GREENWICH RETAIL CAPACITY STUDY

October 2008

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CONTENTS

PLANS

APPENDICES

EXECUTIVE SUMMARY

1. GVA Grimley was commissioned by Greenwich and Bexley Councils to undertake a Retail Capacity Study to inform retail planning in accordance with guidance set out in Planning Policy Statement 6 (PPS6): Planning for Town Centres. Based upon our research, analysis and overall findings this Study identifies the performance of centres and the need for retail floorspace to 2027. In this Section we summarise our findings and provide strategic recommendations for the Borough.

Context

2. National planning policy guidance provides the framework for developing Development Plan shopping policies, which are tailored to the specific circumstances of the Borough. The overarching policy thrust is to sustain and enhance the vitality and viability of existing centres, wherever possible, and to plan positively.

3. The London Plan seeks to create a balanced network of vital and viable town centres, with appropriate levels of development depending on the centre's role within the network and its catchment. Greenwich is recognised within the South East London Sub-region and includes Opportunity Areas intended for intense growth. As such, there are significant opportunities for additional retail provision to ensure town centre capacity can accommodate increased demand.

4. The GLA 'London Wide Comparison and Convenience Goods Floorspace Needs Assessment' identifies some comparison goods floorspace capacity in the Borough by 2016, but no convenience goods capacity, rather an oversupply of floorspace as a result of new developments in the pipeline. In accordance with national guidance and GLA recommendations, this Study has been commissioned to help inform policy and decision making at the local level over the forthcoming LDF period.

5. The local policy context seeks to improve and enhance the Major Centres in the Borough to ensure they meet the needs of growing demand. The UDP supports new retail development in accordance with the Town Centre hierarchy and include policies tailored to the needs of specific centres. Other centres within the Borough are to be promoted and enhanced, with development to be consistent with the role and function of each centre.

6. National retail trends indicate a continued growth in incomes and expenditure, albeit not at such strong levels as in the last 15-20 years. The growth in expenditure is focused on comparison goods with virtually no increase in convenience goods expenditure.

7. Increased car ownership has resulted in greater household mobility and therefore the choices for shopping centres to visit and the distances that can be travelled are much greater. Internet shopping has grown phenomenally in the last few years and looks set to continue in certain sectors.

8. The foodstore operators have continued to evolve their formats and offer. With restrictions on out-of-centre stores growing, and changing socio-economic trends, several large operators have returned to the High Street with small convenience stores. Operators are also seeking to extend their comparison goods offer, turning stores into variety or mini department stores. This trend in out-of-centre locations could pose a threat to smaller centres, where the large out-of-centre stores become one stop shopping destinations negating trips to the town centres.

9. There has been a continued polarisation towards larger centres and the provision of larger stores in these larger centres. Where smaller centres have been unable to diversify their offer or create niche markets they have suffered. The focus on urban renewal has increased demand for town centre sites for a wider range of land uses.

10. The household telephone survey has identified London (West End), Bluewater, Bromley, Lakeside, Canary Wharf, Lewisham, Dartford and Orpington as the main competing centres with Bexleyheath, Eltham, Woolwich and Greenwich. It is clear the London (West End) and Bluewater are the most dominant centres. Bromley is also dominant and likely to increase its present position as new retail developments in the pipeline come forward. Lewisham and Dartford presently have less influence over shopping patterns although new retail developments will have some localised impacts on the corresponding Boroughs of Greenwich and Bexley.

Qualitative Healthcheck Assessment

11. The two centres which make up Greenwich appear to be vital and viable. Greenwich West largely comprises a quality offer which meets the needs of the local resident and business population as well as visitors attracted by the established markets and other tourist attractions such as the National Maritime Museum. West Greenwich has a unique offer of specialised shopping and markets and it plays more of a role as a destination for leisure-orientated forms of activity as opposed to a typical shopping destination. East Greenwich performs more of a local centre role with a range of facilities on offer for the local community. Further improvements are anticipated in East Greenwich as planned new residential developments come forward and demand increases.

12. Eltham is a vital and viable centre. It has a strong retailer representation, with a small Debenhams department store, a Marks & Spencer store and a Sainsbury's superstore. The current offer is likely to be enhanced as new retail developments in the pipeline come forward and revitalise parts of the centre with vacancies. These include a new Lidl store on part of the former Allders department store. The increasing rents and falling yields in the centre highlight good investor confidence and the reported retailer requirements support the potential to increase the existing retail offer. There is also scope to extend the existing evening offer.

13. Woolwich is functioning adequately offering a range of retail and leisure uses to meet the needs of the local catchment population. A Sainsbury's supermarket, provides for the main food offer, but this store is quite small and dated. This is supplemented by Somerfield, Iceland, Lidl and a Marks & Spencer

Food Hall. The convenience goods offer will be enhanced with the provision of a modern Tesco superstore on the Love Lane site. The comparison offer largely consists of budget and mid market retailers. Whilst vacancies are above average this is in part as a result of development proposals in the pipeline. There is significant scope to improve and expand the retail provision in Woolwich as a result of developments and infrastructure improvements with both the DLR and Crossrail Stations.

14. In accordance with the indicators set out in PPS6, we consider the District Centres in the Borough are, in general, all vital and viable and in adequate health. Each centre performs the role of a convenient shopping location which meets the needs of the local resident population.

15. Blackheath is a niche centre, offering more specialist, quality goods and a pleasant, traditional environment. Thamesmead has a strong main food shopping role, anchored by a Morrison's superstore and supplemented by some comparison goods stores. Whilst performing adequately, some further aesthetic improvements to Plumstead High Street would enhance the overall health of the centre. Of all the centres, Lee Green poses the most concern as the popularity of the Sainsbury's on Burnt Ash Road to some extent masks the less well-performing areas of the centre. There is also a high concentration of vacant units in the Leegate Centre, the improvement of which should be viewed as a high priority.

16. Our review of the Borough has revealed a limited out of centre convenience store provision, with just two main food stores in North Greenwich. There is a more significant amount of out-of-centre comparison provision. The majority of this is concentrated in the retail parks located at Greenwich Peninsula/Charlton.

Quantitative Need Assessment

17. We have estimated the current performance of the retail provision in the Borough. We have also forecast the capacity for additional convenience and comparison goods floorspace up to 2027. We have looked at global capacity as well as capacity arising in the Borough's sub-areas. We have factored in commitments for new retail floorspace coming forward in the future to produce a robust baseline position.

18. In terms of the convenience goods performance, Eltham, Lee Green, Blackheath and the out of centre stores are trading at above average levels, Woolwich and Plumstead at below average levels and Greenwich and Thamesmead broadly at average levels.

19. In terms of comparison goods, Greenwich has a very strong performance. This reflects the unique role and function of the centre, with a specialist offer. The remaining centres are performing adequately for their size and more limited comparison goods role.

20. The baseline capacity forecasts indicate that there is limited convenience goods capacity in the short-term. By 2017 the Borough could support around 877 sqm net of additional convenience goods floorspace, rising to 4,734 sqm net by 2027.

21. Our forecasts for comparison goods indicate that there is a lack of capacity in the Borough until 2022, as a result of development commitments coming forward. By 2022, the Borough could support around 10,950 sqm net of additional comparison goods floorspace, rising to 20,661 sqm net by 2027.

22. We have examined the implications of three different growth scenarios on the baseline capacity assessment. The scenarios include one population growth scenario and two Woolwich growth scenarios. As a result of the scenario testing we have generated a range of capacity forecasts for convenience and comparison goods in the Borough.

23. The scenario testing produces convenience goods capacity forecasts ranging from 877 sqm net (baseline) to 4,584 sqm net (AMR population growth scenario) in 2017. The majority of this capacity is generated in the Greenwich sub area, with some capacity also arising in the Eltham sub area. There is no convenience capacity in the Woolwich sub area, because of development commitments currently coming forward. However, the clawback of trade to Woolwich could be such that further new floorspace could be supported.

24. The scenario testing for comparison goods identifies the scope for 4,401 sqm net of additional floorspace by 2017. The majority of this capacity arises in the Greenwich and Eltham sub areas. The Woolwich growth scenarios anticipate potential comparison goods capacity of between 4,133 sqm net and 22,322 sqm net by 2027.

Retail Capacity Study Strategy

Woolwich

25. Although Woolwich currently lacks a large modern convenience superstore, this will be addressed by the new Tesco scheme on Love Lane. Once this scheme opens Woolwich will need to consolidate its convenience and comparison goods offer and go through a settling down. The introduction of this store may result in the closure of some of the smaller and poorer performing convenience stores in the centre, such as Somerfield. Whilst there is no overriding need for additional convenience goods floorspace over and above the Tesco store, there could be scope to widen the convenience goods offer over time to meet the needs of new residents, for example with the introduction of more quality food retailers.

26. On the basis of current market shares there is little scope for additional comparison goods floorspace in Woolwich. The infrastructure improvements with both the DLR and Crossrail and the new development already taking place have the potential to increase the market share of the centre and the inflow of trade from beyond the current catchment area. The scenario testing has indicated that if significant uplift in market share can be achieved it would result in capacity to support significant amounts of new comparison goods floorspace in the longer term.

Eltham

27. In Eltham the new Lidl store will broaden the convenience goods offer beyond the Sainsbury store and a Marks and Spencer Foodhall. There could however, still be further scope for improvement. Eltham could broaden the affordable food offer and/or the more mainstream convenience provision, either with an extension or replacement of the existing Sainsbury's store or a new more modern, larger store.

28. There is not an over riding need for further comparison goods provision as Eltham already has a good comparison offer. There is however, some quantitative capacity to support additional floorspace, if infill and smaller scale developments come forward over the LDF period. This could widen the choice of comparison goods.

Greenwich

29. There is not an overriding need for further convenience goods provision in either West or East Greenwich, however neither centre has a modern convenience superstore. The provision of a new foodstore as part of the Greenwich Reach development will expand the convenience offer, as will additional provision at Greenwich Peninsula. As a result capacity for a new convenience goods store is unlikely to arise until 2022. Any capacity arising will need to be met in one of the existing centres, however, a key issue will be the availability of sites, particularly in the historic centre of West Greenwich.

30. The need for additional comparison goods provision arises from the lack of mainstream comparison shopping facilities in Greenwich. Whilst West Greenwich has a unique, specialist shopping role, shoppers are currently using the retail parks at Charlton for high street type comparison retailing and these stores are trading very strongly. This will be addressed in the short-term by development commitments coming forward on Greenwich Peninsula. Surplus capacity arising in the longer term must be met in the existing centres, subject to the availability of sites. The range of development sites coming forward in Woolwich would be appropriate to accommodate longer term surplus comparison goods capacity.

1. INTRODUCTION

1.1 GVA Grimley was commissioned by the London Boroughs of Greenwich and Bexley in October 2007 to carry out a Retail Capacity Study to inform retail planning in accordance with guidance set out in Planning Policy Statement 6 (PPS6): Planning for Town Centres.

1.2 This study provides a robust and sound baseline evidence to inform the Council's Local Development Framework (LDF) and future Development Plan Documents (DPD) and is a tool for the Council to make informed choices about the nature and extent of retail growth to be accommodated in the future. In particular, it will play a key role in guiding the spatial vision and strategic objectives of the Core Strategy in the context of significant population growth over the LDF period.

1.3 Based on our research, analysis and overall findings, the study identifies the performance of centres and the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace up to 2012, 2017, 2022 and 2027. However, we advise that forecasts beyond a five-year period should be interpreted with caution. We therefore recommend that the assessments be monitored and updated to take account of changes in retail and property market trends, as well as revised spend and population growth projections.

Scope

1.4 The scope of the study, as set out in the client's Brief is 'to undertake a thorough audit of the current status of retail activities in the Borough and to provide detailed information on the likely future demand for such uses up to 2025'. Our capacity assessment will specifically provide an estimate of the scale and nature of any changes in future retail provision in the light of:

- Existing and forecasts population levels;
- Housing and regeneration growth;
- Planned Strategic Transport Infrastructure;
- Forecast changes in retail expenditure;
- Forecast improvements in the productivity and efficiency of retail floorspace;
- Changing forms of retail provision; and
- Possible increases or decreases in the trade draw from competing centres.

Approach

1.5 Our approach draws on the emerging recommendations of our Good Practice Guidance for the Department of Communities and Local Government (DCLG) on how to assess the need for, and impact of key town centre uses. Of particular relevance to this study, we have recommended a transparent approach, where the key steps of the analysis, data inputs and assumptions are clearly set out and justified. In accordance with the Good Practice Guidance, our approach is also underpinned by the use of up to date household telephone interviews and in-centre surveys to help establish current shopping and leisure patterns, town centre catchments and market share estimates for both comparison and convenience goods retailing.

1.6 This Study also comprises a thorough overview of the existing retail network and retail hierarchy in the Borough including detailed audits and qualitative healthchecks of the relative vitality and viability of the Borough’s major and smaller centres based, where possible, on the key performance indicators set out in PPS6 (paragraph 4.4).

Report Structure

1.7 This report draws together the results of our research, incorporating the findings of the detailed survey-based technical analysis and healthcheck assessments. The report is structured as follows:-

- **Section 2** summarises the national, regional and local policy framework including the current retail hierarchy definitions, relevant to retail planning in the Borough.
- **Section 3** considers current retail trends and specifically the key socio-economic trends which are likely to influence the evolution of retailing in the Borough.
- **Section 4** reviews the sub-regional context and in particular the influence of competing centres in the wider sub-region, and potential changes in influence in the future.
- **Sections 5, 6 and 7** present our qualitative assessment of the role, attraction and performance of the main town centres in the Borough.
- **Section 8** looks at other retail provision including the network of smaller district and neighbourhood centres as well as out-of-centre retail warehouse and foodstore provision.
- **Section 9** sets out our baseline economic capacity projections for the Borough, focusing in particular on the capacity for further retail floorspace, with regard to identified commitments.
- **Section 10,** develops the baseline position to review a range of scenarios for the Borough.
- Finally, **Section 11** sets out our overall conclusions and recommendations.

2. POLICY CONTEXT

2.1 In this section, we examine the key points of relevance from national and regional planning policy, and the adopted Unitary Development Plan for the Borough.

National Policy Context

2.2 Government guidance makes clear that sustainable development is the core principle underpinning planning. Accordingly, PPS1 sets out a range of overarching policies aimed at facilitating sustainable patterns of urban and rural development through a number of initiatives, including the need to ensure that new developments provide good access to jobs and key services for all members of the community.

2.3 PPS6 reaffirms the Government's commitment to protecting/sustaining town centres. The central objective of the guidance is to promote the vitality and viability of town centres by planning for the growth of existing centres and enhancing them by promoting them as the focus for new development. Where growth cannot be accommodated in identified existing centres, local planning authorities should plan for an extension to the primary shopping area. It makes clear that where reversing the decline in centres is not possible, local authorities should consider reclassifying such centres within the retail hierarchy.

2.4 In allocating sites and assessing proposed development, PPS6 requires local planning authorities to assess the need for the development; identify the appropriate scale, apply the sequential approach, assess the impact on existing centres; and ensure locations are accessible and well served by a choice of means of transport. Local planning authorities, after considering these factors, should consider the degree to which other considerations such as physical regeneration, employment, economic growth and social inclusion are relevant.

2.5 PPS12 sets out the Government's policies on the preparation of local development documents which are to compose the Local Development Framework. PPS12 indicates that the statutory development plan documents will include a Core Strategy, site specific allocations and Area Action Plans.

2.6 The creation of additional floorspace within buildings was brought under control in May 2006 following consultation on the ODPM's report: 'Planning Control of Mezzanine and Other Internal Floorspace Additions' (March 2005). This was in response to concerns that the development of mezzanine floors in large retail stores significantly increased the available floorspace, thereby undermining the objectives of planning policy for the regeneration of town centres. The provision, incorporated within the 2004 Act does not seek to prevent such development, but to allow authorities to determine such proposals in the same way they would for external store expansion.

2.7 Changes to the Use Classes Order (UCO) took effect on 21st April 2005, enabling local authorities to have more control over managing town centre development while minimising the proliferation of pubs, takeaways and night-clubs. Cafes and restaurants have retained their A3 classification, pubs and bars have been reclassified under a new Class A4, and takeaways have been reclassified under a new and separate Class A5. Night-clubs have been reclassified as Sui Generis.

Regional Policy Context

The London Plan

2.8 The London Plan is a strategic plan setting out an integrated social, economic and environmental framework for the future development of London in the next 15-20 years. It seeks to promote London as a World City and to maintain and exchange the competitiveness of business, including encouraging services, tourism, culture and the arts. It promotes urban regeneration particularly in areas requiring physical improvement, the enhancement of employment opportunities and seeks to maximise housing provision and to facilitate the development of efficient transport systems. Draft alterations to the plan were published in September 2006 and The London Plan Consolidated with Alterations since 2004 was published in February 2008.

2.9 The plan adopts a policy of ‘structured choice’, which concentrates the supply of retail and leisure facilities and services in the most accessible places and spreads them between central London, town centres and development areas such as the Thames Gateway. Policy 3D.1 states that Boroughs should enhance access to goods and services and strengthen the wider role of town centres to:

- Encourage retail, leisure and other related uses in town centres and discourage them outside the town centres;
- Improve access to town centres by public transport, cycling and walking;
- Enhance the quality of retail and other consumer services in town centres;
- Designate core areas primarily for shopping uses and secondary areas for shopping and other uses; and
- Undertake regular town centre healthchecks.

2.10 London has a complex network of town centres and five broad types have been identified; international, metropolitan, major, district and local and neighbourhood.

- **International Centres:** London has two such centres, Knightsbridge and the West End. International Centres are defined as major concentrations of globally attractive, specialist or comparison shopping.

- **Metropolitan Centres:** There are 10 metropolitan centres (although the draft alterations propose designating Uxbridge as an 11th centre). Metropolitan centres are mainly in the suburbs and serve wide catchment areas covering several Boroughs and offer a high level and range of comparison shopping.
- **Major Centres:** There are 35 major centres including Woolwich, and Eltham. They are characteristically important shopping and service centres with a Borough wide catchment. Their attractiveness for retailing is derived from a mix of both comparison and convenience shopping.
- **District Centres:** London has 156 district centres. These include Greenwich West, Thamesmead and Plumstead. District Centres have traditionally provided convenience goods and services for more local communities to meet their day-to-day needs. Developing the capacity of district centres for convenience shopping is critical to ensure access to goods and services at the local level, particularly for people without access to cars.

2.11 In accordance with national planning policy guidance, Policy 3D.2 states that UDP policies should assess retail capacity and need. Where need for additional development is established, capacity to accommodate such development should be identified within the UDP following a sequential approach. The Policy goes on to state that the scale of development should relate to the size and role of the centre and its catchment. Policy 3D.3 sets out that Borough's should work with retailers and others to prevent the loss of retail facilities that provide essential convenience and specialist shopping.

2.12 The London Plan (2004) identified five London sub-regions; North, East, South, West and Central London. Policy 5A.1 of the plan sets out the approach to co-ordinating sub-regional development which requires the Mayor, in partnership with other stakeholders, to bring forward Sub-Regional Development Frameworks. The largest of the sub-regions, the East sub-region, comprised 10 Boroughs including Greenwich. In May 2006 the Mayor published five Sub Regional Development Frameworks (SRDFs).

2.13 The London Plan Consolidated with Alterations since 2004 was adopted in February 2008. The consolidated plan includes the sub-division of the East London sub-region into the North East and the South East sub-regions. Greenwich is placed within the latter.

South East London Sub Region

2.14 The South East Sub-Region comprises the five London boroughs of Southwark, Lewisham, Greenwich, Bexley and Bromley. Its purpose in line with PPS 12, is to provide guidance and co-ordinate the delivery of the policies in the London Plan in order to help deliver a sustainable and prosperous future for the sub-region (para 5.97 Further Alterations to the London Plan).

2.15 Amongst the strategic priorities for the South East London sub-region is the objective to optimise the development of Opportunity Areas as set out in Policy 5D.2. These include large potential development areas within Woolwich/Thamesmead/Charlton Riverside East, phased accordingly to accommodate the Thames Gateway River Crossing. In Greenwich the Opportunity Areas as set out in the Further Alterations SRDF are:

- Deptford Creek/Greenwich Riverside – building on the waterside and heritage character there is potential for significant large scale regeneration with scope for a cultural quarter, leisure and tourism-related provision and housing;
- Greenwich Peninsula & Charlton Riverside West – focus of new development towards the north of the peninsula in the form of a new urban quarter providing 15,000 new homes over a 10-15 year period with supporting commercial development focussed around the Jubilee Line Station;
- Woolwich, Thamesmead & Charlton Riverside East – improved accessibility to the area as a result of DLR and Greenwich Waterfront Transit developments will support the strategic housing opportunities to the west of Thamesmead centre and the implementation of the Royal Arsenal masterplan and encourage wider regeneration of the centres;

2.16 Within the South East London sub-region, growth in residentially based services is expected to emerge as a significant driver of town centre change and improvement. Policy 5D.1 seeks to 'ensure that town centre capacity is available to accommodate the increased demand for retail, leisure, community and business services associated with a substantial increase in population' as a strategic priority for the South East London sub-region'. The plan recognises the role of new retail provision towards the regeneration of centres like Woolwich as well as the need for careful consideration of growth in those centres, like Blackheath and Greenwich, which perform a more specialist function.

GLA Floorspace Needs in London

Comparison Goods 2004

2.17 Experian Business Strategies were appointed by the GLA to develop a comprehensive picture of current and future comparison goods floorspace needs throughout London. The 2004 Report ‘Comparison Goods Floorspace Need’ has two main outputs:

- Stage one is the base or “do nothing” scenario for the period 2001 to 2016. It sets out a broad strategic region-wide assessment of floorspace need, providing the context for more local studies to be undertaken by individual Boroughs; and.
- Stage two is the “future proposals” scenario. It follows the same baseline methodology as stage one, but models the impact of all significant retail proposals (identified at that time) across London up to 2016.

2.18 The stage one base scenario provides turnover estimates for each of the London Boroughs in 2001 and 2016. It then seeks to identify the net balance of trade of each Borough and the extent to which it is losing or gaining comparison goods expenditure. For Greenwich the report indicates that:-

- The Borough had a population of 217,805 in 2001, with an annual comparison goods expenditure of £497.9m. Experian estimated that £152.9m was retained within the Borough (31%) and £345m (69%) was lost as leakage to other shopping destinations in 2001.

2.19 Experian estimate the amount of comparison goods trade attracted into the Borough, which is then used to determine the overall balance of trade. This is the net difference between spend taking place in the Borough and spend that is lost to elsewhere. The negative figure indicates that more spend is leaving the Borough than takes place within it. The ‘inflow’ and trade balance for the Borough was estimated to be:

- £70.6m

2.20 The Study illustrates the potential impact of all significant retail proposals across London. It highlighted the fact that the forecast need for new floorspace, over and above major projects already in the pipeline, is very sensitive to assumptions made about retail space productivity growth and sales densities. At one extreme there is an estimated requirement of an additional 2 million sqm and at the other extreme a requirement for 0.3 million sqm.

2.21 For Greenwich the forecast capacity for new comparison goods floorspace in 2016 (based on 2.5% productivity growth and £5,000 per sqm average sales density) was:

- 13,296 sqm net

2.22 The Experian analysis provides useful baseline data indicating population change and comparison goods expenditure and growth projections on a London-wide base, and for individual sub-regions and smaller areas. The study is also helpful in understanding the scale and implications of major schemes in the pipeline. Significantly, however, the report focuses solely on quantitative considerations and has little regard to the issue of quality. There is also little consideration at a local level of how old and obsolete space can be recycled to accommodate modern retailer formats that are able to meet shopper/retailer needs.

2.23 In contrast, the 2008 Greenwich Retail Study takes into consideration the trading performance of retail destinations through the results of the Household Telephone Survey. Unlike the Experian gravity model, the baseline evidence and assumptions underpinning the Greenwich Study are based to a large extent on our assessments of the quality, role and function of the main study centres, informed by the results of the household and in-centre surveys. The incorporation of commitments into our quantitative model (discussed in later sections) has also been informed by our more detailed understanding of the composition of schemes, distribution, accessibility, the health of the current network of centres and the consequent impact on those centres. Our manual model has therefore been specifically developed to ensure quantitative, qualitative and accessibility considerations can all be taken into account.

2.24 This detailed approach was not possible for the GLA Study, because it was more strategic in nature. While Experian's sensitivity analysis does highlight a range of possible requirements across London at a strategic level, it does not provide the detailed evidence needed by local planning authorities for the preparation of LDF policies, or to guide specific allocations of new comparison floorspace development. This Retail Study has consequently been commissioned by Greenwich Council to ensure a more robust and sound qualitative and quantitative assessment at a more localised level, in order to feed into informed sensitivity testing and, eventually, recommendations for development at the local level.

Convenience Goods 2005

2.25 The GLA subsequently appointed Experian to undertake an assessment of current and future convenience goods floorspace needs throughout London. According to Experian:

> *"The intention of the commission was to produce estimates of greater use to Boroughs in preparing the Unitary Development Plans/Local Development Documents; to provide greater geographical sensitivity for the sub-regional development frameworks (SRDF) and to improve understanding of linkages between London and its wider region."*

2.26 As for the comparison goods assessment, Stage 1 of the report sets out baseline consumer expenditure estimates, shopping patterns and total available expenditure estimates. Stage 2 introduces sensitivity testing based on variations in floorspace efficiency, and outlining future capacity scenarios. In terms of population and expenditure, the study identifies the following projections for the Borough:

- Assuming a population of 217,805 in 2001, the study identifies total available convenience goods expenditure in the Borough of £326.2m. This is forecast to grow to £448.8m by 2016.

2.27 In terms of trade retention and leakage, the study estimates the following:

- Trade retention of £151.5m (46%) / Trade Leakage of £174.8m (54%);

2.28 Taking into account the inflow of convenience goods expenditure into the Borough, the study calculates the overall balance of trade. Experian estimates that by 2016 the balance of trade for the Borough is as follows:

- £121.9m

2.29 The Experian study converts expenditure capacity to space requirements using two scenarios. The first assumes that all additional space will be satisfied by opening new supermarkets trading at an average sales density of £5,500 per sqm net. The second scenario assumes the equivalent for superstores, trading at a higher average sales density of £9,400 sqm net. Capacity forecasts are also generated for each scenario based upon different rates of annual growth productivity, including 0.15%, 0.50% and 1.00%.

2.30 The base scenario assumes no new convenience goods floorspace developments in or around Greater London between 2001 and 2016. The Experian 'timeline' analysis also incorporates the effect of current proposals/commitments on the baseline capacity figures outlined above. A number of developments are taken into account, which are derived from published sources that we understand have been verified with individual Boroughs. Incorporating these commitments, the analysis outlines whether there is any capacity for additional convenience goods floorspace in each Borough by 2016. Based on Scenario 1 (assuming a supermarket sales density of £5,500 per sqm net and a 0.50% per annum productivity growth), the study identifies a significant deficiency in capacity for the Borough (-9,471 sqm net).

2.31 The Study confirms that the space requirements identified are very sensitive to qualitative factors that have not been applied (such as overtrading and under trading, the quality of the retail offer and accessibility) and states the local retail needs assessments must take account of such factors. The study adds that this is particularly important for assessments of convenience goods, because catchment areas are more localised than for comparison goods and therefore changes to nearby centres have a relatively greater effect.

2.32 The requirement for needs assessments to be carried out at a more detailed sub-regional and local level is therefore necessary for the following main reasons:

- First, contrary to best practice, the GLA study is not based on up to date survey data to underpin the analysis and a large number of broad assumptions and judgements have been used.
- Second, none of the baseline turnover estimates or assumptions included in the Experian analysis has been corroborated by any on the ground qualitative assessment. Specifically, no qualitative assessment has been made of the adequacy or otherwise of existing convenience facilities and their ability to accommodate current sales levels or forecast growth in floorspace productivity.
- Third, no assessment has been made of the appropriateness of the current network and sustainability of current expenditure patterns. There is also no consideration of any quantitative or qualitative gaps in the existing network of centres. In effect, instead of examining the quantitative and qualitative needs of individual centres and Boroughs, the exercise provides a relatively crude and imprecise impact assessment of current proposals and commitments.

Local Policy Context

Greenwich UDP (Adopted 2006)

2.33 The Greenwich Unitary Development Plan was adopted in July 2006 and provides detailed policies to guide day to day planning decisions in the London Borough for the period up to 2011. We summarise the key points below.

2.34 The UDP outlines Strategic Planning Policies for the Borough which includes the strategy for the Borough's Town Centres under Policies STC1-5. Key objectives of the Town Centre policies include, *inter alia*, the need to:

- safeguard and improve the vitality, commercial viability and sustainability of Town Centres within the Borough as retail, leisure, employment service and residential centres for residents, visitors and the business community (STC1)
- support the Town Centre hierarchy of Major, District and Local Centres, and it's network of Neighbourhood Parades (STC2)

2.35 The retail hierarchy consists of Woolwich and Eltham Major Centres, West Greenwich, East Greenwich, Blackheath, Lee Green, Plumstead High Street, Thamesmead District Centres, seven Local Centres and 32 Neighbourhood Parades.

2.36 The UDP considers the decline which has been experienced in some of the Borough's town centres which are vulnerable to competition faced by out-of-centre retail developments like Bluewater and the concentration of retail warehouses in Charlton. The plan identifies the need to promote retail investment as well as protect the existing retail activity within the town centres. Centre specific policies outline the growth strategies and opportunities to improve the overall health of the two Major Centres and the District Centre of Greenwich. These are broadly summarised below.

WOOLWICH - POLICY TC1-6

- Priority location for major retail and multiplex development
- Preferred location for employment, tourism and leisure uses
- Regeneration of the Woolwich Royal Arsenal and Warren Lane site
- Re-development of the former Greenwich University Calderwood Street site

ELTHAM - POLICY TC13-15

- Vibrant community and cultural centre for South Greenwich
- Scope for tourism development

GREENWICH - POLICY TC7–12

- Support and promote the multi-functional role of the town centre
- Protect and enhance the historic environment in balance with the needs of visitors and the interests of residents and businesses.

2.37 New shopping development is encouraged in existing centres and neighbourhood parades and a sequential test will be applied to ensure the type and scale of development is appropriate to the size and role of the centre in the Borough's town centre hierarchy. The Plan defines the Core (Primary) and Fringe (Secondary) shopping frontages in the Major and District Centres and Local Shopping Frontages cover Local Centres in their entirety. Policy TC17 requires a minimum 70% of Core Frontage and 50% of Fringe and Local Frontage, at ground floor level, to be available for A1 retail use.

The Greenwich Strategy (2003)

2.38 The strategy document sets out the long-term vision for Greenwich with a focus on the basic principles of Sustainability, Health and Wellbeing and Social Inclusion. As part of promoting Greenwich as an international tourist destination, objectives include reviving the town centres, increasing tourist services and hotel accommodation and improving transport provision to facilitate travel to the Borough. Woolwich and Eltham are identified as specific centres which would benefit from further expansion of tourism. The strategy also sets out aims to enhance the vibrancy of Woolwich, Eltham, Greenwich and Thamesmead with a range of shops and services complemented by a thriving night-time economy.

Supplementary Planning Guidance

2.39 The following documents have been reviewed as part of this study however limited weight should be placed on them as all are subject to replacement by new Supplementary Planning Documents (SPD) as part of the emerging Local Development Framework process.

West Greenwich Development Framework (April 2000)

2.40 The document outlines a vision statement and strategic objectives to inform the regeneration of the West Greenwich area. The Strategic Objectives are broadly set out as Physical Renewal, Investing in the Environment and Investing in the Community. The document also outlines various Area-wide Strategies and Specific Area Strategies.

Greenwich Peninsula Development Framework (April 2002)

2.41 This document sets the parameters for the development of the Framework Area which includes the Greenwich Peninsula and extends south into East Greenwich. The Framework sets out the long-term vision for the area and the processes to manage large-scale development over a 15-20 year period.

2.42 The Framework Area is divided into five Character Areas. Of these, the EP Masterplan Area and the Southern Neighbourhood Area will require additional retail provision to serve new neighbourhoods and a growing population. The plan also seeks to ensure a viable long-term role for East Greenwich through the enhancement of retail and leisure facilities. For West Greenwich, the Framework encourages a mixed-use redevelopment package and recognises the opportunities to further develop tourist services.

Woolwich Town Centre Development Framework 2000 Review

2.43 The review considers the changing nature of Woolwich Town Centre and an increasing surplus of office floorspace which can be utilised for an alternative use or mix of uses to complement and strengthen the town centre. In terms of retail, the Framework considers additional provision at ground floor level could help strengthen the retail function in the town centre.

Thamesmead Development Framework (September 2003)

2.44 The Framework outlines the masterplan for a strategic housing opportunity site to the west of Thamesmead District Centre, known as Tripcock Point. The document sets out the vision for regeneration of the site which will establish a new residential quarter with a substantial mixed use element on the site. A riverfront zone to the north of the site is conceived as a mixed use area providing a waterside destination and evening and weekend activities. There is scope for shopping spaces located throughout the development with a concentration of cafes and restaurants at the eastern edge of the waterfront, close to the town centre.

Greenwich Local Development Framework

2.45 Work commenced on the Core Strategy DPD in June 2007 and consultation on the Issues and Options will take place in February - April 2008. Consultation on the Draft Core Strategy is likely to be undertaken in November 2010 – February 2011 and formal submission is scheduled for late 2011. The Examination in Public and adoption are expected in 2012.

Summary

2.46 National planning policy guidance provides the framework for developing Development Plan shopping policies, which are tailored to the specific circumstances of the London Boroughs of Greenwich and Bexley. The overarching policy thrust is to sustain and enhance the vitality and viability of existing centres, wherever possible, and to plan positively.

2.47 The London Plan seeks to create a balanced network of vital and viable town centres, with appropriate levels of development depending on the centre's role within the network and its catchment. Greenwich is recognised in the South East London Sub-region and includes Opportunity Areas intended for intense growth. As such, there are significant opportunities for additional retail provision to ensure town centre capacity can accommodate increased demand.

2.48 The GLA 'London Wide Comparison and Convenience Goods Floorspace Needs Assessment' identifies some comparison goods floorspace capacity in Greenwich by 2016, but no convenience goods capacity, rather an oversupply of floorspace as a result of new developments in the pipeline. In accordance with national guidance and GLA recommendation, the 2008 Greenwich Retail Study has been commissioned to help inform policy and decision making at the local level over the forthcoming LDF period.

2.49 The local policy context seeks to improve and enhance the Major Centres in the Borough to ensure they meet the needs of growing demand. The UDP supports new retail development in accordance with the Town Centre hierarchy and include policies (and in some cases Supplementary Planning Documents) tailored to the needs of specific centres. Other centres within the Borough are to be promoted and enhanced, with development to be consistent with the role and function of each centre.

3 RETAIL TRENDS

3.1 To put our assessment of the quality of existing provision and the need for additional floorspace into context, it is relevant to consider the wider economic and social trends likely to influence retailing in Greenwich. A number of trends are likely to have a bearing on the future pattern of retail provision in the Borough, and the opportunities arising from development proposals. This section examines key trends and drivers for change in the retail industry. We outline the key national trends in retailing and service provision of particular relevance to Greenwich drawing from a range of published data sources, including research by Verdict Analysis, Mintel and the New Economics Foundation.

Demographics

3.2 Over the last 15 years UK population has increased at a rate of c.0.4% pa, whilst the number of households has increased by 0.5% pa, as average household size has decreased to 2.34 in 2006, with smaller families, more divorces, people living longer etc. The population is also ageing. These trends are forecast to continue and will affect spending habits – how much we spend, on what and where.

3.3 Over the next 20 years the 65 and over age group is expected to grow by 4.5m or 47% and the under 65s age group by only 8%. Older shoppers have a younger mindset than in the past, are more fashion aware and financially better off as a result of house price growth as well as income growth (but post retirement income from pensions could be a concern if they do not achieve anticipated values). They will have more time to shop, will spend more on DIY and gardening and will expect good customer service. Younger shoppers will have higher education fees to pay, will experience higher housing costs, will be more computer literate and spend more on-line, and will spend more on entertainment/leisure so they may have less to spend in the retail property sector.

Income and Expenditure

3.4 Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. At the same time working hours for many, but by no means all employees have lengthened leading to a cash rich, time poor consumer. Overall retail expenditure has increased by about 3.9% pa in real terms over the last 20 years, with most of this growth on comparison goods rather than convenience goods, where growth has been less than 1% pa. Comparison goods growth has been close to 5.3% pa over the last 30 years, over 6% pa over the last 20 years and even stronger over the last 10 years. These strong trends are not expected to continue in the foreseeable future due to current high levels of consumer debt, an already low savings ratio and a weaker housing market. Over the next 5-10 years the latest economic forecasts suggest that comparison goods expenditure growth will be about 3.8-4.8% pa.

3.5 With longer working hours for many, shop opening hours in the larger centres have been extended and Sunday is now one of the strongest trading days in the week. This has implications for where retail expenditure is concentrated and the nature of some shopping trips which are considered to be a quasi leisure experience. Longer working hours, plus increasing take-up of the Internet and broadband technology, have led to a huge growth in non-store shopping, albeit from a small base.

3.6 Non-store retail sales, excluding e-tailing, are expected to decline over the next ten years, but this will be more than offset by the growth of e-tailing, resulting in overall growth in non-store sales in absolute and percentage terms. Total non-store convenience retail sales (including e-tailing) are expected to increase from 2.5% of sales in 2004 to 7.3% in 2013, and then stabilise, whilst total comparison non-store retail sales are expected to increase from 7.1% in 2004 to around 14.5% in 2013, before stabilising. Strong growth is expected to continue until 2009 and thereafter the growth rate is expected to slow. However, due to the uncertainty about the growth of e-tailing, Experian Business Strategies suggest that a plausible “Low Case” forecast market share for Non-Store Retail Sales in 2016 would be 6% for convenience goods (rather than 7.3% as above) and 13% for comparison goods (rather than 14.5% as above).

3.7 The impact of growth in e-retailing on future demands for retail floorspace is an important consideration and factors such as the processing of online grocery orders by retailers such as Tesco in local stores, and the potential use of shops as showrooms and/or collection points may mean that the growth in Internet sales will not necessarily lead to an equivalent reduction in floorspace requirements.

3.8 The recent credit crunch has had massive impacts on the retail sector. It is estimated that 1.4 million homeowners will need to remortgate over the next year. A study by the insurance company AXA found that three in four families with an income of more than £30,000 were planning to curb spending this year as household budgets become increasingly stretched. According to Verdict, as customers become more concerned about the economic outlook, they are becoming more selective in their purchasing habits. With rising living costs, disposable incomes are being squeezed, and as a result customers are shopping around more to find the best possible value, and also cutting back on ‘big ticket’ purchases. Increasingly retailers are finding it harder to please customers, and across all sectors, retailers are converting fewer customers into main users and shoppers are less loyal to their main stores. It is not known what impact rising fuel prices will have on retailing, but the Property Press has reported that out of centre retailing is suffering as a result.

Sales Density Increases

3.9 Although hard quantitative evidence is limited, comparison businesses in particular have over time increased sales densities by achieving improvements in productivity in the use of floorspace. PPS6 (paragraph 2.34) requires that quantitative need/capacity assessments have regard to a realistic assessment of such improvement. Analysis of past data is difficult as over the last 20 years sales densities increases have been affected by changes in the use of retail floorspace, with higher value space-efficient electrical goods replacing lower value space intensive goods, the growth in out-of-centre retailing, a number of one-off events like Sunday Trading and longer opening hours, and the very strong growth of retail expenditure relative to the growth in floorspace. In the future growth rates of 1.5-2.5% pa seem likely to be achieved for comparison goods, with much lower growth in sales densities for convenience goods. The future growth in sales densities will undoubtedly be affected by the way in which retail space evolves and is used in the future.

Employment

3.10 Over the last 20 years retail expenditure has increased at about 4% pa, but retail employment has increased much more slowly. Total employees in retail employment have increased from 2.2 million to 3.0 million, an increase of 1.5% pa. However, this growth has been in part time employees. Full time equivalent (FTE) employment has hardly increased at all, from about 2.1 million to 2.2 million, a 0.4% pa increase. Over the next 15 years Experian Business Strategies expect a marginal increase in FTE employment in the sector with a slightly higher increase in part time employment.

Location

3.11 Strong income and expenditure growth has affected retailing in another important way – the rise in car ownership and mobility. In 1961 only 30% of households had a car (one or more cars) and only 2% had more than one car. With public transport (and walking and cycling) the dominant mode of transport, shopping choices were limited and distances travelled were short. By 1970 car ownership had increased significantly so that nearly 50% of households had one or more cars and the number of households with two or more cars had quadrupled but was still under 10%. Currently about 77% of households have one or more cars and a third of households have two or more cars, a huge increase in mobility over the last 30-40 years. Households are now much more mobile than they were and therefore their choices of where to shop and the distances they can travel are much greater. These trends will continue but the rate of change may well diminish.

3.12 Increased mobility and affluence has favoured larger centres over smaller centres. As a result larger centres have increased in size and importance relative to smaller centres which has further reinforced the attraction of larger centres to more mobile shoppers. Smaller centres have, therefore, lost market share and have seen much less new development than the overall rate of expenditure growth would imply. This is recognised by PPS6, which urges local authorities to be pro-active in trying to encourage development in smaller centres.

3.13 Increased mobility and affluence has also stimulated out-of-centre development, which has grown much more rapidly than town centre development. Over the last 20 years the majority of retail development has been in edge or out-of-centre locations. This has led to increasingly restrictive planning policy in favour of town centres over the last 10 years, but only recently has the growth in out-of-centre development started to slow. This slow down is expected to continue, but Verdict still expect sales at out-of-centre locations to increase at a faster rate than at in-centre locations.

3.14 PPS6 reinforces the Government's town centre first objectives. The sequential site test is still a cornerstone of retail planning policy, favouring town centre sites and necessitating consideration of the disaggregation of retail park proposals so that smaller sites are considered. However, it is also recognised that individual retailers' business models are also relevant. Disaggregation of a retailer's proposed store does not now need to be considered if the operator can demonstrate it would adversely affect their business model.

3.15 In May 2006 the Office of Fair Trading (OFT) referred the supply of groceries by retailers in the UK to the Competition Commission (CC) for investigation under Section 131 of the Enterprise Act 2002. The CC's published its findings in April 2008 and reported that "in many respects, competition in the UK groceries industry is effective and delivers good outcomes for consumers, but not all is well". The two main areas of concern highlighted were:-

(1) that a number of grocery retailers have strong positions in several local markets. Barriers faced by competing retailers that could otherwise enter these markets mean that consumers get a poorer retail offer than would otherwise be the case, while those grocery retailers with strong local market positions earn additional profits due to weak competition in those markets, and

(2) the transfer of risk and unexpected costs by grocery retailers to their suppliers through various supply chain practices if unchecked will have an adverse effect on investment and innovation on the supply chain and therefore, on consumers.

3.16 A number of steps to address the problems were posed including the recommendation of the introduction of a competition test as part of the planning process for new stores, to favour new retailers other than those which already have significant market shares in an area. Planning for consumer choice and the promotion of competition have been included within the Proposed Changes to PPS6 Planning for Town Centres, consultation document, with final recommendations expected in Spring 2009. Recommendations were also made by the Competition Commission to try and prevent retailers using the control of landsites in highly concentrated markets as a means of inhibiting entry by competing retailers. These steps would have implications on the potential new locations that some retailers could look to develop within.

Size of Units

3.17 The growth of multiple traders and increased competition between companies has meant that the retail structure is increasingly dominated by large companies requiring larger shop units. Shopping centres and out-of-centre development that has been able to accommodate this demand for larger sized units (typically 500-2,000 sqm or larger) have grown in importance, reinforcing the trend of higher order centres and out-of-centre retailing growing in relative importance (i.e. polarisation in the retail hierarchy).

3.18 The growth in the size of stores has caused a contraction in the number of shop units and consumer choice. This is particularly evident in the food sector, with a marked decline in the number of smaller and more specialist food retailers (greengrocers, butchers, fishmongers, bakers etc), and a large increase of superstores. This is indicated by Verdict Research which shows a 31% reduction in the total number of convenience stores over the last 10 years, as space is concentrated into larger stores. Whilst the number of superstores (>25,000 sq ft) has increased by 37%, food specialists and off licences/tobacconists have declined by 35% and 57% respectively. These trends may well weaken in the future due to possible market saturation of large foodstores and concerns over lack of competition due to the market dominance of a few key multiples.

Foodstores

3.19 A by product of the restriction of new development of large foodstores is the growth in applications to extend existing stores and the changing composition of floorspace within existing foodstores. There is an increasing emphasis on the sale of comparison goods at the expense of convenience goods, as expenditure growth rates for comparison goods are much higher than for convenience goods and margins are greater, although sales densities are often lower. This trend poses an increasing threat to smaller centres, as larger foodstores will increasingly sell a wider product range of day-to-day convenience and comparison goods and services. According to Verdict, non-food floorspace in the larger format stores of the top 4 grocers now accounts for between 28% (Morrisons) and 50% (Asda) of sales floorspace.

Shopping and Leisure

3.20 Due to increased affluence and mobility, and the rise of the internet, shoppers no longer merely shop to satisfy ‘needs’, they increasingly shop to satisfy ‘wants’ as well. Retailing in the higher order centres and the more attractive smaller centres is changing and arguably becoming more of a quasi leisure experience. Leisure spending growth is continuing to outstrip that of retail, and despite the economic slowdown, at the moment consumers seem to be willing to continue spending on leisure.

3.21 Quality restaurants, coffee shops, cafes and bars, as well as health and fitness centres and multiplexes in larger centres, are therefore important to attract shoppers and encourage longer stays and higher spending. Better integration of retail and leisure facilities mutually benefits both sectors. Pedestrianised streets and covered retail areas are also important in attracting shoppers, as is the overall attractiveness of the town centre, along with good accessibility and car parking.

3.22 A number of factors have helped drive the growth of leisure provision in town centres. Planning policy is important as is the fact that urban living is fashionable. Town centres can offer consumers a much more vibrant atmosphere in which to eat and drink and they also offer a much wider choice of leisure venues, allowing more spontaneous decisions. For bars, restaurants and health & fitness clubs, the attraction of the town centre is 'daytime trade' and the ability to capitalise on proximity to businesses and shoppers.

Internet Shopping/E-tailing

3.23 Online spending is growing at its fastest rate for six years, driven by convenience and low prices, and so far e-retailing is showing no signs of being affected by the recent economic downturn. According to Verdict (2008), the e-retail market grew by 35% between 2006 and 2007, which is considerably higher than the 3.6% growth in the total retail market, and e-retail is expected to continue outperforming the total retail sector over the next five years.

3.24 Worth £14.7bn in 2007, the online market is becoming an increasingly important contributor to retail, accounting for 5.2% of all retail sales, (up from 3.8% in 2006). Verdict's research found that almost 66% of UK households now have access to the Internet, with 55.5% having broadband access, which is making online shopping easier, faster and more reliable. As technology continues to improve, it will fuel further growth in the market. Overall the internet shopper population is forecast to grow by c.50% between 2007 and 2012.

3.25 The online market is dominated by the electrical and food & grocery sub-sectors, which between them account for around half of all sales. The food & grocery sub-sector, with rapid growth of 39.5% in 2007 is expected to overtake electricals in the top spot. Online clothing and footwear sales grew 38% during 2007, and with sales of £1.7bn, clothing & footwear is the UK's third largest online market. Although only accounting for a very small share of online spending, the market which saw the most dramatic online growth in 2007 was furniture and floorcoverings, growing by 41% from £0.4bn to £0.7bn, despite the slowdown in the sector overall, with IKEA's launch of a transactional website being sited as one of the drivers of growth. The music & video sector continues to have the overall highest online market penetration at 30.8% of total sector sales, and this is forecast to double by 2012, which could have implications for physical store requirements.

3.26 As a consequence of this growth, there are huge pressures on retailers as the Internet has provided an attractive alternative for many consumers. Shoppers are selecting their own retail mix online and shopping centres need to compete with this choice, which is not only driven by price and range, but also service and expertise. Town centres will increasingly have to provide a retail experience that the Internet and supermarkets are unable to match, and the market will respond in some way to the varying impacts on different retail sectors. In accordance with PPS6, the emphasis should be on the overall town centre experience, the mix of uses, and not just the retail offer.

Tourism

3.27 Tourism is one of the largest industries in the UK. In 2006 expenditure for both inbound and domestic tourism reached approximately £84 billion. Over 2 million jobs are sustained by tourism activity in the UK, either directly or indirectly, and there are around 1.45 million jobs directly related to tourism activity (5% of all people in employment in the UK). According to UKTS, UK residents took 123.5 million trips in 2007 and spent over £21 billion. This represents a 2% decrease in trips on 2003 and a 1% decline in expenditure over the same period. However, overseas visits to the UK are increasing, with a 29% increase between 2000 and 2007 and an increase in spending of 25%.

3.28 Some of the key factors influencing tourism trends are:

- Growing disposable incomes, increased overseas travel supplemented by short breaks in Europe and the UK;
- Increasing expectations of product quality;
- An ageing population with more flexibility for off-peak travel;
- Changing consumer behaviour with more frequent short breaks and special interest holidays;
- Decreasing interest in traditional UK seaside holidays with more interest in urban destinations;
- Growing environmental concerns leading to more interest in walking, cycling, wildlife and remoter locations;
- Use of Internet to research, plan and make bookings direct with businesses at the destination; and
- A more volatile global environment, which can increase the attractiveness of UK domestic products but also lead to increased competition for our core markets.

3.29 National visitor trends in 2006 reported that the 1,875 visitor attractions in England showed an increase in attendance of 3% between 2005 and 2006. The majority of categories showed growth in 2006, with a particularly strong increase in visits to museums and art galleries (+8%), which represent a third of all attractions. Outdoor attractions recorded strong increases in 2005, driven by the fine weather. However, despite the relatively wetter 2006, many of these categories managed to maintain visits.

Summary

3.30 National retail trends indicate a continued growth in incomes and expenditure, albeit not at such strong levels as in the last 15-20 years. The growth in expenditure is focused on comparison goods with a much smaller increase in convenience goods expenditure.

3.31 Increased car ownership has resulted in greater household mobility and therefore the choices for shopping centres to visit and the distances that can be travelled are much greater. Internet shopping has grown phenomenally in the last few years, albeit from a low base, and looks set to continue in certain sectors.

3.32 The foodstore operators have continued to evolve their formats and offer. With restrictions on out-of-centre stores growing, and changing socio-economic trends, several large operators have returned to the High Street with small convenience stores. Operators are also seeking to extend their comparison goods offer, turning stores into variety or mini department stores. This trend in out-of-centre locations could pose a threat to smaller centres, where the large out-of-centre stores become one stop shopping destinations negating trips to town centres.

3.33 There has been a continued polarisation towards larger centres and the provision of larger stores in these larger centres. Where smaller centres have been unable to diversify their offer or create niche markets they have suffered. The focus on urban renewal has increased demand for town centre sites for a wider range of land uses.

4 SUB-REGIONAL CONTEXT

4.1 This section compares the role of the Major Centres in Greenwich with the centres in the wider sub-region. In particular it analyses the influence of key competing centres on the current and future role of Woolwich, Eltham and Greenwich. The analysis draws extensively on the household telephone survey data, which underpins the whole study. We have also drawn on other data sources including PROMIS, Javelin Retail Ranking, Focus Property Intelligence database and EGi. Our analysis of each centre is set out in Appendix 2.

4.2 Our assessment of each of the competing centres identifies the main retail offer and floorspace provision, and the extent to which this is likely to change and influence shopping patterns in the sub-region in the future. The household telephone survey highlights the main centres that compete with Woolwich, Eltham and Greenwich, which are subsequently reviewed in this section. These include Bluewater, Bromley, Lewisham, London (West End), Dartford and Lakeside. The location of these centres in relation to the centres in Greenwich and is illustrated on Plan 1.

4.3 Shopping patterns derived from the household telephone survey enable us to calculate the amount of comparison goods expenditure that each competing centre draws from the defined study survey area. As well as strength of retail offer, this indicator takes into consideration accessibility and distance from the study catchment area. The total expenditure leaking to these centres is highlighted in Table 4.1 and illustrated on Plan 3.

Table 4.1: Study Area Comparison Goods Trade Draw: Key Competing Destinations

Centre	Comparison Goods Trade Draw (£000)	% of Total Available Comparison Goods Expenditure
Bluewater	**339,813**	**15.1**
Bexleyheath	209,425	9.3
Bromley	174,930	7.8
Lewisham	136,394	6.1
London (West End)	121,621	5.4
Dartford	70,570	3.1
ELTHAM	63,256	2.8
WOOLWICH	56,031	2.5
Lakeside	52,340	2.3
GREENWICH	39,626	1.8
Orpington	33,087	1.5
Canary Wharf	29,170	1.3

Source: GVA Household Telephone Survey, November 2007

Note: Table 4.1 only includes key competing destinations, expenditure is also drawn to a range of other smaller shopping locations.

4.4 From the study centres, it is evident that Bexleyheath draws approximately £209m of comparison goods expenditure (9.3%) from within the survey area. This is less expenditure than Bluewater draws, which at £340m or 15.1% of all spend, illustrates the dominance of Bluewater within the survey area. Bromley also has a strong draw from the survey area, attracting nearly £175m or 7.8% of all expenditure while Lewisham and London (West End) draw 6.1% and 5.4% respectively. Other centres exert less influence with Dartford, Eltham, Woolwich and Lakeside each drawing between 2% and 3% of all expenditure and Greenwich, Orpington and Canary Wharf each drawing less than 2%. This does not, however, account for the trade drawn to Greenwich from outside the survey area and this increases the performance of the centre. The In Centre Survey identified 35% of respondents were from outside the Greenwich and Bexley survey area.

4.5 Plans 4-13 show the comparison goods trade drawn to each of the major town and district centres in Greenwich and Bexley Boroughs and competing centres from each zone in the household telephone survey area. Plan 8 indicates the influence of Bluewater which extends across all zones, aside from zone ten (Canary Wharf) where the River Thames acts as a barrier. Despite drawing trade from all zones, the market share of Bluewater does not exceed 30% in any zone, including those zones adjacent to the shopping centre.

4.6 Bexleyheath has a stronger core catchment drawing over 30% of trade from three survey zones. Whilst the catchment does not extend west, towards Bluewater, some trade is drawn from the south, Sidcup and east, Welling and Woolwich (Plan 7). Plan 9 shows Bromley's draw which predominantly influences the southern zones within survey area which include the study centres of Eltham and Greenwich. These centres are also affected by the more limited influence of Lewisham (Plan 10). Similar to Bluewater, Plan 12 shows Lakeside's influence extends across a broad area but the overall draw is relatively dilute. All other centres, including Greenwich, Eltham and Woolwich, (Plans 4, 5 and 6) draw more limited trade from only a few survey areas.

Profile of Competing Centres

4.7 The vitality rank position of each of the competing centres has been derived from Javelin (Venue Score). It is evident from Appendix 1c that London (West End) has the highest rank position reflecting its strength as a renowned international shopping destination. It has the 9th highest score in the UK, after places such as Nottingham (6), Brighton (7) and Leeds (7). Bluewater and Bromley are similarly highly ranked at 28th and 29th place respectively and Lakeside is ranked 71st. This reflects their role as regional shopping destinations. In comparison Bexleyheath has a rank position of 149th which reflects its sub-regional shopping role. Woolwich is ranked 267th, Eltham has a ranking of 269th and Greenwich is the lowest ranked sub-regional centre at 440th. In general the three centres in Greenwich perform a more limited role in comparison with competing centres.

4.8 In terms of retail floorspace, London (West End) again is the most dominant centre in this category with a retail floorspace of over 1 million sqm gross. Bluewater is the largest of the regional centres, with 144,014 sqm, followed by Bromley with 135,941 and Lakeside with 130,794 sqm of retail floorspace. Bexleyheath is in eighth position with a retail floorspace of 85,462 sqm, and Woolwich is in ninth position with a retail floorspace of 77,212 sqm gross which is greater than Orpington (59,475 sqm). Eltham and Greenwich are the smallest centres in terms of retail floorspace with 51,440 sqm and 43,692 sqm gross respectively.

4.9 Prime retail rents for Bexleyheath, Woolwich and Eltham have increased between 2005 and 2007 but in Greenwich they have remained static at £969 per sqm. Retail rents for these centres do not compare with the international and regional centres of London, Bluewater and Lakeside which continue to dominate with prime retail rents between £3,000 and £5,000 per sqm in 2007. Canary Wharf and Bromley have similarly high rents corresponding to £2,906 per sqm and £2,476 per sqm.

4.10 The table in Appendix 1c reveals a general pattern of increasing rental levels across the sub-region between 2005 and 2007. Greenwich and Orpington are the only centres where retail rents have remained static. Dartford has the lowest rent in the sub-region at £538 per sqm, although we are aware of significant new retail schemes in the pipeline and would expect the rental level to increase as new developments come forward.

4.11 The strength of competing retail centres is also demonstrated by the level of retailer demand. For instance in April 2007, Bromley had 144 requirements for space and Canary Wharf had 93. This level of demand in significantly higher than the recorded requirements for the remaining competing centres. London (West End) is the next highest with 65 requirements and there were 59 requirements for Bexleyheath which is greater than both Bluewater and Lakeside with 58 and 49 retailer requirements respectively. Greenwich had 37 requirements which is greater than 31 requirements recorded for Lewisham. Eltham and Woolwich have the lowest level of demand, corresponding to 17 and 14 retailer requirements in April 2007.

4.12 The analysis above has reviewed the current position of Bexleyheath, Eltham, Woolwich and Greenwich within the sub-regional town centre network. We have taken this a stage further and also reviewed developments in the pipeline in competing centres which could affect the centres in the future as a result of an enhanced retail offer and a consequent increase in trade leakage. Full detail of the pipeline schemes are set out in Appendix 1d. Nearly all of the centres have some improvements in their retail offer coming forward. Bromley, Lewisham and Dartford have the most significant developments.

4.13 In Bromley, a 3,251 sqm extension to The Glades shopping centre is presently under construction and due for completion in Spring 2008. The London Borough of Bromley have also published the revised Preferred Options for the Bromley Town Centre Area Action Plan which allows for approximately 49,980 sqm additional retail floorspace over the next 15 years. This level of new retail floorspace could draw some trade from the southern parts of the survey area, which fall within the natural catchment of Bromley.

4.14 In Lewisham, outline planning permission has been granted for approximately 11,984 sqm gross retail floorspace as part of the Lewisham Gateway scheme and full planning consent has been granted for a 9,011 sqm gross B&Q retail warehouse on a nearby site. Our sources suggest there are also plans for an extension to The Lewisham Centre which will create a further 8,361 sqm of retail floorspace in the town centre although a planning application has yet to be submitted. Various other development opportunities are outlined in the Lewisham Town Centre Area Action Plan (April, 2007) and the Council are expecting a series of planning applications to come forward on each of these in the near future. This level of development is likely to have the greatest impact on the LB of Greenwich as there is potential for Lewisham to influence shopping patterns across zones in the west of the survey area, which include the centres of Eltham and Greenwich.

4.15 There are large-scale proposals for the regeneration of Dartford town centre which include an 18,580 sqm shopping centre to be anchored by Tesco. The scheme was refused planning permission by the Secretary of State in 2004. A revised planning application is likely to be submitted in the near future. This level of retail growth is unlikely to impact Greenwich although some trade may be drawn from zones in the east of the survey area.

4.16 There are long-term plans to extend Lakeside Shopping Centre by approximately 23,225 sqm gross although the future of the proposals remains uncertain at present. There are no retail developments in the pipeline for Bluewater. Both Lakeside and Bluewater perform a prominent role as shopping and leisure destinations of regional significance. As such, further growth is unlikely to significantly increase the existing impacts experienced by the centres in Greenwich and Bexley.

Summary

4.17 The household telephone survey has identified London (West End), Bluewater, Bromley, Lakeside, Canary Wharf, Lewisham, Dartford and Orpington as the main competing centres with Bexleyheath, Eltham, Woolwich and Greenwich. It is clear the London (West End) and Bluewater are the most dominant centres. Bromley is also dominant and likely to increase its present position as new retail developments in the pipeline come forward. Lewisham and Dartford presently have less influence over shopping patterns although new retail developments will have some localised impacts on the corresponding Boroughs of Greenwich and Bexley.

5. HEALTHCHECKS OF LARGER CENTRES

5.1 The next three chapters set out the results of our healthchecks of the Borough's town centres. We have undertaken full healthchecks for the larger town centres of Woolwich, Eltham and Greenwich (Plan 14) based on the vitality and viability indicators set out in PPS6. Table 5.1 provides a summary of the key indicators for each of the main centres.

5.2 We have also undertaken healthchecks of the smaller centres in the Borough. These include the district centres of Blackheath, Lee Green, Plumstead High Street and Thamesmead (Plan 14). Published information for these centres is more limited and thus we have drawn on data provided by the Council and our on-site surveys.

Table 5.1: Main Centres Key Performance Indicators

KPIs	Woolwich	Eltham	Greenwich
National Rank:	276th	269th	440th
Floorspace *(sqm gross)*	77,212	51,440	43,692
Total No. of Outlets:	306	**231**	329
% Comparison Outlets:	29.4	**38.5**	28.9
% Convenience Outlets:	10.5	**7.4**	10.6
% Vacant Units:	10.0	**4.0**	6.7
Comparison Goods Market Share in Survey Area (%)	2.5	**2.8**	1.8
Rents per sqm (2007)	£1,023	**£807**	£969
% Yield (2007)	10%	**6.5%**	-
Stated requirements:	14	**17**	37
Department Stores:	-	**Debenhams**	-
Main multiple anchor stores:	M&S, Primark, Boots	**M&S, Next, Woolworths, Boots**	Boots, Superdrug
Main food stores:	Sainsbury's, Somerfield, M&S, Lidl	**Sainsbury's, M&S**	West Greenwich: M&S, Somerfield East Greenwich: Tesco Express, Iceland, Co-op

Source: Experian/Javelin/Valuation Office/Colliers/GVA Grimley

Woolwich

5.3 Woolwich is located in the north east of the Borough of Greenwich. It is designated as a major centre in the adopted Greenwich UDP and is defined as a major centre in the London Plan. The core shopping frontage largely extends along the pedestrianised Powis Street to the junction with Hare Street. Other retail areas around Beresford Square, Plumstead Road and Thomas Street are designated as fringe shopping frontage.

Diversity of Uses

5.4 The most recent Experian Goad Category Report (January 2007) for Woolwich identifies a total of 77,212 sqm ground floor floorspace for retail trade and services, comprising 306 units (Appendix 2b). Overall, Woolwich has a below average representation of comparison units benchmarked against Experian's national average, but above average numbers of convenience and service units.

5.5 A range of national multiple retailers are located in Woolwich, but these are generally lower end and mid-market retailers such as Ethel Austin, Atlantic Clothing, Peacocks, Primark, Marks and Spencer Outlet, Clarks Factory Shop and Poundland. Woolwich has a good convenience offer; the main foodstores are Sainsbury's, Somerfield, Marks and Spencer's foodhall and a Lidl store.

5.6 Sainsbury's and Somerfield are the biggest foodstores, with approximately 2,000 sqm net floorspace each. Sainsbury's is located on the ground floor with an unattractive 1970s multi-storey car park above and it is poorly linked to the main shopping area. Whilst the store itself appeared busy, it is cramped and dated. Somerfield is to the rear of retail units on Woolwich New Road. There is a pedestrian walkway through an arcade type entrance and a car park to the rear, but the store was not particularly busy at the time of our site visit. The store does not sell any non-food goods but has an in-store Lloyds pharmacy. Lidl was built more recently and lies to the rear of the Powis Street.

5.7 Woolwich's retail offer is complemented by a market selling a range of food and non-food goods, operating everyday with the exception of Sunday, on Beresford Square. There is also a covered market hall on Plumstead Road selling mainly low quality comparison goods. Woolwich also benefits from a range of other town centre uses including Greenwich Council Offices, the Island Business Centre and Greenwich London College, Gala Bingo, Fitness First Express Gym and the Waterfront Leisure Centre.

Vacancies and Development Opportunities

5.8 Woolwich has 37 vacant units, which is equivalent to a vacancy level of 12% and is above the Experian Goad national average of 10%. This does not truly reflect the performance of the centre however, as many of the units represent forthcoming development sites, particularly those in the vicinity of Hare Street. There are 8 vacant units on the Hare Street Triangle site. Other vacant units are distributed throughout the town centre.

5.9 Woolwich has a number of new mixed use developments in the pipeline which involve retail provision. Two developments currently have planning permission for retail floorspace. First, of particular significance is the Love Lane scheme which comprises a 12,200 sqm gross Tesco foodstore, 1,000 new dwellings and a range of other retail, leisure and community uses. Second, there is provision for 619 sqm retail gross floorspace at the Warren, Royal Arsenal, which is part of a significant leisure scheme including A3 and A4 uses, a hotel and cinema. A new planning application has been submitted for this site which includes 4,666 sqm of A1 and 4,133 sqm of A3 and A4. A further 20,400 sqm of new retail floorspace, including a new anchor store, is proposed as part of the Woolwich Triangle mixed-used development in the north-west of the town. This scheme is currently at the outline application stage. The combined effect of these schemes will be to significantly enhance the current retail offer and help revitalise the town centre.

5.10 In addition, there are a range of mixed-use and residential developments in the pipeline. These include a mixed-use development over the new DLR station which is due for completion in 2009; a retail, commercial and residential development on land south of Plumstead Road to the east of the centre; there are also plans for a mixed-use scheme at the Macbean Street school site which has recently been acquired by Roseberry Homes. Masterplanners have now been appointed to consider the options for the redevelopment of the former Greenwich University campus at the Island site which is likely to comprise an element of both leisure and residential uses.

Retailer Demand

5.11 Woolwich has approximately 14 requirements from retail and leisure operators. This is a modest level of requirements and the lowest of the larger centres in Greenwich. These include eight comparison retailers such as TJ Hughes, Dreams, TK Maxx and Staples, one convenience retailer and five service operators including Frankie and Benny's, Pizza Hut and McDonalds.

Accessibility and Pedestrian Flows

5.12 The PTAL for Woolwich is predominantly Level 5 although in some areas it reaches Level 6a, indicating overall good accessibility by public transport. Woolwich Arsenal train station is located in the town centre and frequent train services connect Woolwich to Central London and the rest of Kent. TfL are also in the process of constructing a new DLR station, Woolwich Arsenal, in the town centre, which will link Woolwich with stations north of the River Thames. This is due to open at the beginning of 2009. The proposed Crossrail will also stop at Woolwich, linking the centre with Abbey Wood to the east and Central London to the west. Construction on the Crossrail line is expected to begin in 2010 for completion in 2017. Buses also run from outside of the station with connections to Central London and South London.

5.13 There are several town centre car parks, mainly located adjacent to the large foodstores. The highest recorded pedestrian flows were around Beresford Market and along Powis Street, with lower flows at the western end of Powis Street. There were also high flows around the entrance to Sainsbury's.

Environmental Quality

5.14 Woolwich comprises a mix of architectural styles and in-fill development. Powis Street and Beresford Square comprise a large pedestrianised area which provides a safe and pleasant environment for shoppers. There are mature trees along Powis Street as well as seating, cycle racks and other street furniture. There is good signage throughout the centre, however it is dated and in need of updating.

5.15 There is a mix of buildings heights in the centre ranging from three and four storey buildings to several tall buildings including several modern residential developments around Peakes Place Gardens. Many of the buildings on the edge of the centre are in need of investment such as the covered market building which is of a very poor quality.

