceland. However, we would typically expect to see more than one of the top four operators within an administrative area, albeit it is noted that this is likely to be guided by the population and nature of the area. Indeed, these larger stores provide a wider range of goods which typically meet shoppers' main food shopping requirements.

7.5.5 The analysis of the convenience shopping patterns indicates that a relatively high proportion of expenditure generated by residents in Zone 1 is being spent at destinations in Zone 2, which is also the case in Zones 3, 4 and 5 too. These patterns of expenditure being spent at destinations outside of their respective zones would indicate a deficiency in the choice of convenience provision within those zones, and the draw of the larger Tesco in Catterick Garrison given its wider offer all under one roof.

7.5.6 However, reviewing the gap analysis plans in Appendix 10, we can see that the current convenience provision is generally well provided for across the principal towns and urban areas of Richmond, Catterick Garrison and Leyburn and access to medium sized stores for residents is relatively good. The provision across the remainder of Richmondshire is limited, but given the rural nature of these areas, this is not unexpected.

7.5.7 Given our comments above that the provision of the major convenience operators is relatively limited, there may be opportunities to increase the overall provision of national multiple operators within the administrative area, and particularly within Richmond. This was also picked up as a weakness of the centre in the in-street surveys. This is particularly the case given that expenditure is being spent outside of Zone 1 at destinations in Zone 2, indicating that residents are choosing alternative retailers to meet their convenience shopping needs, instead of the Lidl and smaller operators already present within Richmond town centre. However, given the current commercial market and general hesitance of national multiple convenience operators in expanding their portfolio (other than Aldi and Lidl), we do not recommend that the Council allocates a site for additional convenience floorspace within Richmond in the immediate term, or indeed the wider authority area, but that if operators show an interest in the District, they should be directed towards the defined centres in the first instance in accordance with local and national planning policy.

7.5.8 One situation in particular that the Local Authority should monitor is the trading performance of the Aldi foodstore on Richmond Road, Catterick Garrison. Our expenditure capacity assessment found this store to be trading well above benchmark levels, based on household telephone shopper survey evidence. Accordingly, there may be a qualitative argument to improve Catterick Garrison's convenience goods offer over the longer-term through an appropriately scaled facility, subject to evidence that this 'overtrading' is a continuing issue. In such circumstances, an expanded offer in Catterick would be merited in order to improve local consumer choice and competition.

Comparison Goods Floorspace

7.5.9 Turning to the comparison goods offer within Richmondshire, we concentrate principally on Richmond and Catterick Garrison town centres, being the two larger centres within the administrative area and therefore more likely to attract national multiple comparison operators.

7.5.10 It is important to refer back to the shopping patterns analysed in this study, which identified that a substantial proportion of comparison shopping trips are leaking outside of the centres and indeed the Study Area. Looking at clothing and footwear patterns in particular, a total of 71.3% of the expenditure is being spent at destinations outside of the Study Area, which is a considerable level. It is recognised that this is in part due to the nature of the authority area, the rural areas and the proximity of larger, competing centres, but residents should have easy access to amenities to meet their shopping needs without having to travel unsustainable distances.

7.5.11 Having said this, our comparison (See Section 5.6) of the latest household shopper survey data (December 2018) with that which informed the Hambleton Retail Study in 2016 (which also had a zone based on Richmondshire) suggests that Richmondshire's comparison goods retention rate has increased by nearly 20% to 41% over the past three years. An important reason for this is likely to be that Princes Gate in Catterick Garrison only opened in mid-2015 and seems to have steadily grown the town centre's (and Richmondshire's) market share over the intervening period.

Richmond Town Centre

7.5.12 Our health check of Richmond town centre identified that the proportion of comparison goods floorspace is broadly in line with the UK average as identified by Experian Goad in terms of units but falls below the average of floorspace.

7.5.13 Given the historic nature of Richmond town centre and the constraints of the centre from an expansion perspective, the majority of units available in the core of the town centre are small to medium in scale, with limited opportunities for operators who require a large floorplate to locate.

7.5.14 It is recognised that Richmond town centre currently only contains two of the top 28 major retailers as classified by Experian Goad being Boots and WHSmith. The overall provision of national multiple clothing and footwear operators is very low and the majority of the comparison offer is provided by independent retailers.

7.5.15 However, overall, the range of the centre's comparison goods offer is reasonable, and it is unrealistic to expect all centres within a local authority to provide a strong national multiple comparison offer. Furthermore, bringing forward any medium – large scale development in Richmond could untenably impact on the town centre's unique and healthy independent offer.

7.5.16 As such, it is reasonable to expect Richmond to focus on providing for the day-to-day comparison goods needs of Richmond's catchment, along with the needs of visitors to the centre through tourism.

Catterick Garrison Town Centre

7.5.17 Our health check of Catterick Garrison town centre found the proportion of comparison goods floorspace present to be below the national average level as identified by Experian Goad, but the number of units slightly above the national average.

7.5.18 Catterick Garrison's comparison goods offer is focused around a number of discount operators such as Shoe Zone, Peacocks, B&M Bargains, Poundland and Poundstretcher. Whilst the centre does include a Boots, Next and Pets at Home - all important national multiple operators - the overall choice of comparison retailers is relatively limited.

7.5.19 In terms of the clothing and footwear offer within Catterick Garrison, the proportion of units occupied by such operators is slightly above the UK average (at 7.5% compared to 7.2%) but the proportion of floorspace just below the UK average (at 7.0% compared to 8.8%).

7.5.20 Given that the clothing and footwear offer within Catterick Garrison is evidently focused towards the discount end of the market (other than Next), and acknowledging the proportion of expenditure which is currently leaking to competing centres outside of the Study Area, there appears to be a qualitative need to improve the comparison offer within Catterick Garrison.

7.5.21 However, it must also be acknowledged that when the Richmondshire zone of the shopper survey which informed the 2016 Hambleton Retail Study is compared with our up-to-date household shopper survey (December 2018), it shows that whilst Catterick Garrison previously only retained around 6% of Richmondshire's comparison goods expenditure, facilities within and immediately surrounding the town centre now draw a figure closer to 22%. Accordingly, since its introduction in 2015, it would appear that Princes Gate has steadily improved both Catterick Garrison and Richmondshire's comparison goods market share.

7.5.22 In light of this improvement, a balanced view needs to be taken on whether it would be appropriate to promote the further growth of Richmondshire's comparison goods market share by actively planning for additional, large-scale comparison goods retail development that would aid in the claw-back of expenditure that is currently flowing to more distant settlements / facilities. This being particularly in the 'clothing and footwear' sector, where there are current weaknesses in the District as a whole.

7.5.23 Our view is that, in light of the improvements that have been witnessed in Catterick Garrison's comparison goods market share in recent years as a consequence of Princes Gate, there is no overriding justification to promote further large scale comparison goods development over the short to medium term; nor is there likely to be short-term operator demand for a further terrace of large format retail units, with some commercial units in Princes Gate yet to be occupied (albeit it is acknowledged that these have planning permission for Class A3 Use).

7.5.24 Notwithstanding this, we do acknowledge that Catterick Garrison represents the most appropriate location in which to expand Richmondshire's comparison goods offer over the longer term, with both Richmond and Leyburn unable to accommodate growth given their historic nature and surrounding high density residential uses.

7.5.25 Whilst we do not identify sufficient expenditure capacity to justify any specific site allocations for retail development over a ten-year time horizon, where need does subsequently arise towards the end of the plan period, or where additional comparison goods provision is proposed as part of the development management process, we consider that the land at Shute Road in Catterick Garrison is the most appropriately placed from a policy perspective to accommodate new retail development and indeed other main town centre uses. Accordingly, this land has been designated as a 'Priority Development Zone' on our Proposed Boundaries Plan (see Appendix 3), in recognition of it being the most sequentially preferable site opportunity.

7.5.26 In addition to defining the Shute Road site as a Priority Development Zone, we also advise through this study that the land to the north of Princes Gate, which is known as the 'Ypres Lines site', should be designated as a 'Future Expansion Zone'. This is in recognition that after the Shute Road site, this land is the most sequentially preferable to accommodate additional retail floorspace and other main town centre uses over the long-term. It represents a logical site through which to extend the town centre's retail offer when this becomes appropriate from a quantitative or qualitative perspective, and we understand from the Ministry of Defence that it is 'available' for re-development in the future.

7.5.27 Understanding the precise commercial market requirements within Richmondshire will be key to the delivery of any future growth, particularly given the presence of Darlington town centre, the out-of-centre shopping parks at Darlington and Stockton, and the impending Scotch Corner Designer Village scheme. Further, improving the overall offer of 'top' comparison retailers could assist from a qualitative perspective in drawing expenditure back into the District, which is otherwise leaking outside to competing, higher order centres with a greater number of such aspirational brands.

8.0 Assessment of Leisure Needs

8.1 Introduction

8.1.1 Our approach to the assessment of commercial leisure needs departs from our retail methodology for a number of reasons, including the fragmentation of the market and the limited availability of accurate expenditure data. However, the household survey questioned respondents about their use of commercial leisure facilities and, through reference to market share, we are therefore able to form a view as to how facilities currently meet the needs of the District's population in relation to the bingo, cinema, ten-pin bowling and health and leisure centre sectors.

8.1.2 We utilise national statistics in respect of the typical level of provision of specific types of facilities to assist our judgement in the likely future need for additional facilities in the administrative area. By reference to estimated increases in the Study Area population, this 'benchmarking' exercise provides an indication of the likely future need for additional commercial leisure facilities in Richmondshire District.

8.1.3 The assessment of current participation rates and proportion of visits to existing commercial leisure destinations is based on the findings from the household survey, which included residents within the adopted Study Area. The capacity figures provided below for each commercial facility is based on the expected population growth in the Study Area only.

8.1.4 For each leisure sector, we consider the current broad patterns of existing use, before then assessing the quantitative need for additional facilities.

8.2 Participation Rates

8.2.1 The Household Survey asked respondents which leisure activities they participate in. Across the Study Area as a whole, the most popular leisure activity mentioned by respondents was visiting restaurants (which 62.9% of respondents visit), followed by visiting the cinema (60.8%), then visiting pubs/bars (45.4%) and then visiting the theatre (32.4%). A total of 10.6% of respondents stated they visit a ten-pin bowling alley and just 3.2% of respondents stated that they visit bingo facilities. The popularity of residents participating in visits to restaurants, pubs and the cinema reflect national trends, along with the low participation rates for visiting bingo halls, which as we discuss in more detail below, has reduced considerably in popularity over the past decade.

Table 8.1: Participation Rates

Leisure Activity	Participation Rate
Restaurants	62.93%
Cinema	60.82%
Pub / bars / nightclubs or social clubs	45.43%
Theatre / concert hall / museums or art galleries	32.35%
Health & fitness	18.42%
Leisure centre activities	18.23%
Ten pin bowling	10.61%
Bingo	3.17%
(None of these)	8.64%

Question 34 of Household Survey, Appendix 8

8.3 Bingo

8.3.1 For those respondents to the household survey who stated they participate in bingo, they were asked where they last visited to play bingo. Table 8.2 below indicates that the top bingo destination for residents in the Study Area is the Hanson Sports & Social Club in Colburn, which attracts 49.3% of trips, followed by the Richmondshire Cricket Club in Richmond which attracts 11.4% of trips. Both of these destinations are informal bingo facilities, which offer bingo evenings as part of a wider series of social events.

8.3.2 Looking outside of the Study Area, a total of 15.2% of respondents stated they use the Mecca Bingo in Stockton and 13.6% stated they visit the Buzz Bingo in Darlington.

Table 8.2: Market Share of Facilities for Bingo Hall Visits (%)

Zone	Address	Total
Inside Study Area		
2	Hanson Sports & Social Club, Catterick Road, Colburn	49.32%
1	Richmondshire Cricket Club, Hurgill Road, Richmond	11.44%
2	Brompton-on-Swale Village Centre	4.68%
Outside Study Area		
OSA	Mecca Bingo, Chandlers Wharf Bridge Road, Stockton-On-Tees	15.20%
OSA	Buzz Bingo, Skinnergate, Darlington	13.56%
OSA	Abroad	5.81%

Source: Question 52 of Household Survey, Appendix 8
Note: 'OSA' relates to facilities outside of the Study Area

8.3.3 The Study Area has a total estimated population of 57,875 at 2019, increasing to 66,512 at 2035. Mintel reports[28] that there were 353 bingo halls in the UK at March 2017, which applying the Office for National Statistics' estimated population of the UK of 66.2 million (for June 2017)[29], suggests that each hall is supported by a catchment of 187,535 persons or thereabouts.

8.3.4 Accordingly, as we set out below at Table 8.3, we estimate that the population of the Study Area could support 0.4 bingo clubs across the reporting period to 2035.

Table 8.3: Bingo Hall Requirement in Study Area

Year	Study Area Population	Typical Population Required to Support Hall	Potential Number of Clubs Supported by Study Area
2019	57,875	187,535	0.3
2024	60,542	187,535	0.3
2029	63,762	187,535	0.3
2034	66,322	187,535	0.4
2035	66,512	187,535	0.4

Note: Number of persons required to support a bingo hall derived from Mintel's Casinos and Bingo Halls report and ONS population data

8.3.5 It should also be noted that the bingo market has been significantly affected by the 2007 ban on smoking in enclosed public places, an increase in the proliferation of fixed odd gaming machines, and an increase in online gambling. Recent reports indicate that the industry has begun to stabilise, supported by the Government halving Bingo Duty from July 2014 and a shift towards a refreshed and younger customer base. As a consequence, Mintel[30] anticipates that there will be very modest year on year market growth of around 1.5% in the short term, with consumer expenditure forecast to increase from £732m at 2016 to £794m at 2021. The 2019 forecast has increased from £728m as reported by Mintel in 2015, to £767m which suggests that growth has occurred at a slightly faster rate than previously anticipated which further supports the indications that the industry has begun to stabilise.

8.3.6 Nevertheless, as a consequence of the generally stagnant market, new bingo hall openings are few and far between. Indeed, the 2017 report indicates a loss of 1 bingo hall since 2015.

8.3.7 There is a lack of commercial desire to open new bingo halls and from a qualitative point of view, and it is considered that a mix of the informal bingo events within the Study Area at the

[28] 'Casinos and Bingo', Mintel, March 2017
[29] 'Population Estimates for UK, England and Wales, Scotland and Northern Ireland: Mid-2015', Office for National Statistics, June 2016
[30] 'Casinos and Bingo', Mintel, March 2017

sports and social clubs, alongside the formal facilities located outside of the Study Area are sufficient to meet residents' requirements.

8.3.8 In any event, should any proposals for such development be forthcoming, we recommend that they are judged on their own merit in accordance with relevant town centre planning policy at the time of the application's submission.

8.4 Cinema

8.4.1 As set out below at Table 8.4, the results of the household survey indicate that the Empire Cinema in Catterick Garrison attracts the highest proportion of cinema trips at 63.3%, followed by the Station Cinema in Richmond which attracts 25.7% of all trips. A further 1.5% of trips are to the Leyburn Arts and Community Centre Cinema in Leyburn, which holds weekly screenings in a 64-seat auditorium. A total of 90.5% of cinema trips are retained within the Study Area, which is a high proportion of the residents' trips who partake in the activity.

8.4.2 Looking outside of the Study Area, we can see that 4.8% of trips are travelling to the Showcase in Stockton and 3.6% to Vue in Darlington.

Table 8.4: Study Area Market Share for Cinema Visits (%)

Zone	Address	Total
Inside Study Area		
2	Empire Cinema, Princes Gate Complex, Gough Road, Catterick Garrison	63.29%
1	The Station Cinema, Station Yard, Richmond	25.67%
5	Leyburn Arts and Community Centre Cinema, Richmond Road, Leyburn	1.54%
Outside Study Area		
OSA	Showcase, Teesside Leisure Park, Stockton	4.83%
OSA	Vue, Feethams, Darlington	3.56%
OSA	Odeon, Northgate, Darlington	0.91%

Source: Question 36 of Household Survey, Appendix 8
Note: 'OSA' relates to facilities outside of the Study Area

8.4.3 The cinema sector has generally struggled over the last eight years with falling admissions. Total admissions of 158 million in 2014 represented a decline of 8% from the level recorded in 2011[31]. The market was expected to return to growth and admissions for 2015 were estimated to be 173 million, with Mintel[32] forecasting an increase in admissions to 175 million

[31] 'Cinemas', Mintel, November 2014
[32] 'Cinemas', Mintel, November 2015

in 2020. This forecast is maintained in the most recent Mintel[33] report which goes on to forecast a further increase of admissions to 178 million in 2022.

8.4.4 In terms of facilities, the number of cinemas in the UK experienced gradual decline between 2010 and 2014 during the economic downturn. However, 2015 saw a moderate increase in the total number of UK cinema sites, which increased from 743 at the close of 2014 to 771 at the close of 2015. Growth continued to occur in 2016, Mintel reporting that the number of sites in the UK increased again by the end of the year to 788.

8.4.5 Once again, we estimate that the Study Area has a total estimated population of 57,875 at 2019, increasing to 66,512 by 2035. Mintel estimates that the UK population on average visits a cinema 2.7 times per annum and that each cinema screen attracts around 42,927 separate admissions. Based on the above, Table 8.5 below calculates that the population in the Study Area could support 3.6 screens at 2019, rising to 4.2 screens by 2035. The Empire cinema at Catterick Garrison comprises seven screens with 848 seats and the Station Cinema has three screens. Along with the weekly showings at Leyburn Arts and Community Centre, the provision within Richmondshire meets the identified quantitative requirement to meet the needs of the population within the District. We also consider that given the ease of access to the existing provision for the residents of the Study Area and the fact the facilities provide a mix of experiences for residents, the provision also meets the qualitative requirements of the residents in the Study Area.

Table 8.5: Cinema Screen Requirement in Study Area

Year	Study Area Population	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Screens Supported
2019	57,875	2.7	156,263	42,927	3.6
2024	60,542	2.7	163,463	42,927	3.8
2029	63,762	2.7	172,157	42,927	4.0
2034	66,322	2.7	179,069	42,927	4.2
2035	66,512	2.7	179,582	42,927	4.2

Note: Number of cinema visits per person and trips required to support cinema screen derived from Mintel's Cinemas report (November 2015)

33 'Cinemas', Mintel, November 2017

8.5 Ten Pin Bowling

8.5.1 The most popular ten pin bowling facility for residents in the Study Area is the Hollywood Bowl located at Teesside Park in Stockton-on-Tees, which attracts 82.8% of trips, followed by the Planet Leisure at Newton Aycliffe, which attracts 15.7%. There are no current formal ten pin bowling facilities within Richmondshire District.

Table 8.6: Study Area Market Share for Ten Pin Bowling Visits (%)

Zone	Address	Total
OSA	Hollywood Bowl, Teesside Park, Stockton-on-Tees	82.75%
OSA	Planet Leisure, Maple Way, Newton Aycliffe	15.65%
OSA	Hollywood Bowl, Bradford	0.88%

Source: Question 39 of Household Survey, Appendix 8
Note: 'OSA' relates to facilities outside of the Study Area.

8.5.2 The ten-pin bowling sector in general has experienced decline over the last ten years, with a gradual reduction in the number of facilities. However, in very recent times, the market has shown positive signs, with Mintel[34] forecasting modest market growth equivalent to approximately 6% per annum between 2016 and 2020, slowing in 2020 to approximately 3% growth. An alternative business model has recently developed for in-centre 'boutique' bowling facilities, with a greater focus on food and beverage as a fashionable alternative to the traditional family orientated bowling experience. This business model has potential to support the evening economy within towns and cities as an alternative use for struggling nightclub venues, where the market has been found to have contracted in recent years. Participation in ten pin bowling is found to have remained relatively popular amongst both young adults and families. Mintel identifies that 54% of 16 to 34-year olds visited a bowling alley within the last year, with this reducing to 41% of those aged between 35 to 44, and 13% of those aged 45+.

8.5.3 In terms of the expected benchmark level of provision in the Study Area, we note that the Mintel Tenpin Bowling report of May 2017 identified that there were 5,242 bowling lanes across the UK in 2017. This represents a decrease from the reported figure of 5,617 in 2014. Given that the UK population at 2017 is approximately 66.2 million[35], this equates to one lane for every 12,630 persons. Based on the estimated population within the Study Area, our assessment indicates that 4.6 lanes could be supported at 2019, increasing to 5.3 lanes at 2035.

[34] 'Tenpin Bowling', Mintel, May 2017
[35] 'Population Estimates for UK, England and Wales, Scotland and Northern Ireland: Mid-2014', Office for National Statistics, June 2015

8.5.4 There is no current formal ten pin bowling facility within Richmondshire District, with the closest facilities being at Newton Aycliffe and Stockton.

8.5.5 Given the current commercial market, it is unlikely that a scheme including a traditional ten pin bowling facility will be commercially viable, albeit we do advise that the Council speaks to potential operators given the deficiency in the offer within the District and the potential for such a scheme particularly in Catterick Garrison given the demographics of the local population (younger families etc).

8.5.6 Larger centres have seen the delivery of boutique style bowling facilities which offer a wider range of facilities alongside bowling, including a bar and a restaurant. Facilities such as All Star Lanes act as destinations in their own right, and add to both the daytime and night time economies within centres. Such a facility within Richmondshire would meet the identified requirement, but would be subject to operator demand. Should demand be forthcoming, it may be that the area surrounding Shute Road could be suitable to accommodate such a use, bringing with it additional opportunities for leisure facilities such as bars and restaurants increasing footfall in this part of the town centre. As such, any allocation of the Shute Road area should include sufficient flexibility to allow for future potential commercial leisure facilities.

Table 8.7: Ten Pin Bowling Requirement in Study Area

Year	Study Area Population	Typical Population Required to Support One Ten Pin Lane	Potential Number of Ten Pin Lanes Supported in Study Area
2019	57,875	12,630	4.6
2024	60,542	12,630	4.8
2029	63,762	12,630	5.0
2034	66,322	12630	5.3
2035	66,512	12,630	5.3

Note: Typical number of persons required to support a bowling lane derived from Mintel Tenpin Bowling report of May 2017

8.6 Health and Fitness Centres

8.6.1 In the health and fitness sector, the number of local authority owned leisure centres and swimming pools has generally increased in the past few years, although, with reductions to their sport and leisure funding budgets, local authorities are increasingly being required to adopt more commercial approaches. Mintel[36] records that, at September 2017, 32% of adults

[36] 'Leisure Centres and Swimming Pools', Mintel, September 2017

were found to use a local authority owned health centre or swimming pool. This is a minor reduction from the figure of 33% recorded in 2015 and a further reduction from the figure of 40% recorded in 2013, although operator data suggests that admissions have remained resilient overall, pointing to losses being concentrated around more casual users (who visit less often). The replacement of ageing facilities to allow local authority health and fitness centres to compete with private facilities remains a key challenge.

8.6.2 Mintel[37] forecasts indicate that the private health and fitness sector had a market value of approximately £2.9 billion in July 2016. This is forecast to continue to grow substantially by approximately £200 million per year, reaching 3.9 billion in 2022. Mintel also notes that, whilst only 12% of adults currently use a private health and fitness club, the potential for a further expansion of the market remains strong. Perhaps unsurprisingly, the 16 to 24 and 25 to 34 age groups have the highest participation rates, with 19% and 18% respectively of the population within these age groups visiting private health clubs, with participation dropping off quickly within older age groups.

8.6.3 The composition of the private health and fitness sector has experienced great change in recent years with the rise of budget gym operators presenting a challenge to the more established key players. Mintel indicates that the market has expanded significantly with a shift towards budget operators bringing possibilities for more convenient access and affordability for the customers. Budget operator Pure Gym has expanded to become the market leader both in terms of number of members (930,000) and clubs (176). It should be noted that Pure Gym has continued to rapidly expand year on year in terms of the number of members and sites, which were previously reported by Mintel as being 520,000 (members) and 99 (sites) in 2015. At the same time, Pure Gym's main competitor, The Gym, has also greatly increased its membership since 2015 from 350,000 to 535,000 members and 63 to 100 clubs, albeit more modestly. Nuffield has emerged as the largest 'full service' health club chain with 476,000 members and 112 sites, overtaking David Lloyd Leisure (407,095 members, 83 sites) and Virgin Active Group (251,000 members, 61 sites) who were the largest in 2015. Mintel has predicted 25% growth for the private sector health and fitness market up to 2022, to reach a value of £3.9 billion.

8.6.4 The latest in-depth survey of the UK fitness club market entitled 'Project Fitness UK 2018' published by Allegra Strategies, estimates that the UK fitness club market is expected to continue to grow and indeed, be the fastest growing business sector. The report identifies there to be opportunities in high street locations due to closures ofother retail and leisure

[37] 'Health and Fitness Clubs', Mintel, July 2017

operations, but that increased competition from the range of choice of private sector operators will continue to put pressure on the public sector offer.

8.6.5 The private health and fitness clubs typically seek premises between 10,000 sq.ft (929 sq.m) for the low cost, budget style of facilities such as Pure Gym, The Gym, Energie Fitness, Xercise4less, Lifestyle Fitness and Sports Direct Fitness, to upwards of 80,000 sq.ft (7,432 sq.m) for the higher end, premium facilities such as Nuffield Health, David Lloyd, Bannatyne and Virgin Active.

8.6.6 Table 8.8 below sets out the health and fitness market share attracted to each of the health and fitness facilities within the Study Area.

8.6.7 The health and fitness trips are spread out across a number of existing facilities within the Study Area as a whole, with the principal destinations being the Catterick Garrison Leisure Centre on Gough Road, attracting 15.7% of trips, followed by a more general 'Catterick Garrison town centre' response at 12.5%, which we assume also relates to the leisure centre, given is proximity to the main town centre.

8.6.8 Within Zone 1, the principal destination is the Richmond Swimming Pool/Liberty Health Club which attracts 13.0% of trips (totalling both of the answers together). Within Zone 5, the principal destination is the Leyburn Community Leisure Club, which attracts 3.4% of trips.

Table 8.8: Study Area Market Share of Trips to Health and Fitness Centres (%)

Zone	Address	Total
Inside the Study Area		
Zone 1		
1	Richmond Swimming Pool / Liberty Health Club, Station Road, Richmond	7.14%
1	Liberty Health Club, The Old Engine Shed, Station Yard, Richmond	5.90%
1	ML Sports & Fitness, Mercury Road, Gallowfields Trading Estate, Richmond	4.52%
1	Richmond Town Centre	3.15%
Zone 2		
2	Catterick Leisure Centre, Gough Road, Catterick Garrison	15.73%
2	Catterick Garrison Town Centre	12.48%
2	Colborn Leisure Centre, Catterick Road, Brough With St Giles	5.77%
2	Catterick Athletic Stadium, Ladysmith Road, Catterick Garrison	3.10%
2	Catterick Amateur Boxing Club, Marne Barracks, Catterick Garrison	1.81%
Zone 3		
3	Catterick Village Centre	2.36%
3	Bedale Town Centre	1.04%
Zone 4		
4	Active Life Leisure Club, A66, Scotch Corner, Richmond	9.87%
Zone 5		
5	Leyburn Community Leisure Club, Grove Square, Leyburn	3.42%
Outside the Study Area		
OSA	Bedale Leisure Centre, Firby Road, Bedale	9.32%
OSA	Stockton-On-Tees Town Centre	4.20%
OSA	Darlington Town Centre	2.77%
OSA	Bannatyne's Health Club, Haughton Road, Darlington	1.35%

Source: Question 48 of Household Survey, Appendix 8. Includes all responses located within Study Area and those receiving more than 2.0% of total market share of trips outside Study Area
Note: 'OSA' relates to facilities outside of the Study Area

8.6.9 Richmondshire Leisure Trust (RLT) operates Richmond Swimming Pool, Liberty Health Club and Colburn Leisure Centre, all of which are important facilities within the Study Area. In addition to the RLT facilities, the Catterick Garrison Leisure Centre is operated by Nuffield Health, a national multiple gym operator. It is noted that the overall range of national multiple gym operators within Richmondshire is generally limited with operators such as PureGym, The Gym, Xercise4less etc not having a presence within the District. There may therefore be a qualitative deficiency in the range of gyms in the District, which could be enhanced within defined centres dependent on operator demand.

8.6.10 National multiple fitness operators typically occupy modern, large format units both on high streets and on standalone retail parks. Whilst we do not recommend that the Council allocates specific sites within the defined centres to accommodate such uses, proposals for new health and fitness clubs should be supported by the Council subject to the relevant policy tests and in particular, the potential implications new operations could have on the existing leisure facilities within the District.

8.6.11 Reviewing therequirementlist.com, which is an online resource connecting commercial occupiers to the property industry through commercial agents and operators, there are no indications of any requirements from national multiple gym operators to increase their portfolio in Richmondshire. Further discussions with operators through commercial agents would be advisable but we do not recommend that the Council specifically allocates sites for such uses within the Local Plan.

8.7 Food and Drink

8.7.1 Consumer spending on eating out through visits to restaurants and takeaways is recognised as a sector which has performed well during the economic downturn. Mintel[38] identifies that the eating out market grew by around 14% between 2012 and 2016, to an estimated £66bn, and predicts that the market will continue to experience growth, forecast to be around 11% in the period up to 2022 to reach a value of £75 billion. The emergence into the restaurant market of multiple new specialist operators, many with significant plans for expansion, has increased opportunities for landlords to provide a diverse and distinct food offer.

8.7.2 A recent report by Savills[39] entitled 'Casual Dining in the UK' has found that casual dining brands in the UK, which operate from under 25 sites, such as Wahaca and Cau, have grown by 39% over the past three years. The report identifies that such dining brands, in combination, have opened 489 new outlets across the UK. This emphasises the popularity and growth of smaller chains, a trend which has led to increased diversity and consumer choice across the sector. During the same time period brands providing a larger number of outlets such as Pizza Express, Prezzo and Nandos, have grown by 13%. In terms of the casual dining market as a whole, Savills identifies that 80% is made up of brands with fewer than 25

[38] 'Eating Out Review', Mintel, Sep 2017
[39] Casual Dining in the UK, Savills, June 2016

restaurants. The Savills report also identifies that there has been growth in different cuisines, with North American, Caribbean and Thai cuisines increasing in popularity.

8.7.3 Despite significant pub closures in recent years, there is reason for optimism within the licensed premises sector. The Cask Report[40] reporting that six fewer pubs are closing a week in 2017 than in 2016. Visitor numbers have been found to be stable, with the industry expected to experience modest growth in the period to 2019. Mintel identifies that some 79% of adults visited a pub or bar in 2016/17 for a drink, with the 18 to 24 age group found to be most likely to drink in pubs or bars on a weekly basis. The cask ale market in particular is reported to have grown by 6.3% in the last 5 years[41]. Nevertheless, a quality food offer has become increasingly important within the sector, as the contribution which food sales make to pub revenues has increased steadily over a prolonged period.

8.7.4 Table 8.9 below illustrates the principal destinations visited are Richmond town centre, which attracts 31.7% of all restaurant trips, followed by Catterick Garrison town centre which attracts 8.0% (9.5% including the 1.5% of respondents which specified Princes Gate Retail Park). Leyburn town centre also attracts 7.0% of restaurant trips.

8.7.5 Looking outside of the Study Area, 5.8% of trips are attracted to Darlington town centre and 4.6% to Teesside Shopping Park.

[40] 'Pub Visiting' Mintel, May 2017
[41] 'The Cask Report 2015-16', Cask Matters, September 2015

Table 8.9: Study Area Market Share of Trips to Restaurants (%)

Zone	Address	Total
1	Richmond Town Centre	31.70%
2	Catterick Garrison Town Centre	7.98%
2	Princes Gate Retail Park, Richmond Road, Catterick Garrison	1.48%
3	Bedale Town Centre	4.52%
4	Scorton Village Centre	2.72%
5	Leyburn Town Centre	6.99%
5	Aysgarth Village Centre	1.51%
OSA	Other, OSA	8.66%
OSA	Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	5.76%
OSA	Teesside Park, Stockton	4.58%
OSA	Central London	4.25%
OSA	Northallerton Town Centre	3.23%
OSA	Masham Town Centre	1.35%

Source: Question 37 of Household Survey, Appendix 8. Includes all responses receiving more than 1% of total market share of trips
Note: 'OSA' relates to facilities outside of the Study Area

8.7.6 There are signs that the independent restaurant sector remains relatively positive, and as such, there are opportunities to expand and build on the existing offer particularly within Richmond and Leyburn town centres in particular to serve both visitors and residents. There are also opportunities in Catterick Garrison to increase the restaurant provision and provide a qualitatively different offer to the national multiples present at Princes Gate. Any such enhanced offer should be reflective of Catterick Garrison's particular demographic, which comprises predominantly 20-40-year-old military personnel, their young partners and children. In particular, there appear to be opportunities to increase the provision along Shute Road, through the development of new units.

8.8 Other Leisure Uses

8.8.1 In recent years, the presence of leisure facilities such as trampolining centres, break-out rooms, go-karting centres, climbing walls, in-door golf, and soft-play centres have increased substantially across the UK.

8.8.2 In an increasingly competitive retail environment, centres are seeking more adventurous and exciting leisure operators to provide differentiation and draw consumers in.

8.8.3 Trampoline parks for example, offer a broad range of activities, from children's parties, fitness classes, corporate team building activities, to teen and adult club nights, whilst most also have onsite cafés. The same can be said for climbing walls and soft-play centres, where a wide range of activities are present alongside the main leisure facilities.

8.8.4 These facilities generally occupy relatively large (500 sq.m to 2,500 sq.m) units with high ceiling heights and are often found in former employment or retail premises on business parks and retail parks. As such, applications to change the use of the premises to allow the use by Class D2 operators if the units are located outside of the defined town centre, will need to be assessed against the relevant main town centre use planning policies of the sequential and impact tests.

8.8.5 Whilst it is acknowledged that sites in prime locations with high footfall will be likely to continue to prosper, the experience side of leisure, such as crazy golf, table tennis and escape rooms, are all important leisure elements which draw visitors into a centre, thereby encouraging dwell time and spin off trips to food and beverage outlets and / or shops. Whilst typically aimed at the younger generation, they do offer an experience which can ensure a centre stands out and provides something which is qualitatively different.

8.8.6 There may be additional opportunities in Richmond and Catterick Garrison town centres in particular to improve the experience leisure offer, providing opportunities and a qualitatively different experience to out of centre destinations and other competing destinations outside of the administrative area. Such uses again will assist in increasing the dwell-time and night-time economy, generating in-centre linked trips beyond that which is already present in the town centre. Indeed, modern experiential leisure business models often integrate a food and beverage offer within the same unit / complex, for example. Given prevailing demographic trends, which are skewed towards younger people in Catterick Garrison (army personnel and their dependents) as a result of the expansion plans from the MoD, we consider that any future retail and leisure development in the town centre will need to be reflective of a younger demographic. This demographic comprises predominantly 20-40-year-old military personnel, their young partners and children.

8.8.7 Additional and a larger variety of leisure uses within the heart of Catterick Garrison town centre may be appropriate given this trend, and the local planning authority should have careful regard to changes in market demand over the plan period, given the dynamic nature of this industry. As discussed above, recent years have seen an increase in indoor and outdoor 'active leisure' and 'experimental leisure' activities such as indoor golf, trampolining, soft play centres and escape rooms, amongst other things. It is considered that facilities such as these, which would enhance and diversify the leisure offer of Richmondshire, particularly for younger military personnel based in Catterick Garrison, should be supported where these are in line with local and national planning policies.

8.8.8 Table 8.10 below provides a breakdown of the proportion of trips to key art / culture facilities. The principal destination for residents in the Study Area is Darlington town centre which attracts 32.8% of all trips, followed by Richmond town centre which attracts 21.1%. Darlington town centre includes facilities such as the Darlington Hippodrome and Majestic Theatre, alongside the Crown Street Art Gallery.

Table 8.10: Study Area Market Share of Trips Art / Culture Activities (%)

Zone	Address	Total
Inside Study Area		
1	Richmond Town Centre	21.10%
5	Leyburn Town Centre	1.84%
Outside Study Area		
OSA	Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	32.79%
OSA	Central London	10.11%
OSA	Newcastle City Centre	5.51%
OSA	Other, OSA	4.74%
OSA	Barnard Castle Town Centre	4.27%
OSA	Leeds City Centre	4.13%
OSA	Harrogate Town Centre	2.73%
OSA	Abroad	2.16%
OSA	York City Centre	1.88%
OSA	Glasgow City Centre	1.28%
OSA	Sheffield City Centre	1.17%
OSA	Middlesbrough Town Centre	1.17%

Source: Question 41 of Household Survey, Appendix 8. Includes all responses receiving more than 1.0% of responses
Note: 'OSA' relates to facilities outside of the Study Area

8.9 Hotel and Tourism Needs in Richmondshire

8.9.1 The tourism sector has an important role to play in Richmondshire's future prosperity and accordingly it is necessary to plan appropriately for this as part the forthcoming Local Plan. If Richmondshire is to grow its existing visitor economy, it is necessary to understand the current economic position as well as the strengths and weaknesses of the accommodation which serves those visiting the area.

8.9.2 Accordingly, the following section sets out a quantitative analysis of tourism data provided by 'Global Tourism Solutions' for Richmondshire. We then turn to examine the District's tourism assets from a qualitative perspective, identifying key strengths and weaknesses. Finally, we provide a commentary on how the Local Authority could look to use the emerging Local Plan to positively influence the growth of the local tourist economy. It should be noted that this advice relates purely to the contribution that the land use planning system can make to tourism growth in Richmondshire and is not intended to represent a tourism strategy, which would fall outside the scope of this study.

Quantitative Analysis

8.9.3 Richmondshire District Council has provided WYG with Global Tourism Solutions 'STEAM' tourism economic data for Richmondshire, in order that this can be drawn upon in the preparation of this study. The following section sets out the key statistics and trends that are of relevance in planning for future tourism needs.

Visitor Numbers

8.9.4 The STEAM data establishes that Richmondshire attracts approximately 3.6m visitors per annum. Of these, the vast majority (3.14m / 86.7%) are day visitors and only a relatively small proportion (0.48m / 13.3%) are staying visitors. The STEAM data also presents a breakdown of the type of accommodation that those staying overnight are using. It shows that only 0.20m stay in serviced accommodation (5.5% of total visitors), with 0.21m (5.8% of total visitors) staying in non-serviced accommodation, and the remaining 0.07m (1.9% of total visitors) staying with friends or relatives ('SFR'). This data is set out in Table 8.11 below.

Table 8.11: Richmondshire Visitor Numbers by Type

Types of Visitor		**Visitors (millions of people / %)**	
Day Visitors		3.14	86.7%
Staying Visitors	Serviced	0.20	5.5%
	Non-Serviced	0.21	5.8%
	SFR	0.07	1.9%
Total Visitor Numbers		**3.62**	**100%**

Source: Global Tourism Solutions 'STEAM' tourism economic data for Richmondshire.

8.9.5 Our observations on the above table is that 'staying visitors' are very much in the minority (13%) when it comes to the overall number of people who visit the Richmondshire area. It is also noted that only just over 5% of visitors to the area are staying in serviced accommodation (i.e. hotels). This may be reflective of the availability and amount of serviced accommodation that is present in the Richmondshire area.

8.9.6 Drawing upon total visitor numbers, the STEAM data shows that Richmondshire's 3.62m visitors generate a total of 5.05m 'visitor days' spent in the Authority area per annum. However, of note is the fact that 'staying visitors' accounted for just 1.9m or 38% of the total 'visitor days' recorded for Richmondshire. Furthermore, serviced accommodation such as hotels accounted for just 0.37m or 6.7% of all visitor days. Again, this is considered to represent further evidence that Richmondshire's tourist economy is currently weighted more towards the day visitor than it is those wishing to stay overnight, and that hotel stays currently account for only a small proportion of overall visitors.

Accommodation Stock

8.9.7 The STEAM data also provides figures for Richmondshire's total stock of overnight visitor accommodation and this information is set out in Table 8.12 below. For the purposes of the analysis, 'Serviced Accommodation' includes hotels, guest houses, B&Bs and inns, whilst 'non-serviced' accommodation includes self-catering properties such as houses, cottages, chalets and flats, as well as camping, caravans and hostels.

Table 8.12: Richmondshire Accommodation Stock

Types of Accommodation	Accommodation (no of facilities / %)		Accommodation (no of beds / %)	
Serviced	202	37.5%	2,394	18.5%
Non-Serviced	337	62.5%	10,516	81.5%
Total Accommodation	**539**	**100**	**12,910**	**100**

Source: Global Tourism Solutions 'STEAM' tourism economic data for Richmondshire.

8.9.8 Table 8.12 shows that there is a total of 539 serviced and non-serviced establishments within Richmondshire's overall stock of visitor accommodation, and that there are an estimated 12,910 beds contained within these facilities. In terms of the split of these establishments, some 62.5% (337) are non-serviced and the remaining 37.5% (202) are serviced. However, the distribution of beds is not consistent with this split, with some 81.5% contained within non-serviced accommodation and the remaining 18.5% contained in serviced accommodation. The above table therefore indicates that the serviced accommodation within Richmondshire predominantly comprises small establishments, with an average of broadly 12 beds per facility. This position is confirmed in the below table:

Table 8.13: Serviced Accommodation by Size

Type of Serviced Accommodation	Number of facilities	%
+50 Room Hotel	2	1%
10-50 Room Hotels	21	10%
<10 Room Hotels / Others	179	89%
Total	**202**	**100%**

Source: Global Tourism Solutions 'STEAM' tourism economic data for Richmondshire.

8.9.9 Table 8.13, which draws upon data from the available STEAM report, highlights that there are only two serviced accommodation facilities in Richmondshire with more than 50 rooms, accounting for just 1% of the establishments in this category of accommodation. Indeed, the table shows that the vast majority of serviced accommodation (88%) in Richmondshire has less than ten rooms. This is consistent with our observations 'on the ground', with much of Richmondshire's serviced accommodation appearing to take the form of small guest houses, inns and B&B's. Accordingly, the quantitative evidence would appear to support the provision of a larger, modern hotel to serve Richmondshire, both in order to offer greater balance to the serviced accommodation stock, and to increase serviced accommodation provision more widely – which currently lags well behind non-serviced provision in terms of the number of bedrooms.

Economic Impact

Table 8.14: Richmondshire Estimated Economic Impact of Tourism

Types of Visitor		Economic Impact (£m / % of Total)	
Day Visitors		109.02	48.4%
Staying Visitors	Serviced	39.00	17.3%
	Non-Serviced	66.07	29.4%
	SFR	11.00	4.9%
Total Economic Impact		**225.09**	**100%**

Source: Global Tourism Solutions 'STEAM' tourism economic data for Richmondshire.

8.9.10 Global Solutions apply expenditure data to total visitor numbers in order to estimate the 'Total Economic Impact' of tourism in an area. This expenditure comprises visitor spending on the likes of accommodation, food and drink, recreation, shopping and transport. However, the STEAM data also makes an allowance for 'indirect and induced' spending in addition to the identified direct visitor expenditure, to account for spin-off trade associated with the local tourist economy.

8.9.11 Table 8.14 shows that the 'total economic impact' of visitors to Richmondshire is estimated to be £225.09m per annum, with £109.02m (48.4%) derived from day visitors and the remaining £116.07m (51.6%) provided by those staying overnight. Breaking the overnight figures down further, Table 8.14 shows that non-serviced accommodation accounts for 29.4% (£66.07m) of tourism's economic impact, serviced accommodation for 17.3% (£39.0m), and SFR for 4.9% (£11.0m).

8.9.12 When 'Total Economic Impact' is divided by the number of visitors it is possible to establish how much on average each visitor brings into Richmondshire's tourism economy; in terms of day visitors, staying visitors (serviced accommodation, non-serviced accommodation and SFR), and all visitors. The findings of this exercise are illuminating, in that whilst each visitor brings on average £62 into the local economy, there is a considerable difference between the value generated by day visitors and staying visitors. The 3.14m 'day visitors' contribute some £109.02m, or £35 per person. However, according to the STEAM model, the 480,000 'staying visitors' collectively bring £116.07m into the local economy or £242 per person. Accordingly, 'staying visitors' are some seven times more valuable to the local economy than 'day visitors' but made up just 13% of the total number attracted to Richmondshire.

8.9.13 The difference in economic value generated by staying and non-staying visitors is not particularly surprising, when it is considered that a staying visitor will naturally need to spend more than a day visitor on the likes of accommodation, food, and drink. Staying visitors are also likely to spend more on shopping and recreational activities, given the additional time they have to spend in the area. All such expenditure is factored into the 'total economic impact' figure.

8.9.14 A further outcome of the STEAM analysis is that the most valuable sectors, in terms of visitor economic impact, are serviced and non-serviced overnight accommodation. The data suggests that a visitor using serviced accommodation will bring on average £195 to the local economy, whilst those using non-serviced accommodation bring an even greater £315 per person. This again emphasises that there are considerable economic benefits associated with a strong overnight accommodation offer, and yet overnight visitors account for just 13% of all visits to Richmondshire.

8.9.15 In summary, our analysis of the economic impact of visitors has demonstrated that whilst tourism in Richmondshire clearly brings a substantial amount of money into the local economy (some £225m), the District is undoubtedly missing out on more valuable 'overnight visitors' who spend on average seven times more per person than 'day visitors'. This provides further evidence that a lack of overnight accommodation in Richmondshire, particularly in the serviced accommodation sector, may represent a barrier to the future growth of the local tourist economy in the area over the long term.

Qualitative Assessment

8.9.16 Table 8.15 below provides an overview of some of the key tourist attractions in the Richmondshire area.

Table 8.15: Richmondshire Visitor Attractions

Attraction Type	Name / Location	Description
Castle and Abbey	Richmond Castle	Richmond Castle is the best-preserved example of an early Norman castle in England. It was expanded in the 12th century. By 1540 the castle was derelict, but it later became a popular tourist destination. During the First World War it was used as a prison for conscientious objectors, including the Richmond Sixteen.
Museum	Green Howards Museum	The Green Howards Regimental Museum is the museum of the Green Howards infantry regiment of the British Army. It is located in the old Trinity Church in the centre of the market place of Richmond in the Richmondshire district of North Yorkshire, England.
Café/cinema/art gallery	The Station, Richmond	In 2003 a community-based project to regenerate Richmond Station was given the go ahead. The aims of the project, which was spearheaded by the Richmondshire Building Preservation Trust, were: • To provide activities and recreational spaces that will meet established local demands at affordable prices. • To include a limited number of commercial operations sufficient to generate an income to maintain the project and subsidise community activities on site. • To include at least one use that will attract substantial numbers of visitors to provide the building tenants, and (as a consequence) the building management, with income.

Attraction Type	Name/Location	Description
		The building re-opened on 9 November 2007, with two cinema screens, a restaurant and café-bar, an art gallery, a heritage centre, a number of rooms for public use, and a range of artisan food-producers.
Museum	Richmondshire Museum	A local history museum that is full of exhibitions both permanent and seasonal. There are activities for children both daily and extra at certain times throughout the school holidays.
Racecourse	Catterick Racecourse	Catterick Racecourse is a horse racing track and venue located approximately a mile north of Catterick Garrison town centre. The Catterick Sunday market which is held at the racecourse is the largest market in the north of England.
Nature Reserve	Foxglove Covert Local Nature Reserve	Foxglove Covert Local Nature Reserve covers 100 acres of moorland edge adjacent to Cambrai Lines at Catterick Garrison and has a mix of habitats and species. The reserve contains semi-natural woodland, heathland, flower-rich grassland, streams, ponds, a lake, willow and alder carr, coniferous woodlands and wet meadows.
Theatre	Georgian Theatre Royal	Built in 1788, The Georgian Theatre Royal is the UK's oldest working theatre. Enjoy a guided tour of the Theatre or come to see a live performance - or both
Castle	Bolton Castle	One of the country's best preserved medieval castles, Bolton was originally built, by Sir Richard Le Scrope, to rival the finest and most luxurious homes in the land. Completed in 1399, its scars bear testament to over 600 years of fascinating history including involvement in the Pilgrimage of Grace, Mary Queen of Scot's imprisonment and a Civil War siege.
Hall and gardens	Constable Burton Hall	Palladian villa standing at the entrance to Wensleydale, North Yorkshire. Designed by the celebrated architect John Carr for Sir Marmaduke Wyvill, and completed in 1768, it is widely recognised as one of the finest medium-sized English houses built in the Palladian style.

Attraction Type	Name/Location	Description
Heritage Railway	Wensleydale Railway	The Wensleydale Railway is a heritage railway in Wensleydale and Lower Swaledale in North Yorkshire, England. The line runs 22 miles (35 km) between Northallerton West station, about a fifteen-minute walk from Northallerton station on the East Coast Main Line, and Redmire. Regular passenger services operate between Leeming Bar and Redmire, while occasional freight services and excursions travel the full length of the line. The line formerly ran from Northallerton to Garsdale on the Settle-Carlisle Railway, but the track between Redmire and Garsdale has been lifted and several bridges and viaducts demolished.
Castle and Abbey	Middleham Castle	Middleham Castle was constructed in the 12th century and has one of the largest Norman 'great towers' in the country. It also was the childhood home of Richard III and was seized by Henry VII after Richard's defeat at the battle of Bosworth. The castle remained in royal ownership until it was sold off under the reign of James I. The castle progressively began to fall into disrepair and changed hands several times before being taken into the care of English Heritage in 1984.

8.9.17 The above table demonstrates that Richmondshire benefits from a wide variety of tourist attractions which cater for a range of tastes, interests and age groups. Of particular importance is considered to be the Richmond and Bolton Castles, the Richmond Station facility, along with the Wensleydale Railway which runs through the District.

8.9.18 There are a number of tourism attractions throughout Richmondshire, and as such, the formal accredited holiday accommodation is vital to ensure that a range of visitors are attracted to the area, particularly given the wider economic benefits which come from both day and night visitor spending in the town centres, as highlighted in our quantitative analysis of available STEAM data.

8.9.19 In reviewing the current serviced accommodation stock within the three towns of Richmond, Catterick Garrison and Leyburn from a qualitative perspective, we can see that this is principally focused on higher-end boutique style hotels within the town centres. Key facilities include The Frenchgate Hotel and the Kings Head Hotel in Richmond town centre, which provide 4* and 3* facilities respectively, with prices ranging from £75 upwards for a double room. Facilities in Leyburn include the Golden Lion and Black Swan, which both provide traditional hotel rooms above public houses with prices ranging upwards of £50.

8.9.20 However, the overall provision of accredited hotels in Richmondshire is limited. A review of the AA website indicates that the District contains just seven accredited holiday accommodation facilities in the overall stock, three in Richmond, one in Catterick Garrison, and three in Leyburn. The offer ranges from 3* Inns in Richmond (the Black Lion and Kings Head), to the Premier Inn budget hotel in Catterick Garrison, to 5* guest accommodation and B&B facilities within Leyburn (The Old Town Hall and Braithwaite Hall).

8.9.21 Looking at the national multiple hotel provision within the District, and particularly at the budget end of the market, the accommodation offer is very limited. The Premier Inn in Catterick Garrison is a relatively new addition to the hotel stock in Richmondshire, with an adjacent Brewers Fayre pub/restaurant. This provides rooms at an affordable level, with on-site breakfast in a family orientated restaurant. The Premier Inn represents the largest hotel in the District (60 rooms) at the budget end of the market, with the other budget hotel facilities being the Holiday Inn and Travelodge at Scotch Corner.

8.9.22 It is important that hotel accommodation within the District meets the wide range of needs and demographics of those visiting the area. This will also benefit the District as a whole, in attracting additional visitors and increasing the overall economic benefits to the towns. In Richmondshire's case, this includes tourists visiting and staying in Richmond town centre, families visiting during school holidays, but also family and friends visiting military personnel at Catterick Garrison.

8.9.23 In conclusion, having appraised the serviced accommodation offer from a qualitative perspective, there appears to be a relatively good range of guest houses, inns, traditional hotels and B&B's in the Richmondshire area. However, a far more limited choice has been identified in Richmondshire's budget hotel market. Accordingly, there would appear to be a qualitative requirement to improve the overall offer in the District, and provide alternative choices to accommodate families in particular

Conclusions on Hotel and Tourism Needs

8.9.24 The main conclusions from the quantitative analysis of STEAM data is that whilst tourist spend in Richmondshire clearly brings a substantial amount of money into the local economy (some £225m), the District is undoubtedly missing out on more valuable 'overnight visitors' who spend on average seven times more per person than 'day visitors', but made up just 13% of all visitors. This was evident from our interrogation of the economic impact data and also from a qualitative perspective.

8.9.25 Furthermore, the STEAM data (and our qualitative analysis) identifies that Richmondshire only has a comparatively limited 'serviced accommodation' offer. Such establishments cater for only 5.5% of the annual visits to the district, provide only 18.5% of the total visitor beds available, and are skewed towards smaller facilities such as inns, guest houses and B&B's – with 89% of the district's serviced accommodation within establishments of 10 rooms or less.

8.9.26 Quantitative and qualitative evidence would therefore appear to support the provision of larger, more modern hotel stock to serve Richmondshire – particularly in the budget sector. This is both in order to offer greater balance to the serviced accommodation stock, and to increase serviced accommodation provision more widely – which currently lags well behind non-serviced provision in terms of the number of bedrooms.

8.9.27 Accordingly, a key recommendation of this study is that the Council seeks to prioritise the delivery of proportionate overnight accommodation through appropriate policies in the forthcoming Local Plan. It is considered that not only is a quantitative improvement required but also a qualitative enhancement, with Richmondshire's limited 'serviced' stock (i.e. hotels, guest houses, etc.) typically of a modest size and not necessarily in-keeping with modern consumer expectations.

8.9.28 Accordingly, the Council should look to promote the delivery of a further modern 'budget' hotel (i.e. Travelodge, Ibis, Premier Inn) in order to serve the Richmondshire area. This would complement the Premier Inn which already currently serves Catterick Garrison. National policy requires that 'main town centre' uses such as hotels are located in existing centres wherever possible, and as such any future land allocation should be reflective of this town centre first approach.

9.0 Summary of Findings and Recommendations

9.1 Introduction

9.1.1 This Retail, Leisure and Town Centre Study has been undertaken to establish current provision and future needs in the retail and commercial leisure sectors within the District over the plan period. Richmondshire has not previously instructed a formal retail study to be prepared to support the preparation of Local Plan Policies, and as such, this study is providing a baseline upon which future shopping patterns can be assessed against.

9.1.2 In addition, this study provides additional recommendations in respect of other potential policy guidance required to help support the future growth, improvement and regeneration of the defined centres, along with providing a list of recommended sites to meet longer term quantitative need for town centre uses, having regard to market deliverability factors, town centre hierarchy and national planning policy.

9.1.3 As we set out in more detail below, the latest evidence which supports this study can be used to further encourage and allocate commercial sites within Richmondshire and particularly the town centres to deliver new floorspace and seek to draw back expenditure and encourage extended visits to the defined centres.

9.1.4 Our conclusions and recommendations made throughout the Study and below do not seek to materially alter these previous policy frameworks and guidance adopted by the Council, particularly given that we consider these to be a good basis upon which to build our latest policy recommendations. Instead, the purpose is to provide updated recommendations based on the latest household and health check findings, along with the recent retail and leisure trends which have impacted upon the commercial markets, but which will also continue to do so. It is important to plan positively, taking account of the realisms of the market and other external factors which in some cases may be beyond the Council's control. Furthermore, a key concept of local and national policy is to concentrate on the protection of defined centres but also acknowledging that there are a range of uses suitable to be accommodated in defined centres beyond the 'traditional' retail uses.

9.1.5 The adopted Local Plan seeks to protect the hierarchy of centres within Richmondshire and seek to improve the overall commercial offer to better meet resident's needs.

9.1.6 The purpose of this section, therefore, is to set out the key findings from each of the elements of the study, from both a quantitative and qualitative need perspective, and provide recommendations on appropriate policy responses for the new Local Plan to address the key issues raised in the research.

9.1.7 We start this section by assessing the key findings in respect of retail need within Richmondshire, having regard to the current market share claimed by destinations in the administrative area but also specifically within the town centres. We then turn to consider how the three centres should plan for any future growth in convenience and comparison floorspace. The second part of this section sets out WYG's recommendations in terms of policy objectives to help guide future town centre policies and how these will assist in shaping the defined centres in the future to meet residents' needs.

9.1.8 It is useful to set out at this juncture the national policy guidance in respect of ensuring the vitality of town centres. Paragraph 85 of the NPPF indicates that local planning authorities should:

a. define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

b. define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;

c. retain and enhance existing markets and, where appropriate, re-introduce or create new ones;

d. allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;

e. where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and

f. recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

9.1.9 The national policy position has informed the Study and its requirements which, where relevant, are considered in relation to Richmondshire's administrative area below.

9.2 Key Findings: Quantitative Need

9.2.1 Section 7.0 of the Study sets out the full assessment of the quantitative capacity for additional floorspace in Richmondshire across the study period. This assessment provides floorspace capacity figures based on a series of assumptions and estimated forecasts over the short, medium and long term.

9.2.2 As we have set out in the Study, longer term growth rates and capacity estimates should be treated with caution given the inherent uncertainties of predicting the economy in the future. For example, spending on convenience goods on a yearly basis has decreased per person in recent years, with a similar trend set to continue over the next ten years or so. On average following the recession, households chose to cut back on convenience goods spending, whilst at the same time increasing spending on comparison goods. This is partly explained by the fact that prices of convenience goods have continuously risen, while those of comparison goods saw little growth and therefore by consuming fewer convenience goods, some households had more money available to spend on comparison goods. Furthermore, the squeeze on household incomes continues, along with inflation remaining above wage growth, resulting in retail spending remaining on a slower growth trajectory.

9.2.3 Based on the current retention rates within the District, we identify a limited capacity for an additional 400-600 sq.m (net) of convenience floorspace across the District as a whole over the plan period to 2035. Looking at the three settlements we identify a requirement for an additional 600 to 900 sq.m (net) convenience floorspace in Catterick Garrison but we do not identify any capacity in Richmond or Leyburn. The capacity identified in Catterick Garrison is due to the identified over-trading of the Aldi store on Richmond Road located on the edge of centre, but which functions as part of the overall convenience offer within the settlement. Given the limited identified capacity and the current commercial market, we have not recommended that sites are specifically allocated for additional convenience floorspace in the three town centres.

9.2.4 In terms of comparison goods floorspace requirements, again based on a constant market share across the District, we identify a capacity for a total of between 2,500 and 3,600 sq.m (net) comparison floorspace across the plan period within the District as a whole. Again, looking at the capacity within the three settlements, we identify the following capacities for additional floorspace across the plan period:

- Richmond town centre – between 500 and 800 sq.m (net)
- Catterick Garrison town centre - between 1,500 and 2,500 sq.m (net)
- Leyburn town centre – 100 sq.m (net)

9.2.5 It is important to note that the NPPF no longer specifies that local authorities should plan for the amount of floorspace identified across the plan period as a whole, and instead should focus on at least ten years ahead. This is a sensible approach given the current economic uncertainties and difficulties in predicting the commercial market outlook longer than ten years ahead.

9.2.6 As such, looking ten years ahead (i.e. 2029), we have not identified any convenience capacity and only a small amount of comparison capacity (700 sq.m – 1,200 sq.m) across the District. Therefore, we recommend that the Council do not allocate any new large-scale sites within the District specifically for retail development over the short (5-years) to medium term (10-years).

9.2.7 Where need does arise towards the end of the plan period (perhaps identified in an updated Retail Study), or where additional comparison goods provision is proposed as part of the development management process over the short to medium-term, this should in the first instance be directed towards Richmondshire's town centres, and principally towards vacant land and units, in accordance with the requirements of national planning policy.

9.2.8 Having reviewed all three town centres in Richmondshire, we have identified that beyond the re-occupation of vacant units and land within defined Primary Shopping Areas of the respective centres, the first priority to accommodate forecast long-term retail growth should be the 'Priority Development Zone' within the town centre boundary of Catterick Garrison. We have identified the next most sequentially preferable location after this as the Ypres Lines site to the north of Catterick Garrison town centre, which we understand from the Ministry of Defence to be available for re-development over the long-term. These sites are identified on the 'Existing and Proposed Town Centre Boundary Plan' which is set out in Appendix 3 of our report.

9.2.9 With regards Catterick Garrison's current and future comparison goods market share, we comment on this alongside other qualitative need factors in the section below.

9.3 Key Findings: Qualitative Need

9.3.1 In assessing the potential qualitative need for additional retail provision, whilst this is a more subjective matter, there are important factors to consider when reviewing the existing provision within the administrative area. Issues such as 'gaps' in existing provision, ensuring that communities have easy access to retail facilities and that there is a range of operators to provide choice to residents, along with location specific needs such as higher levels of deprivation, all need to be taken account of when assessing the qualitative need.

Convenience Goods

9.3.2 Whilst there does appear to be an overall deficiency in larger foodstores within Richmond, we consider that the offer as a whole within the District appropriately meets the residents' needs. This conclusion is reached also due to the current commercial market and lack of any substantial growth plan by the 'top four' convenience retailers.

9.3.3 One possible exception, which may merit review over the course of the forthcoming Local Plan period is Catterick Garrison, where the Local Authority should monitor the trading performance of the Aldi foodstore on Richmond Road. Our expenditure capacity assessment found this store to be trading well above benchmark levels, based on household telephone shopper survey evidence. Accordingly, there may be a qualitative argument to improve Catterick Garrison's convenience goods offer over the longer-term through an appropriately scaled facility, subject to evidence that this 'overtrading' is a continuing issue. In such circumstances, an expanded offer would be merited in order to improve local consumer choice and competition.

Comparison Goods

9.3.4 Turning to the qualitative need for comparison goods, we focus primarily on Richmond and Catterick Garrison town centres, which – as the largest centres in the District – are the most likely to attract interest from retail operators and developers. We consider that the shopping patterns are indicating that the overall clothing and footwear offer within Richmondshire is generally limited and, as such, residents are choosing to shop at competing centres and 'out-of-centre' destinations located outside the Study Area in Darlington, Stockton and Northallerton. The rural nature of the Study Area and fact that Richmondshire residents may work in these areas is also likely to be a factor in this regard.

9.3.5 Having said this, our comparison (See Section 5.6) of the latest household shopper survey data (December 2018) with that which informed the Hambleton Retail Study in 2016 (which also had a zone based on Richmondshire) suggests that Richmondshire's comparison goods retention rate has increased by nearly 20% to 41% over the past three years. An important reason for this is likely to be that Princes Gate in Catterick Garrison only opened in mid-2015 and seems to have steadily grown the town centre's (and Richmondshire's) market share over the intervening period.

9.3.6 Added to this, whilst it is acknowledged that the permitted Scotch Corner Designer Village represents an out-of-centre development which will, in part, divert trade from Richmondshire's town centres; its offer will also reduce the amount that Richmondshire residents spend outside Richmondshire. In this sense, it will have a positive impact on the overall comparison goods retention rate of the district. The outlet centre is due to open in 2020 and, as such, a further improvement in Richmondshire's global non-food market share is anticipated following this.

9.3.7 Given this evidence, a balanced view needs to be taken on whether it would be appropriate to promote the further growth of Richmondshire's comparison goods market share by actively planning for additional, large-scale comparison goods retail development that would aid in the claw-back of expenditure that is currently flowing to more distant settlements / facilities. This being particularly in the 'clothing and footwear' sector, where there are current weaknesses in the District as a whole.

9.3.8 Our view is that, in light of the significant improvements that have been witnessed in Richmondshire's comparison goods market share in recent years as a consequence of Princes Gate, and the fact that Scotch Corner Designer Outlet centre will inevitably act to further reduce expenditure leakage from the district once completed, there is no overriding justification to promote an increase in Richmondshire's comparison goods market share over the short to medium term.

9.3.9 Notwithstanding this, we would advise that the district's market share is monitored on an ongoing basis over the Local Plan period, to establish whether the district wide expenditure retention rate will continue to rise as a consequence of the introduction of the Scotch Corner Designer Village – which is due to open in 2020. Should there be evidence over the longer-term that there is scope to further improve Richmondshire's comparison goods market share, then any large-scale comparison goods development should be directed to the defined town centres, in line with the town centre first approach.

9.3.10 Given the nature of Richmond which is focused more on independent traders, leisure operators and tourism, along with the constraints of the town centre given its historic nature, we consider that any new operators would be more appropriate in Catterick Garrison. As explained in the quantitative need section, beyond the re-occupation of vacant units and land within defined Primary Shopping Areas of the respective centres, the first priority to accommodate forecast long-term retail growth should be the 'Priority Development Zone' within the town centre boundary of Catterick Garrison. The next most sequentially preferable location after this is the Ypres Lines to the north of Catterick Garrison town centre, which we understand to be available for redevelopment. Understanding the precise commercial market requirements within Richmondshire will be key to the delivery of any future growth, particularly given the presence of Darlington town centre, the out-of-centre shopping parks at Darlington and Stockton, and the impending Scotch Corner Designer Village scheme. Further, improving the overall offer of 'top' comparison retailers could assist from a qualitative perspective in drawing expenditure back into the District, which is otherwise leaking outside to competing, higher order centres with a greater number of such aspirational brands.

9.4 Key Findings: Other Main Town Centre Uses

9.4.1 Section 8.0 of the Study provides an assessment of commercial leisure needs acrossthe District, using the results from the household survey.

9.4.2 In terms of 'traditional' commercial leisure uses (bingo halls, cinemas and ten-pin bowling facilities) we have identified that there is a requirement for a ten-pin bowling facility, national multiple hotel operator and additional restaurants within the District.

9.4.3 There are no formal ten-pin bowling or bingo facilities within Richmondshire District. There may be the potential for an additional bowling facility within Richmondshire, but due to the current market and general lack of investment and decline in this sector, operators may not be forthcoming. Discussions with commercial agents would be useful in this regard to establish if there was a market in Richmondshire for additional facilities, particularly given the tourism inflow and military personnel and the potential for boutique style facilities which offer wider food and beverage opportunities too, encouraging longer stays and a more varied experience.

9.4.4 In terms of health and fitness centres, we conclude that the existing provision is appropriately distributed across Richmondshire's key settlements and, as such, Richmondshire appears to be relatively well provided for. However, there may be opportunities for further private sector fitness clubs to be brought forward throughout the district and in the defined centres in particular, serving both local needs. New proposals for gyms and health and fitness centres should be judged on their own merits and in accordance with local and national policy, with a town centre first approach where suitable sites are available. It may be that any such uses would come forward as part of a wider mixed-use scheme.

9.4.5 In terms of the existing food and drink provision, there are signs that the independent restaurant sector remains relatively positive, and as such, there are opportunities to expand and build on the existing offer particularly within the three town centres to serve both visitors and residents. There are operators who are seeking to expand their portfolio and discussions with operators directly would be beneficial to establishing future requirements in Richmondshire subject to the right scheme and provision of suitable units. Such uses can increase 'dwell time' within the centre and a diverse restaurant offer can encourage a wider range of users to visit Richmond and Catterick Garrison town centres in particular.

9.4.6 However, the existing and proposed national multiple offer of restaurants, particularly family-orientated restaurants is limited and there may be potential to attract additional operators to the centres. Operators such as Nando's, Wagamamas etc provide a pull for residents to visit a centre.

9.4.7 We acknowledge that the independent restaurant offer in Richmond town centre is relatively good, and that these operators should be protected moving forward. The independent offer acts as a draw to the centre, offering a qualitatively different appeal for residents. However, we do believe there is scope to enhance the overall restaurant offer within the town centre and this could be done by providing modern format units of an appropriate size to accommodate them. Further work to seek to draw additional independent operators into Catterick Garrison should be explored, particularly along the Shute Road area.

9.4.8 Given prevailing demographic trends, which are skewed towards younger people in Catterick Garrison (army personnel and their dependents) as a result of the expansion plans from the MoD, we consider that any future retail and leisure development in the town centre will need to be reflective of a younger demographic. This demographic comprises predominantly 20-40-year-old military personnel, their young partners and children.

9.4.9 Additional and a larger variety of leisure uses within the heart of Catterick Garrison town centre may be appropriate given this trend, and the local planning authority should have careful regard to changes in market demand over the plan period, given the dynamic nature of this industry. For example, recent years have seen an increase in indoor and outdoor 'active leisure' activities such as indoor golf, trampolining, soft play centres and escape rooms, amongst other things. It is considered that facilities such as these, which would enhance and diversify the leisure offer of Richmondshire, particularly for younger military personnel, should be supported where these are in line with local and national planning policies.

9.4.10 Finally, in terms of visitor accommodation and tourism needs more widely, quantitative and qualitative evidence would appear to support the provision of some larger, more modern hotel facilities to serve Richmondshire – particularly in the budget sector. This is both in order to offer greater balance to the serviced accommodation stock, and to increase serviced accommodation provision more widely.

9.4.11 A key recommendation of this study is therefore that the Council seeks to prioritise the delivery of proportionate overnight accommodation through appropriate policies in the forthcoming Local Plan. It is considered that not only is a quantitative improvement required but also a qualitative enhancement, with Richmondshire's limited 'serviced' stock (i.e. hotels, guest houses, etc.) typically of a modest size and not necessarily in-keeping with modern consumer expectations – particularly those of young families.

9.4.12 Accordingly, the Council should look to promote the delivery of a further modern 'budget' hotel (i.e. Travelodge, Ibis, Premier Inn) in order to serve the Richmondshire area. Thiswould complement the Premier Inn which already currently serves Catterick Garrison. National policy requires that 'main town centre' uses such as hotels are located in existing centres wherever possible, and as such any future land allocation should be reflective of this town centre first approach.

9.5 Town Centre Strategy and Allocations

9.5.1 Paragraph 4.9.3 of the adopted Core Strategy sets out the Council's current aspirations for the centres of Richmond and Catterick Garrison in particular. The paragraph states:

> **'The future role and performance of town centres within the plan area will be critical to the economic fortune of the District. Further, it will be critical that the right balance of development is achieved in both Richmond and Catterick Garrison town centres to ensure that the roles of each centre are complementary and do not have a significant adverse impact on each other. The achievement of a complementary relationship between Richmond and Catterick Garrison town centres and sustainable transport links between all centres is an important strategic objective of the Local Plan Core Strategy. The complementary town centre approach, between Richmond and Catterick Garrison aims to provide retail and leisure facilities that cannot be provided elsewhere in the District.'**

9.5.2 One of the main challenges facing Richmondshire is the competition from higher order centres which are located in close proximity to the local authority area, such as Darlington, Teesside Shopping Park, Northallerton and Harrogate. Proportions of expenditure, particularly on comparison goods, are leaking outside of the District to Darlington town centre in particular.

This draw is due to the overall offer provided at these competing destinations, with the out of centre destinations typically providing a wider range of national multiple retailers alongside a substantial number of leisure operators, all with adjacent free car parking and easy access from main arterial routes.

9.5.3 Given the presence of these higher order centres, the opportunities to attract investment from national multiples to the town centres are somewhat limited. Accordingly, it is considered the Council should concentrate on supporting the town centres, and particularly Richmond and Leyburn, to provide a distinct offer which sets it apart from the offer of the nearby higher order centres. The independent offer within these centres in particular should be supported.

9.5.4 We are of the view that methods to resist future out of centre development includes the imposition of tighter planning controls through planning policy documents (both through the adopted development plan but also standalone guidance documents). This is particularly the case given the relatively recent permission for a designer outlet village at Scotch Corner, and the requirement therefore to ensure that schemes such as this do not continue to expand, with likely detrimental effects on the health of Richmondshire's town centres.

9.5.5 We provide further conclusions in relation to our recommended local impact threshold below. However, in summary, we are of the view that the provision of a local impact threshold is necessary in order to allow the Council to control out-of-centre retail and leisure development in the local authority area. Given that in-centre destinations in Richmondshire are facing increasing competition from out-of-centre destinations outside of the District, we consider it is key to maintain a local impact threshold. We note however that the revised NPPF only requires impact assessments to be undertaken for retail and leisure development, with the requirement for an impact assessment of office developments having been removed. We consider this change should be taken forward to the revised Local Plan.

9.5.6 A key purpose of any future strategy should be to seek to extend 'dwell time' and spend of both residents and visitors to the town centres, which in turn will help to enhance the overall vitality and viability of the centres. It would also be useful to understand whether operators are seeking to expand their portfolio by opening a new unit within the centre or even improve their offer in the centre by relocating to modern floorspace. As the Council is aware, there is often a preference to locate to out of centre destinations given viability matters, but if a site can be offered within the town centre for both comparison and leisure operators, then this needs to be explored further.

9.5.7 We note that the Council is seeking to produce a comprehensive masterplan for the Shute Road area of Catterick Garrison, and we consider this to be an important step in protecting the future vitality and viability of the centre moving forward. Providing a robust, yet flexible strategy which can evolve subject to commercial demands and the ever-changing market is important to encourage investment and draw shoppers back into the town centre. This goes beyond just the creation of new floorspace, but also wider public realm improvements and the ongoing encouragement of town centre festivals and events. Food and drink markets for example, draw in a substantial number of visitors into centres, with associated knock-on benefits for existing operators within the centre. Indeed, the markets in Richmondshire act as an important driver of footfall within the centres.

9.5.8 The digital shopping revolution has significantly impacted the high street by offering consumers convenient alternatives to simply transact with business than in the traditional physical manner. Therefore, WYG recommends that the Council considers initiatives to digitise the town centres in Richmondshire to help them adapt and engage with the digital revolution that is transforming the ways we shop and buy products - failure to embrace such structural changes may result in the Richmondshire's centres falling behind in comparison to other centres which are harnessing the opportunities which exist with regards to digital mediums.

9.5.9 As we have set out above, we consider it is important for the town centres within Richmondshire to provide a distinct offer which sets them apart from nearby higher order centres, improvements to the digitalisation of the town and district centres' high streets may be one way to do this. For example, the provision of additional click and collect facilities within Richmondshire's town centres could act to encourage additional visitors to these centres who may then stop longer in the centre to purchase other products and services. Such facilities will provide residents of Richmondshire access to operators or brands which may not be available in the local authority area in the form of a physical shop, rather than travelling further afield to access these products and services. Measures could also include encouraging businesses within Richmondshire's town centres, including independent retailers, to deliver OMNI channelling, which basically supports all formats of trading platforms, from website, to smartphone, click and collect to traditional bricks and mortar channels. This multiple channel approach will assist businesses in Richmondshire's centres by maximising interactions with both physical and digital consumers.

9.5.10 There are inherent difficulties in planning for the improvement of town centres in the current commercial climate and the associated lack of funding and confidence from landowners to bring forward larger scale investment schemes (which is the case across the UK but particularly in town centres). Indeed, given the lower order status of Richmondshire's defined centres when compared with the nearby destinations in Darlington in particular, there will likely be difficulties in attractor new operators. Notwithstanding this, there may be opportunities to enhance and redevelop smaller parcels within Richmondshire's defined centres and particularly the Shute Road area within Catterick Garrison.

9.5.11 In addition, we recommend that the re-use and regeneration of existing vacant floorspace in the town centres should be supported, in accordance with national policy guidance which encourages the sustainable use of vacant stock. The re-occupation and redevelopment of this vacant floorspace, where necessary, should be seen as a priority in order to improve the vibrancy of the Richmondshire's town centres, and should be supported where in accordance with other policies of the Development Plan.

9.6 Policy Recommendations: Defined Centre Boundaries

9.6.1 A series of recommendations are provided in respect ofappropriate centre boundaries for the town centres. These recommendations are provided in Appendix 5 and summarised below in respect of the town centres.

9.6.2 Spatial Principle SP2 of the adopted Core Strategy identifies the settlement hierarchy and establishes the role and function of the hierarchy. Core Policy CP9 develops this and establishes the retail network and hierarchy of town and local centres, their role and function and the approach to new development opportunities.

9.6.3 Given our updated assessment and inclusion of two additional previously undefined centres, we set out below our recommended town centre hierarchy for Richmondshire:

- Town Centres – Richmond and Catterick Garrison
- District Centre – Leyburn
- Local Centres – White Shops and Colburn

9.6.4 In recommending appropriate boundaries, we have taken into account the definitions provided in the revised NPPF as follows.

9.6.5 **Primary Shopping Area** – Defined area where retail development is concentrated.

9.6.6 **Town Centre** – Area defined on the local authority's policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the developmentplan, existing out-of-centre development, comprising or including main town centre uses, do not constitute town centres.

9.6.7 **Main Town Centre Uses** – Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

9.6.8 It should be noted that the revised NPPF no longer sets out that local planning authorities should identify primary and secondary frontages. However, the removal of this text from the NPPF does not preclude local planning authorities from identifying primary and secondary frontages where they can be justified.

9.6.9 Richmond, Catterick Garrison and Leyburn Town Centres

9.6.10 As detailed in Section 7.0, paragraph 85 of the NPPF indicates that planning policies should 'define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations as part of a positive strategy for the future of each centre'. The NPPF defines the primary shopping area as the defined area 'where retail development is concentrated' (p70) and the town centre as the defined area 'including the primary shopping area and areas predominantly occupied by main town entre uses within of adjacent to the primary shopping area' (p72).

9.6.11 Our recommended Town Centre Boundary and Primary Shopping Area (PSA) can be found on our Recommendations Map, which can be found at Appendices 3 and 5. These boundaries are recommended based on the findings of our site surveys and detailed analysis of the Health check indicators as set in National Planning Guidance.

9.6.12 For all centres, we have not proposed the inclusion of primary or secondary retail frontages. This is partly due to these no longer being a requirement or included in national planning policy. In the 2012 iteration of the NPPF, primary frontages were defined as frontages which were likely to include food, drinks, clothing and household goods. Secondary frontages were defined as frontages with a greater opportunity for a diversity of uses, such as restaurants, cinemas and businesses – this definition has been removed from the latest version of the NPPF.

9.6.13 This removal indicates the Government's aspiration to diversify town centres as a response to prevailing market conditions and the need to continue to provide the services and retail users require and desire.

9.6.14 We consider that primary and secondary frontages would be too restrictive in development management terms which could be harmful given the need to adopt a more flexible approach. By encouraging a wider range of uses within town centres, it is considered that their viability and vitality will be maintained if not improved.

9.6.15 We note that the previous Local Plan did define Primary and Secondary Frontages for Leyburn, however, we considered these to be disjointed, non-contiguous and in some instances were covering a single retail unit.

Richmond

9.6.16 The most prominent change for the town centre boundary in Richmond is the northwards expansion to now incorporate the Lidl Foodstore and Friary Gardens on Queens Road. We consider this inclusion to be appropriate due to retail uses now extending along Queens Road linked the main core of the town centre to what was most likely considered to be an edge of centre location.

9.6.17 We also recommend the removal of the units facing onto Waterloo Street as we did not consider this as being part of the functional town centre. This is mainly based on there being minimal pedestrian activity and a lot of units seemingly used for storage purposes.

9.6.18 For the area around Castle Hill, we recommend the amendment of the boundary to exclude the residential units which had previously been included and to better reflect the units which front onto and interact with the street.

9.6.19 The remainder of the changes to the town centre boundary relate to removing some units no longer in retail use, excluding residential units and matching the curtilage of buildings and their premises which front onto the main streets in the centre.

9.6.20 Regarding the Primary Shopping Area, we have amended it slightly it to better fit the curtilage of buildings within the town centre.

Catterick Garrison

9.6.21 For Catterick Garrison, we recommend the amendment of the boundary to the north eastern section of the town centre to remove the buildings which form part of the Police Station and

Beach Head Lines. This is due to these buildings not being accessible to the general public and not being a 'main town centre' use. We have kept the main Royal Military Police building which fronts onto Richmond Road within the town centre boundary. We have also amended the town centre boundary slightly to the west to fully include the leisure centre site which functions as an important part of the town centre's offer.

9.6.22 The Primary Shopping Area has been amended to better fit the curtilage of the Princes Gate development, as this had not been constructed when the previous boundaries were adopted. The area along Shute Road has been removed from the Primary Shopping Area as this currently contains a notable amount of vacant units, land plots and sites (including a vacant former foodstore) and is no longer functioning as part of the centre's retail core.

9.6.23 We do however recognise Shute Road as the most sequentially preferable location in which to accommodate further town centre development, given that it links seamlessly with the revised Primary Shopping Area, which is focussed around Princes Gate, the Tesco superstore off Gough Road, and the traditional shop units fronting Richmond Road.

9.6.24 Whilst we do not identify sufficient expenditure capacity to justify any specific site allocations for retail development over a ten-year time horizon, where need does subsequently arise towards the end of the plan period, or where additional comparison goods provision is proposed as part of the development management process, we consider that the land at Shute Road is the most appropriately placed from a policy perspective to accommodate new retail development and indeed other main town centre uses.

9.6.25 Accordingly, this land has been designated as a 'Priority Development Zone' on our Proposed Boundaries Plan (see Appendix 3), in recognition of it being the most sequentially preferable site opportunity. We have retained this land within the town centre boundary in anticipation of, and to encourage, the development of the area over the Plan period. In addition to defining the Shute Road site as a Priority Development Zone, we also advise that the land to the north of Princes Gate, which is known as the 'Ypres Lines site', should be designated as a 'Future Expansion Zone'. This is in recognition that after the Shute Road site, this land is the most sequentially preferable to accommodate additional retail and leisure floorspace and other main town centre uses over the long-term. It represents a logical site through which to extend the town centre's retail and leisure offer when this becomes appropriate, and we understand from the Ministry of Defence that it is 'available' for re-development in the future.

9.6.26 Notwithstanding this, we do not consider that including the Ypres Lines site within the defined town centre boundary at this time is appropriate. This is both given that it currently accommodates no 'main town centre' uses and also because this could impact negatively upon the future development of land at Shute Road, which is already within the defined town centre and should be the first priority in line with the town centre first approach. We consider that the designation as a 'Future Expansion Zone' is sufficient to safeguard the site for potential future inclusion within the defined town centre boundary. We envisage that this would take place as part of a Local Plan review, or during the development of a subsequent Local Plan.

Leyburn

9.6.27 We have recommended minor amendments to the town centre boundary for Leyburn. The amendments relate to removing residential units from the town centre and minor amendments to better reflect the retail and commercial uses within the town centre.

9.6.28 We note that the previous version of the NPPF recommended that local authorities additionally define primary and secondary frontages and set policies that make clear which uses will be permitted in such locations. However, this policy requirement is deleted from the revised version of the NPPF. The Ministry for Housing, Communities and Local Government has confirmed that the deletion of this requirement is to encourage a more positive and flexible approach to planning for the future of town centres due to the rapid changes taking place in the retail and leisure industries. However, the removal does not preclude local planning authorities from identifying primary and secondary shopping frontages where their use can be justified.

9.6.29 The Council currently has primary and secondary retail frontages identified within the town centres. For Leyburn, we have not proposed to include a separate Primary Shopping Area, this is due to the small and compact nature of the town centre, meaning that the centre boundary itself encapsulates the same shops and services as the Primary Shopping Area would. Accordingly, we have the defined the town centre and Primary Shopping Area as being one and the same.

9.7 Recommended Local Impact Threshold

9.7.1 In accordance with the requirements of paragraph 89 of the revised NPPF, it is appropriate to identify thresholds for the scale of edge of centre and out of centre retail, leisure and office development which should be the subject of an impact assessment. Any such threshold policy applies only to the impact test (all planning applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date development plan should be subjected to the sequential test[42]).

9.7.2 Based on the findings of the Study and the recommendations provided above with regard to protecting Richmondshire's town centres from trade diversion and further shifts in shopping patterns to out of centre floorspace, we are of the view that a lower threshold should be applied.

9.7.3 Paragraph 89 of the NPPF states that:

'When assessing applications for retail, leisure and office development outside of town centre, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment if development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sq.m).'

9.7.4 The 'Ensuring the Vitality of Town Centres' Planning Practice Guidance provides further clarification in respect of the impact test and the setting of local thresholds. Paragraph 13 of the Practice Guidance states that:

'The purpose of the test is to ensure that the impact over time (up to five years (ten for major schemes)) of certain out of centre and edge of centre proposals on existing town centres is not significantly adverse. The test relates to retail, office and leisure development (not all main town centre uses) which are not in accordance with an up to date Local Plan and outside of existing town centres. It is important that the impact is assessed in relation to all town centres that may be affected, which are not necessarily just those closest to the proposal and may be in neighbouring authority areas.'

9.7.5 Paragraph 16 provides specific guidance in relation to floorspace thresholds and states:

'The impact test only applies to proposals exceeding 2,500 square metres gross of floorspace unless a different locally appropriate threshold is set by the local planning authority. In setting a locally appropriate threshold it will be important to consider the:

- **Scale of proposals relative to town centres**
- **The existing viability and vitality of town centres**
- **Cumulative effects of recent developments**
- **Whether local town centres are vulnerable**

[42] With the exception (in accordance with paragraph 88 of the NPPF) of small scale rural office proposals and other small scale rural development.

- **Likely effects of development on any town centre strategy**
- **Impact on any other planned investment.'**

9.7.6 The current adopted Policy (Core Policy CP9) sets a locally set impact threshold of 500 sq.m for the defined town centres.

9.7.7 We agree with the Council's adopted policy that the imposition of a blanket threshold is not appropriate across all types of centre within an administrative area. For example, a convenience store with a net sales area of 250 sq.m (which could be operated by, for example, Tesco Express or Sainsbury's Local) would have a significantly greater impact on a small centre than it would on a large town centre. Such stores generally have net sales areas slightly below the 280 sq.m net sales area limit for extended Sunday trading and generally have a gross floorspace approaching 400 sq.m. Whilst of a relatively moderate size, these convenience stores often have a relatively substantial turnover and it is considered necessary for the local planning authority to retain control in respect of the consideration of impacts arising from the implementation of such proposals. Therefore, in implementing a local threshold policy, it is considered more appropriate to apply a range of thresholds in accordance with the type of centre the proposed development is proximate to. The thresholds should not only apply to new floorspace, but also to changes of use and variations of condition to remove or amend restrictions on how units operate or trade in practice.

9.7.8 In terms of comparison goods units, it is often the case that the larger units in defined centres (similarly to the larger convenience goods units) provide space for key retailers which act as an 'anchor' to the centre, which attract shoppers in and result in 'spin-off' trade to the rest of the centre. Should one of these anchor units or operators leave the centres, there is a real potential to have a significant detrimental impact on those centres.

9.7.9 Where there is genuine potential for an application proposal to divert a material level of expenditure away from a defined centre (i.e. a level which could result in a significant adverse impact on the vitality and viability of a centre), or potentially remove important tenants from that centre, then it will likely be necessary to consider the impacts arising from the proposal in detail. In this instance, we consider that there is a real potential for edge or out of centre comparison and convenience goods retail schemes to have a significant impact on the overall health of the defined centres within Richmondshire, and, therefore, we believe that a relatively low impact threshold should be applied to ensure that the Council retains appropriate control over such development.

9.7.10 We note that there are a relatively limited number of units greater than 500 sq.m in the town centres and we consider that a unit of such a scale could potentially accommodate an operator of importance to the future vitality and viability of the centres. Such units of this scale could therefore provide space for 'anchor' operators, which provide a key attraction to a centre and draw in shoppers, thus increasing the potential for 'linked-trips'.

9.7.11 Anchor units are considered to represent units of 500 sq.m and above in terms of convenience and comparison retailers and leisure uses. There are relatively few units of this size and to lose an occupier of that scale could have a significant adverse impact on the centres.

9.7.12 We note that there are a relatively limited number of units greater than 500 sq.m in Richmond and Catterick Garrison town centres (less than 5% of the total stock of commercial units in Richmond town centre have a greater floorspace than this, which includes the large format convenience operator Lidl), and we consider that a unit of such a scale could potentially accommodate an operator of importance to the future vitality and viability of the town centre. In terms of Catterick Garrison, whilst these units are larger than Richmond, this is due to the modern nature of Princes Gate, and it is important to note that the historic part of the centre comprises substantially smaller units.

9.7.13 Furthermore, we also note that the threshold applies to individual application proposals and that it could be possible for an applicant to 'circumnavigate' the requirements of the test through the submission of multiple, small-scale applications which together would provide for a larger development. As such, we recommend that the impact testing threshold of relevance to Richmond and Catterick Garrison town centres is set at 500 sq.m, for applications relating to both convenience and comparison retail floorspace. This is unless the proposal falls within the specific additional threshold requirements for district or local centres as set out below.

9.7.14 This recommendation is reflective of the potential for existing nearby out of centre retail destinations to become even stronger in the future at the expense of the centre, particularly in light of the substantial development proposed at Scotch Corner.

9.7.15 Due to the smaller scale of Leyburn, and the relatively modest size of most of the commercial units, we consider it appropriate for a lower impact threshold of 300 sq.m to apply to potential development proximate to this centre. This is in keeping with its more localised role and function but demonstrate the potential implications out of centre developments could have on this centre.

9.7.16 Furthermore, Leyburn is anchored by a Co-op, providing a key role, bringing in shoppers and encouraging 'linked-trips'. Should a proposal come forward which could impact on the performance of this store, there is a real risk of a significant adverse impact on the overall vitality and viability of the centre and as such, must be protected accordingly. There are relatively few units of this size within Leyburn and to lose an occupier of that scale could have a significant adverse impact on the centre.

9.7.17 Accordingly, in the local context, 300 sq.m constitutes a substantial sized unit and the setting of a lower threshold for Leyburn will ensure that schemes which have the potential to result in significant adverse impacts are appropriately assessed, in order that appropriate consideration is given to the town centres' vitality and viability in considering the acceptability of future development.

9.7.18 For the two proposed local centres within Richmondshire at White Shops and The Broadway, it is recommended that a lower policy threshold of 200 sq.m applies. This lower threshold is set at a level which ensures that the impacts arising from proposed convenience stores operated by 'main four' food retailers (which can have a have a substantial seven-figure turnover) can be appropriately considered. We are aware of recent appeals where Inspectors have found that such convenience stores can have a significant adverse impact on smaller centres[43]. We believe that this type of development has the potential to divert expenditure and potential operators from the District's smaller centres and that the setting of lower thresholds is therefore justified.

9.7.19 We believe that the proposed lower thresholds for local centres are appropriate as a consequence of their localised role and function, and the fact the opening of a small format convenience store outside of these smaller centres is likely to directly compete with type of local needs provision typically found within such centres. We therefore believe it is reasonable for applicants proposing developments of 200 sq.m gross floorspace within a local centre to demonstrate that their proposal will not have a significant adverse impact on smaller centres sharing part of the same catchment.

