



Darlington Retail Study Update 2017

Darlington Borough Council

Final Report
November 2017

Prepared on behalf of WYG Environment Planning Transport Limited.

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0)161 872 3223 Fax: +44 (0)161 872 3193
Email: info@wyg.com Website: www.wyg.com

WYG Environment Planning Transport Limited. Registered in England & Wales Number: 03050297
Registered Office: Arndale Court, Otley Road, Headingley, Leeds, LS6 2UJ



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1.0 Introduction

1.1 Instruction

- 1.1.1 WYG Planning (hereafter referred to as 'WYG') has been commissioned by Darlington Borough Council ('Darlington BC') to undertake an update of the Darlington Retail and Town Centre Study of July 2014 ('the Update Study'). The Update will assist the Council in taking forward the emerging Darlington Local Plan 2016-2036 and, in particular, will inform the development of policies to accommodate identified retail needs.
- 1.1.2 The Update Study provides up-to-date assessments of the health of Darlington town centre and the future capacity for additional convenience and comparison floorspace across the authority area.
- 1.1.3 Our updated assessment of the health of Darlington town centre is informed by a new site visit undertaken by WYG in July 2017 supplemented by up-to-date data relevant to the retail performance of the centre sourced from established providers such as Venuescore and Experian Goad. The health check assessment identifies and considers any changes that have occurred since the previous assessments undertaken in 2013 and 2016. It identifies and considers any changes that have occurred since the previous surveys and highlights the strengths, weaknesses, opportunities and threats for the town centre going forward.
- 1.1.4 The quantitative retail capacity assessment utilises the market research which informed our original Darlington Retail and Town Centre Study of July 2014 ('the 2014 Study'), namely the shopping survey of 1,000 households which was undertaken by NEMS Market Research Limited in November 2013. However, our updated assessment takes into consideration up-to-date population and expenditure estimates and growth forecasts, and takes account of the current position in respect of retail commitments in order to set out an accurate position in respect of quantitative retail need. The Update Study report provides an overview of our methodological approach to assessing the retail capacity across the authority area, prior to setting out our findings in respect of the updated quantitative need for additional retail floorspace in the period up to 2036.
- 1.1.5 The Update Study should be read alongside the 2014 Retail Study, which provides additional information in relation to matters such as shopping patterns across the study area and the health of the defined district and local centres in the borough.



1.2 Structure of Report

1.2.1 The remainder of this report is structured as follows:

- Section 2.0 provides a context for the Update through an up to date analysis of key retail trends;
- Section 3.0 considers the local and national planning policy of relevance to retail and town centre matters;
- Section 4.0 considers the vitality and viability of the Darlington town centre;
- Section 5.0 identifies current and future population and expenditure levels within the defined study area;
- Section 6.0 provides our assessment of the future quantitative and qualitative need for further convenience and comparison goods retail floorspace;
- Section 7.0 sets out our key conclusions and provides our recommendations in respect of the Council's future retail strategy.



2.0 Current Retail Trends

2.1 Introduction

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

2.1.2 In order to set out the wider context for the Study, we provide an overview of prevailing retail and leisure trends below.

2.2 Polarisation and the Decline of Secondary Centres

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

2.2.2 Colliers¹ reports that many retailers are focused on a much smaller portfolio of stores to cover main markets and to complement online sales. As such, Colliers indicates that new and emerging retailers frequently target no more than 50 stores in key locations and, as a consequence, this trend is having an impact on take-up levels in shopping centres.

2.2.3 It is also evident that certain operators – including the Arcadia Group, through its Outfit format which incorporates Topshop, Topman, Miss Selfridge and others – are sometimes

¹ Midsummer Retail Report 2014, Colliers, July 2014

prepared to close stores in smaller centres in favour of representation on a retail park. We also note the increasing preference of fast food operators to incorporate 'drive thru' restaurants, which has resulted in the closure of 'in centre' McDonald's restaurants in some centres. Furthermore, in November 2016, Marks & Spencer announced its intention to close up to 30 stores and relocate or downsize a number of others. The changes will result in clothing being sold in a lesser number of Marks & Spencer stores.

- 2.2.4 Such changes can result in particularly significant impacts at smaller town centres, which have tended to be the subject of higher vacancy rates, and which have also often suffered related reductions in rental levels and footfall in recent years. As a consequence, a greater proportion of comparison goods expenditure is being claimed by a smaller number of centres of sub-regional or regional importance.
- 2.2.5 However, such changes have also brought forward opportunities for different types of retailer. Some available units in smaller centres have been re-occupied by household discounters such as B&M Bargains, Poundland, Poundstretcher and Wilkinson. Whilst such lettings are valuable in bringing back premises into active use, many smaller centres are heavily reliant on such retailers, which are generally operated at the lower end of the market.
- 2.2.6 It is also evident that some centres are seeking to 'reinvent' themselves through an increased focus on quality independent and food and drink operators. Towns are also increasingly valuing their market as a means to differentiate themselves from retail parks and superstores, and many markets are looking to contemporary and speciality retailers to create interest and draw customers in. The greatest opportunities for successful vintage, craft and food and drink markets have so far been in centres served by affluent catchments.

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

- 2.3.1 Shoppers have increasingly turned away from food superstores in recent years and Mintel² suggests that this decline is such that it cannot be considered a 'blip'. Mintel attributes the problems which face superstores to two principal factors.
- 2.3.2 Firstly, many young people are choosing to rent within or close to town and city centres. As a consequence, many undertake sporadic food shopping and often eat out, use takeaways, or buy instant meals. Accordingly, when young people undertake food shopping, they often have no greater need than that which can be serviced by a convenience store.

² 'UK Retail Rankings', Mintel, April 2016



2.3.3 The second factor is the growth of discount operators, which have become more mainstream in respect of both their offer and their market positioning. Mintel suggests that the improvements in discounters’ offer – such as wider ranges, better fresh foods and more premium foods – means that they have become an attractive alternative to both large food superstores and to convenience stores.

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

Table 2.1 – Market Share of Key UK Food Retailers

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

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

2.3.5 The most notable expansion strategy pursued by any of the ‘big four’ operators in recent years relates to Sainsbury’s decision to enter the discount market through a partnership with Netto. Netto announced the trialling of 15 stores in November 2014 clustered around the M62 corridor between Liverpool and Hull in order to ‘test the water’. The first two new build openings were announced in March 2015 in Lymm and Hull, which appeared to suggest confidence in the venture. However, following the trial, Netto announced in July 2016 that it would close all its UK stores by August 2016.

- 2.3.6 For the most part, the current strategy of the 'big four' operators involves the reconfiguration and refurbishment of existing stores. In some cases, product lines are being reduced and pricing is being made straightforward. Some operators are looking to introduce other uses to take existing floorspace and Sainsbury's acquisition of the Home Retail Group in September 2016 allows it to introduce Argos (which it now owns) into its stores. Small concessions of Habitat are also currently being tested within five branches of Sainsbury's.
- 2.3.7 Aldi and Lidl have both sought to take advantage of the structural changes in the food retail market and have announced ambitious store opening targets that will further increase pressure on the 'big four' operators. Aldi has identified major expansion plans and intends to open 80 new UK stores in 2016³, bringing its total number of stores to around 700. Over the longer term, it intends to trade from 1,000 UK stores by 2022⁴. Aldi's plans include three formats: standard stores of between 18,000 sq.ft and 20,000 sq.ft with a minimum of 70 parking spaces; the 'Small Aldi' format of between 10,000 sq.ft and 14,000 sq.ft with a minimum of 40 parking spaces; and, the 'City Aldi' format of between 7,000 sq.ft to 10,000 sq.ft with no parking spaces required. Aldi is understood to be considering all types of property, including development sites, mixed-use schemes, retail parks, high streets, shopping centres and roadside.
- 2.3.8 Lidl plans to expand to trade from a portfolio of 1,200 UK stores in the coming years⁵. Lidl's future requirements reportedly⁶ comprise units of between 20,000 sq.ft and 30,000 sq.ft, with sites of 1.5 acres required for standalone units and up to 4 acres for mixed-use schemes.

2.4 Special Forms of Trading

- 2.4.1 Many consumers who previously shopped in town centres and at retail parks are now increasingly using the internet to make purchases. Experian⁷ identifies that 'special forms of trading' (which includes internet, mail order and market sales) now comprises an estimated 14.9% of total UK retail sales at 2016, which compares to a market share of just 5.5% at 2006. Experian estimates that the value of non-store sales in the UK at 2016 is £57.4 billion. It estimates that special forms of trading will increase further to account for 18.2% of retail expenditure at 2021. Thereafter, it is anticipated that additional growth will be relatively

³ Article headlined 'Aldi to roll out 80 new UK stores in 2016', Retail Week, 17 February 2016

⁴ Article headlined 'Supermarkets: discounters race for space', Property Week, 2 November 2016

⁵ 'UK Food & Grocery Retailer Update', Verdict, October 2016

⁶ Article headlined 'Supermarkets: discounters race for space', Property Week, 2 November 2016

⁷ 'Experian Retail Planner Briefing Note 14', November 2016



limited, with special forms of trading claiming 20.9% of UK retail expenditure at 2035 (the last reporting year for which Experian provides a figure).

- 2.4.2 The growth in internet as a sales medium has been enabled by the increase in access to the internet by UK households, which the Office for National Statistics⁸ reports increased from 57% of households at 2006 to 89% in 2016. The proportion of households with access to the internet is expected to increase further over the coming years and the popularity of shopping online is also assisted by mobile phones and tablets with faster 4G network technology. The Office for National Statistics indicates that the proportion of adults accessing the internet using a mobile phone increased by nearly double – from 36% to 66% – between 2011 and 2015.
- 2.4.3 It is evident that improvements in technology and an increased confidence in the security of online payments have supported substantial increases in internet sales in recent years. In addition, the option of using the internet to ‘click and collect’ in-store at a dedicated counter is also increasing in popularity, with the service now accounting for over 50% of John Lewis internet orders⁹. Some retailers are also seeing benefits arising from the use of shops as ‘showrooms’ where shoppers can view and try goods before making purchases later in their home. More progressive retailers are also providing in-store Wi-Fi (which can be used to inform shoppers of promotions via their mobile phones) and technology points (which can allow shoppers to browse a wider product range than that carried in store). Accordingly, whilst new technology and the rise of internet shopping undoubtedly provides challenges for traditional ‘bricks and mortar’ retailers, it also brings with it some opportunities.
- 2.4.4 In addition, it is important to note that many purchases made online are actually sourced from the shelves of ‘bricks and mortar’ stores and thereby have the potential to support retail floorspace. This is acknowledged by Experian which now provides adjusted market share figures for special forms of trading¹⁰ in order to reflect purchases which are effected through stores. The adjusted allowance for special forms of trading equates to 3.2% for convenience goods at 2017, increasing to 3.6% at 2019, to 4.1% at 2022, to 4.4% at 2024, to 4.9% at 2029, and to 5.2% at 2034. For comparison goods, the adjusted allowance is 13.2% at 2016, increasing to 15.6% at 2021, to 16.1% at 2026, to 16.3% at 2031, and to 16.5% at 2035. The adjustment to the special forms of trading market share is greater for convenience goods, reflecting the fact that most online food purchases are taken from the shelves of actual stores.

⁸ ‘Statistical Bulletin: Internet Access Households and Individuals’, Office for National Statistics, August 2016

⁹ ‘Click and Collect’, Mintel, September 2014

¹⁰ ‘Experian Retail Planner Briefing Note 14’, November 2016



2.5 Leisure and the Appetite for Additional Food and Drink

- 2.5.1 In recent years, town centres have also increasingly relied upon an expanding food and drink sector to bring some vacant units back into active use. Eating out has become increasingly popular and both national multiples and independents have benefitted from the additional expenditure which has resulted. Colliers¹¹ refers to Barclaycard data which identifies that spending in restaurants in the first quarter of 2015 was up 17% year-on-year.
- 2.5.2 Food operators increasingly require units which are in amongst the retail heart of a centre, rather than taking space within a food court. As a consequence, modern shopping mall developments tend to mix food operators within the wider offer and upwards of a quarter of units can be occupied by cafes and restaurants. Food and drink operators (particularly national multiples) can be particularly attractive to landlords as long leases can often be agreed to due to the cost of fit-outs.
- 2.5.3 Colliers¹² also reports that cinema openings are on the up and that niche cinema operators, such as Everyman, Curzon and The Light, are considered to have the potential to be particularly complementary to shopping environments. Such cinemas have more modest land take requirements than large multiplexes, and therefore may have a greater chance of being incorporated in a mixed-use development.
- 2.5.4 The health and fitness sector has been buoyed by the popularity of budget gyms. Operators such as Pure Gym, the Gym Group and easyGym have an operational model which is based on low costs and high volume. Such gyms tend to have plenty of equipment in order to encourage uses, but are characterised by basic fit-outs and limited staff. Many budget gym operators – including Pure Gym and the Gym Group – are actively seeking to bring forward additional facilities, with a wide range of properties (including old theatres, larger shop units and office space) having the potential to meet their needs. The Leisure Database Company¹³ suggests that there were around 300 budget gyms across the country in summer 2016, but that this figure has the potential to increase to around 1,000 in the near future.
- 2.5.5 There are a number of emerging leisure concepts which are also helping to anchor retail environments, including bowling alleys, trampolining and crazy golf. These concepts can assist centres in providing a point of difference with the competition, ensure that visitors' dwell times are increased, and assist a town's evening economy.

¹¹ 'Midsummer Retail Report 2015', Colliers International, July 2015

¹² Ibid

¹³ As reported in the article headlined 'Why budget gyms could be set to take over the sector', Sports Insight, 11 June 2016



2.6 Brexit

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

2.6.2 Whilst it would appear that the short-term impact of 'Brexit' on the retail and leisure sector have perhaps been more modest than some analysts suggested, Verdict published an Economic & Retail Update in September 2016¹⁴ in order to highlight potential future issues. Its Update provides the following forecasts.

- Retail growth across Britain in 2016 is expected to be flat and growth in the clothing and footwear sector as a whole is likely to be disappointing. However, the weaker pound means that international travellers may spend more, with international brands and premium goods being particularly attractive.
- A weaker pound will also lead to higher import and manufacturing costs, which retailers will pass onto consumers. Verdict anticipates that the food and clothing and footwear sectors will see the greatest inflationary rises.
- Brexit may have a negative impact on the housing market and a consequential adverse impact on those retailers who rely on householders investing in their property. Accordingly, there may be less spending on goods such as furniture, floor coverings, DIY and gardening goods and so on.
- In volume terms, Verdict expects little change to the food retail sector, but notes that inflationary pressures might mean than shoppers spend more on their groceries and therefore have less to spend on other goods.

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

¹⁴ 'Economic & Retail Update: H2 2016', Verdict, September 2016.



2.7 Implications for Darlington Borough

- 2.7.1 Whilst we believe that the above trends have a number of potential implications for retail and leisure provision within Darlington Borough, we consider that the historic market town appeal of Darlington town centre and its large rural catchment area has meant that it has fared well in the face of 'polarisation' trend. This is because Darlington is a large town centre serving a regional function. It provides an almost full range of the top high street retailers minimising the need for residents to travel further afield to competing retail destinations such as Middleborough, Durham, Newcastle-upon-Tyne and the Metrocentre.
- 2.7.2 Moreover, Darlington has remained largely impervious to the decline experienced by the 'Big 4' operators, with all of its food superstores performing around or above company average levels (as explored through the Update Study's subsequent quantitative capacity assessment). Darlington has also benefitted from Aldi's expansion plans with a new store opening at Darlington North Retail Park and another in the pipeline at West Park along with a new M&S foodstore.
- 2.7.3 Whilst the growth of online retailing is likely to have had a detrimental impact on the turnover of the borough's foodstores in particular, going forward there may be opportunities for the borough's retail facilities to benefit from multi-channel retailing in order to help drive footfall and sustain retailer representation. Such opportunities will likely be driven in the first instance by national multiple retailers and are therefore of particular relevance to Darlington town centre where most of the top high street retailers are represented. Opportunities for click and collect will enable residents to access retailers' full range of products from within the borough and will encourage residents to visit Darlington town centre.
- 2.7.4 There are also likely to be opportunities for out-of-centre facilities in Darlington to provide click and collect facilities. However, given the large presence of furniture and carpet retailers at Darlington Retail Park – where the offer is broadly complementary to that available in the town centre and is already typically ordered in store – along with the convenience goods focus of Darlington North Retail Park, we expect that take up of out-of-centre opportunities for click and collect will not deter visits to Darlington town centre.



3.0 Planning Policy Context

3.1 Introduction

- 3.1.1 This Update seeks to provide important evidence to inform the retail policies in the forthcoming new Local Plan 2016-2036. It is therefore important to consider any changes to the existing national planning policy of relevance to retail and town centre matters since the completion of the original Study in 2014, providing a policy context for the Update and how it may impact upon the drafting of the future new Local Plan 2016-2036 policies.
- 3.1.2 The national planning policy context in relation to retail and town centre matters remains largely as at 2014 and is provided by the following:
- National Planning Policy Framework ('NPPF'), published in March 2012;
 - Ensuring the Vitality of Town Centres Planning Practice Guidance, published in March 2014;
 - Housing and Economic Development Needs Assessment Planning Practice Guidance, published in March 2015; and
 - Town and Country Planning (General Permitted Development) (England) Order 2015
- 3.1.3 The Housing and Economic Development Needs Assessment Planning Practice Guidance provides specific instruction in respect of the undertaking of needs assessments (including those for main town centre uses). Although the guidance was updated in March 2015, the parts of relevance to this study remain as at 2014.
- 3.1.4 The Town and Country Planning (General Permitted Development) (England) Order 2015 acts, inter alia, to consolidate and replace the Town and Country Planning (General Permitted Development Order 1995) and to provide additional permitted development rights. Further relaxation of permitted developments rights have sought to support the diversification and vitality of town centres by making it easier to change surplus space and provide for the effective re-use of buildings.
- 3.1.5 The adopted development plan for Darlington Borough remains as at 2014, and comprises:
- 'Saved' policies of the Borough of Darlington Local Plan (adopted 1997, with alterations in 2001); and the
 - Darlington Core Strategy Development Plan Document (the 'Core Strategy', adopted 2011).



