



GVA
St Catherine's Court
Berkeley Place
Bristol
BS8 1BQ

Retail Floorspace Quantitative Need Assessment – Update 2011

Bath & North East Somerset Council

August 2011

CONTENTS

| | | |
|----|----------------------------------------------------------------|----|
| 1. | Introduction | 1 |
| 2. | Planning Policy Context | 3 |
| 3. | Basis for the Updated Quantitative Need Forecasts | 7 |
| 4. | Assessment of Quantitative Need | 20 |
| 5. | Summary and Conclusions | 34 |

Appendices

| | |
|------------|-------------------------------------|
| Appendix A | Study Area Plan |
| Appendix B | Quantitative Need Assessment Tables |
| Appendix C | Household Survey Results |

1. Introduction

- 1.1 This report has been prepared by GVA in response to an instruction by Bath & North East Somerset Council ('B&NES') to prepare a quantitative need assessment for retail floorspace across the B&NES administrative area, in order to inform the B&NES Local Development Framework Core Strategy ('the Core Strategy') and development management decisions across the District.
- 1.2 The previous assessment of quantitative need for retail floorspace in B&NES District was completed by DTZ in 2008 ('the 2008 study'), and which was a component of the Bath & North East Somerset Retail Strategy. Since the completion of the 2008 report a number of events have occurred which have prompted the need for an updated assessment of quantitative need for retail floorspace: the recent economic downturn and its implications for retail spending going forwards; the revised level of housing growth planned for in the B&NES Submission Core Strategy; the opening of the Southgate retail development in Bath city centre; and, additional commitments for new retail floorspace in Bath.
- 1.3 As a consequence of these factors, a new set of quantitative need forecasts for retail floorspace have been prepared for Bath, Keynsham, Midsomer Norton and Radstock. In preparing these forecasts we have taken account of and updated a number of data inputs and assumptions contained within the 2008 study. These include: per capita expenditure spending levels, forecasts for future growth in per capita expenditure, current and future population levels in the local area, local shopping patterns, retailers' sales densities and changes in retail floorspace levels, and the impact of committed new retail floorspace.
- 1.4 A key element of these updated quantitative need forecasts is a new household survey of shopping patterns. The 2008 study was informed by a household survey undertaken in March 2007 and, given the age of this survey, along with the opening of the Southgate and Cabot Circus developments in Bath and Bristol, it is considered that a new survey is an appropriate part of the evidence base for this new assessment. Our household survey was undertaken in March 2011, the parameters of which are set out in Section 3 of this report.

1.5 The remainder of this report is structured as follows:

- Section 2 provides an overview of the changes in national planning policy since the completion of the 2008 study;
- In Section 3 we set out the basis for the updated quantitative need forecasts, including the data inputs and assumptions adopted.
- Section 4 outlines the updated quantitative need forecasts for convenience (food) and comparison (non-food) retail floorspace in Bath, Keynsham, Midsomer Norton and Radstock over the period up to 2026
- Finally, in Section 5 we summarise the results of this updated quantitative assessment, including the principal conclusions and implications for retail planning and development in B&NES District.

1.6 All plans and statistical information referred to in the text of this report are contained in appendices found at the rear of this document.

2. Planning Policy Context

Introduction

- 2.1 Since the completion of the previous quantitative assessment of retail floorspace capacity by DTZ in December 2008, Planning Policy Statement 4: Planning for Sustainable Economic Growth ('PPS4') has been published¹. In order to set the context for this updated assessment of quantitative need/capacity, we summarise below the main aspects of national planning policy for retail development as contained in PPS4.
- 2.2 In addition, during the completion of this study, the Department of Communities and Local Government ('DCLG') published the Draft National Planning Policy Framework in July 2011. Whilst it is a consultation document at the present time and, therefore, subject to potential amendment, nevertheless it gives a clear indication of the Government's 'direction of travel' in planning policy. Therefore, the Draft National Planning Policy Framework is capable of being a material consideration and those parts of the draft NPPF which are salient to this study are outlined below.

PPS4 (2009)

- 2.3 At the time of preparing its quantitative needs assessment in 2008, Planning Policy Statement 6: Planning for Town Centres (2005) ('PPS6') was in force. Section 2 of PPS6 outlined the five areas of analysis which should be undertaken in selecting sites for development, the assessment of need being the first step. With regard to the assessment of need, PPS6 made specific reference to both quantitative and qualitative considerations, with a request that local planning authorities should place greater weight on quantitative need for additional retail floorspace.
- 2.4 Whilst PPS4 changed the format of national planning policy for economic and town centre development, moving towards a set of specific policies rather than guidance, reference to the requirement to consider quantitative and qualitative factors of need

¹ December 2009

remained. However, in a break from PPS6 guidance, the request to place greater weight on quantitative considerations was removed.

2.5 Policy EC1.4 of PPS4 provides the primary reference to the assessment of quantitative need in the development plan making context and repeats the reference made in PPS6 to take account of: existing and forecast population levels; forecast expenditure for specific classes of convenience and comparison goods; and forecasts improvements in retail sales density.

2.6 In addition to the development plan making policies in PPS4, DCLG published Practice Guidance on need, impact and the sequential approach which provides a considerable amount of information and guidance on the assessment of quantitative and qualitative elements of need, including a separate appendix on the quantification of retail need.

2.7 Whilst it is outside of the main area of interest for this study, it is useful to note that the requirement in PPS6 to demonstrate that a need exists for retail proposals outside of town centre was removed by PPS4.

The Draft National Planning Policy Framework

2.8 The draft NPPF provides a significantly slimmed-down version of national planning policy and, as noted in the introductory section of this report, it is capable of forming a material consideration (although the weight to be given to it will be a matter for judgement in each individual case).

2.9 Paragraph 76 of the draft NPPF indicates that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local planning authorities should:

- recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres
- define a network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes

- define the extent of the town centre and the primary shopping area, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, community services and residential development needed in town centres. It is important that retail and leisure needs are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites
- allocate appropriate edge of centre sites where suitable and viable town centre sites are not available, and if sufficient edge of centre sites cannot be identified, set policies for meeting the identified requirements in other accessible locations; and
- set policies for the consideration of retail and leisure proposals which cannot be accommodated in or adjacent to town centres.

2.10 The draft NPPF goes on to note that local planning authorities should apply a sequential approach to planning applications for retail and leisure uses that are not in an existing centre and are not in accordance with an up to date Local Plan. It also notes that local planning authorities should prefer applications for retail and leisure uses to be located in town centres where practical, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. In applying this sequential approach, local planning authorities should ensure that potential sites are assessed for their availability, suitability and viability and for their ability to meet the full extent of assessed quantitative and qualitative needs.

2.11 When assessing applications for retail and leisure development outside of town centres, which are not in accordance with an up to date Local Plan, the draft NPPF asks local planning authorities to require an impact assessment if the development is over a proportionate, locally set floorspace threshold. If there is no locally set threshold, the

default threshold is 2,500 sq m. In addition, planning policies and decisions should assess the impact of retail and leisure proposals, including:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to ten years from the time the application is made.

2.12 Overall, the draft NPPF does not appear to alter the broad national planning policy landscape for retail planning to any significant extent. Planning applications are still required to be assessed against their compliance with the sequential approach to site selection and their impacts upon town centres.

2.13 In relation to development plan making process, the draft NPPF continues with the long-established requirement to consider the need for retail development and allocate sites accordingly (with regard to the sequential site assessment process). However, unlike PPS4 (and PPS6 before it), the draft NPPF document does not provide any further detail in terms of the assessment of 'need'. Previously, reference was made to quantitative and qualitative factors of need, with further explanatory guidance provided in policies such as EC1.4 of PPS4. Such guidance is missing from the draft NPPF and it remains to be seen whether the Practice Guidance published alongside PPS4 remain in force (in either its existing or an amended format).

3. Basis for the Updated Quantitative Need

Forecasts

Introduction

- 3.1 This section of the updated quantitative need assessment for retail floorspace in B&NES outlines the basis for the floorspace forecasts for both convenience (food) and comparison (non-food) retailing. It outlines the various assumptions and data inputs which have been adopted, including (where applicable) their source and/or justification. Where applicable, we also explain the differences in data sources/assumptions used by the quantitative assessment prepared by DTZ for B&NES in 2008 and this current assessment.

Principal Data Inputs and Assumptions Used

The Structure of the Quantitative Assessment Tables (Appendix B)

- 3.2 The set of quantitative need assessment tables informing this study are contained in Appendix B at the rear of this report. They are structured in the following manner:
- Table 1 – population forecasts
 - Table 2 – per capita expenditure forecasts
 - Table 3 – total available retail expenditure forecasts
 - Table 4 – market share of convenience shopping facilities
 - Tables 5a-5d – study area derived turnover of convenience facilities
 - Table 6 – market share of comparison shopping facilities
 - Tables 7a-7d – study area derived turnover of comparison facilities
 - Table 8 – benchmark turnover of convenience goods facilities in B&NES
 - Tables 9a-9e – quantitative need/capacity forecasts for convenience retailing in B&NES
 - Tables 10a-10c – quantitative need/capacity forecasts for comparison retailing in B&NES

- Tables 11-25 – assessment of impact of committed convenience goods floorspace in Bath.

Study Area

3.3 Given that this assessment is designed to update the work undertaken by DTZ in 2008, a reasonable starting point is the study area adopted for that exercise. The 2008 study adopted a study area which comprised 10 individual zones and covered a geographical area including the B&NES administrative area and also extending into parts of Bristol City, Wiltshire, South Gloucestershire and Mendip administrative areas. The zones were based on postcode sector geography.

3.4 For the purposes of this updated quantitative need assessment, we consider that the study area adopted by the 2008 study represents a reasonable basis and we have continued to use this area with two small amendments:

- Zone 9 has been extended southwards in order to include the area to the south of Frome; and
- Zone 7 has been split into two parts in order to give Bradford-on-Avon its own survey zone (separate to the remaining parts of Zone 7 which include Trowbridge).

3.5 A copy of the study area plan for this latest assessment is contained at Appendix A to this report.

Forecasting Dates

3.6 The start date for this quantitative assessment is 2011 (the current year) and which also matches the date of the latest survey of household shopping patterns. For the future, we have prepared forecasts for 2016, 2021 and 2026, in order to cover the period for the Core Strategy. These dates match the assessment years contained in the DTZ study.

Catchment Population

3.7 We have obtained population forecasts for each of the 11 study area zones from Experian. These forecasts provide population forecasts for the present year (2011) and

all years to up to 2026 (the end date for this updated assessment). The population forecasts for the quantitative assessment are contained in Table 1 at Appendix B.

3.8 Given that the study area zones adopted for this assessment do not match local authority ward boundaries, exact comparison with B&NES population forecasts is therefore not possible. However, we have liaised with B&NES officers to examine whether the Experian data is robust for the purposes of this study forming part of the Core Strategy evidence base in light of the revised level of housing growth planned for in the submission Core Strategy. Following consideration, B&NES officers have confirmed that whilst forecast population growth is likely to differ from that set out in the Experian forecasts this is unlikely to be significant in terms of overall retail expenditure growth and therefore, floorspace capacity. Therefore, there is no need to make amendments to the Experian data and as such it appears unchanged in Table 1 (Appendix B) of our quantitative assessment.

Price Basis

3.9 All monetary values in this report are in constant 2009 prices, unless otherwise stated, so as to exclude the effects of price inflation.

Per Capita Expenditure

3.10 For this updated assessment, we have obtained up-to-date estimates of per capita retail expenditure on convenience and comparison goods from Experian, for each of the study area zones. The data which has been obtained is for the year 2009, expressed in 2009 prices.

3.11 In order to bring the per capita spending levels up to the base year for the assessment (2011) and then across the assessment period (2011-2026) we have followed these assumptions:

- Convenience goods expenditure. Assumed that per capita convenience goods spending would growth at 0.3% between 2009-2010, with no growth between 2010-2011. From 2011 until 2016, per capita expenditure is assumed to grow by 0.6% per annum, with 0.7% growth per annum from 2017-2026.
- Comparison goods expenditure. We have assumed that per capita expenditure on comparison goods grew by 0.4% between 2009-2010, with 1.2% growth between 2010-2011. Between 2011-2016, per capita expenditure on comparison goods is

forecast to grow by 2.9% per annum, followed by 3.7% per annum between 2017-2026.

3.12 The above forecasts are the 'GVA house view' based upon data supplied by Experian and Oxford Economics.

3.13 Per capita expenditure data for convenience goods shopping and the eight different categories of comparison goods shopping are contained in Table 2 at Appendix B.

Special Forms of Trading (including internet shopping)

3.14 Given that this assessment of quantitative need for retail floorspace is designed to concentrate upon physical retail floorspace across B&NES District, it is appropriate to remove retail expenditure not made in retail shops. This element of expenditure is commonly known as 'special forms of trading' and includes mail order, internet shopping and temporary market stalls.

3.15 Internet sales are growing strongly and affecting how and where we shop, although the growth rate has slowed in recent years. In the early days of internet retailing, or e-tailing, back in the late 90's dot.com boom, this growth was due to the emergence of virtual retailers, which led to predictions about the death of traditional retailing and the end of town centres. Things have moved on in recent years and recent research indicates that much of the growth in internet sales has been from sites of established retailers (such as Tesco, Argos, Next, John Lewis etc), who are creating "virtual outlets" to expand their market shares of retail spend. Also relevant is that some of the growth of internet sales has been at the expense of mail order sales.

3.16 High Street retailers have particularly benefited from the growth of internet shopping as their brands are widely recognised and trusted by consumers. Furthermore, they also benefit from their greater buying power, which means that they are often able to offer discounts. Price-comparison sites have also increased the trend towards price cutting on the internet, particularly in relation to small electrical products, CDs and software. This has generally led to intense price competition amongst retailers and is one factor behind price deflation in the retail sector.

3.17 Nevertheless, despite this growth, e-commerce still only accounts for a small part of total sales for mainstream retailers in the UK. Furthermore, sales on the internet have to

some extent been a switch from mail order and for some retailers, like Tesco, involve sales from retail, rather than warehouse, floorspace (i.e. entire orders are processed through local stores). Even where sales are from warehouses, retail floorspace may still be required to fulfil a showroom function. Non-store retailing is, therefore, a complex subject.

- 3.18 For these reasons the potential impact of the internet on the retail and leisure sectors, and more specifically on the vitality and viability of Britain's town centres, is difficult to predict. Accurate data is hard to come by and can easily be misinterpreted. For example figures from the Interactive Media Research Group (IMRG) include travel agents within their definition of retail, and monthly retail sales figures published by ONS are for all non-store retailing, i.e. excluding internet sales from bricks and mortar retailers. However, starting in 2007 the ONS now publish a separate more detailed monthly series identifying sales over the internet.
- 3.19 This new ONS series suggested that in mid 2009 internet sales were about 3.5% of total retailing sales, but revisions in early 2010 resulting from a new expanded survey suggest the figure is double this with an end 2009 figure of 7.3% and mid 2010 figure of 7.9%. IMRG and ONS figures suggest that Internet sales are increasing at about 15% pa, a lower annual growth rate than that achieved a few years ago (30%+ pa). Experian provide forecasts to 2027 which take into account the impact of broadband technology, speed of access to the internet, problems of delivery and receipt of goods when away from home at work etc.
- 3.20 Non-store retail sales (or sales by special forms of trading) comprise more than just sales on the internet, or e-tailing. They include e-tailing and mail order and street market stalls. Internet retail sales comprise sales by bricks and mortar retailers and sales by wholly internet-based businesses. Experian expect Non-Store retail sales, excluding e-tailing, to decline over the next ten years (due to the effects of the internet), but to be more than offset by the growth of e-tailing (as discussed above). This is reflected in the forecasts shown below.
- 3.21 Total Non-Store convenience retail sales (including e-tailing) are expected to increase from 5% of total convenience retail sales in 2008 to 9.6% in 2016 and then increase more

slowly to 10.8% in 2027. Total Comparison Non-Store retail sales (including e-tailing) are expected to increase from 8.2% of total comparison retail sales in 2008 to 13.9% in 2016 and then decline marginally to 13.2% in 2027². These figures are higher than the forecasts produced by Experian in Autumn 2009 but more similar to forecasts in previous Briefing Notes as they reflect more recently available data from ONS.

3.22 It is clear from the above that:

- Non-store retailing excluding all e-tailing (i.e. mainly mail-order etc) is declining, but that this is more than offset by strong growth in e-tailing. Overall Non-store retailing is, therefore, expanding in absolute terms and as a percentage of total retail expenditure.
- E-tailing is increasing strongly by both bricks and mortar retailers and Non-store or virtual retailers, but the rate of growth now seems to be slowing.

3.23 However, consideration needs to be given to a number of points:

- the figures should arguably be adjusted to reflect that, for convenience goods in particular, part of the above figures includes e-tailing expenditure which actually occurs in food stores (e.g. as for Tesco) rather than in warehouses. This is likely to continue in the short term at least, although there are now some examples from ASDA and Tesco of using dedicated warehouses rather than food stores to service internet orders.
- the above figures should arguably be adjusted to reflect that even where the eventual purchase may occur on the internet, this may involve seeing and touching the goods in retail stores and discussing the pros and cons of alternative products with shop assistants (i.e. using shops as showrooms). It may also involve picking up goods from stores if that is more convenient than having them delivered, or returning them to stores if they are not suitable. The growth of internet sales may not lead to a corresponding equivalent decrease in retail floorspace requirements (although it may affect the increase in sales densities).

² see the table in Appendix 3 of the Retail Planner Briefing Note 8.1, August 2010

3.24 Taking all these factors into account, there is a case to be made that slightly lower forecasts than Experian's forecasts may be more realistic for retail capacity assessment purposes. The GVA house view is, therefore, that the following deductions from expenditure should be made for Non-Store Trading or Special Forms of Trading for the period 2011-2026:

- Convenience goods shopping – 5% of total per capita expenditure
- Comparison goods shopping - 10.3% of total per capita expenditure

3.25 For the avoidance of doubt, the per capita expenditure estimates shown in Table 2 at Appendix B exclude expenditure devoted to special forms of trading.

3.26 Tables 3a -3i at Appendix B show total available expenditure within each of the eleven study area zones, totals which are calculated by multiplying the resident population data in Table 1 with the per capita expenditure data within Tables 2a-2i.

Shopping Patterns in the Study Area

3.27 For the reasons outlined in Section 1 of this report, a new survey of household shopping patterns has been commissioned for this assessment. A copy of the results tabulations is contained at Appendix C and the study area plan is contained at Appendix A.

3.28 The survey has been structured in order to obtain information on the following types of shopping in the eleven study area zones:

- For convenience (food) goods shopping, separate information on main food and top-up food shopping trips has been obtained.
- Comparison goods shopping has been split up into eight different categories (to match the 2008 study) including: clothes/shoes, furniture/floorcoverings, DIY, textiles, Domestic appliances, smaller electrical goods, chemist/medical/beauty goods, and books/jewellery/recreation/luxury goods. Separate shopping patterns information has been obtained for each of these categories.

3.29 The 'raw' shopping patterns information from the household survey (contained at Appendix C) has been summarised and arranged into the four main settlements in

B&NES District. This 'summarised' information is contained within Table 4 at Appendix B for convenience goods shopping and Table 6 at Appendix B for comparison goods shopping.

- 3.30 Within Table 4 (Appendix B) the market shares for stores in each of the four main settlements have been grouped together, with main food and top-up food shopping market shares within each of the eleven study area zones shown separately. Tables 5a to 5d turn the market share levels into study area derived turnover estimates by applying the market shares in Table 4 to the total available expenditure estimates in Table 3 (Appendix B) for each zone. In order to take account of the split between main food and top-up food expenditure, we have applied a split of 75%/25% which matches the split adopted in the 2008 DTZ study.
- 3.31 2011 study area derived turnover levels are shown in Table 5a, with 2016, 2021 and 2026 turnover levels shown in Tables 5b-5d. For the avoidance of doubt, it should be noted that the study area derived turnover levels in Tables 5b-5d for 2016-2026 are based on constant market shares although in reality these levels will change when committed retail floorspace begins trading. Therefore, Tables 5b-5d should only be seen as the starting point for the quantitative assessment.
- 3.32 A similar approach is taken in relation to comparison goods shopping, with Table 6 showing the market shares of the four main settlements in B&NES District, along with other smaller settlements in B&NES and the market share of centres outside of the B&NES administrative area. For Keynsham, Midsomer Norton and Radstock a single town-wide market share is provided, whilst Bath has separate market shares for the city centre, retail warehouses, local centres and other stores. Table 6 is arranged to show the market share for each settlement for each comparison goods category in each of the eleven study area zones.
- 3.33 Using a similar approach to the convenience goods assessment, Tables 7a-7d translate the market shares in Table 6 into study area derived turnover levels for each settlement, broken down into the eight comparison goods categories.

Visitor Expenditure from outside the Catchment Area

- 3.34 Within the previous quantitative capacity study in 2008, an allowance was made for spending at retail facilities in Bath city centre by visitors travelling from outside of the study area. In our view, this is a reasonable approach to take given the attractiveness

of the city centre to residents across the West of England and also UK / international tourists.

- 3.35 Within the 2008 assessment, DTZ assumed that spending from visitors from outside of the study area amounted to 10% of study area derived expenditure. Having regard to tourism expenditure provided by South West Tourism for B&NES District, we continue with the DTZ 10% expenditure inflow assumption for the purposes of this latest assessment. However, unlike DTZ, we apply this to all retail floorspace in Bath, not just the city centre, although we do recognise that the city centre is likely to receive the majority of this type of expenditure given its attractiveness to visitors to the area. We also hold the view that the majority of tourist expenditure in Bath will be on comparison (non-food) goods given the profile of tourists/visitors to the area.
- 3.36 Beyond Bath, the 2008 DTZ study did not make any allowance for visitor/tourist expenditure in Keynsham, Midsomer Norton and Radstock. Whilst we would note that visitor expenditure in these centres is unlikely to be as significant as Bath, it is prudent to allow for a modest amount for forecasting purposes. Therefore, a 3% expenditure inflow allowance for Keynsham and a 1% expenditure inflow allowance for Midsomer Norton and Radstock has been made. These allowances are reflective of the location of these settlements and their potential to attract trade from outside of the study area.

Existing Shop Floorspace

- 3.37 We have obtained details of existing shop floorspace in Bath city centre and the three smaller town centres from Experian GOAD data. For the main foodstores and supermarkets in each settlement, data has been obtained from the Institute of Grocery Distribution (IGD) database, supplemented by information from B&NES and GOAD data. For those retail commitments included in the study, floorspace information has been obtained from planning application forms and supporting information, plus data held by B&NES.

Sales Densities & Benchmark Turnover Levels

- 3.38 A key component of the quantitative assessment of retail floorspace is the need to set benchmark turnover levels. Within the convenience floorspace assessment in the 2008 DTZ study, company average performance levels were used for individual foodstores and supermarkets and assumptions made for other convenience goods floorspace in the city centre. It is unclear how convenience floorspace outside of the city centre not

contained in named foodstores (i.e. smaller scale floorspace in the District and Local Centres) was treated in the 2008 study.

- 3.39 For its comparison floorspace assessment, DTZ adopted the company average performance levels for retail warehouse operators and supermarkets, along with a small number of multiple comparison goods retailers within district and local centres in Bath. However, like the convenience assessment it is unclear how local independent traders outside of the city centre (i.e. District and Local Centres) were treated by DTZ. In addition, DTZ's benchmark turnover for Bath city centre and the three smaller town centres (Keynsham, Midsomer Norton and Radstock) was assumed to match the current actual turnover at the start of the assessment timeframe.
- 3.40 For our quantitative assessment of convenience goods floorspace, we have followed DTZ and applied the latest estimates of company average performance levels (£/sq m) prepared by Verdict Research for existing foodstores and supermarkets. These estimates are based on the average performance level of each retailer's convenience goods floorspace stock, rather than its overall retail floorspace offer.
- 3.41 For other convenience floorspace across Bath's local centres, we have applied company average performance levels where national multiple foodstores are present, and our own estimated densities for other convenience goods floorspace (where existing floorspace is known).
- 3.42 For our comparison goods assessment, we have selected an approach which aims for consistency (as far as is possible) with the previous DTZ assessment. Therefore, we have taken DTZ's 2007 benchmark turnover levels for city centre comparison floorspace in Bath and projected this forward to 2011 (on the basis of increases in floorspace efficiency). We have then added to this benchmark turnover, DTZ's estimated benchmark turnover of the Southgate development³ (£115m), plus the benchmark

³ The Southgate development in Bath city centre was treated as a commitment in the 2008 DTZ study and therefore did not appear as part of the benchmark turnover of Bath's comparison goods floorspace. By the time of preparing this study, Southgate is now trading and its turnover can be transferred from commitment to benchmark turnover of existing floorspace. For consistency, we have adopted the turnover of Southgate used by DTZ in 2008.

turnover of comparison goods floorspace commitments in Bath⁴ (see next part of this chapter for further information). For comparison floorspace outside of the city centre, we have assumed that the current turnover of comparison floorspace outside of the city centre is assumed to match its benchmark turnover (in the absence of any further credible evidence base information).

Commitments

3.43 As noted above, there are a number of commitments to be taken into account within this quantitative assessment. These can be listed as follows:

- Waitrose, The Podium: the Council has recently issued a Lawful Development Certificate for a proposed use in March 2011. This allows for the expansion of the existing Waitrose store up to a net sales area of 3,692sq m. We estimate the split between convenience and comparison floorspace in the enlarged store to be 2,399sq m and 1,293sq m respectively.
- Sainsburys, Odd Down: following the allocation of the Hayesfield School playing fields in the Local Plan, planning permission has now been granted for a new Sainsburys supermarket extending to 1,858sq m net. This store has recently opened for trade.
- Tesco Express, Bearflat: planning permission has been granted for a new 270sq m net Tesco Express store in the Wellsway/Bearflat area of Bath.
- Lidl and Bulky Goods Comparison Retail Units, former Herman Miller building: in recent years a number of planning applications have been submitted in relation to the former Herman Miller building on Lower Bristol Road. All of these proposals have included the provision of a 1,273sq m net Lidl discount foodstore in part of the building and the two most recent applications have a resolution to grant planning permission. In addition, the latest application includes provision for three bulky comparison goods retail warehouse units. No planning permissions have been issued as an associated Section 106 legal agreement has not been signed,

⁴ The non-food floorspace of the proposed Lidl store in the former Herman Miller building on Lower Bristol Road, the bulky comparison goods floorspace proposed for the remainder of the Herman Miller building and the bulky comparison goods floorspace proposed in the Polamco unit at Lock Gate Retail Park.

although we have included the Lidl and bulky goods units as commitments given the 'in principle' support which they have received from the Council.

- Unit C (Polamco), Weston Lock Retail Park: there is also a proposal to allow the sale of bulky comparison goods from the Polamco unit on Lower Bristol Road, which lies close to the former Herman Miller building. This proposal, which would create 1,858sq m of retail sales floorspace, has also received a resolution to grant planning permission. However, like the Herman Miller building, an associated Section 106 agreement has not been signed and therefore the planning permission notice has not been issued. Nevertheless, we have assumed this to be a commitment given the 'in principle' support from the Council.

3.44 It is acknowledged that the proposals in the former Herman Miller building and the Polamco unit on Lower Bristol Road do not, at the time of writing this report, have a formal planning permission. However, their status, as proposals which have a resolution to grant planning permission from B&NES, is enough in our opinion to allow them to gain 'commitment' status. To exclude them would provide an incomplete assessment.

3.45 These commitments will, when constructed and trading, have an impact upon shopping patterns in Bath and the surrounding area. In order that the impact of the committed convenience goods floorspace can be taken into account in the quantitative assessment, we have undertaken a detailed analysis of trade draw and trade diversion using the results of the household survey commissioned to inform this study and the preceding parts of this quantitative assessment.