9.7.20 The proposed thresholds at local centre level are considered to reflect the relatively small size of some of the centres at the lower end of the retail hierarchy and consequently their potential susceptibility to alternative 'out-of-centre' provision. In practice, it is envisaged that a proposal of just greater than 200 sq.m adjacent to a local centre would generally require an impact assessment of proportionate scale (i.e. for development of such a scale, impact may on occasion be able to be dealt with as part of the covering letter accompanying the application). Where an application proposal is above the respective stated impact threshold, we would

[43] Such cases include the appeal against the refusal of planning permission for a Tesco Express at Luton (PINS reference APP/B0230/A/13/2203864) and the appeal against the refusal of planning permission for a Sainsbury's Local (PINS reference APP/e59000/A/14/2217680) at Tower Hamlets

recommend that the applicant discusses and agrees the scope of the retail impact assessment with the Council prior to submission. The lower threshold of 200 sq.m for local centres is considered appropriate due to potential for convenience stores of even a relatively small nature could substantially impact upon the performance of existing operators, due to the potential higher sales densities of such proposals. This would ensure that particular protection of these smaller centres is considered appropriately.

9.7.21 We believe that it is appropriate to qualify the area to which each local impact threshold will apply. We recommend that the thresholds of relevance to the district's smaller centres (i.e. the lower threshold of 300 sq.m and 200 sq.m) would be applicable within 800 metres of the boundary of the relevant centre. The distance of 800 metres is broadly commensurate with the potential walk-in catchments of smaller centres and is identified by Guidelines for Providing for Journeys on Foot (The Institution of Highways & Transportation, 2000) as being the 'preferred maximum' acceptable walking distance to a centre. We consider it to be appropriate for the higher threshold of 500 sq.m to apply District-wide (beyond 800 metres of these centres), due to the lesser likelihood of significant adverse impacts arising from retail, leisure and office development.

9.7.22 Based on the above, we are of the view that an impact assessment will be necessary for proposals (including the formation of mezzanine floors) for/or which include retail, leisure and office developments which are not located within a defined centre where:

- The proposal provides a floorspace greater than 500 sq.m gross; or
- The proposal is located within 800 metres of the boundary of Leyburn and is greater than 300 sq.m gross; or
- The proposal is located within 800 metres of the boundary of White Shops or The Broadway local centres and is greater than 200 sq.m.

9.7.23 In our experience, it will only generally be development of a scale greater than these thresholds which could lead to a 'significant adverse' impact, which could merit the refusal of an application for town centre uses in accordance with the provisions of paragraph 90 of the NPPF.

Glossary of Terms

Capacity

Retail capacity in terms of this study refers to surplus/deficit of expenditure (£m) which represents the difference between the expenditure and turnover of the identified facilities.

Comparison Goods

Comparison goods relate to items not obtained on a frequent basis, these include clothing, footwear, household and recreational goods. A more detailed breakdown of comparison goods categories is provided below.

Chemist Goods

All consumer retail expenditure on prescription and non-prescription drugs, adhesive and non-adhesive bandages, first-aid kits, hot-water bottles, toilet shops, sponges, and so on.

Clothing & Footwear

All consumer retail expenditure on shoes and other footwear, garments for men, women, children and infants either ready-to-wear or made-to-measure, underwear, ties, handkerchiefs, scarves, and soon.

DIY Goods

Includes all consumer expenditure on hardware, DIY, decorators' supplies and garden centre type goods. This category includes products such as hammers, saw, screwdrivers, wallpaper, plumbing items, floorboards, ceramic tiles, plants, pots, turf for lawns, and soon.

Electrical Goods

All consumer retail expenditure on domestic electrical and gas appliances, such as washing machines, dryers, dishwashers, ironing and press machines, cookers, freezers and fridge-freezers, coffee makers, radios, televisions, DVD players, and soon.

Furniture Goods

Includes all consumer expenditure on furniture, floor coverings and household textiles such as beds, sofas, tables, cupboards, bed linen, curtains, towels, lamps, mirrors, and so on.

Household Goods

Includes household textiles and soft furnishings, china, glassware, jewellery and other miscellaneous goods such as greeting cards, notebooks, pens, pencils, and so on.

Recreational Goods

All consumer retail expenditure on bicycles and tricycles (excluding toy bicycles), musical instruments, sports equipment, camping equipment, toys of all kinds including dolls, soft toys, and so on.

Convenience Goods

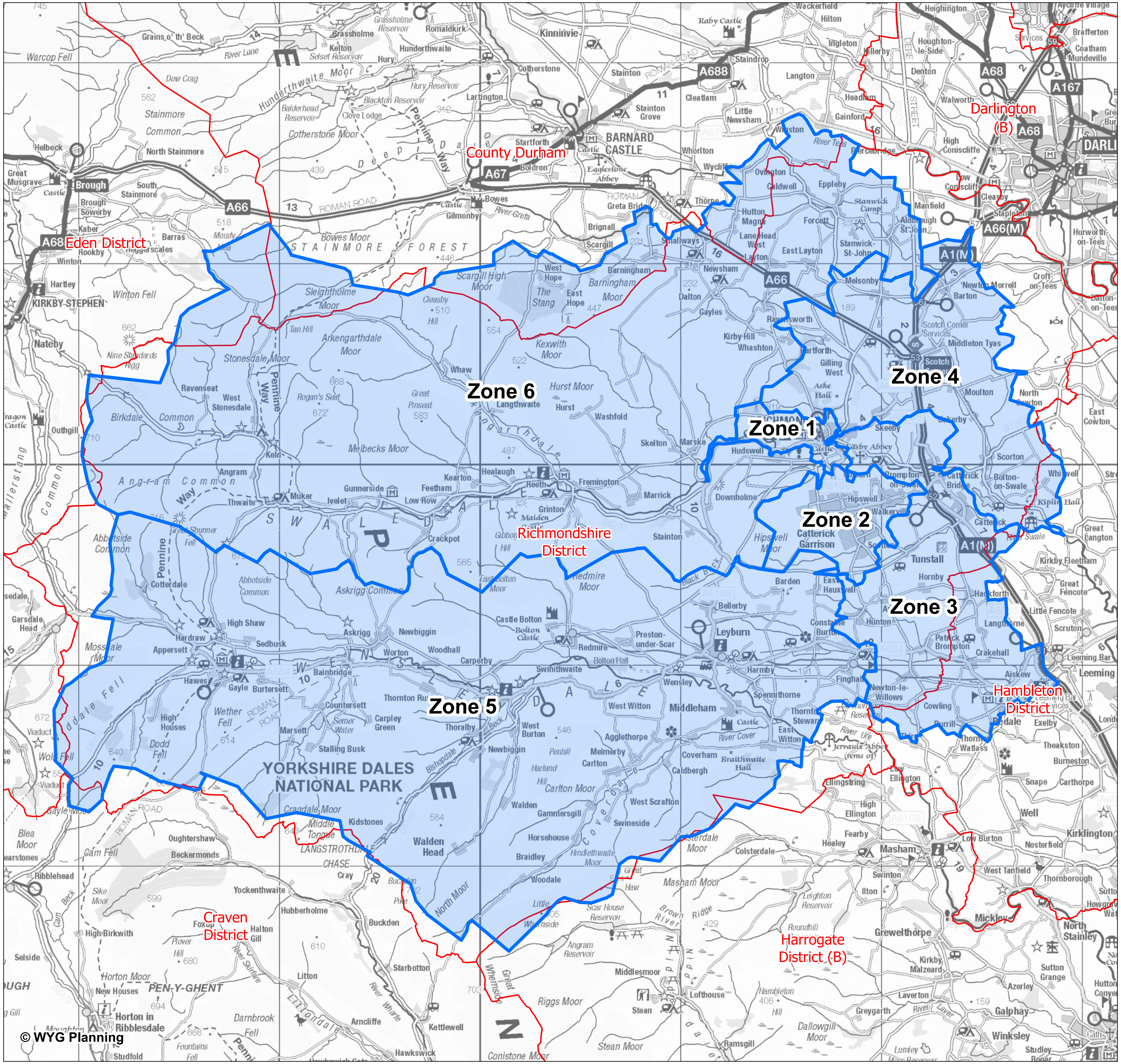
Convenience goods relate to everyday essential items including confectionary, food, drinks, newspapers and magazines.

Expenditure Per Capita	The average spend of each person within the defined Study Area on avariety of retail goods.
Expenditure	Expenditure is calculated by taking the population within a defined area and then multiplying this figure by average annual expenditurelevels for various forms of goods.
Expenditure Forecasts	This assessment has been undertaken using the 'goods based' approach as prescribed in the Planning for Town Centres PracticeGuidance. Retail expenditure forecasts have been derived from Experian Retail Planner Briefing Note 16 (December 2018).
Experian (MMG3)	The database used to identify population, expenditure and socio-economic breakdown of the Study Area population.
Gross Floorspace	Represents the level of total floorspace or footprint of a specific development (i.e. sales area, storage, checkouts, café, display, and soon).
GOAD Plans	Provide accurate information on the composition of town centres, shopping areas, out-of-town retail parks and outlet villages in the UK.Identifies the fascia name, retail category, floorspace, and exact location of all retail outlets and vacant premises.
GOAD Reports	Provide a snap-shot of the retail status or demographic make-up of Goad surveyed town centres. Provides a comprehensive breakdown offloorspace and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.
Local Centre	Local centres include a range of small shops of a local nature, servinga small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office anda pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
Net Floorspace	Represents the level of internal area devoted to the sale of goods.
Market Share	Market shares derived from the household survey results, which are based on either the proportion of shopping trips or the proportion ofexpenditure attracted to a particular centre/facility.
National Multiple	This is defined as a retail or service operator which is or part of anetwork of nine or more outlets.
Price Base	The price base for the Study is 2017.

Rates of Productivity	This takes into account the potential for existing retail floorspace to improve their turnover productivity (e.g. smaller goods could be sold from a smaller area for more money, increased opening hours, etc.).
Sales Density	Retail capacity figures are expressed in term of floorspace, relying on the application of assumed sales density figures to the surplus expenditure identified. This is based on the typical turnover of a store by square metre/foot.
Special Forms of Trading	Defined by Experian as expenditure not directed to traditional floorspace such as the internet, mail order, party plan and vending machines and other non-store activity such as market and road-side stalls.
Study Area	This represents the household survey area, which is based on postal sectors.
Trade Draw	This refers to the level of trade attracted to a particular facility/centre from a particular area.
Turnover	The turnover figure relates to the annual turnover generated by existing retailfacilities.
Town Centre	A town centre will usually be the second level of centres after city centres and, in many cases, they will be the principal centre of centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.

Appendices

Appendix 1 – Study Area Plan



Richmondshire Study Area

Study Areas

Local Authority Boundaries

Drawn by: CL

Checked by: JV

Drawing No.

Revision No.

0 | 2,500 | 5,000 | 7,500 Meters

Scale 1:185,000 @A3

30 January 2019

NGR: 404003E 496637N

The Pavilion, 1st Floor
Botleigh Grange
Office Campus
Hedge End
Southampton
Hampshire, SO30 2AF

Appendix 2 – Town Centre Health Checks

Richmond Town Centre

ADDRESS (and Zone)	Market Place, Millgate, Frenchgate, King Street, Rosemary Lane, Newbiggin, Finkle Street, Tower Street, New Road, Castle Wynd and Victoria Road. Zone 1
DESCRIPTION	Richmond is a historic market town and the principal town centre in Richmondshire's administrative area. It is home to over 8,450 residents (2015). The town centre is focused around Market Place, a large cobbled space at the heart of the town centre, which is utilised for car parking, events and also hosts the weekly market on Saturdays. The streets radiating out from Market Place also comprise part of the town centre. Tourism plays a significant role for Richmond, with the Georgian Theatre Royal, the Green Howards Museum and Richmondshire Museum all located in the town centre. Richmond Castle located adjacent to the southern boundary of the town centre, and the River Swale and its waterfalls beyond are major attractions in Richmond. Its location close to the Yorkshire Dales National Park also attracts day trippers and weekend visitors.
CURRENT DESIGNATION	Town Centre

PICTURES

Market Place and the Obelisk

Market Place

King Street

Finkle Street

COMMENTS

DIVERSITY OF USES

Our diversity of uses analysis is summarised in Table 1 below and a detailed assessment is provided in the diversity of uses table at the end of this healthcheck, which provides an analysis of diversity of uses at a sub-category level. A plan showing the diversity of uses in the centre is provided at Appendix 3. Our assessment is based on Experian's latest Goad survey for Richmond town centre undertaken in December 2015, which we updated to reflect the position at 28 November 2018.

The diversity of uses data for Richmond described below and presented at Appendix 3 relates to the area covered by Experian's Goad survey rather than the town centre boundaries defined in the Richmondshire Local Plan 2012-2028 Core Strategy. The Goad survey area is shown in the diversity of uses plan at Appendix 3 and broadly corresponds to the defined Primary Shopping Area but extends northwards to encompass the Lidl store off Queens Road.

Table 1 – Richmond Town Centre Diversity of Uses Summary

Category[1]	Units			Floorspace		
	Richmond		UK Average[2]	Richmond		UK Average[2]
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	20	12.9	9.2	5,340	21.9	15.3
Comparison	46	29.7	30.0	6,490	26.6	34.2
Retail Services	25	16.1	14.8	1,670	6.9	6.9
Leisure Services	40	25.8	24.2	7,530	30.9	25.3
Financial and Business Services	16	10.3	10.2	2,490	10.2	7.6
Vacant	8	5.2	11.3	850	3.5	10.1
Total	**155**	**100.0**	**100.0**	**24,370**	**100.0**	**100.0**

Source: Experian Goad Survey December 2015, WYG Survey 28 November 2018
[1] Re-categorised by WYG based on Experian Goad Main Town Centre Uses
[2] UK Average Figures, Experian Goad, November 2018

Convenience Goods

Table 1 above and the detailed diversity of uses table at the end of this healthcheck indicate that the convenience retail provision in Richmond town centre is above the UK average in terms of both the number of units and overall floorspace.

The Lidl foodstore off Queens Road to the north of the centre provides the largest foodstore in the Goad town centre boundary with a gross floorspace of 2,340 sq.m and functions as the principal supermarket within the town, although this store is located outside of the defined town centre boundary and as a discount operator, the store does not provide a full and choice range of convenience goods provision. The Lidl alone accounts for 43.8% of the total convenience floorspace in Richmond town centre, or 9.6% of the total commercial floorspace in the town centre.

The other national multiple foodstore operators present in the centre are Heron Foods (740 sq.m gross) and a small Co-op Food (410 sq.m gross). The centre contains a variety of other convenience operators, including bakers and confectioners, butchers, grocers and delicatessens, and a health food store. The variety of provision is confirmed by the detailed diversity of uses analysis at the end of this healthcheck, which shows that the centre benefits from representation in almost all of the convenience goods subcategories.

We note that Richmond's outdoor markets make an important contribution to diversity in the convenience retail category, which is not identified in the Experian Goad classification, as it takes account of permanent units and therefore indoor markets only. Richmond town centre benefits from an outdoor market which is held weekly every Saturday in the Market Place, which is joined by a farmers' market once a month. Markets can add considerable diversity the everyday retail offer and can draw additional visitor trips into a town centre. The extra visitors often also shop elsewhere in the centre and markets can therefore play an important role in boosting a centre's vitality and viability.

It is further noted that the small indoor market is categorised as a single convenience unit under the Experian GOAD classification. However, the indoor market in Richmond, which is open seven days a week, encompasses a variety of largely comparison goods retail stalls along with a small café, which we have taken into account in interpreting our diversity of use analysis in Table 1.

Comparison Goods

Comparison retailing uses were observed in 45 units in the centre, the highest amount for any retail category. Table 1 above indicates that the comparison retail provision in Richmond town centre is broadly in line with the UK average in terms of the proportion of units (29.0% of all units compared to the national average of 30.2%). However, the comparison goods provision is substantially below the UK average in terms of overall comparison goods floorspace (26.4% compared to the national average of 34.4%), which suggests that the comparison goods units in the centre are small. Indeed, the survey results show that the average size of comparison units in Richmond is 141 sq. m, which reflects Richmond's historic nature – our survey identified that most buildings have relatively small footprints with some medium sized units present.

The detailed diversity of uses table at the end of this healthcheck shows that the town centre contains representation in a wide variety of comparison goods subcategories, with particularly strong representation in the 'antique shops', 'art & art dealers' and 'charity shops' subcategories. Indeed, there are eight 'charity shops' in the centre which is almost double the national average (5.2% compared to the UK average of 2.7%).

Although there are a number of subcategories with no representation, this is not unexpected for a centre of Richmond's size and many of these subcategories cover bulky goods such as DIY and home improvement which are items often sold in out of centre locations and complement rather than compete with the traditional high street offer in the centre.

However, a notable gap is in the 'footwear' and 'ladies & men's wear' and 'children's & infants wear' subcategories. Clothing and footwear provision plays an important role in attracting visitors to a centre. In Richmond, the overall proportion of outlets and floorspace across the various clothing and footwear sub-sectors is below the UK average. Ladies', mens' and children's clothing, accessories and footwear outlets account for only 4.5% of the total units and 3.7% of the floorspace in the centre compared to the UK averages of 7.2% and 8.8%, respectively.

We further note the important contribution of Richmond's outdoor markets to comparison goods provision, as well as the provision within the indoor market hall.

Retail Service

Retail services in Richmond comprise 16.1% of all units in the centre, which is notably higher than the national average of 14.8%. in terms of floorspace, retail services occupy 6.9% of the centres total – this is in line with the national average of 6.9%. Over half of the retail service units are occupied by hairdressers or barbers (13). Other retail service uses include beauty salons (3), opticians (3), tattooist (1), dry cleaners (1), a travel agent (1) and a Post Office.

Leisure Services

In terms of leisure services, these comprised the second highest category of retail and service units in the centre, with 40 units observed. This equated to 25.8% of all units in the centre and 30.9% of all the recorded floorspace, both of which are higher than the national average (24.2% and 25.3% respectively). The leisure service offer in Richmond comprises of public houses (10), fast food takeaways (9), cafes (6) restaurants (5), hotels and guest houses (4), theatres (2), betting offices (2) and an amusement centre (1). Several of the leisure service uses are occupying large units compared to other retail and service uses in the centre. The Fleece Hotel and King's Head Hotel both occupy units around 800 sq.m in size, and The Georgian Theatre and five of the pubs are over 300 sq.m gross.

	It is relevant to note that Richmond Castle, which is located adjacent to the town centre, is a major tourist draw to Richmond town centre. The Station Cinema and Gallery complex and Richmond Swimming Pool are located around 500m east of Richmond town centre off the A6136 Rimmington Avenue. Whilst outside the town centre, we recognise that the presence of these facilities act as a major draw to Richmond. ***Financial and Business Service*** Regarding financial and business services, 16 units were observed, equating to 10.3% of all units which is broadly in line with the national average of 10.1%. Regarding floorspace, financial and business services occupy 10.2% of the overall total, which is higher than the national average of 7.6%. As noted above, Richmond is the principal town centre in the district, which is overwhelmingly rural in character with more than half of its area located in the Yorkshire Dales. The concentration of financial and business services in Richmond is likely to reflect the important role of Richmond town centre in serving a large rural catchment. The financial and business service units observed includes estate agents (8), banks (3), a builder's merchants (1), a stonemason (1), solicitors (2) and a building society (1).
VACANCY RATES	A total of eight units were observed as being vacant at the time of survey, this equated to 5.2% of the total amount of units in the town centre. This is significantly lower than the national average (11.5%). None of these units appeared to be under any alterations or subject to any refurbishment to bring them back into active use. In terms of floorspace, 3.5% of the town centre was vacant, which is also significantly lower than the national average of 10.1%. In terms of the distribution, half of the vacant units observed were located around Market Place, with the remaining vacant units on Finkle Street, Frenchgate, Victoria Street and Castle Hill. All of the vacant units are small, ranging from 30-180 sq. m in size, with the largest unit being the former MyDentist surgery. A search on the Council's planning access system has found three applications submitted in relation to vacant units in the centre. Two of which are from the change of use to residential (the vacant units on Castle Hill and Victoria Road) and one for 17 Market Place for internal alterations (which will be occupied by Co-op Funeralcare). It is understood that the latter unit is under offer.

RETAILER REPRESENTATION	Our survey of Richmond town centre identified that 29 of the total 155 retail and service units are occupied by national or regional multiple retailers, equating to 18.7% of the total units[1]. The remaining units are occupied by independent or local traders. Looking at the composition of the comparison retailers, there are 11 national level retailers present, of which five are charity shops. The only other national multiple comparison retailers present in the centre are Boots, Day Lewis Pharmacy, Savers, The Edinburgh Woollen Company, WHSmith and Yorkshire Trading Company. Only two of the top 28 major retailers as identified by Experian Goad[2] are represented in the centre, namely, Boots and WHSmith, with none of the major clothing retailers located in the centre.
PEDESTRIAN ACTIVITY	The area with the highest amount of pedestrian activity was Market Place. Pedestrians seemingly preferred to walk around the edges of Market Place rather than traverse over the middle from one side to another. We did note some activity and interaction in the paved area to the front of the former Holy Trinity Church in the middle of Market Place. Finkle Street saw a large amount of pedestrian activity, arguably the largest amount of any route radiating outwards from Market Place. This is possibly due to the fact that it is pedestrianised, and the other routes have narrow pedestrian walkways. Both Frenchgate and Millgate had limited amounts of pedestrian activity. We would consider Millgate as not being a major route into the centre given the land uses there, the presence of the river and lack of retailers, so it is not surprising there was little activity. Frenchgate however, is a key route leading to the north and east of the town, with the former being the general area where most of Richmond's residents live. It could be that the topography of Frenchgate, which rises significantly in both directions from its meeting point with Station Road, deters users in favour of other routes. Some pedestrian activity was noted along Tower Street, the route between Market Place and Richmond Castle. We note that the street is quite narrow for vehicles and has no segregated space for pedestrians. It is also partially cobbled with the central part of the road paved, which could encourage people with access issues and pushchairs etc to walk right along its centre, potentially being a safety issue. In a more general sense, pedestrian activity in the centre was more prominent in the

[1] The national retailers observed are: Age UK, Barclays, Bargain Booze, Boots, Bridgfords, Co-op Food, Costa, Day Lewis Pharmacy, Greggs, HSBC, Heron Foods, Johnsons, Lidl, Oxfam, Post Office, Red Cross, Savers, Scope, Shaw Amusements, Specsavers, Sue Ryder, TSB, The Edinburgh Woollen Company, Thomas Cook, Thomas the Baker, WHSmith, William Hill, Yorkshire Building Society and Yorkshire Trading Company.
[2] Argos, Monsoon/Accessorize, Boots, Burton, The Carphone Warehouse, Clarks, Clintons, Debenhams, Dorothy Perkins, H&M, HMV, House of Fraser, John Lewis, Marks & Spencer, New Look, Next, O2, EE, Primark, River Island, Superdrug, T K Maxx, Topman, Topshop, Vodafone, Waterstones, WHSmith and Wilko.

	northern and western parts. We consider this is most likely due to the fact most of Richmond's urban area extends in these directions and that the topography from the east and south makes access more difficult for pedestrians.
ACCESSIBILITY	The old character of the town centre means there is a prevalence of narrow pavements and cobbled streets in some areas, which present potential access and mobility issues for the elderly, disabled and people with pushchairs. This is exacerbated in some areas due to the steep topography of some streets. Generally, walkability to and from the centre is considered to be more achievable from the north and west of the town centre than the east and south – this is reflected in the town's historic growth pattern. There are several bus stands on Market Place which connect Richmond to its immediate rural hinterland, destinations within the district such as Catterick and Colburn, and also to destinations outside of the district such as Darlington and Ripon. It is noted that services to some destinations do not occur throughout the day and are infrequent in some instances. There was only one stand which had shelter coverage. The regular services which were observed in the town centre include: • MAX X26 towards Darlington and Colburn (Via Catterick Garrison) • MAX X27 towards Darlington and Scotton (Via Catterick Garrison) There were also infrequent / irregular services towards Northallerton, Ripon, Barnard Castle, Hurgill Road and Reeth. Richmond does not have an active train station. The former station, located on Station Road 500m east of the town centre, closed in 1968 and reopened in 2007 as a mixed used community space including an art gallery, café and cinema. The nearest active train station is Darlington, 22.4 km to the north. Market Place acts as the main car park for the town centre (160 spaces), with a secondary area of parking located along Newbiggin (150 spaces). Both of these were considered to be near capacity at the time of survey. The Council operate car parks at Victoria Road, the Fosse (south east of Millgate) and at The Green (south west of New Road). Whilst the Council car parks incur a per hour fee, parking at Market Place and Newbiggin is free for two hours with a parking disc, which is available to all. On market days, the market stalls occupy the northern portion of Market Place and around the Obelisk, which reduces the overall amount of spaces and most likely adds pressure elsewhere. 500m to the north of the town centre, outside of its defined boundaries, Nuns Close car park is the largest in Richmond and contains 228 car parking bays and three coach bays.

	We would consider its proximity and size would mean it serves the town centre. Cycle usage in the centre was not readily observed at the time of survey. Whilst there were some areas where cycles could be secured, these were not in use at the time. A review of the Sustrans website has found there to be no national cycle routes within or close to Richmond. No cycle paths or routes were noted in the centre.
ENVIRONMENTAL QUALITY	It is considered that the environmental quality for Richmond is high. Richmond is a historic market town with the entirety of the town centre falling within a designated Conservation Area and a significant amount of the buildings are listed. Market Place is one of the largest cobbled market squares in the country and encompasses the Market Square Obelisk. In addition, Richmond Castle, Bargate and the former Franciscan Friary are also Scheduled Ancient Monuments. The architecture of the townscape was predominantly Georgian and Victorian era styles, with most of the units being small in size – with some exceptions being the Market Hall and pubs. The small units coupled with the overall aesthetic added to the charm of the town centre. There was seemingly an absence of soft landscaping measures and vegetation in the centre, with some exceptions noted such as along Newbiggin, around the paved areas of Holy Trinity Church and along some of the edges of Market Square. There are no open greenspaces within the designated centre, however there are a few areas in the vicinity including: • Friary Gardens adjacent to the north of the centre. • The Batts, located to the east of the centre along the River Swale. • Temple Grounds, located to the west of the centre. The streets were considered to be clean and well maintained with minimal signs of graffiti. Shop frontages and signage were also considered to generally be in good condition and be of a high quality.
PERCEPTIONS OF SAFETY	A search on police.uk determined that 178 crimes were reported in the centre over the period November 2017 – October 2018. CCTV was noticed in some of the streets with a number of retail and business premises having CCTV on their own premises. The streets appeared to have ample street lighting and were suitably overlooked on the main pavements. Some of the streets leading out of the centre had less lighting and security measures present – these areas were noticeably less traversed than others, but this could be for other reasons (e.g. narrow and cobbled streets, steep topography etc).
CONCLUSION	Richmond is a highly attractive market town with a high-quality street scene, buildings and overall general environmental quality. We would consider that the number of cars parked at Market Place is a visual detractor, however we do consider options to accommodate

	vehicles in the centre are limited. The majority of retail units observed were local and/or independent traders. Whilst the noted lack of national operators would ordinarily be considered a weakness, this is not unusual for a centre of Richmond's size and does not appear to have had a negative impact on Richmond – this is mostly reflected through the low vacancy rates. Richmond town centre benefits from a good-sized discount supermarket, which is complemented by two smaller national multiple foodstores and a variety of independent provision that we consider is a good level of convenience provision for a centre of Richmond's size and caters for the majority of local residents' needs. Nevertheless, it is notable that none of the top four foodstore operators (Tesco, Sainsbury's, Morrisons and Asda) are represented in the town and with a discount operator providing the main convenience offer in the centre, we consider that the qualitative choice of provision is somewhat limited for a centre with Richmond's role and status as the principal town centre in the district. Tourism to Richmond town centre plays a major role in its health and trade, particularly with assets such as Richmond Castle in the centre and being in proximity to the Yorkshire Dales. It is possible that the independent nature of the centre could also attract tourists to visit the centre and add to its appeal. The proportions of retail uses observed in the centre are all either above or broadly in line with national averages. Coupled with low vacancy rates, this indicates that Richmond is a healthy town centre. Accessibility to the centre is heavily car reliant, with Market Place being the major car park for the centre. The topography does not facilitate pedestrian access from some areas although we recognise that the bulk of Richmond's urban area is to the north and west of the centre. Overall, we consider Richmond to be a healthy town centre, with strong indicators of its overall vitality and viability.
KEY ISSUES/SWOT	STRENGTHS • Richmond's role as the principal retail and service centre in the district serving a wide rural catchment. • Presence of a variety of important anchor retail, leisure and tourism uses including a supermarket, outdoor markets, theatre and museums. • The centre is considered to have a highly attractive environmental quality and street scene, anchored by a significant number of heritage assets. There is also a

significant amount of open greenspace around the periphery of the centre which provide recreation opportunities.

- A strong independent trader offer which offers a wide range of goods – it was noted that there was a number of outlets selling higher end and luxury goods and services, such as art galleries and crafted furniture.
- Well catered to tourist trade with a significant amount of hotels/ Bed & Breakfasts and tourist attractions in, and in proximity to, the centre.

WEAKNESSES

- Lack of large supermarket offering a full and choice range of convenience products operated by one of the top four foodstore operators (Tesco, Sainsbury's, Morrisons and Asda in the town).
- The historic nature of the centre, coupled with its topography in some areas, makes the physical expansion of the town centre difficult to achieve.
- Parking provision in the centre was observed to be near capacity at the time of survey, this would most likely be under more pressure during market days and also at peak times such as summer holidays.
- Accessibility to the centre from the south and east is difficult, and some streets are too narrow for pedestrians or people with accessibility issues to traverse. The cobbled streets can exacerbate this.
- Uneven bus service coverage to the centre could put off users from surrounding areas.

OPPORTUNITIES

- Richmond could explore more options as to how it could benefit from its proximity to the Yorkshire Dales.
- For additional restaurant dining to compliment the hotel and theatres
- To increase planting and vegetation within the centre and also explore the strengthening of the linkages from the centre, and also between, the open greenspaces
- To utilise the open spaces and/ or Market Place for a range of events alongside the weekly market.
- To improve cycling access to and within the Centre

THREATS

- Competition from Catterick Garrison - the lack of a top supermarket or national multiple comparison retailers could see other users travel to other centres in the district, such as Catterick Garrison, or further afield.
- The current facilities appear geared towards a more affluent and eldery demographic, a more balanced range of uses would help ensure long term success
- Potential future reduction in bus services to surrounding villages and hinterland

Table 1 - Richmond Town Centre Diversity of Uses Subcategories

Subcategory	Units				Floorspace			
	Richmond		UK	Index	Richmond		UK	Index
	No. of Units	% of Total	% of Total	UK Average = 100	sq.m	% of Total	% of Total	UK Average = 100
Convenience								
Bakers & Confectioners	5	3.2	1.8	176	360	1.5	0.9	166
Butchers	2	1.3	0.6	205	150	0.6	0.3	192
Confectionery, Tobacco & News	1	0.6	1.2	55	130	0.5	0.4	124
Convenience Stores	1	0.6	1.6	39	200	0.8	1.7	49
Fishmongers	0	0.0	0.1	0	0	0.0	0.1	0
Frozen Foods	1	0.6	0.3	215	740	3.0	0.8	361
Greengrocers	1	0.6	0.3	239	100	0.4	0.1	316
Grocers & Delicatessens	3	1.9	1.0	197	200	0.8	0.6	149
Health Foods	1	0.6	0.5	140	130	0.5	0.3	184
Markets	1	0.6	0.1	461	400	1.6	0.9	184
Off Licences	1	0.6	0.4	154	140	0.6	0.3	230
Shoe Repairs & Key Cutting	1	0.6	0.4	154	40	0.2	0.1	137
Supermarkets	2	1.3	0.8	159	2,750	11.3	8.9	127
Total Convenience	**20**	**12.9**	**9.2**	**140**	**5,340**	**21.9**	**15.3**	**143**
Comparison								
Antique Shops	3	1.9	0.4	509	340	1.4	0.2	664
Art & Art Dealers	3	1.9	0.6	312	250	1.0	0.4	285
Booksellers	2	1.3	0.5	263	70	0.3	0.4	68
Carpets & Flooring	1	0.6	0.5	122	580	2.4	0.5	458
Catalogue Showrooms	0	0.0	0.1	0	0	0.0	0.5	0
Charity Shops	8	5.2	2.7	192	1,100	4.5	1.9	244
Chemist & Drugstores	2	1.3	1.1	114	470	1.9	1.5	126
Childrens & Infants Wear	0	0.0	0.4	0	0	0.0	0.3	0
Clothing General	2	1.3	1.7	78	640	2.6	3.3	81
Crafts, Gifts, China & Glass	4	2.6	1.6	160	220	0.9	0.8	111
Cycles & Accessories	0	0.0	0.2	0	0	0.0	0.2	0
Department & Variety Stores	0	0.0	0.4	0	0	0.0	4.9	0
DIY & Home Improvement	1	0.6	0.7	92	130	0.5	1.0	51
Electrical & Other Durable Goods	0	0.0	1.2	0	0	0.0	0.9	0
Florists	2	1.3	0.6	205	170	0.7	0.2	303
Footwear	0	0.0	0.9	0	0	0.0	0.8	0
Furniture Fitted	0	0.0	0.4	0	0	0.0	0.4	0
Furniture General	1	0.6	0.8	82	460	1.9	1.3	145
Gardens & Equipment	0	0.0	0.1	0	0	0.0	0.1	0
Greeting Cards	0	0.0	0.7	0	0	0.0	0.5	0
Hardware & Household Goods	2	1.3	1.3	97	520	2.1	3.0	72
Jewellery, Watches & Silver	3	1.9	1.6	123	150	0.6	0.7	84
Ladies & Mens Wear & Acc.	0	0.0	1.6	0	0	0.0	2.3	0
Ladies Wear & Accessories	4	2.6	1.9	134	200	0.8	1.5	53
Leather & Travel Goods	0	0.0	0.1	0	0	0.0	0.1	0
Mens Wear & Accessories	1	0.6	0.7	94	70	0.3	0.6	49
Music & Musical Instruments	1	0.6	0.1	496	50	0.2	0.1	228
Music & Video Recordings	0	0.0	0.2	0	0	0.0	0.2	0
Newsagents & Stationers	1	0.6	0.7	96	230	0.9	0.7	139
Office Supplies	0	0.0	0.0	0	0	0.0	0.0	0
Other Comparison Goods	1	0.6	0.9	76	150	0.6	0.6	106
Photographic & Optical	1	0.6	0.1	587	50	0.2	0.1	410
Secondhand Goods, Books, etc.	0	0.0	0.3	0	0	0.0	0.2	0
Sports, Camping & Leisure Goods	1	0.6	0.7	98	100	0.4	1.0	41
Telephones & Accessories	0	0.0	1.4	0	0	0.0	0.7	0
Textiles & Soft Furnishings	1	0.6	0.6	102	120	0.5	0.5	109
Toiletries, Cosmetics & Beauty Products	1	0.6	1.0	64	420	1.7	0.9	185
Toys, Games & Hobbies	0	0.0	0.7	0	0	0.0	0.6	0
Vehicle & Motorcycle Sales	0	0.0	0.3	0	0	0.0	0.5	0
Vehicle Accessories	0	0.0	0.2	0	0	0.0	0.0	0
Total Comparison	**46**	**29.7**	**30.0**	**99**	**6,490**	**26.6**	**34.2**	**78**
Retail Services								
Clothing & Fancy Dress Hire	0	0.0	0.1	0	0	0.0	0.0	0
Dry Cleaners & Launderettes	1	0.6	0.7	87	90	0.4	0.3	119
Filling Stations	0	0.0	0.2	0	0	0.0	0.1	0
Health & Beauty	18	11.6	9.3	125	900	3.7	3.6	104
Opticians	3	1.9	1.3	146	330	1.4	0.7	183
Other Retail Services	1	0.6	0.6	101	80	0.3	0.4	78
Photo Processing	0	0.0	0.1	0	0	0.0	0.1	0
Photo Studio	0	0.0	0.2	0	0	0.0	0.1	0
Post Offices	1	0.6	0.5	129	100	0.4	0.4	103
Repairs, Alterations & Restoration	0	0.0	0.3	0	0	0.0	0.1	0
Travel Agents	1	0.6	0.8	81	170	0.7	0.4	166
TV, Cable and Video Rental	0	0.0	0.1	0	0	0.0	0.0	0
Vehicle Rental	0	0.0	0.1	0	0	0.0	0.1	0
Vehicle Repairs & Services	0	0.0	0.5	0	0	0.0	0.7	0
Video Tape Rental	0	0.0	0.0	0	0	0.0	0.0	0
Total Retail Services	**25**	**16.1**	**14.8**	**109**	**1,670**	**6.9**	**6.9**	**99**
Other Retail								
Other Retail Outlets	0	0.0	0.1	0	0	0.0	0.1	0
Total Other Retail	**0**	**0.0**	**0.1**	**0**	**0**	**0.0**	**0.1**	**0**
Leisure Services								
Bars & Wine Bars	1	0.6	1.8	35	100	0.4	2.2	19
Bingo & Amusements	1	0.6	0.4	170	190	0.8	0.8	95
Cafes	6	3.9	4.7	82	700	2.9	2.9	98
Casinos & Betting Offices	2	1.3	1.4	93	160	0.7	1.1	60
Cinemas, Theatres & Concert Halls	2	1.3	0.3	478	410	1.7	1.8	96
Clubs	0	0.0	0.6	0	0	0.0	1.0	0
Disco, Dance & Nightclubs	0	0.0	0.2	0	0	0.0	0.4	0
Fast Food & Take Away	9	5.8	5.8	101	580	2.4	2.8	84
Hotels & Guest Houses	4	2.6	0.8	344	2,150	8.8	2.2	405
Public Houses	10	6.5	2.6	245	2,750	11.3	3.5	321
Restaurants	5	3.2	4.7	68	490	2.0	4.2	48
Sports & Leisure Facilities	0	0.0	1.0	0	0	0.0	2.6	0
Total Leisure Services	**40**	**25.8**	**24.2**	**107**	**7,530**	**30.9**	**25.3**	**122**
Financial and Business Services								
Building Societies	1	0.6	0.4	154	90	0.4	0.3	115
Building Supplies & Services	2	1.3	0.5	258	450	1.8	0.4	420
Business Goods & Services	0	0.0	0.0	0	0	0.0	0.0	0
Employment & Careers	0	0.0	0.4	0	0	0.0	0.3	0
Financial Services	0	0.0	1.3	0	0	0.0	0.7	0
Legal Services	2	1.3	1.1	121	280	1.1	0.8	149
Other Business Services	0	0.0	0.4	0	0	0.0	0.4	0
Printing & Copying	0	0.0	0.3	0	0	0.0	0.2	0
Property Services	8	5.2	3.5	147	570	2.3	1.8	128
Retail Banks	3	1.9	2.2	87	1,100	4.5	2.6	172
Total Financial and Business Services	**16**	**10.3**	**10.1**	**102**	**2,490**	**10.2**	**7.6**	**135**
Vacant								
Vacant Retail/Service	8	5.2	11.5	45	850	3.5	10.1	35
Total Vacant	**8**	**5.2**	**11.5**	**45**	850	**3.5**	**10.1**	**35**
Total	**155**	**100.0**	**100.0**	**100**	**24,370**	**100.0**	**100.0**	**100**

Source: Experian Goad Survey December 2015, WYG Survey 28 November 2018

[2] UK Average Figures, Experian Goad, November 2018

Catterick Garrison Town Centre

ADDRESS (and Zone)	Richmond Road, Shute Road, Princes Gate, Richmondshire Walk, Gough Road Zone 2
DESCRIPTION	Catterick Garrison has a recorded population of approximately 12,000 people (2011 Census). A significant amount of the population is linked to the large Ministry of Defence presence in the town and surrounding area. Compared to other towns and villages in the district, Catterick Garrison is relatively new, having begun as a training camp for the British Army in 1914 and expanding throughout the 20th century. Despite its relatively young age, the centre has evolved and shifted over time from its original location (centred along Shute and Richmond Road) in a westerly direction due to new developments to now incorporate and be centred on the west side of Richmond Road and along Gough Road. This shift has resulted in a concentration of vacant units and vacant lots along Shute Road. Whilst Richmond Road remains a key route in the district, there are not many units along there which directly interface with the street. This evolution has seen concentrations of retail units develop off the main route but with seemingly poor interaction and integration between them. The town centre comprises three distinct areas: Richmond Road/Shute Road; the area to the south of Gough Road (Richmondshire Walk) built in the early 2000s; the area to the north of Gough Road (Princes Gate) built in the mid-to-late 2000s. Richmond Road and the area west of Richmond Road can be considered as being the 'traditional' town centre built during the 20th century. Princes Gate and Richmondshire Walk are built in a more modern 'retail park' style and format.
CURRENT DESIGNATION	Town Centre

PICTURES

View onto Princes Gate from Richmond Road

View south along Shute Road

COMMENTS

DIVERSITY OF USES

Our diversity of uses analysis is summarised in Table 1 below and a detailed assessment is provided in the diversity of uses table the end of this healthcheck, which provides an analysis of diversity of uses at a sub-category level. A plan showing the diversity of uses in the centre is also provided at Appendix 3. Our assessment is based on Experian's latest Goad survey for Catterick Garrison town centre undertaken in July 2016, which we updated to reflect the position at 28 November 2018.

The diversity of uses data for Catterick Garrison described below and presented at Appendix 3 relates to the area covered by Experian's Goad survey rather than the town centre boundaries defined in the Richmondshire Local Plan 2012-2028 Core Strategy. The Goad survey area broadly corresponds to the defined Primary Shopping Area but extends to encompass several additional units including the new Empire Cinema at Princess Gate Shopping Park. However, the subdivision of the units below the cinema is not captured on the Goad plan and is instead displayed as a single unit. Nevertheless, we have taken account of these units in our diversity of uses tables based on floorspace figures sourced from available online marketing information and the approved planning permissions for these units.

It is noted that the Goad survey area does not include the B&M store (which opened in early 2016) unit or the leisure centre on Gough Road (opened late 2009), and these units are therefore not included in the diversity of uses plan. Nevertheless, we have taken account of these units in our diversity of uses tables with reference to the floorspace figures identified in the approved planning permissions for these units.

Table 1 – Catterick Garrison Centre Diversity of Uses Summary

Category	Units			Floorspace		
	Catterick Garrison		UK Average[1]	Catterick Garrison		UK Average[1]
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	6	9.0	9.2	7,420	21.5	15.3
Comparison[2]	21	31.3	30.0	10,973	31.8	34.2
Retail Services	11	16.4	14.8	1,560	4.5	6.9
Leisure Services[3]	16	23.9	24.2	10,796	31.3	25.3
Financial and Business Services	4	6.0	10.2	700	2.0	7.6
Vacant[4]	9	13.4	11.3	3,034	8.8	10.1
Total	**67**	**100.0**	**100.0**	**34,483**	**100.0**	**100.0**

Source: Experian Goad Survey July 2016, WYG Survey 28 November 2018
[1] UK Average Figures, Experian Goad, November 2018
[2] Includes B&M unit (2,323 sq.m gross floorspace)
[3] Includes Catterick Leisure Centre unit (5,956 sq.m gross floorspace)
[4] Includes three vacant units under cinema (414, 394 and 305 sq.m gross floorspace)

	A total of 66 retail and service units (inclusive of the B&M bargains, the Leisure Centre and the vacant units under the Empire Cinema) were recorded in the centre. Catterick Library and a medical practice are also located in the centre. ***Convenience Goods*** Convenience retailing in the Goad centre is anchored by the Tesco superstore at Richmondshire Walk and the Aldi foodstore on Richmond Road. The number of convenience units observed in the centre equated to 9.0% of the overall total, which is broadly in line with the national average of 9.2%. In terms of floorspace, 21.5% of the total was calculated as being in convenience use, which is significantly above the national average of 15.3%. This could be attributed to the size of the Tesco (over 5,000 sq.m), which is the largest unit in the centre second to the leisure centre. The convenience uses observed in the centre comprised of supermarkets (2), frozen food store (1), bakers & confectioners (1), health food store (1) and an off licence. ***Comparison Goods*** A total of 21 units were observed as being in comparison use, equating to 31.3% of all units in the centre – this is slightly higher than the national average of 30.0%. In terms of floorspace, the amount observed in Catterick Garrison equated to 31.8% of the overall amount, which is below the national average of 34.2%. It was noted that the comparison units were generally concentrated at the Princes Gate and Richmondshire Walk developments. The comparison units observed consisted of: household goods (2), discount stores (2), clothing & footwear (4), charity shops (2), furniture and bedding stores (2), sports and camping goods (2), computer gaming (1), office equipment (1) and others. Most comparison units (15) in the centre were occupied by national multiple retailers, this was also the highest number of national multiples for any single retail category. ***Retail Services*** Looking at retail services, 11 units were observed as being in this category, which is 16.4% of the overall number of units. This is higher than the national average of 14.8%. Despite this, the amount of floorspace in retail service use in Catterick Garrison (4.5%) is lower than the national average (6.9%), indicating that the retail service units are small. Retail service units in Catterick Garrison comprised of hairdressing & beauty salons (4), a travel agent, a tattooist, a car rental firm, a vehicle repair unit, a petrol filling station, a photographer studio and a clothing alteration firm. Given the size of Catterick Garrison, we would ordinarily expect a broader range of retail services to be present in the centre and notable omissions are a Post Office and an opticians.

	Leisure Services A total of 16 units were identified as in leisure service use, which equated to 23.9% of all units in the centre, which is in line with the national average (24.2%). In terms of floorspace, leisure services comprised the largest overall retail class in the centre (10,796 sq.m) equating to 31.3% of the floorspace total – this is significantly higher than the national average of 25.3%. This can be attributed to the presence of the leisure centre, which makes up approximately 55.2% of all the leisure service floorspace and 17.3% of the overall floorspace in the centre. The detailed analysis at Appendix X shows that whilst representation in the 'fast food & take away', 'hotels & guest houses' and 'sports & leisure facilities' sub-categories is strong, there is only one cafe and one restaurant in the centre, which is well below the national average. ***Financial and Business Services*** Regarding financial and business services, four individual firms were observed in the centre. Two of the firms appeared to be sharing a unit (corner of Richmond Road and Shute Road) – we were unable to determine if the unit had been subdivided internally but we have input them as separate retail units. In terms of proportions, financial and business services comprised 6.0% of the total units in the centre, which is below the national average of 10.1%. Financial and business services occupied 2.0% of the centre's floorspace, which is significantly lower than the national average of 7.6%. Two solicitor offices, a retail bank and an estate agent were observed. WYG is aware of there being some ATM machines within the MOD facilities which may possibly cater to some daily banking needs for residents. It was also noted that Richmond has a significant concentration of financial and business services so it could be that residents of Catterick Garrison utilise the facilities there.
VACANCY RATES	Vacant units comprised 13.4% of all units (9 in total) in the centre, which is above the national average of 11.5%. The vacant units were observed as being concentrated on Shute Road and underneath the cinema at Princes Gate. Whilst one of the three vacant units underneath the cinema was recently vacated following the closure of Prezzo, it is understood that the adjacent vacant units have remained unoccupied since their development. The vacant units range in size from 90 to 660 sq.m, with the largest vacant unit located on Shute Road. A search on the Council's planning access system has not found any applications submitted over the last two years which relate to the vacant units, which we consider an indication as to them not being utilised for other purposes in the short to medium term.

	A search on the requirementslist.com has found that two operators are looking to locate in Catterick Garrison; Savers, who are looking for a unit 1,500-3,000 sq.m in size, and Age UK, who are looking for a unit 1,000-7,000 sq.m in size.
RETAILER REPRESENTATION	Our survey of Catterick Garrison identified that 33 units (equating to 49.3% of all units) were occupied by national level retailers[1]. Based on WYG's experience, this is unusual for a centre of Catterick's size, as typically centres predominantly comprise of local and independent traders with some national multiples, with the proportions differing based on the size of the centre – typically the larger the centre, the more national multiples. As identified in our health checks of Richmond and Leyburn town centres, these centres primarily comprise of local and independent traders with a relatively minimal number of national level retailers present. It is also noted that the other centres in the district are very historic in nature compared to Catterick Garrison and the stock of units reflects this. It is considered that Catterick Garrison's relatively young age and expansions post-2000, and its respective modern and large floorplate retail unit stock, coupled with the limited national level retailers in other centres in the district, has resulted in a concentration of national multiple retailers in Catterick Garrison. Of the total 33 national multiple operators in the centre, 15 were comparison retailers as noted above. However, only two of these comparison retailers - Boots and Next – are in the top 28 major comparison goods retailers identified by Experian. The vast majority of the comparison multiples in Catterick Garrison operate at the value/lower end of the retail spectrum, including B&M, Card Factory, Poundland, Poundstretcher and Shoe Zone.
PEDESTRIAN ACTIVITY	Significant pedestrian activity was observed in front of the shops at Princes Gate and Richmondshire Walk, and across the associated car parking areas, as people exited or returned to their cars. However, pedestrian activity was observed as relatively internalised within these commercial developments, with few pedestrian movements between the two areas, despite their proximity and visibility from each other. A dedicated pedestrian route is provided across the Richmondshire Walk car parking area and Gough Road that directly links the Tesco store with the Princes Gate development to

[1] Aldi, B&M, Barnardo's, Boots, Booze Buster, Brewers Fayre, CEX, Card Factory, Costa, Cotswold Outdoor, Domino's Pizza, Empire Cinemas, Greggs, Hertz, Holland & Barrett, Iceland, KFC, Lloyds Bank, McDonald's, Next, Office Outlet, Peacocks, Pets at Home, Poundland, Poundstretcher, Premier Inn, Shoe Zone, Sports Direct, Tesco, Thomas Cook, William Hill, Yorkshire Trading Company, Subway.

	the north and the Princes Gate development provides a goods level of permeability from Gough Road. However, pedestrian facilities from the smaller Richmondshire Walk retail units directly across the car park to the access road are disjointed and there is no pedestrian crossing facility on Gough Road close to the access road. Although pedestrian crossing facilities exist along Gough Road and at the junction of Gough and Richmond Road, these were not observed as well utilised by pedestrians – it was noted they tended to favour crossing at the top of the access road from Richmondshire Walk. We also consider that the grade change between the two facilities, coupled with the blank rear / service elevation of Princes Gate to Gough Road serves as a barrier to pedestrian movement between the two. Despite its proximity and adjacency to the facilities at Princes Gate and Richmondshire Walk, there was minimal pedestrian activity observed along Shute Road.
ACCESSIBILITY	In terms of pedestrian connectivity, the centre is generally surrounded by residential (individual dwellings and barracks style) in all directions. It was noted though that connectivity to the areas south of the centre is weaker than to other areas, primarily due to the fact that Richmond Road is the only north-south connection for the wider area and due to the presence of Leadmill Beck and wood acting as a significant barrier for any additional north-south routes. In addition to the pedestrian crossing facilities on Gough Road, pedestrian crossings are located on Richmond Road close to the junction with Shute Road and Gough Road. Car parking provision is considered to be good, with Princes Gate and Richmondshire Walk having large dedicated adjacent car parks. Additional off-street car parking is located on Shute Road and at the leisure centre. However, this did not appear to be as well used as the other parking areas. On-street car parking on Richmond Road and Gough Road is restricted but is available on Shute Road. Bus stops are located at the north and south of the centre on Richmond Road as well as outside the Tesco store. These stops provide frequent bus services towards Richmond, Darlington, Catterick Village, Scotton and Colburn (Services MAX X26 and MAX X27). However, it is noted that the bus stop located in the north of the centre on Richmond Road, which is outside Princes Gate, is north-bound only. We consider that facilities for cycling in the centre are good. A dedicated off-road cycle lane is provided within the centre on Richmond Road and on Gough Road, although these routes do not continue on much beyond the centre. Cycle parking facilities are also

	provided on Richmond Road and at Richmondshire Walk and Princes Gate. A search on the Sustrans website has found that Catterick Garrison is not located on or contains any national cycle routes. Like other centres in the district, Catterick Garrison does not have a train station present. The nearest station is in Northallerton, nearly 25km to the south east of the centre.
ENVIRONMENTAL QUALITY	As previously noted, our surveys found the centre to comprise of three distinct character areas: Princes Gate, Richmondshire Walk and Richmond Road/Shute Road. The environmental quality along Richmond Road/Shute Road is somewhat mixed. Richmond Road and Shute Road are characterised by lower density and scale buildings which are of medium aesthetic quality. However, the high level of vacancy on Shute Road adversely affects the environmental quality of this area. Ample soft landscaping and trees / vegetation was observed along Richmond Road and Shute Road, with Coronation Park located at the northern end of Shute Road, all of which contributes to the visual quality and feel to the area. Richmondshire Walk is a relatively modern part of the centre which is constructed in a retail park aesthetic. This area was mostly clean and showed signs of good upkeep and the shopfronts were of a high quality. Nevertheless, this part of the centre was visually dominated by cars and the large car park. Princes Gate is a modern part of the town centre and is also built in a retail park style. The area was clean with a large pedestrianised area which included external seating, street furniture and some decorations. The shopfronts were modern and well kept, with several being decorated for seasonal goods. The leisure centre was also a new and modern building, with adequate hard and soft landscaping, good maintenance and general good quality.
PERCEPTION OF SAFETY	The streets were considered to be well covered by street lighting and both Richmondshire Walk and Princes Gate were noted as having CCTV both internally and externally. Richmond Road benefits from the natural surveillance provided by passing traffic. The area along Shute Road has a slightly poorer sense of safety most due to the lack of pedestrian footfall and the vacant units being present. A search on police.co.uk found that 196 crimes were reported over the period November 2017 – October 2018.
CONCLUSION	We consider Catterick Garrison's health as being mixed. Whilst the centre is in an overall good condition and the environmental quality is considered to be good, there was a sense

	that the centre was divided, had connectivity issues and lacked a proper 'heart', potentially as a result of the separate development 'phases' and ages of the centre. There was a distinct lack of connectivity between and across the three identified sub-areas, with Gough Road and a level change acting as a barrier between Richmondshire Walk and Princes Gate. Connectivity between Richmondshire Walk to the east side of Richmond Road and Shute Road is also poor, and Shute Road being seemingly cut off from the rest of the centre. Given that the centre is primarily characterised by and comprises of modern format retail park facilities, which consist of large modern units, the centre contains a large number of national multiples. These meet the requirements and needs of residents within Catterick Garrison itself but also the needs of the population in the wider district. In general, Catterick Garrison's offer is focused on convenience, national comparison and leisure uses, with some aspects of residents' needs therefore covered and catered for elsewhere. Considering the composition of nearby Richmond and Colburn, we consider that the identified deficits in Catterick (limited food and drink offer and financial and business services offer) are met by an overrepresentation of these uses in Richmond and Colburn, and vice versa (Richmond's lack of large number of comparison units and Colburn's overrepresentation of food and drink uses).
KEY ISSUES/SWOT	STRENGTHS • Large anchor Tesco foodstore and strong national comparison retailer presence, which potentially compensates for the lack of national multiples elsewhere in the district. • Good leisure offer that includes a cinema and a leisure centre, which are significant assets that attract visitors to the centre. • An accessible centre that is well served by plenty of car parking, good cycling and pedestrian facilities and frequent public transport services. WEAKNESSES • Limited mid-market comparison retail offer. • A limited food and drink offer and few financial and business services. • Poor visibility of units on Shute Road from Richmond Road. • The centre does not appear to function as a single entity but rather as separate sub-areas, with a lack of connectivity and legibility between the sub-areas. • The concentration of vacant units below the Empire Cinema and along Shute Road act as visual detractors and may also deter potential users. OPPORTUNITIES • To improve legibility and connectivity for pedestrians across the centre. • To utilise the external and pedestrianised spaces to better animate the centre and promote more user interaction with the centre. • Redevelopment between Richmond Road and Shute Road to provide new small retail units fronting Richmond Road.

	THREATS • Macro-economic changes in the retail sector leading to downsizing and closures of major brands. We do note though that there are no planned branch / unit closures in the centre at the time of writing. • Continued lack of market interest in the vacant restaurant units beneath the cinema. • Further decline of independent retail and service provision on Shute Road.

Table 1 - Catterick Garrison Town Centre Diversity of Uses Subcategories

Subcategory	Units: Catterick Garrison No. of Units	Units: Catterick Garrison % of Total	Units: UK % of Total	Units: Index UK Average = 100	Floorspace: Catterick Garrison sq.m	Floorspace: Catterick Garrison % of Total	Floorspace: UK % of Total	Floorspace: Index UK Average = 100
Convenience								
Bakers & Confectioners	1	1.5	1.8	82	90	0.3	0.9	29
Butchers	0	0.0	0.6	0	0	0.0	0.3	0
Confectionery, Tobacco & News	0	0.0	1.2	0	0	0.0	0.4	0
Convenience Stores	0	0.0	1.6	0	0	0.0	1.7	0
Fishmongers	0	0.0	0.1	0	0	0.0	0.1	0
Frozen Foods	1	1.5	0.3	498	670	1.9	0.8	231
Greengrocers	0	0.0	0.3	0	0	0.0	0.1	0
Grocers & Delicatessens	0	0.0	1.0	0	0	0.0	0.6	0
Health Foods	1	1.5	0.5	324	290	0.8	0.3	290
Markets	0	0.0	0.1	0	0	0.0	0.9	0
Off Licences	1	1.5	0.4	355	100	0.3	0.3	116
Shoe Repairs & Key Cutting	0	0.0	0.4	0	0	0.0	0.1	0
Supermarkets	2	3.0	0.8	369	6,270	18.2	8.9	204
Total Convenience	**6**	**9.0**	**9.2**	**97**	**7,420**	**21.5**	**15.3**	**140**
Comparison								
Antique Shops	0	0.0	0.4	0	0	0.0	0.2	0
Art & Art Dealers	0	0.0	0.6	0	0	0.0	0.4	0
Booksellers	0	0.0	0.5	0	0	0.0	0.4	0
Carpets & Flooring	0	0.0	0.5	0	0	0.0	0.5	0
Catalogue Showrooms	0	0.0	0.1	0	0	0.0	0.5	0
Charity Shops	2	3.0	2.7	111	230	0.7	1.9	36
Chemist & Drugstores	1	1.5	1.1	132	690	2.0	1.5	131
Childrens & Infants Wear	0	0.0	0.4	0	0	0.0	0.3	0
Clothing General	2	3.0	1.7	181	1,140	3.3	3.3	102
Crafts, Gifts, China & Glass	0	0.0	1.6	0	0	0.0	0.8	0
Cycles & Accessories	1	1.5	0.2	622	80	0.2	0.2	122
Department & Variety Stores	0	0.0	0.4	0	0	0.0	4.9	0
DIY & Home Improvement	1	1.5	0.7	213	120	0.3	1.0	33
Electrical & Other Durable Goods	0	0.0	1.2	0	0	0.0	0.9	0
Florists	0	0.0	0.6	0	0	0.0	0.2	0
Footwear	1	1.5	0.9	159	490	1.4	0.8	175
Furniture Fitted	0	0.0	0.4	0	0	0.0	0.4	0
Furniture General	1	1.5	0.8	189	320	0.9	1.3	71
Gardens & Equipment	0	0.0	0.1	0	0	0.0	0.1	0
Greeting Cards	1	1.5	0.7	216	90	0.3	0.5	54
Hardware & Household Goods	4	6.0	1.3	449	4,343	12.6	3.0	425
Jewellery, Watches & Silver	0	0.0	1.6	0	0	0.0	0.7	0
Ladies & Mens Wear & Acc.	1	1.5	1.6	91	710	2.1	2.3	90
Ladies Wear & Accessories	0	0.0	1.9	0	0	0.0	1.5	0
Leather & Travel Goods	0	0.0	0.1	0	0	0.0	0.1	0
Mens Wear & Accessories	1	1.5	0.7	216	70	0.2	0.6	34
Music & Musical Instruments	0	0.0	0.1	0	0	0.0	0.1	0
Music & Video Recordings	0	0.0	0.2	0	0	0.0	0.2	0
Newsagents & Stationers	0	0.0	0.7	0	0	0.0	0.7	0
Office Supplies	1	1.5	0.0	7463	690	2.0	0.0	10005
Other Comparison Goods	1	1.5	0.9	176	710	2.1	0.6	355
Photographic & Optical	0	0.0	0.1	0	0	0.0	0.1	0
Secondhand Goods, Books, etc.	0	0.0	0.3	0	0	0.0	0.2	0
Sports, Camping & Leisure Goods	2	3.0	0.7	452	1,100	3.2	1.0	319
Telephones & Accessories	0	0.0	1.4	0	0	0.0	0.7	0
Textiles & Soft Furnishings	0	0.0	0.6	0	0	0.0	0.5	0
Toiletries, Cosmetics & Beauty Products	0	0.0	1.0	0	0	0.0	0.9	0
Toys, Games & Hobbies	1	1.5	0.7	204	190	0.6	0.6	89
Vehicle & Motorcycle Sales	0	0.0	0.3	0	0	0.0	0.5	0
Vehicle Accessories	0	0.0	0.2	0	0	0.0	0.0	0
Total Comparison	**21**	**31.3**	**30.0**	**104**	**10,973**	**31.8**	**34.2**	**93**
Retail Services								
Clothing & Fancy Dress Hire	0	0.0	0.1	0	0	0.0	0.0	0
Dry Cleaners & Launderettes	0	0.0	0.7	0	0	0.0	0.3	0
Filling Stations	1	1.5	0.2	678	120	0.3	0.1	316
Health & Beauty	5	7.5	9.3	80	380	1.1	3.6	31
Opticians	0	0.0	1.3	0	0	0.0	0.7	0
Other Retail Services	0	0.0	0.6	0	0	0.0	0.4	0
Photo Processing	0	0.0	0.1	0	0	0.0	0.1	0
Photo Studio	1	1.5	0.2	995	150	0.4	0.1	725
Post Offices	0	0.0	0.5	0	0	0.0	0.4	0
Repairs, Alterations & Restoration	1	1.5	0.3	498	120	0.3	0.1	348
Travel Agents	1	1.5	0.8	187	120	0.3	0.4	83
TV, Cable and Video Rental	0	0.0	0.1	0	0	0.0	0.0	0
Vehicle Rental	1	1.5	0.1	2488	630	1.8	0.1	3654
Vehicle Repairs & Services	1	1.5	0.5	305	40	0.1	0.7	18
Video Tape Rental	0	0.0	0.0	0	0	0.0	0.0	0
Total Retail Services	**11**	**16.4**	**14.8**	**111**	**1,560**	**4.5**	**6.9**	**65**
Other Retail								
Other Retail Outlets	0	0.0	0.1	0	0	0.0	0.1	0
Total Other Retail	**0**	**0.0**	**0.1**	**0**	**0**	**0.0**	**0.1**	**0**
Leisure Services								
Bars & Wine Bars	0	0.0	1.8	0	0	0.0	2.2	0
Bingo & Amusements	0	0.0	0.4	0	0	0.0	0.8	0
Cafes	1	1.5	4.7	32	160	0.5	2.9	16
Casinos & Betting Offices	1	1.5	1.4	107	120	0.3	1.1	32
Cinemas, Theatres & Concert Halls	1	1.5	0.3	553	1,170	3.4	1.8	194
Clubs	0	0.0	0.6	0	0	0.0	1.0	0
Disco, Dance & Nightclubs	0	0.0	0.2	0	0	0.0	0.4	0
Fast Food & Take Away	7	10.4	5.8	181	1,300	3.8	2.8	133
Hotels & Guest Houses	1	1.5	0.8	199	270	0.8	2.2	36
Public Houses	2	3.0	2.6	114	1,400	4.1	3.5	116
Restaurants	1	1.5	4.7	32	210	0.6	4.2	14
Sports & Leisure Facilities	2	3.0	1.0	314	6,166	17.9	2.6	682
Total Leisure Services	**16**	**23.9**	**24.2**	**99**	**10,796**	**31.3**	**25.3**	**124**
Financial and Business Services								
Building Societies	0	0.0	0.4	0	0	0.0	0.3	0
Building Supplies & Services	0	0.0	0.5	0	0	0.0	0.4	0
Business Goods & Services	0	0.0	0.0	0	0	0.0	0.0	0
Employment & Careers	0	0.0	0.4	0	0	0.0	0.3	0
Financial Services	0	0.0	1.3	0	0	0.0	0.7	0
Legal Services	2	3.0	1.1	279	280	0.8	0.8	105
Other Business Services	0	0.0	0.4	0	0	0.0	0.4	0
Printing & Copying	0	0.0	0.3	0	0	0.0	0.2	0
Property Services	1	1.5	3.5	43	90	0.3	1.8	14
Retail Banks	1	1.5	2.2	67	330	1.0	2.6	36
Total Financial and Business Services	**4**	**6.0**	**10.1**	**59**	**700**	**2.0**	**7.6**	**27**
Vacant								
Vacant Retail/Service	9	13.4	11.5	117	3,034	8.8	10.1	87
Total Vacant	**9**	**13.4**	**11.5**	**117**	3,034	**8.8**	**10.1**	**87**
Total	**67**	**100.0**	**100.0**	**100**	**34,483**	**100.0**	**100.0**	**100**

Source: Experian Goad Survey December 2015, WYG Survey 28 November 2018

[2] UK Average Figures, Experian Goad, November 2018

Leyburn Town Centre

ADDRESS (and Zone)	Market Place, Harmby Road, High Street, Grove Square Zone 5
DESCRIPTION	Leyburn is located in the south eastern part of the district, close to the edge of the Yorkshire Dales National Park, and has approximately 2,183 inhabitants (2011 Census). The town holds a weekly market on Fridays at Market Place and is also home to a livestock auction which hosts a range of agricultural events regularly throughout the week. Leyburn town centre is located in the southern part of the district, with the majority of the urban area being located to the east and north east. Given the predominantly rural character of the district, Leyburn acts as a retail and services hub for the villages and hamlets in the hinterlands, such as Harmby, Bellerby and Wensley – all of which are within 2km distance of the town centre. Leyburn has its own railway station on the reopened Wensleydale Railway, offering tourist rides throughout the dale. As such, the tourist facility attracts visitors into the centre throughout the year. Leyburn Town Council published a town plan in June 2018, which we have reviewed and will refer to in this health check, where relevant and appropriate.
CURRENT DESIGNATION	Local Service Centre

PICTURES


Market Place Cenotaph


Commercial Square

COMMENTS

DIVERSITY OF USES

A total of 79 retail units were observed in the centre, six of which were occupied by national retailers equating to around 7.6% of all units present, with the remainder occupied by local and independent traders. Given the size of Leyburn, coupled with the general rural character of the district and wider area, it the predominance of local and independent retailers was to be expected. We considered the distribution of uses as being fairly even throughout the centre. A summary of the unit proportions and proportions of floorspace, assessed against national averages, is summarised in Table 1 below.

Table 1 – Leyburn Town Centre Diversity of Uses Summary

Category[1]	Units			Floorspace		
	Leyburn		UK Average[2]	Leyburn		UK Average[2]
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	8	10.1	9.2	2,080	22.6	15.3
Comparison	27	34.2	30.0	2,070	22.5	34.2
Retail Services	12	15.2	14.8	620	6.7	6.9
Leisure Services	20	25.3	24.2	3,310	35.9	25.3
Financial and Business Services	10	12.7	10.2	960	10.4	7.6
Vacant	2	2.5	11.3	170	1.8	10.1
Total	79	100.0	100.0	9,210	100.0	100.0

Source: Experian Goad Survey December 2015, WYG Survey 28 November 2018
[1] Re-categorised by WYG based on Experian Goad Main Town Centre Uses
[2] UK Average Figures

Convenience

A total of eight convenience units were observed, the largest of which is a 1,130 sq.m gross Co-op foodstore. Other convenience operators comprise of three bakers / confectioners, a convenience store, a Confectionary/tobacco/news store and a butcher. In terms of proportions, convenience units comprise 10.1% of all units in Leyburn, and 22.6% of all retail floorspace – this is above the national averages of 9.2% and 15.3% respectively. The Co-op foodstore is the major contributor to the convenience floorspace, comprising 12.3% of Leyburn's overall floorspace total, heavily contributing to the above average representation. We would consider that the amount of convenience units present and the range of convenience goods is good for a town of Leyburn's size.

Comparison

A total of 27 units were observed as being in comparison use, equating to 34.2% of all observed retail units. This is above the recorded national average of 30.2%. The amount of floorspace in comparison use was calculated as being 22.5%, which is significantly lower than the national average of 34.4%. This is due to the sizes of retail units in Leyburn being small in scale but proportionate to the size of the centre.

Comparison retailers in Leyburn comprised of clothing shops (4), gift shops (3), art dealers & Auctioneers (3), home improvement and furniture stores (3), sports goods (2), textiles and furnishings (2), a florist, a jewellers, a chemist and a charity shop.

Retail Services

Retail services in Leyburn occupy 15.2% of all units present, which is slightly above the national average of 14.7%. In terms of floorspace, 6.7% was occupied by retail services, which is broadly in line with the national average of 6.9%. The Post Office is present but does act as a concession within the Co-op foodstore on Market Place. Other retail services observed as being present in Leyburn include hairdressers (6), a travel agent, an optician and a laundrette. Overall, Leyburn has a good range of retail services.

Leisure Services

Leisure services in Leyburn occupy 20 units in the centre, or 25.3% of all units present – this is broadly in line with the national average of 24.2%. Regarding floorspace, leisure services take up the largest amount of any single retail class (3,250sqm) and 35.9% of the overall floorspace. This is significantly more than the national average of 25.2%. This is most likely attributed to the presence of hotels (3) and public houses (5) in the centre which are greater than 200 sq.m in size, with the largest (the Golden Lion) being 470 sq.m. The relative abundance the pubs reflects Leyburn's location close to the Yorkshire Dales and role as a Local Service Centre. Other leisure uses present in Leyburn include cafes (5), fast food take aways (3) coffee shops (2), restaurants / bars (2) and a social club which provide Leyburn with a good variety of leisure service for a centre of its size.

In terms of the town's leisure scene, we are aware that a number of seasonal events are hosted throughout the year, such as the Christmas Fair, Wensleydale Show, 1940's Weekend and the Food and Drink Festival. Whilst these events are not able to be captured within our diversity of uses, we recognise that they make vital contributions to Leyburn's leisure provision and to tourism.

Financial and Business services

Financial and business services occupy 10 units in the centre, which is 12.7% of the overall total and higher than the national average of 10.2%. The proportion of floorspace occupied by financial services in Leyburn (10.4%) is also higher than the national average (7.6%), despite the closure of the HSBC bank in June last year (now occupied by Costa). Other

	financial and business service units in Leyburn include; estate agents (5), solicitors (2), an insurance office, a building society and a bank. A search online has found no plans for any future bank closures for Leyburn.
VACANCY RATES	A total of two vacant units were observed in the centre, equating to 2.5% of all units present, with one unit located on Market Place and the other on High Street. This is markedly lower than the national average of 11.4% and is an indicator of a healthy centre. The vacant units measure 60 sq.m and 110 sq.m (gross). A search on the Council's planning access system has not found any planning applications relating to the identified vacant units.
PEDESTRIAN ACTIVITY	Pedestrian activity was centred on Harmby Road, High Street and Railway Street, with secondary activity observed at Commercial Square. There were pedestrian crossing points noted at Market Place, the Wensley Road / High Street roundabout and High Street. There was also a significant amount of activity within Market Square with users going to and from their parked vehicles. Pedestrian activity was observed along the small lane leading to the car park behind the Golden Lion pub. Minimal activity was observed at Grove Square and generally less pedestrian activity was observed with further distance northwards and eastwards of the centre – we would have anticipated more activity in this area based on the fact the majority of the Leyburn's residential areas are located in these directions.
RETAILER REPRESENTATION	A total of six national multiple operators were observed in Leyburn, equating to 7.6% of all units. These operators comprise: Thomas the Baker, Co-operative Food, Post Office, Costa, Yorkshire Building Society, Barclays. None of the retailers listed above are a top 28 major retailer as defined by Experian Goad [1].
ACCESSIBILITY	The survey observed four car parks in Leyburn; Market Square, Commercial Square, Grove Square and the car park to the rear of the Golden Lion (Leyburn car park). With the exception of Leyburn car park, all car parks were observed as being at or near capacity, with some vehicles blocked in by others. Leyburn car park was observed as being used but there were noticeably more spaces available here than at other car parks, most likely because this is on the only car park in Leyburn where car parking charges apply, coupled with the fact that the access road into the car park is narrow. It is pertinent to note that a charge applies to those parking at Market Square, but this was

[1] Argos, Monsoon/Accessorize, Boots, Burton, The Carphone Warehouse, Clarks, Clintons, Debenhams, Dorothy Perkins, H&M, HMV, House of Fraser, John Lewis, Marks & Spencer, New Look, Next, O2, EE, Primark, River Island, Superdrug, T K Maxx, Topman, Topshop, Vodafone, Waterstones, WHSmith and Wilko.

	through voluntary donations only rather than set charges. On-street parking was also observed along Grove Square / High Street, Railway Street and along Harmby Road. Overall, we consider parking as an issue for Leyburn due to the amount and distribution of vehicles. There may be potential to improve the layout of Market Place and also the management of car parking across the town centre to free up short stay parking spaces at Market Place. Parking is noted as a key theme within the Leyburn Town Plan, and has set out strategies to improve the management of parking through the town centre and provision of disabled spaces in Market Square. In terms of pedestrian accessibility, we consider the roads leading away from the centre to be suitable for walking, with the majority of residential areas in proximity to Leyburn town centre assessed as being within 1km distance from Market Place. Pedestrian crossings were observed allowing users to safely traverse the centre's roads, but it was noted that the number of cars parked at Market Square could make it difficult for pedestrians to travel in a north-south manner, particularly those with access issues or push chairs. Whilst no cyclists were observed during the survey, cycle parking was noted on the west side of Market Place. Bus services were observed as serving the centre, with a stand located on Railway Street. Services are available towards Ripon, Bedale and Richmond via the buses 155, 159, 856 and 857. It was noted that services are infrequent with a service every hour or less during daytimes only. Leyburn is located on the Wensleydale Heritage Railway Line, which is a tourist line starting at Northallerton, passing through Leyburn up through the Yorkshire Dales. The line is a predominantly heritage diesel line, with steam services operating over selected weekends, special events and the summer months.
ENVIRONMENTAL QUALITY	We would consider the environmental quality of Leyburn as being very good. The character of the buildings was considered to be quite high, with whole centre falling within the Leyburn Conservation Area and several buildings fronting onto Market Place were found to be Listed Buildings. Hanging baskets and flower planters were observed around the peripheral area of the centre and at the northern side of Market Place, notable concentrations of soft landscaping and vegetation and street furniture was observed outside the Bolton Arms and the Dragon Inn.

	The shopfronts in the centre were reflective of the town's character and were considered to be in a good condition and upkeep. We do consider that the number of cars parked at Market Place, and the informal nature of some of the parking, detracts from the centre's overall environmental quality by acting as a visual and physical barrier from one side of Market Place to the other. There were no noticeable instances of graffiti or litter observed in the centre and the streets were noted as generally being in a well-kept condition and state of maintenance. In order to inform its development, surveys were undertaken as part of the Leyburn Town Plan. The result identified that generally people believe the town centre would benefit through measures such as more bins, additional flowers and vegetation, more pedestrian areas and more seating alongside improving the general appearance of the town centre.
PERCEPTION OF SAFETY	A review on police.co.uk found there to have been 50 reported crimes in the town centre over the period November 2017-October 2018. This is lowest of the assessed centres in Richmondshire and we consider this to be a good safety indicator. No CCTV was observed in the street however several businesses did have their own CCTV on their premises. Whilst pedestrian crossings were observed on the main roads in the centre, it is considered that the car parking in Market Place does impact on safety due to the number of cars present and the narrow areas for their manoeuvre. This impact to safety can also be exacerbated if / when users traverse from either side of Market Place. The ingress road to Leyburn car park from Harmby Road is also quite narrow with no physical separation or visual delineation of space for pedestrians and vehicles. Pedestrians were observed as walking along the lane which could present safety issues.
CONCLUSION	Overall, we would consider Leyburn as a healthy centre with a good and varied retail and service offer for a centre of its size, low vacancy rates and a generally good environmental quality. Market Place is the heart of the centre and is visually very attractive. However, the abundance of cars parked there does impact this attractiveness giving it a cluttered feel. Additionally, there was also a lack of prominent landscaping and vegetation arrangements for such a large and prominent space. Leyburn is considered to be highly accessible by car but measures to ensure public and active transport should be explored. Parking provision is considered as being well located in close proximity to the town centre shops and services. Most car parks were observed as

	being at capacity, this could be an issue during market days or other events. The number of cars parked at Market Place not only acted as a visual detractor but also as an impediment to the free flow of pedestrians. There were also potential pedestrian safety issues from people walking along the narrow lane beside the Golden Lion pub and through Market Square car park. We recommend exploring options to ensure safe and convenient pedestrian connectivity within the centre.
KEY ISSUES/SWOT	STRENGTHS • Important role as a Local Service Centre in a gateway location to the Yorkshire Dales • Leyburn is an attractive market town with high quality street scene and buildings. • The centre was observed as having low vacancy rates and also above average representation from all retail classifications (unit proportions). • The anchor Co-op foodstore is complimented by a strong local and independent trader presence with a wide variety of service uses. • The Wensleydale Railway acts as an important tourism destination to the centre and the livestock market attracts users for the wider rural catchment, drawing in visitors and footfall for the commercial operators. • Good range of seasonal events which boost Leyburn's leisure offer and attract tourists. WEAKNESSES • There is a reliance on car travel to the centre leading to pressures on some car parks, which in turn detracts from the centre's environmental quality. • Some accessibility and safety issues, particularly for pedestrians, due to the narrow and cobbled streets and car park layout. OPPORTUNITIES • To redevelop Market Place (either in part or as a whole) into a larger public realm space which could be used for additional events throughout the year. • To build on its role as a gateway town to the Yorkshire Dales. • To improve pedestrian connectivity within and into the centre. • Review of town centre car parking provision, and the layout and access of parking at Market Place, to improve legibility and free up spaces in Market Place for short stay use. THREATS • Reduction in bus services to surrounding villages and hinterlands – it was noted that the existing bus services were infrequent. • Lack of car parking deterring visits to the centre. • Lack of available properties to accommodate additional retail and service operators.