5.16 General Gordon Square is a public square opposite the train station, the square provides a small yet attractive green space within the town centre with planting and a fountain, but is surrounded by traffic, which can hinder pedestrian access.

Crime and Safety

5.17 Greenwich operates a system of 230 CCTV cameras Borough-wide of which approximately 30 are located within Woolwich town centre. The CCTV provision is complemented by the use of radio-links to various businesses, predominantly retail operators, the police and six PCSOs which patrol Woolwich Common Ward (including the town centre) and support the Businesswatch scheme. In an effort to deter alcohol-related crime, the streets of the town centre have been designated an Alcohol-Free Zone since 2005. Woolwich is also piloting the Best Bar None awards scheme which encourages the responsible management of licensed premises towards creating a safer and more attractive place for visitors in the evening.

Customer Views and Behaviour

5.18 The in-centre survey in Woolwich was conducted in November 2007 and obtained the views of 126 shoppers and visitors to the town centre. The key findings are as follows:

- The main reasons for visiting the centre are for food (29%) and non-food shopping (24%);
- The majority of visitors are likely to spend between one and three hours in the centre;
- The majority of customers (31%) visit the centre once a week for the purposes of shopping; 19% visit 2-3 times a week and 13% visit once a fortnight;
- Fewer respondents visit the centre in the evening and 39% cite feeling unsafe as a reason for this.

5.19 When asked their views about Woolwich, 32% of visitors mentioned the ‘good shops’ and 15% indicated that it is easily accessible from their homes. Overall 31% disliked nothing about the centre, although attracting larger retailers and cleaner streets were identified as improvements that could persuade some customers to visit more often. Our discussions with the Town Centre Manager (TCM) for Woolwich identified the historically poor perception which the centre has not been able to entirely differentiate itself from. The TCM considered this the town’s most prominent weakness, but remained confident that future changes and new developments in the pipeline will contribute to overcoming this.

Summary

5.20 Woolwich is functioning adequately as a centre, offering a range of retail and leisure uses to meet the needs of the local catchment population. A Sainsbury's supermarket, provides for the main food offer, but this store is quite small and dated. This is supplemented by Somerfield, Iceland, Lidl and a Marks & Spencer Food Hall. The town's convenience goods after will be enhanced with the provision of a modern Tesco superstore on the Love Lane site. The comparison offer largely consists of budget and mid-market retailers. Whilst vacancies are above average there is significant scope to improve and expand the retail provision in Woolwich as a result of new development in the pipeline and infrastructure improvements with both the DLR and Crossrail Stations.

Eltham

5.23 Eltham lies in the south of the Borough of Greenwich and is designated as a Major Centre in the adopted Greenwich UDP and the London Plan. The town is located in close proximity to several tourist attractions including Eltham Palace and the Green Chain Walk, but does not attract a high number of visitors. The University of Greenwich also has a large campus on the outskirts of the town centre. Eltham has an active Town Centre Partnership which is a community driven organisation run by major stakeholders in the town centre.

5.24 The town centre comprises a largely traditional style linear high street with the core retail frontage stretching along the gently sloping Eltham High Street from the junction with Court Yard and Well Hall Road in the west to Pound Place in the east. The UDP also designates fringe shopping frontage on the edge of the centre extending to Footscray Road and Wythfield Road.

Diversity of Uses

5.25 The most recent Experian Goad Category Report (February 2007) for Eltham identifies a total of 51,440 sqm ground floor floorspace for retail trade and services, comprising 231 units (Appendix 2b).

5.26 Overall, benchmarked against the Good national average for all centres, Eltham has a slightly above average comparison goods representation and a below average convenience goods representation. There is an above average representation of department and variety stores; catalogue showrooms; footwear; greeting cards and telephone and accessory shops. There is a below average representation of bookshops, carpet and flooring shops and music shops. The centre also has a weak representation of cafés, bars and restaurants and a general below average service representation.

5.27 Sainsbury's is the main foodstore in the town centre and appears to be trading very well. The store is located behind the main high street but is accessible for pedestrians from the High Street via St Mary's Place and there is a car park to the rear. The 2,695 sqm net store, opened in the late 1980s and has a deli, baker, butcher, fishmonger and a pharmacy. It does not sell any non-food products. Iceland is the only other foodstore in the town centre, although the Marks and Spencer store has foodhall. A monthly farmer's market has recently been set up for an initial period of three months. The market has more than 20 stalls and offers a wide range of locally produced products from the south east.

5.28 Eltham has a strong retailer representation with key national multiples including Marks & Spencer, Debenhams, Next, Woolworths and Boots. Allders and the Co-Op department store have both closed over the last six years and the small Debenhams is now the only department store in the centre.

5.29 Within the town centre there are also a number of non-retail uses including the Eltham Fitness Centre in Elm Terrace and a new public service centre, the Eltham Centre on Archery Road. The Eltham Centre opened in November 2007, replacing the former Eltham Pools, providing three swimming pools, a fitness centre, dance studio, healthy living centre, and improvements to the library, a café and a new branch of the Greenwich Community College.

Vacancies and Development Opportunities

5.30 Experian Goad identified 24 vacant units in Eltham (February 2007), equating to a vacancy rate of 10%. Fourteen of the vacant units are part of a development site at Grove Market Place, Court Road. The site has been purchased by a consortium called Eltham Renaissance and there are plans for redevelopment to provide a mix of commercial and residential units including a new health centre, restaurants and a foodstore. Without the Grove Market Place vacancies there were just ten vacant units in Eltham which equates to a vacancy rate of 4%. This is low level of vacancies which is a positive indicator for the centre.

5.31 Recent updates from the town centre manager indicate that the number of vacancies in Eltham is currently 12 units. Vacancies have therefore remained low over the past year.

5.32 There are currently a number of development sites in Eltham. Lidl is currently under construction on the site of the former Allders store on the High Street. The new Lidl store is programmed to open in late August 2008. The sale of the former Co-Op department is also close to being finalised and it should be occupied by a single comparison retailer. The Eltham Renaissance Group has also acquired the former sports bar at 56-62 Eltham High Street as part of the Grove Market Place development site and the former Eltham Baths have been sold to the London and Quadrant Housing Association.

Retailer Demand

5.33 Eltham has approximately 17 requirements from retail and leisure operators (Appendix 2b). These include six comparison retailers such as Body Shop, TJ Hughes and The Works, one convenience retailer; Farmfoods. There is also stated requirements from 10 service operators including several good quality café, bar and restaurant operators such as Ask, Zizzi, Pizza Express and Frankie and Benny's. This suggests that there is some potential to expand the daytime and evening eating provision and to create an 'evening economy'.

Financial Indicators

5.34 In 2007, Zone A rental levels were estimated at £807 per sqm and rents have risen in the last three years from £700 per sqm in 2005. Before this, rents had remained static since 2002. In July 2007 yields were 6.5% and had improved from previous levels of 7% in January 2006. Yields are currently at their lowest level since 2001 indicating that the centre is performing well and that there is increasing investor confidence in Eltham.

Accessibility and Pedestrian Flows

5.35 Eltham benefits from close links to the major road network. The town centre lies on the junction between the A210 and the A208 which links to the East Rochester Way (A2) to the north and the Sidcup Road (A20) to the south of the town centre. There are several car parks in the town centre, the largest is Sainsbury's with approximately 464 spaces. There is also a limited provision of short stay on-street car parking. Our discussions with the TCM revealed an overall shortage of parking, particularly long-stay provision.

5.36 Eltham has a PTAL level 5 indicating good accessibility by public transport. Eltham train station and bus interchange is located approximately 10 minutes walk from the town centre. Frequent train services connect the centre to central London and Kent. Bus services run to a range of other centres in South London.

5.37 The in-centre survey revealed 56% visitors travel less than 10 minutes to reach Eltham. The majority of visitors, 40% travel by bus, 32% travel by car and 27% walk.

5.38 Observations from our site visit revealed that the highest pedestrian flows were along the primary shopping frontage from Sainsbury's to McDonalds.

Environmental Quality

5.39 The majority of buildings in the town centre are two and three storeys with a mix of architectural styles. There are several unusual buildings such as the Church at the top of Well Hall Road and some half timbered buildings and interesting facades which add to the character of the built environment. There are also buildings which detract from character of the centre.

5.40 As with many of the other centres, traffic flows are heavy through the centre. There are several small pedestrianised areas and an area of seating along Passey Place. Overall, the centre is clean and well maintained.

Crime and Safety

5.41 Eltham benefits from a level of continual police presence which is supported by six strategically-positioned CCTV cameras and connections to a radio-link system operated by approximately 40 businesses (predominantly retailers) in the town centre. Discussions with the TCM revealed that overall customer safety in the town centre is good with the majority of all crimes reported largely linked to retail-related thefts from stores. The view of the police, based on local statistics for the area, is that the level of crime reported in the town centre is not significantly high.

Customer Views and Behaviour

5.42 An in-centre survey of 116 shoppers in Eltham was undertaken in November 2007. Shoppers were asked about their purpose and frequency of visits to Eltham as well as their views of the centre. The key findings were as follows:

- The majority of visitors are likely to spend between one and three hours in the centre;
- The main reasons for visiting the centre are for non-food (28%) and food shopping (27%);
- For daytime shopping, 36% visit the centre 2-3 times a week, 20% visit once a week and 18% visit everyday;
- There is a relatively weak evening economy as 85% visitors never undertake late night shopping, 72% never visit the centre for night time eating/drinking and 92% never visit to use leisure facilities in the evening;

5.43 When asked their views about Eltham, 33% visitors like that it is easily accessible from their homes, but 33% also disliked the poor range of comparison retailers on offer. Attracting larger retailers would potentially persuade 29% visitors to visit more often. Our discussions with the TCM revealed that despite some competition with nearby Bromley, overall the town centre is performing well to meet the everyday convenience and comparison needs of the surrounding area. Close proximity to Bluewater was not considered a threat to the centre as the offer is very different. The TCM considered the town's traditional character, good blend of multiple and independent retailers and the nearby Eltham Palace are key strengths of the centre, which support an overall healthy performance.

Summary

5.44 Overall Eltham is a vital and viable centre. It has a strong retailer representation, with a small Debenhams department store, a Marks & Spencer store, and a Sainsbury's superstore. The current offer is likely to be enhanced as new retail developments in the pipeline come forward and revitalise parts of the centre with vacancies. These include a new Lidl store on part of the former Allders department store. The increasing rents and falling yields in the centre highlight good investor confidence and the reported retailer requirements support the potential to increase the existing retail offer. There is also scope to extend the existing evening offer.

Greenwich

5.45 Greenwich lies in the north of the London Borough of Greenwich on the banks of the River Thames opposite the Isle of Dogs. It has a rich seafaring history with a number of historic landmarks such as the Old Royal Naval College, the National Maritime Museum, the Royal Observatory and the Cutty Sark. Greenwich was designated a World Heritage Site by UNESCO in 1997 and attracts over 6 million visitors a year[1].

5.46 Greenwich is effectively split into two centres; Greenwich West and Greenwich East, both designated as district centres in the Greenwich UDP (adopted 2006) and in the London Plan Greenwich West is designated as a district centre. The main shopping area (Greenwich West) is based around Greenwich Church Street, College Approach, Nelson Road, the High Road and the covered market. Approximately half a mile to the west of this area is Trafalgar Road, which is a local centre providing for the daily shopping needs of the surrounding resident population.

Diversity of Uses

5.47 The most recent Experian Goad Category Report (March 2006) for Greenwich (incorporating East and West Greenwich) identifies a total of 43,692 sqm ground floor floorspace for retail trade and services, comprising 329 units (Appendix 2a).

5.48 A more detailed analysis of the centre's composition suggest that Greenwich has a lower than average representation of clothing and footwear retailers but a high proportion of antique sellers, bookshops, art dealers and gift shops. Whilst there are very few national multiple retailers in Greenwich, the centre benefits from a more eclectic mix of independent and specialist retailers. The national multiples identified include two chemists (Boots and Superdrug) and a bookstore (Waterstones). There are no national multiple high street fashion and clothing multiple retailers in the centre, but a range of boutiques and the markets sell clothing and footwear.

5.49 Greenwich has a higher than average convenience provision which consists of various foodstores as well as local independent traders such as bakeries, grocers and delicatessens. Somerfield and Marks and Spencer Simply Food are the main foodstores in Greenwich West. Somerfield is located in a purpose built arcade along Greenwich High Street. Marks and Spencer is located close to the Cutty Sark DLR station.

5.50 Greenwich has three markets which contribute greatly to the vitality and viability of the main part of the centre. The covered market, also known as the arts and craft market is located in a covered arcade between Nelson Road and College Approach in the heart of the town centre. The market operates Thursdays to Sundays and is privately managed by Urban Space Management. There are approximately 145 stalls at the weekends with slightly less during the week.

5.51 The middle market is located adjacent to the railway line and is also know as the Village Market. The Village market has been running for nearly 20 years and sells an eclectic mix of antiques and gifts as well as organic food attracting visitors and tourists to the centre. The market operates on weekends and is also run by a private company. The only other market is the flea market which is located on a small site by the Picture House cinema. The in-centre survey revealed 74.1% visitors use the local markets.

5.52 Greenwich benefits from a number of other town centre uses which create footfall both during the day and in the evenings. As well as the tourist attractions of the Cutty Sark, Royal Observatory, National Maritime Museum and former Royal Naval College there are two hotels in the town centre, a good selection of quality cafés, restaurants and bars and a five screen Picturehouse cinema. There is also a large campus for the University of Greenwich in the heart of the town centre as well as a library and job centre.

5.53 In Greenwich East, there are three foodstores; Tesco Express, Iceland and a Co-Op, all located in close proximity to one another. Other multiple retailers in this part of the centre include Boots, Blockbuster and Ladbrokes. The centre comprises a linear development of local shops and services. The retail offer includes a post office, two chemists, a bakery and a selection of local newsagents and independent convenience foodstores. There is a noticeable number of service uses, particularly hair salons, fast-food takeaways, cafés and public houses. There are also four estate agents and other units offering a range of employment and insurance services. There is a large leisure centre and community centre, The Forum@Greenwich.

Vacancies and Development Opportunities

5.54 The proportion of vacant units in Greenwich is below the national average; 7% compared with an Experian national average of 10%. From our observations it would appear that the majority of vacancies are in Greenwich East. Although vacant units are always a concern, we consider that vacancies will begin to fall as several large residential sites are redeveloped in this area. There are a limited number of vacant units within West Greenwich and these are distributed throughout the centre.

5.55 There are several new residential schemes. In East Greenwich the former Greenwich District Hospital site on Vanbrugh Hill is being redeveloped by English Partnerships for approximately 650 residential units, a community centre with state of the art leisure, learning and healthcare facilities, a public square and new retail units fronting Woolwich Road. In West Greenwich, the Greenwich Reach East site has planning permission for a mixed use development including 980 residential units, some commercial retail space, restaurant/café/bars and a food store. The food store could potentially be a Waitrose store.

[1] http://www.greenwich.gov.uk

Retailer Demand

5.56 In April 2007 Greenwich had 37 retailer requirements, equating to a national rank order of 222nd. This is the highest number of requirements for the centres in Greenwich, and despite some modest fluctuations it has largely remained at this higher level in recent years.

5.57 The more detailed requirements for Greenwich include eleven comparison goods retailers such as Body Shop, Whistles, Habitat, TK Maxx and Sofa Workshop and 25 service operators including several quality café and restaurant operators such as Ask, Strada, Wagamama, Zizzi and La Tasca. There is only one convenience requirement from the bakers Morris Pasties, however this is not unusual as many of the major foodstores operators do not publish requirements for space because of the competition for sites.

Financial Indicators

5.58 Zone A rents have been static at £969 per sqm since 2002. The Valuation Office does not publish yield information for Greenwich.

Accessibility and Pedestrian Flows

5.59 Greenwich is well located in relation to the strategic road network. It is connected via the A206 to the M25 at Junction 1 (Dartford Crossing) and via the A102(M) with the South Circular Road and through the Blackwall Tunnel to the A13 and A11. There is limited car parking within the centre.

5.60 Greenwich has a Level 5 PTAL which indicates overall good accessibility by public transport. There are two train stations within West Greenwich; Greenwich Station provides overland train services to central London as well as DLR connections. The Cutty Sark station provides DLR services. Although East Greenwich does not have a train station, Maze Hill and Westcombe Park stations are both within walking distance. Local bus services run throughout both parts of the centre providing services north and south of the River Thames. There are also River Boat services from Greenwich Pier along the River Thames to Central London.

5.61 The in-centre survey revealed 36% customers walk to the centre, 20% travel by car, 18% travel by train and 15% use the bus. The majority of visitors (32%) travel less than 10 minutes to reach the centre.

5.62 Our on-site observations revealed that the busiest parts of the centre were in the streets surrounding the market along Greenwich Church Street, Nelson Road and College Approach. Pedestrian flows along the High Road were lower, although there were constant streams of people using Greenwich station. Pedestrian flows in Greenwich East were much lower.

Environmental Quality

5.63 The main part of Greenwich town centre is very attractive, it is clean and there are many unusual buildings with a mix of architectural styles including art deco and regency buildings which contribute to the character of the area as a historic maritime base. There are several new buildings in the town centre such as the Novotel and the Picturehouse, and these are sympathetic additions that do not detract from the character of the centre. Shop fascias are well maintained. The only area that is considered to detract from the character of the town centre is the purpose built arcade with Somerfield along Greenwich High Road. This infill development is dated and in need of redevelopment.

5.64 Greenwich East has a much more local feel; shop units are smaller with residential uses above. This part of the centre is also clean and well maintained, but some of the shop fascias would benefit from being upgraded, particularly towards the eastern end of the centre. The Forum@Greenwich in the middle of the centre provides an attractive landmark building and there is evidence of investment and improvements in this part of the centre.

Crime and Safety

5.65 Greenwich operates a system of 230 CCTV cameras Borough-wide and includes provision within both West and East Greenwich. In West Greenwich, the CCTV provision is complemented by the use of radio-links between approximately 25 businesses, the police and four PCSOs assigned to the centre. A further two PCSOs are assigned to East Greenwich. In an effort to deter alcohol-related crime, the streets of the town centre have been designated an Alcohol-Free Zone since 2005.

Customer Views and Behaviour

5.66 In order to understand the views and behaviour of visitors to West Greenwich town centre, an in-centre survey of 108 shoppers was undertaken in November 2007. The results are set out in Appendix 8.

5.67 Shoppers were asked about the frequency of their visits to the town centre and the reasons for their visit. The survey only identified 8% of visitors to Greenwich for tourism/sightseeing, either on holiday or on a day trip. However, this is because other tourists indicated a different main purpose for their visit such as shopping, browsing, visiting the market, etc rather than specifically sightseeing. Our analysis of the home location of survey respondents has indicated that 35% of respondents lived outside the Greenwich and Bexley survey area. Overall it is estimated that Greenwich has approximately 6 million tourist visits a year.

5.68 The results highlight that:

- The majority of visitors are likely to spend between one and three hours in the centre and spend between £6 and £10;
- The main reasons for visiting the centre are for food shopping (10%), work and business purposes (10%), tourism (8%) and socialising (8%);
- For shopping purposes, 19% visit the centre once a week, 10% visit everyday and 10% visit once every three months;
- 65% visitors never undertake late night shopping, 44% never visit the centre for night time eating/drinking and 75% never visit to use leisure facilities in the evening indicating a weak night time economy;
- For the purposes of undertaking cultural activities in the daytime, 13% visit once every six months, 11% visit once a year while 35% never visit Greenwich for this purpose.

5.69 When asked what they like/dislike about Greenwich, 24% visitors like the attractive environment and consider the town a nice place, 20% like the good range of shops and 55% disliked nothing about the centre. Overall, 24% revealed no particular types of improvements would persuade them to visit the centre more often, although 7% suggested the attraction of larger retailers. A better range of independent or specialist retailers and cleaner streets were also highlighted as beneficial improvements which would attract more frequent visits.

Summary

5.70 Overall the two centres which make up Greenwich appear to be vital and viable. Greenwich West largely comprises a quality offer which meets the needs of the local resident and business population, as well as visitors attracted by the established markets and other tourist attractions such as the Cutty Sark. The lower than average comparison offer in West Greenwich is countered by the unique offer of the markets and the role the centre plays as a destination for leisure-orientated forms of activity as opposed to a more typical shopping destination. East Greenwich performs more of a local centre role with a range of facilities on offer for the local community. Further improvements are anticipated in East Greenwich as planned new residential developments come forward and demand increases.

6. DISTRICT CENTRE HEALTHCHECKS

6.1 The section sets out the results of the healthchecks undertaken in the smaller centres in the Borough. These include the District Centres of Blackheath, Lee Green, Thamesmead and Plumstead High Street.

Blackheath

6.2 Blackheath is defined as a district centre and is located to the south east of Greenwich. It lies partly within the London Borough of Lewisham and partly within the London Borough of Greenwich. The Experian Goad Category Report (June 2005) identifies a total of 13,499 sqm gross of ground floor retail and service floorspace and 126 units in Blackheath (Appendix 2b).

6.3 There are a high number of convenience operators in Blackheath representing 14.3% of the centre's offer, which is significantly above the national average of 8.5%. The convenience offer includes two butchers, three bakeries, a greengrocer, a delicatessen and a collection of specialist food retailers and newsagents. There is also a Farmer's Market which operates on Sundays between 10am and 2pm in the station car park off Blackheath Village. The market comprises 23 stalls offering a broad selection of fresh food produce.

6.4 There is a below average number of comparison retailers representing 30.2% of the total retail provision. The comparison offer largely consists of independent retailers selling high quality and bespoke comparison goods. There are some multiple retailers in the centre including Phase Eight, Fat Face and Ryman Stationers. The centre has a good provision of service operators, particularly in the financial category. There are also a significant number of cafés and restaurants, both independent and multiples.

6.5 In October 2007, there were 23 retailer requirements for Blackheath, with almost half from food and drink operators. Multiple retailers such as The Body Shop, Country Casuals, David Clulow and Whistles are amongst those interested in the centre. Since registering their requirement, Whistles has taken over a unit on Montpelier Vale, which is currently being fitted out prior to opening. Farmfoods is the only requirement in the convenience category.

6.6 Prime Zone A rents in Blackheath have increased significantly since 2005 and presently, stand at £700 per sqm.

6.7 At the time of the Experian Goad Survey (June 2005), there were seven vacant units in Blackheath, equating to a vacancy rate of 5.6%, which is below the national average of 10%. In terms of retail floorspace, 4.9% of floorspace in Blackheath is vacant, compared to the national average of 7.95%.

6.8 Blackheath benefits from good accessibility. The centre is situated in close proximity to the A2 to the north and the A20 to the south. Blackheath train station is located in the southern part of the centre, off Blackheath Village, and has offers regular services to Central London, which is equivalent to a journey time of less than 30 minutes. There is a car park situated to the rear of the station, as well as on-street parking on Montpelier Vale, Royal Parade and Tranquil Vale. Traffic flows through the centre were high at the time of our site visit. There are pedestrian crossing facilities outside the station entrance and on the junction between Tranquil Vale and Montpelier Vale. There is also cycle parking facilities, many of which were in use at the time of the site visit. The centre has a PTAL at Level 4 indicating relatively good accessibility by public transport.

6.9 The centre benefits from a pleasant environment. The majority of the buildings and shop fronts are traditional and historic in character which adds to create a quaint 'village' charm. Wide pavements are regularly used for outdoor seating for the centre's cafés and restaurants. This complements the traditional character and overall vibrancy of the streets' activity. Pavements and street furniture appear well maintained and there is no evidence of graffiti or litter in the centre. At the time of our site visit pedestrian footfall was high, with a noticeable concentration of activity to the south of Tranquil Vale and Blackheath Village.

6.10 In our judgement Blackheath is a vital and viable centre. It provides a range of convenience goods with a number of specialist food retailers. Whilst it does not have a main foodstore to anchor its convenience offer, the provision is supplemented with specialist and bespoke comparison retailers and a diverse food and drink offer. Strong rental levels and a good number of stated retailer requirements are further indicators of a healthy centre.

Lee Green

6.11 Lee Green is situated in the western part of Greenwich Borough but is predominantly located within the boundaries of Lewisham. Lee Green is identified in both the Lewisham UDP (2004) and Greenwich UDP (2006) as a 'District Centre'. The centre is formed around the intersection between Lee High Road, Eltham Road, Lee Road and Burnt Ash Road.

6.12 An audit undertaken by GVA Grimley in November 2007 identifies a total of 82 units comprising retail and service businesses in Lee Green (Appendix 2b). Overall there is an average provision of convenience retailers, anchored by a 4,558 sqm net Sainsbury's store situated off Burnt Ash Road. The centre's convenience offer also comprises an Iceland, two independent general stores, an off licence and two newsagents.

6.13 Comparison retailers represent 24.4% of the centre's total offer, which is significantly below the national average of 36%. There are two chemists, two florists, a selection of homeware stores and two charity shops. There is a Woolworths in the Leegate Centre, but no major fashion or clothing retailers.

6.14 Service operators comprise 45.1% of all units which is consistent with the national average (45.5%). This provision is largely dominated by beauty salons, hairdressers and estate agents. There are 15 vacant units, six of which are situated within the Leegate Centre in the core retail frontage. This represents a vacancy level of 18.3% which is almost double the national average of 9.8%. There are presently no retail requirements in Lee Green.

6.15 Local agents estimate Prime Zone A rental levels in Lee Green are between £323 and £378 per sqm.

6.16 The concentration of vacant units around the Leegate Centre creates an unattractive environment in what should be the prime shopping area of the centre. However, a lack of maintenance and care for this largely pedestrianised part of the centre has led, in our judgement, to the decline of the overall shopping environment. Other parts of the centre suffer from a poor quality environment, with the exception of a small area on the corner of Burnt Ash Road and Eltham Road where recent investment has resulted in an area of public seating and new paving. Our site visit also identified that the environment around Sainsbury's is also of a better quality.

6.17 The centre has a PTAL grade 2-3 which is relatively poor and highlights some scope for improvement of public transport provision.

6.18 In our judgement the high number of vacant units and low quality environment throughout much of the centre combine to undermine the overall vitality of Lee Green. The Sainsbury foodstore represents a key anchor, which ensures the convenience needs of the local community are adequately met. There is a very limited comparison goods offer, but a range of service providers do meet the needs of the local community. Overall, we consider that the centre is in need of significant investment and refurbishment, particularly the Lee Gate Centre. This would also provide an opportunity to improve the existing retail offer and overall health of the centre.

Thamesmead

6.19 Thamesmead is situated in the north east of the London Borough of Greenwich, bounded by the River Thames to the north and the main road (A2041 - Central Way) to the south. It is a purpose built centre with a large Morrison's supermarket, as its anchor, along with some unit shops and the Cannon Retail Park. The Experian Goad Category Report (February, 2006) identifies a total of 23,198 sqm gross of ground floor floorspace for retail trade and services, comprising 35 units in Thamesmead (Appendix 2b).

6.20 The convenience offer includes three multiple foodstores (Morrisons, Aldi and Iceland) and one independent CTN operator. This represents 11.4% of total retail units in the centre which is above the national average of 8.54%. Morrisons is a large store with 4,722 sqm net floorspace and includes a deli, hot-food counter, fishmonger and butcher, as well as an in-store café and pharmacy. The store also sells a limited range of non-food goods and there are three internal units occupied by a dry cleaner, estate agent and travel agent. There is also a petrol station on site.

6.21 The comparison retail offer in Thamesmead is below average. Over half of the comparison retailers occupy larger units within the Cannon Retail Park, including Brantano, Carpetright, Peacocks, Wilkinson and Argos. The smaller units within the Thamesmead Shopping Centre are occupied by a range of comparison and service operators such as Superdrug, William Hill and Blockbuster. There is also an optician, two estate agents, two beauty salons, a selection of fast food outlets and a public house. There are just two vacant units situated within the small precinct and vacancies are therefore below the national average.

6.22 There are presently four requirements for retail floorspace in Thamesmead. These are from TK Maxx, Farmfoods Ltd, Better and Pizza Hut (UK) Ltd. There is no data available for rents and yields in Thamesmead. However, our discussions with local agents suggest that Prime Zone A rents are around £235 per sqm.

6.23 The centre of Thamesmead covers an extensive area, largely occupied by car parking. The overall quality of the built environment is good and the exterior of the various retail units are modern and well maintained. The smaller precinct is partly covered and offers a selection of street furniture arranged around two crossings over the canal and includes a small clock tower. All of these contribute to an interesting environment.

6.24 Thamesmead benefits from close proximity to the Western Way (A2016) south of the centre and links to the wider road network in the north Greenwich area. The centre is served by six bus routes which operate regular services to local destinations including Woolwich, Greenwich, Peckham, Bexleyheath and Erith. There is no rail station, although three bus routes (No. 177, 244 and 472) stop at nearby Plumstead and Woolwich Arsenal national rail stations and the No. 244 terminates at Abbey Wood national rail station. Despite this, the centre has a very low PTAL 1b.

6.25 Thamesmead represents a significant growth area which has seen substantial development in recent years. The last major residential site to be implemented on Thamesmead is Tripcock Point, which is identified by the London Plan as an Opportunity Area for the creation of 2,000 new homes. The Thamesmead Development Framework (September, 2003) outlines the regeneration and planning objectives for the site, and seeks to establish a new residential quarter with a substantial mixed use element on former marsh land to the west of Thamesmead District Centre. Outline planning consent was granted for the scheme, now known as 'Tamesis Point', in May 2006 and work on the site commenced in 2007. Whilst predominantly residential, the proposals include a mix of uses throughout the development with a concentration of cafés and restaurants at the eastern edge of the waterfront, close to the town centre. The development will also provide a range of community facilities including a leisure centre, health centre and a primary school.

6.26 In our judgement Thamesmead is a vital and viable retail centre. It has a strong convenience offer, some comparison retailers and a range of service providers. Vacancy levels are low and there are also some retailer requirements for representation in the centre.

Plumstead High Street

6.27 Plumstead High Street is situated in the north of the Borough approximately 1.6 km south east of Woolwich. The centre predominantly consists of a linear development along the main High Street and comprises 124 units occupied by retail and service businesses.

6.28 There are 19 convenience retailers in the centre representing 15.3% of the total offer, which is significantly above the 8.5% national average. The main anchor foodstores are the Somerfield supermarket on Plumstead High Street and a Co-op foodstore on Lakedale Road. In addition to this there are a selection of ethnic food and grocery stores, cash and carry's and off licences contributing to the convenience provision.

6.29 Comparison retailers occupy 24.2% of units which is below the UK average of 36%. The range of comparison goods on offer mainly comprises ethnic clothing, discount electronics and home furnishings. There is a small Woolworths with a poorly maintained exterior situated adjacent to the Somerfield on the High Street. The majority of retail units are independently operated and largely trading in ethnic or speciality goods. Plumstead has a high number of service operators with almost 50% of units in service uses. There is a particularly high representation of hair salons and fast food take-aways.

6.30 Plumstead High Street currently has 13 vacant units which is equivalent to a vacancy rate of 10%. This is broadly in line with the Experian Goad national average. There is no published data available for rents and yields in Plumstead High Street, although discussions with local agents suggest Prime Zone A rents between £215 - £235 per sqm and yields at 7%.

6.31 Plumstead High Street is a major road link between Woolwich and Erith. Plumstead station is situated to the west of the High Street, providing connections to the wider national rail network. The centre is served by eleven bus routes with regular services to nearby centres in the Greenwich and Bexley Boroughs and Central London. The centre has a PTAL grade 2-3. This is considered relatively poor and indicates that there is some scope for improvement.

6.32 At the time of our site visit, Plumstead High Street was busy both in terms of vehicular and pedestrian traffic. Traffic dominates the centre, although there is some provision of safe crossings for pedestrians and pavements are relatively wide. Overall, however, we consider that the pavements are in poor condition and there are no railings to further ensure pedestrian safety. Some effort has been made to create a more attractive environment in the form of hanging baskets and, at the time of our visit, Christmas lights on lampposts along a proportion of Plumstead High Street and Lakedale Road. Nevertheless, we found some level of graffiti, litter and general detritus, which we consider lowers the overall quality of the shopping environment.

6.33 There are no significant new retail developments in the pipeline for Plumstead, although planning consent was granted in June 2007 for a three-storey building comprising 10 flats and one retail unit at ground floor level on Plumstead High Street.

6.34 Our Audit found that Plumstead High Street specifically caters for the specialist needs of black and ethnic minority residents, as well as fulfilling the more standard role in providing for the everyday convenience shopping needs of the local catchment population. In this context, we consider that the centre is performing adequately, although the overall attractiveness of the environment and the range of retail goods on offer could be improved.

Summary

6.35 In accordance with the key performance indicators set out in PPS6, our audits indicate that the District Centres in Greenwich are, in general, all vital and viable. Each centre mainly performs the role of a convenient shopping location, anchored by a multiple operator, and meets the needs of the local resident population.

6.36 Blackheath is a niche centre, offering more specialist, quality goods and a pleasant, traditional environment.

6.37 Thamesmead has a strong main food shopping role, with the Morrison's superstore, supplemented by some comparison goods.

6.38 Whilst performing adequately, some further aesthetic improvements to Plumstead High Street would enhance the overall health of the centre, as would an improvement in the range of retail goods on offer.

6.39 Of all the centres, Lee Green poses the most concern, as the popularity of the Sainsbury's on Burnt Ash Road to some extent masks the less well-performing areas of the centre. There is a high concentration of vacant units in the Leegate Centre, the improvement of which should be viewed as a high priority.

7 OTHER RETAIL PROVISION

7.1 This section sets out our assessment of the provision of neighbourhood and local centres across the Borough and whether there are any identifiable ‘gaps’ in provision. It also provides an overview of out-of-centre retail provision to help identify the location, scale, type and quality of provision and the potential competition with the main town centres.

Neighbourhood and Local Centres

7.2 There are there are seven Local Centres and 32 Parades in the Borough (Plan 15). The centres are all primarily small with convenience outlets and a number of other services such as takeaways.

7.3 We have undertaken a desk based ‘gap analysis’ of the Local and Neighbourhood Centres and Parades which involves mapping the walk/cycle catchment of each Local/Neighbourhood Centre in order to determine any significant areas of deficiency in local shopping provision. Plan 15 does not indicate any significant strategic gaps in provision. Where there are gaps some of these will be addressed by out of centre provision such as the superstores on the southern part of Greenwich peninsula or by corner shops/garage shops and others will be addressed as a result of forthcoming new development such as the new Gallions Reach neighbourhood parade in Thamesmead and the new local centre at Kidbrooke.

Out-of-Centre Provision

7.4 We have undertaken a qualitative review of out-of-centre retail provision for food and non-food shopping. The Household Telephone Survey identified the market share and attraction of the two main out-of-centre superstores in the Borough (Plan 17), as outlined below.

Sainsbury’s, Bugsby’s Way

7.5 The Sainsbury’s foodstore at Bugsby’s Way is the UK’s first ‘low-energy’ foodstore, which boasts an impressive and innovative structural design. The store opened in 1999 and has a net floorspace of 3,205 sqm (5,110 sqm gross). It is open seven days a week from 7:00am until Midnight (Monday), 24 hours (Tuesday to Friday), and Midnight until 10:00pm (Saturday). On Sunday the store opens at 11:00am and closes at 5:00pm. The store offers a wide range of food products and includes a deli, bakery, fish monger and butcher counters. There is also an in-store pharmacy and a Starbucks coffee shop. The curved glass roof projects natural light into the store and adds to create a more pleasant shopping environment. Overall the store is spacious and well organised and there are a total of 30 customer checkouts.

7.6 To the exterior of the store, there is a Sainsbury's petrol station which operates seven days a week on a 24 hour basis. There is surface level parking with 300 free parking spaces and additional provision for disabled customers. There are also eight parent and child parking spaces. The foodstore forms part of a larger retail and leisure complex, which includes B&Q, Comet, Odeon cinema and a selection of food outlets such as McDonalds, Pizza Hut, Nandos, Peninsula Chinese Restaurant and Shanghi Bar.

Asda, Bugsby's Way

7.7 The Asda foodstore on Bugsby's Way has a net floorspace of approximately 3,952 sqm (6,718 sqm gross). The store opened in 1984 and the exterior is somewhat dated. The store offers a wide range of food products and there is an in-store bakery, deli, hot food counter and a fish monger. Approximately 20% of the total sales area is dedicated to non-food goods which includes the George clothing range, electrical goods and appliances and homeware items. There are 27 checkouts. The store is open 24 hours from 7:30am on Monday until 10:00pm on Saturday. On Sunday, the store opens at 11:00am and closes at 5:00pm. There is free customer parking and a petrol station. The store is positioned between the Greenwich Peninsula Retail Park and Greenwich Shopping Park.

Discount Foodstores

7.8 The Borough has two out-of-centre discount foodstores. The Lidl at Eynsham Drive is located in close proximity to Eynsham Drive Neighbourhood Parade in the North East of the Borough. The store is open seven days a week between 8:00am and 10:00pm Monday to Saturday and 10:00am until 4:00pm on Sunday. Consistent with the standard Lidl discount convenience offer, the store includes a range of food goods and a limited range of non-food products such as clothing and homeware items. The Lidl at Brocklebank Road is situated opposite the Asda foodstore on Bugsby's Way. The store is open seven days a week between 8:00am and 8:00pm Monday to Saturday and 10:00am until 4:00pm on Sunday.

Out-of-Centre Retail Warehouses

7.9 Our assessment of the Borough has identified a high level of out-of-centre retail warehouse provision with a particular concentration to the north of the Greenwich in close proximity to Charlton (Plan 18). The retail parks in the Charlton area include:

- Bugsbys Way Retail Park (Dreams, Allied Carpets, Land of Leather);
- Greenwich Shopping Park (Sports World, River Island, H&M, Clarks, Next, Boots, HMV, JD Sports, Thomson, WH Smith and Outfit);
- Peninsula Retail Park (Car Phone Warehouse, TK Maxx, JJB Sports, Staples, Pets at Home and Argos).

7.10 The Meridian Trading Estate includes Topps Tiles, Magnet and Howden amongst others as well as free-standing stores, Matalan, Makro and Wickes. We have combined the above retail floorspace in our assessment under the broad reference to Bugsby's Way Retail Parks.

7.11 Additional retail warehouse provision in the Charlton area is divided into two further areas. The B&Q and a Comet adjacent to the Sainsbury's on Horn Lane is one and Stonelake Retail Park (MFI, Harveys, PC World, Carpetright and Currys) on Woolwich Road represents the second.

7.12 Other retail parks/free-standing stores in the Borough include:

- Blackheath Retail Park, Blackheath Road (Pets at Home and Wickes);
- Westhorne Avenue, Eltham (Maplin and Topps Tiles);
- B&Q Mini Warehouse, Eltham; and
- Focus, Plumstead.

7.13 We have also reviewed the proposals for new out-of-centre retail provision in the pipeline. There is planning permission for 2,500 sqm of retail floorspace at Tripcock Point, Thamesmead.

Summary

7.14 Our assessment has identified two out of centre foodstores in North Greenwich. There is a more significant provision of out-of-centre comparison goods retailing and the majority of this is concentrated in the retail parks located at Greenwich Peninsula/Charlton.

8 QUANTITATIVE NEED ASSESSMENT: BASELINE

8.1 In this section we estimate the current performance of the Borough's retail provision, as a basis for forecasting the capacity for additional retail floorspace in the period to 2027. The capacity tables accompanying this assessment are attached in Appendices 4 and 5.

8.2 We have used a conventional and widely accepted step-by-step methodology, consistent with best practice, which draws upon the results of the household telephone survey of existing shopping patterns and the bespoke in-centre surveys to model the existing flows of available expenditure to different retail destinations. To develop the baseline position, we have:-

- Calculated the total amount of convenience and comparison goods expenditure which is available within the postcode areas comprising the Greenwich and Bexley survey area;
- Allocated the available expenditure to the convenience and comparison goods shopping destinations, on the basis of the household telephone survey of shopping patterns, so as to provide estimates of current sales and forecasts of future sales;
- Compared the total expenditure attracted to each shopping destination with current retail floorspace to assess sales densities in each shopping destination.

8.3 Building on the baseline position, we have explored the capacity for further convenience and comparison goods retail floorspace within the Borough. We have looked at global capacity as well as capacity arising in the Borough's sub-regions as shown on Plan 14.

8.4 Section 10 develops the quantitative model further to test of series of growth scenarios. Scenario testing is encouraged through current best practice to allow local authorities to plan positively in response to changing economic circumstances over forthcoming LDF periods.

Data Inputs

i) Survey Area and Household Survey

8.5 In order to provide detailed factual baseline information on shopping patterns in both Boroughs, we commissioned a new household telephone survey covering 1,500 households. GVA Grimley designed the survey questionnaire in consultation with Council Officers and NEMs – who undertook interviewing and data processing. The survey area is illustrated on Plan 2.

8.6 The survey results identify shopping habits of households for both convenience and comparison goods. Where necessary, the survey results have been re-based to remove certain responses, such as 'internet/mail order shopping', to ensure consistency with categories excluded in the expenditure projections. For convenience goods, the household telephone survey included questions on main food and top-up food shopping. The results of the two types of food expenditure were then merged through the application of a weight, which reflects the estimated proportion of expenditure accounted for by each type. For food we use a 75%/25% main to top-up food weighting, which is widely accepted and used in retail planning studies. This forms a composite pattern of convenience spending, expressed as a market share for each destination centre or foodstore, for each survey zone.

8.7 The survey also includes six questions on specific comparison goods types, which coincide with Experian Business Strategies definitions of comparison goods expenditure. The retail and needs modelling exercise uses the weighted averages of the household survey responses for each goods type based on the proportion of per capita expenditure on that goods type. This process establishes the pattern of spending for residents of each zone in terms of the following types of goods:-

- Clothes and shoes;
- Furniture, floor coverings and household textiles;
- DIY and decorating goods;
- Domestic electrical appliances;
- TV, hi-fi, radio etc ; and
- Personal, luxury goods and recreational goods.

ii) Internet Sales/E-tailing

8.8 For the purposes of the quantitative capacity forecasting, we have deducted Special Forms of Trading (SFT), which includes mail order and internet based sales, from expenditure per capita figures for convenience and comparison goods. We consider that the proportion of expenditure accounted for by SFT will increase over the period 2007 to 2027, based on Experian Business Strategies research into Internet sales. For convenience goods, they forecast a rise in this sector from 1.85% in 2005 to 3.5% by 2017 remaining at this level until 2027 (Table 2, Appendix 4) and for comparison goods they forecast a rise from 6.3% in 2005 to 12.4% by 2017 remaining at this level until 2027 (Table 2, Appendix 5).

8.9 We have not undertaken scenario testing to assess the potential impact of the growth of e-tailing on the capacity for new convenience and comparison goods floorspace. We recommend that strategies for town centres should focus on enhancement, the mix of uses and overall visitor experience to compete effectively with the growing competition of the internet. It is difficult to predict the future, but at present investor confidence in town centres is strong. We nevertheless acknowledge that the capacity figures outlined throughout the remainder of this section, and in Section 10, could decline marginally as a consequence of the growth in internet sales. We therefore recommend that local authorities should follow the recommendations set out in PPS6, and update the evidence base and forecasting in the latter part of the LDF to take on board more detailed research evidence on the subject of SFT.

iii) Estimates of Population in the Survey Area

8.10 To establish the baseline at 2007, population estimates were prepared for each survey zone from the Experian E-marketer system. This provides estimates of population based on trend-line projections and the 2001 census for small, localised areas.

8.11 The population projections for the survey zones were then taken from the GLA 2007 Round Demographic Projections. These set out population projections for each of the wards in each Borough between 2001 and 2031. We have translated the wards into the survey zones used in the Retail Study to estimate the population in each of the test years for each survey zone. As the survey zones and ward boundaries do not directly correspond we have used growth rates rather than the actual figures. The growth rates were applied to the Experian baseline position at 2012, 2017, 2022 and 2027. It should be noted that the survey zones covering the Boroughs do not exactly match the Borough boundaries as the survey zones are made up of postcode sectors. As such the population estimates and projections for each Borough do not exactly reflect Borough/GLA figures.

8.12 The population of the survey area is currently 787,083. It is forecast to grow to 814,752 by 2012, 850,761 by 2017, 876,671 by 2022 and 893,305 by 2027 (Table 1, Appendix 4 and 5). Overall, population is forecast to grow by 13.5% between 2007 and 2027 across the entire survey area.

iv) Available Expenditure in the Survey Area

8.13 The Experian E-Marketer System provides estimates of the per capita expenditure for convenience and comparison goods in 2005 prices. As outlined above we have made deductions for special forms of trading. We have applied individual per capita expenditure figures across each survey zone to provide a more detailed understanding of available expenditure in different parts of the catchment area.

8.14 In terms of expenditure growth, we have drawn on convenience and comparison goods growth rates provided by Experian Business Strategies. These indicate that more growth will take place on comparison goods as opposed to convenience goods; This is because the scope to purchase more food is more limited than the scope to purchase non-food goods. Experian Business Strategies estimate a convenience goods growth rate of 0.7% per annum and a comparison goods growth rate of 3.8% per annum. We have generated expenditure by zone to highlight variations across the survey area (Table 2, Appendix 4 and Table 2, Appendix 5).

8.15 Please note that Experian Business Strategies have recently issued revised growth rates, which we are in the process of verifying. These indicate a convenience goods growth rate of 0.8% and a comparison goods growth rate of 3.5%.

8.16 Table 3, Appendix 4, applies per capita convenience goods expenditure within each zone to population forecasts. This shows that total available convenience goods expenditure within the survey area is currently £1,239m. This is forecast to grow to £1,316m by 2012, £1,423m by 2017, £1,519m by 2022 and £1,601m by 2027, which represents an overall growth of approximately £362m (29%) between 2007 and 2027.

8.17 In terms of comparison goods, total available expenditure within the survey area is currently £2,243m, and is forecast to increase to £2,698m by 2012, £3,381m by 2017, £4,203m by 2022 and £5,152m by 2027. This equates to an overall growth of £2,909m (130%) between 2007 and 2027 (Table 3, Appendix 5).

v) Floorspace Data

8.18 The comparison and convenience floorspace data used in our modelling has been drawn from a range of data sources including the Institute of Grocery Distribution (IGD), the London Borough of Greenwich, the London Borough of Bexley, the Trevor Wood Retail Warehouse database and Experian Goad. Our floorspace assumptions for the foodstores include, where appropriate, an adjustment to identify the proportion of purely convenience goods floorspace. Most superstores include a proportion of non-food floorspace; and we have therefore adjusted the net floorspace to identify the proportion of sales space allocated for convenience goods. This accords with the expenditure data and the expenditure assumptions used.

Convenience Goods Assessment

8.19 Addressing each of the main town centres and out-of-centre destinations in the Borough, we have reviewed shopping patterns and the performance of existing convenience goods floorspace. Using the composite market shares derived from the household survey and baseline expenditure estimates, we have calculated the convenience goods turnover of the main convenience provision in each Borough.

8.20 The following analysis reviews the performance of foodstores by comparing each store with expected company average sales densities, in accordance with PPS6 (see Table 9.1 below). It is however important to recognise that the baseline turnover estimates for the foodstores in the Boroughs, as derived from the household survey, should be interpreted with care.

Table 9.1: Current Trading Performance of Convenience Floorspace in Greenwich

Centre	2007 Turnover (£000s)	Company Average Sales (£000s)
Woolwich	£30,776	£45,028
Eltham	£49,308	£38,875
Greenwich	£15,418	£15,614
Thamesmead	£51,731	£52,722
Lee Green	£51,400	£42,605
Blackheath	£9,619	£2,415
Plumstead	£2,484	£7,551
Out-of-Centre Stores	£101,821	£71,119
TOTAL GREENWICH	**£312,557**	**£275,929**

Source: GVA Capacity Modelling, Appendix 4.

i) Woolwich

8.21 In total we estimate that Woolwich has a town centre convenience goods turnover of £30.8m. If all stores in the town traded at company average levels, the turnover would be £45m. The convenience stores in Woolwich town centre are therefore trading below company average levels, implying that they are not performing as well as could be expected. However, we estimate that the Sainsbury's has a turnover of approximately £24.8m, which is higher than the company average turnover of £19m. Somerfield has a much lower turnover of approximately £1m compared to the company average turnover of £9.8m. It would also appear that the other stores in the town centre (Lidl, Iceland and smaller independent shops) are under trading. Woolwich draws most of its trade from Zone 1 as well as from Zones 3 and 9.

ii) Eltham

8.22 We estimate that Eltham has a town centre convenience goods turnover of £49.3m. If all stores in the town traded at company average levels, the turnover would be £38.9m. Sainsbury's is trading significantly above company average levels, with a turnover of approximately £37.8m compared to the company average of £27m. This is partly a result of its central location and the lack of any other major food retailer in the town centre, with the exception of Iceland and the Marks and Spencer food hall. Our qualitative analysis also revealed signs of over trading and it is clear that the store would benefit from being upgraded. Eltham draws the majority of its trade from Zone 2, but also attracts market shares from Zones 1, 3, 4, 9, 13 and 15.

iii) Greenwich

8.23 In total the foodstores in East and West Greenwich have a convenience goods turnover of £15.4m which is similar to what would be expected if the stores were trading at company average levels (£15.6m). The majority of Greenwich's trade comes from its immediate locality, Zone 1 and is mainly derived from top-up food shopping trips. Neither East nor West Greenwich has a major anchor foodstore above 500 sqm net. In West Greenwich, there are a high number of independent convenience retailers.

iv) Greenwich District Centres

8.24 We have also looked at the performance of the main foodstores in the Borough's district centres and our findings are summarised below.

8.25 **Thamesmead** has a town centre convenience goods turnover of £51.7m. If all stores in the centre traded at company average levels, the turnover would be £52.7m. Morrison's is the main foodstore in Thamesmead and is trading in line with company average levels. Aldi and Iceland are also trading at company average levels and overall the centre's convenience provision is performing adequately.

8.26 **Lee Green** has a town centre convenience goods turnover of £51.4m. If all stores traded at company average levels, the turnover would be £42.6m. We estimate that the Sainsbury's in Lee Green has a turnover of approximately £46.6m, which is higher than the company average for Sainsbury's of £39.6m indicating that the store is performing well.

8.27 **Blackheath** has a total town centre convenience goods turnover of £9.6m. If all stores traded at company average levels, the turnover would be £2.4m. The strong performance of Blackheath can be attributed to the large number of small specialist food retailers that are performing well, such as independent delicatessens, butchers and bakeries. The only named foodstore in Blackheath is the Costcutter store which did not attract any market shares in the household survey.

8.28 **Plumstead** has a town centre convenience goods turnover of £2.5m. If all stores traded at company average levels, the turnover would be £7.6m. Somerfield and the Co-Op are the main foodstores in Plumstead. From our analysis Somerfield is trading in line with company averages, however the Co-Op and other smaller, independent foodstores are significantly under trading and are not performing as well as expected. Whilst in part this is likely to be a reflection of the survey, which in our experience can generally overstate the role and attraction of main food shopping destinations, these stores are not performing as well as could be expected.

v) Greenwich Out-of-Centre Stores

8.29 The household telephone interview survey identified the use of three out-of-centre foodstores in the London Borough of Greenwich. These include Asda and Sainsbury's on Bugsby's Way and the Lidl at Abbey Wood. These stores have a combined convenience goods turnover of £101.8m. If these stores traded at company average levels, the turnover would be £71m. Both Asda and Sainsbury's are large stores and are trading strongly. The survey derived market shares indicate that the turnover of Asda is circa £12m higher than company average levels and the turnover of Sainsbury's about £17m higher.

Convenience Goods Capacity Forecasts

8.30 We have examined the capacity for further convenience goods floorspace at the global level for the Borough up to 2027 (incorporating interim years of 2012, 2017 and 2022). However, it should be noted that capacity forecasts become increasingly open to margins of error over time.

8.31 The forecasts for global capacity will enable the Boroughs to test alternative options for the spatial distribution of new development. By forecasting at the Borough level, each Borough can make informed policy choices about where that capacity should be met depending on a whole range of other considerations such as site availability. Capacity arising in a specific centre does not necessarily mean that the identified capacity should be met within that centre. A more appropriately located site in a nearby centre may encourage, for example, more sustainable travel patterns. We do, however, as requested in the brief, set out capacity by sub-area to indicate the general location of where need should be met in the first instance.

8.32 In terms of commitments coming forward in the future, we have considered the following schemes:

- Tesco, Woolwich
- New foodstore at Greenwich Reach East
- Lidl, Eltham
- Greenwich Peninsula

8.33 In order to translate residual convenience goods expenditure into floorspace, we have assumed that mainstream foodstore operators would aim to achieve average sales densities in the region of £10,000 per sqm net. This is at the lower end of company average sales densities for the main operators for example Sainsbury's currently has a sales density of £10,222 per sqm net, whereas Tesco has a sales density of £12,890 per sqm net. If a higher sales density was used the amount of floorspace capacity generated would be lower. As is our normal practice, we have not prepared low and high sales density capacity forecasts, rather we have focused on the capacity available to support main foodstores. The forecasts are therefore conservative; if smaller operators and discounters come forward the amount of capacity available would be greater as they have a lower sales density. For example Somerfield currently has a sales density of £5,391 per sqm net and Lidl £2,603 per sqm net.

8.34 Table 9.3 below illustrates global convenience goods capacity for the Borough. These figures are based on current market shares and take account of the commitments outlined above.

Table 9.3: Baseline Capacity Forecasts for Convenience Goods

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-6,331	-5,715	-5,492	-4,844
Eltham	2,152	3,103	4,009	4,936
Greenwich	1,646	3,489	4,876	4,642

Greenwich	**-2,532**	**877**	**3,393**	**4,734**

Source: GVA Capacity Modelling, Tables Appendix 4.

NB: the total capacity forecasts take account of the 'negative' capacity identified in some of the sub-areas due to the level of new commitments.

8.35 Baseline capacity forecasts indicate that there is limited convenience goods capacity in the short-term. This is as a result of development commitments coming forward particularly the new Tesco store in Woolwich. By 2017, the Borough could support around 877 sqm net of additional convenience goods floorspace, rising to 4,734 sqm net by 2027. Our sub-area analysis reveals that the majority of this capacity occurs in the Greenwich and Eltham sub-areas. This is largely as a result of the over trading of the out-of-centre stores in North Greenwich. Woolwich has no capacity as a result of the new Tesco store, but we anticipate that this store will attract an increased market share in order to support the committed floorspace. The clawback of trade to Woolwich could be such that further new floorspace could be supported. This is explored further in the scenario testing in Section 9.

Comparison Goods Assessment

Town Centre Floorspace

8.36 We have used the household telephone survey to estimate the market share of the largest town centres within the Borough; Woolwich, Eltham and Greenwich[2] (Appendix 5). The characteristics of the main catchment areas for these centres is described below:

i) Woolwich

8.37 Woolwich's core catchment is Zone 3 with a market share of 20%. Its secondary catchment is Zone 9 with a market share of 7% and Woolwich also attracts minimal market shares from Zones 1, 2, 5, 8 and 12 (Plan 6).

8.38 We have used our in-centre survey to investigate the proportion of people using Woolwich from beyond our telephone survey area. This identified that 13% of visitors to the town centre live outside of the telephone survey area (Plan 21). In order to estimate the total comparison goods turnover of Woolwich town centre we have therefore used the market shares from the household telephone interview survey to calculate the turnover from within the survey area and then allowed for a further 13% to account for inflow of expenditure from beyond the survey area.

8.39 Based on these shopping patterns, we estimate that Woolwich has a comparison goods turnover from the survey area of £56m in 2007. With an inflow of 13% from beyond the survey area this equates to a total town centre comparison turnover of £64.4m. We estimate that the existing shop floorspace of Woolwich town centre is 17,271 sqm net. Based upon the current level of turnover Woolwich therefore has a sales density of £3,729 per sqm net, which we consider is an adequate performance and reflects the role of Woolwich as a value-led, mid-range centre.

8.40 The turnover of Woolwich town centre is forecast to increase over the period to 2027 as a result of growth in population and expenditure. We estimate that turnover could reach £99m by 2017, rising to £120.7m by 2022 and £149.5m by 2027.

ii) Eltham

8.41 Eltham's core catchment is focused on Zone 2 with a market share of 21%. It also draws minimal market shares from zones 1, 3, 4, 5 and 14 (Plan 5). We also undertook an in-centre survey in Eltham and we have used the results to estimate the proportion of people using Eltham from beyond our telephone survey area at 3% (Plan 20).

8.42 Using the method described above we estimate the Eltham has a comparison goods turnover from the survey area of £63.3m in 2007. With an estimated inflow of 3%, this equates to a total town

[2] includes both East and West Greenwich

centre comparison turnover of £65.2m. We estimate that Eltham has an existing comparison floorspace of 14,614 sqm net and based upon the current level of turnover, Eltham therefore has a sales density of £4,461 per sqm net. We consider that this is an adequate performance.

8.43 The turnover of Eltham is also set to increase over the period to 2027. We estimate that turnover could reach £99.3m in 2017, rising to £126m in 2022 and £160m in 2027.

iii) Greenwich

8.44 Greenwich's core catchment is focused on Zones 1 and 3 with a market share of 5% and 6%. It also draws market shares from zones 2, 9, 10, 11 and 12 (Plan 4). The in-centre survey in Greenwich was used to estimate the numbers of tourists that visit the centre (Plan 19). In total, the survey revealed that 35% of people using the centre lived beyond the telephone survey area.

8.45 We estimate that Greenwich has a comparison goods turnover from the survey area of £40.4m in 2007. With an inflow of 35% due to its significant tourist and visitors attractions, we estimate it is achieving a total town centre comparison turnover of £62.2m. This may be an over estimate of the inflow as the in-centre survey also revealed that only 14% of non-food shoppers in Greenwich live beyond the telephone survey area. However, the sample size for non-food shoppers from the in-centre survey is too small to use as representative of the inflow and in practice people using the centre for activities other than non-food shopping, such as browsing, sight seeing, etc are also likely to purchase non food goods during their visit.

8.46 We estimate that Greenwich has an existing comparison floorspace of 5,338 sqm net and based upon the current level of turnover; Greenwich therefore has a sales density of £11,652 per sqm net. This is a very strong level of trading and we would question the robustness of this sales density for existing retailers in Greenwich. In practice not only could the turnover of Greenwich be reduced by a smaller inflow, the amount of comparison floorspace is also likely to be higher than our estimate. We have used figures taken from Experian and these do not adequately incorporate the market floorspace in Greenwich. We estimate that this could be circa. 1,000 sqm net which would reduce the sales density. For example with a lower inflow (14%) and a higher floorspace (6,338 sqm net) we estimate that Greenwich could have a turnover of £46.98m in 2007 and a sales density of £7,412 per sqm net.

Table 9.4: Current Trading Performance of Comparison Floorspace in Greenwich

Centre	Sales Density (£ per sqm net)	2007 Turnover (£000s)	2012 Turnover (£000s)	2017 Turnover (£000s)	2022 Turnover (£000s)	2027 Turnover (£000s)
Woolwich	£3,729	£64,404	£77,911	£99,303	£120,749	£149,523
Eltham	£4,461	£65,213	£77,860	£99,354	£125,847	£159,923
Greenwich	£11,652	£62,158	£77,345	£100,058	£125,760	£150,487

Source: GVA Capacity Modelling, Appendix 5.
Note: Includes Inflow Calculated from In-Centre Surveys.

Out-of-Centre Retail Warehouses

8.47 We have identified the market share drawn to the main clusters of retail warehouses within the Borough (Plan 18) as set out in the table below:

Table 9.5: Current Trading Performance of Retail Warehouses in Greenwich and Bexley

Retail Park	Total Turnover (2007, £m)	Company Average Sales
Blackheath Retail Park	£1,129	£7,011
Horn Lane, Greenwich	£18,035	£28,830
Bugsby's Way	£108,941	£66,754
Stonelake Retail Park	£27,198	£24,611
Westhorne Avenue, Eltham	£0	£1,823
B&Q, Eltham	£8,819	£6,403
Focus, Plumstead	£408	£4,257
TOTAL GREENWICH	**£164,530**	**£139,689**

Source: GVA Capacity Modelling, Appendix 5.

8.48 On the basis of current market shares, we estimate that retail warehousing in the Borough currently has a comparison goods turnover of £164.5m. Based upon an existing retail floorspace of approximately 46,508 sqm net, the results of the telephone survey suggest that collectively the units have a sales density of approximately £3,537 per sqm net. Our estimated company average sales density for the retail warehouse units combined is £3,004 per sqm net, indicating that the retail warehousing in the Borough is performing strongly.

Comparison Goods Capacity Forecasts

8.49 In assessing capacity for future comparison goods floorspace, we have assumed that the efficiency with which existing floorspace is being used will increase over time, and we have assumed an annual growth in existing sales per sqm net of 2%. Drawing on our experience elsewhere in similar sized and performing centres we have also assumed new floorspace should achieve sales of £5,500 per sqm net. We also forecast that this will grow by 2% per annum.

8.50 We have also factored in a number of commitments for comparison goods floorspace which will come forward in the future (see Table 14, Appendix 5), the largest of these (over 1,000 sqm) include the following:

- Tesco, Woolwich (Comparison goods floorspace);
- Greenwich Village West, Creekside;
- O2 Arena;
- Tripcock Point;
- Greenwich Millennium Village;
- Greenwich Peninsula;

Table 9.6: Future Comparison Goods Floorspace by Borough and sub- area (sqm net)

Borough / Sub-Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-4,235	-2,242	-733	1,263
Eltham	561	2,794	5,243	8,160
Greenwich	-8,569	-822	6,441	11,238
Greenwich (Global)	**-12,243**	**-270**	**10,950**	**20,661**

Source: GVA Capacity Modelling, Appendix 4.

NB: the total capacity forecasts take account of the 'negative' capacity identified for some of the sub-areas due to the level of new commitments.

8.51 Table 9.6 illustrates baseline capacity arising in the borough up to 2027. Baseline capacity forecasts indicate that there is a lack of comparison goods capacity in the Borough until 2022. This is as a result of development commitments coming forward particularly the new Tesco store in Woolwich, which will have a significant quantum of comparison goods floorspace as well as new comparison floorspace at the O2 Arena and Greenwich Peninsula.

8.52 By 2022, the Borough could support around 10,950 sqm net of additional comparison goods floorspace, rising to 20,661 sqm net by 2027. Our sub-area analysis reveals that the majority of this capacity occurs in the Greenwich and Eltham sub-areas. Woolwich sub-area has significantly less capacity as a result of the comparison element of the new Tesco store, the Warren/Royal Arsenal development in Woolwich and the Tripcock Point scheme at Thamesmead. These developments will however enhance market shares in both Woolwich and Thamesmead. The further clawback of trade to Woolwich could be such that further new floorspace could be supported. This is explored further in the scenario testing in Section 9.

Capacity for Café and Restaurant Uses

8.53 Given best practice towards vital and viable town centres, the growing trend towards mixed use town centre schemes and evident strong growth in expenditure in this sector, it is usual to assume that town centre comparison goods retail schemes will comprise circa 15% of leisure floorspace. Whilst this is a relatively crude assumption, it provides an indication of the level of A3/A4 floorspace which would be included in a new town centre scheme. We have not specifically examined the capacity for individual town centre schemes so the proportion of restaurant/café/bar floorspace that we have identified is only as a guide, based upon Borough-wide comparison goods capacity forecasts.

8.54 On this basis, Table 9.7 indicates the potential capacity for additional café and restaurant floorspace (Use Class A3/A4) for the borough over the forthcoming LDF period. The figures are based on the global capacity forecasts for comparison goods and indicate capacity for restaurants, bars and cafés and other similar leisure uses falling within Use Classes A3 and A4. The figures are over and above committed retail/town centre schemes.

Table 9.7: Leisure Floorspace Capacity (sqm net)

Borough/Sub-Area Capacity for Leisure A3/A4 Floorspace	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	N/A	N/A	N/A	189
Eltham	84	419	786	1,224
Greenwich	N/A	N/A	966	1,686
Greenwich (Global)	**N/A**	**N/A**	**1,643**	**3,099**

Summary

8.55 This section has estimated the current performance of the retail provision in the Borough. We have also used a conventional and widely accepted step-by-step methodology to forecast the capacity of additional convenience and comparison goods floorspace up to 2027, based on constant market shares over the forecast period. We have looked at global capacity as well as capacity arising in the Borough's sub-areas. We have also factored in commitments for new retail floorspace coming forward in the future.

8.56 In terms of convenience goods, Eltham, Lee Green, Blackheath and the out of centre stores are trading at above average levels, Woolwich and Plumstead at below average levels and Greenwich and Thamesmead broadly at average levels

8.57 In terms of comparison goods, Greenwich has a very strong performance. This reflects the unique role and function of the centre, with a specialist offer. The remaining centres are performing adequately for their size and more limited comparison goods role.

8.58 Baseline capacity forecasts indicate that there is limited convenience goods capacity in the short-term, however by 2017 the Borough could support around 877 sqm net of additional convenience goods floorspace, rising to 4,734 sqm net by 2027.

8.59 Our forecasts for comparison goods indicate that there is limited capacity in the Borough until 2022, as a result of development commitments coming forward. By 2022, the Borough could support around 10,950 sqm net of additional comparison goods floorspace, rising to 20,661 sqm net by 2027.

8.60 In terms of A3 and A4 uses, we assume 15% of comparison goods town centre schemes will comprise A3/A4 leisure floorspace. Based on our comparison goods capacity projections, we forecast capacity for an additional 1,643 sqm net restaurant/bar floorspace in the Borough by 2022, rising to 3,099 sqm net by 2027.

9 QUANTITATIVE NEED ASSESSMENT: SCENARIO TESTING

9.1 In this Section, we develop the baseline capacity assessment to test alternative scenarios. We have tested three different scenarios, examining variations in the capacity forecasts as a result of different population growth rates and the likely future effects of infrastructure improvements and new developments in Woolwich. In the remainder of this section, we first describe the scenarios in more detail; and second outline the implications for capacity in the Borough and the Borough sub-areas. Capacity modelling tables for each of the scenarios are set out in Appendix 6.

Scenarios

9.2 In summary we have considered the following scenarios:

- 1 Population growth from the Greenwich Annual Monitoring Review 2006/07.
- 2a Woolwich low growth scenario based upon a low increase in market share in the core Woolwich zone.
- 2b Woolwich high growth scenario based upon a higher increase in market share in the core Woolwich zone, other surrounding zones and an increase in the inflow from beyond the telephone survey area.

9.3 In Greenwich we have prepared a population growth scenario based upon the Council's Annual Monitoring Review (AMR) population projections. The AMR sets out the housing trajectory for the Borough between 2007 and 2017. This identifies sites with planning permission for new residential development and the number of units outstanding on each site. We have converted these into population forecasts on the basis of 2.3 persons per dwelling. The majority of new dwellings are in survey zone 1, the Greenwich area, in particular as part of the development of Greenwich peninsula. Some further new dwellings are also permitted in the Woolwich area (survey zone 3) and in the Thamesmead area (survey zone 9). As the AMR only identifies housing coming forward to 2017 we have not taken the capacity forecasts beyond this under this scenario.

9.4 Two further scenarios have been carried out to examine the likely implications for Woolwich of significant changes over the LDF period. As Table 10.1 summarizes there are two significant infrastructure improvements in the pipeline for Woolwich. A DLR station is currently under construction in the town centre and this will link Woolwich with the Docklands, to the north of the river. The station is due to open in 2009. Woolwich is also a proposed station on the Crossrail scheme. The station would be on a south east London branch, terminating at Abbey Wood. It is anticipated that Crossrail could be running by 2018 and Woolwich would therefore be linked directly with Docklands and Central London.