- 3.1.6 However, at the time of our original study in 2014, the Council was progressing the draft Darlington Making and Growing Places Development Plan Document having published the 'Preferred Options' draft for consultation in June 2013. The Preferred Options draft set out the Council's draft policies and proposals for using and developing land. Once adopted, the policies in the Making and Growing Places Development Plan Document were intended to form part of the development plan, together with the Core Strategy.
- 3.1.7 However, Darlington's Strategic Housing Market Assessment and subsequent work on setting a housing requirement identified a need for around 10,000 dwellings to be built in Darlington by 2036. A significant increase in housing delivery was therefore required to meet the Borough's housing needs, particularly over a longer time period than was previously being planned for.
- 3.1.8 Therefore, Members formally withdrew the draft Darlington Making and Growing Places Preferred Options Development Plan Document in April 2016 to enable work to start on a comprehensive new local plan with provisions to accommodate the identified housing need in Darlington.
- 3.1.9 A review of the relevant national and local planning policies and guidance is provided at Appendix 1. Details of the emerging Darlington Local Plan 2016-2036 and the Darlington Town Centre Regeneration Strategy are set out below.

3.2 Emerging Darlington Local Plan 2016-2036

- 3.2.1 The new Darlington Local Plan 2016-2036 is currently under preparation by the Council. Once adopted, it will provide the development plan for all matters except minerals and waste. It will replace the existing adopted Core Strategy and the remaining 'saved' policies of the Borough of Darlington Local Plan.
- 3.2.2 During summer 2016, the Council held a consultation on its initial ideas for the new Local Plan. This was based on the existing planning strategy for Darlington which was in the Core Strategy and the draft Making and Growing Places DPD. However, the Council identified the following key changes to be taken forward in the new Local Plan.
- Darlington's current ambitions and priorities needed to be reflected in an updated vision and revised objectives
 - Sites needed to be found for a significant number of additional new dwellings to maintain a supply of deliverable housing land, both in the short and long term

- Infrastructure and community facilities need to be planned to support the development of new and existing communities
- All the strategies and delivery plans for the Borough's growth needed to be reviewed to make sure we were still pursuing the best plan for the Borough

3.2.3 A report on the outcomes of the initial consultation was approved by the Cabinet in November 2016. The report proposes the following vision for the new Local Plan:

'Building on our ingenuity, cherishing our quality'

'In 2036, Darlington Borough will have maintained its identity as a cohesive historic market town situated amongst countryside and villages, whilst developing its reputation for ingenuity and its status as an economic driver in the Tees Valley. Its coherent community, natural and historic environment will continue to be cherished protected and celebrated. The opportunities available in Darlington and its links with other centres will make the Borough an attractive place for both residential and commercial investment, with the Borough's needs for housing, jobs and other development being met, supported by new and improved infrastructure and community facilities. Together with excellent national and regional connectivity and accessibility, these characteristics will mean Darlington continues to thrive and be a great place to live, work and invest.'

3.2.4 To achieve the Vision, the report sets out a range of aims and objectives. Of most relevance to this Update are the aims of:

- Facilitating Economic Growth;
- Meeting Housing Needs – specifically, to enable the development of at least 10,000 new homes in order to meet the housing needs and aspirations of those living and working in the borough; and to
- Create Cohesive, Proud and Healthy Communities.

3.2.5 To achieve these aims, the report identifies a range of objective to be taken forward in the new Local Plan, including the promotion of Darlington Town Centre as the main location for shopping, leisure, culture and employment and strengthening of its role as a regional centre for such activities. The ability to adapt to the changing role and function of Darlington town centre is to be a key element of the new Local Plan. Specifically, the report highlights the contribution Darlington town centre it can make to the broader tourism economy and growth ambitions of the borough.



3.2.6 A consultation draft of the new Darlington Local Plan 2016-2036 is expected to be published in early 2018.

3.3 Darlington Town Centre Regeneration Strategy Part 1: Developing the Vision – Cherishing the Assets

3.3.1 The Town Centre Regeneration Strategy was published in December 2012 and seeks to guide future development in Darlington and to help bring forward Council assets to increase footfall and underpin the centre's vitality and viability. The opportunity sites identified in the Regeneration Strategy include:

- Feethams and Beaumont Street – part of this area was developed for the Feethams leisure scheme, comprising a 9-screen multiplex cinema, an 80-bed hotel and a range of restaurants and other food and drink outlets, which opening in 2016. The remainder of the opportunity site provides additional land that could accommodate further uses, such as offices and leisure.
- Commercial Street – which is identified as the Council's preferred location for additional comparison goods retailing. This remains undeveloped and is currently used as surface level car parking.
- Garden Street – which is constrained in terms of the scale of development which might be supported, but which the Regeneration Strategy identifies as having some potential to accommodate additional food retail. At the time of writing this land remains in use as surface level car parking.

3.3.2 In addition, the indoor market is recognised as a key town centre building which is currently underutilised. The Regeneration Strategy indicates that a new vision should be formulated for the market, which in turn, will inform its refurbishment and the future lettings' strategy. In September 2017, Darlington BC confirmed a partnership with Market Asset Management to refurbish and run Darlington's indoor and outdoor markets. The Regeneration Strategy also suggests that the feasibility of delivering a department store in the town centre should be considered.



4.0 Health Check of Darlington Town Centre

4.1 Introduction

4.1.1 The NPPF identifies a number of factors which will be of relevance in delivering sustainable development, with one such factor being the need to ensure the vitality and viability of town centres. Paragraph 23 of the NPPF indicates that local authorities should promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Paragraph 23 also requires local planning authorities to recognise that town centres are at the heart of their communities and to pursue policies that support their viability and vitality. It also states that competitive town centre environments should be promoted in order to enhance customer choice, provide a diverse retail offer and in order to reflect the individuality of town centres.

4.1.2 In this section, we provide an assessment of the current vitality and viability of Darlington town centre, commonly referred to as a 'health check'. The health check seeks to update our previous health checks of Darlington town centre undertaken in 2013 and 2016, and considers any changes that have occurred since the previous assessments.

4.1.3 The criteria by which the health of a centre can be judged is set out in the Government's Ensuring the Vitality of Town Centres Planning Practice Guidance of March 2014. The methodology employed by WYG follows the guidance set out in the National Planning Practice Guidance and we have also drawn on our experience in similar commissions. The assessment of each of the health check criteria was primarily informed by a site visit undertaken by WYG in July 2017 supplemented by relevant data from other sources where necessary. The indicators that should be monitored on a regular basis in order to judge the health of a centre and its performance over time include the following:

- **Diversity of uses** – Data on the diversity of uses in Darlington town centre was collated during our survey in July 2017.
- **Proportion of vacant street level property** – Vacant properties were identified during the undertaking of the survey.
- **Customers' views and behaviour** – Information on customers' views in respect of the town centre was sourced from the previous 2014 Retail Study and was identified from the 2013 household survey.



- **Retailer representation** – Information on the performance of Darlington town centre and the current strength of retailer representation has been derived from Venuescore's 2016-17 UK Shopping Venue Rankings.
- **Commercial rents** – Zone A rental data has been derived from Estates Gazette Interactive (EGi) data, which is a widely recognised source of such information.
- **Pedestrian flows** – General footfall and pedestrian flows were observed during the undertaking of the town centre survey.
- **Accessibility** – Consideration of access to and around each centre is informed by our site visits to Darlington town centre.
- **State of town centre environmental quality** – Consideration of the quality of the buildings and public realm in Darlington town centre was informed by our observations during the town centre survey.

4.1.4 Below, we set out a summary of the principal findings in relation to the key health check indicators considered. Our full health check assessment of Darlington town centre is provided at Appendix 2. The assessment at Appendix 2 further includes a 'SWOT' assessment of Darlington town centre that identifies the current strengths, weaknesses, opportunities and threats for the town centre going forward.

4.2 Summary of Health Check Indicators

Regional Position

4.2.1 Darlington town centre has a Venuescore 2016-17 UK Shopping Venue Rankings 'score' of 228 and is ranked 58th retail venue in the UK. It is the third highest ranked retail venue in the North-East region behind Newcastle city centre and the Metrocentre at Gateshead. Since 2014, Darlington's Venuescore has increased by two points and its ranking has increased by five places. The centre has overtaken Middlesbrough which was previously the third highest ranked retail venue in the region. This shows a positive improvement against the data that was available at the time of our previous health check (2016).

Diversity of Uses

4.2.2 The diversity of use analysis is based on the town centre boundary defined by Experian Goad, which differs slightly from the adopted town centre boundary. The Goad boundary has been used in order to allow for a like-for-like comparison against the findings of the two previous health check reports, undertaken in 2013 and 2016 respectively. In addition, the



Feethams leisure scheme has been added to the Goad derived data as it represents a significant material change to the configuration of the town centre since the previous health check.

4.2.3 Table 4.1 below sets out the composition of uses identified in Darlington town centre at July 2017 in accordance with the Goad categorisation system. A corresponding plan showing the diversity of uses in Darlington town centre is provided at Appendix 2.

Table 4.1: Diversity of Use, Goad Area, July 2017 (Including Feethams)

Use	Units			Floorspace		
	Darlington Number	%	UK %	Darlington sq.m	%	UK %
Convenience	39	6.9	8.7	9,390	7.3	15.2
Comparison	176	31.0	31.4	46,890	36.7	35.3
Retail Service	79	13.9	14.3	8,270	6.5	6.8
Leisure Services	135	23.8	23.8	35,081	27.4	24.8
Financial and Business Services	53	9.3	10.4	10,070	7.9	7.8
Vacant	85	15.0	11.1	18,200	14.2	9.5
Total	567	100.0	100.0	127,901	100.0	100.0
Other Uses	34	-	-	15,200	-	-
Vacant Other Uses	5	-	-	1,330	-	-

Source: WYG Site Visit July 2017 | *UK Average, Goad, June 2017 | *Figures Recorded from Goad boundary | Feethams Floorspace (Planning Application Ref. 13/00750/FUL)

4.2.4 At the time of our July 2017 survey we identified 567 retail and service units in Darlington with a combined gross floorspace of 127,901 sq.m. This represents an increase from our previous survey undertaken in February 2016, which identified 563 retail and service units with a combined gross floorspace of 119,320. This increase can be largely attributed to the introduction of the Feethams cinema anchored leisure scheme. Whilst the increase in floorspace is relatively significant, the total number of retail and service units has only risen by four – this despite Feethams actually providing an additional 12 units in the town centre. The difference can be attributed to the subdivision of a number of existing town centre units, as well as WYG identifying units that are recorded by Goad as being retail/service units but that no longer function as these uses, e.g. change of use from retail to residential.

4.2.5 Darlington’s proportion of convenience goods units is currently 6.9%, which is 1.8 percentage points lower than the national average of 8.7%. Furthermore, the proportion of convenience goods floorspace is 7.3% which is significantly lower than the national average of 15.2%. The Sainsbury’s supermarket, located outside of the town centre boundary to the south (but within the Goad boundary) represents 62.1% of the convenience goods floorspace identified. There is poor representation from national multiple convenience goods

operators within the town centre boundary, with the only units identified being a Tesco Express and Iceland. Despite the poor convenience goods representation within the town centre, it is recognised that the wider settlement of Darlington is well provided for in terms of convenience goods, with a considerable number of national multiple operators present in out-of-centre locations.

- 4.2.6 Comparison goods traders occupy 31.0% of all outlets in Darlington town centre, which is consistent with the national average of 31.4%. In terms of comparison goods floorspace, the 176 units account for 46,890 sq.m, with the percentage of floorspace (36.7%) slightly above the national average figure of 35.3%. This can be attributed to a high concentration of comparison goods units located in the Cornmill shopping centre, as well as a number of large-format comparison goods units elsewhere in the centre such as House of Fraser (3,100 sq.m gross), which we consider to anchor the town centre. The proportion of comparison goods floorspace in Darlington at the time of our previous survey was 42.8%. The decrease of 6.1 percentage points can be attributed to both the significant increase in the proportion of leisure service floorspace (Feethams) and the closure of BHS (1,540 sq.m gross) and TK Maxx (3,910 sq.m gross), which relocated from the town centre to the Darlington Retail Park in February 2017. Notwithstanding this, we consider Darlington to have a relatively healthy comparison goods offer, with good representation from national multiples.
- 4.2.7 Overall, we found Darlington to have a relatively strong comparison goods and leisure service offer, with limited convenience goods provision, particularly within the primary and secondary shopping frontages.

Proportion of Vacant Street Level Property

- 4.2.8 Our July 2017 survey identified 85 vacant units in the town centre which account for 15.0% of the total number of units. This is 3.9 percentage points greater than the national average of 11.1%. The vacant units occupy 18,200 sq.m of floorspace, which is 14.2% of the city centre's total retail and service floorspace. This makes the proportion of vacant floorspace 4.7 percentage points above the national average of 9.5%.
- 4.2.9 A plan showing the location of vacant units within Darlington town centre is provided at Appendix 2.
- 4.2.10 In the time since our previous survey (2016), the proportion of vacant floorspace has risen 3.0 percentage points from 11.2% to 14.2%. Although vacant units can be found throughout the town centre, the increase in the proportion of vacant floorspace can be largely attributed to two large units that have recently become vacant. This includes the closure of BHS (1,540

sq.m gross) and the relocation of TK Maxx (3,910 sq.m gross) to an out-of-centre location. There are however emerging proposals to redevelop the former TK Maxx unit which would result in this floorspace returning to retail/service use. The remainder of the vacant units in the centre are less than 300 sq.m (gross) in size.

- 4.2.11 The loss of BHS is due to the company's collapse in 2016, which resulted in the closure of the retailer's entire portfolio of 165 stores. BHS anchored town centres across the UK and its departure has left vacant large-format retail units in many centres. As such, the loss of BHS is not a significant cause for concern as the national circumstances associated with its departure are not a reflection on the vitality and viability of Darlington town centre.

Retailer Representation

- 4.2.12 We have found that Darlington's share of Goad's top national multiple comparison goods retailers has declined slightly since the 2016 health check, with representation reducing from 24 to 23 of the 27 top retailers. It should be noted that Goad have recently updated their list of top comparison retailers, replacing BHS with Monsoon/Accessorize and Phones 4U with EE, following the demise of both. The reduction in Darlington town centre results from the loss of TK Maxx. This is not a considerable cause for concern as the retailer has relocated to a site elsewhere the borough, albeit this is an out of centre location.

Customer Views and Behaviour

- 4.2.13 An update to the previous household telephone shopper survey (last carried out in 2013) was not undertaken as part of this commission. However, we are of the view that the findings of the previous survey are likely to remain on the most part consistent with current customer views and behaviour.
- 4.2.14 Key findings of the previous household survey found that the majority of respondents had visited Darlington town centre more than other centres within the borough. As the principal town, this is to be expected and is not likely to change. Three quarters of respondents were found to travel to Darlington town centre by car or van, with the remaining quarter using bus, walking or other methods of transport.
- 4.2.15 The most popular reason for visiting Darlington town centre was the choice and range of shops, followed by its proximity to home. The most frequently cited measures that would encourage respondents to visit Darlington town centre more often were cheaper car parking, an increase in the choice and range of shops and additional car parking.



Pedestrian Flows

- 4.2.16 Pedestrian footfall was found to be consistent with the patterns typically observed within town centres of a similar size. The streets comprising the primary shopping frontages were subject to the highest levels of pedestrian footfall, with activity decreasing around peripheral parts of the town centre. However, an identified anomaly was the Queen Street Shopping Centre, which is located within the primary shopping frontage but presented relatively low levels of footfall. This is a consequence of there being a number of vacancies within this covered precinct.

Accessibility

- 4.2.17 Darlington is considered to have good accessibility in terms of the road network, given that it is located immediately east of the northern stretch of the A1(M) Motorway between Junctions 57 and 58. As such, the settlement is well connected with the national strategic road network. The town centre benefits from a wide range of long and short stay car parks in central locations.
- 4.2.18 Darlington also has good public transport connections. Darlington railway station is located approximately 700 metres walking distance to the east of the town centre and direct trains can be caught to Newcastle and York via the East Coast Main Line and to Stockton, Middlesbrough and Bishop Auckland via the Tees Valley Line. The main bus stops are located within the heart of the town centre on Northgate, Prebend Row and Tubwell Row. These provide approximately 30 different bus routes providing access to surrounding communities.

Perception of Safety and Occurrence of Crime

- 4.2.19 There are few signs that crime is a particular issue in Darlington town centre. Whilst there has consistently been an above average number of vacant units in the town centre, the main shopping streets generally have active retail frontages, which provide adequate natural surveillance.

State of Town Centre Environmental Quality

- 4.2.20 On the most part, the environmental quality of the town centre is good. The streetscape within the retail core, particularly along High Row comprises high-quality granite surfacing, bespoke street lighting, seating and seasonal planting schemes resulting in it being a popular focal area within the town centre. These works, which were undertaken as part of the Pedestrian Heart project have generally weathered well and continue to provide a high-



quality and attractive public realm in the centre of the town. Peripheral areas are often subject to a more 'tired' appearance by comparison.

- 4.2.21 The introduction of the Feethams leisure scheme has made a positive contribution to the town centre's environmental quality. This provides a range of restaurants and a multi-storey glass frontage Vue Cinema alongside various public realm improvements. The associated multi-storey car park is also of a high-quality build and together the developments have resulted in a significant improvement to the overall environmental quality of the southern part of the town centre.

4.3 Health Check Conclusions

- 4.3.1 Darlington continues to contain a high proportion of top national retailers, most of which are located in the Cornmill Shopping Centre, along Northgate or on Prebend Row. Since the last health check the centre has witnessed the departure of TK Maxx, which occupied a 3,910 sq.m unit, to the out-of-centre Darlington Retail Park. The former unit, which is one of the largest in the centre, has since secured planning permission to bring it back into use for leisure services. Whilst this, coupled with the introduction of the Feethams leisure scheme signify a decline in the share of comparison goods floorspace since the 2016 health check (and the 2013 health check), the increase in leisure service floorspace is consistent with national trends and demonstrates the centre's ability to adapt to the changing nature and composition of town centres.
- 4.3.2 Furthermore, our latest survey actually found that the proportion of comparison goods floorspace (36.7%) remains greater than the national average of 35.3%. This had decreased from 39.7% with the addition of the leisure service floorspace generated by Feethams. So, whilst there has been a decline in comparison goods floorspace in Darlington, this can partially be attributed to an increase in leisure service floorspace, which has risen to 27.4% (as opposed to the 21.9% recorded by our 2016 survey). This figure is likely to increase further if the leisure scheme recently granted planning permission in the former TK Maxx unit goes ahead. This will also result in a relatively significant reduction in the proportion of vacant retail and service floorspace.
- 4.3.3 Whilst the town centre has experienced some high-level departures in recent years including Burton, McDonalds, BHS and TK Maxx, we do not consider this to have had a significant detrimental impact on the overall vitality and viability of the town centre, particularly when considering the introduction of the Feethams scheme and emerging leisure scheme at the former TK Maxx unit. Darlington also has strong representation from independent retailers,



particularly at Grange Road. These businesses play a significant role in contributing to the vitality and viability of the town centre. It is accepted that convenience goods floorspace within Darlington town centre is limited, however, there is a significant out-of-centre offer and the wider settlement is therefore well provided for in terms of convenience goods.