Table 1 - Leyburn Town Centre Diversity of Uses Subcategories

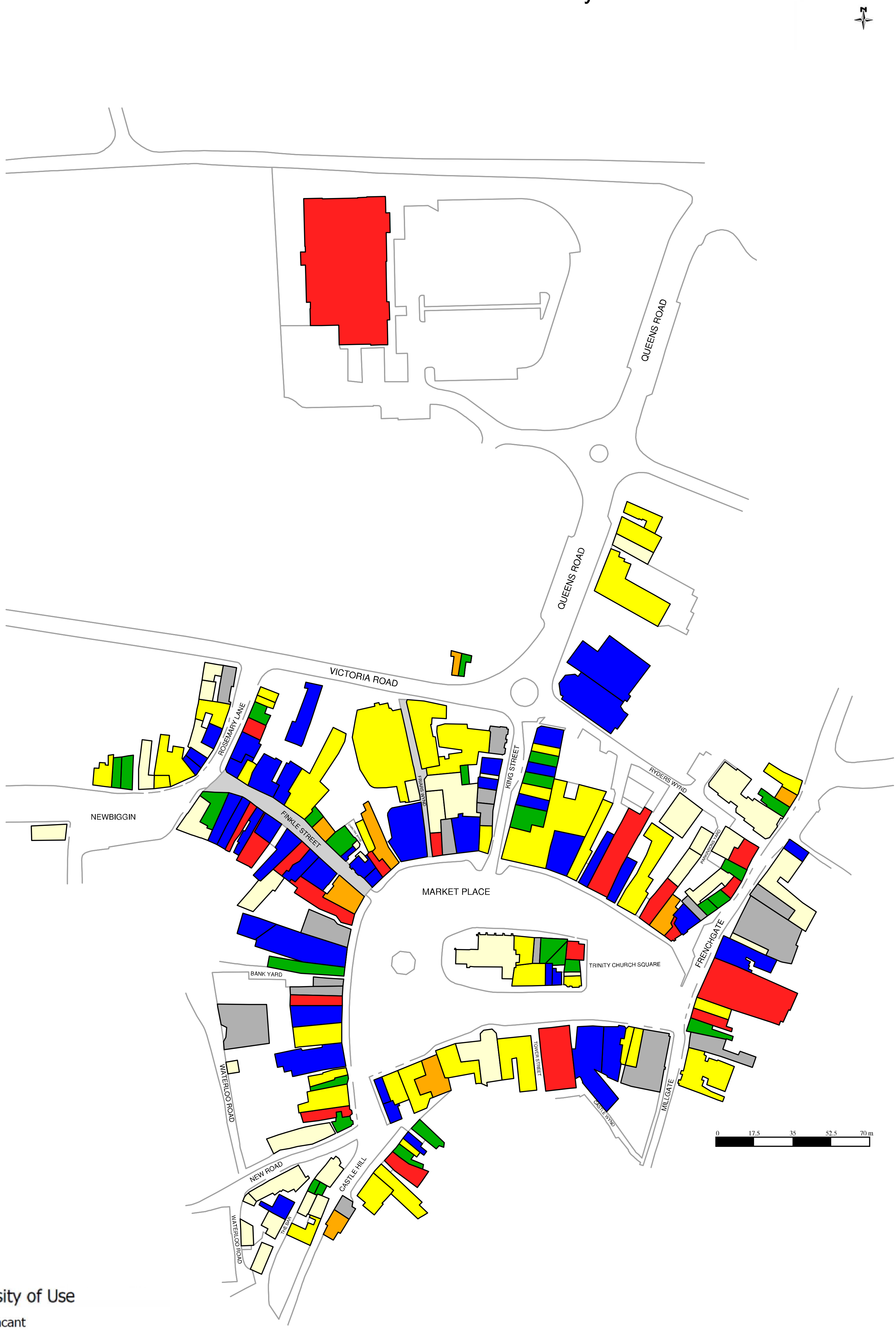
Subcategory	Units				Floorspace			
	Richmond		UK	Index	Richmond		UK	Index
	No. of Units	% of Total	% of Total	UK Average = 100	sq.m	% of Total	% of Total	UK Average = 100
Convenience								
Bakers & Confectioners	3	3.8	1.8	208	280	3.0	0.9	342
Butchers	1	1.3	0.6	201	50	0.5	0.3	170
Confectionery, Tobacco & News	1	1.3	1.2	108	120	1.3	0.4	303
Convenience Stores	1	1.3	1.6	77	160	1.7	1.7	103
Fishmongers	0	0.0	0.1	0	0	0.0	0.1	0
Frozen Foods	0	0.0	0.3	0	0	0.0	0.8	0
Greengrocers	0	0.0	0.3	0	0	0.0	0.1	0
Grocers & Delicatessens	1	1.3	1.0	129	340	3.7	0.6	671
Health Foods	0	0.0	0.5	0	0	0.0	0.3	0
Markets	0	0.0	0.1	0	0	0.0	0.9	0
Off Licences	0	0.0	0.4	0	0	0.0	0.3	0
Shoe Repairs & Key Cutting	0	0.0	0.4	0	0	0.0	0.1	0
Supermarkets	1	1.3	0.8	156	1,130	12.3	8.9	138
Total Convenience	**8**	**10.1**	**9.2**	**110**	**2,080**	**22.6**	**15.3**	**147**
Comparison								
Antique Shops	1	1.3	0.4	333	120	1.3	0.2	620
Art & Art Dealers	2	2.5	0.6	408	120	1.3	0.4	362
Booksellers	0	0.0	0.5	0	0	0.0	0.4	0
Carpets & Flooring	0	0.0	0.5	0	0	0.0	0.5	0
Catalogue Showrooms	0	0.0	0.1	0	0	0.0	0.5	0
Charity Shops	1	1.3	2.7	47	140	1.5	1.9	82
Chemist & Drugstores	1	1.3	1.1	112	110	1.2	1.5	78
Childrens & Infants Wear	0	0.0	0.4	0	0	0.0	0.3	0
Clothing General	0	0.0	1.7	0	0	0.0	3.3	0
Crafts, Gifts, China & Glass	3	3.8	1.6	236	90	1.0	0.8	121
Cycles & Accessories	0	0.0	0.2	0	0	0.0	0.2	0
Department & Variety Stores	0	0.0	0.4	0	0	0.0	4.9	0
DIY & Home Improvement	2	2.5	0.7	362	240	2.6	1.0	251
Electrical & Other Durable Goods	2	2.5	1.2	218	210	2.3	0.9	251
Florists	1	1.3	0.6	201	90	1.0	0.2	425
Footwear	0	0.0	0.9	0	0	0.0	0.8	0
Furniture Fitted	1	1.3	0.4	309	20	0.2	0.4	59
Furniture General	0	0.0	0.8	0	0	0.0	1.3	0
Gardens & Equipment	0	0.0	0.1	0	0	0.0	0.1	0
Greeting Cards	1	1.3	0.7	183	50	0.5	0.5	113
Hardware & Household Goods	1	1.3	1.3	95	160	1.7	3.0	59
Jewellery, Watches & Silver	1	1.3	1.6	81	70	0.8	0.7	104
Ladies & Mens Wear & Acc.	3	3.8	1.6	232	200	2.2	2.3	95
Ladies Wear & Accessories	1	1.3	1.9	66	50	0.5	1.5	35
Leather & Travel Goods	0	0.0	0.1	0	0	0.0	0.1	0
Mens Wear & Accessories	0	0.0	0.7	0	0	0.0	0.6	0
Music & Musical Instruments	0	0.0	0.1	0	0	0.0	0.1	0
Music & Video Recordings	0	0.0	0.2	0	0	0.0	0.2	0
Newsagents & Stationers	0	0.0	0.7	0	0	0.0	0.7	0
Office Supplies	0	0.0	0.0	0	0	0.0	0.0	0
Other Comparison Goods	1	1.3	0.9	149	60	0.7	0.6	112
Photographic & Optical	0	0.0	0.1	0	0	0.0	0.1	0
Secondhand Goods, Books, etc.	1	1.3	0.3	422	50	0.5	0.2	339
Sports, Camping & Leisure Goods	2	2.5	0.7	384	170	1.8	1.0	185
Telephones & Accessories	0	0.0	1.4	0	0	0.0	0.7	0
Textiles & Soft Furnishings	2	2.5	0.6	402	120	1.3	0.5	290
Toiletries, Cosmetics & Beauty Products	0	0.0	1.0	0	0	0.0	0.9	0
Toys, Games & Hobbies	0	0.0	0.7	0	0	0.0	0.6	0
Vehicle & Motorcycle Sales	0	0.0	0.3	0	0	0.0	0.5	0
Vehicle Accessories	0	0.0	0.2	0	0	0.0	0.0	0
Total Comparison	**27**	**34.2**	**30.0**	**114**	**2,070**	**22.5**	**34.2**	**66**
Retail Services								
Clothing & Fancy Dress Hire	0	0.0	0.1	0	0	0.0	0.0	0
Dry Cleaners & Launderettes	1	1.3	0.7	171	110	1.2	0.3	385
Filling Stations	0	0.0	0.2	0	0	0.0	0.1	0
Health & Beauty	7	8.9	9.3	95	320	3.5	3.6	98
Opticians	1	1.3	1.3	95	60	0.7	0.7	88
Other Retail Services	0	0.0	0.6	0	0	0.0	0.4	0
Photo Processing	0	0.0	0.1	0	0	0.0	0.1	0
Photo Studio	0	0.0	0.2	0	0	0.0	0.1	0
Post Offices	1	1.3	0.5	253	30	0.3	0.4	81
Repairs, Alterations & Restoration	0	0.0	0.3	0	0	0.0	0.1	0
Travel Agents	2	2.5	0.8	316	100	1.1	0.4	259
TV, Cable and Video Rental	0	0.0	0.1	0	0	0.0	0.0	0
Vehicle Rental	0	0.0	0.1	0	0	0.0	0.1	0
Vehicle Repairs & Services	0	0.0	0.5	0	0	0.0	0.7	0
Video Tape Rental	0	0.0	0.0	0	0	0.0	0.0	0
Total Retail Services	**12**	**15.2**	**14.8**	**103**	**620**	**6.7**	**6.9**	**97**
Other Retail								
Other Retail Outlets	0	0.0	0.1	0	0	0.0	0.1	0
Total Other Retail	**0**	**0.0**	**0.1**	**0**	**0**	**0.0**	**0.1**	**0**
Leisure Services								
Bars & Wine Bars	1	1.3	1.8	69	70	0.8	2.2	35
Bingo & Amusements	0	0.0	0.4	0	0	0.0	0.8	0
Cafes	5	6.3	4.7	135	620	6.7	2.9	229
Casinos & Betting Offices	0	0.0	1.4	0	0	0.0	1.1	0
Cinemas, Theatres & Concert Halls	0	0.0	0.3	0	0	0.0	1.8	0
Clubs	1	1.3	0.6	215	30	0.3	1.0	32
Disco, Dance & Nightclubs	0	0.0	0.2	0	0	0.0	0.4	0
Fast Food & Take Away	3	3.8	5.8	66	240	2.6	2.8	92
Hotels & Guest Houses	3	3.8	0.8	506	610	6.6	2.2	304
Public Houses	5	6.3	2.6	241	1,560	16.9	3.5	483
Restaurants	2	2.5	4.7	54	180	2.0	4.2	46
Sports & Leisure Facilities	0	0.0	1.0	0	0	0.0	2.6	0
Total Leisure Services	**20**	**25.3**	**24.2**	**105**	**3,310**	**35.9**	**25.3**	**142**
Financial and Business Services								
Building Societies	1	1.3	0.4	301	90	1.0	0.3	305
Building Supplies & Services	0	0.0	0.5	0	0	0.0	0.4	0
Business Goods & Services	0	0.0	0.0	0	0	0.0	0.0	0
Employment & Careers	0	0.0	0.4	0	0	0.0	0.3	0
Financial Services	1	1.3	1.3	97	70	0.8	0.7	104
Legal Services	2	2.5	1.1	237	110	1.2	0.8	155
Other Business Services	0	0.0	0.4	0	0	0.0	0.4	0
Printing & Copying	0	0.0	0.3	0	0	0.0	0.2	0
Property Services	5	6.3	3.5	180	430	4.7	1.8	255
Retail Banks	1	1.3	2.2	57	260	2.8	2.6	107
Total Financial and Business Services	**10**	**12.7**	**10.1**	**125**	**960**	**10.4**	**7.6**	**138**
Vacant								
Vacant Retail/Service	2	2.5	11.5	22	170	1.8	10.1	18
Total Vacant	**2**	**2.5**	**11.5**	**22**	170	**1.8**	**10.1**	**18**
Total	**79**	**100.0**	**100.0**	**100**	**9,210**	**100.0**	**100.0**	**100**

Source: Experian Goad Survey December 2015, WYG Survey 28 November 2018

[2] UK Average Figures, Experian Goad, November 2018

Appendix 3 – Diversity of Use, Vacancy and Boundary Plans for Town Centres

Richmond Town Centre - Diversity of Use Plan



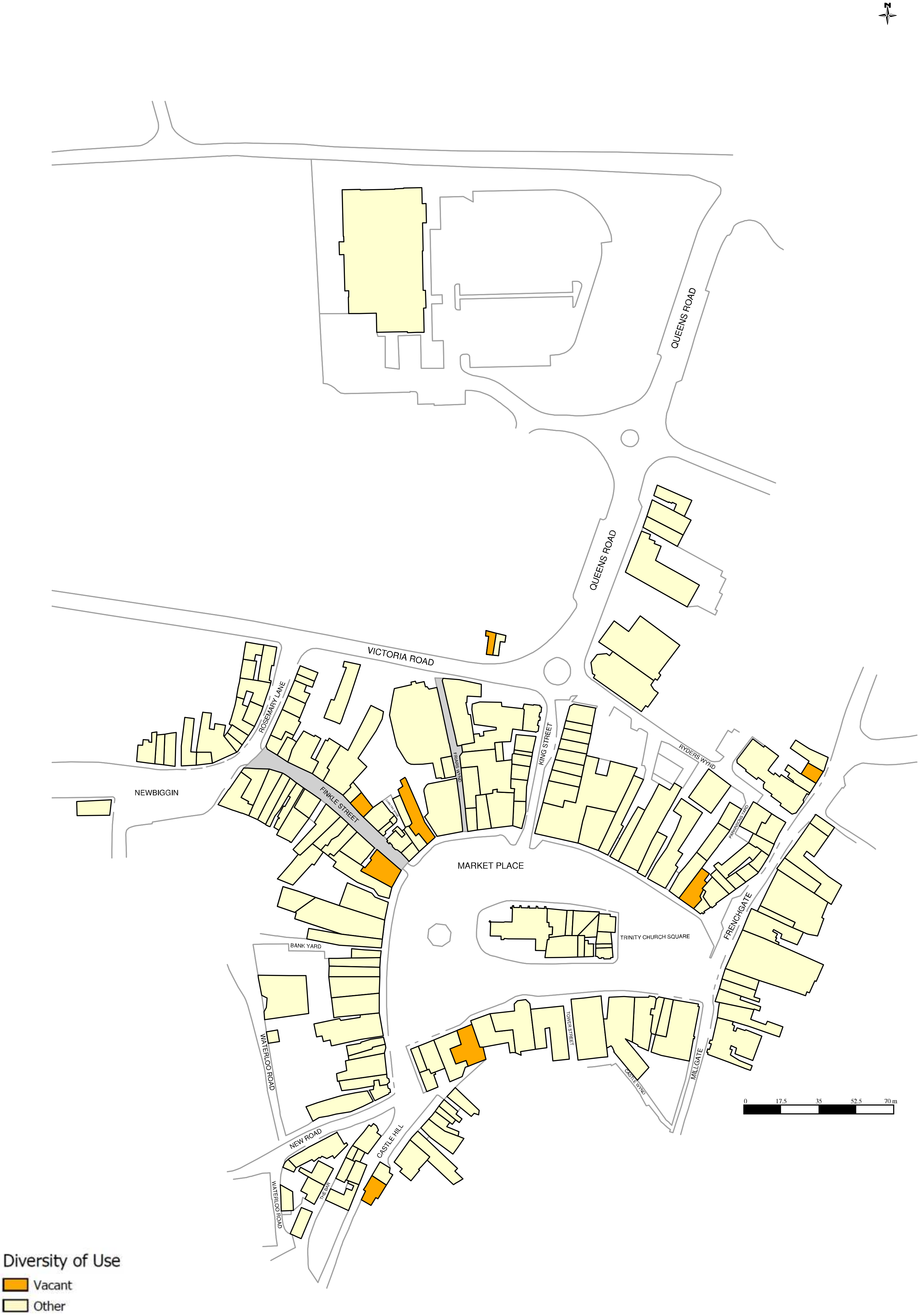
Diversity of Use

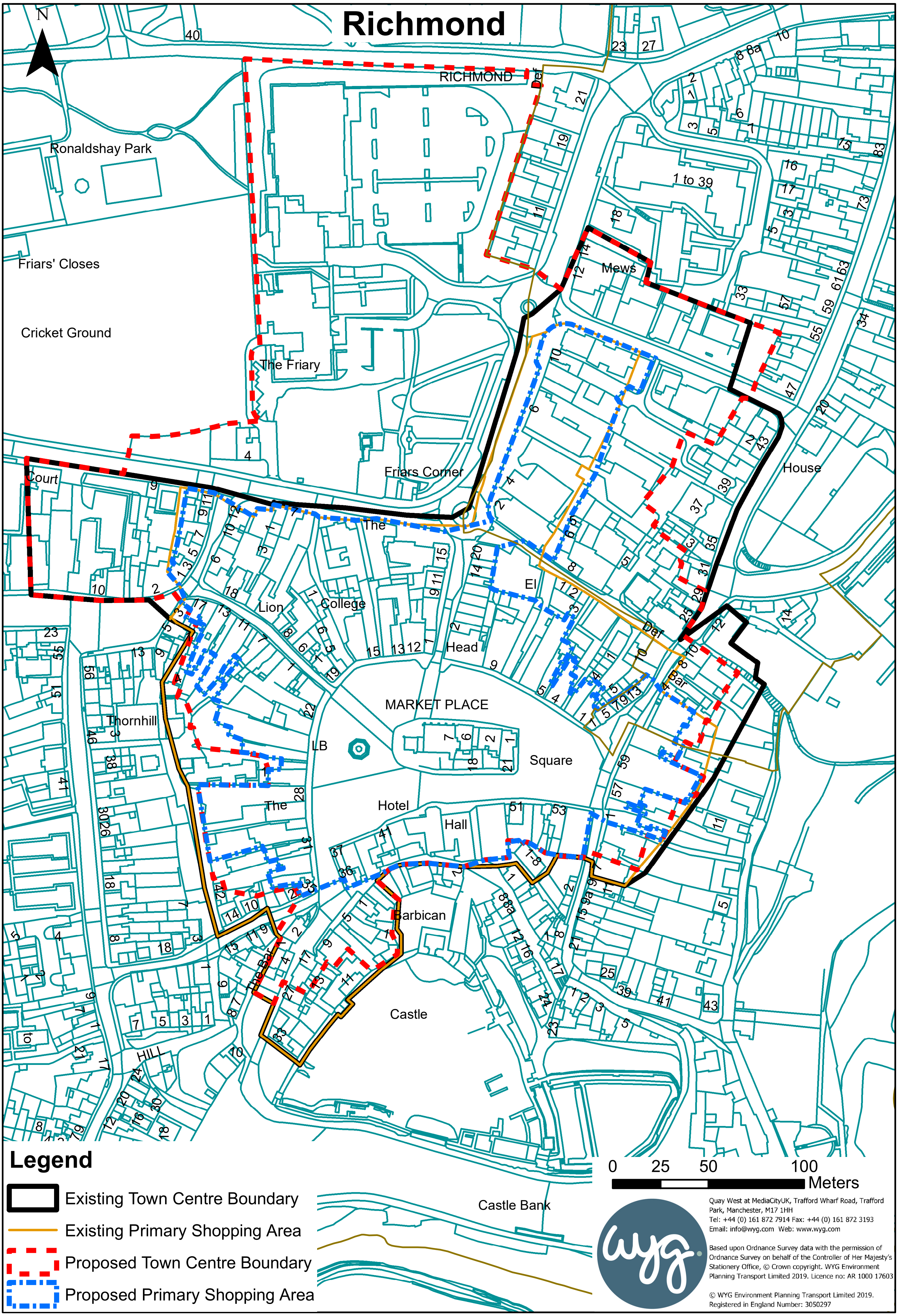
Vacant

Other

Richmond Town Centre - Vacant Units Plan

Experian™ A world of insight





Richmond
N
RICHMOND
Ronaldshay Park
Friars' Closes
Cricket Ground
The Friary
Friars Corner
Mews
1 to 39
House
Court
Lion
College
The
Head
MARKET PLACE
Square
LB
Thornhill
The
Hotel
Hall
Barbican
The Bar
Castle
HILL
Castle Bank
Legend
Existing Town Centre Boundary
Existing Primary Shopping Area
Proposed Town Centre Boundary
Proposed Primary Shopping Area
0 25 50 100
Meters
Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193
Email: info@wyg.com Web: www.wyg.com
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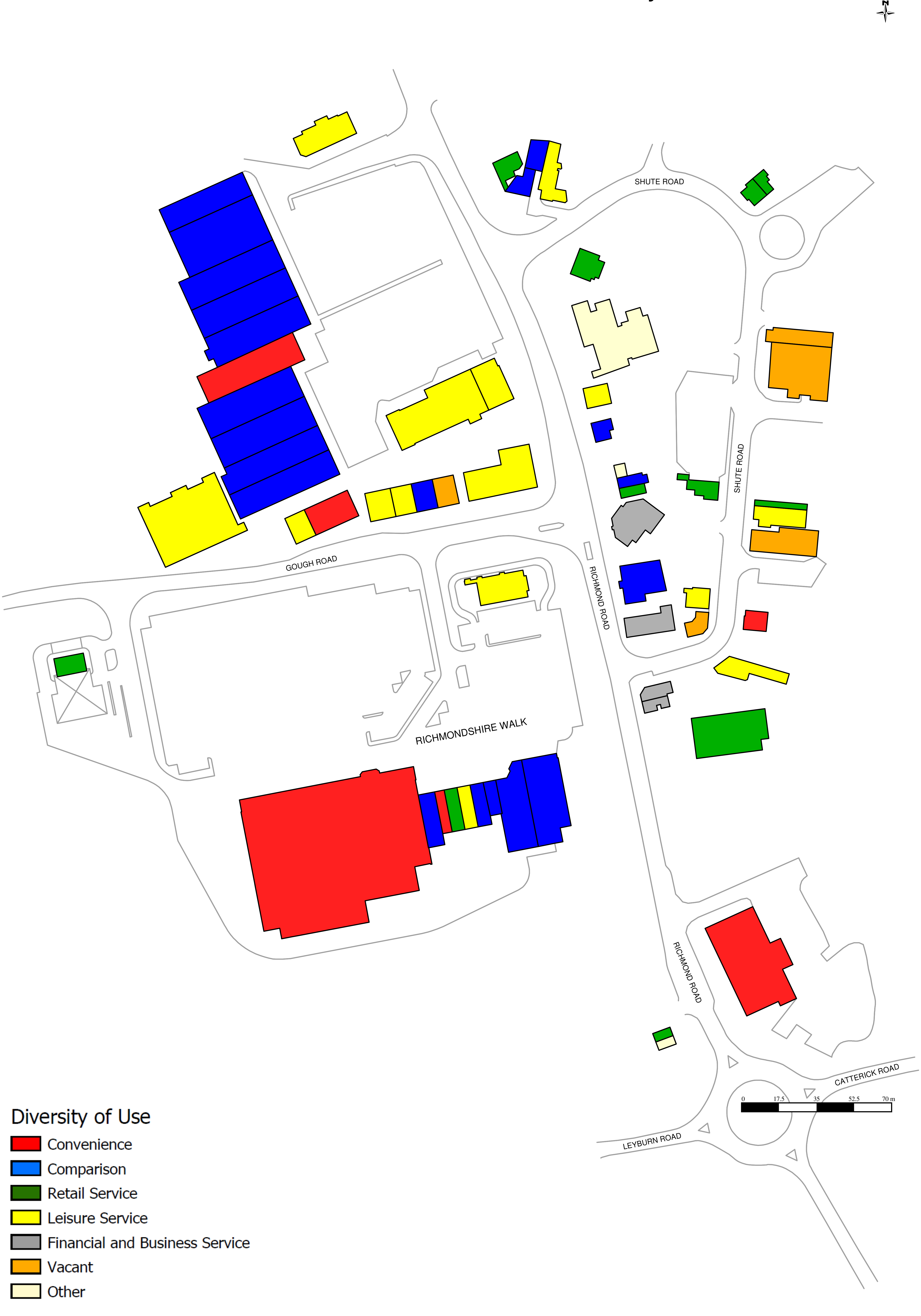
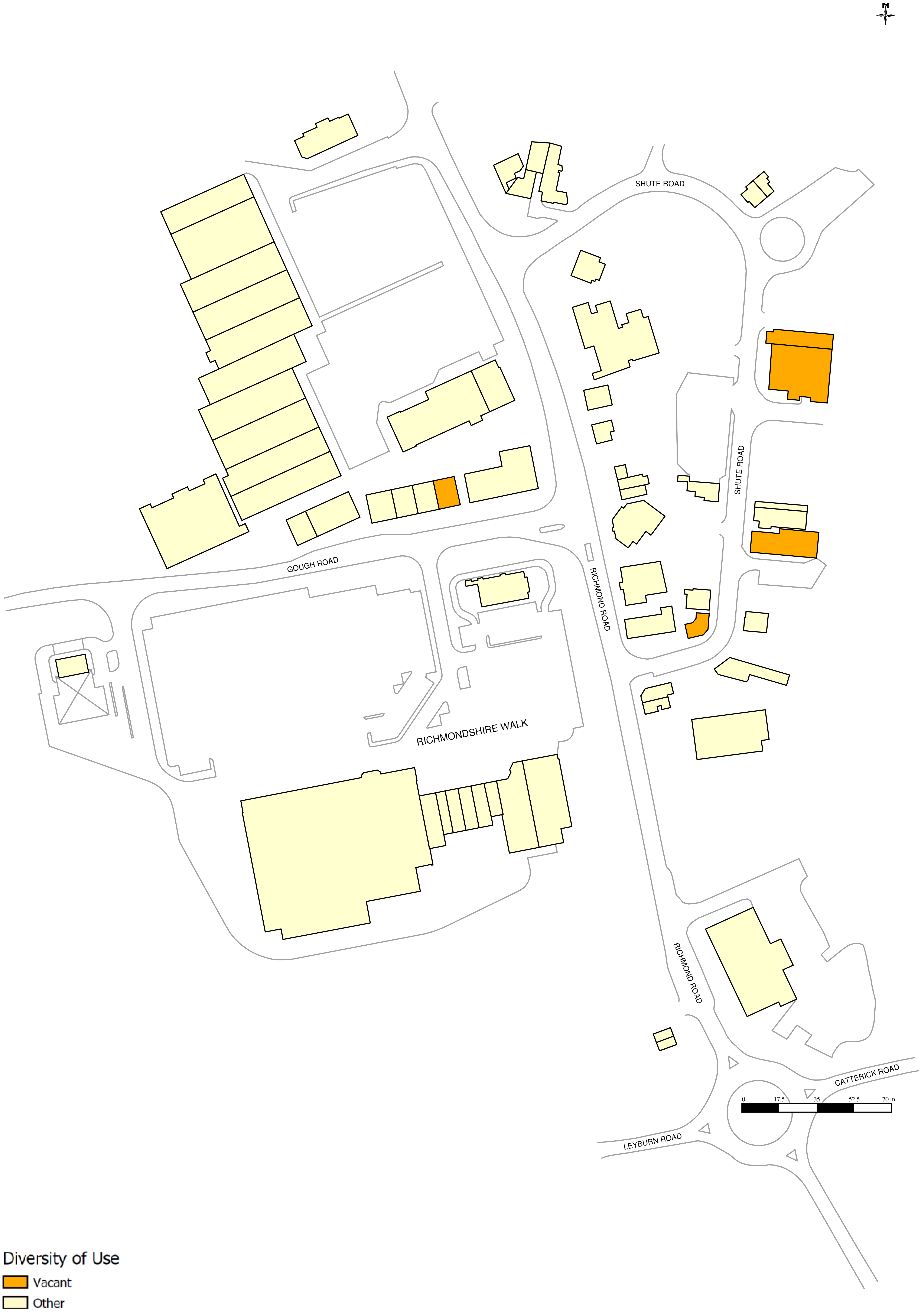
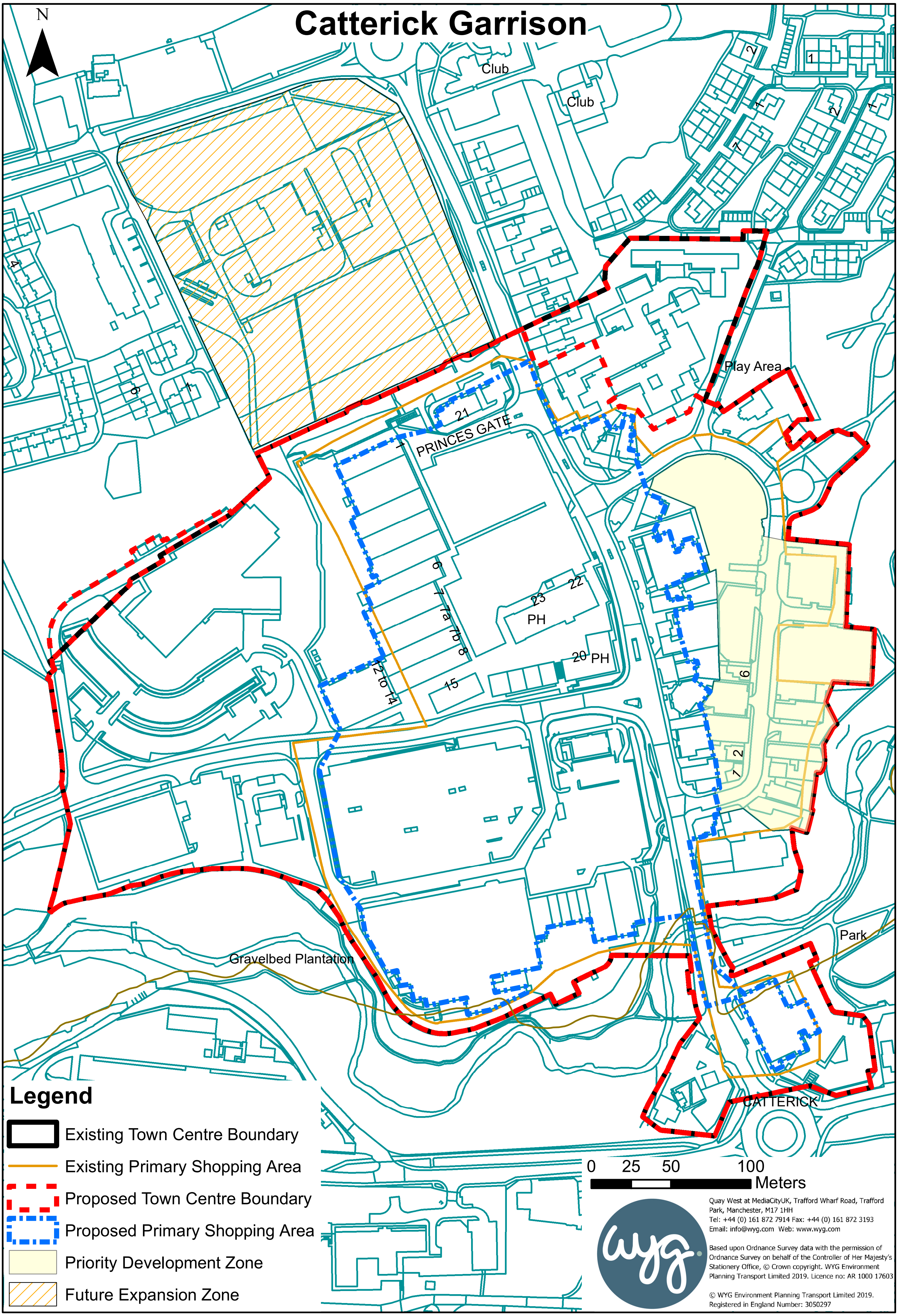
Catterick Garrison Town Centre - Diversity of Use Plan



Catterick Garrison Town Centre - Vacant Units Plan





Catterick Garrison
N
Club
Club
Play Area
PRINCES GATE
PH
PH
Park
Gravelbed Plantation
CATTERICK
Legend
Existing Town Centre Boundary
Existing Primary Shopping Area
Proposed Town Centre Boundary
Proposed Primary Shopping Area
Priority Development Zone
Future Expansion Zone
0 25 50 100
Meters
Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193
Email: info@wyg.com Web: www.wyg.com
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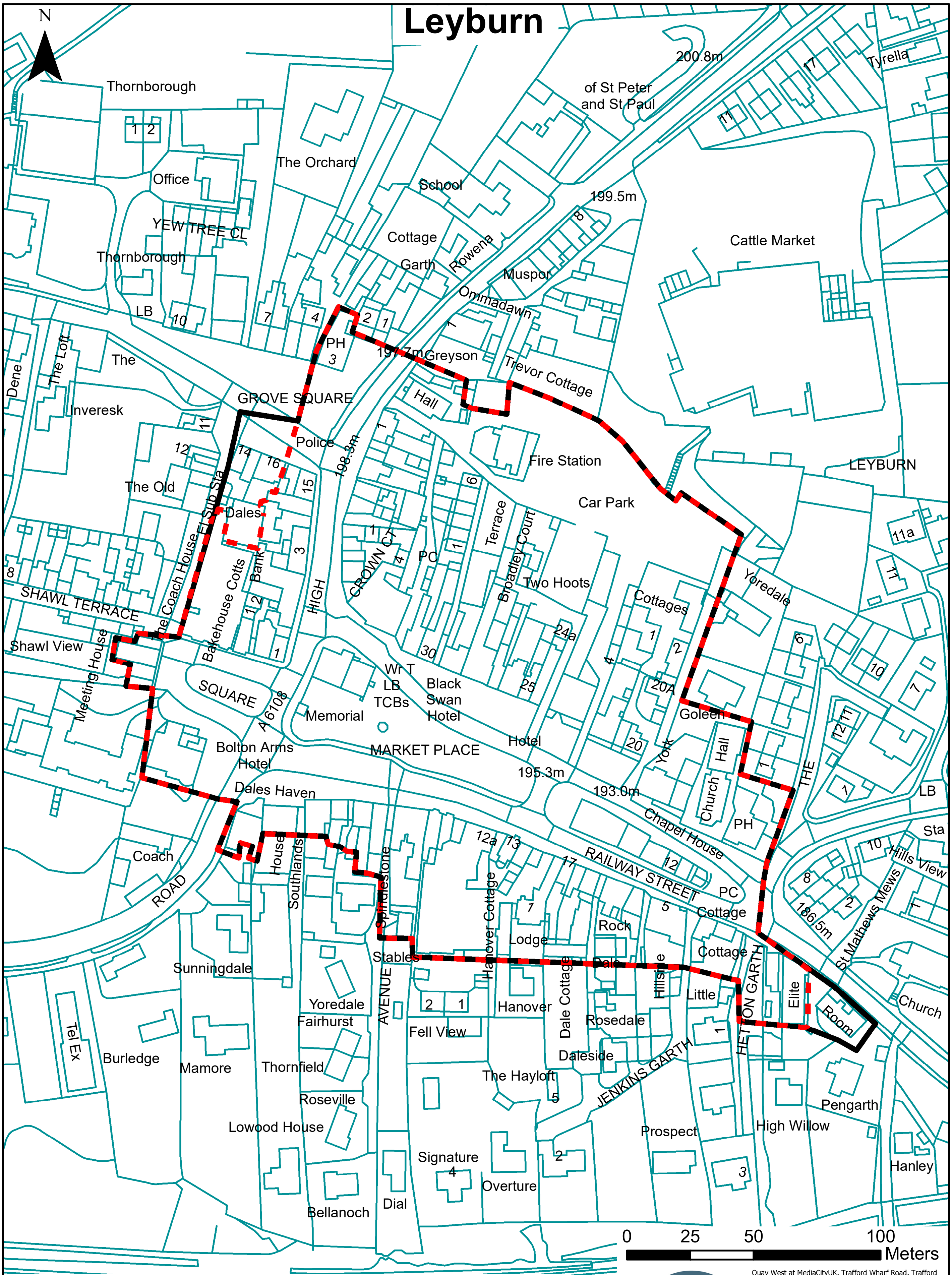
Leyburn Town Centre - Diversity of Use Plan

Leyburn Town Centre - Vacant Units Plan

Diversity of Use

- Vacant
- Other



Legend

- Existing Town Centre Boundary
- Proposed Town Centre Boundary and Primary Shopping Area

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193
Email: info@wyg.com Web: www.wyg.com

Appendix 4 – Proposed Local Centre Health Checks

Colburn Neighbourhood Parade

ADDRESS (and Zone)	Broadway Zone 2
DESCRIPTION	Colburn is a small settlement to the east of Catterick Garrison on the A6136 (Richmond Road). The centre is surrounded by residential uses and was observed as containing 12 retail units arranged in a L-shaped neighbourhood parade style with a car park in the middle. The areas to surrounding the centre are predominantly residential in character.
CURRENT DESIGNATION	Neighbourhood Parade

PICTURES

Colburn

Seating areas

DIVERSITY OF USES	No.
Convenience	2
Comparison	3
Retail Service	2
Leisure Service	3
Financial & Business Services	0
Vacant	1
Total No. of Uses	11

COMMUNITY FACILITIES	TOTAL: 3
North Yorkshire County Library, Colburn Medical Centre, Colburn Children's Centre	

NATIONAL OPERATORS	TOTAL: 3
Co-op Food, Boots, Post Office	

COMMENTS	
RETAILER/ LEISURE REPRESENTATION	Three national level retailers were present in the centre: Co-op Food, the Post Office and Boots. The Post Office was a concession within the Co-op Foodstore rather than its own individual premises. Two convenience units were observed, equating to 18.2% of the total units present, which is higher than the national average of 9.2%. This consisted of the Co-op Food store, which was the largest unit in the centre, and a small local convenience store. Three comparison units were observed, equating to 27.3% of all retail and service units, which is lower than the national average of 30.0%. the comparison units comprised of a florist, a car parts store and a Boots chemist. The nature of the goods for sale seem more akin to small 'grab and go' comparison as opposed to bulky goods, with the exception of the car parts store. Two retail service units were observed in the centre, both hairdressers, equating to 18.2% of all units, which is notably higher than the national average of 14.8%. A Post Office is also located inside the Co-op. Leisure services occupied three units in the centre, or 27.3% of the total amount of units, which is broadly in line with the national average of 24.2%. Two of the units were hot food takeaways and one was a café. The two hot food takeaway units were not open at the time of the survey but a search has confirmed they are actively trading. No financial and business service units were observed. Whilst this does impact the overall proportions of units, it is considered that the proximity to larger centres and the size of the centre itself (and population) would not warrant the presence of this type of retail unit.
PEDESTRIAN ACTIVITY	There was a significant amount of pedestrian activity noted at the centre, which was amplified due to the presence of the primary school nearby and the propensity for pass-by footfall. A large amount of footfall and activity was noted within and around the Co-op Foodstore.
VACANCY RATES	No vacant units were observed on the day of the survey
ACCESSIBILITY	The centre had a large car park which was at capacity at the time of survey. There is also another car park located on the southern side of Catterick Road which specifically serves the Medical Centre. It is also noted that there was a lorry car park on the south side of Catterick Road. Bus stops were noted in the vicinity of the centre which had services towards Darlington,

	Colburn and Catterick. The majority of residences in Colburn and the small settlement to the east (Brough with St Giles) are within a 1km walking distance to the centre. The centre has a large pedestrian area for users to traverse. A dedicated cycle lane was also observed on Catterick Road and some cycle storage was observed in the centre.
ENVIRONMENTAL QUALITY	The environmental quality was considered as being good. Street furniture such as bins and seating were observed, however it was considered that the quality and positioning of some seating could be improved and there was a dated aesthetic to the centre. Some areas of the public realm could also use some improvements and maintenance. The shop fronts were of a mixed quality, with some showing signed of graffiti and in need of an update. Although the car park could be considered as being a visual detractor, measures have been taken to minimise this such as hard and soft landscaping and the planting of vegetation, though this could be improved / modernised.
PERCEPTION OF SAFETY	CCTV was noted inside the stores and the shop fronts allowed for overlooking of the public realm. It was also considered the centre was well covered by street lighting. In terms of crime, 69 incidents were reported in the period November 2017 – October 2018. Most shops appeared to have shutters installed and CCTV inside their premises.
CONCLUSION	Overall, we consider Colburn as being a healthy centre but there are some issues and improvements which could help, such as cosmetic improvements to the public realm. Whilst the proportion of retail units there is higher for both retail service and convenience retailing, given the size of the centre and its immediate and wider context we would not consider this to be a significant issue – We would consider that the centre serves the daily needs of the nearby community.
KEY ISSUES/SWOT	STRENGTHS • Good accessibility and parking provision • Good range of stores to cater to the daily needs of the community • Good community facilitates in and nearby to the centre WEAKNESSES • Dated public realm in need of renovation and enhancements • Mediocre shop frontages OPPORTUNITIES • To improve the public realm and shop frontages • To allow for greater interaction between shop frontages and the pedestrianised area. THREATS • Limited capacity of car park

White Shops, Catterick Garrison

ADDRESS (and Zone)	Catterick Road, Byng Road Zone 5
DESCRIPTION	The White Shops are located on the eastern fringe of Catterick Garrison along the A6136 Catterick Road, a key route serving the town that links to the A1(M). A total of 20 retail and service units were observed in the centre.
CURRENT DESIGNATION	Neighbourhood Parade

PICTURES

White Shops, Catterick Garrison

White Shops, Catterick Garrison

DIVERSITY OF USES	No.
Convenience	2
Comparison	1
Retail Service	4
Leisure Service	11
Financial & Business Services	0
Vacant	2
Total No. of Uses	20

COMMUNITY FACILITIES	TOTAL: 1
Alpha Dental Studio	

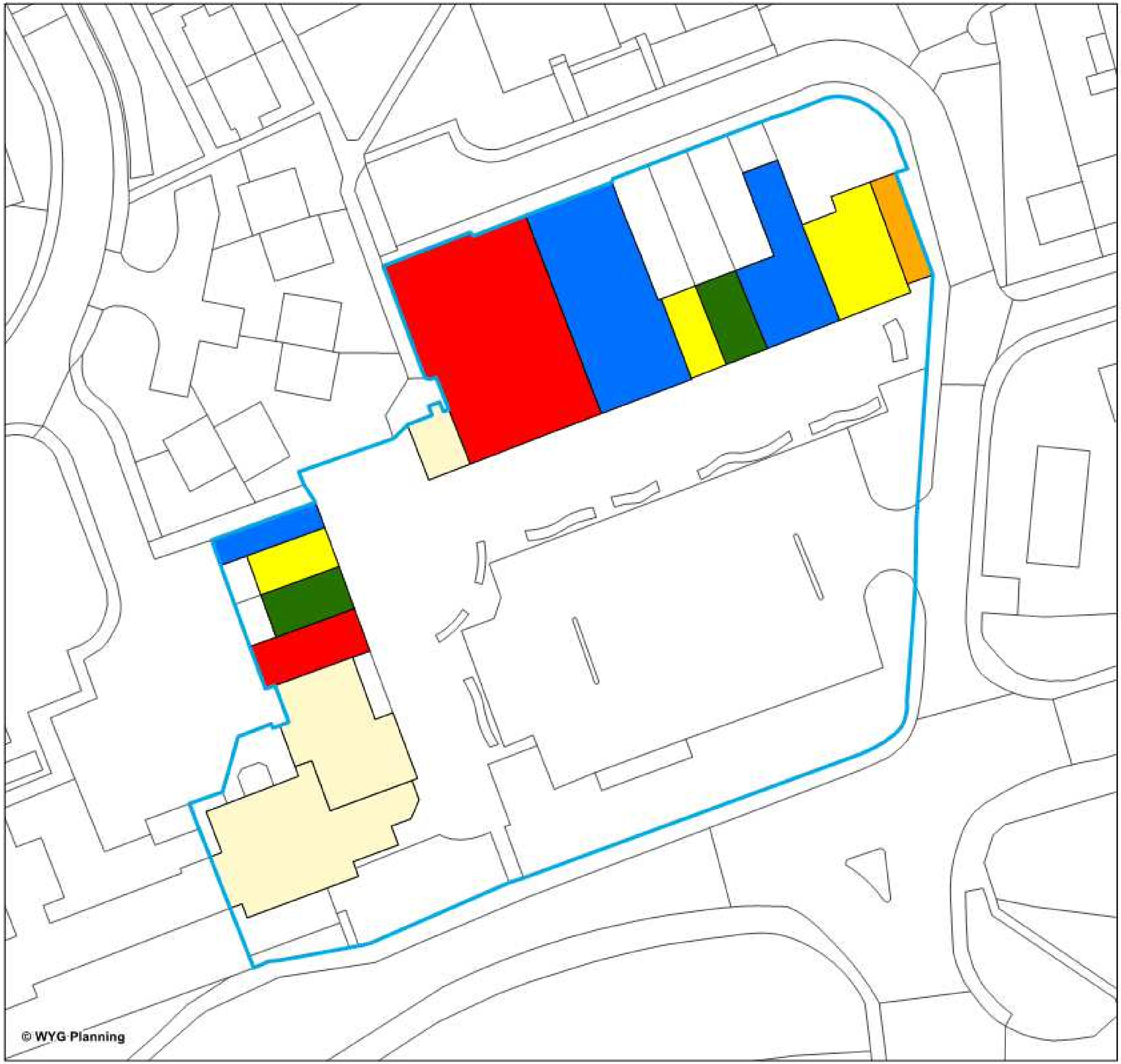
NATIONAL OPERATORS	TOTAL: 4
Spar, Ladbrokes, Subway, Post Office	

COMMENTS	
RETAILER/ LEISURE REPRESENTATION	Four national retail and service were observed in the centre, which make up a fifth (20.0%) of all units present. Two units were observed as being in convenience use, which equates to 10.0% of the overall total. Whilst slightly above the national average of 9.2%. The convenience uses included a local convenience store (Spar) and a vape store. A second vape store is additionally located in the centre at first floor level (this is not included in our survey data which focuses on ground floor floorspace only). Regarding comparison uses, one unit was observed (5.0%), which is a clothing store. Whilst significantly below the national average of 30.0%, this is not unusual in a small centre such as White Shops, where the role of the centre is to meet the day to day shopping and service needs of local residents. For retail services, four units were observed in the centre, which equates to 20.0% of the total. This is slightly higher than the national average of 14.8%. The retail services observed comprise a laundrette, a tattooist, a hairdresser/barbers and a nail bar. A Post Office facility is also located with the Spar. Leisure services made up the highest number of units in the centre and account for 11, or 55.0%, of the retail and service units in the centre. This is more than double the national average of 25.8%. The leisure service units observed comprise six hot food takeaways, two bars/pubs, a sandwich shop (Subway), a café and a betting shop. No financial and business service units were observed in the centre.
PEDESTRIAN ACTIVITY	Pedestrian activity in the centre was low at the time of our visit with very few people seen entering the shops in the centre. However, several pedestrians were waiting at the bus stop on Catterick Road and several cars were parked in the short stay parking spaces on Catterick Road indicating that people in cars stop for a short period of time to visit the centre.
VACANCY RATES	Two vacant units were observed in the centre, equating to a vacancy rate of 10.0%, which is below the national average. One of these vacant units, which is understood to previously have been occupied by a dental practice, is not considered to be suited to retail use.
ACCESSIBILITY	The centre is served by both on street car parking located at the front of the shops on Catterick Road and also two small formal car parks which are adjacent to the west of the centre. Whilst on street parking was observed to be nearly at full capacity, the formal car parks were relatively empty at the time of survey. Residential areas are located in close proximity to the centre and the streets were

	considered walkable, we therefore consider the centre as being highly accessible for pedestrians from surrounding areas. The centre is served by an off-road cycle path that runs along Catterick Road and continues to Colburn and Catterick Garrison, and connects to the wider network of cycle paths in Catterick Garrison. Cycle parking facilities are also provided in the centre. Bus stops are located within the centre on either side of Catterick Road, which provide regular services to Colburn and Darlington via Richmond.
ENVIRONMENTAL QUALITY	The environmental quality of the centre is considered to be mixed. Shopfronts in the centres were of mixed quality and some of the buildings were in an obvious state of disrepair and in need of maintenance, particularly on the upper floors. The ground floor shop frontages were considered to be of adequate quality overall. The street itself was considered to be of reasonable quality. The centre benefits from a wide footway and the presence of a green strip containing numerous trees and a substantial grassed area on the opposite side of Catterick Road. Some interaction between the retail units and street scene was observed by means of A-board signage and seating. A patchwork of materials and evidence of utilities works on the footway lowered the quality of the street.
PERCEPTION OF SAFETY	CCTV appeared to be installed in most retail units, with none seemingly located in the street. A search on police.co.uk confirmed there were no incidents reported over the period November 2017 – October 2018 within the centre. The location next to a well-lit busy road does allow for near constant activity in the centre and adds to the overall sense of safety.
CONCLUSION	White Shops neighbourhood centre provides local residents with access to a basic range of shopping and service facilities, including a convenience store and post office, a hairdressers/barbers, a café and several takeaways and pubs/bars. The centre is easy to access on foot and on bike from the surrounding residential areas via the highway network and network of cycle/footpaths within Catterick Garrison. Short stay on parking bays are provided on street in front of the parade of shops and a good-sized car park for a centre this size is located in proximity of the shops. The centre benefits from a wide area of pavement and attractive green strip on the other side of Catterick Road, and is located on a busy road which provides natural surveillance and activity. The shop fronts are generally reasonably well maintained, although several of the buildings were in need of maintenance. Pedestrian activity in the centre was limited at the time of our daytime visit. However, we consider that this reflects the leisure focus of the offer in the centre and expect that the

	centre attracts a high proportion of its pedestrian activity in the evening. It is notable that the centre performs an important leisure role, with leisure uses taking up over half of the units in centre, which is unusual for a centre of this size. The offer of smaller centres is typically focused on convenience and retail services, which meet the day to day retail and service needs of local residents. The concentration of leisure services, particularly hot food takeaways, could be due to the centre being located along a main road for not just Catterick Garrison but the district as a whole, allowing for easy access for pick-up and delivery of food orders. With the presence of these types of uses relatively limited in Catterick Garrison town centre, we consider that White Shops performs a wider leisure role in Catterick Garrison. Concentrations of hot food takeaways can sometimes represent an issue in a centre. However, in this case we consider that the centre still provides a basic range of shopping and service facilities and maintains its daytime vitality. Overall, we consider that White Shops neighbourhood centre is in reasonable health, but there are aspects which require addressing. Specifically, we consider that the centre would benefit from maintenance of the buildings and improvements to increase the quality of the footway. To ensure that the retail function and daytime vitality of the centre is maintained and protected we recommend that the Council monitors the proportion of takeaway outlets in the centre and considers restricting number of takeaways if this increases further. Limiting the proportion of takeaways in a centre also serves to encourage healthy food choices.
KEY ISSUES/SWOT	STRENGTHS • Highly visible and accessible centre with good pedestrian and cycling facilities and a car park. • Wider leisure role of the centre within Catterick Garrison • Low vacancy rate WEAKNESSES • Concentration of hot food takeaways and other leisure uses that lower the daytime vitality of the centre • Some units in a poor condition and require investment • Poor quality of footway OPPORTUNITIES • To improve the environmental quality of the buildings and streetscene THREATS • Potential decline of the retail and retail service function of the centre associated with increasing leisure uses.

Appendix 5 – Proposed Local Centre Diversity of Use and Boundary Plans



The Broadway, Colburn

Richmondshire District Council

N

Recommended Local Centre Boundary

Diversity of Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Drawn by: JH

Checked by: CL

Drawing No.

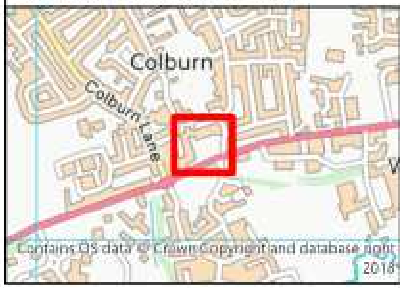
Revision No.

0 7 14 21 Meters

Scale 1:500 @A3

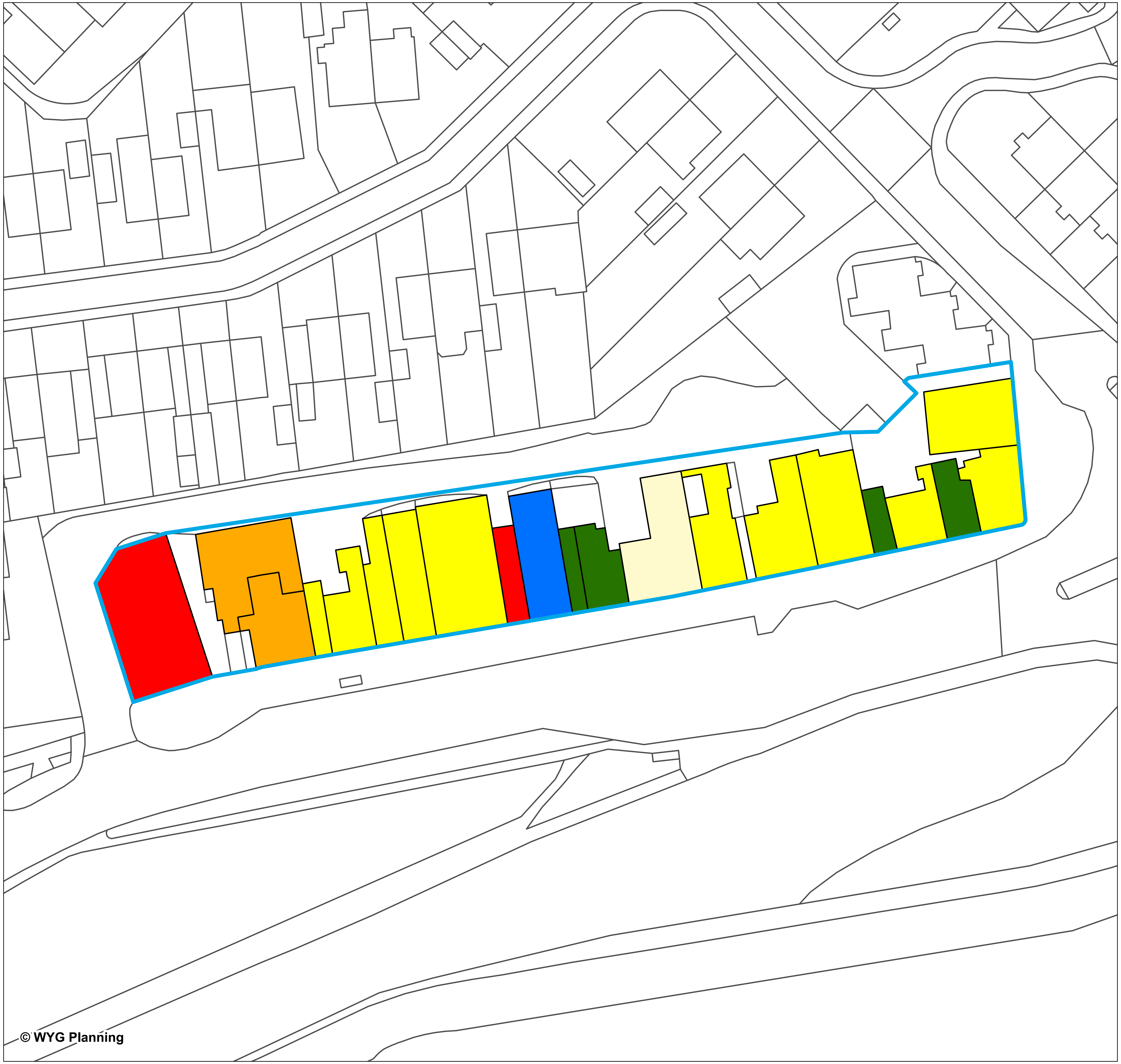
07 February 2019

NGR: 420425E 498247N



The Pavilion, 1st Floor
Botleigh Grange
Office Campus
Hedge End
Southampton
Hampshire, SO30 2AF

White Shops - Catterick Garrison
Richmondshire District Council



Recommended Local Centre Boundary

Diversity of Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Drawn by: JH
Checked by: CL
Drawing No.
Revision No.

0 8 16 24 Meters
Scale 1:550 @A3

07 February 2019
NGR: 419044E 497822N

The Pavilion, 1st Floor
Botleigh Grange
Office Campus
Hedge End
Southampton
Hampshire, SO30 2AF

Appendix 6 – Stakeholder Feedback Form

Richmondshire Retail and Leisure Study

Stakeholder Feedback Form

Thank you for taking a feedback form. We value the views of stakeholders within Richmondshire and are keen to understand your thoughts on the existing strengths, weaknesses, opportunities and threats facing the centres of Richmond, Catterick Garrison and Leyburn. We would also appreciate any suggestions you have in relation to potential improvements to the centres, barriers to investment, development opportunities and operator requirements.

All comments received will be considered individually and will assist the project team in preparing the Richmondshire Retail and Leisure Study.

All responses will be treated in the **strictest confidence**, and no information on individual views will be released. By providing us with this information, you will help the Council shape its redevelopment and planning policies to foster growth and prosperity within the retail and leisure sectors.

What to do with this form when completed?

Once you have made all your comments, please email this form to **Christopher.Bradshaw@wyg.com**, or post it to us at: **FAO Christopher Bradshaw, WYG Group, Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH**

Please ensure your feedback reaches us by **25th January 2018**.

1. Please could you provide details of your position:
   (Please see note on Data Protection below. It is not mandatory to provide your contact details, although it may be helpful to us in providing context to your comments. We can confirm all details will remain confidential)

   Business or Organisation Name ………………………………………………………….

   Business or Organisation Address ………………………………………………………….

   ………………………………………………………….

   Town ………………………………………………………….

   Postcode ………………………………………………………….

2. Please could you confirm in which of the following town or local service centres you have an interest and would like to provide comments?

   Richmond [ ] Leyburn [ ]
   Catterick Garrison [ ] Other, please state centre name ……………………….

3. What do you consider the existing strengths of the town mentioned at Question 2 are? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

....

....

....

....

....

....

....

4. What do you consider the existing weaknesses of the town centre mentioned at Question 2 are? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

....

....

....

....

....

....

....

5. What do you consider the existing opportunities facing the town centre mentioned at Question 2 are? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments..

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6. What do you consider the existing threats facing the town centre mentioned at Question 2 are? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

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7. Please provide any suggestions you have for improvements which could be made to the town centre mentioned at Question 2? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

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8. Do you consider there are any barriers to investment in the town centre mentioned at Question 2? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

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9. Are you aware of any land or buildings within the town centre mentioned at Question 2 which would benefit from redevelopment, or would provide an opportunity for the expansion of the centre? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

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10. Are you aware of any retail or leisure operators who are seeking to locate within the town centre mentioned at Question 2? (If providing comments for more than one centre, please indicate which centre your comments relate to).

Comments...

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11. Do you have any other comments or ideas you would like to share?

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Thank you for taking the time to provide your comments.

Appendix 7 – Stakeholder Feedback Summary

Stakeholder Feedback Forms: Richmond

Strengths:

- Considered to have a strong independent retail offer with active and keen shopkeepers
- Low vacancy rates in the town centre
- Good range of quality of dining options available
- Pleasant historic environment and strong character as a Georgian Market town. The proximity to the Dales and the green infrastructure are also positives for the town.
- Good range of events have attracted tourists into the area
- Good leisure facilities in / close to the town centre

Weaknesses:

- Town centre parking pressures, particularly on weekends. Also, the lack of clear signage in the town centre informing people of road layout / parking arrangements can be confusing for visitors
- The lack of public toilets in the centre
- Undertaking street works during the main tourist months
- The lack of a seven day a week Information Centre in a prominent location
- The age of the properties in the town centre could prevent some occupiers coming to Richmond.
- Limited stock and lack of availability of industrial business units, and the lack of development opportunities in Richmond, inhibiting business development

Opportunities:

- To attract higher quality food retailers into the centre
- Opportunity to utilise Market Place for more tourist based / oriented events
- To pedestrianisation of parts of Market Place for events ad for outdoor dining – one area suggested was the area in between Greenhowards Regimental Museum and the Kings Head
- To hold additional events in Richmond, building upon the success of recent ones (eg Tour de Yorkshire, Yorkshire in Bloom etc)
- To be more forward thinking and give users what they want from a town centre eg diversify the uses to have more leisure and entertainment facilities
- Continue the visual improvements, such as more floral displays
- To develop the Richmond Lower School site
- To improve the offer and appearance of the Market Hall and outdoor market
- To improve the marketing and develop a robust marketing strategy for Richmond
- To encourage the development of empty upper floor units into residential or office purposes

- To build upon the positive press Richmond, and the district, has recently received

Threats:

- Loss of financial services
- Parking arrangements putting people off visiting the centre
- Macro-economic trends in the retail sector
- Proposed development at Scotch Corner may have a negative impact on the town centre
- Lack of certain comparison retailers prompting people to shop elsewhere or online
- Threat of Richmond being a commuter town

Improvements:

- Extend the two-hour parking arrangements to seven days a week
- A sense that Market Place needs to be better utilised when events are hosted
- Opening the Council staff car park for public use
- Improved communications between the Council and businesses

Barriers to Investment:

- Lack of available funding
- The District and County Council imposing restrictions
- The lack of land and buildings for development opportunities
- Seeking consensus on plans / schemes
- Funding is often directed to the larger centres, such as York and the Tees Valley towns, with Richmond seemingly overlooked

Land or Buildings which would benefit from redevelopment:

- Empty premises around the lower end of the town centre which are good development opportunities (none specifically mentioned)

Other comments

- There has been a noticeable and significant shift from the those who use the town centre – seen an increase in the number of tourists, particularly on weekends

Stakeholder Feedback Forms: Catterick Garrison

Strengths:

- The established role as a Principal Town Centre, which has seen the centre become a focus for shopping and leisure and attract national brands;
- Has reduced the need for people to travel outside of the district;
- The complimentary relationship with Richmond, in the sense it provides larger units which cannot be accommodated in Richmond town centre;
- Is a modern and attractive town centre;

Weaknesses:

- Pedestrian links between the different areas of the town centre (Richmondshire Walk, Princes Gate and Shute Road) are weak due to the different levels between them and the road layout.

Opportunities:

- Given the anticipated population growth and the proposed increase in service personnel, there is the potential for the expansion of the town centre, such as large format comparison goods stores and additional leisure facilities.
- Upgrades to the A1 make Catterick a more attractive place to work and live;
- Growth should be concentrated into Catterick Garrison over Richmond due to its potential for growth, as has been noted and recognised in the adopted local plan and by the LEP.

Threats:

- The development of the Scotch Corner Designer Outlet may threaten the vitality and viability of Catterick Garrison town centre;
- Perception of a lack of clear strategic planning policy relating to the promotion, regeneration and support of main town centre uses
- Current market conditions and trends impacting on short- and medium-term trading.

Improvements:

- Development of the vacant areas along Shute Road to add to the town centre offer.

Barriers to Investment:

- Prevailing national conditions and uncertainty may impact on investment in the short to medium term such as: employment rates, rental values, changes in the retail market and retailers themselves, Brexit etc.

Land or Buildings which would benefit from redevelopment:

- Potential for development to the north of the defined town centre;
- Area along Shute Road;
- Other brownfield sites in proximity to the town centre (None named).

Other comments

- Iteration that the Ministry of Defence will work closely with the Council and key stakeholders to maintain, enhance and further promote development of Catterick Town Centre.

Appendix 8 – Household and In-Street Survey Questionnaire and Results

Job No: XXX
Richmondshire Household Survey

Good morning / afternoon / evening, I am …… from NEMS market research, an independent market research company, and we are conducting a short survey on behalf of Richmondshire Council about shopping and leisure activities in the Richmondshire area. Do you have time to answer some questions please? It will take about 6-7 minutes

QA **Are you the person responsible for the main food shopping in your household?**

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 **Where did you last undertake your main food and grocery shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

Those who do their main food shopping via the Internet at Q01:

Q02 **Which retailer did you purchase your last main food internet / home delivery shopping from?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Asda
2	Morrisons
3	Iceland
4	Sainsbury's
5	Tesco
6	Ocado
7	Waitrose
8	Other (PLEASE WRITE IN)
9	(Don't know / varies)

Q03 **What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY

1	Accessibility by public transport
2	Car parking prices
3	Car parking provision
4	Choice of food goods available
5	Choice of shops nearby selling non-food goods
6	Choice of shops selling food goods
7	Cleanliness
8	Delivery service
9	Click & Collect Service
A	Easy to get to by car
B	Good internal layout
C	Good service / friendly staff
D	Habit / always use it / preference for retailer
E	Internet shopping is convenient
F	Lower prices
G	Loyalty card / points scheme
H	Near to home
I	Near to work
J	Nice shopping environment
K	Only one in the area / no other choice
L	Preference for retailer
M,	Provision of leisure facilities nearby
N	Provision of services nearby, such as banks and other financial services
O	Public information, signposts and public facilities
P	Quality of food goods available
Q	Quality of shops selling food goods
R	Safety (during the day)
S	Safety (during the evening / night time)
T	Staff discount / work there
U	Value for money
V	Other (PLEASE WRITE IN)
W	(Don't know / no reason in particular)

Q04 **What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY

1	(Nothing)
2	Change layout too often
3	Difficult / expensive parking
4	Difficult to get to
5	Expensive
6	Lack of cycle parking
7	Lack of parking
8	Lack of public transport
9	Limited range of goods
A	No petrol station
B	Poor internal layout
C	Poor quality
D	Preference for retailer
E	Staff rude / unhelpful
F	Too busy
G	Too far away
H	Too small
I	Other (PLEASE WRITE IN)
J	(Don't know)

Excluding those who do their main food shopping via the Internet at Q01:

Q05 **How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, minibus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Mobility scooter / disability vehicle
A	Other (PLEASE WRITE IN)
B	(Don't know / varies)

Excluding those who do their main food shopping via the Internet at Q01:

Q06 **When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?**
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

1	Yes – non-food shopping	GO TO Q07
2	Yes – other-food shopping	GO TO Q07
3	Yes – visiting services such as banks and other financial institutions	GO TO Q07
4	Yes – leisure activity	GO TO Q07
5	Yes – travelling to / from work	**GO TO Q08**
6	Yes – travelling to / from school / college / university	**GO TO Q08**
7	Yes – getting petrol	**GO TO Q08**
8	Yes – visiting café / pub / restaurant	**GO TO Q08**
9	Yes – visiting family / friends	**GO TO Q08**
A	Yes – visiting health service such as doctor, dentist, hospital	**GO TO Q08**
B	Yes – visiting other service such as laundrette, hairdresser, recycling	**GO TO Q08**
C	Yes – other activity (PLEASE WRITE IN)	**GO TO Q08**
D	(No activity)	**GO TO Q08**
E	(Don't know / varies)	**GO TO Q08**

Those who link their main food shopping trip with other shopping, visiting other services and/or leisure activities at Q06:

Q07 **Where do you do this linked trip?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q08 **Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?**
DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

Those who do their main food shopping via the Internet at Q08:

Q09 **From which retailer did you purchase this main food internet / home delivery shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Asda
2	Morrisons
3	Iceland
4	Sainsbury's
5	Tesco
6	Ocado
7	Other (PLEASE WRITE IN)
8	(Don't know / varies)

Q10	**Approximately how much money do you normally spend on your household's main food and grocery shop?** DO NOT PROMPT. ONE ANSWER ONLY.	
X	To the nearest £: (PLEASE WRITE IN)	
Y	(Don't know / varies)	
Z	(Refused)	
Q11	**How often does your household normally do a main food and grocery shop?** DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY	
1	Daily	
2	At least two times a week	
3	At least once a week	
4	At least once a fortnight	
5	At least once a month	
6	At least every two months	
7	Less often	
8	Have only visited once	
9	(Don't know / varies)	
Q12	**Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping?** DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	GO TO Q13
2	No	GO TO Q17
	Those who make top-up shopping trips at Q12:	
Q13	**Where did you last undertake this 'top-up' food shopping?** DO NOT READ OUT. ONE ANSWER ONLY.	
#Convenience	Convenience List	
	Those who make top-up shopping trips at Q12:	
Q14	**Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q13) was it the same place, or different, and if so, please specify?**	
#Convenience	Convenience List	
	Those who make top-up shopping trips at Q12:	
Q15	**Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?** DO NOT READ OUT. ONE ANSWER ONLY.	
X	To the nearest £: (PLEASE WRITE IN)	
Y	(Don't know / varies)	
Z	(Refused)	
	Those who make top-up shopping trips at Q12:	
Q16	**How often does your household normally do a 'top up' food and grocery shop?** DO NOT READ OUT. ONE ANSWER ONLY.	
1	Daily	
2	At least two times a week	
3	At least once a week	
4	At least once a fortnight	
5	At least once a month	
6	At least every two months	
7	Less often	
8	Have only visited once	
9	(Don't know / varies)	
Q17	**Where did you last buy clothing or footwear goods?** DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.	
#Comparison	Comparison List	
	Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q17	
Q18	**How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q17)?** DO NOT READ OUT. ONE ANSWER ONLY.	
1	Daily	
2	At least two times a week	
3	At least once a week	
4	At least once a fortnight	
5	At least once a month	
6	At least every two months	
7	At least every 3 months	
8	At least every 6 months	
9	Less often than once every 6 months	
A	Have only visited once	
B	(Don't know / varies)	

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q17

Q19 **How do you normally travel to (LOCATION MENTIONED AT Q17)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, minibus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Mobility scooter / disability vehicle
A	Other (PLEASE WRITE IN)
B	(Don't know / varies)

Excluding those who said "Internet / delivery" or "Abroad" or (Don't know / can't remember) or (Don't do this type of shopping) at Q17

Q20 **When you go shopping for clothing or footwear, do you link this trip with another activity?**
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

1	Yes – food shopping
2	Yes – non-food shopping
3	Yes – visiting services such as banks and other financial institutions
4	Yes – leisure activity
5	Yes – travelling to / from work
6	Yes – travelling to / from school / college / university
7	Yes – getting petrol
8	Yes – visiting café / pub / restaurant
9	Yes – visiting family/friends
A	Yes – visiting health service such as doctor, dentist, hospital
B	Yes – visiting other service such as laundrette, hairdresser, recycling
C	Yes – other activity (PLEASE WRITE IN)
D	No
E	(Don't know / varies)

Q21 **Where did you last buy books, CDs, DVDs?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q22 **Where did you last buy small household goods such as home furnishings, glass and china items?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q23 **Where did you last buy goods such as toys, games, bicycles and recreation goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q24 **Where did you last buy chemist goods (including health and beauty products)?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q25 **Where did you last buy electrical items, such as televisions, washing machines and computers?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q26 **Where did you last buy DIY (including gardening) goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q27 **Where did you last buy furniture, carpets and floor coverings?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q28 **Do you ever visit any of the following centres?**

READ CENTRES MARKED 'YES' IN Q28 TABLE FOR THE ZONE IN WHICH THE QUESTIONNAIRE IS BEING UNDERTAKEN. CAN BE MULTICODED.

1	Richmond	
2	Leyburn	
3	Catterick Garrison	
E	(Don't visit ANY of these centres)	GO TO Q31

Q29 **Which centre do you visit the most?**

LIST POPULATED BY LOCATION ANSWERS GIVEN AT Q28 (IF MORE THAN ONE LOCATION STATED). ASKED TO THOSE THAT VISIT ONE OR MORE OF THE CENTRES LISTED AT Q28.

READ OUT. ONE ANSWER ONLY.

1	Richmond
2	Leyburn
3	Catterick Garrison

Q30 **Are there any measures that would encourage you to visit (CENTRE FROM Q29) more often?**

DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention|2nd Mention|3rd Mention

1	Increased choice and range of shops
2	Discount foodstores within the town centre
3	Improved non-food shops within the town centre
4	Improved leisure facilities
5	Improved quality of shops
6	More parking
7	Cheaper parking
8	Improved street cleaning
9	Increased public transport
A	Cheaper public transport
B	Better environment
C	Better security
D	Longer opening hours
E	Other (PLEASE WRITE IN)
F	(Nothing / Nothing else)
G	(Don't know)

Not 'Richmond' at Q28:

Q31A **Why don't you visit Richmond?**

DO NOT READ OUT. CAN BE MULTICODED

1	Lack of choice and range of shops
2	Doesn't have preferred supermarket
3	Choice of leisure facilities (cinema, gym, pubs etc)
4	Choice of services (hairdressers, banks etc)
5	Environmental quality of centre
6	Too far away from home or work
7	Not accessible by public transport
8	Inconveniently located car parking
9	Expensive car parking
A	Other (PLEASE WRITE IN)
B	(Nothing, no reason to visit)
C	(Don't know)

Not 'Leyburnn' at Q28:

Q31B **Why don't you visit Leyburn?**
DO NOT READ OUT. CAN BE MULTICODED

1	Lack of choice and range of shops	
2	Doesn't have preferred supermarket	
3	Choice of leisure facilities (cinema, gym, pubs etc)	
4	Choice of services (hairdressers, banks etc)	
5	Environmental quality of centre	
6	Too far away from home or work	
7	Not accessible by public transport	
8	Inconveniently located car parking	
9	Expensive car parking	
A	Other (PLEASE WRITE IN)	
B	(Nothing, no reason to visit)	
C	(Don't know)	

Not 'Catterick Garrison' at Q28:

Q31C **Why don't you visit Catterick Garrison?**
DO NOT READ OUT. CAN BE MULTICODED

1	Lack of choice and range of shops	
2	Doesn't have preferred supermarket	
3	Choice of leisure facilities (cinema, gym, pubs etc)	
4	Choice of services (hairdressers, banks etc)	
5	Environmental quality of centre	
6	Too far away from home or work	
7	Not accessible by public transport	
8	Inconveniently located car parking	
9	Expensive car parking	
A	Other (PLEASE WRITE IN)	
B	(Nothing, no reason to visit)	
C	(Don't know)	

Q32 **Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping?**
DO NOT READ OUT. CAN BE MULTICODED

1	Banking / finance	
2	Books	
3	CDs, DVDs, music	
4	Clothes	
5	DIY goods	
6	Food	
7	Furniture / carpets	
8	Garden items	
9	Holiday and / or travel tickets	
A	Jewellery	
B	Major electrical items	
C	Small electrical items	
D	Small household goods	
E	Sports goods	
F	Toys	
G	Other (PLEASE WRITE IN)	
H	(Don't know / varies)	
I	(Don't purchase goods via electronic shopping)	GO TO Q34

Those who purchase non-food goods via electronic (home / mobile / tv) shopping at Q32

Q33 **For your household's last non-food electronic (home / mobile / TV) shopping order, how did you receive your goods?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	Collection at store	
2	Home delivery	
3	Delivery to place of work	
4	Collection at click and collect hub (non-store location)	
5	Collection at other location (PLEASE WRITE IN)	
6	(Don't know / varies)	

Q34 **Which of these leisure activities do you participate in?**
READ OUT. CAN BE MULTICODED.

1	Health & fitness	ASK Q35
2	Leisure centre activities	ASK Q35
3	Cinema	ASK Q36
4	Restaurants	ASK Q37
5	Pub / bars / nightclubs or social clubs	ASK Q37
6	Ten pin bowling	ASK Q39
7	Bingo	ASK Q40
8	Theatre / concert hall / museums or art galleries	ASK Q41
9	(None of these)	**GO TO Q43**

Those who visit for health & fitness at Q34:

Q35 **Which centre / facility did you last visit for indoor sports or health and fitness activity?**
DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

	Those who go to the cinema at Q34:
Q36	**Which centre / facility did you last visit to go the cinema?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Cinema	Cinema List
	Those who go to restaurants at Q34:
Q37	**Which centre / facility did you last visit to go to a restaurant?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Social	Social List
	Those who go to bars, pubs and / or night / social clubs at Q34:
Q38	**Which centre / facility did you last visit to go to bars, pubs and night / social clubs?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Social	Social List
	Those who go ten-pin bowling at Q34:
Q39	**Which centre / facility did you last visit to go ten-pin bowling?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Bowling	Bowling List
	Those who go to bingo at Q34:
Q40	**Which centre / facility do you normally visit for bingo?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Bingo	Bingo List
	Those who visit for art / cultural activites at Q34:
Q41	**Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?**
	DO NOT PROMPT. ONE ANSWER ONLY.
#Social	Social List
	Those who visit for one or more leisure activities at Q34:
Q42	**How do you normally travel when visiting leisure destinations?**
	DO NOT READ OUT. ONE ANSWER ONLY.
1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus, minibus or coach
4	Motorcycle, scooter or moped
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Mobility scooter / disability vehicle
A	Other (PLEASE WRITE IN)
B	(Don't know / varies)
Q43	**Which leisure facilities would you like to see more of in your area?**
	DO NOT READ OUT. CAN BE MULTICODED.
1	Bars / pubs
2	Better shopping facilities
3	Bowling alley
4	Cinema
5	Concert hall / venue
6	Cycle paths / area
7	Dance facilities
8	Skate park
9	Health & fitness (gym)
A	Hotels
B	Ice rink
C	Karting
D	Leisure centre
E	More children facilities / activities
F	More sports facilities (football pitches, tennis courts)
G	Museum / art galleries
H	Outdoor play areas / park facilities
I	Paintballing
J	Restaurants / cafes
K	Swimming pool
L	Theatre
M	Other (PLEASE WRITE IN)
N	(None)
O	(Don't know)

GEN **Gender of respondent:**
DO NOT READ OUT. CODE FROM OBSERVATION

1 Male
2 Female

AGE **Could I ask how old you are please?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 18 – 24 years
2 25 – 34 years
3 35 – 44 years
4 45 – 54 years
5 55 – 64 years
6 65+ years
7 (Refused)

Thank & close.

Richmondshire Household Survey for WYG

Q01 Where did you last undertake your main food and grocery shopping?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Co-op, Market Place, Richmond	1.7%	10	10.5%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	5.7%	3
Heron Frozen Foods, Market Place, Richmond	0.5%	3	3.1%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	0
Ken Warnes Grocers, Market Place, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Queens Road, Richmond	8.7%	49	35.9%	21	0.0%	0	2.8%	4	24.2%	17	0.0%	0	14.8%	8
Neeps & Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local (Filling Station), Victoria Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Outdoor Market	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Richmond Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	16.2%	91	12.6%	7	20.0%	33	15.3%	19	9.5%	7	23.1%	21	7.3%	4
B&M, Gough Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Catterick Garrison, Colburn	1.1%	6	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick Garrison	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	4.3%	24	0.0%	0	5.0%	8	7.7%	10	7.1%	5	1.1%	1	0.8%	0
Local shops, Broadway, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick GARRISON Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Colburn Lane, Catterick Garrison, Colburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hildyard Row, Catterick Garrison	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	40.0%	225	23.0%	13	64.1%	105	42.8%	53	24.1%	16	26.1%	24	22.8%	12
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Catterick Village	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Court, Bedale	2.2%	12	0.0%	0	0.0%	0	9.4%	12	0.0%	0	0.6%	1	0.0%	0
Bedale Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bedale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brompton On Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hunton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Aiskew Garage, Aiskew, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 4														
Local shops, Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Middleton Tyas Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops, Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Gilling Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Cross Lanes, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrys Farm Shop, Back Lane, Swinithwaite	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campbell & Sons Groceries, Commercial Square, Leyburn	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-op, Market Place, Leyburn	5.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	31	3.6%	2
Local shops, Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hawes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leyburn Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	1
Local shops, Leyburn Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	0
Local shops, Middleham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Railway Street, Leyburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Spar, Market Place, Main Street, Hawes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Withywood Stores, Main Street, West Witton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Local shops, Eppleby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hudswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reeth Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	1
Mainsgill Farm Shop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Store, Hexham Cottage, Reeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Aldi, Invention Row, Darlington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.2%	1
Aldi, North Road Retail Park, Darlington	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road, Darlington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Asda Superstore, Whinbush Way, Darlington	0.9%	5	0.0%	0	1.6%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Blackett Road, off Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brompton Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Neasham Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Bishop Auckland														
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Horsemarket, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Lane, Leeming Bar	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Leyburn Road, Masham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redmayne Road, Kirkby Stephen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Darlington Indoor Market, Horse Market, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Outdoor Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Road / Albert Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queen Street, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Iceland, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road, Darlington	0.3%	2	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0
Local shops, Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishop Auckland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Market	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ripon City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Friarage Street, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
M&S Simply Food, Invention Row, Darlington	0.2%	1	0.6%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4
Morrisons, Morton Park Way, Darlington	2.3%	13	3.1%	2	2.1%	3	2.0%	2	4.1%	3	1.1%	1	2.6%	1
Morrisons, North Road, Darlington	0.4%	2	0.6%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	0
Other, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other, OSA	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, Penrith	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other, Redcar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Stockton-On-Tees	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Roslyn Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Corporation Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Sainsbury's Local, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Northallerton	1.6%	9	3.4%	2	0.0%	0	3.8%	5	2.3%	2	0.6%	1	0.7%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	1.0%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	5.5%	3
Sainsbury's Superstore, Victoria Road, Darlington	4.6%	26	3.5%	2	2.0%	3	1.3%	2	15.1%	10	0.0%	0	16.1%	9
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Superstore, East Road, Northallerton	1.6%	9	0.0%	0	0.0%	0	6.8%	8	1.2%	1	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		561		58		164		124		68		93		54
Sample:		571		97		96		96		97		91		94

Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?
Those who said 'Internet / delivered' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Asda	3.5%	1	69.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Morrisons	11.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	5	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	5.9%	2	0.0%	0	0.0%	0	0.0%	0	73.7%	1	0.0%	0	20.4%	1
Tesco	63.9%	26	0.0%	0	75.1%	10	41.6%	2	26.4%	0	63.7%	9	79.6%	4
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	4.2%	2	0.0%	0	0.0%	0	41.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.9%	0	30.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	4	0.0%	0	24.9%	3	16.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		40		1		13		4		2		14		5
Sample:		30		3		4		5		3		9		6

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

Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Accessibility by public transport	0.9%	6	1.3%	1	1.9%	3	0.0%	0	0.6%	0	0.6%	1	0.6%	0
Car parking: Inexpensive / free	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	2	0.0%	0
Car parking: Lots of spaces / easy to find a space	2.6%	15	2.4%	1	0.6%	1	1.9%	2	8.7%	6	0.5%	1	6.4%	4
Choice / quality of shops nearby selling FOOD goods	2.6%	15	2.9%	2	3.0%	5	1.9%	2	3.2%	2	3.0%	3	0.8%	0
Choice / quality of shops nearby selling NON-FOOD goods	0.6%	4	0.6%	0	0.0%	0	1.9%	2	1.1%	1	0.0%	0	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click & Collect Service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Delivery service	0.7%	4	0.6%	0	0.0%	0	1.3%	2	1.3%	1	0.0%	0	2.3%	1
Easy to get to by car	2.2%	13	0.6%	0	0.0%	0	4.3%	5	2.2%	2	4.4%	5	1.7%	1
FOOD goods: Good choice / range	6.8%	41	7.7%	5	3.7%	7	12.2%	16	6.7%	5	5.6%	6	5.1%	3
FOOD goods: Good quality	3.4%	20	8.3%	5	0.0%	0	3.4%	4	3.1%	2	5.4%	6	5.5%	3
Good internal layout	0.5%	3	0.0%	0	0.0%	0	1.9%	2	0.6%	0	0.0%	0	0.0%	0
Good service / friendly staff	0.5%	3	0.6%	0	0.5%	1	0.7%	1	0.6%	0	0.5%	1	0.0%	0
Habit / always use it / preference for retailer	2.9%	17	3.1%	2	4.3%	8	0.5%	1	3.5%	2	2.1%	2	4.1%	2
Internet shopping is convenient	3.2%	19	0.6%	0	4.9%	9	0.7%	1	2.4%	2	6.5%	7	0.6%	0
Lower prices	12.6%	76	19.9%	12	3.9%	7	14.5%	19	20.7%	15	16.1%	17	11.8%	7
Loyalty card / points scheme	0.5%	3	1.1%	1	0.0%	0	0.7%	1	1.1%	1	0.0%	0	1.1%	1
Near to home	36.2%	218	25.5%	15	51.8%	92	27.2%	35	25.7%	18	39.0%	42	27.6%	16
Near to work	1.6%	10	0.8%	0	1.9%	3	1.6%	2	2.7%	2	0.0%	0	3.5%	2
Nice shopping environment	0.6%	3	2.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1
Only one in the area / no other choice	2.1%	13	1.1%	1	1.6%	3	4.9%	6	0.8%	1	0.9%	1	2.3%	1
Preference for retailer	0.5%	3	1.1%	1	0.5%	1	0.0%	0	0.6%	0	0.9%	1	0.0%	0
Provision of leisure facilities nearby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sells NON-FOOD goods / has good range of non-food goods	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.9%	5	0.0%	0	1.4%	3	0.7%	1	0.6%	0	0.5%	1	1.2%	1
Value for money	7.3%	44	10.2%	6	13.2%	23	5.0%	6	4.3%	3	2.1%	2	4.5%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Can get everything I want there	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0
Close to family / friends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Convenient at the time	1.2%	7	0.0%	0	0.6%	1	2.1%	3	0.0%	0	0.0%	0	5.9%	4
Familiar / know where everything is	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Had vouchers I could use there	0.5%	3	0.0%	0	0.5%	1	0.0%	0	0.6%	0	1.5%	2	0.0%	0
Has a petrol station	0.4%	2	0.0%	0	0.5%	1	0.0%	0	0.6%	0	0.0%	0	1.7%	1
Like to support British farmers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Like to support local shops	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Not too busy	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
On the school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	5.9%	35	6.9%	4	4.6%	8	7.9%	10	2.7%	2	6.0%	6	8.3%	5
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE / LOCATION MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Change layout too often	0.6%	4	0.6%	0	0.0%	0	1.8%	2	0.0%	0	0.9%	1	0.0%	0
Difficult to get to	0.3%	2	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the retailer	0.5%	3	1.3%	1	0.6%	1	0.5%	1	0.0%	0	0.0%	0	1.2%	1
Doesn't sell NON-FOOD goods / poor range of NON-FOOD goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	8.2%	50	4.4%	3	14.5%	26	12.0%	15	3.7%	3	1.7%	2	2.6%	2
FOOD goods: Limited range	6.4%	39	10.9%	6	5.7%	10	5.4%	7	5.5%	4	6.4%	7	7.3%	4
FOOD goods: Poor quality	2.5%	15	5.2%	3	0.9%	2	0.5%	1	4.1%	3	4.9%	5	3.1%	2
Internet: Substitute items	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0
Internet: You can't chose the items yourself	0.5%	3	0.6%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No petrol station	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking: Difficult to park / not enough spaces	2.2%	13	6.5%	4	0.9%	2	3.5%	4	2.2%	2	1.2%	1	0.6%	0
Parking: Expensive / not free	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Poor internal layout	0.3%	2	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Poor security / feels unsafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queues at checkouts	0.7%	4	0.6%	0	1.0%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Rushed through the checkouts	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0
Staff rude / unhelpful	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	2.4%	15	0.8%	0	1.3%	2	7.2%	9	1.8%	1	0.5%	1	1.4%	1
Too far away	3.3%	20	3.1%	2	5.2%	9	4.3%	6	1.9%	1	0.6%	1	2.2%	1
Too small	2.2%	13	8.8%	5	0.5%	1	0.5%	1	0.0%	0	2.8%	3	6.3%	4
Traffic congestion	1.6%	9	0.0%	0	4.3%	8	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Unattractive store	0.2%	1	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a cafe	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No toilets / not enough toilets	0.2%	1	0.6%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Noisy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Not enough motorised carts available	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Store's too cold	0.2%	1	0.6%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
They don't pack your bags for you	0.7%	4	5.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.8%	0
Too big	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.5%	1	1.1%	1
(Don’t know)	0.6%	4	0.0%	0	0.6%	1	0.7%	1	0.6%	0	0.9%	1	0.8%	0
(Nothing)	63.8%	383	48.8%	29	61.0%	108	60.7%	78	71.1%	50	72.5%	78	69.6%	41
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Q05 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?

Not those who said 'Internet / delivered' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Car / van (as driver)	76.8%	431	68.9%	40	68.8%	113	79.8%	99	88.3%	60	77.7%	72	86.1%	46
Car / van (as passenger)	10.7%	60	9.5%	5	11.4%	19	14.3%	18	7.0%	5	8.8%	8	9.3%	5
Bus, minibus or coach	2.0%	11	1.9%	1	2.7%	4	1.1%	1	3.4%	2	0.7%	1	2.0%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.2%	52	18.4%	11	15.0%	25	2.7%	3	0.7%	0	12.8%	12	1.4%	1
Taxi	0.8%	4	0.6%	0	2.1%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	0.5%	3	0.6%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.2%	1
Weighted base:		561		58		164		124		68		93		54
Sample:		571		97		96		96		97		91		94

Q06 When you undertook the main food shop at (STORE / LOCATION MENTIONED AT Q01), did you link your trip with any other activity?
Not those who said 'Internet / delivered' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Yes – Other FOOD shopping	11.0%	62	15.4%	9	10.1%	17	17.5%	22	8.6%	6	5.6%	5	6.2%	3
Yes – NON-FOOD shopping	11.7%	66	10.5%	6	12.1%	20	8.7%	11	14.0%	10	11.6%	11	16.0%	9
Yes – visiting services such as banks and other financial institutions	1.7%	10	0.6%	0	0.0%	0	0.5%	1	3.7%	3	1.8%	2	8.3%	4
Yes – visiting other service such as launderette, hairdresser, beautician, travel agent	1.0%	5	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes – visiting café / pub / restaurant	5.1%	28	4.9%	3	7.3%	12	3.8%	5	3.9%	3	2.9%	3	6.3%	3
Yes – leisure activity	4.0%	22	7.3%	4	0.0%	0	4.5%	6	6.1%	4	7.1%	7	3.6%	2
Yes – travelling to / from work	3.2%	18	0.8%	0	1.7%	3	1.3%	2	5.4%	4	6.4%	6	6.7%	4
Yes – travelling to / from school / college / university	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.2%	2	2.5%	1
Yes – getting petrol	1.5%	8	0.0%	0	1.0%	2	3.3%	4	1.5%	1	0.6%	1	1.9%	1
Yes – visiting family / friends	3.3%	19	6.6%	4	0.6%	1	2.2%	3	6.1%	4	6.2%	6	2.2%	1
Yes – visiting health service such as doctor, dentist, hospital	1.1%	6	0.6%	0	1.6%	3	0.0%	0	1.3%	1	0.0%	0	4.8%	3
Yes – window shopping / going for a walk / walking the dog	0.7%	4	3.6%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – recycling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.8%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	50.2%	281	47.1%	27	57.0%	94	49.1%	61	44.3%	30	53.8%	50	36.4%	20
(Don't know / varies)	4.7%	27	2.6%	1	5.2%	9	9.1%	11	3.7%	3	1.8%	2	1.9%	1
Weighted base:		561		58		164		124		68		93		54
Sample:		571		97		96		96		97		91		94

Column %ges.

Q07 Where do you do this linked trip?

Those that said they shop, visit services, visit a café / pub / restaurant, carry out a leisure activity or Other at Q06 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	15.7%	30	62.3%	13	1.7%	1	6.6%	3	26.7%	6	2.1%	1	27.6%	6
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	1.0%	2	1.8%	0	0.0%	0	1.6%	1	1.9%	0	0.0%	0	2.0%	0
Catterick GARRISON TOWN Centre	40.4%	77	10.6%	2	65.4%	34	48.6%	21	30.3%	7	32.5%	9	14.0%	3
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	2.7%	5	14.7%	3	1.7%	1	0.0%	0	0.0%	0	2.6%	1	2.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	8.3%	16	1.8%	0	18.4%	10	1.9%	1	5.8%	1	13.3%	4	0.0%	0
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	6.9%	13	0.0%	0	3.1%	2	20.1%	9	0.0%	0	10.4%	3	0.0%	0
Other, Zone 2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	1.2%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	6	8.4%	2
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	1.0%	2	1.8%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.6%	0
Darlington Retail Park, Yarm Road, Darlington	0.2%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	8.1%	15	2.2%	0	7.9%	4	0.0%	0	20.9%	5	5.8%	2	19.0%	4
Other, Darlington	1.8%	3	0.0%	0	0.0%	0	5.6%	2	4.3%	1	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.7%	1	0.0%	0	1.7%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	2.4%	5	3.2%	1	0.0%	0	7.8%	3	2.4%	1	0.0%	0	0.0%	0
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		190		21		53		43		23		27		23
Sample:		200		28		26		34		39		32		41

Column %ges.

Q08 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different, and if so, please specify?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Co-op, Market Place, Richmond	2.4%	14	10.5%	6	0.0%	0	2.0%	2	3.1%	2	0.0%	0	5.7%	3
Heron Frozen Foods, Market Place, Richmond	0.8%	5	3.6%	2	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Ken Warnes Grocers, Market Place, Richmond	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	6.6%	37	27.1%	15	0.0%	0	3.3%	4	13.5%	9	0.6%	1	15.7%	8
Neeps & Tatties Greengrocers, Market Place, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa Local (Filling Station), Victoria Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Outdoor Market	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Richmond Town Centre	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	16.2%	92	13.8%	8	23.6%	41	23.1%	29	10.4%	7	5.3%	5	5.3%	3
B&M, Gough Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Catterick Garrison, Colburn	1.9%	11	0.0%	0	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick Garrison	2.4%	14	1.4%	1	7.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	8.0%	46	0.6%	0	16.7%	29	9.9%	12	4.9%	3	0.0%	0	1.6%	1
Local shops, Broadway, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick GARRISON Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Colburn Lane, Catterick Garrison, Colburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Hildyard Row, Catterick Garrison	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	31.3%	179	30.3%	17	37.5%	65	23.7%	29	22.0%	15	38.6%	37	28.3%	15
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Catterick Village	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Court, Bedale	2.7%	15	0.0%	0	0.0%	0	11.2%	14	0.0%	0	1.3%	1	0.0%	0
Bedale Market	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bedale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brompton On Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hunton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Aiskew Garage, Aiskew, Bedale	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Place, Bedale														
Zone 4														
Local shops, Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Middleton Tyas Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Local shops, Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	0
McColl's, Gilling Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Cross Lanes, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrys Farm Shop, Back Lane, Swinithwaite	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campbell & Sons Groceries, Commercial Square, Leyburn	2.8%	16	0.0%	0	0.0%	0	0.7%	1	0.0%	0	13.8%	13	3.5%	2
Co-op, Market Place, Leyburn	4.6%	26	0.0%	0	0.0%	0	2.5%	3	0.0%	0	22.9%	22	2.4%	1
Local shops, Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hawes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Leyburn Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1
Local shops, Leyburn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.4%	1
Local shops, Middleham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Railway Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Market Place, Main Street, Hawes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Withywood Stores, Main Street, West Witton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Local shops, Eppleby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hudswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Reeth Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Mainsgill Farm Shop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Store, Hexham Cottage, Reeth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Aldi, Invention Row, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Aldi, North Road Retail Park, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road, Darlington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Asda Superstore, Whinbush Way, Darlington	0.6%	4	0.6%	0	0.9%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Asda, Blackett Road, off Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brompton Road, Northallerton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Neasham Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Asda, South Church Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Horsemarket, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leeming Lane, Leeming Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leyburn Road, Masham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redmayne Road, Kirkby Stephen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Darlington Indoor Market, Horse Market, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Outdoor Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Darlington Town Centre	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, North Road / Albert Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	0
Local shops, Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishop Auckland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Market	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Northallerton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Ripon Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ripon City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other, Ripon	0.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0
M&S Foodhall, Friarage Street, Northallerton	0.4%	2	1.2%	1	0.0%	0	0.5%	1	0.8%	1	0.6%	1	0.0%	0
M&S Simply Food, Invention Row, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Masham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
Morrisons, Morton Park Way, Darlington	3.3%	19	1.4%	1	4.2%	7	2.6%	3	5.6%	4	1.9%	2	3.9%	2
Morrisons, North Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Other, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.3%	2	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0
Other, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Redcar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Stockton-On-Tees	0.2%	1	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Roslyn Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Corporation Road,	1.0%	6	0.0%	0	1.9%	3	0.5%	1	2.4%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Darlington														
Sainsbury's Local, Duke Street, Darlington	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Northallerton	1.8%	10	1.8%	1	0.0%	0	4.1%	5	3.6%	2	1.6%	2	0.7%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.6%	4	0.0%	0	0.0%	0	2.0%	2	0.7%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Victoria Road, Darlington	4.2%	24	4.4%	2	0.5%	1	3.3%	4	15.7%	11	1.0%	1	8.7%	5
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, East Road, Northallerton	1.0%	6	0.0%	0	0.0%	0	2.0%	2	1.3%	1	2.7%	3	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		571		57		174		124		67		96		52
Sample:		572		97		97		96		95		95		92

Q09 From which retailer did you purchase this main food internet / home delivery shopping?
Those who said 'Internet / delivered' at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Asda	1.7%	0	40.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	18.6%	5	0.0%	0	0.0%	0	0.0%	0	23.6%	0	42.3%	5	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	6.4%	2	59.0%	1	0.0%	0	0.0%	0	23.6%	0	0.0%	0	11.2%	1
Tesco	63.4%	17	0.0%	0	100.0%	3	38.1%	2	52.8%	1	57.7%	6	88.8%	5
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	7.5%	2	0.0%	0	0.0%	0	46.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	1	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		27		1		3		4		2		11		6
Sample:		23		2		3		5		4		4		5

Meanscore: [£]

Q10 Approximately how much money do you normally spend on your household's main food and grocery shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.5%	3	0.6%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0
£11 - £15	0.6%	4	1.3%	1	0.5%	1	0.5%	1	0.6%	0	0.9%	1	0.0%	0
£16 - £20	2.1%	13	3.1%	2	2.1%	4	1.7%	2	1.9%	1	2.9%	3	0.6%	0
£21 - £25	1.3%	8	4.3%	2	2.1%	4	0.5%	1	1.3%	1	0.0%	0	0.0%	0
£26 - £30	2.8%	17	3.8%	2	3.6%	6	0.0%	0	5.0%	4	3.1%	3	1.9%	1
£31 - £35	1.9%	11	5.9%	3	0.5%	1	1.1%	1	3.1%	2	1.0%	1	3.9%	2
£36 - £40	5.6%	33	4.3%	3	3.1%	6	5.2%	7	9.3%	7	9.1%	10	4.1%	2
£41 - £45	1.6%	10	1.3%	1	0.6%	1	2.4%	3	5.0%	4	0.5%	1	1.4%	1
£46 - £50	7.4%	45	10.9%	6	9.5%	17	4.1%	5	8.4%	6	5.1%	5	8.1%	5
£51 - £60	10.1%	61	9.9%	6	6.8%	12	13.5%	17	7.4%	5	12.1%	13	13.0%	8
£61 - £70	10.9%	66	4.9%	3	20.2%	36	6.2%	8	4.5%	3	12.0%	13	5.0%	3
£71 - £80	8.7%	52	3.7%	2	5.8%	10	10.1%	13	10.3%	7	10.9%	12	13.6%	8
£81 - £90	5.3%	32	4.4%	3	6.0%	11	4.1%	5	2.4%	2	5.2%	6	10.5%	6
£91 - £100	13.6%	82	6.9%	4	19.4%	34	9.5%	12	16.4%	11	13.2%	14	9.1%	5
£101 - £110	0.7%	4	1.1%	1	0.0%	0	0.7%	1	0.8%	1	0.6%	1	2.2%	1
£111 - £120	1.8%	11	5.2%	3	2.5%	4	0.7%	1	1.6%	1	0.9%	1	1.1%	1
£121 - £130	1.1%	7	0.6%	0	0.6%	1	1.2%	2	4.6%	3	0.0%	0	1.1%	1
£131 - £140	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£141 - £150	1.2%	7	0.8%	0	0.0%	0	1.3%	2	2.7%	2	0.6%	1	3.7%	2
£151 - £175	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
£176 - £200	1.4%	8	3.4%	2	0.0%	0	2.6%	3	1.1%	1	0.6%	1	2.8%	2
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.2%	1	0.6%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / varies)	16.8%	101	23.0%	14	11.7%	21	26.7%	34	10.8%	8	18.9%	20	8.2%	5
(Refused)	3.7%	22	0.0%	0	4.3%	8	6.1%	8	1.3%	1	1.5%	2	7.7%	5
Mean:		*72.80*		*68.38*		*70.79*		*74.90*		*74.51*		*71.38*		*79.51*
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Meanscore: [Number of visits per week]

Q11 How often does your household normally do a main food and grocery shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Daily	1.9%	12	2.5%	1	1.0%	2	4.0%	5	0.0%	0	2.9%	3	0.0%	0
At least two times a week	8.2%	49	6.0%	4	11.3%	20	7.9%	10	7.8%	5	7.5%	8	3.1%	2
At least once a week	67.4%	405	71.1%	42	64.6%	115	70.3%	90	82.0%	57	61.1%	65	60.4%	36
At least once a fortnight	14.5%	87	10.0%	6	14.1%	25	13.4%	17	4.2%	3	18.7%	20	27.4%	16
At least once a month	3.0%	18	2.0%	1	2.8%	5	3.3%	4	2.9%	2	2.1%	2	5.3%	3
At least every two months	0.7%	4	5.2%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1
Less often	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.2%	25	3.1%	2	6.3%	11	1.2%	2	2.4%	2	7.6%	8	1.9%	1
Mean:		*1.10*		*1.10*		*1.09*		*1.23*		*1.03*		*1.15*		*0.84*
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Yes	68.4%	411	80.5%	47	64.8%	115	72.8%	93	65.4%	46	65.1%	70	66.6%	40
No	31.6%	190	19.5%	11	35.2%	62	27.2%	35	34.6%	24	34.9%	37	33.4%	20
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Q13 Where did you last undertake this 'top-up' food shopping?