9.5 Woolwich also has a number of development proposals in the pipeline. The most significant of these, with planning permission is the Tesco scheme at Love Lane. These proposals involve the provision of a 12,200 sqm gross Tesco store, a range of small unit shops and A3 to A5 uses. It is anticipated that this store will be open by 2010. Other proposals in the pipeline for Woolwich include the development of the Hare Street/Powis Street, Triangle Site. It is anticipated that the redevelopment of this site would involve a range of unit shops and a large anchor store with potentially 20,000 sqm of additional retail floorspace.

Table 10.1 Woolwich Infrastructure Improvements and Development Pipeline

Scheme	Date
DLR	2009
Crossrail	2018
Tesco, Love Lane	2012
Hare Street/Powis Street, Triangle Site	2015

9.6 The combined effect of the infrastructure improvements and significant developments in Woolwich town centre should be to increase the market share of the town. Research by EDAW (A Crossrail Station in Woolwich: The Regeneration Case, EDAW, April 2006) indicates a range of effects as a result of transport schemes. They indicate that indirectly these schemes result in place making, enhancing the character of an area, attracting new investment and contributing to regeneration. The more direct effects include accessibility improvement with journey time savings and improved journey quality, employment effects with an extended labour market and a wider range of jobs as a result of improved accessibility and property market effects.

9.7 The expected effect on residential and commercial property markets appears variable both in scale, type and in the location of impact as well as over time. EDAW suggest that the combination of new available land and strategic transport schemes have the potential to bring about new development in terms of home, jobs and community development. Research into the socio-economic impacts of the DLR extension to Woolwich anticipated that it would widen the retail catchment of Woolwich town centre and increase the level of spend by removing the cross river barriers. Decreased journey times would make Woolwich a viable shopping destination for residents of the Royal Docks, although the scale of effect has been difficult to quantify.

9.8 Drawing on the results of the Household Telephone Interview Survey we estimate that Woolwich town centre currently attracts a 20% market share for comparison goods in survey zone 3. Other destinations which shoppers are using include Bexleyheath (12%), Greenwich (6%) and the North Greenwich retail parks (21%), 4% of shoppers also visit other specified destinations and so there is currently a 37% outflow of expenditure from the Woolwich zone. We anticipate that the proposed scale of improvements in Woolwich will enable some of this expenditure to be clawed back to support retail floorspace in Woolwich town centre.

9.9 Given the inherent of difficulty in quantifying the likely effects of the changes in Woolwich we have prepared the two possible growth scenarios. The first is a more conservative scenario with a modest increase of 5% in the market share of Woolwich in the core zone (zone 3) over the period 2017 to 2027. The market share in zone 3 therefore increases from 20% to 25% (a 25% uplift). The second scenario involves more significant growth in the market share of Woolwich. We anticipate a 20% increase in the market share of Woolwich over the period 2017 to 2027 in survey zone 3 (from 20% to 40%). This equates to a 100% uplift in market share. In survey zones 1, 8 and 9 we anticipate an increase from 2% to 4% in zones 1 and 8, and 7% to 14% in zone 9. We also anticipate a significant increase in the inflow of trade to Woolwich town centre from beyond the survey area with a 100% increase in this from 13% pre 2017 to 26% post 2017.

Convenience Goods Scenarios Capacity Forecasts

9.10 Full details of the convenience goods capacity forecasts for each scenario are set out in Appendix 6. Tables 10.2 and 10.3 below, summarise the implications of the population growth scenario in relation to the baseline capacity forecasts for convenience goods. As outlined in Section 9, the baseline forecasts indicate some convenience goods capacity arising the Borough in the longer term. As a result of the AMR population growth scenario, this capacity is increased in the short term.

9.11 The AMR population forecasts, anticipate significant growth in the Borough between 2007 and 2017. As a result by 2017 there would be sufficient capacity to support an additional 4,584 sqm net of convenience goods floorspace. The majority of this floorspace capacity arises in the Greenwich sub-area. Whilst some capacity is forecast for the Eltham sub area there is no capacity in the Woolwich sub-area as a result of developments in the pipeline.

Table 10.2 Greenwich Baseline Capacity Forecasts for Convenience Goods

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-6,331	-5,715	-5,492	-4,844
Eltham	2,152	3,103	4,009	4,936
Greenwich	1,646	3,489	4,876	4,642
Greenwich	**-2,532**	**877**	**3,393**	**4,734**

Table 10.3 Greenwich Population growth from the Greenwich Annual Monitoring Review

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-5,435	-4,661	n/a	n/a
Eltham	2,268	3,243	n/a	n/a
Greenwich	3,940	6,002	n/a	n/a
Greenwich	**773**	**4,584**	n/a	n/a

Comparison Scenario Capacity Forecasts Goods

9.12 Full details of the comparison goods capacity forecasts for each scenario are set out in Appendix 6. Tables 10.10 and 10.11 summarise the implications of the AMR population growth scenario in relation to the baseline capacity forecasts for comparison goods. As outlined in Section 9, the borough has some capacity for additional comparison goods floorspace in the longer term (by 2022). Under the AMR population growth scenario, the capacity for additional comparison goods floorspace arises earlier. We estimate that by 2017 there could be capacity for 4,401 sqm net comparison goods floorspace in the Borough. The majority of this is in the Greenwich and Eltham sub-areas, whereas the Woolwich sub-area has no capacity.

9.13 In examining the scenarios for the growth of Woolwich, the low growth scenario, based upon a 5% increase in the market share of Woolwich in its core zone generates some capacity to support additional comparison goods floorspace beyond 2017. We estimate that in 2017 there would be capacity for just a further 93 sqm net of additional comparison goods floorspace. This would increase to 1,807 sqm net by 2022 and 4,133 sqm net by 2027. Overall this would not be sufficient floorspace to support a significant new scheme in Woolwich Town Centre.

9.14 Our consideration of a high growth scenario for Woolwich identifies considerable comparison goods capacity in the period beyond 2017. We estimate that in 2017 there could be capacity to support an additional 2,733 sqm net of additional comparison goods floorspace, this would increase to 9,654 sqm net by 2022 and 22,322 sqm net by 2027. This amount of comparison goods capacity could support a fairly significant quantum of new development in Woolwich Town Centre in the longer term, if higher market shares and a greater inflow of trade can be achieved.

Table 10.10 Greenwich Baseline Capacity Forecasts

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-4,235	2,242	-733	1,263
Eltham	561	2,794	5,243	8,160
Greenwich	-8,569	-822	6,441	11,238
Greenwich	**-12,243**	**-270**	**10,950**	**20,661**

Table 10.11 Greenwich Population growth from the Greenwich Annual Monitoring Review

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich	-2,974	-795	n/a	n/a
Eltham	687	2,958	n/a	n/a
Greenwich	-6,074	2,238	n/a	n/a
Greenwich	**-8,360**	**4,401**	n/a	n/a

Table 10.12 Greenwich Woolwich growth scenarios

Borough/Sub Area	2012 (sqm net)	2017 (sqm net)	2022 (sqm net)	2027 (sqm net)
Woolwich - low	**-**	**93**	**1,807**	**4,133**
Woolwich - high	**-**	**2,733**	**9,654**	**22,322**

Summary

9.15 In this section we have examined the implications of three different scenarios on the baseline capacity assessment. The scenarios include one population growth scenario and two Woolwich growth scenarios. As a result of the scenario testing we have generated a range of capacity forecasts for convenience and comparison goods for the Borough.

9.16 The forecast convenience goods capacity ranges from 877 sqm net (baseline) to 4,584 sqm net (AMR population growth scenario) in 2017. The majority of this capacity is generated in the Greenwich sub area, with some capacity also arising in the Eltham sub area. There is no convenience capacity in the Woolwich sub area, because of development commitments currently coming forward. However, the clawback of trade to Woolwich could be such that further new floorspace could be supported.

9.17 The scenario testing for comparison goods identifies some scope for comparison goods floorspace by 2017 with AMR population growth (4,401 sqm net). The majority of this capacity arises in the Greenwich and Eltham sub areas. The Woolwich growth scenarios anticipate potential comparison goods capacity of between 4,133 sqm net and 22,322 sqm net by 2027.

9.18 The capacity forecasts indicate considerable amounts of convenience and comparison goods floorspace could be supported in the Borough in the future. In the final section of this report we provide a series of recommendations on the need for this capacity to be utilised to support new floorspace.

10 CONCLUSIONS AND RECOMMENDATIONS

10.1 GVA Grimley was instructed by Greenwich and Bexley Councils to undertake a Retail Capacity Study to inform retail planning in accordance with guidance set out in Planning Policy Statement 6 (PPS6): Planning for Town Centres. Based upon our research, analysis and overall findings this Study identifies the performance of centres and the need for retail floorspace to 2027. In this Section we summarise our findings and provide strategic recommendations for the Borough.

Context

10.2 National planning policy guidance provides the framework for developing Development Plan shopping policies, which are tailored to the specific circumstances of Greenwich. The overarching policy thrust is to sustain and enhance the vitality and viability of existing centres, wherever possible, and to plan positively.

10.3 The London Plan seeks to create a balanced network of vital and viable town centres, with appropriate levels of development depending on the centre's role within the network and its catchment. Greenwich is recognised in the South East London Sub-region and include Opportunity Areas intended for intense growth. As such, there are significant opportunities for additional retail provision to ensure town centre capacity can accommodate increased demand.

10.4 The GLA 'London Wide Comparison and Convenience Goods Floorspace Needs Assessment' identifies some comparison goods floorspace capacity in the Borough by 2016, but no convenience goods capacity, rather an oversupply of floorspace as a result of new developments in the pipeline. In accordance with national guidance and GLA recommendations, this Study has been commissioned to help inform policy and decision making at the local level over the forthcoming LDF period.

10.5 The local policy context seeks to improve and enhance the Major Centres in the Borough to ensure they meet the needs of growing demand. The UDP supports new retail development in accordance with the Town Centre hierarchy and includes policies tailored to the needs of specific centres. Other centres within the Borough are to be promoted and enhanced, with development to be consistent with the role and function of each centre.

10.6 National retail trends indicate a continued growth in incomes and expenditure, albeit not at such strong levels as in the last 15-20 years. The growth in expenditure is focused on comparison goods with virtually no increase in convenience goods expenditure.

10.7 Increased car ownership has resulted in greater household mobility and therefore the choices for shopping centres to visit and the distances that can be travelled are much greater. Internet shopping has grown phenomenally in the last few years and looks set to continue in certain sectors.

10.8 The foodstore operators have continued to evolve their formats and offer. With restrictions on out-of-centre stores growing, and changing socio-economic trends, several large operators have returned to the High Street with small convenience stores. Operators are also seeking to extend their comparison goods offer, turning stores into variety or mini department stores. This trend in out-of-centre locations could pose a threat to smaller centres, where the large out-of-centre stores become one stop shopping destinations negating trips to the town centres.

10.9 There has been a continued polarisation towards larger centres and the provision of larger stores in these larger centres. Where smaller centres have been unable to diversify their offer or create niche markets they have suffered. The focus on urban renewal has increased demand for town centre sites for a wider range of land uses.

10.10 The household telephone survey has identified London (West End), Bluewater, Bromley, Lakeside, Canary Wharf, Lewisham, Dartford and Orpington as the main competing centres with Bexleyheath, Eltham, Woolwich and Greenwich. It is clear the London (West End) and Bluewater are the most dominant centres. Bromley is also dominant and likely to increase its present position as new retail developments in the pipeline come forward. Lewisham and Dartford presently have less influence over shopping patterns although new retail developments will have some localised impacts on the corresponding Boroughs of Greenwich and Bexley.

Qualitative Healthcheck Assessment

10.11 Woolwich is functioning adequately offering a range of retail and leisure uses to meet the needs of the local catchment population. A Sainsburys supermarket, provides for the main food offer, but this store is quite small and dated. This is supplemented by Somerfield, Iceland, Lidl and a Marks & Spencer Food Hall. The convenience goods offer will be enhanced with the provision of a modern Tesco superstore on the Love Lane site. The comparison offer largely consists of budget and mid market retailers. Whilst vacancies are above average this is in part as a result of development proposals in the pipeline. There is significant scope to improve and expand the retail provision in Woolwich as a result of developments and infrastructure improvements with both the DLR and Crossrail Stations.

10.12 Eltham is a vital and viable centre. It has a strong retailer representation, with a small Debenhams department store, a Marks & Spencer store and a Sainsburys superstore. The current offer is likely to be enhanced as new retail developments in the pipeline come forward and revitalise parts of the centre with vacancies. These include a new Lidl store on part of the former Allders department store. The increasing rents and falling yields in the centre highlight good investor confidence and the reported retailer requirements support the potential to increase the existing retail offer. There is also scope to extend the existing evening offer.

10.13 The two centres which make up Greenwich appear to be vital and viable. Greenwich West largely comprises a quality offer which meets the needs of the local resident and business population as well as visitors attracted by the established markets and other tourist attractions such as the National Maritime Museum. West Greenwich has a unique offer of specialised shopping and markets and it plays more of a role as a destination for leisure-orientated forms of activity as opposed to a typical shopping destination. East Greenwich performs more of a local centre role with a range of facilities on offer for the local community. Further improvements are anticipated in East Greenwich as planned new residential developments come forward and demand increases.

10.14 In accordance with the indicators set out in PPS6, we consider the District Centres in Greenwich are, in general, all vital and viable and in adequate health. Each centre performs the role of a convenient shopping location which meets the needs of the local resident population.

10.15 Blackheath is a niche centre, offering more specialist, quality goods and a pleasant, traditional environment. Thamesmead has a strong main food shopping role, anchored by a Morrison's superstore and supplemented by some comparison goods stores. Whilst performing adequately, some further aesthetic improvements to Plumstead High Street would enhance the overall health of the centre. Of all the centres, Lee Green poses the most concern as the popularity of the Sainsbury's on Burnt Ash Road to some extent masks the less well-performing areas of the centre. There is also a high concentration of vacant units in the Leegate Centre, the improvement of which should be viewed as a high priority.

10.16 Our review of Greenwich has revealed a limited out of centre convenience store provision, with just two main food stores in North Greenwich. There is a more significant amount of out-of-centre comparison provision. The majority of this is concentrated in the retail parks located at Greenwich Peninsula/Charlton.

Quantitative Need Assessment

10.17 We have estimated the current performance of the retail provision in Greenwich. We have also forecast the capacity for additional convenience and comparison goods floorspace up to 2027. We have looked at global capacity for the Borough as well as capacity arising in the Borough's sub-areas. We have factored in commitments for new retail floorspace coming forward in the future to produce a robust baseline position.

10.18 In terms of the convenience goods performance, Eltham, Lee Green, Blackheath and the out of centre stores are trading at above average levels, Woolwich and Plumstead at below average levels and Greenwich and Thamesmead broadly at average levels.

10.19 In terms of comparison goods, Greenwich has a very strong performance. This reflects the unique role and function of the centre, with a specialist offer. The remaining centres are performing adequately for their size and more limited comparison goods role.

10.20 The baseline capacity forecasts indicate that there is limited convenience goods capacity in the short-term. By 2017 the Borough could support around 877 sqm net of additional convenience goods floorspace, rising to 4,734 sqm net by 2027.

10.21 Our baseline forecasts for comparison goods indicate that there is limited capacity in the Borough until 2022, as a result of development commitments coming forward. By 2022, the Borough could support around 10,950 sqm net of additional comparison goods floorspace, rising to 20,661 sqm net by 2027.

10.22 We have examined the implications of three different growth scenarios on the baseline capacity assessment. The scenarios include one population growth scenario and two Woolwich growth scenarios. As a result of the scenario testing we have generated a range of capacity forecasts for convenience and comparison goods in the Borough.

10.23 The scenario testing produces convenience goods capacity forecasts ranging from 877 sqm net (baseline) to 4,584 sqm net (AMR population growth scenario) in 2017. The majority of this capacity is generated in the Greenwich sub area, with some capacity also arising in the Eltham sub area. There is no convenience capacity in the Woolwich sub area, because of development commitments currently coming forward.

10.24 The scenario testing for comparison goods identifies the scope for 4,401 sqm net of additional floorspace by 2017. The majority of this capacity arises in the Greenwich and Eltham sub areas. The Woolwich growth scenarios anticipate potential comparison goods capacity of between 4,133 sqm net and 22,322 sqm net by 2027.

Retail Capacity Study Strategy

Woolwich

10.25 Although Woolwich currently lacks a large modern convenience superstore, this will be addressed by the new Tesco scheme on Love Lane. Once this scheme opens Woolwich will need to consolidate its convenience and comparison goods offer and go through a settling down. The introduction of this store may result in the closure of some of the smaller and poorer performing convenience stores in the centre, such as Somerfield. Whilst there is no overriding need for additional convenience goods floorspace over and above the Tesco store, there could be scope to widen the convenience goods offer over time to meet the needs of new residents, for example with the introduction of more quality food retailers.

10.26 On the basis of current market shares there is little scope for additional comparison goods floorspace in Woolwich. The infrastructure improvements with both the DLR and Crossrail and the new development already taking place have the potential to increase the market share of the centre and the inflow of trade from beyond the current catchment area. The scenario testing has indicated that if significant uplift in market share can be achieved it would result in capacity to support significant amounts of new comparison goods floorspace in the longer term.

Eltham

10.27 In Eltham the new Lidl store will broaden the convenience goods offer beyond the Sainsbury store and a Marks and Spencer Foodhall. There could however, still be further scope for improvement. Eltham could broaden the affordable food offer and/or the more mainstream convenience provision, either with an extension or replacement of the existing Sainsburys store or a new more modern, larger store.

10.28 There is not an over riding need for further comparison goods provision as Eltham already has a good comparison offer. There is however, some quantitative capacity to support additional floorspace, if infill and smaller scale developments come forward over the LDF period. This could widen the choice of comparison goods.

Greenwich

10.29 There is not an overriding need for further convenience goods provision in either West or East Greenwich, however neither centre has a modern convenience superstore. The provision of a new foodstore as part of the Greenwich Reach development will expand the convenience offer, as will additional provision at Greenwich Peninsula. As a result capacity for a new convenience goods store is unlikely to arise until 2022. Any capacity arising will need to be met in one of the existing centres, however, a key issue will be the availability of sites, particularly in the historic centre of West Greenwich.

10.30 The need for additional comparison goods provision arises from the lack of mainstream comparison shopping facilities in Greenwich. Whilst West Greenwich has a unique, specialist shopping role, shoppers are currently using the retail parks at Charlton for high street type comparison retailing and these stores are trading very strongly. This will be addressed in the short-term by development commitments coming forward on Greenwich Peninsula. Surplus capacity arising in the longer term must be met in the existing centres, subject to the availability of sites. The range of development sites coming forward in Woolwich would be appropriate to accommodate longer term surplus comparison goods capacity.

GREENWICH RETAIL CAPACITY STUDY

Plans

October 2008

Greenwich Council

GVA Grimley Ltd

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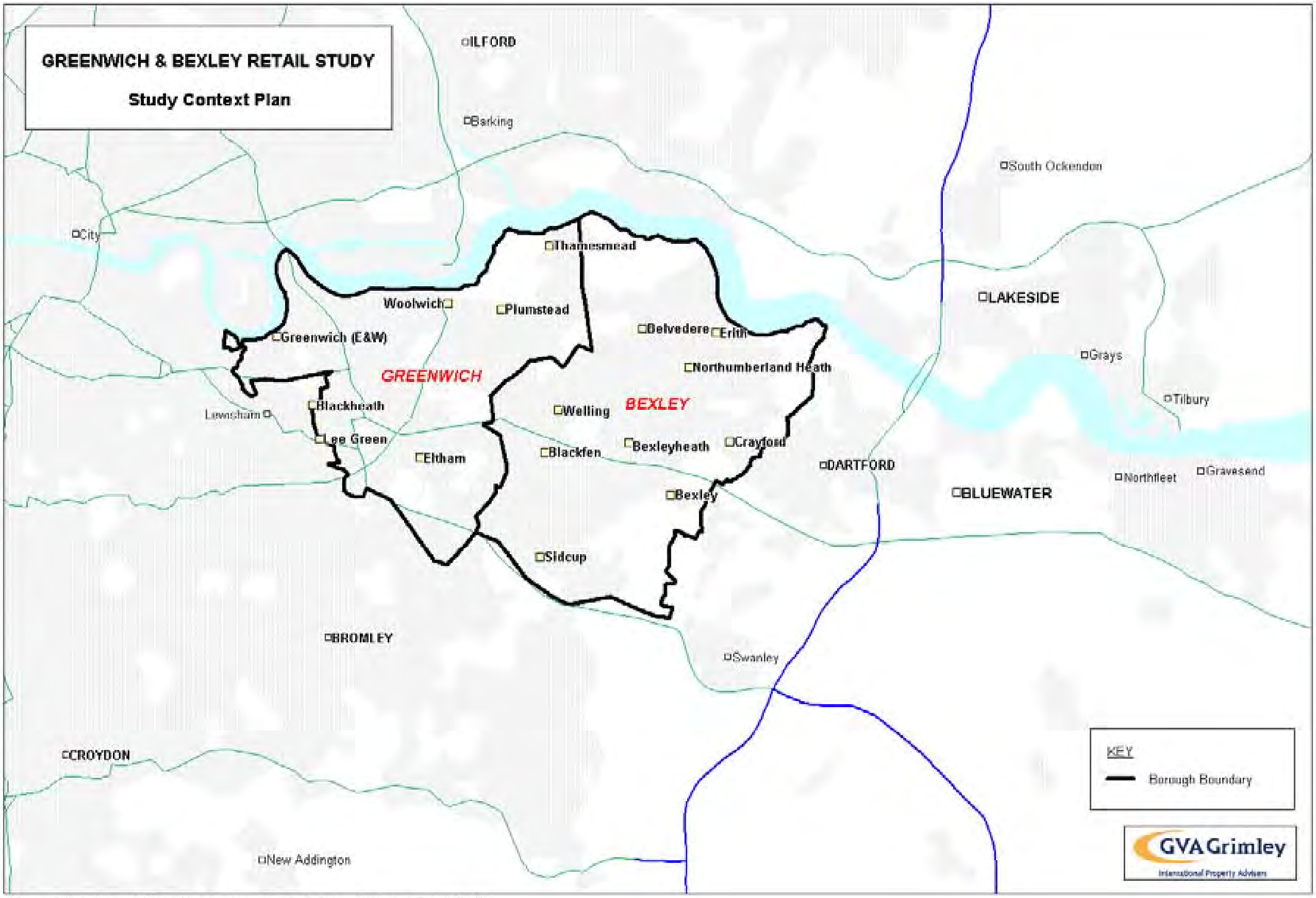
London
W1J 8JR

08449 020304

PLANS

PLAN 1

LONDON BOROUGHS OF GREENWICH AND BEXLEY: STUDY CONTEXT AREA



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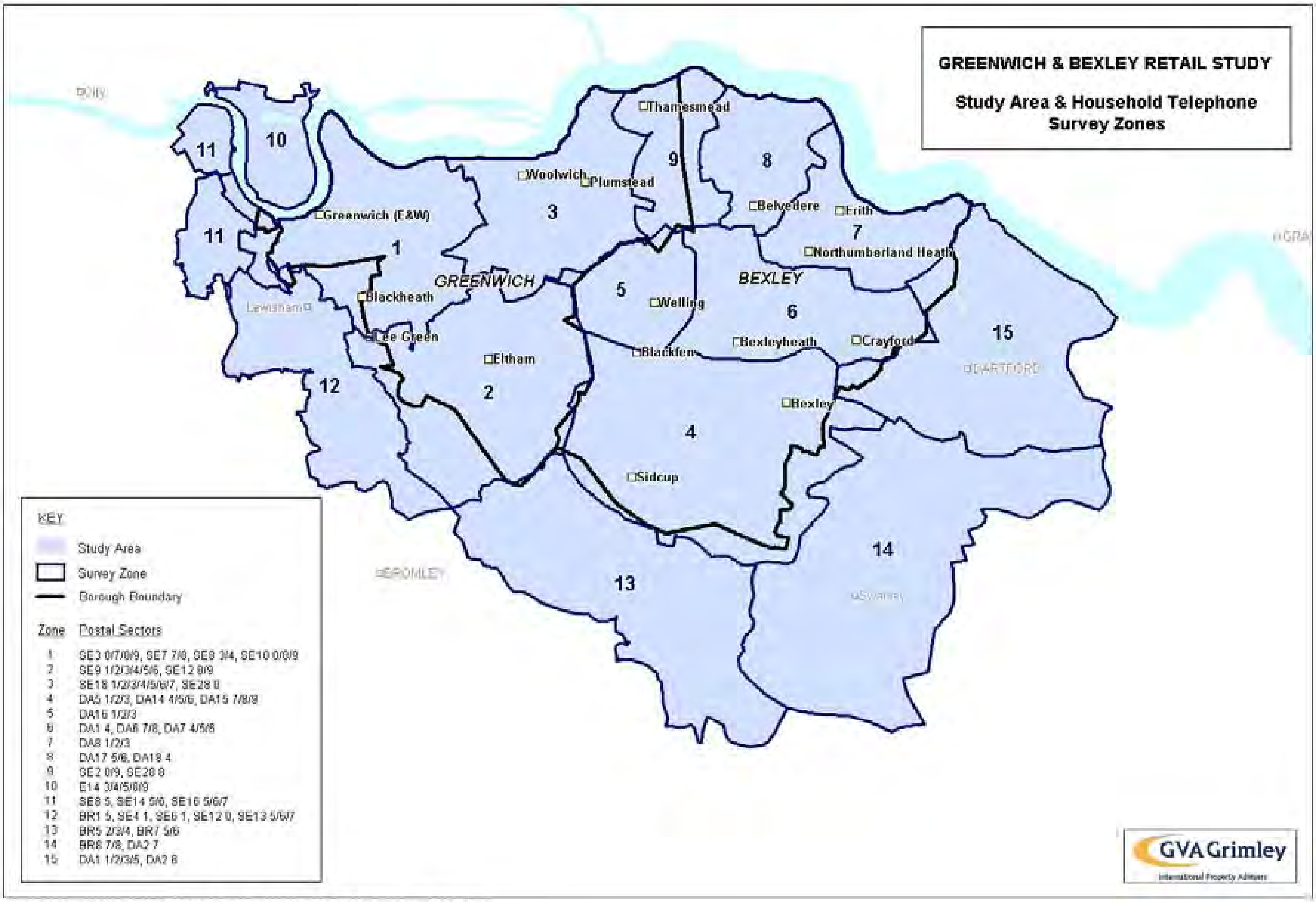
PLAN 2

STUDY AREA AND HOUSEHOLD TELEPHONE SURVEY ZONES



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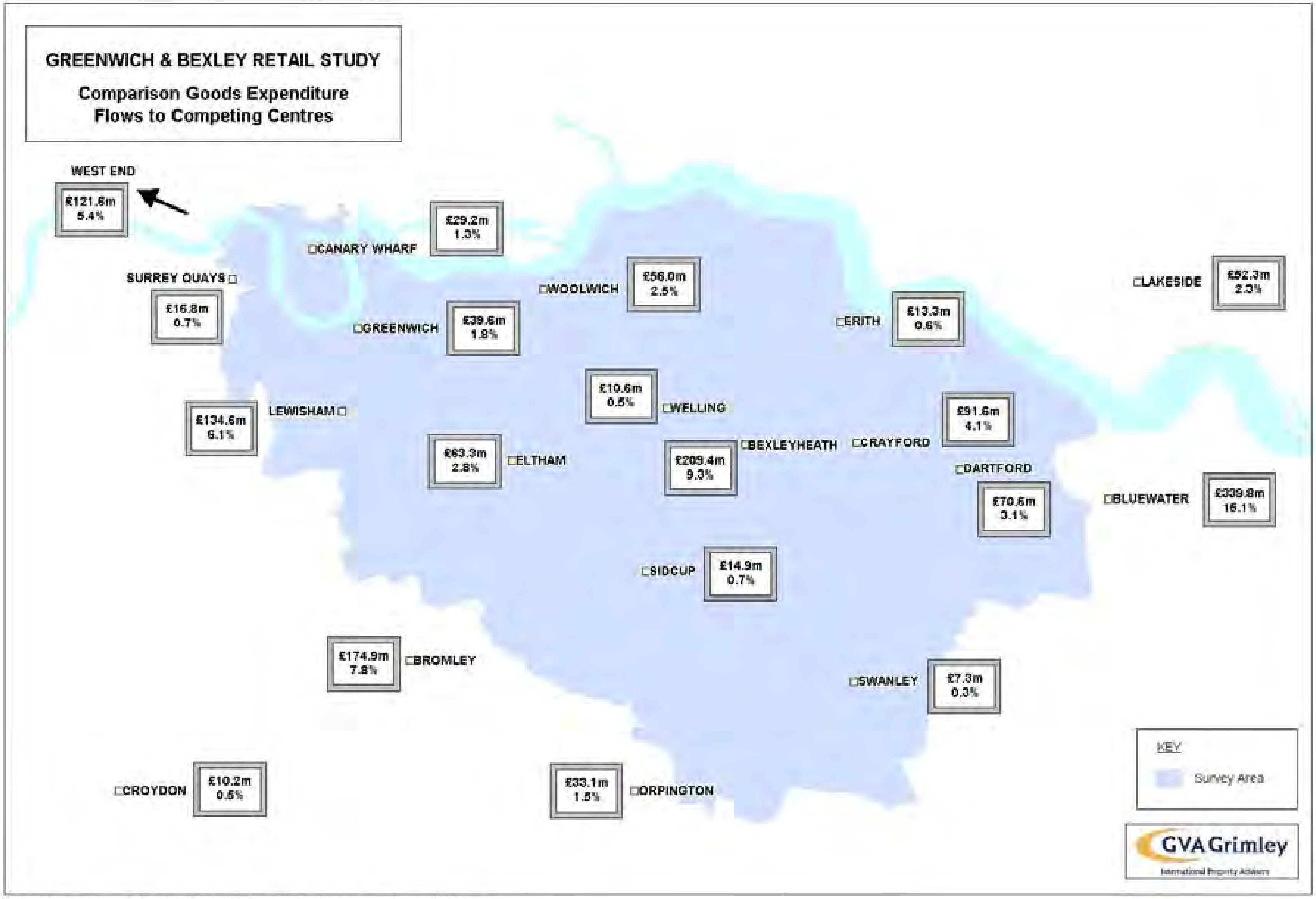
PLAN 3

COMPARISON GOODS EXPENDITURE FLOW TO COMPETING CENTRES



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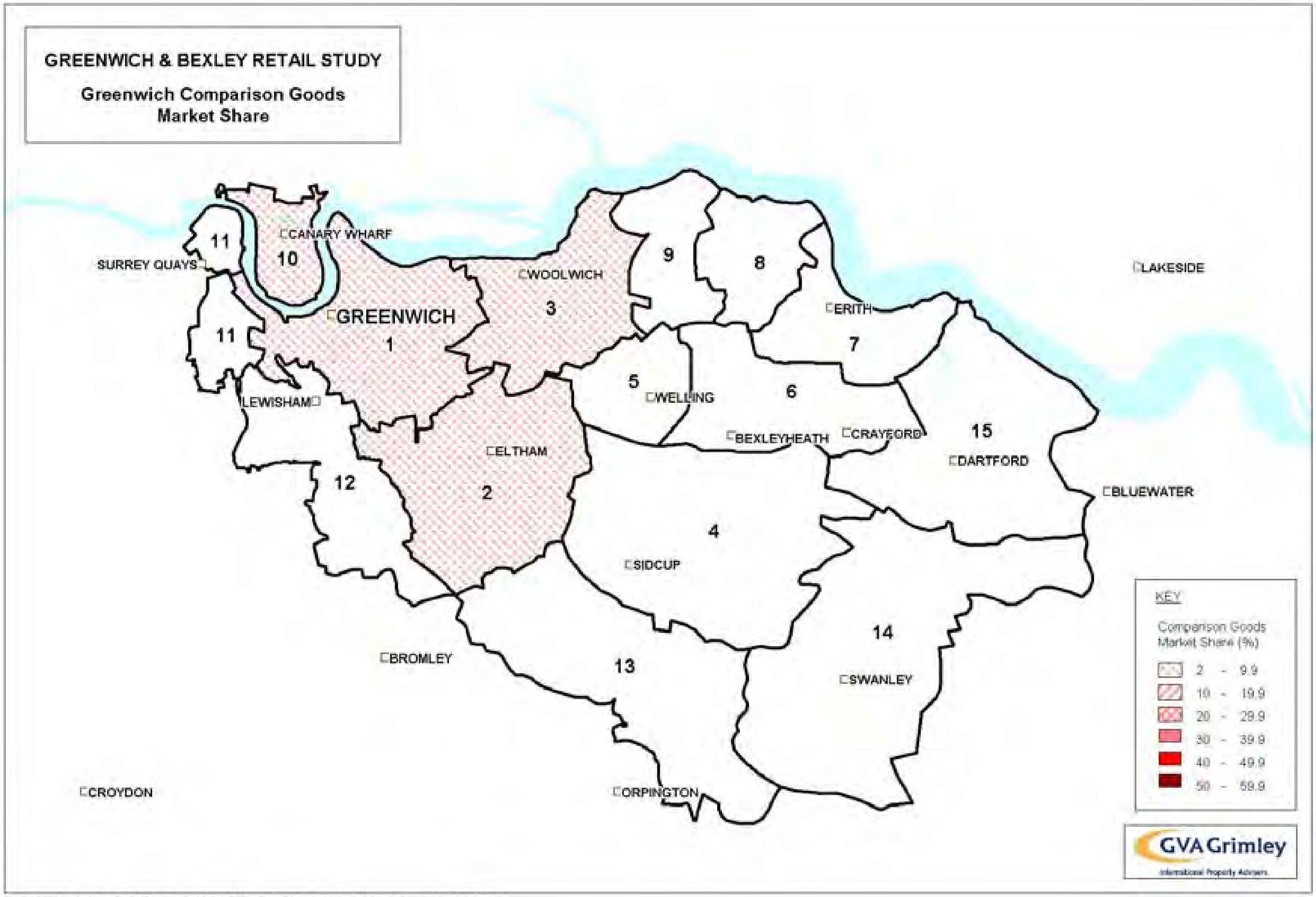
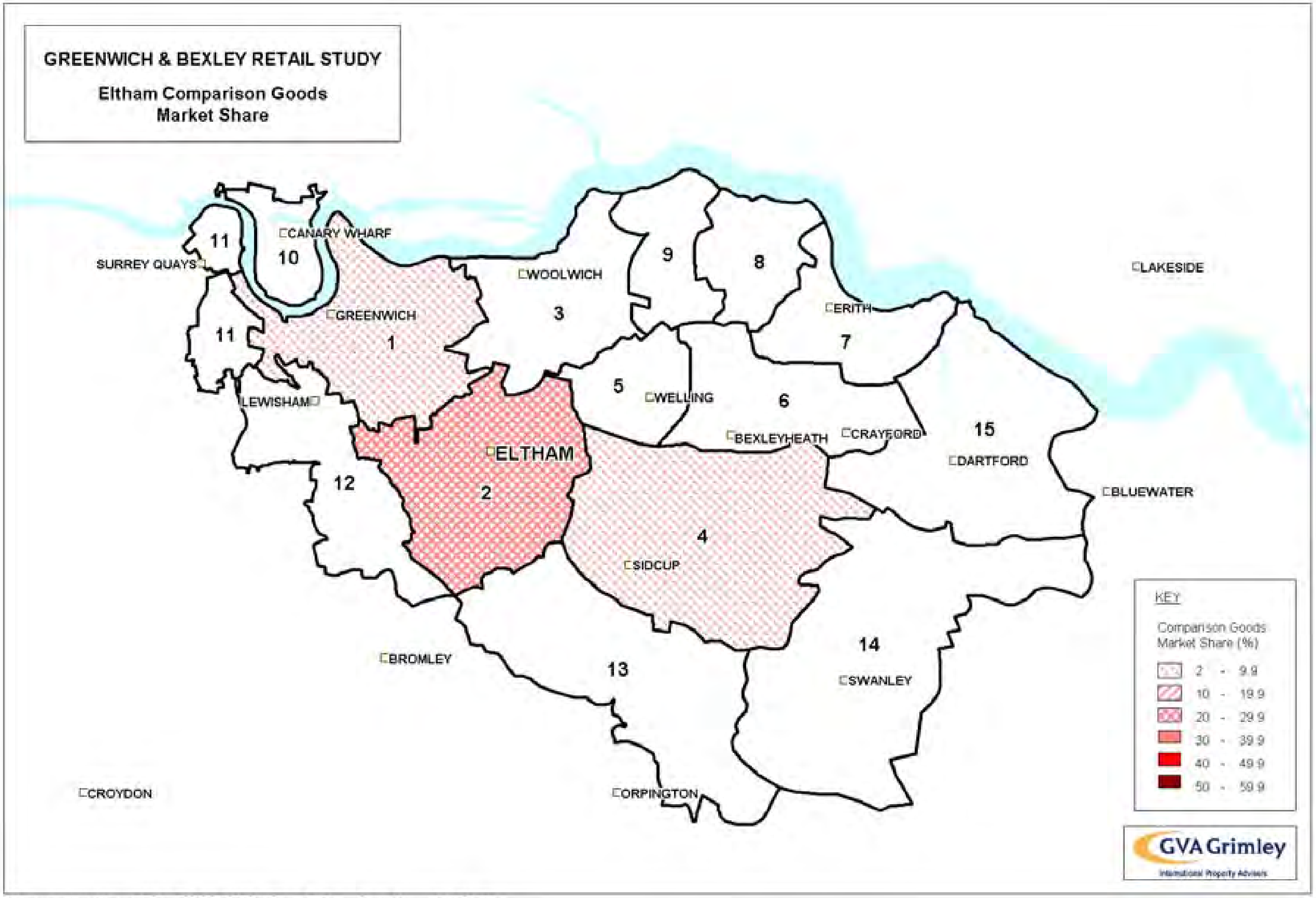
PLAN 4

GREENWICH COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
Greenwich Comparison Goods
Market Share
CANARY WHARF
SURREY QUAYS
GREENWICH
WOOLWICH
LAKESIDE
ERITH
LEWISHAM
WELLING
BEXLEYHEATH
CRAYFORD
DARTFORD
ELTHAM
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
CROYDON
ORPINGTON
1
2
3
4
5
6
7
8
9
10
11
11
12
13
14
15
KEY
Comparison Goods
Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley

PLAN 5

ELTHAM COMPARISON GOODS MARKET SHARE



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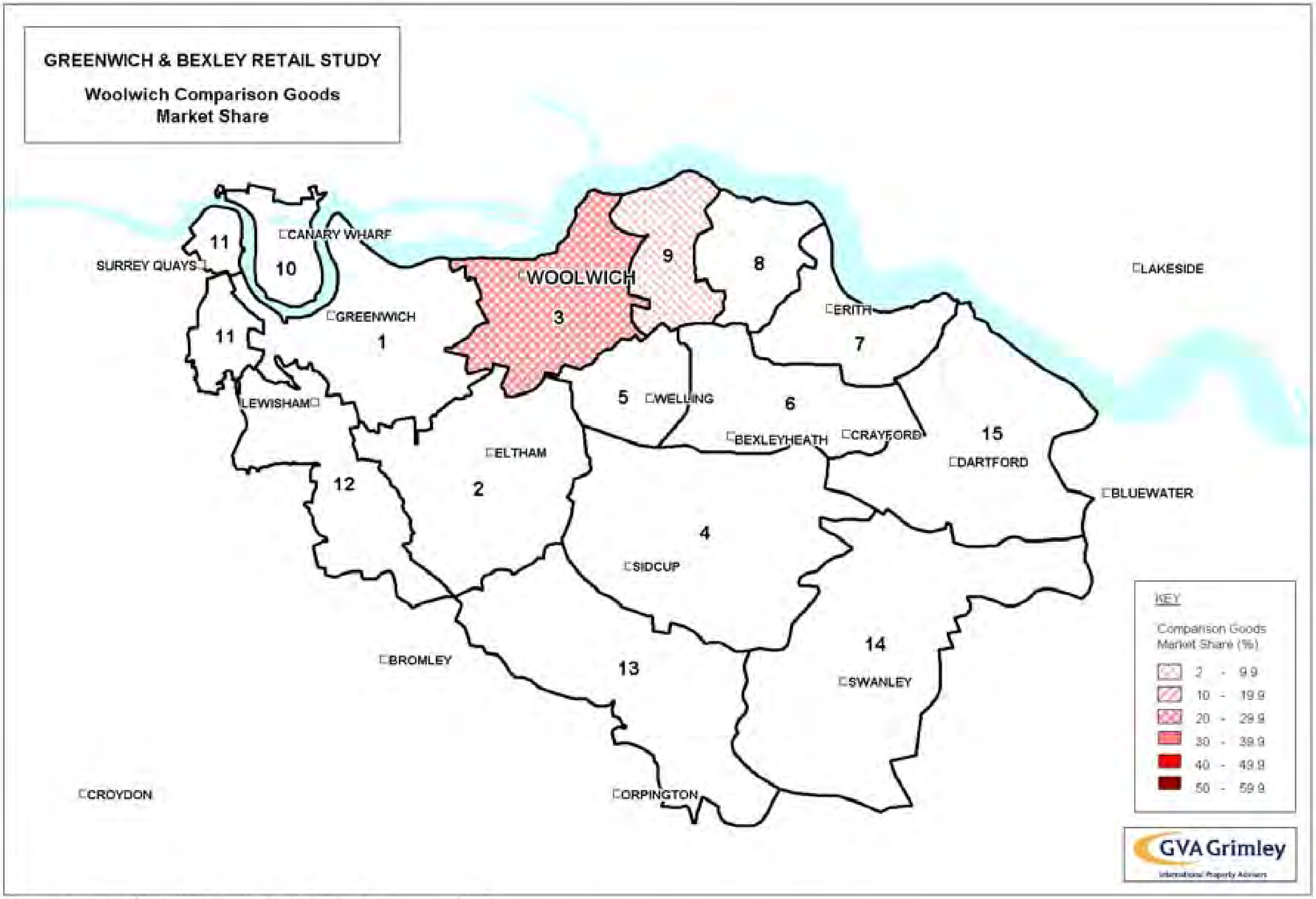
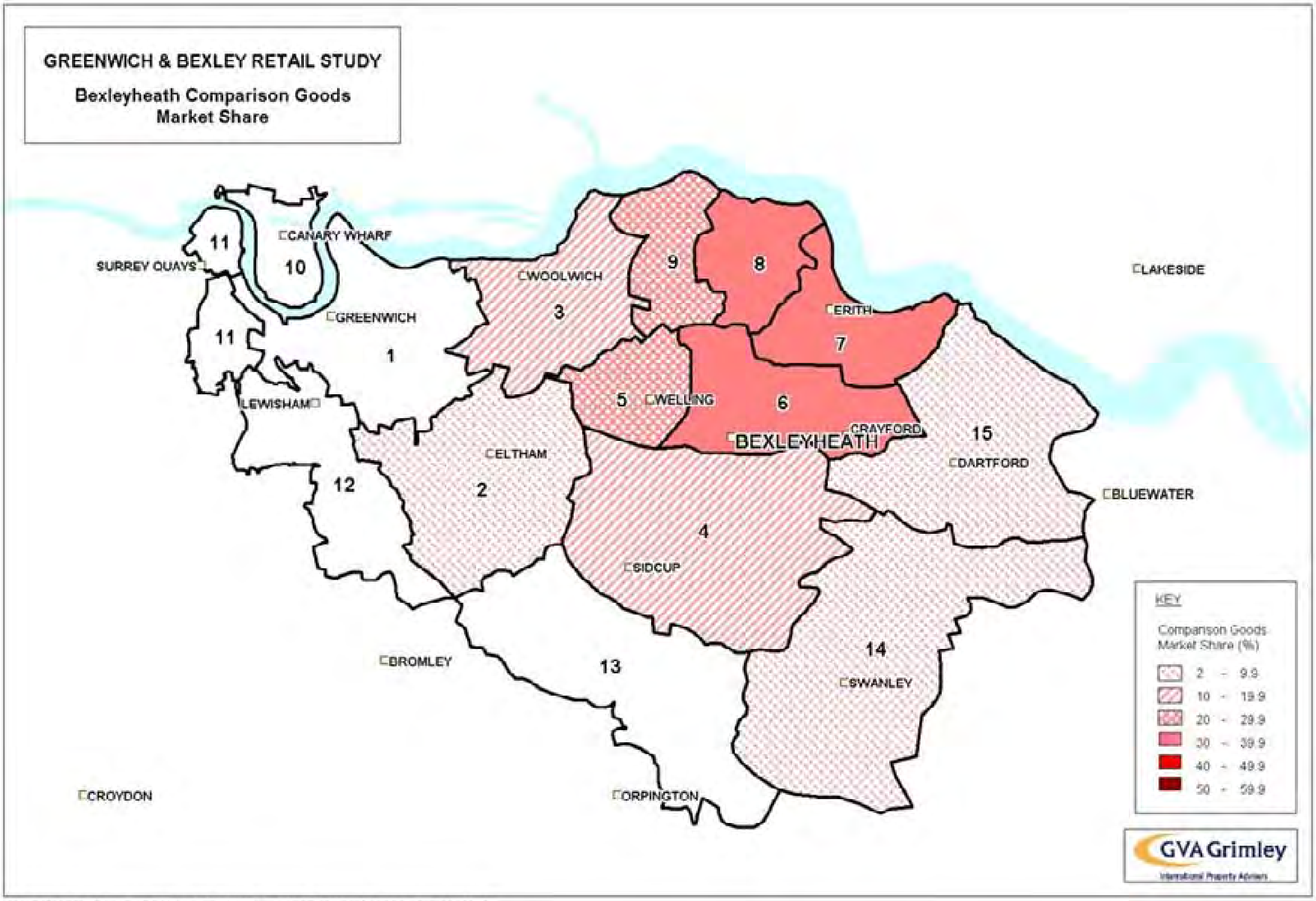
PLAN 6

WOOLWICH COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
Woolwich Comparison Goods
Market Share
CANARY WHARF
SURREY QUAYS
GREENWICH
WOOLWICH
LEWISHAM
WELLING
BEXLEYHEATH
CRAYFORD
ERITH
LAKESIDE
ELTHAM
DARTFORD
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
CROYDON
ORPINGTON
1
2
3
4
5
6
7
8
9
10
11
11
12
13
14
15
KEY
Comparison Goods
Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley
International Property Advisers

PLAN 7

BEXLEYHEATH COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
Bexleyheath Comparison Goods Market Share
CANARY WHARF
SURREY QUAYS
GREENWICH
WOOLWICH
LAKESIDE
ERITH
LEWISHAM
WELLING
BEXLEYHEATH
CRAYFORD
ELTHAM
DARTFORD
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
CROYDON
ORPINGTON
1
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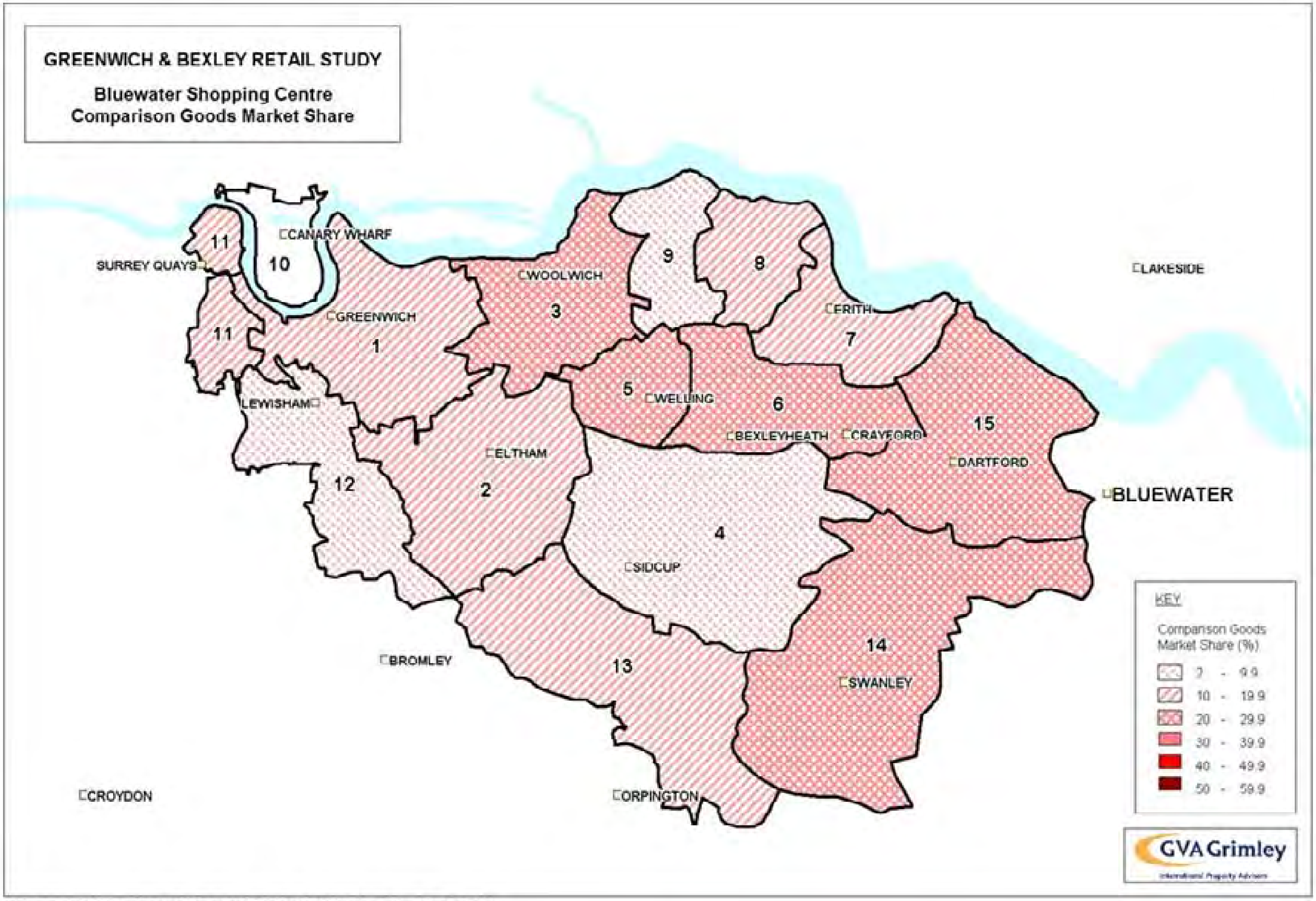
4
5
6
7
8
9
10
11
11
12
13
14
15
KEY
Comparison Goods Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley
International Property Advisers

PLAN 8

BLUEWATER COMPARISON GOODS MARKET SHARE



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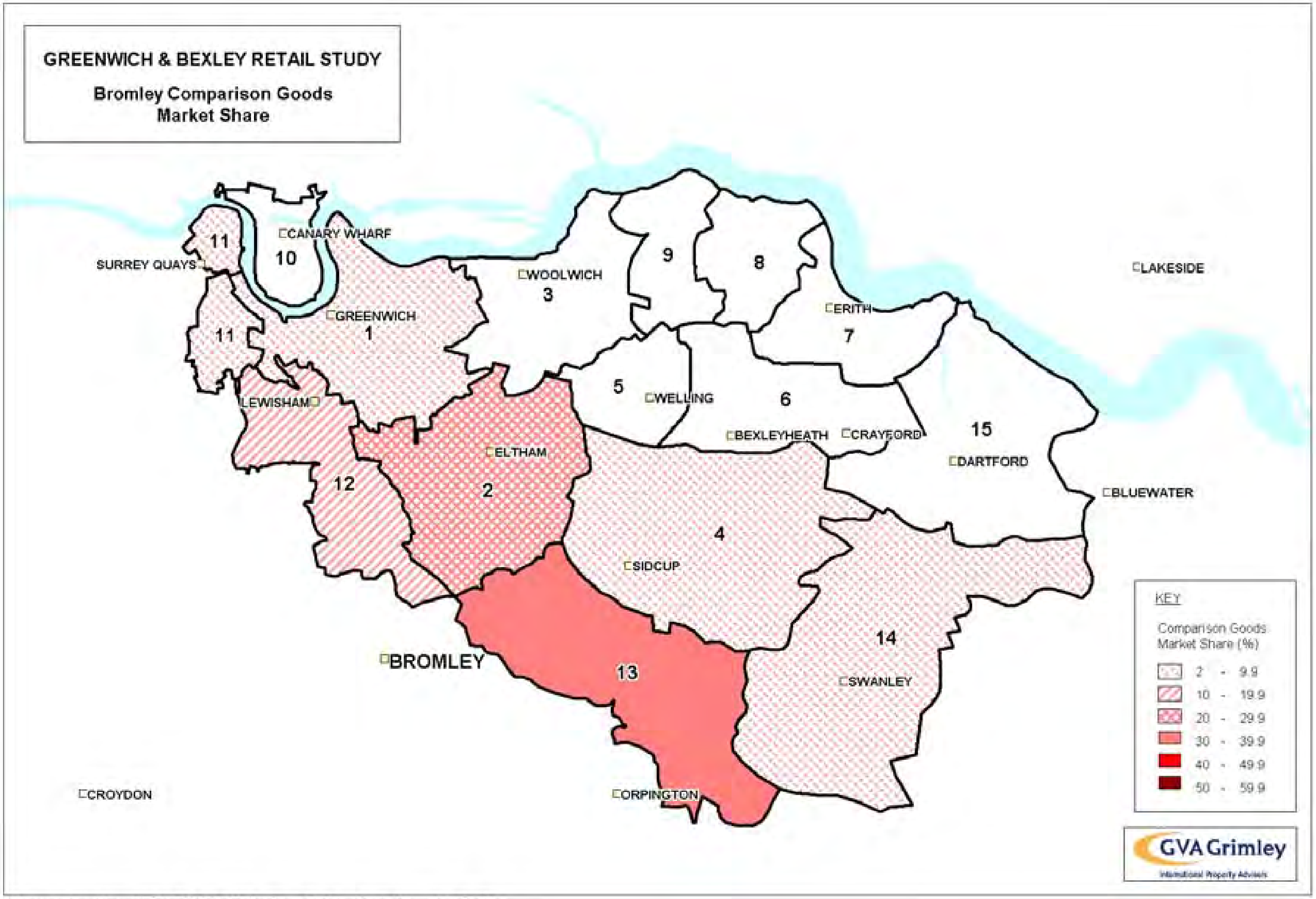
PLAN 9

BROMLEY COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
Bromley Comparison Goods
Market Share
CANARY WHARF
SURREY QUAYS
WOOLWICH
GREENWICH
LEWISHAM
WELLING
BEXLEYHEATH
CRAYFORD
ERITH
LAKESIDE
ELTHAM
DARTFORD
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
ORPINGTON
CROYDON
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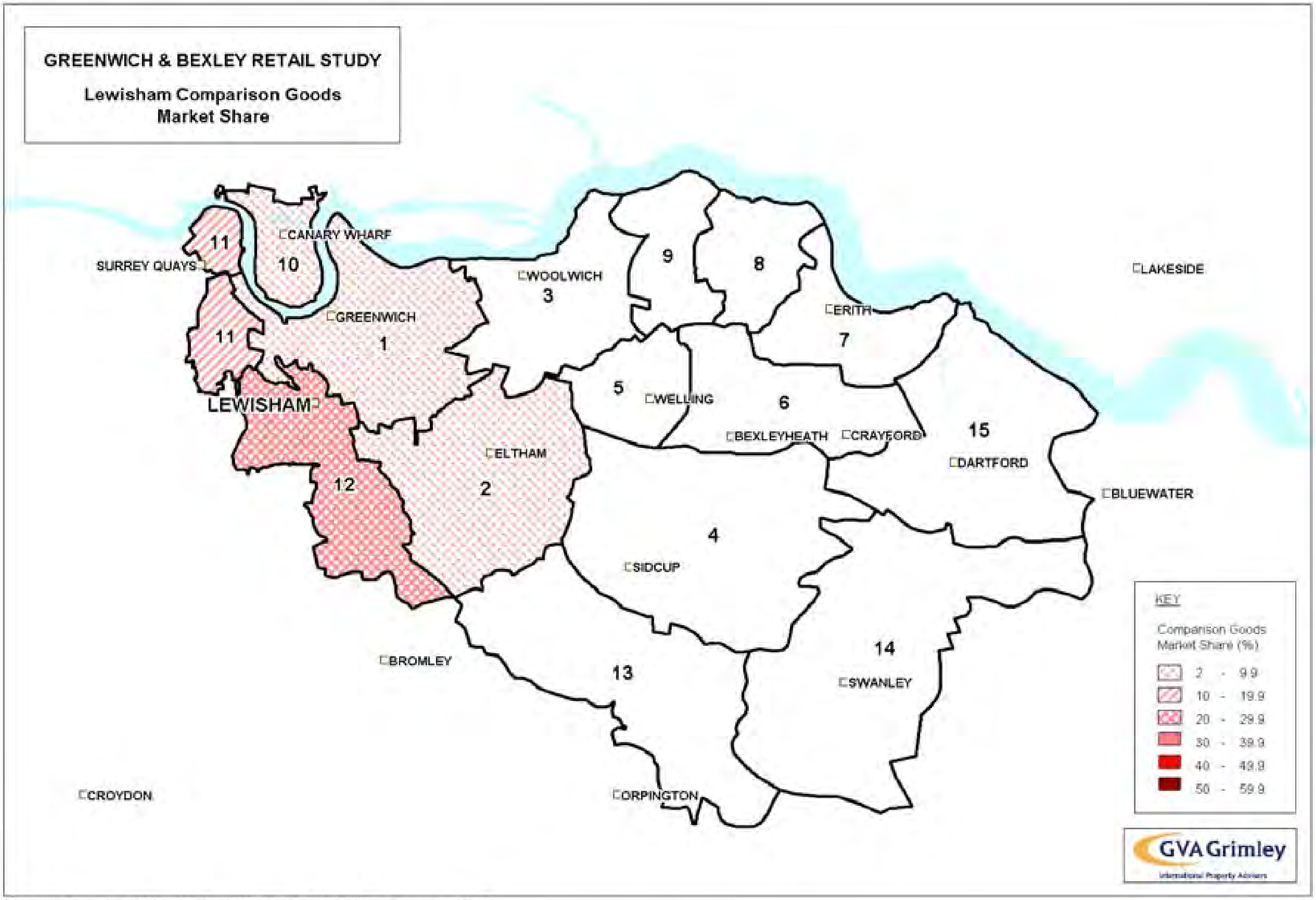
KEY
Comparison Goods
Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley
International Property Advisers

PLAN 10

LEWISHAM COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
Lewisham Comparison Goods
Market Share
CANARY WHARF
SURREY QUAYS
GREENWICH
LEWISHAM
WOOLWICH
ERITH
LAKESIDE
WELLING
BEXLEYHEATH
CRAYFORD
DARTFORD
ELTHAM
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
CROYDON
ORPINGTON
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4
5
6
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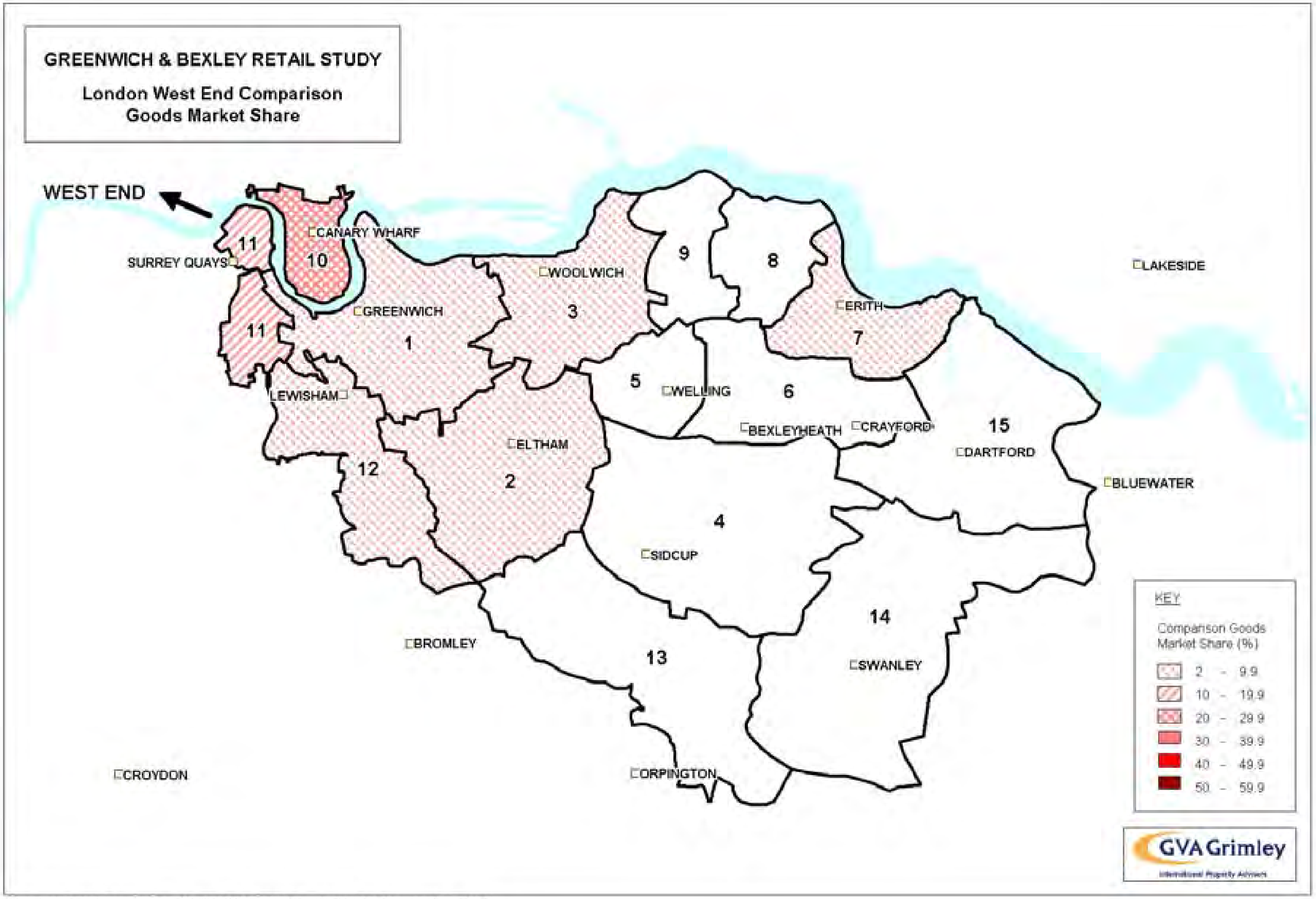
15
KEY
Comparison Goods
Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley
International Property Advisers

PLAN 11

LONDON (WEST END) COMPARISON GOODS MARKET SHARE


GREENWICH & BEXLEY RETAIL STUDY
London West End Comparison
Goods Market Share
WEST END
SURREY QUAYS
CANARY WHARF
WOOLWICH
GREENWICH
LEWISHAM
ELTHAM
WELLING
BEXLEYHEATH
CRAYFORD
ERITH
DARTFORD
LAKESIDE
BLUEWATER
SIDCUP
BROMLEY
SWANLEY
ORPINGTON
CROYDON
1
2
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6
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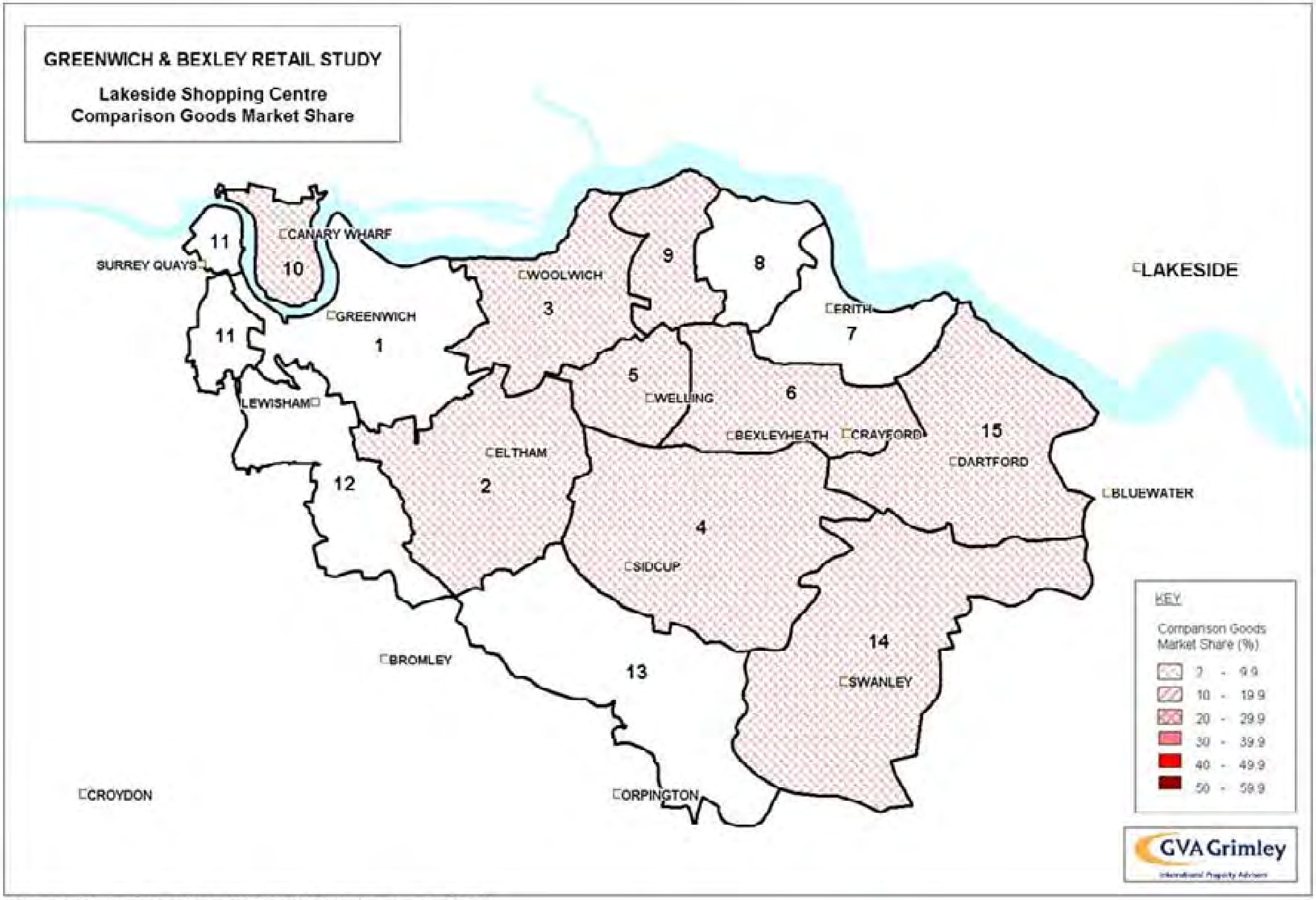
11
11
12
13
14
15
KEY
Comparison Goods Market Share (%)
2 - 9.9
10 - 19.9
20 - 29.9
30 - 39.9
40 - 49.9
50 - 59.9
GVA Grimley
International Property Advisers