3.46 The trade draw and trade diversion analysis for the three main convenience floorspace commitments (Sainsburys at Odd Down, Waitrose in the city centre and Lidl on Lower Bristol Road) is contained in the following tables at Appendix B:

- Sainsburys, Odd Down – Tables 11-15
- Waitrose, Bath city centre – Tables 16-20
- Lidl, Lower Bristol Road – Tables 21-25

3.47 These three sets of tables follow the same structure and can be summarised as follows:

- The first two tables in each set outline the turnover and market share of existing retail floorspace prior to that particular commitment being implemented.
- The third table outlines our predicted trade diversion to the commitment from existing stores. The pattern of trade diversion for each particular commitment is based on existing shopping patterns, weighted to take account of the trading overlap of the commitment with the range of existing stores, having regard to the principle that large stores will trade on a like for like basis although not excluding the possibility that smaller stores will also receive an impact (particularly those which lie in close proximity to a particular proposal).
- The fourth table outlines our predicted trade draw to the commitment from each of the eleven study area zones. The rationale for the trade draw of that particular commitment is explained in the notes to the table in question.
- The fifth and final table translates the % trade diversion and trade draw estimates in the two preceding tables into a prediction of the amount of money which will be diverted from existing stores to the committed development in question. It converts the pattern of trade diversion into financial levels of diversion through the application of the percentage figures in the third table to the total level of trade draw in the fourth table.

3.48 The results of this analysis for the three largest convenience floorspace commitments are used to inform future turnover and market share levels in the quantitative need assessment which is described in the next section of this report. It will also be useful in the assessment of cumulative impact for development management decisions in the future.

3.49 The impact of comparison goods floorspace commitments are also taken into account in the quantitative analysis, primarily the bulky goods floorspace proposals on Lower Bristol Road which have the potential to claw back an element of expenditure which is currently being lost to stores outside of Bath.

4. Assessment of Quantitative Need

Introduction

- 4.1 In this section we set out and describe our quantitative need forecasts for convenience and comparison goods retail floorspace in Bath, Keynsham, Midsomer Norton and Radstock. The forecasts are based on statistical analysis contained at Tables 9a-9e at Appendix B for convenience floorspace and Tables 10a-10c at Appendix B for comparison floorspace.
- 4.2 However, before we outline our quantitative need forecasts, some general points should be noted.
- 4.3 In order to translate surplus expenditure capacity levels in each of the four main settlements in B&NES District, we have used indicative sales densities for convenience and comparison goods floorspace. For new convenience goods floorspace, we have adopted a sales density of £12,000/sq m, which is assumed to rise in relation with increases in floorspace efficiency. For new comparison goods floorspace in Bath, we have assumed a sales density of £6,000/sq m (again, assumed to rise in relation to increases in floorspace efficiency). For the smaller settlements of Keynsham, Midsomer Norton and Radstock we have adopted lower densities to reflect their role in the retail hierarchy and likely trading performance levels: £4,500/sq for Keynsham and £4,000/sq m for Midsomer Norton and Radstock.
- 4.4 The convenience goods floorspace density adopted should be used as a guide and is more in line with the larger grocery operators such as Tesco, Sainsburys, ASDA, Waitrose and Morrisons. These retailers generally trade either in line or above this level. In contrast, other types of grocery retailer, such as discount retailers, trade at levels well below the level used in our quantitative assessment. Thus the format in which new floorspace is provided will affect the amount of such floorspace which can be supported in terms of retail capacity. It will therefore be necessary to review the implications for retail capacity in each location as and when specific proposals for new floorspace come forward, taking account of the format of the proposed store and their likely occupiers and sales densities.

- 4.5 Similar principles apply for certain types of comparison goods floorspace. Some types of retail warehouse format, due to the need for large units and bulky goods, can have lower sales densities than high street style retailers. Therefore, the principles outlined in the paragraph above will apply.
- 4.6 Beyond the impact of committed development, our forecasts assume that the market shares for convenience and comparison goods shopping in each of the four main settlements in B&NES remains constant. This is a sensible starting point for the analysis of overall need for retail floorspace across B&NES District, as it indicates what will happen if existing shopping patterns remain the same. However, it should be acknowledged that shopping patterns do have the potential to change, as a result of future changes in shopping behaviour and changes in the occupation of existing retail floorspace which can be outside the control of the planning system. In addition, changes could occur as a result of new retail development, which will need to be assessed as and when planning applications come forward and are assessed by B&NES in relation to its development management function.
- 4.7 Changes to the market share of shopping facilities in a particular settlement can also occur as a consequence of pro-active interventions by B&NES and its retail strategy in the Core Strategy. The decision to pursue a revised market share for a particular type of shopping in any given settlement will be based on a number of factors, including quantitative and qualitative needs plus other factors including the availability of sites and development opportunities and impact considerations. Given that a number of these factors are outside of the remit of this particular piece of work, our quantitative analysis provides a useful starting point for the overall assessment of need and the ability/desirability of planning to change retail market shares.

Bath

Convenience goods floorspace

- 4.8 Table 9a outlines our quantitative need assessment for convenience goods floorspace in Bath. It indicates that all foodstores, supermarkets and other convenience goods floorspace in the city attract £167m of convenience goods expenditure at the current year (2011). This is equivalent to a 20.1% market share in the study area.
- 4.9 We have assumed that convenience goods stores in Bath attract a level of expenditure inflow which is comparable to 10% of study area derived turnover. Therefore, at 2011,

store turnovers are boosted by £16.7m and the total turnover of Bath's convenience goods floorspace is £183.7m.

- 4.10 This total turnover is higher than benchmark turnover levels by around £38m, which suggests a quantitative need for additional convenience goods floorspace and is broadly consistent with the findings of the 2008 DTZ study. It also suggests that, prior to the commitments, there is an element of overtrading in the convenience goods retail sector. However, there is a need to take into account the turnover of committed retail floorspace: the Sainsburys at Odd Down, the extended Waitrose store in the city centre, the Tesco Express store at Bear Flat and the Lidl store on Lower Bristol Road. The aggregate turnover of these commitments is £34.2m and is shown in the 2011 column in Table 9a. These commitments will eliminate a significant proportion of the potential surplus expenditure at 2011.
- 4.11 In order to arrive at a surplus expenditure capacity estimate, the benchmark turnover of existing floorspace and the turnover of the commitments are subtracted from the total turnover potential estimate for all stores. At 2011, this calculation reveals a surplus expenditure level of £3.9m, although this does not allow for any market share increases associated with the committed convenience goods floorspace.
- 4.12 Moving forwards across the assessment, Table 9a takes into account the floorspace productivity increases outlined in Section 3 of this report and assumes that expenditure inflow is maintained at a constant level of 10% of study area derived turnover. At 2016, we introduce the effects of the committed floorspace which increases the amount of expenditure Bath's stores gain from the study area and is reflected in an increased market share of 20.4%.
- 4.13 Based upon this increase in Bath's market share and an increase in available expenditure across the study area, Table 9a at Appendix B indicates that surplus expenditure rises to £19.1m at 2016. Assuming a constant market share to 2021 and 2026, surplus convenience goods expenditure will rise to £31.9m and £45.9m respectively.

- 4.14 Based upon an indicative sales density for new convenience goods floorspace of £12,000/sq m⁵, these surplus expenditure levels equate to 329sq m net in 2011, 1,574sq m net in 2016, 2,589sq m net in 2021 and 3,675sq m net in 2026.
- 4.15 In the short to medium term, these forecast quantitative capacity levels are relatively modest, capable of supporting only a modest sized foodstore⁶ or extensions to existing stores at 2016. Larger levels of forecast quantitative capacity, capable of accommodating a larger new supermarket in theory, will only arise at around 2021 onwards. Even then, it would be likely to have some adverse impacts on existing provision and the impact of proposed development would need to be assessed carefully. These impacts would be greater if a new large store was opened at an earlier date.
- 4.16 One way of increasing the level of quantitative capacity is to plan for an increase in Bath's market share in the convenience goods retail sector. However, based upon the latest household survey, there is leakage of only 11% of convenience goods expenditure from the local area⁷. It is our view that this level of leakage is likely to remain broadly the same following the impact of committed floorspace. It is unlikely that all of this could be clawed back, because some expenditure will be made in the course of work-related journeys elsewhere. Thus the potential for a new large store in Bath to clawback leakage of expenditure from the city is limited.

Comparison goods floorspace

- 4.17 Turning to comparison goods floorspace in Bath, our assessment is shown in Table 10a at Appendix B. Our quantitative assessment of shopping patterns indicates that around £440m of comparison goods expenditure is flowing to comparison goods stores across the city, comprising the city centre, retail warehousing, district and local centres and other out of centre retail floorspace. This represents a market share across the study area of 34.8%.

⁵ Rising in line with floorspace productivity assumed for existing convenience goods retail floorspace

⁶ Assuming it was occupied by one of the main national grocery operators (Tesco, ASDA, Waitrose, Sainsburys, Morrisons)

⁷ Zone 1 – the study area zone in which Bath sits

4.18 Like the DTZ 2008 study, we have made an allowance for expenditure inflow into Bath from outside of the study area, to reflect the role and attractiveness of the city centre. However, unlike DTZ, we have applied our expenditure inflow estimate of 10% to all comparison goods floorspace across the city, whilst accepting that the majority of this expenditure is directed to the city centre. Adding expenditure inflow (£44m) to the study area derived turnover, provides a total turnover of £484m for comparison goods floorspace in Bath.

4.19 In order to derive a surplus expenditure estimate for Bath, Table 10a sets a benchmark turnover of £551m for existing and committed comparison goods floorspace. This is derived from the following elements:

- The 2008 DTZ study set benchmark comparison goods turnover for existing floorspace (pre-Southgate development) the city centre of £356.7m at 2007 and, for consistency purposes, we have adopted this figure and updated it to 2011 (which is the starting year for this latest study).
- The 2008 DTZ study set a benchmark turnover for the Southgate development of £115m at 2011 and, for consistency, we have adopted this figure as part of the benchmark turnover in our Table 10a.
- In the 2008 DTZ study, a selection of the larger comparison goods stores outside of Bath city centre were included. However, the list adopted by DTZ did not include all comparison goods floorspace in the various District and Local centres across the city. Therefore use of DTZ's benchmark turnover for non-central shopping in Bath⁸ in our own assessment is not possible as we have included all non-central comparison goods turnover. As a consequence, we have assumed for the purposes of this latest assessment that the current (2011) turnover for non-central comparison goods floorspace in Bath is equivalent to its benchmark turnover. This is not an unreasonable assumption to make, given the similarity in 'non-central' turnover levels within the DTZ assessment.
- The final element of the 2011 benchmark turnover levels in Bath is the committed comparison goods floorspace. These comprise the comparison goods element of

⁸ See Table 21 of the DTZ quantitative assessment (Appendix 4)

the Sainsburys store at Odd Down and the Lidl store on Lower Bristol Road, plus the various bulky comparison goods floorspace on Lower Bristol Road.

- 4.20 The benchmark turnover of existing floorspace, along with all commitments, have been included at 2011 in Table 10a, although it is more appropriate to look at the 2016 column as this allows the market share of Bath to rise as a consequence of the implementation of the Lower Bristol Road commitments. It has been assumed that the Lower Bristol Road commitments will have a positive impact upon Bath's comparison goods shopping market share given the current leakage of bulky goods shopping trips outside of Bath. Table 10a indicates that Bath's market share will rise from 34.8% to 35.2% in the study area as a consequence of these commitments.
- 4.21 For the avoidance of doubt, it should be noted that no further amendments to Bath's market share have been made as a consequence of the Southgate development in the city centre which was trading and fully open (although not fully occupied) at the time of the household survey.
- 4.22 On the basis of the rise in market share, comparison goods stores in Bath are predicted by Table 10a to have a total turnover of £587.1m at 2016. This is compared with a benchmark turnover of £584.9, thus leaving surplus expenditure of £2.2m at 2016.
- 4.23 At this point it is useful to refer back to the 2008 DTZ study and examine whether our assessment of future capacity at 2016 differs to that predicted by DTZ. The aggregate of tables 48 and 51 at Appendix 4 in the DTZ report indicates a surplus of £44m at 2016, which was based upon DTZ's own predictions regarding Bath's increasing market share in the comparison goods retail sector. Without those increases in market share, DTZ predicted a much smaller surplus of £5m at 2016.
- 4.24 At first glance, it would appear that our latest assessment is more pessimistic regarding future quantitative capacity in the comparison goods retail sector in Bath. However, three factors are important. First, there are a number of commitments for new comparison goods retail floorspace in Bath which were not accounted for by DTZ⁹.

⁹ Sainsburys at Odd Down and the various proposals at Lower Bristol Road

Second, the forecast growth in available comparison goods expenditure in the study area has been downgraded as a result of recent UK economic events. Finally, the DTZ market share alterations were predictions, whilst our household survey has the benefit of the Southgate development now trading.

- 4.25 If all of these factors are taken into account, there is an element of consistency between the DTZ assessment and our updated analysis in terms of the short to medium term comparison goods floorspace capacity in Bath following the opening of the Southgate development. In particular, we consider that the Southgate development has eliminated the previously forecast comparison floorspace capacity in Bath and will also (alongside current commitments) soak up expenditure growth to 2016.
- 4.26 Beyond 2016, Table 10a at Appendix B indicates that there will be capacity for an additional 12,263sq m of net comparison goods sales floorspace by 2021, rising to 25,901sq m net by 2026. These are indicative estimates based upon an indicate sales density of £6,000/sq m at 2011¹⁰ and it should be remembered that different types of comparison floorspace can have different sales densities (see paragraphs 4.3-4.5 earlier in this report).

Keynsham

Convenience goods floorspace

- 4.27 Table 9b outlines the quantitative capacity for convenience goods floorspace in Keynsham. It indicates that convenience goods stores currently attract £29.2m from the study area, which we suggest should be boosted by £0.9m to account for expenditure inflow. Therefore, the total turnover potential of existing stores in Keynsham is £30.1 at 2011.
- 4.28 This level of turnover is well below the benchmark turnover for existing stores of £41.1m, indicating that stores are trading at somewhat below company average levels. The key reason for this current situation is likely to have been the introduction of the Tesco store on Charlton Road in recent years, which will have had a significant impact upon local shopping patterns, including an increase in Keynsham's market share via claw
-

¹⁰ Rising in line with increases in floorspace productivity over the assessment period 2011-2026.

back of expenditure. This situation is not surprising, because when a substantial new foodstore opens, it can sometimes create a temporary over-supply of floorspace until the local retail market reaches a settled shopping pattern.

- 4.29 With no further increases in the market share of study area convenience goods expenditure attracted, Table 9b indicates that there would not be any surplus expenditure to support additional convenience goods floorspace over the assessment period (2011-2026). The only way in which to turn the current 'negative capacity' into a positive capacity would be via a further increase in the market share of Keynsham, primarily from the local area (Zone 2). However, the potential for this is limited in view of the large ASDA store at Longwell Green on the eastern edge of the Bristol urban area. Moreover, the former Somerfield store in Keynsham town centre did briefly open as a new format EuroSpar store although this has subsequently closed, perhaps confirming that the supply of convenience goods floorspace in Keynsham has now reached a natural limit.

Comparison goods floorspace

- 4.30 Turning to comparison goods retailing in Keynsham, our capacity analysis is contained in Table 10b. Based upon the preceding quantitative analysis of shopping patterns, £16.4m of comparison goods expenditure is predicted to flow to stores in Keynsham. This is lower than the £22.2m of expenditure predicted by DTZ for 2007.
- 4.31 If the market shares for Keynsham in the local area are examined, it is clear that the town is losing market share in relation to clothing, furniture/carpets/textiles, DIY and recreation/luxury goods, although there are small improvements in chemist/medical goods and household appliances.
- 4.32 Within the 2008 DTZ study, a benchmark turnover for comparison goods floorspace in Keynsham was set at £24.7m at 2011. This benchmark turnover was based upon the previous total turnover of Keynsham stores in 2007 being equivalent to benchmark turnover in the same year. This previous estimate was, according to DTZ, equivalent to a sales density of £3,769/sq m.
- 4.33 For this latest study a choice needs to be made regarding the benchmark turnover level at 2011; whether to use the previous DTZ figure or whether an alternative level should be adopted. A number of factors are, in our opinion, important to consider. First, between DTZ's and our own assessment, there appears to be a falling turnover for

Keynsham, which should be of concern to the Council. There is not a single reason for this fall, although the opening of the Southgate development in Bath and the dominance of retail floorspace on the eastern edge of Bristol is likely to contribute to this trend. Indeed, whilst the amount of convenience goods expenditure attracted to Keynsham has increased as a result of the new Tesco store, it does not yet appear that this new store has been able to boost comparison goods shopping in the town.

- 4.34 The second factor to consider is the comparison goods floorspace associated with the new Tesco store. This was not taken into account in the DTZ assessment (as it was not a commitment at that time), although the store is now trading and will have had an impact on comparison goods shopping provision. In addition to the Tesco store, the latest GOAD data indicates that the amount of other comparison goods floorspace in Keynsham town centre (beyond Tesco) could have fallen from around 6,000sq m net estimated by DTZ to a current level closer to 5,000sq m net.
- 4.35 Taking account and balancing all of these factors suggests to us that it is prudent to continue with the benchmark turnover levels set out in the 2008 DTZ study. Sales density levels were not unduly excessive in the DTZ study (£3,769/sq m) and whilst there has been a fall in town centre comparison goods floorspace, this has been counter-acted by a falling turnover and new comparison floorspace in the Tesco. This suggests to us that there is a need to protect existing comparison goods floorspace via a benchmark turnover level which is higher than current turnover levels.
- 4.36 This is shown in Table 10b and suggests that there will be an over-supply of comparison goods floorspace in Keynsham over the assessment period (2011-2026) based upon a constant market share. The implication for the data at Table 10b is that there is no quantitative need for additional comparison goods floorspace up to 2026, with the focus instead on the existing floorspace stock, protecting it against impacts from proposals elsewhere and also ensuring that it provides a quality which is attractive to existing and new occupiers. This approach appears to be supported by the decision of Poundland to occupy existing retail floorspace in the town centre (the former Somerfield / EuroSpar store).
- 4.37 The results of our analysis are somewhat different to those of DTZ in 2008. DTZ modelled constant market share and increasing market share scenarios, which have not been matched by the latest survey evidence. Our view is that Keynsham is a popular and attractive town centre and the evidence suggests that it is able to attract retailers (i.e.

Tesco and Poundland), however it's ability to expand is being constrained by its position between Bath and Bristol, suggesting that previous forecasts for an expansion of floorspace may now be optimistic.

- 4.38 In order to establish a quantitative capacity for additional floorspace, an increase in Keynsham's market share will be required. Whilst this is an objective which is sensible in approach, it will need to be supported by a realistic assessment of whether there are any town centre locations to accommodate retail floorspace which can provide a step-change in shopping patterns in the face of strong competition from Bristol and Bath.

Midsomer Norton and Radstock

Convenience goods floorspace

- 4.39 As a starting point for our assessment of quantitative convenience floorspace capacity in Midsomer Norton and Radstock, we have provided separate analyses for each town, although they lie in close proximity to one another.
- 4.40 The quantitative assessment for Midsomer Norton is contained in Table 9c and indicates that stores attract £79.3m from the study area, which is equivalent to a market share of 9.5%. We estimate that this will be boosted by a small amount of expenditure inflow, equivalent to around £0.8m, giving a total turnover of Midsomer Norton stores of £80.1m at 2011. In the previous DTZ study in 2008, the study area derived turnover of convenience goods floorspace in Midsomer Norton was assessed to be £56m in 2007, rising to £58.9m in 2011.
- 4.41 Our benchmark turnover estimate for these stores is £54.5m, indicating that stores in Midsomer Norton could be trading at levels which are significantly in excess of company average performance levels. If the data presented in Table 9c is taken on face value then there would be £25m of surplus convenience goods expenditure at 2011 and rising to £30m in 2016 assuming a constant market share for convenience goods shopping facilities in the town.
- 4.42 Turning to Radstock, our quantitative assessment at Table 9d suggests a study area derived turnover of only £1.7m. In the previous DTZ study in 2008, the study area derived turnover of convenience floorspace in Radstock was £5m in 2007, rising to £5.3m in 2011.

- 4.43 If we examine the market share data behind these turnover levels, there is a clear change in the base data. Previously, DTZ's survey suggested a 4.4% main food shopping market share and a 7.6% market share for top-up food shopping for Radstock in Zone 10. In our latest survey, the main food market share has dropped to 1.7%, whilst the top-up market share is only 1%.
- 4.44 In contrast, Midsomer Norton's main food shopping market share has risen from 64.9% in Zone 10 in the DTZ study to 77% in the latest survey. Likewise, its top-up food shopping market share has risen from 29.9% to 63%.
- 4.45 One of the reasons for this difference can be explained by DTZ's lack of removal of the internet, don't do, don't know and varies answers from the market share analysis (which provides an inconsistent analysis), although this is insufficient to account for the difference between the two surveys. The other main reason is likely to be the balance between Midsomer Norton and Radstock and two possible explanations: there has been a shift in convenience trips between Midsomer Norton and Radstock, with the former gaining market share over the latter; or, there is an inaccuracy in the latest survey in favour of Midsomer Norton.
- 4.46 Whichever is the actual reason, there is logic in combining the quantitative need assessments for Midsomer Norton and Radstock. These settlements are placed very close together and there is an inter-relationship between both areas. We consider that this is one instance where separate quantitative assessments (which seek to apportion forecast expenditure growth) are not appropriate. Instead, a combined assessment which provides a global capacity forecast, which can then be directed to support the sustainability of the network of centres and can respond to the availability of site and development opportunities and impact considerations.
- 4.47 Table 9e at Appendix B outlines the combined quantitative capacity for convenience goods floorspace across Midsomer Norton and Radstock. It indicates that there is some £18m of surplus convenience goods expenditure at 2011 which, based on constant market shares, will rise to £22.8m in 2016, £28.5m in 2021 and £34.9m in 2026.
- 4.48 Based upon a sales density of £12,000/sq m at 2011, these surplus expenditure levels translate into floorspace capacity levels of 1,489sq m net at 2011, 1,880sq m net at 2016, 2,317sq m net at 2021 and 2,793sq m net at 2026.

4.49 In making these forecasts we have assumed that the committed retail floorspace as part of the Radstock Railway Land development is occupied by non-convenience goods retail uses.

4.50 In line with the sequential approach to site selection, this quantitative capacity should be provided within Midsomer Norton and Radstock town centres. The ultimate balance of provision across these two centres will, in our view, depend upon the following factors:

- The sustainability of the current network of centres, including the equal role of Radstock and Midsomer Norton in the retail hierarchy;
- Any further qualitative factors of needs determined by B&NES in relation to each of these centres;
- The availability of sites and development opportunities in both centres; and
- Testing of impact of new development in each settlement.

Comparison goods floorspace

4.51 In relation to comparison goods floorspace, we have also decided to combine the quantitative capacity forecasts for Midsomer Norton and Radstock. The reasons for this are as follows:

- Whilst the 2008 DTZ study included all market share information in relation to Radstock, it excluded reference to out of centre retail floorspace in Midsomer Norton. Therefore, the quantitative assessment provided by DTZ assess quantitative capacity for Midsomer Norton based on town centre floorspace only.
- Outside of Midsomer Norton town centre were are a number of comparison goods retail facilities: the non-food offer associated with the Tesco; a currently vacant Focus DIY unit, plus Halfords and Pampered Pets retail units.
- In the DTZ study, Midsomer Norton town centre was estimated to possess around 5,700sq m of net comparison goods floorspace. The latest data from GOAD indicates that comparison goods floorspace is now around 5,000sq m net.
- For Radstock town centre, DTZ estimated some 4,934sq m of net comparison goods sales floorspace. We consider that, based on current provision, this is likely to be an

over-estimate and a figure of 3,864sq m net is now more reasonable (based on current GOAD data).

- Having regard to the proximity of Midsomer Norton and Radstock, we reiterate the comments made in the previous section regarding the potential for shopping patterns between these two settlements to be unpredictable. Therefore, it may be more appropriate to merge the capacity forecasts for both settlements and then make decisions regarding the placement of new floorspace based upon a combination of quantitative and qualitative factors, the sustainability of the retail hierarchy and site development opportunities. Within the 2008 quantitative capacity study, it would appear that DTZ shared similar concerns given their decision to lower the turnover of Midsomer Norton and raise the turnover of stores in Radstock (via market share corrections).

4.52 The combined quantitative capacity forecast for comparison goods floorspace in Midsomer Norton and Radstock is contained in Table 10c at Appendix B. It indicates that both towns attract £47.2m of comparison goods expenditure from the study area which is boosted by a small amount (£0.5m) of expenditure inflow, to provide a total turnover potential of £47.6m at 2011.

4.53 Having regard to our comments above regarding benchmark turnover levels, there is a need for this analysis to provide an up to date benchmark turnover for the whole of Midsomer Norton and Radstock. Within the 2008 DTZ study, the benchmark turnover was set to match current total turnover levels at 2007. Based upon the turnover levels for stores in Midsomer Norton and Radstock shown in Table 10c (Appendix B) and our calculation that comparison floorspace across both towns equates to around 12,200sq m net, we predict that existing comparison goods floorspace has a sales density of around £3,850/sq m net¹¹. Whilst there are likely to be some variations in this average level, with some stores trading at higher levels and some stores trading lower than average (plus also differences between Midsomer Norton and Radstock), this represents a reasonable trading performance for existing floorspace. However, in our opinion, it is not at a level to suggest an excessive performance level or any sign of

¹¹ This takes into account the former Focus DIY store in Paulton which is currently empty

overtrading. As a consequence, we consider that it is reasonable to set the current (2011) benchmark turnover for existing comparison goods floorspace to match the current (2011) total turnover of existing stores.

4.54 On the basis of these assumptions, and assuming a constant market share over the assessment period, Table 10c at Appendix B indicates that there will be £3.5m of surplus comparison goods expenditure by 2016, rising to £11.2m at 2021 and £22.1m at 2026.

4.55 Based upon an indicative sales density of £4,000/sq m for new comparison goods floorspace, these levels of surplus expenditure equate to 821sq m net in 2016, rising to 2,392sq m net in 2021 and 4,270sq m net by 2026.

4.56 For the avoidance of doubt, the capacity forecasts in Table 10c take into account the committed retail floorspace as part of the Radstock Railway Land development. In line with assumptions of DTZ, we have assumed that this can accommodate 591sq m¹² of new net Class A1 retail floorspace, all of which could accommodate comparison goods retailers. If comparison goods retailers do not occupy all of this committed floorspace then the capacity forecasts for comparison goods floorspace would rise slightly.

4.57 In planning to accommodate the identified quantitative capacity we repeat the contents of paragraph 4.52 above, namely that the ultimate balance of provision across these two centres, will in our view depend upon the following factors:

- The sustainability of the current network of centres, including the equal role of Radstock and Midsomer Norton in the retail hierarchy;
- Any further qualitative factors of needs determined by B&NES in relation to each of these centres;
- The availability of sites and development opportunities in both centres; and
- Testing of impact of new development in each settlement.

¹² 695sq m gross floorspace (85% net:gross ratio)

5. Summary and Conclusions

Scope and Purpose

- 5.1 This report has been prepared by GVA in response to an instruction by Bath & North East Somerset Council ('B&NES') to prepare a quantitative need assessment for retail floorspace across the B&NES administrative area, in order to inform the B&NES Local Development Framework Core Strategy ('the Core Strategy') and development management decisions across the District.
- 5.2 The previous assessment of quantitative need for retail floorspace in B&NES District was completed by DTZ in 2008 ('the 2008 study'), and which was a component of the Bath & North East Somerset Retail Strategy. Since the completion of the 2008 report a number of events have occurred which have prompted the need for an updated assessed of quantitative need for retail floorspace: the recent economic downturn and its implications for retail spending going forwards; the opening of the Southgate retail development in Bath city centre; and, additional commitments for new retail floorspace in Bath.
- 5.3 For the preparation of these updated forecasts, up to date population, per capita expenditure and retail sales density information has been obtained. In addition, and in order to ensure that current shopping patterns have been incorporated into this study, a new survey of household shopping patterns has been commissioned. The survey is based closely on the area covered by the 2008 DTZ study and has obtained detailed information on different types of shopping trips for convenience and comparison goods.