- 4.3.4 Overall, notwithstanding the loss of some national brands and an increase in the proportion of vacant floorspace since our last health check assessment, our latest visit identifies some promising signs of vitality and viability within Darlington town centre. The proportion of comparison goods floorspace remains above the national average and the Feethams scheme has significantly boosted the town's leisure services offer by providing an anchor cinema and high-quality restaurants. It has also had a positive impact upon environmental quality to the south of the centre. The scheme has the ability to increase footfall throughout the town centre by attracting visitors from the surrounding boroughs. In addition, the town centre is subject to a number of emerging schemes that, if delivered, will further boost its vitality and viability.



5.0 Study Area, Population and Expenditure

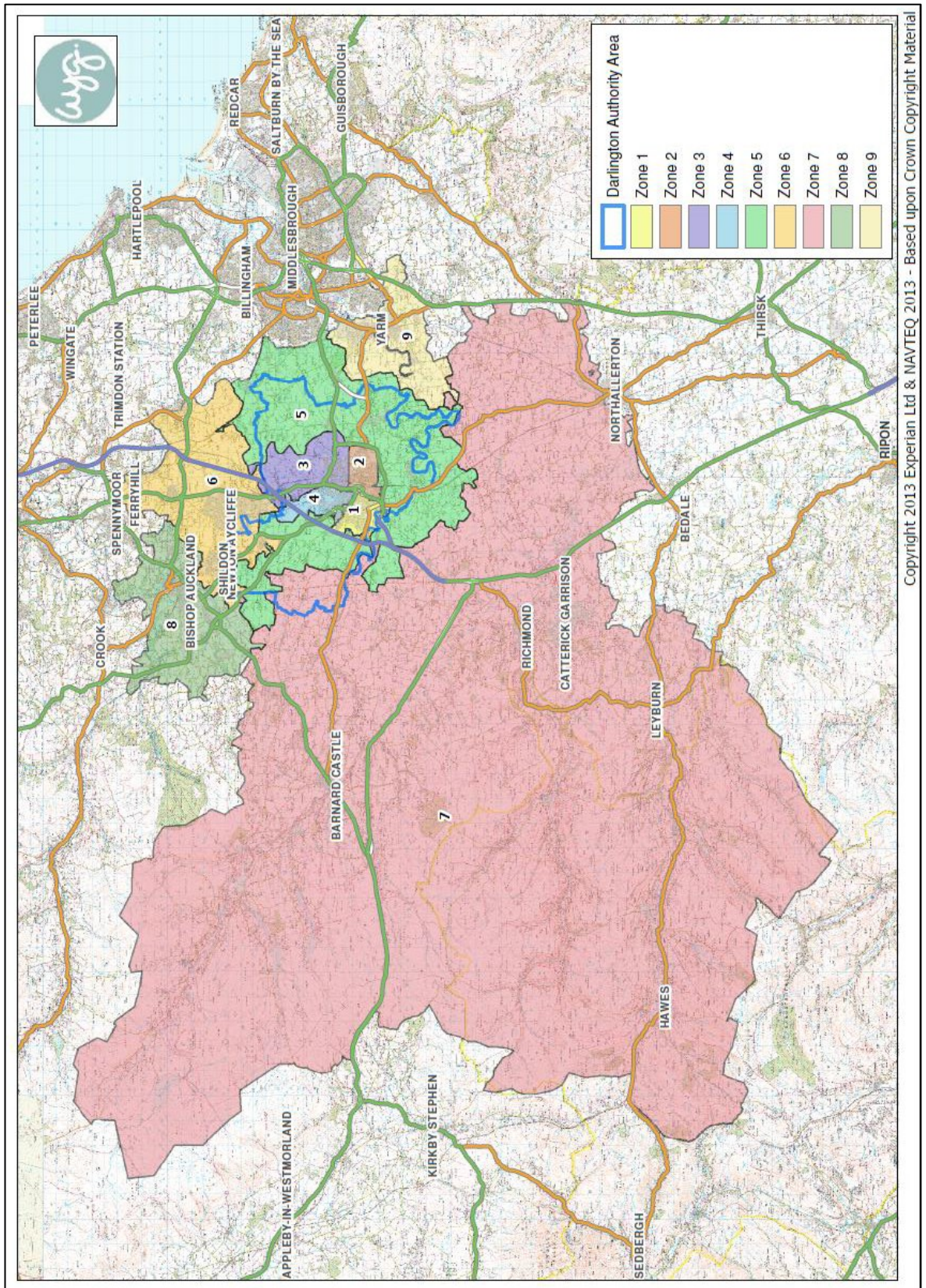
5.1.1 This section of the report considers the population and available expenditure (for both convenience and comparison goods expenditure) across the study area.

5.2 Study Area

5.2.1 In November 2013, a survey of 1,000 households was undertaken across the defined study area which comprises nine separate zones, together stretching some distance beyond the Darlington authority boundary to incorporate outlying areas which may look to the town to meet retail and leisure needs. The study area incorporates Bishop Auckland to the north, Yarm to the east, Catterick Garrison and Richmond to the south, and Barnard Castle to the west.

5.2.2 A plan of the study area and zones is provided at Appendix 3, which is reproduced in Figure 5.1 below. A more detailed plan showing the zones covering the Darlington authority area is further provided at Appendix 3.

Figure 5.1 – Study Area and Zones



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5.2.3 The nine zones correspond to the following broad areas:

- Zone 1 – Darlington South West;
- Zone 2 – Darlington South East;
- Zone 3 – Darlington North East;
- Zone 4 – Darlington North West;
- Zone 5 – Rural Darlington;
- Zone 6 – Newton Aycliffe;
- Zone 7 – Dales;
- Zone 8 – Bishop Auckland; and
- Zone 9 - Yarm

5.2.4 Table 5.1 below sets out the postcode sectors which comprise each zone.

Table 5.1: Postcodes by Survey Zone

Survey Zone	Postcode Sectors
Zone 1	DL3 7, DL3 8 and DL3 9
Zone 2	DL1 1, DL1 4 and DL1 5
Zone 3	DL1 2 and DL1 3
Zone 4	DL3 0 and DL3 6
Zone 5	DL2 1, DL2 2 and TS21 1
Zone 6	DL4 1, DL4 2, DL5 4, DL5 5, DL5 6, DL5 7, DL17 0, DL17 8 and TS21 1
Zone 7	DL2 3, DL6 2, DL7 0, DL8 3, DL8 4, DL8 5, DL9 3, DL9 4, DL10 4, DL10 5, DL11 6, DL11 7, DL12 0, DL12 8 and DL12 9
Zone 8	DL14 0, DL14 6, DL14 7, DL14 8 and DL14 9
Zone 9	TS15 9, TS16 0 and TS16 9

5.2.5 The questions and full tabulation of results from the household survey are provided at Appendix 4. Further details in relation to shopping patterns across the borough and the market shares achieved by individual facilities are set out in the Darlington Retail and Town Centre Study of July 2014.

5.3 Study Area Population

5.3.1 The population within each study area zone at 2017 was sourced from Experian Micromarketer G3 data (which was issued in October 2016). Experian data provides population projections from 2015, which accord with the findings of the 2011 Census



release. Experian's methodology is based on a 'demographic component model' which takes into consideration its current age and gender estimates and the Government's population projections. Future population projections reflect assumed birth and death rates, and net migration.

5.3.2 Two different population growth scenarios were tested in assessing the potential future need for additional retail provision within the study area as detailed below.

Population Growth Scenario 1 – Experian Population Growth Projections

5.3.3 Under Scenario 1, estimates of future population growth in the period to 2036 were sourced from Experian for each of the study area zones. As noted above, Experian's projections are based on the 2011 Census data and growth rates that take into account Office for National Statistics population projections and current age and gender estimates.

5.3.4 Table 5.2 below sets out Experian's population projections for each zone in the study area for 2017 and reporting years 2022, 2027, 2032 and 2036.

Table 5.2: Scenario 1 - Study Area Population by Survey Zone (2017 to 2036)

Study Zone	2017	2022	2027	2032	2036
Zone 1	21,477	21,558	21,639	21,623	21,582
Zone 2	26,558	26,857	27,027	27,240	27,452
Zone 3	21,211	21,441	21,565	21,617	21,714
Zone 4	23,032	23,247	23,359	23,500	23,676
Zone 5	17,450	17,746	18,028	18,163	18,260
Zone 6	57,473	58,392	59,270	59,982	60,438
Zone 7	74,801	75,436	75,989	76,328	76,505
Zone 8	38,934	39,682	40,312	40,830	41,279
Zone 9	21,330	21,827	22,300	22,605	22,871
Total (Zones 1-5)	109,728	110,849	111,618	112,143	112,684
Total (Study Area)	302,266	306,186	309,489	311,888	313,777

Source: Experian Micromarketer G3 October 2016 data release

5.3.5 Table 5.2 above shows that Experian forecasts that the resident population across Zones 1 to 5 of the study area, which broadly conforms to the Darlington administrative area, is forecast to increase from 109,728 persons at the 2017 base year, to around 112,684 persons in 2036. This equates to a total population increase of approximately 2,956 persons, or 2.7 per cent, over the entire study period from 2017 to 2036.



5.3.6 Experian forecasts that the overall study area population will increase from 302,266 at 2017 to 313,777 at 2036. This equates to an estimated population increase of 11,511 persons over the 19-year study period, or 3.8 per cent.

Population Growth Scenario 2 – Target Population Growth Projections

5.3.7 Population growth Scenario 2 seeks to reflect the housing requirement identified by the Council for around 10,000 dwellings to be built in Darlington Borough by 2036 as identified in Darlington’s Strategic Housing Market Assessment and subsequent work on setting a housing requirement. We have assumed that the 10,000 dwellings target will be delivered over the 2017 to 2036 study period.

5.3.8 This target housing growth relates to the Darlington administrative area only, which broadly conforms to Zones 1 to 5 of the study area. Whilst parts of Zone 5 lie outside Darlington Borough, it is considered that such rural areas will not be a focus for future housing or population growth. Accordingly, under Scenario 2 it is considered robust to assume that the housing and population growth achieved over the plan period in the Darlington administrative area will correspond to that achieved across Zones 1 to 5 as a whole.

5.3.9 We have assumed that the total population growth in Darlington Borough will be phased over the study period and distributed across Zones 1 to 5 in accordance with the indicative phasing of residential development on draft allocated sites as provided by the Council and shown in Table 5.2.

Table 5.2: Distribution and Phasing of Target Housing Delivery over the Study Period and Zones (Number of Dwellings)

Study Zone	2017-2022	2022-2027	2027-2032	2032-2036	Total 2017-2036
Zone 1	35	41	23	19	118
Zone 2	233	261	153	142	789
Zone 3	449	1,028	983	1,430	3,891
Zone 4	550	704	591	649	2,493
Zone 5	579	876	674	582	2,710
Total (Zones 1-5)	1,847	2,910	2,422	2,822	10,000

Source: Darlington Borough Council

5.3.10 Applying an occupancy level of 2.26 persons per dwelling, which is the average number of persons per household calculated from 2015 population and household estimates sourced from Experian, the target housing growth of 10,000 dwellings amounts to a total population increase of approximately 22,591 persons over the study period of 2017 to 2036.



- 5.3.11 For the remaining study area zones (Zones 6-9), estimates of future population growth in the period to 2036 were sourced from Experian.
- 5.3.12 Table 5.3 below sets out the population projections under Scenario 2 for each zone in the study area for 2017 and reporting years 2022, 2027, 2032 and 2036.

Table 5.3: Scenario 2 - Study Area Population by Survey Zone (2017 to 2036)

Study Zone	2017	2022	2027	2032	2036
Zone 1	21,477	21,590	21,673	21,729	21,761
Zone 2	26,558	27,308	27,842	28,217	28,455
Zone 3	21,211	22,658	24,758	27,171	29,581
Zone 4	23,032	24,803	26,241	27,690	28,784
Zone 5	17,450	19,314	21,103	22,757	23,737
Zone 6	57,473	58,392	59,270	59,982	60,438
Zone 7	74,801	75,436	75,989	76,328	76,505
Zone 8	38,934	39,682	40,312	40,830	41,279
Zone 9	21,330	21,827	22,300	22,605	22,871
Total (Zones 1-5)	109,728	115,673	121,618	127,563	132,319
Total (Study Area)	302,266	311,010	319,489	327,308	333,412

Source: Experian Micromarketer G3 October 2016 data release

- 5.3.13 Table 5.3 shows that under Scenario 2, the resident population across Zones 1 to 5 of the study area is forecast to increase from 109,728 persons at the 2017 base year to 132,319 persons in 2036, or 20.6 per cent over the entire study period from 2017 to 2036. The overall study area population will increase from 302,266 at 2017 to 333,412 at 2036. This equates to an estimated population increase of 31,146 persons over the 19-year study period, or 10.3 per cent. Scenario 2 thereby represents a high population growth scenario.

5.4 Retail Expenditure

- 5.4.1 In order to calculate per capita convenience and comparison goods expenditure, we have again utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure that takes into consideration the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by retail planning consultants in calculating retail capacity.
- 5.4.2 The base year for the Experian expenditure data is again 2015 (the latest available). Per capita annual expenditure growth forecasts are derived from Experian Retail Planner Briefing Note 14 (published in November 2016). Figure 6 of Appendix 3 of the Retail Planner Briefing Note identifies the annual growth forecasts for convenience and comparison goods



reproduced in Table 5.4 below, which inform our assessment. Expenditure growth forecasts for 2036 are not provided by Experian. Expenditure growth for 2036 is therefore assumed to be the same as forecast by Experian for 2035.

Table 5.4: Annual Per Capita Expenditure Growth Forecasts

Year	Convenience (%)	Comparison (%)
2016	-0.1	3.3
2017	-0.1	1.5
2018	-0.9	0.9
2019	-0.1	2.1
2020	0.0	2.9
2021	0.2	3.3
2022	-0.1	3.4
2023	-0.1	3.4
2024	0.0	3.3
2025	0.0	3.1
2026	0.0	3.1
2027	0.1	3.1
2028	0.1	3.0
2029	0.0	3.1
2030	0.1	3.2
2031	0.2	3.4
2032	0.1	3.2
2033	0.2	3.3
2034	0.2	3.3
2035	0.2	3.4

Source: Figure 6 of Appendix 3, Retail Planner Briefing Note 14 (November 2016)

- 5.4.3 The latest growth forecasts suggest that Brexit will likely influence per capita expenditure growth in 2017 and 2018, but that retail sales should recover somewhat over the medium term as confidence in the economy returns. However, the outlook is considerably more positive for comparison goods expenditure than it is for convenience goods expenditure.
- 5.4.4 For convenience goods, Experian forecasts negative or static per capita expenditure growth between 2016 and 2020 (in the range -0.9% to 0.0%). Very modest growth of +0.2% is forecast at 2021 and the forecast position thereafter suggests that sales will generally remain relatively static over the longer term.
- 5.4.5 In contrast, whilst Experian forecasts that Brexit will result in comparison goods per capita expenditure growth decreasing from 3.3% at 2016, to 1.5% at 2017, and then to 0.9% at 2018, the position in the medium to long term is significantly more positive. Comparison goods per capita expenditure growth is forecast to increase to 2.1% at 2019, to 2.9% at 2020, and then to 3.3% at 2021. Experian forecasts that the annual growth rate will remain above at or above 3.0% in the period to 2035.



- 5.4.6 However, it should be noted that growth in expenditure forecasting in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long are reflective of any changes to relevant available data.
- 5.4.7 Experian Retail Planner Briefing Note 14 also provides forecasts in respect of the proportion of expenditure that will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. We have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation.
- 5.4.8 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). As such, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations.
- 5.4.9 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, our approach is based on Experian's 'adjusted' figure for special forms of trading (provided at Figure 5 of Appendix 3 of its Retail Planner Briefing Note 14) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Table 5.5 is 'stripped out' of the identified expenditure as it is not available to stores within the study area.

Table 5.5: Special Forms of Trading Forecasts

Year	Convenience (%)	Comparison (%)
2017	3.2	13.8
2022	4.1	15.8
2027	4.7	16.1
2032	5.1	16.4
2036	5.3	16.5

Source: Figure 5 of Appendix 3, Experian Retail Planner Briefing Note 14 (November 2016)

¹ No sales density growth forecasts for 2036 are provided by Experian. Sales density growth for 2036 was therefore assumed to be the same as forecast for 2035

- 5.4.10 Based on the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone under each population growth scenario at 2017, 2022, 2027, 2032 and 2036. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

Convenience Goods Expenditure

- 5.4.11 Taking into consideration the above changes in population and per capita expenditure, it is estimated that, at 2017, the resident population of the study area generates £590.9m of convenience goods expenditure¹⁵. Tables 5.6 and 5.7 below show that under population growth Scenario 1, available convenience goods expenditure is then forecast to increase to £601.6m at 2036, which represents a modest increase of £10.7m (or 1.8%) between 2017 and 2036. Under growth Scenario 2, convenience goods expenditure increases to £639.6m at 2036, which represents a more substantial increase of £48.7m (or 8.2%) between 2017 and 2036.
- 5.4.12 It is notable that, due to the negative or static convenience goods expenditure growth forecasts up to 2020, a small reduction in available study area convenience goods expenditure (of £3.1m) is actually forecast between 2017 and 2022. The continued relatively static growth forecast over the longer term means that convenience goods expenditure will not recover to 2017 levels until 2027.