PLAN 12

LAKESIDE COMPARISON GOODS MARKET SHARE



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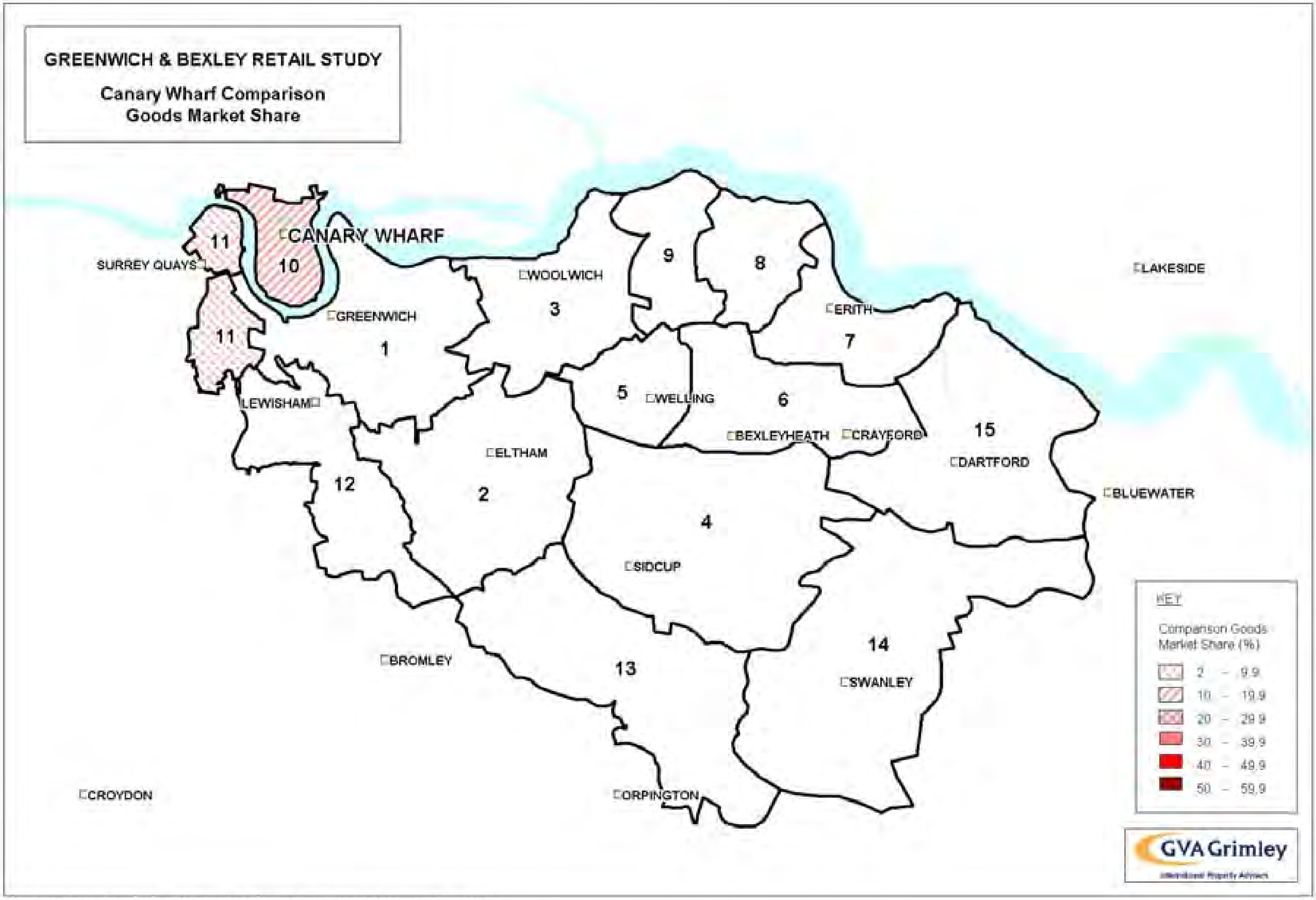
PLAN 13

CANARY WHARF COMPARISON GOODS MARKET SHARE



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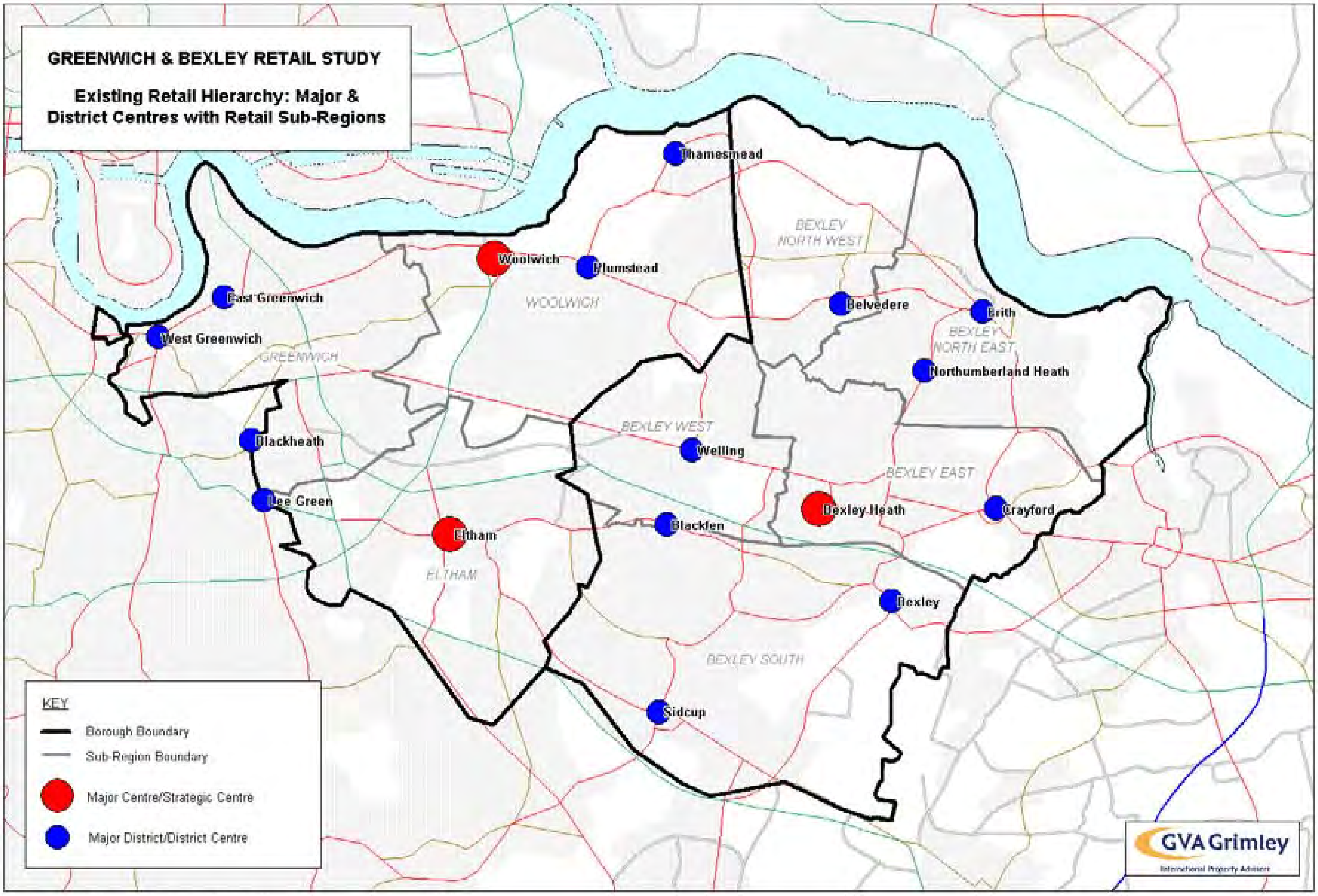
PLAN 14

EXISTING RETAIL HIERARCHY: MAJOR & DISTRICT CENTRES WITH SUB-REGIONS



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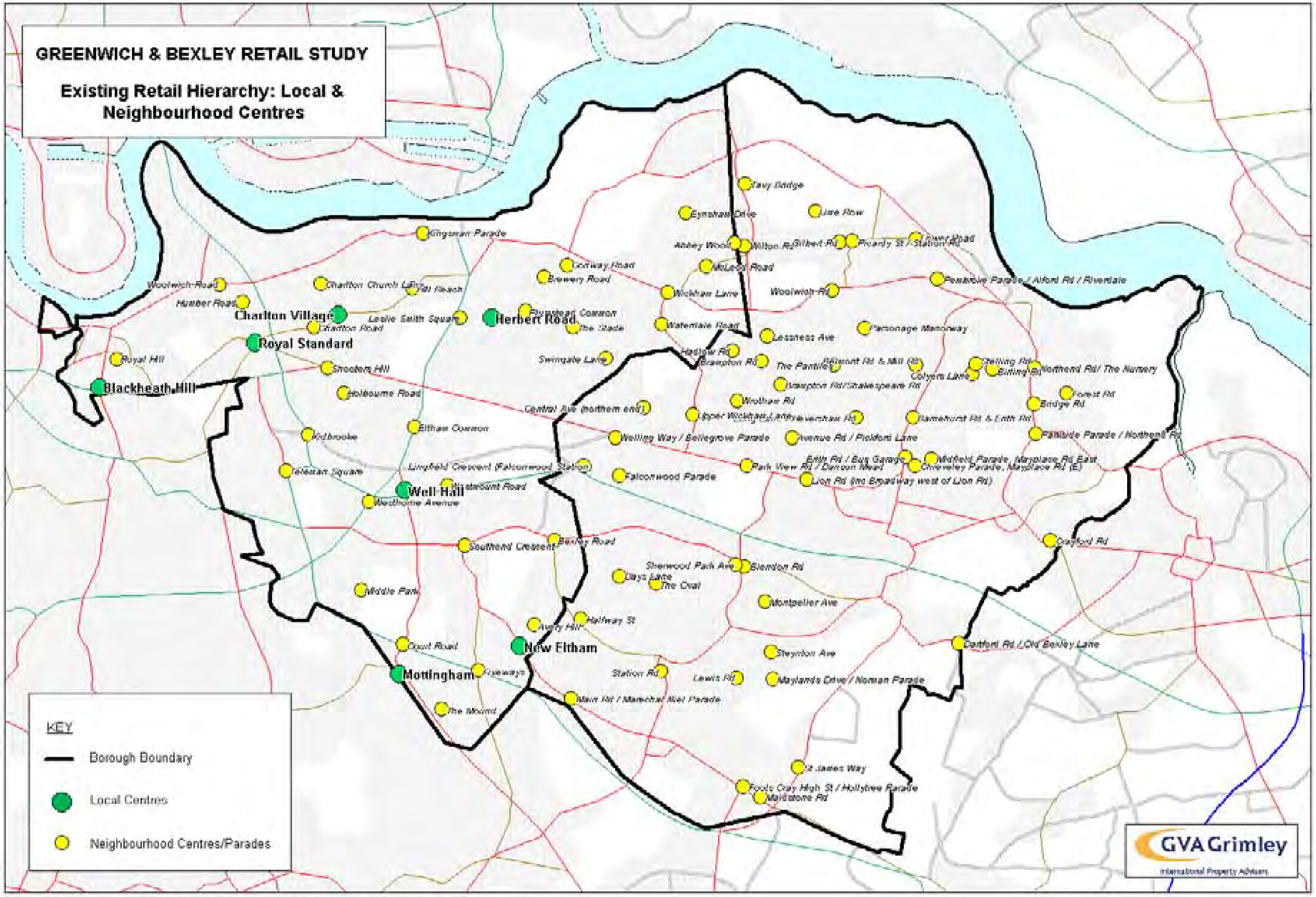
PLAN 15

EXISTING RETAIL HIERARCHY: LOCAL AND NEIGHBOURHOOD CENTRES



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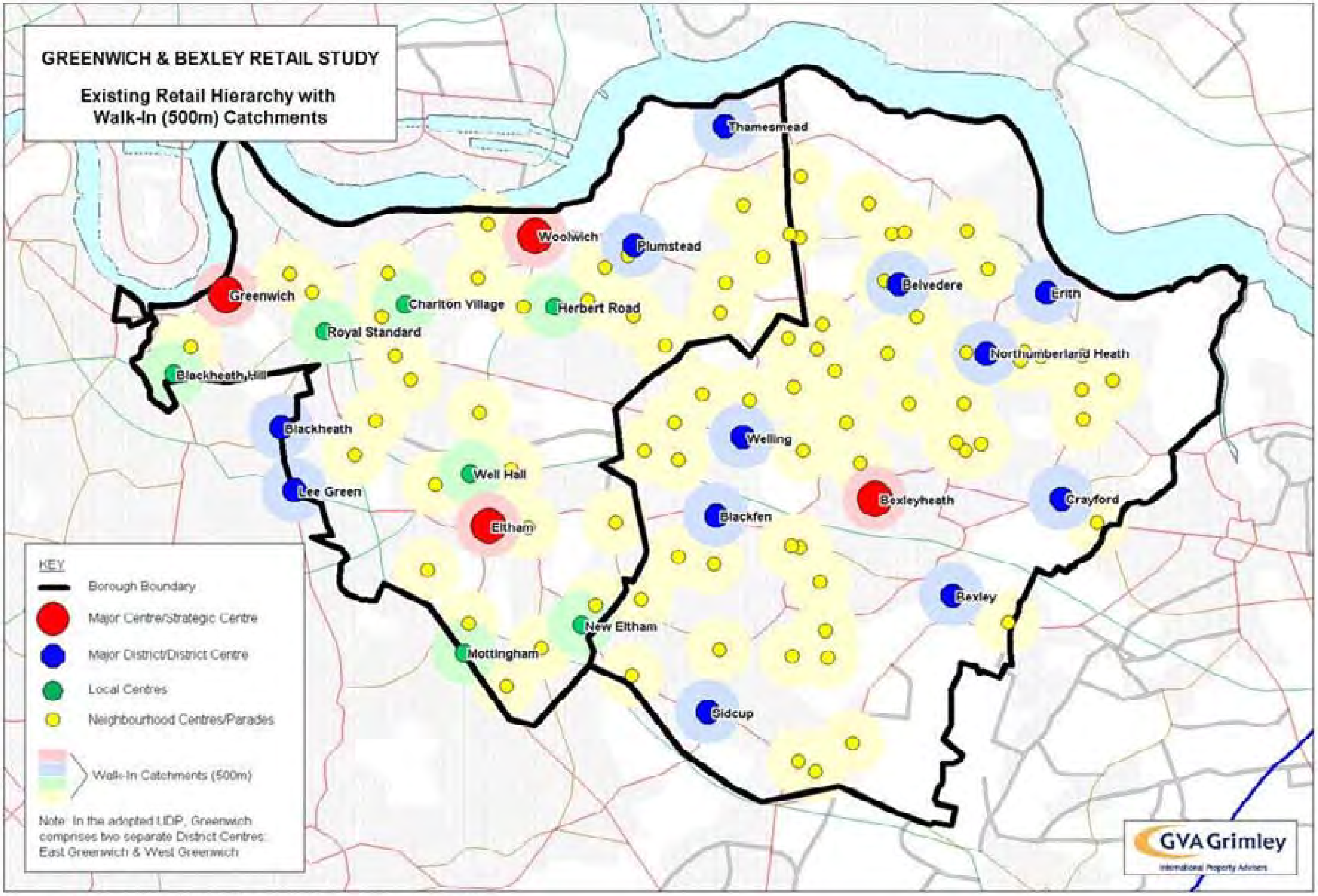
PLAN 16

EXISTING RETAIL HIERARCHY: WALK-IN CATCHMENTS



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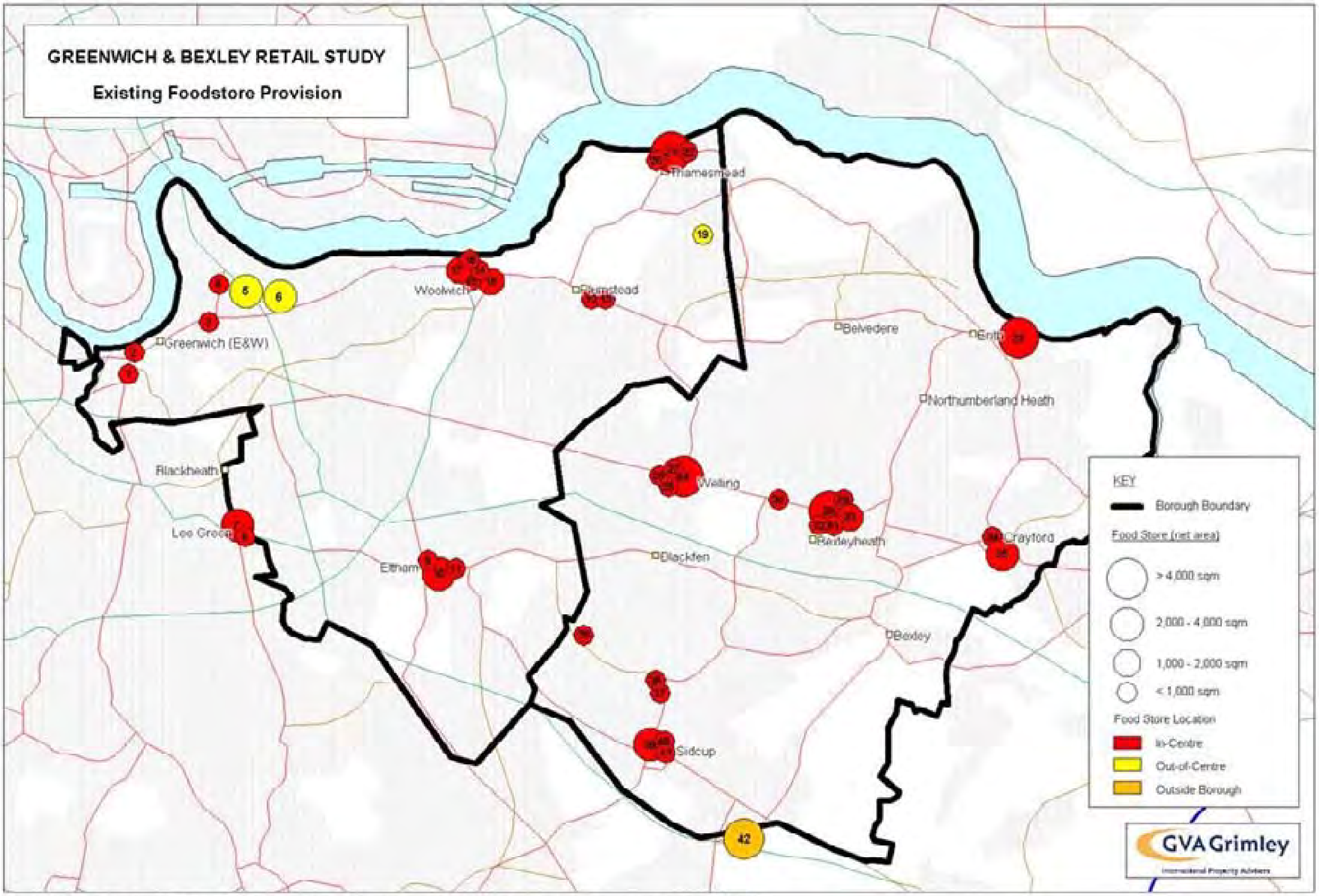
PLAN 17

EXISTING FOODSTORE PROVISION



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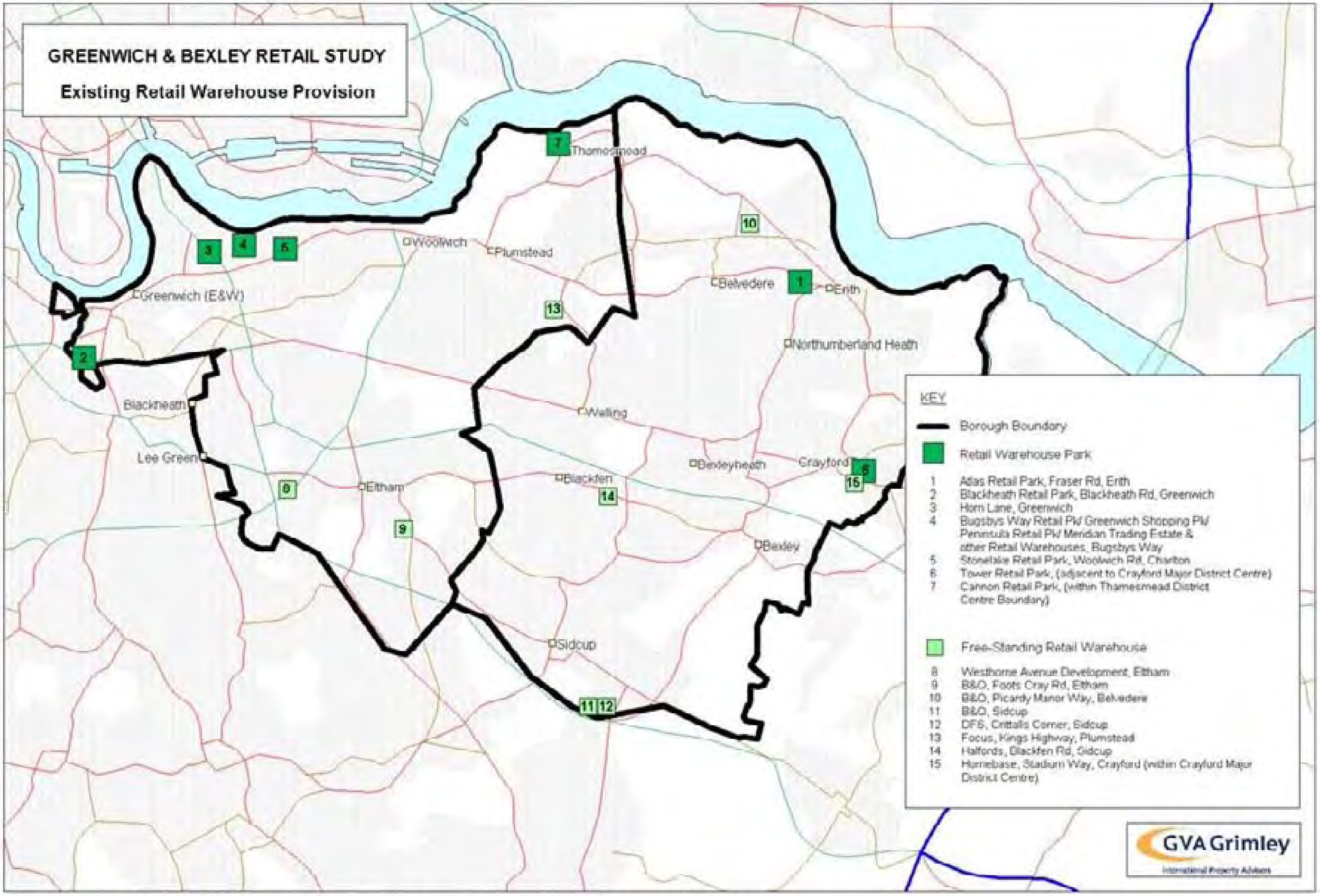
Greenwich Foodstores

	Foodstore
1	Somerfield, Greenwich High Road, Greenwich
2	Marks & Spencer, Cutty Sark Station, Greenwich
3	Iceland, Trafalgar Road, Greenwich
4	Co-op, Trafalgar Road, Greenwich
5	Sainsbury's, Horn Lane, Charlton
6	Asda, Bugsbys Way, Charlton
7	Sainsbury's, Burnt Ash Road, Lee Green
8	Iceland, Leegate Centre, Lee Green
9	Marks & Spencer, Eltham High Street, Eltham
10	Sainsbury's, Philipot Path, Eltham
11	Iceland, High Street, Eltham
12	Co-op, Lakedale Road, Plumstead
13	Somerfield, Plumstead High Street, Plumstead
14	Iceland, Beresford Square, Woolwich
15	Marks & Spencer, Powis Street, Woolwich
16	Somerfield, Woolwich New Road, Woolwich
17	Sainsbury's, Calderwood Street, Woolwich
18	Lidl, Macbean Street, Woolwich
19	Lidl, Eynsham Drive, Abbeywood
20	Iceland, Joyce Dawson Way, Thamesmead
21	Morrison, Thamesmere Driveway, Thamemead
22	Aldi, Central Way, Thamesmead

PLAN 18

EXISTING RETAIL WAREHOUSE PROVISION



GREENWICH & BEXLEY RETAIL STUDY
Existing Retail Warehouse Provision
Thamesmead
Woolwich
Plumstead
Greenwich (E&W)
Belvedere
Erith
Northumberland Heath
Blackheath
Lee Green
Welling
Bexleyheath
Crayford
Blackfen
Eltham
Bexley
Sidcup
1
2
3
4
5
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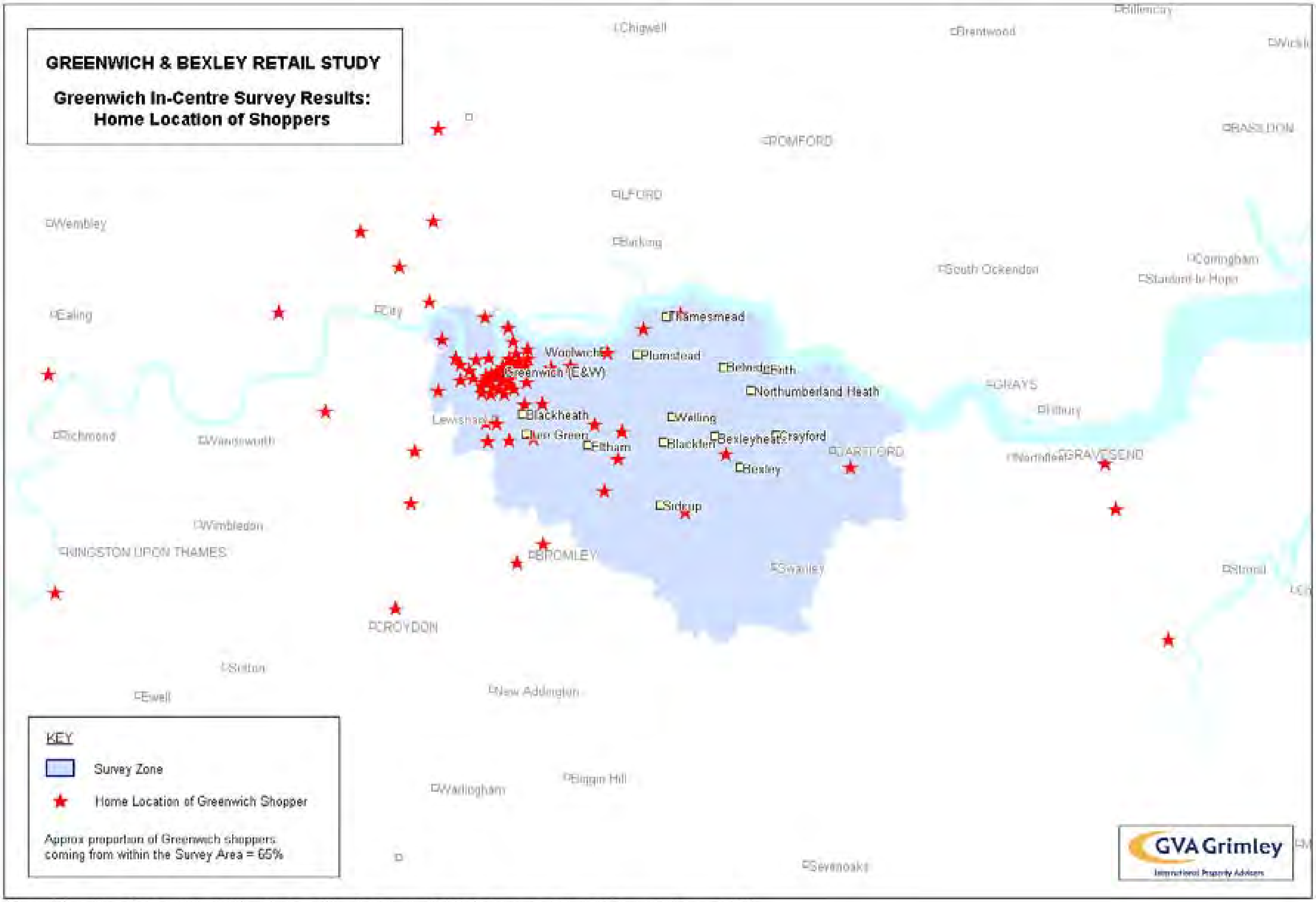
12
13
14
15
KEY
Borough Boundary
Retail Warehouse Park
1 Atlas Retail Park, Fraser Rd, Erith
2 Blackheath Retail Park, Blackheath Rd, Greenwich
3 Horn Lane, Greenwich
4 Bugsbys Way Retail Pk/ Greenwich Shopping Pk/ Peninsula Retail Pk/ Meridian Trading Estate & other Retail Warehouses, Bugsbys Way
5 Stonelake Retail Park, Woolwich Rd, Charlton
6 Tower Retail Park, (adjacent to Crayford Major District Centre)
7 Cannon Retail Park, (within Thamesmead District Centre Boundary)
Free-Standing Retail Warehouse
8 Westhorne Avenue Development, Eltham
9 B&Q, Foots Cray Rd, Eltham
10 B&Q, Picardy Manor Way, Belvedere
11 B&Q, Sidcup
12 DFS, Crittalls Corner, Sidcup
13 Focus, Kings Highway, Plumstead
14 Halfords, Blackfen Rd, Sidcup
15 Homebase, Stadium Way, Crayford (within Crayford Major District Centre)
GVA Grimley
International Property Advisers

PLAN 19

GREENWICH IN-CENTRE SURVEY: HOME LOCATION OF SHOPPERS



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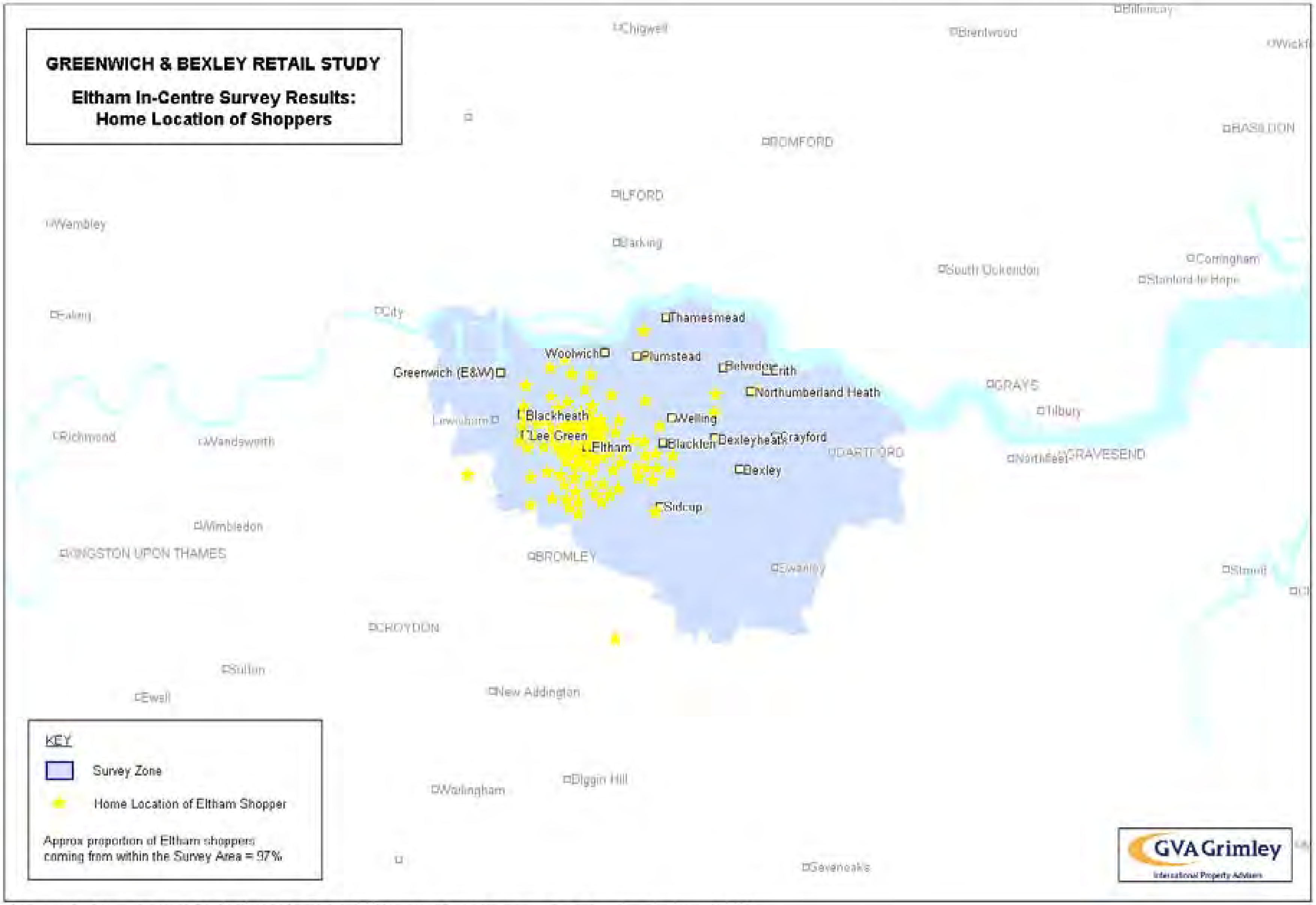
PLAN 20

ELTHAM IN-CENTRE SURVEY: HOME LOCATION OF SHOPPERS



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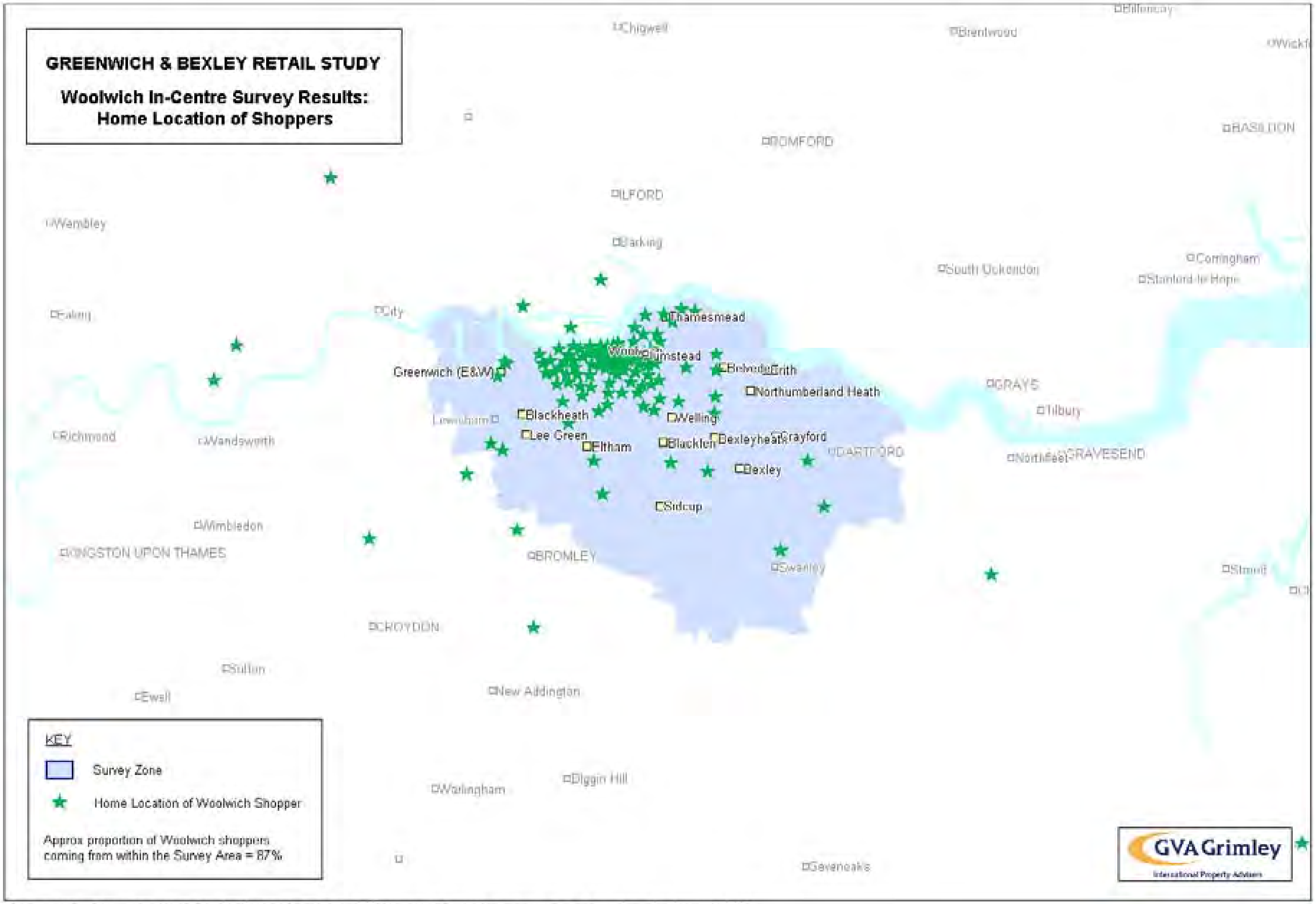
PLAN 21

WOOLWICH IN-CENTRE SURVEY: HOME LOCATION OF SHOPPERS



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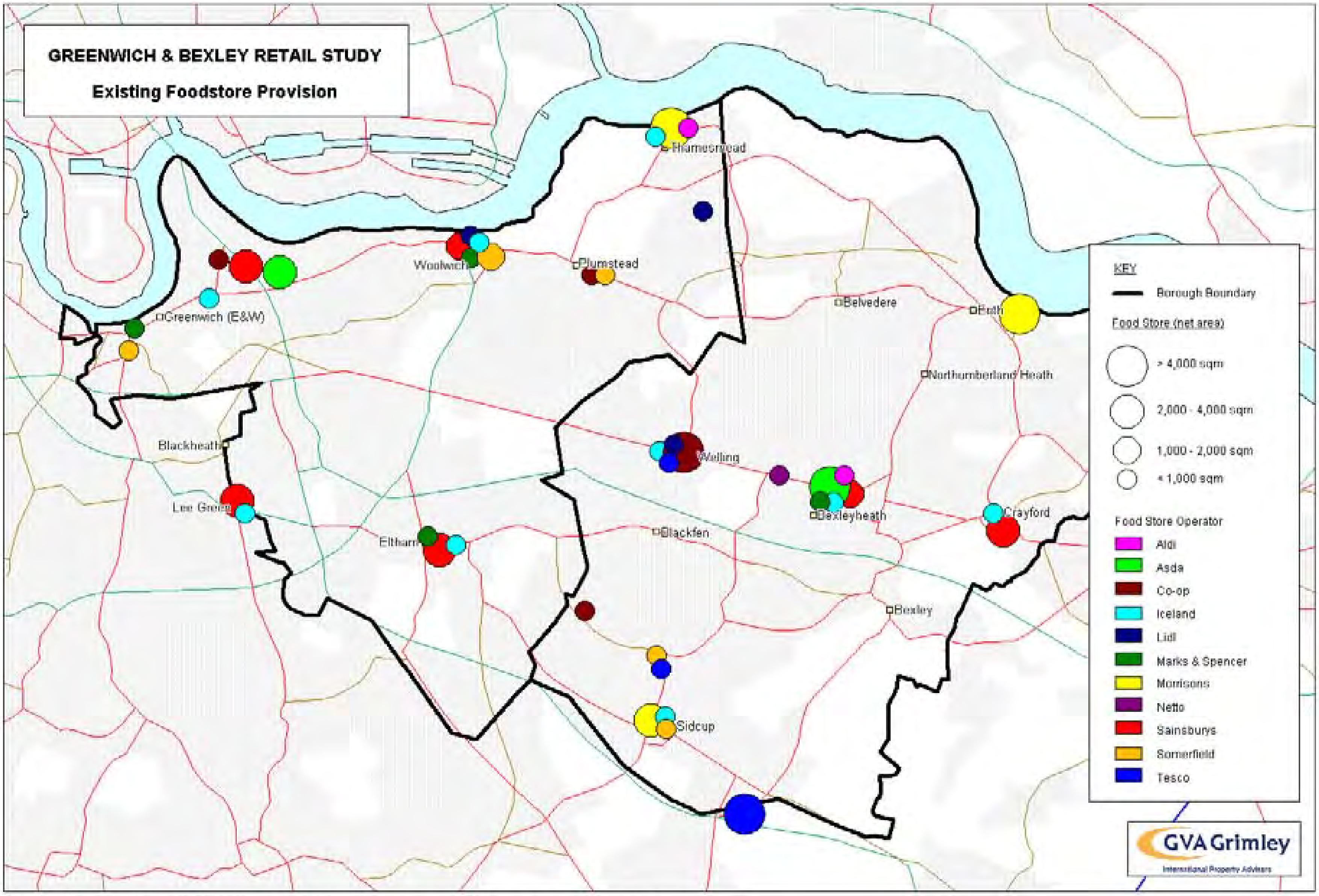
PLAN 22

EXISTING FOODSTORE OPERATORS



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GVA Grimley

GREENWICH RETAIL CAPACITY STUDY

Appendices

October 2008

Greenwich Council

GVA Grimley Ltd

10 Stratton Street
London
W1J 8JR

08449 020304

APPENDICES

Appendix 1: Competing Centres

- Appendix 1a: Market Share and Trade Retention
- Appendix 1b: Retailer Representation
- Appendix 1c: Key Indicators
- Appendix 1d: Pipeline Schemes

Appendix 2: Healthchecks

- Appendix 2a: Methodology
- Appendix 2b: Key Indicators
- Appendix 2c: Retailer Requirements

Appendix 3: Foodstore Representation

Appendix 4: Capacity Projections: Convenience Goods

Appendix 5: Capacity Projections: Comparison Goods

Appendix 6: Capacity Projections: Scenarios

Appendix 7: Telephone Survey Results

Appendix 8: In-Centre Survey Results

APPENDICES

APPENDIX 1

COMPETING CENTRES

APPENDIX 1A

MARKET SHARE AND TRADE RETENTION

Comparison Goods Allocation

TABLE 1
COMPARISON GOODS ALLOCATION 2007
% MARKET SHARE

	RETAIL LOCATION	ZONE 1 %	ZONE 2 %	ZONE 3 %	ZONE 4 %	ZONE 5 %	ZONE 6 %	ZONE 7 %	ZONE 8 %	ZONE 9 %	ZONE 10 %	ZONE 11 %	ZONE 12 %	ZONE 13 %	ZONE 14 %	ZONE 15 %
1	Bluewater	16.4	13.1	9.7	27.1	20.4	21.3	13.0	11.4	8.4	1.6	11.7	4.5	12.5	29.1	29.6
2	Bromley Town Centre	4.2	20.6	1.2	5.9	1.9	0.9	0.0	1.0	0.0	0.5	4.8	13.8	34.2	6.5	0.6
3	Lewisham Town Centre	9.0	6.1	1.5	0.0	0.2	0.3	0.0	0.0	0.3	5.5	12.6	27.8	0.0	0.2	0.0
4	London - West End	8.4	4.3	2.7	0.2	1.3	0.2	2.2	1.8	1.9	22.8	17.4	9.0	1.2	0.6	1.8
5	Dartford Town Centre	0.0	0.0	0.3	2.9	2.0	2.1	4.9	1.0	1.2	0.0	0.0	0.2	0.1	13.8	28.4
6	Lakeside	1.4	2.0	5.0	2.9	2.5	2.1	1.9	1.6	2.5	4.5	1.8	0.3	1.7	3.9	2.7
7	Canary Wharf	0.9	0.0	0.6	0.0	1.2	0.0	0.0	0.0	0.0	17.6	3.3	0.0	0.0	0.0	0.0
8	Orpington Town Centre	0.0	0.7	0.0	1.4	0.7	0.5	0.0	0.0	0.3	0.0	0.0	0.0	17.0	1.6	0.3
9	Surrey Quays Shopping Centre	2.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	6.7	0.5	0.0	0.0	0.0
10	Swanley Town Centre	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.2	0.7	5.0	0.0
11	Croydon Town Centre	0.2	0.3	0.9	0.0	0.0	0.1	0.0	0.2	0.3	0.0	1.5	1.1	1.5	0.0	0.0
12	Bexleyheath Town Centre	1.0	0.7	12.3	14.7	26.1	30.8	32.0	34.3	25.5	1.4	0.3	0.0	0.5	4.8	5.2
13	Eltham Town Centre	2.8	20.7	0.5	2.0	1.7	0.2	0.0	0.0	0.3	0.5	0.4	0.3	0.5	0.6	0.1
14	Woolwich Town Centre	1.9	0.7	20.4	0.0	0.6	0.0	0.4	1.6	7.1	0.0	0.0	0.8	0.0	0.3	0.0
15	Welling Town Centre	0.0	0.0	0.6	0.2	6.9	1.0	0.5	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.0
16	Greenwich Town Centre	4.8	2.1	5.6	0.2	0.4	0.3	0.0	0.0	0.9	2.1	1.1	1.8	0.0	0.0	0.4
17	Erith Town Centre	0.0	0.0	0.7	0.0	0.8	0.4	8.4	2.6	0.8	0.0	0.0	0.2	0.2	0.2	0.2
18	Crayford Town Centre	0.9	0.0	0.7	8.1	6.9	11.6	12.0	7.5	2.7	0.0	0.0	0.9	0.7	6.5	15.0
19	Sidcup Town Centre	0.3	0.2	0.0	2.8	0.7	1.0	0.2	0.3	0.3	0.0	0.0	0.0	2.3	1.3	0.1
	SUB-TOTAL	**54.3**	**71.4**	**62.8**	**68.8**	**74.3**	**73.0**	**75.4**	**63.8**	**52.7**	**56.6**	**62.1**	**61.2**	**73.1**	**74.4**	**84.5**
	Other	45.7	28.6	37.2	31.2	25.7	27.0	24.6	36.2	47.3	43.4	37.9	38.8	26.9	25.6	15.5
	TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Source: Household Survey, July 2007

TABLE 2
COMPARISON GOODS ALLOCATION 2007
SPEND (£)

	RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	**TOTAL (£000)**
1	Bluewater	45,517	28,675	18,910	55,503	19,397	31,941	11,215	6,317	6,322	1,779	16,080	11,363	18,717	26,364	41,713	**339,813**
2	Bromley Town Centre	11,663	45,046	2,355	12,182	1,827	1,417	0	577	0	611	6,513	35,076	50,997	5,859	807	**174,930**
3	Lewisham Town Centre	25,045	13,224	2,832	0	191	381	0	0	258	6,194	17,276	70,850	0	142	0	**136,394**
4	London - West End	23,230	9,467	5,316	308	1,268	373	1,880	1,017	1,419	25,671	23,872	22,836	1,854	573	2,538	**121,621**
5	Dartford Town Centre	0	0	633	6,013	1,883	3,186	4,251	551	871	0	0	498	114	12,533	40,035	**70,570**
6	Lakeside	4,020	4,458	9,657	6,031	2,339	3,223	1,650	873	1,911	5,097	2,473	728	2,509	3,545	3,829	**52,340**
7	Canary Wharf	2,510	0	1,224	0	1,187	0	0	0	0	19,771	4,479	0	0	0	0	**29,170**
8	Orpington Town Centre	0	1,450	0	2,795	640	724	0	0	235	0	0	0	25,417	1,438	388	**33,087**
9	Surrey Quays Shopping Centre	5,814	0	0	348	0	0	0	0	0	242	9,142	1,258	0	0	0	**16,805**
10	Swanley Town Centre	0	0	0	729	0	0	0	103	0	0	418	498	1,028	4,545	0	**7,322**
11	Croydon Town Centre	507	556	1,694	0	0	115	0	87	191	0	2,055	2,769	2,214	0	0	**10,187**
12	Bexleyheath Town Centre	2,722	1,440	24,055	30,055	24,775	46,273	27,642	19,015	19,167	1,527	361	0	797	4,319	7,277	**209,425**
13	Eltham Town Centre	7,743	45,148	1,008	4,138	1,626	258	0	0	191	535	583	671	681	587	88	**63,256**
14	Woolwich Town Centre	5,380	1,427	39,848	0	593	0	323	913	5,304	0	0	1,962	0	282	0	**56,031**
15	Welling Town Centre	0	0	1,208	308	6,523	1,571	452	77	186	0	286	0	0	0	0	**10,611**
16	Greenwich Town Centre	13,348	4,571	10,871	382	406	381	0	0	673	2,326	1,512	4,553	0	0	602	**39,626**
17	Erith Town Centre	0	0	1,412	0	765	668	7,231	1,450	566	0	0	442	228	202	290	**13,254**
18	Crayford Town Centre	2,503	0	1,399	16,542	6,596	17,456	10,365	4,168	2,015	0	0	2,351	1,064	5,939	21,155	**91,553**
19	Sidcup Town Centre	932	538	0	5,744	640	1,570	147	173	235	0	0	0	3,463	1,225	202	**14,867**
	SUB-TOTAL	**150,934**	**155,997**	**122,423**	**141,078**	**70,655**	**109,537**	**65,157**	**35,319**	**39,545**	**63,753**	**85,050**	**155,855**	**109,083**	**67,552**	**118,925**	**1,490,863**
	Other	126,773	62,553	72,577	64,009	24,403	40,501	21,293	20,043	35,476	48,871	51,931	98,646	40,170	23,195	21,809	752,250
	TOTAL	**277,707**	**218,550**	**195,000**	**205,087**	**95,058**	**150,038**	**86,451**	**55,361**	**75,021**	**112,624**	**136,981**	**254,501**	**149,254**	**90,747**	**140,734**	**2,243,113**

APPENDIX 1B

RETAILER REPRESENTATION

Competing Centres: Retailer Representation

Centre	*Shopping Centres*	*Other Key Anchors*	*Department Stores*
Bromley	• The Glades (1991), 37,439 sqm gross. Debenhams, Marks & Spencer, Boots, River Island, French Connection. • The Mall (1975), 10,776 sqm gross. Argos, Poundland, Uniqlo.	Woolworths, TK Maxx, Habitat, Bhs, Primark, Topshop, Sainsbury's, Waitrose	Debenhams
Lewisham	• The Lewisham Centre (1975), 32,515 sqm gross. Marks & Spencer, Bhs, TK Maxx, Sainsbury's	Peacocks, Boots, Superdrug, Next, WHSmith	None
Dartford	• The Priory Centre (1975), 13,470 sqm gross. Wilkinson, Sainsbury's. • The Orchards (1989), 10,033 sqm gross. Boots, Primark, Waitrose.	Argos, WHSmith, Co-op,	Co-op
Orpington	• Walnuts Centre (1972), 10,033 sqm gross. Marks & Spencer, Wilkinson, Sainsbury's.	Woolworths, Boots, WHSmith, Robert Dyas, Currys	None
Lakeside	• Lakeside, (1990), 112,595 sqm gross. House of Fraser, Debenhams, Marks & Spencer.	Bhs, Boots, H&M, Next, Woolworths, WHSmith	House of Fraser Debenhams
Bluewater	• Bluewater (1999), 156,722 sqm gross. John Lewis, House of Fraser, Marks & Spencer.	Next, Boots, Zara, Gap, Mango, Virgin	House of Fraser John Lewis
London (West End)	• Various	Topshop, Primark, Gap, H&M, Next, HMV	Selfridges, John Lewis House of Fraser, Debenhams, M&S
Canary Wharf	• Cabot Place (1990), 8,919 sqm net. Boots, Austin Reed, Gap Kids. • Canada Place (2000), 6,039 sqm net. Waitrose. • Jubilee Place (2003), 8,315 sqm net. Marks & Spencer	Bang and Olufsen, Jones Bootmaker Shoes,	Marks & Spencer

Source: Promis/EGI/Goad/IGD/GVA Grimley (November 2007)

APPENDIX 1C

KEY INDICATORS

Competing Centres: Key Indicators

Javelin Rank		
Centre	**Rank (2007)**	**Change in Rank position 2005**
London (West End)*	9	↑
Bluewater	28	↓
Bromley	29	↑
Lakeside	71	↓
Bexleyheath	149	↔
Lewisham	154	↔
Dartford	197	↑
Canary Wharf**	254	↑
Orpington	267	↑
Eltham	**269**	↓
Woolwich	**276**	↓
Greenwich	**440**	↑
Source: Venue Score/Javelin 2007 **London, Oxford Street **London, Docklands*		

Retail Floorspace	
Centre	**Sqm gross**
London (West End)	1,347,115
Bluewater	144,014
Bromley	135,941
Lakeside	130,794
Canary Wharf	112,000
Dartford	97,582
Lewisham	89,881
Bexleyheath 85,462	
Woolwich	**77,212**
Orpington	59,475
Eltham	**51,440**
Greenwich	**43,692**
Source: Goad Category Reports	

GVA Grimley

Competing Centres: Key Indicators

Comparison Goods Trade Draw %	
Centre	**%**
Bluewater	15.1
Bexleyheath	9.3
Bromley	7.8
Lewisham	6.1
London (West End)	5.4
Dartford	3.1
Eltham	2.8
Woolwich	2.5
Lakeside	2.3
Greenwich	1.8
Orpington	1.5
Canary Wharf	1.3

Source: GVA Grimley Modelling

Comparison Goods Trade Draw £m	
Centre	**£m**
Bluewater	339,813
Bexleyheath	209,425
Bromley	174,930
Lewisham	136,394
London (West End)	121,621
Dartford	70,570
Eltham	63,256
Woolwich	56,031
Lakeside	52,340
Greenwich	39,626
Orpington	33,087
Canary Wharf	29,170

Source: GVA Grimley Modelling

Competing Centres: Key Indicators

Comparison of Prime Retail Yields (% Change)			
Centre	**July 04**	**July 07**	**Change in rank position**
London (West End)	5.25	4.25	↓
Bluewater	5	5	↔
Lakeside	4.75	5	↑
Bexleyheath	6	5.5	↓
Bromley	6	5.75	↓
Eltham	**7.5**	**6.5**	↓
Lewisham	7.5	7	↓
Dartford	8.5	7	↓
Orpington	9	9	↔
Woolwich	**10**	**10**	↔
Canary Wharf	-	-	-
Greenwich	**-**	**-**	**-**
Source: Valuation Office Agency – Property Market Report			

Comparison of Prime Retail Rents (£ per sq.m)			
Centre	**2005**	**2007**	**Change in rank position**
London (West End)*	4395	5095	↑
Bluewater	4413	4467	↑
Lakeside	3767	3875	↑
Canary Wharf	2799	2906	↑
Bromley	2368	2476	↑
Bexleyheath	1507	1561	↑
Lewisham	1346	1399	↑
Woolwich	**969**	**1023**	↑
Greenwich	**969**	**969**	↔
Eltham	**700**	**807**	↑
Orpington	592	592	↔
Dartford	431	538	↑
Source: Colliers In Town Retail Rents 2007 **Average Regent Street, Oxford Street West & Oxford Street East*			

Competing Centres: Key Indicators

Retailer Demand Apr 2007	
Centre	**No.**
Bromley	144
Canary Wharf**	93
London (West End)**	65
Bexleyheath*	59
Bluewater*	58
Lakeside*	49
Dartford	43
Orpington*	39
Greenwich	**37**
Lewisham	31
Eltham*	**17**
Woolwich*	**14**

Source: Focus, April 2007
**Focus, November 2007   **EGi, November 2007*

Distance from Woolwich	
Centre	**Miles (Approximate)**
Woolwich	**-**
Eltham	**2.8**
Greenwich	**3.2**
Lewisham	4.7
Bexleyheath	5.1
Canary Wharf	5.4
Bromley	7.3
Orpington	9.46
Dartford	11
London (West End)	11.2
Bluewater	13.8
Lakeside	14.5

Source: GVA Grimley

APPENDIX 1D

PIPELINE SCHEMES

Competing Centres

Key Town Centre Pipeline Schemes

Bromley

- An extension to The Glades Shopping Centre is currently under construction, due for completion in Spring 2008. The extension involves one large unit, pre-let to H&M, and five smaller units comprising approximately 3,251 sqm gross additional retail floorspace.

- The Council have also prepared an Area Action Plan for the town centre. The Preferred Options document (October 2007) identifies future development sites which include the extension to the Glades shopping centre as well as the redevelopment of parts of the west side of High Street and a new leisure focus at Bromley South. In total, the plan allows for approximately 49,980 sqm additional retail floorspace.

Lewisham

- There are plans to extend the Lewisham Centre by c.8,361 sqm gross although an application is yet to be submitted.

- Outline planning permission has been granted for c.11,984 sqm gross additional retail as part of the Lewisham Gateway development.

- Full planning permission has been granted for 9,011 sqm gross B&Q retail warehouse and housing at Thurston Road Industrial Estate. A further application has been submitted for a 6,782 sqm store and offices.

- Various development sites are designated in the Town Centre Area Action Plan (April 2007) including those outlined above. Applications for the remaining sites have not formally come forward at this time.

Dartford

- Proposals for Dartford town centre regeneration include an 18,580 sqm net shopping centre to be anchored by Tesco. A previous scheme for the town centre was refused by the Secretary of State in 2004. A revised planning application is pending submission.

- There is likely to be an application for retail and residential development at 14 Hythe Street. The retail element would involve c.929 sqm gross floorspace.

Orpington

- Station Road car park scheme – full planning permission has been granted for a 7,989 sqm gross Tesco superstore with medical centre and 64 dwellings. A revised application has been sumitted for 11,984 sqm gross superstore.

Lakeside

- Capitol Shopping Centres have a long-term plan to extend the shopping centre by c.23,225 sqm gross but the realisation of this is uncertain.

Bluewater

- There are currently no retail developments in the pipeline.

Canary Wharf
• The Canary Wharf Group have acquired full planning consent to increase the retail floorspace of Cabot Place Shopping Centre by c.6,000 sqm net, with a change of use and alterations to Cabot Hall. • Full planning permission has also been granted for an additional 6,000 sqm net retail floorspace across ground floor units of a new large office scheme. • An outline application is pending submission for the major redevelopment of the Wood Wharf site situated to the east of Canary Wharf. The mixed use proposals for the site include 2,600 residential units, offices, leisure and community uses and approximately 15,000 sqm retail floorspace.
London (West End)
• Full planning permission has been granted for a major scheme on Oxford Street West. The scheme, known as Park House, will create an additional 4,000 sqm net retail floorspace and result in a block of large, well configured units. Demolition is due to begin in early 2008 with completion planned for late 2010, early 2011. • There are also a number of potential redevelopment sites towards the eastern end of Oxford Street although uncertainty surrounding the Crossrail project is holding up any implementation. • Crown Estate have proposed major redevelopment of the southern part of Regent Street (including the Regent Palace Hotel) to create an additional 4,300 sqm net retail floorspace and a hotel.

Source: Promis, EGi and discussions with Local Authorities (November 2007)

APPENDIX 2

HEALTHCHECKS

APPENDIX 2A

METHODOLOGY

HEALTHCHECK METHODOLOGY

PPS6 states that in order to measure the vitality and viability of town centres local authorities should collect information on a range of key indicators. These indicators are summarised below:

- **Diversity of main town centre uses:** To assess this we have drawn on Experian Goad surveys as well as the Council's own audits where available. It should be noted that not all of the surveys and audits are based on the relevant UDP town centre boundary. It is also important to note that the floorspace figures derived from the Experian Goad Centre Report only show the footprint of units, within the building lines, and do not provide a definitive figure of net or gross floorspace. They do not for example audit retail floorspace above ground floor level, apart from in enclosed shopping centres.
- **Retailer representation**: This looks at the types of retailers in a centre, for example the proportion of multiple retailers. A multiple retailer is defined as being part of a network of nine or more outlets and can be an indicator of the attraction of the retail offer in a centre.
- **Vacancies**: Vacancies can arise even in the strongest town centres, particularly where properties are under alteration and this indicator should be used with care. Conversely, the absence of any vacancies can be a symptom of an under provision of space, restricting new and existing retailers in the centre from securing new or enhanced representation.
- **Retailer demand**: Focus Property Intelligence provides a database of retailers with a requirement to locate in a specific area. The figures, although are a useful guide should be treated with a degree of caution as some retailers (food retailer particularly) do not publish their requirements due to commercial sensitivities and it is important to note that some of the requirements indicated may be for out-of-centre floorspace. While the data gives a good indication of the attractiveness of a centre at the present time, it is certainly possible for a centre to stimulate retailer interest through appropriate proposals and commitments coming forward. Requirements can also increase significantly where new development proposals emerge.
- **Shopping rents**: The level of rent which retailers are prepared to pay is an indication of the strength of a centre, although other factors such as the availability of floorspace my impact on rental value. Rents are published by Colliers CRE.
- **Commercial yields**: The commercial yield on non- domestic property is an indication of the confidence of investors in the long term profitability of a town centre. The yield on property investment represents the return (in the form of rent) on capital to an investor. As property investments do not usually produce a fixed income (i.e. rents are reviewed according to market conditions, and the terms of the property's lease), the greater the prospect of future rental growth, the lower the initial yield which an investor would be prepared to accept. Conversely, a higher yield reflects the lower expectation of future

rental growth prospects. Yields are therefore an indicator of expectations of the general economic prospects for a town centre. The Valuation Office Agency publishes yields.

Accessibility: is an important consideration when focusing on the health and future prospects of a town centre. Ease of access and parking are key factors influencing the underlying success and attraction of a centre for customers, businesses and visitors. This should look at the ease and convenience of access by a choice of means of travel, including - the quality, quantity and type of car parking; the frequency and quality of public transport; and the quality of provision for pedestrians, cyclists and disabled people. We have also drawn on Public Transport Accessibility Level (PTAL) Maps, which are published by Transport for London.

- **Pedestrian flows**: Site visits we have undertaken allow us to make a judgement as to the parts of a centre with the highest footfall. Footfall surveys were not commissioned for this study but recent footfall reports were available for the Bexley centres.
- **Customer and residents views and behaviour**: We have drawn on in-centre surveys to establish people's attitudes, likes and dislikes of a centre. In this case we commissioned in-centre surveys in the main centres of Bexleyheath, Greenwich, Woolwich and Eltham. NEMS Market Research undertook approximately 125 face-to-face interviews in each of the four centres between Monday 19th October and Saturday 10th November 2007. Interviews were split between weekdays and weekends. Full results of these surveys can be found in Appendix 8.
- **Perception of safety and occurrence of crime:** There is limited published data available on crime and safety in the town centres. The in-centre surveys can be used to highlight people's perception of crime and safety in a town centre. We have drawn on data published by the Council's where available. We have also spoken to the relevant town centre managers.
- **Environmental quality:** This includes information on problems such as noise, litter and graffiti as well as positive factors such as trees and landscaping.

APPENDIX 2B

KEY INDICATORS

KEY INDICATORS: MAJOR CENTRES

Greenwich

Greenwich Town Centre Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	95	28.88	36.03	-7.16
Convenience	35	10.64	8.54	2.10
Service	176	53.50	45.47	8.03
Vacant	22	6.69	9.78	-3.10
Other	1	0.30	0.17	0.13
Total	329	100	100	-

Source: Experian Goad Category Report, March 2006

Greenwich Ranking of Retailer Requirements

Number of Requirements	Ranking (1st Highest)	Date
37	222	April 07
46	176	April 06
39	193	April 05
35	201	April 04
30	213	April 03
43	155	April 02
44	134	April 01
41	146	April 00
29	202	April 99

Source: Focus Property Intelligence, November 2007

Greenwich Retailer Requirements

Retail Category	No. of Units	Min. Floorspace sqm Gross	Max. Floorspace sqm Gross
Comparison	11	3,786	8,565
Convenience	1	28	70
Service	25	5,031	11,594
Other	2	4,273	9,290
TOTAL	**39**	**13,117**	**29,519**

Source: Focus Property Intelligence, November 2007

Q12, Q13 & Q14. How often do you visit Greenwich for Shopping, Eating and Drinking and Leisure activities?

	Shopping		Eating/Drinking		Leisure	
	Day Time	Night Time	Day Time	Night Time	Day Time	Night Time
Everyday / Most days	10.2%	0.0%	2.8%	0.0%	0.0%	0.0%
2-3 Times a Week	9.3%	2.8%	10.2%	4.6%	2.8%	0.0%
Once a Week	19.4%	2.8%	18.5%	10.2%	2.8%	2.8%
Once a fortnight	7.4%	5.6%	8.3%	6.5%	4.6%	2.8%
Once a Month	8.3%	3.7%	9.3%	8.3%	1.9%	2.8%
Less Often	34.3%	18.6%	36.1%	24.1%	22.3%	13.0%
Never	8.3%	64.8%	13.0%	43.5%	63.0%	75.9%
Don't Know	2.8%	1.9%	1.9%	1.9%	2.8%	2.8%

Source: Greenwich In-centre Survey, November 2007

Eltham

Eltham Town Centre Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	89	38.53	36.03	2.50
Convenience	17	7.36	8.54	-1.18
Service	101	43.72	45.47	-1.75
Vacant	24	10.39	9.78	0.61
Other	0	0	0.17	-0.17
Total	231	100	100	-

Source: Experian Goad Category Report, February 2007

Eltham Retailer Requirements

Retail Category	No. of Units	Min. Floorspace sqm Gross	Max. Floorspace sqm Gross
Comparison	6	2,731	4,645
Convenience	1	465	743
Service	10	4,173	11,448
Other	0	0	0
TOTAL	**17**	**7,368**	**16,836**

Source: Focus Property Intelligence, November 2007

Q12, Q13 & Q14. How often do you visit Eltham for Shopping, Eating and Drinking and Leisure activities?

	Shopping		Eating/Drinking		Leisure	
	Day Time	Night Time	Day Time	Night Time	Day Time	Night Time
Everyday / Most days	18.1%	0.0%	5.2%	0.0%	0.9%	0.0%
2-3 Times a Week	36.2%	0.9%	12.9%	1.7%	1.7%	0.9%
Once a Week	19.8%	4.3%	18.1%	4.3%	5.2%	2.6%
Once a fortnight	8.6%	2.6%	5.2%	1.7%	0.0%	0.0%
Once a Month	6.9%	0.9%	7.8%	12.1%	0.9%	0.0%
Less Often	3.5%	3.4%	7.0%	6.1%	0.9%	1.8%
Never	6.0%	84.5%	42.2%	71.6%	88.8%	92.2%
Don't Know	0.9%	2.6%	1.7%	2.6%	1.7%	2.6%

Source: Eltham In-centre Survey, November 2007

Woolwich

Woolwich Town Centre Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	90	29.41	36.03	-6.62
Convenience	32	10.46	8.54	1.92
Service	144	47.06	45.47	1.59
Vacant	37	12.09	9.78	2.31
Other	3	0.98	0.17	0.81
Total	306	100	100	-

Source: Experian Goad Category Report, January 2007

Woolwich Retailer Requirements

Retail Category	No. of Units	Min. Floorspace sqm Gross	Max. Floorspace sqm Gross
Comparison	8	5,463	10,563
Convenience	1	0	0
Service	5	765	12,167
Other	0	0	0
TOTAL	**14**	**6,228**	**22,730**

Source: Focus Property Intelligence, November 2007

Q12, Q13 & Q14. How often do you visit Woolwich for Shopping, Eating and Drinking and Leisure activities?