Summary of Quantitative Need Forecasts

- 5.4 A summary of the quantitative need forecasts for convenience and comparison goods floorspace in Bath, Keynsham, Midsomer Norton and Radstock are summarised in Tables A and B below.

Table A: summary of convenience goods floorspace capacity, 2011-2026

| Centre | 2011 | 2016 | 2021 | 2026 |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------|
| Bath | £3.9m 329sq m net | £19.1m 1,574sq m net | £31.9m 2,589sq m net | £45.9m 3,675sq m net |
| Keynsham | No surplus quantitative capacity for additional convenience goods floorspace unless Keynsham's convenience market share can be raised. | | | |
| Midsomer Norton & Radstock | £18.0m 1,498sq m net | £22.8m 1,880sq m net | £28.5m 2,317sq m net | £34.9m 2,793sq m net |

Notes: conversion of surplus expenditure into floorspace capacity based on £12,000/sq m in 2011 and increasing in line with floorspace efficiency increases over the period 2011-2026

Table B: summary of comparison goods floorspace capacity, 2011-2026

| Centre | 2011 | 2016 | 2021 | 2026 |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|---------------------------|
| Bath | - | £2.2m 346sq m net | £86.2m 12,263sq m net | £201.1m 25,901sq m net |
| Keynsham | No surplus quantitative capacity for additional comparison goods floorspace unless Keynsham's comparison market share can be raised. | | | |
| Midsomer Norton & Radstock | - | £3.5m 821sq m net | £11.2m 2,392sq m net | £22.1m 4,270sq m net |

Notes: conversion of surplus expenditure into floorspace capacity based on £6,000/sq m for Bath, £4,500/sq m for Keynsham and £4,000/sq m in Midsomer Norton and Radstock in 2011 and increasing in line with floorspace efficiency increases over the period 2011-2026

Bath

- 5.5 Following the grant of planning permission for the new Sainsburys store at Odd Down (and its recent opening), along with a certificate of lawfulness which will enable a significant expansion of the Waitrose store in the city centre and a resolution to grant planning permission for a Lidl discount foodstore on Lower Bristol Road, there is limited current quantitative capacity to support new convenience goods floorspace in Bath.

- 5.6 Looking to the future, there will be capacity for 1,574sq m net by 2016, rising to 2,589sq m net by 2021 and 3,675sq m net in 2026. In the short to medium terms, these forecasts are relatively modest, capable of supporting only a modest sized foodstore or extensions to existing facilities by 2016. Larger levels of capacity only arise from 2021 onwards. Even then, it would be likely to have some adverse impacts on existing facilities and the impact of proposed development would need to be assessed carefully. These impacts would be greater if a large new store was opened at an earlier date.
- 5.7 Taking into account the opening of the new Southgate development in the city centre, along with comparison goods floorspace commitments, we predict that there will be minimal additional quantitative capacity for additional comparison goods floorspace by 2016 (£2.2m, or 346sq m net). This is lower than the increased market share scenario for 2016 modelled by the 2008 DTZ study and the difference can be explained by recent commitments and lower expenditure growth forecasts for comparison goods.
- 5.8 By 2021, comparison goods floorspace capacity will have risen to 12,263sq m net and by 2026 capacity will stand at 25,901sq m net. These forecasts are based upon a constant market share for comparison goods shopping in Bath after the effects of existing commitments are taken into account.
- 5.9 This analysis confirms that the Southgate development has soaked up previously identified capacity for additional comparison goods floorspace in Bath and part of the expenditure growth between 2011 and 2016. Given the scale of the Southgate development, the new retailers which it has attracted to the city, and churn effect it will cause on existing property across the city centre, will mean that there is no need to plan for significant new comparison goods floorspace in Bath until after 2016. However, whilst there is no short term need for new floorspace, as the effects of Southgate on the city centre as a whole are felt, this assessment confirms that additional capacity could return in the future and we support the Council's strategy of planning for additional growth via small to medium sized retail development in and around the city centre in the emerging Core Strategy.
- 5.10 Whilst the Southgate development has reaffirmed Bath's healthy position in terms of non-bulky comparison goods trips, the household survey underpinning this study has confirmed that there remains a leakage of bulky goods shopping trips from the city, leading to opportunities to potentially fill this gap.
-

Keynsham

- 5.11 The opening of the new Tesco supermarket in Keynsham town centre has boosted the amount of convenience goods expenditure which is being attracted to the town, and has led to the elimination of the quantitative capacity for additional convenience goods floorspace. Should market shares remain relatively constant, we predict that there will not be any surplus expenditure to support new convenience goods floorspace over the period 2011-2016.
- 5.12 A similar conclusion is reached in relation to comparison goods shopping in Keynsham. Since the 2008 DTZ study, the amount of comparison goods expenditure which is attracted to Keynsham has fallen, with the town losing market share in relation to clothing, furniture/carpets/textiles, DIY and recreation/luxury goods (although there has been an small increase in chemist medical goods and household appliance market shares). This fall may be as a result of new developments in Bristol and Bath city centres.
- 5.13 Based on the need to maintain a reasonable benchmark turnover for existing comparison goods floorspace, and allow for expenditure growth to support existing floorspace, our quantitative assessment indicates that there will not be any surplus expenditure capacity for new comparison goods floorspace in Keynsham between 2011-2026. This conclusion is reached on the basis of a constant market share for comparison goods shopping in the town. Therefore, in order to support the provision of new comparison goods floorspace, this will need to be based upon a strategy which seeks to raise the market share of the town through new retail development which is capable of attracting new shopping trips and/or redevelopment and reconfiguration of existing retail floorspace in response to qualitative factors of need.

Midsomer Norton & Radstock

- 5.14 For quantitative capacity for convenience and comparison goods floorspace, we recommend that the quantitative need for the two towns is combined. This is based on a number of factors including the close proximity of the two towns and the potential for distinct market shares to be unreliable and also for the need for any identified quantitative need to met having regard to qualitative need, retail hierarchy and site development opportunities. A further influencing factor is potential shift in convenience shopping patterns from Radstock to Midsomer Norton which would, if

kept separate, suggest a large capacity for additional floorspace in Midsomer Norton and an large undersupply in Radstock.

5.15 Based on a combined assessment, there is capacity for around 1,500sq m of additional convenience sales floorspace at the current year (2011), rising to 1,880sq m net by 2016, 2,317sq m net by 2021 and 2,793sq m by 2026.

5.16 In relation to comparison goods shopping, we have also provided a combined quantitative need assessment, which predicts a global quantitative capacity of 821sq m net by 2016, rising to 2,392sq m net in 2021 and 4,270sq m net by 2026. This takes into account the committed retail floorspace at Radstock Railway Land and assumes that 591sq m net is occupied by comparison goods floorspace. Should this not be the case, or a smaller amount occupied by comparison retailers, the quantitative capacity for Midsomer Norton and Radstock would rise slightly.

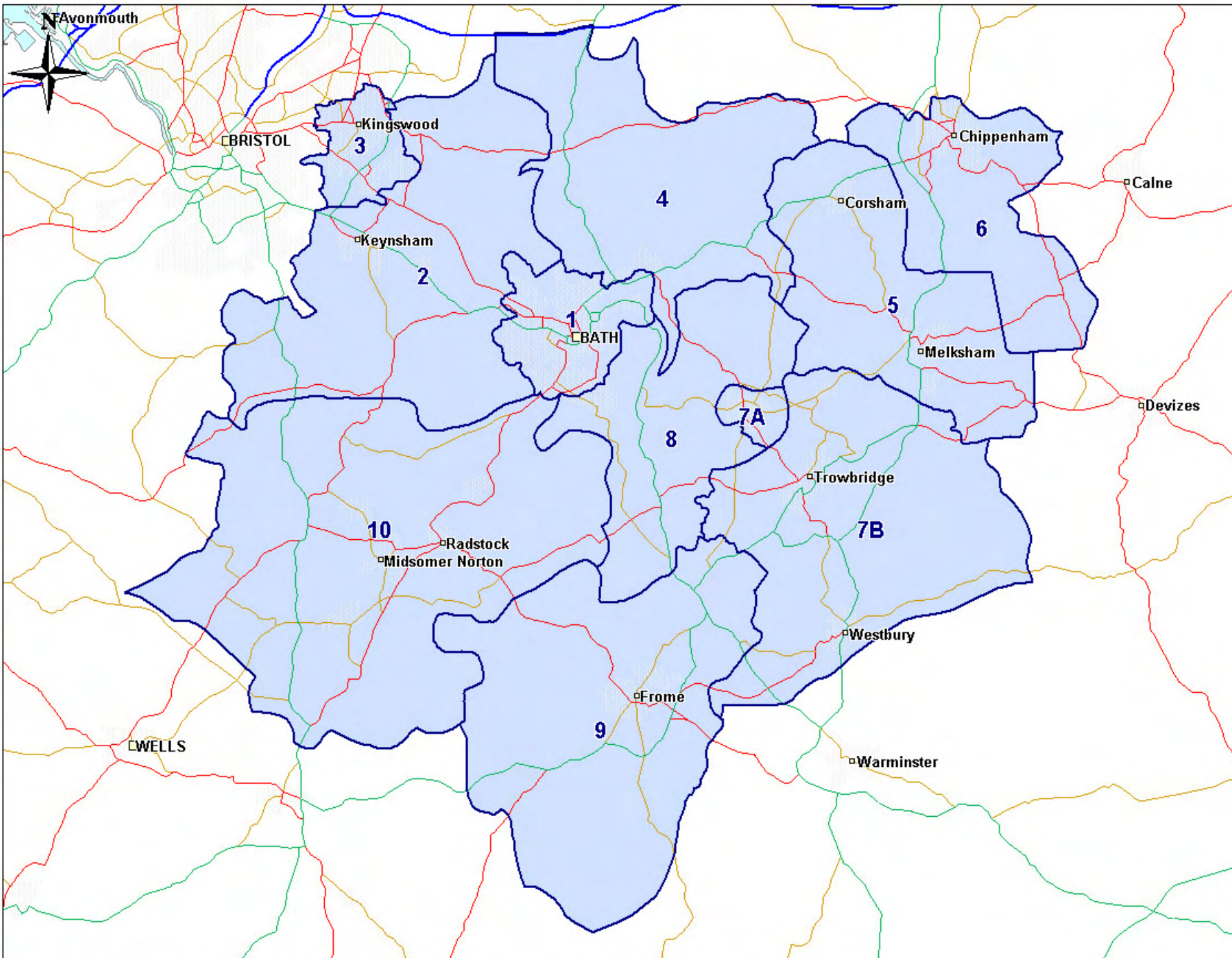
5.17 Because this identified quantitative need lies across Midsomer Norton and Radstock, the allocation of land to meet this need will depend on:

- The sustainability of the current network of centres, including the equal role of Radstock and Midsomer Norton in the retail hierarchy;
- Any further qualitative factors of needs determined by B&NES in relation to each of these centres;
- The availability of sites and development opportunities in both centres; and
- Testing of impact of new development in each settlement.

Appendix A
Study Area Plan

Appendix B
Quantitative Need Assessment Tables

Appendix C
Household Survey Results



Study Area & Household Survey Zones

KEY

- Study Area
- Survey Zone

Zone Postal Sectors

- 1 BA1 1/2/3/4/5/6, BA2 1/2/3/4/5/6
- 2 BA1 9, BA2 9, BS30 5/6, BS31 1/2/3, BS39 4
- 3 BS15 1/3/4/8/9, BS30 7/8/9
- 4 BA1 7/8, SNI 3 B, SNI 4 B
- 5 SNI 2 6/7/8, SNI 3 0/9
- 6 SNI 4 0, SNI 5 1/2/3
- 7A BA15 1
- 7B BA13 2/3/4, BA14 0/6/7/8/9
- 8 BA2 7, BA15 2
- 9 BA11 1/2/3/4/5/6
- 10 BA2 0/8, BA3 2/3/4/5, BS39 5/6/7

Map reproduced from GBPro 200 GB (2005 edition). © Collins Bartholomew Ltd (2005).

Population

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2011-2026)

| ZONE | | 2011 | 2016 | 2021 | 2026 | Change, 2011-16 No. (%) | | Change, 2011-21 No. (%) | | Change, 2011-26 No. (%) | |
|--------------|-------|---------------|---------------|---------------|---------------|----------------------------|------------|----------------------------|------------|----------------------------|-------------|
| 1 | TOTAL | 91879 | 95708 | 99289 | 103420 | 3829.0 | 4.2 | 7410 | 8.1 | 11541 | 12.6 |
| 2 | TOTAL | 34518 | 35041 | 35838 | 36864 | 523.0 | 1.5 | 1320 | 3.8 | 2346 | 6.8 |
| 3 | TOTAL | 71281 | 74877 | 78778 | 82722 | 3596.0 | 5.0 | 7497 | 10.5 | 11441 | 16.1 |
| 4 | TOTAL | 14095 | 14347 | 14658 | 14998 | 252.0 | 1.8 | 563 | 4.0 | 903 | 6.4 |
| 5 | TOTAL | 39267 | 40740 | 42387 | 43997 | 1473.0 | 3.8 | 3120 | 7.9 | 4730 | 12.0 |
| 6 | TOTAL | 36071 | 37794 | 39772 | 41729 | 1723.0 | 4.8 | 3701 | 10.3 | 5658 | 15.7 |
| 7A | TOTAL | 9480 | 9658 | 9872 | 10172 | 178.0 | 1.9 | 392 | 4.1 | 692 | 7.3 |
| 7B | TOTAL | 66699 | 70027 | 73373 | 76787 | 3328.0 | 5.0 | 6674 | 10.0 | 10088 | 15.1 |
| 8 | TOTAL | 11720 | 11942 | 12137 | 12423 | 222.0 | 1.9 | 417 | 3.6 | 703 | 6.0 |
| 9 | TOTAL | 32470 | 33706 | 35193 | 36688 | 1236.0 | 3.8 | 2723 | 8.4 | 4218 | 13.0 |
| 10 | TOTAL | 57914 | 59601 | 61337 | 63590 | 1687.0 | 2.9 | 3423 | 5.9 | 5676 | 9.8 |
| TOTAL | | 465394 | 483441 | 502634 | 523390 | 18047.0 | 3.9 | 37240 | 8.0 | 57996 | 12.5 |

Notes:

Population figures for each zone for 2011 derived from Experian Business Strategies Retail Planner Reports (dated April 2011).

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2011-2026**

A: CONVENIENCE GOODS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|----------|------|------|------|
| per capita expenditure | 1787.569 | 1842 | 1907 | 1975 |

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 602 | 694 | 832 | 998 |

C: FURNITURE AND FLOORCOVERINGS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 242 | 280 | 335 | 402 |

D: DIY & DECORATING GOODS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 318 | 367 | 440 | 527 |

E: TEXTILE GOODS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 74 | 85 | 102 | 122 |

Notes:

convenience expenditure excludes 5% for special forms of trading and an increase in expenditure of 0.6% pa 2012-17 and 0.7% pa 2017-26
comparison expenditure excludes 10.3% for special forms of trading and an increase in expenditure of 2.9% pa 2012-16 and 3.7% pa 2017-26

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2011-2026**

F: DOMESTIC APPLIANCES

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 119 | 137 | 164 | 197 |

G: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 397 | 458 | 550 | 659 |

H: CHEMISTS AND MEDICAL GOODS, COSMETICS AND OTHER BEAUTY PRODUCTS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 330 | 380 | 456 | 547 |

I: BOOKS, JEWELLERY, WATCHES, CHINA, GLASSWARE, KITCHEN PRODUCTS, RECREATIONAL AND LUXURY GOODS

| | 2011 | 2016 | 2021 | 2026 |
|------------------------|------|------|------|------|
| per capita expenditure | 634 | 732 | 878 | 1052 |

Notes:

comparison expenditure excludes 10.3% for special forms of trading and an increase in expenditure of 2.9% pa 2012-16 and 3.7% pa 2017-26

2007 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2011-2026**

A: CONVENIENCE GOODS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|---------------|
| 1 | 164.2 | 176.3 | 189.4 | 204.2 |
| 2 | 61.7 | 64.5 | 68.4 | 72.8 |
| 3 | 127.4 | 137.9 | 150.2 | 163.4 |
| 4 | 25.2 | 26.4 | 28.0 | 29.6 |
| 5 | 70.2 | 75.0 | 80.8 | 86.9 |
| 6 | 64.5 | 69.6 | 75.9 | 82.4 |
| 7A | 16.9 | 17.8 | 18.8 | 20.1 |
| 7B | 119.2 | 129.0 | 139.9 | 151.6 |
| 8 | 21.0 | 22.0 | 23.1 | 24.5 |
| 9 | 58.0 | 62.1 | 67.1 | 72.5 |
| 10 | 103.5 | 109.8 | 117.0 | 125.6 |
| TOTAL | 831.9 | 890.4 | 958.6 | 1033.6 |

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 55.3 | 66.4 | 82.6 | 103.2 |
| 2 | 20.8 | 24.3 | 29.8 | 36.8 |
| 3 | 42.9 | 52.0 | 65.6 | 82.6 |
| 4 | 8.5 | 10.0 | 12.2 | 15.0 |
| 5 | 23.6 | 28.3 | 35.3 | 43.9 |
| 6 | 21.7 | 26.2 | 33.1 | 41.6 |
| 7A | 5.7 | 6.7 | 8.2 | 10.2 |
| 7B | 40.1 | 48.6 | 61.1 | 76.6 |
| 8 | 7.0 | 8.3 | 10.1 | 12.4 |
| 9 | 19.5 | 23.4 | 29.3 | 36.6 |
| 10 | 34.8 | 41.4 | 51.0 | 63.5 |
| TOTAL | 279.9 | 335.5 | 418.3 | 522.3 |

C: FURNITURE AND FLOORCOVERINGS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 22.3 | 26.8 | 33.3 | 41.6 |
| 2 | 8.4 | 9.8 | 12.0 | 14.8 |
| 3 | 17.3 | 20.9 | 26.4 | 33.3 |
| 4 | 3.4 | 4.0 | 4.9 | 6.0 |
| 5 | 9.5 | 11.4 | 14.2 | 17.7 |
| 6 | 8.7 | 10.6 | 13.3 | 16.8 |
| 7A | 2.3 | 2.7 | 3.3 | 4.1 |
| 7B | 16.2 | 19.6 | 24.6 | 30.9 |
| 8 | 2.8 | 3.3 | 4.1 | 5.0 |
| 9 | 7.9 | 9.4 | 11.8 | 14.8 |
| 10 | 14.0 | 16.7 | 20.6 | 25.6 |
| TOTAL | 112.8 | 135.2 | 168.6 | 210.5 |

D: DIY & DECORATING GOODS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 29.2 | 35.1 | 43.6 | 54.5 |
| 2 | 11.0 | 12.8 | 15.8 | 19.4 |
| 3 | 22.6 | 27.4 | 34.6 | 43.6 |
| 4 | 4.5 | 5.3 | 6.4 | 7.9 |
| 5 | 12.5 | 14.9 | 18.6 | 23.2 |
| 6 | 11.5 | 13.9 | 17.5 | 22.0 |
| 7A | 3.0 | 3.5 | 4.3 | 5.4 |
| 7B | 21.2 | 25.7 | 32.3 | 40.5 |
| 8 | 3.7 | 4.4 | 5.3 | 6.5 |
| 9 | 10.3 | 12.4 | 15.5 | 19.3 |
| 10 | 18.4 | 21.8 | 27.0 | 33.5 |
| TOTAL | 147.9 | 177.2 | 220.9 | 275.9 |

E: TEXTILE GOODS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|-------------|-------------|-------------|-------------|
| 1 | 6.8 | 8.2 | 10.1 | 12.7 |
| 2 | 2.5 | 3.0 | 3.7 | 4.5 |
| 3 | 5.3 | 6.4 | 8.0 | 10.1 |
| 4 | 1.0 | 1.2 | 1.5 | 1.8 |
| 5 | 2.9 | 3.5 | 4.3 | 5.4 |
| 6 | 2.7 | 3.2 | 4.1 | 5.1 |
| 7A | 0.7 | 0.8 | 1.0 | 1.2 |
| 7B | 4.9 | 6.0 | 7.5 | 9.4 |
| 8 | 0.9 | 1.0 | 1.2 | 1.5 |
| 9 | 2.4 | 2.9 | 3.6 | 4.5 |
| 10 | 4.3 | 5.1 | 6.3 | 7.8 |
| TOTAL | 34.4 | 41.2 | 51.3 | 64.1 |

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2011-2026**

F: DOMESTIC APPLIANCES

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|-------------|-------------|-------------|--------------|
| 1 | 10.9 | 13.1 | 16.3 | 20.4 |
| 2 | 4.1 | 4.8 | 5.9 | 7.3 |
| 3 | 8.5 | 10.3 | 12.9 | 16.3 |
| 4 | 1.7 | 2.0 | 2.4 | 3.0 |
| 5 | 4.7 | 5.6 | 7.0 | 8.7 |
| 6 | 4.3 | 5.2 | 6.5 | 8.2 |
| 7A | 1.1 | 1.3 | 1.6 | 2.0 |
| 7B | 7.9 | 9.6 | 12.1 | 15.1 |
| 8 | 1.4 | 1.6 | 2.0 | 2.4 |
| 9 | 3.9 | 4.6 | 5.8 | 7.2 |
| 10 | 6.9 | 8.2 | 10.1 | 12.5 |
| TOTAL | 55.3 | 66.2 | 82.6 | 103.1 |

G: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 36.5 | 43.9 | 54.6 | 68.2 |
| 2 | 13.7 | 16.1 | 19.7 | 24.3 |
| 3 | 28.3 | 34.3 | 43.3 | 54.5 |
| 4 | 5.6 | 6.6 | 8.1 | 9.9 |
| 5 | 15.6 | 18.7 | 23.3 | 29.0 |
| 6 | 14.3 | 17.3 | 21.9 | 27.5 |
| 7A | 3.8 | 4.4 | 5.4 | 6.7 |
| 7B | 26.5 | 32.1 | 40.3 | 50.6 |
| 8 | 4.7 | 5.5 | 6.7 | 8.2 |
| 9 | 12.9 | 15.5 | 19.3 | 24.2 |
| 10 | 23.0 | 27.3 | 33.7 | 41.9 |
| TOTAL | 184.9 | 221.6 | 276.3 | 345.1 |

H: CHEMISTS AND MEDICAL GOODS, COSMETICS AND OTHER BEAUTY PRODUCTS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 30.3 | 36.4 | 45.3 | 56.6 |
| 2 | 11.4 | 13.3 | 16.3 | 20.2 |
| 3 | 23.5 | 28.5 | 35.9 | 45.2 |
| 4 | 4.6 | 5.5 | 6.7 | 8.2 |
| 5 | 12.9 | 15.5 | 19.3 | 24.1 |
| 6 | 11.9 | 14.4 | 18.1 | 22.8 |
| 7A | 3.1 | 3.7 | 4.5 | 5.6 |
| 7B | 22.0 | 26.6 | 33.5 | 42.0 |
| 8 | 3.9 | 4.5 | 5.5 | 6.8 |
| 9 | 10.7 | 12.8 | 16.1 | 20.1 |
| 10 | 19.1 | 22.7 | 28.0 | 34.8 |
| TOTAL | 153.4 | 183.9 | 229.2 | 286.2 |

I: BOOKS, JEWELLERY, WATCHES, CHINA, GLASSWARE, KITCHEN PRODUCTS, RECREATIONAL AND LUXURY GOODS

| ZONE | 2011 | 2016 | 2021 | 2026 |
|--------------|--------------|--------------|--------------|--------------|
| 1 | 58.3 | 70.0 | 87.1 | 108.8 |
| 2 | 21.9 | 25.6 | 31.5 | 38.8 |
| 3 | 45.2 | 54.8 | 69.1 | 87.1 |
| 4 | 8.9 | 10.5 | 12.9 | 15.8 |
| 5 | 24.9 | 29.8 | 37.2 | 46.3 |
| 6 | 22.9 | 27.7 | 34.9 | 43.9 |
| 7A | 6.0 | 7.1 | 8.7 | 10.7 |
| 7B | 42.3 | 51.2 | 64.4 | 80.8 |
| 8 | 7.4 | 8.7 | 10.7 | 13.1 |
| 9 | 20.6 | 24.7 | 30.9 | 38.6 |
| 10 | 36.7 | 43.6 | 53.8 | 66.9 |
| TOTAL | 295.2 | 353.8 | 441.1 | 550.8 |

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2007 PRICES

TABLE 6: MARKET SHARE OF COMPARISON GOODS FACILITIES

| STORE / CENTRE | CLOTHES & SHOES ZONE | | | | | | | | | | FURNITURE AND FLOORCOVERINGS ZONE | | | | | | | | | | TEXTILES ZONE | | | | | | | | | | DOMESTIC APPLIANCES ZONE | | | | | | | | | | SMALL ELECTRICAL GOODS ZONE | | | | | | | | | | DIY GOODS ZONE | | | | | | | | | | CHEMISTS AND MEDICAL GOODS ZONE | | | | | | | | | | LUXURY AND RECREATIONAL GOODS ZONE | | | | | | | | | | | | | | | | | |
|------------------------------------|----------------------|------|------|------|------|------|------|------|------|------|-----------------------------------|------|------|------|------|------|------|------|------|------|---------------|------|------|------|------|------|------|------|------|------|--------------------------|------|------|------|------|------|------|------|------|------|-----------------------------|------|------|------|------|------|------|------|------|------|----------------|------|------|------|------|------|------|------|------|------|---------------------------------|------|------|------|------|------|------|------|------|------|------------------------------------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | | | | | | | | | | | |
| BATH CITY CENTRE | 82% | 39% | 8% | 64% | 44% | 43% | 66% | 41% | 86% | 53% | 55% | 50% | 16% | 2% | 45% | 20% | 6% | 17% | 7% | 36% | 6% | 13% | 62% | 23% | 6% | 44% | 21% | 7% | 33% | 25% | 49% | 18% | 30% | 41% | 11% | 0% | 26% | 6% | 0% | 7% | 2% | 36% | 6% | 16% | 44% | 10% | 1% | 28% | 10% | 1% | 19% | 9% | 45% | 13% | 22% | 21% | 2% | 0% | 11% | 1% | 0% | 3% | 0% | 21% | 1% | 2% | 79% | 8% | 1% | 46% | 7% | 3% | 14% | 6% | 54% | 4% | 14% | 86% | 31% | 4% | 59% | 37% | 21% | 44% | 35% | 67% | 35% | 58% |
| RETAIL WAREHOUSES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 3% | 0% | 0% | 2% | 2% | 0% | 0% | 4% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 33% | 10% | 1% | 9% | 2% | 1% | 0% | 2% | 4% | 0% | 10% | 29% | 11% | 1% | 9% | 2% | 1% | 0% | 2% | 4% | 0% | 10% | 44% | 5% | 0% | 10% | 0% | 0% | 0% | 1% | 13% | 1% | 2% | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | | |
| LOCAL CENTRES | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 4% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 8% | 1% | 0% | 4% | 0% | 0% | 0% | 1% | 0% | 1% | 8% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 8% | 0% | 1% | 6% | 0% | 0% | 1% | 0% | 7% | 0% | 0% | 12% | 1% | 0% | 5% | 0% | 0% | 6% | 1% | 5% | 0% | 1% | 2% | 0% | 0% | 3% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | | | | |
| OTHER STORES IN BATH | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | | |
| RADSTOCK | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 5% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 14% | 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% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | | | |
| MIDSOMER NORTON / FAULTON | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 8% | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 2% | 0% | 25% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 16% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 29% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 23% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 63% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 54% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 16% | | |
| KEYNSHAM | 0% | 7% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 16% | 1% | 0% | 0% | 0% | 0% | 2% | 0% | 1% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 7% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 7% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 59% | 2% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 17% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | | |
| VILLAGE CENTRES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 5% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 7% | 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% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | | | | | | | | | | | | | |
| OUTSIDE BATH & NORTH EAST SOMERSET | 18% | 55% | 92% | 36% | 56% | 57% | 33% | 59% | 14% | 47% | 36% | 41% | 66% | 97% | 51% | 80% | 92% | 83% | 91% | 56% | 94% | 56% | 33% | 73% | 95% | 56% | 79% | 93% | 66% | 75% | 50% | 82% | 50% | 18% | 70% | 96% | 62% | 92% | 99% | 93% | 96% | 59% | 94% | 30% | 19% | 71% | 99% | 63% | 87% | 98% | 80% | 89% | 49% | 87% | 38% | 24% | 89% | 99% | 73% | 99% | 100% | 95% | 99% | 58% | 98% | 32% | 4% | 27% | 98% | 48% | 93% | 97% | 80% | 93% | 41% | 96% | 20% | 10% | 50% | 95% | 38% | 63% | 79% | 54% | 65% | 33% | 65% | 25% |
| TOTAL | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | | | | | | | | | | | |

Notes: market shares taken from 2011 Bath & North East Somerset household survey

TABLE 7B: TURNOVER OF COMPARISON GOODS FACILITIES, 2016

| STORE / CENTRE | CLOTHES & SHOES ZONE | | | | | | | | | | FURNITURE AND FLOORCOVERINGS ZONE | | | | | | | | | | TEXTILES ZONE | | | | | | | | | | DOMESTIC APPLIANCES ZONE | | | | | | | | | | SMALL ELECTRICAL GOODS ZONE | | | | | | | | | | DIY GOODS ZONE | | | | | | | | | | CHEMISTS AND MEDICAL GOODS ZONE | | | | | | | | | | LUXURY AND RECREATIONAL GOODS ZONE | | | | | | | | | | TURNOVER (\$m) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|----------------------|------|------|------|------|------|------|------|------|------|-----------------------------------|------|------|------|------|------|------|------|------|------|---------------|------|------|------|------|------|------|------|------|------|--------------------------|------|------|------|------|------|------|------|------|------|-----------------------------|------|------|------|------|------|------|------|------|------|----------------|------|------|------|------|------|------|------|------|------|---------------------------------|------|------|------|------|------|------|------|------|------|------------------------------------|------|------|------|------|------|------|------|------|------|----------------|------|------|------|------|------|------|------|--------|------|------|---|---|-----|---|----|----|---|---|----|---|---|---|---|---|---|----|----|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 |
| BATH CITY CENTRE | 54.7 | 9.41 | 4.26 | 6.37 | 12.5 | 11.2 | 4.41 | 20 | 7.12 | 12.4 | 22.8 | 13.4 | 1.6 | 0.38 | 1.79 | 2.31 | 0.59 | 0.46 | 1.45 | 1.2 | 0.59 | 2.1 | 5.05 | 0.69 | 0.35 | 0.54 | 0.71 | 0.22 | 0.27 | 1.49 | 0.5 | 0.52 | 1.5 | 5.34 | 0.52 | 0 | 0.5 | 0.31 | 0 | 0.09 | 0.2 | 0.59 | 0.26 | 1.31 | 19.1 | 1.61 | 0.24 | 1.82 | 1.85 | 0.17 | 0.83 | 2.76 | 2.47 | 2.07 | 6.04 | 7.33 | 0.3 | 0 | 0.58 | 0.13 | 0 | 0.11 | 0 | 0.92 | 0.14 | 0.48 | 28.8 | 1.01 | 0.17 | 2.49 | 1.04 | 0.36 | 0.51 | 1.62 | 2.44 | 0.55 | 3.17 | 59.9 | 7.9 | 2.3 | 6.24 | 10.9 | 5.86 | 3.11 | 18 | 5.83 | 8.73 | 25.3 | 457.3 | | | | | | | | | | | | | | | | | | | | |
| RETAIL WAREHOUSES | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.02 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0.29 | 0.05 | 0 | 0 | 0.35 | 0.03 | 0 | 0 | 0 | 0 | 0 | 0 | 0.01 | 0 | 0 | 0 | 4.33 | 0.48 | 0.06 | 0.18 | 0.12 | 0.05 | 0 | 0.2 | 0.06 | 0 | 0.81 | 12.8 | 1.77 | 0.24 | 0.61 | 0.41 | 0.17 | 0 | 0.71 | 0.23 | 0 | 2.7 | 15.6 | 0.69 | 0 | 0.53 | 0 | 0 | 0.26 | 0.58 | 0.14 | 0.48 | 1.09 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.54 | 0.67 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 49.4 | | | | | | | | | | | | | | | | | | |
| LOCAL CENTRES | 0 | 0 | 0 | 0 | 0 | 0 | 0.06 | 0 | 0 | 0 | 0.21 | 1.15 | 0 | 0 | 0.05 | 0 | 0 | 0 | 0.05 | 0 | 0.2 | 0.03 | 0.03 | 0 | 0 | 0 | 0 | 0 | 0.01 | 0 | 0 | 0 | 0 | 1.08 | 0.05 | 0 | 0.08 | 0 | 0 | 0 | 0 | 0.02 | 0 | 0.1 | 3.69 | 0.16 | 0 | 0.21 | 0 | 0.05 | 0 | 0.08 | 0 | 0 | 0.16 | 2.81 | 0 | 0.16 | 0.29 | 0 | 0 | 0.04 | 0 | 0.29 | 0 | 0.09 | 4.48 | 0.11 | 0 | 0.29 | 0 | 0 | 0.21 | 0.24 | 0.25 | 0 | 0.18 | 1.54 | 0 | 0 | 0.3 | 0 | 0 | 0.17 | 0 | 0 | 0 | 0 | 0 | 18.9 | | | | | | | | | | | | | | | | | | | |
| OTHER STORES IN BATH | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.88 | 0 | 0 | 0 | 0 | 0.04 | 0 | 0.05 | 0 | 0 | 0.22 | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RADSTOCK | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.21 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.23 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.91 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.86 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.31 | 5.3 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MIDSOMER NORTON / PAULTON | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3.47 | 0 | 0.13 | 0 | 0 | 0 | 0.23 | 0 | 0 | 0.05 | 0 | 4.1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.81 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2.35 | 0.11 | 0.19 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13.7 | 0 | 0.11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12.2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7.07 | 50.7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KEYNSHAM | 0 | 1.63 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.6 | 0.19 | 0 | 0 | 0 | 0 | 0.05 | 0 | 0.1 | 0 | 0.06 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.03 | 0.05 | 0.33 | 0.13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.05 | 0 | 1.12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.09 | 0.11 | 7.84 | 0.48 | 0 | 0.12 | 0.11 | 0 | 0 | 0 | 0 | 0.09 | 0 | 4.28 | 0.44 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 19.2 | | | | | | | | | | | | | | | | | | | |
| VILLAGE CENTRES | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.05 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.33 | 0.61 | 0 | 0.06 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1.63 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2.8 | | | | | | | | | | | | | | | |
| OTHER | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.05 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OUTSIDE BATH & NORTH EAST SOMERSET | 11.8 | 13.3 | 47.7 | 3.58 | 15.7 | 15.1 | 2.23 | 28.6 | 1.17 | 11 | 14.8 | 11 | 6.48 | 20.4 | 2.06 | 9.08 | 9.75 | 2.24 | 17.8 | 1.87 | 8.83 | 9.37 | 2.72 | 2.16 | 6.03 | 0.69 | 2.75 | 3 | 0.54 | 4.47 | 0.51 | 2.35 | 2.51 | 2.32 | 3.38 | 10.1 | 1.21 | 5.15 | 5.13 | 1.23 | 9.19 | 0.96 | 4.35 | 2.45 | 8.25 | 11.4 | 33.8 | 4.16 | 16.2 | 17 | 3.55 | 28.6 | 2.69 | 13.4 | 10.3 | 8.38 | 11.4 | 27.3 | 3.85 | 14.8 | 13.9 | 3.36 | 25.4 | 2.53 | 12.1 | 7.03 | 1.35 | 3.65 | 27.8 | 2.61 | 14.3 | 13.9 | 2.95 | 24.8 | 1.86 | 12.3 | 4.53 | 7.07 | 12.8 | 52.1 | 3.96 | 18.9 | 21.8 | 3.79 | 33.3 | 2.91 | 15.9 | 10.9 | 909.8 | | | | | | | | | | | | | | | | | | | | |
| TOTAL | 66.4 | 24.3 | 52 | 9.96 | 28.3 | 26.2 | 6.7 | 48.6 | 8.29 | 23.4 | 41.4 | 26.8 | 9.8 | 20.9 | 4.01 | 11.4 | 10.6 | 2.7 | 19.6 | 3.34 | 9.43 | 16.7 | 8.15 | 2.98 | 6.38 | 1.22 | 3.47 | 3.22 | 0.82 | 5.96 | 1.02 | 2.87 | 5.08 | 13.1 | 4.8 | 10.3 | 1.97 | 5.88 | 5.18 | 1.32 | 9.59 | 1.64 | 4.62 | 8.17 | 43.9 | 16.1 | 34.3 | 6.58 | 18.7 | 17.3 | 4.43 | 32.1 | 5.47 | 15.5 | 27.3 | 35.1 | 12.8 | 27.4 | 5.26 | 14.9 | 13.9 | 3.54 | 25.7 | 4.38 | 12.4 | 21.8 | 36.4 | 13.3 | 28.5 | 5.46 | 15.5 | 14.4 | 3.67 | 26.6 | 4.54 | 12.8 | 22.7 | 70 | 25.6 | 54.8 | 10.5 | 29.8 | 27.7 | 7.07 | 51.2 | 8.74 | 24.7 | 43.6 | 1514.6 | | | | | | | | | | | | | | | | | | | | |

Notes: store turnovers calculated by applying market share to available expenditure within each zone

2009 PRICES

TABLE 8: EXISTING & COMMITTED CONVENIENCE FLOORSPACE AND COMMITTED COMPARISON GOODS FLOORSPACE

| STORE / LOCATION | FLOORSPACE (sq m net) | | CONV GOODS SALES DENSITY (£/sq m) | TOTAL CONVENIENCE GOODS TURNOVER (£m) |
|-----------------------------------------------------------------|-----------------------|-------------------------|-----------------------------------|---------------------------------------|
| | Total Net Sales | Convenience Goods Sales | | |
| BATH CITY CENTRE | | | | |
| Co-op, Avon Street, Bath City Centre | 161 | 142 | 6469 | 0.9 |
| Inland, Ham Gardens, Southgate, Bath | 339 | 322 | 6412 | 2.1 |
| Walkate, The Podium, Northgate Street, Bath | 1561 | 1342 | 11320 | 15.2 |
| M&S Food Hall, Bath City Centre | 1695 | 1695 | 12633 | 18.4 |
| Sainsbury's Local, Dorchester Street, Bath City Centre | 294 | 292 | 12526 | 2.5 |
| Sainsbury's Local, Monmouth Street, Bath City Centre | 244 | 230 | 12526 | 2.8 |
| Other convenience goods floorspace | 2665 | 2399 | 5000 | 12.0 |
| Sub-Total | | | | 51.8 |
| MOORLAND ROAD DISTRICT CENTRE | | | | |
| Co-op, Moorland road, Bath | 1509 | 1283 | 6469 | 8.3 |
| Other convenience goods stores, Moorland Road District Centre | 500 | 450 | 4500 | 2.0 |
| Sainsbury's Local, Moorland Road, Oldfield Park, Bath | 226 | 203 | 12526 | 2.5 |
| Sub-Total | | | | 12.9 |
| LOCAL CENTRES | | | | |
| WALCOT STREET | | | | |
| Walcot Street Local Centre | | | | 0.2 |
| MARGARET BUILDINGS | | | | |
| Margaret Buildings Local Centre | 100 | 90 | 4500 | 0.4 |
| ST JAMES STREET | | | | |
| St James Street Local Centre | 160 | 144 | 4500 | 0.6 |
| RIVER STREET PLACE | | | | |
| River Street Place Local Centre | 100 | 90 | 4500 | 0.4 |
| LANDDOWN ROAD | | | | |
| Landdown Road Local Centre | | | | 0.3 |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | | | | |
| Nelson Place East / Cleveland Terrace Local Centre | 60 | 60 | 4500 | 0.3 |
| LONDON ROAD | | | | |
| London Road Local Centre | | | | 0.0 |
| FAIRFIELD PARK | | | | |
| Fairfield Park Local Centre | 20 | 20 | 4500 | 0.1 |
| LARKHALL | | | | |
| Larkhall Local Centre | 210 | 189 | 4500 | 0.9 |
| Co-op, St Saviour Road, Larkhall, Bath | 342 | 325 | 6469 | 2.1 |
| CHELSEA ROAD (LOWER WESTON) | | | | |
| Lower Weston (Chelsea Road) Local Centre | 361 | 325 | 4500 | 1.5 |
| WESTON HIGH STREET | | | | |
| Tesco Express, Upper Weston, Bath | 319 | 287 | 7075 | 2.9 |
| Weston High Street Local Centre | 184 | 184 | 4500 | 2.0 |
| TWERTON | | | | |
| Tesco Express (One Stop), Twerton, Bath | | | 7075 | 1.9 |
| Co-Op, High Street, Twerton, Bath | 225 | 225 | 6469 | 0.3 |
| Twerton Local Centre | | | | 0.2 |
| SOUTHDOWN | | | | |
| Southdown Local Centre | 167 | 167 | 4500 | 2.5 |
| Co-op, Mount Road, Bath | 308 | 277 | 6469 | 0.8 |
| LOWER BRISTOL ROAD | | | | |
| Lower Bristol Road Local Centre | | | | 0.0 |
| WELLSWAY (BEARFLAT) | | | | |
| Co-op, Bearflat (Wellsway), Bath | 211 | 190 | 6469 | 4.2 |
| Wellsway (Bear Flat) Local Centre | 666 | 666 | 4500 | 3.0 |
| WIDCOMBE | | | | |
| Widcombe Local Centre | 101 | 101 | 4500 | 0.5 |
| COMBE DOWN | | | | |
| Co-op, Combe Down, Bath | 127 | 114 | 6469 | 2.1 |
| Tesco Express, Combe Down, Bath | 149 | 134 | 7075 | 0.7 |
| Combe Down Local Centre | 100 | 100 | 4500 | 0.9 |
| BRADFORD ROAD (COMBE DOWN) | | | | |
| Bradford Road (Combe Down) Local Centre | 72 | 72 | 4500 | 0.5 |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | | | | |
| Frome Road / Bloomfield Road Local Centre | | | | 0.0 |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | | | | |
| Co-op, Upper Bloomfield Road, Odd Down, Bath | 266 | 239 | 6469 | 1.8 |
| Local shops, Odd Down | | | | 0.2 |
| BATHWICK HILL | | | | |
| Tesco Express, Bathwick Hill, Bath | 243 | 219 | 7075 | 1.5 |
| Bathwick Hill Local Centre | | | | 1.5 |
| BATHWICK STREET | | | | |
| Bathwick Street Local Centre | | | | 0.2 |
| OTHER STORES IN BATH | | | | |
| Marsons, Kensington Place, London Road, Bath | 2137 | 1710 | 11988 | 20.5 |
| Sainsbury's, Green Park Station, Green Park Road, Bath | 3057 | 2446 | 12526 | 30.6 |
| Other | | | | 3.1 |
| Sub-Total Bath | | | | 145.6 |
| MIDSOMER NORTON / PAULTON | | | | |
| Sainsbury's, The Hollies, Midsomer Norton, Radstock | 1554 | 1321 | 12526 | 16.5 |
| Lidl, High Street, Midsomer Norton | 800 | 640 | 2971 | 1.9 |
| Midsomer Norton | 745 | 688.5 | 4500 | 3.1 |
| Tesco, Old Mills, Paulton, Midsomer Norton | 2967 | 2390 | 12842 | 30.7 |
| Co-op, Hill Court High Street, Paulton | 343 | 309 | 6469 | 2.0 |
| Other | | | | 0.3 |
| RADSTOCK | | | | |
| Princes (Co-op), Wells Road, Radstock | 3159 | 1264 | 6469 | 8.2 |
| Radstock | 300 | 270 | 4500 | 1.2 |
| KEYNSHAM | | | | |
| Island, Temple Street, Keynsham, Bristol | 536 | 509.2 | 6412 | 3.3 |
| Plattest Co-op, Athmead Roundabout, Keynsham, Bristol | 2349 | 2013.65 | 6469 | 13.0 |
| Tesco, Keynsham | 1882 | 1599.7 | 12842 | 20.5 |
| Keynsham Town Centre | 1042 | 938 | 4500 | 4.2 |
| COMMITMENTS - CONVENIENCE | | | | |
| | FLOORSPACE (sq m net) | | CONV GOODS SALES DENSITY (£/sq m) | TOTAL CONVENIENCE GOODS TURNOVER (£m) |
| | Total Net Sales | Convenience Goods Sales | | |
| Tesco Express | 270 | 243 | 7075 | 1.7 |
| Sainsbury's | 1858 | 1394 | 12526 | 17.5 |
| COMMITMENTS - COMPARISON | | | | |
| | FLOORSPACE (sq m net) | | COMP GOODS SALES DENSITY (£/sq m) | TOTAL COMPARISON GOODS TURNOVER (£m) |
| | Total Net Sales | Comparison Goods Sales | | |
| Sainsbury's, Odd Down | 1858 | 465 | 5249 | 2.4 |
| Tesco Express, Bearflat | 270 | 27 | 7075 | 0.2 |
| Walkate, The Podium, Northgate Street, City Centre | 1561 | 1342 | 11320 | 12.0 |
| as existing | 3692 | | 6575 | 7.1 |
| increase | 2131 | | | |
| convenience goods floorspace increase | 1557 | | | |
| comparison goods floorspace increase | 1074 | | | |
| PROPOSALS | | | | |
| | FLOORSPACE (sq m net) | | COMP GOODS SALES DENSITY (£/sq m) | TOTAL COMPARISON GOODS TURNOVER (£m) |
| | Total Net Sales | Comp / Comp Goods Sales | | |
| Lidl, Herman Miller Building, Lower Bristol Road | 1273 | 1018 | 2971 | 3.0 |
| convenience comparison | 1273 | 255 | 2971 | 0.8 |
| Bulky goods comparison units, Herman Miller, Lower Bristol Road | 2640 | 2915 | 3500 | 10.2 |
| Unit C, Weston Lock Retail, Lower Bristol Road | 1858 | 1858 | 3500 | 6.5 |

Notes:

floorspace data from Bath & North East Somerset Council, GVA, planning applications and IGD data

sales densities for large stores derived from Mintel and Verdict research and sales densities for other town centre floorspace based on either existing trading levels (where floorspace is not known) or an indicative sales density

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 9a: CONVENIENCE GOODS CAPACITY 2011-2026

BATH

| | 2011 | 2016 | 2021 | 2026 |
|------------------------------------------------------------------------|------------|-------------|-------------|-------------|
| Available Convenience Goods Expenditure (£m) | 831.9 | 890.4 | 958.6 | 1033.6 |
| Turnover from Study Area (£m) | 167.0 | 182.4 | 196.5 | 211.8 |
| Market Share (%) | 20.1 | 20.5 | 20.5 | 20.5 |
| Expenditure Inflow (£m) | 16.7 | 18.2 | 19.7 | 21.2 |
| Total Turnover Potential (£m) | 183.7 | 200.6 | 216.2 | 233.0 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 145.6 | 147.0 | 149.3 | 151.5 |
| Commitments | 34.2 | 34.5 | 35.0 | 35.6 |
| Residual Expenditure (£m) | 3.9 | 19.1 | 31.9 | 45.9 |
| Indicative sales density for new convenience goods floorspace (£/sq m) | 12000 | 12120 | 12303 | 12489 |
| Indicative retail floorspace capacity (£m) | 329 | 1574 | 2589 | 3675 |

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a - 5d, taking into account trade diversion levels in Tables 11-25.

Market share is the turnover from study area expressed as a percentage of available expenditure, taking into account impact of commitments.

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 8, assumed to experience an increase in floorspace efficiency of 0.2% to 2016 and 0.3% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 10a: COMPARISON GOODS CAPACITY - 2011-2026

BATH

| | 2011 | 2016 | 2021 | 2026 |
|-----------------------------------------------------------------------|---------------|------------|--------------|--------------|
| Available Comparison Goods Expenditure (£m) | 1263.8 | 1514.6 | 1888.4 | 2358.1 |
| Turnover from Study Area (£m) | 440.3 | 533.7 | 665.4 | 830.9 |
| Market Share (%) | 34.8 | 35.2 | 35.2 | 35.2 |
| Expenditure Inflow (£m) | 44.0 | 53.4 | 66.5 | 83.1 |
| Total Turnover Potential (£m) | 484.4 | 587.1 | 732.0 | 914.0 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 551.0 | 584.9 | 645.7 | 713.0 |
| Residual Expenditure (£m) | -66.6 | 2.2 | 86.2 | 201.1 |
| Indicative sales density for new comparison goods floorspace (£/sq m) | 6000 | 6369 | 7032 | 7763 |
| Indicative retail floorspace capacity (£m) | -11105 | 346 | 12263 | 25901 |

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure, taking into account impact of commitments at 2016

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2011 based on: city centre benchmark from DTZ 2008 study (updated to 2011); the Southgate development, current (2011) turnover of non-central stores in Bath and turnover of committed comparison goods floorspace.

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.2% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 9b: CONVENIENCE GOODS CAPACITY 2011-2026

KEYNSHAM

| | 2011 | 2016 | 2021 | 2026 |
|------------------------------------------------------------------------|--------------|--------------|-------------|-------------|
| Available Convenience Goods Expenditure (£m) | 831.9 | 890.4 | 958.6 | 1033.6 |
| Turnover from Study Area (£m) | 29.2 | 30.0 | 32.2 | 34.8 |
| Market Share (%) | 3.5 | 3.4 | 3.4 | 3.4 |
| Expenditure Inflow (£m) | 0.9 | 0.9 | 1.0 | 1.0 |
| Total Turnover Potential (£m) | 30.1 | 30.9 | 33.2 | 35.8 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 41.1 | 41.5 | 42.1 | 42.7 |
| Commitments | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | -11.0 | -10.6 | -8.9 | -6.9 |
| Indicative sales density for new convenience goods floorspace (£/sq m) | 12000 | 12120 | 12303 | 12489 |
| Indicative retail floorspace capacity (£m) | -916 | -876 | -721 | -553 |

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a - 5d, taking into account impact of commitments (Tables 11-25).

Market share is the turnover from study area expressed as a percentage of available expenditure, taking into account impact of commitments.

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 8, assumed to experience an increase in floorspace efficiency of 0.2% to 2016 and 0.3% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 10b: COMPARISON GOODS CAPACITY - 2011-2026

KEYNSHAM

| | 2011 | 2016 | 2021 | 2026 |
|-----------------------------------------------------------------------|--------------|--------------|-------------|-------------|
| Available Comparison Goods Expenditure (£m) | 1263.8 | 1514.6 | 1888.4 | 2358.1 |
| Turnover from Study Area (£m) | 16.4 | 19.2 | 23.6 | 29.2 |
| Market Share (%) | 1.3 | 1.3 | 1.3 | 1.2 |
| Expenditure Inflow (£m) | 0.5 | 0.6 | 0.7 | 0.9 |
| Total Turnover Potential (£m) | 16.8 | 19.8 | 24.3 | 30.1 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 24.7 | 26.2 | 28.9 | 32.0 |
| Residual Expenditure (£m) | -7.9 | -6.4 | -4.6 | -1.9 |
| Indicative sales density for new comparison goods floorspace (£/sq m) | 4500 | 4777 | 5274 | 5823 |
| Indicative retail floorspace capacity (£m) | -1745 | -1346 | -875 | -325 |

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2011 taken from 2008 DTZ study.

Benchmark turnover of existing floorspace assumed to benefit from increases in floorspace efficiency of 1.2% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 9c: CONVENIENCE GOODS CAPACITY 2011-2026

MIDSOMER NORTON

| | 2011 | 2016 | 2021 | 2026 |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|
| Available Convenience Goods Expenditure (£m) | 831.9 | 890.4 | 958.6 | 1033.6 |
| Turnover from Study Area (£m) | 79.3 | 84.6 | 91.1 | 98.2 |
| Market Share (%) | 9.5 | 9.5 | 9.5 | 9.5 |
| Expenditure Inflow (£m) | 0.8 | 0.8 | 0.9 | 1.0 |
| Total Turnover Potential (£m) | 80.1 | 85.5 | 92.0 | 99.2 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 54.5 | 55.1 | 55.9 | 56.7 |
| Commitments | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 25.6 | 30.4 | 36.1 | 42.5 |
| Indicative sales density for new convenience goods floorspace (£/sq m) | 12000 | 12120 | 12303 | 12489 |
| Indicative retail floorspace capacity (£m) | 2134 | 2508 | 2935 | 3401 |

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a - 5d, taking into account impact of convenience commitments (Tables 11-25).

Market share is the turnover from study area expressed as a percentage of available expenditure, taking into account impact of commitments.

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 8, assumed to experience an increase in floorspace efficiency of 0.2% to 2016 and 0.3% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 10c: COMPARISON GOODS CAPACITY - 2011-2026

MIDSOMER NORTON + RADSTOCK (COMBINED)

| | 2011 | 2016 | 2021 | 2026 |
|-----------------------------------------------------------------------|-------------|------------|-------------|-------------|
| Available Comparison Goods Expenditure (£m) | 1263.8 | 1514.6 | 1888.4 | 2358.1 |
| Turnover from Study Area (£m) | 47.2 | 56.0 | 69.1 | 86.0 |
| Market Share (%) | 3.7 | 3.7 | 3.7 | 3.6 |
| Expenditure Inflow (£m) | 0.5 | 0.6 | 0.7 | 0.9 |
| Total Turnover Potential (£m) | 47.6 | 56.6 | 69.8 | 86.8 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 47.6 | 50.6 | 55.8 | 61.7 |
| Commitments (£m) | 2.4 | 2.5 | 2.8 | 3.1 |
| Residual Expenditure (£m) | -2.4 | 3.5 | 11.2 | 22.1 |
| Indicative sales density for new comparison goods floorspace (£/sq m) | 4000 | 4246 | 4688 | 5176 |
| Indicative retail floorspace capacity (£m) | -591 | 821 | 2392 | 4270 |

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Tables 7a-7d.

Market share is the turnover of stores gained from the study area expressed as a percentage of available expenditure

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover at 2011 assumed to match total turnover potential at 2011.

Benchmark turnover of existing and committed floorspace assumed to benefit from increases in floorspace efficiency of 1.2% to 2016 and then 2% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 9d: CONVENIENCE GOODS CAPACITY 2011-2026

RADSTOCK

| | 2011 | 2016 | 2021 | 2026 |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|
| Available Convenience Goods Expenditure (£m) | 831.9 | 890.4 | 958.6 | 1033.6 |
| Turnover from Study Area (£m) | 1.7 | 1.9 | 2.0 | 2.2 |
| Market Share (%) | 0.2 | 0.2 | 0.2 | 0.2 |
| Expenditure Inflow (£m) | 0.0 | 0.0 | 0.0 | 0.0 |
| Total Turnover Potential (£m) | 1.8 | 1.9 | 2.0 | 2.2 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 9.4 | 9.5 | 9.6 | 9.8 |
| Commitments | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | -7.6 | -7.6 | -7.6 | -7.6 |
| Indicative sales density for new convenience goods floorspace (£/sq m) | 12000 | 12120 | 12303 | 12489 |
| Indicative retail floorspace capacity (£m) | -636 | -628 | -618 | -608 |

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a - 5d, taking into account impact of commitments (Tables 11-25).

Market share is the turnover from study area expressed as a percentage of available expenditure, taking into account impact of commitments.