Those that do top-up shopping at Q12 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Co-op, Market Place, Richmond	4.9%	20	17.9%	8	0.0%	0	4.9%	5	6.5%	3	0.0%	0	11.0%	4
Heron Frozen Foods, Market Place, Richmond	1.7%	7	5.6%	3	0.0%	0	0.0%	0	10.4%	4	0.0%	0	0.0%	0
Ken Warnes Grocers, Market Place, Richmond	1.3%	5	8.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.9%	1
Lidl, Queens Road, Richmond	9.3%	37	25.3%	12	6.6%	8	5.9%	5	17.7%	7	0.8%	1	12.2%	5
Neeps & Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local (Filling Station), Victoria Road, Richmond	1.8%	7	12.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Outdoor Market	0.6%	3	2.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Richmond Town Centre	2.2%	9	9.9%	5	0.0%	0	0.9%	1	6.5%	3	0.0%	0	2.2%	1
Zone 2														
Aldi, Richmond Road, Catterick Garrison	5.4%	22	7.5%	3	9.3%	11	7.0%	6	0.0%	0	0.8%	1	1.7%	1
B&M, Gough Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Catterick Garrison, Colburn	5.2%	21	0.0%	0	16.8%	19	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick Garrison	3.8%	15	0.0%	0	11.1%	13	0.9%	1	3.9%	2	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	3.3%	13	0.0%	0	11.0%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Broadway, Colburn, Catterick Garrison	0.9%	4	0.0%	0	1.0%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.7%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick GARRISON Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Colburn Lane, Catterick Garrison, Colburn	2.1%	8	0.0%	0	6.6%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Hildyard Row, Catterick Garrison	0.8%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	10.0%	40	5.2%	2	27.7%	32	1.5%	1	6.3%	3	0.0%	0	4.6%	2
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, High Street, Catterick Village	2.5%	10	0.0%	0	1.0%	1	8.7%	8	0.0%	0	1.0%	1	0.0%	0
Co-op, Market Court, Bedale	7.9%	32	0.0%	0	0.0%	0	26.3%	24	0.0%	0	10.9%	7	0.0%	0
Bedale Market	0.6%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Bedale Town Centre	1.1%	5	0.0%	0	0.0%	0	4.5%	4	1.1%	0	0.0%	0	0.0%	0
Local shops, Brompton On Swale Village Centre	0.9%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hunton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Aiskew Garage, Aiskew, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Place, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 4														
Local shops, Barton Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	2.2%	1
Local shops, Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Scorton Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.4%	2	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
McColl's, Gilling Road, Richmond	0.4%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Cross Lanes, Richmond	0.7%	3	0.0%	0	0.0%	0	0.7%	1	5.0%	2	0.0%	0	0.0%	0
Zone 5														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Bainbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrys Farm Shop, Back Lane, Swinithwaite	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campbell & Sons Groceries, Commercial Square, Leyburn	4.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	16	1.0%	0
Co-op, Market Place, Leyburn	8.0%	32	0.0%	0	0.0%	0	6.2%	6	0.0%	0	38.9%	26	0.0%	0
Local shops, Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hawes Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0
Leyburn Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leyburn Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Middleham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
One Stop, Railway Street, Leyburn	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Spar, Market Place, Main Street, Hawes	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Withywood Stores, Main Street, West Witton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 6														
Local shops, Eppleby Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Local shops, Hudswell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, Reeth Village Centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	9
Mainsgill Farm Shop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Store, Hexham Cottage, Reeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
OSA														
Aldi, Invention Row, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road Retail Park, Darlington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whinbush Way, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Blackett Road, off Haughton Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Asda, Brompton Road, Northallerton	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Neasham Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Bishop Auckland														
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Horsemarket, Barnard Castle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Co-op, Leeming Lane, Leeming Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leyburn Road, Masham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Indoor Market, Horse Market, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Outdoor Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North Road / Albert Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local shops, Barnard Castle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local shops, Bishop Auckland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northallerton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ripon City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Friarage Street, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Invention Row, Darlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	1.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	11.4%	4
Morrisons, Morton Park Way, Darlington	0.5%	2	0.0%	0	0.0%	0	1.6%	2	1.3%	1	0.0%	0	0.0%	0
Morrisons, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	2.2%	9	0.0%	0	0.0%	0	7.4%	7	0.0%	0	0.0%	0	5.2%	2
Other, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Redcar	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Stockton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Roslyn Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Corporation Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Sainsbury's Local, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Northallerton	1.4%	6	0.0%	0	0.0%	0	4.0%	4	5.1%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	1.0%	4	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	2.7%	1
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road, Northallerton	0.4%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		401		46		115		92		41		68		38
Sample:		384		71		60		72		59		59		63

Column %ges.

Q14 Where did you undertake your top-up shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q13) was it the same place, or different, and if so, please specify?
Those that do top-up shopping at Q12 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Co-op, Market Place, Richmond	4.0%	16	12.4%	6	0.0%	0	4.2%	4	4.7%	2	0.0%	0	12.6%	5
Heron Frozen Foods, Market Place, Richmond	1.7%	7	2.8%	1	1.0%	1	0.0%	0	10.7%	4	0.0%	0	0.0%	0
Ken Warnes Grocers, Market Place, Richmond	2.5%	10	16.7%	8	0.0%	0	1.5%	1	1.1%	0	0.0%	0	1.9%	1
Lidl, Queens Road, Richmond	5.0%	20	17.1%	8	0.0%	0	6.7%	6	4.7%	2	0.8%	1	9.8%	4
Neeps & Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local (Filling Station), Victoria Road, Richmond	1.7%	7	6.4%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.4%	1	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	0
Richmond Outdoor Market	0.4%	2	0.0%	0	0.0%	0	0.8%	1	2.5%	1	0.0%	0	0.0%	0
Local shops, Richmond Town Centre	2.7%	11	14.9%	7	0.0%	0	0.9%	1	4.4%	2	0.0%	0	3.9%	1
Zone 2														
Aldi, Richmond Road, Catterick Garrison	7.8%	31	3.7%	2	15.1%	17	9.1%	8	6.2%	3	1.0%	1	1.0%	0
B&M, Gough Road, Catterick Garrison	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadway, Catterick Garrison, Colburn	4.7%	18	0.0%	0	14.5%	17	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick Garrison	3.2%	13	0.8%	0	10.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	3.5%	14	0.0%	0	7.7%	9	1.9%	2	6.8%	3	0.0%	0	1.7%	1
Local shops, Broadway, Colburn, Catterick Garrison	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.7%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick GARRISON Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Colburn Lane, Catterick Garrison, Colburn	2.1%	8	0.0%	0	6.6%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Hildyard Row, Catterick Garrison	0.8%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	13.3%	53	13.8%	6	30.8%	35	5.0%	4	9.9%	4	1.7%	1	3.7%	1
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Co-op, High Street, Catterick Village	1.7%	7	0.0%	0	1.0%	1	5.4%	5	0.0%	0	1.0%	1	0.0%	0
Co-op, Market Court, Bedale	5.2%	20	0.0%	0	0.0%	0	22.1%	20	0.0%	0	1.0%	1	0.0%	0
Bedale Market	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Bedale Town Centre	1.4%	5	0.0%	0	0.0%	0	5.6%	5	1.1%	0	0.0%	0	0.0%	0
Local shops, Brompton On Swale Village Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hunton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Aiskew Garage, Aiskew, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market	1.7%	7	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Place, Bedale														
Zone 4														
Local shops, Barton Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.2%	0
Local shops, Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Middleton Tyas Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local shops, Scorton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	1.2%	5	0.8%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	2.9%	1
McColl's, Gilling Road, Richmond	1.1%	4	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Cross Lanes, Richmond	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Zone 5														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Bainbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrys Farm Shop, Back Lane, Swinithwaite	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campbell & Sons Groceries, Commercial Square, Leyburn	3.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	15	0.0%	0
Co-op, Market Place, Leyburn	7.7%	30	0.0%	0	0.0%	0	2.7%	2	0.0%	0	41.6%	28	0.0%	0
Local shops, Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hawes Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0
Leyburn Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Leyburn Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Middleham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, Railway Street, Leyburn	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Spar, Market Place, Main Street, Hawes	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Withywood Stores, Main Street, West Witton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Zone 6														
Local shops, Eppleby Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
Local shops, Hudswell Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Local shops, Reeth Village Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	9
Mainsgill Farm Shop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Store, Hexham Cottage, Reeth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Aldi, Invention Row, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, North Road Retail Park, Darlington	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Whinbush Way, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Blackett Road, off Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brompton Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Neasham Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Asda, South Church Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Horsemarket, Barnard Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Co-op, Leeming Lane, Leeming Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Leyburn Road, Masham	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Indoor Market, Horse Market, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Outdoor Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Darlington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Iceland, North Road / Albert Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Lidl, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishop Auckland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Market	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northallerton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ripon City Centre	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	0
Other, Ripon	0.6%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Friarage Street, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Invention Row, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3
Morrisons, Morton Park Way, Darlington	0.7%	3	0.0%	0	0.0%	0	2.6%	2	1.1%	0	0.0%	0	0.0%	0
Morrisons, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	2.6%	10	0.0%	0	0.0%	0	6.4%	6	6.0%	2	0.0%	0	6.2%	2
Other, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Redcar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Stockton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Duke Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Roslyn Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Local, Corporation Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Darlington														
Sainsbury's Local, Duke Street, Darlington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Northallerton	1.0%	4	0.0%	0	0.0%	0	3.1%	3	2.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.9%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	1.7%	1
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road, Northallerton	0.4%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		394		45		115		89		40		67		38
Sample:		375		68		60		70		57		58		62

Meanscore: [£]

Q15 Approximately how much money do you normally spend on your household's 'top-up' food and grocery shop?
Those that do top-up shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
£1 - £5	12.7%	52	8.8%	4	9.8%	11	13.9%	13	13.2%	6	12.7%	9	22.1%	9
£6 - £10	23.0%	95	32.9%	16	26.9%	31	22.5%	21	23.7%	11	13.0%	9	18.2%	7
£11 - £15	12.1%	50	10.2%	5	12.5%	14	12.4%	12	13.6%	6	7.6%	5	18.3%	7
£16 - £20	15.7%	65	8.5%	4	18.1%	21	12.6%	12	17.0%	8	20.8%	15	14.3%	6
£21 - £25	4.1%	17	4.7%	2	3.8%	4	2.7%	3	3.7%	2	6.7%	5	4.0%	2
£26 - £30	5.9%	24	0.8%	0	10.4%	12	3.3%	3	3.9%	2	5.7%	4	7.5%	3
£31 - £35	0.9%	4	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	5.9%	2
£36 - £40	2.9%	12	3.9%	2	0.0%	0	2.7%	3	10.0%	5	3.0%	2	2.6%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	3.5%	14	7.3%	3	6.6%	8	2.6%	2	1.7%	1	0.0%	0	0.0%	0
£51 - £60	0.3%	1	0.8%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1
£71 - £80	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.1%	66	21.4%	10	11.9%	14	24.5%	23	7.5%	3	21.6%	15	2.8%	1
(Refused)	2.3%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.9%	6	2.6%	1
Mean:		*17.16*		*17.83*		*17.69*		*16.57*		*17.50*		*16.78*		*16.34*
Weighted base:		411		47		115		93		46		70		40
Sample:		398		74		60		73		64		61		66

Meanscore: [Number of visits per week]

Q16 How often does your household normally do a 'top up' food and grocery shop?
Those that do top-up shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Daily	8.3%	34	14.1%	7	7.8%	9	3.1%	3	2.7%	1	16.2%	11	7.5%	3
At least two times a week	30.3%	124	42.3%	20	34.0%	39	32.8%	31	25.5%	12	19.7%	14	23.4%	9
At least once a week	43.5%	179	31.9%	15	38.0%	44	52.8%	49	57.5%	26	34.5%	24	51.5%	20
At least once a fortnight	8.2%	34	4.1%	2	8.7%	10	5.1%	5	6.1%	3	13.4%	9	12.0%	5
At least once a month	1.1%	4	0.0%	0	0.0%	0	0.9%	1	2.7%	1	0.8%	1	4.5%	2
At least every two months	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often	3.0%	12	0.0%	0	6.6%	8	0.0%	0	0.0%	0	6.7%	5	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	22	7.7%	4	4.8%	6	4.1%	4	5.5%	3	8.9%	6	1.2%	0
Mean:		*1.76*		*2.35*		*1.74*		*1.49*		*1.39*		*2.14*		*1.60*
Weighted base:		411		47		115		93		46		70		40
Sample:		398		74		60		73		64		61		66

Q17 Where did you last buy clothing or footwear goods?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	3.7%	15	14.3%	6	1.6%	2	2.8%	2	3.4%	2	2.1%	2	4.1%	2
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0
Catterick GARRISON TOWN Centre	10.6%	42	5.8%	2	14.7%	16	15.2%	12	7.0%	4	8.1%	6	4.3%	2
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	5.2%	21	6.2%	2	5.8%	6	3.7%	3	6.8%	4	4.1%	3	5.4%	2
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	5.7%	23	2.6%	1	8.0%	9	4.9%	4	3.9%	2	7.3%	5	3.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	0.6%	2	0.9%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	1.6%	1
Brompton-on-Swale Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.8%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.4%	1	0.9%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	13.5%	6
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.8%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.8%	1
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	3.2%	1
Other, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	1
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.8%	3	3.4%	1	0.8%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.4%	2	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	23.9%	95	34.1%	13	38.0%	42	9.8%	8	34.7%	18	6.3%	5	20.2%	8
Other, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	3.7%	15	0.0%	0	3.0%	3	5.2%	4	0.0%	0	5.1%	4	8.5%	4
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	1
Keswick Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	0.9%	0
Middlesbrough Town Centre	1.6%	6	0.0%	0	1.8%	2	2.2%	2	0.0%	0	0.9%	1	4.3%	2
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	2.1%	8	8.7%	3	0.0%	0	2.2%	2	0.8%	0	2.7%	2	1.6%	1
Northallerton Town Centre	10.7%	42	8.0%	3	2.9%	3	13.0%	10	17.7%	9	17.5%	13	8.5%	4
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	2.6%	10	0.0%	0	8.3%	9	0.0%	0	0.0%	0	0.8%	1	1.6%	1
Other, OSA	2.3%	9	0.9%	0	0.8%	1	4.2%	3	0.8%	0	4.0%	3	2.5%	1
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.6%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Victoria Road, Darlington	1.0%	4	1.9%	1	0.0%	0	2.2%	2	1.5%	1	0.0%	0	1.6%	1
Sam Turner & Sons, Darlington Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	7.1%	28	6.6%	3	8.7%	10	13.9%	11	6.0%	3	1.7%	1	1.6%	1
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	2.4%	9	2.1%	1	0.0%	0	6.3%	5	4.3%	2	1.4%	1	1.1%	0
York Designer Outlet, St Nicholas Avenue, York	2.2%	9	0.9%	0	0.0%	0	2.2%	2	2.4%	1	7.1%	5	0.9%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		396		39		111		78		53		73		41
Sample:		412		68		65		70		75		66		68

Column %ges.

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

Meanscore: [Number of visits per month]

Q18 How often do you make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q17)?
Not those that said 'Abroad', 'Internet', 'Mail Order / catalogue', 'TV / interactive shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	5	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.2%	17	0.9%	0	5.4%	6	3.0%	2	0.8%	0	7.7%	6	4.5%	2
At least once a fortnight	3.3%	13	4.9%	2	5.8%	6	0.0%	0	5.2%	3	1.5%	1	2.0%	1
At least once a month	23.2%	91	20.0%	8	34.8%	39	21.6%	17	21.5%	11	17.9%	13	9.1%	4
At least every two months	7.7%	30	3.6%	1	2.3%	3	18.5%	14	11.7%	6	4.6%	3	6.1%	3
At least every 3 months	18.1%	71	21.0%	8	11.1%	12	20.3%	16	16.7%	9	27.9%	20	14.4%	6
At least every 6 months	19.6%	77	26.4%	10	19.1%	21	15.8%	12	25.8%	14	15.0%	11	21.8%	9
Less often than once every 6 months	7.4%	29	8.5%	3	2.7%	3	7.9%	6	9.4%	5	5.5%	4	19.5%	8
Have only visited once	7.2%	28	7.9%	3	5.4%	6	3.0%	2	2.7%	1	13.5%	10	13.4%	5
(Don't know / varies)	8.2%	32	6.8%	3	9.3%	10	9.8%	8	6.3%	3	6.3%	5	9.1%	4
Mean:		*0.83*		*0.56*		*1.28*		*0.61*		*0.57*		*0.83*		*0.58*
Weighted base:		395		39		111		77		53		73		41
Sample:		409		67		65		69		75		66		67

Q19 How do you normally travel to (LOCATION MENTIONED AT Q17)?
Not those that said 'Abroad', 'Internet', 'Mail Order / catalogue', 'TV / interactive shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Car / van (as driver)	75.7%	299	49.7%	19	71.0%	79	87.2%	67	80.5%	43	75.8%	55	85.5%	35
Car / van (as passenger)	7.9%	31	15.9%	6	10.8%	12	1.7%	1	5.3%	3	8.7%	6	6.1%	3
Bus, minibus or coach	5.7%	22	14.9%	6	4.1%	5	5.9%	5	5.3%	3	3.8%	3	4.3%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.4%	9	8.8%	3	3.5%	4	0.9%	1	0.0%	0	1.4%	1	0.9%	0
Taxi	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	5.0%	20	7.9%	3	9.8%	11	1.1%	1	1.1%	1	4.0%	3	3.2%	1
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	12	1.9%	1	0.0%	0	3.2%	2	7.9%	4	6.4%	5	0.0%	0
Weighted base:		395		39		111		77		53		73		41
Sample:		409		67		65		69		75		66		67

Q20 When you go shopping for clothing or footwear, do you link this trip with another activity?
Not those that said 'Abroad', 'Internet', 'Mail Order / catalogue', 'TV / interactive shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Yes – FOOD shopping	9.4%	37	4.5%	2	6.2%	7	7.3%	6	13.9%	7	11.8%	9	16.7%	7
Yes – NON-FOOD shopping	9.9%	39	7.9%	3	17.8%	20	6.8%	5	7.5%	4	3.7%	3	10.4%	4
Yes – visiting services such as banks and other financial institutions	2.1%	8	0.0%	0	0.0%	0	1.7%	1	7.9%	4	0.0%	0	6.6%	3
Yes – visiting other service such as launderette, hairdresser, beautician, travel agent	0.4%	2	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	12.3%	49	10.9%	4	11.8%	13	12.7%	10	16.5%	9	8.3%	6	16.4%	7
Yes – leisure activity	2.6%	10	0.9%	0	4.5%	5	0.9%	1	2.9%	2	0.8%	1	4.8%	2
Yes – travelling to / from work	1.4%	6	0.0%	0	0.8%	1	3.2%	2	3.1%	2	0.0%	0	1.6%	1
Yes – travelling to / from school / college / university	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	7.2%	28	13.8%	5	11.3%	13	2.2%	2	5.3%	3	6.0%	4	4.0%	2
Yes – visiting health service such as doctor, dentist, hospital	0.9%	3	0.9%	0	0.0%	0	0.0%	0	1.1%	1	2.9%	2	0.9%	0
Yes – window shopping / going for a walk / walking the dog	1.4%	5	1.9%	1	1.5%	2	1.1%	1	3.0%	2	0.8%	1	0.0%	0
Yes – recycling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	45.2%	178	56.3%	22	38.2%	43	48.3%	37	33.2%	18	61.2%	45	35.0%	14
(Don't know / varies)	6.9%	27	1.9%	1	6.9%	8	14.8%	11	5.6%	3	4.8%	3	2.5%	1
Weighted base:		395		39		111		77		53		73		41
Sample:		409		67		65		69		75		66		67

Q21 Where did you last buy books, CDs, DVDs?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	22.8%	43	76.1%	17	3.5%	2	22.0%	9	31.2%	9	10.0%	3	15.5%	3
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	3.7%	7	0.0%	0	11.3%	5	2.1%	1	3.0%	1	0.0%	0	0.0%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Colburn Town Centre	1.1%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.9%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	18.9%	36	6.4%	1	25.1%	12	21.6%	9	12.7%	4	20.9%	6	19.0%	4
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	1.5%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	7.3%	2	0.0%	0
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.0%	0
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.5%	1
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	19.6%	37	4.5%	1	41.0%	19	13.3%	5	11.0%	3	14.3%	4	20.5%	4
Other, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Keswick Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Middlesbrough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	17.1%	32	4.9%	1	3.5%	2	27.4%	11	20.5%	6	33.8%	10	11.0%	2
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other, OSA	4.3%	8	4.5%	1	3.5%	2	6.1%	2	3.4%	1	3.2%	1	5.5%	1
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Sainsbury's Superstore, Victoria Road, Darlington	2.2%	4	1.6%	0	0.0%	0	2.1%	1	5.5%	2	0.0%	0	7.1%	1
Sam Turner & Sons, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	0.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		189		23		47		40		29		31		19
Sample:		217		41		31		39		43		31		32

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

Q22 Where did you last buy small household goods such as home furnishings, glass and china items?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.8%	2	4.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	3.6%	9	9.1%	2	2.5%	2	2.7%	1	4.2%	1	4.4%	2	2.0%	1
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	12.6%	33	15.0%	4	24.1%	20	9.2%	5	3.6%	1	0.0%	0	9.9%	3
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	3.2%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	15.8%	6	5.3%	2
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	8.7%	23	5.6%	1	7.3%	6	1.7%	1	6.2%	2	24.1%	9	11.1%	4
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	3.0%	8	1.7%	0	0.0%	0	15.1%	8	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	1.3%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	3.5%	9	2.5%	1	0.0%	0	1.7%	1	0.0%	0	14.1%	5	7.8%	3
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	13.3%	4
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.9%	2	0.0%	0	0.0%	0	1.3%	1	2.9%	1	0.0%	0	2.0%	1
Darlington Retail Park, Yarm Road, Darlington	6.5%	17	13.3%	4	3.9%	3	7.8%	4	14.9%	5	3.5%	1	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	13.3%	35	10.5%	3	22.2%	19	7.8%	4	15.5%	5	1.9%	1	11.4%	4
Other, Darlington	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	6.8%	18	11.6%	3	2.5%	2	8.2%	4	13.1%	5	0.0%	0	12.5%	4
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	3.9%	10	0.0%	0	9.1%	8	0.0%	0	6.2%	2	1.6%	1	0.0%	0
Middlesbrough Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	5.1%	13	2.8%	1	2.0%	2	7.8%	4	17.0%	6	0.0%	0	3.8%	1
Newcastle City Centre	1.6%	4	6.7%	2	1.4%	1	1.7%	1	1.3%	0	0.0%	0	0.0%	0
Northallerton Town Centre	10.8%	29	11.9%	3	3.3%	3	24.7%	12	5.1%	2	17.4%	6	6.3%	2
Other, Northallerton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	3.2%	8	0.0%	0	9.1%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other, OSA	1.0%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.6%	1	1.4%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	1.9%	1	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.9%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Sam Turner & Sons, Darlington Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	1.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	2.1%	6	0.0%	0	1.1%	1	5.4%	3	0.0%	0	1.9%	1	3.5%	1
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.6%	1	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		265		27		83		50		35		36		34
Sample:		257		39		41		47		46		37		47

Column %ges.

Q23 Where did you last buy goods such as toys, games, bicycles and recreational goods?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	1.8%	3	2.0%	0	1.7%	1	3.6%	1	0.0%	0	3.0%	1	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	13.8%	25	53.2%	12	5.8%	3	10.5%	4	5.8%	1	8.6%	2	12.8%	3
Other, Zone 1	0.3%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	14.6%	26	6.6%	1	15.3%	8	27.9%	9	4.5%	1	4.3%	1	24.0%	5
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	3.2%	6	1.6%	0	3.0%	2	2.0%	1	8.3%	2	4.3%	1	0.0%	0
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	11.7%	21	0.0%	0	24.2%	13	2.0%	1	7.6%	2	20.2%	5	2.3%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	1.4%	3	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	2.9%	5	4.6%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	3	6.3%	1
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.8%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	1.6%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	6.7%	2	3.3%	1
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.3%	17	6.2%	1	10.9%	6	2.0%	1	24.5%	6	6.0%	1	5.9%	1
Other, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	6.2%	11	13.8%	3	14.0%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Middlesbrough Town Centre	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Newcastle City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Northallerton Town Centre	7.2%	13	3.3%	1	0.0%	0	11.0%	4	7.3%	2	24.5%	6	5.1%	1
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	2.1%	4	0.0%	0	3.0%	2	0.0%	0	2.2%	1	2.4%	1	5.1%	1
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	3.2%	6	1.6%	0	2.1%	1	7.2%	2	1.8%	0	0.0%	0	6.5%	1
Ripon Town Centre	1.1%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	1.4%	2	0.0%	0	3.0%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	3.6%	6	2.9%	1	0.0%	0	0.0%	0	20.5%	5	0.0%	0	3.3%	1
Sam Turner & Sons, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Stokesley Town Centre	0.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	7.3%	13	0.0%	0	11.1%	6	8.5%	3	6.5%	2	5.4%	1	6.5%	1
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	1.4%	2	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		179		22		54		34		25		23		20
Sample:		173		27		32		32		30		20		32

Q24 Where did you last buy chemist goods (including health and beauty products)?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	21.7%	113	82.8%	42	1.5%	2	18.8%	22	38.6%	25	5.0%	4	36.8%	19
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0
Catterick GARRISON TOWN Centre	12.0%	63	7.9%	4	21.0%	32	12.1%	14	2.8%	2	8.5%	8	6.6%	3
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	3.1%	16	0.0%	0	10.0%	15	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	1.5%	8	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	14.5%	75	0.7%	0	33.6%	52	4.4%	5	9.1%	6	12.7%	11	2.6%	1
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	10.4%	54	3.8%	2	19.4%	30	4.6%	5	12.2%	8	6.5%	6	7.0%	4
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	7.0%	37	0.0%	0	0.0%	0	30.3%	35	0.0%	0	2.2%	2	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	3.7%	19	0.0%	0	5.0%	8	9.4%	11	0.0%	0	0.8%	1	0.0%	0
Co-op, Market Place, Leyburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.9%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	7.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	35	3.1%	2
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.7%	9	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	14.2%	7
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other, Bishop Auckland	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.8%	14	3.4%	2	0.6%	1	0.7%	1	14.1%	9	0.0%	0	3.7%	2
Other, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Masham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Middlesbrough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.7%	2
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	4.6%	24	0.0%	0	1.1%	2	8.5%	10	12.0%	8	5.3%	5	0.7%	0
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.6%	3	1.3%	1	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.9%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.8%	4	0.0%	0	0.0%	0	0.7%	1	3.8%	2	0.0%	0	1.3%	1
Sam Turner & Sons, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	0.9%	5	0.0%	0	0.6%	1	2.7%	3	0.0%	0	0.0%	0	1.3%	1
The Pavillion Shopping Centre, Thornaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		522		50		153		115		64		89		50
Sample:		519		83		84		92		89		86		85

Q25 Where did you last buy electrical items, such as televisions, washing machines and computers?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	1.3%	4	6.5%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	4.6%	1
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	1.9%	5	1.5%	0	4.2%	4	1.4%	1	0.0%	0	0.0%	0	1.5%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	1.5%	4	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.9%	1	4.4%	1
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	7.1%	21	19.1%	6	12.5%	12	2.8%	1	2.6%	1	1.2%	1	2.4%	1
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	7.9%	23	0.0%	0	0.0%	0	21.6%	11	0.0%	0	20.8%	12	1.2%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	5.0%	15	1.2%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	13	5.9%	2
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Leyburn Town Centre	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	3.9%	1
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.8%	2	0.0%	0	1.2%	1	0.0%	0	1.3%	0	0.0%	0	2.2%	1
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	1.2%	4	1.5%	0	1.2%	1	0.0%	0	0.0%	0	0.9%	1	4.9%	1
Darlington Retail Park, Yarm Road, Darlington	31.0%	92	41.6%	12	24.1%	22	25.6%	13	50.8%	18	19.8%	12	50.3%	15
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.5%	28	14.1%	4	19.1%	18	1.4%	1	10.8%	4	1.9%	1	2.4%	1
Other, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	2.7%	8	0.0%	0	8.2%	8	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	2.0%	6	0.0%	0	0.0%	0	5.9%	3	6.5%	2	0.0%	0	2.2%	1
Newcastle City Centre	1.3%	4	1.2%	0	1.2%	1	1.7%	1	0.0%	0	1.7%	1	2.2%	1
Northallerton Town Centre	7.1%	21	1.2%	0	12.2%	11	8.2%	4	4.9%	2	1.9%	1	8.0%	2
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Ripon Town Centre	1.4%	4	0.0%	0	0.0%	0	6.7%	3	0.0%	0	1.7%	1	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's Superstore, Victoria Road, Darlington	3.6%	11	2.2%	1	1.0%	1	6.7%	3	3.2%	1	7.8%	5	0.0%	0
Sam Turner & Sons, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	10.0%	30	7.2%	2	13.8%	13	11.5%	6	16.1%	6	5.6%	3	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		296		30		93		49		35		60		30
Sample:		324		51		55		48		51		66		53

Q26 Where did you last buy DIY (including gardening) goods?

Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	3.6%	15	10.5%	4	0.0%	0	6.4%	5	7.4%	4	1.2%	1	2.5%	1
Lidl, Queens Road, Richmond	0.7%	3	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	1.7%	7	2.8%	1	1.7%	2	0.0%	0	4.8%	3	0.0%	0	3.6%	1
Richmond Town Centre	6.7%	28	33.1%	13	5.0%	6	3.7%	3	8.5%	5	1.2%	1	2.0%	1
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	4.4%	19	3.3%	1	13.3%	16	1.0%	1	0.8%	0	0.0%	0	0.0%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	2.2%	9	0.0%	0	4.8%	6	0.0%	0	0.0%	0	1.2%	1	5.9%	2
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	2.1%	9	8.9%	3	4.0%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.6%	3	0.0%	0	0.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	6.7%	28	0.0%	0	0.0%	0	29.0%	23	0.0%	0	5.5%	5	0.0%	0
Brompton-on-Swale Village Centre	0.2%	1	1.2%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	1.4%	6	1.9%	1	2.3%	3	1.7%	1	1.0%	1	0.0%	0	1.1%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	11	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	3.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12	2.7%	1
Leyburn Town Centre	7.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	29	4.2%	2
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.9%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Reeth Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1	0.9%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Other, Barnard Castle	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Berwick-upon-Tweed Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.5%	2	0.0%	0	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	1.5%	6	0.0%	0	0.0%	0	3.7%	3	0.0%	0	3.2%	3	1.6%	1
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	6.6%	28	5.1%	2	11.8%	14	3.8%	3	7.6%	4	1.2%	1	7.9%	3
Darlington Retail Park, Yarm Road, Darlington	3.3%	14	2.4%	1	6.8%	8	2.9%	2	2.7%	1	0.8%	1	1.1%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	4.3%	18	3.4%	1	9.7%	12	1.0%	1	4.0%	2	0.8%	1	3.4%	1
Other, Darlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	1.8%	8	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Harrogate	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	1.3%	5	0.0%	0	1.7%	2	2.5%	2	1.5%	1	0.7%	1	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	19.8%	83	16.1%	6	20.5%	25	22.6%	18	31.4%	17	4.8%	4	31.0%	13
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	4.5%	19	0.0%	0	2.1%	3	11.4%	9	5.7%	3	4.0%	3	1.8%	1
Other, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.6%	2	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Darlington Road, Northallerton	1.5%	6	0.0%	0	0.0%	0	1.9%	2	2.5%	1	3.7%	3	0.9%	0
Sam Turner & Sons, Station Road, Piercebridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.5%	1
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	3.3%	14	1.2%	0	1.4%	2	4.0%	3	6.9%	4	5.5%	5	0.0%	0
York City Centre	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.1%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		420		39		121		81		54		84		41
Sample:		414		56		71		68		72		74		73

Richmondshire Household Survey for WYG

Q27 Where did you last buy furniture, carpets and floor coverings?
Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	4.3%	15	15.7%	5	2.8%	3	7.1%	5	1.3%	1	0.8%	1	2.4%	1
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Garden Centre, Borough Road, Richmond	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Richmond Town Centre	18.1%	62	25.4%	9	24.0%	22	6.1%	4	22.8%	10	7.2%	5	38.3%	12
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Aldi, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	2.3%	8	0.0%	0	5.7%	5	1.2%	1	1.3%	1	1.4%	1	1.2%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.5%	2	1.1%	0	0.0%	0	0.0%	0	2.0%	1	0.8%	1	0.0%	0
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	2.8%	9	0.0%	0	0.0%	0	9.1%	6	0.0%	0	4.3%	3	0.0%	0
Brompton-on-Swale Village Centre	1.6%	6	2.4%	1	2.4%	2	1.2%	1	2.0%	1	0.0%	0	2.7%	1
Catterick VILLAGE Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	5.3%	18	0.0%	0	0.0%	0	2.2%	2	0.0%	0	20.7%	15	6.5%	2
Leyburn Town Centre	4.7%	16	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.5%	15	2.4%	1
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Mainsgill Farmshop, A66, East Layton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Layton Nurseries, West Layton, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Helen Auckland, Bishop Auckland														
Abroad	1.5%	5	0.0%	0	0.0%	0	1.0%	1	9.5%	4	0.0%	0	1.2%	0
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Oak Beck Road, Skipton Road, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.0%	3	1.3%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	4.9%	1
Other, Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berwick-upon-Tweed Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.4%	1	1.3%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Other, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	1.6%	6	0.0%	0	3.0%	3	2.4%	2	0.0%	0	0.0%	0	3.7%	1
Darlington Retail Park, Yarm Road, Darlington	15.2%	52	11.9%	4	15.1%	14	19.1%	13	14.0%	6	13.3%	10	16.0%	5
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.7%	34	12.4%	4	17.4%	16	5.9%	4	10.2%	5	1.7%	1	10.6%	3
Other, Darlington	0.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eden Cottage Nurseries (Garden Centre), Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Beezon Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Plumpton Park, Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Metro Park West, Pinetree Way, Gateshead	4.3%	15	8.9%	3	4.8%	4	8.2%	6	3.6%	2	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.5%	2	1.1%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Newcastle City Centre	0.8%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Northallerton Town Centre	13.8%	47	13.2%	5	13.8%	13	21.5%	15	11.6%	5	11.6%	8	5.1%	2
Other, Northallerton	1.8%	6	1.3%	0	0.0%	0	5.9%	4	1.0%	0	1.7%	1	0.0%	0
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	2.3%	8	0.0%	0	1.0%	1	1.2%	1	1.8%	1	7.4%	5	0.0%	0
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	3.0%	10	1.1%	0	8.2%	8	1.2%	1	1.3%	1	0.0%	0	2.7%	1
Ripon Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Victoria Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sam Turner & Sons, Darlington Road, Northallerton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	1.1%	4	1.1%	0	0.0%	0	1.0%	1	3.8%	2	1.4%	1	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Darlington, Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes Northallerton, Yafforth Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		344		34		93		70		44		72		30
Sample:		364		56		54		60		62		71		61

Q28 Do you ever visit any of the following centres? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Richmond	84.7%	509	97.7%	57	86.7%	154	69.3%	89	93.0%	65	81.4%	87	95.3%	57
Leyburn	55.3%	333	59.1%	35	44.4%	79	45.9%	59	34.5%	24	94.1%	101	59.5%	35
Catterick Garrison	88.6%	532	92.6%	54	99.5%	176	87.9%	113	81.9%	57	84.2%	90	69.6%	41
(Don't visit ANY of these centres)	2.1%	13	0.0%	0	0.0%	0	5.7%	7	3.7%	3	2.0%	2	1.2%	1
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Q29 Which centre do you visit the most?
Not those who said '(Don't visit ANY of these centres)' at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Richmond	29.3%	172	75.6%	44	8.0%	14	23.3%	28	64.6%	44	5.8%	6	61.0%	36
Leyburn	15.8%	93	0.0%	0	3.0%	5	11.4%	14	1.3%	1	63.3%	66	10.9%	6
Catterick Garrison	54.9%	323	24.4%	14	89.0%	158	65.2%	79	34.0%	23	30.9%	32	28.1%	16
Weighted base:		588		59		177		121		68		105		59
Sample:		584		100		100		94		95		97		98

Q30 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q29) more often?
Not those who said '(Don't visit ANY of these centres)' at Q28

1st mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
A market / better market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.6%	0
Better environment	0.4%	3	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.5%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in shops	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	2	0.6%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Cleaner streets / less litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Improved quality	1.2%	7	2.9%	2	0.0%	0	2.7%	3	2.4%	2	0.0%	0	1.1%	1
FOOD shops: Increased choice / range	2.5%	15	2.4%	1	1.3%	2	3.8%	5	1.5%	1	2.0%	2	5.7%	3
NON-FOOD shops: Improved quality	4.6%	27	13.6%	8	4.3%	8	0.7%	1	9.3%	6	0.0%	0	7.4%	4
NON-FOOD shops: Increased choice / range	14.9%	88	28.0%	16	16.0%	28	15.8%	19	19.4%	13	4.4%	5	10.0%	6
Improved leisure facilities	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.6%	15	0.6%	0	3.4%	6	6.8%	8	0.7%	0	0.0%	0	0.8%	0
Less cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.3%	7	2.7%	2	1.3%	2	1.0%	1	1.2%	1	0.5%	1	1.7%	1
Less empty shops	0.5%	3	1.7%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	2.0%	12	0.8%	0	1.9%	3	5.4%	7	0.7%	0	0.0%	0	1.4%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / refurb it	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More / better restaurants	3.0%	18	5.2%	3	3.1%	6	0.0%	0	0.0%	0	5.1%	5	6.3%	4
More compact / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks / ATMs)	1.1%	6	0.0%	0	0.5%	1	0.7%	1	5.5%	4	0.7%	1	0.0%	0
More pedestrianisation	1.4%	8	1.1%	1	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking: Cheaper / free parking	1.8%	11	0.0%	0	0.0%	0	0.7%	1	5.4%	4	5.6%	6	0.6%	0
Parking: More parking spaces	8.1%	48	10.6%	6	3.4%	6	3.3%	4	8.1%	5	18.1%	19	12.1%	7
Argos store	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat pavements instead of cobbles	0.7%	4	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.2%	3
Home Bargains store	0.6%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.6%	3	1.7%	1	0.0%	0	0.7%	1	1.5%	1	0.5%	1	0.0%	0
More / better pubs	0.4%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0
More doctors / dentists	1.9%	11	0.6%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0	5.2%	3
More for young people to do	0.5%	3	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Primark store	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Public toilets open longer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove stores signs which block the pavements	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's store	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourist information centre open longer	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.5%	38	2.2%	1	11.0%	20	7.2%	9	3.0%	2	2.5%	3	6.6%	4
(Nothing / Nothing else)	40.9%	241	20.0%	12	36.2%	64	50.0%	60	35.7%	24	58.0%	61	33.1%	19
Weighted base:		588		59		177		121		68		105		59
Sample:		584		100		100		94		95		97		98

2nd mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
A market / better market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / less litter	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Improved quality	1.1%	6	1.9%	1	0.6%	1	2.0%	2	1.8%	1	0.0%	0	0.8%	0
FOOD shops: Increased choice / range	2.8%	16	8.8%	5	1.2%	2	1.3%	2	5.1%	3	0.0%	0	7.1%	4
NON-FOOD shops: Improved quality	2.5%	15	7.6%	4	0.5%	1	4.1%	5	3.3%	2	1.5%	2	0.6%	0
NON-FOOD shops: Increased choice / range	5.5%	32	13.3%	8	2.8%	5	2.9%	4	8.0%	5	5.0%	5	9.2%	5
Improved leisure facilities	1.0%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.5%	9	6.0%	4	0.5%	1	3.3%	4	0.0%	0	0.0%	0	1.1%	1
Less empty shops	0.5%	3	0.6%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	2.8%	16	0.6%	0	8.6%	15	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / refurb it	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More / better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.7%	4	5.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better restaurants	0.9%	5	0.0%	0	0.9%	2	2.0%	2	0.8%	1	0.5%	1	0.0%	0
More compact / shops closer together	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks / ATMs)	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking: Cheaper / free parking	2.4%	14	2.0%	1	1.9%	3	2.9%	4	1.8%	1	1.7%	2	4.9%	3
Parking: More parking spaces	2.1%	12	1.7%	1	1.9%	3	0.0%	0	8.2%	6	1.2%	1	1.9%	1
Argos store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat pavements instead of cobbles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer store	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More doctors / dentists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for young people to do	1.5%	9	0.0%	0	4.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More markets	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	1.6%	9	0.0%	0	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets open longer	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove stores signs which block the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tourist information centre open longer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.8%	75	13.5%	8	15.9%	28	12.9%	16	5.7%	4	7.0%	7	21.4%	13
(Nothing / Nothing else)	58.9%	346	33.8%	20	53.1%	94	61.9%	75	61.4%	41	82.2%	86	50.4%	30
Weighted base:		588		59		177		121		68		105		59
Sample:		584		100		100		94		95		97		98

Column %ges.

3rd mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
A market / better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / less litter	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Improved quality	0.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
FOOD shops: Increased choice / range	0.7%	4	0.6%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0	1.7%	1
NON-FOOD shops: Improved quality	1.1%	7	2.4%	1	0.6%	1	2.0%	2	0.8%	1	0.5%	1	1.1%	1
NON-FOOD shops: Increased choice / range	1.4%	8	8.1%	5	0.0%	0	0.0%	0	2.1%	1	1.0%	1	1.7%	1
Improved leisure facilities	0.6%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Less empty shops	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / refurb it	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.5%	9	1.1%	1	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0
More compact / shops closer together	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks / ATMs)	0.9%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.4%	5	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking: Cheaper / free parking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1
Parking: More parking spaces	1.5%	9	5.9%	3	0.0%	0	3.0%	4	1.2%	1	0.7%	1	0.0%	0
Argos store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat pavements instead of cobbles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More doctors / dentists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for young people to do	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public toilets open longer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove stores signs which block the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourist information centre open longer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.7%	80	13.1%	8	22.8%	40	12.6%	15	2.6%	2	2.5%	3	21.7%	13
(Nothing / Nothing else)	76.5%	450	67.7%	40	73.4%	130	73.2%	89	91.1%	62	90.9%	95	58.6%	34
Weighted base:		588		59		177		121		68		105		59
Sample:		584		100		100		94		95		97		98

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Any mention														
A market / better market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	1.4%	1
Better environment	0.5%	3	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.5%	1	0.6%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in shops	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	2	0.6%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Cleaner streets / less litter	0.8%	5	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Improved quality	2.7%	16	4.8%	3	1.3%	2	4.7%	6	4.2%	3	0.0%	0	4.1%	2
FOOD shops: Increased choice / range	5.9%	35	11.8%	7	2.9%	5	6.5%	8	6.5%	4	2.0%	2	14.5%	9
NON-FOOD shops: Improved quality	8.2%	48	23.6%	14	5.5%	10	6.8%	8	13.5%	9	2.0%	2	9.1%	5
NON-FOOD shops: Increased choice / range	21.8%	128	49.4%	29	18.8%	33	18.8%	23	29.6%	20	10.4%	11	20.9%	12
Improved leisure facilities	1.9%	11	1.1%	1	0.9%	2	4.7%	6	0.0%	0	0.0%	0	5.2%	3
Increased public transport	2.6%	15	0.6%	0	3.4%	6	6.8%	8	0.7%	0	0.0%	0	0.8%	0
Less cafes	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	2.9%	17	8.7%	5	1.8%	3	4.3%	5	1.2%	1	0.5%	1	3.5%	2
Less empty shops	1.0%	6	2.4%	1	0.9%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	4.7%	28	1.4%	1	10.5%	19	5.4%	7	1.5%	1	0.0%	0	1.4%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / refurb it	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	0
More / better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.9%	6	5.2%	3	0.5%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0
More / better restaurants	5.4%	32	6.4%	4	4.1%	7	8.7%	11	0.8%	1	5.6%	6	6.3%	4
More compact / shops closer together	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More financial services (e.g. banks / ATMs)	2.2%	13	0.0%	0	1.2%	2	1.3%	2	6.2%	4	5.1%	5	0.0%	0
More pedestrianisation	1.4%	8	1.1%	1	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Parking: Cheaper / free parking	4.6%	27	2.0%	1	1.9%	3	3.6%	4	9.4%	6	7.4%	8	6.6%	4
Parking: More parking spaces	11.7%	69	18.2%	11	5.3%	9	6.3%	8	17.5%	12	20.0%	21	14.0%	8
Argos store	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better disabled access	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat pavements instead of cobbles	0.7%	4	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.2%	3
Home Bargains store	0.6%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer store	0.7%	4	1.7%	1	0.5%	1	0.7%	1	1.5%	1	0.5%	1	0.0%	0
More / better pubs	0.5%	3	0.0%	0	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	0
More doctors / dentists	1.9%	11	0.6%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0	5.2%	3
More for young people to do	1.9%	11	0.0%	0	6.0%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More markets	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More recycling facilities	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.4%	2	0.0%	0	0.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Primark store	2.0%	12	0.0%	0	6.4%	11	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Public toilets open longer	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove stores signs which block the pavements	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's store	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tourist information centre open longer	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		588		59		177		121		68		105		59
Sample:		584		100		100		94		95		97		98

Column %ges.

Q31AWhy don't you visit Richmond? [MR]

Those who didn't choose 'Richmond' or who said '(Don't visit ANY of these centres)' at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Disabled / health reasons	3.3%	3	0.0%	0	0.0%	0	0.0%	0	18.1%	1	10.6%	2	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know the area	0.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Poor choice / range	5.6%	5	100.0%	1	3.9%	1	2.1%	1	9.1%	0	5.0%	1	23.6%	1
FOOD shops: Poor quality	2.5%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
NON-FOOD shops: Poor choice / range	6.7%	6	100.0%	1	7.7%	2	0.0%	0	20.3%	1	5.0%	1	36.8%	1
NON-FOOD shops: Poor quality	3.8%	3	100.0%	1	4.8%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Not accessible by public transport	1.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Parking: is expensive / not free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking: it's difficult to park / not enough spaces	11.4%	10	0.0%	0	14.6%	3	6.1%	2	20.3%	1	16.3%	3	13.2%	0
Poor access by public transport	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Poor choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of services (hairdressers, banks etc)	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor environmental quality of centre (unattractive)	1.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	1.0%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home / work	24.8%	23	0.0%	0	3.9%	1	34.0%	13	18.1%	1	34.8%	7	23.6%	1
Too spread out / shops too far apart	1.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	3.6%	3	0.0%	0	3.9%	1	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Prefer to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	1.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	2	0.0%	0	0.0%	0	0.0%	0	18.1%	1	6.3%	1	0.0%	0
(Nothing, no reason to visit)	44.8%	41	0.0%	0	60.4%	14	46.0%	18	25.3%	1	34.2%	7	26.4%	1
Weighted base:		92		1		24		39		5		20		3
Sample:		84		1		16		30		10		21		6

Column %ges.

Q31BWhy don't you visit Leyburn? [MR]

Those who didn't choose 'Leyburn' or who said '(Don't visit ANY of these centres)' at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Disabled / health reasons	1.7%	5	4.6%	1	0.9%	1	1.0%	1	1.0%	0	24.5%	2	0.0%	0
Doesn't have preferred supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't drive	3.6%	10	9.2%	2	6.8%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Don't know the area	4.1%	11	0.0%	0	9.4%	9	1.2%	1	1.7%	1	0.0%	0	0.0%	0
FOOD shops: Poor choice / range	3.0%	8	11.7%	3	0.9%	1	5.7%	4	0.0%	0	0.0%	0	1.9%	0
FOOD shops: Poor quality	1.5%	4	9.0%	2	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
NON-FOOD shops: Poor choice / range	7.3%	20	19.8%	5	6.3%	6	9.9%	7	2.7%	1	0.0%	0	1.9%	0
NON-FOOD shops: Poor quality	2.8%	8	14.8%	4	0.0%	0	4.7%	3	1.7%	1	0.0%	0	0.0%	0
Not accessible by public transport	1.4%	4	3.1%	1	0.0%	0	1.9%	1	3.4%	2	0.0%	0	0.0%	0
Parking: is expensive / not free	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Parking: it's difficult to park / not enough spaces	0.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Poor access by public transport	1.0%	3	1.5%	0	1.1%	1	1.0%	1	0.0%	0	8.8%	1	0.0%	0
Poor choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of services (hairdressers, banks etc)	0.6%	2	1.5%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor environmental quality of centre (unattractive)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home / work	29.7%	80	21.3%	5	17.9%	18	17.9%	12	64.1%	29	0.0%	0	62.3%	15
Too spread out / shops too far apart	1.8%	5	0.0%	0	0.0%	0	4.7%	3	3.5%	2	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	2.6%	7	1.5%	0	0.0%	0	9.3%	6	0.0%	0	0.0%	0	0.0%	0
Prefer to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.8%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	7	0.0%	0	0.0%	0	9.2%	6	1.0%	0	8.8%	1	0.0%	0
(Nothing, no reason to visit)	45.1%	121	42.1%	10	56.3%	56	45.8%	32	26.9%	12	57.9%	4	31.6%	8
Weighted base:		268		24		99		69		46		6		24
Sample:		263		53		53		53		61		9		34

Q31CWhy don't you visit Catterick Garrison? [MR]

Those who didn't choose 'Catterick Garrison' or who said '(Don't visit ANY of these centres)' at Q28

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Disabled / health reasons	4.3%	3	8.5%	0	0.0%	0	0.0%	0	3.5%	0	12.5%	2	0.0%	0
Doesn't have preferred supermarket	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Don't drive	0.5%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know the area	2.2%	1	0.0%	0	0.0%	0	4.4%	1	6.3%	1	0.0%	0	0.0%	0
FOOD shops: Poor choice / range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FOOD shops: Poor quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NON-FOOD shops: Poor choice / range	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
NON-FOOD shops: Poor quality	0.5%	0	8.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	1.5%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	2.0%	0
Parking: is expensive / not free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking: it's difficult to park / not enough spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by public transport	1.0%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environmental quality of centre (unattractive)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	1.8%	1	8.5%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Too far away from home / work	21.8%	15	25.4%	1	0.0%	0	24.4%	4	13.3%	2	0.0%	0	46.3%	8
Too spread out / shops too far apart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to support local businesses	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Too busy	1.0%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Too expensive	1.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.4%	4	0.0%	0	0.0%	0	5.4%	1	9.8%	1	3.3%	1	5.7%	1
(Nothing, no reason to visit)	57.2%	39	49.1%	2	0.0%	0	47.4%	7	62.7%	8	84.3%	14	41.0%	7
Weighted base:		69		4		1		15		13		17		18
Sample:		93		11		1		16		23		15		27

Q32 Which goods or services does your household currently purchase via internet or TV shopping? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Baby items	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banking / finance / insurance	4.9%	29	0.0%	0	5.6%	10	9.8%	13	3.5%	2	4.1%	4	0.0%	0
Books	31.1%	187	28.5%	17	29.5%	52	32.3%	41	25.5%	18	35.5%	38	34.4%	20
CDs, DVDs, Vinyl (physical products)	19.7%	119	16.6%	10	23.3%	41	27.9%	36	15.8%	11	9.6%	10	17.4%	10
Clothes / shoes	38.8%	233	32.4%	19	45.6%	81	34.4%	44	39.5%	28	39.7%	42	32.0%	19
Computer / printer accessories	3.9%	23	4.8%	3	6.9%	12	4.1%	5	1.6%	1	1.0%	1	1.1%	1
Console / PC games	4.8%	29	1.7%	1	4.7%	8	7.7%	10	5.0%	4	4.4%	5	2.2%	1
Craft / hobby items	5.6%	34	1.7%	1	9.8%	17	2.3%	3	5.7%	4	5.8%	6	3.8%	2
DIY / hardware goods	7.6%	46	3.8%	2	8.4%	15	10.9%	14	4.1%	3	8.0%	9	5.7%	3
Downloadable content (e.g. music / movies / tv / games / apps)	3.8%	23	0.6%	0	6.7%	12	6.0%	8	1.9%	1	1.2%	1	0.0%	0
Food / groceries	6.9%	41	2.5%	1	4.0%	7	4.1%	5	4.1%	3	17.1%	18	10.5%	6
Furniture / soft furnishings / floor coverings	6.3%	38	1.9%	1	7.0%	12	9.9%	13	3.0%	2	3.2%	3	9.9%	6
Garden items	3.5%	21	1.9%	1	7.8%	14	0.5%	1	0.6%	0	4.4%	5	0.8%	0
Gifts	15.5%	93	8.3%	5	26.4%	47	11.5%	15	14.1%	10	14.5%	16	2.5%	1
Health / beauty / chemist goods	4.7%	28	2.3%	1	6.5%	12	6.6%	9	5.1%	4	1.3%	1	3.3%	2
Holiday and / or Travel / Event Tickets	4.4%	26	0.6%	0	5.9%	10	10.1%	13	0.8%	1	1.8%	2	0.0%	0
Jewellery	1.3%	8	1.4%	1	0.0%	0	4.4%	6	0.8%	1	0.6%	1	0.0%	0
Major electrical items (e.g. TVs / cookers / fridges / computers etc)	17.3%	104	21.9%	13	14.6%	26	28.5%	37	19.5%	14	7.7%	8	11.4%	7
Mobile phones & accessories	2.2%	13	0.0%	0	0.6%	1	5.3%	7	0.8%	1	3.2%	3	2.5%	1
Musical instruments & accessories	0.5%	3	0.6%	0	0.0%	0	0.9%	1	0.8%	1	0.6%	1	0.8%	0
Pet food / products	0.7%	4	0.0%	0	0.6%	1	0.9%	1	1.4%	1	0.0%	0	1.4%	1
Small electrical items (e.g. kettles / toasters / hairdryers etc)	13.5%	81	20.0%	12	8.1%	14	24.4%	31	15.3%	11	8.7%	9	6.7%	4
Small household goods (e.g. lamps / ornaments / clocks etc)	8.2%	49	3.6%	2	7.1%	13	12.2%	16	13.2%	9	6.2%	7	4.7%	3
Sports goods	2.7%	16	1.3%	1	5.2%	9	2.6%	3	1.6%	1	1.2%	1	1.2%	1
Tablets / iPads & accessories	4.5%	27	1.1%	1	9.9%	18	0.7%	1	2.6%	2	4.9%	5	1.7%	1
Toys	5.5%	33	3.6%	2	0.6%	1	12.1%	15	6.0%	4	7.4%	8	3.3%	2
Vehicles	0.7%	4	1.4%	1	0.0%	0	0.5%	1	2.3%	2	0.9%	1	0.0%	0
Vehicle parts	1.0%	6	0.6%	0	0.0%	0	2.0%	3	0.8%	1	0.0%	0	3.9%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	22	5.1%	3	4.1%	7	1.9%	2	2.7%	2	4.6%	5	3.7%	2
(Don't purchase goods via internet or TV shopping)	29.0%	174	33.8%	20	30.3%	54	27.6%	35	23.1%	16	33.3%	36	22.9%	14
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Q33 For your household's last non-food internet or TV shopping order, how did you receive your goods?
Not those who said '(Don't purchase goods via internet or TV shopping)' at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Collection at store	3.8%	16	15.7%	6	2.6%	3	0.9%	1	2.9%	2	2.4%	2	5.9%	3
Home delivery	86.8%	370	81.7%	32	89.4%	111	77.0%	72	97.1%	52	87.9%	63	89.6%	41
Delivery to place of work	0.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.9%	1
Collection at click and collect hub (non-store location)	0.5%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.8%	0
Collection at other location (PLEASE WRITE IN FULL DESCRIPTION OF LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downloaded it	0.7%	3	1.7%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.7%	33	0.9%	0	7.1%	9	17.6%	16	0.0%	0	9.7%	7	0.8%	0
Weighted base:		427		39		124		93		54		71		46
Sample:		389		56		60		71		71		56		75

Q34 Which of these leisure activities do you participate in? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Health & fitness	18.4%	111	29.0%	17	18.3%	32	21.4%	27	19.3%	14	11.5%	12	13.4%	8
Leisure centre activities	18.2%	110	13.0%	8	16.0%	28	18.3%	23	12.6%	9	24.4%	26	25.6%	15
Cinema	60.8%	366	64.5%	38	60.6%	107	64.6%	83	71.2%	50	51.7%	55	53.9%	32
Restaurants	62.9%	378	71.6%	42	47.5%	84	66.5%	85	77.6%	54	68.4%	73	65.5%	39
Pub / bars / nightclubs or social clubs	45.4%	273	37.6%	22	31.9%	57	50.8%	65	57.7%	40	53.6%	57	52.8%	31
Ten pin bowling	10.6%	64	9.7%	6	13.5%	24	7.7%	10	15.1%	11	7.3%	8	10.1%	6
Bingo	3.2%	19	3.2%	2	5.4%	10	1.8%	2	0.8%	1	4.4%	5	0.0%	0
Theatre / concert hall / museums or art galleries	32.3%	194	42.0%	25	20.3%	36	27.7%	35	55.7%	39	24.9%	27	54.8%	33
(None of these)	8.6%	52	8.3%	5	9.7%	17	7.7%	10	3.2%	2	12.9%	14	6.7%	4
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Column %ges.

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

Q35 Where did you last visit for indoor sports or health and fitness activities?
Those who said 'Health & fitness' or 'Leisure centre activities' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Bells Fitness Shack, Borough Road, Richmond	0.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liberty Health Club, The Old Engine Shed, Station Yard, Richmond	5.9%	11	35.0%	7	2.2%	1	2.7%	1	3.6%	1	0.0%	0	6.8%	1
ML Sports & Fitness, Mercury Road, Gallowfields Trading Estate, Richmond	4.5%	8	7.1%	1	0.0%	0	7.3%	3	3.6%	1	0.0%	0	15.8%	3
Richmond Swimming Pool / Liberty Health Club, Station Road, Richmond	7.1%	13	8.8%	2	3.2%	2	6.9%	3	5.8%	1	8.9%	3	14.4%	3
Richmond Town Centre	3.2%	6	16.3%	3	0.0%	0	0.0%	0	8.7%	1	2.1%	1	3.4%	1
Zone 2														
Brough-with-Giles Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Amateur Boxing Club, Marne Barracks, Catterick Garrison	1.8%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Athletic Stadium, Ladysmith Road, Catterick Garrison	3.1%	6	0.0%	0	0.0%	0	12.6%	6	0.0%	0	0.0%	0	0.0%	0
Catterick GARRISON TOWN Centre	12.5%	23	3.5%	1	30.6%	15	4.2%	2	0.0%	0	14.2%	5	0.0%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Catterick Leisure Centre, Gough Road, Catterick Garrison	15.7%	29	2.0%	0	16.0%	8	16.9%	8	10.5%	2	18.9%	6	24.4%	5
Colborn Leisure Centre, Catterick Road, Brough With St Giles	5.8%	10	6.4%	1	16.7%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grants Gym, Shute Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Hipswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale Town Centre	1.0%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	2.4%	4	0.0%	0	6.5%	3	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Crakehall Village Centre (includes Great & Little Crakehall)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Blast Boot Camp, Station Road, Brompton-on-Swale, Richmond	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Hunton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Patrick Brompton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Active Life Leisure Club, A66, Scotch Corner, Richmond	9.9%	18	4.4%	1	0.0%	0	16.9%	8	43.4%	7	0.0%	0	14.7%	3
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilling West Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	3.4%	1
Scorton Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aysgarth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carperby Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Castle Bolton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Constable Burton Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Centre														
East Witton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4All, Badger Court, Harmby Business Park, Leyburn	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Harmby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Community Leisure Club, Grove Square, Leyburn	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	6	0.0%	0
Leyburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redmire Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thoralby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Burton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Witton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Gunnerside Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Hudswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keld Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newsham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravensworth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whashton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne's Health Club, Haughton Road, Darlington	1.3%	2	0.0%	0	0.0%	0	1.9%	1	10.5%	2	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Bedale Leisure Centre, Firby Road, Bedale	9.3%	17	0.0%	0	0.0%	0	24.6%	11	0.0%	0	18.0%	6	0.0%	0
Bishop Auckland Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BoxFit Gyms, Banks Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft-on-Tees Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Boxing & Martial Arts Academy, The Northern Echo Arena, Neasham Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	2.8%	5	16.5%	3	0.0%	0	0.0%	0	5.8%	1	2.1%	1	1.9%	0
First Step 2 Fitness, Victoria Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Key Fitness Studio, Forge Way, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, East Mount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muscle City Gym, Faverdale Black Path, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cowton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Leisure Centre, Northallerton Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piercebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre	4.2%	8	0.0%	0	15.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesdale Leisure Centre, Strathmore Road, Barnard Castle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
The Fitness Centre, Bondgate, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Crosby Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xercise4Less, John Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.9%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		182		19		51		45		15		33		19
Sample:		157		23		26		29		21		25		33

Q36 Where did you last visit to go the cinema?
Those who said 'Cinema' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
The Station Cinema, Station Yard, Richmond	25.7%	94	66.0%	25	4.1%	4	17.2%	14	40.7%	20	19.8%	11	59.5%	19
Zone 2														
Empire Cinema, Princes Gate Complex, Gough Road, Catterick Garrison	63.3%	231	29.4%	11	80.6%	87	78.9%	65	39.1%	19	69.5%	39	31.2%	10
Zone 5														
Leyburn Arts And Community Centre Cinema, Richmond Road, Leyburn	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	1.1%	0
OSA														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewery Arts Centre Cinema, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cineworld, Middlesbrough Leisure Park, Marton Road, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon Ripon, North Street, Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forum Cinema, Bullamoor Road, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Northgate, Darlington	0.9%	3	3.5%	1	0.0%	0	1.0%	1	1.6%	1	0.0%	0	1.1%	0
Showcase, Teesside Leisure Park, Stockton	4.8%	18	0.0%	0	14.2%	15	1.5%	1	0.9%	0	1.3%	1	0.0%	0
The Ritz Cinema, Westgate, Thirsk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Feethams, Darlington	3.6%	13	1.0%	0	1.1%	1	1.5%	1	16.1%	8	0.0%	0	7.0%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		365		37		107		83		50		55		32
Sample:		340		54		53		64		66		46		57

Q37 Where did you last visit to go to a restaurant?
Those who said 'Restaurants' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Richmond Town Centre	31.7%	110	63.9%	27	27.8%	22	24.4%	20	40.6%	20	8.2%	4	43.1%	16
Other, Zone 1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Zone 2														
Catterick GARRISON TOWN Centre	8.0%	28	1.8%	1	18.7%	15	3.7%	3	14.3%	7	1.0%	1	3.6%	1
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	1.5%	5	1.8%	1	3.2%	3	1.0%	1	0.0%	0	1.8%	1	0.0%	0
Zone 3														
Bedale Town Centre	4.5%	16	0.0%	0	0.0%	0	17.5%	14	0.0%	0	2.0%	1	0.0%	0
Brompton-on-Swale Village Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	1.0%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crakehall Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hackforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.7%	3	1.6%	1	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Scorton Village Centre	2.7%	9	0.0%	0	1.4%	1	8.6%	7	2.3%	1	0.0%	0	0.0%	0
Scotch Corner Services, Nr Middleton Tyas	0.3%	1	0.9%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aysgarth Village Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0
Carperby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finghall Village Centre	1.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.7%	3	0.0%	0
Hawes Town Centre	0.5%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	7.0%	24	0.0%	0	1.1%	1	3.9%	3	0.0%	0	31.6%	17	7.2%	3
Middleham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
West Witton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Caldwell Village Centre	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Constable Burton Village Centre	0.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.8%	2	0.0%	0
Gunnerside Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hudswell Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	0
Langthwaite Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Low Row Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Muker Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6	0.3%	1	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0
OSA														
Abraham Enterprise Park, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.8%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.8%	2	0.0%	0
Barnard Castle Town Centre	0.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	4.3%	15	1.6%	1	9.6%	8	3.9%	3	1.6%	1	3.1%	2	1.8%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	5.8%	20	15.4%	6	3.2%	3	2.5%	2	16.0%	8	0.0%	0	2.8%	1
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Glasgow City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Harrogate Town Centre	0.8%	3	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	3.0%	1
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.9%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	0
Masham Town Centre	1.3%	5	1.8%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.8%	1
Metrocentre, Gateshead	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.6%	2	0.9%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.5%	1
Northallerton Town Centre	3.2%	11	0.0%	0	3.5%	3	5.2%	4	0.9%	0	5.9%	3	1.0%	0
Piercebridge Village Centre	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sage Gateshead, St Mary's Square, Gateshead Quays, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	4.6%	16	0.0%	0	19.1%	15	0.0%	0	1.1%	1	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
West Tanfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Whorlton Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Winston Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.7%	1
York City Centre	0.6%	2	0.0%	0	0.0%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	8.7%	30	3.3%	1	5.5%	4	8.5%	7	9.0%	4	15.9%	9	10.7%	4
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		346		42		80		83		49		55		37
Sample:		361		65		40		72		69		52		63

Q38 Where did you last visit to go to bars, pubs and night / social clubs?
Those who said 'Pub / bars / nightclubs or social clubs' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	25.7%	68	89.8%	19	23.1%	13	18.4%	11	46.3%	18	2.8%	2	15.6%	5
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Catterick GARRISON TOWN Centre	9.2%	24	1.7%	0	43.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	2.1%	6	0.0%	0	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.8%	2	1.7%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	7.2%	19	0.0%	0	0.0%	0	29.5%	18	1.4%	1	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.6%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Crakehall Village Centre	2.2%	6	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0
Hackforth Village Centre	1.2%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3	0.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Zone 4														
Barton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Melsonby Village Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	6.7%	2
Middleton Tyas Village Centre	0.7%	2	3.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.2%	0
Scorton Village Centre	2.6%	7	0.0%	0	6.0%	3	2.0%	1	6.2%	2	0.0%	0	0.0%	0
Scotch Corner Services, Nr Middleton Tyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	6	0.0%	0
Aysgarth Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	0
Carperby Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.0%	1	0.0%	0
Finghall Village Centre	0.9%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	10.1%	26	0.0%	0	3.0%	2	9.2%	6	0.0%	0	34.2%	19	0.0%	0
Middleham Village Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0
West Witton Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Other, Zone 5	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0
Zone 6														
Caldwell Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.2%	1
Constable Burton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunnerside Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Hudswell Village Centre	1.4%	4	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	6.5%	2
Langthwaite Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Low Row Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Muker Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Ovington Village Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	4
Reeth Village Centre	2.2%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5
Other, Zone 6	3.3%	9	0.0%	0	2.1%	1	2.4%	2	0.0%	0	8.4%	5	4.5%	1
OSA														
Abraham Enterprise Park, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.1%	6	0.0%	0	3.0%	2	0.0%	0	7.5%	3	0.0%	0	3.5%	1
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masham Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.5%	1	2.1%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Northallerton Town Centre	1.4%	4	0.0%	0	2.1%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Piercebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sage Gateshead, St Mary's Square, Gateshead Quays, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
West Tanfield Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Whorlton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	5.3%	14	0.0%	0	4.6%	3	7.7%	5	7.7%	3	1.0%	1	10.7%	3
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		262		22		55		62		38		56		30
Sample:		252		36		30		45		48		46		47

Q39 Where did you last visit to go ten-pin bowling?

Those who said 'Ten pin bowling' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
OSA														
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Cardigan Fields Road, Kirkstall Road, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, Galleries Retail Park, Washington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AMF Bowling, The Leisure Exchange, Vicar Lane, Bradford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Crawley Leisure Park, Crawley	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0
Hollywood Bowl, Teesside Park, Stockton-on-Tees	82.7%	52	100.0%	6	85.7%	20	66.7%	7	63.8%	7	100.0%	8	92.4%	6
Hollywood Bowl, The Leisure Exchange, Bradford	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Lane7 Middlesbrough, Albert Road, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Namco Funscape, Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Leisure, Maple Way, Newton Aycliffe	15.7%	10	0.0%	0	14.3%	3	33.3%	3	31.0%	3	0.0%	0	0.0%	0
RAF Leeming Bowling Alley, Woodland Drive, Northallerton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin York, Clifton Moor Centre, Stirling Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		63		6		23		10		11		8		6
Sample:		38		4		6		6		11		4		7

Q40 Where did you last visit to play bingo?

Those who said 'Bingo' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Richmondshire Cricket Club, Hurgill Road, Richmond	11.4%	2	39.7%	1	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Hanson Sports & Social Club, Catterick Road, Colburn	49.3%	7	0.0%	0	73.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abroad	5.8%	1	0.0%	0	0.0%	0	35.7%	1	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	4.7%	1	0.0%	0	0.0%	0	28.7%	1	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Skinnergate, Darlington	13.6%	2	60.3%	1	0.0%	0	35.7%	1	0.0%	0	0.0%	0	0.0%	0
Hippodrome Majestic Bingo, Railway Street, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Chandlers Wharf Bridge Road, Stockton-On-Tees	15.2%	2	0.0%	0	16.9%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		14		2		10		2		1		0		0
Sample:		17		4		9		3		1		0		0

Q41 Where did you last visit for art / culture activities (i.e. theatres / galleries / museums)?
Those who said 'Theatre / concert hall / museums or art galleries' at Q34 AND Excl. Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1														
Gallowfields Trading Estate, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	21.1%	39	35.3%	8	9.9%	3	26.1%	9	20.1%	8	9.2%	2	27.8%	9
Other, Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Catterick GARRISON TOWN Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Bedale Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick VILLAGE Centre	0.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crakehall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hackforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melsonby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotch Corner Services, Nr Middleton Tyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Askrigg Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aysgarth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carperby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finghall Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	4.2%	1
Middleham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Witton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Caldwell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Constable Burton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunnerside Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hudswell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langthwaite Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Row Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muker Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Other, Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OSA														
Abraham Enterprise Park, St Helen Auckland, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.2%	4	1.9%	0	4.9%	2	0.0%	0	2.3%	1	2.7%	1	1.2%	0
Barnard Castle Town Centre	4.3%	8	5.9%	1	0.0%	0	2.0%	1	0.0%	0	2.2%	1	17.0%	5
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tindale Retail Park)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	10.1%	19	8.4%	2	25.8%	9	11.9%	4	7.3%	3	0.0%	0	4.7%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington North Retail Park, North Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	32.8%	61	20.5%	5	25.2%	8	17.7%	6	54.5%	21	49.7%	13	25.9%	8
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.8%	2	1.6%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	1.3%	2	0.0%	0	0.0%	0	2.4%	1	1.2%	0	0.0%	0	3.5%	1
Harrogate Town Centre	2.7%	5	0.0%	0	0.0%	0	7.1%	2	0.0%	0	7.8%	2	2.1%	1
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	4.1%	8	0.0%	0	13.3%	4	4.9%	2	2.1%	1	0.0%	0	2.6%	1
Liverpool City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.2%	0
Masham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.2%	2	0.0%	0	4.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morton Shopping Park, Yarm Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	5.5%	10	17.4%	4	4.9%	2	2.4%	1	3.2%	1	6.1%	2	2.9%	1
Northallerton Town Centre	0.9%	2	0.0%	0	2.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Piercebridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Lane Retail Area, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sage Gateshead, St Mary's Square, Gateshead Quays, Gateshead	0.9%	2	0.0%	0	0.0%	0	2.4%	1	1.2%	0	0.0%	0	1.2%	0
Sheffield City Centre	1.2%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.9%	2	0.0%	0	3.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Teesside Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pavillion Shopping Centre, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Tanfield Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whorlton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	1.9%	4	0.0%	0	0.0%	0	6.0%	2	1.2%	0	2.2%	1	1.4%	0
York Designer Outlet, St Nicholas Avenue, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, OSA	4.7%	9	6.3%	1	0.0%	0	11.0%	4	4.2%	2	4.9%	1	2.3%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		187		24		33		34		39		26		32
Sample:		228		38		18		32		56		31		53

Column %ges.

Q42 Which leisure facilities would you like to see more of in your area? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Art Galleries	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bars / pubs	0.3%	2	0.6%	0	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Better shopping facilities	1.6%	10	7.0%	4	0.0%	0	2.4%	3	2.3%	2	0.5%	1	0.6%	0
Bowling alley	10.3%	62	5.6%	3	19.8%	35	10.1%	13	4.5%	3	5.9%	6	1.1%	1
Cinema	1.3%	8	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0
Climbing centres / activities	1.8%	11	0.0%	0	4.3%	8	1.9%	2	0.0%	0	0.6%	1	0.0%	0
Coffee shops / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comedy clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concert hall / venue	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.8%	0
Cycle paths / area	0.4%	3	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1
Dance facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Food markets / farmers markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gyms	1.6%	10	0.0%	0	0.0%	0	4.3%	6	0.0%	0	2.4%	3	2.9%	2
Health & fitness centres / gyms	1.3%	8	0.0%	0	0.0%	0	3.1%	4	0.0%	0	1.9%	2	2.9%	2
Hotels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ice rink	1.6%	10	1.7%	1	0.0%	0	6.3%	8	0.0%	0	0.6%	1	0.0%	0
Swimming pool	2.7%	16	6.4%	4	1.6%	3	0.7%	1	0.0%	0	7.4%	8	1.5%	1
Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / sports centre	3.2%	19	2.5%	1	6.2%	11	1.3%	2	0.6%	0	3.5%	4	1.9%	1
Leisure facilities / activities for children	5.2%	31	2.5%	1	3.5%	6	6.3%	8	5.8%	4	10.6%	11	0.0%	0
Leisure facilities / activities for teenagers	2.6%	16	2.7%	2	3.2%	6	0.7%	1	5.8%	4	3.4%	4	0.0%	0
Leisure facilities / activities for the elderly	0.9%	5	1.9%	1	0.5%	1	0.9%	1	0.6%	0	1.5%	2	0.0%	0
Live music venues	0.8%	5	0.0%	0	1.6%	3	0.0%	0	1.9%	1	0.0%	0	0.8%	0
More sports facilities (football pitches, tennis courts)	2.8%	17	0.8%	0	2.5%	4	5.1%	6	0.6%	0	1.3%	1	6.3%	4
Museums	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Outdoor play areas / park facilities	0.6%	4	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.6%	1	0.0%	0
Parks	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	4.0%	24	0.6%	0	8.6%	15	1.8%	2	0.0%	0	5.0%	5	1.1%	1
Skate park	0.4%	2	0.0%	0	0.6%	1	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Soft Play venues	2.0%	12	0.0%	0	4.3%	8	1.9%	2	0.0%	0	1.9%	2	0.0%	0
Street carnivals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatres	2.3%	14	1.1%	1	4.3%	8	1.9%	2	2.9%	2	0.5%	1	1.1%	1
Trampoline parks	1.0%	6	0.0%	0	1.8%	3	1.9%	2	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo halls	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Further education classes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Leisure facilities / activities for disabled people	0.5%	3	0.6%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
More pilates classes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Don't know / varies)	6.3%	38	11.6%	7	4.9%	9	7.4%	9	1.9%	1	6.5%	7	7.3%	4
(None)	62.4%	375	57.3%	34	52.0%	92	60.9%	78	78.2%	55	65.9%	71	76.2%	45
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Column %ges.

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

Q43 How do you normally travel when visiting leisure destinations?
Not those who said '(None of these)' regarding leisure activities at Q34

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Car / van (as driver)	74.8%	411	59.6%	32	74.2%	119	69.7%	82	74.9%	51	84.9%	79	85.6%	47
Car / van (as passenger)	8.5%	47	9.5%	5	7.6%	12	10.4%	12	4.8%	3	9.9%	9	8.0%	4
Bus, minibus or coach	2.3%	12	7.8%	4	2.6%	4	0.0%	0	4.3%	3	1.2%	1	0.0%	0
Motorcycle, scooter or moped	0.4%	2	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	1
Walk	10.9%	60	20.4%	11	14.3%	23	15.8%	19	7.3%	5	1.2%	1	1.8%	1
Taxi	0.6%	3	0.0%	0	0.0%	0	0.6%	1	1.2%	1	1.7%	2	0.0%	0
Train	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	11	0.8%	0	0.7%	1	1.6%	2	6.8%	5	1.1%	1	3.3%	2
Weighted base:		549		54		160		118		68		93		55
Sample:		539		87		85		94		95		87		91

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Male	36.8%	221	30.6%	18	37.6%	67	34.6%	44	45.8%	32	34.6%	37	39.0%	23
Female	63.2%	380	69.4%	41	62.4%	111	65.4%	84	54.2%	38	65.4%	70	61.0%	36
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

AGE Could I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
18 – 24 years	8.9%	54	10.5%	6	8.6%	15	8.8%	11	5.3%	4	13.1%	14	5.2%	3
25 – 34 years	14.0%	84	15.7%	9	17.2%	31	8.8%	11	5.3%	4	21.8%	23	10.3%	6
35 – 44 years	17.5%	105	6.8%	4	16.7%	30	30.4%	39	20.7%	15	9.4%	10	13.3%	8
45 – 54 years	18.4%	110	12.4%	7	18.5%	33	24.8%	32	19.8%	14	13.6%	15	16.9%	10
55 – 64 years	18.5%	111	15.7%	9	23.0%	41	10.4%	13	18.3%	13	17.7%	19	26.5%	16
65+ years	22.8%	137	38.8%	23	15.9%	28	16.8%	22	30.6%	21	24.5%	26	27.8%	16
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
Zone 1	9.8%	59	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	29.5%	177	0.0%	0	100.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	21.3%	128	0.0%	0	0.0%	0	100.0%	128	0.0%	0	0.0%	0	0.0%	0
Zone 4	11.7%	70	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0
Zone 5	17.8%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0
Zone 6	9.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	59
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

PC Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
DL10 4	9.8%	59	100.0%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL10 5	6.5%	39	0.0%	0	0.0%	0	0.0%	0	56.0%	39	0.0%	0	0.0%	0
DL10 6	5.1%	31	0.0%	0	0.0%	0	0.0%	0	44.0%	31	0.0%	0	0.0%	0
DL10 7	10.7%	64	0.0%	0	0.0%	0	50.3%	64	0.0%	0	0.0%	0	0.0%	0
DL11 6	4.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.8%	26
DL11 7	5.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.2%	33
DL8 1	10.6%	64	0.0%	0	0.0%	0	49.7%	64	0.0%	0	0.0%	0	0.0%	0
DL8 3	4.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	27	0.0%	0
DL8 4	6.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	37	0.0%	0
DL8 5	7.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.1%	43	0.0%	0
DL9 3	10.1%	61	0.0%	0	34.2%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL9 4	19.4%	117	0.0%	0	65.8%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		601		59		177		128		70		107		59
Sample:		601		100		100		101		100		100		100

Column %ges.

Job No. XXXX October 2018

NEMS market research
RICHMONDSHIRE – IN STREET SURVEY

INTRODUCTION: Good morning / afternoon, I am …… from **NEMS** market research, an independent market research company. We are conducting a short survey on behalf of Richmondshire Council in (STUDY CENTRE) about shopping and other services. Do you have 7 minutes to answer some questions please?

ASK ALL:
Q.A. First of all, can I ask you do you work in any of the following? Market Research or Retail
READ OUT:

Yes	CLOSE INTERVIEW
No	CONTINUE, GO TO Q.1

ASK ALL:
Q.1 How did you travel to (STUDY CENTRE) today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(1)	
Car / van (as driver)	1	**GO TO Q.2**
Car / van (as passenger)	2	**GO TO Q.2**
Bus, minibus or coach	3	GO TO Q.4
Motorcycle, scooter or moped	4	GO TO Q.4
Walk	5	GO TO Q.4
Taxi / minicab	6	GO TO Q.4
Bicycle	7	GO TO Q.4
Combined (PLEASE WRITE IN) ____________________________	A	GO TO Q.4
Other (PLEASE WRITE IN) ____________________________	B	GO TO Q.4

ASK THOSE WHO SAID **'BY CAR / VAN'** AT Q.1. OTHERS GO TO Q.4: SHOWCARD 'A'
Q.2 Where did you park today?
DO NOT PROMPT. ONE ANSWER ONLY. **PLEASE WRITE IN CODE OFF SHOWCARD A**

	(2)
☐☐☐	
OTHER (PLEASE WRITE IN CAR PARK ADDRESS) ____	X
(Don't know / can't remember)	Y
(Dropped off)	Z

ASK IF CAR PARK MENTIONED AT Q.1, OTHERS GO TO Q.4
Q.3 Did you have any difficulties obtaining a car parking space today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(3)
Yes	1
No	2

ASK ALL:
Q.4 How long did your journey to (STUDY CENTRE) take?
DO NOT PROMPT. ONE ANSWER ONLY.

	(4)
0-5 minutes	1
6-10 minutes	2
11-15 minutes	3
16-20 minutes	4
21-30 minutes	5
31-60 minutes	6
Over 60 minutes	7
(Don't know / can't remember)	8

ASK ALL:
Q.5 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?
DO NOT PROMPT. ONE ANSWER ONLY.

	(5)
Home	1
Work	2
On holiday	3
Family member's home	4
College	5
Hospital appointment	6
Other medical appointment	7
Friend's home	8
Elsewhere (PLEASE WRITE IN)	9

____

ASK ALL:
Q.6 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area?
DO NOT PROMPT. CAN BE MULTI CODED.

	(6)
Live in (STUDY CENTRE)	1
Work in (STUDY CENTRE)	2
Visitor to (STUDY CENTRE) (live elsewhere)	3

ASK ALL:
Q.7 Why do you choose to shop in / visit (STUDY CENTRE)?
DO NOT PROMPT. CAN BE MULTI-CODED. Why else?

	(7)
Accessibility by public transport	1
Accessibility to (STUDY CENTRE)	2
Car parking prices	3
Car parking provision	4
Choice of High Street retailers	5
Choice of shops selling non-food goods	6
Cleanliness	7
Close to friends / family	8
Close to home	9
Close to work	A
Close to school / college	B
Entertainment / events	C
Habit	D
Provision of leisure services	E
Provision of services (e.g. banks / financial services)	F
Public information, signposts, public facilities	G
Quality of shops selling food goods	H
Range of independent / specialist shops	I
Range of shops selling food goods	J
Safety (during the day)	K
Safety (during the night)	L
Shopping environment	M
The market	N
Value for money	O
Other (PLEASE WRITE IN)	P
______________________________	
(Don't know / no reason)	Q

ASK ALL:

Q.8 What is the main reason why you are in (STUDY CENTRE) today?

DO NOT PROMPT. ONE ANSWER ONLY.

ASK ALL:

Q.9 What else do you intend to do whilst in (STUDY CENTRE) today?

DO NOT PROMPT. CAN BE MULTICODED, What else?

	Q.8 MAIN	**Q.9 OTHER**
	(8)	(9)
Food and grocery shopping (WRITE IN FULL STORE ADDRESS) ____	1	1
Clothes / shoes shopping	2	2
Bank / building society / Post Office	3	3
Browsing	4	4
Café / restaurant / pub (food and beverage)	5	5
Chemist	6	6
Doctor / dentist	7	7
Electrical goods shopping	8	8
Furniture / carpet	9	9
Jewellery / gift shops	A	A
Library	B	B
Market	C	C
Public offices	D	D
Services (e.g. hairdressers, launderette)	E	E
Social / leisure activities	F	F
Stationers / newsagents	G	G
Work / school / college	H	H
Visit specialist shops	I	I
Other (PLEASE WRITE IN) ______________________________	J	J
(No reason / no other reason)	-	K

ASK ALL:

Q.10 How long do you think you will stay in (STUDY CENTRE) today?

DO NOT PROMPT. ONE ANSWER ONLY.

	(10)
Less than 30 minutes	1
30-59 minutes	2
1hr -1 hr 29 min	3
1hr 30 mins - 1 hr 59 min	4
Half the day (between 2 and 4 hours)	5
All day (4 hours or more)	6
(Don't know)	7

ASK ALL:

Q.11 Will you undertake your main food and grocery shop, whilst in (STUDY CENTRE) today?

DO NOT PROMPT. ONE ANSWER ONLY.

	(11)
Yes	1
No	2
(Don't know)	3

ASK ALL:

Q.12 How frequently do you visit (STUDY CENTRE) for your **main food and grocery shopping**?

DO NOT PROMPT. ONE ANSWER ONLY.

	(12)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

ASK ALL:
Q.13 How frequently do you visit (STUDY CENTRE) for **non-food shopping**?
DO NOT PROMPT. ONE ANSWER ONLY

	(13)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

ASK ALL:
Q.14 How much have you spent or will you spend today in (STUDY CENTRE) on non-food shopping?
DO NOT PROMPT. ONE ANSWER ONLY

	(14)
Nothing	1
Up to £5.00	2
£5.01-£10.00	3
£10.01-£15.00	4
£15.01-£20.00	5
£20.01-£25.00	6
£25.01-£50.00	7
£50.01-£75.00	8
£75.01-£100.00	9
More than £100	A
(Don't know)	B
(Refused)	C

ASK ALL:
Q.15 How often do you visit (STUDY CENTRE) in the evening?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	(15)	
Daily	1	GO TO Q.16
Once a week or more	2	GO TO Q.16
Less than once a week	3	GO TO Q.16
Less than once a fortnight	4	GO TO Q.16
Less than once a month	5	GO TO Q.16
Never	6	**GO TO Q.19**
(Don't know / varies)	7	GO TO Q.16

ASK THOSE WHO VISIT IN THE EVENING AT Q.15. OTHERS GO TO Q.19:
Q.16 What is the main reason you visit (STUDY CENTRE) in the evening?
DO NOT PROMPT. ONE ANSWER ONLY.

ASK THOSE WHO DO VISIT IN THE EVENING AT Q.15. OTHERS GO TO Q.19:
Q.17 What else do you tend to do whilst visiting (STUDY CENTRE) in the evening?
DO NOT PROMPT. CAN BE MULTICODED, What else?

	Q.16 (16)	**Q.17** (17)
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS) ________________________	1	1
Evening Non food shopping	2	2
Eat in a cafe or restaurant	3	3
Eat in a restaurant	4	4
Go to the cinema	5	5
Go to a concert/gig	6	6
Go to the gym	7	7
Visit a bar	8	8
Visit a pub	9	9
Work / School / College	A	A
Other (PLEASE WRITE IN) ________________________	B	B
(No reason / no other reason)	-	C

ASK THOSE WHO DO VISIT IN THE EVENING AT Q.15. OTHERS GO TO Q.19:

Q.18 How long do you typically spend in (STUDY CENTRE) during the evening / night?
DO NOT PROMPT. ONE ANSWER ONLY.

	(18)
Up to 1 hour	1
1 to 2 hours	2
2 to 4 hours	3
Over 4 hours	4
Don't visit in the evening	5
(Don't know / varies)	6

ASK ALL: SHOWCARD 'B'

Q.19 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?
ONE ANSWER PER COLUMN.

	Choice of shops (19)	**Choice of High Street names** (20)	**Choice of independent / specialist shops** (21)	**Range of services such as banks and other financial services** (22)	**Range and choice of pubs / restaurants** (23)	**Leisure facilities** (24)
Much better	1	1	1	1	1	1
Better	2	2	2	2	2	2
About the same	3	3	3	3	3	3
Worse	4	4	4	4	4	4
Much worse	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6

ASK ALL: SHOW CARD 'B'

Q.20 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?
ONE ANSWER PER COLUMN

	Town Centre environment (25)	**Cleanliness** (26)	**Car parking provision** (27)	**Car parking prices** (28)	**Accessibility by bus** (29)	**Accessibility by train** (30)	**Public information/ signposts / public facilities** (31)
Much better	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2
About the same	3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6

ASK ALL: SHOW CARD 'B'

Q.21 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?
ONE ANSWER PER COLUMN

	Entertainment/ events / performances (32)	**Tourist facilities / hotels** (33)	**Day time safety** (34)	**Evening / night safety** (35)	**Layout** (36)	**Public art** (37)
Much better	1	1	1	1	1	1
Better	2	2	2	2	2	2
About the same	3	3	3	3	3	3
Worse	4	4	4	4	4	4
Much worse	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6

ASK ALL:

Q.22 What type of shops or services would you like to see more of in (STUDY CENTRE) ?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

	(38)
Banks	1
Better leisure facility provision	2
Better retail provision for children and babies	3
Book shop	4
Building society	5
Click and collect facilities	6
Clothing stores	6
Department stores / retailers	7
Drinking establishments	8
Electrical goods	9
Footwear stores	A
High Street names	B
Household goods stores	C
Independent / specialist shops	D
Large supermarkets	E
Larger sizes clothing store	F
Indoor market stalls	G
Street market stalls	H
Pharmacies	I
Public amenities	J
Restaurants / cafes	K
Solicitors	L
Specialist food stores	M
Sports shop	N
Other (PLEASE WRITE IN) ____________	O
None mentioned	P
(Don't know)	Q

ASK ALL:

Q.23 What type of leisure facilities would you like to see more of in (STUDY CENTRE) ?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

	(39)
Art galleries	1
Bingo	2
Bowling alley	3
Children's activity centre	4
Cinema	5
Civic Hall / Civic spaces	6
Entertainment / activities for young people	7
Go-karting	8
Health and fitness	9
Hotels	A
Ice rink	B
Museums	D
Parks / gardens	E
Restaurants / cafes	F
Sports pitches	G
Swimming pool	H
Other (PLEASE WRITE IN) ____________	I
None mentioned	J
(Don't know)	K

<u>ASK ALL:</u>

Q.24 What measures do you think would improve (STUDY CENTRE) and make it more attractive?
<u>DO NOT PROMPT.</u> <u>CAN BE MULTI-CODED.</u> What else?

	(40)
Accessibility by private car	1
Ban skateboarding, biking etc.	2
Better foodstore provision	3
Cheaper parking	4
Click and collect facilities	5
Expansion of the centre	6
Fewer low quality shops (take-away, pound shops)	7
Improve the quality of the shops	8
Fill the empty shops	9
Flexible parking	A
Give it a general face lift (Flowers, painting etc.)	B
Greater promotion / marketing of the centre	C
Interactive information points	D
Improve market provision	E
Improved bus services	F
Improved cleanliness	G
Improved cultural facilities	H
Improved security / CCTV	I
Improved signage / information	J
Improved street paving	K
Improved train services / a railway station	L
Increased choice / range of shops	M
Increased office development	N
More cultural facilities	O
More entertainment / leisure facilities	P
More evening activities	Q
More national multiples / retailers	R
More non-food stores	S
More organised events e.g. street markets	T
More parking	U
More food and beverage facilities (pubs / restaurants)	V
More speciality shops	W
More tourist facilities	X
Pay on exit parking	Y
Improved public toilet provision	Z
Real time traffic or public transport information	a
Reduce traffic congestion	b
Other (PLEASE WRITE IN)	c
______________________________	
None mentioned	d
(Don't know)	e

ASK ALL:

Q.25 What do you think are the biggest weaknesses of (STUDY CENTRE) ?
DO NOT PROMPT. CAN BE MULTI-CODED.. What else?