Table 5.6: Total Available Study Area Convenience Goods Expenditure

Population Growth Scenario					
	£m	£m	£m	£m	£m
Scenario 1	590.9	587.8	590.6	595.7	601.6
Scenario 2	590.9	597.1	609.8	625.4	639.6

Source: Table 2a (Scenario 1) of Appendix 5 and Table 2a (Scenario 2) of Appendix 6
In 2015 prices

Table 5.7: Growth in Available Study Area Convenience Goods Expenditure

Population Growth Scenario	Convenience Expenditure Growth			
	2017-2022 £m	2017-2027 £m	2017-2032 £m	2017-2036 £m
Scenario 1	-3.1	-0.3	4.8	10.7
Scenario 2	6.3	18.9	34.5	48.7

Source: Table 2a (Scenario 1) of Appendix 5 and Table 2a (Scenario 2) of Appendix 6
In 2015 prices

- 5.4.13 The proportion of convenience goods expenditure which is spent during 'main food' shopping trips and through 'top-up' shopping trips has been estimated with reference to respondents' answers to Question 5 and Question 15 of the household survey, which ask respondents to estimate their weekly main food shopping expenditure and weekly top-up shopping expenditure respectively. We analysed responses to these questions to derive an estimate of

¹⁵ Expressed in 2015 prices, as is every subsequent monetary value



the split between main and top-up expenditure on a zonal basis as shown in Table 5.8 below.

Table 5.8: Assumed Split of Convenience Goods Expenditure Between Main and Top-Up Shopping

Zone	Main Food	Top-Up
1	80.9%	19.1%
2	78.5%	21.5%
3	76.9%	23.1%
4	79.4%	20.6%
5	80.9%	19.1%
6	81.9%	18.1%
7	77.7%	22.3%
8	80.7%	19.3%
9	80.0%	20.0%

Source: Derived from Table 2b of Appendix 5 (and Appendix 6)

- 5.4.14 By applying these estimates to the total convenience goods expenditure for each zone, we estimate that, across the study area at 2017, £470.2m of convenience goods expenditure will be spent during main food shopping trips and £120.7m during top up shopping trips (under both population growth scenarios).
- 5.4.15 Across the whole of the study area, we calculate (by adding together our estimates of the monetary split between main and top up shopping expenditure within each zone) that the proportion of residents' convenience goods expenditure spent during main food shopping trips equates to 79.6% of their overall convenience shopping expenditure. The remaining 20.4% of expenditure (which will typically be spent on regular purchases such as milk, bread and so on) is therefore attributed to the respondents' top-up convenience shopping destination.

Comparison Goods Expenditure

- 5.4.16 For comparison goods, Table 5.9 sets out our estimation that the resident population of the study area will generate £870.5m of comparison goods expenditure at 2017.
- 5.4.17 Under population growth Scenario 1, available comparison goods expenditure is then forecast to increase to £1,549.7m at 2036. As set out in Table 5.10, this represents an increase of £679.2m between 2017 and 2036, or 78.0%. Under population growth Scenario 2, expenditure increases to £1,650.7m at 2036, which represents an increase of £780.2m, or 89.6%. Clearly, the increase in the available comparison goods expenditure within the study



area is substantially greater under both population growth scenarios than that which is forecast to occur for convenience goods.

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

Table 5.9: Total Available Study Area Comparison Goods Expenditure

Population Growth Scenario	Comparison Expenditure				
	2017 £m	2022 £m	2027 £m	2032 £m	2036 £m
Scenario 1	870.5	975.2	1,149.5	1,353.1	1,549.7
Scenario 2	870.5	991.3	1,188.3	1,423.1	1,650.7

Source: Table 8 (Scenario 1) of Appendix 5 and Table 8 (Scenario 2) of Appendix 6
In 2015 prices

Table 5.10: Growth in Available Study Area Comparison Goods Expenditure

Population Growth Scenario	Comparison Expenditure Growth			
	2017-2022 £m	2017-2027 £m	2017-2032 £m	2017-2036 £m
Scenario 1	104.7	279.0	482.6	679.2
Scenario 2	120.8	317.8	552.5	780.2

Source: Table 8 (Scenario 1) of Appendix 5 and Table 8 (Scenario 2) of Appendix 6
In 2015 prices

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

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

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

6.0 Updated Assessment of Retail Capacity in Darlington Borough

6.1 Introduction

- 6.1.1 We have examined the need for new convenience and comparison goods floorspace over the study period from 2017 to 2036 and at five-year reporting periods from 2017 (i.e. at 2022, 2027, 2032 and 2036). Two different population growth scenarios were tested in assessing the potential future need for additional retail provision within the study area as detailed in Section 5.3 (Study Area Population) above.
- 6.1.2 Appendix 5 provides a complete series of quantitative capacity tables under population growth Scenario 1. The corresponding quantitative capacity tables under Scenario 2, the high population growth scenario, are provided at Appendix 6. The quantitative capacity tables provide further detail in terms of the step-by-step application of our quantitative assessment methodology.
- 6.1.3 At the outset, it is important to note that a quantitative assessment of capacity over the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified capacity should not necessarily be viewed as justification for new retail floorspace outside of the town centre as this could prejudice the implementation of any emerging town centre redevelopment strategy and the development of more central sites that may be currently available or which could become available over time.

6.2 Capacity Formula

- 6.2.1 For all types of capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is Expenditure (£m) (allowing for population change and retail growth) less Turnover (£m) (allowing for improved 'productivity') equals Surplus or Deficit (£m).
- 6.2.2 **Expenditure (£m)** – The expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The expenditure is estimated with reference to a number of factors, namely:
- Growth in population;



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

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

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

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

6.3 Future Capacity for Convenience Goods Floorspace

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

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

Trading Performance of Existing Convenience Provision

6.3.3 We assess the individual performance of each of the main convenience goods facilities in Darlington Borough by comparing the survey-derived turnover of each food retail destination



to its 'benchmark' turnover. The 'benchmark' turnover indicates the level of turnover that the store would generally be expected to attract, based on company average trading levels. A judgement can then be made on the trading performance of existing facilities by comparing the survey-derived turnover with the expected 'benchmark' turnover of existing provision.

- 6.3.4 The 'benchmark' turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores and average turnover per square metre (from nationally published trading information from Mintel and Verdict), it can be more difficult to quantify the extent and performance of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantity or performance of floorspace provided by existing smaller-scale convenience goods stores (such as farm shops and 'corner shops' located within defined centres), we have assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover).
- 6.3.5 For each convenience goods retail destination, consideration has been given as to whether any of its turnover is likely to be derived as 'inflow' from outside the study area. However, the study area is very extensive in its scope and we consider it unlikely that residents of areas further afield (such as Middlesbrough, Spennymoor, Kirkby Stephen and Bedale) will travel to Darlington in very significant numbers to undertake food shopping.
- 6.3.6 Notwithstanding this, we consider that convenience goods retailers in the town centre and food superstores within the Darlington administrative area will benefit from some trade arising from visitors and commuters from outside of the area. Accordingly, we have estimated that these convenience goods shopping destinations will benefit from an additional 3% uplift to their survey-derived turnover to account for turnover drawn from the spending of residents outside of the study area.
- 6.3.7 Our assessment is based upon a 'goods based' approach, which disaggregates expenditure by category type, and it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, the typical ratio between convenience/comparison goods provision for each operator¹⁶ has been applied to the estimated net floorspace of each

¹⁶ Generally derived from Verdict's 2015 estimates of the typical floorspace split for major convenience goods retailers. Where Verdict data is not available or is considered not to appropriately reflect how a store trades in practice, we have applied professional judgement in the manner set out in the notes to Table 5 of Appendix 5 (and Appendix 6).



foodstore¹⁷. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.

- 6.3.8 Whilst survey results are commonly accepted as a means by which to identify existing shopping patterns, their findings should be treated with a ‘note of caution’ as they can have a bias towards national multiple retailers and, as a consequence, may overstate the role and performance of larger national multiple stores whilst understating that of smaller stores and independent retailers. To minimise the potential for such bias, our household survey in November 2013 asked shoppers where they last undertook particular types of shopping rather than where they most frequently shop, which is more likely to record infrequent purchases that are typically made at smaller centres and stores.
- 6.3.9 The individual performance of each of the main convenience goods facilities is identified at Table 5 of Appendix 5. A summary of our benchmark assessment showing the current overall trading position of convenience goods floorspace in Darlington Borough compared against the expected ‘benchmark’ turnover is provided in Table 6.1 below.

Table 6.1: Overall Trading Performance of Foodstores in Darlington Borough at 2017

	Net Conv F'space sq.m	Benchmark Turnover £m	Survey Turnover £m	Inflow Allowance £m	Over- or Under-trading £m
Darlington Borough Total	22,421	228.0	232.3	5.4	9.6

Source: Table 5 at Appendix 5 (and Appendix 6)

- 6.3.10 Our assessment identifies that taking all convenience goods retail facilities in Darlington Borough together, the expected turnover of provision is £228.0m per annum at 2017, which is slightly less than the identified survey-derived turnover of £232.3m. This suggests that, taken cumulatively, existing convenience goods provision is marginally ‘overtrading’ by £9.6m when compared to its expected turnover.
- 6.3.11 Whilst this difference is limited, and suggests that existing provision is broadly appropriate to meet the existing quantitative need, there are instances where specific facilities trade very strongly or relatively poorly. For example, the Morrisons stores at Morton Park (in Zone 2) and North Road District Centre (in Zone 3) have estimated convenience goods benchmark turnovers of £35.8m and £34.9m, respectively, but turn over an estimated £47.5m and £51.4m. The Aldi store at Yarm Road local centre (in Zone 2) has an estimated convenience

¹⁷ Net sales areas have been sourced from Darlington Retail and Town Centre Study of July 2014 where available. Where such data is not available, we have applied professional judgement in the manner set out in the notes to Table 5 of Appendix 5 (and Appendix 6).

goods benchmark turnover of £12.0m, but turns over an estimated £20.0m of convenience goods expenditure.

- 6.3.12 By way of contrast, the estimated convenience goods turnover of the Asda stores at Neasham Road (in Zone 2) and Houghton Road (in Zone 3) are £5.7m and £5.8m less than their respective benchmark turnovers of £10.3m and £9.9m.
- 6.3.13 Whilst we have no doubt that the Morrisons stores and the Aldi store at Yarm Road are performing very strongly indeed, it should be noted that the estimation of stores' turnover is subject to a number of assumptions. For example, in apportioning main and top up convenience goods expenditure using the household survey, it is assumed that each resident of a zone spends the zonal per capita expenditure average on such items. However, in actuality, the typical discount foodstore customer may spend a lesser amount than the typical 'big four' foodstore shopper. Accordingly, there is the possibility that the turnover of certain discount foodstores may have been overestimated and that the turnover of certain 'big four' foodstores may have been underestimated. However, when considering convenience goods retail capacity across the study area as a whole, the methodology acts to balance out any such discrepancies.
- 6.3.14 We therefore consider that the overall £9.6m of over-trading identified in Darlington Borough, as set out in Table 6.1, can be regarded as surplus expenditure capacity available to support additional convenience floorspace. In assessing the quantitative capacity for convenience goods floorspace in the borough we therefore make an allowance for the over-trading to be counted towards capacity.
- 6.3.15 It should be noted that our assessment of the trading performance of existing convenience provision only takes into account retail venues that were trading at November 2013 when the household survey was undertaken. A number of new foodstores have opened in Darlington Borough since the completion of the household survey in 2013, which are not therefore included in our performance analysis. Most notably, a new Aldi store opened at Darlington North Retail Park in June 2016, which, along with the new Iceland store at the retail park, is likely to have diverted some trade from the Aldi store at Yarm Road as well as other nearby foodstores in the area.
- 6.3.16 Moreover, account needs to be taken of any new convenience goods floorspace that has been implemented subsequent to the survey as it will partly extinguish any identified future need for additional convenience goods floorspace. In assessing the capacity for convenience goods floorspace we therefore account for any new convenience goods floorspace that has

been implemented subsequent to the household survey in a similar manner to retail commitments.

Surplus Expenditure Available for Additional Convenience Goods Floorspace

- 6.3.17 Tables 6.2 and 6.3 on the following pages set out the surplus convenience expenditure available to support additional convenience goods retail floorspace in Darlington Borough under population growth Scenarios 1 and 2, respectively. The surplus expenditure assessment takes account of the current convenience goods trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and identifies the position prior to taking account of schemes implemented since the 2013 household survey and extant planning commitments.
- 6.3.18 Accordingly, Tables 6.2 and 6.3 set out the benchmark turnover of existing convenience retail facilities in Darlington Borough in the 2017 base year and project this forward to 2036 assuming that the benchmark turnover of existing floorspace will increase through improvements in floorspace efficiency at the rates set out in Experian Retail Planner Briefing Note 14.
- 6.3.19 The £232.3m of convenience goods expenditure generated by residents of the study area and spent in destinations within Darlington Borough at 2017 equates to a market share of 39.3% (the proportion of the study area residents' expenditure on convenience goods which is spent in Darlington Borough). Given the geography of the borough and its reasonably strong retention of convenience goods expenditure, our assessment assumes that the current market share of facilities in Darlington Borough is maintained over the study period to 2036.
- 6.3.20 After increases in population are considered against the forecast changes in floorspace productivity¹⁸ and expenditure per capita, we estimate that the total available convenience goods expenditure in Darlington Borough drawn from residents of the study area under population growth Scenario 1 will be £231.1m at 2022, increasing to £232.2m at 2027, £234.2m at 2032 and £236.5m at 2036. Under Scenario 2, we estimate that the available expenditure will rise to £234.7m at 2022, £239.7m at 2027, £245.9m at 2032 and £251.4m at 2036.

¹⁸ Account has been made for the turnover efficiency of existing convenience goods floorspace to change in accordance with the projections set out in Table 4a of Experian Retail Planner Briefing Note 14 (these being -0.4% at 2018, -0.1% per annum between 2019 and 2023, and +0.1% between 2024 and 2035). Operators have historically been able to make their existing floorspace more productive over time. However, these negative turnover efficiency growth rates reflect current forecasts for convenience goods floorspace productivity to fall or remain static over the study period.



- 6.3.21 Tables 6.2 and 6.3 include an allowance for inflow of expenditure from outside the study area, which we estimated to provide an additional £5.4m of available expenditure in Darlington Borough at 2017. The allowance for inflow is projected forward to 2036 assuming that the proportion of the total available expenditure in Darlington Borough derived through the inflow is maintained over the study period.
- 6.3.22 Tables 6.2 and Tables 6.3 show that a convenience goods expenditure surplus of £9.6m is identified in Darlington Borough at 2017 under both population growth scenarios, which corresponds to the current level of over-trading at existing foodstores in Darlington Borough as identified in Table 6.1 above.
- 6.3.23 Under population growth Scenario 1, we estimate that the expenditure surplus will rise £10.2m at 2022, £10.6m at 2027, £11.5m at 2032, and £13.0m at 2036. Under Scenario 2, we estimate that the expenditure surplus will rise £13.9m at 2022, £18.3m at 2027, £23.5m at 2032, and £28.3m at 2036.

Table 6.2: Scenario 1 – Surplus Expenditure Available for Additional Convenience Goods Floorspace in Darlington Borough

Year	Benchmark Turnover of Existing Stores £m	Available Expenditure		Surplus Expenditure £m
		Expenditure Drawn from Study Area £m	Inflow from Outside Study Area	
2017	228.0	232.3	5.4	9.6
2022	226.2	231.1	5.3	10.2
2027	226.9	232.2	5.4	10.6
2032	228.0	234.2	5.4	11.5
2036	229.0	236.5	5.5	13.0

Source: Table 7a of Appendix 5
2015 Prices

Table 6.3: Scenario 2 – Surplus Expenditure Available for Additional Convenience Goods Floorspace in Darlington Borough

Year	Benchmark Turnover of Existing Stores £m	Available Expenditure		Surplus Expenditure £m
		Expenditure Drawn from Study Area £m	Inflow from Outside Study Area	
2017	228.0	232.3	5.4	9.6
2022	226.2	234.7	5.4	13.9
2027	226.9	239.7	5.5	18.3
2032	228.0	245.9	5.7	23.5
2036	229.0	251.4	5.8	28.3

Source: Table 7a of Appendix 6



2015 Prices

Implemented Schemes and Commitments for New Convenience Goods Floorspace

- 6.3.24 The next stage is to make an allowance for convenience goods floorspace implemented subsequent to the household survey in November 2013 and extant commitments for new convenience floorspace.
- 6.3.25 There are a number of implemented schemes and commitments for new convenience goods floorspace in Darlington Borough that are expected to draw on the available convenience goods expenditure in Darlington Borough. Notable convenience goods floorspace is provided through the opening of Aldi and Iceland stores at Darlington North Retail Park in 2016, and the extant permissions for a further Aldi store along with an M&S foodstore at West Park in Darlington.
- 6.3.26 We are aware of a further substantial convenience goods planning permission, namely, the outline permission (reference 14/01249/OUT) to construct a new foodstore of approximately 2,400 sq.m gross on a site at West Park in Darlington. However, we understand that this planning permission has now expired and the scheme will not be pursued further, following permission being granted for an Aldi and M&S foodstore elsewhere at West Park.



Table 6.4: Extant Convenience Goods Commitments Drawn from Darlington Borough

Location	Proposal	Planning Application Reference	Net Convenience Sales Area Floorspace sq.m	Estimated Convenience Turnover £m	Convenience Turnover Diverted from Destinations in Darlington Borough £m	Planning Status
Darlington Borough						
Lingfield Point, Darlington	Mixed-use development including foodstore	08/00638/OUT	700	8.1	8.1	Extant
Central Park, Darlington	Mixed-use development including foodstore	12/00391/FUL	840	9.7	9.7	Extant
Neasham Road Local Centre, Darlington	Two units for A1/A2/A3 or A5 use	15/00977/FUL	90	0.5	0.5	Implemented (available to let)
Darlington North Retail Park, North Road. Darlington	Aldi	14/00503/FUL	912	11.3	11.3	Implemented and open
	Iceland		422	3.0	3.0	
	Poundland		107	0.4	0.4	
Nickstream Lane, Darlington	Redevelopment for two retail units	16/00602/FUL	96	0.5	0.5	Implemented
West Park, Darlington	Aldi	16/01041/FUL	1,003	12.4	12.4	Extant
West Park Darlington	M&S Food	16/01060/FUL	755	8.5	8.5	Extant
Hauxley Farm, Great Stainton	Farm shop	16/00990/FUL	140	0.7	0.4	Extant
Total (Darlington Borough)			5,066	55.1	54.7	

Source: Table 6d of Appendix 5
2015 Prices

- 6.3.27 As scheduled in Table 6.4 above, we estimate that implemented floorspace and extant retail planning permissions¹⁹ that are expected to draw on the available convenience goods expenditure in Darlington Borough together provide an estimated 5,066 sq.m of convenience goods sales floorspace²⁰.
- 6.3.28 We have assumed that all of the estimated convenience turnover of the commitments within Darlington will be drawn from the available expenditure within Darlington Borough. For the farm shop scheme in Great Stainton, which is located on the northern border of the borough, we have assumed that 50% of the convenience goods turnover of this scheme will be drawn from the available expenditure within the borough.
- 6.3.29 Overall, we estimate that the implemented schemes and commitments for new convenience goods floorspace would have a combined turnover of £55.1m, if operational in the 2017 base year, of which £54.7m is expected to be drawn from the available expenditure within Darlington Borough.
- 6.3.30 Full details of the assumptions made in estimating the turnover of commitments are provided in the notes which accompany Table 6 of Appendix 5.