	Shopping		Eating/Drinking		Leisure	
	Day Time	**Night Time**	**Day Time**	**Night Time**	**Day Time**	**Night Time**
Everyday / Most days	7.9%	0.0%	3.2%	0.8%	0.8%	0.0%
2-3 Times a Week	19.0%	1.6%	14.3%	1.6%	2.4%	1.6%
Once a Week	31.0%	3.2%	16.7%	2.4%	2.4%	0.0%
Once a fortnight	12.7%	0.0%	6.3%	3.2%	1.6%	0.0%
Once a Month	9.5%	8.7%	4.8%	3.2%	0.8%	0.8%
Less Often	12.0%	16.0%	14.4%	17.5%	4.0%	4.8%
Never	7.9%	70.6%	39.7%	70.6%	88.1%	92.1%
Don't Know	0.0%	0.0%	0.8%	0.8%	0.0%	0.8%

Source: Woolwich In-centre Survey, November 2007

KEY INDICATORS: GREENWICH DISTRICT CENTRES

Blackheath

Blackheath Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	38	30.16	36.03	-5.87
Convenience	18	14.29	8.54	5.74
Service	63	50.00	45.47	4.53
Vacant	7	5.56	9.78	-4.23
Other	0	0.00	0.17	-0.17
Total	126	100	100	-

Source: Experian Goad Category Report, June 2005

Lee Green

Lee Green Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	20	24.39	36.03	-11.64
Convenience	7	8.54	8.54	-0.01
Service	37	45.12	45.47	-0.35
Vacant	15	18.29	9.78	8.51
Other	3	3.66	0.17	3.49
Total	82	100	100	-

Source: GVA Grimley Audit, November 2007

Thamesmead

Thamesmead Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	11	31.43	36.03	-4.60
Convenience	4	11.43	8.54	2.89
Service	18	51.42	45.47	5.95
Vacant	2	5.71	9.78	-4.07
Other	0	0.00	0.17	-0.17
Total	35	100	100	-

Source: Experian Goad Category Report, February 2006

Plumstead High Street

Plumstead High Street Retail Composition by Number of Units

Retail Category	No. of Units	Percentage of Total (%)	National Average (%)	Variant
Comparison	30	24.19	36.03	-11.84
Convenience	19	15.32	8.54	6.78
Service	61	49.19	45.47	3.72
Vacant	13	10.48	9.78	0.70
Other	1	0.81	0.17	0.63
Total	124	100	100	-

Source: GVA Grimley Audit, November 2007

APPENDIX 2C

RETAILER REQUIREMENTS

Retailer Requirements: Eltham

	Name	*Type*	*Retail Category*	*Min Req (sqm)*	*Max Req (sqm)*
1	99p Stores	Variety/Discount	Comparison	279	557
2	Body Shop	Cosmetics/Toiletries	Comparison	93	93
3	Game	Computers and Software	Comparison	130	232
4	Poundland	Variety/Discount	Comparison	232	465
5	TJ Hughes	Department Store	Comparison	1,858	3,066
6	Works	Publishers	Comparison	139	232
	SUB TOTAL COMPARISON			**2,731**	**4,645**
1	Farmfoods	Supermarket	Convenience	465	743
	SUB TOTAL CONVENIENCE			**465**	**743**
1	Ask Central	Café/Restaurant/Bar	Service	279	465
2	Better Bookmakers	Bookmakers	Service	70	186
3	Frankie and Benny's	Café/Restaurant/Bar	Service	28	372
4	HSS Hire Services	Service Specialist	Service	279	372
5	Wetherspoons	Public Houses	Service	93	929
6	Pizza Hut	Café/Restaurant/Bar	Service	79	296
7	Pizza Express	Café/Restaurant/Bar	Service	232	465
8	Safestore	Service Specialist	Service	2,417	6,042
9	Simon Korn	Estate Agents	Service	465	1,858
10	Zizzi	Café/Restaurant/Bar	Service	232	465
	SUB TOTAL SERVICE			**4,173**	**11,448**
	TOTAL			**7,368**	**16,836**

Source: Focus Property Intelligence Database

Retailer Requirements: Greenwich

	Name	Type	Retail Category	Min Req (sqm)	Max Req (sqm)
1	Body Shop	Cosmetics/Toiletries	Comparison	93	93
2	Dreams	Furniture	Comparison	465	697
3	Habitat	Homeware	Comparison	929	1,858
4	Khazana Trading	Lighting/Furniture	Comparison	139	186
5	Kidsun	Nursery/Childcare	Comparison	372	650
6	Marilyn Moore	Womenswear	Comparison	46	93
7	Phones 4 U	Mobile Phones	Comparison	56	139
8	Scope	Charity Shop	Comparison	70	465
9	Sofa Workshop	Furniture	Comparison	139	557
10	TK Maxx	Variety/Discount Store	Comparison	1,394	3,716
11	Whistles	Womenswear	Comparison	84	111
	SUB TOTAL COMPARISON			**3,786**	**8,565**
1	Morris Pasties	Bakers	Convenience	28	70
	SUB TOTAL CONVENIENCE			**28**	**70**
3	Ask Central	Café/Restaurant/Bar	Service	232	465
4	Barracuda Public	House	Service	465	836
5	Better Bookmakers	Bookmakers	Service	70	186
6	Bierodrome	Café/Restaurant/Bar	Service	232	511
7	Carluccios	Café/Restaurant/Bar	Service	325	418
8	Costa	Café/Restaurant/Bar	Service	93	102
9	Elbow Rooms	Café/Restaurant/Bar	Service	232	1,115
10	Wetherspoon	Café/Restaurant/Bar	Service	93	929
11	Johnson Cleaners	Dry Cleaners	Service	56	130
12	Kinleigh, Folkard and Hayward	Estate Agents	Service	139	279
13	La Tasca	Café/Restaurant/Bar	Service	279	279
14	Nandos	Café/Restaurant/Bar	Service	232	325
15	Ortega	Café/Restaurant/Bar	Service	325	372
16	Papa Johns	Café/Restaurant/Bar	Service	74	232
17	Pizza Express	Café/Restaurant/Bar	Service	232	465
18	Ready Made Pasta	Café/Restaurant/Bar	Service	28	56
19	Rush Hair	Hairdressers	Service	84	139
20	Simon Korn	Estate Agents	Service	465	1,858
21	Smollensky's	Café/Restaurant/Bar	Service	465	1,394
22	Strada	Café/Restaurant/Bar	Service	232	465
23	Toni & Guy	Hairdressers	Service	74	111
24	Wagamama	Café/Restaurant/Bar	Service	325	465
25	Zizzi	Café/Restaurant/Bar	Service	279	465
	SUB TOTAL SERVICE			**5,031**	**11,594**
1	Big Yellow Storage	Self Storage	Other	1,486	4,645
2	Premier Travel Inn	Hotel	Other	2,787	4,645
	SUB TOTAL OTHER			**4,273**	**9,290**
	TOTAL			**13,117**	**29,519**

Source: Focus Property Intelligence Database

Retailer Requirements: Woolwich

	Name	Type	Retail Category	Min Req (sqm)	Max Req (sqm)
1	99p Stores	Variety/Discount	Comparison	279	557
2	Blue Inc	Clothing	Comparison	139	232
3	Dreams	Furniture	Comparison	465	697
4	HPJ Retailing	Jewellery	Comparison	74	111
5	Staples	Business Machines/Office Equipment	Comparison	1,115	1,301
6	TJ Hughes	Department Stores	Comparison	1,858	3,716
7	TK Maxx	Variety/Discount	Comparison	1,394	3,716
8	Works	Booksellers	Comparison	139	232
	SUB TOTAL COMPARISON			**5,463**	**10,563**
1	Farmfoods	Supermarket	Convenience		
	SUB TOTAL CONVENIENCE			**0**	**0**
1	Better Bookmakers	Bookmakers	Service	70	186
2	Frankie and Benny's	Café/Restaurant/Bar	Service	325	372
3	McDonalds	Fastfood/Takeaway	Service	65	2,023
4	Oakam Simply Money	Financial	Service	9	9,290
5	Pizza Hut	Café/Restaurant/Bar	Service	296	296
	SUB TOTAL SERVICE			**765**	**12,167**
	TOTAL			**6,228**	**22,730**

Source: Focus Property Intelligence Database

APPENDIX 3

FOODSTORE REPRESENTATION

Foodstore Representation

Store (location)	Size (sq. m net)	Date of Opening	No of Checkouts	Mezzanine Floor	Deli	Bakery	Café	Hot food Counter	Pharmacy	Fish Monger	Butcher	Petrol Station
ELTHAM												
Sainsbury's, Philipot Path	2,645	1988	23		✓	✓			✓	✓	✓	
Marks & Spencer	836	Unknown	11									
Iceland, High Street	403	1974	4									
BLACKHEATH												
Costcutter, Blackheath Road	Unknown	Unknown	1									
GREENWICH (EAST)												
Iceland, Trafalgar Road	484	1991	3									
Tesco Express, Trafalgar Road	Unknown	Unknown	4									
Co-Op, Trafalgar Road	471	Unknown	4									
GREENWICH (WEST)												
Somerfield, Greenwich High Road	425	Unknown	6									
Marks & Spencer, Cutty Sark Station	186	Unknown	9									
LEE GREEN												
Iceland, Leegate	451	1997	4									
Sainsbury's, Burnt Ash Road	2,831	1987	27		✓	✓		✓	✓	✓	✓	

Store (location)	Size (sq. m net)	Date of Opening	No of Checkouts	Mezzanine Floor	Deli	Bakery	Café	Hot food Counter	Pharmacy	Fish Monger	Butcher	Petrol Station
PLUMSTEAD HIGH STREET												
Somerfield, Plumstead High Street,	531	1989	8									
Co-op, Lakedale Road	327	Unknown	4									
WOOLWICH												
Sainsbury's, Calderwood Street	1,917	1973	24		✓							
Somerfield, Woolwich New Road	1,904	1989	10						✓			
Marks and Spencer, Thomas Street	Unknown	Unknown	7									
Lidl, MacBean Street	Unknown	Unknown	5									
Iceland, Beresford Square	479	1986	4									
THAMESMEAD												
Morrisons, Thamesmere Driveway	4,772	1997	28		✓		✓	✓	✓	✓	✓	✓
Aldi, Central Way	650	1998	4									
Iceland, Joyce Dawson Way	416	1986	4									

Store (location)	Size (sq. m net)	Date of Opening	No of Checkouts	Mezzanine Floor	Deli	Bakery	Café	Hot food Counter	Pharmacy	Fish Monger	Butcher	Petrol Station
OUT-OF-CENTRE												
Asda, Busby's Way. Greenwich,	3,952	1984	27		✓	✓		✓		✓		✓
Sainsbury's, Horn Lane, Bugsby's Way, Greenwich,	3,205	1999	30		✓	✓	✓		✓	✓	✓	✓
Lidl, Bugsby's Way, Greenwich	Unknown	Unknown	Unknown									
Lidl, Eynsham Drive, Abbey Wood	Unknown	Unknown	Unknown									

APPENDIX 4

CAPACITY PROJECTIONS: CONVENIENCE GOODS

Population Projections

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2007	2012	2017	2022	2027
1	SE10 0/8/9, SE3 0/7/8/9, SE7 7/8, SE8 3/4	90,384	**104,394**	**118,351**	**128,411**	**118,690**
2	SE12 8/9, SE9 1/2/3/45/6	78,475	**79,448**	**84,286**	**88,728**	**96,820**
3	SE18 1/2/3/4/5/6/7, SE28 0	76,335	**79,098**	**83,947**	**83,653**	**86,589**
4	DA14 4/5/6, DA15 7/8/9, DA5 1/2/3	69,234	**68,424**	**68,527**	**69,047**	**69,206**
5	DA16 1/2/3	34,986	**34,566**	**34,635**	**34,791**	**34,600**
6	DA1 4, DA6 7/8, DA7 4/5/6	53,197	**52,665**	**53,666**	**54,020**	**54,312**
7	DA8 1/2/3	32,227	**32,043**	**32,431**	**33,047**	**34,895**
8	DA17 5/6, DA18 4	20,361	**20,349**	**20,265**	**20,413**	**20,564**
9	SE2 0/9, SE28 8	28,693	**29,204**	**30,208**	**30,233**	**33,419**
10	E14 3/4/5/8/9	34,551	37,161	38,650	40,139	41,628
11	SE14 5/6, SE16 5/6/7, SE8 5	47,425	49,086	50,402	51,718	53,034
12	BR1 5, SE12 0, SE13 5/6/7. SE4 1, SE6 1	87,783	88,070	88,535	89,000	89,465
13	BR5 2/3/4, BR7 5/6	51,780	53,721	55,398	57,075	58,752
14	BR8 7/8, DA2 7	32,424	33,318	34,267	35,216	36,165
15	DA1 1/2/3/5, DA2 6	49,228	53,205	57,192	61,179	65,166
TOTAL		**787,083**	**814,752**	**850,761**	**876,671**	**893,305**

SOURCE: Experian Business Strategies November 2007

TABLE 1A
POPULATION GROWTH RATES

2007-2012 (%)	2012-2017 (%)	2017-2022 (%)	2022-2027 (%)	2007-2027 (%)
15.5	**13.4**	**8.5**	**-7.6**	**31.3**
1.2	**6.1**	**5.3**	**9.1**	**23.4**
3.6	**6.1**	**-0.4**	**3.5**	**13.4**
-1.2	**0.2**	**0.8**	**0.2**	**0.0**
-1.2	**0.2**	**0.5**	**-0.6**	**-1.1**
-1.0	**1.9**	**0.7**	**0.5**	**-2.1**
-0.6	**1.2**	**1.9**	**5.6**	**8.3**
-0.1	**-0.4**	**0.7**	**0.7**	**1.0**
1.8	**3.4**	**0.1**	**10.5**	**16.5**
7.6	4.0	3.9	3.7	20.5
3.5	2.7	2.6	2.5	11.8
0.3	0.5	0.5	0.5	1.9
3.7	3.1	3.0	2.9	13.5
2.8	2.8	2.8	2.7	11.5
8.1	7.5	7.0	6.5	32.4
3.5	**4.4**	**3.0**	**1.9**	**13.5**

Convenience Goods Expenditure Forecasts

TABLE 2

CONVENIENCE GOODS EXPENDITURE FORECASTS PER CAPITA (2005 prices)

GROWTH IN CONVENIENCE GOODS PER CAPITA RETAIL EXPENDITURE: 0.70 %pa 2005-2027

ZONE	2005	2005 Minus SFT at 1.85%	2007	2007 Minus SFT at 2.45%	2012	2012 Minus SFT at 3.45%	2017	2017 Minus SFT at 3.5%	2022	2022 Minus SFT at 3.5%	2027	2027 Minus SFT at 3.5%
1	1,693	1,662	1,717	1,675	1,778	1,716	1,841	1,776	1,906	1,839	1,974	1,905
2	1,619	1,589	1,642	1,602	1,700	1,641	1,760	1,699	1,823	1,759	1,888	1,821
3	1,452	1,425	1,472	1,436	1,525	1,472	1,579	1,524	1,635	1,578	1,693	1,634
4	1,653	1,622	1,676	1,635	1,736	1,676	1,797	1,734	1,861	1,796	1,927	1,860
5	1,548	1,519	1,570	1,531	1,625	1,569	1,683	1,624	1,743	1,682	1,805	1,742
6	1,593	1,564	1,615	1,576	1,673	1,615	1,732	1,671	1,794	1,731	1,857	1,792
7	1,526	1,498	1,547	1,510	1,602	1,547	1,659	1,601	1,718	1,658	1,779	1,717
8	1,555	1,526	1,577	1,538	1,633	1,576	1,691	1,632	1,751	1,690	1,813	1,749
9	1,496	1,468	1,517	1,480	1,571	1,517	1,627	1,570	1,684	1,625	1,744	1,683
10	1,700	1,669	1,724	1,682	1,785	1,723	1,848	1,784	1,914	1,847	1,982	1,913
11	1,547	1,518	1,569	1,530	1,624	1,568	1,682	1,623	1,742	1,681	1,804	1,740
12	1,614	1,584	1,637	1,597	1,695	1,636	1,755	1,693	1,817	1,754	1,882	1,816
13	1,661	1,630	1,684	1,643	1,744	1,684	1,806	1,743	1,870	1,805	1,937	1,869
14	1,542	1,513	1,564	1,525	1,619	1,563	1,677	1,618	1,736	1,675	1,798	1,735
15	1,522	1,494	1,543	1,506	1,598	1,543	1,655	1,597	1,714	1,654	1,774	1,712

Source: Experian Business Strategies November 2007

Retail Expenditure Forecasts

TABLE 3

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2005 prices)

	CONVENIENCE GOODS				
ZONE	2007 (£000)	2012 (£000)	2017 (£000)	2022 (£000)	2027 (£000)
1	151,368	179,180	210,237	236,204	226,072
2	125,679	130,403	143,181	156,077	176,356
3	109,642	116,437	127,895	131,971	141,451
4	113,208	114,667	118,854	124,008	128,704
5	53,574	54,248	56,256	58,515	60,259
6	83,828	85,054	89,700	93,497	97,338
7	48,648	49,574	51,927	54,792	59,908
8	31,320	32,079	33,065	34,488	35,977
9	42,461	44,292	47,418	49,140	56,247
10	58,103	64,046	68,941	74,138	79,618
11	72,574	76,985	81,812	86,928	92,304
12	140,152	144,109	149,934	156,071	162,455
13	85,078	90,463	96,548	103,002	109,791
14	49,458	52,086	55,442	59,000	62,741
15	74,116	82,097	91,334	101,169	111,586
TOTAL	**1,239,210**	**1,315,722**	**1,422,545**	**1,518,999**	**1,600,808**

SOURCE: Table 1, Experian Business Strategies November 2007

ELTHAM TOWN CENTRE

TABLE 4
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SAINSBURY'S, PHILIPOT PATH 2007	2012	2017	2022	2027	MARKS AND SPENCER 2007	2012	2017	2022	2027	OTHER 2007	2012	2017	2022	2027	TOTAL 2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
2	19	19	19	19	19	2	2	2	2	2	4	4	4	4	4	25	25	25	25	25
3	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
4	5	5	5	5	5	1	1	1	1	1	1	1	1	1	1	8	8	8	8	8
5	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
10	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1

SOURCE: Telephone Survey, November 2007

TABLE 5
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	2007	2012	2017	2022	2027	MARKS AND SPENCER 2007	2012	2017	2022	2027	OTHER 2007	2012	2017	2022	2027	**TOTAL** 2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	2,384	2,822	3,311	3,720	3,561	416	493	578	650	622	416	493	578	650	622	3,217	3,808	4,468	5,019	4,804
2	24,476	25,396	27,885	30,396	34,345	2,042	2,119	2,327	2,536	2,866	5,314	5,835	6,360	7,186	0	31,640	32,829	36,046	39,292	44,398
3	2,686	2,853	3,133	3,233	3,466	0	0	0	0	0	0	0	0	0	0	2,686	2,853	3,133	3,233	3,466
4	5,717	5,791	6,002	6,262	6,500	1,613	1,634	1,694	1,767	1,834	1,233	1,278	1,333	1,384	0	8,547	8,657	8,973	9,363	9,717
5	1,152	1,166	1,210	1,258	1,296	0	0	0	0	0	176	183	190	196	0	1,326	1,343	1,392	1,448	1,491
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	318	332	356	369	422	0	0	0	0	0	0	0	0	0	0	318	332	356	369	422
10	0	0	0	0	0	436	480	517	556	597	0	0	0	0	0	436	480	517	556	597
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	638	678	724	773	823	0	0	0	0	0	0	0	0	0	0	638	678	724	773	823
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	500	554	617	683	753	0	0	0	0	0	0	0	0	0	0	500	554	617	683	753
TOTALS	**37,872**	**39,593**	**43,237**	**46,694**	**51,165**	**4,508**	**4,726**	**5,116**	**5,509**	**5,919**	**7,139**	**7,788**	**8,462**	**9,415**	**622**	**49,308**	**51,535**	**56,226**	**60,736**	**66,471**

SOURCE: Tables 3 & 4E

WOOLWICH TOWN CENTRE

TABLE 6
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SAINSBURY'S, CALDERWOOD STREET					SOMERFIELD, WOOLWICH NEW ROAD					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	2	2	2	2	2	0	0	0	0	0	1	1	1	1	1	3	3	3	3	3
2	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
3	18	18	18	18	18	1	1	1	1	1	0	0	0	0	0	19	19	19	19	19
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
9	4	4	4	4	4	0	0	0	0	0	3	3	3	3	3	7	7	7	7	7
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 7
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	SAINSBURY'S, CALDERWOOD STREET					SOMERFIELD, WOOLWICH NEW ROAD					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	2,800	3,315	3,889	4,370	4,182	0	0	0	0	0	1,968	2,329	2,733	3,071	2,939	4,768	5,644	6,622	7,440	7,121
2	0	0	0	0	0	0	0	0	0	0	1,697	1,760	1,933	2,107	2,381	1,697	1,760	1,933	2,107	2,381
3	19,187	20,377	22,382	23,095	24,754	1,124	1,193	1,311	1,353	1,450	0	0	0	0	0	20,311	21,570	23,693	24,448	26,204
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	576	583	605	629	648	0	0	0	0	0	0	0	0	0	0	576	583	605	629	648
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	158	161	169	178	195	0	0	0	0	0	0	0	0	0	0	158	161	169	178	195
8	337	345	355	371	387	0	0	0	0	0	0	0	0	0	0	337	345	355	371	387
9	1,730	1,805	1,932	2,002	2,292	0	0	0	0	0	1,200	1,251	1,340	1,388	1,589	2,930	3,056	3,272	3,391	3,881
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**24,789**	**26,585**	**29,332**	**30,645**	**32,458**	**1,124**	**1,193**	**1,311**	**1,353**	**1,450**	**4,864**	**5,341**	**6,006**	**6,566**	**6,909**	**30,776**	**33,120**	**36,649**	**38,564**	**40,816**

SOURCE: Tables 3 & 6

GREENWICH EAST AND WEST DISTRICT CENTRES

TABLE 8
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	GREENWICH EAST					GREENWICH WEST					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	5	5	5	5	5	0	0	0	0	0	5	5	5	5	5
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
4	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
5	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
6	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
7	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
8	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
9	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
12	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
15	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1

SOURCE: Telephone Survey, November 2007

TABLE 9
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	GREENWICH EAST					GREENWICH WEST					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	7,228	8,556	10,039	11,279	10,795	0	0	0	0	0	7,228	8,556	10,039	11,279	10,795
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	1,096	1,164	1,279	1,320	1,415	1,096	1,164	1,279	1,320	1,415
4	0	0	0	0	0	1,132	1,147	1,189	1,240	1,287	1,132	1,147	1,189	1,240	1,287
5	0	0	0	0	0	536	542	563	585	603	536	542	563	585	603
6	0	0	0	0	0	838	851	897	935	973	838	851	897	935	973
7	0	0	0	0	0	486	496	519	548	599	486	496	519	548	599
8	0	0	0	0	0	313	321	331	345	360	313	321	331	345	360
9	0	0	0	0	0	425	443	474	491	562	425	443	474	491	562
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	726	770	818	869	923	726	770	818	869	923
12	0	0	0	0	0	1,402	1,441	1,499	1,561	1,625	1,402	1,441	1,499	1,561	1,625
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	495	521	554	590	627	495	521	554	590	627
15	0	0	0	0	0	741	821	913	1,012	1,116	741	821	913	1,012	1,116
TOTALS	**7,228**	**8,556**	**10,039**	**11,279**	**10,795**	**8,190**	**8,516**	**9,036**	**9,496**	**10,090**	**15,418**	**17,072**	**19,075**	**20,775**	**20,885**

SOURCE: Tables 3 & 8

THAMESMEAD DISTRICT CENTRE

TABLE 10
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	MORRISONS, THAMESMERE DRIVEWAY					ALDI, CENTRAL WAY					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	18	18	18	18	18	2	2	2	2	2	0	0	0	0	0	20	20	20	20	20
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
6	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3
7	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3
8	14	14	14	14	14	1	1	1	1	1	0	0	0	0	0	15	15	15	15	15
9	44	44	44	44	44	0	0	0	0	0	2	2	2	2	2	46	46	46	46	46
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1

SOURCE: Telephone Survey, November 2007

TABLE 11
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	MORRISONS, THAMESMERE DRIVEWAY					ALDI, CENTRAL WAY					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	19,736	20,959	23,021	23,755	25,461	2,165	2,300	2,526	2,606	2,794	0	0	0	0	0	21,901	23,258	25,547	26,361	28,255
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	804	814	844	878	904	0	0	0	0	0	0	0	0	0	0	804	814	844	878	904
6	2,515	2,552	2,691	2,805	2,920	0	0	0	0	0	0	0	0	0	0	2,515	2,552	2,691	2,805	2,920
7	1,253	1,277	1,337	1,411	1,543	0	0	0	0	0	0	0	0	0	0	1,253	1,277	1,337	1,411	1,543
8	4,259	4,363	4,497	4,690	4,893	431	441	455	474	495	102	104	107	112	117	4,792	4,908	5,059	5,277	5,504
9	18,863	19,677	21,065	21,830	24,988	0	0	0	0	0	732	764	818	848	970	19,596	20,441	21,883	22,678	25,958
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	148	156	166	177	188	0	0	0	0	0	0	0	0	0	0	148	156	166	177	188
15	500	554	617	683	753	0	0	0	0	0	222	246	274	304	335	723	800	891	986	1,088
TOTALS	**48,078**	**50,351**	**54,238**	**56,229**	**61,650**	**2,596**	**2,741**	**2,981**	**3,081**	**3,288**	**1,057**	**1,115**	**1,199**	**1,263**	**1,422**	**51,731**	**54,206**	**58,418**	**60,573**	**66,360**

SOURCE: Tables 3 & 10

LEE GREEN DISTRICT CENTRE

TABLE 12
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SAINSBURY'S, BURNT ASH ROAD					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	6	6	6	6	6	0	0	0	0	0	6	6	6	6	6
2	15	15	15	15	15	1	1	1	1	1	16	16	16	16	16
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
12	14	14	14	14	14	1	1	1	1	1	15	15	15	15	15
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 13
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	SAINSBURY'S, BURNT ASH ROAD					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	9,461	11,199	13,140	14,763	14,130	0	0	0	0	0	9,461	11,199	13,140	14,763	14,130
2	18,695	19,398	21,298	23,216	26,233	1,697	1,760	1,933	2,107	2,381	20,391	21,158	23,231	25,323	28,614
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	1,016	1,078	1,145	1,217	1,292	0	0	0	0	0	1,016	1,078	1,145	1,217	1,292
12	18,991	19,527	20,316	21,148	22,013	1,542	1,585	1,649	1,717	1,787	20,532	21,112	21,965	22,864	23,800
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**48,162**	**51,201**	**55,899**	**60,344**	**63,667**	**3,238**	**3,346**	**3,582**	**3,824**	**4,168**	**51,400**	**54,546**	**59,482**	**64,168**	**67,835**

SOURCE: Tables 3 & 12

BLACKHEATH DISTRICT CENTRE

TABLE 14
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	COSTCUTTER					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	6	6	6	6	6	6	6	6	6	6
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 15
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	COSTCUTTER					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	9,347	11,064	12,982	14,586	13,960	9,347	11,064	12,982	14,586	13,960
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	272	276	292	304	316	272	276	292	304	316
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**0**	**0**	**0**	**0**	**0**	**9,619**	**11,341**	**13,274**	**14,889**	**14,276**	**9,619**	**11,341**	**13,274**	**14,889**	**14,276**

SOURCE: Tables 3 & 14

PLUMSTEAD DISTRICT CENTRE

TABLE 16
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	SOMERFIELD, PLUMSTEAD HIGH STREET					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	2	2	2	2	2	0	0	0	0	0	2	2	2	2	2
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 17
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	SOMERFIELD, PLUMSTEAD HIGH STREET					OTHER					TOTAL				
	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	1,864	1,979	2,174	2,244	2,405	0	0	0	0	0	1,864	1,979	2,174	2,244	2,405
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	174	176	183	190	196	174	176	183	190	196
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	446	465	498	516	591	0	0	0	0	0	446	465	498	516	591
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	**2,310**	**2,445**	**2,672**	**2,759**	**2,995**	**174**	**176**	**183**	**190**	**196**	**2,484**	**2,621**	**2,855**	**2,950**	**3,191**

SOURCE: Tables 3 & 16

GREENWICH OUT-OF-CENTRE

TABLE 18
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	ASDA, BUGSBY'S WAY 2007 (%)	2012 (%)	2017 (%)	2022 (%)	2027 (%)	SAINSBURY'S, BUGSBY'S WAY 2007 (%)	2012 (%)	2017 (%)	2022 (%)	2027 (%)	LIDL, EYNHAM DRIVE, ABBEY WOOD 2007 (%)	2012 (%)	2017 (%)	2022 (%)	2027 (%)	TOTAL 2007 (%)	2012 (%)	2017 (%)	2022 (%)	2027 (%)
1	18	18	18	18	18	21	21	21	21	21	0	0	0	0	0	39	39	39	39	39
2	3	3	3	3	3	1	1	1	1	1	0	0	0	0	0	4	4	4	4	4
3	14	14	14	14	14	11	11	11	11	11	0	0	0	0	0	25	25	25	25	25
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	2	2	2	2	2	2	2	2	2	2	0	0	0	0	0	4	4	4	4	4
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	1	0	0	0	0	0	1	1	1	1	1	2	2	2	2	2
9	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	10	10	10	10	10
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	2	2	2	2	2
12	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
13	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1

SOURCE: Telephone Survey, November 2007

TABLE 19
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2005 PRICES

Catchment Zone	ASDA, BUGSBY'S WAY 2007 (£000)	2012 (£000)	2017 (£000)	2022 (£000)	2027 (£000)	SAINSBURY'S, BUGSBY'S WAY 2007 (£000)	2012 (£000)	2017 (£000)	2022 (£000)	2027 (£000)	LIDL, EYNHAM DRIVE, ABBEY WOOD 2007 (£000)	2012 (£000)	2017 (£000)	2022 (£000)	2027 (£000)	TOTAL 2007 (£000)	2012 (£000)	2017 (£000)	2022 (£000)	2027 (£000)
1	27,511	32,566	38,211	42,930	41,089	32,128	38,031	44,623	50,134	47,984	0	0	0	0	0	59,639	70,597	82,833	93,064	89,072
2	3,582	3,716	4,081	4,448	5,026	943	978	1,074	1,171	1,323	0	0	0	0	0	4,524	4,695	5,155	5,619	6,349
3	14,856	15,777	17,330	17,882	19,167	12,061	12,808	14,068	14,517	15,560	0	0	0	0	0	26,917	28,585	31,398	32,399	34,726
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	1,246	1,261	1,308	1,360	1,401	804	814	844	878	904	0	0	0	0	0	2,049	2,075	2,152	2,238	2,305
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	235	241	248	259	270	0	0	0	0	0	431	441	455	474	495	666	682	703	733	765
9	1,242	1,296	1,387	1,437	1,645	1,242	1,296	1,387	1,437	1,645	1,773	1,849	1,980	2,052	2,348	4,257	4,440	4,754	4,926	5,639
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	544	577	614	652	692	544	577	614	652	692	0	0	0	0	0	1,089	1,155	1,227	1,304	1,385
12	0	0	0	0	0	0	0	0	0	0	1,542	1,585	1,649	1,717	1,787	1,542	1,585	1,649	1,717	1,787
13	638	678	724	773	823	0	0	0	0	0	0	0	0	0	0	638	678	724	773	823
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
15	500	554	617	683	753	0	0	0	0	0	0	0	0	0	0	500	554	617	683	753
TOTALS	**50,355**	**56,667**	**64,518**	**70,424**	**70,866**	**47,721**	**54,504**	**62,610**	**68,789**	**68,108**	**3,745**	**3,875**	**4,084**	**4,243**	**4,630**	**101,821**	**115,046**	**131,211**	**143,455**	**143,604**

SOURCE: Tables 3 & 18

Convenience Goods Floorspace

TABLE 20
ELTHAM CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
MAJOR CENTRE					
Sainsbury's, Philipot Path	2,645	100%	2,645	10,222	27,037
Marks & Spencer	836	100%	836	9,641	8,060
Iceland, High Street	403	100%	403	4,717	1,901
Other	751	100%	751	2,500	1,877
SUB TOTAL	**4,635**		**4,635**	**8,388**	**38,875**

Source: LB Greenwich/IGD

TABLE 21
WOOLWICH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
MAJOR CENTRE					
Sainsbury's, Calderwood Street	1,917	100%	1,917	10,222	19,596
Somerfield, Woolwich New Road	1,904	95%	1,809	5,391	9,751
Iceland, Beresford Square	479	100%	479	4,717	2,259
Lidl	850	90%	765	2,603	1,991
Marks & Spencer, Powis Street, Woolwich	421	100%	421	9,641	4,061
Other	2,948	100%	2,948	2,500	7,369
SUB TOTAL	**8,519**		**8,339**	**5,400**	**45,028**

Source: LB Greenwich/IGD

TABLE 22
GREENWICH EAST AND WEST CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
EAST GREENWICH					
Iceland, Trafalgar Road	484	100%	484	4,717	2,283
Co-Op, Trafalgar Road	471	100%	471	5,239	2,468
WEST GREENWICH					
Somerfield, Greenwich High Road	425	100%	425	5,391	2,291
Marks & Spencer, Cutty Sark Station	186	100%	186	9,641	1,793
Other 2,712		100%	2,712	2,500	6,779
SUB TOTAL	**4,278**		**4,278**	**3,650**	**15,614**

Source: LB Greenwich/IGD

TABLE 23
THAMESMEAD CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
DISTRICT CENTRE					
Morrisons, Thamesmere Driveway	4,772	90%	4,295	11,130	47,801
Aldi, Central Way	650	100%	650	4,109	2,671
Iceland, Joyce Dawson Way	416	100%	416	4,717	1,962
Other	115	100%	115	2,500	288
SUB TOTAL	**5,953**		**5,476**	**9,628**	**52,722**

Source: LB Greenwich/IGD

TABLE 24
LEE GREEN CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
DISTRICT CENTRE					
Sainsbury's	4558	85%	3874	10,222	39,603
Iceland	451	100%	451	4,717	2,127
Other	350	100%	350	2,500	875
SUB TOTAL	**5,359**		**4,675**	**9,113**	**42,605**

Source: LB Greenwich/IGD

TABLE 25
BLACKHEATH CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
DISTRICT CENTRE					
Costcutter, Blackheath Road	117	100%	117	2,500	293
Other	849	100%	849	2,500	2,122
SUB TOTAL	**966**		**966**	**2,500**	**2,415**

Source: LB Greenwich/IGD

TABLE 26
PLUMSTEAD CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
DISTRICT CENTRE					
Somerfield, Plumstead High Street	531	100%	531	5,391	2,863
Co-Op, Lakedale Road, Plumstead	327	100%	327	5,239	1,713
Other	1,190	100%	1,190	2,500	2,975
SUB TOTAL	**2,048**		**2,048**	**3,687**	**7,551**

Source: LB Greenwich/IGD

TABLE 27
GREENWICH: OUT-OF-CENTRE CONVENIENCE GOODS FLOORSPACE

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sq m net)	Total Potential Turnover (£000s)
OUT OF CENTRE					
Asda, Bugsby's Way	3,952	80%	3,162	11,954	37,794
Sainsbury's, Horn Lane, Bugsby's Way	3,205	95%	3,045	10,222	31,123
Lidl, Eynsham Drive, Abbey Wood	846	100%	846	2,603	2,202
TOTAL	**8,003**		**7,052**	**10,084**	**71,119**

Source:LB Greenwich/IGD

TABLE 28
RETAIL CONVENIENCE COMMITMENTS

	Gross (sqm)	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2007 (£000s)	Average Turnover 2012 (£000s)	Average Turnover 2017 (£000s)	Average Turnover 2022 (£000s)	Average Turnover 2027 (£000s)
LB GREENWICH										
Tesco, Love Lane, Woolwich Town Centre (Mu35)		3,700	100%	3,700	12,890	47,693	49,631	51,649	53,748	55,933
Greenwich Reach East, Greenwich Town Centre (Mu5)	2,498	1,624	100%	1,624	10,000	16,237	16,897	17,584	18,298	19,042
Lidl, 135-143 Eltham Street, Eltham Town Centre (Mu12)	1,747	1,136	100%	1,136	2,603	2,956	3,076	3,201	3,331	3,466
Greenwich Peninsula	2,850	1,853	100%	1,853	10,000	18,525	19,278	20,062	20,877	21,725
TOTAL	**7,095**	**8,312**		**8,312**		**85,411**	**88,882**	**92,495**	**96,254**	**100,167**

Source:LB Greenwich/LB BexleyIGD

	Gross (sqm)	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience (sqm)	Company Average Sales (£ per sq m net)	Average Turnover 2007 (£000s)	Average Turnover 2012 (£000s)	Average Turnover 2017 (£000s)	Average Turnover 2022 (£000s)	Average Turnover 2027 (£000s)
Kidbrooke Development Area: New Local Centre (Mu39)	2,679	1,741	80%	1,393	2,500	3,483	3,624	3,772	3,925	4,084

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 29
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR LONDON BOROUGH OF GREENWICH

	CONVENIENCE GOODS				
	2007	2012	2017	2022	2027
Total Convenience Goods Turnover in Greenwich (£000)	312,558	339,487	377,189	406,109	423,439
Existing Shop Floorspace (sqm net)	37,468	37,468	37,468	37,468	37,468
Sales per sqm net £	8,342	7,364	7,364	7,364	7,364
Sales from Existing Floorspace (£000)	312,558	275,928	275,928	275,928	275,928
Sales from Committed Floorspace (£000)	0	88,882	92,495	96,254	100,167
Residual Spending to Support new shops (£000)	0	-25,323	8,766	33,926	47,344
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-2,532	877	3,393	4,734

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 30
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR GREENWICH SUB-AREA

	CONVENIENCE GOODS				
	2007	2012	2017	2022	2027
Total Convenience Goods Turnover in Greenwich Sub-Region (£000)	123,113	139,584	159,477	174,877	174,135
Existing Shop Floorspace (sqm net)	11,450	11,450	11,450	11,450	11,450
Sales per sqm net £	10,752	7,594	7,594	7,594	7,594
Sales from Existing Floorspace (£000)	123,113	86,946	86,946	86,946	86,946
Sales from Committed Floorspace (£000)	0	36,175	37,645	39,175	40,768
Residual Spending to Support new shops (£000)	0	16,463	34,886	48,756	46,422
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	1,646	3,489	4,876	4,642

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 31
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR ELTHAM SUB-AREA

	CONVENIENCE GOODS				
	2007	2012	2017	2022	2027
Total Convenience Goods Turnover in Eltham Sub-Region (£000)	100,709	106,081	115,708	124,903	134,306
Existing Shop Floorspace (sqm net)	9,310	9,310	9,310	9,310	9,310
Sales per sqm net £	10,817	8,752	8,752	8,752	8,752
Sales from Existing Floorspace (£000)	100,709	81,480	81,480	81,480	81,480
Sales from Committed Floorspace (£000)	0	3,076	3,201	3,331	3,466
Residual Spending to Support new shops (£000)	0	21,525	31,027	40,092	49,360
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,152	3,103	4,009	4,936

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 32
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-AREA

	CONVENIENCE GOODS				
	2007	2012	2017	2022	2027
Total Convenience Goods Turnover in Woolwich Sub-Region (£000)	88,736	93,822	102,005	106,329	114,998
Existing Shop Floorspace (sqm net)	16,709	16,709	16,709	16,709	16,709
Sales per sqm net £	5,311	6,434	6,434	6,434	6,434
Sales from Existing Floorspace (£000)	88,736	107,502	107,502	107,502	107,502
Sales from Committed Floorspace (£000)	0	49,631	51,649	53,748	55,933
Residual Spending to Support new shops (£000)	0	-63,311	-57,146	-54,922	-48,437
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-6,331	-5,715	-5,492	-4,844

APPENDIX 5

CAPACITY PROJECTIONS: COMPARISON GOODS

Population Forecasts

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2007	2012	2017	2022	2027
1	SE10 0/8/9, SE3 0/7/8/9, SE7 7/8, SE8 3/4	90,384	**104,394**	**118,351**	**128,411**	**118,690**
2	SE12 8/9, SE9 1/2/3/45/6	78,475	**79,448**	**84,286**	**88,728**	**96,820**
3	SE18 1/2/3/4/5/6/7, SE28 0	76,335	**79,098**	**83,947**	**83,653**	**86,589**
4	DA14 4/5/6, DA15 7/8/9, DA5 1/2/3	69,234	**68,424**	**68,527**	**69,047**	**69,206**
5	DA16 1/2/3	34,986	**34,566**	**34,635**	**34,791**	**34,600**
6	DA1 4, DA6 7/8, DA7 4/5/6	53,197	**52,665**	**53,666**	**54,020**	**54,312**
7	DA8 1/2/3	32,227	**32,043**	**32,431**	**33,047**	**34,895**
8	DA17 5/6, DA18 4	20,361	**20,349**	**20,265**	**20,413**	**20,564**
9	SE2 0/9, SE28 8	28,693	**29,204**	**30,208**	**30,233**	**33,419**
10	E14 3/4/5/8/9	34,551	37,161	38,650	40,139	41,628
11	SE14 5/6, SE16 5/6/7, SE8 5	47,425	49,086	50,402	51,718	53,034
12	BR1 5, SE12 0, SE13 5/6/7. SE4 1, SE6 1	87,783	88,070	88,535	89,000	89,465
13	BR5 2/3/4, BR7 5/6	51,780	53,721	55,398	57,075	58,752
14	BR8 7/8, DA2 7	32,424	33,318	34,267	35,216	36,165
15	DA1 1/2/3/5, DA2 6	49,228	53,205	57,192	61,179	65,166
TOTAL		**787,083**	**814,752**	**850,761**	**876,671**	**893,305**

SOURCE: Experian Business Strategies November 200

TABLE 1A
POPULATION GROWTH RATES

2007-2012 (%)	2012-2017 (%)	2017-2022 (%)	2022-2027 (%)	2007-2027 (%)
15.5	**13.4**	**8.5**	**-7.6**	**31.3**
1.2	**6.1**	**5.3**	**9.1**	**23.4**
3.6	**6.1**	**-0.4**	**3.5**	**13.4**
-1.2	**0.2**	**0.8**	**0.2**	**0.0**
-1.2	**0.2**	**0.5**	**-0.6**	**-1.1**
-1.0	**1.9**	**0.7**	**0.5**	**-2.1**
-0.6	**1.2**	**1.9**	**5.6**	**8.3**
-0.1	**-0.4**	**0.7**	**0.7**	**1.0**
1.8	**3.4**	**0.1**	**10.5**	**16.5**
7.6	4.0	3.9	3.7	20.5
3.5	2.7	2.6	2.5	11.8
0.3	0.5	0.5	0.5	1.9
3.7	3.1	3.0	2.9	13.5
2.8	2.8	2.8	2.7	11.5
8.1	7.5	7.0	6.5	32.4
3.5	**4.4**	**3.0**	**1.9**	**13.5**

Comparison Goods Retail Expenditure Forecasts

TABLE 2
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2005 prices)

GROWTH IN COMPARISON GOODS PER CAPITA RETAIL EXPENDITURE: 3.80 %pa 2005-2027

ZONE	2005	2005 Minus SFT at 6.3%	2007	2007 Minus SFT at 8.6%	2012	2012 Minus SFT at 12%	2017	2017 Minus SFT at 12.4%	2022	2022 Minus SFT at 12.4%	2027	2027 Minus SFT at 12.4%
1	3,120	2,923	3,362	3,073	4,051	3,565	4,881	4,276	5,882	5,152	7,088	6,209
2	2,828	2,650	3,047	2,785	3,672	3,231	4,424	3,876	5,331	4,670	6,424	5,628
3	2,594	2,431	2,795	2,555	3,368	2,964	4,058	3,555	4,890	4,284	5,893	5,162
4	3,008	2,818	3,241	2,962	3,905	3,437	4,706	4,122	5,671	4,967	6,833	5,986
5	2,759	2,585	2,973	2,717	3,582	3,152	4,316	3,781	5,201	4,556	6,267	5,490
6	2,864	2,684	3,086	2,820	3,718	3,272	4,481	3,925	5,399	4,730	6,506	5,699
7	2,724	2,552	2,935	2,683	3,537	3,112	4,262	3,733	5,135	4,498	6,188	5,421
8	2,761	2,587	2,975	2,719	3,585	3,155	4,320	3,784	5,205	4,560	6,272	5,494
9	2,655	2,488	2,861	2,615	3,447	3,033	4,154	3,639	5,005	4,385	6,031	5,283
10	3,310	3,101	3,566	3,260	4,297	3,782	5,178	4,536	6,240	5,466	7,519	6,587
11	2,933	2,748	3,160	2,888	3,808	3,351	4,589	4,020	5,529	4,844	6,663	5,837
12	2,944	2,759	3,172	2,899	3,822	3,364	4,606	4,035	5,550	4,862	6,688	5,858
13	2,927	2,743	3,154	2,882	3,800	3,344	4,579	4,011	5,518	4,834	6,649	5,825
14	2,842	2,663	3,062	2,799	3,690	3,247	4,446	3,895	5,358	4,693	6,456	5,655
15	2,903	2,720	3,128	2,859	3,769	3,317	4,542	3,979	5,473	4,794	6,595	5,777

SOURCE: Experian Business Strategies November 2007

Retail Expenditure Forecasts

TABLE 3

SURVEY AREA RETAIL EXPENDITURE FORECASTS (2005 prices)

	COMPARISON GOODS				
	2007	2012	2017	2022	2027
ZONE	(£000)	(£000)	(£000)	(£000)	(£000)
1	277,707	372,128	506,056	661,630	736,911
2	218,550	256,701	326,670	414,382	544,869
3	195,000	234,424	298,434	358,354	446,973
4	205,087	235,153	282,494	342,992	414,256
5	95,058	108,960	130,961	158,518	189,964
6	150,038	172,329	210,641	255,497	309,536
7	86,451	99,726	121,071	148,662	189,152
8	55,361	64,190	76,682	93,076	112,987
9	75,021	88,586	109,917	132,556	176,565
10	112,624	140,533	175,327	219,409	274,195
11	136,981	164,488	202,597	250,503	309,537
12	254,501	296,231	357,211	432,700	524,127
13	149,254	179,652	222,223	275,885	342,209
14	90,747	108,185	133,467	165,281	204,531
15	140,734	176,467	227,538	293,298	376,456
TOTAL	**2,243,113**	**2,697,753**	**3,381,289**	**4,202,742**	**5,152,266**

SOURCE: Experian Business Strategies November 2007

Eltham Town Centre

TABLE 4

COMPARISON GOODS ALLOCATION - MARKET SHARE %

	ELTHAM TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)
1	3	3	3	3	3
2	21	21	21	21	21
3	1	1	1	1	1
4	2	2	2	2	2
5	2	2	2	2	2
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
11	0	0	0	0	0
12	0	0	0	0	0
13	0	0	0	0	0
14	1	1	1	1	1
15	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 5
COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	ELTHAM TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	7,743	10,376	14,110	18,448	20,547
2	45,148	53,029	67,484	85,603	112,559
3	1,008	1,212	1,543	1,852	2,310
4	4,138	4,744	5,700	6,920	8,358
5	1,626	1,864	2,240	2,712	3,250
6	258	296	362	439	532
7	0	0	0	0	0
8	0	0	0	0	0
9	191	225	279	337	449
10	535	668	833	1,043	1,303
11	583	700	862	1,066	1,317
12	671	781	942	1,141	1,382
13	681	819	1,014	1,258	1,561
14	587	699	863	1,069	1,322
15	88	110	142	184	236
Sub-Total	63,256	75,525	96,374	122,071	155,126
Inflow	1,956	2,336	2,981	3,775	4,798
Total	65,213	77,860	99,354	125,847	159,923

Source: Tables 3 & 4

Woolwich Town Centre

TABLE 6

COMPARISON GOODS ALLOCATION - MARKET SHARE %

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)
1	2	2	2	2	2
2	1	1	1	1	1
3	20	20	20	20	20
4	0	0	0	0	0
5	1	1	1	1	1
6	0	0	0	0	0
7	0	0	0	0	0
8	2	2	2	2	2
9	7	7	7	7	7
10	0	0	0	0	0
11	0	0	0	0	0
12	1	1	1	1	1
13	0	0	0	0	0
14	0	0	0	0	0
15	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 7
COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	5,380	7,210	9,804	12,818	14,277
2	1,427	1,676	2,132	2,705	3,557
3	39,848	47,904	60,985	73,229	91,339
4	0	0	0	0	0
5	593	680	817	989	1,186
6	0	0	0	0	0
7	323	372	452	555	706
8	913	1,058	1,264	1,535	1,863
9	5,304	6,263	7,771	9,372	12,483
10	0	0	0	0	0
11	0	0	0	0	0
12	1,962	2,283	2,754	3,335	4,040
13	0	0	0	0	0
14	282	336	414	513	635
15	0	0	0	0	0
Sub-Total	56,031	67,783	86,394	105,052	130,085
Inflow	8,372	10,128	12,909	15,697	19,438
Total	64,404	77,911	99,303	120,749	149,523

Source: Tables 3 & 6

Greenwich (East and West) Town Centre

TABLE 8

COMPARISON GOODS ALLOCATION - MARKET SHARE %

	GREENWICH (EAST AND WEST) TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)
1	5	5	5	5	5
2	2	2	2	2	2
3	6	6	6	6	6
4	0	0	0	0	0
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	1	1	1	1	1
10	2	2	2	2	2
11	1	1	1	1	1
12	2	2	2	2	2
13	0	0	0	0	0
14	0	0	0	0	0
15	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 9
COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	GREENWICH (EAST AND WEST) TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	14,125	18,928	25,740	33,653	37,482
2	4,571	5,368	6,832	8,666	11,395
3	10,871	13,069	16,638	19,979	24,919
4	382	438	526	639	771
5	406	465	559	677	811
6	381	438	536	650	787
7	0	0	0	0	0
8	0	0	0	0	0
9	673	794	986	1,189	1,583
10	2,326	2,903	3,621	4,532	5,663
11	1,512	1,815	2,236	2,764	3,416
12	4,553	5,300	6,391	7,742	9,378
13	0	0	0	0	0
14	0	0	0	0	0
15	602	755	974	1,255	1,611
Sub-Total	40,403	50,274	65,038	81,744	97,817
Inflow	21,755	27,071	35,020	44,016	52,670
Total	62,158	77,345	100,058	125,760	150,487

Source: Tables 3 & 8

Greenwich Out-of-Centre

TABLE 10
OUT-OF-CENTRE: COMPARISON GOODS ALLOCATION - MARKET SHARE %

	BLACKHEATH RETAIL PARK					HORN LANE, GREENWICH					BUGSBY'S WAY RETAIL PARKS					STONELAKE RETAIL PARK					B&Q, FOOTS CRAY ROAD, ELTHAM					FOCUS, KINGS HIGHWAY, PLUMSTEAD					TOTAL				
Catchment	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	3	3	3	3	3	17	17	17	17	17	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	22	22	22	22	22
2	0	0	0	0	0	1	1	1	1	1	4	4	4	4	4	1	1	1	1	1	3	3	3	3	3	0	0	0	0	0	8	8	8	8	8
3	0	0	0	0	0	2	2	2	2	2	14	14	14	14	14	5	5	5	5	5	0	0	0	0	0	0	0	0	0	0	21	21	21	21	21
4	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	3	3	3	3	3
5	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	4	4	4	4	4
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
7	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
8	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3
9	0	0	0	0	0	1	1	1	1	1	9	9	9	9	9	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	13	13	13	13	13
10	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
11	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
12	0	0	0	0	0	1	1	1	1	1	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	4	4	4
13	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1
15	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	1	1

SOURCE: Telephone Survey, November 2007

TABLE 11
COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	BLACKHEATH RETAIL PARK					HORN LANE, GREENWICH					BUGSBY'S WAY RETAIL PARKS					STONELAKE RETAIL PARK					B&Q, FOOTS CRAY ROAD, ELTHAM					FOCUS, KINGS HIGHWAY, PLUMSTEAD					TOTAL				
Catchment	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	842	1,128	1,534	2,006	2,234	7,523	10,081	13,709	17,924	19,963	47,195	63,241	86,002	112,441	125,235	5,242	7,025	9,553	12,490	13,911	212	285	387	506	564	0	0	0	0	0	61,015	81,760	111,185	145,366	161,906
2	0	0	0	0	0	2,754	3,234	4,116	5,221	6,865	8,438	9,911	12,612	15,998	21,036	1,561	1,833	2,333	2,959	3,891	5,620	6,601	8,401	10,656	14,012	0	0	0	0	0	18,372	21,579	27,461	34,834	45,804
3	0	0	0	0	0	3,569	4,291	5,462	6,559	8,181	26,487	31,842	40,536	48,675	60,712	10,027	12,055	15,346	18,427	22,984	149	179	228	274	342	285	342	436	523	653	40,517	48,708	62,008	74,459	92,872
4	0	0	0	0	0	308	353	424	515	622	1,929	2,212	2,658	3,227	3,897	1,699	1,948	2,340	2,841	3,432	1,426	1,635	1,964	2,385	2,880	0	0	0	0	0	5,362	6,149	7,386	8,968	10,832
5	0	0	0	0	0	0	0	0	0	0	2,609	2,991	3,594	4,351	5,214	1,193	1,368	1,644	1,990	2,384	218	250	300	364	436	66	76	91	110	132	4,086	4,684	5,630	6,814	8,166
6	0	0	0	0	0	350	401	491	595	721	563	647	791	959	1,162	945	1,085	1,326	1,609	1,949	115	132	161	195	237	0	0	0	0	0	1,972	2,265	2,769	3,358	4,069
7	0	0	0	0	0	0	0	0	0	0	1,380	1,591	1,932	2,372	3,018	309	357	433	532	677	0	0	0	0	0	0	0	0	0	0	1,689	1,948	2,365	2,904	3,695
8	0	0	0	0	0	0	0	0	0	0	1,437	1,666	1,990	2,415	2,932	240	278	333	404	490	129	150	179	217	263	0	0	0	0	0	1,806	2,094	2,501	3,036	3,685
9	57	68	84	101	135	730	862	1,070	1,290	1,718	6,744	7,963	9,880	11,915	15,871	2,071	2,446	3,034	3,659	4,874	0	0	0	0	0	57	68	84	101	135	9,660	11,406	14,153	17,068	22,734
10	0	0	0	0	0	680	849	1,059	1,325	1,656	1,269	1,584	1,976	2,473	3,090	0	0	0	0	0	102	127	158	198	248	0	0	0	0	0	2,051	2,559	3,193	3,996	4,994
11	0	0	0	0	0	352	423	521	644	796	1,773	2,129	2,622	3,242	4,006	513	616	758	938	1,159	238	286	352	435	538	0	0	0	0	0	2,876	3,453	4,253	5,259	6,499
12	230	268	323	391	474	1,487	1,731	2,087	2,528	3,062	7,349	8,554	10,315	12,495	15,135	988	1,150	1,386	1,679	2,034	0	0	0	0	0	0	0	0	0	0	10,054	11,702	14,111	17,093	20,705
13	0	0	0	0	0	0	0	0	0	0	1,004	1,209	1,495	1,856	2,302	2,075	2,498	3,090	3,836	4,758	452	545	674	836	1,037	0	0	0	0	0	3,532	4,251	5,259	6,528	8,098
14	0	0	0	0	0	282	336	414	513	635	0	0	0	0	0	334	399	492	609	754	69	83	102	126	156	0	0	0	0	0	686	817	1,008	1,249	1,545
15	0	0	0	0	0	0	0	0	0	0	765	959	1,237	1,594	2,046	0	0	0	0	0	88	110	142	184	236	0	0	0	0	0	853	1,070	1,379	1,778	2,282
Total	1,129	1,464	1,941	2,498	2,843	18,035	22,561	29,353	37,114	44,220	108,941	136,498	177,640	224,014	265,657	27,198	33,056	42,069	51,974	63,298	8,819	10,382	13,049	16,377	20,948	408	486	611	735	920	164,530	204,447	264,663	332,712	397,885

Source: Tables 3 & 20

Table 12
TOWN CENTRE COMPARISON GOODS FLOORSPACE

	Net Floorspace Sqm
Woolwich	17,271
Eltham	14,614
Greenwich (East and West)	5,338
TOTAL	**99,489**

Source: GVA Grimley/LB Greenwich

TABLE 13 RETAIL WAREHOUSING FLOORSPACE

Blackheath Retail Park (Greenwich)			
Pets at Home	800	2,193	1,754
Wickes	2,068	2,542	5,257
Horn Lane (Greenwich)			
B&Q Warehouse	6,951	2,038	14,166
Comet	2,273	6,450	14,664
Bugsbys Way Retail Parks (Greenwich)			
Dreams	500	1,466	733
Allied Carpets (Bensons for Beds)	780	1,322	1,031
Land of Leather	972	1,603	1,558
Sports World	745	4,243	3,161
River Island	519	3,314	1,720
H&M	715	3,314	2,370
Clarks	373	3,526	1,314
Next	1,124	7,469	8,397
Boots	745	7,365	5,487
HMV	374	10,347	3,866
JD Sports	742	2,083	1,546
Thomson	370	2,000	740
WH Smith	520	4,233	2,203
Outfit (Dorothy Perkins, Burton, Topman, Topshop, etc)	1,048	3,314	3,474
Vacant	743	0	0
Carphone Warehouse	174	17,100	2,981
TK Maxx	1,534	2,520	3,866
JJB Sports	1,120	2,083	2,333
Staples	749	1,807	1,353
Pets at Home	746	2,193	1,636
Argos Extra	968	2,000	1,937
Matalan, Bugsbys Way, Charlton	4,019	2,479	9,963
Wickes, Woolwich Road, Greenwich	2,000	2,542	5,084
Stone Lake Retail Park (Greenwich)			
MFI	1,488	2,127	3,166
Harveys	795	2,127	1,691
PC World	1,485	6,652	9,877
Carpetright	794	1,307	1,037
Halfords	795	2,091	1,663
Currys	1,487	4,827	7,177
Westhorn Avenue (Greenwich)			
Maplin	400	3,000	1,200
Topps Tiles	400	1,557	623
Stand-alone Units (Greenwich)			
B&Q, Foots Cray Road, Eltham	3,142	2,038	6,403
Focus, King's Highway, Plumstead	2,048	£2,079	4,257
Sub Total LB Greenwich	**46,508**	**3,004**	**139,689**
TOTAL	**62,065**	**2,874**	**178,359**

Source: GVA Grimley / Trevor Wood Database / Mintel Retail Rankings 2007

Retail Commitments - Comparison Goods

TABLE 14
RETAIL COMMITMENTS - COMPARISON GOODS

	Net Co Flsp (sqm)	Average Sales (£ per sqm net)	Total Turnover 2007 (£000s)	Total Turnover 2012 (£000s)	Total Turnover 2017 (£000s)	Total Turnover 2022 (£000s)	Total Turnover 2027 (£000s)
LB GREENWICH							
LB GREENWICH: Greenwich Village West Creekside (Mu18)	1,146	3,000	3,437	3,795	4,189	4,625	5,107
LB GREENWICH: Bardsley Lane Site, Greenwich Town Centre (Mu17)	800	3,000	2,400	2,650	2,926	3,230	3,566
LB GREENWICH: Greenwich Reach East, Greenwich Town Centre (Mu5)	882	3,000	2,647	2,923	3,227	3,563	3,934
LB GREENWICH: Coronet Cinema, Well Hall Road, Eltham	936	3,000	2,808	3,100	3,423	3,779	4,173
LB GREENWICH: Peggy Middleton House, Love Lane, Woolwich Town Centre (Mu35)	4,000	5,500	22,000	24,290	26,818	29,609	32,691
LB GREENWICH: The Warren/Royal Arsenal, Woolwich Town Centre (Mu13)	495	3,000	1,486	1,640	1,811	1,999	2,208
LB GREENWICH: Dome/O2 Arena, Greenwich Peninsula (Mu19)	6,556	3,000	19,668	21,715	23,975	26,471	29,226
LB GREENWICH: Greenwich Peninsula	13,680	3,000	41,040	45,311	50,028	55,234	60,983
LB GREENWICH: Greenwich Millennium Village, Greenwich Peninsula	1,651	3,000	4,954	5,469	6,038	6,667	7,361
LB GREENWICH: Lovells/Granite Wharves, East Greenwich (Mu30)	302	3,000	907	1,002	1,106	1,221	1,348
LB GREENWICH: Tripcock Point, Thamesmead (Mu40)	2,000	3,000	6,000	6,624	7,314	8,075	8,916
TOTAL			**107,346**	**118,519**	**130,855**	**144,474**	**159,511**

TABLE 15

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR LONDON BOROUGH OF GREENWICH

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27		
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	14.5	14.8	15.2	15.3	15.2
Survey Area Residents Spending	324,221	398,028	512,468	641,579	780,912
Inflow to Greenwich (35%), Woolwich (13%) and Eltham Town Centres (3%) from beyond survey area (£000)	32,084	39,535	50,910	63,489	76,906
Total Town Centre Comparison Turnover (£000)	356,305	437,563	563,378	705,068	857,819
Existing Shop Floorspace (sqm net)	83,731	83,731	83,731	83,731	83,731
Sales per sqm net (£)	4,255	4,698	5,187	5,727	6,323
Sales from Existing Floorspace (£000)	356,305	393,389	434,334	479,540	529,450
Sales from Committed Floorspace (£000)	0	118,519	130,855	144,474	159,511
Residual Spending to Support new shops (£000)	0	-74,345	-1,810	81,054	168,857
Sales per sqm net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sqm net)	0	-12,243	-270	10,950	20,661

TABLE 16
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR GREENWICH SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27		
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	9	9	9	9	9
Survey Area Residents Spending	195,706	243,853	316,041	397,344	473,834
Inflow to Greenwich Town Centre from beyond survey area (35%) (£000)	21,755	27,071	35,020	44,016	52,670
Total Town Centre Comparison Turnover (£000)	217,461	270,924	351,061	441,360	526,504
Existing Shop Floorspace (sq m net)	45,857	45,857	45,857	45,857	45,857
Sales per sq m net (£)	4,742	5,236	5,781	6,382	7,047
Sales from Existing Floorspace (£000)	217,461	240,095	265,084	292,674	323,136
Sales from Committed Floorspace (£000)	0	82,864	91,489	101,011	111,525
Residual Spending to Support new shops (£000)	0	-52,035	-5,512	47,675	91,844
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	-8,569	-822	6,441	11,238

TABLE 17
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR ELTHAM SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2 %pa '07-'27				
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	3	3	3	3	3
Survey Area Residents Spending	72,076	85,907	109,422	138,448	176,074
Inflow to Eltham Town Centre from beyond survey area (3%) (£000)	1,956	2,336	2,981	3,775	4,798
Total Town Centre Comparison Turnover (£000)	74,032	88,243	112,403	142,223	180,872
Existing Shop Floorspace (sq m net)	18,556	18,556	18,556	18,556	18,556
Sales per sq m net (£)	3,990	4,405	4,863	5,370	5,928
Sales from Existing Floorspace (£000)	74,032	81,737	90,245	99,637	110,008
Sales from Committed Floorspace (£000)	0	3,100	3,423	3,779	4,173
Residual Spending to Support new shops (£000)	0	3,405	18,735	38,807	66,692
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	561	2,794	5,243	8,160

TABLE 18
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27		
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	3	3	3	3	3
Survey Area Residents Spending	56,439	68,268	87,005	105,786	131,005
Inflow to Woolwich Town Centre from beyond survey area (13%) (£000)	8,372	10,128	12,909	15,697	19,438
Total Town Centre Comparison Turnover (£000)	64,812	78,397	99,914	121,484	150,443
Existing Shop Floorspace (sq m net)	19,319	19,319	19,319	19,319	19,319
Sales per sq m net (£)	3,355	3,704	4,090	4,515	4,985
Sales from Existing Floorspace (£000)	64,812	71,558	79,005	87,228	96,307
Sales from Committed Floorspace (£000)	0	32,554	35,943	39,684	43,814
Residual Spending to Support new shops (£000)	0	-25,715	-15,034	-5,428	10,321
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	-4,235	-2,242	-733	1,263

APPENDIX 6

CAPACITY PROJECTIONS: SCENARIOS

ANNUAL MONITORING REPORT GROWTH SCENARIO

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2007	2012	2017
1	SE10 0/8/9, SE3 0/7/8/9, SE7 7/8, SE8 3/4	90,384	**109,848**	**125,111**
2	SE12 8/9, SE9 1/2/3/45/6	78,475	79,448	84,286
3	SE18 1/2/3/4/5/6/7, SE28 0	76,335	**88,061**	**92,919**
4	DA14 4/5/6, DA15 7/8/9, DA5 1/2/3	69,234	68,424	68,527
5	DA16 1/2/3	34,986	34,566	34,635
6	DA1 4, DA6 7/8, DA7 4/5/6	53,197	52,665	53,666
7	DA8 1/2/3	32,227	32,043	32,431
8	DA17 5/6, DA18 4	20,361	20,349	20,265
9	SE2 0/9, SE28 8	28,693	**33,009**	**35,309**
10	E14 3/4/5/8/9	34,551	37,161	38,650
11	SE14 5/6, SE16 5/6/7, SE8 5	47,425	49,086	50,402
12	BR1 5, SE12 0, SE13 5/6/7. SE4 1, SE6 1	87,783	88,070	88,535
13	BR5 2/3/4, BR7 5/6	51,780	53,721	55,398
14	BR8 7/8, DA2 7	32,424	33,318	34,267
15	DA1 1/2/3/5, DA2 6	49,228	53,205	57,192
TOTAL		**787,083**	**832,974**	**871,593**

SOURCE: Experian Business Strategies November 2007
NOTE: Based on AMR housing trajectory sites. Assumed average household size 2.3 persons per dwelling.