	(41)
Accessibility by cycling and by foot	1
Accessibility by private car	2
Accessibility by bus	3
Accessibility bus train	4
Anti-social behaviour	5
Availability of car parking	6
Choice / range of non-food shops	7
Empty shops	8
Lack of cultural facilities	9
Lack of foodstore provision	A
Lack of leisure facilities	B
Lack of market facilities	C
Lack of non-retail provision (e.g. banks, estate agents etc)	D
Lack of public amenities	E
Poor marketing of the town	F
Price of car parking	G
Public information / events	H
Quantity of takeaways / charity shops	I
Range food and beverage facilities (pubs / restaurants)	J
Range of specialist / independent retailers	K
Security / safety	L
Tourism facilities	M
Town centre environment	N
Type / quality of retail provisions	O
Other (PLEASE WRITE IN) ____________________________	P
None mentioned	Q
(Don't know)	R

ASK IF INTERVIEWING IN RICHMOND

Q.26 Do you intend to visit a market during your trip to the centre today?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY.

	(42)
Yes	
No	9
Other (PLEASE WRITE IN) ____________________________	A
(Don't know / haven't decided yet)	B

ASK THOSE WHO ARE VISITING A MARKET AT Q.26.

Q.27 How often do you visit the market/s mentioned at Q.26?
DO NOT PROMPT. ONE ANSWER ONLY PER MARKET MENTIONED AT Q.26

	Richmond
Daily	1
Once a week or more	2
Less than once a week	3
Less than once a fortnight	4
Less than once a month	5
First time today	6
Never	7
(Don't know / varies)	8

ASK THOSE WHO ARE VISITING A MARKET AT Q.26.

Q.28 What **one** thing do you particularly **like** about the market/s visited at Q.26?
DO NOT PROMPT ONE ANSWER ONLY

ASK THOSE WHO ARE VISITING A MARKET AT Q.26.

Q.29 What **else** do you particularly **like** about the market/s visited at Q.26?
DO NOT PROMPT CAN BE MULTI-CODED What else?

ASK THOSE WHO ARE VISITING A MARKET AT Q.26. OTHERS GO TO CLASSIFICATION:

Q.30 What **one** thing do you particularly **dislike** about the market/s visited at Q.26?
DO NOT PROMPT ONE ANSWER ONLY

ASK THOSE WHO ARE VISITING A MARKET AT Q.26. OTHERS GO TO CLASSIFICATION:

Q.31 What **else** do you particularly **dislike** about the market/s visited at Q.26?
DO NOT PROMPT CAN BE MULTI-CODED What else?

RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE
INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: ____

ADDRESS: ____

____

POST CODE: [ ][ ][ ][ ] [ ][ ][ ] TEL. NO. ______________________________

CLASSIFICATION

GENDER:	(43)	**AGE GROUP:**	(44)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		35 - 44 years	3
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

OCCUPATION: ______________________________

	(45)
AB	1
C1	2
C2	3
DE	4

DAY OF INTERVIEW:	(46)
Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6

TIME OF INTERVIEW	(47)
09.00 – 12.00	1
12.01 – 14.00	2
14.01 – 17.00	3

STUDY CENTRE	(48)
Richmond	
Leyburn	
Catterick Garrison	

DECLARATION: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

(49) (50)

INTERVIEWER'S SIGNATURE: ______________________________ DATE [ ] [ ] [ ]

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Car / van (as driver)	50.0%	50	62.9%	22	43.1%	28	41.7%	5	55.6%	15	49.2%	30	60.7%	37	34.2%	13	50.0%	50	0.0%	0	0.0%	0
Car / van (as passenger)	12.0%	12	5.7%	2	15.4%	10	25.0%	3	18.5%	5	6.6%	4	14.8%	9	7.9%	3	12.0%	12	0.0%	0	0.0%	0
Bus, minibus or coach	12.0%	12	8.6%	3	13.8%	9	33.3%	4	3.7%	1	11.5%	7	6.6%	4	21.1%	8	12.0%	12	0.0%	0	0.0%	0
Motorcycle, scooter or moped	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Walk	23.0%	23	20.0%	7	24.6%	16	0.0%	0	22.2%	6	27.9%	17	16.4%	10	31.6%	12	23.0%	23	0.0%	0	0.0%	0
Taxi / minicab	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q02 Where did you park today? [MR]

Those who said car / van at Q01

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Catterick Garrison - Princes Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison - Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Harmby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - On Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Richmond Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Bargate	1.6%	1	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Richmond - Conservative Club	4.8%	3	4.2%	1	5.3%	2	0.0%	0	0.0%	0	8.8%	3	4.3%	2	6.3%	1	4.8%	3	0.0%	0	0.0%	0
Richmond - Drs car park	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	6.3%	1	1.6%	1	0.0%	0	0.0%	0
Richmond - Frenchgate	1.6%	1	0.0%	0	2.6%	1	12.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Richmond - Lidl Car Park	12.9%	8	20.8%	5	7.9%	3	12.5%	1	20.0%	4	8.8%	3	10.9%	5	18.8%	3	12.9%	8	0.0%	0	0.0%	0
Richmond - Market Place	24.2%	15	20.8%	5	26.3%	10	50.0%	4	0.0%	0	32.4%	11	26.1%	12	18.8%	3	24.2%	15	0.0%	0	0.0%	0
Richmond - Millhouse	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Richmond - Newbiggen	8.1%	5	12.5%	3	5.3%	2	0.0%	0	10.0%	2	8.8%	3	8.7%	4	6.3%	1	8.1%	5	0.0%	0	0.0%	0
Richmond - Nuns Close	6.5%	4	8.3%	2	5.3%	2	0.0%	0	15.0%	3	2.9%	1	6.5%	3	6.3%	1	6.5%	4	0.0%	0	0.0%	0
Richmond - On Street	8.1%	5	12.5%	3	5.3%	2	0.0%	0	10.0%	2	8.8%	3	6.5%	3	12.5%	2	8.1%	5	0.0%	0	0.0%	0
Richmond - Police Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Private parking	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Richmond - Quakers Lane	3.2%	2	4.2%	1	2.6%	1	0.0%	0	10.0%	2	0.0%	0	2.2%	1	6.3%	1	3.2%	2	0.0%	0	0.0%	0
Richmond - Victoria Road South	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	4.8%	3	0.0%	0	7.9%	3	0.0%	0	5.0%	1	5.9%	2	6.5%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0
(Dropped off)	17.7%	11	12.5%	3	21.1%	8	25.0%	2	25.0%	5	11.8%	4	17.4%	8	18.8%	3	17.7%	11	0.0%	0	0.0%	0
Base:		62		24		38		8		20		34		46		16		62		0		0

Q03 Did you have any difficulties obtaining a car parking space today?

Those who mentioned a car park at Q02

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	29.2%	14	23.8%	5	33.3%	9	33.3%	2	42.9%	6	21.4%	6	28.6%	10	30.8%	4	29.2%	14	0.0%	0	0.0%	0
No	70.8%	34	76.2%	16	66.7%	18	66.7%	4	57.1%	8	78.6%	22	71.4%	25	69.2%	9	70.8%	34	0.0%	0	0.0%	0
Base:		48		21		27		6		14		28		35		13		48		0		0

Mean score [Minutes]

Q04 How long did your journey to (STUDY CENTRE) take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
0-5 minutes	24.0%	24	25.7%	9	23.1%	15	8.3%	1	14.8%	4	31.1%	19	23.0%	14	23.7%	9	24.0%	24	0.0%	0	0.0%	0
6-10 minutes	17.0%	17	14.3%	5	18.5%	12	16.7%	2	14.8%	4	18.0%	11	18.0%	11	15.8%	6	17.0%	17	0.0%	0	0.0%	0
11-15 minutes	20.0%	20	11.4%	4	24.6%	16	25.0%	3	22.2%	6	18.0%	11	16.4%	10	26.3%	10	20.0%	20	0.0%	0	0.0%	0
16-20 minutes	22.0%	22	20.0%	7	23.1%	15	41.7%	5	29.6%	8	14.8%	9	24.6%	15	18.4%	7	22.0%	22	0.0%	0	0.0%	0
21-30 minutes	10.0%	10	17.1%	6	6.2%	4	8.3%	1	11.1%	3	9.8%	6	11.5%	7	7.9%	3	10.0%	10	0.0%	0	0.0%	0
31-60 minutes	5.0%	5	11.4%	4	1.5%	1	0.0%	0	7.4%	2	4.9%	3	4.9%	3	5.3%	2	5.0%	5	0.0%	0	0.0%	0
Over 60 minutes	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know / can’t remember)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		*14.16*		*16.30*		*12.99*		*14.38*		*15.89*		*13.34*		*14.89*		*13.28*		*14.16*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Q05 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Home	90.0%	90	85.7%	30	92.3%	60	100.0%	12	77.8%	21	93.4%	57	88.5%	54	92.1%	35	90.0%	90	0.0%	0	0.0%	0
Work	6.0%	6	8.6%	3	4.6%	3	0.0%	0	18.5%	5	1.6%	1	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
On holiday	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Family member's home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital appointment	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other medical appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friend’s home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q06 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Live in (STUDY CENTRE)	84.0%	84	74.3%	26	89.2%	58	91.7%	11	85.2%	23	82.0%	50	82.0%	50	86.8%	33	84.0%	84	0.0%	0	0.0%	0
Work in (STUDY CENTRE)	26.0%	26	31.4%	11	23.1%	15	33.3%	4	51.9%	14	13.1%	8	19.7%	12	36.8%	14	26.0%	26	0.0%	0	0.0%	0
Visitor to (STUDY CENTRE) (i.e. live elsewhere)	16.0%	16	22.9%	8	12.3%	8	16.7%	2	11.1%	3	18.0%	11	18.0%	11	13.2%	5	16.0%	16	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q07 Why do you choose to shop in / visit (STUDY CENTRE)? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by public transport	4.0%	4	0.0%	0	6.2%	4	8.3%	1	0.0%	0	4.9%	3	0.0%	0	10.5%	4	4.0%	4	0.0%	0	0.0%	0
Accessibility to (STUDY CENTRE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Car parking provision	4.0%	4	5.7%	2	3.1%	2	0.0%	0	14.8%	4	0.0%	0	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Choice of High Street retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling non-food goods	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cleanliness	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Close to friends / family	15.0%	15	11.4%	4	16.9%	11	33.3%	4	18.5%	5	9.8%	6	11.5%	7	21.1%	8	15.0%	15	0.0%	0	0.0%	0
Close to home	61.0%	61	60.0%	21	61.5%	40	66.7%	8	51.9%	14	63.9%	39	63.9%	39	55.3%	21	61.0%	61	0.0%	0	0.0%	0
Close to work	18.0%	18	14.3%	5	20.0%	13	25.0%	3	40.7%	11	6.6%	4	11.5%	7	28.9%	11	18.0%	18	0.0%	0	0.0%	0
Close to school / college	3.0%	3	2.9%	1	3.1%	2	8.3%	1	7.4%	2	0.0%	0	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Entertainment / events	2.0%	2	2.9%	1	1.5%	1	0.0%	0	7.4%	2	0.0%	0	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Habit	13.0%	13	14.3%	5	12.3%	8	0.0%	0	3.7%	1	19.7%	12	9.8%	6	18.4%	7	13.0%	13	0.0%	0	0.0%	0
Provision of leisure services	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	4.0%	4	5.7%	2	3.1%	2	0.0%	0	0.0%	0	6.6%	4	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Public information, signposts, public facilities	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Quality of shops selling food goods	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Range of independent / specialist shops	8.0%	8	8.6%	3	7.7%	5	16.7%	2	3.7%	1	8.2%	5	13.1%	8	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Range of shops selling food goods	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	4.0%	4	2.9%	1	4.6%	3	0.0%	0	0.0%	0	6.6%	4	6.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding close by	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	2.0%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
I get business owner discount	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Just passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staying in the area	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Supporting local businesses	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Visiting the christmas fair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	4.0%	4	2.9%	1	4.6%	3	0.0%	0	3.7%	1	4.9%	3	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Richmond	Leyburn	Catterick Garrison
Base:	100	35	65	12	27	61	61	38	100	0	0

Q08 What is the main reason why you are in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angus Morton Butchers, Finkle Street, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	2.0%	2	2.9%	1	1.5%	1	0.0%	0	3.7%	1	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Heron, Market Place, Richmond	3.0%	3	5.7%	2	1.5%	1	0.0%	0	3.7%	1	3.3%	2	1.6%	1	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ken Warne, market Place, Richmond	8.0%	8	5.7%	2	9.2%	6	8.3%	1	3.7%	1	9.8%	6	4.9%	3	13.2%	5	8.0%	8	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilfred Deli & Pantry, Finkle Street, Richmond	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clothes / shoes shopping	3.0%	3	2.9%	1	3.1%	2	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Bank / building society / Post Office	13.0%	13	20.0%	7	9.2%	6	8.3%	1	14.8%	4	13.1%	8	16.4%	10	7.9%	3	13.0%	13	0.0%	0	0.0%	0
Browsing	9.0%	9	11.4%	4	7.7%	5	16.7%	2	7.4%	2	8.2%	5	9.8%	6	7.9%	3	9.0%	9	0.0%	0	0.0%	0
Café / restaurant / pub (food and beverage)	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Chemist	5.0%	5	5.7%	2	4.6%	3	0.0%	0	7.4%	2	4.9%	3	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
Doctor / dentist	4.0%	4	2.9%	1	4.6%	3	16.7%	2	0.0%	0	3.3%	2	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	3.0%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	4.9%	3	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers,	3.0%	3	5.7%	2	1.5%	1	8.3%	1	0.0%	0	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
launderette)																						
Social / leisure activities	3.0%	3	2.9%	1	3.1%	2	0.0%	0	0.0%	0	4.9%	3	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Stationers / newsagents	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Work / school / college	13.0%	13	5.7%	2	16.9%	11	16.7%	2	25.9%	7	6.6%	4	6.6%	4	23.7%	9	13.0%	13	0.0%	0	0.0%	0
Visit specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Charity shops	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Christmas gifts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas Market	13.0%	13	5.7%	2	16.9%	11	16.7%	2	18.5%	5	9.8%	6	18.0%	11	5.3%	2	13.0%	13	0.0%	0	0.0%	0
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day out	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DIY / hardware goods	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting a tattoo	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Medical services	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Passing through	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picking son up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q09 What else do you intend to do whilst in (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Heron, Market Place, Richmond	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penleys, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Weigh Inn, Market Place, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clothes / shoes shopping	7.0%	7	8.6%	3	6.2%	4	0.0%	0	7.4%	2	8.2%	5	8.2%	5	5.3%	2	7.0%	7	0.0%	0	0.0%	0
Bank / building society / Post Office	5.0%	5	0.0%	0	7.7%	5	0.0%	0	0.0%	0	8.2%	5	8.2%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Browsing	11.0%	11	14.3%	5	9.2%	6	16.7%	2	11.1%	3	9.8%	6	9.8%	6	13.2%	5	11.0%	11	0.0%	0	0.0%	0
Café / restaurant / pub (food and beverage)	14.0%	14	17.1%	6	12.3%	8	25.0%	3	7.4%	2	14.8%	9	14.8%	9	10.5%	4	14.0%	14	0.0%	0	0.0%	0
Chemist	3.0%	3	8.6%	3	0.0%	0	0.0%	0	3.7%	1	3.3%	2	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Doctor / dentist	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Public offices	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	3.0%	3	2.9%	1	3.1%	2	0.0%	0	0.0%	0	4.9%	3	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Social / leisure activities	2.0%	2	5.7%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Stationers / newsagents	4.0%	4	5.7%	2	3.1%	2	0.0%	0	7.4%	2	3.3%	2	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Christmas gifts	4.0%	4	2.9%	1	4.6%	3	8.3%	1	3.7%	1	3.3%	2	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Christmas Market	3.0%	3	2.9%	1	3.1%	2	0.0%	0	7.4%	2	1.6%	1	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Church	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Medical services	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(No reason / no other reason)	36.0%	36	31.4%	11	38.5%	25	50.0%	6	33.3%	9	34.4%	21	31.1%	19	44.7%	17	36.0%	36	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q09X Any mention at Q08 & Q09 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angus Morton Butchers, Finkle Street, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	2.0%	2	2.9%	1	1.5%	1	0.0%	0	3.7%	1	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Market Place, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Heron, Market Place, Richmond	4.0%	4	5.7%	2	3.1%	2	0.0%	0	7.4%	2	3.3%	2	3.3%	2	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ken Warne, market Place, Richmond	8.0%	8	5.7%	2	9.2%	6	8.3%	1	3.7%	1	9.8%	6	4.9%	3	13.2%	5	8.0%	8	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	4.0%	4	2.9%	1	4.6%	3	0.0%	0	3.7%	1	4.9%	3	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	2.0%	2	2.9%	1	1.5%	1	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penleys, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Weigh Inn, Market Place, Richmond	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wilfred Deli & Pantry, Finkle Street, Richmond	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clothes / shoes shopping	10.0%	10	11.4%	4	9.2%	6	0.0%	0	11.1%	3	11.5%	7	9.8%	6	10.5%	4	10.0%	10	0.0%	0	0.0%	0
Bank / building society / Post Office	18.0%	18	20.0%	7	16.9%	11	8.3%	1	14.8%	4	21.3%	13	24.6%	15	7.9%	3	18.0%	18	0.0%	0	0.0%	0
Browsing	20.0%	20	25.7%	9	16.9%	11	33.3%	4	18.5%	5	18.0%	11	19.7%	12	21.1%	8	20.0%	20	0.0%	0	0.0%	0
Café / restaurant / pub (food and beverage)	15.0%	15	20.0%	7	12.3%	8	25.0%	3	7.4%	2	16.4%	10	14.8%	9	13.2%	5	15.0%	15	0.0%	0	0.0%	0
Chemist	8.0%	8	14.3%	5	4.6%	3	0.0%	0	11.1%	3	8.2%	5	11.5%	7	2.6%	1	8.0%	8	0.0%	0	0.0%	0
Doctor / dentist	6.0%	6	2.9%	1	7.7%	5	16.7%	2	0.0%	0	6.6%	4	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Health / beauty	3.0%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	4.9%	3	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Public offices	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	6.0%	6	8.6%	3	4.6%	3	8.3%	1	0.0%	0	8.2%	5	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
Social / leisure activities	5.0%	5	8.6%	3	3.1%	2	0.0%	0	7.4%	2	4.9%	3	4.9%	3	5.3%	2	5.0%	5	0.0%	0	0.0%	0
Stationers / newsagents	6.0%	6	8.6%	3	4.6%	3	0.0%	0	7.4%	2	6.6%	4	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
Work / school / college	13.0%	13	5.7%	2	16.9%	11	16.7%	2	25.9%	7	6.6%	4	6.6%	4	23.7%	9	13.0%	13	0.0%	0	0.0%	0
Visit specialist shops	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	37.0%	37	34.3%	12	38.5%	25	50.0%	6	33.3%	9	36.1%	22	32.8%	20	44.7%	17	37.0%	37	0.0%	0	0.0%	0
Attending a wedding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	2.0%	2	0.0%	0	3.1%	2	8.3%	1	3.7%	1	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Charity shops	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Christmas gifts	4.0%	4	2.9%	1	4.6%	3	8.3%	1	3.7%	1	3.3%	2	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Christmas Market	16.0%	16	8.6%	3	20.0%	13	16.7%	2	25.9%	7	11.5%	7	21.3%	13	7.9%	3	16.0%	16	0.0%	0	0.0%	0
Church	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Day out	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DIY / hardware goods	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting a tattoo	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Medical services	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Passing through	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picking son up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q10 How long do you think you will stay in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Less than 30 minutes	17.0%	17	28.6%	10	10.8%	7	0.0%	0	22.2%	6	18.0%	11	11.5%	7	26.3%	10	17.0%	17	0.0%	0	0.0%	0
30-59 minutes	15.0%	15	22.9%	8	10.8%	7	16.7%	2	11.1%	3	16.4%	10	18.0%	11	10.5%	4	15.0%	15	0.0%	0	0.0%	0
1hr -1 hr 29 min	22.0%	22	11.4%	4	27.7%	18	16.7%	2	22.2%	6	23.0%	14	26.2%	16	15.8%	6	22.0%	22	0.0%	0	0.0%	0
1hr 30 mins - 1 hr 59 min	18.0%	18	17.1%	6	18.5%	12	25.0%	3	3.7%	1	23.0%	14	18.0%	11	15.8%	6	18.0%	18	0.0%	0	0.0%	0
Half the day (between 2 and 4 hours)	15.0%	15	11.4%	4	16.9%	11	25.0%	3	14.8%	4	13.1%	8	18.0%	11	10.5%	4	15.0%	15	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All day (4 hours or more)	13.0%	13	8.6%	3	15.4%	10	16.7%	2	25.9%	7	6.6%	4	8.2%	5	21.1%	8	13.0%	13	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q11 Will you undertake your main food and grocery shop, whilst in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	17.0%	17	17.1%	6	16.9%	11	8.3%	1	22.2%	6	16.4%	10	13.1%	8	21.1%	8	17.0%	17	0.0%	0	0.0%	0
(Don’t know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	83.0%	83	82.9%	29	83.1%	54	91.7%	11	77.8%	21	83.6%	51	86.9%	53	78.9%	30	83.0%	83	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q12 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	6.0%	6	8.6%	3	4.6%	3	8.3%	1	3.7%	1	6.6%	4	3.3%	2	7.9%	3	6.0%	6	0.0%	0	0.0%	0
2-3 times a week	13.0%	13	17.1%	6	10.8%	7	0.0%	0	3.7%	1	19.7%	12	11.5%	7	15.8%	6	13.0%	13	0.0%	0	0.0%	0
Once a week	20.0%	20	8.6%	3	26.2%	17	16.7%	2	22.2%	6	19.7%	12	16.4%	10	26.3%	10	20.0%	20	0.0%	0	0.0%	0
Once a fortnight	3.0%	3	0.0%	0	4.6%	3	0.0%	0	7.4%	2	1.6%	1	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Once a month	2.0%	2	0.0%	0	3.1%	2	8.3%	1	0.0%	0	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less than once a month	6.0%	6	2.9%	1	7.7%	5	8.3%	1	14.8%	4	1.6%	1	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/varies)	9.0%	9	14.3%	5	6.2%	4	0.0%	0	11.1%	3	9.8%	6	8.2%	5	10.5%	4	9.0%	9	0.0%	0	0.0%	0
Never	41.0%	41	48.6%	17	36.9%	24	58.3%	7	37.0%	10	39.3%	24	45.9%	28	34.2%	13	41.0%	41	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q13 How frequently do you visit (STUDY CENTRE) for non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
2-3 times a week	13.0%	13	14.3%	5	12.3%	8	0.0%	0	7.4%	2	18.0%	11	14.8%	9	7.9%	3	13.0%	13	0.0%	0	0.0%	0
Once a week	10.0%	10	17.1%	6	6.2%	4	0.0%	0	11.1%	3	11.5%	7	13.1%	8	5.3%	2	10.0%	10	0.0%	0	0.0%	0
Once a fortnight	6.0%	6	8.6%	3	4.6%	3	8.3%	1	7.4%	2	4.9%	3	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
Once a month	6.0%	6	2.9%	1	7.7%	5	0.0%	0	3.7%	1	8.2%	5	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
Less than once a month	5.0%	5	2.9%	1	6.2%	4	8.3%	1	3.7%	1	4.9%	3	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/varies)	8.0%	8	5.7%	2	9.2%	6	16.7%	2	3.7%	1	8.2%	5	8.2%	5	7.9%	3	8.0%	8	0.0%	0	0.0%	0
Never	51.0%	51	48.6%	17	52.3%	34	66.7%	8	63.0%	17	42.6%	26	45.9%	28	60.5%	23	51.0%	51	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Mean score [£]

Q14 How much have you spent or will you spend today in (STUDY CENTRE) on non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Nothing	65.0%	65	57.1%	20	69.2%	45	83.3%	10	74.1%	20	57.4%	35	59.0%	36	76.3%	29	65.0%	65	0.0%	0	0.0%	0
Up to £5.00	3.0%	3	2.9%	1	3.1%	2	0.0%	0	3.7%	1	3.3%	2	1.6%	1	2.6%	1	3.0%	3	0.0%	0	0.0%	0
£5.01-£10.00	16.0%	16	20.0%	7	13.8%	9	8.3%	1	7.4%	2	21.3%	13	14.8%	9	18.4%	7	16.0%	16	0.0%	0	0.0%	0
£10.01-£15.00	4.0%	4	8.6%	3	1.5%	1	0.0%	0	0.0%	0	6.6%	4	6.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
£15.01-£20.00	2.0%	2	2.9%	1	1.5%	1	0.0%	0	3.7%	1	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£20.01-£25.00	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£25.01-£50.00	3.0%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	4.9%	3	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
£50.01-£75.00	2.0%	2	0.0%	0	3.1%	2	8.3%	1	0.0%	0	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£75.01-£100.00	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	3	8.6%	3	0.0%	0	0.0%	0	7.4%	2	1.6%	1	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Mean:		*10.44*		*6.88*		*12.20*		*10.42*		*8.72*		*11.17*		*14.20*		*4.53*		*10.44*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Q15 How often do you visit (STUDY CENTRE) in the evening? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	2.0%	2	0.0%	0	3.1%	2	8.3%	1	3.7%	1	0.0%	0	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Once a week or more	7.0%	7	11.4%	4	4.6%	3	8.3%	1	7.4%	2	6.6%	4	4.9%	3	10.5%	4	7.0%	7	0.0%	0	0.0%	0
Less than once a week	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less than once a fortnight	5.0%	5	5.7%	2	4.6%	3	0.0%	0	3.7%	1	6.6%	4	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
Less than once a month	18.0%	18	20.0%	7	16.9%	11	33.3%	4	18.5%	5	14.8%	9	19.7%	12	15.8%	6	18.0%	18	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	3	2.9%	1	3.1%	2	0.0%	0	7.4%	2	1.6%	1	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Never	63.0%	63	57.1%	20	66.2%	43	50.0%	6	59.3%	16	67.2%	41	57.4%	35	71.1%	27	63.0%	63	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q16 What is the main reason you visit (STUDY CENTRE) in the evening?
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	18.9%	7	13.3%	2	22.7%	5	16.7%	1	18.2%	2	20.0%	4	23.1%	6	9.1%	1	18.9%	7	0.0%	0	0.0%	0
Eat in a restaurant	27.0%	10	20.0%	3	31.8%	7	33.3%	2	18.2%	2	30.0%	6	34.6%	9	9.1%	1	27.0%	10	0.0%	0	0.0%	0
Go to the cinema	10.8%	4	0.0%	0	18.2%	4	0.0%	0	9.1%	1	15.0%	3	11.5%	3	9.1%	1	10.8%	4	0.0%	0	0.0%	0
Go to a concert/gig	5.4%	2	6.7%	1	4.5%	1	0.0%	0	9.1%	1	5.0%	1	7.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	2.7%	1	0.0%	0	4.5%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	9.1%	1	2.7%	1	0.0%	0	0.0%	0
Visit a pub	27.0%	10	46.7%	7	13.6%	3	33.3%	2	18.2%	2	30.0%	6	11.5%	3	63.6%	7	27.0%	10	0.0%	0	0.0%	0
Work / School / College	5.4%	2	6.7%	1	4.5%	1	16.7%	1	9.1%	1	0.0%	0	7.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	2.7%	1	6.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	3.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Base:		37		15		22		6		11		20		26		11		37		0		0

Q17 What else do you tend to do whilst visiting (STUDY CENTRE) in the evening? [MR]

Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	2.7%	1	0.0%	0	4.5%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	2.7%	1	0.0%	0	0.0%	0
Eat in a restaurant	8.1%	3	6.7%	1	9.1%	2	0.0%	0	18.2%	2	5.0%	1	7.7%	2	9.1%	1	8.1%	3	0.0%	0	0.0%	0
Go to the cinema	16.2%	6	13.3%	2	18.2%	4	33.3%	2	27.3%	3	5.0%	1	19.2%	5	9.1%	1	16.2%	6	0.0%	0	0.0%	0
Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	8.1%	3	0.0%	0	13.6%	3	0.0%	0	9.1%	1	10.0%	2	7.7%	2	9.1%	1	8.1%	3	0.0%	0	0.0%	0
Visit a pub	10.8%	4	6.7%	1	13.6%	3	0.0%	0	9.1%	1	15.0%	3	7.7%	2	18.2%	2	10.8%	4	0.0%	0	0.0%	0
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attend events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	2.7%	1	0.0%	0	4.5%	1	0.0%	0	9.1%	1	0.0%	0	3.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Pick up children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	59.5%	22	73.3%	11	50.0%	11	50.0%	3	45.5%	5	70.0%	14	61.5%	16	54.5%	6	59.5%	22	0.0%	0	0.0%	0
Base:		37		15		22		6		11		20		26		11		37		0		0

Q17X Any mention at Q16 & Q17 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	21.6%	8	13.3%	2	27.3%	6	33.3%	2	18.2%	2	20.0%	4	23.1%	6	18.2%	2	21.6%	8	0.0%	0	0.0%	0
Eat in a restaurant	35.1%	13	26.7%	4	40.9%	9	33.3%	2	36.4%	4	35.0%	7	42.3%	11	18.2%	2	35.1%	13	0.0%	0	0.0%	0
Go to the cinema	27.0%	10	13.3%	2	36.4%	8	33.3%	2	36.4%	4	20.0%	4	30.8%	8	18.2%	2	27.0%	10	0.0%	0	0.0%	0
Go to a concert/gig	5.4%	2	6.7%	1	4.5%	1	0.0%	0	9.1%	1	5.0%	1	7.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	10.8%	4	0.0%	0	18.2%	4	0.0%	0	18.2%	2	10.0%	2	7.7%	2	18.2%	2	10.8%	4	0.0%	0	0.0%	0
Visit a pub	37.8%	14	53.3%	8	27.3%	6	33.3%	2	27.3%	3	45.0%	9	19.2%	5	81.8%	9	37.8%	14	0.0%	0	0.0%	0
Work / School / College	5.4%	2	6.7%	1	4.5%	1	16.7%	1	9.1%	1	0.0%	0	7.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	5.4%	2	6.7%	1	4.5%	1	0.0%	0	18.2%	2	0.0%	0	7.7%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Attend events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		37		15		22		6		11		20		26		11		37		0		0

Q18 How long do you typically spend in (STUDY CENTRE) during the evening / night?

Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Up to 1 hour	2.7%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	9.1%	1	2.7%	1	0.0%	0	0.0%	0
1 to 2 hours	29.7%	11	46.7%	7	18.2%	4	0.0%	0	27.3%	3	40.0%	8	26.9%	7	36.4%	4	29.7%	11	0.0%	0	0.0%	0
2 to 4 hours	54.1%	20	46.7%	7	59.1%	13	66.7%	4	45.5%	5	55.0%	11	61.5%	16	36.4%	4	54.1%	20	0.0%	0	0.0%	0
Over 4 hours	8.1%	3	6.7%	1	9.1%	2	33.3%	2	9.1%	1	0.0%	0	7.7%	2	9.1%	1	8.1%	3	0.0%	0	0.0%	0
Don’t visit in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.4%	2	0.0%	0	9.1%	2	0.0%	0	18.2%	2	0.0%	0	3.8%	1	9.1%	1	5.4%	2	0.0%	0	0.0%	0
Base:		37		15		22		6		11		20		26		11		37		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Choice of shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	6.0%	6	5.7%	2	6.2%	4	8.3%	1	3.7%	1	6.6%	4	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
About the same	40.0%	40	42.9%	15	38.5%	25	25.0%	3	29.6%	8	47.5%	29	36.1%	22	47.4%	18	40.0%	40	0.0%	0	0.0%	0
Worse	44.0%	44	40.0%	14	46.2%	30	58.3%	7	59.3%	16	34.4%	21	44.3%	27	44.7%	17	44.0%	44	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	10.0%	10	11.4%	4	9.2%	6	8.3%	1	7.4%	2	11.5%	7	13.1%	8	2.6%	1	10.0%	10	0.0%	0	0.0%	0
Mean:		*-0.42*		*-0.39*		*-0.44*		*-0.55*		*-0.60*		*-0.31*		*-0.43*		*-0.41*		*-0.42*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Choice of High Street names

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
About the same	12.0%	12	8.6%	3	13.8%	9	8.3%	1	11.1%	3	13.1%	8	11.5%	7	13.2%	5	12.0%	12	0.0%	0	0.0%	0
Worse	80.0%	80	77.1%	27	81.5%	53	83.3%	10	85.2%	23	77.0%	47	82.0%	50	78.9%	30	80.0%	80	0.0%	0	0.0%	0
Much worse	2.0%	2	2.9%	1	1.5%	1	8.3%	1	3.7%	1	0.0%	0	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
(Don’t know)	6.0%	6	11.4%	4	3.1%	2	0.0%	0	0.0%	0	9.8%	6	6.6%	4	2.6%	1	6.0%	6	0.0%	0	0.0%	0
Mean:		*-0.89*		*-0.94*		*-0.87*		*-1.00*		*-0.93*		*-0.85*		*-0.88*		*-0.92*		*-0.89*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Choice of independent / specialist shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Better	21.0%	21	22.9%	8	20.0%	13	33.3%	4	18.5%	5	19.7%	12	29.5%	18	7.9%	3	21.0%	21	0.0%	0	0.0%	0
About the same	51.0%	51	51.4%	18	50.8%	33	50.0%	6	40.7%	11	55.7%	34	44.3%	27	60.5%	23	51.0%	51	0.0%	0	0.0%	0
Worse	23.0%	23	20.0%	7	24.6%	16	16.7%	2	37.0%	10	18.0%	11	21.3%	13	26.3%	10	23.0%	23	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	2.0%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Mean:		*0.04*		*0.03*		*0.05*		*0.17*		*-0.11*		*0.08*		*0.15*		*-0.14*		*0.04*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Range of services such as banks and other financial services																						
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	6.0%	6	5.7%	2	6.2%	4	0.0%	0	3.7%	1	8.2%	5	6.6%	4	2.6%	1	6.0%	6	0.0%	0	0.0%	0
About the same	35.0%	35	40.0%	14	32.3%	21	33.3%	4	33.3%	9	36.1%	22	31.1%	19	42.1%	16	35.0%	35	0.0%	0	0.0%	0
Worse	55.0%	55	51.4%	18	56.9%	37	66.7%	8	59.3%	16	50.8%	31	55.7%	34	55.3%	21	55.0%	55	0.0%	0	0.0%	0
Much worse	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know)	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Mean:		*-0.54*		*-0.47*		*-0.58*		*-0.67*		*-0.63*		*-0.47*		*-0.58*		*-0.53*		*-0.54*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0
Range and choice of pubs / restaurants																						
Much better	2.0%	2	5.7%	2	0.0%	0	8.3%	1	3.7%	1	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Better	12.0%	12	20.0%	7	7.7%	5	0.0%	0	7.4%	2	16.4%	10	13.1%	8	7.9%	3	12.0%	12	0.0%	0	0.0%	0
About the same	62.0%	62	51.4%	18	67.7%	44	75.0%	9	63.0%	17	59.0%	36	63.9%	39	60.5%	23	62.0%	62	0.0%	0	0.0%	0
Worse	13.0%	13	17.1%	6	10.8%	7	16.7%	2	22.2%	6	8.2%	5	9.8%	6	18.4%	7	13.0%	13	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.0%	11	5.7%	2	13.8%	9	0.0%	0	3.7%	1	16.4%	10	11.5%	7	10.5%	4	11.0%	11	0.0%	0	0.0%	0
Mean:		*0.03*		*0.15*		*-0.04*		*0.00*		*-0.08*		*0.10*		*0.07*		*-0.06*		*0.03*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0
Leisure facilities																						
Much better	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better	12.0%	12	11.4%	4	12.3%	8	8.3%	1	11.1%	3	13.1%	8	14.8%	9	5.3%	2	12.0%	12	0.0%	0	0.0%	0
About the same	34.0%	34	40.0%	14	30.8%	20	75.0%	9	40.7%	11	23.0%	14	32.8%	20	36.8%	14	34.0%	34	0.0%	0	0.0%	0
Worse	8.0%	8	2.9%	1	10.8%	7	0.0%	0	7.4%	2	9.8%	6	6.6%	4	10.5%	4	8.0%	8	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	45.0%	45	45.7%	16	44.6%	29	16.7%	2	40.7%	11	52.5%	32	44.3%	27	47.4%	18	45.0%	45	0.0%	0	0.0%	0
Mean:		*0.11*		*0.16*		*0.08*		*0.10*		*0.06*		*0.14*		*0.21*		*-0.10*		*0.11*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Town Centre environment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	2.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Better	28.0%	28	28.6%	10	27.7%	18	16.7%	2	25.9%	7	31.1%	19	34.4%	21	15.8%	6	28.0%	28	0.0%	0	0.0%	0
About the same	61.0%	61	62.9%	22	60.0%	39	66.7%	8	70.4%	19	55.7%	34	55.7%	34	71.1%	27	61.0%	61	0.0%	0	0.0%	0
Worse	7.0%	7	5.7%	2	7.7%	5	8.3%	1	3.7%	1	8.2%	5	8.2%	5	5.3%	2	7.0%	7	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	3.0%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	4.9%	3	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Mean:		*0.24*		*0.29*		*0.21*		*0.25*		*0.22*		*0.24*		*0.27*		*0.17*		*0.24*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Cleanliness

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	2.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Better	33.0%	33	28.6%	10	35.4%	23	41.7%	5	29.6%	8	32.8%	20	36.1%	22	28.9%	11	33.0%	33	0.0%	0	0.0%	0
About the same	53.0%	53	62.9%	22	47.7%	31	33.3%	4	55.6%	15	55.7%	34	54.1%	33	50.0%	19	53.0%	53	0.0%	0	0.0%	0
Worse	12.0%	12	5.7%	2	15.4%	10	16.7%	2	14.8%	4	9.8%	6	9.8%	6	15.8%	6	12.0%	12	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Mean:		*0.23*		*0.29*		*0.20*		*0.42*		*0.15*		*0.23*		*0.26*		*0.19*		*0.23*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Car parking provision

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	5.0%	5	11.4%	4	1.5%	1	0.0%	0	3.7%	1	6.6%	4	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
About the same	21.0%	21	22.9%	8	20.0%	13	33.3%	4	11.1%	3	23.0%	14	23.0%	14	18.4%	7	21.0%	21	0.0%	0	0.0%	0
Worse	53.0%	53	42.9%	15	58.5%	38	50.0%	6	63.0%	17	49.2%	30	52.5%	32	55.3%	21	53.0%	53	0.0%	0	0.0%	0
Much worse	11.0%	11	11.4%	4	10.8%	7	8.3%	1	18.5%	5	8.2%	5	11.5%	7	10.5%	4	11.0%	11	0.0%	0	0.0%	0
(Don’t know)	10.0%	10	11.4%	4	9.2%	6	8.3%	1	3.7%	1	13.1%	8	6.6%	4	13.2%	5	10.0%	10	0.0%	0	0.0%	0
Mean:		*-0.78*		*-0.61*		*-0.86*		*-0.73*		*-1.00*		*-0.68*		*-0.74*		*-0.85*		*-0.78*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Car parking prices

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	4.0%	4	5.7%	2	3.1%	2	8.3%	1	3.7%	1	3.3%	2	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
About the same	14.0%	14	17.1%	6	12.3%	8	16.7%	2	3.7%	1	18.0%	11	14.8%	9	13.2%	5	14.0%	14	0.0%	0	0.0%	0
Worse	55.0%	55	48.6%	17	58.5%	38	58.3%	7	70.4%	19	47.5%	29	52.5%	32	60.5%	23	55.0%	55	0.0%	0	0.0%	0
Much worse	12.0%	12	8.6%	3	13.8%	9	8.3%	1	18.5%	5	9.8%	6	13.1%	8	10.5%	4	12.0%	12	0.0%	0	0.0%	0
(Don't know)	15.0%	15	20.0%	7	12.3%	8	8.3%	1	3.7%	1	21.3%	13	14.8%	9	13.2%	5	15.0%	15	0.0%	0	0.0%	0
Mean:		*-0.88*		*-0.75*		*-0.95*		*-0.73*		*-1.08*		*-0.81*		*-0.87*		*-0.91*		*-0.88*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Accessibility by bus

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better	5.0%	5	5.7%	2	4.6%	3	8.3%	1	0.0%	0	6.6%	4	3.3%	2	7.9%	3	5.0%	5	0.0%	0	0.0%	0
About the same	11.0%	11	8.6%	3	12.3%	8	16.7%	2	7.4%	2	11.5%	7	8.2%	5	15.8%	6	11.0%	11	0.0%	0	0.0%	0
Worse	27.0%	27	22.9%	8	29.2%	19	16.7%	2	37.0%	10	24.6%	15	26.2%	16	28.9%	11	27.0%	27	0.0%	0	0.0%	0
Much worse	4.0%	4	2.9%	1	4.6%	3	0.0%	0	3.7%	1	4.9%	3	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
(Don't know)	52.0%	52	57.1%	20	49.2%	32	58.3%	7	51.9%	14	50.8%	31	55.7%	34	44.7%	17	52.0%	52	0.0%	0	0.0%	0
Mean:		*-0.58*		*-0.40*		*-0.67*		*-0.20*		*-0.92*		*-0.50*		*-0.67*		*-0.48*		*-0.58*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Accessibility by train

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
About the same	4.0%	4	2.9%	1	4.6%	3	8.3%	1	7.4%	2	1.6%	1	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Worse	4.0%	4	0.0%	0	6.2%	4	0.0%	0	7.4%	2	3.3%	2	1.6%	1	7.9%	3	4.0%	4	0.0%	0	0.0%	0
Much worse	9.0%	9	11.4%	4	7.7%	5	8.3%	1	11.1%	3	8.2%	5	9.8%	6	7.9%	3	9.0%	9	0.0%	0	0.0%	0
(Don't know)	82.0%	82	82.9%	29	81.5%	53	83.3%	10	74.1%	20	85.2%	52	83.6%	51	78.9%	30	82.0%	82	0.0%	0	0.0%	0
Mean:		*-1.17*		*-1.17*		*-1.17*		*-1.00*		*-1.14*		*-1.22*		*-1.20*		*-1.13*		*-1.17*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Public information / signposts / public facilities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	8.0%	8	11.4%	4	6.2%	4	8.3%	1	3.7%	1	9.8%	6	8.2%	5	7.9%	3	8.0%	8	0.0%	0	0.0%	0
About the same	37.0%	37	37.1%	13	36.9%	24	33.3%	4	25.9%	7	42.6%	26	45.9%	28	23.7%	9	37.0%	37	0.0%	0	0.0%	0
Worse	34.0%	34	40.0%	14	30.8%	20	41.7%	5	51.9%	14	24.6%	15	29.5%	18	42.1%	16	34.0%	34	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	21.0%	21	11.4%	4	26.2%	17	16.7%	2	18.5%	5	23.0%	14	16.4%	10	26.3%	10	21.0%	21	0.0%	0	0.0%	0
Mean:		*-0.33*		*-0.32*		*-0.33*		*-0.40*		*-0.59*		*-0.19*		*-0.25*		*-0.46*		*-0.33*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Entertainment / events / performances

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better	12.0%	12	8.6%	3	13.8%	9	0.0%	0	14.8%	4	13.1%	8	9.8%	6	15.8%	6	12.0%	12	0.0%	0	0.0%	0
About the same	43.0%	43	45.7%	16	41.5%	27	75.0%	9	44.4%	12	36.1%	22	47.5%	29	36.8%	14	43.0%	43	0.0%	0	0.0%	0
Worse	6.0%	6	5.7%	2	6.2%	4	0.0%	0	3.7%	1	8.2%	5	8.2%	5	2.6%	1	6.0%	6	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	38.0%	38	40.0%	14	36.9%	24	25.0%	3	37.0%	10	41.0%	25	32.8%	20	44.7%	17	38.0%	38	0.0%	0	0.0%	0
Mean:		*0.13*		*0.05*		*0.17*		*0.00*		*0.18*		*0.14*		*0.07*		*0.24*		*0.13*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Tourist facilities / hotels

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	11.0%	11	14.3%	5	9.2%	6	8.3%	1	11.1%	3	11.5%	7	11.5%	7	7.9%	3	11.0%	11	0.0%	0	0.0%	0
About the same	46.0%	46	54.3%	19	41.5%	27	25.0%	3	55.6%	15	45.9%	28	44.3%	27	50.0%	19	46.0%	46	0.0%	0	0.0%	0
Worse	5.0%	5	2.9%	1	6.2%	4	16.7%	2	3.7%	1	3.3%	2	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	38.0%	38	28.6%	10	43.1%	28	50.0%	6	29.6%	8	39.3%	24	37.7%	23	39.5%	15	38.0%	38	0.0%	0	0.0%	0
Mean:		*0.10*		*0.16*		*0.05*		*-0.17*		*0.11*		*0.14*		*0.08*		*0.09*		*0.10*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Day time safety

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	3.0%	3	2.9%	1	3.1%	2	8.3%	1	0.0%	0	3.3%	2	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Better	18.0%	18	17.1%	6	18.5%	12	8.3%	1	14.8%	4	21.3%	13	19.7%	12	13.2%	5	18.0%	18	0.0%	0	0.0%	0
About the same	76.0%	76	71.4%	25	78.5%	51	83.3%	10	81.5%	22	72.1%	44	75.4%	46	78.9%	30	76.0%	76	0.0%	0	0.0%	0
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	3.0%	3	8.6%	3	0.0%	0	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Mean:		*0.25*		*0.25*		*0.25*		*0.25*		*0.15*		*0.29*		*0.27*		*0.19*		*0.25*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening . night safety																						
Much better	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better	9.0%	9	14.3%	5	6.2%	4	8.3%	1	3.7%	1	11.5%	7	8.2%	5	7.9%	3	9.0%	9	0.0%	0	0.0%	0
About the same	16.0%	16	17.1%	6	15.4%	10	25.0%	3	22.2%	6	11.5%	7	19.7%	12	10.5%	4	16.0%	16	0.0%	0	0.0%	0
Worse	32.0%	32	22.9%	8	36.9%	24	50.0%	6	37.0%	10	26.2%	16	27.9%	17	39.5%	15	32.0%	32	0.0%	0	0.0%	0
Much worse	5.0%	5	5.7%	2	4.6%	3	0.0%	0	11.1%	3	3.3%	2	4.9%	3	5.3%	2	5.0%	5	0.0%	0	0.0%	0
(Don't know)	37.0%	37	40.0%	14	35.4%	23	16.7%	2	25.9%	7	45.9%	28	37.7%	23	36.8%	14	37.0%	37	0.0%	0	0.0%	0
Mean:		*-0.49*		*-0.33*		*-0.57*		*-0.50*		*-0.75*		*-0.33*		*-0.42*		*-0.67*		*-0.49*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0
Layout																						
Much better	1.0%	1	2.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Better	24.0%	24	28.6%	10	21.5%	14	8.3%	1	18.5%	5	29.5%	18	27.9%	17	15.8%	6	24.0%	24	0.0%	0	0.0%	0
About the same	62.0%	62	57.1%	20	64.6%	42	75.0%	9	66.7%	18	57.4%	35	62.3%	38	63.2%	24	62.0%	62	0.0%	0	0.0%	0
Worse	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.0%	11	11.4%	4	10.8%	7	8.3%	1	11.1%	3	11.5%	7	8.2%	5	15.8%	6	11.0%	11	0.0%	0	0.0%	0
Mean:		*0.27*		*0.39*		*0.21*		*0.27*		*0.17*		*0.31*		*0.29*		*0.22*		*0.27*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0
Public art																						
Much better	2.0%	2	2.9%	1	1.5%	1	16.7%	2	0.0%	0	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Better	13.0%	13	14.3%	5	12.3%	8	0.0%	0	14.8%	4	14.8%	9	11.5%	7	15.8%	6	13.0%	13	0.0%	0	0.0%	0
About the same	33.0%	33	31.4%	11	33.8%	22	41.7%	5	40.7%	11	27.9%	17	34.4%	21	31.6%	12	33.0%	33	0.0%	0	0.0%	0
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	52.0%	52	51.4%	18	52.3%	34	41.7%	5	44.4%	12	57.4%	35	52.5%	32	50.0%	19	52.0%	52	0.0%	0	0.0%	0
Mean:		*0.35*		*0.41*		*0.32*		*0.57*		*0.27*		*0.35*		*0.31*		*0.42*		*0.35*		*0.00*		*0.00*
Base:		100		35		65		12		27		61		61		38		100		0		0

Q22 What type of shops or services would you like to see more of in (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Banks	15.0%	15	11.4%	4	16.9%	11	0.0%	0	22.2%	6	14.8%	9	23.0%	14	2.6%	1	15.0%	15	0.0%	0	0.0%	0
Better leisure facility provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better retail provision for children and babies	5.0%	5	2.9%	1	6.2%	4	16.7%	2	11.1%	3	0.0%	0	0.0%	0	13.2%	5	5.0%	5	0.0%	0	0.0%	0
Book shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building society	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	4.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing stores	43.0%	43	22.9%	8	53.8%	35	58.3%	7	48.1%	13	37.7%	23	42.6%	26	44.7%	17	43.0%	43	0.0%	0	0.0%	0
Department stores / retailers	5.0%	5	2.9%	1	6.2%	4	0.0%	0	7.4%	2	4.9%	3	3.3%	2	7.9%	3	5.0%	5	0.0%	0	0.0%	0
Drinking establishments	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods	13.0%	13	11.4%	4	13.8%	9	8.3%	1	14.8%	4	13.1%	8	19.7%	12	2.6%	1	13.0%	13	0.0%	0	0.0%	0
Footwear stores	32.0%	32	20.0%	7	38.5%	25	16.7%	2	37.0%	10	32.8%	20	34.4%	21	28.9%	11	32.0%	32	0.0%	0	0.0%	0
High Street names	4.0%	4	0.0%	0	6.2%	4	0.0%	0	3.7%	1	4.9%	3	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Household goods stores	12.0%	12	11.4%	4	12.3%	8	8.3%	1	11.1%	3	13.1%	8	11.5%	7	13.2%	5	12.0%	12	0.0%	0	0.0%	0
Independent / specialist shops	13.0%	13	5.7%	2	16.9%	11	16.7%	2	14.8%	4	11.5%	7	16.4%	10	7.9%	3	13.0%	13	0.0%	0	0.0%	0
Large supermarkets	16.0%	16	17.1%	6	15.4%	10	8.3%	1	22.2%	6	14.8%	9	13.1%	8	21.1%	8	16.0%	16	0.0%	0	0.0%	0
Larger sizes clothing store	4.0%	4	0.0%	0	6.2%	4	8.3%	1	3.7%	1	3.3%	2	1.6%	1	7.9%	3	4.0%	4	0.0%	0	0.0%	0
Indoor market stalls	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Street market stalls	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Pharmacies	6.0%	6	2.9%	1	7.7%	5	8.3%	1	7.4%	2	4.9%	3	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
Public amenities	16.0%	16	14.3%	5	16.9%	11	25.0%	3	18.5%	5	13.1%	8	14.8%	9	18.4%	7	16.0%	16	0.0%	0	0.0%	0
Restaurants / cafes	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist food stores	4.0%	4	2.9%	1	4.6%	3	0.0%	0	3.7%	1	4.9%	3	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Sports shop	2.0%	2	0.0%	0	3.1%	2	8.3%	1	3.7%	1	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A meeting point	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash machines	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crafts	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DIY / hardware	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
M&S Food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phone shop	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Resources for tourists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	9.0%	9	14.3%	5	6.2%	4	0.0%	0	7.4%	2	11.5%	7	4.9%	3	13.2%	5	9.0%	9	0.0%	0	0.0%	0
(Don’t know)	16.0%	16	28.6%	10	9.2%	6	25.0%	3	11.1%	3	16.4%	10	9.8%	6	26.3%	10	16.0%	16	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Q23 What type of leisure facilities would you like to see more of in (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Art galleries	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	3.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Bingo	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bowling alley	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Children’s activity centre	7.0%	7	5.7%	2	7.7%	5	8.3%	1	7.4%	2	6.6%	4	4.9%	3	10.5%	4	7.0%	7	0.0%	0	0.0%	0
Cinema	3.0%	3	2.9%	1	3.1%	2	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Civic Hall / Civic spaces	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Entertainment / activities for young people	10.0%	10	8.6%	3	10.8%	7	16.7%	2	14.8%	4	6.6%	4	6.6%	4	15.8%	6	10.0%	10	0.0%	0	0.0%	0
Go-karting	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Health and fitness	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Hotels	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ice rink	3.0%	3	0.0%	0	4.6%	3	8.3%	1	3.7%	1	1.6%	1	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Museums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks / gardens	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports pitches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	50.0%	50	57.1%	20	46.2%	30	41.7%	5	40.7%	11	55.7%	34	52.5%	32	44.7%	17	50.0%	50	0.0%	0	0.0%	0
Dancing	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Family events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor ski slope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martial arts	1.0%	1	2.9%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squash court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	31.0%	31	28.6%	10	32.3%	21	33.3%	4	33.3%	9	29.5%	18	29.5%	18	34.2%	13	31.0%	31	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q24 What measures do you think would improve (STUDY CENTRE) and make it more attractive? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by private car	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Ban skateboarding, biking etc.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Cheaper parking	33.0%	33	34.3%	12	32.3%	21	33.3%	4	48.1%	13	26.2%	16	36.1%	22	28.9%	11	33.0%	33	0.0%	0	0.0%	0
Click and collect facilities	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Expansion of the centre	2.0%	2	0.0%	0	3.1%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Fewer low quality shops (take-away, pound shops)	11.0%	11	8.6%	3	12.3%	8	16.7%	2	7.4%	2	11.5%	7	11.5%	7	10.5%	4	11.0%	11	0.0%	0	0.0%	0
Improve the quality of the shops	12.0%	12	8.6%	3	13.8%	9	8.3%	1	14.8%	4	11.5%	7	9.8%	6	15.8%	6	12.0%	12	0.0%	0	0.0%	0
Fill the empty shops	16.0%	16	17.1%	6	15.4%	10	8.3%	1	25.9%	7	13.1%	8	16.4%	10	15.8%	6	16.0%	16	0.0%	0	0.0%	0
Flexible parking	11.0%	11	2.9%	1	15.4%	10	16.7%	2	7.4%	2	11.5%	7	11.5%	7	10.5%	4	11.0%	11	0.0%	0	0.0%	0
Give it a general face lift (Flowers, painting etc.)	4.0%	4	5.7%	2	3.1%	2	8.3%	1	3.7%	1	3.3%	2	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Greater promotion / marketing of the centre	5.0%	5	2.9%	1	6.2%	4	0.0%	0	11.1%	3	3.3%	2	1.6%	1	10.5%	4	5.0%	5	0.0%	0	0.0%	0
Interactive information points	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Improve market provision	6.0%	6	2.9%	1	7.7%	5	8.3%	1	7.4%	2	4.9%	3	6.6%	4	5.3%	2	6.0%	6	0.0%	0	0.0%	0
Improved bus services	9.0%	9	2.9%	1	12.3%	8	8.3%	1	3.7%	1	11.5%	7	4.9%	3	15.8%	6	9.0%	9	0.0%	0	0.0%	0
Improved cleanliness	3.0%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	4.9%	3	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Improved cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	13.0%	13	11.4%	4	13.8%	9	16.7%	2	11.1%	3	13.1%	8	9.8%	6	18.4%	7	13.0%	13	0.0%	0	0.0%	0
Improved signage / information	12.0%	12	11.4%	4	12.3%	8	8.3%	1	7.4%	2	14.8%	9	13.1%	8	10.5%	4	12.0%	12	0.0%	0	0.0%	0
Improved street paving	5.0%	5	2.9%	1	6.2%	4	0.0%	0	7.4%	2	4.9%	3	4.9%	3	5.3%	2	5.0%	5	0.0%	0	0.0%	0
Improved train services / a railway station	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Increased choice / range of shops	18.0%	18	11.4%	4	21.5%	14	33.3%	4	22.2%	6	13.1%	8	19.7%	12	15.8%	6	18.0%	18	0.0%	0	0.0%	0
Increased office development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
More entertainment / leisure facilities	4.0%	4	2.9%	1	4.6%	3	8.3%	1	7.4%	2	1.6%	1	0.0%	0	10.5%	4	4.0%	4	0.0%	0	0.0%	0
More evening activities	6.0%	6	2.9%	1	7.7%	5	8.3%	1	7.4%	2	4.9%	3	3.3%	2	10.5%	4	6.0%	6	0.0%	0	0.0%	0
More national multiples / retailers	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
More non-food stores	7.0%	7	2.9%	1	9.2%	6	0.0%	0	7.4%	2	8.2%	5	6.6%	4	7.9%	3	7.0%	7	0.0%	0	0.0%	0
More organised events e.g. street markets	7.0%	7	2.9%	1	9.2%	6	16.7%	2	7.4%	2	4.9%	3	4.9%	3	10.5%	4	7.0%	7	0.0%	0	0.0%	0
More parking	21.0%	21	17.1%	6	23.1%	15	16.7%	2	37.0%	10	14.8%	9	21.3%	13	21.1%	8	21.0%	21	0.0%	0	0.0%	0
More food and beverage facilities (pubs / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
More speciality shops	8.0%	8	5.7%	2	9.2%	6	0.0%	0	11.1%	3	8.2%	5	11.5%	7	2.6%	1	8.0%	8	0.0%	0	0.0%	0
More tourist facilities	2.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Pay on exit parking	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Improved public toilet provision	18.0%	18	17.1%	6	18.5%	12	33.3%	4	14.8%	4	16.4%	10	13.1%	8	26.3%	10	18.0%	18	0.0%	0	0.0%	0
Real time traffic or public transport information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	5.0%	5	0.0%	0	7.7%	5	0.0%	0	3.7%	1	6.6%	4	8.2%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	11.0%	11	17.1%	6	7.7%	5	0.0%	0	3.7%	1	16.4%	10	11.5%	7	7.9%	3	11.0%	11	0.0%	0	0.0%	0
Disc parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved lighting	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Larger bays for parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Longer parking	15.0%	15	20.0%	7	12.3%	8	16.7%	2	22.2%	6	11.5%	7	11.5%	7	21.1%	8	15.0%	15	0.0%	0	0.0%	0
More activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cash machines	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More greenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More offers	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Pedestrianise	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sports centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	17.0%	17	20.0%	7	15.4%	10	8.3%	1	11.1%	3	21.3%	13	16.4%	10	18.4%	7	17.0%	17	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q25 What do you think are the biggest weaknesses of (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Accessibility by bus	7.0%	7	2.9%	1	9.2%	6	0.0%	0	11.1%	3	6.6%	4	4.9%	3	10.5%	4	7.0%	7	0.0%	0	0.0%	0
Accessibility bus train	3.0%	3	5.7%	2	1.5%	1	0.0%	0	7.4%	2	1.6%	1	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Anti-social behaviour	4.0%	4	5.7%	2	3.1%	2	0.0%	0	3.7%	1	4.9%	3	4.9%	3	2.6%	1	4.0%	4	0.0%	0	0.0%	0
Availability of car parking	19.0%	19	14.3%	5	21.5%	14	41.7%	5	18.5%	5	14.8%	9	26.2%	16	7.9%	3	19.0%	19	0.0%	0	0.0%	0
Choice / range of non-food shops	14.0%	14	8.6%	3	16.9%	11	8.3%	1	14.8%	4	14.8%	9	16.4%	10	10.5%	4	14.0%	14	0.0%	0	0.0%	0
Empty shops	17.0%	17	17.1%	6	16.9%	11	25.0%	3	18.5%	5	14.8%	9	14.8%	9	21.1%	8	17.0%	17	0.0%	0	0.0%	0
Lack of cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of foodstore provision	3.0%	3	2.9%	1	3.1%	2	0.0%	0	7.4%	2	1.6%	1	1.6%	1	5.3%	2	3.0%	3	0.0%	0	0.0%	0
Lack of leisure facilities	2.0%	2	2.9%	1	1.5%	1	0.0%	0	7.4%	2	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Lack of market facilities	3.0%	3	2.9%	1	3.1%	2	8.3%	1	7.4%	2	0.0%	0	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	11.0%	11	5.7%	2	13.8%	9	8.3%	1	25.9%	7	4.9%	3	13.1%	8	7.9%	3	11.0%	11	0.0%	0	0.0%	0
Lack of public amenities	15.0%	15	17.1%	6	13.8%	9	8.3%	1	14.8%	4	16.4%	10	13.1%	8	18.4%	7	15.0%	15	0.0%	0	0.0%	0
Poor marketing of the town	6.0%	6	2.9%	1	7.7%	5	8.3%	1	11.1%	3	3.3%	2	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
Price of car parking	19.0%	19	20.0%	7	18.5%	12	33.3%	4	25.9%	7	13.1%	8	19.7%	12	18.4%	7	19.0%	19	0.0%	0	0.0%	0
Public information / events	4.0%	4	0.0%	0	6.2%	4	8.3%	1	0.0%	0	4.9%	3	6.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Quantity of takeaways / charity shops	4.0%	4	5.7%	2	3.1%	2	16.7%	2	0.0%	0	3.3%	2	6.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Range food and beverage facilities (pubs / restaurants)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of specialist / independent retailers	4.0%	4	0.0%	0	6.2%	4	0.0%	0	3.7%	1	4.9%	3	3.3%	2	5.3%	2	4.0%	4	0.0%	0	0.0%	0
Security / safety	9.0%	9	8.6%	3	9.2%	6	16.7%	2	7.4%	2	8.2%	5	9.8%	6	7.9%	3	9.0%	9	0.0%	0	0.0%	0
Tourism facilities	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Type / quality of retail provisions	3.0%	3	0.0%	0	4.6%	3	0.0%	0	3.7%	1	3.3%	2	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	15.0%	15	20.0%	7	12.3%	8	8.3%	1	11.1%	3	18.0%	11	18.0%	11	7.9%	3	15.0%	15	0.0%	0	0.0%	0
Dirty / litter	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
Lack of activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of jobs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only 2 hours parking	16.0%	16	11.4%	4	18.5%	12	25.0%	3	25.9%	7	9.8%	6	11.5%	7	23.7%	9	16.0%	16	0.0%	0	0.0%	0
Parking spaces too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poorly lit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The cobbles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The council	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Too many of the same type of shops	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Traffic congestion	2.0%	2	2.9%	1	1.5%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0	5.3%	2	2.0%	2	0.0%	0	0.0%	0
Unatractive shop fronts	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know)	7.0%	7	14.3%	5	3.1%	2	0.0%	0	3.7%	1	9.8%	6	3.3%	2	13.2%	5	7.0%	7	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q26 Do you intend to visit a market during your trip to (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes – Richmond Market	15.0%	15	8.6%	3	18.5%	12	8.3%	1	11.1%	3	18.0%	11	19.7%	12	7.9%	3	15.0%	15	0.0%	0	0.0%	0
Yes – Leyburn Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other market (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	78.0%	78	91.4%	32	70.8%	46	83.3%	10	81.5%	22	75.4%	46	73.8%	45	84.2%	32	78.0%	78	0.0%	0	0.0%	0
(Don’t know / haven’t decided yet)	7.0%	7	0.0%	0	10.8%	7	8.3%	1	7.4%	2	6.6%	4	6.6%	4	7.9%	3	7.0%	7	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q27A How often do you visit Richmond Market?

Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	53.3%	8	66.7%	2	50.0%	6	100.0%	1	33.3%	1	54.5%	6	58.3%	7	33.3%	1	53.3%	8	0.0%	0	0.0%	0
Less than once a week	13.3%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	18.2%	2	8.3%	1	33.3%	1	13.3%	2	0.0%	0	0.0%	0
Less than once a fortnight	13.3%	2	33.3%	1	8.3%	1	0.0%	0	33.3%	1	9.1%	1	8.3%	1	33.3%	1	13.3%	2	0.0%	0	0.0%	0
Less than once a month	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	8.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	13.3%	2	0.0%	0	16.7%	2	0.0%	0	33.3%	1	9.1%	1	16.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Base:		15		3		12		1		3		11		12		3		15		0		0

Q27B How often do you visit Leyburn Market?

Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q28A What one thing do you particularly like about Richmond Market? [MR]
Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	8.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Availability of local produce	26.7%	4	33.3%	1	25.0%	3	100.0%	1	0.0%	0	27.3%	3	33.3%	4	0.0%	0	26.7%	4	0.0%	0	0.0%	0
Compact / easy to get around	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	33.3%	1	6.7%	1	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	33.3%	1	6.7%	1	0.0%	0	0.0%	0
Freshness of food	26.7%	4	33.3%	1	25.0%	3	0.0%	0	66.7%	2	18.2%	2	25.0%	3	33.3%	1	26.7%	4	0.0%	0	0.0%	0
Friendly atmosphere	6.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	8.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	13.3%	2	0.0%	0	16.7%	2	0.0%	0	33.3%	1	9.1%	1	16.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
(Don’t know)	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	8.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Base:		15		3		12		1		3		11		12		3		15		0		0

Q28B What else do you particularly like about Leyburn Market? [MR]
Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q29AWhat one thing do you particularly dislike about Richmond Market?
Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	13.3%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	18.2%	2	16.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	20.0%	3	33.3%	1	16.7%	2	0.0%	0	33.3%	1	18.2%	2	8.3%	1	66.7%	2	20.0%	3	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	13.3%	2	0.0%	0	16.7%	2	0.0%	0	33.3%	1	9.1%	1	8.3%	1	33.3%	1	13.3%	2	0.0%	0	0.0%	0
Not enough stalls	13.3%	2	33.3%	1	8.3%	1	0.0%	0	0.0%	0	18.2%	2	16.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	6.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	9.1%	1	8.3%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	13.3%	2	0.0%	0	16.7%	2	100.0%	1	0.0%	0	9.1%	1	16.7%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0
(Don’t know)	20.0%	3	33.3%	1	16.7%	2	0.0%	0	33.3%	1	18.2%	2	25.0%	3	0.0%	0	20.0%	3	0.0%	0	0.0%	0
Base:		15		3		12		1		3		11		12		3		15		0		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Q29B What else do you particularly dislike about the Leyburn Market? [MR]																						
Those visiting Leyburn Market at Q26																						
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0
GEN Gender:																						
Male	35.0%	35	100.0%	35	0.0%	0	25.0%	3	37.0%	10	36.1%	22	32.8%	20	36.8%	14	35.0%	35	0.0%	0	0.0%	0
Female	65.0%	65	0.0%	0	100.0%	65	75.0%	9	63.0%	17	63.9%	39	67.2%	41	63.2%	24	65.0%	65	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Richmondshire In Centre Survey for WYG

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
18 - 24 years	6.0%	6	5.7%	2	6.2%	4	50.0%	6	0.0%	0	0.0%	0	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
25 - 34 years	6.0%	6	2.9%	1	7.7%	5	50.0%	6	0.0%	0	0.0%	0	4.9%	3	7.9%	3	6.0%	6	0.0%	0	0.0%	0
35 - 44 years	11.0%	11	8.6%	3	12.3%	8	0.0%	0	40.7%	11	0.0%	0	8.2%	5	15.8%	6	11.0%	11	0.0%	0	0.0%	0
45 - 54 years	16.0%	16	20.0%	7	13.8%	9	0.0%	0	59.3%	16	0.0%	0	16.4%	10	15.8%	6	16.0%	16	0.0%	0	0.0%	0
55 - 64 years	18.0%	18	8.6%	3	23.1%	15	0.0%	0	0.0%	0	29.5%	18	18.0%	11	18.4%	7	18.0%	18	0.0%	0	0.0%	0
65+ years	43.0%	43	54.3%	19	36.9%	24	0.0%	0	0.0%	0	70.5%	43	47.5%	29	34.2%	13	43.0%	43	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

SEG Occupation:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
AB	27.0%	27	31.4%	11	24.6%	16	16.7%	2	14.8%	4	34.4%	21	44.3%	27	0.0%	0	27.0%	27	0.0%	0	0.0%	0
C1	34.0%	34	25.7%	9	38.5%	25	33.3%	4	40.7%	11	31.1%	19	55.7%	34	0.0%	0	34.0%	34	0.0%	0	0.0%	0
C2	14.0%	14	17.1%	6	12.3%	8	33.3%	4	14.8%	4	9.8%	6	0.0%	0	36.8%	14	14.0%	14	0.0%	0	0.0%	0
DE	24.0%	24	22.9%	8	24.6%	16	16.7%	2	29.6%	8	23.0%	14	0.0%	0	63.2%	24	24.0%	24	0.0%	0	0.0%	0
(Refused)	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

DAY Day of interview:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	25.0%	25	34.3%	12	20.0%	13	16.7%	2	14.8%	4	31.1%	19	31.1%	19	13.2%	5	25.0%	25	0.0%	0	0.0%	0
Saturday	75.0%	75	65.7%	23	80.0%	52	83.3%	10	85.2%	23	68.9%	42	68.9%	42	86.8%	33	75.0%	75	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

TIME Time of Interview

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
09.00 – 12.00	33.0%	33	34.3%	12	32.3%	21	16.7%	2	40.7%	11	32.8%	20	31.1%	19	34.2%	13	33.0%	33	0.0%	0	0.0%	0
12.01 – 14.00	38.0%	38	37.1%	13	38.5%	25	66.7%	8	29.6%	8	36.1%	22	39.3%	24	36.8%	14	38.0%	38	0.0%	0	0.0%	0
14.01 – 17.00	29.0%	29	28.6%	10	29.2%	19	16.7%	2	29.6%	8	31.1%	19	29.5%	18	28.9%	11	29.0%	29	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

LOC Study Centre

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Richmond	100.0%	100	100.0%	35	100.0%	65	100.0%	12	100.0%	27	100.0%	61	100.0%	61	100.0%	38	100.0%	100	0.0%	0	0.0%	0
Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
DH10 4	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
DL1 3	2.0%	2	0.0%	0	3.1%	2	0.0%	0	3.7%	1	1.6%	1	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
DL1 4	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL10	5.0%	5	2.9%	1	6.2%	4	16.7%	2	3.7%	1	3.3%	2	6.6%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0
DL10 4	21.0%	21	17.1%	6	23.1%	15	0.0%	0	18.5%	5	26.2%	16	11.5%	7	36.8%	14	21.0%	21	0.0%	0	0.0%	0
DL10 5	12.0%	12	11.4%	4	12.3%	8	0.0%	0	18.5%	5	11.5%	7	14.8%	9	7.9%	3	12.0%	12	0.0%	0	0.0%	0
DL10 6	3.0%	3	5.7%	2	1.5%	1	0.0%	0	7.4%	2	1.6%	1	3.3%	2	2.6%	1	3.0%	3	0.0%	0	0.0%	0
DL10 7	13.0%	13	8.6%	3	15.4%	10	16.7%	2	3.7%	1	16.4%	10	13.1%	8	13.2%	5	13.0%	13	0.0%	0	0.0%	0
DL11 1	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL11 6	10.0%	10	11.4%	4	9.2%	6	0.0%	0	3.7%	1	14.8%	9	14.8%	9	2.6%	1	10.0%	10	0.0%	0	0.0%	0
DL11 7	5.0%	5	8.6%	3	3.1%	2	8.3%	1	3.7%	1	4.9%	3	6.6%	4	2.6%	1	5.0%	5	0.0%	0	0.0%	0
DL15 7	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
DL2 1	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL8 1	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL8 5	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL9	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL9 2	1.0%	1	0.0%	0	1.5%	1	8.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DL9 3	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
DL9 4	11.0%	11	14.3%	5	9.2%	6	41.7%	5	11.1%	3	4.9%	3	6.6%	4	18.4%	7	11.0%	11	0.0%	0	0.0%	0
HG1 5	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
NE13 9	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TS16 0	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
TS18	1.0%	1	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.6%	1	1.0%	1	0.0%	0	0.0%	0
WA14 4	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
YO61	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Refused	2.0%	2	2.9%	1	1.5%	1	0.0%	0	7.4%	2	0.0%	0	1.6%	1	2.6%	1	2.0%	2	0.0%	0	0.0%	0
Base:		100		35		65		12		27		61		61		38		100		0		0

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Car / van (as driver)	72.4%	71	50.0%	13	80.6%	58	57.7%	15	79.1%	34	75.9%	22	81.4%	35	65.5%	36	0.0%	0	0.0%	0	72.4%	71
Car / van (as passenger)	15.3%	15	15.4%	4	15.3%	11	3.8%	1	16.3%	7	24.1%	7	14.0%	6	16.4%	9	0.0%	0	0.0%	0	15.3%	15
Bus, minibus or coach	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.2%	10	30.8%	8	2.8%	2	38.5%	10	0.0%	0	0.0%	0	2.3%	1	16.4%	9	0.0%	0	0.0%	0	10.2%	10
Taxi / minicab	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		98		26		72		26		43		29		43		55		0		0		98

Q02 Where did you park today? [MR]
Those who said car / van at Q01

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Catterick Garrison - Princes Gate	89.5%	77	94.1%	16	88.4%	61	93.8%	15	87.8%	36	89.7%	26	90.2%	37	88.9%	40	0.0%	0	0.0%	0	89.5%	77
Catterick Garrison - Tesco	3.5%	3	0.0%	0	4.3%	3	0.0%	0	2.4%	1	6.9%	2	4.9%	2	2.2%	1	0.0%	0	0.0%	0	3.5%	3
Leyburn - Harmby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Market Place	1.2%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Leyburn - On Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Richmond Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Bargate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Conservative Club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Drs car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Frenchgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Lidl Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Millhouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Newbiggen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Nuns Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - On Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Police Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Private parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Quakers Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Victoria Road South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dropped off)	5.8%	5	5.9%	1	5.8%	4	6.3%	1	7.3%	3	3.4%	1	2.4%	1	8.9%	4	0.0%	0	0.0%	0	5.8%	5
Base:		86		17		69		16		41		29		41		45		0		0		86

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Q03 Did you have any difficulties obtaining a car parking space today?
Those who mentioned a car park at Q02

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	7.4%	6	0.0%	0	9.2%	6	6.7%	1	13.2%	5	0.0%	0	5.0%	2	9.8%	4	0.0%	0	0.0%	0	7.4%	6
No	92.6%	75	100.0%	16	90.8%	59	93.3%	14	86.8%	33	100.0%	28	95.0%	38	90.2%	37	0.0%	0	0.0%	0	92.6%	75
Base:		81		16		65		15		38		28		40		41		0		0		81

Mean score [Minutes]

Q04 How long did your journey to (STUDY CENTRE) take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
0-5 minutes	15.3%	15	15.4%	4	15.3%	11	19.2%	5	16.3%	7	10.3%	3	20.9%	9	10.9%	6	0.0%	0	0.0%	0	15.3%	15
6-10 minutes	30.6%	30	38.5%	10	27.8%	20	53.8%	14	23.3%	10	20.7%	6	16.3%	7	41.8%	23	0.0%	0	0.0%	0	30.6%	30
11-15 minutes	33.7%	33	19.2%	5	38.9%	28	19.2%	5	41.9%	18	34.5%	10	41.9%	18	27.3%	15	0.0%	0	0.0%	0	33.7%	33
16-20 minutes	8.2%	8	7.7%	2	8.3%	6	0.0%	0	7.0%	3	17.2%	5	9.3%	4	7.3%	4	0.0%	0	0.0%	0	8.2%	8
21-30 minutes	7.1%	7	11.5%	3	5.6%	4	3.8%	1	9.3%	4	6.9%	2	7.0%	3	7.3%	4	0.0%	0	0.0%	0	7.1%	7
31-60 minutes	5.1%	5	7.7%	2	4.2%	3	3.8%	1	2.3%	1	10.3%	3	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
Over 60 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*12.76*		*13.69*		*12.42*		*9.98*		*12.34*		*15.88*		*12.78*		*12.75*		*0.00*		*0.00*		*12.76*
Base:		98		26		72		26		43		29		43		55		0		0		98

Q05 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Home	84.7%	83	80.8%	21	86.1%	62	88.5%	23	81.4%	35	86.2%	25	83.7%	36	85.5%	47	0.0%	0	0.0%	0	84.7%	83
Work	10.2%	10	11.5%	3	9.7%	7	11.5%	3	11.6%	5	6.9%	2	11.6%	5	9.1%	5	0.0%	0	0.0%	0	10.2%	10
On holiday	2.0%	2	3.8%	1	1.4%	1	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Family member's home	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other medical appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friend’s home	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Elsewhere (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		98		26		72		26		43		29		43		55		0		0		98

Q06 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Live in (STUDY CENTRE)	90.8%	89	88.5%	23	91.7%	66	96.2%	25	93.0%	40	82.8%	24	90.7%	39	90.9%	50	0.0%	0	0.0%	0	90.8%	89
Work in (STUDY CENTRE)	4.1%	4	3.8%	1	4.2%	3	0.0%	0	4.7%	2	6.9%	2	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Visitor to (STUDY CENTRE) (i.e. live elsewhere)	7.1%	7	7.7%	2	6.9%	5	3.8%	1	4.7%	2	13.8%	4	7.0%	3	7.3%	4	0.0%	0	0.0%	0	7.1%	7
Base:		98		26		72		26		43		29		43		55		0		0		98

Q07 Why do you choose to shop in / visit (STUDY CENTRE)? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility to (STUDY CENTRE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of High Street retailers	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Choice of shops selling non-food goods	19.4%	19	3.8%	1	25.0%	18	11.5%	3	23.3%	10	20.7%	6	25.6%	11	14.5%	8	0.0%	0	0.0%	0	19.4%	19
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Close to home	81.6%	80	65.4%	17	87.5%	63	80.8%	21	88.4%	38	72.4%	21	86.0%	37	78.2%	43	0.0%	0	0.0%	0	81.6%	80
Close to work	11.2%	11	19.2%	5	8.3%	6	19.2%	5	7.0%	3	10.3%	3	4.7%	2	16.4%	9	0.0%	0	0.0%	0	11.2%	11
Close to school / college	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services	3.1%	3	11.5%	3	0.0%	0	7.7%	2	2.3%	1	0.0%	0	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Provision of services (e.g. banks / financial services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent / specialist shops	3.1%	3	3.8%	1	2.8%	2	7.7%	2	2.3%	1	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.1%	3
Range of shops selling food goods	4.1%	4	7.7%	2	2.8%	2	0.0%	0	2.3%	1	10.3%	3	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding close by	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenience	6.1%	6	11.5%	3	4.2%	3	15.4%	4	0.0%	0	6.9%	2	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
For a change	2.0%	2	3.8%	1	1.4%	1	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
I get business owner discount	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of shops in general	4.1%	4	0.0%	0	5.6%	4	3.8%	1	4.7%	2	3.4%	1	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
Staying in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supporting local businesses	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Visiting the christmas fair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / no reason)	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Richmond	Leyburn	Catterick Garrison
Base:	98	26	72	26	43	29	43	55	0	0	98

Q08 What is the main reason why you are in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	4.1%	4	7.7%	2	2.8%	2	3.8%	1	2.3%	1	6.9%	2	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
Angus Morton Butchers, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	13.3%	13	11.5%	3	13.9%	10	11.5%	3	20.9%	9	3.4%	1	9.3%	4	16.4%	9	0.0%	0	0.0%	0	13.3%	13
Ken Warne, market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	13.3%	13	11.5%	3	13.9%	10	0.0%	0	9.3%	4	31.0%	9	16.3%	7	10.9%	6	0.0%	0	0.0%	0	13.3%	13
Wilfred Deli & Pantry, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	17.3%	17	0.0%	0	23.6%	17	15.4%	4	18.6%	8	17.2%	5	16.3%	7	18.2%	10	0.0%	0	0.0%	0	17.3%	17
Bank / building society / Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing	4.1%	4	11.5%	3	1.4%	1	3.8%	1	4.7%	2	3.4%	1	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Café / restaurant / pub (food and beverage)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Chemist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods shopping	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	3.1%	3	0.0%	0	4.2%	3	7.7%	2	2.3%	1	0.0%	0	2.3%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	3
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers,	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
launderette)																						
Social / leisure activities	4.1%	4	11.5%	3	1.4%	1	11.5%	3	0.0%	0	3.4%	1	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Stationers / newsagents	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Work / school / college	2.0%	2	0.0%	0	2.8%	2	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Visit specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Christmas gifts	16.3%	16	11.5%	3	18.1%	13	15.4%	4	14.0%	6	20.7%	6	20.9%	9	12.7%	7	0.0%	0	0.0%	0	16.3%	16
Christmas Market	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY / hardware goods	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Dog walking	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
General shopping	4.1%	4	3.8%	1	4.2%	3	0.0%	0	9.3%	4	0.0%	0	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Getting a tattoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Pet goods	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Picking son up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	6.1%	6	7.7%	2	5.6%	4	11.5%	3	2.3%	1	6.9%	2	2.3%	1	9.1%	5	0.0%	0	0.0%	0	6.1%	6
Base:		98		26		72		26		43		29		43		55		0		0		98

Q09 What else do you intend to do whilst in (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	17.3%	17	3.8%	1	22.2%	16	7.7%	2	16.3%	7	27.6%	8	18.6%	8	16.4%	9	0.0%	0	0.0%	0	17.3%	17
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penleys, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	7.1%	7	0.0%	0	9.7%	7	3.8%	1	11.6%	5	3.4%	1	9.3%	4	5.5%	3	0.0%	0	0.0%	0	7.1%	7
The Weigh Inn, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	17.3%	17	19.2%	5	16.7%	12	3.8%	1	20.9%	9	24.1%	7	14.0%	6	20.0%	11	0.0%	0	0.0%	0	17.3%	17
Bank / building society / Post Office	2.0%	2	0.0%	0	2.8%	2	7.7%	2	0.0%	0	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Browsing	7.1%	7	11.5%	3	5.6%	4	7.7%	2	4.7%	2	10.3%	3	4.7%	2	9.1%	5	0.0%	0	0.0%	0	7.1%	7
Café / restaurant / pub (food and beverage)	12.2%	12	7.7%	2	13.9%	10	11.5%	3	14.0%	6	10.3%	3	9.3%	4	14.5%	8	0.0%	0	0.0%	0	12.2%	12
Chemist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	3.1%	3	3.8%	1	2.8%	2	3.8%	1	2.3%	1	3.4%	1	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.1%	3
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Stationers / newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas gifts	4.1%	4	0.0%	0	5.6%	4	0.0%	0	7.0%	3	3.4%	1	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
Christmas Market	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	3.1%	3	3.8%	1	2.8%	2	0.0%	0	7.0%	3	0.0%	0	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Gym	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homeware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	28.6%	28	46.2%	12	22.2%	16	50.0%	13	23.3%	10	17.2%	5	27.9%	12	29.1%	16	0.0%	0	0.0%	0	28.6%	28
Base:		98		26		72		26		43		29		43		55		0		0		98

Q09X Any mention at Q08 & Q09 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	5.1%	5	7.7%	2	4.2%	3	3.8%	1	2.3%	1	10.3%	3	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
Angus Morton Butchers, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	30.6%	30	15.4%	4	36.1%	26	19.2%	5	37.2%	16	31.0%	9	27.9%	12	32.7%	18	0.0%	0	0.0%	0	30.6%	30
Ken Warne, market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penleys, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	20.4%	20	11.5%	3	23.6%	17	3.8%	1	20.9%	9	34.5%	10	25.6%	11	16.4%	9	0.0%	0	0.0%	0	20.4%	20
The Weigh Inn, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilfred Deli & Pantry, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	34.7%	34	19.2%	5	40.3%	29	19.2%	5	39.5%	17	41.4%	12	30.2%	13	38.2%	21	0.0%	0	0.0%	0	34.7%	34
Bank / building society / Post Office	2.0%	2	0.0%	0	2.8%	2	7.7%	2	0.0%	0	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Browsing	11.2%	11	23.1%	6	6.9%	5	11.5%	3	9.3%	4	13.8%	4	9.3%	4	12.7%	7	0.0%	0	0.0%	0	11.2%	11
Café / restaurant / pub (food and beverage)	13.3%	13	7.7%	2	15.3%	11	11.5%	3	16.3%	7	10.3%	3	9.3%	4	16.4%	9	0.0%	0	0.0%	0	13.3%	13
Chemist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods shopping	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Health / beauty	6.1%	6	3.8%	1	6.9%	5	11.5%	3	4.7%	2	3.4%	1	2.3%	1	9.1%	5	0.0%	0	0.0%	0	6.1%	6
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Social / leisure activities	6.1%	6	15.4%	4	2.8%	2	15.4%	4	2.3%	1	3.4%	1	7.0%	3	5.5%	3	0.0%	0	0.0%	0	6.1%	6
Stationers / newsagents	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Work / school / college	2.0%	2	0.0%	0	2.8%	2	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Visit specialist shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	28.6%	28	46.2%	12	22.2%	16	50.0%	13	23.3%	10	17.2%	5	27.9%	12	29.1%	16	0.0%	0	0.0%	0	28.6%	28
Attending a wedding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Christmas gifts	20.4%	20	11.5%	3	23.6%	17	15.4%	4	20.9%	9	24.1%	7	23.3%	10	18.2%	10	0.0%	0	0.0%	0	20.4%	20
Christmas Market	2.0%	2	0.0%	0	2.8%	2	0.0%	0	2.3%	1	3.4%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY / hardware goods	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Dog walking	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
General shopping	7.1%	7	7.7%	2	6.9%	5	0.0%	0	16.3%	7	0.0%	0	9.3%	4	5.5%	3	0.0%	0	0.0%	0	7.1%	7
Getting a tattoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homeware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Pet goods	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Picking son up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		98		26		72		26		43		29		43		55		0		0		98

Q10 How long do you think you will stay in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Less than 30 minutes	17.3%	17	15.4%	4	18.1%	13	30.8%	8	16.3%	7	6.9%	2	18.6%	8	16.4%	9	0.0%	0	0.0%	0	17.3%	17
30-59 minutes	25.5%	25	34.6%	9	22.2%	16	19.2%	5	20.9%	9	37.9%	11	23.3%	10	27.3%	15	0.0%	0	0.0%	0	25.5%	25
1hr -1 hr 29 min	27.6%	27	23.1%	6	29.2%	21	26.9%	7	27.9%	12	27.6%	8	25.6%	11	29.1%	16	0.0%	0	0.0%	0	27.6%	27
1hr 30 mins - 1 hr 59 min	20.4%	20	15.4%	4	22.2%	16	7.7%	2	25.6%	11	24.1%	7	20.9%	9	20.0%	11	0.0%	0	0.0%	0	20.4%	20
Half the day (between 2 and 4 hours)	3.1%	3	3.8%	1	2.8%	2	3.8%	1	2.3%	1	3.4%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
(Don't know)	5.1%	5	7.7%	2	4.2%	3	11.5%	3	4.7%	2	0.0%	0	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
All day (4 hours or more)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		98		26		72		26		43		29		43		55		0		0		98

Q11 Will you undertake your main food and grocery shop, whilst in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	20.4%	20	19.2%	5	20.8%	15	3.8%	1	18.6%	8	37.9%	11	20.9%	9	20.0%	11	0.0%	0	0.0%	0	20.4%	20
(Don't know)	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
No	78.6%	77	80.8%	21	77.8%	56	92.3%	24	81.4%	35	62.1%	18	79.1%	34	78.2%	43	0.0%	0	0.0%	0	78.6%	77
Base:		98		26		72		26		43		29		43		55		0		0		98

Q12 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	51.0%	50	38.5%	10	55.6%	40	46.2%	12	55.8%	24	48.3%	14	44.2%	19	56.4%	31	0.0%	0	0.0%	0	51.0%	50
Once a fortnight	7.1%	7	3.8%	1	8.3%	6	7.7%	2	2.3%	1	13.8%	4	11.6%	5	3.6%	2	0.0%	0	0.0%	0	7.1%	7
Once a month	4.1%	4	7.7%	2	2.8%	2	3.8%	1	4.7%	2	3.4%	1	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
Less than once a month	2.0%	2	7.7%	2	0.0%	0	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/varies)	7.1%	7	7.7%	2	6.9%	5	3.8%	1	11.6%	5	3.4%	1	9.3%	4	5.5%	3	0.0%	0	0.0%	0	7.1%	7
Never	28.6%	28	34.6%	9	26.4%	19	38.5%	10	23.3%	10	27.6%	8	30.2%	13	27.3%	15	0.0%	0	0.0%	0	28.6%	28
Base:		98		26		72		26		43		29		43		55		0		0		98

Q13 How frequently do you visit (STUDY CENTRE) for non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	14.3%	14	15.4%	4	13.9%	10	23.1%	6	14.0%	6	6.9%	2	9.3%	4	18.2%	10	0.0%	0	0.0%	0	14.3%	14
Once a week	40.8%	40	42.3%	11	40.3%	29	30.8%	8	48.8%	21	37.9%	11	41.9%	18	40.0%	22	0.0%	0	0.0%	0	40.8%	40
Once a fortnight	13.3%	13	3.8%	1	16.7%	12	11.5%	3	11.6%	5	17.2%	5	16.3%	7	10.9%	6	0.0%	0	0.0%	0	13.3%	13
Once a month	6.1%	6	3.8%	1	6.9%	5	0.0%	0	4.7%	2	13.8%	4	9.3%	4	3.6%	2	0.0%	0	0.0%	0	6.1%	6
Less than once a month	4.1%	4	0.0%	0	5.6%	4	0.0%	0	4.7%	2	6.9%	2	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/varies)	18.4%	18	30.8%	8	13.9%	10	34.6%	9	11.6%	5	13.8%	4	14.0%	6	21.8%	12	0.0%	0	0.0%	0	18.4%	18
Never	3.1%	3	3.8%	1	2.8%	2	0.0%	0	4.7%	2	3.4%	1	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Base:		98		26		72		26		43		29		43		55		0		0		98

Mean score [£]

Q14 How much have you spent or will you spend today in (STUDY CENTRE) on non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Nothing	12.2%	12	15.4%	4	11.1%	8	19.2%	5	9.3%	4	10.3%	3	16.3%	7	9.1%	5	0.0%	0	0.0%	0	12.2%	12
Up to £5.00	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
£5.01-£10.00	8.2%	8	11.5%	3	6.9%	5	7.7%	2	11.6%	5	3.4%	1	4.7%	2	10.9%	6	0.0%	0	0.0%	0	8.2%	8
£10.01-£15.00	4.1%	4	7.7%	2	2.8%	2	3.8%	1	4.7%	2	3.4%	1	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
£15.01-£20.00	3.1%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	10.3%	3	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
£20.01-£25.00	13.3%	13	15.4%	4	12.5%	9	15.4%	4	9.3%	4	17.2%	5	9.3%	4	16.4%	9	0.0%	0	0.0%	0	13.3%	13
£25.01-£50.00	24.5%	24	19.2%	5	26.4%	19	11.5%	3	30.2%	13	27.6%	8	25.6%	11	23.6%	13	0.0%	0	0.0%	0	24.5%	24
£50.01-£75.00	8.2%	8	0.0%	0	11.1%	8	7.7%	2	4.7%	2	13.8%	4	9.3%	4	7.3%	4	0.0%	0	0.0%	0	8.2%	8
£75.01-£100.00	9.2%	9	11.5%	3	8.3%	6	11.5%	3	9.3%	4	6.9%	2	11.6%	5	7.3%	4	0.0%	0	0.0%	0	9.2%	9
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £100	5.1%	5	3.8%	1	5.6%	4	3.8%	1	7.0%	3	3.4%	1	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
(Don’t know)	11.2%	11	15.4%	4	9.7%	7	15.4%	4	14.0%	6	3.4%	1	9.3%	4	12.7%	7	0.0%	0	0.0%	0	11.2%	11
Mean:		*48.53*		*42.10*		*50.75*		*43.52*		*49.91*		*50.69*		*50.68*		*46.77*		*0.00*		*0.00*		*48.53*
Base:		98		26		72		26		43		29		43		55		0		0		98

Q15 How often do you visit (STUDY CENTRE) in the evening? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	7.1%	7	11.5%	3	5.6%	4	15.4%	4	7.0%	3	0.0%	0	4.7%	2	9.1%	5	0.0%	0	0.0%	0	7.1%	7
Less than once a week	6.1%	6	0.0%	0	8.3%	6	11.5%	3	4.7%	2	3.4%	1	2.3%	1	9.1%	5	0.0%	0	0.0%	0	6.1%	6
Less than once a fortnight	16.3%	16	11.5%	3	18.1%	13	23.1%	6	20.9%	9	3.4%	1	20.9%	9	12.7%	7	0.0%	0	0.0%	0	16.3%	16
Less than once a month	27.6%	27	34.6%	9	25.0%	18	15.4%	4	30.2%	13	34.5%	10	34.9%	15	21.8%	12	0.0%	0	0.0%	0	27.6%	27
(Don’t know / varies)	4.1%	4	11.5%	3	1.4%	1	11.5%	3	2.3%	1	0.0%	0	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
Never	38.8%	38	30.8%	8	41.7%	30	23.1%	6	34.9%	15	58.6%	17	34.9%	15	41.8%	23	0.0%	0	0.0%	0	38.8%	38
Base:		98		26		72		26		43		29		43		55		0		0		98

Q16 What is the main reason you visit (STUDY CENTRE) in the evening?
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	1.7%	1	0.0%	0	2.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1
Tesco, Richmondshire Walk, Catterick Garrison	1.7%	1	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1
Evening non food shopping	8.3%	5	5.6%	1	9.5%	4	15.0%	3	3.6%	1	8.3%	1	3.6%	1	12.5%	4	0.0%	0	0.0%	0	8.3%	5
Eat in a cafe or restaurant	16.7%	10	22.2%	4	14.3%	6	10.0%	2	10.7%	3	41.7%	5	17.9%	5	15.6%	5	0.0%	0	0.0%	0	16.7%	10
Eat in a restaurant	15.0%	9	16.7%	3	14.3%	6	15.0%	3	21.4%	6	0.0%	0	14.3%	4	15.6%	5	0.0%	0	0.0%	0	15.0%	9
Go to the cinema	40.0%	24	27.8%	5	45.2%	19	35.0%	7	42.9%	12	41.7%	5	46.4%	13	34.4%	11	0.0%	0	0.0%	0	40.0%	24
Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the gym	5.0%	3	5.6%	1	4.8%	2	0.0%	0	10.7%	3	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Visit a bar	3.3%	2	11.1%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	3.3%	2
Visit a pub	8.3%	5	11.1%	2	7.1%	3	10.0%	2	7.1%	2	8.3%	1	7.1%	2	9.4%	3	0.0%	0	0.0%	0	8.3%	5
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		60		18		42		20		28		12		28		32		0		0		60

Q17 What else do you tend to do whilst visiting (STUDY CENTRE) in the evening? [MR]
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	1.7%	1	5.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1
One Stop, High Street, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	3.3%	2	0.0%	0	4.8%	2	0.0%	0	7.1%	2	0.0%	0	3.6%	1	3.1%	1	0.0%	0	0.0%	0	3.3%	2
Eat in a cafe or restaurant	16.7%	10	5.6%	1	21.4%	9	20.0%	4	10.7%	3	25.0%	3	10.7%	3	21.9%	7	0.0%	0	0.0%	0	16.7%	10
Eat in a restaurant	16.7%	10	11.1%	2	19.0%	8	15.0%	3	17.9%	5	16.7%	2	21.4%	6	12.5%	4	0.0%	0	0.0%	0	16.7%	10
Go to the cinema	23.3%	14	27.8%	5	21.4%	9	25.0%	5	25.0%	7	16.7%	2	17.9%	5	28.1%	9	0.0%	0	0.0%	0	23.3%	14
Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the gym	1.7%	1	5.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1
Visit a bar	3.3%	2	5.6%	1	2.4%	1	10.0%	2	0.0%	0	0.0%	0	3.6%	1	3.1%	1	0.0%	0	0.0%	0	3.3%	2
Visit a pub	33.3%	20	33.3%	6	33.3%	14	45.0%	9	32.1%	9	16.7%	2	17.9%	5	46.9%	15	0.0%	0	0.0%	0	33.3%	20
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attend events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up children	1.7%	1	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(No reason / no other reason)	28.3%	17	38.9%	7	23.8%	10	20.0%	4	32.1%	9	33.3%	4	39.3%	11	18.8%	6	0.0%	0	0.0%	0	28.3%	17
Base:		60		18		42		20		28		12		28		32		0		0		60

Q17X Any mention at Q16 & Q17 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	3.3%	2	5.6%	1	2.4%	1	5.0%	1	3.6%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	3.3%	2
Tesco, Richmondshire Walk, Catterick Garrison	1.7%	1	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.7%	1
Evening non food shopping	11.7%	7	5.6%	1	14.3%	6	15.0%	3	10.7%	3	8.3%	1	7.1%	2	15.6%	5	0.0%	0	0.0%	0	11.7%	7
Eat in a cafe or restaurant	33.3%	20	27.8%	5	35.7%	15	30.0%	6	21.4%	6	66.7%	8	28.6%	8	37.5%	12	0.0%	0	0.0%	0	33.3%	20
Eat in a restaurant	31.7%	19	27.8%	5	33.3%	14	30.0%	6	39.3%	11	16.7%	2	35.7%	10	28.1%	9	0.0%	0	0.0%	0	31.7%	19
Go to the cinema	63.3%	38	55.6%	10	66.7%	28	60.0%	12	67.9%	19	58.3%	7	64.3%	18	62.5%	20	0.0%	0	0.0%	0	63.3%	38
Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the gym	6.7%	4	11.1%	2	4.8%	2	5.0%	1	10.7%	3	0.0%	0	10.7%	3	3.1%	1	0.0%	0	0.0%	0	6.7%	4
Visit a bar	6.7%	4	16.7%	3	2.4%	1	20.0%	4	0.0%	0	0.0%	0	3.6%	1	9.4%	3	0.0%	0	0.0%	0	6.7%	4
Visit a pub	41.7%	25	44.4%	8	40.5%	17	55.0%	11	39.3%	11	25.0%	3	25.0%	7	56.3%	18	0.0%	0	0.0%	0	41.7%	25
Work / School / College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attend events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up children	1.7%	1	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:		60		18		42		20		28		12		28		32		0		0		60

Q18 How long do you typically spend in (STUDY CENTRE) during the evening / night?

Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Up to 1 hour	3.3%	2	0.0%	0	4.8%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	3.3%	2
1 to 2 hours	13.3%	8	16.7%	3	11.9%	5	20.0%	4	7.1%	2	16.7%	2	14.3%	4	12.5%	4	0.0%	0	0.0%	0	13.3%	8
2 to 4 hours	73.3%	44	61.1%	11	78.6%	33	60.0%	12	78.6%	22	83.3%	10	75.0%	21	71.9%	23	0.0%	0	0.0%	0	73.3%	44
Over 4 hours	1.7%	1	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Don’t visit in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	8.3%	5	22.2%	4	2.4%	1	20.0%	4	3.6%	1	0.0%	0	7.1%	2	9.4%	3	0.0%	0	0.0%	0	8.3%	5
Base:		60		18		42		20		28		12		28		32		0		0		60

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Choice of shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	23.5%	23	26.9%	7	22.2%	16	30.8%	8	18.6%	8	24.1%	7	20.9%	9	25.5%	14	0.0%	0	0.0%	0	23.5%	23
Better	55.1%	54	50.0%	13	56.9%	41	50.0%	13	51.2%	22	65.5%	19	51.2%	22	58.2%	32	0.0%	0	0.0%	0	55.1%	54
About the same	14.3%	14	11.5%	3	15.3%	11	7.7%	2	23.3%	10	6.9%	2	23.3%	10	7.3%	4	0.0%	0	0.0%	0	14.3%	14
Worse	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	5.1%	5	7.7%	2	4.2%	3	7.7%	2	4.7%	2	3.4%	1	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
Mean:		*1.05*		*1.08*		*1.04*		*1.17*		*0.90*		*1.18*		*0.93*		*1.16*		*0.00*		*0.00*		*1.05*
Base:		98		26		72		26		43		29		43		55		0		0		98

Choice of High Street names

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	32.7%	32	34.6%	9	31.9%	23	34.6%	9	32.6%	14	31.0%	9	30.2%	13	34.5%	19	0.0%	0	0.0%	0	32.7%	32
Better	45.9%	45	30.8%	8	51.4%	37	38.5%	10	44.2%	19	55.2%	16	48.8%	21	43.6%	24	0.0%	0	0.0%	0	45.9%	45
About the same	10.2%	10	15.4%	4	8.3%	6	11.5%	3	14.0%	6	3.4%	1	11.6%	5	9.1%	5	0.0%	0	0.0%	0	10.2%	10
Worse	4.1%	4	3.8%	1	4.2%	3	7.7%	2	4.7%	2	0.0%	0	7.0%	3	1.8%	1	0.0%	0	0.0%	0	4.1%	4
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	7.1%	7	15.4%	4	4.2%	3	7.7%	2	4.7%	2	10.3%	3	2.3%	1	10.9%	6	0.0%	0	0.0%	0	7.1%	7
Mean:		*1.15*		*1.14*		*1.16*		*1.08*		*1.10*		*1.31*		*1.05*		*1.24*		*0.00*		*0.00*		*1.15*
Base:		98		26		72		26		43		29		43		55		0		0		98

Choice of independent / specialist shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Better	8.2%	8	11.5%	3	6.9%	5	15.4%	4	2.3%	1	10.3%	3	7.0%	3	9.1%	5	0.0%	0	0.0%	0	8.2%	8
About the same	45.9%	45	53.8%	14	43.1%	31	46.2%	12	44.2%	19	48.3%	14	44.2%	19	47.3%	26	0.0%	0	0.0%	0	45.9%	45
Worse	37.8%	37	23.1%	6	43.1%	31	26.9%	7	44.2%	19	37.9%	11	41.9%	18	34.5%	19	0.0%	0	0.0%	0	37.8%	37
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	6.1%	6	7.7%	2	5.6%	4	7.7%	2	7.0%	3	3.4%	1	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
Mean:		*-0.27*		*-0.04*		*-0.35*		*-0.04*		*-0.40*		*-0.29*		*-0.32*		*-0.24*		*0.00*		*0.00*		*-0.27*
Base:		98		26		72		26		43		29		43		55		0		0		98

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Range of services such as banks and other financial services																						
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	6.1%	6	11.5%	3	4.2%	3	15.4%	4	2.3%	1	3.4%	1	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
About the same	37.8%	37	38.5%	10	37.5%	27	34.6%	9	34.9%	15	44.8%	13	39.5%	17	36.4%	20	0.0%	0	0.0%	0	37.8%	37
Worse	40.8%	40	30.8%	8	44.4%	32	34.6%	9	51.2%	22	31.0%	9	41.9%	18	40.0%	22	0.0%	0	0.0%	0	40.8%	40
Much worse	5.1%	5	7.7%	2	4.2%	3	3.8%	1	2.3%	1	10.3%	3	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
(Don’t know)	9.2%	9	7.7%	2	9.7%	7	7.7%	2	9.3%	4	10.3%	3	9.3%	4	9.1%	5	0.0%	0	0.0%	0	9.2%	9
Mean:		*-0.47*		*-0.29*		*-0.54*		*-0.21*		*-0.59*		*-0.54*		*-0.51*		*-0.44*		*0.00*		*0.00*		*-0.47*
Base:		98		26		72		26		43		29		43		55		0		0		98
Range and choice of pubs / restaurants																						
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	10.2%	10	15.4%	4	8.3%	6	19.2%	5	7.0%	3	6.9%	2	4.7%	2	14.5%	8	0.0%	0	0.0%	0	10.2%	10
About the same	35.7%	35	34.6%	9	36.1%	26	34.6%	9	39.5%	17	31.0%	9	46.5%	20	27.3%	15	0.0%	0	0.0%	0	35.7%	35
Worse	31.6%	31	23.1%	6	34.7%	25	26.9%	7	37.2%	16	27.6%	8	25.6%	11	36.4%	20	0.0%	0	0.0%	0	31.6%	31
Much worse	3.1%	3	3.8%	1	2.8%	2	0.0%	0	4.7%	2	3.4%	1	2.3%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	3
(Don’t know)	18.4%	18	19.2%	5	18.1%	13	15.4%	4	11.6%	5	31.0%	9	20.9%	9	16.4%	9	0.0%	0	0.0%	0	18.4%	18
Mean:		*-0.31*		*-0.10*		*-0.39*		*0.00*		*-0.45*		*-0.40*		*-0.32*		*-0.30*		*0.00*		*0.00*		*-0.31*
Base:		98		26		72		26		43		29		43		55		0		0		98
Leisure facilities																						
Much better	2.0%	2	3.8%	1	1.4%	1	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Better	21.4%	21	23.1%	6	20.8%	15	26.9%	7	23.3%	10	13.8%	4	23.3%	10	20.0%	11	0.0%	0	0.0%	0	21.4%	21
About the same	52.0%	51	53.8%	14	51.4%	37	53.8%	14	55.8%	24	44.8%	13	44.2%	19	58.2%	32	0.0%	0	0.0%	0	52.0%	51
Worse	2.0%	2	0.0%	0	2.8%	2	3.8%	1	2.3%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	22.4%	22	19.2%	5	23.6%	17	11.5%	3	16.3%	7	41.4%	12	27.9%	12	18.2%	10	0.0%	0	0.0%	0	22.4%	22
Mean:		*0.30*		*0.38*		*0.27*		*0.35*		*0.31*		*0.24*		*0.35*		*0.27*		*0.00*		*0.00*		*0.30*
Base:		98		26		72		26		43		29		43		55		0		0		98

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Town Centre environment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	8.2%	8	15.4%	4	5.6%	4	15.4%	4	2.3%	1	10.3%	3	7.0%	3	9.1%	5	0.0%	0	0.0%	0	8.2%	8
About the same	78.6%	77	69.2%	18	81.9%	59	65.4%	17	86.0%	37	79.3%	23	86.0%	37	72.7%	40	0.0%	0	0.0%	0	78.6%	77
Worse	6.1%	6	3.8%	1	6.9%	5	3.8%	1	7.0%	3	6.9%	2	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
Much worse	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
(Don’t know)	5.1%	5	7.7%	2	4.2%	3	7.7%	2	4.7%	2	3.4%	1	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
Mean:		*0.02*		*0.21*		*-0.04*		*0.13*		*-0.05*		*0.04*		*0.02*		*0.02*		*0.00*		*0.00*		*0.02*
Base:		98		26		72		26		43		29		43		55		0		0		98

Cleanliness

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	10.2%	10	15.4%	4	8.3%	6	23.1%	6	2.3%	1	10.3%	3	7.0%	3	12.7%	7	0.0%	0	0.0%	0	10.2%	10
About the same	82.7%	81	73.1%	19	86.1%	62	61.5%	16	93.0%	40	86.2%	25	90.7%	39	76.4%	42	0.0%	0	0.0%	0	82.7%	81
Worse	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	5.1%	5	7.7%	2	4.2%	3	7.7%	2	4.7%	2	3.4%	1	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
Mean:		*0.12*		*0.25*		*0.07*		*0.29*		*0.02*		*0.11*		*0.07*		*0.16*		*0.00*		*0.00*		*0.12*
Base:		98		26		72		26		43		29		43		55		0		0		98

Car parking provision

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	44.9%	44	46.2%	12	44.4%	32	53.8%	14	32.6%	14	55.2%	16	44.2%	19	45.5%	25	0.0%	0	0.0%	0	44.9%	44
About the same	38.8%	38	26.9%	7	43.1%	31	15.4%	4	51.2%	22	41.4%	12	46.5%	20	32.7%	18	0.0%	0	0.0%	0	38.8%	38
Worse	5.1%	5	0.0%	0	6.9%	5	7.7%	2	7.0%	3	0.0%	0	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	10.2%	10	23.1%	6	5.6%	4	19.2%	5	9.3%	4	3.4%	1	7.0%	3	12.7%	7	0.0%	0	0.0%	0	10.2%	10
Mean:		*0.47*		*0.70*		*0.40*		*0.67*		*0.28*		*0.57*		*0.45*		*0.48*		*0.00*		*0.00*		*0.47*
Base:		98		26		72		26		43		29		43		55		0		0		98

Car parking prices

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	25.5%	25	15.4%	4	29.2%	21	26.9%	7	23.3%	10	27.6%	8	23.3%	10	27.3%	15	0.0%	0	0.0%	0	25.5%	25
Better	46.9%	46	42.3%	11	48.6%	35	34.6%	9	48.8%	21	55.2%	16	48.8%	21	45.5%	25	0.0%	0	0.0%	0	46.9%	46
About the same	15.3%	15	15.4%	4	15.3%	11	11.5%	3	18.6%	8	13.8%	4	20.9%	9	10.9%	6	0.0%	0	0.0%	0	15.3%	15
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.2%	12	26.9%	7	6.9%	5	26.9%	7	9.3%	4	3.4%	1	7.0%	3	16.4%	9	0.0%	0	0.0%	0	12.2%	12
Mean:		*1.12*		*1.00*		*1.15*		*1.21*		*1.05*		*1.14*		*1.03*		*1.20*		*0.00*		*0.00*		*1.12*
Base:		98		26		72		26		43		29		43		55		0		0		98

Accessibility by bus

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	4.1%	4	7.7%	2	2.8%	2	11.5%	3	2.3%	1	0.0%	0	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
About the same	21.4%	21	7.7%	2	26.4%	19	15.4%	4	20.9%	9	27.6%	8	14.0%	6	27.3%	15	0.0%	0	0.0%	0	21.4%	21
Worse	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	73.5%	72	84.6%	22	69.4%	50	73.1%	19	74.4%	32	72.4%	21	81.4%	35	67.3%	37	0.0%	0	0.0%	0	73.5%	72
Mean:		*0.12*		*0.50*		*0.05*		*0.43*		*0.00*		*0.00*		*0.00*		*0.17*		*0.00*		*0.00*		*0.12*
Base:		98		26		72		26		43		29		43		55		0		0		98

Accessibility by train

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
About the same	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	98.0%	96	92.3%	24	100.0%	72	96.2%	25	100.0%	43	96.6%	28	97.7%	42	98.2%	54	0.0%	0	0.0%	0	98.0%	96
Mean:		*0.50*		*0.50*		*0.00*		*1.00*		*0.00*		*0.00*		*0.00*		*1.00*		*0.00*		*0.00*		*0.50*
Base:		98		26		72		26		43		29		43		55		0		0		98

Public information / signposts / public facilities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	4.1%	4	7.7%	2	2.8%	2	7.7%	2	0.0%	0	6.9%	2	2.3%	1	5.5%	3	0.0%	0	0.0%	0	4.1%	4
About the same	73.5%	72	61.5%	16	77.8%	56	50.0%	13	83.7%	36	79.3%	23	74.4%	32	72.7%	40	0.0%	0	0.0%	0	73.5%	72
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	21.4%	21	26.9%	7	19.4%	14	38.5%	10	16.3%	7	13.8%	4	23.3%	10	20.0%	11	0.0%	0	0.0%	0	21.4%	21
Mean:		*0.08*		*0.21*		*0.03*		*0.25*		*0.00*		*0.08*		*0.03*		*0.11*		*0.00*		*0.00*		*0.08*
Base:		98		26		72		26		43		29		43		55		0		0		98

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Entertainment / events / performances

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	13.3%	13	15.4%	4	12.5%	9	26.9%	7	4.7%	2	13.8%	4	11.6%	5	14.5%	8	0.0%	0	0.0%	0	13.3%	13
About the same	42.9%	42	46.2%	12	41.7%	30	26.9%	7	48.8%	21	48.3%	14	51.2%	22	36.4%	20	0.0%	0	0.0%	0	42.9%	42
Worse	26.5%	26	11.5%	3	31.9%	23	23.1%	6	34.9%	15	17.2%	5	23.3%	10	29.1%	16	0.0%	0	0.0%	0	26.5%	26
Much worse	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know)	15.3%	15	19.2%	5	13.9%	10	19.2%	5	9.3%	4	20.7%	6	14.0%	6	16.4%	9	0.0%	0	0.0%	0	15.3%	15
Mean:		*-0.16*		*0.05*		*-0.23*		*0.14*		*-0.38*		*-0.04*		*-0.14*		*-0.17*		*0.00*		*0.00*		*-0.16*
Base:		98		26		72		26		43		29		43		55		0		0		98

Tourist facilities / hotels

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	5.1%	5	11.5%	3	2.8%	2	11.5%	3	0.0%	0	6.9%	2	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
About the same	54.1%	53	53.8%	14	54.2%	39	42.3%	11	55.8%	24	62.1%	18	60.5%	26	49.1%	27	0.0%	0	0.0%	0	54.1%	53
Worse	19.4%	19	11.5%	3	22.2%	16	19.2%	5	25.6%	11	10.3%	3	18.6%	8	20.0%	11	0.0%	0	0.0%	0	19.4%	19
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	20.4%	20	19.2%	5	20.8%	15	23.1%	6	18.6%	8	20.7%	6	18.6%	8	21.8%	12	0.0%	0	0.0%	0	20.4%	20
Mean:		*-0.15*		*0.10*		*-0.25*		*0.00*		*-0.31*		*-0.04*		*-0.20*		*-0.12*		*0.00*		*0.00*		*-0.15*
Base:		98		26		72		26		43		29		43		55		0		0		98

Day time safety

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	11.2%	11	11.5%	3	11.1%	8	19.2%	5	4.7%	2	13.8%	4	9.3%	4	12.7%	7	0.0%	0	0.0%	0	11.2%	11
About the same	79.6%	78	73.1%	19	81.9%	59	65.4%	17	86.0%	37	82.8%	24	83.7%	36	76.4%	42	0.0%	0	0.0%	0	79.6%	78
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.2%	8	11.5%	3	6.9%	5	11.5%	3	9.3%	4	3.4%	1	7.0%	3	9.1%	5	0.0%	0	0.0%	0	8.2%	8
Mean:		*0.14*		*0.22*		*0.12*		*0.30*		*0.05*		*0.14*		*0.10*		*0.18*		*0.00*		*0.00*		*0.14*
Base:		98		26		72		26		43		29		43		55		0		0		98

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening . night safety																						
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	5.1%	5	11.5%	3	2.8%	2	11.5%	3	2.3%	1	3.4%	1	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
About the same	56.1%	55	57.7%	15	55.6%	40	65.4%	17	58.1%	25	44.8%	13	60.5%	26	52.7%	29	0.0%	0	0.0%	0	56.1%	55
Worse	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	36.7%	36	30.8%	8	38.9%	28	23.1%	6	34.9%	15	51.7%	15	32.6%	14	40.0%	22	0.0%	0	0.0%	0	36.7%	36
Mean:		*0.05*		*0.17*		*0.00*		*0.15*		*-0.04*		*0.07*		*0.03*		*0.06*		*0.00*		*0.00*		*0.05*
Base:		98		26		72		26		43		29		43		55		0		0		98
Layout																						
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	10.2%	10	15.4%	4	8.3%	6	23.1%	6	2.3%	1	10.3%	3	9.3%	4	10.9%	6	0.0%	0	0.0%	0	10.2%	10
About the same	83.7%	82	76.9%	20	86.1%	62	69.2%	18	93.0%	40	82.8%	24	88.4%	38	80.0%	44	0.0%	0	0.0%	0	83.7%	82
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	5.1%	5	3.8%	1	5.6%	4	3.8%	1	4.7%	2	6.9%	2	2.3%	1	7.3%	4	0.0%	0	0.0%	0	5.1%	5
Mean:		*0.13*		*0.24*		*0.09*		*0.32*		*0.02*		*0.11*		*0.10*		*0.16*		*0.00*		*0.00*		*0.13*
Base:		98		26		72		26		43		29		43		55		0		0		98
Public art																						
Much better	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Better	3.1%	3	3.8%	1	2.8%	2	7.7%	2	0.0%	0	3.4%	1	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.1%	3
About the same	14.3%	14	19.2%	5	12.5%	9	19.2%	5	11.6%	5	13.8%	4	18.6%	8	10.9%	6	0.0%	0	0.0%	0	14.3%	14
Worse	8.2%	8	0.0%	0	11.1%	8	3.8%	1	9.3%	4	10.3%	3	16.3%	7	1.8%	1	0.0%	0	0.0%	0	8.2%	8
Much worse	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don’t know)	71.4%	70	73.1%	19	70.8%	51	65.4%	17	74.4%	32	72.4%	21	60.5%	26	80.0%	44	0.0%	0	0.0%	0	71.4%	70
Mean:		*-0.25*		*0.43*		*-0.48*		*0.33*		*-0.73*		*-0.25*		*-0.65*		*0.36*		*0.00*		*0.00*		*-0.25*
Base:		98		26		72		26		43		29		43		55		0		0		98

Q22 What type of shops or services would you like to see more of in (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Banks	29.6%	29	30.8%	8	29.2%	21	26.9%	7	30.2%	13	31.0%	9	30.2%	13	29.1%	16	0.0%	0	0.0%	0	29.6%	29
Better leisure facility provision	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better retail provision for children and babies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	3.1%	3	0.0%	0	4.2%	3	0.0%	0	2.3%	1	6.9%	2	7.0%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing stores	22.4%	22	23.1%	6	22.2%	16	38.5%	10	18.6%	8	13.8%	4	18.6%	8	25.5%	14	0.0%	0	0.0%	0	22.4%	22
Department stores / retailers	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Drinking establishments	6.1%	6	7.7%	2	5.6%	4	7.7%	2	7.0%	3	3.4%	1	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
Electrical goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Footwear stores	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
High Street names	3.1%	3	0.0%	0	4.2%	3	3.8%	1	0.0%	0	6.9%	2	2.3%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	3
Household goods stores	2.0%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	6.9%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Independent / specialist shops	29.6%	29	19.2%	5	33.3%	24	15.4%	4	34.9%	15	34.5%	10	30.2%	13	29.1%	16	0.0%	0	0.0%	0	29.6%	29
Large supermarkets	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Larger sizes clothing store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market stalls	2.0%	2	0.0%	0	2.8%	2	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Pharmacies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public amenities	18.4%	18	11.5%	3	20.8%	15	23.1%	6	20.9%	9	10.3%	3	18.6%	8	18.2%	10	0.0%	0	0.0%	0	18.4%	18
Restaurants / cafes	29.6%	29	19.2%	5	33.3%	24	19.2%	5	39.5%	17	24.1%	7	27.9%	12	30.9%	17	0.0%	0	0.0%	0	29.6%	29
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist food stores	2.0%	2	3.8%	1	1.4%	1	3.8%	1	0.0%	0	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A meeting point	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash machines	3.1%	3	3.8%	1	2.8%	2	0.0%	0	4.7%	2	3.4%	1	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY / hardware	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
M&S Food	6.1%	6	0.0%	0	8.3%	6	3.8%	1	4.7%	2	10.3%	3	11.6%	5	1.8%	1	0.0%	0	0.0%	0	6.1%	6
Opticians	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Petrol station	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Phone shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resources for tourists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toilets	2.0%	2	0.0%	0	2.8%	2	3.8%	1	2.3%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(None mentioned)	19.4%	19	30.8%	8	15.3%	11	34.6%	9	11.6%	5	17.2%	5	9.3%	4	27.3%	15	0.0%	0	0.0%	0	19.4%	19
Base:		98		26		72		26		43		29		43		55		0		0		98

Q23 What type of leisure facilities would you like to see more of in (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Art galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	2.0%	2	3.8%	1	1.4%	1	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Bowling alley	10.2%	10	3.8%	1	12.5%	9	11.5%	3	16.3%	7	0.0%	0	11.6%	5	9.1%	5	0.0%	0	0.0%	0	10.2%	10
Children’s activity centre	14.3%	14	11.5%	3	15.3%	11	23.1%	6	14.0%	6	6.9%	2	7.0%	3	20.0%	11	0.0%	0	0.0%	0	14.3%	14
Cinema	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Civic Hall / Civic spaces	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Entertainment / activities for young people	21.4%	21	7.7%	2	26.4%	19	26.9%	7	27.9%	12	6.9%	2	23.3%	10	20.0%	11	0.0%	0	0.0%	0	21.4%	21
Go-karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Museums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks / gardens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	27.6%	27	19.2%	5	30.6%	22	15.4%	4	39.5%	17	20.7%	6	27.9%	12	27.3%	15	0.0%	0	0.0%	0	27.6%	27
Sports pitches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	43.9%	43	50.0%	13	41.7%	30	42.3%	11	27.9%	12	69.0%	20	44.2%	19	43.6%	24	0.0%	0	0.0%	0	43.9%	43
Dancing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family events	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Gym	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Indoor ski slope	2.0%	2	7.7%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	2
Trampoline Park	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Live music	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Martial arts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Squash court	2.0%	2	7.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Base:		98		26		72		26		43		29		43		55		0		0		98

Q24 What measures do you think would improve (STUDY CENTRE) and make it more attractive? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by private car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ban skateboarding, biking etc.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	2.0%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.0%	2
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expansion of the centre	2.0%	2	0.0%	0	2.8%	2	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Fewer low quality shops (take-away, pound shops)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improve the quality of the shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	16.3%	16	11.5%	3	18.1%	13	19.2%	5	16.3%	7	13.8%	4	18.6%	8	14.5%	8	0.0%	0	0.0%	0	16.3%	16
Flexible parking	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Give it a general face lift (Flowers, painting etc.)	5.1%	5	7.7%	2	4.2%	3	7.7%	2	2.3%	1	6.9%	2	7.0%	3	3.6%	2	0.0%	0	0.0%	0	5.1%	5
Greater promotion / marketing of the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interactive information points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve market provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved cultural facilities	3.1%	3	3.8%	1	2.8%	2	0.0%	0	4.7%	2	3.4%	1	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Improved security / CCTV	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved signage / information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street paving	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved train services / a railway station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice / range of shops	20.4%	20	7.7%	2	25.0%	18	19.2%	5	23.3%	10	17.2%	5	20.9%	9	20.0%	11	0.0%	0	0.0%	0	20.4%	20
Increased office development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More entertainment / leisure facilities	24.5%	24	11.5%	3	29.2%	21	19.2%	5	37.2%	16	10.3%	3	18.6%	8	29.1%	16	0.0%	0	0.0%	0	24.5%	24
More evening activities	6.1%	6	7.7%	2	5.6%	4	3.8%	1	9.3%	4	3.4%	1	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
More national multiples / retailers	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
More non-food stores	3.1%	3	0.0%	0	4.2%	3	0.0%	0	4.7%	2	3.4%	1	2.3%	1	3.6%	2	0.0%	0	0.0%	0	3.1%	3
More organised events e.g. street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More food and beverage facilities (pubs / restaurants)	30.6%	30	15.4%	4	36.1%	26	23.1%	6	37.2%	16	27.6%	8	32.6%	14	29.1%	16	0.0%	0	0.0%	0	30.6%	30

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
More speciality shops	19.4%	19	11.5%	3	22.2%	16	0.0%	0	18.6%	8	37.9%	11	20.9%	9	18.2%	10	0.0%	0	0.0%	0	19.4%	19
More tourist facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pay on exit parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public toilet provision	25.5%	25	11.5%	3	30.6%	22	30.8%	8	18.6%	8	31.0%	9	25.6%	11	25.5%	14	0.0%	0	0.0%	0	25.5%	25
Real time traffic or public transport information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	20.4%	20	34.6%	9	15.3%	11	42.3%	11	11.6%	5	13.8%	4	9.3%	4	29.1%	16	0.0%	0	0.0%	0	20.4%	20
Disc parking	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dog friendly places	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved lighting	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Larger bays for parking	4.1%	4	3.8%	1	4.2%	3	3.8%	1	4.7%	2	3.4%	1	4.7%	2	3.6%	2	0.0%	0	0.0%	0	4.1%	4
Less cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for children	5.1%	5	3.8%	1	5.6%	4	3.8%	1	7.0%	3	3.4%	1	4.7%	2	5.5%	3	0.0%	0	0.0%	0	5.1%	5
More cash machines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More greenery	4.1%	4	7.7%	2	2.8%	2	0.0%	0	4.7%	2	6.9%	2	7.0%	3	1.8%	1	0.0%	0	0.0%	0	4.1%	4
More offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports centre	1.0%	1	3.8%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know)	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		98		26		72		26		43		29		43		55		0		0		98

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Q25 What do you think are the biggest weaknesses of (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Accessibility by bus	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Accessibility bus train	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of non-food shops	7.1%	7	3.8%	1	8.3%	6	0.0%	0	11.6%	5	6.9%	2	4.7%	2	9.1%	5	0.0%	0	0.0%	0	7.1%	7
Empty shops	8.2%	8	0.0%	0	11.1%	8	7.7%	2	7.0%	3	10.3%	3	14.0%	6	3.6%	2	0.0%	0	0.0%	0	8.2%	8
Lack of cultural facilities	2.0%	2	3.8%	1	1.4%	1	0.0%	0	2.3%	1	3.4%	1	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Lack of foodstore provision	3.1%	3	0.0%	0	4.2%	3	3.8%	1	0.0%	0	6.9%	2	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
Lack of leisure facilities	6.1%	6	0.0%	0	8.3%	6	3.8%	1	7.0%	3	6.9%	2	9.3%	4	3.6%	2	0.0%	0	0.0%	0	6.1%	6
Lack of market facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	19.4%	19	11.5%	3	22.2%	16	11.5%	3	25.6%	11	17.2%	5	23.3%	10	16.4%	9	0.0%	0	0.0%	0	19.4%	19
Lack of public amenities	27.6%	27	7.7%	2	34.7%	25	26.9%	7	23.3%	10	34.5%	10	27.9%	12	27.3%	15	0.0%	0	0.0%	0	27.6%	27
Poor marketing of the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantity of takeaways / charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range food and beverage facilities (pubs / restaurants)	29.6%	29	26.9%	7	30.6%	22	23.1%	6	41.9%	18	17.2%	5	30.2%	13	29.1%	16	0.0%	0	0.0%	0	29.6%	29
Range of specialist / independent retailers	22.4%	22	19.2%	5	23.6%	17	19.2%	5	25.6%	11	20.7%	6	23.3%	10	21.8%	12	0.0%	0	0.0%	0	22.4%	22
Security / safety	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Tourism facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town centre environment	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Type / quality of retail provisions	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	29.6%	29	50.0%	13	22.2%	16	38.5%	10	25.6%	11	27.6%	8	25.6%	11	32.7%	18	0.0%	0	0.0%	0	29.6%	29
Dirty / litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of activities for children	8.2%	8	3.8%	1	9.7%	7	3.8%	1	11.6%	5	6.9%	2	7.0%	3	9.1%	5	0.0%	0	0.0%	0	8.2%	8
Lack of dog friendly places	1.0%	1	0.0%	0	1.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
Lack of jobs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only 2 hours parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking spaces too small	2.0%	2	3.8%	1	1.4%	1	0.0%	0	0.0%	0	6.9%	2	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
Poorly lit	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
The cobbles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Too many of the same type of shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unatractive shop fronts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		98		26		72		26		43		29		43		55		0		0		98

Q26 Do you intend to visit a market during your trip to (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes – Richmond Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Leyburn Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Other market (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	98	100.0%	26	100.0%	72	100.0%	26	100.0%	43	100.0%	29	100.0%	43	100.0%	55	0.0%	0	0.0%	0	100.0%	98
Base:		98		26		72		26		43		29		43		55		0		0		98

Q27A How often do you visit Richmond Market?

Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q27B How often do you visit Leyburn Market?

Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q28AWhat one thing do you particularly like about Richmond Market? [MR]
Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q28B What else do you particularly like about Leyburn Market? [MR]
Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q29A What one thing do you particularly dislike about Richmond Market?

Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q29B What else do you particularly dislike about the Leyburn Market? [MR]

Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Male	26.5%	26	100.0%	26	0.0%	0	46.2%	12	14.0%	6	27.6%	8	18.6%	8	32.7%	18	0.0%	0	0.0%	0	26.5%	26
Female	73.5%	72	0.0%	0	100.0%	72	53.8%	14	86.0%	37	72.4%	21	81.4%	35	67.3%	37	0.0%	0	0.0%	0	73.5%	72
Base:		98		26		72		26		43		29		43		55		0		0		98

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
AGE Age Group:																						
18 - 24 years	7.1%	7	26.9%	7	0.0%	0	26.9%	7	0.0%	0	0.0%	0	0.0%	0	12.7%	7	0.0%	0	0.0%	0	7.1%	7
25 - 34 years	19.4%	19	19.2%	5	19.4%	14	73.1%	19	0.0%	0	0.0%	0	11.6%	5	25.5%	14	0.0%	0	0.0%	0	19.4%	19
35 - 44 years	31.6%	31	19.2%	5	36.1%	26	0.0%	0	72.1%	31	0.0%	0	46.5%	20	20.0%	11	0.0%	0	0.0%	0	31.6%	31
45 - 54 years	12.2%	12	3.8%	1	15.3%	11	0.0%	0	27.9%	12	0.0%	0	11.6%	5	12.7%	7	0.0%	0	0.0%	0	12.2%	12
55 - 64 years	15.3%	15	11.5%	3	16.7%	12	0.0%	0	0.0%	0	51.7%	15	9.3%	4	20.0%	11	0.0%	0	0.0%	0	15.3%	15
65+ years	14.3%	14	19.2%	5	12.5%	9	0.0%	0	0.0%	0	48.3%	14	20.9%	9	9.1%	5	0.0%	0	0.0%	0	14.3%	14
Base:		98		26		72		26		43		29		43		55		0		0		98
SEG Occupation:																						
AB	16.3%	16	11.5%	3	18.1%	13	3.8%	1	18.6%	8	24.1%	7	37.2%	16	0.0%	0	0.0%	0	0.0%	0	16.3%	16
C1	27.6%	27	19.2%	5	30.6%	22	15.4%	4	39.5%	17	20.7%	6	62.8%	27	0.0%	0	0.0%	0	0.0%	0	27.6%	27
C2	18.4%	18	26.9%	7	15.3%	11	23.1%	6	14.0%	6	20.7%	6	0.0%	0	32.7%	18	0.0%	0	0.0%	0	18.4%	18
DE	37.8%	37	42.3%	11	36.1%	26	57.7%	15	27.9%	12	34.5%	10	0.0%	0	67.3%	37	0.0%	0	0.0%	0	37.8%	37
Base:		98		26		72		26		43		29		43		55		0		0		98
DAY Day of interview:																						
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	24.5%	24	15.4%	4	27.8%	20	23.1%	6	20.9%	9	31.0%	9	23.3%	10	25.5%	14	0.0%	0	0.0%	0	24.5%	24
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	23.5%	23	11.5%	3	27.8%	20	7.7%	2	27.9%	12	31.0%	9	30.2%	13	18.2%	10	0.0%	0	0.0%	0	23.5%	23
Saturday	52.0%	51	73.1%	19	44.4%	32	69.2%	18	51.2%	22	37.9%	11	46.5%	20	56.4%	31	0.0%	0	0.0%	0	52.0%	51
Base:		98		26		72		26		43		29		43		55		0		0		98
TIME Time of Interview																						
09.00 – 12.00	39.8%	39	23.1%	6	45.8%	33	26.9%	7	39.5%	17	51.7%	15	46.5%	20	34.5%	19	0.0%	0	0.0%	0	39.8%	39
12.01 – 14.00	31.6%	31	46.2%	12	26.4%	19	34.6%	9	32.6%	14	27.6%	8	23.3%	10	38.2%	21	0.0%	0	0.0%	0	31.6%	31
14.01 – 17.00	28.6%	28	30.8%	8	27.8%	20	38.5%	10	27.9%	12	20.7%	6	30.2%	13	27.3%	15	0.0%	0	0.0%	0	28.6%	28
Base:		98		26		72		26		43		29		43		55		0		0		98
LOC Study Centre																						
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison	100.0%	98	100.0%	26	100.0%	72	100.0%	26	100.0%	43	100.0%	29	100.0%	43	100.0%	55	0.0%	0	0.0%	0	100.0%	98
Base:		98		26		72		26		43		29		43		55		0		0		98

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
PC																						
AB42 0	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
DL1 4	1.0%	1	3.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
DL10	3.1%	3	3.8%	1	2.8%	2	0.0%	0	7.0%	3	0.0%	0	4.7%	2	1.8%	1	0.0%	0	0.0%	0	3.1%	3
DL10 4	17.3%	17	7.7%	2	20.8%	15	3.8%	1	20.9%	9	24.1%	7	18.6%	8	16.4%	9	0.0%	0	0.0%	0	17.3%	17
DL10 5	8.2%	8	3.8%	1	9.7%	7	3.8%	1	9.3%	4	10.3%	3	11.6%	5	5.5%	3	0.0%	0	0.0%	0	8.2%	8
DL10 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
DL10 7	11.2%	11	11.5%	3	11.1%	8	0.0%	0	9.3%	4	24.1%	7	16.3%	7	7.3%	4	0.0%	0	0.0%	0	11.2%	11
DL11 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
DL7 9	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
DL8	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
DL8 3	4.1%	4	7.7%	2	2.8%	2	0.0%	0	2.3%	1	10.3%	3	7.0%	3	1.8%	1	0.0%	0	0.0%	0	4.1%	4
DL8 4	2.0%	2	0.0%	0	2.8%	2	0.0%	0	4.7%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	2.0%	2
DL8 5	6.1%	6	3.8%	1	6.9%	5	0.0%	0	9.3%	4	6.9%	2	4.7%	2	7.3%	4	0.0%	0	0.0%	0	6.1%	6
DL9	3.1%	3	11.5%	3	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	3.1%	3
DL9 3	13.3%	13	19.2%	5	11.1%	8	30.8%	8	9.3%	4	3.4%	1	11.6%	5	14.5%	8	0.0%	0	0.0%	0	13.3%	13
DL9 4	23.5%	23	23.1%	6	23.6%	17	50.0%	13	16.3%	7	10.3%	3	16.3%	7	29.1%	16	0.0%	0	0.0%	0	23.5%	23
DL9 9	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1
HA4 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		98		26		72		26		43		29		43		55		0		0		98

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Car / van (as driver)	47.9%	46	61.3%	19	41.5%	27	35.7%	5	57.7%	15	46.4%	26	63.2%	36	26.3%	10	0.0%	0	47.9%	46	0.0%	0
Car / van (as passenger)	17.7%	17	12.9%	4	20.0%	13	35.7%	5	15.4%	4	14.3%	8	15.8%	9	21.1%	8	0.0%	0	17.7%	17	0.0%	0
Bus, minibus or coach	12.5%	12	6.5%	2	15.4%	10	0.0%	0	7.7%	2	17.9%	10	8.8%	5	15.8%	6	0.0%	0	12.5%	12	0.0%	0
Motorcycle, scooter or moped	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Walk	20.8%	20	16.1%	5	23.1%	15	21.4%	3	19.2%	5	21.4%	12	12.3%	7	34.2%	13	0.0%	0	20.8%	20	0.0%	0
Taxi / minicab	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combined (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q02 Where did you park today? [MR]

Those who said car / van at Q01

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Catterick Garrison - Princes Gate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison - Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn - Harmby Road	7.9%	5	8.7%	2	7.5%	3	10.0%	1	5.3%	1	8.8%	3	4.4%	2	16.7%	3	0.0%	0	7.9%	5	0.0%	0
Leyburn - Market Place	73.0%	46	73.9%	17	72.5%	29	70.0%	7	73.7%	14	73.5%	25	75.6%	34	66.7%	12	0.0%	0	73.0%	46	0.0%	0
Leyburn - On Street	6.3%	4	13.0%	3	2.5%	1	10.0%	1	10.5%	2	2.9%	1	6.7%	3	5.6%	1	0.0%	0	6.3%	4	0.0%	0
Leyburn - Richmond Road	1.6%	1	0.0%	0	2.5%	1	10.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Richmond - Bargate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Conservative Club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Drs car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Frenchgate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Lidl Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Market Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Millhouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Newbiggen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Nuns Close	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - On Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Police Station	1.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.9%	1	2.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Richmond - Private parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Quakers Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond - Victoria Road South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can’t remember)	3.2%	2	4.3%	1	2.5%	1	0.0%	0	5.3%	1	2.9%	1	4.4%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0
(Dropped off)	6.3%	4	0.0%	0	10.0%	4	0.0%	0	5.3%	1	8.8%	3	4.4%	2	11.1%	2	0.0%	0	6.3%	4	0.0%	0
Base:		63		23		40		10		19		34		45		18		0		63		0

Q03 Did you have any difficulties obtaining a car parking space today?
Those who mentioned a car park at Q02

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	29.8%	17	22.7%	5	34.3%	12	30.0%	3	41.2%	7	23.3%	7	24.4%	10	43.8%	7	0.0%	0	29.8%	17	0.0%	0
No	70.2%	40	77.3%	17	65.7%	23	70.0%	7	58.8%	10	76.7%	23	75.6%	31	56.3%	9	0.0%	0	70.2%	40	0.0%	0
Base:		57		22		35		10		17		30		41		16		0		57		0

Mean score [Minutes]

Q04 How long did your journey to (STUDY CENTRE) take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
0-5 minutes	29.2%	28	29.0%	9	29.2%	19	35.7%	5	34.6%	9	25.0%	14	21.1%	12	42.1%	16	0.0%	0	29.2%	28	0.0%	0
6-10 minutes	17.7%	17	9.7%	3	21.5%	14	28.6%	4	11.5%	3	17.9%	10	19.3%	11	15.8%	6	0.0%	0	17.7%	17	0.0%	0
11-15 minutes	12.5%	12	16.1%	5	10.8%	7	0.0%	0	15.4%	4	14.3%	8	14.0%	8	10.5%	4	0.0%	0	12.5%	12	0.0%	0
16-20 minutes	7.3%	7	3.2%	1	9.2%	6	7.1%	1	0.0%	0	10.7%	6	10.5%	6	2.6%	1	0.0%	0	7.3%	7	0.0%	0
21-30 minutes	10.4%	10	6.5%	2	12.3%	8	14.3%	2	7.7%	2	10.7%	6	14.0%	8	2.6%	1	0.0%	0	10.4%	10	0.0%	0
31-60 minutes	15.6%	15	22.6%	7	12.3%	8	7.1%	1	23.1%	6	14.3%	8	15.8%	9	15.8%	6	0.0%	0	15.6%	15	0.0%	0
Over 60 minutes	7.3%	7	12.9%	4	4.6%	3	7.1%	1	7.7%	2	7.1%	4	5.3%	3	10.5%	4	0.0%	0	7.3%	7	0.0%	0
Mean:		*20.19*		*25.63*		*17.59*		*16.61*		*21.87*		*20.30*		*20.35*		*19.82*		*0.00*		*20.19*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Q05 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Home	92.7%	89	83.9%	26	96.9%	63	92.9%	13	96.2%	25	91.1%	51	91.2%	52	94.7%	36	0.0%	0	92.7%	89	0.0%	0
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On holiday	2.1%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Family member's home	3.1%	3	6.5%	2	1.5%	1	7.1%	1	0.0%	0	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hospital appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other medical appointment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friend’s home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bainbridge	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Middleton St George	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q06 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Live in (STUDY CENTRE)	45.8%	44	41.9%	13	47.7%	31	50.0%	7	53.8%	14	41.1%	23	36.8%	21	57.9%	22	0.0%	0	45.8%	44	0.0%	0
Work in (STUDY CENTRE)	2.1%	2	6.5%	2	0.0%	0	7.1%	1	3.8%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Visitor to (STUDY CENTRE) (i.e. live elsewhere)	52.1%	50	51.6%	16	52.3%	34	42.9%	6	42.3%	11	58.9%	33	61.4%	35	39.5%	15	0.0%	0	52.1%	50	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q07 Why do you choose to shop in / visit (STUDY CENTRE)? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by public transport	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Accessibility to (STUDY CENTRE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of High Street retailers	2.1%	2	6.5%	2	0.0%	0	0.0%	0	3.8%	1	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Choice of shops selling non-food goods	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	8.3%	8	9.7%	3	7.7%	5	7.1%	1	11.5%	3	7.1%	4	7.0%	4	10.5%	4	0.0%	0	8.3%	8	0.0%	0
Close to home	59.4%	57	41.9%	13	67.7%	44	64.3%	9	65.4%	17	55.4%	31	59.6%	34	60.5%	23	0.0%	0	59.4%	57	0.0%	0
Close to work	5.2%	5	9.7%	3	3.1%	2	7.1%	1	7.7%	2	3.6%	2	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
Close to school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	2.1%	2	0.0%	0	3.1%	2	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Habit	3.1%	3	6.5%	2	1.5%	1	7.1%	1	0.0%	0	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Range of independent / specialist shops	2.1%	2	0.0%	0	3.1%	2	0.0%	0	3.8%	1	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Range of shops selling food goods	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	6.3%	6	9.7%	3	4.6%	3	7.1%	1	11.5%	3	3.6%	2	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
The market	5.2%	5	0.0%	0	7.7%	5	0.0%	0	7.7%	2	5.4%	3	8.8%	5	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding close by	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Convenience	4.2%	4	9.7%	3	1.5%	1	14.3%	2	0.0%	0	3.6%	2	7.0%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0
For a change	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
I get business owner discount	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just passing through	4.2%	4	6.5%	2	3.1%	2	0.0%	0	0.0%	0	7.1%	4	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
Range of shops in general	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Staying in the area	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Supporting local businesses	4.2%	4	0.0%	0	6.2%	4	0.0%	0	3.8%	1	5.4%	3	1.8%	1	7.9%	3	0.0%	0	4.2%	4	0.0%	0
Visiting the christmas fair	2.1%	2	0.0%	0	3.1%	2	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Richmond	Leyburn	Catterick Garrison

Q08 What is the main reason why you are in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angus Morton Butchers, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	24.0%	23	22.6%	7	24.6%	16	21.4%	3	23.1%	6	25.0%	14	24.6%	14	23.7%	9	0.0%	0	24.0%	23	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ken Warne, market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	2.1%	2	3.2%	1	1.5%	1	7.1%	1	0.0%	0	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	4.2%	4	3.2%	1	4.6%	3	0.0%	0	3.8%	1	5.4%	3	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilfred Deli & Pantry, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Bank / building society / Post Office	2.1%	2	6.5%	2	0.0%	0	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Browsing	6.3%	6	12.9%	4	3.1%	2	0.0%	0	0.0%	0	10.7%	6	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Café / restaurant / pub (food and beverage)	4.2%	4	0.0%	0	6.2%	4	7.1%	1	7.7%	2	1.8%	1	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
Chemist	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Doctor / dentist	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	6.3%	6	0.0%	0	9.2%	6	0.0%	0	11.5%	3	5.4%	3	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers,	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
launderette)																						
Social / leisure activities	6.3%	6	9.7%	3	4.6%	3	7.1%	1	3.8%	1	7.1%	4	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Stationers / newsagents	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Work / school / college	6.3%	6	12.9%	4	3.1%	2	14.3%	2	11.5%	3	1.8%	1	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Visit specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attending a wedding	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas gifts	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Christmas Market	10.4%	10	3.2%	1	13.8%	9	28.6%	4	11.5%	3	5.4%	3	7.0%	4	15.8%	6	0.0%	0	10.4%	10	0.0%	0
Church	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Day out	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DIY / hardware goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting a tattoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	2.1%	2	3.2%	1	1.5%	1	7.1%	1	0.0%	0	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picking son up	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Toys	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(No reason / no other reason)	10.4%	10	6.5%	2	12.3%	8	0.0%	0	15.4%	4	10.7%	6	10.5%	6	10.5%	4	0.0%	0	10.4%	10	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q09 What else do you intend to do whilst in (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	12.5%	12	12.9%	4	12.3%	8	14.3%	2	11.5%	3	12.5%	7	12.3%	7	13.2%	5	0.0%	0	12.5%	12	0.0%	0
Co-op, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Penleys, Market Place, Leyburn	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	2.1%	2	3.2%	1	1.5%	1	0.0%	0	3.8%	1	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Weigh Inn, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank / building society / Post Office	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Browsing	9.4%	9	9.7%	3	9.2%	6	7.1%	1	11.5%	3	8.9%	5	8.8%	5	10.5%	4	0.0%	0	9.4%	9	0.0%	0
Café / restaurant / pub (food and beverage)	8.3%	8	12.9%	4	6.2%	4	14.3%	2	3.8%	1	8.9%	5	12.3%	7	2.6%	1	0.0%	0	8.3%	8	0.0%	0
Chemist	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Jewellery / gift shops	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	8.3%	8	3.2%	1	10.8%	7	0.0%	0	0.0%	0	14.3%	8	7.0%	4	10.5%	4	0.0%	0	8.3%	8	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	3.1%	3	0.0%	0	4.6%	3	0.0%	0	3.8%	1	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Stationers / newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas gifts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas Market	2.1%	2	3.2%	1	1.5%	1	0.0%	0	3.8%	1	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	46.9%	45	45.2%	14	47.7%	31	57.1%	8	50.0%	13	42.9%	24	40.4%	23	57.9%	22	0.0%	0	46.9%	45	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q09X Any mention at Q08 & Q09 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Angus Morton Butchers, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	36.5%	35	35.5%	11	36.9%	24	35.7%	5	34.6%	9	37.5%	21	36.8%	21	36.8%	14	0.0%	0	36.5%	35	0.0%	0
Co-op, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ken Warne, market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neeps and Tatties Greengrocers, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	3.1%	3	6.5%	2	1.5%	1	14.3%	2	0.0%	0	1.8%	1	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
Penleys, Market Place, Leyburn	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
R Campbell & Sons, Commercial Square, Leyburn	6.3%	6	6.5%	2	6.2%	4	0.0%	0	7.7%	2	7.1%	4	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Weigh Inn, Market Place, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilfred Deli & Pantry, Finkle Street, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes shopping	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Bank / building society / Post Office	3.1%	3	6.5%	2	1.5%	1	0.0%	0	3.8%	1	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
Browsing	15.6%	15	22.6%	7	12.3%	8	7.1%	1	11.5%	3	19.6%	11	15.8%	9	15.8%	6	0.0%	0	15.6%	15	0.0%	0
Café / restaurant / pub (food and beverage)	12.5%	12	12.9%	4	12.3%	8	21.4%	3	11.5%	3	10.7%	6	17.5%	10	5.3%	2	0.0%	0	12.5%	12	0.0%	0
Chemist	3.1%	3	3.2%	1	3.1%	2	0.0%	0	3.8%	1	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Doctor / dentist	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Electrical goods shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Health / beauty	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Jewellery / gift shops	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	14.6%	14	3.2%	1	20.0%	13	0.0%	0	11.5%	3	19.6%	11	14.0%	8	15.8%	6	0.0%	0	14.6%	14	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Social / leisure activities	9.4%	9	9.7%	3	9.2%	6	7.1%	1	7.7%	2	10.7%	6	12.3%	7	5.3%	2	0.0%	0	9.4%	9	0.0%	0
Stationers / newsagents	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Work / school / college	6.3%	6	12.9%	4	3.1%	2	14.3%	2	11.5%	3	1.8%	1	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Visit specialist shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	52.1%	50	45.2%	14	55.4%	36	57.1%	8	53.8%	14	50.0%	28	45.6%	26	63.2%	24	0.0%	0	52.1%	50	0.0%	0
Attending a wedding	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Band playing in town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christmas gifts	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Christmas Market	12.5%	12	6.5%	2	15.4%	10	28.6%	4	15.4%	4	7.1%	4	10.5%	6	15.8%	6	0.0%	0	12.5%	12	0.0%	0
Church	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Day out	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DIY / hardware goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting a tattoo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	3.1%	3	6.5%	2	1.5%	1	7.1%	1	0.0%	0	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Pet goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picking son up	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Plants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q10 How long do you think you will stay in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Less than 30 minutes	22.9%	22	29.0%	9	20.0%	13	28.6%	4	23.1%	6	21.4%	12	19.3%	11	28.9%	11	0.0%	0	22.9%	22	0.0%	0
30-59 minutes	22.9%	22	22.6%	7	23.1%	15	7.1%	1	19.2%	5	28.6%	16	26.3%	15	18.4%	7	0.0%	0	22.9%	22	0.0%	0
1hr -1 hr 29 min	18.8%	18	22.6%	7	16.9%	11	7.1%	1	23.1%	6	19.6%	11	17.5%	10	18.4%	7	0.0%	0	18.8%	18	0.0%	0
1hr 30 mins - 1 hr 59 min	16.7%	16	0.0%	0	24.6%	16	21.4%	3	3.8%	1	21.4%	12	19.3%	11	13.2%	5	0.0%	0	16.7%	16	0.0%	0
Half the day (between 2 and 4 hours)	6.3%	6	9.7%	3	4.6%	3	14.3%	2	7.7%	2	3.6%	2	5.3%	3	7.9%	3	0.0%	0	6.3%	6	0.0%	0
(Don't know)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
All day (4 hours or more)	11.5%	11	16.1%	5	9.2%	6	21.4%	3	23.1%	6	3.6%	2	12.3%	7	10.5%	4	0.0%	0	11.5%	11	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q11 Will you undertake your main food and grocery shop, whilst in (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes	15.6%	15	16.1%	5	15.4%	10	35.7%	5	3.8%	1	16.1%	9	12.3%	7	21.1%	8	0.0%	0	15.6%	15	0.0%	0
(Don’t know)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
No	83.3%	80	83.9%	26	83.1%	54	64.3%	9	96.2%	25	82.1%	46	87.7%	50	76.3%	29	0.0%	0	83.3%	80	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q12 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	3.1%	3	3.2%	1	3.1%	2	7.1%	1	0.0%	0	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
2-3 times a week	15.6%	15	6.5%	2	20.0%	13	7.1%	1	7.7%	2	21.4%	12	12.3%	7	21.1%	8	0.0%	0	15.6%	15	0.0%	0
Once a week	14.6%	14	9.7%	3	16.9%	11	21.4%	3	7.7%	2	16.1%	9	10.5%	6	21.1%	8	0.0%	0	14.6%	14	0.0%	0
Once a fortnight	5.2%	5	9.7%	3	3.1%	2	14.3%	2	7.7%	2	1.8%	1	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
Once a month	3.1%	3	3.2%	1	3.1%	2	7.1%	1	3.8%	1	1.8%	1	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Less than once a month	5.2%	5	3.2%	1	6.2%	4	0.0%	0	11.5%	3	3.6%	2	7.0%	4	2.6%	1	0.0%	0	5.2%	5	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know/varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	53.1%	51	64.5%	20	47.7%	31	42.9%	6	61.5%	16	51.8%	29	59.6%	34	42.1%	16	0.0%	0	53.1%	51	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q13 How frequently do you visit (STUDY CENTRE) for non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Everyday	6.3%	6	9.7%	3	4.6%	3	7.1%	1	7.7%	2	5.4%	3	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
2-3 times a week	20.8%	20	16.1%	5	23.1%	15	21.4%	3	15.4%	4	23.2%	13	19.3%	11	23.7%	9	0.0%	0	20.8%	20	0.0%	0
Once a week	33.3%	32	25.8%	8	36.9%	24	35.7%	5	34.6%	9	32.1%	18	35.1%	20	31.6%	12	0.0%	0	33.3%	32	0.0%	0
Once a fortnight	3.1%	3	0.0%	0	4.6%	3	0.0%	0	7.7%	2	1.8%	1	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
Once a month	11.5%	11	16.1%	5	9.2%	6	7.1%	1	11.5%	3	12.5%	7	12.3%	7	7.9%	3	0.0%	0	11.5%	11	0.0%	0
Less than once a month	15.6%	15	25.8%	8	10.8%	7	14.3%	2	19.2%	5	14.3%	8	17.5%	10	13.2%	5	0.0%	0	15.6%	15	0.0%	0
First time today	3.1%	3	6.5%	2	1.5%	1	14.3%	2	3.8%	1	0.0%	0	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
(Don’t know/varies)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Never	5.2%	5	0.0%	0	7.7%	5	0.0%	0	0.0%	0	8.9%	5	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Mean score [£]

Q14 How much have you spent or will you spend today in (STUDY CENTRE) on non-food shopping?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Nothing	26.0%	25	32.3%	10	23.1%	15	7.1%	1	34.6%	9	26.8%	15	17.5%	10	36.8%	14	0.0%	0	26.0%	25	0.0%	0
Up to £5.00	9.4%	9	9.7%	3	9.2%	6	7.1%	1	7.7%	2	10.7%	6	8.8%	5	10.5%	4	0.0%	0	9.4%	9	0.0%	0
£5.01-£10.00	16.7%	16	19.4%	6	15.4%	10	28.6%	4	11.5%	3	16.1%	9	14.0%	8	21.1%	8	0.0%	0	16.7%	16	0.0%	0
£10.01-£15.00	11.5%	11	9.7%	3	12.3%	8	14.3%	2	11.5%	3	10.7%	6	14.0%	8	7.9%	3	0.0%	0	11.5%	11	0.0%	0
£15.01-£20.00	11.5%	11	9.7%	3	12.3%	8	14.3%	2	11.5%	3	10.7%	6	12.3%	7	10.5%	4	0.0%	0	11.5%	11	0.0%	0
£20.01-£25.00	9.4%	9	6.5%	2	10.8%	7	7.1%	1	7.7%	2	10.7%	6	12.3%	7	5.3%	2	0.0%	0	9.4%	9	0.0%	0
£25.01-£50.00	9.4%	9	12.9%	4	7.7%	5	7.1%	1	7.7%	2	10.7%	6	15.8%	9	0.0%	0	0.0%	0	9.4%	9	0.0%	0
£50.01-£75.00	3.1%	3	0.0%	0	4.6%	3	7.1%	1	3.8%	1	1.8%	1	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
£75.01-£100.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £100	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know)	2.1%	2	0.0%	0	3.1%	2	7.1%	1	3.8%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Mean:		*20.78*		*18.31*		*22.02*		*25.19*		*19.30*		*20.41*		*24.95*		*15.07*		*0.00*		*20.78*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Q15 How often do you visit (STUDY CENTRE) in the evening? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	4.2%	4	6.5%	2	3.1%	2	7.1%	1	3.8%	1	3.6%	2	1.8%	1	7.9%	3	0.0%	0	4.2%	4	0.0%	0
Once a week or more	11.5%	11	3.2%	1	15.4%	10	21.4%	3	15.4%	4	7.1%	4	10.5%	6	13.2%	5	0.0%	0	11.5%	11	0.0%	0
Less than once a week	9.4%	9	16.1%	5	6.2%	4	21.4%	3	11.5%	3	5.4%	3	8.8%	5	10.5%	4	0.0%	0	9.4%	9	0.0%	0
Less than once a fortnight	4.2%	4	3.2%	1	4.6%	3	7.1%	1	7.7%	2	1.8%	1	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Less than once a month	14.6%	14	16.1%	5	13.8%	9	14.3%	2	15.4%	4	14.3%	8	15.8%	9	13.2%	5	0.0%	0	14.6%	14	0.0%	0
(Don’t know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	56.3%	54	54.8%	17	56.9%	37	28.6%	4	46.2%	12	67.9%	38	59.6%	34	50.0%	19	0.0%	0	56.3%	54	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q16 What is the main reason you visit (STUDY CENTRE) in the evening?
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	7.1%	3	7.1%	1	7.1%	2	10.0%	1	7.1%	1	5.6%	1	8.7%	2	5.3%	1	0.0%	0	7.1%	3	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	4.8%	2	7.1%	1	3.6%	1	10.0%	1	7.1%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	4.8%	2	0.0%	0
Eat in a cafe or restaurant	9.5%	4	7.1%	1	10.7%	3	0.0%	0	28.6%	4	0.0%	0	8.7%	2	10.5%	2	0.0%	0	9.5%	4	0.0%	0
Eat in a restaurant	23.8%	10	14.3%	2	28.6%	8	30.0%	3	14.3%	2	27.8%	5	30.4%	7	15.8%	3	0.0%	0	23.8%	10	0.0%	0
Go to the cinema	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Go to a concert/gig	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Go to the gym	7.1%	3	7.1%	1	7.1%	2	10.0%	1	7.1%	1	5.6%	1	13.0%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Visit a bar	4.8%	2	14.3%	2	0.0%	0	10.0%	1	0.0%	0	5.6%	1	4.3%	1	5.3%	1	0.0%	0	4.8%	2	0.0%	0
Visit a pub	31.0%	13	35.7%	5	28.6%	8	20.0%	2	35.7%	5	33.3%	6	21.7%	5	42.1%	8	0.0%	0	31.0%	13	0.0%	0
Work / School / College	2.4%	1	7.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Base:		42		14		28		10		14		18		23		19		0		42		0

Q17 What else do you tend to do whilst visiting (STUDY CENTRE) in the evening? [MR]
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	7.1%	3	21.4%	3	0.0%	0	10.0%	1	14.3%	2	0.0%	0	8.7%	2	5.3%	1	0.0%	0	7.1%	3	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Leyburn	2.4%	1	0.0%	0	3.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Evening non food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat in a cafe or restaurant	7.1%	3	7.1%	1	7.1%	2	0.0%	0	7.1%	1	11.1%	2	0.0%	0	15.8%	3	0.0%	0	7.1%	3	0.0%	0
Eat in a restaurant	14.3%	6	28.6%	4	7.1%	2	30.0%	3	7.1%	1	11.1%	2	17.4%	4	10.5%	2	0.0%	0	14.3%	6	0.0%	0
Go to the cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to a concert/gig	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to the gym	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a bar	9.5%	4	14.3%	2	7.1%	2	20.0%	2	7.1%	1	5.6%	1	17.4%	4	0.0%	0	0.0%	0	9.5%	4	0.0%	0
Visit a pub	19.0%	8	7.1%	1	25.0%	7	10.0%	1	28.6%	4	16.7%	3	21.7%	5	15.8%	3	0.0%	0	19.0%	8	0.0%	0
Work / School / College	2.4%	1	0.0%	0	3.6%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attend events	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Go to church	4.8%	2	0.0%	0	7.1%	2	0.0%	0	14.3%	2	0.0%	0	4.3%	1	5.3%	1	0.0%	0	4.8%	2	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pick up children	2.4%	1	0.0%	0	3.6%	1	10.0%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
(No reason / no other reason)	35.7%	15	28.6%	4	39.3%	11	30.0%	3	21.4%	3	50.0%	9	30.4%	7	42.1%	8	0.0%	0	35.7%	15	0.0%	0
Base:		42		14		28		10		14		18		23		19		0		42		0

Q17X Any mention at Q16 & Q17 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Leyburn	14.3%	6	28.6%	4	7.1%	2	20.0%	2	21.4%	3	5.6%	1	17.4%	4	10.5%	2	0.0%	0	14.3%	6	0.0%	0
Iceland, Princes Gate, Catterick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Richmondshire Walk, Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening non food shopping	4.8%	2	7.1%	1	3.6%	1	10.0%	1	7.1%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	4.8%	2	0.0%	0
Eat in a cafe or restaurant	16.7%	7	14.3%	2	17.9%	5	0.0%	0	35.7%	5	11.1%	2	8.7%	2	26.3%	5	0.0%	0	16.7%	7	0.0%	0
Eat in a restaurant	38.1%	16	42.9%	6	35.7%	10	60.0%	6	21.4%	3	38.9%	7	47.8%	11	26.3%	5	0.0%	0	38.1%	16	0.0%	0
Go to the cinema	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Go to a concert/gig	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Go to the gym	7.1%	3	7.1%	1	7.1%	2	10.0%	1	7.1%	1	5.6%	1	13.0%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Visit a bar	14.3%	6	28.6%	4	7.1%	2	30.0%	3	7.1%	1	11.1%	2	21.7%	5	5.3%	1	0.0%	0	14.3%	6	0.0%	0
Visit a pub	50.0%	21	42.9%	6	53.6%	15	30.0%	3	64.3%	9	50.0%	9	43.5%	10	57.9%	11	0.0%	0	50.0%	21	0.0%	0
Work / School / College	4.8%	2	7.1%	1	3.6%	1	20.0%	2	0.0%	0	0.0%	0	4.3%	1	5.3%	1	0.0%	0	4.8%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Band practice	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Go to the theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attend events	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	5.6%	1	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Go to church	4.8%	2	0.0%	0	7.1%	2	0.0%	0	14.3%	2	0.0%	0	4.3%	1	5.3%	1	0.0%	0	4.8%	2	0.0%	0
Pick up children	2.4%	1	0.0%	0	3.6%	1	10.0%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Base:		42		14		28		10		14		18		23		19		0		42		0

Q18 How long do you typically spend in (STUDY CENTRE) during the evening / night?
Those who visit in the evening at Q15

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Up to 1 hour	9.5%	4	7.1%	1	10.7%	3	0.0%	0	21.4%	3	5.6%	1	8.7%	2	10.5%	2	0.0%	0	9.5%	4	0.0%	0
1 to 2 hours	7.1%	3	7.1%	1	7.1%	2	0.0%	0	7.1%	1	11.1%	2	8.7%	2	5.3%	1	0.0%	0	7.1%	3	0.0%	0
2 to 4 hours	69.0%	29	85.7%	12	60.7%	17	80.0%	8	64.3%	9	66.7%	12	73.9%	17	63.2%	12	0.0%	0	69.0%	29	0.0%	0
Over 4 hours	11.9%	5	0.0%	0	17.9%	5	10.0%	1	7.1%	1	16.7%	3	8.7%	2	15.8%	3	0.0%	0	11.9%	5	0.0%	0
Don’t visit in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	2.4%	1	0.0%	0	3.6%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.4%	1	0.0%	0
Base:		42		14		28		10		14		18		23		19		0		42		0

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Choice of shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	5.2%	5	6.5%	2	4.6%	3	0.0%	0	7.7%	2	5.4%	3	8.8%	5	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Better	24.0%	23	35.5%	11	18.5%	12	35.7%	5	26.9%	7	19.6%	11	26.3%	15	21.1%	8	0.0%	0	24.0%	23	0.0%	0
About the same	47.9%	46	32.3%	10	55.4%	36	50.0%	7	34.6%	9	53.6%	30	43.9%	25	52.6%	20	0.0%	0	47.9%	46	0.0%	0
Worse	17.7%	17	19.4%	6	16.9%	11	7.1%	1	30.8%	8	14.3%	8	14.0%	8	23.7%	9	0.0%	0	17.7%	17	0.0%	0
Much worse	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know)	4.2%	4	6.5%	2	3.1%	2	7.1%	1	0.0%	0	5.4%	3	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
Mean:		*0.15*		*0.31*		*0.08*		*0.31*		*0.12*		*0.13*		*0.28*		*-0.03*		*0.00*		*0.15*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Choice of High Street names

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	9.4%	9	19.4%	6	4.6%	3	35.7%	5	11.5%	3	1.8%	1	12.3%	7	5.3%	2	0.0%	0	9.4%	9	0.0%	0
About the same	27.1%	26	25.8%	8	27.7%	18	14.3%	2	19.2%	5	33.9%	19	26.3%	15	26.3%	10	0.0%	0	27.1%	26	0.0%	0
Worse	37.5%	36	35.5%	11	38.5%	25	50.0%	7	34.6%	9	35.7%	20	40.4%	23	34.2%	13	0.0%	0	37.5%	36	0.0%	0
Much worse	16.7%	16	12.9%	4	18.5%	12	0.0%	0	30.8%	8	14.3%	8	10.5%	6	26.3%	10	0.0%	0	16.7%	16	0.0%	0
(Don’t know)	9.4%	9	6.5%	2	10.8%	7	0.0%	0	3.8%	1	14.3%	8	10.5%	6	7.9%	3	0.0%	0	9.4%	9	0.0%	0
Mean:		*-0.68*		*-0.45*		*-0.79*		*-0.14*		*-0.88*		*-0.73*		*-0.55*		*-0.89*		*0.00*		*-0.68*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Choice of independent / specialist shops

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	17.7%	17	12.9%	4	20.0%	13	21.4%	3	23.1%	6	14.3%	8	19.3%	11	15.8%	6	0.0%	0	17.7%	17	0.0%	0
Better	60.4%	58	54.8%	17	63.1%	41	57.1%	8	65.4%	17	58.9%	33	61.4%	35	57.9%	22	0.0%	0	60.4%	58	0.0%	0
About the same	19.8%	19	32.3%	10	13.8%	9	21.4%	3	11.5%	3	23.2%	13	15.8%	9	26.3%	10	0.0%	0	19.8%	19	0.0%	0
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Mean:		*0.98*		*0.81*		*1.06*		*1.00*		*1.12*		*0.91*		*1.04*		*0.89*		*0.00*		*0.98*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Range of services such as banks and other financial services

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	2.1%	2	0.0%	0	3.1%	2	0.0%	0	3.8%	1	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Better	9.4%	9	19.4%	6	4.6%	3	21.4%	3	11.5%	3	5.4%	3	10.5%	6	7.9%	3	0.0%	0	9.4%	9	0.0%	0
About the same	33.3%	32	35.5%	11	32.3%	21	50.0%	7	42.3%	11	25.0%	14	28.1%	16	42.1%	16	0.0%	0	33.3%	32	0.0%	0
Worse	29.2%	28	19.4%	6	33.8%	22	21.4%	3	23.1%	6	33.9%	19	36.8%	21	15.8%	6	0.0%	0	29.2%	28	0.0%	0
Much worse	14.6%	14	12.9%	4	15.4%	10	7.1%	1	15.4%	4	16.1%	9	10.5%	6	21.1%	8	0.0%	0	14.6%	14	0.0%	0
(Don’t know)	11.5%	11	12.9%	4	10.8%	7	0.0%	0	3.8%	1	17.9%	10	10.5%	6	13.2%	5	0.0%	0	11.5%	11	0.0%	0
Mean:		*-0.51*		*-0.30*		*-0.60*		*-0.14*		*-0.36*		*-0.70*		*-0.45*		*-0.58*		*0.00*		*-0.51*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Range and choice of pubs / restaurants

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	6.3%	6	0.0%	0	9.2%	6	14.3%	2	3.8%	1	5.4%	3	8.8%	5	2.6%	1	0.0%	0	6.3%	6	0.0%	0
Better	18.8%	18	22.6%	7	16.9%	11	28.6%	4	23.1%	6	14.3%	8	14.0%	8	26.3%	10	0.0%	0	18.8%	18	0.0%	0
About the same	52.1%	50	58.1%	18	49.2%	32	42.9%	6	57.7%	15	51.8%	29	50.9%	29	55.3%	21	0.0%	0	52.1%	50	0.0%	0
Worse	5.2%	5	9.7%	3	3.1%	2	14.3%	2	0.0%	0	5.4%	3	8.8%	5	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	17.7%	17	9.7%	3	21.5%	14	0.0%	0	15.4%	4	23.2%	13	17.5%	10	15.8%	6	0.0%	0	17.7%	17	0.0%	0
Mean:		*0.32*		*0.14*		*0.41*		*0.43*		*0.36*		*0.26*		*0.28*		*0.38*		*0.00*		*0.32*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Leisure facilities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	2.1%	2	0.0%	0	3.1%	2	7.1%	1	0.0%	0	1.8%	1	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Better	6.3%	6	9.7%	3	4.6%	3	14.3%	2	7.7%	2	3.6%	2	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
About the same	27.1%	26	16.1%	5	32.3%	21	14.3%	2	23.1%	6	32.1%	18	21.1%	12	36.8%	14	0.0%	0	27.1%	26	0.0%	0
Worse	13.5%	13	16.1%	5	12.3%	8	28.6%	4	23.1%	6	5.4%	3	15.8%	9	10.5%	4	0.0%	0	13.5%	13	0.0%	0
Much worse	3.1%	3	3.2%	1	3.1%	2	0.0%	0	11.5%	3	0.0%	0	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
(Don’t know)	47.9%	46	54.8%	17	44.6%	29	35.7%	5	34.6%	9	57.1%	32	49.1%	28	44.7%	17	0.0%	0	47.9%	46	0.0%	0
Mean:		*-0.18*		*-0.29*		*-0.14*		*0.00*		*-0.59*		*0.04*		*-0.17*		*-0.19*		*0.00*		*-0.18*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Town Centre environment

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	7.3%	7	12.9%	4	4.6%	3	14.3%	2	7.7%	2	5.4%	3	7.0%	4	7.9%	3	0.0%	0	7.3%	7	0.0%	0
Better	26.0%	25	25.8%	8	26.2%	17	21.4%	3	46.2%	12	17.9%	10	24.6%	14	26.3%	10	0.0%	0	26.0%	25	0.0%	0
About the same	61.5%	59	58.1%	18	63.1%	41	57.1%	8	46.2%	12	69.6%	39	61.4%	35	63.2%	24	0.0%	0	61.5%	59	0.0%	0
Worse	3.1%	3	3.2%	1	3.1%	2	7.1%	1	0.0%	0	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Mean:		*0.38*		*0.48*		*0.33*		*0.43*		*0.62*		*0.26*		*0.36*		*0.39*		*0.00*		*0.38*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Cleanliness

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	7.3%	7	9.7%	3	6.2%	4	7.1%	1	11.5%	3	5.4%	3	8.8%	5	5.3%	2	0.0%	0	7.3%	7	0.0%	0
Better	22.9%	22	29.0%	9	20.0%	13	21.4%	3	30.8%	8	19.6%	11	24.6%	14	21.1%	8	0.0%	0	22.9%	22	0.0%	0
About the same	66.7%	64	58.1%	18	70.8%	46	64.3%	9	57.7%	15	71.4%	40	61.4%	35	73.7%	28	0.0%	0	66.7%	64	0.0%	0
Worse	3.1%	3	3.2%	1	3.1%	2	7.1%	1	0.0%	0	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.34*		*0.45*		*0.29*		*0.29*		*0.54*		*0.27*		*0.37*		*0.32*		*0.00*		*0.34*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Car parking provision

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	3.1%	3	6.5%	2	1.5%	1	0.0%	0	3.8%	1	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
Better	14.6%	14	25.8%	8	9.2%	6	21.4%	3	19.2%	5	10.7%	6	15.8%	9	13.2%	5	0.0%	0	14.6%	14	0.0%	0
About the same	33.3%	32	29.0%	9	35.4%	23	57.1%	8	30.8%	8	28.6%	16	29.8%	17	36.8%	14	0.0%	0	33.3%	32	0.0%	0
Worse	25.0%	24	25.8%	8	24.6%	16	7.1%	1	38.5%	10	23.2%	13	31.6%	18	15.8%	6	0.0%	0	25.0%	24	0.0%	0
Much worse	11.5%	11	6.5%	2	13.8%	9	0.0%	0	3.8%	1	17.9%	10	14.0%	8	7.9%	3	0.0%	0	11.5%	11	0.0%	0
(Don't know)	12.5%	12	6.5%	2	15.4%	10	14.3%	2	3.8%	1	16.1%	9	7.0%	4	21.1%	8	0.0%	0	12.5%	12	0.0%	0
Mean:		*-0.31*		*0.00*		*-0.47*		*0.17*		*-0.20*		*-0.49*		*-0.43*		*-0.10*		*0.00*		*-0.31*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Car parking prices

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	7.3%	7	9.7%	3	6.2%	4	0.0%	0	7.7%	2	8.9%	5	7.0%	4	7.9%	3	0.0%	0	7.3%	7	0.0%	0
Better	19.8%	19	29.0%	9	15.4%	10	35.7%	5	26.9%	7	12.5%	7	22.8%	13	15.8%	6	0.0%	0	19.8%	19	0.0%	0
About the same	38.5%	37	29.0%	9	43.1%	28	28.6%	4	46.2%	12	37.5%	21	38.6%	22	36.8%	14	0.0%	0	38.5%	37	0.0%	0
Worse	8.3%	8	9.7%	3	7.7%	5	14.3%	2	3.8%	1	8.9%	5	10.5%	6	5.3%	2	0.0%	0	8.3%	8	0.0%	0
Much worse	3.1%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	5.4%	3	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
(Don’t know)	22.9%	22	22.6%	7	23.1%	15	21.4%	3	15.4%	4	26.8%	15	15.8%	9	34.2%	13	0.0%	0	22.9%	22	0.0%	0
Mean:		*0.26*		*0.50*		*0.14*		*0.27*		*0.45*		*0.15*		*0.19*		*0.40*		*0.00*		*0.26*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Accessibility by bus

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	6.3%	6	6.5%	2	6.2%	4	0.0%	0	3.8%	1	8.9%	5	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
About the same	22.9%	22	12.9%	4	27.7%	18	14.3%	2	15.4%	4	28.6%	16	17.5%	10	28.9%	11	0.0%	0	22.9%	22	0.0%	0
Worse	16.7%	16	16.1%	5	16.9%	11	28.6%	4	19.2%	5	12.5%	7	14.0%	8	21.1%	8	0.0%	0	16.7%	16	0.0%	0
Much worse	4.2%	4	3.2%	1	4.6%	3	7.1%	1	0.0%	0	5.4%	3	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
(Don’t know)	50.0%	48	61.3%	19	44.6%	29	50.0%	7	61.5%	16	44.6%	25	56.1%	32	42.1%	16	0.0%	0	50.0%	48	0.0%	0
Mean:		*-0.38*		*-0.42*		*-0.36*		*-0.86*		*-0.40*		*-0.26*		*-0.40*		*-0.36*		*0.00*		*-0.38*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Accessibility by train

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
About the same	6.3%	6	3.2%	1	7.7%	5	7.1%	1	3.8%	1	7.1%	4	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Worse	6.3%	6	9.7%	3	4.6%	3	7.1%	1	15.4%	4	1.8%	1	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Much worse	3.1%	3	6.5%	2	1.5%	1	7.1%	1	0.0%	0	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
(Don’t know)	83.3%	80	77.4%	24	86.2%	56	78.6%	11	80.8%	21	85.7%	48	82.5%	47	84.2%	32	0.0%	0	83.3%	80	0.0%	0
Mean:		*-0.69*		*-0.86*		*-0.56*		*-1.00*		*-0.80*		*-0.50*		*-0.50*		*-1.00*		*0.00*		*-0.69*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Public information / signposts / public facilities

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Better	11.5%	11	16.1%	5	9.2%	6	14.3%	2	11.5%	3	10.7%	6	12.3%	7	10.5%	4	0.0%	0	11.5%	11	0.0%	0
About the same	78.1%	75	74.2%	23	80.0%	52	78.6%	11	73.1%	19	80.4%	45	78.9%	45	76.3%	29	0.0%	0	78.1%	75	0.0%	0
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
(Don’t know)	8.3%	8	6.5%	2	9.2%	6	7.1%	1	15.4%	4	5.4%	3	8.8%	5	7.9%	3	0.0%	0	8.3%	8	0.0%	0
Mean:		*0.13*		*0.24*		*0.07*		*0.15*		*0.14*		*0.11*		*0.13*		*0.11*		*0.00*		*0.13*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21 Comparing (STUDY CENTRE) with other surrounding centres, how does it compare on the following aspects?