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 8, assumed to experience an increase in floorspace efficiency of 0.2% to 2016 and 0.3% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 9e: CONVENIENCE GOODS CAPACITY 2011-2026

MIDSOMER NORTON + RADSTOCK (COMBINED)

| | 2011 | 2016 | 2021 | 2026 |
|------------------------------------------------------------------------|-------------|-------------|-------------|-------------|
| Available Convenience Goods Expenditure (£m) | 831.9 | 890.4 | 958.6 | 1033.6 |
| Turnover from Study Area (£m) | 81.1 | 86.5 | 93.1 | 100.4 |
| Market Share (%) | 9.7 | 9.7 | 9.7 | 9.7 |
| Expenditure Inflow (£m) | 0.8 | 0.9 | 0.9 | 1.0 |
| Total Turnover Potential (£m) | 81.9 | 87.3 | 94.0 | 101.4 |
| Benchmark Turnover of Existing and Committed Facilities (£m) | 63.9 | 64.5 | 65.5 | 66.5 |
| Commitments | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 18.0 | 22.8 | 28.5 | 34.9 |
| Indicative sales density for new convenience goods floorspace (£/sq m) | 12000 | 12120 | 12303 | 12489 |
| Indicative retail floorspace capacity (£m) | 1498 | 1880 | 2317 | 2793 |

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Tables 5a - 5d, taking into account impact of commitments (Tables 11-25).

Market share is the turnover from study area expressed as a percentage of available expenditure, taking into account impact of commitments.

Expenditure inflow based on GVA assumptions

Total turnover potential is the turnover from study area plus the expenditure inflow.

Benchmark turnover from existing facilities taken from Table 8, assumed to experience an increase in floorspace efficiency of 0.2% to 2016 and 0.3% thereafter

Residual expenditure is the total turnover potential minus the benchmark turnover of existing facilities.

2009 PRICES

TABLE 12: MARKET SHARE OF CONVENIENCE FACILITIES (PRE SAINSBURYS ODD DOWN)

| STORE / CENTRE | MARKET SHARE ZONE | | | | | | | | | | |
|------------------------------------------------------|-------------------|------|------|------|-------|-------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 |
| BATH CITY CENTRE | | | | | | | | | | | |
| Bath Farmers' Market | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, Avon Street, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Iceland, Ham Gardens, Southgate, Bath | 1.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bath (City Centre) | 1.8 | 0.0 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.3 |
| Waltose, The Podium, Northgate Street, Bath | 11.3 | 1.0 | 0.0 | 5.4 | 0.0 | 0.0 | 0.6 | 0.0 | 7.9 | 0.3 | 0.4 |
| M&S Food Hall, Bath City Centre | 3.2 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.8 | 0.3 | 2.7 | 0.0 | 0.1 |
| Sainsburys Local, Bath City Centre | 0.2 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 |
| Sub-Total | 18.0 | 1.5 | 0.5 | 6.9 | 0.0 | 0.0 | 1.4 | 0.3 | 11.3 | 0.7 | 0.8 |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 6.1 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Moorland Road District Centre | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 1.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local shops, Oldfield Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 8.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LOCAL CENTRES | | | | | | | | | | | |
| WALCOT STREET | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MARGARETS BUILDINGS | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ST JAMES STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RIVER STREET PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LANSDOWN ROAD | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LONDON ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FAIRFIELD PARK | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LARKHALL | 2.3 | 0.0 | 0.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CHELSEA ROAD (LOWER WESTON) | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WESTON HIGH STREET | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TWERTON | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SOUTHDOWN | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LOWER BRISTOL ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WELLSWAY (BEARFLAT) | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WIDCOMBE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| COMBE DOWN | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 | 0.0 |
| BRADFORD ROAD (COMBE DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | 1.8 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 |
| BATHWICK HILL | 0.8 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.3 | 1.1 | 0.0 | 0.0 |
| BATHWICK STREET | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OTHER STORES IN BATH | | | | | | | | | | | |
| Morrisons, Kensington Place, London Road, Bath | 16.6 | 0.5 | 0.0 | 25.1 | 0.0 | 0.0 | 0.0 | 0.0 | 4.7 | 0.0 | 0.0 |
| Sainsburys, Kensington Place, London Road, Bath | 29.1 | 6.0 | 0.0 | 3.9 | 0.0 | 0.0 | 0.6 | 0.0 | 11.2 | 0.0 | 0.1 |
| Other | 2.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 |
| Sub-Total Bath | 85.9 | 8.8 | 1.1 | 39.2 | 0.0 | 0.0 | 2.0 | 0.6 | 33.0 | 0.7 | 1.0 |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.7 |
| Lidl, High Street, Midsomer Norton | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 |
| Midsomer Norton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Tesco, Old Mills, Paulton, Midsomer Norton | 0.7 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 51.6 |
| Co-op, Hill Court High Street, Paulton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 |
| Other | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| RADSTOCK | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 |
| Radstock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| KEYNSHAM | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.7 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Keynsham | 0.2 | 21.4 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Keynsham Town Centre | 0.0 | 3.5 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALTFOORD | | | | | | | | | | | |
| Co-op, Saltford | 0.2 | 4.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco Express, Bath Road, Saltford | 0.0 | 1.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| VILLAGE CENTRES | | | | | | | | | | | |
| Peasedown St John | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Whitchurch | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Timisbury | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 |
| Chew Magna | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathampton | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathheaston | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OTHER | 0.0 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| OUTSIDE BATH & NORTH EAST SOMERSET | 11.2 | 44.8 | 95.6 | 58.5 | 100.2 | 100.1 | 97.9 | 99.8 | 66.9 | 99.4 | 19.1 |

Notes:
market shares calculated by expressing store turnovers (Table 11) as a percentage of available expenditure.
2009 PRICES

JS ODD DOWN Diversion

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 13: % TRADE DIVERSION TO SAINSBURYS ODD DOWN

| STORE / CENTRE | DIVERSION ZONE | | | | | | | | | | |
|-------------------------------------------------------|----------------|--------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 |
| BATH CITY CENTRE | | | | | | | | | | | |
| Bath Farmers' Market | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-op, Avon Street, Bath City Centre | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Iceland, Ham Gardens, Southgate, Bath | 0.4% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bath (City Centre) | 0.4% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.4% |
| Waltrose, The Padium, Northgate Street, Bath | 13.7% | 4.6% | 0.0% | 10.7% | 0.0% | 0.0% | 4.3% | 0.0% | 20.4% | 2.5% | 3.2% |
| M&S Food Hall, Bath City Centre | 2.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 2.8% | 1.1% | 3.5% | 0.0% | 0.5% |
| Sainsburys Local, Bath City Centre | 0.1% | 0.0% | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% |
| Sub-Total | 16.9% | 5.8% | 1.8% | 11.4% | 0.0% | 0.0% | 7.1% | 1.1% | 24.2% | 3.8% | 4.0% |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 7.4% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Moorland Road District Centre | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Local shops, Oldfield Park | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sub-Total | 8.4% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOCAL CENTRES | | | | | | | | | | | |
| WALCOT STREET | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| MARGARETS BUILDINGS | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| ST JAMES STREET | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| RIVER STREET PLACE | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LANSDOWN ROAD | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LONDON ROAD | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FAIRFIELD PARK | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LARKHALL | | | | | | | | | | | |
| | 0.5% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CHELSEA ROAD (LOWER WESTON) | | | | | | | | | | | |
| | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WESTON HIGH STREET | | | | | | | | | | | |
| | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| TWERTON | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| SOUTHDOWN | | | | | | | | | | | |
| | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOWER BRISTOL ROAD | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WELLSWAY (BEARFLAT) | | | | | | | | | | | |
| | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WIDCOMBE | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| COMBE DOWN | | | | | | | | | | | |
| | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.9% | 0.0% | 0.0% |
| BRADFORD ROAD (COMBE DOWN) | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | | | | | | | | | | | |
| | 0.4% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% |
| BATHWICK HILL | | | | | | | | | | | |
| | 0.2% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.5% | 0.0% | 0.0% |
| BATHWICK STREET | | | | | | | | | | | |
| | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER STORES IN BATH | | | | | | | | | | | |
| Morrisons, Kensington Place, London Road, Bath | 25.2% | 3.1% | 0.0% | 62.4% | 0.0% | 0.0% | 0.0% | 0.0% | 15.1% | 0.0% | 0.0% |
| Sainsburys, Green Park Station, Green Park Road, Bath | 44.3% | 35.2% | 0.0% | 9.8% | 0.0% | 0.0% | 5.4% | 0.0% | 36.1% | 0.0% | 1.2% |
| Other | 0.3% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% |
| Sub-Total Bath | | | | | | | | | | | |
| MIDSOMER NORTON / FAULTON | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 13.6% |
| Lidl, High Street, Midsomer Norton | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.4% |
| Midsomer Norton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% |
| Tesco, Old Mills, Paulton, Midsomer Norton | 0.1% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 48.0% |
| Co-op, Hill Court High Street, Paulton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% |
| Other | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| RADSTOCK | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% |
| Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| KEYNSHAM | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0% | 2.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.1% | 5.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco, Keynsham | 0.0% | 12.5% | 2.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Keynsham Town Centre | | | | | | | | | | | |
| SALTFORD | | | | | | | | | | | |
| Co-op, Saltford | 0.0% | 2.3% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco Express, Bath Road, Saltford | 0.0% | 0.7% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Saltford | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| VILLAGE CENTRES | | | | | | | | | | | |
| Peasedown St John | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.5% |
| Whitchurch | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Timsbury | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.6% |
| Chew Magna | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bathampton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Batheaston | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER | | | | | | | | | | | |
| Chilcompton | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% |
| Radco (Co-op), Chilcompton | | | | | | | | | | | |
| Local shops, Bathford | | | | | | | | | | | |
| OUTSIDE BATH & NORTH EAST SOMERSET | 1.7% | 26.2% | 93.6% | 14.6% | 100.0% | 100.0% | 87.6% | 98.5% | 21.7% | 96.2% | 17.7% |

Notes:
trade diversion levels to Sainsburys at Odd Down based on existing shopping patterns, weighted to take account of location and trading style of competing stores.

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 14: TRADE DRAW OF SAINSBURYS ODD DOWN

| TURNOVER | TURNOVER (£m) | | | | | | | | | | | TOTAL (£m) |
|------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | |
| Turnover = | | | | | | | | | | | | 17.5 |
| Trade Draw | | | | | | | | | | | | |
| % | 83% | 4% | 0% | 8% | 0% | 0% | 0% | 0% | 4% | 0% | 0% | |
| £m | 14.6 | 0.8 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.0 | 0.0 | |

Notes:
trade draw to Sainsburys at Odd Down based on trade draw of existing Sainsburys and Morrisons stores in Bath.

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 15: \$M TRADE DIVERSION TO SAINSBURYS ODD DOWN

| STORE / CENTRE | TRADE DIVERSION ZONE | | | | | | | | | | TOTAL (\$m) | |
|-------------------------------------------------------|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | | 10 |
| BATH CITY CENTRE | | | | | | | | | | | | |
| Bath Farmers' Market | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, Avon Street, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Iceland, Ham Gardens, Southgate, Bath | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Bath (City Centre) | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Waitrose, The Podium, Northgate Street, Bath | 2.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 2.3 |
| M&S Food Hall, Bath City Centre | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| Sainsburys Local, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 2.5 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 2.8 |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| Moorland Road District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Local shops, Oldfield Park | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| LOCAL CENTRES | | | | | | | | | | | | |
| WALCOT STREET | | | | | | | | | | | | |
| MARGARETS BUILDINGS | | | | | | | | | | | | |
| ST JAMES STREET | | | | | | | | | | | | |
| RIVER STREET PLACE | | | | | | | | | | | | |
| LANSDOWN ROAD | | | | | | | | | | | | |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | | | | | | | | | | | | |
| LONDON ROAD | | | | | | | | | | | | |
| FAIRFIELD PARK | | | | | | | | | | | | |
| LARKHALL | | | | | | | | | | | | |
| CHELSEA ROAD (LOWER WESTON) | | | | | | | | | | | | |
| WESTON HIGH STREET | | | | | | | | | | | | |
| TWERTON | | | | | | | | | | | | |
| SOUTHDOWN | | | | | | | | | | | | |
| LOWER BRISTOL ROAD | | | | | | | | | | | | |
| WELLSWAY (BEARFLAT) | | | | | | | | | | | | |
| WIDCOMBE | | | | | | | | | | | | |
| COMBE DOWN | | | | | | | | | | | | |
| BRADFORD ROAD (COMBE DOWN) | | | | | | | | | | | | |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | | | | | | | | | | | | |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | | | | | | | | | | | | |
| BATHWICK HILL | | | | | | | | | | | | |
| BATHWICK STREET | | | | | | | | | | | | |
| OTHER STORES IN BATH | | | | | | | | | | | | |
| Morrisons, Kensington Place, London Road, Bath | 3.7 | 0.0 | 0.0 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 4.7 |
| Sainsburys, Green Park Station, Green Park Road, Bath | 6.4 | 0.3 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | 7.1 |
| 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 |
| Sub-Total Bath | 14.3 | 0.4 | 0.0 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 | 16.3 |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 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, High Street, Midsomer Norton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Midsomer Norton | 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, Old Mills, Paulton, Midsomer Norton | 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, Hill Court High Street, Paulton | 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 |
| RADSTOCK | | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KEYNSHAM | | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Tesco, Keynsham | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Keynsham Town Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALTFFORD | | | | | | | | | | | | |
| Co-op, Saltford | 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, Bath Road, Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| VILLAGE CENTRES | | | | | | | | | | | | |
| Peasedown St John | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Whitchurch | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tinsbury | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chew Magna | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathampton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathampton | 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 |
| OUTSIDE BATH & NORTH EAST SOMERSET | 0.2 | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.8 |

Notes:

\$m diversion calculated by applying % diversion to \$m trade draw for each zone.

2009 PRICES

TABLE 18: % TRADE DIVERSION TO WAITROSE CITY CENTRE EXTENSION

| STORE / CENTRE | DIVERSION ZONE | | | | | | | | | | |
|-------------------------------------------------------|----------------|-------|-------|-------|--------|--------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 |
| BATH CITY CENTRE | | | | | | | | | | | |
| Bath Farmers' Market | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-op, Avon Street, Bath City Centre | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Iceland, Ham Gardens, Southgate, Bath | 0.7% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bath (City Centre) | 0.4% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.4% |
| Waitrose, The Podium, Northgate Street, Bath | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| M&S Food Hall, Bath City Centre | 2.1% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 2.9% | 1.1% | 4.0% | 0.0% | 0.5% |
| Sainsburys Local, Bath City Centre | 0.1% | 0.0% | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% |
| Sub-Total | 3.4% | 1.2% | 1.8% | 0.8% | 0.0% | 0.0% | 2.9% | 1.1% | 4.4% | 1.3% | 0.9% |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 7.4% | 2.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Moorland Road District Centre | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Local shops, Oldfield Park | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sub-Total | 8.4% | 2.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOCAL CENTRES | | | | | | | | | | | |
| WALCOT STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| MARGARETS BUILDINGS | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| ST JAMES STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| RIVER STREET PLACE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LANSDOWN ROAD | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LONDON ROAD | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FAIRFIELD PARK | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LARKHALL | 0.6% | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CHELSEA ROAD (LOWER WESTON) | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WESTON HIGH STREET | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| TWERTON | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| SOUTHDOWN | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOWER BRISTOL ROAD | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WELLSWAY (BEARFLAT) | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WIDCOMBE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| COMBE DOWN | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.2% | 0.0% | 0.0% |
| BRADFORD ROAD (COMBE DOWN) | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | 0.5% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% |
| BATHWICK HILL | 0.2% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.6% | 0.0% | 0.0% |
| BATHWICK STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER STORES IN BATH | | | | | | | | | | | |
| Sainsburys, Oak Down | 15.1% | 7.5% | 0.0% | 15.1% | 0.0% | 0.0% | 1.1% | 0.0% | 11.8% | 0.0% | 0.2% |
| Morrisons, Kensington Place, London Road, Bath | 24.4% | 2.9% | 0.0% | 57.7% | 0.0% | 0.0% | 0.0% | 0.0% | 16.2% | 0.0% | 0.0% |
| Sainsburys, Green Park Station, Green Park Road, Bath | 42.9% | 32.8% | 0.0% | 9.0% | 0.0% | 0.0% | 5.5% | 0.0% | 38.7% | 0.0% | 1.2% |
| Other | 0.3% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 14.0% |
| Lidl, High Street, Midsomer Norton | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.5% |
| Midsomer Norton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.2% |
| Tesco, Old Mills, Paulton, Midsomer Norton | 0.1% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 49.4% |
| Co-op, Hill Court High Street, Paulton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% |
| Other | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| RADSTOCK | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% |
| Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| KEYNSHAM | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0% | 2.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.1% | 5.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco, Keynsham | 0.0% | 12.5% | 2.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Keynsham Town Centre | | | | | | | | | | | |
| SALTFORD | | | | | | | | | | | |
| Co-op, Saltford | 0.0% | 2.3% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco Express, Bath Road, Saltford | 0.0% | 0.7% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Saltford | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| VILLAGE CENTRES | | | | | | | | | | | |
| Peasedown St John | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.6% |
| Whitchurch | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Timsbury | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.7% |
| Chew Magna | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bathampton | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Batheaston | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER | | | | | | | | | | | |
| Chilcompton | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% |
| Radco (Co-op), Chilcompton | | | | | | | | | | | |
| Local shops, Bathford | | | | | | | | | | | |
| OUTSIDE BATH & NORTH EAST SOMERSET | 1.9% | 26.2% | 93.6% | 15.4% | 100.0% | 100.0% | 90.6% | 98.5% | 25.6% | 98.7% | 18.2% |

Notes:
trade diversion levels to Waitrose extension based on existing shopping patterns, weighted to take account of location and trading style of competing stores.

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 19: TRADE DRAW OF WAITROSE CITY CENTRE EXTENSION

| TURNOVER | TURNOVER (£m) | | | | | | | | | | | TOTAL (£m) |
|------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| | ZONE | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | |
| Turnover = | | | | | | | | | | | | 12.0 |
| Trade Draw | | | | | | | | | | | | |
| % | 80% | 3% | 0% | 6% | 0% | 0% | 0% | 0% | 7% | 1% | 2% | |
| £m | 9.6 | 0.3 | 0.0 | 0.7 | 0.0 | 0.0 | 0.1 | 0.0 | 0.9 | 0.1 | 0.3 | |

Notes:
Trade draw based on existing trade draw of Waitrose store

TABLE 22: MARKET SHARE OF CONVENIENCE FACILITIES (PRE LIDL STORE)

| STORE / CENTRE | MARKET SHARE ZONE | | | | | | | | | | |
|-------------------------------------------------------|-------------------|------|------|------|-------|-------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 |
| BATH CITY CENTRE | | | | | | | | | | | |
| Bath Farmers' Market | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, Avon Street, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Iceland, Ham Gardens, Southgate, Bath | 0.9 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bath (City Centre) | 1.7 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.3 |
| Walthose, The Podium, Northgate Street, Bath | 15.9 | 1.5 | 0.0 | 7.5 | 0.0 | 0.0 | 0.9 | 0.0 | 11.5 | 0.5 | 0.7 |
| M&S Food Hall, Bath City Centre | 2.9 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.8 | 0.3 | 2.4 | 0.0 | 0.1 |
| Sainsburys Local, Bath City Centre | 0.2 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 |
| Sub-Total | 22.1 | 2.0 | 0.5 | 9.0 | 0.0 | 0.0 | 1.7 | 0.3 | 14.6 | 0.8 | 1.1 |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 5.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Moorland Road District Centre | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local shops, Oldfield Park | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 6.7 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LOCAL CENTRES | | | | | | | | | | | |
| WALCOT STREET | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MARGARETS BUILDINGS | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ST JAMES STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RIVER STREET PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LANSDOWN ROAD | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LONDON ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FAIRFIELD PARK | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LARKHALL | 2.2 | 0.0 | 0.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CHELSEA ROAD (LOWER WESTON) | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WESTON HIGH STREET | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TWERTON | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SOUTHDOWN | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LOWER BRISTOL ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WELLSWAY (BEARFLAT) | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WIDCOMBE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| COMBE DOWN | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.7 | 0.0 | 0.0 |
| BRADFORD ROAD (COMBE DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | 1.8 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 |
| BATHWICK HILL | 0.7 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.3 | 1.0 | 0.0 | 0.0 |
| BATHWICK STREET | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OTHER STORES IN BATH | | | | | | | | | | | |
| Sainsburys, Oak Down | 8.0 | 1.2 | 0.0 | 5.2 | 0.0 | 0.0 | 0.1 | 0.0 | 2.6 | 0.0 | 0.0 |
| Morrisons, Kensington Place, London Road, Bath | 12.9 | 0.5 | 0.0 | 19.9 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 0.0 |
| Sainsburys, Green Park Station, Green Park Road, Bath | 22.6 | 5.4 | 0.0 | 3.1 | 0.0 | 0.0 | 0.6 | 0.0 | 8.4 | 0.0 | 0.1 |
| Other | 1.9 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 |
| Sub-Total Bath | 86.2 | 9.7 | 1.1 | 40.5 | 0.0 | 0.0 | 2.4 | 0.6 | 34.8 | 0.8 | 1.2 |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 0.2 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.6 |
| Lidl, High Street, Midsomer Norton | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 |
| Midsomer Norton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 |
| Tesco, Old Mills, Paulton, Midsomer Norton | 0.7 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 51.5 |
| Co-op, Hill Court High Street, Paulton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.2 |
| Other | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 |
| RADSTOCK | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.4 |
| Radstock | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| KEYNSHAM | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.7 | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco, Keynsham | 0.2 | 21.1 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| Keynsham Town Centre | 0.0 | 3.5 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALTFORD | | | | | | | | | | | |
| Co-op, Saltford | 0.2 | 3.9 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Tesco Express, Bath Road, Saltford | 0.0 | 1.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| VILLAGE CENTRES | | | | | | | | | | | |
| Peasedown St John | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 |
| Whitchurch | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Timsbury | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 |
| Chew Magna | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathampton | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathcaston | 0.0 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OTHER | 0.0 | 0.0 | 0.0 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 |
| OUTSIDE BATH & NORTH EAST SOMERSET | 10.9 | 44.3 | 95.6 | 57.2 | 100.2 | 100.1 | 97.5 | 99.8 | 65.2 | 99.2 | 19.0 |

Notes:
market shares calculated by expressing store turnovers (Table 21) as a percentage of available expenditure.
2009 PRICES

TABLE 23: % TRADE DIVERSION TO LIDL

| STORE / CENTRE | DIVERSION ZONE | | | | | | | | | | |
|-------------------------------------------------------|----------------|-------|-------|-------|--------|--------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 |
| BATH CITY CENTRE | | | | | | | | | | | |
| Bath Farmers' Market | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Co-op, Avon Street, Bath City Centre | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Iceland, Ham Gardens, Southgate, Bath | 0.2% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bath (City Centre) | 0.3% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.3% |
| Waitrose, The Podium, Northgate Street, Bath | 3.2% | 0.9% | 0.0% | 2.1% | 0.0% | 0.0% | 0.9% | 0.0% | 4.9% | 0.5% | 0.6% |
| M&S Food Hall, Bath City Centre | 0.6% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.7% | 0.3% | 1.0% | 0.0% | 0.1% |
| Sainsburys Local, Bath City Centre | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% |
| Sub-Total | 4.4% | 1.2% | 0.4% | 2.5% | 0.0% | 0.0% | 1.6% | 0.3% | 6.3% | 0.8% | 1.0% |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 1.5% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Moorland Road District Centre | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Local shops, Oldfield Park | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sub-Total | 2.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOCAL CENTRES | | | | | | | | | | | |
| WALCOT STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| MARGARETS BUILDINGS | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| ST JAMES STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| RIVER STREET PLACE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LANSDOWN ROAD | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LONDON ROAD | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FAIRFIELD PARK | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LARKHALL | 0.7% | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| CHELSEA ROAD (LOWER WESTON) | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WESTON HIGH STREET | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| TWERTON | 0.1% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| SOUTHDOWN | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| LOWER BRISTOL ROAD | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WELLSWAY (BEARFLAT) | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| WIDCOMBE | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| COMBE DOWN | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.4% | 0.0% | 0.0% |
| BRADFORD ROAD (COMBE DOWN) | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | 0.5% | 0.0% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% |
| BATHWICK HILL | 0.2% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.6% | 0.0% | 0.0% |
| BATHWICK STREET | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER STORES IN BATH | | | | | | | | | | | |
| Sainsburys, Cold Down | 15.9% | 7.5% | 0.0% | 14.6% | 0.0% | 0.0% | 1.1% | 0.0% | 11.0% | 0.0% | 0.2% |
| Morrisons, Kensington Place, London Road, Bath | 25.8% | 2.9% | 0.0% | 56.0% | 0.0% | 0.0% | 0.0% | 0.0% | 15.0% | 0.0% | 0.0% |
| Sainsburys, Green Park Station, Green Park Road, Bath | 45.2% | 32.9% | 0.0% | 8.8% | 0.0% | 0.0% | 5.4% | 0.0% | 36.1% | 0.0% | 1.2% |
| Other | 0.4% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 14.0% |
| Lidl, High Street, Midsomer Norton | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.5% |
| Midsomer Norton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.2% |
| Tesco, Old Mills, Paulton, Midsomer Norton | 0.1% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 49.4% |
| Co-op, Hill Court High Street, Paulton | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% |
| Other | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| RADSTOCK | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% |
| Radstock | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| KEYNSHAM | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0% | 2.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.1% | 6.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco, Keynsham | 0.0% | 12.9% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Keynsham Town Centre | | | | | | | | | | | |
| SALTFOORD | | | | | | | | | | | |
| Co-op, Saltford | 0.0% | 2.4% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco Express, Bath Road, Saltford | 0.0% | 0.7% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Saltford | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| VILLAGE CENTRES | | | | | | | | | | | |
| Peasedown St John | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.6% |
| Whitchurch | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Timsbury | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.7% |
| Chew Magna | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bathampton | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Batheaston | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| OTHER | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% |
| Chilcompton | | | | | | | | | | | |
| Radco (Co-op), Chilcompton | | | | | | | | | | | |
| Local shops, Bathford | | | | | | | | | | | |
| OUTSIDE BATH & NORTH EAST SOMERSET | 2.2% | 27.1% | 94.9% | 16.1% | 100.0% | 100.0% | 91.9% | 99.3% | 28.0% | 99.2% | 18.2% |

Notes:

trade diversion levels to Waitrose extension based on existing shopping patterns, weighted to take account of location and trading style of competing stores.