TABLE 1A
POPULATION GROWTH RATES

2007-2012 (%)	2012-2017 (%)
21.5	13.9
1.2	6.1
15.4	5.5
-1.2	0.2
-1.2	0.2
-1.0	1.9
-0.6	1.2
-0.1	-0.4
15.0	7.0
7.6	4.0
3.5	2.7
0.3	0.5
3.7	3.1
2.8	2.8
8.1	7.5
5.8	4.6

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 2
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR LONDON BOROUGH OF GREENWICH

	CONVENIENCE GOODS		
	2007	2012	2017
Total Convenience Goods Turnover in Greenwich (£000)	312,558	358,080	399,216
Existing Shop Floorspace (sqm net)	37,468	37,468	37,468
Sales per sqm net £	8,342	7,364	7,364
Sales from Existing Floorspace (£000)	312,558	275,928	275,928
Sales from Committed Floorspace (£000)	0	74,424	77,449
Residual Spending to Support new shops (£000)	0	7,728	45,839
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	773	4,584

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 3
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR GREENWICH SUB-AREA

	CONVENIENCE GOODS		
	2007	2012	2017
Total Convenience Goods Turnover in Greenwich Sub-Region (£000)	123,113	148,064	169,564
Existing Shop Floorspace (sqm net)	11,450	11,450	11,450
Sales per sqm net £	10,752	7,594	7,594
Sales from Existing Floorspace (£000)	123,113	86,946	86,946
Sales from Committed Floorspace (£000)	0	21,716	22,599
Residual Spending to Support new shops (£000)	0	39,402	60,019
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	3,940	6,002

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 4
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR ELTHAM SUB-AREA

	CONVENIENCE GOODS		
	2007	2012	2017
Total Convenience Goods Turnover in Eltham Sub-Region (£000)	100,709	107,232	117,108
Existing Shop Floorspace (sqm net)	9,310	9,310	9,310
Sales per sqm net £	10,817	8,752	8,752
Sales from Existing Floorspace (£000)	100,709	81,480	81,480
Sales from Committed Floorspace (£000)	0	3,076	3,201
Residual Spending to Support new shops (£000)	0	22,676	32,427
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	2,268	3,243

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 5
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-AREA

	CONVENIENCE GOODS		
	2007	2012	2017
Total Convenience Goods Turnover in Woolwich Sub-Region (£000)	88,736	102,784	112,544
Existing Shop Floorspace (sqm net)	16,709	16,709	16,709
Sales per sqm net £	5,311	6,434	6,434
Sales from Existing Floorspace (£000)	88,736	107,502	107,502
Sales from Committed Floorspace (£000)	0	49,631	51,649
Residual Spending to Support new shops (£000)	0	-54,350	-46,607
Sales per sqm net in new shops (£) Based on large store format	10,000	10,000	10,000
Capacity for new floorspace (sqm net)	0	-5,435	-4,661

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 6
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR LONDON BOROUGH OF GREENWICH

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27
	COMPARISON GOODS		
	2007	2012	2017
Total Available Expenditure (£000)	2,243,113	2,755,302	3,460,649
Market Share from Survey Area	14.5	15.2	15.6
Survey Area Residents Spending	324,221	419,208	540,658
Inflow to Greenwich (35%), Woolwich (13%) and Eltham Town Centres (3%) from beyond survey area (£000)	32,084	41,932	54,034
Total Town Centre Comparison Turnover (£000)	356,305	461,140	594,693
Existing Shop Floorspace (sqm net)	83,731	83,731	83,731
Sales per sqm net (£)	4,255	4,698	5,187
Sales from Existing Floorspace (£000)	356,305	393,389	434,334
Sales from Committed Floorspace (£000)	0	118,519	130,855
Residual Spending to Support new shops (£000)	0	-50,768	29,504
Sales per sqm net in new shops (£)	5,500	6,072	6,704
Capacity for new floorspace (sqm net)	0	-8,360	4,401

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 7
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR GREENWICH SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27
	COMPARISON GOODS		
	2007	2012	2017
Total Available Expenditure (£000)	2,243,113	2,755,302	3,460,649
Market Share from Survey Area	9	9	10
Survey Area Residents Spending	195,706	257,621	334,716
Inflow to Greenwich Town Centre from beyond survey area (35%) (£000)	21,755	28,456	36,859
Total Town Centre Comparison Turnover (£000)	217,461	286,077	371,575
Existing Shop Floorspace (sq m net)	45,857	45,857	45,857
Sales per sq m net (£)	4,742	5,236	5,781
Sales from Existing Floorspace (£000)	217,461	240,095	265,084
Sales from Committed Floorspace (£000)	0	82,864	91,489
Residual Spending to Support new shops (£000)	0	-36,881	15,002
Sales per sq m net in new shops (£)	5,500	6,072	6,704
Capacity for new floorspace (sq m net)	0	-6,074	2,238

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 8
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR ELTHAM SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27
	COMPARISON GOODS		
	2007	2012	2017
Total Available Expenditure (£000)	2,243,113	2,755,302	3,460,649
Market Share from Survey Area	3	3	3
Survey Area Residents Spending	72,076	86,651	110,487
Inflow to Eltham Town Centre from beyond survey area (3%) (£000)	1,956	2,358	3,012
Total Town Centre Comparison Turnover (£000)	74,032	89,008	113,499
Existing Shop Floorspace (sq m net)	18,556	18,556	18,556
Sales per sq m net (£)	3,990	4,405	4,863
Sales from Existing Floorspace (£000)	74,032	81,737	90,245
Sales from Committed Floorspace (£000)	0	3,100	3,423
Residual Spending to Support new shops (£000)	0	4,171	19,831
Sales per sq m net in new shops (£)	5,500	6,072	6,704
Capacity for new floorspace (sq m net)	0	687	2,958

ANNUAL MONITORING REPORT GROWTH SCENARIO
CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 9
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-AREA

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2		%pa '07-'27
	COMPARISON GOODS		
	2007	2012	2017
Total Available Expenditure (£000)	2,243,113	2,755,302	3,460,649
Market Share from Survey Area	3	3	3
Survey Area Residents Spending	56,439	74,937	95,456
Inflow to Woolwich Town Centre from beyond survey area (13%) (£000)	8,372	11,118	14,163
Total Town Centre Comparison Turnover (£000)	64,812	86,055	109,619
Existing Shop Floorspace (sq m net)	19,319	19,319	19,319
Sales per sq m net (£)	3,355	3,704	4,090
Sales from Existing Floorspace (£000)	64,812	71,558	79,005
Sales from Committed Floorspace (£000)	0	32,554	35,943
Residual Spending to Support new shops (£000)	0	-18,058	-5,329
Sales per sq m net in new shops (£)	5,500	6,072	6,704
Capacity for new floorspace (sq m net)	0	-2,974	-795

WOOLWICH HIGH GROWTH SCENARIO

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2007	2012	2017	2022	2027
1	SE10 0/8/9, SE3 0/7/8/9, SE7 7/8, SE8 3/4	90,384	**104,394**	**118,351**	**128,411**	**118,690**
2	SE12 8/9, SE9 1/2/3/45/6	78,475	**79,448**	**84,286**	**88,728**	**96,820**
3	SE18 1/2/3/4/5/6/7, SE28 0	76,335	**79,098**	**83,947**	**83,653**	**86,589**
4	DA14 4/5/6, DA15 7/8/9, DA5 1/2/3	69,234	**68,424**	**68,527**	**69,047**	**69,206**
5	DA16 1/2/3	34,986	**34,566**	**34,635**	**34,791**	**34,600**
6	DA1 4, DA6 7/8, DA7 4/5/6	53,197	**52,665**	**53,666**	**54,020**	**54,312**
7	DA8 1/2/3	32,227	**32,043**	**32,431**	**33,047**	**34,895**
8	DA17 5/6, DA18 4	20,361	**20,349**	**20,265**	**20,413**	**20,564**
9	SE2 0/9, SE28 8	28,693	**29,204**	**30,208**	**30,233**	**33,419**
10	E14 3/4/5/8/9	34,551	37,161	38,650	40,139	41,628
11	SE14 5/6, SE16 5/6/7, SE8 5	47,425	49,086	50,402	51,718	53,034
12	BR1 5, SE12 0, SE13 5/6/7. SE4 1, SE6 1	87,783	88,070	88,535	89,000	89,465
13	BR5 2/3/4, BR7 5/6	51,780	53,721	55,398	57,075	58,752
14	BR8 7/8, DA2 7	32,424	33,318	34,267	35,216	36,165
15	DA1 1/2/3/5, DA2 6	49,228	53,205	57,192	61,179	65,166
TOTAL		**787,083**	**814,752**	**850,761**	**876,671**	**893,305**

SOURCE: Experian Business Strategies November 2007

TABLE 1A
POPULATION GROWTH RATES

2007-2012 (%)	2012-2017 (%)	2017-2022 (%)	2022-2027 (%)
15.5	**13.4**	**8.5**	**-7.6**
1.2	**6.1**	**5.3**	**9.1**
3.6	**6.1**	**-0.4**	**3.5**
-1.2	**0.2**	**0.8**	**0.2**
-1.2	**0.2**	**0.5**	**-0.6**
-1.0	**1.9**	**0.7**	**0.5**
-0.6	**1.2**	**1.9**	**5.6**
-0.1	**-0.4**	**0.7**	**0.7**
1.8	**3.4**	**0.1**	**10.5**
7.6	4.0	3.9	3.7
3.5	2.7	2.6	2.5
0.3	0.5	0.5	0.5
3.7	3.1	3.0	2.9
2.8	2.8	2.8	2.7
8.1	7.5	7.0	6.5

WOOLWICH HIGH GROWTH SCENARIO

TABLE 2

COMPARISON GOODS ALLOCATION - MARKET SHARE %

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)
1	2	2	2	3	4
2	1	1	1	1	1
3	20	20	25	30	40
4	0	0	0	0	0
5	1	1	1	1	1
6	0	0	0	0	0
7	0	0	0	0	0
8	2	2	2	3	4
9	7	7	9	11	14
10	0	0	0	0	0
11	0	0	0	0	0
12	1	1	1	1	1
13	0	0	0	0	0
14	0	0	0	0	0
15	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 3
COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	5,380	7,210	9,804	19,849	29,476
2	1,427	1,676	2,132	2,705	3,557
3	39,848	47,904	74,608	107,506	178,789
4	0	0	0	0	0
5	593	680	817	989	1,186
6	0	0	0	0	0
7	323	372	452	555	706
8	913	1,058	1,264	2,792	4,519
9	5,304	6,263	9,893	13,918	24,719
10	0	0	0	0	0
11	0	0	0	0	0
12	1,962	2,283	2,754	3,335	4,040
13	0	0	0	0	0
14	282	336	414	513	635
15	0	0	0	0	0
Total	56,031	67,783	102,139	152,163	247,628

WOOLWICH HIGH GROWTH SCENARIO

TABLE 4
FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-REGION

GROWTH IN SALES PER SQ M	COMPARISON GOODS 2 %pa '07-'27				
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	3	3	3	4	5
Survey Area Residents Spending	56,439	68,268	102,750	152,898	248,547
Inflow to Woolwich Town Centre from beyond survey area (13% pre 2017 26% post 2027) (£000)	8,372	10,128	30,524	45,474	74,004
Total Town Centre Comparison Turnover (£000)	64,812	78,397	133,274	198,372	322,551
Existing Shop Floorspace (sq m net)	19,319	19,319	19,319	19,319	19,319
Sales per sq m net (£)	3,355	3,704	4,090	4,515	4,985
Sales from Existing Floorspace (£000)	64,812	71,558	79,005	87,228	96,307
Sales from Committed Floorspace (£000)	0	32,554	35,943	39,684	43,814
Residual Spending to Support new shops (£000)	0	-25,715	18,326	71,460	182,430
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	-4,235	2,733	9,654	22,322

WOOLWICH LOW GROWTH SCENARIO

TABLE 1
SURVEY AREA POPULATION FORECASTS

Catchment Zone	Postcode Sector Groupings	2007	2012	2017	2022	2027
1	SE10 0/8/9, SE3 0/7/8/9, SE7 7/8, SE8 3/4	90,384	**104,394**	**118,351**	**128,411**	**118,690**
2	SE12 8/9, SE9 1/2/3/45/6	78,475	**79,448**	**84,286**	**88,728**	**96,820**
3	SE18 1/2/3/4/5/6/7, SE28 0	76,335	**79,098**	**83,947**	**83,653**	**86,589**
4	DA14 4/5/6, DA15 7/8/9, DA5 1/2/3	69,234	**68,424**	**68,527**	**69,047**	**69,206**
5	DA16 1/2/3	34,986	**34,566**	**34,635**	**34,791**	**34,600**
6	DA1 4, DA6 7/8, DA7 4/5/6	53,197	**52,665**	**53,666**	**54,020**	**54,312**
7	DA8 1/2/3	32,227	**32,043**	**32,431**	**33,047**	**34,895**
8	DA17 5/6, DA18 4	20,361	**20,349**	**20,265**	**20,413**	**20,564**
9	SE2 0/9, SE28 8	28,693	**29,204**	**30,208**	**30,233**	**33,419**
10	E14 3/4/5/8/9	34,551	37,161	38,650	40,139	41,628
11	SE14 5/6, SE16 5/6/7, SE8 5	47,425	49,086	50,402	51,718	53,034
12	BR1 5, SE12 0, SE13 5/6/7. SE4 1, SE6 1	87,783	88,070	88,535	89,000	89,465
13	BR5 2/3/4, BR7 5/6	51,780	53,721	55,398	57,075	58,752
14	BR8 7/8, DA2 7	32,424	33,318	34,267	35,216	36,165
15	DA1 1/2/3/5, DA2 6	49,228	53,205	57,192	61,179	65,166
TOTAL		**787,083**	**814,752**	**850,761**	**876,671**	**893,305**

SOURCE: Experian Business Strategies November 2007

TABLE 1A
POPULATION GROWTH RATES

2007-2012 (%)	2012-2017 (%)	2017-2022 (%)	2022-2027 (%)
15.5	**13.4**	**8.5**	**-7.6**
1.2	**6.1**	**5.3**	**9.1**
3.6	**6.1**	**-0.4**	**3.5**
-1.2	**0.2**	**0.8**	**0.2**
-1.2	**0.2**	**0.5**	**-0.6**
-1.0	**1.9**	**0.7**	**0.5**
-0.6	**1.2**	**1.9**	**5.6**
-0.1	**-0.4**	**0.7**	**0.7**
1.8	**3.4**	**0.1**	**10.5**
7.6	4.0	3.9	3.7
3.5	2.7	2.6	2.5
0.3	0.5	0.5	0.5
3.7	3.1	3.0	2.9
2.8	2.8	2.8	2.7
8.1	7.5	7.0	6.5

WOOLWICH LOW GROWTH SCENARIO

TABLE 2

COMPARISON GOODS ALLOCATION - MARKET SHARE %

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(%)	(%)	(%)	(%)	(%)
1	2	2	2	2	2
2	1	1	1	1	1
3	20	20	25	25	25
4	0	0	0	0	0
5	1	1	1	1	1
6	0	0	0	0	0
7	0	0	0	0	0
8	2	2	2	2	2
9	7	7	7	7	7
10	0	0	0	0	0
11	0	0	0	0	0
12	1	1	1	1	1
13	0	0	0	0	0
14	0	0	0	0	0
15	0	0	0	0	0

SOURCE: Telephone Survey, November 2007

TABLE 3

COMPARISON GOODS ALLOCATION - SPEND (£) 2005

	WOOLWICH TOWN CENTRE				
Catchment	2007	2012	2017	2022	2027
Zone	(£000)	(£000)	(£000)	(£000)	(£000)
1	5,380	7,210	9,804	12,818	14,277
2	1,427	1,676	2,132	2,705	3,557
3	39,848	47,904	74,608	89,588	111,743
4	0	0	0	0	0
5	593	680	817	989	1,186
6	0	0	0	0	0
7	323	372	452	555	706
8	913	1,058	1,264	1,535	1,863
9	5,304	6,263	7,771	9,372	12,483
10	0	0	0	0	0
11	0	0	0	0	0
12	1,962	2,283	2,754	3,335	4,040
13	0	0	0	0	0
14	282	336	414	513	635
15	0	0	0	0	0
Total	56,031	67,783	100,018	121,411	150,489

WOOLWICH LOW GROWTH SCENARIO

TABLE 4

FUTURE SHOP GLOBAL FLOORSPACE CAPACITY FOR WOOLWICH SUB-REGION

GROWTH IN SALES PER SQ M	COMPARISON GOODS	2	%pa '07-'27		
	COMPARISON GOODS				
	2007	2012	2017	2022	2027
Total Available Expenditure (£000)	2,243,113	2,697,753	3,381,289	4,202,742	5,152,266
Market Share from Survey Area	3	3	3	3	3
Survey Area Residents Spending	56,439	68,268	100,628	122,146	151,409
Inflow to Woolwich Town Centre from beyond survey area (13%) (£000)	8,372	10,128	14,945	18,142	22,487
Total Town Centre Comparison Turnover (£000)	64,812	78,397	115,574	140,287	173,896
Existing Shop Floorspace (sq m net)	19,319	19,319	19,319	19,319	19,319
Sales per sq m net (£)	3,355	3,704	4,090	4,515	4,985
Sales from Existing Floorspace (£000)	64,812	71,558	79,005	87,228	96,307
Sales from Committed Floorspace (£000)	0	32,554	35,943	39,684	43,814
Residual Spending to Support new shops (£000)	0	-25,715	626	13,375	33,775
Sales per sq m net in new shops (£)	5,500	6,072	6,704	7,402	8,173
Capacity for new floorspace (sq m net)	0	-4,235	93	1,807	4,133

APPENDIX 7

TELEPHONE SURVEY RESULTS

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
Those who do not use the internet for their household's main food shopping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, James Watt Way, Erith, DA8 2AH	5.9%	90	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.2%	6	15.2%	16	65.7%	42	38.5%	15
Asda, 160 Broadway, Graham Road, Bexleyheath, DA6 7BN	5.7%	86	1.0%	2	2.9%	4	4.8%	7	6.3%	8	24.5%	16	28.3%	29	13.1%	8	8.3%	3
Asda, London Road, Swanley, BR8 7UN	4.9%	75	1.0%	2	3.8%	6	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Asda, Bugsbys Way, Charlton, SE7 7ST	4.9%	74	21.6%	37	3.8%	6	16.2%	24	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.0%	0
Sainsburys, Horn Lane, 55 Bugsbys Way, Greenwich, SE10 0QJ	4.8%	73	26.8%	46	1.0%	1	14.3%	21	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thamesmere Driveway, Thamesmead, Greenwich , SE28 8RE	4.7%	72	0.0%	0	0.0%	0	21.0%	31	0.0%	0	2.0%	1	4.0%	4	3.0%	2	15.6%	6
Sainsburys, 144 Burnt Ash Road, Lee green, Lewisham, SE12 9PZ	4.3%	66	7.2%	12	16.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stadium Way, Crayford, DA1 4HW	4.2%	64	0.0%	0	0.0%	0	0.0%	0	7.3%	10	7.1%	5	21.2%	22	7.1%	4	14.6%	6
Tesco, 290 Lewisham Road, Lewisham, SE13 7PA	4.2%	63	9.3%	16	1.9%	3	1.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, 4-6 Station Parade, Station Road, Sidcup, DA15 7DB	3.9%	59	0.0%	0	5.8%	9	0.0%	0	18.8%	25	6.1%	4	2.0%	2	1.0%	1	0.0%	0
Sainsburys, 1a Philipot Path, Eltham, SE9 5DL	3.7%	56	2.1%	4	24.0%	36	2.9%	4	6.3%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, 1 Jenner Close, Off Elm Road, Sidcup, DA14 6AF	3.4%	52	0.0%	0	10.6%	16	0.0%	0	21.9%	29	2.0%	1	2.0%	2	0.0%	0	0.0%	0
Other	3.3%	50	2.1%	4	1.9%	3	1.9%	3	2.1%	3	0.0%	0	1.0%	1	2.0%	1	0.0%	0
Sainsburys, The Priory Centre, Instone Road, Dartford, DA1 2HS	2.8%	42	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Surrey Quays	2.6%	39	5.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 151 East Ferry Road, Isles Of Dogs E14 3BT	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 25 Calderwood Street, Woolwich, SE18 6QW	2.2%	33	2.1%	4	0.0%	0	18.1%	27	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Sainsburys, 33 Riverdale, The Lewisham Centre, Lewisham, SE13 7EP	2.1%	31	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 286 London Road, New Cross Gate, SE14 5UL	2.1%	31	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 72 Broadway, Bexleyheath, DA6 7JN	1.9%	28	0.0%	0	0.0%	0	1.9%	3	4.2%	5	6.1%	4	10.1%	10	1.0%	1	5.2%	2
Tesco, Edgington Way, Sidcup DA14 5BN	1.4%	21	0.0%	0	1.0%	1	0.0%	0	5.2%	7	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsburys, 73 High Street, Chislehurst BR7 5AG	1.3%	19	0.0%	0	2.9%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Pallant Way, Orpington, BR6 8NZ	1.2%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 97-99 Loampit Vale, Lewisham, SE13 7TG	1.1%	16	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhive DA9 9BT	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canary Wharf	1.0%	14	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 16-21 Winslade Way, Catford SE6 4JU	0.9%	14	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 12-13 Orchard Shopping Centre, High Street, Dartford, DA1 1DN	0.8%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Waitrose, Burnt Ash Lane, Bromley BR1 5AJ	0.7%	11	1.0%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sevenoaks Way, Orpington, BR5 3UG	0.7%	10	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55	0.6%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	3	2.0%	1	4.0%	4	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Broadway, Bexleyheath, DA6 7JN																		
Sainsburys, Walters Yard, Bromley BR1 1TP	0.5%	8	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath (Local Stores)	0.5%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21-23 Falconwood Park, Welling, DA16 2PQ	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Chislehurst (Local Stores)	0.4%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, High Street, Bromley BR1 1JL	0.4%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 252 Bexley Road, Erith, DA8 3HB	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	5.1%	3	0.0%	0
Tesco, 28 Embassy Court, High Street, Welling, DA16 1TH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Sydenham, Sava Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 1A Eynham Drive, Abbey Wood, Thamesmead, SE2 9QX	0.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Morrisons, Queensway, Bromley, BR5 1DH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 20 / 22 Lee Gate, Lee Green, SE12 8SS	0.3%	5	1.0%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 118-112 High Street, Welling, DA16 1JT	0.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.1%	2	1.0%	1	0.0%	0	0.0%	0
Bexleyheath (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Co-Op, 158-170 Well Hall Road, Eltham, SE9 6SP	0.3%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canary Wharf	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Westwood Lane, Blackfen, Sidcup, DA15 9PS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mason Hill, Bromley BR2 9HD	0.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 115 Eltham High Street, London, Se9 1TQ	0.2%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 148 Plumstead High Street, Plumstead, Greenwich, Se18 1SD	0.2%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Way, Thamesmead, SE28 7BU	0.2%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Iceland, The Lee Gate Shopping Centre, Lee Green, SE12 8SS	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 132-134 High Street, Eltham, SE9 1BA	0.2%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 340 Baring Road, Grove Park, London, SE12 0DU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 18-30 Lakedale Road, Plumstead, SE18 1PP	0.2%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 516 Blackfen Road, Sherwood Park, Sidcup, DA15 9NT	0.2%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 185 Eynsham Drive, Abbeywood, London, SE2 9PS	0.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays (Local Stores)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham (Local Stores)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup (Local Stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55-63 Powis Street, London, SE18 6HZ	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 72 Nuxley Road, Belvedere, DA17 5JG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Woolwich (Local Stores)	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Walnuts, Orpington, BR6 0TW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco, 145-147 Long Lane, Bexleyheath, DA7 5AQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Cutty Sark Station, 55-57 Greenwich Church Street, London, SE10 9BL	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 19-23 The Village, Charlton, SE7 8UG	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Trafalgar Road, Greenwich, SE10 0PL	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 210-218 Trafalgar Road, Greenwich, SE10 9ER	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Greenwich (Local Stores)	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf (Local Stores)	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, Beckenham BR3 1AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bromley Road, Downham BR1 4PH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southend Lane, Lewisham, SE6 3ND	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deptford (Local Sotres)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 7-8 The Reach, Thamesmead, London, SE28 0NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21 Picardy Street, Belvedere, DA17 5QQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Swanley (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 71-79 High Street, Welling, DA16 1TZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, 342 Baring Road, Grove Park, SE12 0DU	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 60 Kimmeridge Road, Mottingham, SE9 4EB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1 Joyce Dawson Way, Thamesmead, SE18 6BB	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, General Gordon Place, 45 Woolwich New Road, Woolwich, SE18 6EU	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 107-115 Dartford Road, Dartford, DA1 3EN	0.1%	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
Aldi, St Marys Road, Swanley, BR8 7BU	0.1%	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
Iceland, 114/116 The Broadway, Bexleyheath DA6 7DQ	0.1%	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
Eltham (Local Stores)	0.1%	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
Bexley (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Netto Foodstore, 13 / 15 Crook Log, Bexleyheath, DA6 8BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencer, The Walnuts, Orpington, BR6 0TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Orpington, BR6 6BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 277-281 New Cross Road, New Corss, SE14 6AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 56-62 Lordship Lane, Dulwich, SE22 8HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 36-28 Chastillian Road, Dartford, DA1 3JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Upper Wickham Lane, Welling DA16 3HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 47-49 High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Dartford, DA1 1DJ																		
Co-Op, 5-7 Hawley Road, Wilmington, Dartford, DA1 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weling (Local Stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westmoreland Road, Bromley BR2 0UJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich (Local Stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 63 Station Road, Longfield, DA3 7QA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 44-48 London Road, Forest Hill, SE23 3HF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 103-116 McLeod Road, Abbey Wood, SE2 0BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1-3 Beresford Square, Woolwich, Se18 6BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere (Local Stores)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
(Don't know / varies)	3.2%	49	3.1%	5	3.8%	6	2.9%	4	0.0%	0	4.1%	3	4.0%	4	1.0%	1	2.1%	1
Weighted base:		1515		170		151		148		131		67		103		63		39
Sample:		1516		97		104		105		96		98		99		99		96

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Not 'Internet / delivered' or 'Don't know / varies' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / Van (as driver)	52.3%	767	51.1%	84	56.0%	81	54.9%	79	58.3%	77	57.4%	37	58.9%	58	45.9%	29	57.4%	22
Walk	16.8%	246	21.3%	35	17.0%	25	11.8%	17	10.4%	14	14.9%	10	15.8%	16	13.3%	8	10.6%	4
Car / van (as passenger)	14.8%	217	13.8%	23	11.0%	16	13.7%	20	18.8%	25	18.1%	12	10.5%	10	23.5%	15	22.3%	8
Bus	12.4%	182	12.8%	21	9.0%	13	16.7%	24	10.4%	14	7.4%	5	11.6%	11	13.3%	8	8.5%	3
Taxi	0.9%	14	0.0%	0	4.0%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	1	0.0%	0
Mobility scooter	0.3%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motocycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
DLR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	13	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.6%	9	1.1%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weighted base:		1466		165		145		144		131		64		99		63		38
Sample:		1465		94		100		102		96		94		95		98		94

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example leisure / entertainment, restaurants, bars, banks, etc?
Not 'Internet / delivered' or 'Don't know / varies' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
No	70.2%	1029	72.3%	119	74.0%	107	66.7%	96	79.2%	104	69.2%	44	60.0%	59	74.5%	47	71.3%	27
Yes - Other non-food shops	11.2%	164	13.8%	23	12.0%	17	15.7%	23	7.3%	10	9.6%	6	20.0%	20	10.2%	6	12.8%	5
Yes - Financial Service (Banks, Building Society)	9.3%	137	4.3%	7	5.0%	7	6.9%	10	11.5%	15	9.6%	6	14.7%	15	8.2%	5	9.6%	4
Yes - Restaurants	3.4%	50	2.1%	4	4.0%	6	4.9%	7	1.0%	1	5.3%	3	2.1%	2	5.1%	3	2.1%	1
Yes - Cafes	3.3%	48	1.1%	2	1.0%	1	2.0%	3	1.0%	1	2.1%	1	2.1%	2	5.1%	3	4.3%	2
Work	1.3%	18	0.0%	0	1.0%	1	2.0%	3	1.0%	1	2.1%	1	0.0%	0	0.0%	0	2.1%	1
Yes - Bars / Pubs	1.2%	17	0.0%	0	4.0%	6	0.0%	0	0.0%	0	2.1%	1	2.1%	2	2.0%	1	0.0%	0
Yes - Gym / Health and Fitness	1.0%	14	1.1%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other food shopping	0.9%	13	1.1%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	3.2%	3	0.0%	0	5.3%	2
Yes - Meeting Friends	0.8%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.3%	3	1.1%	1	2.0%	1	1.1%	0
Yes - Library	0.7%	11	1.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Get petrol	0.7%	10	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	2.1%	1
Yes - Other	0.7%	10	1.1%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	1.1%	1	3.1%	2	0.0%	0
Yes - Meeting Family	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.0%	1	0.0%	0
Yes - Personal Service (Hairdressers, Beauty Salon)	0.5%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	0
Yes - Markets	0.5%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go to park	0.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctors	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Yes - Cinemas	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.1%	1	0.0%	0	0.0%	0
Yes - Theatre	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes - Museums / Art Gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Bingo	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1466		165		145		144		131		64		99		63		38
Sample:		1465		94		100		102		96		94		95		98		94

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
Those do top-up shopping and who do not use the internet to do so

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other	9.4%	112	13.5%	21	8.2%	10	2.2%	3	8.0%	8	6.5%	3	3.9%	3	5.1%	3	0.0%	0
Asda, London Road, Swanley, BR8 7UN	2.7%	33	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, Thamesmere Driveway, Thamesmead, Greenwich , SE28 8RE	2.5%	30	0.0%	0	0.0%	0	9.0%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.6%	2
Sainsburys, 144 Burnt Ash Road, Lee green, Lewisham, SE12 9PZ	2.3%	27	3.4%	5	10.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 25 Calderwood Street, Woolwich, SE18 6QW	2.1%	25	1.1%	2	0.0%	0	15.7%	20	0.0%	0	1.3%	1	0.0%	0	1.3%	1	1.3%	0
Co-Op, 158-170 Well Hall Road, Eltham, SE9 6SP	2.0%	25	0.0%	0	18.8%	23	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 160 Broadway, Graham Road, Bexleyheath, DA6 7BN	1.9%	23	0.0%	0	0.0%	0	1.1%	1	2.7%	3	7.8%	4	13.2%	10	3.8%	2	3.8%	1
Tesco, Surrey Quays	1.9%	23	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Priory Centre, Instone Road, Dartford, DA1 2HS	1.9%	23	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.3%	1	1.3%	1	0.0%	0
Blackheath (Local Stores)	1.7%	20	12.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Asda, Bugsbys Way, Charlton, SE7 7ST	1.6%	19	7.9%	12	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, James Watt Way, Erith, DA8 2AH	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	2	24.4%	12	10.1%	3
Sainsburys, 72 Broadway, Bexleyheath, DA6 7JN	1.5%	18	0.0%	0	1.2%	1	0.0%	0	2.7%	3	2.6%	1	14.5%	11	1.3%	1	0.0%	0
Sainsburys, 33 Riverdale, The Lewisham Centre, Lewisham, SE13 7EP	1.4%	17	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stadium Way, Crayford, DA1 4HW	1.4%	17	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	9.2%	7	1.3%	1	2.5%	1
Somerfield, Westwood Lane, Blackfen, Sidcup, DA15 9PS	1.3%	16	0.0%	0	0.0%	0	0.0%	0	9.3%	10	6.5%	3	2.6%	2	0.0%	0	0.0%	0
Tesco, 290 Lewisham Road, Lewisham, SE13 7PA	1.3%	16	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canary Wharf	1.2%	15	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 286 London Road, New Cross Gate, SE14 5UL	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, 1 Jenner Close, Off Elm Road, Sidcup, DA14 6AF	1.1%	14	0.0%	0	2.4%	3	0.0%	0	9.3%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lewisham (Local Stores)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Pallant Way, Orpington, BR6 8NZ	1.0%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath (Local Stores)	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	9.2%	7	2.6%	1	0.0%	0
Sainsburys, 1a Philipot Path, Eltham, SE9 5DL	1.0%	11	0.0%	0	5.9%	7	1.1%	1	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Broadway, Bexleyheath, DA6 7JN	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	1	3.9%	3	6.4%	3	3.8%	1
Eltham (Local Stores)	0.9%	11	0.0%	0	8.2%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Erith (Local Stores)	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	10	0.0%	0
Deptford (Local Sotres)	0.9%	11	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 12-13 Orchard Shopping Centre, High Street, Dartford, DA1 1DN	0.9%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Somerfield, 252 Bexley Road, Erith, DA8 3HB	0.9%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	17.9%	9	0.0%	0
Somerfield, 72 Nuxley Road, Belvedere, DA17 5JG	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	24.1%	8
Weling (Local Stores)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.3%	8	1.3%	1	0.0%	0	0.0%	0
East Greenwich (Local Stores)	0.8%	10	4.5%	7	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cutty Sark Station, 55-57 Greenwich Chhurch	0.8%	9	4.5%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Street, London, SE10 9BL																		
Tesco, 4-6 Station Parade, Station Road, Sidcup, DA15 7DB	0.8%	9	1.1%	2	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, 1A Eynham Drive, Abbey Wood, Thamesmead, SE2 9QX	0.8%	9	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Marks & Spencer, 115 Eltham High Street, London, Se9 1TQ	0.7%	9	1.1%	2	3.5%	4	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Trafalgar Road, Greenwich, SE10 0PL	0.7%	9	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich (Local Stores)	0.7%	8	1.1%	2	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Horn Lane, 55 Bugsbys Way, Greenwich, SE10 0QJ	0.7%	8	4.5%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead High Street (Local Stores)	0.6%	8	0.0%	0	0.0%	0	5.6%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, 107-115 Dartford Road, Dartford, DA1 3EN	0.6%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup (Local Stores)	0.6%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, 5-7 Hawley Road, Wilmington, Dartford, DA1 1NP	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 73 High Street, Chislehurst BR7 5AG	0.6%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 18-30 Lakedale Road, Plumstead, SE18 1PP	0.6%	7	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 118-112 High Street, Welling, DA16 1JT	0.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.5%	3	2.6%	2	0.0%	0	0.0%	0
Sainsburys, 516 Blackfen Road, Sherwood Park, Sidcup, DA15 9NT	0.6%	7	0.0%	0	0.0%	0	1.1%	1	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Burnt Ash Lane, Bromley BR1 5AJ	0.6%	7	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 124 Station Road, Sidcup, DA15 7AB	0.6%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf (Local Stores)	0.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, High Street, Bromley BR1 1JL	0.5%	7	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 192-212 Plumstead Common Road, Plumstead, SE18 2RS	0.5%	6	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21-23 Falconwood Park, Welling, DA16 2PQ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, 164 High Street, Lewisham, SE20 7QS	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 47-49 High Street, Dartford, DA1 1DJ	0.5%	6	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 132-134 High Street, Eltham, SE9 1BA	0.5%	6	1.1%	2	2.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 131-135 Long Lane, Bexleyheath, DA7 5AE	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	2.5%	1
Thamesmead (Local Stores)	0.5%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Belvedere (Local Stores)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	15.2%	5
Chislehurst (Local Stores)	0.4%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 97-99 Loampit Vale, Lewisham, SE13 7TG	0.4%	5	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 7-8 The Reach, Thamesmead, London, SE28 0NG	0.4%	5	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 188A Halfway Street, Sidcup, DA15 8DJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 20 / 22 Lee Gate, Lee Green, SE12 8SS	0.4%	5	2.2%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brook House Site, 386 Shooters Hill, London, SE18 4LP	0.4%	5	2.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto Foodstore, 13 / 15	0.4%	5	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Crook Log, Bexleyheath, DA6 8BN																		
Co-Op, 71-79 High Street, Welling, DA16 1TZ	0.4%	5	1.1%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Sainsburys, 147-173 Bellgrove Road, Welling, DA16 3QS	0.4%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Walnuts, Orpington, BR6 0TW	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green (Local Stores)	0.4%	5	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55-63 Powis Street, London, SE18 6HZ	0.4%	5	1.1%	2	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canary Wharf	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 60 Kimmeridge Road, Mottingham, SE9 4EB	0.4%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 370-380 Footscray Road, New Eltham, SE9 2AA	0.4%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 24-26 Temple Hill Square, Dartford, DA1 5HZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, MacBean Street, Woolwich	0.4%	4	0.0%	0	1.2%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 185 Eynsham Drive, Abbeywood, London, SE2 9PS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1-3 Beresford Square, Woolwich, Se18 6BB	0.4%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21 Picardy Street, Belvedere, DA17 5QQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4
Somerfield, 34 High Street, Sidcup, DA14 6EH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Welling	0.3%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Way, Thamesmead, SE28 7BU	0.3%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-Op, 26-28 Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Old Dover Road, Blackheath	0.3%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 28 Embassy Court, High Street, Welling, DA16 1TH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Road, Swanley, BR8 7BU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-Op, 546-550 Westhorne Avenue, Eltham, SE9 6DR	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 342 Baring Road, Grove Park, SE12 0DU	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 428-430 Well Hall Road, Eltham, SE9 6UD	0.2%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Sevenoaks Way, Orpington BR5 2RB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sevenoaks Way, Orpington, BR5 3UG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Bugsby Way, Charlton	0.2%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 9-15 Herbert Road, Plumstead, SE18 3TB	0.2%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 147-149 Blendon Road, Bexley, DA5 1BT	0.2%	3	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Hither Green Lane, Hither Green, SE13 6QH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 36-28 Chastillian	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road, Dartford, DA1 3JJ																		
Co-Op, 171-175 Henderson Drive, Dartford, DA1 5LD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe DA9 9BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks and Spencer, Bluewater Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Co-Op, 103-116 McLeod Road, Abbey Wood, SE2 0BS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 301-303 Brampton Road, Bexleyheath, DA7 5QR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Iceland, 144 Crayford Road, Crayford, DA1 4ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Co-Op, 1 Waldram Park Road, London, SE23 2PW	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 148 Plumstead High Street, Plumstead, Greenwich, Se18 1SD	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Walnuts, Orpington, BR6 0TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Orpington, BR6 6BG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath (Local Stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
West Greenwich (Local Stores)	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Beckenham BR3 1AH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Walters Yard, Bromley BR1 1TP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 44-48 London Road, Forest Hill, Se23 3HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bromley Road, Downham BR1 4PH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hither Green (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Downham Way, Bromley BR1 5HR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westmoreland Road, Bromley BR2 0UJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 76 Colney Road, Dartford, DA1 1UH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Orpington, BR6 0LN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Wood (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Iceland, The Lee Gate Shopping Centre, Lee Green, SE12 8SS	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, General Gordon Place, 45 Woolwich New Road, Woolwich, SE18 6EU	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 19-23 The Village, Charlton, SE7 8UG	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 49-53 Bellgrove Road, Welling, DA16 3PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 96-98 High Street, Sidcup, DA14 6DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1 Joyce Dawson Way, Thamesmead, SE18 6BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queensway, Bromley, BR5 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Chatterton Road, Bromley BR2 9QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Station Square, Pettswood, BR5 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Surrey Quays (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bestwood Street, Deptford, SE8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 340 Baring Road, Grove Park, London, SE12 0DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 14 Station Road, Longfield, DA3 7QD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 56-64 Nuxley Road, Upper Belvedere, DA17 5JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsburys, High Street, West Wickham, BR4 0LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, 4-12 Pickford Lane, Bexleyheath, DA7 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Massinger Street, Walworth, SE17 1TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Swanley (Local Stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 77 Watchgate Lane, Darenth, Dartford, DA2 7JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.4%	124	13.5%	21	7.1%	9	10.1%	13	5.3%	5	5.2%	3	10.5%	8	5.1%	3	7.6%	2
Weighted base:		1198		156		123		125		103		53		79		50		32
Sample:		1191		89		85		89		75		77		76		78		79

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

Those who buy clothes, footwear and fashion goods, and who do not use the internet or buy abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bluewater Shopping Centre	21.5%	307	21.7%	35	17.6%	26	15.3%	21	42.9%	53	30.4%	19	26.0%	26	19.8%	11	18.7%	7
Bexleyheath Town Centre	18.1%	258	2.2%	4	2.0%	3	23.5%	32	36.3%	45	40.2%	25	53.1%	53	51.6%	30	58.2%	21
Bromley Town Centre	13.4%	192	8.7%	14	33.3%	49	2.0%	3	9.9%	12	2.2%	1	3.1%	3	0.0%	0	0.0%	0
Lewisham Town Centre	9.0%	129	16.3%	26	6.9%	10	2.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London - West End / Oxford St / Bond St	5.9%	84	10.9%	18	3.9%	6	3.1%	4	0.0%	0	3.3%	2	0.0%	0	3.3%	2	4.4%	2
Woolwich Town Centre	3.6%	51	2.2%	4	1.0%	1	26.5%	37	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	1
Eltham Town Centre	3.2%	46	3.3%	5	23.5%	35	1.0%	1	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Bugsbys Way Retail Parks, Greenwich	3.1%	44	13.0%	21	2.0%	3	6.1%	8	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Dartford Town Centre	3.0%	43	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.1%	1	3.1%	3	4.4%	3	1.1%	0
Other	2.1%	31	2.2%	4	2.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0
Lakeside Shopping Centre	2.0%	29	0.0%	0	1.0%	1	4.1%	6	2.2%	3	4.3%	3	1.0%	1	1.1%	1	1.1%	0
Canary Wharf	1.5%	21	2.2%	4	0.0%	0	1.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
London - Kings Road	1.0%	14	2.2%	4	0.0%	0	2.0%	3	0.0%	0	2.2%	1	1.0%	1	0.0%	0	0.0%	0
Orpington Town Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.7%	10	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	5.5%	2
Croydon Town Centre	0.4%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.3%	5	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.1%	0
East Greenwich Town Centre	0.3%	4	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	0.3%	4	1.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0
Welling Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.6%	109	8.7%	14	5.9%	9	8.2%	11	3.3%	4	7.6%	5	7.3%	7	4.4%	3	6.6%	2
Weighted base:		1426		161		148		138		124		63		100		58		37
Sample:		1428		92		102		98		91		92		96		91		91

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?

Not 'Internet / catalogue / mail order / TV shopping', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / Van (as driver)	48.9%	646	46.4%	68	54.2%	75	46.7%	59	62.5%	75	58.8%	34	53.9%	50	42.5%	24	56.5%	19
Car / van (as passenger)	10.3%	137	11.9%	18	5.2%	7	12.2%	16	14.8%	18	10.6%	6	12.4%	11	17.2%	10	11.8%	4
Tube	3.2%	42	4.8%	7	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DLR	0.6%	9	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	23.1%	306	21.4%	32	24.0%	33	26.7%	34	20.5%	25	23.5%	14	14.6%	14	28.7%	16	20.0%	7
Motocycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.5%	86	1.2%	2	6.3%	9	8.9%	11	1.1%	1	3.5%	2	14.6%	14	5.7%	3	1.2%	0
Taxi	0.6%	8	1.2%	2	2.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Train	4.3%	57	9.5%	14	5.2%	7	2.2%	3	0.0%	0	3.5%	2	1.1%	1	4.6%	3	7.1%	2
Bicycle	0.6%	8	1.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverboat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel / goods delivered	0.0%	0	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)	1.4%	18	1.2%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	3.5%	1
Weighted base:		1321		147		139		127		120		58		93		56		34
Sample:		1328		84		96		90		88		85		89		87		85

Q07 What do you like about (LOCATION MENTIONED AT Q05) ?

Not 'Internet / catalogue / mail order / TV shopping', 'Abroad', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Good range of chain / well known stores	43.4%	572	34.5%	51	37.5%	52	38.9%	49	51.1%	62	45.9%	27	44.9%	42	59.8%	33	54.1%	19
Close to home	31.2%	411	31.0%	46	32.3%	45	34.4%	44	26.1%	31	32.9%	19	39.3%	36	32.2%	18	32.9%	11
Good range of independent stores	27.8%	366	31.0%	46	34.4%	48	25.6%	32	27.3%	33	22.4%	13	19.1%	18	27.6%	15	8.2%	3
Nothing / very little	9.8%	130	15.5%	23	10.4%	14	11.1%	14	8.0%	10	7.1%	4	6.7%	6	8.0%	4	15.3%	5
Attractive environment	9.6%	127	10.7%	16	8.3%	12	7.8%	10	9.1%	11	7.1%	4	7.9%	7	9.2%	5	17.6%	6
Good and / or free car parking	8.5%	111	10.7%	16	10.4%	14	2.2%	3	10.2%	12	16.5%	10	6.7%	6	3.4%	2	7.1%	2
Indoor shopping malls / arcades	7.8%	103	2.4%	4	9.4%	13	10.0%	13	6.8%	8	9.4%	5	4.5%	4	8.0%	4	4.7%	2
Restaurant / cafes	4.1%	54	1.2%	2	4.2%	6	2.2%	3	2.3%	3	4.7%	3	6.7%	6	3.4%	2	3.5%	1
Good prices	3.6%	48	6.0%	9	1.0%	1	3.3%	4	2.3%	3	4.7%	3	3.4%	3	3.4%	2	3.5%	1
Easily accessible by foot / cycle	2.9%	39	0.0%	0	4.2%	6	3.3%	4	5.7%	7	3.5%	2	2.2%	2	1.2%	1	0.0%	0
Close to work / en route to work	2.6%	34	3.6%	5	4.2%	6	1.1%	1	0.0%	0	4.7%	3	3.4%	3	0.0%	0	1.2%	0
Cleanliness	2.5%	33	2.4%	4	2.1%	3	3.3%	4	2.3%	3	3.5%	2	3.4%	3	4.6%	3	4.7%	2
Compact	2.2%	29	2.4%	4	3.1%	4	1.1%	1	4.5%	5	1.2%	1	1.1%	1	1.2%	1	0.0%	0
Range of goods available	1.7%	23	0.0%	0	0.0%	0	4.4%	6	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0
Good bus service / accessible public transport	1.5%	19	1.2%	2	3.1%	4	2.2%	3	0.0%	0	0.0%	0	1.1%	1	2.3%	1	0.0%	0
Other	1.2%	15	0.0%	0	2.1%	3	2.2%	3	1.1%	1	0.0%	0	1.1%	1	2.3%	1	1.2%	0
Habit / always used it	1.1%	14	0.0%	0	3.1%	4	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	0
Market	1.0%	13	1.2%	2	1.0%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1	2.4%	1
Large shopping area	0.9%	11	0.0%	0	1.0%	1	1.1%	1	2.3%	3	0.0%	0	0.0%	0	2.3%	1	1.2%	0
Safe shopping environment	0.8%	11	1.2%	2	1.0%	1	0.0%	0	1.1%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Not overcrowded	0.8%	10	2.4%	4	1.0%	1	1.1%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Part of an overall day out	0.5%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Opening hours	0.5%	6	0.0%	0	2.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Friendly atmosphere	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Cinema	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.1%	1	0.0%	0	0.0%	0
Close to friends / family	0.3%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	20	1.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	5.6%	5	3.4%	2	0.0%	0
Weighted base:		1317		147		139		127		120		58		93		56		34
Sample:		1323		84		96		90		88		85		89		87		85

Q08 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?
Not 'Internet / catalogue / mail order / TV shopping', 'Abroad', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
More Department Stores	8.5%	112	3.6%	5	11.5%	16	10.0%	13	8.0%	10	5.9%	3	9.0%	8	8.0%	4	3.5%	1
More non-food stores	6.7%	89	6.0%	9	8.3%	12	11.1%	14	5.7%	7	4.7%	3	5.6%	5	5.7%	3	4.7%	2
More Higher Order / Designer Stores	4.1%	54	2.4%	4	8.3%	12	5.6%	7	4.5%	5	3.5%	2	1.1%	1	2.3%	1	2.4%	1
Cheaper prices	3.6%	47	6.0%	9	4.2%	6	5.6%	7	4.5%	5	2.4%	1	2.2%	2	2.3%	1	4.7%	2
Less crowded	2.9%	38	7.1%	11	4.2%	6	3.3%	4	0.0%	0	3.5%	2	1.1%	1	1.2%	1	0.0%	0
Easier / more parking	2.0%	26	0.0%	0	2.1%	3	2.2%	3	0.0%	0	2.4%	1	1.1%	1	1.2%	1	5.9%	2
Cheaper parking	1.8%	24	0.0%	0	3.1%	4	1.1%	1	1.1%	1	2.4%	1	0.0%	0	2.3%	1	1.2%	0
Better public transport links	1.6%	21	1.2%	2	1.0%	1	0.0%	0	1.1%	1	3.5%	2	0.0%	0	1.2%	1	0.0%	0
More food stores	1.5%	20	3.6%	5	3.1%	4	0.0%	0	1.1%	1	1.2%	1	0.0%	0	2.3%	1	2.4%	1
Other	1.2%	15	1.2%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	1	2.4%	1
More Specialist Shops	1.1%	14	1.2%	2	0.0%	0	0.0%	0	2.3%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0
More places to eat / drink	1.0%	14	1.2%	2	2.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	0
More shops in general	0.9%	12	1.2%	2	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	2.3%	1	1.2%	0
More leisure facilities (e.g. cinema etc.)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Modernisation	0.7%	10	2.4%	4	0.0%	0	2.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.7%	9	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.6%	3	1.2%	0
Better provision of supermarkets	0.5%	7	1.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easier accessibility	0.5%	7	2.4%	4	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Markets	0.5%	6	1.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More toilets	0.3%	4	0.0%	0	1.0%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A John Lewis store	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	65.9%	868	63.1%	93	64.6%	90	62.2%	79	68.2%	82	75.3%	44	77.5%	72	70.1%	39	65.9%	23
(Don't know)	2.6%	34	2.4%	4	0.0%	0	2.2%	3	3.4%	4	1.2%	1	2.2%	2	1.2%	1	7.1%	2
Weighted base:		1317		147		139		127		120		58		93		56		34
Sample:		1323		84		96		90		88		85		89		87		85

Column %ges.

Q09 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
Those who buy furniture, floor coverings and household textiles, and who do not use the internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bluewater Shopping Centre	11.3%	128	19.4%	25	16.3%	19	10.0%	11	14.3%	15	14.3%	8	13.6%	11	4.0%	2	6.1%	2
Lakeside Shopping Centre	8.9%	100	11.1%	14	8.8%	10	16.3%	18	10.4%	11	5.2%	3	8.6%	7	10.7%	5	7.3%	2
Dartford Town Centre	5.7%	64	0.0%	0	0.0%	0	0.0%	0	5.2%	5	1.3%	1	2.5%	2	13.3%	6	4.9%	2
Bexleyheath Town Centre	4.7%	53	0.0%	0	0.0%	0	6.3%	7	2.6%	3	11.7%	6	13.6%	11	20.0%	10	19.5%	6
Lewisham Town Centre	4.1%	46	6.9%	9	3.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	3.9%	45	1.4%	2	12.5%	14	2.5%	3	3.9%	4	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Bugsbys Way Retail Parks, Greenwich	3.9%	44	9.7%	12	3.8%	4	15.0%	17	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London - West End / Oxford St / Bond St	3.9%	44	5.6%	7	2.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other	2.2%	25	1.4%	2	1.3%	1	0.0%	0	2.6%	3	1.3%	1	1.2%	1	2.7%	1	0.0%	0
Croydon Town Centre	1.7%	19	1.4%	2	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sidcup Town Centre	1.6%	18	1.4%	2	1.3%	1	0.0%	0	5.2%	5	1.3%	1	3.7%	3	1.3%	1	2.4%	1
Orpington Town Centre	1.5%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	3.7%	3	0.0%	0	0.0%	0
London - Kings Road	1.4%	16	2.8%	4	1.3%	1	2.5%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	1.3%	15	0.0%	0	0.0%	0	1.3%	1	0.0%	0	18.2%	10	3.7%	3	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	1.3%	14	1.4%	2	1.3%	1	7.5%	8	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.2%	0
Orpington Retail Parks	1.3%	14	0.0%	0	1.3%	1	0.0%	0	2.6%	3	1.3%	1	0.0%	0	0.0%	0	1.2%	0
Eltham Town Centre	1.2%	14	0.0%	0	8.8%	10	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Picardy Manor Way, Belvedere	1.1%	12	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	2.5%	2	9.3%	4	4.9%	2
Erith Town Centre	1.0%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	1	0.0%	0	12.0%	6	3.7%	1
Woolwich Town Centre	1.0%	11	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
DFS, Crittalls Corner, Sidcup	0.9%	10	1.4%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Horn Lane, Greenwich	0.8%	9	2.8%	4	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B&Q, Sidcup	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0
East Greenwich Town Centre	0.6%	6	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.3%	1	4.9%	2
Ikea, Croydon	0.4%	5	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Foots Cray Road, Eltham	0.4%	5	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Crayford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.7%	1	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Canary Wharf	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Thamesmead Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.4%	1
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	1
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	0
Surrey Quays Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	28.3%	320	29.2%	37	26.3%	30	20.0%	23	39.0%	41	29.9%	16	33.3%	28	18.7%	9	34.1%	11
Weighted base:		1131		126		116		113		105		53		84		48		33
Sample:		1146		72		80		80		77		77		81		75		82

Q10 Where do you do most of your households shopping for DIY and decorating goods ?
Those who buy DIY and decorating goods, and who do not use the internet or buy abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q, Picardy Manor Way, Belvedere	8.7%	117	1.1%	2	0.0%	0	12.6%	17	1.1%	1	7.8%	5	23.4%	23	41.2%	22	55.4%	21
Bugsbys Way Retail Parks, Greenwich	8.5%	115	34.1%	54	6.4%	9	18.9%	25	0.0%	0	5.6%	3	1.1%	1	0.0%	0	0.0%	0
Dartford Town Centre	6.6%	90	0.0%	0	0.0%	0	0.0%	0	5.6%	7	7.8%	5	6.4%	6	4.7%	3	1.1%	0
B&Q, Sidcup	5.4%	73	2.2%	4	6.4%	9	0.0%	0	31.1%	38	3.3%	2	5.3%	5	0.0%	0	0.0%	0
B&Q, Foots Cray Road, Eltham	4.6%	63	1.1%	2	27.7%	38	1.1%	1	10.0%	12	3.3%	2	1.1%	1	0.0%	0	1.1%	0
Eltham Town Centre	3.8%	51	1.1%	2	26.6%	36	1.1%	1	1.1%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	3.4%	47	3.3%	5	3.2%	4	6.3%	8	4.4%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Belvedere Town Centre	3.3%	45	0.0%	0	0.0%	0	2.1%	3	1.1%	1	15.6%	10	6.4%	6	14.1%	8	23.9%	9
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	3.3%	45	0.0%	0	0.0%	0	1.1%	1	5.6%	7	1.1%	1	4.3%	4	1.2%	1	0.0%	0
Old Kent Road Retail Parks	3.2%	43	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horn Lane, Greenwich	3.1%	42	12.1%	19	2.1%	3	7.4%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	3.1%	42	5.5%	9	1.1%	1	1.1%	1	2.2%	3	2.2%	1	1.1%	1	0.0%	0	0.0%	0
Sidcup Town Centre	2.9%	40	2.2%	4	1.1%	1	0.0%	0	13.3%	16	2.2%	1	1.1%	1	0.0%	0	0.0%	0
East Greenwich Town Centre	2.4%	33	6.6%	11	2.1%	3	6.3%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	2.2%	29	1.1%	2	0.0%	0	0.0%	0	2.2%	3	4.4%	3	14.9%	15	8.2%	4	0.0%	0
Lewisham Town Centre	2.2%	29	2.2%	4	2.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	2.1%	28	1.1%	2	2.1%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	2.1%	28	0.0%	0	1.1%	1	0.0%	0	5.6%	7	1.1%	1	9.6%	9	3.5%	2	0.0%	0
Halfords, Mason Hill, Bromley	1.9%	26	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	1.7%	23	0.0%	0	0.0%	0	5.3%	7	0.0%	0	6.7%	4	2.1%	2	9.4%	5	3.3%	1
Bexleyheath Town Centre	1.6%	21	1.1%	2	0.0%	0	1.1%	1	1.1%	1	5.6%	3	2.1%	2	9.4%	5	5.4%	2
Orpington Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Kidbrooke	1.2%	16	4.4%	7	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End / Oxford St / Bond St	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Woolwich Town Centre	1.0%	14	0.0%	0	1.1%	1	8.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
London - Kings Road	0.9%	12	2.2%	4	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Overy Street, Dartford	0.7%	9	0.0%	0	1.1%	1	0.0%	0	4.4%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Homebase, Princes Road, Dartford	0.6%	8	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead Town Centre	0.6%	8	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Catford Hill, Catford, SE6 4NU	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich Town Centre	0.5%	7	3.3%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.4%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Blackheath Retail Park, Erith	0.4%	6	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	6	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre	0.4%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Catford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.3%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	0.3%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Kings Highway, Plumstead, SE18 2BD	0.3%	4	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.3%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Thamesmead Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	0
Bexley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Allied Carpets, Loampit Vale, Lewisham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Focus, Homesdale Road, Bromley	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Croydon Road, West Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
B&Q, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wickes, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Windmill Road, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
(Don’t know / varies / no pattern)	9.7%	132	9.9%	16	4.3%	6	11.6%	16	10.0%	12	7.8%	5	12.8%	12	3.5%	2	4.3%	2
Weighted base:		1355		159		136		134		123		62		98		54		37
Sample:		1357		91		94		95		90		90		94		85		92

Q11 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
Those who buy domestic appliances such as washing machines, fridges cookers and kettles, and who do not use the internet or buy abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bugsbys Way Retail Parks, Greenwich	9.6%	114	31.2%	42	9.1%	10	27.7%	32	2.5%	3	6.4%	3	1.1%	1	0.0%	0	8.2%	3
Crayford Town Centre	9.3%	111	0.0%	0	0.0%	0	2.4%	3	8.8%	10	20.5%	11	24.7%	23	28.7%	15	18.8%	6
Tower Retail Park, Crayford	6.4%	75	0.0%	0	0.0%	0	0.0%	0	22.5%	25	5.1%	3	14.6%	14	13.8%	7	8.2%	3
Bluewater Shopping Centre	5.9%	70	13.0%	18	3.9%	4	4.8%	6	6.3%	7	5.1%	3	11.2%	10	3.7%	2	2.4%	1
Orpington Retail Parks	4.1%	48	0.0%	0	6.5%	7	0.0%	0	7.5%	8	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Bromley Town Centre	3.6%	43	1.3%	2	10.4%	12	0.0%	0	2.5%	3	1.3%	1	0.0%	0	0.0%	0	1.2%	0
Lewisham Town Centre	3.3%	39	3.9%	5	7.8%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	2.9%	34	0.0%	0	1.3%	1	1.2%	1	2.5%	3	11.5%	6	9.0%	8	12.5%	6	8.2%	3
Eltham Town Centre	2.8%	34	1.3%	2	20.8%	23	0.0%	0	2.5%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	2.8%	33	0.0%	0	0.0%	0	1.2%	1	1.3%	1	2.6%	1	3.4%	3	2.5%	1	0.0%	0
East Greenwich Town Centre	2.6%	30	5.2%	7	5.2%	6	7.2%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Catford Town Centre	2.5%	29	2.6%	4	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	2.4%	28	3.9%	5	1.3%	1	9.6%	11	1.3%	1	2.6%	1	1.1%	1	0.0%	0	2.4%	1
Woolwich Town Centre	2.3%	27	0.0%	0	1.3%	1	18.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
London - West End / Oxford St / Bond St	2.3%	27	2.6%	4	0.0%	0	2.4%	3	1.3%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0
Horn Lane, Greenwich	2.1%	25	7.8%	11	5.2%	6	3.6%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	2.0%	23	0.0%	0	1.3%	1	0.0%	0	6.3%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	18	0.0%	0	0.0%	0	1.2%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Northumberland Heath Town Centre	1.4%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	6.7%	6	10.0%	5	7.1%	2
Old Kent Road Retail Parks	1.4%	16	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Kings Road	1.2%	14	1.3%	2	0.0%	0	2.4%	3	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.2%	0
Belvedere Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.1%	1	2.5%	1	14.1%	5
Welling Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	10.3%	5	3.4%	3	1.3%	1	1.2%	0
Currys, Homesdale Road, Bromley	0.8%	9	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.0%	5	2.4%	1
Catford Retail Parks	0.8%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Thamesmead Town Centre	0.7%	9	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lakeside Shopping Centre	0.7%	9	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0
New Cross Retail Parks	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.6%	8	3.9%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Surrey Quays Shopping Centre	0.5%	6	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
West Greenwich Town Centre	0.3%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.3%	4	1.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.3%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Beckton Retail Park, Beckton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Foots Cray Road, Eltham	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Picardy Manor Way, Belvedere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Blackfen Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	1.2%	0
Blackheath Retail Park, Erith	0.1%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road,	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Dartford																		
Currys, High Street, Crayford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Altlas Retail Park, Erith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Belvedere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Asda, Isle of Dogs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sidcup	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	15.2%	179	11.7%	16	15.6%	17	10.8%	13	21.3%	23	19.2%	10	16.9%	16	8.8%	4	11.8%	4
Weighted base:		1184		135		112		117		109		53		93		51		34
Sample:		1199		77		77		83		80		78		89		80		85

Q12 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
Those who buy TV, Hi-Fi, Radio, photographic and computer equipment, and who do not use the internet or buy abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bugsbys Way Retail Parks, Greenwich	9.1%	105	30.6%	39	9.5%	12	22.8%	25	2.6%	3	10.1%	5	1.2%	1	1.3%	1	9.1%	3
Crayford Town Centre	8.8%	101	0.0%	0	0.0%	0	1.3%	1	11.8%	12	15.9%	8	23.3%	21	27.8%	14	22.1%	7
Bluewater Shopping Centre	7.6%	87	16.7%	21	7.1%	9	2.5%	3	5.3%	5	8.7%	4	19.8%	18	2.5%	1	3.9%	1
Tower Retail Park, Crayford	6.1%	70	1.4%	2	0.0%	0	0.0%	0	15.8%	16	8.7%	4	15.1%	14	15.2%	8	6.5%	2
Bromley Town Centre	3.9%	45	1.4%	2	15.5%	19	0.0%	0	3.9%	4	1.4%	1	0.0%	0	0.0%	0	1.3%	0
Lewisham Town Centre	3.5%	40	6.9%	9	6.0%	7	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	3.3%	38	2.8%	4	1.2%	1	16.5%	18	2.6%	3	4.3%	2	1.2%	1	2.5%	1	0.0%	0
Other	3.2%	36	4.2%	5	3.6%	4	1.3%	1	3.9%	4	4.3%	2	0.0%	0	2.5%	1	2.6%	1
London - West End / Oxford St / Bond St	3.0%	34	5.6%	7	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Orpington Retail Parks	2.8%	32	0.0%	0	3.6%	4	0.0%	0	6.6%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bexleyheath Town Centre	2.7%	31	0.0%	0	0.0%	0	2.5%	3	3.9%	4	11.6%	5	5.8%	5	11.4%	6	14.3%	4
East Greenwich Town Centre	2.5%	29	5.6%	7	6.0%	7	5.1%	6	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	2.4%	27	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	2.5%	1	0.0%	0
Orpington Town Centre	1.9%	22	0.0%	0	2.4%	3	0.0%	0	3.9%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	1.7%	20	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horn Lane, Greenwich	1.5%	18	4.2%	5	2.4%	3	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham Town Centre	1.5%	18	0.0%	0	11.9%	14	1.3%	1	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Woolwich Town Centre	1.5%	17	0.0%	0	1.2%	1	11.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Seven Oaks, Orpington	1.2%	14	0.0%	0	1.2%	1	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Homesdale Road, Bromley	1.1%	13	1.4%	2	2.4%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	1.0%	12	0.0%	0	1.2%	1	1.3%	1	1.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0
London - Kings Road	1.0%	12	0.0%	0	0.0%	0	2.5%	3	1.3%	1	2.9%	1	0.0%	0	0.0%	0	1.3%	0
Old Kent Road	0.9%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.9%	10	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.3%	2	8.9%	4	6.5%	2
Sidcup Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	5.3%	5	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Canary Wharf	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead Town Centre	0.8%	9	0.0%	0	0.0%	0	2.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
New Cross Retail Parks	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	2.5%	1	13.0%	4
Beckton Retail Parks	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.5%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	5.1%	3	0.0%	0
Catford Town Centre	0.5%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0	1.3%	0
Welling Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.2%	1	0.0%	0	0.0%	0
Swanley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Asda Isle of Dogs	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Plumstead Town Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Blackheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Kent Road, Retail Parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	18.5%	213	16.7%	21	19.0%	23	16.5%	18	19.7%	21	17.4%	8	16.3%	15	13.9%	7	15.6%	5

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Weighted base:		1151		126		122		111		104		47		89		50		31
Sample:		1155		72		84		79		76		69		86		79		77

Q13 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?

Those who buy personal / luxury goods including books, jewellery, china, glass and cosmetics, and who do not use the internet or buy abroad

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Bluewater Shopping Centre	21.2%	259	15.5%	23	17.6%	23	12.0%	13	44.6%	51	31.0%	18	30.3%	28	23.1%	11	17.5%	6
Bexleyheath Town Centre	13.3%	163	1.2%	2	0.0%	0	17.3%	18	14.5%	16	38.1%	22	47.2%	44	43.6%	22	47.5%	15
Bromley Town Centre	9.3%	114	4.8%	7	24.2%	32	1.3%	1	7.2%	8	2.4%	1	0.0%	0	0.0%	0	2.5%	1
London - West End / Oxford St / Bond St	7.8%	96	13.1%	19	9.9%	13	4.0%	4	0.0%	0	1.2%	1	0.0%	0	2.6%	1	2.5%	1
Lewisham Town Centre	6.4%	78	8.3%	12	6.6%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham Town Centre	4.0%	49	6.0%	9	26.4%	35	0.0%	0	3.6%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich Town Centre	3.6%	45	4.8%	7	0.0%	0	29.3%	31	0.0%	0	1.2%	1	0.0%	0	1.3%	1	2.5%	1
Dartford Town Centre	2.4%	29	0.0%	0	0.0%	0	0.0%	0	2.4%	3	2.4%	1	0.0%	0	3.8%	2	0.0%	0
Canary Wharf	1.7%	20	1.2%	2	0.0%	0	1.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	20	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	1	0.0%	0	1.3%	1	1.2%	0
Lakeside Shopping Centre	1.6%	19	0.0%	0	1.1%	1	5.3%	6	2.4%	3	2.4%	1	1.1%	1	0.0%	0	1.2%	0
London - Kings Road	1.5%	19	4.8%	7	0.0%	0	2.7%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Orpington Town Centre	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Greenwich Town Centre	1.5%	18	7.1%	11	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bugsbys Way Retail Parks, Greenwich	1.4%	17	4.8%	7	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Surrey Quays Shopping Centre	1.0%	13	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Town Centre	0.6%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.6%	7	1.2%	2	1.1%	1	0.0%	0	1.2%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Thamesmead Town Centre	0.6%	7	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Greenwich Shopping Park, Bugsbys Way (Sports World, River Island, H&M, Clarks, Next, Boots, H&M)	0.4%	5	2.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.4%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.8%	3	0.0%	0	1.3%	1	0.0%	0
Croydon Town Centre	0.3%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Crayford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
West Greenwich Town Centre	0.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	0.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Orpington Retail Parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
(Don't know / varies / no pattern)	15.6%	190	17.9%	26	12.1%	16	9.3%	10	21.7%	25	8.3%	5	19.1%	18	17.9%	9	15.0%	5
Weighted base:		1220		147		132		106		114		57		93		50		32
Sample:		1219		84		91		75		83		84		89		78		80

Column %ges.