Entertainment / events / performances

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	2.1%	2	3.2%	1	1.5%	1	7.1%	1	0.0%	0	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Better	15.6%	15	16.1%	5	15.4%	10	21.4%	3	19.2%	5	12.5%	7	10.5%	6	23.7%	9	0.0%	0	15.6%	15	0.0%	0
About the same	33.3%	32	22.6%	7	38.5%	25	28.6%	4	34.6%	9	33.9%	19	29.8%	17	39.5%	15	0.0%	0	33.3%	32	0.0%	0
Worse	11.5%	11	9.7%	3	12.3%	8	14.3%	2	19.2%	5	7.1%	4	15.8%	9	5.3%	2	0.0%	0	11.5%	11	0.0%	0
Much worse	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know)	36.5%	35	48.4%	15	30.8%	20	28.6%	4	26.9%	7	42.9%	24	40.4%	23	28.9%	11	0.0%	0	36.5%	35	0.0%	0
Mean:		*0.10*		*0.25*		*0.04*		*0.30*		*0.00*		*0.09*		*-0.09*		*0.33*		*0.00*		*0.10*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Tourist facilities / hotels

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better	17.7%	17	19.4%	6	16.9%	11	21.4%	3	15.4%	4	17.9%	10	17.5%	10	18.4%	7	0.0%	0	17.7%	17	0.0%	0
About the same	45.8%	44	48.4%	15	44.6%	29	21.4%	3	61.5%	16	44.6%	25	35.1%	20	60.5%	23	0.0%	0	45.8%	44	0.0%	0
Worse	6.3%	6	9.7%	3	4.6%	3	28.6%	4	0.0%	0	3.6%	2	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	29.2%	28	22.6%	7	32.3%	21	28.6%	4	23.1%	6	32.1%	18	38.6%	22	15.8%	6	0.0%	0	29.2%	28	0.0%	0
Mean:		*0.19*		*0.13*		*0.23*		*-0.10*		*0.20*		*0.26*		*0.23*		*0.16*		*0.00*		*0.19*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Day time safety

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Much better	6.3%	6	6.5%	2	6.2%	4	14.3%	2	0.0%	0	7.1%	4	8.8%	5	2.6%	1	0.0%	0	6.3%	6	0.0%	0
Better	24.0%	23	22.6%	7	24.6%	16	28.6%	4	15.4%	4	26.8%	15	19.3%	11	28.9%	11	0.0%	0	24.0%	23	0.0%	0
About the same	68.8%	66	67.7%	21	69.2%	45	57.1%	8	84.6%	22	64.3%	36	70.2%	40	68.4%	26	0.0%	0	68.8%	66	0.0%	0
Worse	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.35*		*0.32*		*0.37*		*0.57*		*0.15*		*0.39*		*0.35*		*0.34*		*0.00*		*0.35*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Evening . night safety																						
Much better	2.1%	2	6.5%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Better	14.6%	14	9.7%	3	16.9%	11	7.1%	1	7.7%	2	19.6%	11	15.8%	9	13.2%	5	0.0%	0	14.6%	14	0.0%	0
About the same	33.3%	32	32.3%	10	33.8%	22	50.0%	7	42.3%	11	25.0%	14	31.6%	18	36.8%	14	0.0%	0	33.3%	32	0.0%	0
Worse	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	49.0%	47	51.6%	16	47.7%	31	28.6%	4	50.0%	13	53.6%	30	49.1%	28	47.4%	18	0.0%	0	49.0%	47	0.0%	0
Mean:		*0.35*		*0.47*		*0.29*		*0.50*		*0.15*		*0.38*		*0.34*		*0.35*		*0.00*		*0.35*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0
Layout																						
Much better	5.2%	5	9.7%	3	3.1%	2	21.4%	3	0.0%	0	3.6%	2	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
Better	29.2%	28	32.3%	10	27.7%	18	21.4%	3	26.9%	7	32.1%	18	31.6%	18	26.3%	10	0.0%	0	29.2%	28	0.0%	0
About the same	62.5%	60	54.8%	17	66.2%	43	50.0%	7	73.1%	19	60.7%	34	59.6%	34	65.8%	25	0.0%	0	62.5%	60	0.0%	0
Worse	2.1%	2	3.2%	1	1.5%	1	7.1%	1	0.0%	0	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mean:		*0.38*		*0.48*		*0.33*		*0.57*		*0.27*		*0.38*		*0.41*		*0.34*		*0.00*		*0.38*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0
Public art																						
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	9.4%	9	6.5%	2	10.8%	7	21.4%	3	3.8%	1	8.9%	5	10.5%	6	7.9%	3	0.0%	0	9.4%	9	0.0%	0
About the same	26.0%	25	29.0%	9	24.6%	16	28.6%	4	26.9%	7	25.0%	14	31.6%	18	18.4%	7	0.0%	0	26.0%	25	0.0%	0
Worse	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	62.5%	60	64.5%	20	61.5%	40	50.0%	7	69.2%	18	62.5%	35	56.1%	32	71.1%	27	0.0%	0	62.5%	60	0.0%	0
Mean:		*0.19*		*0.18*		*0.20*		*0.43*		*0.13*		*0.14*		*0.20*		*0.18*		*0.00*		*0.19*		*0.00*
Base:		96		31		65		14		26		56		57		38		0		96		0

Q22 What type of shops or services would you like to see more of in (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Banks	34.4%	33	35.5%	11	33.8%	22	28.6%	4	34.6%	9	35.7%	20	38.6%	22	28.9%	11	0.0%	0	34.4%	33	0.0%	0
Better leisure facility provision	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better retail provision for children and babies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	4.2%	4	0.0%	0	6.2%	4	14.3%	2	0.0%	0	3.6%	2	7.0%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing stores	24.0%	23	22.6%	7	24.6%	16	42.9%	6	19.2%	5	21.4%	12	15.8%	9	36.8%	14	0.0%	0	24.0%	23	0.0%	0
Department stores / retailers	3.1%	3	6.5%	2	1.5%	1	7.1%	1	7.7%	2	0.0%	0	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Drinking establishments	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Footwear stores	13.5%	13	6.5%	2	16.9%	11	14.3%	2	11.5%	3	14.3%	8	15.8%	9	10.5%	4	0.0%	0	13.5%	13	0.0%	0
High Street names	12.5%	12	9.7%	3	13.8%	9	7.1%	1	19.2%	5	10.7%	6	15.8%	9	7.9%	3	0.0%	0	12.5%	12	0.0%	0
Household goods stores	4.2%	4	3.2%	1	4.6%	3	0.0%	0	3.8%	1	5.4%	3	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
Independent / specialist shops	12.5%	12	19.4%	6	9.2%	6	14.3%	2	15.4%	4	10.7%	6	14.0%	8	10.5%	4	0.0%	0	12.5%	12	0.0%	0
Large supermarkets	9.4%	9	3.2%	1	12.3%	8	7.1%	1	15.4%	4	7.1%	4	7.0%	4	13.2%	5	0.0%	0	9.4%	9	0.0%	0
Larger sizes clothing store	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Indoor market stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street market stalls	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pharmacies	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Public amenities	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Restaurants / cafes	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist food stores	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Sports shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A meeting point	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Cash machines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crafts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY / hardware	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phone shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resources for tourists	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shoe shops	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	16.7%	16	12.9%	4	18.5%	12	7.1%	1	15.4%	4	19.6%	11	17.5%	10	13.2%	5	0.0%	0	16.7%	16	0.0%	0
(Don't know)	3.1%	3	0.0%	0	4.6%	3	0.0%	0	3.8%	1	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Q23 What type of leisure facilities would you like to see more of in (STUDY CENTRE) ? [MR]																						
Art galleries	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children’s activity centre	3.1%	3	3.2%	1	3.1%	2	7.1%	1	3.8%	1	1.8%	1	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Cinema	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Civic Hall / Civic spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / activities for young people	16.7%	16	16.1%	5	16.9%	11	42.9%	6	23.1%	6	7.1%	4	19.3%	11	13.2%	5	0.0%	0	16.7%	16	0.0%	0
Go-karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness	5.2%	5	12.9%	4	1.5%	1	7.1%	1	7.7%	2	3.6%	2	3.5%	2	7.9%	3	0.0%	0	5.2%	5	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks / gardens	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Restaurants / cafes	2.1%	2	0.0%	0	3.1%	2	7.1%	1	3.8%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Sports pitches	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	9.4%	9	6.5%	2	10.8%	7	28.6%	4	3.8%	1	7.1%	4	7.0%	4	13.2%	5	0.0%	0	9.4%	9	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	62.5%	60	54.8%	17	66.2%	43	21.4%	3	57.7%	15	75.0%	42	61.4%	35	63.2%	24	0.0%	0	62.5%	60	0.0%	0
Dancing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Indoor ski slope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martial arts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squash court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	3.1%	3	9.7%	3	0.0%	0	0.0%	0	7.7%	2	1.8%	1	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q24 What measures do you think would improve (STUDY CENTRE) and make it more attractive? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by private car	3.1%	3	0.0%	0	4.6%	3	0.0%	0	3.8%	1	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Ban skateboarding, biking etc.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	4.2%	4	3.2%	1	4.6%	3	0.0%	0	11.5%	3	1.8%	1	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Cheaper parking	7.3%	7	3.2%	1	9.2%	6	0.0%	0	3.8%	1	10.7%	6	8.8%	5	5.3%	2	0.0%	0	7.3%	7	0.0%	0
Click and collect facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expansion of the centre	4.2%	4	6.5%	2	3.1%	2	7.1%	1	0.0%	0	5.4%	3	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Fewer low quality shops (take-away, pound shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the quality of the shops	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fill the empty shops	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Flexible parking	16.7%	16	19.4%	6	15.4%	10	14.3%	2	15.4%	4	17.9%	10	21.1%	12	10.5%	4	0.0%	0	16.7%	16	0.0%	0
Give it a general face lift (Flowers, painting etc.)	12.5%	12	12.9%	4	12.3%	8	35.7%	5	11.5%	3	7.1%	4	12.3%	7	13.2%	5	0.0%	0	12.5%	12	0.0%	0
Greater promotion / marketing of the centre	3.1%	3	9.7%	3	0.0%	0	14.3%	2	3.8%	1	0.0%	0	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
Interactive information points	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improve market provision	2.1%	2	3.2%	1	1.5%	1	7.1%	1	0.0%	0	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Improved bus services	15.6%	15	9.7%	3	18.5%	12	7.1%	1	15.4%	4	17.9%	10	14.0%	8	15.8%	6	0.0%	0	15.6%	15	0.0%	0
Improved cleanliness	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improved cultural facilities	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Improved security / CCTV	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improved signage / information	2.1%	2	3.2%	1	1.5%	1	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Improved street paving	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved train services / a railway station	2.1%	2	6.5%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Increased choice / range of shops	20.8%	20	6.5%	2	27.7%	18	21.4%	3	38.5%	10	12.5%	7	15.8%	9	28.9%	11	0.0%	0	20.8%	20	0.0%	0
Increased office development	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	3.1%	3	3.2%	1	3.1%	2	7.1%	1	3.8%	1	1.8%	1	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
More entertainment / leisure facilities	10.4%	10	9.7%	3	10.8%	7	28.6%	4	7.7%	2	7.1%	4	10.5%	6	10.5%	4	0.0%	0	10.4%	10	0.0%	0
More evening activities	3.1%	3	3.2%	1	3.1%	2	7.1%	1	0.0%	0	3.6%	2	3.5%	2	2.6%	1	0.0%	0	3.1%	3	0.0%	0
More national multiples / retailers	3.1%	3	3.2%	1	3.1%	2	0.0%	0	7.7%	2	1.8%	1	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
More non-food stores	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
More organised events e.g. street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	18.8%	18	9.7%	3	23.1%	15	14.3%	2	23.1%	6	17.9%	10	22.8%	13	13.2%	5	0.0%	0	18.8%	18	0.0%	0
More food and beverage facilities (pubs / restaurants)	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
More speciality shops	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More tourist facilities	4.2%	4	9.7%	3	1.5%	1	14.3%	2	0.0%	0	3.6%	2	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
Pay on exit parking	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improved public toilet provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Real time traffic or public transport information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	27.1%	26	32.3%	10	24.6%	16	21.4%	3	23.1%	6	30.4%	17	26.3%	15	28.9%	11	0.0%	0	27.1%	26	0.0%	0
Disc parking	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improved lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger bays for parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	1.0%	1	0.0%	0	1.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for children	1.0%	1	0.0%	0	1.5%	1	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More cash machines	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More greenery	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
More offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianise	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	3.1%	3	3.2%	1	3.1%	2	0.0%	0	3.8%	1	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q25 What do you think are the biggest weaknesses of (STUDY CENTRE) ? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	4.2%	4	0.0%	0	6.2%	4	0.0%	0	3.8%	1	5.4%	3	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Accessibility by bus	15.6%	15	12.9%	4	16.9%	11	14.3%	2	7.7%	2	19.6%	11	12.3%	7	21.1%	8	0.0%	0	15.6%	15	0.0%	0
Accessibility bus train	5.2%	5	9.7%	3	3.1%	2	21.4%	3	3.8%	1	1.8%	1	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
Anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of car parking	22.9%	22	19.4%	6	24.6%	16	14.3%	2	26.9%	7	23.2%	13	26.3%	15	18.4%	7	0.0%	0	22.9%	22	0.0%	0
Choice / range of non-food shops	16.7%	16	9.7%	3	20.0%	13	14.3%	2	26.9%	7	12.5%	7	14.0%	8	21.1%	8	0.0%	0	16.7%	16	0.0%	0
Empty shops	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lack of cultural facilities	4.2%	4	6.5%	2	3.1%	2	7.1%	1	0.0%	0	5.4%	3	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Lack of foodstore provision	6.3%	6	6.5%	2	6.2%	4	0.0%	0	15.4%	4	3.6%	2	5.3%	3	7.9%	3	0.0%	0	6.3%	6	0.0%	0
Lack of leisure facilities	4.2%	4	3.2%	1	4.6%	3	14.3%	2	3.8%	1	1.8%	1	3.5%	2	5.3%	2	0.0%	0	4.2%	4	0.0%	0
Lack of market facilities	4.2%	4	6.5%	2	3.1%	2	0.0%	0	7.7%	2	3.6%	2	1.8%	1	7.9%	3	0.0%	0	4.2%	4	0.0%	0
Lack of non-retail provision (e.g. banks, estate agents etc)	10.4%	10	6.5%	2	12.3%	8	14.3%	2	15.4%	4	7.1%	4	7.0%	4	15.8%	6	0.0%	0	10.4%	10	0.0%	0
Lack of public amenities	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Poor marketing of the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price of car parking	2.1%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.6%	2	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Public information / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantity of takeaways / charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range food and beverage facilities (pubs / restaurants)	2.1%	2	6.5%	2	0.0%	0	7.1%	1	3.8%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Range of specialist / independent retailers	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Security / safety	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Tourism facilities	4.2%	4	6.5%	2	3.1%	2	21.4%	3	0.0%	0	1.8%	1	1.8%	1	7.9%	3	0.0%	0	4.2%	4	0.0%	0
Town centre environment	2.1%	2	3.2%	1	1.5%	1	14.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Type / quality of retail provisions	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None mentioned	22.9%	22	25.8%	8	21.5%	14	28.6%	4	19.2%	5	23.2%	13	26.3%	15	15.8%	6	0.0%	0	22.9%	22	0.0%	0
Dirty / litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of activities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of dog friendly places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of jobs	2.1%	2	3.2%	1	1.5%	1	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Only 2 hours parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking spaces too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poorly lit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The cobbles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The council	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Too many of the same type of shops	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Traffic congestion	2.1%	2	0.0%	0	3.1%	2	0.0%	0	3.8%	1	1.8%	1	1.8%	1	2.6%	1	0.0%	0	2.1%	2	0.0%	0
Unatractive shop fronts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q26 Do you intend to visit a market during your trip to (STUDY CENTRE) today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Yes – Richmond Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Leyburn Market	18.8%	18	12.9%	4	21.5%	14	0.0%	0	19.2%	5	23.2%	13	15.8%	9	23.7%	9	0.0%	0	18.8%	18	0.0%	0
Yes – Other market (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	80.2%	77	87.1%	27	76.9%	50	92.9%	13	80.8%	21	76.8%	43	84.2%	48	73.7%	28	0.0%	0	80.2%	77	0.0%	0
(Don’t know / haven’t decided yet)	1.0%	1	0.0%	0	1.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Q27A How often do you visit Richmond Market?
Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q27B How often do you visit Leyburn Market?
Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Daily	5.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	7.7%	1	11.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Once a week or more	72.2%	13	25.0%	1	85.7%	12	0.0%	0	80.0%	4	69.2%	9	66.7%	6	77.8%	7	0.0%	0	72.2%	13	0.0%	0
Less than once a week	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0	5.6%	1	0.0%	0
Less than once a fortnight	11.1%	2	25.0%	1	7.1%	1	0.0%	0	20.0%	1	7.7%	1	22.2%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0
Less than once a month	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0	5.6%	1	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		18		4		14		0		5		13		9		9		0		18		0

Q28AWhat one thing do you particularly like about Richmond Market? [MR]

Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshness of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q28BWhat else do you particularly like about Leyburn Market? [MR]

Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
All on one level	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	16.7%	3	25.0%	1	14.3%	2	0.0%	0	20.0%	1	15.4%	2	0.0%	0	33.3%	3	0.0%	0	16.7%	3	0.0%	0
Ease of parking	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0	5.6%	1	0.0%	0
Easy to get to	33.3%	6	50.0%	2	28.6%	4	0.0%	0	20.0%	1	38.5%	5	33.3%	3	33.3%	3	0.0%	0	33.3%	6	0.0%	0
Everything	5.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	7.7%	1	11.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Freshness of food	44.4%	8	25.0%	1	50.0%	7	0.0%	0	40.0%	2	46.2%	6	44.4%	4	44.4%	4	0.0%	0	44.4%	8	0.0%	0
Friendly atmosphere	44.4%	8	25.0%	1	50.0%	7	0.0%	0	80.0%	4	30.8%	4	44.4%	4	44.4%	4	0.0%	0	44.4%	8	0.0%	0
Good service	44.4%	8	25.0%	1	50.0%	7	0.0%	0	80.0%	4	30.8%	4	44.4%	4	44.4%	4	0.0%	0	44.4%	8	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food	16.7%	3	0.0%	0	21.4%	3	0.0%	0	20.0%	1	15.4%	2	33.3%	3	0.0%	0	0.0%	0	16.7%	3	0.0%	0
Quality of non-food items	5.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0	5.6%	1	0.0%	0
Range of food	11.1%	2	0.0%	0	14.3%	2	0.0%	0	20.0%	1	7.7%	1	11.1%	1	11.1%	1	0.0%	0	11.1%	2	0.0%	0
Range of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	11.1%	2	0.0%	0	14.3%	2	0.0%	0	20.0%	1	7.7%	1	22.2%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The variety	50.0%	9	75.0%	3	42.9%	6	0.0%	0	60.0%	3	46.2%	6	44.4%	4	55.6%	5	0.0%	0	50.0%	9	0.0%	0
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		18		4		14		0		5		13		9		9		0		18		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	

Q29A What one thing do you particularly dislike about Richmond Market?

Those visiting Richmond Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Q29B What else do you particularly dislike about the Leyburn Market? [MR]

Those visiting Leyburn Market at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	5.6%	1	0.0%	0	7.1%	1	0.0%	0	20.0%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	16.7%	3	0.0%	0	21.4%	3	0.0%	0	40.0%	2	7.7%	1	11.1%	1	22.2%	2	0.0%	0	16.7%	3	0.0%	0
Not enough stalls	16.7%	3	25.0%	1	14.3%	2	0.0%	0	20.0%	1	15.4%	2	0.0%	0	33.3%	3	0.0%	0	16.7%	3	0.0%	0
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	11.1%	1	0.0%	0	5.6%	1	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	72.2%	13	50.0%	2	78.6%	11	0.0%	0	60.0%	3	76.9%	10	88.9%	8	55.6%	5	0.0%	0	72.2%	13	0.0%	0
Base:		18		4		14		0		5		13		9		9		0		18		0

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
Male	32.3%	31	100.0%	31	0.0%	0	50.0%	7	34.6%	9	26.8%	15	33.3%	19	31.6%	12	0.0%	0	32.3%	31	0.0%	0
Female	67.7%	65	0.0%	0	100.0%	65	50.0%	7	65.4%	17	73.2%	41	66.7%	38	68.4%	26	0.0%	0	67.7%	65	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
AGE Age Group:																						
18 - 24 years	5.2%	5	9.7%	3	3.1%	2	35.7%	5	0.0%	0	0.0%	0	5.3%	3	5.3%	2	0.0%	0	5.2%	5	0.0%	0
25 - 34 years	9.4%	9	12.9%	4	7.7%	5	64.3%	9	0.0%	0	0.0%	0	8.8%	5	10.5%	4	0.0%	0	9.4%	9	0.0%	0
35 - 44 years	9.4%	9	6.5%	2	10.8%	7	0.0%	0	34.6%	9	0.0%	0	7.0%	4	13.2%	5	0.0%	0	9.4%	9	0.0%	0
45 - 54 years	17.7%	17	22.6%	7	15.4%	10	0.0%	0	65.4%	17	0.0%	0	19.3%	11	15.8%	6	0.0%	0	17.7%	17	0.0%	0
55 - 64 years	17.7%	17	19.4%	6	16.9%	11	0.0%	0	0.0%	0	30.4%	17	21.1%	12	13.2%	5	0.0%	0	17.7%	17	0.0%	0
65+ years	40.6%	39	29.0%	9	46.2%	30	0.0%	0	0.0%	0	69.6%	39	38.6%	22	42.1%	16	0.0%	0	40.6%	39	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0
SEG Occupation:																						
AB	24.0%	23	29.0%	9	21.5%	14	7.1%	1	19.2%	5	30.4%	17	40.4%	23	0.0%	0	0.0%	0	24.0%	23	0.0%	0
C1	35.4%	34	32.3%	10	36.9%	24	50.0%	7	38.5%	10	30.4%	17	59.6%	34	0.0%	0	0.0%	0	35.4%	34	0.0%	0
C2	17.7%	17	29.0%	9	12.3%	8	21.4%	3	26.9%	7	12.5%	7	0.0%	0	44.7%	17	0.0%	0	17.7%	17	0.0%	0
DE	21.9%	21	9.7%	3	27.7%	18	21.4%	3	15.4%	4	25.0%	14	0.0%	0	55.3%	21	0.0%	0	21.9%	21	0.0%	0
(Refused)	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0
DAY Day of interview:																						
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	22.9%	22	16.1%	5	26.2%	17	0.0%	0	19.2%	5	30.4%	17	17.5%	10	31.6%	12	0.0%	0	22.9%	22	0.0%	0
Saturday	76.0%	73	83.9%	26	72.3%	47	100.0%	14	80.8%	21	67.9%	38	82.5%	47	68.4%	26	0.0%	0	76.0%	73	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0
TIME Time of Interview																						
09.00 – 12.00	34.4%	33	29.0%	9	36.9%	24	42.9%	6	19.2%	5	39.3%	22	35.1%	20	34.2%	13	0.0%	0	34.4%	33	0.0%	0
12.01 – 14.00	35.4%	34	45.2%	14	30.8%	20	42.9%	6	34.6%	9	33.9%	19	45.6%	26	21.1%	8	0.0%	0	35.4%	34	0.0%	0
14.01 – 17.00	30.2%	29	25.8%	8	32.3%	21	14.3%	2	46.2%	12	26.8%	15	19.3%	11	44.7%	17	0.0%	0	30.2%	29	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0
LOC Study Centre																						
Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	100.0%	96	100.0%	31	100.0%	65	100.0%	14	100.0%	26	100.0%	56	100.0%	57	100.0%	38	0.0%	0	100.0%	96	0.0%	0
Catterick Garrison	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Richmond		Leyburn		Catterick Garrison	
BD10 0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DL10 4	3.1%	3	3.2%	1	3.1%	2	0.0%	0	3.8%	1	3.6%	2	1.8%	1	5.3%	2	0.0%	0	3.1%	3	0.0%	0
DL10 7	3.1%	3	6.5%	2	1.5%	1	0.0%	0	3.8%	1	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
DL11 6	4.2%	4	3.2%	1	4.6%	3	7.1%	1	3.8%	1	3.6%	2	5.3%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0
DL12 0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
DL3 0	2.1%	2	0.0%	0	3.1%	2	0.0%	0	7.7%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0
DL5 5	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DL7 0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DL8 1	3.1%	3	0.0%	0	4.6%	3	7.1%	1	0.0%	0	3.6%	2	5.3%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
DL8 2	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
DL8 3	6.3%	6	9.7%	3	4.6%	3	7.1%	1	7.7%	2	5.4%	3	7.0%	4	5.3%	2	0.0%	0	6.3%	6	0.0%	0
DL8 4	16.7%	16	6.5%	2	21.5%	14	14.3%	2	19.2%	5	16.1%	9	17.5%	10	15.8%	6	0.0%	0	16.7%	16	0.0%	0
DL8 5	39.6%	38	29.0%	9	44.6%	29	42.9%	6	38.5%	10	39.3%	22	31.6%	18	52.6%	20	0.0%	0	39.6%	38	0.0%	0
DL9 4	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
GU46 6	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HG3 5	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HG4 2	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
HG4 4	2.1%	2	3.2%	1	1.5%	1	0.0%	0	0.0%	0	3.6%	2	1.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
HX2 6	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
L37 0	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
LS11 7	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
LS24 8	1.0%	1	3.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
NE12 6	1.0%	1	0.0%	0	1.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
S63 7	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
TS10 2	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
WA6 6	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
YO30 5	1.0%	1	3.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
YO31 9	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		96		31		65		14		26		56		57		38		0		96		0

Appendix 9 – Quantitative Assessment

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 1A: POPULATION

YEAR	ZONE						Total
	1	2	3	4	5	6	
2019	5,908	16,712	12,451	6,829	10,556	5,420	57,875
2024	6,032	18,287	12,969	6,969	10,775	5,511	60,542
2029	6,162	20,495	13,380	7,111	10,996	5,618	63,762
2034	6,272	22,198	13,736	7,233	11,180	5,703	66,322
2035	6,293	22,263	13,774	7,255	11,213	5,715	66,512

TABLE 1B: CONVENIENCE EXPENDITURE PER CAPITA

SFT	Per Capita Convenience Expenditure						
		Zone 1 £ per person	Zone 2 £ per person	Zone 3 £ per person	Zone 4 £ per person	Zone 5 £ per person	Zone 6 £ per person
Including SFT	*2017*	*1,891*	*1,686*	*2,148*	*2,192*	*2,351*	*2,450*
Excluding SFT	2017	1,827	1,629	2,075	2,118	2,271	2,367
	2019	1,842	1,642	2,091	2,135	2,289	2,386
	2024	1,838	1,638	2,087	2,131	2,285	2,381
	2029	1,840	1,640	2,089	2,133	2,287	2,384
	2034	1,842	1,642	2,091	2,135	2,289	2,386
	2035	1,843	1,643	2,094	2,137	2,292	2,388

Notes:

a. Zones shown on Study Area Plan

b. Per capita expenditure derived from Experian MMG3 data (2017 base date)

c. Full details of the population calculation are provided in the main Retail Study Report

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018)

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 16

2017 Prices

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 2A: TOTAL EXPENDITURE CONVENIENCE GOODS EXPENDITURE

	CONVENIENCE GOODS EXPENDITURE							
	Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area
		£m	£m	£m	£m	£m	£m	£m
Total	**2019**	10.88	27.43	26.04	14.58	24.16	12.93	**116.03**
	2024	11.09	29.96	27.07	14.85	24.62	13.12	**120.70**
	2029	11.34	33.61	27.96	15.17	25.15	13.39	**126.61**
	2034	11.55	36.44	28.73	15.44	25.59	13.61	**131.36**
	2035	11.60	36.58	28.84	15.50	25.69	13.65	**131.87**
Growth	**2019-2024**	0.21	2.53	1.03	0.27	0.45	0.19	**4.67**
	2019-2029	0.46	6.18	1.91	0.59	0.98	0.46	**10.58**
	2019-2034	0.67	9.01	2.69	0.86	1.43	0.67	**15.33**
	2019-2035	0.72	9.15	2.79	0.93	1.53	0.72	**15.84**

TABLE 2b: CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPING AND TOP-UP FOOD SHOPPING SPEND

		CONVENIENCE GOODS EXPENDITURE						
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area
		£m	£m	£m	£m	£m	£m	£m
2019	**Main Food**	8.60	21.89	21.23	11.76	19.50	10.78	**93.75**
	Top-up	2.28	5.55	4.81	2.82	4.67	2.16	**22.28**
	Total	**10.88**	**27.43**	**26.04**	**14.58**	**24.16**	**12.93**	**116.03**

Notes:
a. Zones shown on Study Area Plan
b. Per capita expenditure derived from Experian MMG3 data (2017 base date)
c. Full details of the population calculation are provided in the main Retail Study Report
d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018)
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 16
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2017 Prices

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS AT 2018

	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
DESTINATION	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
STUDY AREA														
Zone 1														
In Centre														
Richmond Town Centre														
Local shops, Richmond Town Centre	0.2%	2.5%	1.0%	12.3%	0.0%	0.0%	0.0%	0.9%	0.7%	5.5%	0.0%	0.0%	0.0%	3.0%
Neeps & Tatties Greengrocers, Market Place, Richmond	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Co-op, Market Place, Richmond	2.1%	4.5%	10.5%	15.2%	0.0%	0.0%	1.3%	4.6%	1.5%	5.6%	0.0%	0.0%	5.7%	11.8%
Heron Frozen Foods, Market Place, Richmond	0.7%	1.7%	3.3%	4.2%	0.0%	0.5%	0.0%	0.0%	2.3%	10.5%	0.0%	0.0%	0.3%	0.0%
Ken Warnes Grocers, Market Place, Richmond	0.1%	1.9%	0.3%	12.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%	0.5%	0.0%	0.0%	1.9%
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.0%	0.2%	0.3%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Richmond Outdoor Market	0.1%	0.5%	0.9%	1.3%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Edge/Out of Centre														
Lidl, Queens Road, Richmond	7.6%	7.2%	31.5%	21.3%	0.0%	3.3%	3.1%	6.3%	18.9%	11.3%	0.3%	0.8%	15.3%	11.0%
Nisa Local (Filling Station), Victoria Road, Richmond	0.0%	1.7%	0.0%	9.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Sub-Total Total Zone 1	**10.8%**	**20.3%**	**47.8%**	**76.8%**	**0.0%**	**5.7%**	**4.3%**	**14.4%**	**23.4%**	**34.7%**	**1.4%**	**0.8%**	**21.3%**	**29.4%**
Zone 2														
In Centre														
Catterick Garrison Centre														
Local shops, Catterick GARRISON Town Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	35.6%	11.7%	26.7%	9.4%	50.4%	29.3%	33.3%	3.2%	23.1%	8.1%	32.5%	0.8%	25.5%	4.1%
Iceland, Princes Gate, Catterick Garrison	1.3%	3.5%	0.7%	0.4%	3.8%	10.9%	0.3%	0.5%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Edge/Out of Centre														
Aldi, Richmond Road, Catterick Garrison	16.2%	6.6%	13.2%	5.6%	21.8%	12.2%	19.2%	8.0%	10.0%	3.1%	14.1%	0.9%	6.3%	1.3%
B&M, Gough Road, Catterick Garrison	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Broadway, Catterick Garrison, Colburn	1.5%	5.0%	0.0%	0.0%	5.1%	15.6%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Catterick Road, Colburn, Catterick Garrison	6.2%	3.4%	0.3%	0.0%	11.1%	9.4%	8.8%	0.9%	6.0%	4.0%	0.5%	0.0%	1.2%	0.9%
Local shops, Broadway, Colburn, Catterick Garrison	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.0%	0.7%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Colburn Lane, Catterick Garrison, Colburn	0.0%	2.1%	0.0%	0.0%	0.0%	6.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Hildyard Row, Catterick Garrison	0.5%	0.8%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**61.4%**	**35.2%**	**40.9%**	**15.4%**	**92.2%**	**91.1%**	**61.6%**	**16.8%**	**39.0%**	**17.1%**	**50.3%**	**5.2%**	**33.0%**	**6.4%**
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Catterick Village	0.3%	2.1%	0.0%	0.0%	0.0%	1.0%	1.2%	7.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Co-op, Market Court, Bedale	2.4%	6.5%	0.0%	0.0%	0.0%	0.0%	10.3%	24.2%	0.0%	0.0%	1.0%	6.0%	0.0%	0.0%
Bedale Market	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bedale Town Centre	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Brompton On Swale Village Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Catterick VILLAGE Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Hunton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Aiskew Garage, Aiskew, Bedale	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Market Place, Bedale	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**2.9%**	**12.3%**	**0.0%**	**0.0%**	**0.0%**	**1.0%**	**12.7%**	**45.4%**	**0.0%**	**4.3%**	**1.0%**	**7.0%**	**0.0%**	**0.0%**
Zone 4														
Local shops, Barton Village Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	1.7%
Local shops, Melsonby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Middleton Tyas Village Centre	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Scorton Village Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.1%	0.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%	0.0%	0.0%	0.4%	1.5%
McColl's, Gilling Road, Richmond	0.0%	0.8%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Cross Lanes, Richmond	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.2%**	**3.4%**	**0.0%**	**7.8%**	**0.0%**	**0.0%**	**0.0%**	**0.4%**	**1.2%**	**20.4%**	**0.0%**	**0.0%**	**0.4%**	**3.1%**
Zone 5														
Leyburn In Centre														
Campbell & Sons Groceries, Commercial Square, Leyburn	1.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	8.5%	23.2%	1.7%	0.5%
Co-op, Market Place, Leyburn	5.3%	7.9%	0.0%	0.0%	0.0%	0.0%	1.3%	4.5%	0.0%	0.0%	28.3%	40.3%	3.0%	0.0%
Leyburn Market	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%	1.2%	0.0%
Local shops, Leyburn Town Centre	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.3%	1.0%	0.0%
One Stop, Railway Street, Leyburn	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%	0.0%	0.0%
Other In Centre														
Local shops, Hawes Town Centre	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	9.6%	0.0%	0.0%
Local shops, Middleham Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Edge/Out of Centre														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Berrys Farm Shop, Back Lane, Swinithwaite	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Market Place, Main Street, Hawes	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.1%	0.0%	0.0%
Withywood Stores, Main Street, West Witton	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Sub-Total Zone 5	**7.8%**	**15.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.6%**	**4.5%**	**0.0%**	**0.0%**	**41.1%**	**87.0%**	**7.0%**	**0.5%**
Zone 6														
Local shops, Eppleby Village Centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%
Local shops, Hudswell Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Local shops, Reeth Village Centre	0.2%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.4%	22.9%
Reeth Village Store, Hexham Cottage, Reeth	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sub-Total Zone 6	**0.2%**	**3.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.3%**	**0.0%**	**1.4%**	**33.8%**
Total in Richmondshire District	80.7%	80.9%	88.7%	100.0%	92.2%	97.8%	68.6%	45.6%	63.7%	75.5%	93.0%	94.0%	63.1%	73.2%
Total Inside Study Area	**83.4%**	**90.2%**	**88.7%**	**100.0%**	**92.2%**	**97.8%**	**80.2%**	**81.5%**	**63.7%**	**76.6%**	**94.0%**	**100.0%**	**63.1%**	**73.2%**
Outside Study Area														
Aldi, Invention Row, Darlington	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.2%	0.0%
Aldi, North Road Retail Park, Darlington	0.1%	0.3%	0.0%	0.0%	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Yarm Road, Darlington	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda Superstore, Whinbush Way, Darlington	0.8%	0.0%	0.3%	0.0%	1.2%	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Blackett Road, off Haughton Road, Darlington	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Asda, Brompton Road, Northallerton	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Neasham Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, South Church Road, Bishop Auckland	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Co-op, Horsemarket, Barnard Castle	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
Co-op, Leeming Lane, Leeming Bar	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Leyburn Road, Masham	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Redmayne Road, Kirkby Stephen	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Darlington Indoor Market, Horse Market, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlington Outdoor Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Darlington Town Centre	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%	0.0%
Iceland, North Road / Albert Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Queen Street, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Yarm Road, Darlington	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.0%	0.0%	0.0%	0.0%
Lidl, St Helen Auckland, Bishop Auckland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Yarm Road, Darlington	0.2%	0.1%	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	0.0%
Local shops, Barnard Castle Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Local shops, Bishop Auckland Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Bishop Auckland	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Local shops, Kendal Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Kirkby Stephen Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northallerton Market	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Northallerton Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
Other, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ripon Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Ripon City Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.5%
Other, Ripon	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
M&S Foodhall, Friarage Street, Northallerton	0.3%	0.1%	0.6%	0.0%	0.0%	0.0%	0.3%	0.5%	0.4%	0.0%	0.9%	0.0%	0.0%	0.0%
M&S Simply Food, Invention Row, Darlington	0.2%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	2.6%
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Masham Market	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Galgate, Barnard Castle	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	8.6%	9.4%
Morrisons, Morton Park Way, Darlington	2.8%	0.6%	2.3%	0.0%	3.2%	0.0%	2.3%	2.1%	4.8%	1.2%	1.5%	0.0%	3.2%	0.0%
Morrisons, North Road, Darlington	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.3%	0.0%
Other, Gateshead	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Middlesbrough	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Other, OSA	0.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.7%	6.9%	0.6%	3.0%	0.0%	0.0%	0.0%	5.7%
Other, Penrith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Other, Redcar	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Stockton-On-Tees	0.2%	0.0%	0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Duke Street, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Roslyn Street, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Clifton Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sainsbury's Local, Corporation Road, Darlington	0.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Duke Street, Darlington	0.1%	0.1%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, High Street, Northallerton	1.7%	1.2%	2.6%	0.0%	0.0%	0.0%	4.0%	3.5%	2.9%	4.0%	1.1%	0.0%	0.7%	0.0%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.5%	1.0%
Sainsbury's Superstore, Victoria Road, Darlington	4.4%	0.9%	3.9%	0.0%	1.2%	0.0%	2.3%	0.0%	15.4%	7.0%	0.5%	0.0%	12.4%	2.2%
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Tesco Superstore, East Road, Northallerton	1.3%	0.4%	0.0%	0.0%	0.0%	0.8%	4.4%	0.0%	1.2%	1.4%	1.4%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**16.6%**	**9.8%**	**11.3%**	**0.0%**	**7.8%**	**2.2%**	**19.8%**	**18.6%**	**36.3%**	**23.4%**	**6.0%**	**0.0%**	**36.9%**	**26.8%**
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%**	**100.0%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 4A: CONVENIENCE GOODS EXPENDITURE AT 2019

	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
DESTINATION	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)
STUDY AREA														
Zone 1														
In Centre														
Richmond Town Centre														
Local shops, Richmond Town Centre	0.2	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.1
Neeps & Tatties Greengrocers, Market Place, Richmond	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Co-op, Market Place, Richmond	2.0	1.0	0.9	0.3	0.0	0.0	0.3	0.2	0.2	0.2	0.0	0.0	0.6	0.3
Heron Frozen Foods, Market Place, Richmond	0.6	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
Ken Warnes Grocers, Market Place, Richmond	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Richmond Outdoor Market	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Edge/Out of Centre														
Lidl, Queens Road, Richmond	7.3	1.6	2.7	0.5	0.0	0.2	0.7	0.3	2.2	0.3	0.1	0.0	1.6	0.2
Nisa Local (Filling Station), Victoria Road, Richmond	0.0	0.3	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Total Zone 1	**10.3**	**4.4**	**4.1**	**1.7**	**0.0**	**0.3**	**0.9**	**0.7**	**2.8**	**1.0**	**0.3**	**0.0**	**2.3**	**0.6**
Zone 2														
In Centre														
Catterick Garrison Centre														
Local shops, Catterick GARRISON Town Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	32.2	2.3	2.3	0.2	11.0	1.6	7.1	0.2	2.7	0.2	6.3	0.0	2.7	0.1
Iceland, Princes Gate, Catterick Garrison	1.0	0.7	0.1	0.0	0.8	0.6	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Edge/Out of Centre														
Aldi, Richmond Road, Catterick Garrison	14.6	1.3	1.1	0.1	4.8	0.7	4.1	0.4	1.2	0.1	2.7	0.0	0.7	0.0
B&M, Gough Road, Catterick Garrison	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Broadway, Catterick Garrison, Colburn	1.1	1.0	0.0	0.0	1.1	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Catterick Road, Colburn, Catterick Garrison	5.3	0.7	0.0	0.0	2.4	0.5	1.9	0.0	0.7	0.1	0.1	0.0	0.1	0.0
Local shops, Broadway, Colburn, Catterick Garrison	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Colburn Lane, Catterick Garrison, Colburn	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Hildyard Row, Catterick Garrison	0.6	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub-Total Zone 2	**54.7**	**7.1**	**3.5**	**0.4**	**20.2**	**5.1**	**13.1**	**0.8**	**4.6**	**0.5**	**9.8**	**0.2**	**3.6**	**0.1**
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, High Street, Catterick Village	0.2	0.4	0.0	0.0	0.0	0.1	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Court, Bedale	2.4	1.4	0.0	0.0	0.0	0.0	2.2	1.2	0.0	0.0	0.2	0.3	0.0	0.0
Bedale Market	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Bedale Town Centre	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Brompton On Swale Village Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Catterick VILLAGE Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hunton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Aiskew Garage, Aiskew, Bedale	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Market Place, Bedale	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**2.9**	**2.7**	**0.0**	**0.0**	**0.0**	**0.1**	**2.7**	**2.2**	**0.0**	**0.1**	**0.2**	**0.3**	**0.0**	**0.0**
Zone 4														
Local shops, Barton Village Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Local shops, Melsonby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Middleton Tyas Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Local shops, Scorton Village Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
McColl's, Gilling Road, Richmond	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Cross Lanes, Richmond	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.2**	**0.8**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.6**	**0.0**	**0.0**	**0.0**	**0.1**
Zone 5														
Leyburn In Centre														
Campbell & Sons Groceries, Commercial Square, Leyburn	1.9	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.7	1.1	0.2	0.0
Co-op, Market Place, Leyburn	6.1	2.1	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	5.5	1.9	0.3	0.0
Leyburn Market	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
Local shops, Leyburn Town Centre	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0
One Stop, Railway Street, Leyburn	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Other In Centre														
Local shops, Hawes Town Centre	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0
Local shops, Middleham Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Edge/Out of Centre														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Berrys Farm Shop, Back Lane, Swinithwaite	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Market Place, Main Street, Hawes	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0
Withywood Stores, Main Street, West Witton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**9.1**	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.2**	**0.0**	**0.0**	**8.0**	**4.1**	**0.8**	**0.0**
Zone 6														
Local shops, Eppleby Village Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Local shops, Hudswell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Reeth Village Centre	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5
Reeth Village Store, Hexham Cottage, Reeth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 6	**0.2**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**	**0.7**
Total in Richmondshire District	74.8	18.0	7.6	2.3	20.2	5.4	14.6	2.2	7.5	2.1	18.1	4.4	6.8	1.6
Total Inside Study Area	**77.5**	**20.0**	**7.6**	**2.3**	**20.2**	**5.4**	**17.0**	**3.9**	**7.5**	**2.2**	**18.3**	**4.7**	**6.8**	**1.6**
Outside Study Area														
Aldi, Invention Row, Darlington	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0
Aldi, North Road Retail Park, Darlington	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Road, Darlington	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Asda Superstore, Whinbush Way, Darlington	0.6	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Asda, Blackett Road, off Haughton Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Brompton Road, Northallerton	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Neasham Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, South Church Road, Bishop Auckland	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Horsemarket, Barnard Castle	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-op, Leeming Lane, Leeming Bar	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Leyburn Road, Masham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Redmayne Road, Kirkby Stephen	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Darlington Indoor Market, Horse Market, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlington Outdoor Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Darlington Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, North Road / Albert Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Queen Street, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Yarm Road, Darlington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Lidl, St Helen Auckland, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Yarm Road, Darlington	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Local shops, Barnard Castle Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Bishop Auckland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Bishop Auckland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Local shops, Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northallerton Market	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Northallerton Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ripon City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other, Ripon	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0
M&S Foodhall, Friarage Street, Northallerton	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0
M&S Simply Food, Invention Row, Darlington	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masham Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Galgate, Barnard Castle	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2
Morrisons, Morton Park Way, Darlington	2.6	0.1	0.2	0.0	0.7	0.0	0.5	0.1	0.6	0.0	0.3	0.0	0.3	0.0
Morrisons, North Road, Darlington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Other, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Middlesbrough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Other, OSA	0.2	0.5	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.1	0.0	0.0	0.0	0.1
Other, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Redcar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Stockton-On-Tees	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Duke Street, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Roslyn Street, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Clifton Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Corporation Road, Darlington	0.4	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Duke Street, Darlington	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, High Street, Northallerton	1.7	0.3	0.2	0.0	0.0	0.0	0.8	0.2	0.3	0.1	0.2	0.0	0.1	0.0
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sainsbury's Superstore, Victoria Road, Darlington	4.4	0.2	0.3	0.0	0.3	0.0	0.5	0.0	1.8	0.2	0.1	0.0	1.3	0.0
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, East Road, Northallerton	1.3	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.1	0.0	0.3	0.0	0.0	0.0
Sub-Total Outside Study Area	**16.3**	**2.3**	**1.0**	**0.0**	**1.7**	**0.1**	**4.2**	**0.9**	**4.3**	**0.7**	**1.2**	**0.0**	**4.0**	**0.6**
TOTAL	**93.7**	**22.3**	**8.6**	**2.3**	**21.9**	**5.5**	**21.2**	**4.8**	**11.8**	**2.8**	**19.5**	**4.7**	**10.8**	**2.2**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 4B: TOTAL CONVENIENCE GOODS EXPENDITURE AT 2019

	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
DESTINATION STUDY AREA	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %	TOTAL CONVENIENCE £m	TOTAL CONVENIENCE %
Zone 1														
In Centre														
Richmond Town Centre														
Local shops, Richmond Town Centre	0.7	0.6%	0.4	3.3%	0.0	0.0%	0.0	0.2%	0.2	1.6%	0.0	0.0%	0.1	0.5%
Neeps & Tatties Greengrocers, Market Place, Richmond	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.4%	0.0	0.0%
Co-op, Market Place, Richmond	2.9	2.5%	1.2	11.5%	0.0	0.0%	0.5	1.9%	0.3	2.3%	0.0	0.0%	0.9	6.7%
Heron Frozen Foods, Market Place, Richmond	1.0	0.9%	0.4	3.5%	0.0	0.1%	0.0	0.0%	0.6	3.9%	0.0	0.0%	0.0	0.3%
Ken Warnes Grocers, Market Place, Richmond	0.5	0.5%	0.3	2.9%	0.0	0.0%	0.1	0.2%	0.0	0.1%	0.1	0.4%	0.0	0.3%
Richmond Market Hall (Indoor Market), Market Place, Richmond	0.1	0.1%	0.0	0.4%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.1%
Richmond Outdoor Market	0.2	0.2%	0.1	1.0%	0.0	0.0%	0.1	0.2%	0.0	0.2%	0.0	0.0%	0.0	0.0%
Edge/Out of Centre														
Lidl, Queens Road, Richmond	8.9	7.6%	3.2	29.3%	0.2	0.7%	1.0	3.7%	2.5	17.4%	0.1	0.4%	1.9	14.5%
Nisa Local (Filling Station), Victoria Road, Richmond	0.3	0.3%	0.2	1.9%	0.1	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%
Sub-Total Total Zone 1	**14.8**	**12.7%**	**5.9**	**53.9%**	**0.3**	**1.2%**	**1.6**	**6.2%**	**3.7**	**25.6%**	**0.3**	**1.3%**	**2.9**	**22.7%**
Zone 2														
In Centre														
Catterick Garrison Centre														
Local shops, Catterick GARRISON Town Centre	0.2	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	0.7%	0.0	0.0%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	34.5	29.8%	2.5	23.0%	12.7	46.2%	7.2	27.7%	2.9	20.2%	6.4	26.3%	2.8	21.9%
Iceland, Princes Gate, Catterick Garrison	1.7	1.4%	0.1	0.7%	1.4	5.2%	0.1	0.4%	0.1	0.4%	0.0	0.0%	0.0	0.0%
Edge/Out of Centre														
Aldi, Richmond Road, Catterick Garrison	15.9	13.7%	1.3	11.6%	5.5	19.9%	4.5	17.1%	1.3	8.6%	2.8	11.5%	0.7	5.5%
B&M, Gough Road, Catterick Garrison	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Co-op, Broadway, Catterick Garrison, Colburn	2.1	1.8%	0.0	0.0%	2.0	7.2%	0.1	0.3%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Lidl, Catterick Road, Colburn, Catterick Garrison	5.9	5.1%	0.0	0.3%	2.9	10.7%	1.9	7.3%	0.8	5.6%	0.1	0.4%	0.1	1.1%
Local shops, Broadway, Colburn, Catterick Garrison	0.1	0.1%	0.0	0.0%	0.1	0.2%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Hildyard Row (White Shops), Catterick Garrison	0.1	0.1%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Premier, Colburn Lane, Catterick Garrison, Colburn	0.4	0.4%	0.0	0.0%	0.4	1.3%	0.0	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Spar, Hildyard Row, Catterick Garrison	0.8	0.7%	0.0	0.0%	0.2	0.6%	0.0	0.0%	0.0	0.0%	0.6	2.6%	0.0	0.0%
Sub-Total Zone 2	**61.8**	**53.3%**	**3.9**	**35.5%**	**25.2**	**92.0%**	**13.9**	**53.3%**	**5.1**	**34.8%**	**10.0**	**41.6%**	**3.7**	**28.5%**
Zone 3														
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.6%	0.0	0.0%	0.0	0.0%
Co-op, High Street, Catterick Village	0.7	0.6%	0.0	0.0%	0.1	0.2%	0.6	2.2%	0.0	0.0%	0.0	0.2%	0.0	0.0%
Co-op, Market Court, Bedale	3.8	3.3%	0.0	0.0%	0.0	0.0%	3.4	12.9%	0.0	0.0%	0.5	1.9%	0.0	0.0%
Bedale Market	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.7%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Bedale Town Centre	0.3	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.9%	0.0	0.2%	0.0	0.0%	0.0	0.0%
Local shops, Brompton On Swale Village Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Catterick VILLAGE Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Hunton Village Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Spar, Aiskew Garage, Aiskew, Bedale	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.8%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Tesco Express, Market Place, Bedale	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.7%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Sub-Total Zone 3	**5.6**	**4.8%**	**0.0**	**0.0%**	**0.1**	**0.2%**	**4.9**	**18.7%**	**0.1**	**0.8%**	**0.5**	**2.1%**	**0.0**	**0.0%**
Zone 4														
Local shops, Barton Village Centre	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	1.2%	0.0	0.0%	0.0	0.3%
Local shops, Melsonby Village Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Middleton Tyas Village Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.6%	0.0	0.0%	0.0	0.0%
Local shops, Scorton Village Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.8%	0.0	0.0%	0.0	0.0%
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond	0.3	0.3%	0.0	0.2%	0.0	0.0%	0.0	0.0%	0.2	1.4%	0.0	0.0%	0.1	0.6%
McColl's, Gilling Road, Richmond	0.2	0.1%	0.2	1.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Premier, Cross Lanes, Richmond	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.1	0.9%	0.0	0.0%	0.0	0.0%
Sub-Total Zone 4	**1.0**	**0.9%**	**0.2**	**1.6%**	**0.0**	**0.0%**	**0.0**	**0.1%**	**0.7**	**5.0%**	**0.0**	**0.0%**	**0.1**	**0.9%**
Zone 5														
Leyburn In Centre														
Campbell & Sons Groceries, Commercial Square, Leyburn	3.0	2.6%	0.0	0.0%	0.0	0.0%	0.1	0.3%	0.0	0.0%	2.7	11.3%	0.2	1.5%
Co-op, Market Place, Leyburn	8.2	7.1%	0.0	0.0%	0.0	0.0%	0.5	1.9%	0.0	0.0%	7.4	30.6%	0.3	2.5%
Leyburn Market	0.3	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.6%	0.1	1.0%
Local shops, Leyburn Town Centre	0.4	0.3%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3	1.2%	0.1	0.9%
One Stop, Railway Street, Leyburn	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	1.0%	0.0	0.0%
Other In Centre														
Local shops, Hawes Town Centre	0.6	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.6	2.3%	0.0	0.0%
Local shops, Middleham Town Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.3%	0.0	0.0%
Edge/Out of Centre														
Aysgarth Garage and Country Store, Aysgarth, Leyburn	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.4%	0.0	0.0%
Berrys Farm Shop, Back Lane, Swinithwaite	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Spar, Market Place, Main Street, Hawes	0.5	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.5	2.1%	0.0	0.0%
Withywood Stores, Main Street, West Witton	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.2%	0.0	0.0%
Sub-Total Zone 5	**13.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**12.1**	**0.5**	**0.8**	**0.1**
Zone 6														
Local shops, Eppleby Village Centre	0.2	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	1.2%
Local shops, Hudswell Village Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%
Local shops, Reeth Village Centre	0.7	0.6%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.2%	0.6	5.0%
Reeth Village Store, Hexham Cottage, Reeth	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%
The George & Dragon Village Shop, Hudswell Lane, Hudswell	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%
Sub-Total Zone 6	**0.9**	**0.8%**	**0.0**	**0.0%**	**0.0**	**0.0%**	**0.0**	**0.0%**	**0.0**	**0.0%**	**0.1**	**0.2%**	**0.9**	**6.8%**
Total in Richmondshire District	92.8	80.0%	9.9	91.1%	25.6	93.4%	16.8	64.4%	9.6	66.0%	22.5	93.2%	8.4	64.8%
Total Inside Study Area	**97.5**	**84.0%**	**9.9**	**91.1%**	**25.6**	**93.4%**	**20.9**	**80.4%**	**9.7**	**66.2%**	**23.0**	**95.2%**	**8.4**	**64.8%**
Outside Study Area														
Aldi, Invention Row, Darlington	0.3	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	1.0%	0.0	0.0%	0.1	1.0%
Aldi, North Road Retail Park, Darlington	0.1	0.1%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Aldi, Yarm Road, Darlington	0.3	0.3%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3	2.0%	0.0	0.0%	0.0	0.0%
Asda Superstore, Whinbush Way, Darlington	0.6	0.6%	0.0	0.3%	0.3	1.0%	0.2	0.8%	0.1	1.0%	0.0	0.0%	0.0	0.0%
Asda, Blackett Road, off Haughton Road, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%
Asda, Brompton Road, Northallerton	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Asda, Neasham Road, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Asda, South Church Road, Bishop Auckland	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.4%	0.0	0.0%	0.0	0.0%
Co-op, Fulthorpe Avenue, Mowden, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%
Co-op, Horsemarket, Barnard Castle	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.4%
Co-op, Leeming Lane, Leeming Bar	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Co-op, Leyburn Road, Masham	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.1	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Co-op, Petrol Station, Prospect Place, Barnard Castle	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Co-op, Redmayne Road, Kirkby Stephen	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	1.5%
Darlington Indoor Market, Horse Market, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Darlington Outdoor Market	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Darlington Town Centre	0.1	0.1%	0.0	0.3%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.3%
Iceland, North Road / Albert Road, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Iceland, Queen Street, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%	0.0	0.0%	0.0	0.0%
Iceland, Yarm Road, Darlington	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.6%	0.0	0.0%	0.0	0.0%
Lidl, St Helen Auckland, Bishop Auckland	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Lidl, Yarm Road, Darlington	0.3	0.2%	0.0	0.3%	0.0	0.0%	0.1	0.6%	0.0	0.1%	0.0	0.0%	0.1	0.6%
Local shops, Barnard Castle Town Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%
Local shops, Bishop Auckland Town Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Bishop Auckland	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.5%
Local shops, Kendal Town Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Kirkby Stephen Town Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Northallerton Market	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Northallerton Town Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.4%	0.0	0.0%	0.0	0.0%
Other, Northallerton	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.4%
Ripon Market	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Ripon City Centre	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.1	0.2%	0.0	0.1%
Other, Ripon	0.3	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.7%	0.0	0.0%	0.1	0.2%	0.0	0.0%
M&S Foodhall, Friarage Street, Northallerton	0.4	0.3%	0.0	0.5%	0.0	0.0%	0.1	0.3%	0.0	0.3%	0.2	0.7%	0.0	0.0%
M&S Simply Food, Invention Row, Darlington	0.2	0.2%	0.0	0.3%	0.0	0.0%	0.0	0.0%	0.1	1.0%	0.0	0.0%	0.1	0.4%
M&S Simply Food, St Helen Auckland, Bishop Auckland	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%
Masham Market	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Morrisons, Galgate, Barnard Castle	1.2	1.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	1.1	8.7%
Morrisons, Morton Park Way, Darlington	2.7	2.3%	0.2	1.8%	0.7	2.6%	0.6	2.2%	0.6	4.1%	0.3	1.2%	0.3	2.7%
Morrisons, North Road, Darlington	0.2	0.2%	0.0	0.3%	0.0	0.0%	0.0	0.0%	0.2	1.2%	0.0	0.0%	0.0	0.3%
Other, Gateshead	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Middlesbrough	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	1.0%
Other, OSA	0.8	0.6%	0.0	0.0%	0.0	0.0%	0.5	1.8%	0.2	1.0%	0.0	0.0%	0.1	1.0%
Other, Penrith	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.3%
Other, Redcar	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Stockton-On-Tees	0.1	0.1%	0.0	0.3%	0.1	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Premier, Duke Street, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Premier, Roslyn Street, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Sainsbury's Local, Clifton Road, Darlington	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.1%
Sainsbury's Local, Corporation Road, Darlington	0.4	0.4%	0.0	0.0%	0.2	0.8%	0.1	0.2%	0.1	1.0%	0.0	0.0%	0.0	0.0%
Sainsbury's Local, Duke Street, Darlington	0.1	0.1%	0.0	0.0%	0.1	0.3%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Sainsbury's Superstore, High Street, Northallerton	2.0	1.7%	0.2	2.1%	0.0	0.0%	1.0	3.9%	0.5	3.1%	0.2	0.9%	0.1	0.6%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.8	0.7%	0.0	0.0%	0.0	0.0%	0.4	1.6%	0.0	0.3%	0.0	0.0%	0.4	3.1%
Sainsbury's Superstore, Victoria Road, Darlington	4.6	4.0%	0.3	3.1%	0.3	1.0%	0.5	1.9%	2.0	13.8%	0.1	0.4%	1.4	10.7%
Tesco Express, Cornmill Shopping Centre, Tubwell Row, Darlington	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.5%	0.0	0.0%	0.0	0.1%
Tesco Extra, St Helens Auckland Industrial Estate, Bishop Auckland	0.1	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.9%
Tesco Superstore, East Road, Northallerton	1.4	1.2%	0.0	0.0%	0.0	0.2%	0.9	3.6%	0.2	1.3%	0.3	1.1%	0.0	0.0%
Sub-Total Outside Study Area	**18.5**	**16.0%**	**1.0**	**8.9%**	**1.8**	**6.6%**	**5.1**	**19.6%**	**4.9**	**33.8%**	**1.2**	**4.8%**	**4.6**	**35.2%**
TOTAL	**116.0**	**100%**	**10.9**	**100%**	**27.4**	**100%**	**26.0**	**100%**	**14.6**	**100%**	**24.2**	**100%**	**12.9**	**100%**

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TABLE 5: SURVEY-DERIVED PERFORMANCE OF STORES COMPARED TO EXPECTED BENCHMARK PERFORMANCE AT 2019

DESTINATION	GROSS FLOORSPACE (sq.m)	NET SALES (sq.m)	NET CONVENIENCE SALES AREA (sq.m) (A)	SALES DENSITY (£ per sq.m) (B)	BENCHMARK TURNOVER (£m) (AxB)	SURVEY TURNOVER (£m)	OVER/ UNDERTRADING (£m)
Zone 1							
Richmond Town Centre							
Local shops, Richmond Town Centre	-	-	-	-	0.7	0.7	0.0
Neeps & Tatties Greengrocers, Market Place, Richmond	45	32	32	3,500	0.1	0.1	0.0
Co-op, Market Place, Richmond	299	209	188	11,374	2.1	2.9	0.8
Heron Frozen Foods, Market Place, Richmond	1,163	450	405	6,922	2.8	1.0	-1.8
Ken Warnes Grocers, Market Place, Richmond	200	140	126	3,500	0.4	0.5	0.1
Richmond Market Hall (Indoor Market), Market Place, Richmond	-	-	-	-	0.1	0.1	0.0
Richmond Outdoor Market	-	-	-	-	0.2	0.2	0.0
Edge/Out of Centre							
Lidl, Queens Road, Richmond	2,348	1,262	1,010	10,616	10.7	8.9	-1.9
Nisa Local (Filling Station), Victoria Road, Richmond	145	102	81	5,000	0.4	0.3	-0.1
Sub-Total Total Zone 1	**-**	**-**	**-**	**-**	**17.6**	**14.8**	**-2.8**
Zone 2							
Catterick Garrison Centre	-				0.0	0.0	0.0
Local shops, Catterick GARRISON Town Centre	-				0.2	0.2	0.0
Tesco Superstore, Richmondshire Walk, Catterick Garrison	7,095	4,257	2,459	14,498	35.7	34.5	-1.1
Iceland, Princes Gate, Catterick Garrison	835	585	468	7,208	3.4	1.7	-1.7
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	1,163	763	610	11,377	6.9	15.9	9.0
B&M, Gough Road, Catterick Garrison	2,356	1,649	290	3,500	1.0	0.0	-1.0
Co-op, Broadway, Catterick Garrison, Colburn	566	396	330	11,374	3.8	2.1	-1.7
Lidl, Catterick Road, Colburn, Catterick Garrison	1,667	1,167	934	10,616	9.9	5.9	-4.0
Local shops, Broadway, Colburn, Catterick Garrison	-	-	-	-	0.1	0.1	0.0
Local shops, Hildyard Row (White Shops), Catterick Garrison	-	-	-	-	0.1	0.1	0.0
Premier Meats, Colburn Lodge, Catterick Road, Catterick Garrison	-				0.0	0.0	0.0
Premier, Colburn Lane, Catterick Garrison, Colburn	122	85	77	6,226	0.5	0.4	-0.1
Spar, Hildyard Row, Catterick Garrison	-					0.8	0.8
Sub-Total Zone 2					**61.5**	**61.8**	**0.3**
Zone 3							
Brooke's Farm Shop (Filling Station), Darlington Road, Richmond			-	-	0.1	0.1	0.0
Co-op, High Street, Catterick Village	395	277	221	11,374	2.5	0.7	-1.8
Local shops, Brompton On Swale Village Centre	-	-	-	-	0.1	0.1	0.0
Local shops, Catterick VILLAGE Centre	-	-	-	-	0.0	0.0	0.0
Local shops, Hunton Village Centre	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 3					**2.7**	**0.9**	**-1.8**
Zone 4							
Local shops, Barton Village Centre	-	-	-	-	0.2	0.2	0.0
Local shops, Melsonby Village Centre	-	-	-	-	0.0	0.0	0.0
Local shops, Middleton Tyas Village Centre	-	-	-	-	0.1	0.1	0.0
Local shops, Scorton Village Centre	-	-	-	-	0.1	0.1	0.0
M&S Simply Food (Moto), A1 Services, Scotch Corner, Richmond						0.3	0.3
McColl's, Gilling Road, Richmond	121	85	76	5,000	0.4	0.2	-0.2
Premier, Cross Lanes, Richmond	62	43	39	5,000	0.2	0.1	-0.1
Sub-Total Zone 4					**1.0**	**1.0**	**0.0**
Zone 5							
Leyburn Town Centre							
Co-op, Market Place, Leyburn	1,547	1,083	866	11,374	9.9	8.2	-1.7
Campbell & Sons Groceries, Commercial Square, Leyburn	1,257	1,006	905	5,000	4.5	3.0	-1.5
Leyburn Market	-	-	-	-	0.3	0.3	0.0
Local shops, Leyburn Town Centre	-	-	-	-	0.4	0.4	0.0
One Stop, Railway Street, Leyburn					0.2	0.2	0.0
Other							
Aysgarth Garage and Country Store, Aysgarth, Leyburn	-	-	-	-	0.1	0.1	0.0
Berrys Farm Shop, Back Lane, Swinithwaite	-	-	-	-	0.0	0.0	0.0
Local shops, Hawes Town Centre	-	-	-	-	0.6	0.6	0.0
Local shops, Middleham Town Centre	-	-	-	-	0.1	0.1	0.0
Spar, Market Place, Main Street, Hawes	-	-	-	-	0.5	0.5	0.0
Withywood Stores, Main Street, West Witton	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 5					**16.6**	**13.4**	**-3.2**
Zone 6							
Local shops, Eppleby Village Centre	-	-	-	-	0.2	0.2	0.0
Local shops, Hudswell Village Centre	-	-	-	-	0.0	0.0	0.0
Local shops, Reeth Village Centre	-	-	-	-	0.7	0.7	0.0
Reeth Village Store, Hexham Cottage, Reeth	-	-	-	-	0.0	0.0	0.0
The George & Dragon Village Shop, Hudswell Lane, Hudswell	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 6					**0.94**	**0.9**	**0.0**
Total Inside Study Area					**100.4**	**92.8**	**-7.5**

Notes:
a. Gross and net floorspace generally derived from VOA (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known). For larger stores (over 4,000 sq.m gross) the split is assumed to be 60:40
b. Proportion of net floorspace generally derived from typical company split between convenience and comparison floorspace estimated by Verdict for 2018
c. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict's 2018 estimate or Mintel Retail Rankings 2018
d. It has been assumed that unnamed convenience stores within a centre and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
e. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4
2017 Prices

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TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN RICHMONDSHIRE

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Richmondshire District

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	100.4	80.0%	92.8	97.2	-3.1
2024	101.6	80.0%	96.6	101.2	-0.4
2029	101.8	80.0%	101.3	106.1	4.3
2034	101.8	80.0%	105.1	110.1	8.3
2035	101.8	80.0%	105.5	110.5	8.8

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Richmondshire's market share (derived from Table 4b)

Table 6b: Quantitative Need for Additional Floorspace in Richmondshire – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	-3.1	-200	-300
2024	-0.4	0	0
2029	4.3	400	500
2034	8.3	700	1,000
2035	8.8	700	1,100

Notes
1. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets at 2018 as derived from Verdict 2018 estimates)
2. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6c: Net Quantitative Need for Additional Floorspace in Richmondshire - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	-3.1	4.2	-7.3	-500	-700
2024	-0.4	4.2	-4.6	-400	-600
2029	4.3	4.3	0.1	0	0
2034	8.3	4.3	4.1	300	500
2035	8.8	4.3	4.5	400	600

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2018)
3. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6d: Convenience Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Richmondshire	Turnover Drawn from Richmondshire	Status
			sq.m	sq.m	£ per sq.m	£m			
Outline Application for Mixed Use Development Comprising Residential Development Including Community Housing (Class C2/C3 Use) and Live/Work Units; Office Space (Class A2/B1); Office/Industrial Space (Class B1/B2 Use); Retail (Class A1 Use); Take Away Food (Class A5 Use); Nursery/Creche (Class D1 Use); Setting Out of Public Open Space and Associated Works	12/00669/OUT	Arc Factory CSO, Catterick Road, Catterick Garrison	557	418	10,000	4.2	100%	4.2	Permitted, not yet implemented

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Richmondshire is WYG professional judgement based on existing shopping patterns
2017 Prices

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RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN RICHMOND

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Richmond Town Centre

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	17.6	12.7%	14.8	15.5	-2.1
2024	17.7	12.7%	15.4	16.1	-1.6
2029	17.9	12.7%	16.1	16.9	-1.0
2034	18.0	12.7%	16.7	17.5	-0.4
2035	18.0	12.7%	16.8	17.6	-0.4

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
2. Turnover at 2018 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Richmond's market share (derived from Table 4b). Includes market share attracted to Lidl

Table 6b: Quantitative Need for Additional Floorspace in Richmond Town Centre – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	-2.1	-200	-200
2024	-1.6	-100	-200
2029	-1.0	-100	-100
2034	-0.4	0	-100
2035	-0.4	0	0

Notes
1. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets at 2018 as derived from Verdict 2018 estimates)
2. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6c: Net Quantitative Need for Additional Floorspace in Richmond Town Centre - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	-2.1	0.0	-2.1	-200	-200
2024	-1.6	0.0	-1.6	-100	-200
2029	-1.0	0.0	-1.0	-100	-100
2034	-0.4	0.0	-0.4	0	-100
2035	-0.4	0.0	-0.4	0	0

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2018)
3. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6d: Convenience Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Richmond Town Centre	Turnover Drawn from Richmond	Status
			sq.m	sq.m	£ per sq.m	£m			
Outline Application for Mixed Use Development Comprising Residential Development Including Community Housing (Class C2/C3 Use) and Live/Work Units; Office Space (Class A2/B1); Office/Industrial Space (Class B1/B2 Use); Retail (Class A1 Use); Take Away Food (Class A5 Use); Nursery/Creche (Class D1 Use); Setting Out of Public Open Space and Associated Works	12/00669/OUT	Arc Factory CSO, Catterick Road, Catterick Garrison	557	418	10000	4.18	0%	0.0	

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Richmond is WYG professional judgement based on existing shopping patterns
2017 Prices

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CATTERICK GARRISON

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Catterick Garrison

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	61.5	53.3%	61.8	64.9	3.3
2024	62.3	53.3%	64.3	67.5	5.2
2029	62.4	53.3%	67.4	70.8	8.4
2034	62.4	53.3%	70.0	73.5	11.0
2035	62.4	53.3%	70.2	73.7	11.3

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Catterick's market share (derived from Table 4b). Market share includes Aldi

Table 6b: Quantitative Need for Additional Floorspace in Catterick Garrison – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	3.3	200	300
2024	5.2	400	700
2029	8.4	700	1,000
2034	11.0	900	1,400
2035	11.3	900	1,400

Notes
1. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets at 2018 as derived from Verdict 2018 estimates)
2. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6c: Net Quantitative Need for Additional Floorspace in Catterick Garrison - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	3.3	4.2	-0.8	-100	-100
2024	5.2	4.2	1.0	100	100
2029	8.4	4.2	4.2	300	500
2034	11.0	4.2	6.8	600	800
2035	11.3	4.2	7.1	600	900

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2018)
3. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6d: Convenience Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Catterick Garrison	Turnover Drawn from Catterick Garrison	Status
			sq.m	sq.m	£ per sq.m	£m			
Outline Application for Mixed Use Development Comprising Residential Development Including Community Housing (Class C2/C3 Use) and Live/Work Units; Office Space (Class A2/B1); Office/Industrial Space (Class B1/B2 Use); Retail (Class A1 Use); Take Away Food (Class A5 Use); Nursery/Creche (Class D1 Use); Setting Out of Public Open Space and Associated Works	12/00669/OUT	Arc Factory CSO, Catterick Road, Catterick Garrison	557	418	10000	4.18	100%	4.2	

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Catterick is WYG professional judgement based on existing shopping patterns
2017 Prices

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN LEYBURN

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Leyburn Town Centre

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	15.3	10.4%	12.1	12.7	-2.6
2024	15.4	10.4%	12.6	13.2	-2.2
2029	15.6	10.4%	13.2	13.9	-1.7
2034	15.6	10.4%	13.7	14.4	-1.2
2035	15.6	10.4%	13.8	14.5	-1.2

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Leyburn's market share (derived from Table 4b)

Table 6b: Quantitative Need for Additional Floorspace in Leyburn Town Centre – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	-2.6	-200	-200
2024	-2.2	-200	-300
2029	-1.7	-100	-200
2034	-1.2	-100	-100
2035	-1.2	-100	-100

Notes
1. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets at 2018 as derived from Verdict 2018 estimates)
2. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

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TABLE 7A: POPULATION

YEAR	ZONE					
	1	2	3	4	5	6
2019	5,908	16,712	12,451	6,829	10,556	5,420
2024	6,032	18,287	12,969	6,969	10,775	5,511
2029	6,162	20,495	13,380	7,111	10,996	5,618
2034	6,272	22,198	13,736	7,233	11,180	5,703
2035	6,293	22,263	13,774	7,255	11,213	5,715

TABLE 7B: COMPARISON EXPENDITURE PER CAPITA AT 2016

SFT	Year	Comparison Goods Category	Per Capita Comparison Goods Expenditure					
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
			£ per person	£ per person	£ per person	£ per person	£ per person	£ per person
Including SFT	2017	Clothing & Footwear	743	1,014	897	844	783	845
		Books, CDs & DVDs	141	119	173	178	169	198
		Small Household	298	366	379	410	415	472
		Recreational	460	503	595	569	551	671
		Chemist	517	494	606	603	552	598
		Electrical	382	597	491	449	419	471
		DIY & Gardening	191	151	238	251	268	308
		Furniture	374	324	426	438	397	439
		Total	**3,104**	**3,568**	**3,804**	**3,743**	**3,554**	**4,001**
Excluding SFT	2017	Clothing & Footwear	628	857	758	713	662	714
		Books, CDs & DVDs	119	100	146	151	143	167
		Small Household	252	310	320	347	351	399
		Recreational	388	425	503	481	466	567
		Chemist	437	417	512	509	466	505
		Electrical	322	504	415	379	354	398
		DIY & Gardening	162	128	201	212	227	261
		Furniture	316	274	360	370	335	371
		Total	**2,623**	**3,015**	**3,215**	**3,163**	**3,003**	**3,381**
	2019	Clothing & Footwear	643	878	777	731	678	732
		Books, CDs & DVDs	122	103	150	154	146	171
		Small Household	258	317	328	355	359	409
		Recreational	398	436	515	493	478	581
		Chemist	448	428	525	522	478	518
		Electrical	331	517	425	389	363	408
		DIY & Gardening	166	131	206	218	232	267
		Furniture	324	281	369	379	344	380
		Total	**2,689**	**3,091**	**3,296**	**3,242**	**3,079**	**3,466**
	2024	Clothing & Footwear	729	996	880	828	769	829
		Books, CDs & DVDs	138	117	170	175	166	194
		Small Household	293	360	372	403	407	464
		Recreational	451	494	584	559	541	659
		Chemist	507	485	595	592	542	587
		Electrical	375	586	482	441	412	463
		DIY & Gardening	188	149	234	247	263	303
		Furniture	367	318	418	430	390	431
		Total	**3,048**	**3,504**	**3,736**	**3,675**	**3,490**	**3,929**
	2029	Clothing & Footwear	844	1,152	1,019	958	889	959
		Books, CDs & DVDs	160	135	197	203	192	225
		Small Household	339	416	431	466	471	536
		Recreational	522	572	676	647	626	762
		Chemist	587	561	689	685	627	679
		Electrical	434	678	558	510	476	535
		DIY & Gardening	217	172	270	285	305	350
		Furniture	425	368	483	498	451	498
		Total	**3,527**	**4,054**	**4,322**	**4,252**	**4,038**	**4,546**
	2034	Clothing & Footwear	985	1,344	1,189	1,119	1,038	1,120
		Books, CDs & DVDs	187	158	230	236	224	262
		Small Household	395	486	503	544	550	626
		Recreational	609	667	789	755	731	889
		Chemist	685	655	804	799	732	792
		Electrical	506	791	651	595	556	625
		DIY & Gardening	254	201	316	333	356	409
		Furniture	496	430	564	581	526	582
		Total	**4,117**	**4,732**	**5,045**	**4,963**	**4,713**	**5,305**
	2035	Clothing & Footwear	1,016	1,387	1,227	1,155	1,071	1,156
		Books, CDs & DVDs	193	163	237	244	231	271
		Small Household	408	501	519	561	568	646
		Recreational	629	689	814	779	754	918
		Chemist	707	676	830	825	755	818
		Electrical	522	817	672	614	574	645
		DIY & Gardening	262	207	326	344	367	422
		Furniture	512	444	582	600	543	600
		Total	**4,248**	**4,883**	**5,206**	**5,122**	**4,864**	**5,475**

Notes:
a. Zones shown on Study Area Plan
b. Per capita expenditure derived from Experian MMG3 data (2017 base date)
c. Full details of the population calculation are provided in the main Retail Study Report
d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018)
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 16

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TABLE 8A: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2018 AND 202

SFT	Year	Comparison Goods Category	Total Comparison Goods Expenditure Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Study Area
			£m	£m	£m	£m	£m	£m	£m
Excluding SFT	2019	Clothing & Footwear	3.80	14.68	9.67	4.99	7.16	3.97	**44.3**
		Books, CDs & DVDs	0.72	1.72	1.87	1.05	1.54	0.93	**7.8**
		Small Household	1.53	5.30	4.09	2.43	3.79	2.22	**19.4**
		Recreational	2.35	7.28	6.42	3.37	5.04	3.15	**27.6**
		Chemist	2.64	7.15	6.54	3.57	5.05	2.81	**27.8**
		Electrical	1.95	8.64	5.30	2.66	3.83	2.21	**24.6**
		DIY & Gardening	0.98	2.19	2.57	1.49	2.45	1.45	**11.1**
		Furniture	1.91	4.69	4.59	2.59	3.63	2.06	**19.5**
		Total	**15.89**	**51.66**	**41.03**	**22.14**	**32.50**	**18.78**	**182.00**
	2024	Clothing & Footwear	4.40	18.20	11.42	5.77	8.28	4.57	**52.65**
		Books, CDs & DVDs	0.83	2.13	2.21	1.22	1.79	1.07	**9.25**
		Small Household	1.77	6.58	4.83	2.81	4.39	2.55	**22.92**
		Recreational	2.72	9.03	7.57	3.90	5.83	3.63	**32.69**
		Chemist	3.06	8.87	7.72	4.13	5.84	3.23	**32.85**
		Electrical	2.26	10.72	6.25	3.07	4.44	2.55	**29.29**
		DIY & Gardening	1.13	2.72	3.03	1.72	2.84	1.67	**13.11**
		Furniture	2.21	5.82	5.42	3.00	4.20	2.37	**23.02**
		Total	**18.39**	**64.08**	**48.45**	**25.61**	**37.60**	**21.65**	**215.78**
	2029	Clothing & Footwear	5.20	23.61	13.63	6.82	9.78	5.39	**64.42**
		Books, CDs & DVDs	0.99	2.77	2.63	1.44	2.11	1.26	**11.20**
		Small Household	2.09	8.53	5.76	3.31	5.18	3.01	**27.89**
		Recreational	3.22	11.71	9.04	4.60	6.89	4.28	**39.74**
		Chemist	3.62	11.50	9.22	4.87	6.89	3.81	**39.92**
		Electrical	2.67	13.89	7.46	3.63	5.24	3.01	**35.90**
		DIY & Gardening	1.34	3.53	3.62	2.03	3.35	1.97	**15.83**
		Furniture	2.62	7.55	6.47	3.54	4.96	2.80	**27.93**
		Total	**21.74**	**83.09**	**57.83**	**30.24**	**44.40**	**25.54**	**262.83**
	2034	Clothing & Footwear	6.18	29.84	16.33	8.09	11.61	6.39	**78.43**
		Books, CDs & DVDs	1.17	3.50	3.15	1.71	2.50	1.50	**13.53**
		Small Household	2.48	10.78	6.90	3.94	6.15	3.57	**33.82**
		Recreational	3.82	14.81	10.83	5.46	8.17	5.07	**48.17**
		Chemist	4.30	14.54	11.04	5.78	8.18	4.52	**48.37**
		Electrical	3.17	17.57	8.94	4.31	6.22	3.56	**43.77**
		DIY & Gardening	1.59	4.46	4.34	2.41	3.97	2.33	**19.10**
		Furniture	3.11	9.54	7.75	4.20	5.88	3.32	**33.80**
		Total	**25.82**	**105.04**	**69.29**	**35.90**	**52.69**	**30.25**	**319.00**
	2035	Clothing & Footwear	6.40	30.89	16.90	8.38	12.01	6.60	**81.18**
		Books, CDs & DVDs	1.21	3.62	3.26	1.77	2.59	1.55	**14.01**
		Small Household	2.57	11.16	7.15	4.07	6.37	3.69	**35.00**
		Recreational	3.96	15.33	11.21	5.65	8.46	5.25	**49.86**
		Chemist	4.45	15.05	11.43	5.99	8.47	4.67	**50.06**
		Electrical	3.29	18.18	9.25	4.46	6.43	3.68	**45.30**
		DIY & Gardening	1.65	4.61	4.49	2.49	4.11	2.41	**19.77**
		Furniture	3.22	9.87	8.02	4.35	6.09	3.43	**34.98**
		Total	**26.73**	**108.71**	**71.71**	**37.16**	**54.53**	**31.29**	**330.14**

Notes:

a. Zones shown on Study Area Plan

b. Per capita expenditure derived from Experian MMG3 data (2017 base date)

c. Full details of the population calculation are provided in the main Retail Study Report

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018)

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 16

f. Total comparison goods expenditure for each category of comparison goods derived by multiplying population within each zone (Table 9a) by per capita expenditure within each zone (Table 9b)

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TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	3.71%	14.33%	1.64%	2.81%	3.38%	2.13%	4.08%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Queens Road, Richmond	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
Richmond Garden Centre, Borough Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**3.83%**	**14.33%**	**1.64%**	**2.81%**	**3.38%**	**2.13%**	**5.18%**
Zone 2							
In Centre							
Catterick Garrison Town Centre	10.61%	5.82%	14.72%	15.23%	7.05%	8.13%	4.26%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	5.21%	6.19%	5.79%	3.71%	6.84%	4.11%	5.42%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	5.69%	2.60%	8.02%	4.86%	3.88%	7.32%	3.37%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	1.18%	0.00%	0.00%	0.00%	0.00%	6.38%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**22.69%**	**14.62%**	**28.52%**	**23.79%**	**17.77%**	**25.95%**	**13.05%**
Zone 3							
Bedale Town Centre	0.57%	0.93%	0.00%	0.87%	0.00%	0.76%	1.60%
Brompton-on-Swale Village Centre	0.21%	0.00%	0.00%	1.08%	0.00%	0.00%	0.00%
Catterick VILLAGE Centre	0.83%	0.00%	2.95%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**1.61%**	**0.93%**	**2.95%**	**1.94%**	**0.00%**	**0.76%**	**1.60%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	1.52%	0.00%
Hawes Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.31%	0.00%	0.00%	1.55%	0.00%	0.00%	0.00%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**0.59%**	**0.00%**	**0.00%**	**1.55%**	**0.00%**	**1.52%**	**0.00%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 6	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total Inside Richmondshire District	28.14%	28.95%	33.11%	29.23%	21.15%	29.60%	18.23%
Total Inside Study Area	**28.71%**	**29.88%**	**33.11%**	**30.10%**	**21.15%**	**30.36%**	**19.83%**
Outside Study Area							
Abroad	0.36%	0.93%	0.00%	0.87%	0.00%	0.00%	0.89%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	1.72%	0.00%	0.00%	0.00%	2.36%	0.00%	13.48%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.80%	0.00%	0.00%	3.12%	0.00%	0.00%	1.78%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	1.51%	0.00%	0.00%	0.00%	0.00%	6.38%	3.21%
Other, Bishop Auckland	0.11%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.45%	0.00%	0.00%	0.87%	0.00%	1.52%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.76%	1.60%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.14%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	0.85%	3.36%	0.82%	0.00%	1.05%	0.76%	0.00%
Darlington Retail Park, Yarm Road, Darlington	0.40%	0.00%	1.02%	0.00%	0.85%	0.00%	0.00%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	23.93%	34.10%	38.05%	9.82%	34.65%	6.31%	20.22%
Other, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.14%	0.00%	0.00%	0.00%	1.05%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	3.67%	0.00%	2.95%	5.17%	0.00%	5.06%	8.55%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.59%	1.67%	0.00%	0.00%	0.00%	0.76%	2.70%
Keswick Town Centre	0.37%	0.00%	0.00%	0.00%	1.52%	0.00%	1.60%
Kirkby Stephen Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	1.92%	0.00%	0.00%	0.00%	0.00%	10.40%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	0.49%	0.00%	0.00%	0.00%	1.90%	0.76%	0.89%
Middlesbrough Town Centre	1.56%	0.00%	1.84%	2.15%	0.00%	0.95%	4.31%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Newcastle City Centre	2.08%	8.74%	0.00%	2.15%	0.85%	2.73%	1.60%
Northallerton Town Centre	10.67%	8.01%	2.93%	12.98%	17.75%	17.52%	8.52%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	2.65%	0.00%	8.32%	0.00%	0.00%	0.76%	1.60%
Other, OSA	2.26%	0.93%	0.82%	4.20%	0.85%	3.99%	2.48%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	0.61%	0.00%	0.00%	3.12%	0.00%	0.00%	0.00%
Ripon Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%
Sainsbury's Superstore, Victoria Road, Darlington	0.98%	1.87%	0.00%	2.15%	1.52%	0.00%	1.60%
Sam Turner & Sons, Darlington Road, Northallerton	0.17%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.09%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.41%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	7.12%	6.56%	8.69%	13.94%	6.00%	1.71%	1.60%
The Pavillion Shopping Centre, Thornaby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.14%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	2.39%	2.09%	0.00%	6.34%	4.26%	1.37%	1.10%
York Designer Outlet, St Nicholas Avenue, York	2.24%	0.93%	0.00%	2.15%	2.36%	7.14%	0.89%
Total Outside Study Area	**71.29%**	**70.12%**	**66.89%**	**69.91%**	**78.85%**	**69.63%**	**80.18%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 10: EXPENDITURE (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	1.54	0.54	0.24	0.27	0.17	0.15	0.16
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Queens Road, Richmond	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**1.58**	**0.54**	**0.24**	**0.27**	**0.17**	**0.15**	**0.21**
Zone 2							
In Centre							
Catterick Garrison Town Centre	4.96	0.22	2.16	1.47	0.35	0.58	0.17
Princes Gate Retail Park, Richmond Road, Catterick Garrison	2.29	0.24	0.85	0.36	0.34	0.29	0.21
Tesco Superstore, Richmondshire Walk, Catterick Garrison	2.60	0.10	1.18	0.47	0.19	0.52	0.13
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.46	0.00	0.00	0.00	0.00	0.46	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**10.30**	**0.56**	**4.19**	**2.30**	**0.89**	**1.86**	**0.52**
Zone 3							
Bedale Town Centre	0.24	0.04	0.00	0.08	0.00	0.05	0.06
Brompton-on-Swale Village Centre	0.10	0.00	0.00	0.10	0.00	0.00	0.00
Catterick VILLAGE Centre	0.43	0.00	0.43	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**0.77**	**0.04**	**0.43**	**0.19**	**0.00**	**0.05**	**0.06**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Hawes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.15	0.00	0.00	0.15	0.00	0.00	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**0.26**	**0.00**	**0.00**	**0.15**	**0.00**	**0.11**	**0.00**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 6	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Total Inside Richmondshire District	12.68	1.10	4.86	2.83	1.06	2.12	0.72
Total Inside Study Area	**12.92**	**1.14**	**4.86**	**2.91**	**1.06**	**2.17**	**0.79**
Outside Study Area							
Abroad	0.15	0.04	0.00	0.08	0.00	0.00	0.04
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.65	0.00	0.00	0.00	0.12	0.00	0.53
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.37	0.00	0.00	0.30	0.00	0.00	0.07
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.58	0.00	0.00	0.00	0.00	0.46	0.13
Other, Bishop Auckland	0.04	0.00	0.00	0.00	0.04	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.19	0.00	0.00	0.08	0.00	0.11	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.12	0.00	0.00	0.00	0.00	0.05	0.06
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.35	0.13	0.12	0.00	0.05	0.05	0.00
Darlington Retail Park, Yarm Road, Darlington	0.19	0.00	0.15	0.00	0.04	0.00	0.00
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	10.81	1.30	5.58	0.95	1.73	0.45	0.80
Other, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	1.63	0.00	0.43	0.50	0.00	0.36	0.34
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.23	0.06	0.00	0.00	0.00	0.05	0.11
Keswick Town Centre	0.14	0.00	0.00	0.00	0.08	0.00	0.06
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.74	0.00	0.00	0.00	0.00	0.74	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.18	0.00	0.00	0.00	0.09	0.05	0.04
Middlesbrough Town Centre	0.72	0.00	0.27	0.21	0.00	0.07	0.17
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newcastle City Centre	0.84	0.33	0.00	0.21	0.04	0.20	0.06
Northallerton Town Centre	4.47	0.30	0.43	1.26	0.89	1.25	0.34
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	1.34	0.00	1.22	0.00	0.00	0.05	0.06
Other, OSA	0.99	0.04	0.12	0.41	0.04	0.29	0.10
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.30	0.00	0.00	0.30	0.00	0.00	0.00
Ripon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Sainsbury's Superstore, Victoria Road, Darlington	0.42	0.07	0.00	0.21	0.08	0.00	0.06
Sam Turner & Sons, Darlington Road, Northallerton	0.08	0.00	0.00	0.08	0.00	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Teesside Park, Stockton	3.36	0.25	1.27	1.35	0.30	0.12	0.06
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.05	0.00	0.00	0.00	0.00	0.05	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	1.05	0.08	0.00	0.61	0.21	0.10	0.04
York Designer Outlet, St Nicholas Avenue, York	0.91	0.04	0.00	0.21	0.12	0.51	0.04
Total Outside Study Area	**31.34**	**2.67**	**9.82**	**6.76**	**3.93**	**4.98**	**3.18**
TOTAL	**44.26**	**3.80**	**14.68**	**9.67**	**4.99**	**7.16**	**3.97**

TABLE 11: SHOPPING PATTERNS (CDS/DVDS/BOOKS)

DESTINATION	TOTAL CD/DVD (%)	ZONE 1 CD/DVD (%)	ZONE 2 CD/DVD (%)	ZONE 3 CD/DVD (%)	ZONE 4 CD/DVD (%)	ZONE 5 CD/DVD (%)	ZONE 6 CD/DVD (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	22.80%	76.10%	3.49%	22.01%	31.21%	10.05%	15.46%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Queens Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Garden Centre, Borough Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**22.80%**	**76.10%**	**3.49%**	**22.01%**	**31.21%**	**10.05%**	**15.46%**
Zone 2							
In Centre							
Catterick Garrison Town Centre	3.72%	0.00%	11.27%	2.09%	3.03%	0.00%	0.00%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.87%	0.00%	3.49%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	18.86%	6.43%	25.10%	21.59%	12.69%	20.89%	18.98%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.30%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%
Colburn Town Centre	1.08%	0.00%	4.36%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**24.82%**	**6.43%**	**44.22%**	**23.68%**	**15.72%**	**22.69%**	**18.98%**
Zone 3							
Bedale Town Centre	0.36%	0.00%	0.00%	1.69%	0.00%	0.00%	0.00%
Brompton-on-Swale Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick VILLAGE Centre	0.48%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**0.84%**	**0.00%**	**1.95%**	**1.69%**	**0.00%**	**0.00%**	**0.00%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	1.55%	0.00%	0.00%	1.69%	0.00%	7.26%	0.00%
Hawes Town Centre	0.82%	0.00%	0.00%	0.00%	0.00%	5.03%	0.00%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**2.37%**	**0.00%**	**0.00%**	**1.69%**	**0.00%**	**12.28%**	**0.00%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.24%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%
Sub-Total Zone 6	**0.24%**	**0.00%**	**0.00%**	**0.00%**	**1.52%**	**0.00%**	**0.00%**
Total Inside Richmondshire District	50.71%	82.53%	49.66%	47.37%	48.44%	45.02%	34.44%
Total Inside Study Area	**51.06%**	**82.53%**	**49.66%**	**49.06%**	**48.44%**	**45.02%**	**34.44%**
Outside Study Area							
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	0.86%	0.00%	0.00%	0.00%	4.23%	0.00%	1.97%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	2.45%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tinda	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.64%	0.00%	0.00%	0.00%	0.00%	1.80%	3.54%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington Retail Park, Yarm Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	19.61%	4.49%	40.95%	13.27%	11.03%	14.33%	20.49%
Other, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.24%	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%
Harrogate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%
Keswick Town Centre	0.43%	0.00%	0.00%	0.00%	2.72%	0.00%	0.00%
Kirkby Stephen Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	1.97%
Middlesbrough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	4.43%
Newcastle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northallerton Town Centre	17.11%	4.88%	3.49%	27.41%	20.49%	33.83%	11.03%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.43%	0.00%	0.00%	0.00%	2.72%	0.00%	0.00%
Other, OSA	4.30%	4.49%	3.49%	6.07%	3.40%	3.22%	5.51%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	0.60%	0.00%	2.42%	0.00%	0.00%	0.00%	0.00%
Ripon Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	3.54%
Sainsbury's Superstore, Victoria Road, Darlington	2.19%	1.61%	0.00%	2.09%	5.47%	0.00%	7.08%
Sam Turner & Sons, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	0.24%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Pavillion Shopping Centre, Thornaby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	0.30%	0.00%	0.00%	0.00%	0.00%	1.80%	0.00%
York Designer Outlet, St Nicholas Avenue, York	0.44%	0.00%	0.00%	2.09%	0.00%	0.00%	0.00%
Total Outside Study Area	**48.94%**	**17.47%**	**50.34%**	**50.95%**	**51.57%**	**54.98%**	**65.56%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.01%**	**100.00%**	**100.00%**

TABLE 12: EXPENDITURE (CDs/DVDs/BOOKS)