Residual Quantitative Need for Additional Convenience Goods Floorspace

- 6.3.31 Tables 6.5 and 6.6 on the following page set out the residual convenience expenditure capacity in Darlington Borough under population growth Scenarios 1 and 2, respectively, taking into account the turnover requirements of floorspace implemented since the 2013 household survey and extant planning commitments for new convenience retail floorspace. The estimated turnover of the implemented floorspace and commitments is deducted from the surplus expenditure capacity figures identified in Tables 6.2 and 6.3 above.
- 6.3.32 The residual expenditure identified when taking account of the turnover of commitments is then converted into floorspace requirements using average sales densities of £13,085 per sq.m and £8,544 per sq.m, dependent on the nature of the convenience operator. The lower sales density is an average of retailers such as Aldi and Lidl, and the higher sales density is an average of the 'top four' convenience operators (Tesco, Asda, Sainsbury's and Morrisons). Using two sales density figures gives an idea as to how any identified quantitative needs could be met in practice.

¹⁹ As reported in the Darlington Annual Monitoring Report and subsequent retail monitoring data provided by the Council

²⁰ Only commitments providing a total gross retail floorspace of greater than 200 sq.m have been included in our assessment as it is not considered that proposals of a lesser scale will have a tangible effect on shopping patterns.

6.3.33 Under both population growth scenarios, the expenditure surplus reduces to a residual deficit of –£45.2m at 2017 once the turnover requirements of implemented floorspace and extant planning commitments are taken into account. Even after increases in population are considered against the changes in expenditure and floorspace productivity, the residual convenience expenditure capacity will remain in deficit over the entire study period to 2036 under both population growth scenarios, albeit decreasing to -£42.0m at 2036 under Scenario 1 and to -£26.7m at 2036 under Scenario 2.

6.3.34 Accordingly, such is the quantity of convenience goods floorspace already implemented and committed in Darlington Borough – which includes new Aldi and Iceland stores at Darlington North Retail Park, and a further Aldi and M&S foodstore at West Park – that there is no requirement for any additional convenience goods floorspace within the borough over the entirety of the 19-year study period to 2036 under either population growth scenario. However, given the inherent uncertainties in predicting the economy’s performance over time, we recommend that these longer term (beyond ten years) estimates are viewed with some caution.

Table 6.5: Scenario 1 - Residual Quantitative Need for Additional Convenience Goods Floorspace in Darlington Borough after Implementation of Commitments

Year	Convenience Goods Expenditure			Floorspace Requirement	
	Surplus £m	Turnover of Commitments* £m	Residual £m	Min sq.m	Max sq.m
2017	9.6	54.7	-45.2	-3,500	-6,500
2022	10.2	54.3	-44.1	-3,400	-6,400
2027	10.6	54.5	-43.9	-3,400	-6,300
2032	11.5	54.7	-43.2	-3,300	-6,200
2036	13.0	55.0	-42.0	-3,200	-6,000

Source: Table 7c at Appendix 5

*Includes floorspace implemented since the 2013 household survey was undertaken 2015 prices

Table 6.6: Scenario 2 - Residual Quantitative Need for Additional Convenience Goods Floorspace in Darlington Borough after Implementation of Commitments

Year	Convenience Goods Expenditure			Floorspace Requirement	
	Surplus £m	Turnover of Commitments* £m	Residual £m	Min sq.m	Max sq.m
2017	9.6	54.7	-45.2	-3,500	-6,500
2022	13.9	54.3	-40.4	-3,100	-5,800
2027	18.3	54.5	-36.1	-2,800	-5,200
2032	23.5	54.7	-31.3	-2,400	-4,500
2036	28.3	55.0	-26.7	-2,000	-3,800

Source: Table 7c at Appendix 6

*Includes floorspace implemented since the 2013 household survey was undertaken 2015 prices

6.4 Future Capacity for Comparison Goods Floorspace

- 6.4.1 Turning to comparison goods capacity, it is important to note that our methodology deviates from that in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision. Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area and the nature of the catchment.
- 6.4.2 As a consequence, we adopt the approach with comparison goods floorspace that the existing floorspace is trading 'at equilibrium' (i.e. our survey derived turnover estimate effectively acts as benchmark) at 2017. In doing so, we assume that any comparison goods development that was implemented subsequent to the 2013 household survey and is now occupied and open has maintained the borough's market share as identified from the 2013 household survey. New comparison goods floorspace implemented subsequent to the 2013 household survey that is not yet open and occupied is taken into account in a similar manner to retail commitments.
- 6.4.3 We are aware of a scheme outside of the borough – Princes Gate Retail Park in Catterick Garrison, which opened in 2015 – that was implemented after the 2013 household survey and could potentially have affected the market share achieved by Darlington Borough from the 43.9 per cent identified from the findings of the 2013 household survey. The impact of the Princes Gate Retail Park scheme on shopping patterns and the market share achieved by destinations within Darlington Borough would need to be identified through a new household survey.
- 6.4.4 Therefore, in assessing the future capacity for new comparison goods floorspace in Darlington Borough below, we first identify the total comparison goods expenditure generated by the residents of the study area and spent in destinations within Darlington Borough at 2017 assuming that the market share remains as identified from the 2013 household survey. We include an allowance for inflow of expenditure from outside the study area, which is projected forward assuming that the proportion of the total available expenditure in Darlington Borough derived through inflow is maintained over the study period. Next, we set out the anticipated increases in expenditure which will be available to the borough's comparison goods retail facilities under each population growth scenario.

- 6.4.5 We then identify the turnover of existing stores assuming that existing comparison goods floorspace²¹ is trading at equilibrium. We allow for the turnover of existing stores to increase over the study period to allow for year on year increases in the productivity of existing floorspace.
- 6.4.6 Following this exercise, we then take account of any new comparison goods floorspace that has been implemented subsequent to the household survey, but is not yet occupied, and consider the effect that extant planning commitments for additional comparison retail floorspace will have in addressing any identified comparison goods shopping needs under each of the population growth scenarios.

Surplus Expenditure Available for Additional Comparison Goods Floorspace

- 6.4.7 The £381.8m of comparison goods expenditure generated by residents of the study area and spent in destinations within Darlington Borough at 2017 equates to a market share of 43.9 per cent. Once again, it is assumed that the future performance of Darlington Borough's facilities will be commensurate with its current market share. Our assessment therefore 'rolls forward' this market share to examine the likely level of comparison goods floorspace required to maintain the role and function of Darlington's retail facilities under the two population growth scenarios.
- 6.4.8 We consider that Darlington town centre, its retail parks and its standalone large format retail units will attract some custom from outside the study area. Accordingly, we have assumed that such facilities attract an additional 10% of their turnover from outside of the study area. No inflow allowance has been attributed to smaller comparison goods retailers located in district and local centres as such retailers will generally cater for a localised need. The inflow allowance has the net effect of increasing Darlington Borough's identified survey derived turnover from £381.8m to £415.7m at 2017 (inflow therefore representing 8.1% of total turnover).
- 6.4.9 By maintaining the current market share and making provision for inflow from outside the study area, we estimate that the total available comparison goods expenditure in Darlington Borough under population growth Scenario 1 will increase from £415.7m at 2017 to £465.7m at 2022, £548.9m at 2027, £646.1m at 2032 and £740.0m at 2036. Under population growth Scenario 2, the available comparison goods expenditure in Darlington Borough is estimated to increase to £473.4m at 2022, £567.4m at 2027, £679.5m at 2032 and £788.2m at 2036.

²¹ Including floorspace constructed and open since the 2013 household survey.

- 6.4.10 Assuming that the existing comparison retail facilities in Darlington Borough, including facilities that were constructed and open subsequent to the 2013 household survey, are trading 'at equilibrium', we estimate that existing stores attract a total of £415.7m of comparison goods expenditure at 2017. We therefore assume that there is no surplus expenditure and no quantitative need for any additional floorspace across the borough at 2017. We then estimate the future turnover requirements of existing stores taking account of the forecast increases in the sales efficiency of existing comparison goods floorspace as set out in Experian Retail Planner Briefing Note 14²².
- 6.4.11 After accounting for forecast increases in population and comparison goods expenditure, and allowing for year on year increases in the productivity of existing floorspace, we estimate that under population growth Scenario 1, there will be a small expenditure surplus available to support additional comparison goods floorspace within Darlington Borough of £5.9m at 2022. The expenditure surplus thereafter increases to £35.7m at 2027, £74.0m at 2032, and £115.8m at 2036.
- 6.4.12 Under population growth Scenario 2, we estimate that there will be a more substantial expenditure surplus available to support additional comparison goods floorspace within Darlington Borough at 2022 of £13.5m, increasing to £54.3m at 2027, £107.4m at 2032, and then to £164.0m at 2036. The surplus expenditure available to support additional comparison goods floorspace under both growth scenarios is summarised in Tables 6.7 and 6.8 on the following page.

Table 6.7: Scenario 1 – Surplus Expenditure Available for Additional Comparison Goods Floorspace in Darlington Borough

Year	Available Expenditure			
	Expenditure Drawn from Study Area	Inflow from Outside Study Area	Turnover of Existing Stores	Surplus Expenditure
	£m		£m	£m
2017	381.8	33.8	415.7	0.0
2022	427.8	37.9	459.8	5.9
2027	504.2	44.7	513.2	35.7
2032	593.5	52.6	572.1	74.0
2036	679.7	60.2	624.2	115.8

Source: Table 29a of Appendix 5
2015 Prices

²² Table 4b of the Experian Retail Planner Briefing Note 14 identifies improvements in comparison goods floorspace sales efficiency of +1.0% at 2018, +2.3% per annum between 2019 and 2023, and +2.2% per annum between 2024 and 2034).

Table 6.8: Scenario 2 – Surplus Expenditure Available for Additional Comparison Goods Floorspace in Darlington Borough

Year	Available Expenditure		Turnover of Existing Stores £m	Surplus Expenditure £m
	Expenditure Drawn from Study Area £m	Inflow from Outside Study Area		
2017	381.8	33.8	415.7	0.0
2022	434.8	38.5	459.8	13.5
2027	521.2	46.2	513.2	54.3
2032	624.2	55.3	572.1	107.4
2036	724.0	64.2	624.2	164.0

Source: Table 29a of Appendix 6
2015 Prices

Implemented Schemes and Commitments for New Comparison Goods Floorspace

- 6.4.13 The next stage is to make an allowance for comparison goods floorspace in Darlington Borough that was implemented subsequent to the household survey in November 2013, but is not yet occupied, and planning commitments for new comparison goods floorspace.
- 6.4.14 There are a number of such implemented schemes and commitments for new comparison goods floorspace in Darlington Borough that are expected to draw on the available comparison goods expenditure in Darlington Borough. The most notable comparison goods scheme in the borough is the proposed Dunelm store at Morton Park Way in Darlington, which is currently under construction. Furthermore, there is one scheme outside of the borough that we expect will also divert comparison goods spending from destinations in Darlington borough, namely, the extant planning permission for a Designer Outlet Village in Scotch Corner.

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Table 6.9: Extant Comparison Goods Commitments Drawn from Darlington Borough

Location	Proposal	Planning Application Reference	Comparison Sales Area Floorspace	Estimated Comparison Turnover	Comparison Turnover Diverted from Destinations in Darlington Borough	Planning Status
			sq.m	£m	£m	
Darlington Borough						
Lingfield Point, Darlington	Mixed-use development including foodstore	08/00638/OUT	700	2.1	2.1	Extant
Central Park, Darlington	Mixed-use development including foodstore	12/00391/FUL	175	0.5	0.5	Extant
Neasham Road Local Centre, Darlington	Two units for A1/A2/A3 or A5 use	15/00977/FUL	90	0.3	0.3	Implemented (available to let)
Morton Park Way, Darlington	Dunelm	16/00108/FUL	3,100	9.1	9.1	Under construction
Meynall Road/Wessoe Road, Darlington	Bulky goods retail unit	13/00225/FUL	438	1.1	1.1	
Nickstream Lane, Darlington	Redevelopment for two retail units	16/00602/FUL	96	0.2	0.2	Implemented
West Park, Darlington	Aldi	16/01041/FUL	251	2.1	2.1	Extant
West Park Darlington	M&S Food	16/01060/FUL	9	0.1	0.1	Extant
Hauxley Farm, Great Stainton	Farm shop	16/00990/FUL	140	0.4	0.2	Extant
Sub Total (Darlington Borough)			5,000	15.8	15.6	
Outside Darlington Borough						
Land West of Barracks Bank, Scotch Corner	Scotch Corner Designer Outlet Village (Scheme 1)	14/00687/FULL	16,196	98.2	15.0	Extant
Sub Total (Outside Darlington Borough)			16,196	98.2	15.0	
Total			21,196	114.0	30.7	

Source: Table 28 of Appendix 5 (and Appendix 6)
2015 Prices

- 6.4.15 As scheduled in Table 6.9 above, we estimate that unoccupied floorspace implemented since the 2013 household survey and extant retail planning permissions²³ that are expected to draw on the available comparison goods expenditure in Darlington Borough together provide an estimated 21,196 sq.m of comparison goods sales floorspace²⁴. Overall, we estimate that such implemented schemes and commitments would have a combined turnover of £114.0m if operational in the 2017 base year.
- 6.4.16 We have assumed that all of the estimated comparison turnover of the commitments within Darlington will be drawn from the available expenditure within Darlington Borough. For the farm shop scheme in Great Stainton, which is located on the northern border of the Borough, we have assumed that 50% of the comparison goods turnover of this scheme will be drawn from the available expenditure within the borough. We have assumed that 15.3% of the turnover of the proposed Scotch Corner Designer Outlet Village will be diverted from Darlington Borough.
- 6.4.17 Overall, we estimate that £30.7m of the total turnover of the unoccupied implemented schemes and commitments would be drawn from the available expenditure within Darlington Borough if operational in the 2017 base year.
- 6.4.18 Full details of the assumptions made in estimating the turnover of commitments are provided in the notes which accompany Table 28 of Appendix 5 (and Appendix 6).

Residual Quantitative Need for Additional Comparison Goods Floorspace

- 6.4.19 Tables 6.10 and 6.11 below set out the residual comparison expenditure capacity in Darlington Borough under population growth Scenarios 1 and 2, respectively, taking into account the turnover requirements of unoccupied implemented and extant planning commitments for new comparison retail floorspace, and converts this to a floorspace requirement.
- 6.4.20 Under both population growth scenarios, a residual comparison goods expenditure deficit of –£30.7m at 2017 is identified once the turnover requirements of unoccupied implemented floorspace and extant planning commitments are taken into account.
- 6.4.21 Under population growth Scenario 1, unoccupied implemented floorspace and extant planning permissions – most notably the Dunelm Mill and Scotch Corner Designer Outlet

²³ As reported in the Darlington Annual Monitoring Report and subsequent retail monitoring data provided by the Council

²⁴ Only commitments providing a total gross retail floorspace of greater than 200 sq.m have been included in our assessment as it is not considered that proposals of a lesser scale will have a tangible effect on shopping patterns.

schemes – are expected to absorb all of the surplus expenditure capacity in Darlington Borough in the medium term period up to 2027.

- 6.4.22 However, even accounting for the existing commitments, the population growth and growth in spending on comparison goods forecast over the study period will still generate a substantial expenditure residual to support additional comparison retail provision in Darlington Borough in the longer term periods up to 2032 and 2036. Table 6.10 identifies an expenditure residual under population growth Scenario 1 of £31.8m at 2032, rising to £69.8m at 2036.
- 6.4.23 Under population growth Scenario 2, the stronger population growth forecast over the study period generates a modest positive expenditure residual of £16.4m to support additional comparison retail provision in Darlington Borough in the medium-term period up to 2027. The comparison goods expenditure residual increases to a more substantial £65.2m and £118.0m in the longer-term periods to 2032 and 2036 respectively.
- 6.4.24 Tables 6.10 and 6.11 then translate the identified residual expenditure figures into floorspace requirements, using a maximum average sales density of £5,000 per sq.m and a minimum of £3,000 per sq.m. The maximum average sales density is based on the identified need being met through the delivery of high street floorspace and the minimum figure relates to need being met by bulky goods retailers or in smaller town centres (which both generally accommodate operators which achieve lesser sales densities).
- 6.4.25 As discussed, we do not estimate that there will be a comparison goods floorspace requirement until 2032 under population growth Scenario 1, when an additional 4,600 sq.m to 7,700 sq.m of comparison retail floorspace will be needed, rising to between 9,300 sq.m and 15,500 sq.m at 2036, depending on the format of the floorspace.
- 6.4.26 Under population growth Scenario 2, we estimate that there will be a modest floorspace requirement by 2027 when between 2,700 and 4,400 sq.m will be needed. This will increase to a more sizable requirement for between 9,500 sq.m to 15,800 sq.m at 2032 and between 15,700 sq.m and 26,200 sq.m at 2036, depending on the format of the floorspace.
- 6.4.27 Whilst these longer-term forecasts should be treated with caution, the figures do demonstrate that over the long-term there is potentially substantial capacity for additional comparison floorspace within Darlington Borough under both population growth scenarios.

Table 6.10: Scenario 1 - Residual Quantitative Need for Additional Comparison Goods Floorspace in Darlington Borough after Implementation of Commitments

Year	Comparison Goods Expenditure			Floorspace Requirement	
	Surplus £m	Turnover of Commitments ^a £m	Residual £m	Min sq.m	Max sq.m
2017	0.0	30.7	-30.7	-6,100	-10,200
2022	5.9	33.9	-28.1	-5,100	-8,500
2027	35.7	37.8	-2.1	-300	-600
2032	74.0	42.2	31.8	4,600	7,700
2036	115.8	46.0	69.8	9,300	15,500

Source: Table 29c at Appendix 5

*Includes unoccupied floorspace implemented since the 2013 household survey was completed 2015 prices

Table 6.11: Scenario 2 - Residual Quantitative Need for Additional Comparison Goods Floorspace in Darlington Borough after Implementation of Commitments

Year	Comparison Goods Expenditure			Floorspace Requirement	
	Surplus £m	Turnover of Commitments ^a £m	Residual £m	Min sq.m	Max sq.m
2017	0.0	30.7	-30.7	-6,100	-10,200
2022	13.5	33.9	-20.4	-3,700	-6,100
2027	54.3	37.8	16.4	2,700	4,400
2032	107.4	42.2	65.2	9,500	15,800
2036	164.0	46.0	118.0	15,700	26,200

Source: Table 29c at Appendix 6

*Includes unoccupied floorspace implemented since the 2013 household survey was completed 2015 prices

6.5 Qualitative Need

6.5.1 Paragraph 158 of the NPPF makes clear that local planning authorities should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.