Q14 What town centre do you visit most often for pubs / clubs ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
London - West End / Oxford St / Bond St	7.7%	120	8.8%	16	9.3%	14	11.2%	17	1.0%	1	3.0%	2	4.0%	4	4.0%	3	3.0%	1
Bexleyheath Town Centre	5.5%	86	1.0%	2	0.9%	1	5.6%	8	11.0%	15	11.9%	8	24.8%	26	11.0%	7	15.0%	6
East Greenwich Town Centre	3.2%	50	15.7%	28	0.9%	1	7.5%	11	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Other	3.1%	48	1.0%	2	4.7%	7	1.9%	3	2.0%	3	1.0%	1	0.0%	0	3.0%	2	1.0%	0
Blackheath Town Centre	2.6%	41	7.8%	14	7.5%	12	2.8%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Dartford Town Centre	2.6%	40	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	2.0%	2	5.0%	3	0.0%	0
London - Kings Road	2.0%	31	5.9%	11	0.9%	1	2.8%	4	2.0%	3	2.0%	1	0.0%	0	0.0%	0	1.0%	0
Bromley Town Centre	1.8%	28	1.0%	2	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham Town Centre	1.4%	21	2.9%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	1.2%	18	0.0%	0	0.9%	1	0.0%	0	9.0%	12	3.0%	2	2.0%	2	0.0%	0	0.0%	0
Canary Wharf	1.1%	16	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst	1.0%	16	0.0%	0	2.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham Town Centre	0.8%	12	0.0%	0	5.6%	9	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich Town Centre	0.8%	12	0.0%	0	0.0%	0	6.5%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Welling Town Centre	0.8%	12	0.0%	0	0.9%	1	0.9%	1	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	9.0%	4
Orpington Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Peninsula/ Charlton Retail Parks	0.5%	7	2.9%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	1	0.0%	0
Orpington Retail Parks	0.4%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Swanley Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Thamesmead Town Centre	0.4%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Plumstead Town Centre	0.3%	5	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lee Green	0.3%	5	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Greenwich Town Centre	0.3%	5	2.0%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	3.0%	1
Croydon Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.2%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deptford Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Wood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Blackfen Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do / don't regularly visit)	54.3%	845	47.1%	84	51.4%	80	52.3%	79	61.0%	83	58.4%	40	56.4%	59	59.0%	38	63.0%	25
(Don’t know / varies / no pattern)	4.4%	68	3.9%	7	4.7%	7	0.9%	1	6.0%	8	5.0%	3	4.0%	4	5.0%	3	0.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	31.1%	484	30.4%	54	32.7%	51	36.4%	55	21.0%	29	29.7%	21	29.7%	31	28.0%	18	37.0%	15
Female	68.9%	1071	69.6%	124	67.3%	104	63.6%	96	79.0%	108	70.3%	49	70.3%	74	72.0%	46	63.0%	25
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

AGE Could I ask how old you are ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18 to 24	2.2%	35	0.0%	0	1.9%	3	3.7%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	1
25 to 34	12.3%	191	19.6%	35	12.1%	19	18.7%	28	7.0%	10	5.9%	4	8.9%	9	11.0%	7	9.0%	4
35 to 44	19.9%	309	25.5%	46	22.4%	35	24.3%	37	22.0%	30	18.8%	13	14.9%	16	13.0%	8	10.0%	4
45 to 54	20.2%	314	19.6%	35	19.6%	30	22.4%	34	21.0%	29	23.8%	16	20.8%	22	16.0%	10	22.0%	9
55 to 64	20.8%	324	23.5%	42	26.2%	41	21.5%	32	18.0%	25	21.8%	15	21.8%	23	22.0%	14	22.0%	9
65 +	23.4%	364	10.8%	19	17.8%	28	9.3%	14	31.0%	42	26.7%	18	30.7%	32	34.0%	22	35.0%	14
(Refused)	1.2%	18	1.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	2	3.0%	3	0.0%	0	0.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

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

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Working full time	59.0%	917	69.6%	124	71.0%	110	70.1%	106	64.0%	88	61.4%	42	44.6%	47	51.0%	33	53.0%	21
Working part time	8.9%	139	8.8%	16	7.5%	12	9.3%	14	6.0%	8	6.9%	5	10.9%	11	12.0%	8	2.0%	1
Unemployed	3.2%	51	2.0%	4	2.8%	4	3.7%	6	2.0%	3	0.0%	0	2.0%	2	4.0%	3	3.0%	1
Retired	25.1%	390	15.7%	28	16.8%	26	10.3%	16	26.0%	36	27.7%	19	40.6%	43	31.0%	20	38.0%	15
A housewife	1.4%	21	2.0%	4	0.0%	0	1.9%	3	1.0%	1	3.0%	2	1.0%	1	1.0%	1	2.0%	1
A student	0.9%	15	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Refused)	1.3%	21	2.0%	4	0.9%	1	3.7%	6	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	24.1%	375	24.5%	44	21.5%	33	25.2%	38	12.0%	16	16.8%	12	15.8%	17	27.0%	17	22.0%	9
One	49.6%	772	52.0%	93	53.3%	83	48.6%	73	49.0%	67	47.5%	33	55.4%	58	51.0%	33	47.0%	19
Two	20.6%	320	17.6%	32	21.5%	33	18.7%	28	29.0%	40	30.7%	21	25.7%	27	16.0%	10	21.0%	8
Three or more	4.9%	76	3.9%	7	3.7%	6	5.6%	8	9.0%	12	5.0%	3	3.0%	3	6.0%	4	9.0%	4
(Refused)	0.8%	12	2.0%	4	0.0%	0	1.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

INC Approximately what is your total household income ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£0 - £14,999	11.2%	174	7.8%	14	6.5%	10	11.2%	17	5.0%	7	5.9%	4	10.9%	11	24.0%	15	16.0%	6
£15,000 - £19,999	5.4%	84	5.9%	11	9.3%	14	3.7%	6	2.0%	3	5.9%	4	5.0%	5	5.0%	3	3.0%	1
£20,000 - £29,999	7.8%	121	8.8%	16	4.7%	7	12.2%	18	9.0%	12	9.9%	7	4.0%	4	6.0%	4	12.0%	5
£30,000 - £39,999	6.9%	107	4.9%	9	8.4%	13	8.4%	13	9.0%	12	8.9%	6	8.9%	9	5.0%	3	5.0%	2
£40,000 - £49,999	5.6%	88	6.9%	12	7.5%	12	8.4%	13	4.0%	5	4.0%	3	7.9%	8	5.0%	3	6.0%	2
£50,000 - £59,999	4.2%	65	3.9%	7	4.7%	7	4.7%	7	4.0%	5	3.0%	2	2.0%	2	6.0%	4	5.0%	2
£60,000 - £69,999	3.5%	55	2.0%	4	3.7%	6	5.6%	8	5.0%	7	3.0%	2	5.0%	5	2.0%	1	1.0%	0
£70,000 - £79,999	2.7%	42	5.9%	11	7.5%	12	2.8%	4	2.0%	3	3.0%	2	2.0%	2	2.0%	1	0.0%	0
£80,000 - £89,999	1.3%	21	3.9%	7	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£90,000 - £99,999	0.5%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£100,000 - £149,999	2.0%	32	2.0%	4	1.9%	3	0.9%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	0
£150,000+	1.3%	20	4.9%	9	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	47.5%	739	42.2%	75	44.9%	70	40.2%	61	58.0%	79	52.5%	36	54.5%	57	45.0%	29	51.0%	21
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and ensure all have access to our services. What is your ethnic background ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
White (British / Irish / Other)	87.9%	1367	83.3%	149	88.8%	138	77.6%	117	95.0%	130	96.0%	66	94.1%	99	95.0%	61	91.0%	37
Black / Black British (Caribbean / African / other black)	4.7%	73	4.9%	9	3.7%	6	11.2%	17	1.0%	1	0.0%	0	1.0%	1	4.0%	3	3.0%	1
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.7%	41	3.9%	7	1.9%	3	6.5%	10	1.0%	1	2.0%	1	1.0%	1	0.0%	0	3.0%	1
Mixed (any mixed category)	1.9%	30	2.9%	5	2.8%	4	1.9%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Chinese	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	42	4.9%	9	2.8%	4	2.8%	4	3.0%	4	1.0%	1	4.0%	4	0.0%	0	2.0%	1
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

SEG Socio Economic Group

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
A	5.4%	84	6.9%	12	4.7%	7	5.6%	8	7.0%	10	5.0%	3	2.0%	2	2.0%	1	5.0%	2
B	18.1%	282	27.5%	49	17.8%	28	14.0%	21	17.0%	23	19.8%	14	13.9%	15	19.0%	12	10.0%	4
C1	30.1%	468	26.5%	47	34.6%	54	29.9%	45	27.0%	37	33.7%	23	28.7%	30	26.0%	17	29.0%	12
C2	25.3%	393	18.6%	33	24.3%	38	28.0%	42	29.0%	40	26.7%	18	34.7%	36	27.0%	17	45.0%	18
D	12.0%	187	6.9%	12	10.3%	16	15.0%	23	12.0%	16	8.9%	6	8.9%	9	19.0%	12	9.0%	4
E	3.7%	58	5.9%	11	2.8%	4	2.8%	4	3.0%	4	2.0%	1	3.0%	3	1.0%	1	1.0%	0
(Refused)	5.3%	83	7.8%	14	5.6%	9	4.7%	7	5.0%	7	4.0%	3	8.9%	9	6.0%	4	1.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
QUOTA Zones																		
Zone 1	11.5%	179	100.0%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	155	0.0%	0	100.0%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.7%	151	0.0%	0	0.0%	0	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.8%	137	0.0%	0	0.0%	0	0.0%	0	100.0%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.4%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.8%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0
Zone 7	4.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0
Zone 8	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	40
Zone 9	3.6%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	4.4%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	6.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	11.2%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	6.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	4.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	6.3%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

Column %ges.

PC Postcode

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
SE10 0	0.2%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE10 8	1.1%	18	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE10 9	1.4%	21	11.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 0	0.7%	11	5.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 7	1.4%	21	11.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 8	1.4%	21	11.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 9	1.1%	18	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 7 7	1.4%	21	11.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 7 8	1.1%	18	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 3	1.2%	19	10.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 4	0.6%	9	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE12 8	1.6%	25	0.0%	0	15.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE12 9	1.2%	19	0.0%	0	12.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 1	1.3%	20	0.0%	0	13.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 2	1.4%	22	0.0%	0	14.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 3	1.2%	19	0.0%	0	12.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 4	1.5%	23	0.0%	0	15.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 5	0.6%	9	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 6	1.2%	19	0.0%	0	12.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 1	1.6%	25	0.0%	0	0.0%	0	16.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 2	1.5%	23	0.0%	0	0.0%	0	15.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 3	1.6%	25	0.0%	0	0.0%	0	16.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 4	0.9%	14	0.0%	0	0.0%	0	9.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 5	1.3%	20	0.0%	0	0.0%	0	13.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 6	0.6%	10	0.0%	0	0.0%	0	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 7	1.5%	23	0.0%	0	0.0%	0	15.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE28 0	0.7%	11	0.0%	0	0.0%	0	7.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 4	0.9%	14	0.0%	0	0.0%	0	0.0%	0	10.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	15.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 7	0.7%	11	0.0%	0	0.0%	0	0.0%	0	8.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 8	1.4%	22	0.0%	0	0.0%	0	0.0%	0	16.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 9	1.6%	25	0.0%	0	0.0%	0	0.0%	0	18.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 1	0.5%	8	0.0%	0	0.0%	0	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 2	1.0%	15	0.0%	0	0.0%	0	0.0%	0	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	14.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	23	0.0%	0	0.0%	0	0.0%	0
DA16 2	2.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	31	0.0%	0	0.0%	0	0.0%	0
DA16 3	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	16	0.0%	0	0.0%	0	0.0%	0
DA 1 4	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	17	0.0%	0	0.0%	0
DA 6 7	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0
DA 6 8	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	15	0.0%	0	0.0%	0
DA 7 4	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	22	0.0%	0	0.0%	0
DA 7 5	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	24	0.0%	0	0.0%	0
DA 7 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	21	0.0%	0	0.0%	0
DA 8 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	23	0.0%	0
DA 8 2	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	22	0.0%	0
DA 8 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	19	0.0%	0
DA17 5	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.0%	23
DA17 6	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	12
DA18 4	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	6
SE 2 0	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 2 9	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE28 8	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 3	2.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 5	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 8	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 9	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE14 5	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE14 6	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 5	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 6	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 7	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 5	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 1 5	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE12 0	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE13 5	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE13 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE13 7	1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 4 1	2.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 6 1	2.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 5 2	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
BR 5 3	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 5 4	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 7 5	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 7 6	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 8 7	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 8 8	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 2 7	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 1 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 1 2	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 1 3	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 1 5	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 2 6	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1555		179		155		151		137		69		105		64		40
Sample:		1555		102		107		107		100		101		101		100		100

Column %ges.

Q01 In which shop or shopping centre do you do most of your household's main food shopping ?
Those who do not use the internet for their household's main food shopping

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Morrisons, James Watt Way, Erith, DA8 2AH	5.9%	90	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Asda, 160 Broadway, Graham Road, Bexleyheath, DA6 7BN	5.7%	86	6.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	2
Asda, London Road, Swanley, BR8 7UN	4.9%	75	0.0%	0	3.1%	2	0.0%	0	0.0%	0	10.5%	11	60.9%	39	7.1%	7
Asda, Bugsbys Way, Charlton, SE7 7ST	4.9%	74	3.9%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Sainsburys, Horn Lane, 55 Bugsbys Way, Greenwich, SE10 0QJ	4.8%	73	3.9%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Thamesmere Driveway, Thamesmead, Greenwich , SE28 8RE	4.7%	72	48.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsburys, 144 Burnt Ash Road, Lee green, Lewisham, SE12 9PZ	4.3%	66	0.0%	0	0.0%	0	1.0%	1	16.2%	28	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stadium Way, Crayford, DA1 4HW	4.2%	64	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	14.3%	14
Tesco, 290 Lewisham Road, Lewisham, SE13 7PA	4.2%	63	0.0%	0	0.0%	0	2.1%	2	22.2%	38	0.0%	0	0.0%	0	0.0%	0
Tesco, 4-6 Station Parade, Station Road, Sidcup, DA15 7DB	3.9%	59	0.0%	0	0.0%	0	0.0%	0	1.0%	2	12.4%	13	7.3%	5	0.0%	0
Sainsburys, 1a Philipot Path, Eltham, SE9 5DL	3.7%	56	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Morrisons, 1 Jenner Close, Off Elm Road, Sidcup, DA14 6AF	3.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.8%	1	0.0%	0
Other	3.3%	50	1.0%	1	9.3%	6	4.2%	4	5.1%	9	8.6%	9	4.5%	3	5.4%	5
Sainsburys, The Priory Centre, Instone Road, Dartford, DA1 2HS	2.8%	42	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	6	33.0%	32
Tesco, Surrey Quays	2.6%	39	0.0%	0	2.1%	1	32.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 151 East Ferry Road, Isles Of Dogs E14 3BT	2.4%	36	0.0%	0	47.4%	31	2.1%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 25 Calderwood Street, Woolwich, SE18 6QW	2.2%	33	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 33 Riverdale, The Lewisham Centre, Lewisham, SE13 7EP	2.1%	31	0.0%	0	1.0%	1	5.2%	5	14.1%	24	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 286 London Road, New Cross Gate, SE14 5UL	2.1%	31	0.0%	0	0.0%	0	25.0%	22	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 72 Broadway, Bexleyheath, DA6 7JN	1.9%	28	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgington Way, Sidcup DA14 5BN	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9	0.9%	1	0.9%	1
Sainsburys, 73 High Street, Chislehurst BR7 5AG	1.3%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	2	11.4%	12	0.0%	0	0.0%	0
Sainsburys, Pallant Way, Orpington, BR6 8NZ	1.2%	18	0.0%	0	0.0%	0	0.0%	0	2.0%	3	13.3%	14	0.0%	0	0.0%	0
Tesco, 97-99 Loampit Vale, Lewisham, SE13 7TG	1.1%	16	0.0%	0	0.0%	0	3.1%	3	6.1%	10	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhive DA9 9BT	1.0%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	14.3%	14
Waitrose, Canary Wharf	1.0%	14	0.0%	0	12.4%	8	3.1%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, 16-21 Winslade Way, Catford SE6 4JU	0.9%	14	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0	0.9%	1	0.0%	0
Waitrose, 12-13 Orchard Shopping Centre, High Street, Dartford, DA1 1DN	0.8%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	6.3%	6
Waitrose, Burnt Ash Lane, Bromley BR1 5AJ	0.7%	11	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Sevenoaks Way, Orpington, BR5 3UG	0.7%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.9%	1	0.0%	0
Marks & Spencer, 55	0.6%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Broadway, Bexleyheath, DA6 7JN																
Sainsburys, Walters Yard, Bromley BR1 1TP	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.9%	3	0.0%	0	0.0%	0
Blackheath (Local Stores)	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21-23 Falconwood Park, Welling, DA16 2PQ	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst (Local Stores)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Marks and Spencer Food Hall, High Street, Bromley BR1 1JL	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.9%	3	0.0%	0	0.0%	0
Somerfield, 252 Bexley Road, Erith, DA8 3HB	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 28 Embassy Court, High Street, Welling, DA16 1TH	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Sydenham, Sava Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Lidl, 1A Eynham Drive, Abbey Wood, Thamesmead, SE2 9QX	0.3%	5	2.9%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queensway, Bromley, BR5 1DH	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Somerfield, 20 / 22 Lee Gate, Lee Green, SE12 8SS	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 118-112 High Street, Welling, DA16 1JT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 158-170 Well Hall Road, Eltham, SE9 6SP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canary Wharf	0.3%	4	0.0%	0	5.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Westwood Lane, Blackfen, Sidcup, DA15 9PS	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Mason Hill, Bromley BR2 9HD	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Marks & Spencer, 115 Eltham High Street, London, Se9 1TQ	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 148 Plumstead High Street, Plumstead, Greenwich, Se18 1SD	0.2%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Way, Thamesmead, SE28 7BU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Lee Gate Shopping Centre, Lee Green, SE12 8SS	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, 132-134 High Street, Eltham, SE9 1BA	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 340 Baring Road, Grove Park, London, SE12 0DU	0.2%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Co-Op, 18-30 Lakedale Road, Plumstead, SE18 1PP	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 516 Blackfen Road, Sherwood Park, Sidcup, DA15 9NT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 185 Eynsham Drive, Abbeywood, London, SE2 9PS	0.2%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays (Local Stores)	0.2%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham (Local Stores)	0.2%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sidcup (Local Stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, 55-63 Powis Street, London, SE18 6HZ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 72 Nuxley Road, Belvedere, DA17 5JG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich (Local Stores)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Walnuts, Orpington, BR6 0TW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Tesco, 145-147 Long Lane, Bexleyheath, DA7 5AQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, Cutty Sark Station, 55-57 Greenwich Church Street, London, SE10 9BL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 19-23 The Village, Charlton, SE7 8UG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Trafalgar Road, Greenwich, SE10 0PL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 210-218 Trafalgar Road, Greenwich, SE10 9ER	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Greenwich (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, Beckenham BR3 1AY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Catford (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bromley Road, Downham BR1 4PH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Southend Lane, Lewisham, SE6 3ND	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Deptford (Local Sotres)	0.1%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 7-8 The Reach, Thamesmead, London, SE28 0NG	0.1%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21 Picardy Street, Belvedere, DA17 5QQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0
Co-Op, 71-79 High Street, Welling, DA16 1TZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Somerfield, 342 Baring Road, Grove Park, SE12 0DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 60 Kimmeridge Road, Mottingham, SE9 4EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1 Joyce Dawson Way, Thamesmead, SE18 6BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, General Gordon Place, 45 Woolwich New Road, Woolwich, SE18 6EU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 107-115 Dartford Road, Dartford, DA1 3EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Road, Swanley, BR8 7BU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 114/116 The Broadway, Bexleyheath DA6 7DQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto Foodstore, 13 / 15 Crook Log, Bexleyheath, DA6 8BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Walnuts, Orpington, BR6 0TW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, High Street, Orpington, BR6 6BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, 277-281 New Cross Road, New Corss, SE14 6AS	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 56-62 Lordship Lane, Dulwich, SE22 8HJ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 36-28 Chastillian Road, Dartford, DA1 3JJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Upper Wickham Lane, Welling DA16 3HG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, 47-49 High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Dartford, DA1 1DJ																
Co-Op, 5-7 Hawley Road, Wilmington, Dartford, DA1 1NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Weling (Local Stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westmoreland Road, Bromley BR2 0UJ	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich (Local Stores)	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 63 Station Road, Longfield, DA3 7QA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsburys, 44-48 London Road, Forest Hill, SE23 3HF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-Op, 103-116 McLeod Road, Abbey Wood, SE2 0BS	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1-3 Beresford Square, Woolwich, Se18 6BB	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere (Local Stores)	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)	3.2%	49	3.9%	2	10.3%	7	9.4%	8	3.0%	5	0.0%	0	1.8%	1	1.8%	2
Weighted base:		1515		55		66		90		172		101		64		96
Sample:		1516		103		97		96		99		105		110		112

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Not 'Internet / delivered' or 'Don't know / varies' at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car / Van (as driver)	52.3%	767	55.6%	29	43.7%	26	36.8%	30	35.4%	59	61.0%	62	60.2%	38	60.9%	58
Walk	16.8%	246	12.1%	6	31.0%	18	32.2%	26	20.8%	35	9.5%	10	16.7%	10	13.6%	13
Car / van (as passenger)	14.8%	217	12.1%	6	9.2%	5	10.3%	8	15.6%	26	19.0%	19	12.0%	8	16.4%	15
Bus	12.4%	182	18.2%	10	11.5%	7	13.8%	11	21.9%	36	8.6%	9	5.6%	3	6.4%	6
Taxi	0.9%	14	1.0%	1	0.0%	0	1.2%	1	1.0%	2	0.0%	0	1.9%	1	1.8%	2
Mobility scooter	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	4	0.0%	0	0.0%	0	1.2%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tube	0.2%	4	0.0%	0	0.0%	0	2.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Motocycle	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
DLR	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	13	0.0%	0	1.2%	1	2.3%	2	2.1%	3	0.0%	0	0.0%	0	0.9%	1
(Don't travel / goods delivered)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Weighted base:		1466		52		59		82		166		101		63		95
Sample:		1465		99		87		87		96		105		108		110

Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example leisure / entertainment, restaurants, bars, banks, etc?
Not 'Internet / delivered' or 'Don't know / varies' at Q01

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
No	70.2%	1029	65.7%	34	67.8%	40	60.9%	50	71.9%	120	74.3%	75	68.5%	43	67.3%	64
Yes - Other non-food shops	11.2%	164	14.1%	7	8.0%	5	14.9%	12	3.1%	5	3.8%	4	11.1%	7	15.5%	15
Yes - Financial Service (Banks, Building Society)	9.3%	137	8.1%	4	6.9%	4	10.3%	8	14.6%	24	5.7%	6	17.6%	11	10.9%	10
Yes - Restaurants	3.4%	50	5.1%	3	4.6%	3	1.2%	1	6.3%	10	1.9%	2	1.9%	1	2.7%	3
Yes - Cafes	3.3%	48	3.0%	2	0.0%	0	9.2%	7	6.3%	10	5.7%	6	2.8%	2	5.5%	5
Work	1.3%	18	1.0%	1	3.4%	2	1.2%	1	1.0%	2	3.8%	4	0.9%	1	0.9%	1
Yes - Bars / Pubs	1.2%	17	1.0%	1	0.0%	0	1.2%	1	2.1%	3	1.0%	1	0.0%	0	0.9%	1
Yes - Gym / Health and Fitness	1.0%	14	3.0%	2	1.2%	1	0.0%	0	1.0%	2	1.0%	1	0.9%	1	0.9%	1
Other food shopping	0.9%	13	3.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes - Meeting Friends	0.8%	12	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.9%	2	0.9%	1	0.9%	1
Yes - Library	0.7%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	3	2.9%	3	0.0%	0	0.0%	0
Get petrol	0.7%	10	0.0%	0	2.3%	1	1.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Yes - Other	0.7%	10	0.0%	0	2.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - Meeting Family	0.5%	8	1.0%	1	1.2%	1	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.9%	1
Yes - Personal Service (Hairdressers, Beauty Salon)	0.5%	7	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.9%	1
Yes - Markets	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.0%	1	0.0%	0	0.0%	0
Go to park	0.3%	4	0.0%	0	0.0%	0	1.2%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Doctors	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.9%	2	0.0%	0	0.0%	0
School run	0.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Yes - Swimming	0.2%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - Cinemas	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Theatre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Yes - Museums / Art Gallery	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Bingo	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.9%	1
Weighted base:		1466		52		59		82		166		101		63		95
Sample:		1465		99		87		87		96		105		108		110

Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)
Those do top-up shopping and who do not use the internet to do so

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Other	9.4%	112	9.2%	4	25.0%	12	19.2%	14	15.5%	19	11.1%	8	2.4%	1	3.7%	3
Asda, London Road, Swanley, BR8 7UN	2.7%	33	0.0%	0	2.8%	1	0.0%	0	0.0%	0	4.2%	3	54.9%	26	1.2%	1
Morrison, Thamesmere Driveway, Thamesmead, Greenwich , SE28 8RE	2.5%	30	32.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsburys, 144 Burnt Ash Road, Lee green, Lewisham, SE12 9PZ	2.3%	27	0.0%	0	0.0%	0	2.6%	2	5.6%	7	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 25 Calderwood Street, Woolwich, SE18 6QW	2.1%	25	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 158-170 Well Hall Road, Eltham, SE9 6SP	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, 160 Broadway, Graham Road, Bexleyheath, DA6 7BN	1.9%	23	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, Surrey Quays	1.9%	23	0.0%	0	4.2%	2	21.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Priory Centre, Instone Road, Dartford, DA1 2HS	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	19.8%	14
Blackheath (Local Stores)	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bugsbys Way, Charlton, SE7 7ST	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison, James Watt Way, Erith, DA8 2AH	1.6%	19	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 72 Broadway, Bexleyheath, DA6 7JN	1.5%	18	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 33 Riverdale, The Lewisham Centre, Lewisham, SE13 7EP	1.4%	17	0.0%	0	0.0%	0	0.0%	0	12.7%	16	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stadium Way, Crayford, DA1 4HW	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	4.9%	3
Somerfield, Westwood Lane, Blackfen, Sidcup, DA15 9PS	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, 290 Lewisham Road, Lewisham, SE13 7PA	1.3%	16	0.0%	0	0.0%	0	0.0%	0	11.3%	14	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canary Wharf	1.2%	15	0.0%	0	19.4%	9	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsburys, 286 London Road, New Cross Gate, SE14 5UL	1.2%	14	0.0%	0	0.0%	0	16.7%	12	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Morrison, 1 Jenner Close, Off Elm Road, Sidcup, DA14 6AF	1.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham (Local Stores)	1.1%	13	0.0%	0	0.0%	0	3.8%	3	8.5%	10	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Pallant Way, Orpington, BR6 8NZ	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	11	1.2%	1	0.0%	0
Bexleyheath (Local Stores)	1.0%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsburys, 1a Philipot Path, Eltham, SE9 5DL	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55 Broadway, Bexleyheath, DA6 7JN	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Eltham (Local Stores)	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith (Local Stores)	0.9%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deptford (Local Sotres)	0.9%	11	0.0%	0	1.4%	1	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 12-13 Orchard Shopping Centre, High Street, Dartford, DA1 1DN	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.9%	7
Somerfield, 252 Bexley Road, Erith, DA8 3HB	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 72 Nuxley Road, Belvedere, DA17 5JG	0.9%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weling (Local Stores)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Greenwich (Local Stores)	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cutty Sark Station, 55-57 Greenwich Chhurch	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Street, London, SE10 9BL																
Tesco, 4-6 Station Parade, Station Road, Sidcup, DA15 7DB	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.7%	2	0.0%	0
Lidl, 1A Eynham Drive, Abbey Wood, Thamesmead, SE2 9QX	0.8%	9	8.0%	4	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 115 Eltham High Street, London, Se9 1TQ	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Trafalgar Road, Greenwich, SE10 0PL	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich (Local Stores)	0.7%	8	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Horn Lane, 55 Bugsbys Way, Greenwich, SE10 0QJ	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.7%	8	0.0%	0	16.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead High Street (Local Stores)	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 107-115 Dartford Road, Dartford, DA1 3EN	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	7.4%	5
Sidcup (Local Stores)	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 5-7 Hawley Road, Wilmington, Dartford, DA1 1NP	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.9%	7
Sainsburys, 73 High Street, Chislehurst BR7 5AG	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0
Co-Op, 18-30 Lakedale Road, Plumstead, SE18 1PP	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 118-112 High Street, Welling, DA16 1JT	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 516 Blackfen Road, Sherwood Park, Sidcup, DA15 9NT	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Burnt Ash Lane, Bromley BR1 5AJ	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.8%	2	0.0%	0	0.0%	0
Somerfield, 124 Station Road, Sidcup, DA15 7AB	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf (Local Stores)	0.6%	7	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Food Hall, High Street, Bromley BR1 1JL	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	2	2.8%	2	0.0%	0	0.0%	0
Co-Op, 192-212 Plumstead Common Road, Plumstead, SE18 2RS	0.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21-23 Falconwood Park, Welling, DA16 2PQ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 164 High Street, Lewisham, SE20 7QS	0.5%	6	0.0%	0	0.0%	0	1.3%	1	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, 47-49 High Street, Dartford, DA1 1DJ	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4
Iceland, 132-134 High Street, Eltham, SE9 1BA	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 131-135 Long Lane, Bexleyheath, DA7 5AE	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead (Local Stores)	0.5%	6	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Belvedere (Local Stores)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst (Local Stores)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Tesco, 97-99 Loampit Vale, Lewisham, SE13 7TG	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, 7-8 The Reach, Thamesmead, London, SE28 0NG	0.4%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 188A Halfway Street, Sidcup, DA15 8DJ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Somerfield, 20 / 22 Lee Gate, Lee Green, SE12 8SS	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brook House Site, 386 Shooters Hill, London, SE18 4LP	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto Foodstore, 13 / 15	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Crook Log, Bexleyheath, DA6 8BN																
Co-Op, 71-79 High Street, Welling, DA16 1TZ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 147-173 Bellgrove Road, Welling, DA16 3QS	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, The Walnuts, Orpington, BR6 0TW	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0
Lee Green (Local Stores)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 55-63 Powis Street, London, SE18 6HZ	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canary Wharf	0.4%	5	0.0%	0	5.6%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 60 Kimmeridge Road, Mottingham, SE9 4EB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 370-380 Footscray Road, New Eltham, SE9 2AA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 24-26 Temple Hill Square, Dartford, DA1 5HZ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4
Lidl, MacBean Street, Woolwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 185 Eynsham Drive, Abbeywood, London, SE2 9PS	0.4%	4	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1-3 Beresford Square, Woolwich, Se18 6BB	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 21 Picardy Street, Belvedere, DA17 5QQ	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Somerfield, 34 High Street, Sidcup, DA14 6EH	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Lidl, Welling	0.3%	4	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Way, Thamesmead, SE28 7BU	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 26-28 Steynton Avenue, Bexley, DA5 3HP	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bexley (Local Stores)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bromley (Local Stores)	0.3%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Marks and Spencer, Old Dover Road, Blackheath	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 28 Embassy Court, High Street, Welling, DA16 1TH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Road, Swanley, BR8 7BU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.7%	2	0.0%	0
Co-Op, 546-550 Westhorne Avenue, Eltham, SE9 6DR	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 342 Baring Road, Grove Park, SE12 0DU	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 428-430 Well Hall Road, Eltham, SE9 6UD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Sevenoaks Way, Orpington BR5 2RB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Tesco Express, Sevenoaks Way, Orpington, BR5 3UG	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Makro, Bugsby Way, Charlton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 9-15 Herbert Road, Plumstead, SE18 3TB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 147-149 Blendon Road, Bexley, DA5 1BT	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 200-206 Hither Green Lane, Hither Green, SE13 6QH	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.2%	1
Co-Op, 36-28 Chastillian	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Road, Dartford, DA1 3JJ																
Co-Op, 171-175 Henderson Drive, Dartford, DA1 5LD	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Asda, Crossways Boulevard, Greenhithe DA9 9BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Marks and Spencer, Bluewater Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-Op, 103-116 McLeod Road, Abbey Wood, SE2 0BS	0.2%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 301-303 Brampton Road, Bexleyheath, DA7 5QR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 144 Crayford Road, Crayford, DA1 4ES	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 1 Waldram Park Road, London, SE23 2PW	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 148 Plumstead High Street, Plumstead, Greenwich, Se18 1SD	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Walnuts, Orpington, BR6 0TW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Waitrose, High Street, Orpington, BR6 6BG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Northumberland Heath (Local Stores)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Beckenham BR3 1AH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Walters Yard, Bromley BR1 1TP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 44-48 London Road, Forest Hill, Se23 3HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bromley Road, Downham BR1 4PH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Hither Green (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Downham Way, Bromley BR1 5HR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Catford (Local Stores)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westmoreland Road, Bromley BR2 0UJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, 76 Colney Road, Dartford, DA1 1UH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Iceland, High Street, Orpington, BR6 0LN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Abbey Wood (Local Stores)	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Lee Gate Shopping Centre, Lee Green, SE12 8SS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, General Gordon Place, 45 Woolwich New Road, Woolwich, SE18 6EU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 19-23 The Village, Charlton, SE7 8UG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 49-53 Bellgrove Road, Welling, DA16 3PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 96-98 High Street, Sidcup, DA14 6DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen (Local Stores)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 1 Joyce Dawson Way, Thamesmead, SE18 6BB	0.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queensway, Bromley, BR5 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-Op, Chatterton Road, Bromley BR2 9QN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Iceland, Station Square, Pettswood, BR5 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Surrey Quays (Local Stores)	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bestwood Street, Deptford, SE8	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 340 Baring Road, Grove Park, London, SE12 0DU	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 14 Station Road, Longfield, DA3 7QD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-Op, 56-64 Nuxley Road, Upper Belvedere, DA17 5JG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, West Wickham, BR4 0LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 4-12 Pickford Lane, Bexleyheath, DA7 4QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Massinger Street, Walworth, SE17 1TY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley (Local Stores)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-Op, 77 Watchgate Lane, Darenth, Dartford, DA2 7JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know / varies)	10.4%	124	8.0%	4	9.7%	5	16.7%	12	21.1%	26	9.7%	7	6.1%	3	6.2%	4
Weighted base:		1198		46		49		73		123		69		48		70
Sample:		1191		87		72		78		71		72		82		81

Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?

Those who buy clothes, footwear and fashion goods, and who do not use the internet or buy abroad

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Bluewater Shopping Centre	21.5%	307	14.0%	7	3.2%	2	4.7%	4	6.7%	10	15.6%	14	47.1%	29	45.3%	41
Bexleyheath Town Centre	18.1%	258	48.0%	25	1.1%	1	0.0%	0	0.0%	0	2.1%	2	10.6%	6	11.3%	10
Bromley Town Centre	13.4%	192	0.0%	0	0.0%	0	12.8%	10	23.3%	36	57.3%	53	13.5%	8	0.9%	1
Lewisham Town Centre	9.0%	129	0.0%	0	9.7%	6	18.6%	15	43.3%	68	0.0%	0	0.0%	0	0.0%	0
London - West End / Oxford St / Bond St	5.9%	84	3.0%	2	29.0%	18	20.9%	17	7.8%	12	0.0%	0	0.0%	0	1.9%	2
Woolwich Town Centre	3.6%	51	15.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eltham Town Centre	3.2%	46	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bugsbys Way Retail Parks, Greenwich	3.1%	44	5.0%	3	1.1%	1	2.3%	2	2.2%	3	0.0%	0	0.0%	0	0.9%	1
Dartford Town Centre	3.0%	43	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	6	27.4%	25
Other	2.1%	31	0.0%	0	7.5%	5	5.8%	5	3.3%	5	2.1%	2	1.9%	1	3.8%	3
Lakeside Shopping Centre	2.0%	29	2.0%	1	6.5%	4	1.2%	1	0.0%	0	4.2%	4	3.8%	2	1.9%	2
Canary Wharf	1.5%	21	0.0%	0	17.2%	11	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Kings Road	1.0%	14	0.0%	0	7.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Town Centre	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	12	1.0%	1	0.0%	0
Surrey Quays Shopping Centre	0.7%	10	0.0%	0	0.0%	0	5.8%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.6%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.4%	6	1.0%	1	0.0%	0	0.0%	0	1.1%	2	2.1%	2	0.0%	0	0.0%	0
Swanley Town Centre	0.4%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Crayford Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Bexley Town Centre	0.3%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
East Greenwich Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.6%	109	6.0%	3	11.8%	7	19.8%	16	11.1%	17	4.2%	4	3.8%	2	3.8%	3
Weighted base:		1426		53		63		81		156		93		61		91
Sample:		1428		100		93		86		90		96		104		106

Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?
Not 'Internet / catalogue / mail order / TV shopping', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Car / Van (as driver)	48.9%	646	54.2%	28	26.5%	15	28.6%	19	33.8%	47	55.4%	49	63.0%	37	53.4%	47
Car / van (as passenger)	10.3%	137	4.2%	2	3.6%	2	7.1%	5	5.0%	7	14.1%	13	12.0%	7	13.6%	12
Tube	3.2%	42	0.0%	0	20.5%	11	24.3%	16	2.5%	3	0.0%	0	0.0%	0	1.0%	1
DLR	0.6%	9	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	23.1%	306	33.3%	17	18.1%	10	30.0%	20	32.5%	45	20.7%	18	13.0%	8	16.5%	15
Motocycle	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Walk	6.5%	86	0.0%	0	10.8%	6	4.3%	3	16.3%	23	3.3%	3	2.0%	1	9.7%	9
Taxi	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Train	4.3%	57	3.1%	2	3.6%	2	2.9%	2	6.3%	9	5.4%	5	9.0%	5	1.0%	1
Bicycle	0.6%	8	0.0%	0	0.0%	0	1.4%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Riverboat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Don't travel / goods delivered	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)	1.4%	18	4.2%	2	4.8%	3	1.4%	1	0.0%	0	0.0%	0	1.0%	1	2.9%	3
Weighted base:		1321		51		56		66		139		89		58		89
Sample:		1328		96		83		70		80		92		100		103

Q07 What do you like about (LOCATION MENTIONED AT Q05) ?
Not 'Internet / catalogue / mail order / TV shopping', 'Abroad', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Good range of chain / well known stores	43.4%	572	48.9%	24	53.7%	30	42.0%	27	47.5%	66	42.4%	38	32.0%	19	39.2%	34
Close to home	31.2%	411	34.0%	17	20.7%	11	27.5%	18	35.0%	49	27.2%	24	21.0%	12	33.3%	29
Good range of independent stores	27.8%	366	21.3%	11	41.5%	23	29.0%	19	23.8%	33	34.8%	31	34.0%	20	25.5%	22
Nothing / very little	9.8%	130	6.4%	3	3.7%	2	8.7%	6	10.0%	14	9.8%	9	10.0%	6	10.8%	9
Attractive environment	9.6%	127	14.9%	7	7.3%	4	11.6%	7	6.3%	9	13.0%	12	7.0%	4	14.7%	13
Good and / or free car parking	8.5%	111	9.6%	5	4.9%	3	2.9%	2	7.5%	10	12.0%	11	9.0%	5	11.8%	10
Indoor shopping malls / arcades	7.8%	103	9.6%	5	8.5%	5	2.9%	2	6.3%	9	5.4%	5	21.0%	12	14.7%	13
Restaurant / cafes	4.1%	54	7.4%	4	2.4%	1	2.9%	2	3.8%	5	5.4%	5	8.0%	5	7.8%	7
Good prices	3.6%	48	2.1%	1	7.3%	4	5.8%	4	5.0%	7	3.3%	3	1.0%	1	2.9%	3
Easily accessible by foot / cycle	2.9%	39	2.1%	1	2.4%	1	7.2%	5	3.8%	5	0.0%	0	2.0%	1	3.9%	3
Close to work / en route to work	2.6%	34	6.4%	3	2.4%	1	1.5%	1	2.5%	3	1.1%	1	6.0%	3	2.0%	2
Cleanliness	2.5%	33	4.3%	2	2.4%	1	1.5%	1	3.8%	5	0.0%	0	2.0%	1	0.0%	0
Compact	2.2%	29	3.2%	2	4.9%	3	1.5%	1	2.5%	3	2.2%	2	2.0%	1	0.0%	0
Range of goods available	1.7%	23	1.1%	1	6.1%	3	1.5%	1	3.8%	5	0.0%	0	2.0%	1	3.9%	3
Good bus service / accessible public transport	1.5%	19	1.1%	1	0.0%	0	2.9%	2	1.3%	2	0.0%	0	4.0%	2	2.0%	2
Other	1.2%	15	0.0%	0	2.4%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	2.0%	2
Habit / always used it	1.1%	14	1.1%	1	2.4%	1	4.3%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Market	1.0%	13	2.1%	1	2.4%	1	0.0%	0	1.3%	2	1.1%	1	0.0%	0	0.0%	0
Large shopping area	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.1%	1	1.0%	1	1.0%	1
Safe shopping environment	0.8%	11	1.1%	1	1.2%	1	0.0%	0	1.3%	2	0.0%	0	1.0%	1	1.0%	1
Not overcrowded	0.8%	10	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Part of an overall day out	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	1.0%	1
Opening hours	0.5%	6	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pedestrianised	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.1%	1	1.0%	1	0.0%	0
Friendly atmosphere	0.3%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Close to friends / family	0.3%	4	0.0%	0	1.2%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Parking facilities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
(Don't know)	1.5%	20	0.0%	0	1.2%	1	4.3%	3	2.5%	3	3.3%	3	0.0%	0	0.0%	0
Weighted base:		1317		50		55		65		139		89		58		88
Sample:		1323		94		82		69		80		92		100		102

Q08 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?
Not 'Internet / catalogue / mail order / TV shopping', 'Abroad', 'Don't know / varies / no pattern' or 'Don't do / don't buy these goods' at Q05

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
More Department Stores	8.5%	112	7.4%	4	8.5%	5	2.9%	2	7.5%	10	15.2%	14	11.0%	6	11.8%	10
More non-food stores	6.7%	89	6.4%	3	4.9%	3	7.2%	5	3.8%	5	6.5%	6	8.0%	5	9.8%	9
More Higher Order / Designer Stores	4.1%	54	1.1%	1	3.7%	2	0.0%	0	7.5%	10	4.3%	4	4.0%	2	2.0%	2
Cheaper prices	3.6%	47	4.3%	2	6.1%	3	4.3%	3	1.3%	2	0.0%	0	2.0%	1	2.9%	3
Less crowded	2.9%	38	2.1%	1	6.1%	3	7.2%	5	1.3%	2	1.1%	1	1.0%	1	2.0%	2
Easier / more parking	2.0%	26	0.0%	0	2.4%	1	2.9%	2	3.8%	5	4.3%	4	2.0%	1	2.0%	2
Cheaper parking	1.8%	24	0.0%	0	1.2%	1	1.5%	1	0.0%	0	5.4%	5	2.0%	1	6.9%	6
Better public transport links	1.6%	21	0.0%	0	2.4%	1	5.8%	4	2.5%	3	1.1%	1	0.0%	0	4.9%	4
More food stores	1.5%	20	2.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.9%	3
Other	1.2%	15	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	3	4.0%	2	2.0%	2
More Specialist Shops	1.1%	14	0.0%	0	1.2%	1	4.3%	3	1.3%	2	1.1%	1	1.0%	1	1.0%	1
More places to eat / drink	1.0%	14	1.1%	1	0.0%	0	0.0%	0	2.5%	3	1.1%	1	1.0%	1	2.0%	2
More shops in general	0.9%	12	3.2%	2	1.2%	1	0.0%	0	1.3%	2	1.1%	1	2.0%	1	0.0%	0
More leisure facilities (e.g. cinema etc.)	0.8%	10	1.1%	1	1.2%	1	2.9%	2	1.3%	2	2.2%	2	1.0%	1	1.0%	1
Modernisation	0.7%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Longer opening hours	0.7%	9	0.0%	0	0.0%	0	1.5%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0
More security / better personal safety	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
Better provision of supermarkets	0.5%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1
Easier accessibility	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Markets	0.5%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More toilets	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A John Lewis store	0.3%	4	0.0%	0	0.0%	0	1.5%	1	1.3%	2	1.1%	1	0.0%	0	0.0%	0
More independent stores	0.3%	3	1.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better disabled access	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Nothing	65.9%	868	68.1%	34	68.3%	38	59.4%	38	67.5%	94	62.0%	55	64.0%	37	58.8%	52
(Don't know)	2.6%	34	6.4%	3	1.2%	1	2.9%	2	3.8%	5	2.2%	2	3.0%	2	3.9%	3
Weighted base:		1317		50		55		65		139		89		58		88
Sample:		1323		94		82		69		80		92		100		102

Q09 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?
Those who buy furniture, floor coverings and household textiles, and who do not use the internet

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Bluewater Shopping Centre	11.3%	128	9.5%	4	2.9%	1	1.6%	1	3.1%	3	15.6%	10	12.8%	6	11.8%	9
Lakeside Shopping Centre	8.9%	100	10.7%	5	8.7%	4	8.2%	5	1.5%	2	4.7%	3	11.6%	6	6.5%	5
Dartford Town Centre	5.7%	64	1.2%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	20.9%	10	44.1%	35
Bexleyheath Town Centre	4.7%	53	8.3%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	4.3%	3
Lewisham Town Centre	4.1%	46	0.0%	0	4.3%	2	14.8%	8	18.5%	21	0.0%	0	1.2%	1	0.0%	0
Bromley Town Centre	3.9%	45	0.0%	0	1.5%	1	1.6%	1	4.6%	5	17.2%	11	4.7%	2	0.0%	0
Bugsbys Way Retail Parks, Greenwich	3.9%	44	10.7%	5	1.5%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.1%	1
London - West End / Oxford St / Bond St	3.9%	44	2.4%	1	20.3%	9	14.8%	8	9.2%	10	1.6%	1	0.0%	0	0.0%	0
Other	2.2%	25	4.8%	2	7.2%	3	11.5%	7	1.5%	2	1.6%	1	1.2%	1	1.1%	1
Croydon Town Centre	1.7%	19	0.0%	0	0.0%	0	4.9%	3	6.2%	7	4.7%	3	0.0%	0	0.0%	0
Sidcup Town Centre	1.6%	18	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.2%	1	1.1%	1
Orpington Town Centre	1.5%	16	2.4%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	9	1.2%	1	1.1%	1
London - Kings Road	1.4%	16	0.0%	0	7.2%	3	1.6%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	1.3%	15	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	1.3%	14	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Retail Parks	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	7.0%	3	1.1%	1
Eltham Town Centre	1.2%	14	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Picardy Manor Way, Belvedere	1.1%	12	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	1.0%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Woolwich Town Centre	1.0%	11	1.2%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
DFS, Crittalls Corner, Sidcup	0.9%	10	0.0%	0	0.0%	0	3.3%	2	0.0%	0	3.1%	2	1.2%	1	0.0%	0
Horn Lane, Greenwich	0.8%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Sidcup	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
East Greenwich Town Centre	0.6%	6	0.0%	0	2.9%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.5%	5	0.0%	0	1.5%	1	1.6%	1	1.5%	2	0.0%	0	1.2%	1	0.0%	0
Belvedere Town Centre	0.4%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Foots Cray Road, Eltham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.4%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	2
Canary Wharf	0.3%	4	0.0%	0	5.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.3%	4	0.0%	0	5.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1
Thamesmead Town Centre	0.2%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tower Retail Park, Crayford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road, Dartford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Northumberland Heath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	28.3%	320	31.0%	14	24.6%	11	29.5%	17	33.8%	38	25.0%	15	27.9%	14	19.4%	15
Weighted base:		1131		44		47		57		113		62		50		80
Sample:		1146		84		69		61		65		64		86		93

Column %ges.

Q10 Where do you do most of your households shopping for DIY and decorating goods ?
Those who buy DIY and decorating goods, and who do not use the internet or buy abroad

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
B&Q, Picardy Manor Way, Belvedere	8.7%	117	45.2%	22	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.1%	1	1.9%	2
Bugsbys Way Retail Parks, Greenwich	8.5%	115	7.5%	4	1.3%	1	2.5%	2	11.3%	16	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	6.6%	90	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	29.5%	16	54.6%	51
B&Q, Sidcup	5.4%	73	0.0%	0	0.0%	0	1.3%	1	0.0%	0	10.0%	9	10.5%	6	0.0%	0
B&Q, Foots Cray Road, Eltham	4.6%	63	0.0%	0	1.3%	1	2.5%	2	0.0%	0	2.2%	2	1.1%	1	0.9%	1
Eltham Town Centre	3.8%	51	0.0%	0	0.0%	0	1.3%	1	1.3%	2	4.4%	4	1.1%	1	0.9%	1
Stonelake Retail Park, Charlton	3.4%	47	0.0%	0	0.0%	0	2.5%	2	0.0%	0	20.0%	17	5.3%	3	0.0%	0
Belvedere Town Centre	3.3%	45	15.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	3.3%	45	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	16.8%	9	21.3%	20
Old Kent Road Retail Parks	3.2%	43	1.1%	1	2.5%	1	41.2%	31	6.3%	9	0.0%	0	0.0%	0	0.0%	0
Horn Lane, Greenwich	3.1%	42	1.1%	1	3.7%	2	3.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	42	0.0%	0	10.0%	5	5.0%	4	6.3%	9	5.6%	5	1.1%	1	1.9%	2
Sidcup Town Centre	2.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	14	4.2%	2	0.0%	0
East Greenwich Town Centre	2.4%	33	0.0%	0	13.8%	7	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	2.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.8%	3
Lewisham Town Centre	2.2%	29	0.0%	0	2.5%	1	3.7%	3	12.5%	17	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	2.1%	28	0.0%	0	0.0%	0	0.0%	0	5.0%	7	17.8%	15	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	2.1%	28	0.0%	0	0.0%	0	0.0%	0	2.5%	3	2.2%	2	3.2%	2	0.9%	1
Halfords, Mason Hill, Bromley	1.9%	26	0.0%	0	0.0%	0	0.0%	0	17.5%	24	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	1.7%	23	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	1.6%	21	1.1%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Orpington Town Centre	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	13	2.1%	1	1.9%	2
Homebase, Kidbrooke	1.2%	16	1.1%	1	0.0%	0	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
London - West End / Oxford St / Bond St	1.1%	15	0.0%	0	13.8%	7	3.7%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Woolwich Town Centre	1.0%	14	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Kings Road	0.9%	12	0.0%	0	6.3%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.8%	11	0.0%	0	17.5%	9	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Overy Street, Dartford	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Homebase, Princes Road, Dartford	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	3.7%	3
Plumstead Town Centre	0.6%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Catford Hill, Catford, SE6 4NU	0.5%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0
West Greenwich Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.4%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Retail Park, Erith	0.4%	6	1.1%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Lakeside Shopping Centre	0.4%	5	0.0%	0	2.5%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Catford	0.3%	4	0.0%	0	0.0%	0	1.3%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	0.3%	4	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Focus, Kings Highway, Plumstead, SE18 2BD	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	3	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.2%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead Town Centre	0.2%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Allied Carpets, Loampit Vale, Lewisham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Homesdale Road, Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Croydon Road, West Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wickes, Purley Way, Croydon	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Halfords, Windmill Road, Croydon	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 / no pattern)	9.7%	132	6.5%	3	12.5%	7	18.8%	14	16.3%	23	4.4%	4	10.5%	6	5.6%	5
Weighted base:		1355		49		54		75		139		87		55		93
Sample:		1357		93		80		80		80		90		95		108

Q11 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?
Those who buy domestic appliances such as washing machines, fridges cookers and kettles, and who do not use the internet or buy abroad

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Bugsbys Way Retail Parks, Greenwich	9.6%	114	15.6%	7	3.0%	1	2.9%	2	4.4%	5	2.6%	2	0.0%	0	2.1%	2
Crayford Town Centre	9.3%	111	5.6%	3	0.0%	0	0.0%	0	1.5%	2	1.3%	1	17.4%	9	35.8%	29
Tower Retail Park, Crayford	6.4%	75	4.4%	2	0.0%	0	0.0%	0	2.9%	3	2.6%	2	8.1%	4	15.8%	13
Bluewater Shopping Centre	5.9%	70	1.1%	1	1.5%	1	0.0%	0	2.9%	3	7.8%	6	2.3%	1	9.5%	8
Orpington Retail Parks	4.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	22	15.1%	8	1.1%	1
Bromley Town Centre	3.6%	43	0.0%	0	3.0%	1	0.0%	0	7.4%	9	20.8%	15	0.0%	0	0.0%	0
Lewisham Town Centre	3.3%	39	0.0%	0	3.0%	1	10.3%	7	13.2%	16	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	2.9%	34	5.6%	3	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Eltham Town Centre	2.8%	34	0.0%	0	0.0%	0	2.9%	2	1.5%	2	1.3%	1	0.0%	0	0.0%	0
Dartford Town Centre	2.8%	33	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	21.1%	17
East Greenwich Town Centre	2.6%	30	2.2%	1	4.5%	2	1.5%	1	2.9%	3	0.0%	0	0.0%	0	1.1%	1
Catford Town Centre	2.5%	29	0.0%	0	0.0%	0	1.5%	1	16.2%	19	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	2.4%	28	7.8%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Woolwich Town Centre	2.3%	27	4.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.2%	1	0.0%	0
London - West End / Oxford St / Bond St	2.3%	27	1.1%	1	16.7%	7	10.3%	7	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Horn Lane, Greenwich	2.1%	25	3.3%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Orpington Town Centre	2.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	12	5.8%	3	0.0%	0
Other	1.5%	18	0.0%	0	7.6%	3	5.9%	4	2.9%	3	1.3%	1	2.3%	1	1.1%	1
Northumberland Heath Town Centre	1.4%	17	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Kent Road Retail Parks	1.4%	16	0.0%	0	0.0%	0	17.6%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0
London - Kings Road	1.2%	14	0.0%	0	10.6%	5	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	1.0%	11	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Homesdale Road, Bromley	0.8%	9	0.0%	0	0.0%	0	1.5%	1	4.4%	5	1.3%	1	1.2%	1	0.0%	0
Erith Town Centre	0.8%	9	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Retail Parks	0.8%	9	0.0%	0	1.5%	1	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.8%	9	0.0%	0	18.2%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	4.7%	2	0.0%	0
Thamesmead Town Centre	0.7%	9	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	0.7%	9	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.1%	2
New Cross Retail Parks	0.7%	8	0.0%	0	0.0%	0	7.4%	5	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Surrey Quays Shopping Centre	0.5%	6	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.3%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.1%	2
West Greenwich Town Centre	0.3%	4	1.1%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.3%	4	0.0%	0	6.1%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham Retail Park, Loampit Vale (MFI, Sportsworld, Carpetright, Matalan)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Beckton Retail Park, Beckton	0.2%	3	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B&Q, Foots Cray Road, Eltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
B&Q, Picardy Manor Way, Belvedere	0.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Retail Park, Erith	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Princes Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Dartford																
Currys, High Street, Crayford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Altlas Retail Park, Erith	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Crayford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lower Belvedere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Isle of Dogs	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sidcup	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Plumstead Town Centre	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	15.2%	179	17.8%	8	7.6%	3	26.5%	17	20.6%	24	10.4%	8	18.6%	9	7.4%	6
Weighted base:		1184		48		45		64		118		74		50		82
Sample:		1199		90		66		68		68		77		86		95

Q12 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?
Those who buy TV, Hi-Fi, Radio, photographic and computer equipment, and who do not use the internet or buy abroad

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Bugsbys Way Retail Parks, Greenwich	9.1%	105	18.1%	8	1.5%	1	1.4%	1	4.4%	5	2.6%	2	0.0%	0	1.1%	1
Crayford Town Centre	8.8%	101	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	8	36.0%	28
Bluewater Shopping Centre	7.6%	87	2.4%	1	1.5%	1	0.0%	0	5.9%	7	7.9%	6	11.1%	5	6.7%	5
Tower Retail Park, Crayford	6.1%	70	3.6%	2	0.0%	0	0.0%	0	2.9%	3	1.3%	1	7.4%	3	20.2%	15
Bromley Town Centre	3.9%	45	0.0%	0	0.0%	0	0.0%	0	4.4%	5	18.4%	14	1.2%	1	0.0%	0
Lewisham Town Centre	3.5%	40	0.0%	0	0.0%	0	4.2%	3	16.2%	19	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	3.3%	38	10.8%	5	0.0%	0	1.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	3.2%	36	0.0%	0	10.8%	5	4.2%	3	2.9%	3	5.3%	4	1.2%	1	2.2%	2
London - West End / Oxford St / Bond St	3.0%	34	0.0%	0	16.9%	7	15.5%	10	4.4%	5	0.0%	0	0.0%	0	0.0%	0
Orpington Retail Parks	2.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	13	13.6%	6	1.1%	1
Bexleyheath Town Centre	2.7%	31	4.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
East Greenwich Town Centre	2.5%	29	2.4%	1	1.5%	1	1.4%	1	2.9%	3	0.0%	0	0.0%	0	1.1%	1
Dartford Town Centre	2.4%	27	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	8	18.0%	14
Orpington Town Centre	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	14	2.5%	1	0.0%	0
Catford Retail Parks	1.7%	20	0.0%	0	0.0%	0	2.8%	2	11.8%	14	0.0%	0	0.0%	0	0.0%	0
Horn Lane, Greenwich	1.5%	18	3.6%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.2%	1	0.0%	0
Eltham Town Centre	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich Town Centre	1.5%	17	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Comet, Seven Oaks, Orpington	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	9	0.0%	0	0.0%	0
Currys, Homesdale Road, Bromley	1.1%	13	0.0%	0	0.0%	0	0.0%	0	4.4%	5	1.3%	1	1.2%	1	0.0%	0
Lakeside Shopping Centre	1.0%	12	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.4%	3
London - Kings Road	1.0%	12	0.0%	0	10.8%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Kent Road	0.9%	10	1.2%	1	0.0%	0	12.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.9%	10	0.0%	0	1.5%	1	8.5%	6	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath Town Centre	0.9%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	1	0.0%	0
Canary Wharf	0.8%	9	0.0%	0	16.9%	7	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead Town Centre	0.8%	9	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
New Cross Retail Parks	0.7%	8	0.0%	0	0.0%	0	9.9%	7	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.7%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckton Retail Parks	0.5%	6	0.0%	0	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.5%	6	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Purley Way, Croydon (Mothercare, Carphone Warehouse, Comet, Currys, Furniture Village, Homebase, B&Q Warehouse, Natuzzi, Halfords, Ikea, Toys R Us, PC	0.4%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Welling Town Centre	0.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Asda Isle of Dogs	0.2%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead Town Centre	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Purley Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prospect Place Retail Park, Westgate Road (B&Q, Carpetright, Allied Carpets, MFI, ScS, Next Clearance, Matalan, TK Maxx)	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Old Kent Road, Retail Parks	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich Town Centre	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altlas Retail Park, Erith	0.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	18.5%	213	18.1%	8	13.8%	6	31.0%	21	30.9%	36	13.2%	10	17.3%	8	7.9%	6

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Weighted base:		1151		44		44		67		118		73		47		77
Sample:		1155		83		65		71		68		76		81		89

Q13 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?

Those who buy personal / luxury goods including books, jewellery, china, glass and cosmetics, and who do not use the internet or buy abroad

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Bluewater Shopping Centre	21.2%	259	11.0%	5	0.0%	0	3.0%	2	4.1%	5	15.7%	13	46.7%	24	50.6%	38
Bexleyheath Town Centre	13.3%	163	37.8%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	3	4.6%	3
Bromley Town Centre	9.3%	114	0.0%	0	0.0%	0	4.5%	3	18.9%	24	38.6%	31	7.8%	4	1.2%	1
London - West End / Oxford St / Bond St	7.8%	96	2.4%	1	26.0%	13	22.7%	14	16.2%	21	3.6%	3	2.2%	1	4.6%	3
Lewisham Town Centre	6.4%	78	1.2%	1	6.8%	3	13.6%	8	33.8%	43	0.0%	0	0.0%	0	0.0%	0
Eltham Town Centre	4.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Woolwich Town Centre	3.6%	45	6.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	24.1%	18
Canary Wharf	1.7%	20	0.0%	0	26.0%	13	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	20	2.4%	1	5.5%	3	6.1%	4	2.7%	3	3.6%	3	1.1%	1	2.3%	2
Lakeside Shopping Centre	1.6%	19	1.2%	1	4.1%	2	1.5%	1	0.0%	0	0.0%	0	2.2%	1	2.3%	2
London - Kings Road	1.5%	19	0.0%	0	6.8%	3	1.5%	1	1.4%	2	1.2%	1	0.0%	0	0.0%	0
Orpington Town Centre	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	18	0.0%	0	0.0%	0
East Greenwich Town Centre	1.5%	18	0.0%	0	0.0%	0	1.5%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Bugsbys Way Retail Parks, Greenwich	1.4%	17	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	1.0%	13	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanley Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	10.0%	5	0.0%	0
Catford Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Blackheath Town Centre	0.6%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thamesmead Town Centre	0.6%	7	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich Shopping Park, Bugsbys Way (Sports World, River Island, H&M, Clarks, Next, Boots, H&M)	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.3%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sidcup Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bexley Town Centre	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Greenwich Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonelake Retail Park, Charlton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington Retail Parks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Blackfen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Retail Park, Crayford	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 / no pattern)	15.6%	190	23.2%	10	21.9%	11	25.8%	16	14.9%	19	10.8%	9	12.2%	6	8.0%	6
Weighted base:		1220		43		49		62		128		80		52		75
Sample:		1219		82		73		66		74		83		90		87

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

Q14 What town centre do you visit most often for pubs / clubs ?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
London - West End / Oxford St / Bond St	7.7%	120	4.7%	3	19.8%	14	19.0%	18	11.0%	19	1.9%	2	3.6%	2	4.4%	4
Bexleyheath Town Centre	5.5%	86	12.1%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.8%	1	1.8%	2
East Greenwich Town Centre	3.2%	50	3.7%	2	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Other	3.1%	48	1.9%	1	2.0%	1	4.0%	4	9.0%	16	4.7%	5	0.9%	1	3.5%	3
Blackheath Town Centre	2.6%	41	0.9%	1	0.0%	0	2.0%	2	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	2.6%	40	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.0%	6	23.9%	23
London - Kings Road	2.0%	31	0.0%	0	7.9%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Bromley Town Centre	1.8%	28	0.0%	0	0.0%	0	2.0%	2	5.0%	9	12.3%	13	1.8%	1	0.0%	0
Lewisham Town Centre	1.4%	21	0.0%	0	0.0%	0	1.0%	1	7.0%	12	0.0%	0	0.0%	0	0.0%	0
Sidcup Town Centre	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Canary Wharf	1.1%	16	0.0%	0	15.8%	11	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Chislehurst	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10	0.0%	0	0.9%	1
Eltham Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Woolwich Town Centre	0.8%	12	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Welling Town Centre	0.8%	12	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belvedere Town Centre	0.5%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Orpington Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0
Greenwich Peninsula/ Charlton Retail Parks	0.5%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Orpington Retail Parks	0.4%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Swanley Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.9%	1
Bexley Town Centre	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Thamesmead Town Centre	0.4%	6	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumstead Town Centre	0.3%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Greenwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.9%	1	0.0%	0
Bluewater Shopping Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Deptford Town Centre	0.2%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Wood	0.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays Shopping Centre	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Heath Town Centre	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfen Town Centre	0.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do / don't regularly visit)	54.3%	845	55.1%	31	45.5%	31	52.0%	49	54.0%	94	55.7%	57	59.1%	38	58.4%	57
(Don't know / varies / no pattern)	4.4%	68	2.8%	2	5.9%	4	9.0%	8	5.0%	9	3.8%	4	9.1%	6	0.9%	1
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

GEN Gender of respondent.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Male	31.1%	484	29.0%	16	48.5%	33	38.0%	36	31.0%	54	28.3%	29	20.9%	13	30.1%	29
Female	68.9%	1071	71.0%	40	51.5%	35	62.0%	58	69.0%	120	71.7%	73	79.1%	51	69.9%	68
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

AGE Could I ask how old you are ?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
18 to 24	2.2%	35	3.7%	2	5.9%	4	5.0%	5	3.0%	5	2.8%	3	1.8%	1	2.7%	3
25 to 34	12.3%	191	10.3%	6	18.8%	13	12.0%	11	13.0%	23	2.8%	3	7.3%	5	15.9%	15
35 to 44	19.9%	309	18.7%	11	21.8%	15	21.0%	20	19.0%	33	12.3%	13	15.5%	10	21.2%	21
45 to 54	20.2%	314	22.4%	13	17.8%	12	14.0%	13	20.0%	35	20.8%	21	23.6%	15	20.4%	20
55 to 64	20.8%	324	21.5%	12	13.9%	9	16.0%	15	18.0%	31	22.6%	23	23.6%	15	17.7%	17
65 +	23.4%	364	21.5%	12	19.8%	14	29.0%	27	25.0%	43	38.7%	40	26.4%	17	22.1%	22
(Refused)	1.2%	18	1.9%	1	2.0%	1	3.0%	3	2.0%	3	0.0%	0	1.8%	1	0.0%	0
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Working full time	59.0%	917	55.1%	31	71.3%	49	50.0%	47	50.0%	87	46.2%	47	49.1%	31	55.8%	54
Working part time	8.9%	139	11.2%	6	7.9%	5	6.0%	6	10.0%	17	11.3%	12	8.2%	5	13.3%	13
Unemployed	3.2%	51	5.6%	3	5.9%	4	4.0%	4	7.0%	12	0.9%	1	5.5%	3	0.9%	1
Retired	25.1%	390	24.3%	14	12.9%	9	33.0%	31	29.0%	50	35.8%	37	33.6%	22	26.5%	26
A housewife	1.4%	21	1.9%	1	1.0%	1	2.0%	2	0.0%	0	2.8%	3	2.7%	2	0.9%	1
A student	0.9%	15	0.9%	1	0.0%	0	4.0%	4	3.0%	5	1.9%	2	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Refused)	1.3%	21	0.9%	1	1.0%	1	1.0%	1	1.0%	2	0.9%	1	0.9%	1	1.8%	2
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

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

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
None	24.1%	375	25.2%	14	32.7%	22	40.0%	37	41.0%	71	17.9%	18	17.3%	11	15.0%	15
One	49.6%	772	51.4%	29	60.4%	41	46.0%	43	39.0%	68	53.8%	55	44.5%	29	50.4%	49
Two	20.6%	320	16.8%	10	5.9%	4	12.0%	11	18.0%	31	20.8%	21	26.4%	17	26.5%	26
Three or more	4.9%	76	4.7%	3	1.0%	1	1.0%	1	2.0%	3	6.6%	7	10.9%	7	7.1%	7
(Refused)	0.8%	12	1.9%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.9%	1	0.9%	1
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

INC Approximately what is your total household income ?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
£0 - £14,999	11.2%	174	13.1%	7	12.9%	9	15.0%	14	12.0%	21	16.0%	16	12.7%	8	13.3%	13
£15,000 - £19,999	5.4%	84	2.8%	2	3.0%	2	7.0%	7	6.0%	10	6.6%	7	5.5%	3	6.2%	6
£20,000 - £29,999	7.8%	121	9.3%	5	6.9%	5	7.0%	7	7.0%	12	5.7%	6	4.5%	3	10.6%	10
£30,000 - £39,999	6.9%	107	12.1%	7	9.9%	7	2.0%	2	5.0%	9	3.8%	4	4.5%	3	8.9%	9
£40,000 - £49,999	5.6%	88	3.7%	2	4.0%	3	7.0%	7	1.0%	2	6.6%	7	3.6%	2	7.1%	7
£50,000 - £59,999	4.2%	65	3.7%	2	3.0%	2	3.0%	3	7.0%	12	0.9%	1	1.8%	1	7.1%	7
£60,000 - £69,999	3.5%	55	5.6%	3	4.0%	3	2.0%	2	3.0%	5	3.8%	4	2.7%	2	2.7%	3
£70,000 - £79,999	2.7%	42	1.9%	1	4.0%	3	1.0%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	2
£80,000 - £89,999	1.3%	21	1.9%	1	1.0%	1	2.0%	2	1.0%	2	3.8%	4	2.7%	2	0.0%	0
£90,000 - £99,999	0.5%	8	0.0%	0	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.9%	1	0.9%	1
£100,000 - £149,999	2.0%	32	0.9%	1	8.9%	6	6.0%	6	3.0%	5	0.9%	1	0.9%	1	1.8%	2
£150,000+	1.3%	20	0.9%	1	5.9%	4	3.0%	3	0.0%	0	0.9%	1	0.9%	1	0.0%	0
(Don't know / refused)	47.5%	739	43.9%	25	34.7%	24	43.0%	40	55.0%	95	50.0%	51	59.1%	38	39.8%	39
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and ensure all have access to our services. What is your ethnic background ?