BATH & NORTH EAST SOMERSET COUNCIL
RETAIL STUDY UPDATE 2011

TABLE 24: TRADE DRAW OF LIDL

| TURNOVER | TURNOVER (£m) | | | | | | | | | | | TOTAL (£m) |
|------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------------|
| | ZONE | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | 10 | |
| Turnover = | | | | | | | | | | | | 3.0 |
| Trade Draw | | | | | | | | | | | | |
| % | 85% | 5% | 0% | 5% | 0% | 0% | 0% | 0% | 5% | 0% | 0% | |
| £m | 2.6 | 0.2 | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.0 | |

Notes:

Trade draw to Lidl store based on trade draw of existing supermarkets in Bath

TABLE 25: \$M TRADE DIVERSION TO LIDL

| STORE / CENTRE | TRADE DIVERSION ZONE | | | | | | | | | | TOTAL (\$m) | |
|-------------------------------------------------------|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7A | 7B | 8 | 9 | | 10 |
| BATH CITY CENTRE | | | | | | | | | | | | |
| Bath Farmers' Market | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Co-op, Avon Street, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Iceland, Ham Gardens, Southgate, Bath | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bath (City Centre) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Waitrose, The Podium, Northgate Street, Bath | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| M&S Food Hall, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sainsburys Local, Bath City Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| MOORLAND ROAD DISTRICT CENTRE | | | | | | | | | | | | |
| Co-op, Moorland road, Bath | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Moorland Road District Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Local shops, Oldfield Park | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sub-Total | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| LOCAL CENTRES | | | | | | | | | | | | |
| WALCOT STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MARGARETS BUILDINGS | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ST JAMES STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| RIVER STREET PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LANSDOWN ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| NELSON PLACE EAST AND CLEVELAND TERRACE/PLACE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LONDON ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FAIRFIELD PARK | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LARKHALL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CHELSEA ROAD (LOWER WESTON) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WESTON HIGH STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TWERTON | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SOUTHDOWN | 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 BRISTOL ROAD | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WELLSWAY (BEARFLAT) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WIDCOMBE | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| COMBE DOWN | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| BRADFORD ROAD (COMBE DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| FROME ROAD / BLOOMFIELD ROAD (ODD DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| UPPER BLOOMFIELD ROAD (ODD DOWN) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| BATHWICK HILL | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| BATHWICK STREET | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OTHER STORES IN BATH | | | | | | | | | | | | |
| Sainsburys, Old Down | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 |
| Morrisons, Kensington Place, London Road, Bath | 0.7 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| Sainsburys, Green Park Station, Green Park Road, Bath | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 1.3 |
| 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 |
| Sub-Total Bath | 2.5 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 2.8 |
| MIDSOMER NORTON / PAULTON | | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 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, High Street, Midsomer Norton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Midsomer Norton | 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, Old Mills, Paulton, Midsomer Norton | 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, Hill Court High Street, Paulton | 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 |
| RADSTOCK | | | | | | | | | | | | |
| Radco (Co-op), Wells Road, Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Radstock | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KEYNSHAM | | | | | | | | | | | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 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, Keynsham | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Keynsham Town Centre | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALTFORD | | | | | | | | | | | | |
| Co-op, Saltford | 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, Bath Road, Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Saltford | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| VILLAGE CENTRES | | | | | | | | | | | | |
| Peasedown St John | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Whitchurch | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Timsbury | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Chew Magna | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathampton | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Bathcrafterton | 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 |
| OUTSIDE BATH & NORTH EAST SOMERSET | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 |

Notes:
\$m diversion calculated by applying % diversion to \$m trade draw for each zone.
2009 PRICES

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|------|---|------|---|-------|----|------|---|-------|----|
| Q01 At which food store do you do most of your household's main food shopping, and where is that ? | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 10.2% | 168 | 8.5% | 28 | 28.9% | 39 | 54.2% | 97 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 3 |
| Bath Farmers' Market | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Bearflat (Wellsway), Bath | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Combe Down, Bath | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Julian Road, Bath | 0.1% | 2 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Moorland road, Bath | 0.7% | 12 | 3.3% | 11 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Oldfield Park (Shaftesbury Road), Bath | 0.5% | 8 | 2.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Saltford | 0.4% | 6 | 0.3% | 1 | 2.2% | 3 | 1.1% | 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, Upper Bloomfield Road, Odd Down, Bath | 0.2% | 3 | 0.6% | 2 | 0.0% | 0 | 0.6% | 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, Ham Gardens, Southgate, Bath | 0.2% | 3 | 0.6% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Temple Street, Keynsham, Bristol | 0.3% | 5 | 0.0% | 0 | 3.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, High Street, Midsomer Norton | 0.5% | 9 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 7 |
| M&S Food Hall, Bath City Centre | 0.6% | 10 | 2.1% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Kensington Place, London Road, Bath | 6.0% | 98 | 19.5% | 64 | 0.7% | 1 | 0.0% | 0 | 28.7% | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 1.0% | 16 | 0.9% | 3 | 9.6% | 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 | 0.0% | 0 |
| Radco (Co-op), North Road, Timsbury | 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 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Radco (Co-op), Peasedown St John | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Radco (Co-op), Wells Road, Radstock | 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 | 0.0% | 0 | 0.0% | 0 | 1.7% | 4 |
| Sainsburys Local, Dorchester Street, Bath City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 Local, Moorland Road, Oldfield Park, Bath | 0.1% | 2 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Green Park Station, Green Park Road, Bath | 8.8% | 144 | 35.0% | 115 | 7.4% | 10 | 0.0% | 0 | 4.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 14.4% | 14 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 2.0% | 33 | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.0% | 31 |
| Somerfield, St Saviours Road, Larkhill, Bath | 0.3% | 5 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|----------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Tesco Express, Bath Road, Saltford | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Combe Down, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Upper Weston, Bath | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Keynsham | 1.9% | 32 | 0.3% | 1 | 19.3% | 26 | 2.8% | 5 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Paulton, Midsomer Norton | 9.1% | 149 | 0.9% | 3 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, The Podium, Northgate Street, Bath | 3.3% | 54 | 11.9% | 39 | 0.7% | 1 | 0.0% | 0 | 4.3% | 4 | 0.0% | 0 |
| Bath (City Centre) | 0.2% | 4 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Bath (Outside City Centre) | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moorland Road District Centre | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Timsbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol | 2.7% | 44 | 0.6% | 2 | 5.9% | 8 | 16.2% | 29 | 0.0% | 0 | 0.0% | 0 |
| Frome | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury | 0.5% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yate | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 |
| Aldi, Beanacre Road, Melksham | 0.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 5 | 0.8% | 1 |
| Aldi, Bradley Road, Trowbridge | 0.5% | 8 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 |
| Asda, East Street, Bedminster | 0.4% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Oatlands Avenue, Whitchurch, Bristol | 0.5% | 8 | 0.0% | 0 | 4.4% | 6 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, The Shires Centre, Trowbridge | 3.2% | 52 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 4.3% | 5 |
| Asda, Warminster Road, Frome | 3.2% | 52 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Co-op, Hill Court High Street, Paulton | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, High Street, Melksham | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Iceland, Market Place, Frome | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Regent Street, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Iceland, The Shires, Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Lidl, Bath Road, Melksham | 0.7% | 11 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 9 |
| Lidl, Canal Road, Trowbridge | 0.2% | 4 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|----------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Lidl, Garsdale Road, Frome | 0.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, High Street, Hanham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food, Kingsway, Frome | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Longwell Green Retail Park, Bristol | 0.2% | 4 | 0.0% | 0 | 1.5% | 2 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Cepen Park North, Chippenham | 3.8% | 63 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 21.3% | 20 | 8.5% | 10 |
| Morrisons, Fishponds Road, Bristol | 0.7% | 11 | 0.0% | 0 | 0.0% | 0 | 6.1% | 11 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Peterson Avenue, Hartcliffe, Bristol | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Bath Road, Chippenham | 8.3% | 136 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 27.7% | 26 | 26.5% | 31 |
| Sainsbury's, Bath Road, Melksham | 2.3% | 37 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 27.4% | 32 |
| Sainsbury's, British Row, Trowbridge | 1.4% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Elm Cross Shopping Centre, Bradford On Avon | 5.8% | 96 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Kings Chase Shopping Centre, Kingswood | 1.0% | 17 | 0.0% | 0 | 0.0% | 0 | 8.9% | 16 | 1.1% | 1 | 0.0% | 0 |
| Sainsbury's, Wessex Fields, Frome | 3.2% | 52 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Blenheim Park, Melksham | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Brook Road, Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Eastbourne Road, Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Tesco Extra, Callington Road, Brislington, Bristol | 1.6% | 27 | 1.5% | 5 | 8.9% | 12 | 3.9% | 7 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, County Way, Trowbridge | 6.1% | 100 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 6.8% | 8 |
| Tesco, Hathaway Retail Park, Chippenham | 0.8% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.6% | 13 |
| Waitrose, Bath Road, Melksham | 0.6% | 10 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 6 |
| Aldi, High Street, Shepton Mallet | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Newstead Road, Weymouth | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Hall Road, Kingswood | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, High Street, Hanham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|
| Co-Op, Highbury Street, Coleford | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Co-Op, Pickwick Road, Corsham | 0.5% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 6.0% | 7 | 0.0% | 0 |
| Co-Op, Winsley Road, Bradford-on-Avon | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 3 |
| Costco, Saint Brendans Way, Avonmouth | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Kings Avenue, Corsham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Station Road, Warminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bedminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Corsham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Freshford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Westbrook | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Morrisons, Estcourt Street, Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Street Road, Glastonbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Weymouth Street, Warminster | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 |
| Sainsburys, Fox Den Road, Stoke Gifford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Monday Market Street, Devizes | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 |
| Tesco Express, Deanery Road, Warmley | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Mendip Avenue, Shepton Mallet | 0.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1644 | 329 | 135 | 179 | 94 | 117 | 123 | 124 | 115 | 97 | 92 | 239 | | |
| Q02 When your household undertakes its main food shopping (AT STORE / CENTRE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip ? | | | | | | | | | | | | | | |
| <i>Those who do a main food shop otherwise than online at Q01</i> | | | | | | | | | | | | | | |
| Always | 6.9% | 117 | 6.6% | 22 | 7.6% | 11 | 7.7% | 14 | 7.2% | 7 | 5.6% | 7 | 1.6% | 2 |
| Normally | 8.4% | 141 | 8.7% | 29 | 11.1% | 16 | 5.5% | 10 | 16.5% | 16 | 6.3% | 8 | 6.4% | 8 |
| Sometimes | 18.1% | 306 | 18.3% | 61 | 22.9% | 33 | 13.7% | 25 | 23.7% | 23 | 16.7% | 21 | 13.6% | 17 |
| Rarely | 3.7% | 63 | 2.1% | 7 | 2.1% | 3 | 2.7% | 5 | 0.0% | 0 | 7.1% | 9 | 4.0% | 5 |
| Never | 62.5% | 1055 | 63.8% | 213 | 56.3% | 81 | 70.3% | 128 | 52.6% | 51 | 63.5% | 80 | 74.4% | 93 |
| (Don't know / can't remember) | 0.3% | 5 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Base: | 1687 | 334 | 144 | 182 | 97 | 126 | 125 | 125 | 118 | 97 | 94 | 245 | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q03 Which town centre, store, or retail / leisure park does your household visit most often when it undertakes this linked trip? | | | | | | | | | | | | |
| <i>Those who carry out linked trips on a regular basis AND Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 0.4% | 2 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Green Park, Bath | 0.4% | 2 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre | 20.3% | 111 | 62.5% | 70 | 12.3% | 7 | 2.3% | 1 | 22.7% | 10 | 3.1% | 1 |
| Bristol City Centre (includes Broadmead) | 2.0% | 11 | 2.7% | 3 | 3.5% | 2 | 11.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| Chippenham Town Centre | 7.0% | 38 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 34.1% | 15 | 18.8% | 6 |
| Combe Down Local Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome Road / Bloomfield Road Local Centre | 2.6% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keynsham Town Centre | 5.5% | 30 | 0.0% | 0 | 45.6% | 26 | 6.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Larkhall Local Centre | 2.0% | 11 | 4.5% | 5 | 0.0% | 0 | 0.0% | 0 | 11.4% | 5 | 0.0% | 0 |
| Midsomer Norton Town Centre | 9.5% | 52 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moorland Road District Centre | 0.7% | 4 | 2.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 |
| Trowbridge Town Centre | 12.5% | 68 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 15.6% | 5 |
| Wellsway (Bear Flat) Local Centre | 0.4% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodstores / Supermarkets in Bath | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Bristol | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 1.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 15.4% | 4 |
| Food superstores in Frome | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Trowbridge | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Chippenham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Other retail warehouses in Frome | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bristol | 3.3% | 18 | 1.8% | 2 | 15.8% | 9 | 13.6% | 6 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Chippenham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 |
| Retail Parks in Frome | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Trowbridge | 0.5% | 3 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Aldi, Beanacre Road, Melksham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 |
| Allington | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Bedminster | 1.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Bradford-on-Avon | 2.4% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 1.1% | 6 | 1.8% | 2 | 5.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 |
| Corsham | 1.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.4% | 5 | 6.3% | 2 |
| Devizes | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 7.7% | 2 |
| Emersons Green | 1.5% | 8 | 0.0% | 0 | 3.5% | 2 | 11.4% | 5 | 2.3% | 1 | 0.0% | 0 |
| Farmers Market, Green Park, Bath | 0.7% | 4 | 3.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farrington Gurney | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farringtons Farm Shop, Main Street, Farrington Gurney | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Filton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fishponds | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 6.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Focus, Old Mills, Paulton | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome | 3.7% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 |
| Glastonbury | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goldsmith & Harvey, Craven Way, Bristol | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Green Park | 1.1% | 6 | 2.7% | 3 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 |
| Hanham | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horesham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Kings Chase Shopping Centre, Kingswood | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 6.8% | 3 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 1.8% | 10 | 0.0% | 0 | 0.0% | 0 | 22.7% | 10 | 0.0% | 0 | 0.0% | 0 |
| Lansdown | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Dorchester Road, Weymouth | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, High Street, Midsomer Norton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longwell Green | 3.3% | 18 | 7.1% | 8 | 10.5% | 6 | 6.8% | 3 | 2.3% | 1 | 0.0% | 0 |
| Malton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 |
| Melksham | 2.7% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 40.6% | 13 |
| Norton St Phillip | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Field Park, Moorland Road, Bath | 0.4% | 2 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pets at Home, Bumpers Way, Chippenham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Sainsbury's, Kings Chase Shopping Centre, Kingswood | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Shepton Mallet | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southgate | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Midsomer Norton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Bath Road, Melksham | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Warminster | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 2 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Wells | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 2 | | | | | | | | | | | | |
| Base: | 546 | 112 | 57 | 44 | 44 | 32 | 26 | 33 | 36 | 42 | 31 | 89 | | | | | | | | | | | | |
| Q04 When you do your household's main food shopping, how do you usually travel ? | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Those who do a main food shop otherwise than online at Q01</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Car-driver (Including park and ride) | 68.8% | 1160 | 57.5% | 192 | 78.5% | 113 | 70.3% | 128 | 71.1% | 69 | 73.8% | 93 | 72.0% | 90 | 60.8% | 76 | 66.9% | 79 | 79.4% | 77 | 75.5% | 71 | 70.2% | 172 |
| Car-passenger (Including park and ride) | 17.0% | 286 | 15.3% | 51 | 9.0% | 13 | 19.8% | 36 | 21.6% | 21 | 16.7% | 21 | 16.0% | 20 | 25.6% | 32 | 19.5% | 23 | 15.5% | 15 | 14.9% | 14 | 16.3% | 40 |
| Bus / coach | 3.4% | 58 | 5.1% | 17 | 5.6% | 8 | 2.2% | 4 | 5.2% | 5 | 3.2% | 4 | 0.0% | 0 | 3.2% | 4 | 2.5% | 3 | 3.1% | 3 | 2.1% | 2 | 3.3% | 8 |
| Taxi | 0.5% | 8 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.8% | 1 | 0.8% | 1 | 0.8% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Train | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.5% | 9 | 1.2% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Motorcycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 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 | 8.9% | 150 | 19.2% | 64 | 6.9% | 10 | 6.6% | 12 | 0.0% | 0 | 5.6% | 7 | 8.0% | 10 | 6.4% | 8 | 9.3% | 11 | 2.1% | 2 | 5.3% | 5 | 8.6% | 21 |
| Internet / delivered | 0.4% | 6 | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Mobility Scooter | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Other (Don't know / varies) | 0.4% | 7 | 0.6% | 2 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Base: | 1687 | 334 | 144 | 182 | 97 | 126 | 125 | 125 | 118 | 97 | 94 | 245 | | | | | | | | | | | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|------|---|------|---|------|---|------|---|------|---|
| Q05 Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products ? | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 2.5% | 32 | 0.8% | 2 | 3.7% | 4 | 20.2% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Bath Farmers' Market | 0.2% | 3 | 1.2% | 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 | 0.0% | 0 | | |
| Co-op, Bearflat (Wellsway), Bath | 0.9% | 11 | 4.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Co-op, Combe Down, Bath | 0.7% | 9 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 6 | 0.0% | 0 | 0.0% | 0 | | |
| Co-op, Julian Road, Bath | 0.4% | 5 | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Co-op, Moorland road, Bath | 1.1% | 14 | 5.4% | 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 | | |
| Co-op, Mount Road, Bath | 0.2% | 3 | 1.2% | 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 | 0.0% | 0 | | |
| Co-op, Oldfield Park (Shaftesbury Road), Bath | 0.4% | 5 | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Co-op, Saltford | 0.8% | 10 | 0.0% | 0 | 9.2% | 10 | 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, Upper Bloomfield Road, Odd Down, Bath | 1.1% | 14 | 5.1% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | | |
| Costcutter, Newton Road, Twerton, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Iceland, Ham Gardens, Southgate, Bath | 0.5% | 6 | 2.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Iceland, Temple Street, Keynsham, Bristol | 0.5% | 7 | 0.0% | 0 | 6.4% | 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 | | |
| Lidl, High Street, Midsomer Norton | 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 | 0.0% | 0 | 1.6% | 3 | | |
| M&S Food Hall, Bath City Centre | 1.9% | 24 | 6.6% | 17 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 3 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.5% | 1 |
| Morrisons, Kensington Place, London Road, Bath | 2.3% | 30 | 7.8% | 20 | 0.0% | 0 | 0.0% | 0 | 14.1% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pioneer Co-op, Ashmead Roundabout, Keynsham, Bristol | 0.9% | 12 | 0.0% | 0 | 11.0% | 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 | 0.0% | 0 |
| Radco (Co-op), Chilcompton | 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 | 0.0% | 0 | 1.1% | 2 | | |
| Radco (Co-op), North Road, Timsbury | 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 | 0.0% | 0 | 3.3% | 6 | | |
| Radco (Co-op), Peasedown St John | 0.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 8 | | |
| Radco (Co-op), Wells Road, Radstock | 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 | 0.0% | 0 | 0.5% | 1 | | |
| Sainsburys Local, Dorchester Street, Bath City Centre | 0.2% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys Local, Monmouth Street, Bath City 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 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys Local, Moorland Road, Oldfield Park, Bath | 0.7% | 9 | 3.5% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Green Park | 2.7% | 35 | 11.3% | 29 | 1.8% | 2 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.5% | 1 | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|----------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|
| Station, Green Park Road, Bath | | | | | | | | | | | | | | |
| Sainsburys, The Hollies, Midsomer Norton, Radstock | 2.8% | 36 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.6% | 36 |
| Somerfield, St Saviours Road, Larkhill, Bath | 0.5% | 7 | 1.9% | 5 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bath Road, Saltford | 0.3% | 4 | 0.0% | 0 | 2.8% | 3 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Bathwick Hill, Bath | 1.0% | 13 | 3.1% | 8 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 4.2% | 3 |
| Tesco Express, Combe Down, Bath | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Tesco Express, Englishcombe Lane, Bath | 0.4% | 5 | 1.6% | 4 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Peasedown St John | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express (One Stop), Twerton, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Upper Weston, Bath | 0.8% | 10 | 3.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Keynsham | 2.6% | 33 | 0.0% | 0 | 27.5% | 30 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Tesco, Old Mills, Paulton, Midsomer Norton | 3.6% | 47 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 25.5% | 47 |
| Waitrose, The Podium, Northgate Street, Bath | 3.0% | 39 | 9.3% | 24 | 1.8% | 2 | 0.0% | 0 | 8.5% | 6 | 0.0% | 0 | 6.9% | 5 |
| Bath (City Centre) | 1.2% | 16 | 4.3% | 11 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 2.8% | 2 |
| Bath (Outside City Centre) | 0.3% | 4 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Bathwick Street Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chilcompton | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 6 |
| Combe Down Local Centre | 0.2% | 3 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Keynsham Town Centre | 1.2% | 16 | 0.0% | 0 | 13.8% | 15 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lansdown Road Local Centre | 0.2% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Larkhall Local Centre | 1.1% | 14 | 4.7% | 12 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 |
| Longwell Green, Bristol | 0.2% | 2 | 0.0% | 0 | 0.9% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower Weston (Chelsea Road) Local Centre | 0.8% | 10 | 3.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton | 0.7% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 9 |
| Moorland Road District Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peasedown St John | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Radstock | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Southdown Local Centre | 0.2% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Twerton Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walcot Street Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|---------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Weston High Street Local Centre | 0.6% | 8 | 3.1% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bathampton | 0.2% | 3 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Batheaston | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.6% | 4 | 0.0% | 0 |
| Bristol | 1.0% | 13 | 0.0% | 0 | 3.7% | 4 | 3.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Chew Magna | 0.1% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chippenham | 0.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Frome | 1.4% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Paulton | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Trowbridge | 0.7% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury | 1.6% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Beanacre Road, Melksham | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 5 |
| Aldi, Bradley Road, Trowbridge | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, East Street, Bedminster | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Oatlands Avenue, Whitchurch, Bristol | 0.2% | 2 | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, The Shires Centre, Trowbridge | 1.2% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.1% | 6 |
| Asda, Warminster Road, Frome | 2.0% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Budgens, Hackett Place, Paxcroft Mead, Trowbridge | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 6 |
| Co-op, Blackmore Road, Melksham | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 5 |
| Co-op, Dursley Road, Trowbridge | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Co-op, Greenway Lane, Broomfield, Chippenham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |
| Co-op, Hill Court High Street, Paulton | 1.5% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Pembroke Road, Melksham | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 3.0% | 3 |
| Co-op, Seymour Road, Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, High Street, Melksham | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 |
| Iceland, Market Place, Frome | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Market Street, Chippenham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Iceland, The Shires, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|----------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|------|---|
| Trowbridge | | | | | | | | | | | | | | | | | | | | | | | | |
| Lidl, Bath Road, Melksham | 0.6% | 8 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Lidl, Canal Road, Trowbridge | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Garsdale Road, Frome | 0.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.3% | 10 | 0.0% | 0 |
| Lidl, High Street, Hanham | 0.7% | 9 | 0.0% | 0 | 0.0% | 0 | 7.0% | 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 |
| M&S Simply Food, Kingsway, Frome | 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 | 0.0% | 0 | 8.0% | 6 | 0.0% | 0 |
| Marks & Spencer, Longwell Green Retail Park, Bristol | 0.7% | 9 | 0.0% | 0 | 2.8% | 3 | 4.7% | 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 |
| Morrisons, Cepen Park North, Chippenham | 0.9% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 2.0% | 2 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Fishponds Road, Bristol | 0.3% | 4 | 0.0% | 0 | 0.9% | 1 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Peterson Avenue, Hartcliffe, Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 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 |
| Sainsbury's, Bath Road, Chippenham | 3.5% | 45 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 8.1% | 8 | 33.3% | 34 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Bath Road, Melksham | 1.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.2% | 20 | 1.0% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, British Row, Trowbridge | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Elm Cross Shopping Centre, Bradford On Avon | 4.9% | 63 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 1.0% | 1 | 40.8% | 40 | 1.1% | 1 | 26.4% | 19 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Kings Chase Shopping Centre, Kingswood | 1.7% | 22 | 0.0% | 0 | 0.9% | 1 | 16.3% | 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 |
| Sainsbury's, Wessex Fields, Frome | 0.9% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.7% | 11 | 0.0% | 0 |
| Tesco Express, Blenheim Park, Melksham | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Brook Road, Trowbridge | 0.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Eastbourne Road, Trowbridge | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, North Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 1.6% | 3 |
| Tesco Express, West Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Tesco Extra, Callington Road, Brislington, Bristol | 0.2% | 3 | 0.0% | 0 | 0.9% | 1 | 1.6% | 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 Extra, County Way, Trowbridge | 1.4% | 18 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 1.0% | 1 | 15.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Hathaway Retail Park, Chippenham | 2.7% | 35 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 34.3% | 35 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Bath Road, | 0.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 5 | 1.0% | 1 | 1.0% | 1 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|---------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|
| Melksham | | | | | | | | | | | | | | |
| Aldi, High Street, Shepton Mallet | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Budgens, Bath Road, Box | 0.7% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.3% | 8 | 1.0% | 1 | 0.0% | 0 |
| Co-Op, High Street, Box | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 1.0% | 1 | 0.0% | 0 |
| Co-Op, High Street, Hanham | 0.7% | 9 | 0.0% | 0 | 0.0% | 0 | 7.0% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, High Street, Twerton | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Highbury Street, Coleford | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Pickwick Road, Corsham | 2.3% | 30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.0% | 5 | 25.3% | 25 | 0.0% | 0 |
| Co-Op, Tynning Road, Winsley | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Westways Garage, Marksbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-Op, Winsley Road, Bradford-on-Avon | 1.6% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.4% | 19 |
| Costcutter, Kings Avenue, Corsham | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 |
| Costcutter, Market Place, Colerne | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Tynings Way, Westwood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costcutter, Wooley Street, Bradford-on-Avon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Local shops, Bathford | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Beckington | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bedminster | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Box Hill | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bradford-on-Avon | 1.8% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.4% | 22 |
| Local shops, Bromham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 |
| Local shops, Broughton Gifford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Local shops, Cadbury Heath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Colerne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Corsham | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 1.0% | 1 | 0.0% | 0 |
| Local shops, Corston | 0.1% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Farrington Gurney | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Fishponds | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Freshford | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hanham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Hinton Charterhouse | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Kingswood | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Little Keyford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Local shops, Marksbury | 0.1% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Marshfield | 0.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 7 | 0.0% | 0 |
| Local shops, Melksham | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 5 |
| Local shops, Monkton Combe | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Monkton Farleigh | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Odd Down | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oldfield Park | 0.2% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Oldland Common | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 2.3% | 3 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Pensford | 0.2% | 3 | 0.0% | 0 | 2.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Staple Hill | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stoke St Michael | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Warmley | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Westford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Westwood | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Whiteway | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wick | 0.1% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Winsley | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Street Road, Glastonbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Weymouth Street, Warminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Fox Den Road, Stoke Gifford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys, Monday Market Street, Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Sainsburys, The Pippin, Calne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Express, Bath Road, Longwell Green | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 4.7% | 6 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Deanery Road, Warmley | 0.8% | 10 | 0.0% | 0 | 2.8% | 3 | 5.4% | 7 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Lodge Road, Pewsham | 0.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.8% | 9 |
| Tesco Express, Westons Way, Kingswood | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 4.7% | 6 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Whiteladies Road, Clifton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, Broad Street, Staple Hill | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Churchill Way, Salisbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1289 | 257 | 109 | 129 | 71 | 99 | 102 | 98 | 93 | 72 | 75 | 184 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|
| Q06 Where do you do most of your household's shopping for clothes, footwear and other fashion goods ? <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 1.5% | 23 | 1.0% | 3 | 2.5% | 3 | 8.8% | 15 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | | |
| Bath City Centre | 54.4% | 814 | 82.3% | 256 | 38.7% | 46 | 8.2% | 14 | 64.0% | 57 | 44.3% | 47 | 42.6% | 49 | 65.8% | 75 | 41.2% | 40 | 85.9% | 73 | 52.9% | 45 | 55.2% | 112 |
| Bradford Road (Combe Down) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 11.9% | 178 | 7.4% | 23 | 26.1% | 31 | 42.1% | 72 | 6.7% | 6 | 4.7% | 5 | 2.6% | 3 | 3.5% | 4 | 3.1% | 3 | 0.0% | 0 | 5.9% | 5 | 12.8% | 26 |