6.5.2 Paragraph 161 of the NPPF goes on to state that LPAs should use this evidence base to assess:

‘...the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development’.

Convenience Goods Floorspace

6.5.3 We considered in the original 2014 Study that main food shopping provision was generally appropriate and that there was no quantitative need for a further superstore of the format

preferred by the 'main four' operators (Asda, Morrisons, Sainsbury's and Tesco). The findings of the updated quantitative assessment remain broadly consistent with the 2014 Study in that there is no quantitative need for additional convenience goods floorspace identified over the study period to 2036.

- 6.5.4 However, in the 2014 Study we did note that main foodstore provision in Darlington was located centrally or to the east of the town centre, with no large food supermarkets or superstores in either Zone 1 or Zone 4. It was therefore considered that there may be qualitative benefits associated with improved main food retail provision in the western part of Darlington. Such benefits could derive from a reduced need to travel to access supermarket facilities and an improvement in the ability to meet all the needs of the community.
- 6.5.5 The 2014 Study further identified that the particularly strong performance of the Aldi store at Yarm Road suggested that the discount food sector may be underprovided for in Darlington.
- 6.5.6 Since the 2014 Study was completed, an Aldi store (along with an Iceland foodstore) has opened as part of the Darlington North Retail Park scheme on North Road, approximately 1km north of Darlington town centre. Furthermore, planning permission has since been granted for both an Aldi store (planning application ref. 16/01041/FUL) and an M&S foodstore (planning application ref. 16/01060/FUL) on the north-western edge of the Darlington urban area in the West Park area of Darlington.
- 6.5.7 The opening of the Aldi foodstore at Darlington North Retail Park has helped to provide additional consumer choice and address the pre-existing qualitative deficiencies in the convenience goods retail provision (as identified in the 2014 Study) by increasing representation in the discount food retail sector and by helping to reduce the need for residents, particularly those in the west of Darlington, to travel to access supermarket facilities. The Aldi and M&S foodstores permitted at West Park will provide additional main food shopping facilities in the west of Darlington and will therefore further increase consumer choice.
- 6.5.8 It is therefore considered that once the Aldi and M&S foodstore schemes at West Park are implemented, there will be a good choice of convenience goods provision available across Darlington, from premium operators (M&S Food), to the 'big four' supermarket operators (Asda, Sainsbury's, Morrisons and Tesco²⁵) and discounters (such as Aldi and Lidl).

²⁵ It is recognised that representation of Tesco within Darlington Borough is limited to the Tesco Express store within the Cornmill Shopping Centre in Darlington. However, overall representation of the main supermarket operators is considered to be good, with large Asda, Sainsbury's and Morrisons supermarkets all present in the borough.

Accordingly, it is considered that there is no qualitative need for further convenience goods provision in Darlington Borough over the study period.

Comparison Goods Floorspace

- 6.5.9 Turning to comparison goods provision, in the 2014 Study we identified that Darlington's market share in a number of comparison goods categories had declined since 2008 as a result of increased competition from destinations outside of the borough, including the emergence of a more comprehensive comparison goods retail offer at Teesside Shopping Park.
- 6.5.10 Accordingly, at the time of the 2014 Study we considered that there may be scope to secure an increase in the retention of particular types of comparison goods expenditure – namely, spending on clothing and footwear, books CDs and DVDs and household goods – as increasing numbers of residents were travelling further afield to source these types of goods.
- 6.5.11 Since the completion of the 2014 Retail Study, planning permission was granted for a Dunelm store at Morton Park in Darlington (application reference 16/00108/FUL), which is currently under construction. Dunelm is not currently represented in Darlington Borough, and we therefore expect that the opening of this store will substantially improve the choice and offer of home furnishings and small household items available in the borough. Aldi, Poundland, Jollyes, Card Factory and Barnados have also opened at Darlington North Retail Park. We expect that the new Aldi store at Darlington North Retail Park, along with the proposed new Aldi at West Park will further help to retain expenditure on household and other types of day-to-day comparison goods.
- 6.5.12 However, the development of Princes Gate Retail Park in Catterick Garrison is likely to have diverted some comparison goods spending from Darlington borough. Moreover, we expect that the planned development of a new Designer Outlet Village in Scotch Corner (application reference 14/00687/FULL) will divert significant comparison goods spending from Darlington borough, particularly in the clothing and footwear sector. We therefore consider that the scope to secure an increase in the retention of comparison goods spending in Darlington, particularly in the clothing and footwear sector, is now limited going forward. This is of course assuming no intervention through the introduction of a major comparison goods retail development within Darlington.
- 6.5.13 Nevertheless, our health check assessment of Darlington town centre found that the centre has broadly maintained and improved its vitality and viability since 2014. Whilst some major comparison retail operators have left the town centre in recent years, including Burton, BHS

and TK Maxx, we do not consider this to have had a significant detrimental impact on the overall vitality and viability of the town centre, particularly when considering the introduction of the Feethams scheme and emerging leisure scheme at the former TK Maxx unit.

- 6.5.14 We believe that at least some of the top national multiple retailers already present in Darlington (including Next, Primark and Topshop) would consider alternative larger premises should such accommodation become available in the town. The 2014 Study identified a potential shortfall in the supply of larger, modern units (of between approximately 300 sq.m to 600 sq.m) to accommodate high street multiple retailers and this position has not changed since 2014.
- 6.5.15 Accordingly, subject to its viability and its ability to secure key anchor tenants, we maintain that the Commercial Street site still has the potential to meet an identified qualitative deficiency in Darlington town centre over the longer term. The Commercial Street site remains the single opportunity to accommodate additional floorspace that has the potential to form part of the town centre's existing retail circuit and is the sequentially preferable site for additional retail development in the town.
- 6.5.16 We consider that significant new development of this type in Darlington town centre, providing a substantial quantity of additional comparison goods floorspace, would have the potential to help arrest the decline in market share seen in Darlington Borough since 2008 and minimise the potential impact of the Scotch Corner Designer Outlet scheme on the retention of comparison goods expenditure within the borough. Accordingly, the forthcoming Local Plan should continue to recognise the Commercial Street site as an opportunity to meet longer term comparison goods shopping needs in Darlington.

7.0 Key Findings and Policy Recommendations

7.1 Convenience Retail Need

- 7.1.1 With regard to convenience goods retailing, in Section 6 we identified that such is the quantity of convenience goods floorspace already implemented since the 2013 household survey and extant planning commitments in Darlington Borough – which includes new Aldi and Iceland stores at Darlington North Retail Park, and a further Aldi and M&S foodstore at West Park – that there is no quantitative need for additional convenience goods facilities within the borough throughout the period to 2036 under either population growth scenario as summarised below in Tables 7.1 and 7.2.
- 7.1.2 Moreover, the opening of the Aldi foodstore at Darlington North Retail Park has helped to provide additional consumer choice and address the pre-existing qualitative deficiencies in convenience goods retail provision identified in the 2014 Study, by increasing representation in the discount food retail sector and by helping to reduce the need for residents, particularly those in the west of Darlington, to travel to access supermarket facilities. The Aldi and M&S foodstores permitted at West Park will provide additional main food shopping facilities in the west of Darlington and will therefore further increase consumer choice. Accordingly, it is considered that there is no qualitative need for further convenience goods provision in Darlington Borough over the study period to 2036.
- 7.1.3 Accordingly, we do not believe that the council needs to plan for the provision of additional convenience goods floorspace over the forthcoming plan period.

Table 7.1: Quantitative Need for Convenience Goods Floorspace in Darlington Borough under Population Growth Scenario 1

Year	Floorspace Requirement	
	Minimum sq.m	Maximum sq.m
2017	-3,500	-6,500
2022	-3,400	-6,400
2027	-3,400	-6,300
2032	-3,300	-6,200
2036	-3,200	-6,000

Table 7.2: Quantitative Need for Convenience Goods Floorspace in Darlington Borough under Population Growth Scenario 2

Year	Floorspace Requirement	
	Minimum sq.m	Maximum sq.m
2017	-3,500	-6,500
2022	-3,100	-5,800
2027	-2,800	-5,200
2032	-2,400	-4,500
2036	-2,000	-3,800

7.2 Comparison Retail Need

- 7.2.1 Under population growth Scenario 1 after taking account of floorspace implemented since the 2013 household survey and existing commitments, we identified a quantitative need for an additional 4,600 sq.m to 7,700 sq.m of comparison retail floorspace at 2032, rising to between 9,300 sq.m and 15,500 sq.m at 2036 as summarised in Table 7.3 below.
- 7.2.2 Under population growth Scenario 2, we identified that there will be a modest comparison goods floorspace requirement at 2027 once implemented floorspace and commitments are taken into account, when between 2,700 and 4,400 sq.m will be needed. This will increase to a more sizable requirement for between 9,500 sq.m and 15,800 sq.m at 2032 and between 15,700 sq.m and 26,200 sq.m at 2036 as summarised in Table 7.4.
- 7.2.3 Under both population growth scenarios, it is therefore our view that it is necessary for the Council to consider allocating land to accommodate new comparison goods floorspace within Darlington Borough for delivery over the longer-term periods to 2032 and 2036. Nevertheless, given the uncertainty surrounding long-term expenditure growth rates, it will remain important that the Council view the identified long-term requirements with some caution and ensure the estimates are periodically reviewed and updated.

Table 7.3: Quantitative Need for Comparison Goods Floorspace in Darlington Borough under Population Growth Scenario 1

Year	Floorspace Requirement	
	Minimum sq.m	Maximum sq.m
2017	-6,100	-10,200
2022	-5,100	-8,500
2027	-300	-600
2032	4,600	7,700
2036	9,300	15,500

Table 7.4: Quantitative Need for Comparison Goods Floorspace in Darlington Borough under Population Growth Scenario 2

Year	Floorspace Requirement	
	Minimum sq.m	Maximum sq.m
2017	-6,100	-10,200
2022	-3,700	-6,100
2027	2,700	4,400
2032	9,500	15,800
2036	15,700	26,200

- 7.2.4 The identified requirements are based on the maintenance of Darlington’s current comparison goods market share as derived from the 2013 household survey. In the 2014 Study we considered that there may be scope to secure an increase in the retention of comparison goods expenditure in Darlington Borough. However, given the recent and planned retail development just outside the borough, namely the opening of Princes Gate Retail Park in Catterick Garrison and the Scotch Corner Designer Outlet Village, we consider that the scope to secure an increase in the comparison goods market share achieved by Darlington going forward is now limited – assuming no intervention.
- 7.2.5 The 2014 Study identified a potential shortfall in the supply of large modern units in the town centre (of between approximately 300 sq.m to 600 sq.m) and this position has not changed since 2014. We believe that at least some of the top national multiple retailers already present in Darlington would consider alternative larger premises should such accommodation become available in the town.
- 7.2.6 In our view, the Commercial Street site remains the sequentially preferable location to accommodate retail development within the town and, accordingly, we again recommend that the Council continues its efforts to bring forward this important regeneration opportunity. It will be for the market to determine the form of development that can be supported in practice and comparison goods retail space may form only one element of the scheme. Consideration may also need to be given to the site’s potential in respect of other uses such as leisure and food and drink operators, in order to secure a viable and deliverable form of development.
- 7.2.7 We consider that there is no need to allocate any other site or sites to meet comparison goods retail needs and any future proposal for such development should be assessed with appropriate consideration given to its potential to have a prejudicial impact on the implementation of the Commercial Street opportunity.

7.2.8 We note that the convenience and comparison goods retail floorspace requirements identified in this study are of some relevance to the determination of future planning applications for new retail floorspace in the borough, particularly development which seeks to meet local needs. However, whilst identified levels of quantitative need have some relationship to the test of impact, it is necessary to be mindful that 'need' is no longer a direct planning test. Accordingly, the identified floorspace requirements should not be considered a 'cap' on appropriately located development. In all cases, proposals for additional retail floorspace should be assessed against the relevant policies of the NPPF and the development plan.

Appendices

Appendix 1. Planning Policy Context

Appendix 2. Health Check Assessment of Darlington Town Centre

Appendix 3. Study Area Plans

Appendix 4. 2013 Household Survey Results

**Appendix 5. Quantitative Retail Capacity Tables – Population
Growth Scenario 1**

**Appendix 6. Quantitative Retail Capacity Tables – Population
Growth Scenario 2**

Review of Relevant Planning Policy

National Planning Policy Framework

- 1 The National Planning Policy Framework was published in March 2012. The NPPF replaced all former Planning Policy Statements, Planning Policy Guidance Notes and some Circulars in a single consolidated document.
- 2 The main theme of the NPPF is that there should be 'a presumption in favour of sustainable development'. In terms of plan-making, it is stated that local planning authorities should positively seek opportunities to meet the development needs of their area, with an emphasis on Local Plans having sufficient flexibility to adapt to rapid change.
- 3 In terms of economic development, it is set out within the NPPF's core principles that planning should proactively drive and support economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made to objectively identify and then meet the business and other development needs of an area, with positive responses made to wider opportunities for growth.
- 4 The NPPF stresses the Government's commitment to securing economic growth in order to create jobs and prosperity, with paragraph 17 stating that the planning system should do everything it can to support sustainable economic growth.
- 5 Paragraph 19 indicates that planning should operate to encourage and not to act as an impediment to sustainable growth, and that significant weight should be placed on the need to support economic growth through the planning system. The NPPF seeks to ensure that local planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st century.
- 6 The NPPF still recognises the need to promote the vitality and viability of towns and cities through the promotion of competition and growth management during the plan period. Paragraph 23 of the NPPF provides guidance for local planning authorities in drawing up Local Plans, it indicates that they should:
 - recognise town centres as the heart of their communities and pursue policies to support their vitality and viability;
 - define a network and hierarchy of centres that is resilient to anticipated future economic changes;

- define the extent of town centres and primary shopping areas, 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;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centre. It is important that needs for retail, leisure, office and other main town centre uses 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 for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- 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; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

7 Paragraph 23 also indicates that needs for retail, leisure, office and other main town centre uses should be met in full and should not be compromised by limited site availability.

8 Paragraph 24 requires local planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up-to-date Local Plan. The following paragraph 25 indicates that that the sequential approach should not apply to applications for small scale rural offices or other small scale development.

9 Paragraph 26 indicates that local planning authorities should require an impact assessment for retail, leisure and office development outside of town centres which are not in

accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default threshold will be 2,500 sq.m.

- 10 Paragraph 27 indicates that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact on the vitality and viability of a town centre or on existing, planned, committed investment in a centre it should be refused.
- 11 The NPPF also recognises that retail activity should still, where possible, be focused in existing town centres. Retail and leisure proposals which cannot be accommodated in or adjacent to the town centre will have to satisfy a dual impact test and the sequential test.

Ensuring the Vitality of Town Centres Planning Practice Guidance

- 12 The 'Ensuring the Vitality of Town Centres' National Planning Practice Guidance was published in March 2014. It provides a concise summation of how retail and main town centre planning policy is to be applied in practice. The objectives of the Practice Guidance remain comparable with those of its predecessor, with there being a stated requirement for local planning authorities to plan positively and support town centres in order to generate local employment, promote competition within and between town centres, and create attractive and diverse places for users.
- 13 The Practice Guidance requires local planning authorities to fully assess and plan to meet needs for main town centre uses through the adoption of a 'town centre first' approach. Paragraphs 002 and 003 confirm that this should be delivered through a positive vision or strategy which is communicated through the development plan. The strategy should be facilitated through active engagement with the private sector and other interested organisations (including Portas Pilot organisations, Town Teams and so on). Any strategy should be based on evidence which clarifies the current state of town centres and opportunities to meet development needs and support centres' vitality and viability.
- 14 Such strategies should seek to address the following matters:
- the appropriate and realistic role, function and hierarchy of town centres in the area of over the plan period, including an audit of the vitality and viability of existing town centres and their ability to accommodate new development;
 - consideration of the vision for the future of each town centre and the most appropriate mix of uses;
 - the assessment of the scale of development that a town centre can accommodate;
 - the timeframe for new retail floorspace to be delivered;

- what other complementary strategies are necessary or appropriate to enhance the town centre to deliver the vision in the future; and
- the consideration of the enhancement of car parking provision including charging and enforcement mechanisms.

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

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

Housing and Economic Development Needs Assessment Planning Practice Guidance

17 The Government has issued practice guidance to provide specific instruction in respect of the undertaking of needs assessments (including those for main town centre uses), which was last updated in March 2015. Paragraph 032 of the Housing and Economic Development Needs Assessments Planning Practice Guidance states that plan makers should consider forecasts of quantitative and qualitative need based on a range of data which is current and robust. Local planning authorities will need to take account of business cycles and make use of forecasts and surveys to assess requirements.

Relaxation of Permitted Development Rights

18 At a national level, recent changes to the Town and Country Planning (General Permitted Development) Order 1995 have sought to support the diversification and vitality of town centres. The changes follow the Portas Report's recommendation to make it easier to change surplus space in order to provide for the effective re-use of buildings.

19 The Town and Country Planning (General Permitted Development) (England) Order 2015 came into force on 15 April 2015. The Order acts, inter alia, to consolidate and replace the Town and Country Planning (General Permitted Development Order 1995) and to provide additional permitted development rights. It should be noted that conditions and restrictions

apply, and that prior approval is generally required in order to implement development. The new rights include:

- a permitted change of use from retail/financial services (Class A1/A2), betting offices and pay day loans shops to residential (Class C3);
- a permitted change of use from amusement arcade/casino (sui generis use) to residential use (Class C3);
- a permitted change from retail (Class A1) to financial services (Class A2);
- a permitted change from retail/financial services (Class A1/A2) to food and drink (Class A3);
- a permitted change from retail/financial services (Class A1/A2), betting offices, pay day loan shops and casinos to assembly and leisure uses (Class D2);
- an extension of the temporary permitted development rights introduced in May 2013 for extensions to shops, offices, industrial and warehouse buildings to support business expansion and the economy so they apply permanently;
- the erection of click and collect facilities within the curtilage of a retail shop; and
- modifications to the size of an existing retail shop loading bay.