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
White (British / Irish / Other)	87.9%	1367	86.9%	49	83.2%	57	80.0%	75	78.0%	135	98.1%	100	97.3%	62	94.7%	92
Black / Black British (Caribbean / African / other black)	4.7%	73	7.5%	4	2.0%	1	10.0%	9	11.0%	19	0.0%	0	0.0%	0	0.9%	1
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.7%	41	1.9%	1	5.9%	4	2.0%	2	4.0%	7	0.0%	0	0.0%	0	2.7%	3
Mixed (any mixed category)	1.9%	30	1.9%	1	5.0%	3	3.0%	3	5.0%	9	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	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	0.0%	0
(Refused)	2.7%	42	1.9%	1	3.0%	2	5.0%	5	1.0%	2	1.9%	2	2.7%	2	1.8%	2
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

SEG Socio Economic Group

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
A	5.4%	84	3.7%	2	12.9%	9	4.0%	4	5.0%	9	4.7%	5	7.3%	5	5.3%	5
B	18.1%	282	15.9%	9	24.8%	17	24.0%	22	23.0%	40	16.0%	16	10.9%	7	5.3%	5
C1	30.1%	468	29.9%	17	21.8%	15	36.0%	34	30.0%	52	32.1%	33	19.1%	12	41.6%	40
C2	25.3%	393	28.0%	16	17.8%	12	17.0%	16	17.0%	29	24.5%	25	34.5%	22	30.1%	29
D	12.0%	187	13.1%	7	14.9%	10	11.0%	10	17.0%	29	10.4%	11	14.5%	9	11.5%	11
E	3.7%	58	4.7%	3	2.0%	1	3.0%	3	5.0%	9	4.7%	5	9.1%	6	3.5%	3
(Refused)	5.3%	83	4.7%	3	5.9%	4	5.0%	5	3.0%	5	7.5%	8	4.5%	3	2.7%	3
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

QUOTA Zones

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
Zone 1	11.5%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	9.7%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.8%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.4%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.8%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	3.6%	57	100.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	4.4%	68	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	6.0%	94	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	11.2%	173	0.0%	0	0.0%	0	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0
Zone 13	6.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0
Zone 14	4.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0
Zone 15	6.3%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	97
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

Column %ges.

PC Postcode

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
SE10 0	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE10 8	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE10 9	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 0	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 7	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 8	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 3 9	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 7 7	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 7 8	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 4	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE12 8	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE12 9	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 1	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 2	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 4	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 5	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 9 6	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 1	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 2	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 3	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 4	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 5	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 6	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE18 7	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE28 0	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 4	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA14 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 7	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 8	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA15 9	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 1	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 2	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 5 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 2	2.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA16 3	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 1 4	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 6 7	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 6 8	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 7 4	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 7 5	1.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 7 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 8 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 8 2	1.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA 8 3	1.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA17 5	1.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA17 6	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DA18 4	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 2 0	1.0%	15	27.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 2 9	1.6%	24	43.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE28 8	1.1%	17	29.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 3	2.5%	39	0.0%	0	56.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 5	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 8	1.0%	16	0.0%	0	22.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E 14 9	0.9%	14	0.0%	0	19.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE14 5	1.7%	26	0.0%	0	0.0%	0	28.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE14 6	1.2%	19	0.0%	0	0.0%	0	20.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 5	0.8%	12	0.0%	0	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 6	0.5%	8	0.0%	0	0.0%	0	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE16 7	1.0%	15	0.0%	0	0.0%	0	16.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE 8 5	0.8%	13	0.0%	0	0.0%	0	14.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BR 1 5	1.3%	21	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0	0.0%	0	0.0%	0
SE12 0	0.4%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0
SE13 5	1.2%	19	0.0%	0	0.0%	0	0.0%	0	11.0%	19	0.0%	0	0.0%	0	0.0%	0
SE13 6	1.3%	21	0.0%	0	0.0%	0	0.0%	0	12.0%	21	0.0%	0	0.0%	0	0.0%	0
SE13 7	1.8%	28	0.0%	0	0.0%	0	0.0%	0	16.0%	28	0.0%	0	0.0%	0	0.0%	0
SE 4 1	2.9%	45	0.0%	0	0.0%	0	0.0%	0	26.0%	45	0.0%	0	0.0%	0	0.0%	0
SE 6 1	2.1%	33	0.0%	0	0.0%	0	0.0%	0	19.0%	33	0.0%	0	0.0%	0	0.0%	0
BR 5 2	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	23	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15	
BR 5 3	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	20	0.0%	0	0.0%	0
BR 5 4	1.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	30	0.0%	0	0.0%	0
BR 7 5	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	13	0.0%	0	0.0%	0
BR 7 6	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
BR 8 7	2.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.7%	34	0.0%	0
BR 8 8	0.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	15	0.0%	0
DA 2 7	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	16	0.0%	0
DA 1 1	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	23
DA 1 2	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	17
DA 1 3	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	18
DA 1 5	1.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	21
DA 2 6	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	18
Weighted base:		1555		57		68		94		173		102		64		97
Sample:		1555		107		101		100		100		106		110		113

APPENDIX 8

IN-CENTRE SURVEY RESULTS

Q01 What is the main purpose of your visit here today ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Non-food shopping (e.g. electrical, household goods, clothes & shoes)	24.6%	117	5.6%	6	39.2%	49	27.6%	32	23.8%	30
Food shopping (not take-away, café, restaurant)	22.7%	108	10.2%	11	24.0%	30	26.7%	31	28.6%	36
Work / business	8.2%	39	10.2%	11	3.2%	4	7.8%	9	11.9%	15
Socialising	5.9%	28	8.3%	9	1.6%	2	6.0%	7	7.9%	10
Financial services (e.g. banks, building societies, accountants)	5.5%	26	4.6%	5	4.0%	5	7.8%	9	5.6%	7
Browsing	4.2%	20	4.6%	5	10.4%	13	0.0%	0	1.6%	2
Visiting the Market	3.8%	18	4.6%	5	1.6%	2	0.0%	0	8.7%	11
Other	3.2%	15	7.4%	8	1.6%	2	2.6%	3	1.6%	2
Eating or drinking out	2.5%	12	4.6%	5	3.2%	4	0.9%	1	1.6%	2
Window Shopping	2.3%	11	3.7%	4	0.0%	0	5.2%	6	0.8%	1
Personal services (e.g. hairdressers, nail bar, beauty salon)	2.1%	10	2.8%	3	1.6%	2	4.3%	5	0.0%	0
Education	1.3%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0
Tourism / sight seeing (on holiday)	1.3%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	1.1%	5	0.9%	1	0.8%	1	0.0%	0	2.4%	3
Tourism / sight seeing (on a day trip)	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Theatre	0.6%	3	1.9%	2	0.0%	0	0.9%	1	0.0%	0
Other services (e.g. travel agents, estate agents)	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Cinema	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Swimming Pool	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bowling	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Specific shop	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know)	7.8%	37	13.9%	15	4.8%	6	7.8%	9	5.6%	7
(No particular purpose)	1.1%	5	0.9%	1	0.8%	1	2.6%	3	0.0%	0
Base:		475		108		125		116		126

Q02 What else, if anything, will you be doing here today ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Non-food shopping (e.g. electrical, household goods, clothes & shoes)	13.1%	62	8.3%	9	10.4%	13	19.8%	23	13.5%	17
Food shopping (not take-away, café, restaurant)	8.6%	41	5.6%	6	7.2%	9	15.5%	18	6.3%	8
Eating or drinking out	5.9%	28	4.6%	5	9.6%	12	7.8%	9	1.6%	2
Window Shopping	4.6%	22	4.6%	5	0.8%	1	10.3%	12	3.2%	4
Financial services (e.g. banks, building societies, accountants)	3.4%	16	0.0%	0	0.8%	1	6.9%	8	5.6%	7
Visiting the Market	2.5%	12	4.6%	5	2.4%	3	0.0%	0	3.2%	4
Browsing	2.5%	12	1.9%	2	6.4%	8	0.0%	0	1.6%	2
Socialising	2.5%	12	2.8%	3	3.2%	4	2.6%	3	1.6%	2
Personal services (e.g. hairdressers, nail bar, beauty salon)	0.8%	4	0.9%	1	0.0%	0	1.7%	2	0.8%	1
Other services (e.g. travel agents, estate agents)	0.6%	3	0.0%	0	0.0%	0	1.7%	2	0.8%	1
Other	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Work / business	0.6%	3	0.0%	0	0.8%	1	0.9%	1	0.8%	1
Cinema	0.4%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Specific shop	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Health & fitness / gym	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Education	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Library	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Bingo	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tourism / sight seeing (on holiday)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	39.4%	187	40.7%	44	42.4%	53	20.7%	24	52.4%	66
(Don't know)	17.3%	82	21.3%	23	16.8%	21	22.4%	26	9.5%	12
Base:		475		108		125		116		126

Q03 What have you bought or expect to buy today ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Foods / groceries / off licence, alcohol sales	34.7%	165	26.9%	29	28.8%	36	44.8%	52	38.1%	48
Clothes and shoes	20.4%	97	8.3%	9	18.4%	23	23.3%	27	30.2%	38
Gifts, jewellery, glass, watches	14.1%	67	10.2%	11	24.8%	31	13.8%	16	7.1%	9
Food / drink at restaurants / bars / pubs	12.4%	59	26.9%	29	8.8%	11	6.0%	7	9.5%	12
Medical goods and other pharmaceutical products	5.7%	27	4.6%	5	1.6%	2	11.2%	13	5.6%	7
Hardware and DIY	3.8%	18	2.8%	3	4.8%	6	5.2%	6	2.4%	3
Games, toys and hobbies, sport and camping, musical instruments	3.8%	18	1.9%	2	3.2%	4	6.0%	7	4.0%	5
Other	2.5%	12	1.9%	2	0.8%	1	6.9%	8	0.8%	1
Pets and related products	2.3%	11	0.9%	1	4.0%	5	0.9%	1	3.2%	4
Audio visual, photographic and information processing equipment	1.5%	7	2.8%	3	0.8%	1	0.9%	1	1.6%	2
Service (hairdressers, dry cleaners)	1.5%	7	2.8%	3	0.8%	1	2.6%	3	0.0%	0
Electrical and household appliances	1.3%	6	0.9%	1	1.6%	2	1.7%	2	0.8%	1
Newspaper / stationery	0.8%	4	0.0%	0	0.0%	0	2.6%	3	0.8%	1
Furniture / furnishings	0.4%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Nothing	13.7%	65	23.1%	25	7.2%	9	6.9%	8	18.3%	23
(Don't know)	8.2%	39	5.6%	6	14.4%	18	6.9%	8	5.6%	7
Base:		475		108		125		116		126

Mean Score [£2.5, £8, £13, £18, £23, £28, £33, £38, £43, £48, £55.5, £65.5, £75.5, £85.5, £95.5, £150]

Q04 How much have you spent or do you expect to spend in the shops today on food and other convenience items?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Nothing	32.2%	153	19.4%	21	43.2%	54	35.3%	41	29.4%	37
Less than £5	11.2%	53	17.6%	19	9.6%	12	9.5%	11	8.7%	11
£6 - £10	12.8%	61	22.2%	24	5.6%	7	11.2%	13	13.5%	17
£11 - £15	6.9%	33	9.3%	10	4.0%	5	6.0%	7	8.7%	11
£16 - £20	6.9%	33	8.3%	9	4.8%	6	8.6%	10	6.3%	8
£21 - £25	4.2%	20	6.5%	7	2.4%	3	2.6%	3	5.6%	7
£26 - £30	3.8%	18	2.8%	3	3.2%	4	6.0%	7	3.2%	4
£31 - £35	1.5%	7	0.0%	0	1.6%	2	0.9%	1	3.2%	4
£36 - £40	3.4%	16	0.9%	1	4.8%	6	2.6%	3	4.8%	6
£41 - £45	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
£46 - £50	1.9%	9	0.9%	1	1.6%	2	0.9%	1	4.0%	5
£51 - £60	1.7%	8	0.9%	1	1.6%	2	4.3%	5	0.0%	0
£61 - £70	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2
£71 - £80	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.8%	4	0.9%	1	2.4%	3	0.0%	0	0.0%	0
£101 +	0.6%	3	0.0%	0	1.6%	2	0.9%	1	0.0%	0
(Refused)	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know)	10.3%	49	9.3%	10	12.0%	15	10.3%	12	9.5%	12
Mean:		*13.2*		*10.8*		*14.6*		*13.1*		*13.8*
Base:		475		108		125		116		126

Column %ges.

Mean Score [£2.5, £8, £13, £18, £23, £28, £33, £38, £43, £48, £55.5, £65.5, £75.5, £85.5, £95.5, £150]

Q05 And how much have you spent or do you expect to spend in the shops today on non-food items such as clothing and footwear, household and electrical goods, leisure goods and gifts?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Nothing	31.4%	149	41.7%	45	26.4%	33	20.7%	24	37.3%	47
Less than £5	6.3%	30	4.6%	5	2.4%	3	12.1%	14	6.3%	8
£6 - £10	6.7%	32	6.5%	7	2.4%	3	11.2%	13	7.1%	9
£11 - £15	2.9%	14	4.6%	5	1.6%	2	3.4%	4	2.4%	3
£16 - £20	3.8%	18	1.9%	2	6.4%	8	2.6%	3	4.0%	5
£21 - £25	3.2%	15	3.7%	4	4.0%	5	2.6%	3	2.4%	3
£26 - £30	3.6%	17	2.8%	3	3.2%	4	5.2%	6	3.2%	4
£31 - £35	2.1%	10	0.9%	1	0.8%	1	2.6%	3	4.0%	5
£36 - £40	3.2%	15	2.8%	3	4.0%	5	3.4%	4	2.4%	3
£41 - £45	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4
£46 - £50	4.0%	19	2.8%	3	4.8%	6	2.6%	3	5.6%	7
£51 - £60	3.2%	15	4.6%	5	0.8%	1	4.3%	5	3.2%	4
£61 - £70	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
£71 - £80	0.8%	4	0.9%	1	1.6%	2	0.9%	1	0.0%	0
£81 - £90	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£91 - £100	1.5%	7	0.0%	0	4.0%	5	0.0%	0	1.6%	2
£101 +	4.2%	20	2.8%	3	8.8%	11	3.4%	4	1.6%	2
(Refused)	0.6%	3	0.9%	1	0.8%	1	0.0%	0	0.8%	1
(Don’t know)	21.1%	100	18.5%	20	27.2%	34	24.1%	28	14.3%	18
Mean:		*23.3*		*16.6*		*37.1*		*21.8*		*18.4*
Base:		475		108		125		116		126

Q06 What is the main reason why you chose to come to this centre today over other centres ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Close to home / live here	47.6%	226	25.0%	27	42.4%	53	62.9%	73	57.9%	73
Close to friends / relatives	8.0%	38	8.3%	9	5.6%	7	7.8%	9	10.3%	13
Close to work	7.2%	34	8.3%	9	4.8%	6	7.8%	9	7.9%	10
Good range of shops / services	6.9%	33	0.9%	1	20.0%	25	3.4%	4	2.4%	3
Other	4.4%	21	7.4%	8	4.8%	6	3.4%	4	2.4%	3
Market	2.5%	12	8.3%	9	0.0%	0	0.0%	0	2.4%	3
To visit particular shops / services	2.1%	10	0.9%	1	2.4%	3	3.4%	4	1.6%	2
Visit financial facility (e.g. bank, Post Office)	1.9%	9	0.9%	1	2.4%	3	3.4%	4	0.8%	1
Visiting as a tourist	1.7%	8	7.4%	8	0.0%	0	0.0%	0	0.0%	0
Attractive place / nice environment	1.5%	7	5.6%	6	0.8%	1	0.0%	0	0.0%	0
Good public transport	1.1%	5	0.0%	0	0.8%	1	2.6%	3	0.8%	1
Good range of food and drink outlets	0.8%	4	1.9%	2	1.6%	2	0.0%	0	0.0%	0
Meet friends / relative	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2
Get car repaired / buy car tax etc	0.6%	3	0.9%	1	0.0%	0	0.9%	1	0.8%	1
Easy parking	0.4%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
To visit particular leisure facilities	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don’t know / no reason)	12.4%	59	24.1%	26	12.0%	15	3.4%	4	11.1%	14
Base:		475		108		125		116		126

Mean Score (in Mins) [5, 15.5, 25.5, 35.5, 45.5, 55.5, 75, 105, 150, 210, 270, 450]

Q07 How long do you intend to spend in the centre today?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Less than 10 minutes	2.5%	12	6.5%	7	0.8%	1	0.9%	1	2.4%	3
11 - 20 minutes	5.7%	27	7.4%	8	2.4%	3	5.2%	6	7.9%	10
21 - 30 minutes	9.7%	46	11.1%	12	4.8%	6	4.3%	5	18.3%	23
31 - 40 minutes	3.6%	17	4.6%	5	1.6%	2	4.3%	5	4.0%	5
41 - 50 minutes	2.7%	13	0.9%	1	0.8%	1	2.6%	3	6.3%	8
51 - 60 minutes	20.6%	98	13.0%	14	14.4%	18	26.7%	31	27.8%	35
Over 1hr - 1.5hrs	12.0%	57	2.8%	3	16.8%	21	19.8%	23	7.9%	10
Over 1.5 - 2hrs	16.0%	76	17.6%	19	20.8%	26	14.7%	17	11.1%	14
Over 2 - 3 hrs	13.3%	63	13.9%	15	16.8%	21	11.2%	13	11.1%	14
Over 3 - 4 hrs	4.8%	23	8.3%	9	8.8%	11	1.7%	2	0.8%	1
Over 4 - 5 hrs	1.7%	8	1.9%	2	1.6%	2	2.6%	3	0.8%	1
Over 5 hrs	4.0%	19	9.3%	10	1.6%	2	4.3%	5	1.6%	2
(Don't know)	3.4%	16	2.8%	3	8.8%	11	1.7%	2	0.0%	0
Mean:		*99*		*123*		*110*		*98*		*71*
Base:		475		108		125		116		126

Q08 How did you travel here today ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Car	29.3%	139	20.4%	22	40.0%	50	31.9%	37	23.8%	30
Bus	36.0%	171	14.8%	16	45.6%	57	39.7%	46	41.3%	52
Train	6.7%	32	17.6%	19	0.8%	1	0.0%	0	9.5%	12
Taxi	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Walk	24.2%	115	36.1%	39	12.8%	16	26.7%	31	23.0%	29
Cycle	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DLR	1.5%	7	6.5%	7	0.0%	0	0.0%	0	0.0%	0
Tube	0.6%	3	1.9%	2	0.8%	1	0.0%	0	0.0%	0
Other	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
(Refused)	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Base:		475		108		125		116		126

Mean Score (in Mins) [5, 15.5, 25.5, 35.5, 45.5, 55.5, 75, 105, 150, 210, 270, 450]

Q09 How long did your journey take?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Less than 10 minutes	31.6%	150	32.4%	35	12.0%	15	52.6%	61	31.0%	39
11 - 20 minutes	35.4%	168	19.4%	21	56.0%	70	28.4%	33	34.9%	44
21 - 30 minutes	13.9%	66	13.0%	14	16.0%	20	12.9%	15	13.5%	17
31 - 40 minutes	6.3%	30	7.4%	8	4.8%	6	1.7%	2	11.1%	14
41 - 50 minutes	2.5%	12	3.7%	4	4.0%	5	2.6%	3	0.0%	0
51 - 60 minutes	3.6%	17	4.6%	5	1.6%	2	0.9%	1	7.1%	9
Over 1hr - 1.5hrs	2.3%	11	8.3%	9	0.8%	1	0.0%	0	0.8%	1
Over 1.5 - 2hrs	2.1%	10	5.6%	6	2.4%	3	0.0%	0	0.8%	1
Over 2 - 3 hrs	1.5%	7	3.7%	4	1.6%	2	0.0%	0	0.8%	1
Over 3 - 4 hrs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 4 - 5 hrs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 5 hrs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	4	1.9%	2	0.8%	1	0.9%	1	0.0%	0
Mean:		*22.3*		*33.1*		*23.5*		*12.7*		*20.9*
Base:		475		108		125		116		126

Q10 Where did you park today, if you are unsure of the car park name, could you please tell me what is near to the car park ?
Those who travelled by car, cycle or motorcycle at Q08

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
The Mall Car Park	6.4%	9	0.0%	0	18.0%	9	0.0%	0	0.0%	0
Sainsburys	18.4%	26	0.0%	0	18.0%	9	31.6%	12	16.1%	5
Marks and Spencer	5.7%	8	0.0%	0	4.0%	2	13.2%	5	3.2%	1
NCP	2.1%	3	13.6%	3	0.0%	0	0.0%	0	0.0%	0
Powis Street	2.8%	4	0.0%	0	0.0%	0	0.0%	0	12.9%	4
Friend / relatives house	2.1%	3	4.5%	1	0.0%	0	5.3%	2	0.0%	0
Back of shops	2.1%	3	9.1%	2	0.0%	0	0.0%	0	3.2%	1
On street	3.5%	5	0.0%	0	2.0%	1	5.3%	2	6.5%	2
Other	48.2%	68	68.2%	15	40.0%	20	39.5%	15	58.1%	18
(Don't know / dropped off)	8.5%	12	4.5%	1	18.0%	9	5.3%	2	0.0%	0
Base:		141		22		50		38		31

Q11 How would you describe the parking facilities ?
Those who parked at Q10

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Reasonably priced and accessible	61.2%	79	47.6%	10	82.9%	34	44.4%	16	61.3%	19
Reasonably priced but poorly accessible	8.5%	11	19.0%	4	0.0%	0	13.9%	5	6.5%	2
Expensive but easily accessible	3.1%	4	4.8%	1	2.4%	1	5.6%	2	0.0%	0
Expensive and poorly accessible	0.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0
(None of these)	26.4%	34	23.8%	5	14.6%	6	36.1%	13	32.3%	10
Base:		129		21		41		36		31

Q12 How often do you visit (STUDY CENTRE), for the following reasons ?

Shopping

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	10.3%	49	10.2%	11	5.6%	7	18.1%	21	7.9%	10
2-3 times a week	22.7%	108	9.3%	10	25.6%	32	36.2%	42	19.0%	24
Once a week	25.1%	119	19.4%	21	28.8%	36	19.8%	23	31.0%	39
Once a fortnight	10.9%	52	7.4%	8	14.4%	18	8.6%	10	12.7%	16
Once a month	8.2%	39	8.3%	9	8.0%	10	6.9%	8	9.5%	12
Once every 3 months	4.4%	21	10.2%	11	4.0%	5	0.9%	1	3.2%	4
Once every 6 months	3.4%	16	3.7%	4	4.8%	6	1.7%	2	3.2%	4
Once a year	2.1%	10	3.7%	4	1.6%	2	0.0%	0	3.2%	4
Less often	5.7%	27	16.7%	18	4.0%	5	0.9%	1	2.4%	3
Never	6.3%	30	8.3%	9	3.2%	4	6.0%	7	7.9%	10
(Don’t know)	0.8%	4	2.8%	3	0.0%	0	0.9%	1	0.0%	0
Base:		475		108		125		116		126

Late Night Shopping (Banks etc)

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.7%	8	2.8%	3	1.6%	2	0.9%	1	1.6%	2
Once a week	3.6%	17	2.8%	3	4.0%	5	4.3%	5	3.2%	4
Once a fortnight	2.7%	13	5.6%	6	3.2%	4	2.6%	3	0.0%	0
Once a month	5.1%	24	3.7%	4	6.4%	8	0.9%	1	8.7%	11
Once every 3 months	3.6%	17	4.6%	5	4.8%	6	0.9%	1	4.0%	5
Once every 6 months	4.4%	21	2.8%	3	8.0%	10	1.7%	2	4.8%	6
Once a year	1.5%	7	1.9%	2	2.4%	3	0.0%	0	1.6%	2
Less often	7.6%	36	9.3%	10	13.6%	17	1.7%	2	5.6%	7
Never	68.2%	324	64.8%	70	53.6%	67	84.5%	98	70.6%	89
(Don’t know)	1.7%	8	1.9%	2	2.4%	3	2.6%	3	0.0%	0
Base:		475		108		125		116		126

Financial Services (Hairdresser, salon, etc)

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
2-3 times a week	6.9%	33	8.3%	9	0.8%	1	8.6%	10	10.3%	13
Once a week	19.2%	91	9.3%	10	22.4%	28	19.0%	22	24.6%	31
Once a fortnight	8.2%	39	1.9%	2	9.6%	12	11.2%	13	9.5%	12
Once a month	10.5%	50	10.2%	11	12.8%	16	11.2%	13	7.9%	10
Once every 3 months	6.1%	29	4.6%	5	9.6%	12	6.9%	8	3.2%	4
Once every 6 months	1.7%	8	1.9%	2	2.4%	3	1.7%	2	0.8%	1
Once a year	1.1%	5	2.8%	3	0.0%	0	0.9%	1	0.8%	1
Less often	4.6%	22	7.4%	8	8.0%	10	0.0%	0	3.2%	4
Never	38.7%	184	51.9%	56	29.6%	37	37.9%	44	37.3%	47
(Don’t know)	2.7%	13	1.9%	2	4.8%	6	1.7%	2	2.4%	3
Base:		475		108		125		116		126

Personal Services

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.5%	7	0.0%	0	0.8%	1	4.3%	5	0.8%	1
Once a week	6.1%	29	1.9%	2	13.6%	17	5.2%	6	3.2%	4
Once a fortnight	3.6%	17	2.8%	3	6.4%	8	1.7%	2	3.2%	4
Once a month	7.2%	34	7.4%	8	4.0%	5	13.8%	16	4.0%	5
Once every 3 months	5.3%	25	3.7%	4	7.2%	9	4.3%	5	5.6%	7
Once every 6 months	3.4%	16	3.7%	4	4.0%	5	3.4%	4	2.4%	3
Once a year	2.1%	10	4.6%	5	1.6%	2	0.9%	1	1.6%	2
Less often	4.6%	22	5.6%	6	6.4%	8	1.7%	2	4.8%	6
Never	59.4%	282	58.3%	63	50.4%	63	60.3%	70	68.3%	86
(Don't know)	6.9%	33	12.0%	13	5.6%	7	4.3%	5	6.3%	8
Base:		475		108		125		116		126

Q13 And how often do you visit (STUDY CENTRE), for day time eating / drinking and night time eating / drinking ?

Day time eating / drinking

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	3.4%	16	2.8%	3	2.4%	3	5.2%	6	3.2%	4
2-3 times a week	10.3%	49	10.2%	11	4.0%	5	12.9%	15	14.3%	18
Once a week	17.7%	84	18.5%	20	17.6%	22	18.1%	21	16.7%	21
Once a fortnight	7.4%	35	8.3%	9	9.6%	12	5.2%	6	6.3%	8
Once a month	8.6%	41	9.3%	10	12.8%	16	7.8%	9	4.8%	6
Once every 3 months	6.5%	31	13.9%	15	6.4%	8	0.9%	1	5.6%	7
Once every 6 months	4.4%	21	3.7%	4	8.8%	11	2.6%	3	2.4%	3
Once a year	1.5%	7	2.8%	3	1.6%	2	0.9%	1	0.8%	1
Less often	8.0%	38	15.7%	17	8.8%	11	2.6%	3	5.6%	7
Never	29.1%	138	13.0%	14	20.0%	25	42.2%	49	39.7%	50
(Don't know)	3.2%	15	1.9%	2	8.0%	10	1.7%	2	0.8%	1
Base:		475		108		125		116		126

Night time eating / drinking

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
2-3 times a week	2.1%	10	4.6%	5	0.8%	1	1.7%	2	1.6%	2
Once a week	4.8%	23	10.2%	11	3.2%	4	4.3%	5	2.4%	3
Once a fortnight	2.9%	14	6.5%	7	0.8%	1	1.7%	2	3.2%	4
Once a month	7.8%	37	8.3%	9	8.0%	10	12.1%	14	3.2%	4
Once every 3 months	4.6%	22	7.4%	8	4.8%	6	2.6%	3	4.0%	5
Once every 6 months	5.1%	24	5.6%	6	9.6%	12	2.6%	3	2.4%	3
Once a year	1.9%	9	0.9%	1	3.2%	4	0.9%	1	2.4%	3
Less often	8.0%	38	10.2%	11	12.8%	16	0.0%	0	8.7%	11
Never	59.6%	283	43.5%	47	51.2%	64	71.6%	83	70.6%	89
(Don't know)	2.7%	13	1.9%	2	5.6%	7	2.6%	3	0.8%	1
Base:		475		108		125		116		126

Q14 How often do you visit (STUDY CENTRE), for leisure (e.g, bingo, bowling), cinema and cultural activities (museums, galleries) during the daytime and / or evening ?

Leisure (eg, Bingo, Bowling) Daytime

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
2-3 times a week	1.7%	8	2.8%	3	0.0%	0	1.7%	2	2.4%	3
Once a week	2.9%	14	2.8%	3	1.6%	2	5.2%	6	2.4%	3
Once a fortnight	1.5%	7	4.6%	5	0.0%	0	0.0%	0	1.6%	2
Once a month	1.5%	7	1.9%	2	2.4%	3	0.9%	1	0.8%	1
Once every 3 months	1.1%	5	3.7%	4	0.8%	1	0.0%	0	0.0%	0
Once every 6 months	2.3%	11	5.6%	6	2.4%	3	0.0%	0	1.6%	2
Once a year	0.8%	4	1.9%	2	0.8%	1	0.0%	0	0.8%	1
Less often	4.4%	21	11.1%	12	4.8%	6	0.9%	1	1.6%	2
Never	82.1%	390	63.0%	68	86.4%	108	88.8%	103	88.1%	111
(Don't know)	1.3%	6	2.8%	3	0.8%	1	1.7%	2	0.0%	0
Base:		475		108		125		116		126

Leisure (eg, Bingo, Bowling) Evening

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.6%	3	0.0%	0	0.0%	0	0.9%	1	1.6%	2
Once a week	1.9%	9	2.8%	3	2.4%	3	2.6%	3	0.0%	0
Once a fortnight	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Once a month	2.3%	11	2.8%	3	5.6%	7	0.0%	0	0.8%	1
Once every 3 months	1.3%	6	1.9%	2	2.4%	3	0.0%	0	0.8%	1
Once every 6 months	1.9%	9	2.8%	3	1.6%	2	0.9%	1	2.4%	3
Once a year	1.5%	7	0.9%	1	4.0%	5	0.0%	0	0.8%	1
Less often	5.3%	25	7.4%	8	12.0%	15	0.9%	1	0.8%	1
Never	82.7%	393	75.9%	82	70.4%	88	92.2%	107	92.1%	116
(Don't know)	1.9%	9	2.8%	3	1.6%	2	2.6%	3	0.8%	1
Base:		475		108		125		116		126

Cinema Daytime

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	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
Once a week	0.6%	3	0.9%	1	0.8%	1	0.0%	0	0.8%	1
Once a fortnight	1.1%	5	2.8%	3	0.8%	1	0.0%	0	0.8%	1
Once a month	1.3%	6	1.9%	2	2.4%	3	0.0%	0	0.8%	1
Once every 3 months	2.1%	10	0.9%	1	4.0%	5	0.0%	0	3.2%	4
Once every 6 months	1.7%	8	3.7%	4	3.2%	4	0.0%	0	0.0%	0
Once a year	2.1%	10	2.8%	3	3.2%	4	0.0%	0	2.4%	3
Less often	3.2%	15	6.5%	7	5.6%	7	0.0%	0	0.8%	1
Never	85.7%	407	75.9%	82	77.6%	97	97.4%	113	91.3%	115
(Don't know)	2.3%	11	4.6%	5	2.4%	3	2.6%	3	0.0%	0
Base:		475		108		125		116		126

Cinema Evening

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	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
Once a week	0.6%	3	0.9%	1	0.8%	1	0.0%	0	0.8%	1
Once a fortnight	1.1%	5	3.7%	4	0.8%	1	0.0%	0	0.0%	0
Once a month	4.4%	21	9.3%	10	5.6%	7	0.0%	0	3.2%	4
Once every 3 months	4.0%	19	5.6%	6	5.6%	7	0.0%	0	4.8%	6
Once every 6 months	4.4%	21	7.4%	8	6.4%	8	0.9%	1	3.2%	4
Once a year	1.1%	5	1.9%	2	1.6%	2	0.0%	0	0.8%	1
Less often	4.6%	22	5.6%	6	12.0%	15	0.0%	0	0.8%	1
Never	77.7%	369	63.9%	69	63.2%	79	96.6%	112	86.5%	109
(Don't know)	2.1%	10	1.9%	2	4.0%	5	2.6%	3	0.0%	0
Base:		475		108		125		116		126

Cultural Activities (Museums, Galleries) Daytime

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Once a week	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.8%	4	1.9%	2	0.0%	0	0.9%	1	0.8%	1
Once a month	0.8%	4	2.8%	3	0.0%	0	0.9%	1	0.0%	0
Once every 3 months	2.5%	12	9.3%	10	0.0%	0	0.0%	0	1.6%	2
Once every 6 months	3.4%	16	13.0%	14	0.0%	0	0.9%	1	0.8%	1
Once a year	4.4%	21	11.1%	12	3.2%	4	4.3%	5	0.0%	0
Less often	6.9%	33	18.5%	20	5.6%	7	0.0%	0	4.8%	6
Never	78.5%	373	35.2%	38	90.4%	113	91.4%	106	92.1%	116
(Don't know)	1.3%	6	2.8%	3	0.8%	1	1.7%	2	0.0%	0
Base:		475		108		125		116		126

Cultural Activities (Museums, Galleries) Evening

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Everyday / most days	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 3 months	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Once every 6 months	2.3%	11	10.2%	11	0.0%	0	0.0%	0	0.0%	0
Once a year	3.4%	16	11.1%	12	3.2%	4	0.0%	0	0.0%	0
Less often	5.5%	26	14.8%	16	5.6%	7	0.0%	0	2.4%	3
Never	85.9%	408	57.4%	62	90.4%	113	95.7%	111	96.8%	122
(Don’t know)	2.1%	10	3.7%	4	0.8%	1	3.4%	4	0.8%	1
Base:		475		108		125		116		126

Q15 What do you like about (STUDY CENTRE) ? Please only name up to 2 mentions.

1st mention

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Good shops	32.2%	153	20.4%	22	54.4%	68	19.0%	22	32.5%	41
Easy accessible from home	16.8%	80	4.6%	5	14.4%	18	32.8%	38	15.1%	19
Attractive environment / nice place	5.9%	28	24.1%	26	0.0%	0	0.0%	0	1.6%	2
Good range of services	5.3%	25	6.5%	7	4.8%	6	2.6%	3	7.1%	9
Other	4.2%	20	4.6%	5	1.6%	2	6.9%	8	4.0%	5
Good range of entertainment / restaurants / public houses	3.2%	15	6.5%	7	2.4%	3	1.7%	2	2.4%	3
Clean / well maintained streets	1.7%	8	5.6%	6	0.0%	0	0.9%	1	0.8%	1
Has a good market	1.5%	7	4.6%	5	0.8%	1	0.0%	0	0.8%	1
Easy accessible from work	0.8%	4	0.9%	1	2.4%	3	0.0%	0	0.0%	0
Goods at discounted rate / cheaper goods / bargains	0.8%	4	1.9%	2	0.8%	1	0.0%	0	0.8%	1
Easy to park	0.8%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Particular shops / services	0.8%	4	0.9%	1	0.0%	0	2.6%	3	0.0%	0
Good safety / security	0.8%	4	1.9%	2	0.0%	0	0.9%	1	0.8%	1
Friendly place / people	0.8%	4	0.9%	1	0.0%	0	1.7%	2	0.8%	1
Good value for money	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Linked trips to bowling alley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Linked trips to cinema	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Particular leisure facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Nothing / very little)	12.8%	61	1.9%	2	7.2%	9	17.2%	20	23.8%	30
(Don’t know)	10.5%	50	14.8%	16	6.4%	8	13.8%	16	7.9%	10
Base:		475		108		125		116		126

2nd mention

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Good shops	11.2%	53	6.5%	7	16.0%	20	11.2%	13	10.3%	13
Easy accessible from home	10.3%	49	5.6%	6	25.6%	32	7.8%	9	1.6%	2
Good range of services	7.2%	34	11.1%	12	8.0%	10	5.2%	6	4.8%	6
Attractive environment / nice place	5.5%	26	18.5%	20	0.8%	1	1.7%	2	2.4%	3
Good range of entertainment / restaurants / public houses	4.2%	20	10.2%	11	4.0%	5	0.9%	1	2.4%	3
Clean / well maintained streets	2.5%	12	6.5%	7	0.8%	1	0.0%	0	3.2%	4
Easy to park	2.3%	11	0.0%	0	4.0%	5	0.9%	1	4.0%	5
Good value for money	2.3%	11	1.9%	2	4.0%	5	0.9%	1	2.4%	3
Other	2.1%	10	3.7%	4	0.8%	1	3.4%	4	0.8%	1
Easy accessible from work	1.7%	8	1.9%	2	3.2%	4	0.9%	1	0.8%	1
Goods at discounted rate / cheaper goods / bargains	1.7%	8	1.9%	2	0.8%	1	0.0%	0	4.0%	5
Particular shops / services	1.7%	8	0.9%	1	1.6%	2	4.3%	5	0.0%	0
Has a good market	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Good safety / security	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Particular leisure facilities	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don’t know)	21.5%	102	17.6%	19	15.2%	19	32.8%	38	20.6%	26
(Nothing / very little)	14.7%	70	0.9%	1	9.6%	12	24.1%	28	23.0%	29
(Nothing else)	9.7%	46	9.3%	10	5.6%	7	5.2%	6	18.3%	23
Base:		475		108		125		116		126

Column %ges.

Q16 What do you dislike about (STUDY CENTRE) ?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Poor range of comparison retailers (i.e. non-food)	11.4%	54	1.9%	2	2.4%	3	32.8%	38	8.7%	11
Feels unsafe/poor security/crime	6.9%	33	2.8%	3	7.2%	9	4.3%	5	12.7%	16
Poor range of food stores	5.1%	24	0.0%	0	0.0%	0	13.8%	16	6.3%	8
Streets dirty or badly maintained / in poor condition	4.8%	23	2.8%	3	0.0%	0	3.4%	4	12.7%	16
Too busy / crowded	4.8%	23	5.6%	6	3.2%	4	3.4%	4	7.1%	9
Other	4.6%	22	2.8%	3	7.2%	9	4.3%	5	4.0%	5
Traffic congestion makes it difficult to get there by car	4.0%	19	6.5%	7	1.6%	2	3.4%	4	4.8%	6
Lack of atmosphere	3.6%	17	0.0%	0	0.8%	1	5.2%	6	7.9%	10
Poor range of restaurants / cafés	3.2%	15	0.0%	0	3.2%	4	6.0%	7	3.2%	4
Difficult to park near shops	2.7%	13	2.8%	3	0.0%	0	6.9%	8	1.6%	2
Too many tourists	1.5%	7	4.6%	5	0.0%	0	0.0%	0	1.6%	2
Particular shops / services missing	1.3%	6	1.9%	2	0.0%	0	3.4%	4	0.0%	0
Poor parking in general	1.3%	6	0.9%	1	0.0%	0	4.3%	5	0.0%	0
Too many charity shops / pound shops	0.8%	4	0.0%	0	0.0%	0	2.6%	3	0.8%	1
Danger of vehicles in some streets / not pedestrianised	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Poor public transport	0.6%	3	0.9%	1	0.0%	0	1.7%	2	0.0%	0
Too many mobile phone shops	0.6%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Lack of culture	0.4%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
(Nothing / very little)	43.6%	207	54.6%	59	67.2%	84	21.6%	25	31.0%	39
(Don't know)	14.5%	69	13.0%	14	8.0%	10	22.4%	26	15.1%	19
Base:		475		108		125		116		126

Column %ges.

Q17 What types of improvements would persuade your household to visit (STUDY CENTRE) more often?

1st mention

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Attract larger retailers	17.1%	81	7.4%	8	13.6%	17	29.3%	34	17.5%	22
Clean shopping streets	5.1%	24	5.6%	6	1.6%	2	0.9%	1	11.9%	15
Other	4.4%	21	1.9%	2	2.4%	3	5.2%	6	7.9%	10
Improve range of independent / specialist shops	2.9%	14	5.6%	6	4.0%	5	2.6%	3	0.0%	0
More parking spaces - type unspecified	2.5%	12	3.7%	4	1.6%	2	3.4%	4	1.6%	2
Improve policing / other security measures	2.3%	11	1.9%	2	2.4%	3	0.9%	1	4.0%	5
Create more shelters to protect from the weather	1.5%	7	2.8%	3	0.0%	0	0.0%	0	3.2%	4
Encourage reduced shop prices	1.3%	6	1.9%	2	0.0%	0	2.6%	3	0.8%	1
Reduce road congestion	1.3%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	1.3%	6	1.9%	2	0.0%	0	0.0%	0	3.2%	4
Improve safety of pedestrians	1.1%	5	0.9%	1	0.8%	1	0.9%	1	1.6%	2
More cafes/ restaurants	1.1%	5	0.0%	0	0.8%	1	2.6%	3	0.8%	1
Attract less people / relieve over-crowding	1.1%	5	0.9%	1	2.4%	3	0.0%	0	0.8%	1
New shop	0.8%	4	0.0%	0	0.0%	0	1.7%	2	1.6%	2
Improved market / encourage the market trade more	0.8%	4	0.9%	1	1.6%	2	0.0%	0	0.8%	1
Improve layout of car parks	0.8%	4	0.9%	1	0.8%	1	0.9%	1	0.8%	1
Improve public transport links	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Improve play areas for children	0.6%	3	0.9%	1	0.0%	0	0.0%	0	1.6%	2
Increase number of taxis	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Other Transport Factor	0.4%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0
More parking spaces - long stay	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Other Environmental Factor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More parking spaces - short stay	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Create more open spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(None mentioned / nothing in particular)	27.6%	131	24.1%	26	48.8%	61	19.8%	23	16.7%	21
(Don't know)	23.4%	111	26.9%	29	18.4%	23	27.6%	32	21.4%	27
Base:		475		108		125		116		126

2nd mention

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Attract larger retailers	6.3%	30	7.4%	8	3.2%	4	5.2%	6	9.5%	12
Improve range of independent / specialist shops	4.8%	23	4.6%	5	4.0%	5	6.9%	8	4.0%	5
Encourage reduced shop prices	1.9%	9	1.9%	2	0.8%	1	5.2%	6	0.0%	0
Improve public transport links	1.7%	8	0.9%	1	0.0%	0	1.7%	2	4.0%	5
Create more shelters to protect from the weather	1.7%	8	1.9%	2	0.8%	1	0.0%	0	4.0%	5
More cafes/ restaurants	1.7%	8	0.0%	0	3.2%	4	2.6%	3	0.8%	1
Clean shopping streets	1.7%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Other	1.5%	7	0.0%	0	0.0%	0	4.3%	5	1.6%	2
Improve safety of pedestrians	1.3%	6	1.9%	2	0.8%	1	0.0%	0	2.4%	3
More parking spaces - long stay	1.1%	5	0.0%	0	1.6%	2	1.7%	2	0.8%	1
Attract less people / relieve over-crowding	0.8%	4	1.9%	2	0.8%	1	0.0%	0	0.8%	1
Increase frequency of public transport in the evenings	0.8%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.8%	4	1.9%	2	0.8%	1	0.9%	1	0.0%	0
Create more open spaces	0.6%	3	0.9%	1	0.0%	0	0.0%	0	1.6%	2
Attract more people / make more lively	0.6%	3	0.9%	1	0.0%	0	1.7%	2	0.0%	0
More parking spaces - type unspecified	0.6%	3	0.9%	1	0.0%	0	0.0%	0	1.6%	2
Improve play areas for children	0.4%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
Reduce road congestion	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
Reduce cost of parking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
New shop	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Improve layout of car parks	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
More parking spaces - short stay	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Increase number of taxis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improved market / encourage the market trade more	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(None mentioned / nothing in particular)	35.2%	167	20.4%	22	60.8%	76	29.3%	34	27.8%	35
(Don't know)	34.1%	162	48.1%	52	20.8%	26	39.7%	46	30.2%	38
Base:		475		108		125		116		126

3rd mention

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Improve range of independent / specialist shops	3.8%	18	2.8%	3	1.6%	2	5.2%	6	5.6%	7
Encourage reduced shop prices	2.9%	14	6.5%	7	0.0%	0	1.7%	2	4.0%	5
More cafes/ restaurants	2.9%	14	0.0%	0	2.4%	3	6.9%	8	2.4%	3
Create more open spaces	1.3%	6	4.6%	5	0.0%	0	0.9%	1	0.0%	0
Clean shopping streets	1.1%	5	0.9%	1	0.0%	0	0.0%	0	3.2%	4
Attract more people / make more lively	1.1%	5	0.0%	0	0.8%	1	0.9%	1	2.4%	3
Improve policing / other security measures	1.1%	5	1.9%	2	0.0%	0	0.0%	0	2.4%	3
Improve public transport links	1.1%	5	1.9%	2	0.8%	1	0.9%	1	0.8%	1
Attract larger retailers	1.1%	5	0.9%	1	0.8%	1	0.0%	0	2.4%	3
Create more shelters to protect from the weather	0.8%	4	2.8%	3	0.0%	0	0.0%	0	0.8%	1
Increase frequency of public transport in the evenings	0.8%	4	0.9%	1	0.8%	1	0.0%	0	1.6%	2
Improve safety of pedestrians	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Reduce road congestion	0.6%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
More parking spaces - short stay	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
New shop	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Reduce cost of parking	0.4%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Other	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Improve play areas for children	0.4%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Other Environmental Factor	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improve cycle routes to the centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Increase number of taxis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More parking spaces - type unspecified	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(None mentioned / nothing in particular)	39.2%	186	21.3%	23	68.0%	85	33.6%	39	31.0%	39
(Don't know)	38.3%	182	49.1%	53	20.8%	26	47.4%	55	38.1%	48
Base:		475		108		125		116		126

Q18 Could you tell me the name of a specific retailer or food / drink operator that you would like to see here?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Other	12.8%	61	13.9%	15	11.2%	14	13.8%	16	12.7%	16
Primark	5.3%	25	0.0%	0	0.0%	0	21.6%	25	0.0%	0
Tesco	2.5%	12	2.8%	3	2.4%	3	1.7%	2	3.2%	4
Waitrose	2.1%	10	3.7%	4	1.6%	2	2.6%	3	0.8%	1
Asda	2.1%	10	0.0%	0	0.0%	0	6.0%	7	2.4%	3
John Lewis	1.5%	7	0.0%	0	1.6%	2	3.4%	4	0.8%	1
Co-Op	1.5%	7	0.0%	0	0.0%	0	6.0%	7	0.0%	0
Next	1.3%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6
KFC	1.1%	5	3.7%	4	0.8%	1	0.0%	0	0.0%	0
BHS	1.1%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Restaurants	0.8%	4	1.9%	2	1.6%	2	0.0%	0	0.0%	0
Debenhams	0.8%	4	0.9%	1	0.0%	0	0.0%	0	2.4%	3
Marks and Spencer	0.8%	4	0.9%	1	0.8%	1	0.0%	0	1.6%	2
Supermarkets	0.8%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Allders	0.8%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0
River Island	0.6%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Wilkinsons	0.6%	3	0.9%	1	0.0%	0	0.9%	1	0.8%	1
Morrisons	0.6%	3	0.0%	0	1.6%	2	0.0%	0	0.8%	1
(Nothing / none mentioned)	62.7%	298	71.3%	77	78.4%	98	34.5%	40	65.9%	83
Base:		475		108		125		116		126

Q19 How frequently do you visit (STUDY CENTRE) in the evening?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
More than once a week	4.2%	20	4.6%	5	4.0%	5	1.7%	2	6.3%	8
Once a week	7.8%	37	11.1%	12	4.8%	6	10.3%	12	5.6%	7
Once or twice a month	11.6%	55	17.6%	19	9.6%	12	11.2%	13	8.7%	11
Every two / three months	9.5%	45	12.0%	13	10.4%	13	3.4%	4	11.9%	15
Less often	13.1%	62	11.1%	12	27.2%	34	4.3%	5	8.7%	11
Never	48.0%	228	35.2%	38	35.2%	44	65.5%	76	55.6%	70
This is my first visit	3.2%	15	5.6%	6	4.8%	6	0.0%	0	2.4%	3
(Don’t know / varies)	2.7%	13	2.8%	3	4.0%	5	3.4%	4	0.8%	1
Base:		475		108		125		116		126

Q20 Do you ever use a local market?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Yes	49.3%	234	74.1%	80	30.4%	38	24.1%	28	69.8%	88
No	50.7%	241	25.9%	28	69.6%	87	75.9%	88	30.2%	38
Base:		475		108		125		116		126

Q21 Which local market do you use most often ?
Those who use a local market at Q20

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Greenwich Village Market	14.1%	33	36.3%	29	7.9%	3	3.6%	1	0.0%	0
Greenwich Arts and Craft Market	12.8%	30	37.5%	30	0.0%	0	0.0%	0	0.0%	0
Eltham Farmers Market	5.6%	13	1.3%	1	0.0%	0	39.3%	11	1.1%	1
Woolwich Market	41.0%	96	1.3%	1	5.3%	2	25.0%	7	97.7%	86
Bexleyheath Farmers Market	7.3%	17	0.0%	0	42.1%	16	0.0%	0	1.1%	1
Other	6.0%	14	6.3%	5	13.2%	5	14.3%	4	0.0%	0
Swanley	1.7%	4	0.0%	0	7.9%	3	3.6%	1	0.0%	0
(Don’t know)	11.5%	27	17.5%	14	23.7%	9	14.3%	4	0.0%	0
Base:		234		80		38		28		88

Q22 How often to you use the market?
Those who use a local market at Q20

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
More than once a week	12.0%	28	10.0%	8	7.9%	3	7.1%	2	17.0%	15
Once a week	24.8%	58	26.3%	21	2.6%	1	7.1%	2	38.6%	34
Once or twice a month	31.2%	73	25.0%	20	42.1%	16	46.4%	13	27.3%	24
Every two / three months	19.2%	45	21.3%	17	26.3%	10	21.4%	6	13.6%	12
Less often	5.6%	13	8.8%	7	5.3%	2	3.6%	1	3.4%	3
This is my first visit	0.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
(Don’t know / varies)	6.8%	16	8.8%	7	13.2%	5	14.3%	4	0.0%	0
Base:		234		80		38		28		88

Q23 What would make you use a local market more often?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
More markets	6.3%	30	2.8%	3	6.4%	8	12.9%	15	3.2%	4
More frequent markets	2.5%	12	1.9%	2	6.4%	8	1.7%	2	0.0%	0
Different types of goods	10.1%	48	12.0%	13	2.4%	3	12.1%	14	14.3%	18
Better quality of goods	9.1%	43	13.9%	15	1.6%	2	5.2%	6	15.9%	20
Better value goods	4.4%	21	10.2%	11	0.8%	1	3.4%	4	4.0%	5
Farmers market	2.5%	12	5.6%	6	1.6%	2	0.9%	1	2.4%	3
French market	1.7%	8	4.6%	5	2.4%	3	0.0%	0	0.0%	0
Indoor market	1.3%	6	0.9%	1	0.8%	1	3.4%	4	0.0%	0
Other	2.9%	14	3.7%	4	2.4%	3	4.3%	5	1.6%	2
If I lived closer to one / if it was more convenient	1.9%	9	0.0%	0	2.4%	3	5.2%	6	0.0%	0
Clothing markets	0.8%	4	1.9%	2	0.8%	1	0.9%	1	0.0%	0
If I knew when a market was on / need more advertising	0.8%	4	0.0%	0	1.6%	2	1.7%	2	0.0%	0
(Don’t know)	16.4%	78	19.4%	21	18.4%	23	12.9%	15	15.1%	19
(Nothing)	45.7%	217	32.4%	35	56.8%	71	39.7%	46	51.6%	65
Base:		475		108		125		116		126

Q24 Are there any factors which discourage you from visiting (STUDY CENTRE) in the evening?

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Lack of pubs / bars / clubs	1.5%	7	0.0%	0	0.0%	0	3.4%	4	2.4%	3
Lack of restaurants	2.5%	12	2.8%	3	1.6%	2	5.2%	6	0.8%	1
Lack of late night shopping	1.9%	9	2.8%	3	0.0%	0	0.9%	1	4.0%	5
Feels unsafe	27.6%	131	13.0%	14	24.8%	31	31.9%	37	38.9%	49
Lack of public transport	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Difficult to park	0.8%	4	1.9%	2	0.0%	0	1.7%	2	0.0%	0
Lack of leisure facilities (cinema, bowling, bingo, etc)	3.4%	16	4.6%	5	1.6%	2	2.6%	3	4.8%	6
Other	1.9%	9	1.9%	2	0.8%	1	4.3%	5	0.8%	1
Don't like going out at night	1.1%	5	0.0%	0	0.0%	0	4.3%	5	0.0%	0
I have young children	0.8%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Too far to travel	1.3%	6	0.9%	1	2.4%	3	0.9%	1	0.8%	1
Nothing to do here in an evening / nothing appeals	1.9%	9	0.0%	0	0.8%	1	4.3%	5	2.4%	3
(Don't know)	16.2%	77	15.7%	17	21.6%	27	6.9%	8	19.8%	25
(Nothing)	41.9%	199	56.5%	61	46.4%	58	32.8%	38	33.3%	42
Base:		475		108		125		116		126

LOC Location:

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Outside tourist information, opposite Cutty Sark along King William Walk	2.9%	14	13.0%	14	0.0%	0	0.0%	0	0.0%	0
Outside DLR station, Crescent Arcade	2.9%	14	13.0%	14	0.0%	0	0.0%	0	0.0%	0
Greenwich Market	8.8%	42	38.9%	42	0.0%	0	0.0%	0	0.0%	0
British rail station	4.2%	20	18.5%	20	0.0%	0	0.0%	0	0.0%	0
Outside Green Village restaurant, Church Street	3.8%	18	16.7%	18	0.0%	0	0.0%	0	0.0%	0
South West of the Clocktower (entrance to Mall)	5.3%	25	0.0%	0	20.0%	25	0.0%	0	0.0%	0
Outside Asda (western end)	5.1%	24	0.0%	0	19.2%	24	0.0%	0	0.0%	0
Junction of Broadway and Townley Road	5.5%	26	0.0%	0	20.8%	26	0.0%	0	0.0%	0
Outside the Post Office	4.8%	23	0.0%	0	18.4%	23	0.0%	0	0.0%	0
Outside Marks & Spencer	5.7%	27	0.0%	0	21.6%	27	0.0%	0	0.0%	0
Post Office	5.1%	24	0.0%	0	0.0%	0	20.7%	24	0.0%	0
McDonalds	4.8%	23	0.0%	0	0.0%	0	19.8%	23	0.0%	0
Passey Place (small pedestrianised area)	4.8%	23	0.0%	0	0.0%	0	19.8%	23	0.0%	0
Marks and Spencer	5.1%	24	0.0%	0	0.0%	0	20.7%	24	0.0%	0
Woolworths / library	4.6%	22	0.0%	0	0.0%	0	19.0%	22	0.0%	0
Outside Burtons/Dorothy Perkins, junction with Powis Street/Barnard Close/Hare Street	7.4%	35	0.0%	0	0.0%	0	0.0%	0	27.8%	35
Outside Marks and Spencer	6.5%	31	0.0%	0	0.0%	0	0.0%	0	24.6%	31
Outside Natwest bank	6.5%	31	0.0%	0	0.0%	0	0.0%	0	24.6%	31
Woolwich Arsenal station	6.1%	29	0.0%	0	0.0%	0	0.0%	0	23.0%	29
Base:		475		108		125		116		126

AR Area

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Greenwich	22.7%	108	100.0%	108	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	26.3%	125	0.0%	0	100.0%	125	0.0%	0	0.0%	0
Eltham	24.4%	116	0.0%	0	0.0%	0	100.0%	116	0.0%	0
Woolwich	26.5%	126	0.0%	0	0.0%	0	0.0%	0	100.0%	126
Base:		475		108		125		116		126

DAY Day of Work:

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	10.7%	51	0.0%	0	0.0%	0	0.0%	0	40.5%	51
Wednesday	12.2%	58	30.6%	33	0.0%	0	21.6%	25	0.0%	0
Thursday	15.8%	75	0.0%	0	40.0%	50	21.6%	25	0.0%	0
Friday	21.1%	100	23.1%	25	20.0%	25	21.6%	25	19.8%	25
Saturday	40.2%	191	46.3%	50	40.0%	50	35.3%	41	39.7%	50
Base:		475		108		125		116		126

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
AGE Age Group:										
18 - 24 years	17.1%	81	19.4%	21	21.6%	27	11.2%	13	15.9%	20
25 - 34 years	18.3%	87	23.1%	25	22.4%	28	11.2%	13	16.7%	21
35 - 44 years	20.6%	98	20.4%	22	19.2%	24	17.2%	20	25.4%	32
45 - 54 years	13.9%	66	12.0%	13	13.6%	17	15.5%	18	14.3%	18
55 - 64 years	11.4%	54	9.3%	10	8.0%	10	21.6%	25	7.1%	9
65+ years	12.2%	58	8.3%	9	9.6%	12	21.6%	25	9.5%	12
(Refused)	6.5%	31	7.4%	8	5.6%	7	1.7%	2	11.1%	14
Base:		475		108		125		116		126
SEG Occupation of Chief Wage Earner:										
AB	12.4%	59	21.3%	23	8.0%	10	15.5%	18	6.3%	8
C1	32.6%	155	44.4%	48	29.6%	37	27.6%	32	30.2%	38
C2	17.7%	84	17.6%	19	16.8%	21	18.1%	21	18.3%	23
DE	25.7%	122	12.0%	13	32.8%	41	22.4%	26	33.3%	42
(Refused)	11.6%	55	4.6%	5	12.8%	16	16.4%	19	11.9%	15
Base:		475		108		125		116		126
EMP Employment Status: (CWE)										
Working full-time	44.4%	211	58.3%	63	35.2%	44	34.5%	40	50.8%	64
Working part-time	12.8%	61	7.4%	8	20.8%	26	12.1%	14	10.3%	13
Unemployed	8.8%	42	3.7%	4	5.6%	7	8.6%	10	16.7%	21
Retired	13.1%	62	11.1%	12	10.4%	13	20.7%	24	10.3%	13
A housewife	9.1%	43	4.6%	5	16.0%	20	10.3%	12	4.8%	6
A student	4.4%	21	7.4%	8	5.6%	7	1.7%	2	3.2%	4
Other	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.2%	34	6.5%	7	6.4%	8	12.1%	14	4.0%	5
Base:		475		108		125		116		126
GEN Gender:										
Male	28.4%	135	38.0%	41	21.6%	27	27.6%	32	27.8%	35
Female	71.6%	340	62.0%	67	78.4%	98	72.4%	84	72.2%	91
Base:		475		108		125		116		126
CAR Car: (Own or have use of)										
None	43.2%	205	46.3%	50	29.6%	37	43.1%	50	54.0%	68
One	37.3%	177	35.2%	38	45.6%	57	31.9%	37	35.7%	45
Two	11.8%	56	12.0%	13	15.2%	19	16.4%	19	4.0%	5
Three or more	2.3%	11	1.9%	2	2.4%	3	2.6%	3	2.4%	3
(Refused)	5.5%	26	4.6%	5	7.2%	9	6.0%	7	4.0%	5
Base:		475		108		125		116		126
INC Income: (Total Household)										
Under £15,000	13.7%	65	13.0%	14	14.4%	18	10.3%	12	16.7%	21
£15,000-£20,000	5.9%	28	9.3%	10	3.2%	4	6.0%	7	5.6%	7
£20,001-£30,000	5.7%	27	10.2%	11	0.8%	1	4.3%	5	7.9%	10
£30,001-£40,000	6.1%	29	2.8%	3	4.0%	5	5.2%	6	11.9%	15
£40,001-£50,000	2.5%	12	3.7%	4	0.0%	0	2.6%	3	4.0%	5
£50,001-£60,000	2.1%	10	0.9%	1	0.8%	1	3.4%	4	3.2%	4
£60,001-£70,000	0.6%	3	0.9%	1	0.8%	1	0.0%	0	0.8%	1
£70,001-£80,000	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£80,001-£90,000	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2
£90,001-£100,000	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
£100,001-£150,000	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£150,001+	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2
(Don’t know)	17.1%	81	16.7%	18	11.2%	14	20.7%	24	19.8%	25
(Refused)	44.2%	210	42.6%	46	62.4%	78	44.8%	52	27.0%	34
Base:		475		108		125		116		126

ETH Ethnicity:

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
White – British	78.7%	374	76.9%	83	88.0%	110	91.4%	106	59.5%	75
White – Irish	1.5%	7	0.0%	0	1.6%	2	1.7%	2	2.4%	3
Any other white background	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Mixed - White and Black Caribbean	2.9%	14	0.9%	1	0.8%	1	0.0%	0	9.5%	12
Mixed - White and Black African	0.6%	3	0.0%	0	0.8%	1	0.0%	0	1.6%	2
Mixed - White and Asian	0.8%	4	1.9%	2	0.0%	0	0.0%	0	1.6%	2
Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
Asian and Asian British – Indian	1.3%	6	0.9%	1	1.6%	2	0.9%	1	1.6%	2
Asian and Asian British – Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian and Asian British – Bangladeshi	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Any other Asian background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black and Black British – Caribbean	1.3%	6	1.9%	2	0.8%	1	0.0%	0	2.4%	3
Black and Black – African	2.3%	11	0.9%	1	0.0%	0	0.0%	0	7.9%	10
Any other Black background	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Refused)	8.8%	42	14.8%	16	4.8%	6	5.2%	6	11.1%	14
Base:		475		108		125		116		126

Column %ges.

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
PC										
BN10 8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
BR1 3	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
BR1 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
BR1 5	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BR2 0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
BR2 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
BR2 9	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
BR5 3	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
BR6 8	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
BR7 5	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
BR8 7	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
Blank	1.9%	9	6.5%	7	0.8%	1	0.0%	0	0.8%	1
CR0 6	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
CT15 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
CT5 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
CT7 9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
CV31 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
DA1 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA1 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
DA1 4	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
DA1 5	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA10 0	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA11 7	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA12 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA12 4	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA14	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
DA14 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
DA14 6	0.4%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
DA15	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
DA15 3	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA15 8	1.9%	9	0.0%	0	1.6%	2	6.0%	7	0.0%	0
DA15 9	0.6%	3	0.0%	0	0.0%	0	1.7%	2	0.8%	1
DA16 1	1.1%	5	0.0%	0	3.2%	4	0.0%	0	0.8%	1
DA16 2	1.5%	7	0.0%	0	4.8%	6	0.9%	1	0.0%	0
DA16 3	1.7%	8	0.0%	0	4.0%	5	0.9%	1	1.6%	2
DA16 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
DA17 5	1.7%	8	0.0%	0	4.8%	6	0.0%	0	1.6%	2
DA17 6	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA18 4	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA2 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
DA3 7	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.8%	1
DA5 1	0.8%	4	0.9%	1	2.4%	3	0.0%	0	0.0%	0
DA5 2	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
DA5 3	1.7%	8	0.0%	0	5.6%	7	0.0%	0	0.8%	1
DA6 6	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA6 7	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0
DA6 8	1.1%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0
DA7 4	1.5%	7	0.0%	0	4.0%	5	0.9%	1	0.8%	1
DA7 5	2.1%	10	0.0%	0	6.4%	8	0.9%	1	0.8%	1
DA7 6	2.1%	10	0.0%	0	8.0%	10	0.0%	0	0.0%	0
DA8	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
DA8 1	0.8%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0
DA8 2	1.1%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0
DA8 3	1.1%	5	0.0%	0	3.2%	4	0.9%	1	0.0%	0
DN3 0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
E1 0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
E12 6	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
E14 3	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
E14 5	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
E16 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
E16 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
E17 6	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
E2 7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
E6 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
E9 6	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
EN1 3	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
HD2 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
HD3 8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
IM4 4	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
KT18 7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
KT22 9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
KT23	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
KT6 4	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
ME10 3	0.4%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0
ME14 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
ME2 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
N1 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
N4 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
NN17 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
OA14 O	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
OA15 8	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
OA8 1	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
OL1 4	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
PD30 5	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
RH2 0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE1 9	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
SE1 5	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
SE10	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.8%	1
SE10 0	1.1%	5	4.6%	5	0.0%	0	0.0%	0	0.0%	0
SE10 1	0.4%	2	0.9%	1	0.0%	0	0.0%	0	0.8%	1
SE10 8	1.9%	9	8.3%	9	0.0%	0	0.0%	0	0.0%	0
SE10 9	3.8%	18	15.7%	17	0.0%	0	0.0%	0	0.8%	1
SE12 0	0.4%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0
SE12 8	1.1%	5	0.9%	1	0.0%	0	3.4%	4	0.0%	0
SE12 9	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
SE13 6	1.1%	5	2.8%	3	0.0%	0	0.0%	0	1.6%	2
SE13 7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE14 5	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE16 5	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE18	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
SE18 1	2.3%	11	0.0%	0	0.8%	1	0.9%	1	7.1%	9
SE18 2	1.5%	7	0.0%	0	0.8%	1	0.0%	0	4.8%	6
SE18 3	1.9%	9	0.0%	0	2.4%	3	0.9%	1	4.0%	5
SE18 4	1.9%	9	0.0%	0	1.6%	2	1.7%	2	4.0%	5
SE18 5	1.3%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	6
SE18 6	3.4%	16	0.9%	1	0.0%	0	0.0%	0	11.9%	15
SE18 7	3.2%	15	0.0%	0	1.6%	2	0.0%	0	10.3%	13
SE18 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SE19 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SE2 0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SE2 9	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
SE22 0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE26 6	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE28 0	1.5%	7	0.9%	1	0.0%	0	0.9%	1	4.0%	5
SE28 8	1.1%	5	0.9%	1	0.0%	0	0.0%	0	3.2%	4
SE3 0	0.4%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0
SE3 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE3 7	0.4%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0
SE3 8	0.8%	4	0.0%	0	0.0%	0	2.6%	3	0.8%	1
SE3 9	1.1%	5	0.0%	0	0.0%	0	4.3%	5	0.0%	0
SE32 8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE37 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SE6 4	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
SE7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SE7 0	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
SE7 7	1.7%	8	0.9%	1	0.0%	0	0.9%	1	4.8%	6
SE7 8	2.3%	11	0.9%	1	0.0%	0	1.7%	2	6.3%	8
SE8 3	0.8%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0
SE8 7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SE9	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
SE9 0	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
SE9 1	4.0%	19	0.9%	1	0.8%	1	14.7%	17	0.0%	0
SE9 2	1.9%	9	1.9%	2	0.0%	0	6.0%	7	0.0%	0
SE9 3	1.7%	8	0.9%	1	0.0%	0	5.2%	6	0.8%	1
SE9 4	1.7%	8	0.0%	0	0.0%	0	6.9%	8	0.0%	0
SE9 5	3.4%	16	0.0%	0	2.4%	3	11.2%	13	0.0%	0
SE9 6	2.9%	14	0.0%	0	0.0%	0	11.2%	13	0.8%	1
SE9 8	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
SG18 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
ST17 9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
SW6 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SW7 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
SW9 9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
TN13 2	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
TN14	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
TN34 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Greenwich		Bexleyheath		Eltham		Woolwich	
TN38 8	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
TN40 1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
TW13 4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
TW27 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
TW8 7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
UB2 5	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
UB4 8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
UB4 9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
W1K 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Base:		475		108		125		116		126