| Chippenham Town Centre | 2.9% | 43 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 11.2% | 10 | 8.5% | 9 | 19.1% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cirencester Town Centre | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cribbs Causeway Regional Shopping Centre | 3.5% | 53 | 1.6% | 5 | 10.1% | 12 | 9.4% | 16 | 6.7% | 6 | 1.9% | 2 | 5.2% | 6 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 2.0% | 4 |
| Frome Road / Bloomfield Road Local 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 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Keynsham Town Centre | 0.5% | 8 | 0.0% | 0 | 6.7% | 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 | 0.0% | 0 |
| Midsomer Norton Town Centre | 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 | 0.0% | 0 | 0.0% | 0 | 7.4% | 15 |
| Swindon Town Centre | 2.5% | 37 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 8.5% | 9 | 20.9% | 24 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trowbridge Town Centre | 8.7% | 130 | 1.3% | 4 | 0.0% | 0 | 0.0% | 0 | 3.4% | 3 | 21.7% | 23 | 0.0% | 0 | 21.9% | 25 | 45.4% | 44 | 10.6% | 9 | 20.0% | 17 | 2.5% | 5 |
| Wellsway (Bear Flat) Local 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 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Westbury Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston-super-Mare 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 |
| Yate Town Centre | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Frome | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bristol | 3.7% | 55 | 1.9% | 6 | 8.4% | 10 | 15.8% | 27 | 2.2% | 2 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 3.4% | 7 |
| Retail Parks in Frome | 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 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Retail Parks in Swindon | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Andover | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, East Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Birmingham City Centre | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bradford-on-Avon | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 0.4% | 6 | 0.3% | 1 | 0.8% | 1 | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Cardiff | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London | 0.4% | 6 | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Clarks Village, Street, Somerset | 1.2% | 18 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 1.1% | 1 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.5% | 3 | 4.9% | 10 |
| Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Exeter | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Filton | 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 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|----------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Frome | 0.7% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 |
| Glastonbury | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 |
| Kings Chase Shopping Centre, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 0.3% | 5 | 0.0% | 0 | 0.0% | 0 | 2.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Knole | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lancashire | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Longwell Green | 1.4% | 21 | 0.3% | 1 | 4.2% | 5 | 8.8% | 15 | 0.0% | 0 | 0.0% | 0 |
| Melksham | 0.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 5 | 0.0% | 0 |
| Peacocks, Bank Street, Melksham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Reading | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Ross-on-Wye | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Sainsbury's, Elm Cross Shopping Centre, Bradford-on-Avon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Salisbury | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 |
| Somerton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Staple Hill Shopping Centre, Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Street | 0.3% | 5 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Taunton | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Midsomer Norton | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Wilton Shopping Village, Wilton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Wales | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Warminster | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Wells | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wemore | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westfield Shopping Centre, London | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yeovil | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1495 | 311 | 119 | 171 | 89 | 106 | 115 | 114 | 97 | 85 | 85 | 203 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-----------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q07 Where do you do most of your household's shopping for furniture, carpets and other floor coverings ? | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Argos, Upper Bristol Road, Bath | 0.5% | 6 | 2.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Longwell Green, Bristol | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Green Park, Bath | 0.5% | 6 | 1.3% | 3 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 |
| Bath City Centre | 22.6% | 255 | 49.6% | 116 | 16.3% | 13 | 1.8% | 2 | 44.7% | 34 | 20.3% | 16 |
| Bristol City Centre (includes Broadmead) | 14.7% | 166 | 15.4% | 36 | 26.3% | 21 | 34.8% | 39 | 9.2% | 7 | 3.8% | 3 |
| Chippenham Town Centre | 5.1% | 57 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.5% | 11 | 12.7% | 10 |
| Cirencester Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Cribbs Causeway Regional Shopping Centre | 9.5% | 107 | 11.5% | 27 | 12.5% | 10 | 19.6% | 22 | 9.2% | 7 | 7.6% | 6 |
| Frome Road / Bloomfield Road Local Centre | 1.5% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Keynsham Town Centre | 1.4% | 16 | 0.0% | 0 | 16.3% | 13 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| London Road Local Centre | 0.4% | 4 | 1.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 2.5% | 28 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 0.7% | 8 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 1.9% | 21 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 5 |
| Trowbridge Town Centre | 11.5% | 129 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.9% | 3 | 21.5% | 17 |
| Twerton Local Centre | 0.2% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walcot Street Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Wellsway (Bear Flat) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston High Street Local Centre | 0.2% | 2 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Other retail warehouses in Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Frome | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Trowbridge | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Other retail warehouses in Westbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Retail Parks in Bristol | 5.3% | 60 | 5.6% | 13 | 16.3% | 13 | 15.2% | 17 | 2.6% | 2 | 0.0% | 0 |
| Retail Parks in Chippenham | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Retail Parks in Frome | 0.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Swindon | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 3 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|------|---|------|---|------|---|-------|---|------|---|
| Retail Parks in Trowbridge | 1.4% | 16 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 2.5% | 2 | 1.1% | 1 | 4.3% | 4 | 1.5% | 1 | 6.3% | 4 | 3.1% | 2 | 0.0% | 0 |
| Abingdon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Allied Carpets, New Road, Chippenham | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bath Road, Chippenham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bradley Road, Trowbridge | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 0.5% | 6 | 0.0% | 0 | 1.3% | 1 | 2.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Box | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bradford-on-Avon | 0.6% | 7 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 5.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 1.1% | 12 | 0.9% | 2 | 1.3% | 1 | 6.3% | 7 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Bristol Flooring, North Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Carpet Warehouse, Cooimbend, Radstock | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Centurion Retail Park, Doncaster | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carpetright, Old Mills, Paulton | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Carpetright, Pines Way, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Celbridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London | 0.3% | 3 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Cheltenham | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleveland Bridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Corsham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DFS, Wootton Bassett Road, Swindon | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Devizes | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dunelm Mill, Oxford Road, Swindon | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Emersons Green | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.8% | 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 |
| Focus, Old Mills, Paulton | 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 | 0.0% | 0 | 0.0% | 0 | 1.8% | 3 |
| Freshford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome | 0.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 8 | 0.6% | 1 |
| Glastonbury | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Haskins JH & Son Ltd, High Street, Shepton Mallet | 0.6% | 7 | 0.4% | 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 | 0.0% | 0 | 3.0% | 5 |
| Kings Chase Shopping Centre, Kingswood | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Laura Ashley, New Bond Street, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leekes, Beanacre Road, Melksham | 1.7% | 19 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.1% | 8 | 7.9% | 7 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longwell Green | 1.9% | 21 | 0.9% | 2 | 3.8% | 3 | 10.7% | 12 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 1.2% | 0 | 1.2% | 2 |
| Melksham | 1.8% | 20 | 1.3% | 3 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 8.9% | 7 | 2.2% | 2 | 3.2% | 3 | 1.5% | 1 | 1.6% | 1 | 0.0% | 0 | 0.6% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|---------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|
| Mendip | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Old Mills Industrial Estate, Paulton | 0.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 7 |
| Park Furnishers, Willway Street, Bedminster | 0.3% | 3 | 0.0% | 0 | 2.5% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Paulton | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Reading | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Right At Your Feet Flooring Ltd, High Street, Weston | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 2 |
| Shepton Mallet | 2.0% | 23 | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Southampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Staple Hill Shopping Centre, Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| T.R Hayes, London Street, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Temple Cloud | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tetbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| The Wilton Shopping Village, Wilton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Timsbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Walcott | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Warminster | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |
| Westfield Industrial Estate, Midsomer Norton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Base: | 1126 | 234 | 80 | 112 | 76 | 79 | 89 | 93 | 68 | 64 | 64 | 167 | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q08 Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding ? | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Argos, Upper Bristol Road, Bath | 0.4% | 5 | 1.4% | 4 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Longwell Green, Bristol | 1.8% | 23 | 0.7% | 2 | 6.3% | 6 | 10.2% | 13 | 1.2% | 1 | 0.0% | 0 |
| Homebase, Green Park, Bath | 0.6% | 8 | 2.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre | 32.4% | 421 | 60.7% | 170 | 23.2% | 22 | 5.5% | 7 | 43.9% | 36 | 20.6% | 20 |
| Bradford Road (Combe Down) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 12.0% | 156 | 11.1% | 31 | 26.3% | 25 | 35.2% | 45 | 6.1% | 5 | 4.1% | 4 |
| Chippenham Town Centre | 5.9% | 77 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.5% | 16 | 15.5% | 15 |
| Cribbs Causeway Regional Shopping Centre | 9.8% | 127 | 12.5% | 35 | 14.7% | 14 | 12.5% | 16 | 17.1% | 14 | 6.2% | 6 |
| Frome Road / Bloomfield Road Local Centre | 1.5% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keynsham Town Centre | 0.2% | 3 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Road Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 1.8% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 0.6% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 1.8% | 23 | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 8.2% | 8 | 10.8% | 11 |
| Trowbridge Town Centre | 11.3% | 147 | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 3 | 21.6% | 21 |
| Weston High Street Local Centre | 0.1% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston-super-Mare Town Centre | 1.4% | 18 | 0.4% | 1 | 0.0% | 0 | 3.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Yate Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.2% | 1 | 0.0% | 0 |
| Foodstores / Supermarkets in Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 1.0% | 1 |
| Food superstores in Frome | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Trowbridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Frome | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bristol | 3.8% | 50 | 2.5% | 7 | 10.5% | 10 | 10.2% | 13 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Chippenham | 0.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 |
| Retail Parks in Frome | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Swindon | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.9% | 3 |
| Retail Parks in Trowbridge | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|---------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Argos, Emerson Way, Bristol | 0.2% | 3 | 0.0% | 0 | 2.1% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Asda, East Street, Bedminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 0.3% | 4 | 0.4% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Bradford-on-Avon | 0.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Brislington | 0.6% | 8 | 0.7% | 2 | 3.2% | 3 | 2.3% | 3 | 0.0% | 0 | 0.0% | 0 |
| Cambridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Celbridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London | 0.4% | 5 | 0.7% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 |
| Clarks Village, Street, Somerset | 0.2% | 3 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Corsham | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 3 | 0.0% | 0 |
| Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Dunelm Mill, Oxford Road, Swindon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Emersons Green | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 0.0% | 0 | 0.0% | 0 |
| Frome | 1.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Habitat, New Bond Street, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haskins JH & Son Ltd, High Street, Shepton Mallet | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Kings Chase Shopping Centre, Kingswood | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 3.1% | 4 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 0.6% | 8 | 0.0% | 0 | 1.1% | 1 | 5.5% | 7 | 0.0% | 0 | 0.0% | 0 |
| Laura Ashley, New Bond Street, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leekes, Beanacre Road, Melksham | 1.2% | 16 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.2% | 8 |
| Longwell Green | 0.8% | 11 | 0.7% | 2 | 3.2% | 3 | 3.1% | 4 | 0.0% | 0 | 0.0% | 0 |
| Matalan, Southampton Road, Salsbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Melksham | 1.3% | 17 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.2% | 8 |
| Mole Valley Farmers Ltd, Standerwick, Frome | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Park Furnishers, Willway Street, Bedminster | 0.1% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Shepton Mallet | 0.7% | 9 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| St Phillips Marsh, Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Staple Hill Shopping Centre, Fishponds | 0.2% | 3 | 0.0% | 0 | 1.1% | 1 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Street | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TJ Hughes, Abbeywood Retail Park, Filton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco, Old Mills, Midsomer Norton | 0.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|---------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| The White Company, Northgate Street, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilkinson, Kings Chase Shopping Centre, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1300 | 280 | 95 | 128 | 82 | 97 | 102 | 102 | 88 | 78 | 72 | 176 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q09 Where do you do most of your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers ? | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Argos, Upper Bristol Road, Bath | 1.6% | 21 | 6.2% | 16 | 2.0% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Asda, Longwell Green, Bristol | 0.7% | 9 | 0.0% | 0 | 4.9% | 5 | 2.5% | 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 |
| Currys, Weston Lock Retail Park | 6.8% | 88 | 22.1% | 57 | 6.9% | 7 | 0.6% | 1 | 6.4% | 5 | 2.2% | 2 | 1.0% | 1 | 0.0% | 0 | 2.1% | 2 | 1.3% | 1 | 0.0% | 0 | 7.4% | 12 |
| Homebase, Green Park, Bath | 0.2% | 3 | 1.2% | 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 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre | 16.0% | 208 | 40.7% | 105 | 10.8% | 11 | 0.0% | 0 | 25.6% | 20 | 5.5% | 5 | 0.0% | 0 | 6.7% | 7 | 2.1% | 2 | 35.9% | 28 | 5.7% | 4 | 16.0% | 26 |
| Bristol City Centre (includes Broadmead) | 6.4% | 83 | 5.8% | 15 | 13.7% | 14 | 20.4% | 32 | 2.6% | 2 | 2.2% | 2 | 1.0% | 1 | 1.0% | 1 | 2.1% | 2 | 1.3% | 1 | 2.9% | 2 | 6.7% | 11 |
| Chippenham Town Centre | 8.3% | 107 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 30.8% | 24 | 29.7% | 27 | 54.0% | 54 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Combe Down Local 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Cribbs Causeway Regional Shopping Centre | 5.6% | 73 | 5.8% | 15 | 9.8% | 10 | 11.5% | 18 | 12.8% | 10 | 2.2% | 2 | 4.0% | 4 | 1.0% | 1 | 1.0% | 1 | 6.4% | 5 | 2.9% | 2 | 3.1% | 5 |
| Frome Road / Bloomfield Road Local Centre | 1.2% | 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 | 1.3% | 1 | 21.4% | 15 | 0.0% | 0 |
| Keynsham Town Centre | 0.7% | 9 | 0.0% | 0 | 5.9% | 6 | 1.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Larkhall Local 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Road Local 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower Bristol Road Local Centre | 1.2% | 16 | 5.4% | 14 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 3.5% | 46 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 28.2% | 46 |
| Radstock Town Centre (including Radco / Co-Op store) | 1.6% | 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 | 0.0% | 0 | 0.0% | 0 | 12.9% | 21 |
| St James' Street Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trowbridge Town Centre | 14.5% | 188 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 18.7% | 17 | 0.0% | 0 | 72.1% | 75 | 58.3% | 56 | 30.8% | 24 | 14.3% | 10 | 3.1% | 5 |
| Twerton Local Centre | 0.4% | 5 | 1.6% | 4 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walcot Street Local Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury Town Centre | 0.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston-super-Mare 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Yate Town Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Frome | 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 | 0.0% | 0 | 1.4% | 1 | 0.6% | 1 |
| Other retail warehouses in Chippenham | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bath | 1.2% | 15 | 3.5% | 9 | 1.0% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 4 |
| Retail Parks in Bristol | 9.6% | 125 | 3.5% | 9 | 30.4% | 31 | 44.6% | 70 | 1.3% | 1 | 0.0% | 0 | 1.0% | 1 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 11 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|----------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|------|---|
| Retail Parks in Chippenham | 1.3% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 4 | 4.4% | 4 | 9.0% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Frome | 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 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Retail Parks in Swindon | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Trowbridge | 5.6% | 73 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 7.7% | 7 | 2.0% | 2 | 12.5% | 13 | 24.0% | 23 | 15.4% | 12 | 21.4% | 15 | 0.0% | 0 |
| Aldi, Beanacre Road, Melksham | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Argos, Emerson Way, Bristol | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, East Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| B&Q, Bath Road, Chippenham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 1.8% | 3 |
| Bradstock | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Brislington | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Central London | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chantry Television Ltd, Bradley Road, Trowbridge | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Broadmead Lane, Keynsham | 0.2% | 2 | 0.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Comet, Lysander Road, Bristol | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Corsham | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, Bath Road, Chippenham | 2.5% | 32 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.4% | 5 | 5.5% | 5 | 22.0% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, The Brittox, Devizes | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, Winterstoke Road, Ashton Gate | 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 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Emersons Green | 0.2% | 3 | 0.0% | 0 | 1.0% | 1 | 1.3% | 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 |
| Frome | 1.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 28.6% | 20 | 1.2% | 2 |
| Gardener Haskins Homecentre, Broad Plain, Bristol | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hengrove | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Lawrence Hill | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Leekes, Beanacre Road, Melksham | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, High Street, Hanham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Longwell Green | 2.9% | 37 | 1.2% | 3 | 9.8% | 10 | 14.0% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Melksham | 1.6% | 21 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 18.7% | 17 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Melksham Electrical, Market Place, Melksham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Field Park, Moorland Road, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Elm Cross Shopping Centre, Bradford-on-Avon | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|-------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|
| Shepton Mallet | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| St Phillips Marsh, Bristol | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Staple Hill Shopping Centre, Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Midsomer Norton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Wells | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Weston Island Depot, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Whitchurch | 0.1% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1297 | 258 | 102 | 157 | 78 | 91 | 100 | 104 | 96 | 78 | 70 | 163 | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q10 Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products ? | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Argos, Upper Bristol Road, Bath | 1.2% | 15 | 5.2% | 13 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Longwell Green, Bristol | 1.2% | 15 | 0.8% | 2 | 6.0% | 6 | 4.8% | 7 | 0.0% | 0 | 0.0% | 0 |
| Currys, Weston Lock Retail Park | 5.9% | 74 | 18.8% | 47 | 7.0% | 7 | 0.7% | 1 | 5.3% | 4 | 1.1% | 1 |
| PC World, Weston Lock Retail Park | 1.0% | 13 | 1.6% | 4 | 3.0% | 3 | 0.0% | 0 | 2.6% | 2 | 1.1% | 1 |
| Bath City Centre | 20.3% | 254 | 43.2% | 108 | 10.0% | 10 | 0.7% | 1 | 27.6% | 21 | 9.9% | 9 |
| Bradford Road (Combe Down) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 6.2% | 78 | 3.6% | 9 | 13.0% | 13 | 20.0% | 29 | 2.6% | 2 | 4.4% | 4 |
| Chippenham Town Centre | 7.7% | 97 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.4% | 17 | 28.6% | 26 |
| Cribbs Causeway Regional Shopping Centre | 6.8% | 85 | 6.4% | 16 | 15.0% | 15 | 12.4% | 18 | 17.1% | 13 | 5.5% | 5 |
| Frome Road / Bloomfield Road Local Centre | 1.3% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keynsham Town Centre | 0.6% | 7 | 0.0% | 0 | 7.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Road Local Centre | 0.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower Bristol Road Local Centre | 1.0% | 13 | 4.8% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 3.0% | 37 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 1.0% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.0% | 1 |
| Trowbridge Town Centre | 11.9% | 149 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 2 | 13.2% | 12 |
| Twerton Local Centre | 0.6% | 8 | 2.8% | 7 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury Town Centre | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston-super-Mare Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yate Town Centre | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Bristol | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Chippenham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Food superstores in Frome | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Trowbridge | 0.5% | 6 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Other retail warehouses in Chippenham | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| Other retail warehouses in Trowbridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|------|---|-------|----|------|----|
| Retail Parks in Bath | 1.2% | 15 | 3.6% | 9 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 5 | | |
| Retail Parks in Bristol | 9.4% | 118 | 3.6% | 9 | 30.0% | 30 | 42.1% | 61 | 1.3% | 1 | 0.0% | 0 | 4.2% | 4 | 2.2% | 2 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 5.8% | 10 |
| Retail Parks in Chippenham | 1.6% | 20 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.6% | 5 | 5.5% | 5 | 9.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Swindon | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Trowbridge | 5.3% | 66 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 7.7% | 7 | 1.0% | 1 | 13.2% | 12 | 21.5% | 20 | 8.2% | 6 | 25.4% | 17 | 1.2% | 2 |
| Argos, Emerson Way, Bristol | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 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 |
| Argos, Townsend Shopping Park, Shepton Mallet | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Asda, East Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| B&Q, Bath Road, Chippenham | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 1.7% | 3 |
| Bishopsworth | 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 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Bolton | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Bradford-on-Avon | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cardiff | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Central London | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chantry Television Ltd, Bradley Road, Trowbridge | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chew Stoke | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Comet, Manvers Street, Bath | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Currys, Bath Road, Chippenham | 2.1% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.6% | 5 | 4.4% | 4 | 17.7% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Currys, Houndstone Retail Park, Yeovil | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Currys, Winterstoke Road, Ashton Gate | 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 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| Emersons Green | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farringtons Farm Shop, Main Street, Farrington Gurney | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome | 1.0% | 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 | 0.0% | 0 | 16.4% | 11 | 0.6% | 1 |
| Green Park | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lacock | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Leekes, Beanacre Road, Melksham | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longwell Green | 2.7% | 34 | 2.0% | 5 | 6.0% | 6 | 13.1% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 4 |
| Melksham | 0.9% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 9 | 0.0% | 0 | 1.1% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Field Park, Moorland Road, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Mills Industrial Estate, Paulton | 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 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|----------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| PC World, Bridge End Road, Swindon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| PC World, Winterstoke Road, Bedminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poole | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portishead | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Richer Sounds, York Place, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Salisbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepton Mallet | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| St Phillips Marsh, Bristol | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Staple Hill Shopping Centre, Fishponds | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Midsomer Norton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteladies Road, Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Base: | 1254 | 250 | 100 | 145 | 76 | 91 | 96 | 91 | 93 | 73 | 67 | 172 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|---------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q11 Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products ? | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 0.3% | 5 | 0.6% | 2 | 0.8% | 1 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Currys, Weston Lock Retail Park | 0.1% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Homebase, Green Park, Bath | 10.7% | 165 | 44.1% | 137 | 4.6% | 6 | 0.0% | 0 | 7.8% | 7 | 0.0% | 0 |
| Bath City Centre | 6.9% | 106 | 20.6% | 64 | 2.3% | 3 | 0.0% | 0 | 11.1% | 10 | 0.9% | 1 |
| Bradford Road (Combe Down) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 4.2% | 65 | 3.9% | 12 | 16.0% | 21 | 13.2% | 23 | 0.0% | 0 | 0.0% | 0 |
| Chippenham Town Centre | 8.9% | 137 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 31.1% | 28 | 37.5% | 42 |
| Combe Down Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cribbs Causeway Regional Shopping Centre | 0.4% | 6 | 0.3% | 1 | 1.5% | 2 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 |
| Frome Road / Bloomfield Road Local Centre | 2.2% | 34 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keynsham Town Centre | 0.3% | 4 | 0.0% | 0 | 2.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Larkhall Local Centre | 0.9% | 14 | 2.9% | 9 | 0.0% | 0 | 0.0% | 0 | 5.6% | 5 | 0.0% | 0 |
| Lower Bristol Road Local Centre | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower Weston (Chelsea Road) Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 4.3% | 67 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moorland Road District Centre | 0.4% | 6 | 1.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Trowbridge Town Centre | 10.9% | 168 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 13.4% | 15 |
| Twerton Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westbury Town Centre | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 |
| Widcombe Local Centre | 0.1% | 2 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yate Town Centre | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 |
| Other retail warehouses in Frome | 0.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other retail warehouses in Trowbridge | 0.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 |
| Retail Parks in Bristol | 14.8% | 229 | 11.6% | 36 | 54.2% | 71 | 55.2% | 96 | 3.3% | 3 | 0.0% | 0 |
| Retail Parks in Chippenham | 1.1% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 4.5% | 5 |
| Retail Parks in Frome | 3.1% | 48 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Retail Parks in Trowbridge | 3.4% | 52 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 5 | 0.0% | 0 |
| Atworth | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Avonfield Garden Centre, Holt Road, Bradford-on-Avon | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|--------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|------|---|------|---|------|---|------|---|-------|----|
| B&Q, Bath Road, Chippenham | 5.0% | 77 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 16.7% | 15 | 16.1% | 18 | 35.2% | 43 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Bradley Road, Trowbridge | 1.2% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 2.7% | 3 | 0.0% | 0 | 4.0% | 4 | 4.9% | 5 | 3.3% | 3 | 1.1% | 1 | 0.4% | 1 |
| B&Q, Fox Den Road, Stoke Gifford | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Station Road, Yate | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 1.3% | 3 |
| Bradford-on-Avon | 0.5% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 5.6% | 5 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Browns Hardware, Silver Street, Bradford-on-Avon | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cadbury Garden & Leisure, Smallway, Congresbury | 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 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Cheddar Garden Centre, Draycott Road, Cheddar | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Corsham | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fishponds | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 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 |
| Focus, Bath Road, Chippenham | 0.7% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 5.4% | 6 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Fosse Lane, Shepton Mallet | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Focus, Hambleton Avenue, Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Focus, Old Mills, Paulton | 4.1% | 63 | 0.0% | 0 | 1.5% | 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 | 27.1% | 61 |
| Focus, Station Approach, Frome | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 |
| Francis DIY, Moorland Road, Bath | 0.4% | 6 | 1.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fred Daw Garden Centre, Prior Park Road, Bath | 0.2% | 3 | 0.6% | 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 | 0.0% | 0 | 0.0% | 0 |
| Frome | 0.6% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.1% | 1 | 8.0% | 7 | 0.0% | 0 | 0.0% | 0 |
| Guildhall | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hartcliffe | 0.1% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Hengrove | 0.1% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Hillier Garden Centre, Whiteway Road, Bath | 0.3% | 5 | 1.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Pines Way, Bath | 0.3% | 5 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.1% | 1 | 0.0% | 0 | 0.9% | 0 | 0.9% | 2 |
| Horesham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jewsons, Station Road, Frome | 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 | 1.1% | 1 | 0.0% | 1 | 0.0% | 0 |
| Lacock | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leekes, Beanacre Road, Melksham | 0.6% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.9% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lion Stores, North Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Longwell Green | 5.6% | 86 | 5.5% | 17 | 13.7% | 18 | 24.7% | 43 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 2.7% | 0 | 2.7% | 6 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|------|---|------|---|------|---|------|---|------|---|
| Melksham | 0.3% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mole Valley Farmers Ltd, Standerwick, Frome | 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 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Odd Down | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Field Park, Moorland Road, Bath | 0.3% | 4 | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Mills Industrial Estate, Paulton | 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 | 0.0% | 0 | 0.0% | 0 | 2.7% | 6 |
| Oldland Common | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 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 |
| Paulton | 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 | 0.0% | 0 | 0.0% | 0 | 3.1% | 7 |
| Prior Park Garden & Pet Centre, Prior Park Road, Bath | 0.1% | 2 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Right Price UK, Bath Road, Shepton Mallet | 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 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Rocky Mountain Nurseries, The Cottage, Wells | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Shepton Mallet | 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 | 0.0% | 0 | 0.0% | 0 | 3.1% | 7 |
| Staple Hill Shopping Centre, Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Stax Trade Centres, Bristol | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Taylor Davis Ltd, West Wilts Trading Estate, Westbury | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco, Old Mills, Midsomer Norton | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Thornbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 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 |
| Travis Perkins, Bradford Road, Trowbridge | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Lower Bristol Road, Green Park, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Sheldon Road, Chippenham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trowbridge Garden Centre, Frome Road, Trowbridge | 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% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Upper Westwood | 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% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Warminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Wells | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Westdale Nurseries, Holt Road, Bradford | 0.1% | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westwood | 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% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whitehall Garden Centre, Corsham Road, Lacock | 0.5% | 7 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 0.9% | 1 | 0.8% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilkinson, East Street, Bedminster | 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 | 0.0% | 0 | 0.0% | 0 | 0.9% | 2 |
| Base: | 1546 | 311 | 131 | 174 | 90 | 112 | 122 | 101 | 102 | 90 | 88 | 225 | | | | | | | | | | | | |