20 The Town and Country Planning (General Permitted Development) (England) (Amendment) Order 2016 subsequently came into force on 6 April 2016. The Amendment provides for the change of use of launderettes to residential uses as permitted development, and acts to make permanent previous temporary provisions which permit the change of use from office to residential use. A condition allowing the local planning authority to consider noise impacts on the intended occupants of the development from premises in commercial use is included in the extended right.

21 The intended consequence of the above measures is to secure the redevelopment and reuse of premises. It is considered that the relaxation in respect of changes of use to residential are more likely to encourage re-use of offices in larger metropolitan areas which may benefit from a greater supply of office buildings.

Borough of Darlington Local Plan

22 Of the Borough of Darlington Local Plan (adopted 1997, with alterations in 2001) policies which have been saved, we consider the following to be of greatest pertinence to Darlington's retail strategy.

- 23 Policy S4 and Policy S5 seek to respectively restrict the change of use of retail primary shopping frontages to financial and professional services and to food and drink uses. Each policy also seeks to limit such non-retail uses in secondary shopping frontages where the overall concentration of such uses could undermine the character of the shopping frontage. Policy S6 states that uses outside of Classes A1, A2, A3 or amusement centres will not be permitted on ground floors in the primary or secondary shopping frontages of the town centre.
- 24 Policy S9 relates to the fringe shopping areas of Northgate, Parkgate, Victoria Road, Duke Street and Bondgate and states that small new shops, limited extensions to existing shops and Class A2 service uses will be permitted in the defined fringe shopping areas.
- 25 In respect of district and local centres, Policy S10 states that:
- 'The Council will safeguard and enhance the vitality and viability of the district centres at North Road and Cockerton, and the local centres at Yarm Road, Neasham Road, Whinfield and Mowden, and in particular will safeguard their role for food shopping. Development which when taken with other recent and proposed developments would undermine that vitality and viability will not be permitted.'*
- 26 Policy S11 relates to future development and indicates that shopping development, including new food supermarkets up to 2,500 sq.m gross floorspace, and Class A2 service uses will be permitted within and immediately adjacent to the defined district and local centres provided that they are physically integrated with and have good pedestrian links with the rest of the centre.

Darlington Core Strategy Development Plan Document

- 27 The Darlington Core Strategy Development Plan Document (adopted 2011) sets out the spatial vision for Darlington, which reads as follows:
- 'By 2026 Darlington will be a more sustainable community, where a real step change has been achieved in enhancing the quality of life and local environment, and expanding local opportunities for work and for sustainable travel. Those who live in, work in or visit the Borough will enjoy the opportunities and vibrant life of an ambitious city, but with the fabric of a friendly, historic market town with a distinctive atmosphere, surrounded by attractive countryside and villages.'*
- 28 Policy CS1 acts to encourage growth and development where, *inter alia*, it helps Darlington to fulfil its historic role as a market town and host to a thriving town centre. Priority will be given to the development in the following order:

- the Town Centre, for retailing and other town centre uses;
- Central Park, for mixed use development, principally housing and employment; and
- The Town Centre Fringe, for mixed use development, principally housing and employment.

29 Policy CS6 seeks to promote a sustainable, vibrant tourism and cultural sector in the town by, *inter alia*, promoting new tourist attractions, particularly in the town centre and the Town Centre Fringe which raise awareness of, and interest in, the Borough's railway, industrial and cultural heritage, and encourage provision of a diverse range of cultural facilities and creative arts industries to create the Darlington Cultural Quarter.

30 Policy CS7 relates specifically to the town centre and states that:

'The vitality and viability of Darlington town centre will be safeguarded and enhanced by protecting and promoting its role as the sub-regional centre for the western part of the Tees Valley City Region and the neighbouring parts of North Yorkshire and south and west Durham, including its role as a market town.

It will be the locational focus for the development of retail, office, leisure, entertainment, intensive sport and recreation, arts, culture, tourism and other main town centre uses needed within the Borough, and such uses will be encouraged and directed there as a first preference. A diversity of such uses, including for the evening and night-time economy, will be encouraged within the centre, in locations appropriate to their particular characteristics.

The first priority for retail development in the Borough is the completion of a major, multi-unit, retail-led scheme in the Commercial Street area, physically and functionally integrated with the primary shopping area, for occupation mainly by retailers of comparison goods. Incorporation of this within a mixed-use development would be encouraged.

Other than as part of a mixed-use scheme at Commercial Street, the first priority location for the development of major non-retail town centre uses in Borough will be other parts of the present town centre, including the Feethams/Beaumont Street area.

When the present town centre can physically accommodate no further major non-retail development, it will be extended into the Town Centre Fringe and such development will be encouraged there. Extension will be in phases, with the initial

priority direction being eastwards from the present centre towards the East Coast Main Line railway. Extension will be conditional on improvements in connections across the ring road, particularly for pedestrians and other non-car users, being in place.'

- 31 In respect of additional retail provision, Policy CS8 indicates that the need for additional comparison goods floorspace should be met mainly or wholly by a retail-led scheme at Commercial Street. A further 4,000 sq.m gross could be needed, provided its development would not undermine the implementation of Commercial Street. In addition to this, the policy makes it clear that an additional 12,000 sq.m gross comparison goods floorspace is expected to be needed in the five-year period to 2021 and a further 10,000 sq.m of comparison goods floorspace could be required in the five years to 2026. The policy indicates that the town centre primary shopping area should be the focus for additional floorspace.
- 32 Policy CS8 identifies that there is no quantitative need for additional convenience retail floorspace in the Borough before 2021. There is expected to be a quantitative need for an additional 2,000 sq.m gross floorspace in the five year period between 2021 and 2026.



CENTRE	Darlington Town Centre
OVERVIEW	<p>Darlington town centre is the principal retail, commercial and administrative centre in Darlington Borough. Darlington was historically a small market town which grew substantially in the 19th Century, partly as a consequence of the growth of the railways. Much of the town’s industrial past has now gone but Darlington’s former Victorian grandeur can still be seen today and the town retains a diverse mix of historic and modern architecture.</p> <p>In terms of its geographical location, Darlington is located approximately 26km (driving distance) west of Middlesbrough, 60km (driving distance) south of Newcastle and 103km (driving distance) north of Leeds. The settlement lies immediately to the east of the northern stretch of the A1(M) Motorway between Junctions 57 and 58. As such, the settlement is well connected with the national strategic road network with journey times to Newcastle city centre or the Metro Centre taking approximately 50 minutes via the A1(M).</p> <p>The town centre’s core was pedestrianised in 2007 through the £8m ‘Pedestrian Heart’ project. This restricted vehicular movements in principal shopping streets and incorporated areas of high quality public realm with planting and seating, which continues to provide a pedestrian friendly shopping environment today.</p> <p>The town centre boundary and primary shopping frontages are currently defined by the Darlington Borough Local Plan Proposals Map (Adopted 1997, alterations 2001) although this will be superseded by the new Local Plan in due course. The primary shopping frontages comprise the Cornmill Shopping Centre, the Queen Street Shopping Centre, High Row, Northgate, Prebend Row and the northern section of Blackwellgate. This area is mainly pedestrianised and contains the highest concentration of national multiple retailers, which amongst others includes House of Fraser, Marks & Spencer and Primark. The secondary shopping frontages comprise Duke Street, Grange Road, Horsemarket, Post House Wynd, Skinnergate, the old town hall (which accommodates the indoor market) and Tubwell Row. No primary shopping area is defined by the Proposals Map although in accordance with Annex 2 of the NPPF, which states that a primary shopping area will generally be comprised of primary shopping frontages and those secondary frontages which are adjoining and closely related to the primary frontage, we consider the primary and secondary shopping frontages to comprise Darlington’s de facto primary shopping area.</p> <p>This health check seeks to update our previous health checks of Darlington town centre undertaken in 2013 and 2016 respectively. This health check identifies and considers any changes that have occurred since the previous surveys and highlights the strengths, weaknesses, opportunities and threats for the town centre going forward.</p>



The methodology employed by WYG has drawn on national planning policy, guidance and best practice, as well as our experience from similar commissions. The health check has principally followed the indicators set out in the National Planning Practice Guidance. Relevant information has been obtained from outside sources where necessary, otherwise the health check has been informed by a site visit undertaken by WYG in July 2017.

SUB-REGIONAL SHOPPING HIERARCHY

Venuescore provides a ranking system of centres, which draws from the number of national multiples and anchor stores, as well as units within the food service, convenience and comparison sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns.

Darlington town centre has a Venuescore 2016-17 UK Shopping Venue Rankings 'score' of 228 and is ranked 58th retail venue in the UK. It is the third highest ranked retail venue in the North-East region behind Newcastle city centre and the Metrocentre at Gateshead. Since 2014, Darlington's Venuescore has increased by two points and its ranking has increased by 5 places, overtaking Middlesbrough which was previously the third highest ranked retail venue in the region. This shows a positive improvement against the data that was available at the time of our previous health check undertaken in 2016 (Venuescore 2015-16 UK Shopping Venue Rankings). Darlington town centre is classified as a 'Regional' shopping destination, indicating its significance across the wider area. Table 1 (below) sets out Darlington's ranking in the regional context. Since 2014, Darlington, Bishop Auckland and Washington are the only regional and sub-regional centres to have increased in ranking.

Table 1: Sub-Regional Shopping Hierarchy

Venue	Score 2016	Classification 2016	Rank		Change in rank between 2014/15 and 2016/17
			2014	2016	
Newcastle-upon-Tyne	450	Major City	11	11	-
Gateshead, Metrocentre	247	Major Regional	46	49	-3
Darlington	228	Regional	63	58	+5
Middlesbrough	225	Regional	58	61	-3
Sunderland	195	Regional	79	86	-7
Durham	146	Regional	149	154	-5
Stockton	128	Sub-Regional	179	188	-9
South Shields	114	Sub-Regional	187	215	-28
Bishop Auckland	107	Sub-Regional	270	232	+38
Washington	107	Sub-Regional	242	232	+10
Redcar	106	Sub-Regional	221	236	-15

PHOTOGRAPHS OF
DARLINGTON
TOWN CENTRE



Photograph 1: House of Fraser, High Row



Photograph 2: Public Realm, High Row



Photograph 3: Cornmill Shopping Centre



Photograph 4: Vue Cinema, Feethams



Photograph 5: Ground Floor, Feethams



Photograph 6: Pizza Express, Skinnergate



Photograph 7: Post House Wynd



Photograph 8: Next & Costa, Northgate



DIVERSITY OF USE ANALYSIS

WYG undertook a survey of Darlington town centre in July 2017, which provides a basis for this health check assessment. Consideration has also been given to WYG’s previous health check of Darlington town centre, the survey work for which was undertaken in February 2016. The previous health check was undertaken to inform a Public Inquiry into proposals for the Scotch Corner Designer Outlet, which were subsequently approved by the Secretary of State in December 2016 (Planning Inspectorate Ref. APP/V2723/V/15/3132873).

A new survey of the town centre’s commercial stock has been undertaken by WYG to inform the 2017 Retail Study Update. This is based on the area defined by the April 2015 Darlington town centre Experian Goad plan, which was updated by WYG in February 2016 and again in July 2017 to reflect the position ‘on the ground’. It should be noted that the Experian Goad boundary does not correspond directly with the adopted town centre boundary, with the Goad boundary incorporating the Duke Street, Bondgate and part of the Northgate town centre ‘Fringe Areas’, as defined by Policy S9 of the Darlington Borough Local Plan (Adopted 1997, alterations 2001). However, using the Goad plan allows a like-for-like comparison with the February 2016 survey, as well as Experian Goad’s national average figures and as such is considered to be the most appropriate and robust approach. The Goad Category Report categorisation system has been used as a basis for the analysis. The survey data from the 2016 health check has been re-categorised in accordance with Goad categories to align the methodologies of the two health checks.

Our July 2017 survey of the Goad boundary identified 555 retail and service units, providing a total gross floorspace of 118,190 sq.m. Table 2 below sets out the composition of uses identified in accordance with the Goad categorisation system:

Table 2: Diversity of Use, Goad Area, July 2017

	Darlington Town Centre - July 2017					
	No of Units	%	UK	Floorspace	%	UK
Convenience	39	7.0%	8.7%	9,390	7.9%	15.2%
Comparison	176	31.7%	31.4%	46,890	39.7%	35.3%
Retail Service	79	14.2%	14.3%	8,270	7.0%	6.8%
Leisure Service	123	22.2%	23.8%	25,370	21.5%	24.8%
Financial and Business Service	53	9.5%	10.4%	10,070	8.5%	7.8%
Vacant	85	15.3%	11.1%	18,200	15.4%	9.5%
Total	555	100%	100%	118,190	100%	100%
Other Uses	34	-	-	15,200	-	-
Vacant Other Uses	5	-	-	1,330	-	-

Source: WYG Site Visit July 2017 | *UK Average, Goad, June 2017 | *Figures Recorded from Goad boundary

Table 3: Diversity of Use, Goad Area, February 2016

	Darlington Town Centre - February 2016					
	No of Units	%	UK	Floorspace	%	UK
Convenience	39	6.9%	8.6%	9,390	7.9%	15.2%
Comparison	180	32.0%	32.1%	51,050	42.8%	35.9%
Retail Service	86	15.3%	14.4%	8,510	7.1%	7.5%
Leisure Service	122	21.7%	22.7%	26,110	21.9%	23.5%
Financial and Business Service	57	10.1%	10.7%	10,910	9.1%	8.1%
Vacant	79	14.0%	11.3%	13,350	11.2%	9.2%
Total	563	100%	100%	119,320	100%	100%
Other Uses	35	-	-	16,100	-	-
Vacant Other Uses	5	-	-	1,500	-	-

Source: WYG Site Visit February 2016 | *UK Average, Goad, January 2016 | *Figures Recorded from Goad boundary



Table 2 represents a like for like comparison against the previous health check undertaken in 2016 (set out in Table 3). Since the February 2016 survey, the overall number of retail and service units has reduced from 563 to 555, along with the proportion of floorspace reducing from 119,320 sq.m to 118,190 sq.m (gross). It should however be noted that the composition of the centre has not changed during this time. The slight reduction in the number of units (and consequently proportion of floorspace) is due to two factors. Firstly, it is due to the subdivision of a number of units (albeit this does not change total floorspace) and secondly due to us identifying a number of units that are no longer in use as retail/service or other main town centre uses. An example of the latter are two vacant industrial units located in Punch Bowl Yard that were previously identified by Goad as vacant retail units. Such units have been removed from our latest analysis. Overall, the diversity of uses remains broadly similar to that recorded in February 2016, the only material change in terms of the like-for-like comparison being a decrease in comparison goods floorspace and subsequent increase in vacant floorspace. This can largely be attributed to the closure of BHS and TK Maxx, both of which occupied large town centre units.

Introduction of Feethams

At the time of the 2016 town centre survey, the £30m leisure scheme at Feethams was under construction and therefore not included within the analysis. The scheme is now open to the public and whilst it is yet to be integrated into the Goad boundary, it represents a significant increase in the proportion of leisure service floorspace in Darlington town centre. Table 4 below sets out the composition of the Feethams scheme as set out in the approved planning application:

Table 4: Composition of Feethams

Use	No. Units	Floorspace	Category
9 Screen Multiplex Cinema	1	3,526	Leisure Service
80 Bed Hotel	1	3,050	Leisure Service
Restaurant/Bar/Other Leisure Uses	10	3,135	Leisure Service
Total	12	9,711	-

Source: Feethams Floorspace (Ref. 13/00750/FUL)

Given that this represents a significant material change to the composition of the town centre, we have concluded that it is appropriate to incorporate Feethams into the 2017 diversity of use health check analysis. Table 5 below sets out the diversity of use for the Goad area at July 2017 (as per table 2) incorporating Feethams into the respective totals. This represents the figures which the following detailed diversity of use analysis is based upon:



Table 5: Diversity of Use, Goad Area, July 2017 (Including Feethams)

	Darlington Town Centre - July 2017					
	No of Units	%	UK	Floorspace	%	UK
Convenience	39	6.9%	8.7%	9,390	7.3%	15.2%
Comparison	176	31.0%	31.4%	46,890	36.7%	35.3%
Retail Service	79	13.9%	14.3%	8,270	6.5%	6.8%
Leisure Service	135	23.8%	23.8%	35,081	27.4%	24.8%
Financial and Business Service	53	9.3%	10.4%	10,070	7.9%	7.8%
Vacant	85	15.0%	11.1%	18,200	14.2%	9.5%
Total	567	100%	100%	127,901	100%	100%
Other Uses	34	-	-	15,200	-	-
Vacant Other Uses	5	-	-	1,330	-	-

Convenience Goods

Table 5 indicates that Darlington’s proportion of convenience goods units is currently 6.9%, which is 1.8 percentage points lower than the national average of 8.7%. Furthermore, the proportion of convenience goods floorspace is 7.3% which is significantly lower than the national average of 15.2%. The Sainsbury’s supermarket, located outside of the town centre boundary to the south (but within the Goad boundary) represents 62.1% of the convenience goods floorspace identified. There is poor representation from national multiple convenience goods operators within the town centre boundary, with the only units identified being a Tesco Express and Iceland. Despite the poor convenience goods representation within the town centre, it is recognised that the wider settlement of Darlington is well provided for in terms of convenience goods, with a considerable number of national multiple operators present in out-of-centre locations.

Comparison Goods

Comparison goods traders in Darlington occupy 31.0% of all outlets in the centre, which is broadly consistent with the national average of 31.4%. In terms of the comparison goods floorspace provision in the centre, the 176 units account for 46,890 sq.m, with the percentage of floorspace (36.7%) slightly above the national average figure of 35.3%. This can be attributed to a high concentration of comparison goods units located in the Cornmill shopping centre, as well as a number of large-format comparison goods units elsewhere in the centre such as House of Fraser (3,100 sq.m gross), which we consider to anchor the town centre. Other notable comparison goods units include Marks & Spencer (2,670 sq.m gross) and Wilko (4,340 sq.m gross). The proportion of comparison goods floorspace in Darlington at the time of our previous survey was 42.8%. The decrease of 6.1 percentage points can be attributed to both the significant increase in the proportion of leisure service floorspace (Feethams) and the closure of BHS (1,540 sq.m gross) and TK Maxx (3,910 sq.m gross) which relocated from the town centre to the Darlington Retail Park in February 2017. Notwithstanding this, we consider Darlington to have a relatively healthy comparison goods offer, with good representation from national multiples. The loss of BHS is due to the company’s collapse in 2016, which resulted in the closure of the retailer’s entire portfolio of 165 stores across the country. BHS anchored town centres across the UK and its departure has left large-format vacant retail units in many centres, which up to this point, in many cases have not been re-let. Therefore, in the context



of this health check, the loss of BHS is not a significant cause for concern due to the national circumstances associated with its departure.