DESTINATION	TOTAL CDs/DVDs (£m)	ZONE 1 CDs/DVDs (£m)	ZONE 2 CDs/DVDs (£m)	ZONE 3 CDs/DVDs (£m)	ZONE 4 CDs/DVDs (£m)	ZONE 5 CDs/DVDs (£m)	ZONE 6 CDs/DVDs (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	1.65	0.55	0.06	0.41	0.33	0.16	0.14
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**1.65**	**0.55**	**0.06**	**0.41**	**0.33**	**0.16**	**0.14**
Zone 2							
In Centre							
Catterick Garrison Town Centre	0.26	0.00	0.19	0.04	0.03	0.00	0.00
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.06	0.00	0.06	0.00	0.00	0.00	0.00
Tesco Superstore, Richmondshire Walk, Catterick Garrison	1.51	0.05	0.43	0.40	0.13	0.32	0.18
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.03	0.00	0.00	0.00	0.00	0.03	0.00
Colburn Town Centre	0.08	0.00	0.08	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**1.94**	**0.05**	**0.76**	**0.44**	**0.17**	**0.35**	**0.18**
Zone 3							
Bedale Town Centre	0.03	0.00	0.00	0.03	0.00	0.00	0.00
Brompton-on-Swale Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick VILLAGE Centre	0.03	0.00	0.03	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**0.06**	**0.00**	**0.03**	**0.03**	**0.00**	**0.00**	**0.00**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.14	0.00	0.00	0.03	0.00	0.11	0.00
Hawes Town Centre	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**0.22**	**0.00**	**0.00**	**0.03**	**0.00**	**0.19**	**0.00**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.02	0.00	0.00	0.00	0.02	0.00	0.00
Sub-Total Zone 6	**0.02**	**0.00**	**0.00**	**0.00**	**0.02**	**0.00**	**0.00**
Total Inside Richmondshire District	3.86	0.60	0.85	0.88	0.51	0.70	0.32
Total Inside Study Area	**3.89**	**0.60**	**0.85**	**0.92**	**0.51**	**0.70**	**0.32**
Outside Study Area							
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.06	0.00	0.00	0.00	0.04	0.00	0.02
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.06	0.00	0.00	0.00	0.00	0.03	0.03
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	1.51	0.03	0.70	0.25	0.12	0.22	0.19
Other, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.02	0.00	0.00	0.00	0.02	0.00	0.00
Harrogate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Keswick Town Centre	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Middlesbrough Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Newcastle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	1.45	0.04	0.06	0.51	0.22	0.52	0.10
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Other, OSA	0.34	0.03	0.06	0.11	0.04	0.05	0.05
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Ripon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Sainsbury's Superstore, Victoria Road, Darlington	0.17	0.01	0.00	0.04	0.06	0.00	0.07
Sam Turner & Sons, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	0.01	0.01	0.00	0.00	0.00	0.00	0.00
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	0.03	0.00	0.00	0.00	0.00	0.03	0.00
York Designer Outlet, St Nicholas Avenue, York	0.04	0.00	0.00	0.04	0.00	0.00	0.00
Total Outside Study Area	**3.95**	**0.13**	**0.87**	**0.95**	**0.54**	**0.85**	**0.61**
TOTAL	**7.84**	**0.72**	**1.72**	**1.87**	**1.05**	**1.54**	**0.93**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 13: SHOPPING PATTERNS (HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (%)	ZONE 1 HOUSEHOLD (%)	ZONE 2 HOUSEHOLD (%)	ZONE 3 HOUSEHOLD (%)	ZONE 4 HOUSEHOLD (%)	ZONE 5 HOUSEHOLD (%)	ZONE 6 HOUSEHOLD (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	3.6%	9.1%	2.5%	2.7%	4.2%	4.4%	2.0%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.8%	4.1%	0.0%	0.0%	0.0%	3.1%	0.0%
Lidl, Queens Road, Richmond	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Richmond Garden Centre, Borough Road, Richmond	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**4.4%**	**13.3%**	**2.5%**	**2.7%**	**4.2%**	**7.5%**	**2.0%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	12.6%	15.0%	24.1%	9.2%	3.6%	0.0%	9.9%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	3.2%	0.0%	1.4%	0.0%	0.0%	15.8%	5.3%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	8.7%	5.6%	7.3%	1.7%	6.2%	24.1%	11.1%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colburn Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**24.5%**	**20.6%**	**32.7%**	**10.8%**	**9.8%**	**39.9%**	**26.3%**
Zone 3							
Bedale Town Centre	3.0%	1.7%	0.0%	15.1%	0.0%	0.0%	0.0%
Brompton-on-Swale Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Catterick VILLAGE Centre	1.3%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
Co-op, Market Place, Leyburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**4.3%**	**1.7%**	**4.1%**	**15.1%**	**0.0%**	**0.0%**	**0.0%**
Zone 4							
Melsonby Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Scorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5							
Leyburn Town Centre	3.5%	2.5%	0.0%	1.7%	0.0%	14.1%	7.8%
Hawes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**3.5%**	**2.5%**	**0.0%**	**1.7%**	**0.0%**	**14.1%**	**7.8%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reeth Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 6	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Total Inside Richmondshire District	33.7%	36.4%	39.3%	15.2%	13.9%	61.5%	36.0%
Total Inside Study Area	**36.7%**	**38.1%**	**39.3%**	**30.3%**	**13.9%**	**61.5%**	**36.0%**
Outside Study Area							
Abroad	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnard Castle Town Centre	2.0%	0.0%	0.0%	0.0%	2.3%	0.0%	13.3%
Other, Barnard Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Berwick-upon-Tweed Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Bishop Auckland	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Boundary Mill, Vivary Way, Colne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carlisle City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlington North Retail Park, North Road, Darlington	0.9%	0.0%	0.0%	1.3%	2.9%	0.0%	2.0%
Darlington Retail Park, Yarm Road, Darlington	6.5%	13.3%	3.9%	7.8%	14.9%	3.5%	0.0%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	13.3%	10.5%	22.2%	7.8%	15.5%	1.9%	11.4%
Other, Darlington	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Durham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edinburgh City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harrogate Town Centre	0.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
Other, Harrogate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartlepool Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Beezon Road, Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Metro Park West, Pinetree Way, Gateshead	6.8%	11.6%	2.5%	8.2%	13.1%	0.0%	12.5%
Kendal Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keswick Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirkby Stephen Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leeds City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Metrocentre, Gateshead	3.9%	0.0%	9.1%	0.0%	6.2%	1.6%	0.0%
Middlesbrough Town Centre	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morton Shopping Park, Yarm Road, Darlington	5.1%	2.8%	2.0%	7.8%	17.0%	0.0%	3.8%
Newcastle City Centre	1.6%	6.7%	1.4%	1.7%	1.3%	0.0%	0.0%
Northallerton Town Centre	10.8%	11.9%	3.3%	24.7%	5.1%	17.4%	6.3%
Other, Northallerton	0.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, London	3.2%	0.0%	9.1%	1.7%	0.0%	0.0%	0.0%
Other, OSA	1.0%	0.0%	0.0%	3.3%	0.0%	1.6%	1.4%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portrack Lane Retail Area, Stockton	0.9%	0.0%	0.0%	0.0%	4.9%	1.9%	0.0%
Ripon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Victoria Road, Darlington	0.9%	3.9%	0.0%	0.0%	0.0%	0.0%	3.9%
Sam Turner & Sons, Darlington Road, Northallerton	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	1.2%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
Stokesley Town Centre	0.1%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sunderland City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Teesside Park, Stockton	2.1%	0.0%	1.1%	5.4%	0.0%	1.9%	3.5%
The Pavillion Shopping Centre, Thornaby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thirsk Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes Darlington, Haughton Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes Northallerton, Yafforth Road, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
York Designer Outlet, St Nicholas Avenue, York	0.4%	0.0%	0.0%	0.0%	1.3%	1.6%	0.0%
Total Outside Study Area	**63.30%**	**61.93%**	**60.69%**	**69.74%**	**86.05%**	**38.54%**	**63.97%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.01%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 14: EXPENDITURE (HOUSEHOLD)

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE 1 HOUSEHOLD (£m)	ZONE 2 HOUSEHOLD (£m)	ZONE 3 HOUSEHOLD (£m)	ZONE 4 HOUSEHOLD (£m)	ZONE 5 HOUSEHOLD (£m)	ZONE 6 HOUSEHOLD (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	0.69	0.14	0.13	0.11	0.10	0.17	0.04
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.18	0.06	0.00	0.00	0.00	0.12	0.00
Lidl, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**0.87**	**0.20**	**0.13**	**0.11**	**0.10**	**0.28**	**0.04**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	2.19	0.23	1.28	0.38	0.09	0.00	0.22
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.79	0.00	0.07	0.00	0.00	0.60	0.12
Tesco Superstore, Richmondshire Walk, Catterick Garrison	1.85	0.09	0.38	0.07	0.15	0.91	0.25
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**4.83**	**0.31**	**1.74**	**0.44**	**0.24**	**1.51**	**0.58**
Zone 3							
Bedale Town Centre	0.64	0.03	0.00	0.62	0.00	0.00	0.00
Brompton-on-Swale Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick VILLAGE Centre	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**0.86**	**0.03**	**0.22**	**0.62**	**0.00**	**0.00**	**0.00**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.81	0.04	0.00	0.07	0.00	0.53	0.17
Hawes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**0.81**	**0.04**	**0.00**	**0.07**	**0.00**	**0.53**	**0.17**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 6	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Total Inside Richmondshire District	6.73	0.55	2.08	0.62	0.34	2.33	0.80
Total Inside Study Area	**7.37**	**0.58**	**2.08**	**1.24**	**0.34**	**2.33**	**0.80**
Outside Study Area							
Abroad	0.06	0.00	0.00	0.00	0.00	0.06	0.00
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.35	0.00	0.00	0.00	0.06	0.00	0.29
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Bishop Auckland	0.06	0.00	0.06	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.17	0.00	0.00	0.05	0.07	0.00	0.04
Darlington Retail Park, Yarm Road, Darlington	1.22	0.20	0.21	0.32	0.36	0.13	0.00
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.36	0.16	1.18	0.32	0.38	0.07	0.25
Other, Darlington	0.06	0.00	0.06	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	1.24	0.18	0.13	0.33	0.32	0.00	0.28
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.69	0.00	0.49	0.00	0.15	0.06	0.00
Middlesbrough Town Centre	0.13	0.00	0.00	0.00	0.00	0.00	0.13
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.96	0.04	0.10	0.32	0.41	0.00	0.08
Newcastle City Centre	0.27	0.10	0.07	0.07	0.03	0.00	0.00
Northallerton Town Centre	2.29	0.18	0.18	1.01	0.12	0.66	0.14
Other, Northallerton	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.55	0.00	0.49	0.07	0.00	0.00	0.00
Other, OSA	0.23	0.00	0.00	0.14	0.00	0.06	0.03
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.19	0.00	0.00	0.00	0.12	0.07	0.00
Ripon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Victoria Road, Darlington	0.15	0.06	0.00	0.00	0.00	0.00	0.09
Sam Turner & Sons, Darlington Road, Northallerton	0.04	0.00	0.00	0.00	0.04	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.21	0.00	0.21	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.02	0.02	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	0.43	0.00	0.06	0.22	0.00	0.07	0.08
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York Designer Outlet, St Nicholas Avenue, York	0.09	0.00	0.00	0.00	0.03	0.06	0.00
Total Outside Study Area	**11.98**	**0.94**	**3.22**	**2.85**	**2.09**	**1.46**	**1.42**
TOTAL	**19.35**	**1.53**	**5.30**	**4.09**	**2.43**	**3.79**	**2.22**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 15: SHOPPING PATTERNS (TOYS)

DESTINATION	TOTAL TOYS (%)	ZONE 1 TOYS (%)	ZONE 2 TOYS (%)	ZONE 3 TOYS (%)	ZONE 4 TOYS (%)	ZONE 5 TOYS (%)	ZONE 6 TOYS (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	13.81%	53.16%	5.84%	10.54%	5.84%	8.64%	12.82%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	1.83%	2.04%	1.68%	3.58%	0.00%	2.99%	0.00%
Lidl, Queens Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Garden Centre, Borough Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 1	0.26%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**15.89%**	**57.24%**	**7.52%**	**14.12%**	**5.84%**	**11.63%**	**12.82%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	14.64%	6.63%	15.27%	27.90%	4.47%	4.32%	23.96%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	3.21%	1.64%	3.01%	2.00%	8.30%	4.32%	0.00%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	11.67%	0.00%	24.22%	2.00%	7.65%	20.17%	2.25%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	0.51%	0.00%	1.68%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**30.04%**	**8.27%**	**44.17%**	**31.89%**	**20.42%**	**28.81%**	**26.22%**
Zone 3							
Bedale Town Centre	1.43%	0.00%	0.00%	7.57%	0.00%	0.00%	0.00%
Brompton-on-Swale Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick VILLAGE Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.25%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%
Sub-Total Zone 3	**1.68%**	**0.00%**	**0.00%**	**7.57%**	**1.80%**	**0.00%**	**0.00%**
Zone 4							
Melsonby Village Centre	0.25%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.25%**	**0.00%**	**0.00%**	**0.00%**	**1.80%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	2.86%	4.59%	0.00%	0.00%	0.00%	12.13%	6.32%
Hawes Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**2.86%**	**4.59%**	**0.00%**	**0.00%**	**0.00%**	**12.13%**	**6.32%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%
Sub-Total Zone 6	**0.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**5.88%**
Total Inside Richmondshire District	49.95%	70.10%	51.69%	46.01%	29.86%	52.57%	51.23%
Total Inside Study Area	**51.38%**	**70.10%**	**51.69%**	**53.58%**	**29.86%**	**52.57%**	**51.23%**
Outside Study Area							
Abroad	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	1.81%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	0.83%	2.04%	0.00%	0.00%	0.00%	0.00%	5.06%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	0.63%	0.00%	2.08%	0.00%	0.00%	0.00%	0.00%
Darlington Retail Park, Yarm Road, Darlington	1.62%	0.00%	0.00%	2.00%	0.00%	6.73%	3.25%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.31%	6.23%	10.88%	2.00%	24.52%	5.98%	5.88%
Other, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirkby Stephen Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.31%	0.00%	0.00%	0.00%	0.00%	2.41%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	6.20%	13.75%	14.04%	0.00%	0.00%	0.00%	1.81%
Middlesbrough Town Centre	0.63%	0.00%	2.08%	0.00%	0.00%	0.00%	0.00%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	2.25%
Newcastle City Centre	0.31%	0.00%	0.00%	0.00%	2.24%	0.00%	0.00%
Northallerton Town Centre	7.23%	3.29%	0.00%	10.95%	7.27%	24.49%	5.06%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, OSA	2.11%	0.00%	3.01%	0.00%	2.24%	2.41%	5.06%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	3.19%	1.64%	2.08%	7.20%	1.80%	0.00%	6.54%
Ripon Town Centre	1.15%	0.00%	0.00%	6.06%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	1.36%	0.00%	3.01%	0.00%	3.23%	0.00%	0.00%
Sainsbury's Superstore, Victoria Road, Darlington	3.59%	2.94%	0.00%	0.00%	20.55%	0.00%	3.25%
Sam Turner & Sons, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	2.25%
Stokesley Town Centre	0.47%	0.00%	0.00%	2.48%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	7.34%	0.00%	11.14%	8.54%	6.50%	5.40%	6.54%
The Pavillion Shopping Centre, Thornaby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	0.25%	0.00%	0.00%	0.00%	1.80%	0.00%	0.00%
York Designer Outlet, St Nicholas Avenue, York	1.36%	0.00%	0.00%	7.20%	0.00%	0.00%	0.00%
Total Outside Study Area	**48.62%**	**29.90%**	**48.31%**	**46.43%**	**70.14%**	**47.42%**	**48.78%**
TOTAL	**100.00%**	**100.01%**	**100.00%**	**100.01%**	**100.00%**	**99.99%**	**100.00%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 16: EXPENDITURE (TOYS)

DESTINATION	TOTAL TOYS (£m)	ZONE 1 TOYS (£m)	ZONE 2 TOYS (£m)	ZONE 3 TOYS (£m)	ZONE 4 TOYS (£m)	ZONE 5 TOYS (£m)	ZONE 6 TOYS (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	3.39	1.25	0.43	0.68	0.20	0.44	0.40
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.55	0.05	0.12	0.23	0.00	0.15	0.00
Lidl, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**3.99**	**1.35**	**0.55**	**0.91**	**0.20**	**0.59**	**0.40**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	4.18	0.16	1.11	1.79	0.15	0.22	0.75
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.88	0.04	0.22	0.13	0.28	0.22	0.00
Tesco Superstore, Richmondshire Walk, Catterick Garrison	3.24	0.00	1.76	0.13	0.26	1.02	0.07
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.12	0.00	0.12	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**8.42**	**0.19**	**3.22**	**2.05**	**0.69**	**1.45**	**0.83**
Zone 3							
Bedale Town Centre	0.49	0.00	0.00	0.49	0.00	0.00	0.00
Brompton-on-Swale Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick VILLAGE Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Sub-Total Zone 3	**0.55**	**0.00**	**0.00**	**0.49**	**0.06**	**0.00**	**0.00**
Zone 4							
Melsonby Village Centre	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.06**	**0.00**	**0.00**	**0.00**	**0.06**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.92	0.11	0.00	0.00	0.00	0.61	0.20
Hawes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**0.92**	**0.11**	**0.00**	**0.00**	**0.00**	**0.61**	**0.20**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.19
Sub-Total Zone 6	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**
Total Inside Richmondshire District	13.63	1.65	3.76	2.95	1.01	2.65	1.61
Total Inside Study Area	**14.12**	**1.65**	**3.76**	**3.44**	**1.01**	**2.65**	**1.61**
Outside Study Area							
Abroad	0.06	0.00	0.00	0.00	0.00	0.00	0.06
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.21	0.05	0.00	0.00	0.00	0.00	0.16
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.15	0.00	0.15	0.00	0.00	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.57	0.00	0.00	0.13	0.00	0.34	0.10
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.38	0.15	0.79	0.13	0.83	0.30	0.19
Other, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.12	0.00	0.00	0.00	0.00	0.12	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	1.40	0.32	1.02	0.00	0.00	0.00	0.06
Middlesbrough Town Centre	0.15	0.00	0.15	0.00	0.00	0.00	0.00
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.07	0.00	0.00	0.00	0.00	0.00	0.07
Newcastle City Centre	0.08	0.00	0.00	0.00	0.08	0.00	0.00
Northallerton Town Centre	2.42	0.08	0.00	0.70	0.24	1.23	0.16
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, OSA	0.58	0.00	0.22	0.00	0.08	0.12	0.16
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.92	0.04	0.15	0.46	0.06	0.00	0.21
Ripon Town Centre	0.39	0.00	0.00	0.39	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.33	0.00	0.22	0.00	0.11	0.00	0.00
Sainsbury's Superstore, Victoria Road, Darlington	0.86	0.07	0.00	0.00	0.69	0.00	0.10
Sam Turner & Sons, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.07	0.00	0.00	0.00	0.00	0.00	0.07
Stokesley Town Centre	0.16	0.00	0.00	0.16	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	2.06	0.00	0.81	0.55	0.22	0.27	0.21
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	0.06	0.00	0.00	0.00	0.06	0.00	0.00
York Designer Outlet, St Nicholas Avenue, York	0.46	0.00	0.00	0.46	0.00	0.00	0.00
Total Outside Study Area	**13.49**	**0.70**	**3.52**	**2.98**	**2.36**	**2.39**	**1.54**
TOTAL	**27.61**	**2.35**	**7.28**	**6.42**	**3.37**	**5.04**	**3.15**

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	21.74%	82.85%	1.48%	18.83%	38.57%	5.05%	36.84%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Queens Road, Richmond	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%
Richmond Garden Centre, Borough Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**21.81%**	**82.85%**	**1.48%**	**18.83%**	**38.57%**	**5.05%**	**37.56%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	12.04%	7.91%	21.01%	12.15%	2.81%	8.46%	6.64%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	14.47%	0.73%	33.62%	4.43%	9.11%	12.74%	2.62%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	10.35%	3.85%	19.38%	4.61%	12.16%	6.45%	7.00%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	1.03%	0.00%	0.00%	0.00%	0.00%	6.04%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	3.08%	0.00%	10.05%	0.59%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	1.46%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**42.43%**	**12.49%**	**89.03%**	**21.77%**	**24.09%**	**33.68%**	**16.26%**
Zone 3							
Bedale Town Centre	7.03%	0.00%	0.00%	30.32%	0.00%	2.19%	0.00%
Brompton-on-Swale Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick VILLAGE Centre	3.65%	0.00%	4.98%	9.36%	0.00%	0.78%	0.00%
Co-op, Market Place, Leyburn	0.38%	0.00%	0.00%	0.00%	0.00%	2.25%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**11.07%**	**0.00%**	**4.98%**	**39.68%**	**0.00%**	**5.22%**	**0.00%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.17%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.17%**	**0.00%**	**0.00%**	**0.00%**	**1.40%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	6.97%	0.00%	0.00%	0.00%	0.00%	39.18%	3.09%
Hawes Town Centre	1.74%	0.00%	0.00%	0.00%	0.00%	9.71%	0.90%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**8.71%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**48.89%**	**3.99%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	7.55%
Sub-Total Zone 6	**0.73%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.55%**
Total Inside Richmondshire District	77.87%	95.34%	95.49%	49.96%	64.05%	90.65%	65.37%
Total Inside Study Area	**84.91%**	**95.34%**	**95.49%**	**80.28%**	**64.05%**	**92.84%**	**65.37%**
Outside Study Area							
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	1.68%	0.00%	1.07%	0.00%	0.00%	0.00%	14.17%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	4.83%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%
Other, Bishop Auckland	0.18%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	0.09%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%
Darlington Retail Park, Yarm Road, Darlington	0.09%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.75%	3.36%	0.60%	0.73%	14.13%	0.00%	3.66%
Other, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	0.45%	0.00%	0.00%	2.05%	0.00%	0.00%	0.00%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirkby Stephen Town Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	2.61%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.32%	0.00%	0.00%	0.00%	0.00%	1.91%	0.00%
Masham Town Centre	0.16%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%
Middlesbrough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	0.44%	0.00%	0.00%	0.00%	0.70%	0.00%	3.66%
Newcastle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northallerton Town Centre	4.62%	0.00%	1.07%	8.52%	11.97%	5.26%	0.73%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, OSA	0.56%	1.31%	0.60%	0.00%	1.40%	0.00%	0.90%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	0.47%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%
Ripon Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.47%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Victoria Road, Darlington	0.76%	0.00%	0.00%	0.73%	3.85%	0.00%	1.31%
Sam Turner & Sons, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	0.90%	0.00%	0.60%	2.71%	0.00%	0.00%	1.31%
The Pavillion Shopping Centre, Thornaby	0.31%	0.00%	0.00%	0.00%	2.52%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York Designer Outlet, St Nicholas Avenue, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Outside Study Area	**15.09%**	**4.66%**	**4.51%**	**19.72%**	**35.95%**	**7.17%**	**34.63%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 18: EXPENDITURE (CHEMIST)

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	6.19	2.19	0.11	1.23	1.38	0.25	1.03
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Queens Road, Richmond	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**6.21**	**2.19**	**0.11**	**1.23**	**1.38**	**0.25**	**1.05**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	3.22	0.21	1.50	0.79	0.10	0.43	0.19
Princes Gate Retail Park, Richmond Road, Catterick Garrison	3.75	0.02	2.40	0.29	0.32	0.64	0.07
Tesco Superstore, Richmondshire Walk, Catterick Garrison	2.75	0.10	1.39	0.30	0.43	0.33	0.20
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.30	0.00	0.00	0.00	0.00	0.30	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.76	0.00	0.72	0.04	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.36	0.00	0.36	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**11.14**	**0.33**	**6.37**	**1.42**	**0.86**	**1.70**	**0.46**
Zone 3							
Bedale Town Centre	2.09	0.00	0.00	1.98	0.00	0.11	0.00
Brompton-on-Swale Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick VILLAGE Centre	1.01	0.00	0.36	0.61	0.00	0.04	0.00
Co-op, Market Place, Leyburn	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**3.21**	**0.00**	**0.36**	**2.59**	**0.00**	**0.26**	**0.00**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.05	0.00	0.00	0.00	0.05	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.05**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	2.06	0.00	0.00	0.00	0.00	1.98	0.09
Hawes Town Centre	0.52	0.00	0.00	0.00	0.00	0.49	0.03
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**2.58**	**0.00**	**0.00**	**0.00**	**0.00**	**2.47**	**0.11**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.21	0.00	0.00	0.00	0.00	0.00	0.21
Sub-Total Zone 6	**0.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.21**
Total Inside Richmondshire District	21.31	2.52	6.83	3.27	2.28	4.57	1.83
Total Inside Study Area	**23.40**	**2.52**	**6.83**	**5.25**	**2.28**	**4.68**	**1.83**
Outside Study Area							
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.47	0.00	0.08	0.00	0.00	0.00	0.40
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Other, Bishop Auckland	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.02	0.00	0.00	0.00	0.02	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.02	0.00	0.00	0.00	0.02	0.00	0.00
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	0.79	0.09	0.04	0.05	0.50	0.00	0.10
Other, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.13	0.00	0.00	0.13	0.00	0.00	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.07	0.00	0.00	0.00	0.00	0.00	0.07
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.10	0.00	0.00	0.00	0.00	0.10	0.00
Masham Town Centre	0.05	0.00	0.00	0.05	0.00	0.00	0.00
Metrocentre, Gateshead	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Middlesbrough Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.13	0.00	0.00	0.00	0.02	0.00	0.10
Newcastle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	1.35	0.00	0.08	0.56	0.43	0.27	0.02
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, OSA	0.15	0.03	0.04	0.00	0.05	0.00	0.03
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Ripon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Sainsbury's Superstore, Victoria Road, Darlington	0.22	0.00	0.00	0.05	0.14	0.00	0.04
Sam Turner & Sons, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	0.26	0.00	0.04	0.18	0.00	0.00	0.04
The Pavillion Shopping Centre, Thornaby	0.09	0.00	0.00	0.00	0.09	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York Designer Outlet, St Nicholas Avenue, York	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0							
Total Outside Study Area	**4.35**	**0.12**	**0.32**	**1.29**	**1.28**	**0.36**	**0.97**
TOTAL	**27.75**	**2.64**	**7.15**	**6.54**	**3.57**	**5.05**	**2.81**

TABLE 19: SHOPPING PATTERNS (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	1.27%	6.50%	0.00%	0.00%	1.29%	0.00%	4.61%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.12%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Queens Road, Richmond	0.12%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Garden Centre, Borough Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**1.52%**	**8.99%**	**0.00%**	**0.00%**	**1.29%**	**0.00%**	**4.61%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	1.85%	1.54%	4.20%	1.38%	0.00%	0.00%	1.51%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	1.46%	0.00%	0.00%	4.96%	0.00%	0.93%	4.38%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	7.08%	19.07%	12.53%	2.75%	2.58%	1.16%	2.43%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**10.39%**	**20.61%**	**16.73%**	**9.09%**	**2.58%**	**2.09%**	**8.32%**
Zone 3							
Bedale Town Centre	7.88%	0.00%	0.00%	21.60%	0.00%	20.76%	1.21%
Brompton-on-Swale Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick VILLAGE Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**7.88%**	**0.00%**	**0.00%**	**21.60%**	**0.00%**	**20.76%**	**1.21%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	3.00%	0.00%	0.00%	0.00%	0.00%	12.92%	3.94%
Hawes Town Centre	4.96%	1.24%	0.00%	0.00%	0.00%	21.02%	5.86%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.19%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**8.15%**	**1.24%**	**0.00%**	**0.00%**	**0.00%**	**34.88%**	**9.80%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 6	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total Inside Richmondshire District	20.06%	30.84%	16.73%	9.09%	3.87%	36.97%	22.73%
Total Inside Study Area	**27.94%**	**30.84%**	**16.73%**	**30.69%**	**3.87%**	**57.74%**	**23.94%**
Outside Study Area							
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tinda	0.76%	0.00%	1.22%	0.00%	1.29%	0.00%	2.18%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	1.22%	1.54%	1.22%	0.00%	0.00%	0.93%	4.90%
Darlington Retail Park, Yarm Road, Darlington	31.02%	41.58%	24.08%	25.61%	50.78%	19.84%	50.26%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.54%	14.11%	19.15%	1.38%	10.83%	1.87%	2.43%
Other, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirkby Stephen Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	2.73%	0.00%	8.21%	0.00%	1.29%	0.00%	0.00%
Middlesbrough Town Centre	0.51%	0.00%	1.22%	0.00%	0.00%	0.00%	1.21%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	1.96%	0.00%	0.00%	5.89%	6.49%	0.00%	2.18%
Newcastle City Centre	1.35%	1.24%	1.22%	1.71%	0.00%	1.68%	2.18%
Northallerton Town Centre	7.07%	1.24%	12.17%	8.21%	4.89%	1.87%	8.00%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, OSA	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	1.51%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	0.15%	0.00%	0.00%	0.00%	1.29%	0.00%	0.00%
Ripon Town Centre	1.44%	0.00%	0.00%	6.67%	0.00%	1.68%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%
Sainsbury's Superstore, Victoria Road, Darlington	3.59%	2.22%	0.98%	6.67%	3.20%	7.82%	0.00%
Sam Turner & Sons, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	9.98%	7.23%	13.82%	11.47%	16.07%	5.64%	0.00%
The Pavillion Shopping Centre, Thornaby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	0.47%	0.00%	0.00%	1.71%	0.00%	0.93%	0.00%
York Designer Outlet, St Nicholas Avenue, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Outside Study Area	**72.06%**	**69.16%**	**83.28%**	**69.31%**	**96.13%**	**42.26%**	**76.06%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.01%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 20: EXPENDITURE (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	0.26	0.13	0.00	0.00	0.03	0.00	0.10
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.02	0.02	0.00	0.00	0.00	0.00	0.00
Lidl, Queens Road, Richmond	0.02	0.02	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**0.31**	**0.18**	**0.00**	**0.00**	**0.03**	**0.00**	**0.10**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	0.50	0.03	0.36	0.07	0.00	0.00	0.03
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.40	0.00	0.00	0.26	0.00	0.04	0.10
Tesco Superstore, Richmondshire Walk, Catterick Garrison	1.77	0.37	1.08	0.15	0.07	0.04	0.05
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**2.66**	**0.40**	**1.44**	**0.48**	**0.07**	**0.08**	**0.18**
Zone 3							
Bedale Town Centre	1.97	0.00	0.00	1.14	0.00	0.80	0.03
Brompton-on-Swale Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick VILLAGE Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**1.97**	**0.00**	**0.00**	**1.14**	**0.00**	**0.80**	**0.03**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.58	0.00	0.00	0.00	0.00	0.50	0.09
Hawes Town Centre	0.96	0.02	0.00	0.00	0.00	0.81	0.13
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.04	0.00	0.00	0.00	0.00	0.04	0.00
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**1.58**	**0.02**	**0.00**	**0.00**	**0.00**	**1.34**	**0.22**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 6	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Total Inside Richmondshire District	4.55	0.60	1.44	0.48	0.10	1.42	0.50
Total Inside Study Area	**6.52**	**0.60**	**1.44**	**1.63**	**0.10**	**2.21**	**0.53**
Outside Study Area							
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.19	0.00	0.11	0.00	0.03	0.00	0.05
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.28	0.03	0.11	0.00	0.00	0.04	0.11
Darlington Retail Park, Yarm Road, Darlington	7.47	0.81	2.08	1.36	1.35	0.76	1.11
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	2.42	0.28	1.65	0.07	0.29	0.07	0.05
Other, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.74	0.00	0.71	0.00	0.03	0.00	0.00
Middlesbrough Town Centre	0.13	0.00	0.11	0.00	0.00	0.00	0.03
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.53	0.00	0.00	0.31	0.17	0.00	0.05
Newcastle City Centre	0.33	0.02	0.11	0.09	0.00	0.06	0.05
Northallerton Town Centre	1.89	0.02	1.05	0.43	0.13	0.07	0.18
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, OSA	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Ripon Town Centre	0.42	0.00	0.00	0.35	0.00	0.06	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Sainsbury's Superstore, Victoria Road, Darlington	0.87	0.04	0.08	0.35	0.09	0.30	0.00
Sam Turner & Sons, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	2.59	0.14	1.19	0.61	0.43	0.22	0.00
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York City Centre	0.13	0.00	0.00	0.09	0.00	0.04	0.00
York Designer Outlet, St Nicholas Avenue, York	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Outside Study Area	**18.07**	**1.35**	**7.19**	**3.67**	**2.55**	**1.62**	**1.68**
TOTAL	**24.59**	**1.95**	**8.64**	**5.30**	**2.66**	**3.83**	**2.21**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 21: SHOPPING PATTERNS (DIY AND GARDENING)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	6.73%	33.07%	4.98%	3.74%	8.52%	1.18%	1.99%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	3.62%	10.52%	0.00%	6.38%	7.36%	1.18%	2.48%
Lidl, Queens Road, Richmond	0.73%	7.95%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Garden Centre, Borough Road, Richmond	1.72%	2.85%	1.69%	0.00%	4.85%	0.00%	3.58%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**12.80%**	**54.39%**	**6.67%**	**10.12%**	**20.73%**	**2.37%**	**8.04%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	4.45%	3.31%	13.32%	1.04%	0.83%	0.00%	0.00%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	2.21%	0.00%	4.82%	0.00%	0.00%	1.18%	5.89%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	0.54%	0.00%	1.87%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	2.10%	8.90%	3.98%	0.00%	0.00%	0.66%	0.00%
Other, Zone 2	0.60%	0.00%	0.75%	0.00%	2.99%	0.00%	0.00%
Sub-Total Zone 2	**9.89%**	**12.21%**	**24.75%**	**1.04%**	**3.82%**	**1.84%**	**5.89%**
Zone 3							
Bedale Town Centre	6.68%	0.00%	0.00%	28.98%	0.00%	5.52%	0.00%
Brompton-on-Swale Village Centre	0.22%	1.18%	0.00%	0.00%	0.83%	0.00%	0.00%
Catterick VILLAGE Centre	0.22%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**7.12%**	**1.18%**	**0.75%**	**28.98%**	**0.83%**	**5.52%**	**0.00%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	1.40%	1.90%	2.29%	1.67%	1.03%	0.00%	1.10%
Sub-Total Zone 4	**1.40%**	**1.90%**	**2.29%**	**1.67%**	**1.03%**	**0.00%**	**1.10%**
Zone 5							
Leyburn Town Centre	7.41%	0.00%	0.00%	0.00%	0.00%	34.80%	4.19%
Hawes Town Centre	2.53%	0.00%	0.00%	0.00%	0.00%	12.57%	0.00%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	3.17%	0.00%	0.00%	0.00%	0.00%	14.47%	2.66%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.55%	0.00%	0.00%	0.00%	0.00%	2.30%	0.89%
Sub-Total Zone 5	**13.65%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**64.14%**	**7.73%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%
Reeth Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.89%
Sub-Total Zone 6	**0.37%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.76%**
Total Inside Richmondshire District	38.54%	69.68%	34.46%	12.83%	26.41%	68.34%	26.52%
Total Inside Study Area	**45.22%**	**69.68%**	**34.46%**	**41.82%**	**26.41%**	**73.87%**	**26.52%**
Outside Study Area							
Abroad	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.89%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.33%	0.00%	0.00%	0.00%	0.83%	0.66%	0.89%
Barnard Castle Town Centre	1.38%	0.00%	0.00%	0.00%	0.00%	0.00%	13.98%
Other, Barnard Castle	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.89%
Berwick-upon-Tweed Town Centre	0.13%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.46%	0.00%	0.94%	0.00%	1.49%	0.00%	0.00%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	1.51%	0.00%	0.00%	3.74%	0.00%	3.16%	1.59%
Carlisle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	6.59%	5.11%	11.79%	3.85%	7.57%	1.18%	7.87%
Darlington Retail Park, Yarm Road, Darlington	3.34%	2.36%	6.77%	2.91%	2.69%	0.82%	1.10%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	4.33%	3.43%	9.73%	1.04%	4.02%	0.82%	3.36%
Other, Darlington	0.28%	0.00%	0.00%	0.00%	1.49%	0.00%	0.89%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%
Edinburgh City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	1.82%	0.00%	6.31%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Harrogate	0.20%	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.16%	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kendal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirkby Stephen Town Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	3.18%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	1.30%	0.00%	1.69%	2.54%	1.49%	0.66%	0.00%
Leeds City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Middlesbrough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	19.77%	16.11%	20.47%	22.63%	31.36%	4.80%	31.03%
Newcastle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northallerton Town Centre	4.49%	0.00%	2.10%	11.36%	5.68%	3.98%	1.77%
Other, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, OSA	0.17%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	0.56%	0.00%	0.94%	1.50%	0.00%	0.00%	0.00%
Ripon Town Centre	0.16%	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Victoria Road, Darlington	0.09%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Darlington Road, Northallerton	1.51%	0.00%	0.00%	1.87%	2.52%	3.70%	0.89%
Sam Turner & Sons, Station Road, Piercebridge	0.46%	0.00%	0.00%	0.00%	1.66%	0.00%	2.48%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.38%	0.00%	0.00%	0.00%	2.99%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	0.13%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%
The Pavillion Shopping Centre, Thornaby	0.39%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.11%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.22%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	3.28%	1.18%	1.35%	4.05%	6.94%	5.52%	0.00%
York City Centre	0.39%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%
York Designer Outlet, St Nicholas Avenue, York	0.11%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Outside Study Area	**54.77%**	**30.32%**	**65.55%**	**58.19%**	**73.59%**	**26.13%**	**73.48%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 22: EXPENDITURE (DIY AND GARDENING)

DESTINATION	TOTAL DIY (£m)	ZONE 1 DIY (£m)	ZONE 2 DIY (£m)	ZONE 3 DIY (£m)	ZONE 4 DIY (£m)	ZONE 5 DIY (£m)	ZONE 6 DIY (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	0.71	0.32	0.11	0.10	0.13	0.03	0.03
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.44	0.10	0.00	0.16	0.11	0.03	0.04
Lidl, Queens Road, Richmond	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.19	0.03	0.04	0.00	0.07	0.00	0.05
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**1.42**	**0.53**	**0.15**	**0.26**	**0.31**	**0.06**	**0.12**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	0.36	0.03	0.29	0.03	0.01	0.00	0.00
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.22	0.00	0.11	0.00	0.00	0.03	0.09
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.19	0.09	0.09	0.00	0.00	0.02	0.00
Other, Zone 2	0.06	0.00	0.02	0.00	0.04	0.00	0.00
Sub-Total Zone 2	**0.88**	**0.12**	**0.54**	**0.03**	**0.06**	**0.05**	**0.09**
Zone 3							
Bedale Town Centre	0.88	0.00	0.00	0.74	0.00	0.14	0.00
Brompton-on-Swale Village Centre	0.02	0.01	0.00	0.00	0.01	0.00	0.00
Catterick VILLAGE Centre	0.02	0.00	0.02	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**0.92**	**0.01**	**0.02**	**0.74**	**0.01**	**0.14**	**0.00**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.14	0.02	0.05	0.04	0.02	0.00	0.02
Sub-Total Zone 4	**0.14**	**0.02**	**0.05**	**0.04**	**0.02**	**0.00**	**0.02**
Zone 5							
Leyburn Town Centre	0.91	0.00	0.00	0.00	0.00	0.85	0.06
Hawes Town Centre	0.31	0.00	0.00	0.00	0.00	0.31	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.39	0.00	0.00	0.00	0.00	0.35	0.04
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.07	0.00	0.00	0.00	0.00	0.06	0.01
Sub-Total Zone 5	**1.68**	**0.00**	**0.00**	**0.00**	**0.00**	**1.57**	**0.11**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Reeth Village Centre	0.01	0.00	0.00	0.00	0.00	0.00	0.01
Sub-Total Zone 6	**0.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.05**
Total Inside Richmondshire District	4.22	0.68	0.76	0.33	0.39	1.68	0.38
Total Inside Study Area	**5.10**	**0.68**	**0.76**	**1.07**	**0.39**	**1.81**	**0.38**
Outside Study Area							
Abroad	0.01	0.00	0.00	0.00	0.00	0.00	0.01
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.04	0.00	0.00	0.00	0.01	0.02	0.01
Barnard Castle Town Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.20
Other, Barnard Castle	0.01	0.00	0.00	0.00	0.00	0.00	0.01
Berwick-upon-Tweed Town Centre	0.02	0.00	0.00	0.00	0.02	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.04	0.00	0.02	0.00	0.02	0.00	0.00
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.20	0.00	0.00	0.10	0.00	0.08	0.02
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.66	0.05	0.26	0.10	0.11	0.03	0.11
Darlington Retail Park, Yarm Road, Darlington	0.32	0.02	0.15	0.07	0.04	0.02	0.02
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	0.40	0.03	0.21	0.03	0.06	0.02	0.05
Other, Darlington	0.03	0.00	0.00	0.00	0.02	0.00	0.01
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Edinburgh City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.14	0.00	0.14	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Harrogate	0.03	0.00	0.00	0.03	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.02	0.00	0.00	0.02	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.02	0.00	0.00	0.00	0.00	0.00	0.02
IKEA, Metro Park West, Pinetree Way, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.05
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.14	0.00	0.04	0.07	0.02	0.02	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	2.22	0.16	0.45	0.58	0.47	0.12	0.45
Newcastle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	0.55	0.00	0.05	0.29	0.08	0.10	0.03
Other, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, OSA	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.06	0.00	0.02	0.04	0.00	0.00	0.00
Ripon Town Centre	0.02	0.00	0.00	0.02	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Victoria Road, Darlington	0.01	0.01	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Darlington Road, Northallerton	0.19	0.00	0.00	0.05	0.04	0.09	0.01
Sam Turner & Sons, Station Road, Piercebridge	0.06	0.00	0.00	0.00	0.02	0.00	0.04
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.04	0.00	0.00	0.00	0.04	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	0.02	0.00	0.00	0.00	0.02	0.00	0.00
The Pavillion Shopping Centre, Thornaby	0.03	0.00	0.03	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.01	0.00	0.00	0.00	0.01	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.02	0.00	0.02	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.38	0.01	0.03	0.10	0.10	0.14	0.00
York City Centre	0.03	0.00	0.03	0.00	0.00	0.00	0.00
York Designer Outlet, St Nicholas Avenue, York	0.01	0.01	0.00	0.00	0.00	0.00	0.00
Total Outside Study Area	**6.02**	**0.30**	**1.44**	**1.49**	**1.09**	**0.64**	**1.06**
TOTAL	**11.12**	**0.98**	**2.19**	**2.57**	**1.49**	**2.45**	**1.45**

TABLE 23: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	18.06%	25.38%	23.97%	6.05%	22.78%	7.20%	38.27%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	4.30%	15.67%	2.75%	7.14%	1.25%	0.77%	2.41%
Lidl, Queens Road, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Richmond Garden Centre, Borough Road, Richmond	0.47%	0.00%	0.00%	0.00%	3.64%	0.00%	0.00%
Other, Zone 1	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	**22.83%**	**41.04%**	**26.72%**	**13.19%**	**27.67%**	**7.97%**	**40.68%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	2.35%	0.00%	5.74%	1.20%	1.25%	1.39%	1.20%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.53%	1.07%	0.00%	0.00%	2.02%	0.77%	0.00%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Colburn Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.47%	0.00%	0.00%	0.00%	3.64%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 2	**3.35%**	**1.07%**	**5.74%**	**1.20%**	**6.91%**	**2.16%**	**1.20%**
Zone 3							
Bedale Town Centre	2.76%	0.00%	0.00%	9.10%	0.00%	4.33%	0.00%
Brompton-on-Swale Village Centre	1.64%	2.40%	2.45%	1.20%	2.02%	0.00%	2.70%
Catterick VILLAGE Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Market Place, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	**4.40%**	**2.40%**	**2.45%**	**10.30%**	**2.02%**	**4.33%**	**2.70%**
Zone 4							
Melsonby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Scorton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Zone 5							
Leyburn Town Centre	4.75%	0.00%	0.00%	1.20%	0.00%	20.46%	2.41%
Hawes Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	5.35%	0.00%	0.00%	2.16%	0.00%	20.67%	6.47%
Middleham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	**10.10%**	**0.00%**	**0.00%**	**3.36%**	**0.00%**	**41.13%**	**8.88%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Reeth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 6	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Total Inside Richmondshire District	37.91%	44.51%	34.92%	18.95%	36.60%	51.25%	53.46%
Total Inside Study Area	**40.67%**	**44.51%**	**34.92%**	**28.04%**	**36.60%**	**55.59%**	**53.46%**
Outside Study Area							
Abroad	1.52%	0.00%	0.00%	0.97%	9.46%	0.00%	1.20%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnard Castle Town Centre	0.98%	1.33%	0.00%	0.00%	1.01%	1.39%	4.86%
Other, Barnard Castle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berwick-upon-Tweed Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.37%	1.33%	0.00%	0.00%	1.81%	0.00%	0.00%
Other, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundary Mill, Vivary Way, Colne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carlisle City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Darlington North Retail Park, North Road, Darlington	1.62%	0.00%	2.99%	2.40%	0.00%	0.00%	3.65%
Darlington Retail Park, Yarm Road, Darlington	15.15%	11.85%	15.13%	19.06%	14.04%	13.29%	15.99%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	9.75%	12.40%	17.43%	5.87%	10.20%	1.73%	10.63%
Other, Darlington	0.48%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%
Durham City Retail Park, Mcintyre Way, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Durham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edinburgh City Centre	0.24%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harrogate Town Centre	0.29%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%
Other, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hartlepool Town Centre	0.13%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Homebase, Beezon Road, Kendal	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
IKEA, Metro Park West, Pinetree Way, Gateshead	4.31%	8.93%	4.78%	8.15%	3.64%	0.00%	0.00%
Kendal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kirkby Stephen Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leeds City Centre	0.36%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%
Masham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metrocentre, Gateshead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Middlesbrough Town Centre	0.24%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%
Mole Country Stores, Cock Lane, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morton Shopping Park, Yarm Road, Darlington	0.47%	1.07%	0.00%	0.00%	2.82%	0.00%	0.00%
Newcastle City Centre	0.77%	1.91%	0.00%	0.00%	0.00%	2.77%	0.00%
Northallerton Town Centre	13.77%	13.22%	13.76%	21.49%	11.59%	11.56%	5.11%
Other, Northallerton	1.82%	1.33%	0.00%	5.87%	1.01%	1.73%	0.00%
Northdale Horticulture, Yafforth Road, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, OSA	2.30%	0.00%	0.99%	1.20%	1.81%	7.43%	0.00%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portrack Lane Retail Area, Stockton	2.97%	1.07%	8.25%	1.20%	1.25%	0.00%	2.70%
Ripon Town Centre	0.24%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Victoria Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sam Turner & Sons, Darlington Road, Northallerton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%
Sam Turner & Sons, Station Road, Piercebridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stokesley Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sunderland City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Teesside Park, Stockton	1.08%	1.07%	0.00%	0.97%	3.76%	1.39%	0.00%
The Pavillion Shopping Centre, Thornaby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thirsk Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitegates Nurseries, West Rounton, Northallerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Darlington, Haughton Road, Darlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes Northallerton, Yafforth Road, Northallerton	0.24%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%
York City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York Designer Outlet, St Nicholas Avenue, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total Outside Study Area	**59.33%**	**55.50%**	**65.08%**	**71.97%**	**63.40%**	**44.41%**	**46.54%**
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.01%**	**100.00%**	**100.00%**	**100.00%**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 24: EXPENDITURE (FURNITURE)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	3.53	0.49	1.12	0.28	0.59	0.26	0.79
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	0.87	0.30	0.13	0.33	0.03	0.03	0.05
Lidl, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Garden Centre, Borough Road, Richmond	0.09	0.00	0.00	0.00	0.09	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**4.49**	**0.79**	**1.25**	**0.61**	**0.72**	**0.29**	**0.84**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	0.43	0.00	0.27	0.05	0.03	0.05	0.02
Princes Gate Retail Park, Richmond Road, Catterick Garrison	0.10	0.02	0.00	0.00	0.05	0.03	0.00
Tesco Superstore, Richmondshire Walk, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.09	0.00	0.00	0.00	0.09	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 2	**0.63**	**0.02**	**0.27**	**0.05**	**0.18**	**0.08**	**0.02**
Zone 3							
Bedale Town Centre	0.57	0.00	0.00	0.42	0.00	0.16	0.00
Brompton-on-Swale Village Centre	0.32	0.05	0.11	0.05	0.05	0.00	0.06
Catterick VILLAGE Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	**0.90**	**0.05**	**0.11**	**0.47**	**0.05**	**0.16**	**0.06**
Zone 4							
Melsonby Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Scorton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 4	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 5							
Leyburn Town Centre	0.85	0.00	0.00	0.05	0.00	0.74	0.05
Hawes Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.98	0.00	0.00	0.10	0.00	0.75	0.13
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 5	**1.83**	**0.00**	**0.00**	**0.15**	**0.00**	**1.49**	**0.18**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reeth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 6	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Total Inside Richmondshire District	7.27	0.85	1.64	0.87	0.95	1.86	1.10
Total Inside Study Area	**7.84**	**0.85**	**1.64**	**1.29**	**0.95**	**2.02**	**1.10**
Outside Study Area							
Abroad	0.31	0.00	0.00	0.04	0.25	0.00	0.02
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.20	0.03	0.00	0.00	0.03	0.05	0.10
Other, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.07	0.03	0.00	0.00	0.05	0.00	0.00
Other, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carlisle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington North Retail Park, North Road, Darlington	0.33	0.00	0.14	0.11	0.00	0.00	0.08
Darlington Retail Park, Yarm Road, Darlington	2.99	0.23	0.71	0.87	0.36	0.48	0.33
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	1.87	0.24	0.82	0.27	0.26	0.06	0.22
Other, Darlington	0.08	0.00	0.08	0.00	0.00	0.00	0.00
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edinburgh City Centre	0.05	0.00	0.00	0.05	0.00	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.05	0.00	0.00	0.00	0.00	0.05	0.00
Other, Harrogate	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Pinetree Way, Gateshead	0.86	0.17	0.22	0.37	0.09	0.00	0.00
Kendal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keswick Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kirkby Stephen Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.06	0.00	0.00	0.00	0.00	0.06	0.00
Masham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Metrocentre, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Town Centre	0.05	0.00	0.00	0.05	0.00	0.00	0.00
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	0.09	0.02	0.00	0.00	0.07	0.00	0.00
Newcastle City Centre	0.14	0.04	0.00	0.00	0.00	0.10	0.00
Northallerton Town Centre	2.71	0.25	0.65	0.99	0.30	0.42	0.11
Other, Northallerton	0.38	0.03	0.00	0.27	0.03	0.06	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, OSA	0.42	0.00	0.05	0.05	0.05	0.27	0.00
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	0.55	0.02	0.39	0.05	0.03	0.00	0.06
Ripon Town Centre	0.05	0.00	0.00	0.05	0.00	0.00	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Victoria Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sam Turner & Sons, Darlington Road, Northallerton	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Sam Turner & Sons, Station Road, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stokesley Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Park, Stockton	0.21	0.02	0.00	0.04	0.10	0.05	0.00
The Pavillion Shopping Centre, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.05	0.00	0.00	0.05	0.00	0.00	0.00
York City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
York Designer Outlet, St Nicholas Avenue, York	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Outside Study Area	**11.63**	**1.06**	**3.05**	**3.30**	**1.64**	**1.61**	**0.96**
TOTAL	**19.47**	**1.91**	**4.69**	**4.59**	**2.59**	**3.63**	**2.06**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 25A: EXPENDITURE (TOTAL COMPARISON)

DESTINATION	TOTAL TOTAL COMP (£m)	ZONE 1 TOTAL COMP (£m)	ZONE 2 TOTAL COMP (£m)	ZONE 3 TOTAL COMP (£m)	ZONE 4 TOTAL COMP (£m)	ZONE 5 TOTAL COMP (£m)	ZONE 6 TOTAL COMP (£m)
STUDY AREA							
Zone 1							
In Centre							
Richmond Town Centre	17.96	5.61	2.20	3.07	2.92	1.45	2.70
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	2.06	0.54	0.25	0.72	0.14	0.33	0.09
Lidl, Queens Road, Richmond	0.17	0.10	0.00	0.00	0.00	0.00	0.06
Richmond Garden Centre, Borough Road, Richmond	0.28	0.03	0.04	0.00	0.17	0.00	0.05
Other, Zone 1	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	**20.52**	**6.33**	**2.48**	**3.79**	**3.23**	**1.78**	**2.91**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	16.11	0.88	7.17	4.63	0.77	1.28	1.39
Princes Gate Retail Park, Richmond Road, Catterick Garrison	8.50	0.31	3.71	1.04	1.00	1.85	0.59
Tesco Superstore, Richmondshire Walk, Catterick Garrison	13.71	0.70	6.23	1.52	1.24	3.15	0.88
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.76	0.00	0.00	0.00	0.00	0.76	0.00
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.03	0.00	0.00	0.00	0.00	0.03	0.00
Colburn Town Centre	1.00	0.00	0.96	0.04	0.00	0.00	0.00
Lidl, Catterick Road, Colburn, Catterick Garrison	0.36	0.00	0.36	0.00	0.00	0.00	0.00
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.28	0.09	0.09	0.00	0.09	0.02	0.00
Other, Zone 2	0.06	0.00	0.02	0.00	0.04	0.00	0.00
Sub-Total Zone 2	**40.80**	**1.98**	**18.52**	**7.22**	**3.14**	**7.08**	**2.85**
Zone 3							
Bedale Town Centre	6.91	0.06	0.00	5.51	0.00	1.25	0.09
Brompton-on-Swale Village Centre	0.45	0.06	0.11	0.16	0.06	0.00	0.06
Catterick VILLAGE Centre	1.71	0.00	1.06	0.61	0.00	0.04	0.00
Co-op, Market Place, Leyburn	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Sub-Total Zone 3	**9.25**	**0.12**	**1.17**	**6.28**	**0.13**	**1.41**	**0.15**
Zone 4							
Melsonby Village Centre	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Scorton Village Centre	0.05	0.00	0.00	0.00	0.05	0.00	0.00
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.14	0.02	0.05	0.04	0.02	0.00	0.02
Sub-Total Zone 4	**0.25**	**0.02**	**0.05**	**0.04**	**0.13**	**0.00**	**0.02**
Zone 5							
Leyburn Town Centre	6.39	0.15	0.00	0.15	0.00	5.43	0.65
Hawes Town Centre	1.86	0.02	0.00	0.00	0.00	1.68	0.16
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	1.56	0.00	0.00	0.25	0.00	1.14	0.17
Middleham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.07	0.00	0.00	0.00	0.00	0.06	0.01
Sub-Total Zone 5	**9.88**	**0.17**	**0.00**	**0.40**	**0.00**	**8.31**	**0.99**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Reeth Village Centre	0.43	0.00	0.00	0.00	0.02	0.00	0.41
Sub-Total Zone 6	**0.47**	**0.00**	**0.00**	**0.00**	**0.02**	**0.00**	**0.45**
Total Inside Richmondshire District	74.25	8.56	22.23	12.23	6.64	17.32	7.28
Total Inside Study Area	**81.16**	**8.62**	**22.23**	**17.74**	**6.64**	**18.57**	**7.37**
Outside Study Area							
Abroad	0.60	0.04	0.00	0.13	0.25	0.06	0.13
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.04	0.00	0.00	0.00	0.01	0.02	0.01
Barnard Castle Town Centre	2.15	0.07	0.08	0.00	0.24	0.05	1.71
Other, Barnard Castle	0.01	0.00	0.00	0.00	0.00	0.00	0.01
Berwick-upon-Tweed Town Centre	0.04	0.00	0.00	0.00	0.02	0.00	0.02
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.76	0.00	0.13	0.30	0.06	0.00	0.28
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.68	0.03	0.00	0.00	0.05	0.46	0.15
Other, Bishop Auckland	0.14	0.00	0.10	0.00	0.04	0.00	0.00
Boundary Mill, Vivary Way, Colne	0.19	0.00	0.00	0.08	0.00	0.11	0.00
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.20	0.00	0.00	0.10	0.00	0.08	0.02
Carlisle City Centre	0.18	0.00	0.00	0.00	0.00	0.08	0.10
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Darlington North Retail Park, North Road, Darlington	1.97	0.21	0.78	0.26	0.26	0.12	0.34
Darlington Retail Park, Yarm Road, Darlington	12.79	1.26	3.30	2.75	2.18	1.73	1.56
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	22.54	2.27	10.98	2.06	4.16	1.20	1.85
Other, Darlington	0.18	0.00	0.14	0.00	0.02	0.00	0.01
Durham City Retail Park, Mcintyre Way, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Durham	0.02	0.00	0.00	0.00	0.00	0.00	0.02
Edinburgh City Centre	0.11	0.00	0.00	0.05	0.05	0.00	0.00
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.15	0.00	0.14	0.00	0.02	0.00	0.00
Harrogate Town Centre	1.92	0.00	0.43	0.63	0.00	0.52	0.34
Other, Harrogate	0.03	0.00	0.00	0.03	0.00	0.00	0.00
Hartlepool Town Centre	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.02	0.00	0.00	0.02	0.00	0.00	0.00
Homebase, Beezon Road, Kendal	0.02	0.00	0.00	0.00	0.00	0.00	0.02
IKEA, Metro Park West, Pinetree Way, Gateshead	2.10	0.35	0.35	0.71	0.41	0.00	0.28
Kendal Town Centre	0.26	0.06	0.00	0.00	0.00	0.05	0.14
Keswick Town Centre	0.17	0.00	0.00	0.00	0.10	0.00	0.06
Kirkby Stephen Town Centre	0.12	0.00	0.00	0.00	0.00	0.00	0.12
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.14	0.00	0.04	0.07	0.02	0.02	0.00
Leeds City Centre	1.02	0.00	0.00	0.00	0.00	1.02	0.00
Masham Town Centre	0.05	0.00	0.00	0.05	0.00	0.00	0.00
Metrocentre, Gateshead	3.06	0.32	2.22	0.00	0.28	0.11	0.13
Middlesbrough Town Centre	1.19	0.00	0.53	0.26	0.00	0.07	0.33
Mole Country Stores, Cock Lane, Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Shopping Park, Yarm Road, Darlington	4.05	0.22	0.55	1.21	1.15	0.12	0.80
Newcastle City Centre	1.66	0.49	0.18	0.37	0.15	0.36	0.11
Northallerton Town Centre	17.12	0.87	2.49	5.75	2.41	4.53	1.07
Other, Northallerton	0.49	0.03	0.00	0.27	0.03	0.17	0.00
Northdale Horticulture, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, London	1.92	0.00	1.71	0.07	0.03	0.05	0.06
Other, OSA	2.75	0.10	0.49	0.71	0.25	0.81	0.40
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Lane Retail Area, Stockton	2.24	0.06	0.60	1.00	0.25	0.07	0.26
Ripon Town Centre	0.88	0.00	0.00	0.82	0.00	0.06	0.00
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.59	0.00	0.22	0.14	0.11	0.00	0.12
Sainsbury's Superstore, Victoria Road, Darlington	2.70	0.26	0.08	0.65	1.05	0.30	0.35
Sam Turner & Sons, Darlington Road, Northallerton	0.34	0.00	0.00	0.13	0.08	0.09	0.04
Sam Turner & Sons, Station Road, Piercebridge	0.06	0.00	0.00	0.00	0.02	0.00	0.04
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.36	0.04	0.21	0.00	0.04	0.00	0.07
Stokesley Town Centre	0.18	0.02	0.00	0.16	0.00	0.00	0.00
Sunderland City Centre	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Teesside Park, Stockton	8.93	0.43	3.38	2.95	1.06	0.73	0.38
The Pavillion Shopping Centre, Thornaby	0.12	0.00	0.03	0.00	0.09	0.00	0.00
Thirsk Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitegates Nurseries, West Rounton, Northallerton	0.01	0.00	0.00	0.00	0.01	0.00	0.00
Wickes Darlington, Haughton Road, Darlington	0.07	0.00	0.02	0.00	0.00	0.05	0.00
Wickes Northallerton, Yafforth Road, Northallerton	0.44	0.01	0.03	0.16	0.10	0.14	0.00
York City Centre	1.29	0.08	0.03	0.70	0.27	0.16	0.04
York Designer Outlet, St Nicholas Avenue, York	1.51	0.05	0.00	0.71	0.15	0.57	0.04
Total Outside Study Area	**100.84**	**7.27**	**29.43**	**23.30**	**15.50**	**13.92**	**11.42**
TOTAL	**182.00**	**15.89**	**51.66**	**41.04**	**22.14**	**32.49**	**18.79**

WYG PLANNING
RICHMONDSHIRE DISTRICT RETAIL, LEISURE AND TOWN CENTRE STUDY

TABLE 25B: TOTAL COMPARISON SHOPPING PATTERNS BASED ON EXPENDITURI

DESTINATION STUDY AREA	TOTAL TOTAL COMP (%)	ZONE 1 TOTAL COMP (%)	ZONE 2 TOTAL COMP (%)	ZONE 3 TOTAL COMP (%)	ZONE 4 TOTAL COMP (%)	ZONE 5 TOTAL COMP (%)	ZONE 6 TOTAL COMP (%)
Zone 1							
In Centre							
Richmond Town Centre	9.9%	35.3%	4.2%	7.5%	13.2%	4.5%	14.4%
Edge/Out of Centre							
Gallowfields Trading Estate, Richmond	1.1%	3.4%	0.5%	1.8%	0.6%	1.0%	0.5%
Lidl, Queens Road, Richmond	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%
Richmond Garden Centre, Borough Road, Richmond	0.2%	0.2%	0.1%	0.0%	0.8%	0.0%	0.3%
Other, Zone 1	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**11.3%**	**39.8%**	**4.8%**	**9.2%**	**14.6%**	**5.5%**	**15.5%**
Zone 2							
In Centre							
Catterick GARRISON TOWN Centre	8.8%	5.5%	13.9%	11.3%	3.5%	3.9%	7.4%
Princes Gate Retail Park, Richmond Road, Catterick Garrison	4.7%	2.0%	7.2%	2.5%	4.5%	5.7%	3.1%
Tesco Superstore, Richmondshire Walk, Catterick Garrison	7.5%	4.4%	12.1%	3.7%	5.6%	9.7%	4.7%
Edge/Out of Centre							
Aldi, Richmond Road, Catterick Garrison	0.4%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Catterick Golf Club, Leyburn Road, Catterick Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Colburn Town Centre	0.5%	0.0%	1.9%	0.1%	0.0%	0.0%	0.0%
Lidl, Catterick Road, Colburn, Catterick Garrison	0.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Screwfix, Walkerville Industrial Estate, Catterick Road, Catterick Garrison	0.2%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%
Other, Zone 2	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Sub-Total Zone 2	**22.4%**	**12.5%**	**35.9%**	**17.6%**	**14.2%**	**21.8%**	**15.2%**
Zone 3							
Bedale Town Centre	3.8%	0.4%	0.0%	13.4%	0.0%	3.9%	0.5%
Brompton-on-Swale Village Centre	0.2%	0.4%	0.2%	0.4%	0.3%	0.0%	0.3%
Catterick VILLAGE Centre	0.9%	0.0%	2.1%	1.5%	0.0%	0.1%	0.0%
Co-op, Market Place, Leyburn	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Millbry Hill Country Store, Broken Brea Farm, Richmond	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Sub-Total Zone 3	**5.1%**	**0.7%**	**2.3%**	**15.3%**	**0.6%**	**4.3%**	**0.8%**
Zone 4							
Melsonby Village Centre	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Scorton Village Centre	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
The Green Frog Garden Shop, Lakeside Country Park, Ellerton Upon Swale	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
Sub-Total Zone 4	**0.1%**	**0.1%**	**0.1%**	**0.1%**	**0.6%**	**0.0%**	**0.1%**
Zone 5							
Leyburn Town Centre	3.5%	0.9%	0.0%	0.4%	0.0%	16.7%	3.5%
Hawes Town Centre	1.0%	0.2%	0.0%	0.0%	0.0%	5.2%	0.8%
Leyburn Business Park, Harmby Road, Leyburn (also known as Harmby Business Park)	0.9%	0.0%	0.0%	0.6%	0.0%	3.5%	0.9%
Middleham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wensleydale Garden Centre, Station House, Harmby Road, Leyburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Sub-Total Zone 5	**5.4%**	**1.1%**	**0.0%**	**1.0%**	**0.0%**	**25.6%**	**5.3%**
Zone 6							
Ravensworth Nurseries, Ravensworth, Richmond	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Reeth Village Centre	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	2.2%
Sub-Total Zone 6	**0.3%**	**0.0%**	**0.0%**	**0.0%**	**0.1%**	**0.0%**	**2.4%**
Total Inside Richmondshire District	40.8%	53.8%	43.0%	29.8%	30.0%	53.3%	38.7%
Total Inside Study Area	**44.6%**	**54.2%**	**43.0%**	**43.2%**	**30.0%**	**57.2%**	**39.2%**
Outside Study Area							
Abroad	0.3%	0.2%	0.0%	0.3%	1.1%	0.2%	0.7%
B&Q, Bishop Auckland, Bob Hardisty Drive, Bishop Auckland	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Barnard Castle Town Centre	1.2%	0.5%	0.1%	0.0%	1.1%	0.2%	9.1%
Other, Barnard Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Berwick-upon-Tweed Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Bishop Auckland Retail Park, Maude Terrace, St Helen Auckland, Bishop Auckland (also known as Tind	0.4%	0.0%	0.2%	0.7%	0.3%	0.0%	1.5%
Bishop Auckland Town Centre (includes Newgate Shopping Centre)	0.4%	0.2%	0.0%	0.0%	0.2%	1.4%	0.8%
Other, Bishop Auckland	0.1%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%
Boundary Mill, Vivary Way, Colne	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%
Braithwaites Garden Centre, Bedale Road, Leeming Bar, Northallerton	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%
Carlisle City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Dalton Park Outlet Centre, Church Street, Murton, Seaham	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Darlington North Retail Park, North Road, Darlington	1.1%	1.3%	1.5%	0.6%	1.2%	0.4%	1.8%
Darlington Retail Park, Yarm Road, Darlington	7.0%	8.0%	6.4%	6.7%	9.9%	5.3%	8.3%
Darlington Town Centre (includes Cornmill & Queen Street Shopping Centres)	12.4%	14.3%	21.3%	5.0%	18.8%	3.7%	9.9%
Other, Darlington	0.1%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%
Durham City Retail Park, Mcintyre Way, Durham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Durham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Edinburgh City Centre	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Elm Ridge Gardens (Garden Centre), Coniscliffe Road, Darlington	0.1%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%
Harrogate Town Centre	1.1%	0.0%	0.8%	1.5%	0.0%	1.6%	1.8%
Other, Harrogate	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Hartlepool Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Hocus Pocus Plants (Garden Centre), Thorp Perrow Estate, Thorp Perrow, Bedale	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Homebase, Beezon Road, Kendal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
IKEA, Metro Park West, Pinetree Way, Gateshead	1.2%	2.2%	0.7%	1.7%	1.9%	0.0%	1.5%
Kendal Town Centre	0.1%	0.4%	0.0%	0.0%	0.0%	0.2%	0.7%
Keswick Town Centre	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%
Kirkby Stephen Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Klondykes & Strikes Garden Centre, Darlington Road, Northallerton	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%	0.0%
Leeds City Centre	0.6%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Masham Town Centre	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Metrocentre, Gateshead	1.7%	2.0%	4.3%	0.0%	1.3%	0.3%	0.7%
Middlesbrough Town Centre	0.7%	0.0%	1.0%	0.6%	0.0%	0.2%	1.7%
Mole Country Stores, Cock Lane, Piercebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morton Shopping Park, Yarm Road, Darlington	2.2%	1.4%	1.1%	3.0%	5.2%	0.4%	4.2%
Newcastle City Centre	0.9%	3.1%	0.3%	0.9%	0.7%	1.1%	0.6%
Northallerton Town Centre	9.4%	5.5%	4.8%	14.0%	10.9%	13.9%	5.7%
Other, Northallerton	0.3%	0.2%	0.0%	0.7%	0.1%	0.5%	0.0%
Northdale Horticulture, Yafforth Road, Northallerton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, London	1.1%	0.0%	3.3%	0.2%	0.1%	0.2%	0.3%
Other, OSA	1.5%	0.6%	0.9%	1.7%	1.1%	2.5%	2.1%
Paddock Farm Nursery & Gardens, West Lane, Dalton-On-Tees	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portrack Lane Retail Area, Stockton	1.2%	0.4%	1.2%	2.4%	1.1%	0.2%	1.4%
Ripon Town Centre	0.5%	0.0%	0.0%	2.0%	0.0%	0.2%	0.0%
Sainsbury's Superstore, St Helen Auckland, Bishop Auckland	0.3%	0.0%	0.4%	0.3%	0.5%	0.0%	0.7%
Sainsbury's Superstore, Victoria Road, Darlington	1.5%	1.7%	0.2%	1.6%	4.7%	0.9%	1.9%
Sam Turner & Sons, Darlington Road, Northallerton	0.2%	0.0%	0.0%	0.3%	0.3%	0.3%	0.2%
Sam Turner & Sons, Station Road, Piercebridge	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%
Stockton-On-Tees Town Centre (includes Castlegate Shopping Centre)	0.2%	0.2%	0.4%	0.0%	0.2%	0.0%	0.4%
Stokesley Town Centre	0.1%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%
Sunderland City Centre	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Teesside Park, Stockton	4.9%	2.7%	6.5%	7.2%	4.8%	2.3%	2.0%
The Pavillion Shopping Centre, Thornaby	0.1%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%
Thirsk Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitegates Nurseries, West Rounton, Northallerton	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Wickes Darlington, Haughton Road, Darlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Wickes Northallerton, Yafforth Road, Northallerton	0.2%	0.1%	0.1%	0.4%	0.5%	0.4%	0.0%
York City Centre	0.7%	0.5%	0.1%	1.7%	1.2%	0.5%	0.2%
York Designer Outlet, St Nicholas Avenue, York	0.8%	0.3%	0.0%	1.7%	0.7%	1.8%	0.2%
Total Outside Study Area	**55.4%**	**45.8%**	**57.0%**	**56.8%**	**70.0%**	**42.8%**	**60.8%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN RICHMONDSHIRE DISTRICT

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities in Richmondshire

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	85.4	40.8%	74.3	85.4	0.0
2024	97.8	40.8%	88.0	101.3	3.5
2029	110.1	40.8%	107.2	123.4	13.3
2034	123.4	40.8%	130.1	149.8	26.4
2035	126.2	40.8%	134.7	155.0	28.8

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Richmondshire's market share (derived from Table 25)

Table 26b: Quantitative Need for Additional Floorspace in Richmondshire – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	0.0	0	0
2024	3.5	600	1,000
2029	13.3	2,100	3,400
2034	26.4	3,700	6,100
2035	28.8	3,900	6,500

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26c: Net Quantitative Need for Additional Floorspace in Richmondshire - Comparison Goods

Year	Surplus Expenditure	Commitments[1]	Comparison Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	0.0	6.7	-6.7	-1,300	-2,200
2024	3.5	7.6	-4.2	-700	-1,200
2029	13.3	8.6	4.7	700	1,200
2034	26.4	9.6	16.7	2,300	3,900
2035	28.8	9.9	18.9	2,600	4,300

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26d: Comparison Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Richmondshire	Turnover Drawn from Richmondshire	Status
Scotch Corner Designer Outlet	14/00687/FUL and 15/00806/FUL	Land at West of the A618 Barracks Bank, Scotch Corner, North Yorkshire	20,417	16,196	5,500	89.08	7.5%	6.68	Permission granted

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Richmondshire is WYG professional judgement based on existing shopping patterns

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TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN RICHMOND

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities in Richmond

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	22.4	9.9%	18.0	22.4	0.0
2024	25.7	9.9%	21.3	26.6	0.9
2029	28.9	9.9%	25.9	32.4	3.5
2034	32.4	9.9%	31.5	39.3	6.9
2035	33.2	9.9%	32.6	40.7	7.6

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Richmond's market share (derived from Table 25)

Table 26b: Quantitative Need for Additional Floorspace in Richmond – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	0.0	0	0
2024	0.9	200	300
2029	3.5	500	900
2034	6.9	1,000	1,600
2035	7.6	1,000	1,700

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26c: Net Quantitative Need for Additional Floorspace in Richmond - Comparison Goods

Year	Comparison				
	Surplus Expenditure	Commitments[1]	Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	0.0	2.7	-2.7	-500	-900
2024	0.9	3.1	-2.1	-400	-600
2029	3.5	3.4	0.0	0	0
2034	6.9	3.9	3.1	400	700
2035	7.6	3.9	3.6	500	800

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26d: Comparison Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Richmond	Turnover Drawn from Richmond	Status
Scotch Corner Designer Outlet	14/00687/FUL and 15/00806/FUL	Land at West of the A618 Barracks Bank, Scotch Corner, North Yorkshire	20,417	16,196	5,500	89.08	3.0%	2.67	Permission granted

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Richmondshire is WYG professional judgement based on existing shopping patterns

TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CATTERICK GARRISON

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities in Catterick Garrison

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	44.1	21.1%	38.3	44.1	0.0
2024	50.4	21.1%	45.4	52.2	1.8
2029	56.8	21.1%	55.3	63.6	6.8
2034	63.6	21.1%	67.2	77.2	13.6
2035	65.1	21.1%	69.5	79.9	14.8

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
2. Turnover at 2019 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Catterick's market share (derived from Table 25)

Table 26b: Quantitative Need for Additional Floorspace in Catterick Garrison – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	0.0	0	0
2024	1.8	300	500
2029	6.8	1,100	1,800
2034	13.6	1,900	3,100
2035	14.8	2,000	3,300

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 20187)

Table 26c: Net Quantitative Need for Additional Floorspace in Catterick Garrison - Comparison Goods

Year	Comparison				
	Surplus Expenditure	Commitments[1]	Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	0.0	2.7	-2.7	-500	-900
2024	1.8	3.1	-1.3	-200	-400
2029	6.8	3.4	3.4	500	900
2034	13.6	3.9	9.7	1,300	2,200
2035	14.8	3.9	10.9	1,500	2,500

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26d: Comparison Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Catterick	Turnover Drawn from Catterick	Status
Scotch Corner Designer Outlet	14/00687/FUL and 15/00806/FUL	Land at West of the A618 Barracks Bank, Scotch Corner, North Yorkshire	20,417	16,196	5,500	89.08	3.0%	2.67	Permission granted

Notes
a. Floorspace taken from application documents for each respective application

TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LEYBURN

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities in Leyburn

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Including Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2019	7.3	3.5%	6.4	7.3	0.0
2024	8.4	3.5%	7.6	8.7	0.3
2029	9.5	3.5%	9.2	10.6	1.1
2034	10.6	3.5%	11.2	12.9	2.3
2035	10.9	3.5%	11.6	13.3	2.5

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 20187)
2. Turnover at 2019 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Leyburn's market share (derived from Table 25)

Table 26b: Quantitative Need for Additional Floorspace in Leyburn – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2019	0.0	0	0
2024	0.3	100	100
2029	1.1	200	300
2034	2.3	300	500
2035	2.5	300	600

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26c: Net Quantitative Need for Additional Floorspace in Leyburn - Comparison Goods

Year	Comparison				
	Surplus Expenditure	Commitments[1]	Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2019	0.0	1.3	-1.3	-300	-400
2024	0.3	1.5	-1.2	-200	-400
2029	1.1	1.7	-0.6	-100	-200
2034	2.3	1.9	0.3	0	100
2035	2.5	2.0	0.5	100	100

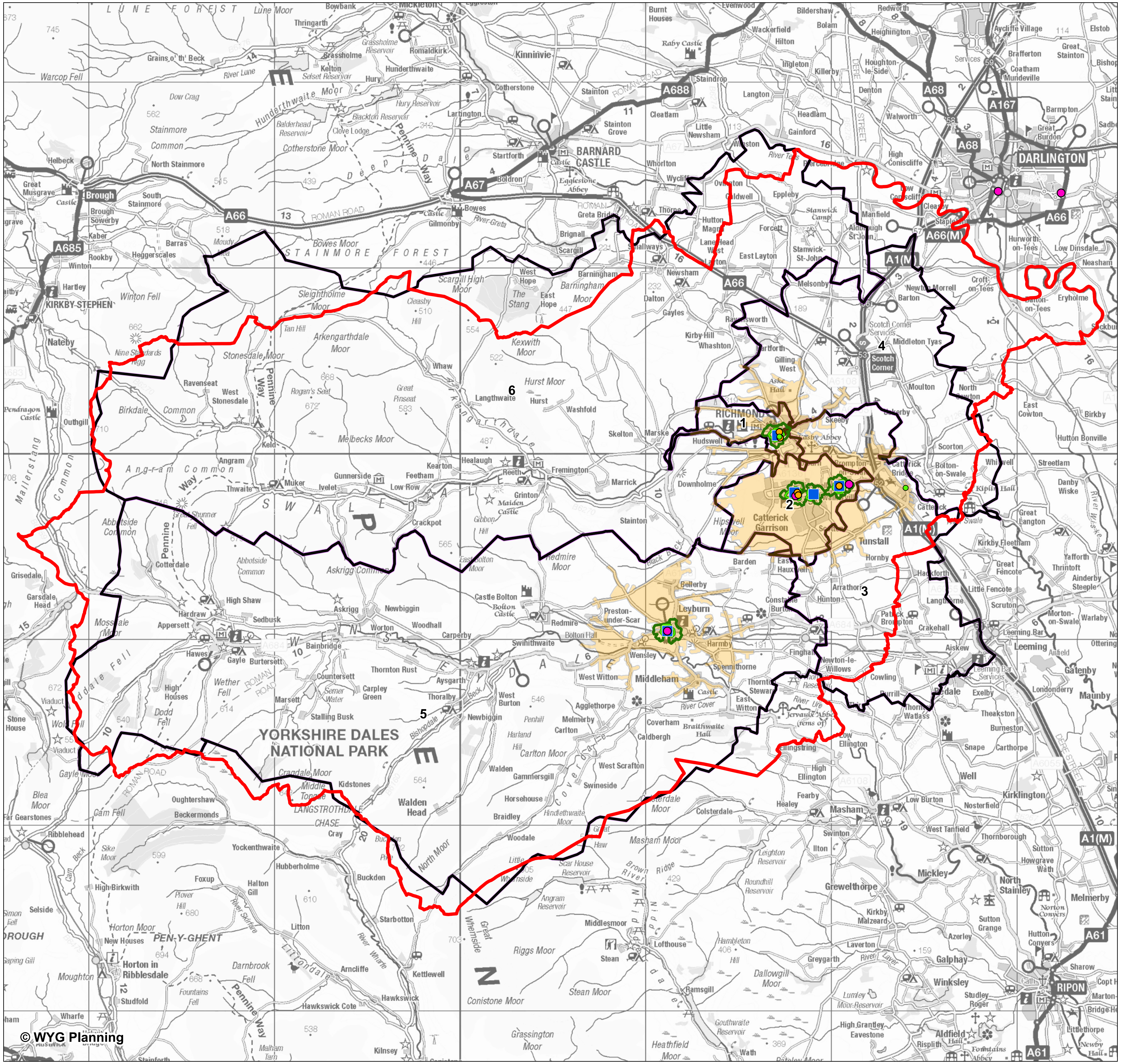
Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26d: Comparison Commitments in Richmondshire

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Leyburn	Turnover Drawn from Leyburn	Status
Scotch Corner Designer Outlet	14/00687/FUL and 15/00806/FUL	Land at West of the A618 Barracks Bank, Scotch Corner, North Yorkshire	20,417	16,196	5,500	89.08	1.5%	1.34	Permission granted

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Richmondshire is WYG professional judgement based on existing shopping patterns

Appendix 10 – Gap Analysis Plan of Richmondshire



Driving and Walking Catchment Plan

Richmondshire District Council

N

- Defined Centre
- Richmondshire Local Authority Boundary
- Zones

Walk distance to centre

- 400m
- 800m

Driving distance to centre

- 5km

Foodstores

- Under 500 sq.m
- 500 sq.m to 1,500 sq.m
- > 1500 sq.m

Drawn by: CL

Checked by: JV

Drawing No.

Revision No.

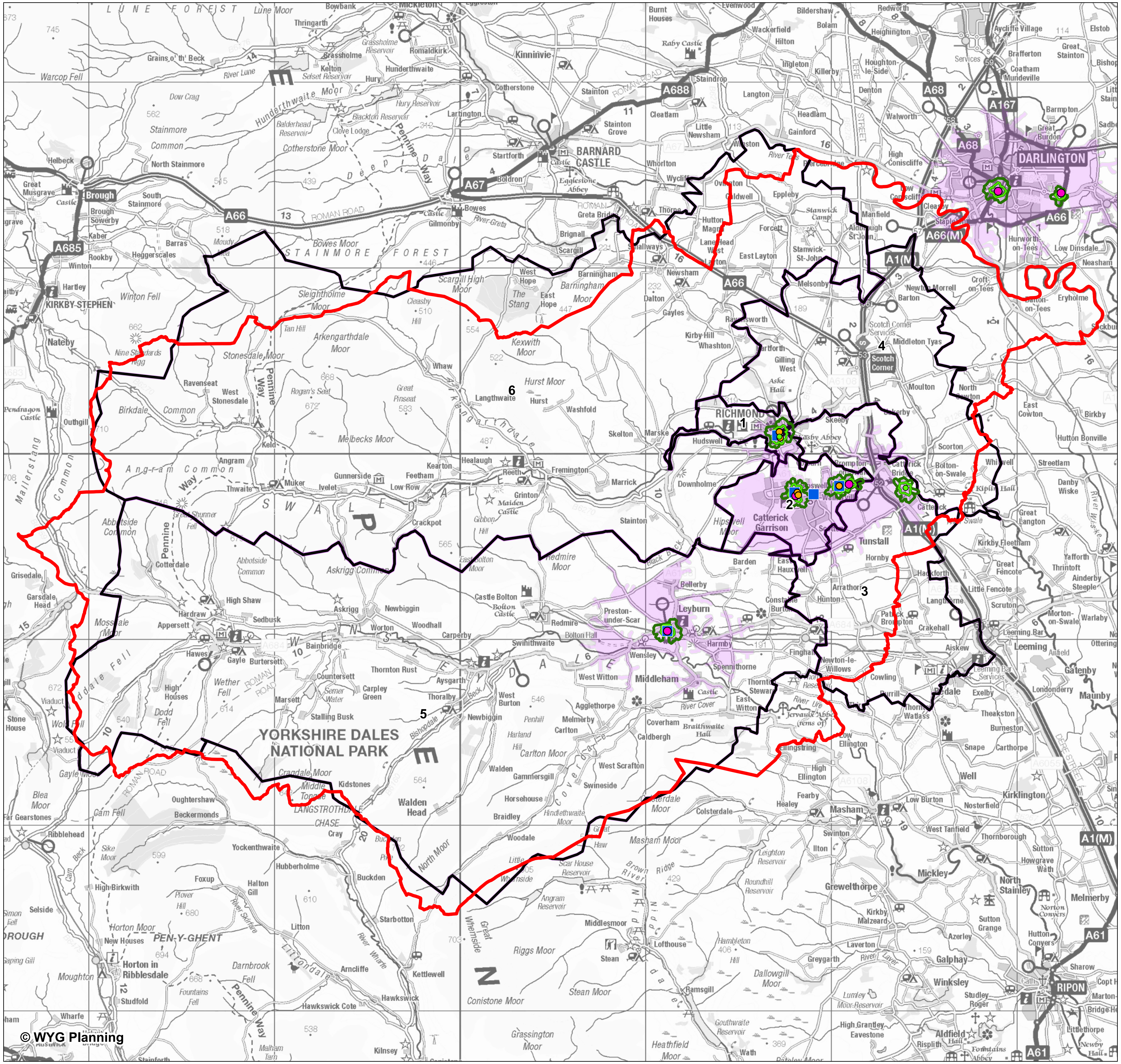
0 2,500 5,000 7,500 Meters

Scale 1:200,000 @A3

15 February 2019

NGR: 405406E 495786N

The Pavilion, 1st Floor
Botleigh Grange
Office Campus
Hedge End
Southampton
Hampshire, SO30 2AF



Driving and Walking Catchment Plan

Richmondshire District Council

N

Defined Centre

Richmondshire Local Authority Boundary

Zones

Walking distance to foodstore

400m

800m

Driving distance to foodstore (Greater than 1,500sqm)

5km

Foodstores

Under 500 sq.m

500 sq.m to 1,500 sq.m

> 1500 sq.m

Drawn by: CL	Drawing No.
Checked by: JV	Revision No.

0 2,500 5,000 7,500 Meters

Scale 1:200,000 @A3

15 February 2019

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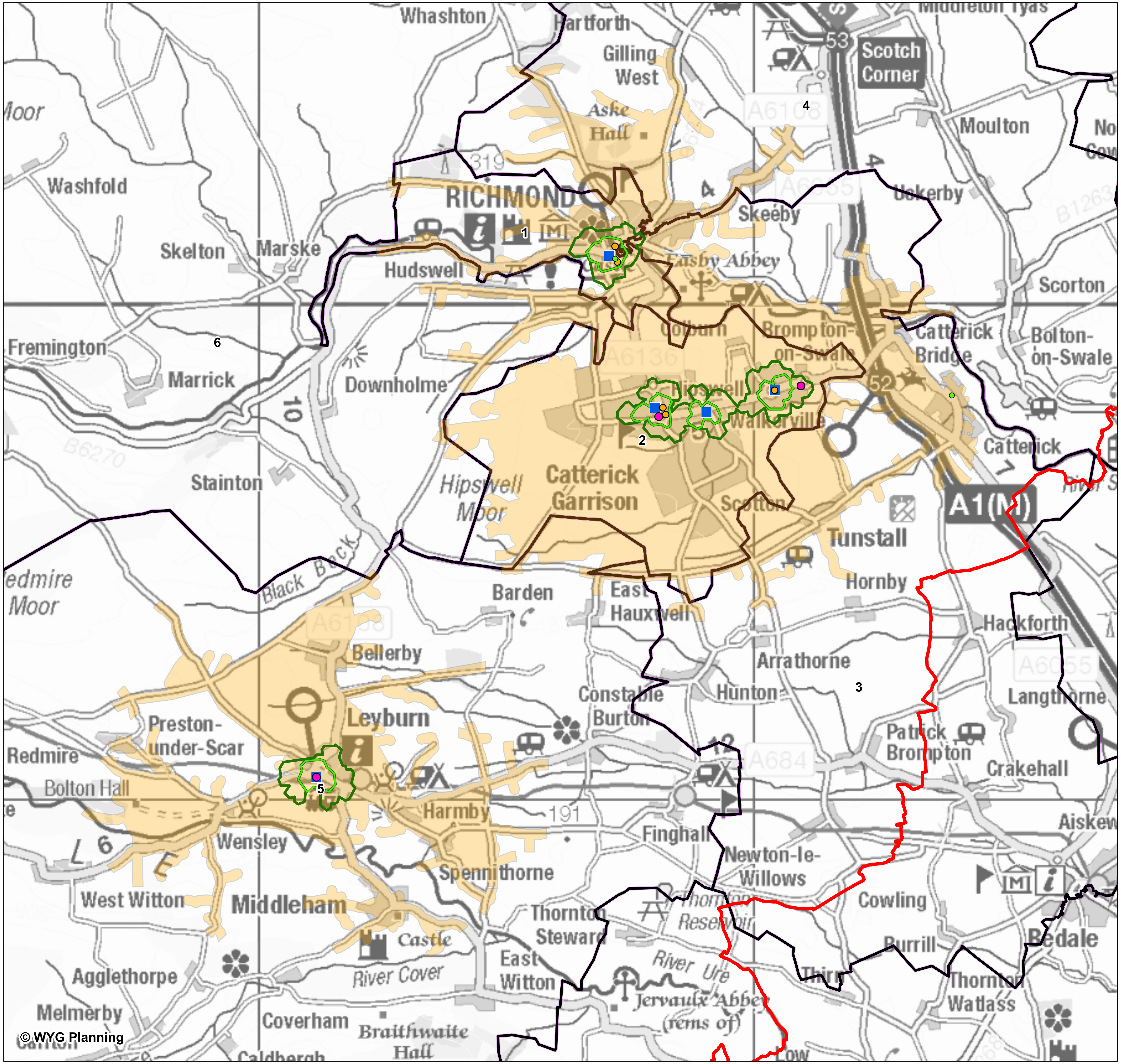

Driving and Walking Catchment Plan

Richmondshire District Council

- Defined Centre
- Richmondshire Local Authority Boundary
- Zones

Walk distance to centre

- 400m
- 800m

Driving distance to centre

- 5km

Foodstores

- Under 500 sq.m
- 500 sq.m to 1,500 sq.m
- > 1500 sq.m

Drawn by: CL

Checked by: JV

Drawing No.

Revision No.

0 1,000 2,000 3,000 Meters

Scale 1:75,000 @A3

18 February 2019

NGR: 416093E 495403N

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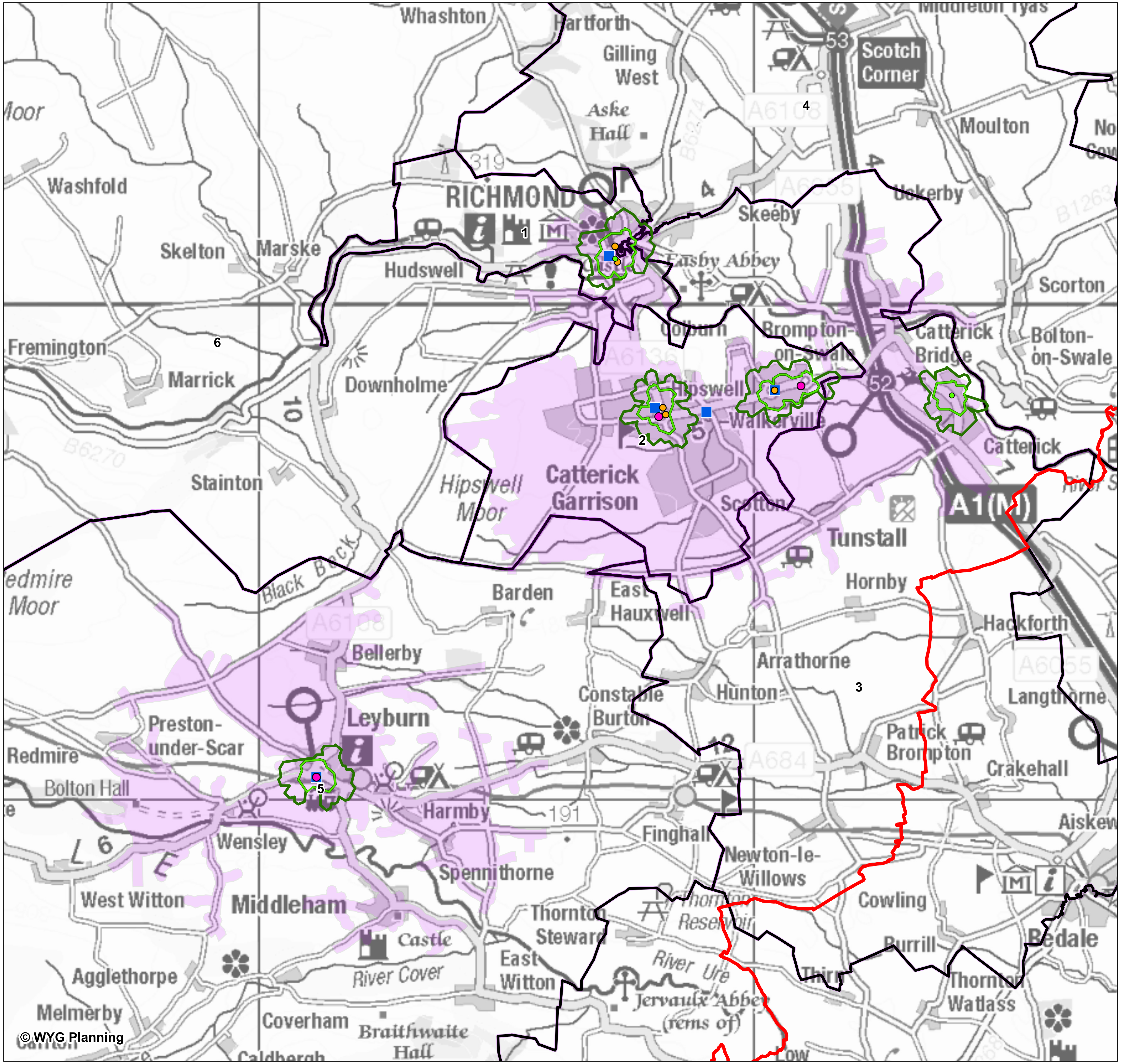
Hampshire, SO30 2AF

Driving and Walking Catchment Plan
Richmondshire District Council



Defined Centre
Richmondshire Local Authority Boundary
Zones

Walking distance to foodstore
400m
800m

Driving distance to foodstore (Greater than 1,500sqm)
5km

Foodstores
Under 500 sq.m
500 sq.m to 1,500 sq.m
> 1500 sq.m

Drawn by: CL
Checked by: JV
Drawing No.
Revision No.

0 1,000 2,000 3,000 Meters
Scale 1:75,000 @A3

18 February 2019
NGR: 416093E 495403N

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