Bath and North East Somerset Retail Study for GVA

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q12 Where do you do most of your household's shopping for chemists and medical goods, cosmetics and other beauty products ? | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | | | | | | | | | | | | | |
| Asda, Longwell Green, Bristol | 1.6% | 26 | 0.9% | 3 | 3.8% | 5 | 9.8% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | | |
| Bath City Centre | 26.6% | 433 | 78.0% | 256 | 7.6% | 10 | 0.6% | 1 | 45.7% | 43 | 6.7% | 8 | 2.5% | 3 | 13.9% | 17 | 6.1% | 7 | 53.7% | 51 | 4.3% | 4 | 14.0% | 33 |
| Bradford Road (Combe Down) Local Centre | 0.7% | 11 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.7% | 7 | 0.9% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 4.2% | 69 | 0.6% | 2 | 10.7% | 14 | 21.4% | 37 | 2.1% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 4.7% | 11 |
| Chippenham Town Centre | 7.7% | 126 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 22.3% | 21 | 7.5% | 9 | 78.7% | 96 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Combe Down Local Centre | 0.2% | 4 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 |
| Cribbs Causeway Regional Shopping Centre | 0.4% | 7 | 0.0% | 0 | 1.5% | 2 | 1.7% | 3 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fairfield Park Local Centre | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome Road / Bloomfield Road Local Centre | 3.0% | 49 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 | 42.4% | 39 | 3.0% | 7 |
| Keynsham Town Centre | 5.0% | 82 | 0.0% | 0 | 58.0% | 76 | 1.7% | 3 | 0.0% | 0 | 0.8% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Larkhall Local Centre | 0.8% | 13 | 2.7% | 9 | 0.0% | 0 | 0.0% | 0 | 4.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Midsomer Norton Town Centre | 6.1% | 99 | 0.0% | 0 | 0.8% | 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 | 41.5% | 98 |
| Moorland Road District Centre | 0.6% | 10 | 3.0% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 0.6% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 9 |
| Southdown Local Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trowbridge Town Centre | 8.7% | 142 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 2.5% | 3 | 0.0% | 0 | 27.0% | 33 | 71.3% | 82 | 20.0% | 19 | 2.2% | 2 | 0.4% | 1 |
| Twerton Local Centre | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wellsway (Bear Flat) Local Centre | 0.2% | 3 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Westbury Town Centre | 1.0% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.9% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weston High Street Local Centre | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Foodstores / Supermarkets in Bath | 0.5% | 8 | 2.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Bristol | 0.1% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Food superstores in Chippenham | 1.2% | 20 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 1.7% | 2 | 12.3% | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Frome | 0.8% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.0% | 11 | 0.4% | 1 | 0.0% | 1 |
| Food superstores in Trowbridge | 0.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.8% | 1 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Westbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bath | 0.1% | 2 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Bristol | 2.8% | 45 | 0.6% | 2 | 4.6% | 6 | 19.1% | 33 | 1.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|-----------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|----|
| Asda, East Street, Bedminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Backwell | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Bathampton | 0.2% | 3 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 0.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 6 |
| Boots, East Street, Bedminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Boots, High Street, Bath | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boots, High Street, Melksham | 0.5% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 8 | 0.0% | 0 | 0.0% | 0 |
| Boots, High Street, Wells | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Boots, High Street, Westbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Boots, Kings Chase Shopping Centre, Kingswood | 0.7% | 11 | 0.0% | 0 | 0.8% | 1 | 5.8% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boots, London Road East, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Boots, Martingate Centre Corsham | 0.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 6 | 0.0% | 0 | 0.0% | 0 |
| Boots, Ty Glas Road, Llanishen | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Box | 0.6% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.5% | 8 | 0.8% | 1 | 0.0% | 0 |
| Bradford-on-Avon | 4.6% | 75 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 51.6% | 63 |
| Cadbury Heath | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Calne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Cameley | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cepen Park North, Langley Burrell | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Broadmead Lane, Keynsham | 0.1% | 2 | 0.3% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Claremont Terrace, Bath | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Hall Road, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Paulton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Colerne | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Combe Down | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Corsham | 1.8% | 29 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 | 21.7% | 26 | 0.0% | 0 |
| Devizes | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.6% | 2 | 0.0% | 0 |
| Downend | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Emersons Green | 0.2% | 3 | 0.0% | 0 | 0.8% | 1 | 0.6% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frome | 2.3% | 38 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Green Park | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hanham | 0.8% | 13 | 0.0% | 0 | 0.0% | 0 | 7.5% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Harrods, London | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Isle of Wight | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|----------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Kings Chase Shopping Centre, Kingswood | 0.2% | 3 | 0.0% | 0 | 0.8% | 1 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 1.3% | 21 | 0.0% | 0 | 0.0% | 0 | 12.1% | 21 | 0.0% | 0 | 0.0% | 0 |
| Lansdown | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lifestyle Pharmacy, New Bond Street, Bath | 0.1% | 2 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lloyds Pharmacy, Clandown Road, Paulton | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.8% |
| Lloyds Pharmacy, High Street, Midsomer Norton | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1.3% |
| Lloyds Pharmacy, Middlefield Road, Chippenham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Lloyds Pharmacy, The Avenue, Combe Down | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longwell Green | 1.1% | 18 | 0.0% | 0 | 1.5% | 2 | 9.2% | 16 | 0.0% | 0 | 0.0% | 0 |
| Marshfield | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Melksham | 3.3% | 53 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 42.5% | 51 | 0.0% | 0 |
| Newbridge | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odd Down | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Old Field Park, Moorland Road, Bath | 0.5% | 8 | 2.1% | 7 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oldland Common | 0.2% | 4 | 0.0% | 0 | 0.8% | 1 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 |
| Paulton | 1.2% | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 8.1% |
| Peasedown St John | 0.6% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 4.2% |
| Porton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.4% |
| Rowlands Pharmacy, Little Brittox, Devizes | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Sainsbury's, Elm Cross Shopping Centre, Bradford-on-Avon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Salford | 0.1% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saltford | 0.4% | 6 | 0.0% | 0 | 4.6% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shepton Mallet | 0.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 2.5% |
| St George | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Stambridge | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 |
| Staple Hill Shopping Centre, Fishponds | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stonebridge Park, Bristol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Superdrug, Lowbourn, Melksham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Superdrug, The Shires, Trowbridge | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 |
| Tesco, Old Mills, Midsomer Norton | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1.3% |
| Timsbury | 0.4% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 3.0% |
| Wales | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.4% |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | |
|---------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|------|---|
| Warminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Warmley | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wells | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 |
| Westfield | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| Weston | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whiteway | 0.1% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilkinson, Kings Chase Shopping Centre, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Willow Brook Centre, Bradley Stoke | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1628 | 328 | 131 | 173 | 94 | 120 | 122 | 122 | 115 | 95 | 92 | 236 | | |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Q13 Where do you do most of your household's shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods ? | | | | | | | | | | | | |
| <i>Excludes Nulls and SFT</i> | | | | | | | | | | | | |
| Argos, Upper Bristol Road, Bath | 0.5% | 6 | 1.8% | 4 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Longwell Green, Bristol | 1.9% | 21 | 0.9% | 2 | 6.4% | 5 | 11.9% | 14 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Green Park, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath City Centre | 48.0% | 525 | 85.5% | 194 | 30.8% | 24 | 4.2% | 5 | 58.0% | 40 | 36.7% | 29 |
| Bradford Road (Combe Down) Local Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre (includes Broadmead) | 8.6% | 94 | 1.8% | 4 | 23.1% | 18 | 40.7% | 48 | 5.8% | 4 | 0.0% | 0 |
| Chippenham Town Centre | 6.0% | 66 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.0% | 9 | 15.2% | 12 |
| Cirencester Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Cribbs Causeway Regional Shopping Centre | 5.2% | 57 | 4.0% | 9 | 12.8% | 10 | 16.1% | 19 | 10.1% | 7 | 5.1% | 4 |
| Frome Road / Bloomfield Road Local Centre | 1.8% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Keynsham Town Centre | 1.3% | 14 | 0.0% | 0 | 16.7% | 13 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Larkhall Local Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 2 | 0.0% | 0 |
| Midsomer Norton Town Centre | 1.9% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Moorland Road District Centre | 0.4% | 4 | 1.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Radstock Town Centre (including Radco / Co-Op store) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Town Centre | 1.0% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 4 |
| Trowbridge Town Centre | 9.1% | 100 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 12.7% | 10 |
| Weston-super-Mare Town Centre | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yate Town Centre | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 |
| Food superstores in Chippenham | 0.3% | 3 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 |
| Food superstores in Frome | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food superstores in Trowbridge | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 2 |
| Retail Parks in Bristol | 1.0% | 11 | 0.0% | 0 | 2.6% | 2 | 5.1% | 6 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Chippenham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Retail Parks in Frome | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks in Swindon | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Argos, Emerson Way, Bristol | 0.4% | 4 | 0.0% | 0 | 1.3% | 1 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 |
| Bedminster | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bournemouth | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Box | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 |
|-------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|
| Bradford-on-Avon | 1.6% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brislington | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London | 0.5% | 6 | 1.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Clarks Village, Street, Somerset | 0.2% | 2 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Corsham | 0.6% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 2 | 6.3% | 5 |
| Emersons Green | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 3.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Frome | 1.6% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hartcliffe | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Chase Shopping Centre, Kingswood | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 |
| Kingswood | 0.9% | 10 | 0.0% | 0 | 0.0% | 0 | 7.6% | 9 | 1.4% | 1 | 0.0% | 0 |
| Lacock | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Leekes, Beanacre Road, Melksham | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 2.4% | 2 |
| Longwell Green | 0.5% | 5 | 0.0% | 0 | 1.3% | 1 | 2.5% | 3 | 1.4% | 1 | 0.0% | 0 |
| Marlborough | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Melksham | 0.8% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.4% | 9 | 0.0% | 0 |
| Old Field Park, Moorland Road, Bath | 0.1% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| Shepton Mallet | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Somerton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Tesco, Old Mills, Midsomer Norton | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Factory Shop, Market Place, Melksham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 |
| Value House Stores, Mandeville Road, Weymouth | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| WHSmith, Kings Chase Shopping Centre, Kingswood | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wales | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Warminster | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Waterstones, Milsom Street, Bath | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 |
| Wells | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worcester | 0.1% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 1093 | 227 | 78 | 118 | 69 | 79 | 85 | 84 | 77 | 63 | 65 | 148 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|---------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| GEN Gender of respondent: | | | | | | | | | | | | | | | | | | | | | | | | |
| Male | 32.7% | 572 | 35.5% | 125 | 34.0% | 51 | 27.4% | 52 | 34.0% | 34 | 31.5% | 41 | 33.1% | 43 | 35.4% | 46 | 34.2% | 41 | 32.0% | 32 | 29.6% | 29 | 31.2% | 78 |
| Female | 67.3% | 1178 | 64.5% | 227 | 66.0% | 99 | 72.6% | 138 | 66.0% | 66 | 68.5% | 89 | 66.9% | 87 | 64.6% | 84 | 65.8% | 79 | 68.0% | 68 | 70.4% | 69 | 68.8% | 172 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |
| AGE Age of respondent: | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 - 24 years | 1.4% | 24 | 1.4% | 5 | 1.3% | 2 | 2.6% | 5 | 1.0% | 1 | 0.0% | 0 | 2.3% | 3 | 1.5% | 2 | 0.0% | 0 | 1.0% | 1 | 3.1% | 3 | 0.8% | 2 |
| 25 - 34 years | 2.3% | 41 | 2.3% | 8 | 0.0% | 0 | 5.3% | 10 | 1.0% | 1 | 5.4% | 7 | 2.3% | 3 | 0.8% | 1 | 1.7% | 2 | 1.0% | 1 | 2.0% | 2 | 2.4% | 6 |
| 35 - 44 years | 15.6% | 273 | 14.5% | 51 | 10.0% | 15 | 18.4% | 35 | 10.0% | 10 | 16.9% | 22 | 22.3% | 29 | 10.0% | 13 | 21.7% | 26 | 7.0% | 7 | 18.4% | 18 | 18.8% | 47 |
| 45 - 54 years | 24.1% | 421 | 25.0% | 88 | 22.7% | 34 | 23.7% | 45 | 24.0% | 24 | 21.5% | 28 | 36.9% | 48 | 20.8% | 27 | 27.5% | 33 | 14.0% | 14 | 22.4% | 22 | 23.2% | 58 |
| 55 - 64 years | 23.8% | 416 | 21.9% | 77 | 26.7% | 40 | 22.6% | 43 | 24.0% | 24 | 23.8% | 31 | 20.0% | 26 | 23.1% | 30 | 25.0% | 30 | 24.0% | 24 | 27.6% | 27 | 25.6% | 64 |
| 65 + | 31.9% | 558 | 33.8% | 119 | 38.0% | 57 | 26.8% | 51 | 39.0% | 39 | 30.0% | 39 | 15.4% | 20 | 42.3% | 55 | 24.2% | 29 | 53.0% | 53 | 24.5% | 24 | 28.8% | 72 |
| (Refused) | 1.0% | 17 | 1.1% | 4 | 1.3% | 2 | 0.5% | 1 | 1.0% | 1 | 2.3% | 3 | 0.8% | 1 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.4% | 1 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |
| SEG Socioeconomic Grading | | | | | | | | | | | | | | | | | | | | | | | | |
| A | 3.1% | 55 | 4.5% | 16 | 3.3% | 5 | 0.0% | 0 | 3.0% | 3 | 3.1% | 4 | 0.0% | 0 | 2.3% | 3 | 2.5% | 3 | 7.0% | 7 | 5.1% | 5 | 3.6% | 9 |
| B | 16.1% | 282 | 21.3% | 75 | 14.0% | 21 | 7.4% | 14 | 17.0% | 17 | 13.1% | 17 | 16.9% | 22 | 20.0% | 26 | 15.8% | 19 | 24.0% | 24 | 11.2% | 11 | 14.4% | 36 |
| C1 | 27.4% | 480 | 28.4% | 100 | 32.7% | 49 | 25.3% | 48 | 36.0% | 36 | 26.2% | 34 | 33.1% | 43 | 27.7% | 36 | 27.5% | 33 | 26.0% | 26 | 26.5% | 26 | 19.6% | 49 |
| C2 | 22.2% | 388 | 17.3% | 61 | 18.7% | 28 | 31.6% | 60 | 24.0% | 24 | 22.3% | 29 | 29.2% | 38 | 19.2% | 25 | 20.8% | 25 | 9.0% | 9 | 24.5% | 24 | 26.0% | 65 |
| D | 11.3% | 197 | 9.4% | 33 | 12.7% | 19 | 16.3% | 31 | 7.0% | 7 | 13.1% | 17 | 10.0% | 13 | 8.5% | 11 | 16.7% | 20 | 7.0% | 7 | 11.2% | 11 | 11.2% | 28 |
| E | 14.3% | 250 | 12.2% | 43 | 10.0% | 15 | 14.2% | 27 | 9.0% | 9 | 16.9% | 22 | 6.9% | 9 | 19.2% | 25 | 15.0% | 18 | 15.0% | 15 | 18.4% | 18 | 19.6% | 49 |
| (Refused) | 5.6% | 98 | 6.8% | 24 | 8.7% | 13 | 5.3% | 10 | 4.0% | 4 | 5.4% | 7 | 3.8% | 5 | 3.1% | 4 | 1.7% | 2 | 12.0% | 12 | 3.1% | 3 | 5.6% | 14 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |
| Meanscore: [Number of people] | | | | | | | | | | | | | | | | | | | | | | | | |
| PEO How many people, including yourself, are there in your household who are aged between: | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 and 15 years | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 75.8% | 1326 | 74.4% | 262 | 82.0% | 123 | 73.2% | 139 | 79.0% | 79 | 73.1% | 95 | 63.1% | 82 | 84.6% | 110 | 73.3% | 88 | 85.0% | 85 | 74.5% | 73 | 76.0% | 190 |
| 1 | 9.5% | 167 | 10.8% | 38 | 8.0% | 12 | 9.5% | 18 | 10.0% | 10 | 9.2% | 12 | 13.1% | 17 | 6.2% | 8 | 10.8% | 13 | 5.0% | 5 | 10.2% | 10 | 9.6% | 24 |
| 2 | 8.9% | 156 | 7.4% | 26 | 7.3% | 11 | 12.1% | 23 | 6.0% | 6 | 12.3% | 16 | 14.6% | 19 | 5.4% | 7 | 10.0% | 12 | 4.0% | 4 | 9.2% | 9 | 9.2% | 23 |
| 3 | 2.3% | 40 | 2.3% | 8 | 0.7% | 1 | 3.2% | 6 | 2.0% | 2 | 1.5% | 2 | 6.9% | 9 | 1.5% | 2 | 2.5% | 3 | 1.0% | 1 | 2.0% | 2 | 1.6% | 4 |
| 4 | 1.3% | 22 | 2.0% | 7 | 0.7% | 1 | 0.5% | 1 | 2.0% | 2 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 1.0% | 1 | 2.0% | 2 | 1.6% | 4 |
| 5+ | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| (Refused) | 2.2% | 38 | 3.1% | 11 | 1.3% | 2 | 1.6% | 3 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 2.3% | 3 | 1.7% | 2 | 4.0% | 4 | 2.0% | 2 | 1.6% | 4 |
| Mean: | | 0.41 | | 0.42 | | 0.28 | | 0.46 | | 0.36 | | 0.46 | | 0.65 | | 0.22 | | 0.46 | | 0.21 | | 0.44 | | 0.43 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-----------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| 16 to 64 years | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 26.7% | 467 | 28.1% | 99 | 37.3% | 56 | 21.1% | 40 | 28.0% | 28 | 26.9% | 35 | 12.3% | 16 | 37.7% | 49 | 16.7% | 20 | 39.0% | 39 | 20.4% | 20 | 26.0% | 65 |
| 1 | 17.1% | 299 | 17.9% | 63 | 8.7% | 13 | 16.3% | 31 | 22.0% | 22 | 15.4% | 20 | 17.7% | 23 | 16.2% | 21 | 20.0% | 24 | 19.0% | 19 | 22.4% | 22 | 16.4% | 41 |
| 2 | 31.6% | 553 | 29.5% | 104 | 27.3% | 41 | 34.2% | 65 | 29.0% | 29 | 33.8% | 44 | 36.9% | 48 | 27.7% | 36 | 36.7% | 44 | 26.0% | 26 | 32.7% | 32 | 33.6% | 84 |
| 3 | 13.7% | 239 | 13.4% | 47 | 11.3% | 17 | 14.7% | 28 | 16.0% | 16 | 16.2% | 21 | 16.2% | 21 | 11.5% | 15 | 15.8% | 19 | 6.0% | 6 | 16.3% | 16 | 13.2% | 33 |
| 4 | 7.2% | 126 | 6.3% | 22 | 11.3% | 17 | 7.9% | 15 | 2.0% | 2 | 4.6% | 6 | 12.3% | 16 | 3.8% | 5 | 8.3% | 10 | 6.0% | 6 | 7.1% | 7 | 8.0% | 20 |
| 5+ | 1.7% | 29 | 1.7% | 6 | 2.7% | 4 | 4.2% | 8 | 2.0% | 2 | 0.8% | 1 | 2.3% | 3 | 0.8% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 3 |
| (Refused) | 2.1% | 37 | 3.1% | 11 | 1.3% | 2 | 1.6% | 3 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 2.3% | 3 | 1.7% | 2 | 4.0% | 4 | 1.0% | 1 | 1.6% | 4 |
| Mean: | | 1.66 | | 1.60 | | 1.65 | | 1.95 | | 1.53 | | 1.59 | | 2.11 | | 1.30 | | 1.83 | | 1.18 | | 1.67 | | 1.67 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| 65 years and over | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 63.0% | 1102 | 61.6% | 217 | 56.7% | 85 | 68.4% | 130 | 58.0% | 58 | 64.6% | 84 | 82.3% | 107 | 52.3% | 68 | 67.5% | 81 | 41.0% | 41 | 70.4% | 69 | 64.8% | 162 |
| 1 | 18.3% | 320 | 19.0% | 67 | 16.7% | 25 | 14.2% | 27 | 22.0% | 22 | 14.6% | 19 | 10.0% | 13 | 23.1% | 30 | 19.2% | 23 | 35.0% | 35 | 13.3% | 13 | 18.4% | 46 |
| 2 | 16.6% | 291 | 16.2% | 57 | 25.3% | 38 | 15.8% | 30 | 19.0% | 19 | 18.5% | 24 | 5.4% | 7 | 22.3% | 29 | 11.7% | 14 | 21.0% | 21 | 14.3% | 14 | 15.2% | 38 |
| 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 5+ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 2.1% | 37 | 3.1% | 11 | 1.3% | 2 | 1.6% | 3 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 2.3% | 3 | 1.7% | 2 | 3.0% | 3 | 2.0% | 2 | 1.6% | 4 |
| Mean: | | 0.53 | | 0.53 | | 0.68 | | 0.47 | | 0.61 | | 0.53 | | 0.21 | | 0.69 | | 0.43 | | 0.79 | | 0.43 | | 0.50 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |

Meanscore: [Number of people]

EMP How many people (men and women) aged 16-64 are there in your household who are:

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------------------------------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| In part time employment (up to 29 hours per week) | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 65.4% | 1144 | 64.5% | 227 | 66.7% | 100 | 60.5% | 115 | 76.0% | 76 | 63.8% | 83 | 60.0% | 78 | 70.0% | 91 | 67.5% | 81 | 73.0% | 73 | 66.3% | 65 | 62.0% | 155 |
| 1 | 27.4% | 479 | 27.8% | 98 | 26.0% | 39 | 33.2% | 63 | 18.0% | 18 | 26.9% | 35 | 28.5% | 37 | 23.1% | 30 | 26.7% | 32 | 17.0% | 17 | 30.6% | 30 | 32.0% | 80 |
| 2 | 3.8% | 66 | 2.8% | 10 | 5.3% | 8 | 2.6% | 5 | 3.0% | 3 | 6.2% | 8 | 6.9% | 9 | 3.8% | 5 | 3.3% | 4 | 3.0% | 3 | 1.0% | 1 | 4.0% | 10 |
| 3 | 0.6% | 10 | 1.1% | 4 | 0.0% | 0 | 1.1% | 2 | 1.0% | 1 | 0.8% | 1 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4 | 0.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 1.0% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 5+ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 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% | 48 | 3.7% | 13 | 2.0% | 3 | 2.1% | 4 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 3.1% | 4 | 2.5% | 3 | 7.0% | 7 | 2.0% | 2 | 2.0% | 5 |
| Mean: | | 0.38 | | 0.38 | | 0.37 | | 0.45 | | 0.31 | | 0.43 | | 0.51 | | 0.32 | | 0.34 | | 0.25 | | 0.33 | | 0.41 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| In full time employment - 30 or more hours per week | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 42.3% | 740 | 41.2% | 145 | 48.7% | 73 | 36.8% | 70 | 48.0% | 48 | 45.4% | 59 | 26.9% | 35 | 52.3% | 68 | 30.8% | 37 | 61.0% | 61 | 34.7% | 34 | 44.0% | 110 |
| 1 | 31.4% | 550 | 34.4% | 121 | 23.3% | 35 | 33.7% | 64 | 28.0% | 28 | 31.5% | 41 | 38.5% | 50 | 25.4% | 33 | 37.5% | 45 | 20.0% | 20 | 31.6% | 31 | 32.8% | 82 |
| 2 | 17.9% | 314 | 17.0% | 60 | 16.7% | 25 | 19.5% | 37 | 18.0% | 18 | 16.2% | 21 | 24.6% | 32 | 15.4% | 20 | 23.3% | 28 | 9.0% | 9 | 27.6% | 27 | 14.8% | 37 |
| 3 | 4.5% | 78 | 3.1% | 11 | 4.7% | 7 | 6.3% | 12 | 4.0% | 4 | 3.8% | 5 | 6.9% | 9 | 3.1% | 4 | 5.0% | 6 | 2.0% | 2 | 3.1% | 3 | 6.0% | 15 |
| 4 | 1.0% | 17 | 0.6% | 2 | 3.3% | 5 | 1.6% | 3 | 0.0% | 0 | 0.8% | 1 | 0.8% | 1 | 0.8% | 1 | 0.8% | 1 | 1.0% | 1 | 1.0% | 1 | 0.4% | 1 |
| 5+ | 0.1% | 2 | 0.0% | 0 | 0.7% | 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 | 0.0% | 0 |
| (Refused) | 2.8% | 49 | 3.7% | 13 | 2.7% | 4 | 2.1% | 4 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 3.1% | 4 | 2.5% | 3 | 7.0% | 7 | 2.0% | 2 | 2.0% | 5 |
| Mean: | | 0.88 | | 0.83 | | 0.91 | | 1.00 | | 0.84 | | 0.80 | | 1.14 | | 0.71 | | 1.05 | | 0.52 | | 1.02 | | 0.84 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |
| Unemployed but available or seeking employment | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 90.9% | 1590 | 91.2% | 321 | 92.7% | 139 | 90.0% | 171 | 94.0% | 94 | 90.0% | 117 | 89.2% | 116 | 92.3% | 120 | 93.3% | 112 | 90.0% | 90 | 89.8% | 88 | 88.8% | 222 |
| 1 | 5.0% | 87 | 4.3% | 15 | 3.3% | 5 | 4.2% | 8 | 4.0% | 4 | 6.2% | 8 | 7.7% | 10 | 4.6% | 6 | 2.5% | 3 | 2.0% | 2 | 8.2% | 8 | 7.2% | 18 |
| 2 | 1.1% | 20 | 0.6% | 2 | 1.3% | 2 | 2.6% | 5 | 1.0% | 1 | 1.5% | 2 | 0.8% | 1 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 5 |
| 3 | 0.2% | 3 | 0.3% | 1 | 0.0% | 0 | 0.5% | 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 |
| 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 5+ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 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 |
| (Refused) | 2.8% | 49 | 3.7% | 13 | 2.7% | 4 | 2.1% | 4 | 1.0% | 1 | 2.3% | 3 | 2.3% | 3 | 3.1% | 4 | 2.5% | 3 | 7.0% | 7 | 2.0% | 2 | 2.0% | 5 |
| Mean: | | 0.08 | | 0.06 | | 0.06 | | 0.15 | | 0.06 | | 0.09 | | 0.09 | | 0.05 | | 0.06 | | 0.05 | | 0.08 | | 0.11 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |
| CAR How many cars do you have in your household which can be used for shopping trips? (include light vans, pickups and 4 wheel drive vehicles) | | | | | | | | | | | | | | | | | | | | | | | | |
| None | 9.8% | 172 | 15.1% | 53 | 10.0% | 15 | 7.4% | 14 | 7.0% | 7 | 9.2% | 12 | 7.7% | 10 | 15.4% | 20 | 5.0% | 6 | 3.0% | 3 | 10.2% | 10 | 8.8% | 22 |
| One | 42.9% | 751 | 51.4% | 181 | 38.0% | 57 | 46.8% | 89 | 40.0% | 40 | 36.2% | 47 | 35.4% | 46 | 44.6% | 58 | 39.2% | 47 | 47.0% | 47 | 39.8% | 39 | 40.0% | 100 |
| Two | 33.7% | 589 | 25.3% | 89 | 35.3% | 53 | 29.5% | 56 | 37.0% | 37 | 39.2% | 51 | 43.8% | 57 | 33.1% | 43 | 40.8% | 49 | 33.0% | 33 | 37.8% | 37 | 33.6% | 84 |
| Three or more | 11.4% | 200 | 5.4% | 19 | 15.3% | 23 | 14.7% | 28 | 15.0% | 15 | 12.3% | 16 | 10.8% | 14 | 5.4% | 7 | 12.5% | 15 | 13.0% | 13 | 10.2% | 10 | 16.0% | 40 |
| (Refused) | 2.2% | 38 | 2.8% | 10 | 1.3% | 2 | 1.6% | 3 | 1.0% | 1 | 3.1% | 4 | 2.3% | 3 | 1.5% | 2 | 2.5% | 3 | 4.0% | 4 | 2.0% | 2 | 1.6% | 4 |
| Base: | | 1750 | | 352 | | 150 | | 190 | | 100 | | 130 | | 130 | | 130 | | 120 | | 100 | | 98 | | 250 |

Bath and North East Somerset Retail Study for GVA

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7A | Zone 7B | Zone 8 | Zone 9 | Zone 10 | | | | | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|---------|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|-----|
| ETH Strictly for statistical purposes and to help ensure we speak to a representative sample of people, could I just ask which ethnic group you consider to belong ? | | | | | | | | | | | | | | | | | | | | | | | | |
| White British | 95.1% | 1665 | 93.2% | 328 | 96.0% | 144 | 97.9% | 186 | 96.0% | 96 | 95.4% | 124 | 94.6% | 123 | 95.4% | 124 | 93.3% | 112 | 90.0% | 90 | 96.9% | 95 | 97.2% | 243 |
| White Irish | 0.4% | 7 | 1.4% | 5 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Any other white background | 0.7% | 12 | 0.6% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.8% | 1 | 2.5% | 3 | 2.0% | 2 | 0.0% | 0 | 0.4% | 1 |
| White and Black Carribean | 0.1% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| White and Black African | 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 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 |
| White and Asian | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Indian | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pakistani | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bangaladeshi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Any other Asian background | 0.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carribean | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| African | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Any other Black background | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 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 | 0.6% | 11 | 0.9% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.8% | 1 | 1.0% | 1 | 1.0% | 1 | 0.8% | 2 |
| (Refused) | 2.9% | 51 | 4.0% | 14 | 2.7% | 4 | 1.6% | 3 | 2.0% | 2 | 3.8% | 5 | 2.3% | 3 | 3.8% | 5 | 2.5% | 3 | 7.0% | 7 | 2.0% | 2 | 1.2% | 3 |
| Base: | 1750 | 352 | 150 | 190 | 100 | 130 | 130 | 130 | 120 | 100 | 98 | 250 | | | | | | | | | | | | |