We understand that the former TK Maxx unit was bought by NewRiver Retail in 2016 who also own the Cornmill shopping centre. Two planning applications have recently been submitted (Application Refs. 17/00311/CU and 17/00312/OUT) relating to this site. A change of use application has sought consent for the subdivision of the former TK Maxx unit into four individual units (use classes A1, A3, A5 and D2) and an outline application has sought consent for the storing of a collection of shipping containers for occupation by retailers in the landscaped area of the site. Both applications were approved at the July 2017 planning committee. These planning permissions, should they be implemented, will result in a further increase in the proportion of retail/service floorspace within the town centre.

Retail Services

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 13.9% of outlets (79 units) and 6.5% of floorspace (8,270 sq.m) in Darlington town centre, which compares to respective national averages of 14.3% and 6.8%. 'Health and beauty' traders are particularly dominant in this sector, with a total of 58 such businesses, followed by opticians (seven) and travel agents (three). There is a large Post Office (800 sq.m gross) at Crown Street, although typically retail services tend to operate from small units in the centre, often smaller than 100 sq.m gross.

Leisure Services

In terms of leisure services in Darlington, the proportion of outlets occupied by such uses is 23.8% (135 units). This is consistent with the national average for the proportion of leisure service outlets which is also 23.8%. The provision of leisure service floorspace (35,081 sq.m gross) equates to 27.4% of Darlington's total floorspace and is 2.6 percentage points greater than the national average of 24.8%. These figures include the Feethams scheme which has increased the provision of leisure service floorspace in Darlington by 9,711 sq.m gross. At the time of our previous survey, the provision of leisure service floorspace in Darlington was lower than the national average. However, Feethams has significantly bolstered the centre's offer, providing a 9 screen Vue Cinema, Premier Inn Hotel, alongside a number of national multiple restaurateurs such as Prezzo and Bella Italia.

Financial and Business Services

There are 53 financial and business service units in Darlington which contribute 9.3% of the total units and 7.9% (10,070 sq.m gross) of the total floorspace. In terms of the number of units this is slightly lower than the national average of 10.4% although the provision of floorspace is broadly consistent with the national average of 7.8%. Both retail banks (15) and property services (17) are particularly dominant in this sector. In terms of property services,



there is a high concentration of estate agents located on Duke Street. Whilst this is included within the Goad boundary, the street is identified as a 'Fringe Area' as opposed to forming part of the defined town centre boundary. However, Duke Street directly adjoins the town centre boundary and represents a continuity of retail uses/commercial. We therefore consider this area to function as part of the town centre in reality.

Non-Retail Units

In addition to the retail and services on offer in Darlington town centre, there are a number of non-retail uses, including: 16 offices, five information and advice centres, a library, a doctor's surgery, a dentist and five government buildings. The non-retail and service uses make a significant contribution to the centre's role in providing a hub for community facilities and jobs, as well as contributing to the overall vitality and viability of the town centre.

Summary

The diversity of use analysis has been undertaken based on the retail units located within the town centre boundary as defined by Experian Goad, with the addition of the leisure service floorspace provided by the Feethams scheme which is now open to the public but is yet to be surveyed by Goad. At the time of our most recent survey, we identified 567 retail and service units in Darlington with a combined gross floorspace of 127,901 sq.m. This represents an increase from our previous survey undertaken in February 2016, which identified 563 retail and service units with a combined gross floorspace of 119,320 sq.m. This substantial increase in floorspace can be attributed to the introduction of the Feethams leisure scheme. However, despite Feethams providing an additional 12 units in the town centre, the total number of retail and service units has only risen by four. This can be attributed to the sub-division of a number of existing units, as well as WYG identifying units that are recorded by Goad as being retail/service units but that no longer function as these uses, e.g. changes of use from retail to residential.

We have acknowledged the inconsistencies between the town centre boundary defined by Goad and the adopted town centre boundary (as set out in the Local Plan), with the Goad boundary incorporating the Duke Street, Bondgate and part of the Northgate town centre 'Fringe Areas'. If the retail and service units present in these locations are removed from our analysis, the diversity of use within the adopted town centre boundary (only) comprises 436 retail and service units with a gross floorspace of 100,211 sq.m. There is a significant reduction of over 100 units when assessing against the Goad boundary. However, given that historically the diversity of use analysis has been undertaken against the Goad boundary, we consider this to be the most appropriate and robust way to proceed in order to accurately assess changes in the town centre's health. Furthermore, the fringe areas incorporated within the Goad boundary directly adjoin the adopted town centre boundary and we are of the view that these



	<p>areas, particularly in relation to the Duke Street and Bondgate fringe areas, function as part of the centre’s retail and commercial offer on the ground.</p> <p>Overall, we found Darlington to have a strong comparison goods and leisure service offer, with limited convenience goods provision, particularly within the primary and secondary shopping frontages.</p>
<p>VACANCIES</p>	<p>The number of vacant units can provide a good indication of how a town centre is performing. However, care should be taken when interpreting figures as vacant units will be found in even the strongest of town centres because it is to be expected that there will always be some degree of ‘churn’ in the market with units changing representation. On other occasions properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.</p> <p>Our July 2017 survey identified 85 vacant units in the town centre which account for 15.0% of the total number of units. This is 3.9 percentage points greater than the national average of 11.1%. The vacant units occupy 18,200 sq.m of floorspace, which is 14.2% of the city centre’s total retail and service floorspace. This makes the proportion of vacant floorspace 4.7 percentage points above the national average of 9.5%.</p> <p>From the time of our previous survey (2016), the proportion of vacant floorspace has risen 3.0 percentage points from 11.2% to 14.2%. Although vacant units can be found throughout the town centre, the increase in the proportion of vacant floorspace can be largely attributed to two large units that have recently become vacant. This includes the closure of BHS (1,540 sq.m gross) and the relocation of TK Maxx (3,910 sq.m gross) to an out-of-centre location. However, we understand that there are emerging proposals to redevelop the former TK Maxx unit which would ultimately result in this floorspace returning into retail/service use. The remainder of the vacant units in the centre are less than 300 sq.m (gross) in size.</p> <p>Within the primary shopping frontages there is a low proportion of vacant units, excluding, most notably the former BHS and a cluster of units within the Queen Street shopping centre. The concentration of vacant units increases in peripheral parts of the town centre, particularly to the north around Commercial Street although we are aware that this area is identified as the Council’s preferred location for additional comparison goods retailing and has been subject to a number of proposals for redevelopment in the past. Most recently, the ‘Oval Development’ has stalled due to viability issues as a result of the current economic climate. Notwithstanding this, the site remains a major opportunity for the centre, should a viable scheme come forwards in the future.</p>



It should be noted that when removing the fringe areas incorporated within the Goad boundary from our diversity of use analysis, the proportion of vacant retail and service floorspace within the adopted town centre boundary reduces from 14.2% to 12.9%. However, this figure is still 3.4 percentage points higher than the national average.

Whilst the number and proportion of town centre vacancies is not considered particularly problematic given recent wider economic conditions and national trends, it is evident that certain units have been vacant for a considerable period, particularly within the Queen Street shopping centre. This suggests that these units may either fail to appropriately meet the needs of modern retailers or that the premises are not sufficiently visible in the centre (or are not sufficiently integrated into the centre's 'retail circuit'). Whilst the vacancy level is not considered exceptional, long term vacant units adversely impact on users perception of a centre and appropriate proposals to bring such units back into active use should be welcomed. We consider the emerging proposals to bring the former TK Maxx unit (the largest vacant unit within the centre) back into active retail/service use to be a significant positive which, once implemented, will contribute towards reducing the proportion of vacant floorspace in the centre.

In terms of mitigating against the negative impact of vacant retail stock on the town centre, particularly the larger units, applying high quality stickers in the windows of these units displaying scenes of occupied shops or restaurants, or introducing public art in the windows, would help to reduce their visual impact. Such mitigation gives the impression that the units are occupied, or at least assists with the retention of vibrant frontages. The majority of the empty units are also actively marketed on various retail websites, including EGi and Completely Retail.



Photograph 9: Former BHS unit, Northgate



Photograph 10: Former McDonalds unit, Northgate



Photograph 11: Vacant unit, Cornmill Shopping Centre



Photograph 12: Former TK Maxx unit, Crown Street



**PEDESTRIAN
FLOWS**

Our observations on pedestrian flows were noted during our site visit to Darlington town centre, in order to identify those areas with a high or low pedestrian footfall. It was evident that the greatest levels of footfall were within parts of the designated primary shopping frontages; particularly the Cornmill Shopping Centre, High Row, Tubwell Row and Prebend Row. This is to be expected given that it represents the retail and commercial centre of Darlington and is pedestrianised. A good level of linked trips were noted between Cornmill and the main pedestrianised shopping area. Grange Road to the south of the primary shopping frontages was also observed to have relatively high levels of footfall at the time of our visit.

In contrast, the Queen Street Shopping Centre was subject to noticeably lower levels of pedestrian activity than other areas within the designated primary shopping frontages. The absence of pedestrian activity is exacerbated by the shopping centre's lack of an anchor store and its high vacancy rate. Pedestrian activity also dropped off slightly along Northgate which is contrary to the findings of the previous health check. It is possible that the recent closures of BHS and McDonalds have contributed to reducing linked trips within this part of the centre, although Northgate also marks the end of the pedestrianised area which is also considered to be a factor in the reduced level of pedestrian activity observed at this location on the day of our visit.

Skinnergate, which at the time of the previous health check was found to have relatively low levels of footfall was observed to be busier at the time of our recent visit, particularly to the north where there is a concentration of leisure service uses. This could be attributed to the differing seasons in which the visits took place (winter/summer). The side streets connecting High Row and Skinnergate (Post House Wynd, Bucktons Yard, Clarks Yard and Mechanics Yard), whilst accommodating retail/service uses were observed to have low levels of footfall indicating poor connectivity between the primary and secondary shopping frontages.

The Feethams leisure scheme was observed to have low footfall at the time of our visit (mid-morning, mid-week). However, given that the scheme comprises leisure service uses, we consider it likely to be busier at meal times (breakfast/lunch) and in particular during the evening / night time. We therefore attribute little weight to this observation.

Overall, the pedestrian footfall identified during our July 2017 survey was found to be consistent with the patterns typically observed within comparable town centres of a similar size. The streets comprising the primary shopping frontages were subject to the highest levels of pedestrian footfall, with activity decreasing around peripheral parts of the town centre. However, an identified anomaly was the Queen Street Shopping Centre, which is located within the primary shopping frontage but presented low levels of footfall as a consequence of there being a number of vacancies within this covered precinct.



ACCESSIBILITY

Darlington benefits from good road access. The A1(M) is located approximately 4.5 kilometres driving distance to the east of the town centre and provides a north to south transit corridor. The A66 also passes approximately 1.8 kilometres to the south of the town centre and provides an east to west transit corridor. The town centre is linked to these roads by the A617 and the A5110, which were both free flowing at the time of the site visit.

Consequently, Darlington is well connected to its neighbouring settlements of Stockton, Middlesbrough and Newcastle. In addition, road widening is also currently underway on the A1M, which will increase this road's capacity. These works are anticipated to conclude in 2017. The introduction of a traffic light controlled junction at the former Stonebridge roundabout has also improved traffic flows on the A66/A617 ring road.

The Feethams multi-storey car park has recently been completed at Beaumont Street, providing 650 off-street parking spaces and bringing the town's total provision to 4,650 off-street parking spaces. There are a further 375 on-street parking spaces within close proximity to the town centre. We understand that 100 spaces and three Blue Badge parking spaces in the Town Hall car park, behind the Department for Education offices in Bishopgate House, will be lost to a new 'Riverside Park' on the banks of the River Skerne. The project is being delivered using planning contributions from the Feethams scheme, along with funding from the Darlington Lions Club and the Homes and Communities Agency (HCA).

Around two thirds of the town centre's car parks are Council operated and both short and long-stay use is provided for. Charges in the Council operated car parks typically range from between 50p and £1 per hour up to £4 for a full day with the private car parks charging a higher premium which is representative of their generally more central location.

Darlington also has good public transport connections. Darlington railway station is located approximately 700 metres walking distance to the east of the town centre. Direct trains can be caught to Newcastle and York via the East Coast Main Line and to Stockton, Middlesbrough and Bishop Auckland via the Tees Valley Line. A programme has recently been announced to enhance rail connections across the North, on the East Coast Main Line, as an integral part of the HS2 network, and across the Tees Valley. This includes the remodelling of the train station and the creation of dedicated platforms for local connections and future high-speed services.

The main bus stops are located within the heart of the town centre on Northgate, Prebend Row and Tubwell Row. These provide approximately 30 different bus routes providing access to surrounding communities. National Express coach services can also be caught from outside the Dolphin Centre at Feethams to regional and national destinations.

Darlington has largely flat topography, which benefits cyclists, pedestrians and less able



	<p>users. A number of traffic free cycle routes and dedicated cycle lanes connect the town centre with the surrounding communities. Several controlled crossing points provide safe access over the ring road, which link the town centre with the surrounding residential areas. Once inside the ring road, the town centre’s largely pedestrianised streets are considered generally suitable for cyclists, pedestrians and less able users.</p>
<p>PERCEPTION OF SAFETY</p>	<p>There are few signs that crime is a particular issue in Darlington town centre. Whilst there has consistently been an above average number of vacant units in the town centre, the main shopping streets generally have active retail frontages, which provide adequate natural surveillance. A coordinated CCTV scheme is also in operation across the town centre, which links with the Durham Constabulary and Darlington’s Pub Watch and Shop Watch schemes. The town centre is also supported by the Durham Agency Against Crime (DAAC) which supports and creates safety initiatives to help reduce crime and fear of crime to make County Durham and Darlington become a safe place to work, live and invest.</p>
<p>ENVIRONMENTAL QUALITY</p>	<p>It was evident during our visit in July 2017 that the overall environmental quality and public realm quality of the town centre remains to be generally good, with little evidence of litter or other potential issues. Previously the ‘Distinct Darlington’ Business Improvement District (BID) appointed rangers to assist with maintaining the town centre which our previous health checks found to be having a positive impact on environmental quality. However, in March 2017 traders decided not to renew Distinct Darlington’s contract following a ballot vote and the responsibility is now returned to the traders themselves, along with the council.</p> <p>The streetscape within the retail core, particularly along High Row comprises high-quality granite surfacing, bespoke street lighting, seating and seasonal planting schemes resulting in it being a popular focal area within the town centre. These works, which were undertaken as part of the Pedestrian Heart project have generally weathered well and continue to provide a high-quality and attractive public realm in the centre of the town.</p> <p>The other pedestrianised areas along the main shopping routes are generally tidy, free from litter and tree-lined, with conveniently located street furniture and well-maintained streets. However, other areas in the centre, particularly peripheral retail locations outside of the designated primary shopping frontages appear somewhat ‘tired’ by comparison, predominately due to having less maintained shopping frontages. There are a number of large vacant units located on, and within the vicinity of Commercial Street. These units have a cumulative detrimental effect on the overall environmental quality in this part of the town centre. We do however understand that this area has been subject to a number of proposals for redevelopment and that the council maintain long term aspirations to realise this. Ultimately the environmental quality in this part of the town centre is likely to be improved as part of a redevelopment.</p>



Our previous health check acknowledged that public realm improvements have been completed to the east of the town centre, adjacent to the River Skerne. These improvements included the removal of the Stonebridge roundabout and an improved pedestrian and cycle route along St Cuthbert’s Way. These improvements are now complemented by the Feethams leisure scheme which also sits on the bank of the River Skerne. Feethams is an attractive development, with glass fronted restaurants and a multi-storey Vue Cinema. The associated multi-storey car park is also of a high-quality build and together the developments have resulted in a significant improvement to the overall environmental quality of the southern part of the town centre.

Cornmill Shopping Centre and Queen Street Shopping Centre are covered shopping malls which are somewhat ‘of their time’ in terms of layout, aesthetics and unit format. Notwithstanding this, they are both well maintained and provide a relatively pleasant shopping environment for customers. Vacant units, particularly in the Queen Street Shopping Centre would benefit from window dressing or art installations to help reduce the negative visual impact.

Darlington also contains a distinct mix of modern facilities and historic features, with the majority of the centre within the designated town Conservation Area. Key landmark buildings include the covered market hall and St. Cuthbert’s Church, alongside 88 listed buildings which help to retain the traditional and distinctive street pattern of the town.

COMMERCIAL RENTS

To help assess the state of the retail property market within Darlington, a review of retail units currently being marketed has been undertaken using EGi. EGi provides information on the rental values that have been achieved in the town centre. There are 12 properties currently being marketed within the defined town centre boundary and Table 6 (below) summaries the rental values attributed to each:

Table 6: Properties Currently Being Marketed

Location	Floorspace	Use Class	Tenure	Asking Price/Rent
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 26)	56 sq.m	Retail (A1)	Leasehold	£40,000 per annum
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 6I)	56 sq.m	Retail (A1)	Leasehold	£30,000 per annum
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 27I)	77 sq.m	Retail (A1)	Leasehold	£34,500 per annum
Cornmill Shopping Centre, Priestgate, DL1 1NH (Unit 27)	109 sq.m	Retail (A1)	Leasehold	£50,000 per annum
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 2)	120 sq.m	Retail (A1)	Leasehold	£37,500 per annum



Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 61)	221 sq.m	Retail (A1)	Leasehold	£29,500 per annum
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 15)	221 sq.m	Retail (A1)	Leasehold	£29,500 per annum
Cornmill Shopping Centre, Priestgate, Darlington, DL1 1NH (Unit 1-2)	2,886 sq.m	Retail (A1)	Leasehold	£275,000 per annum
32-33 Tubwell Row, Darlington, DL1 1NU	94 sq.m	Mixed Use Retail (A1/2/3/4/5, B1 or D1)	Leasehold or Freehold	£10,200 per annum £250,000
42-44 Tubwell Row, Darlington, DL1 1PD	147 sq.m	Retail (A3)	Freehold	£190,000
32-33 Tubwell Row, Darlington, DL1 1NU	543 sq.m	Retail (A1)	Freehold	£370,000
54a-58 Northgate, Darlington, DL1 1PR	432 sq.m	Retail (A1)	Leasehold	£60,000 per annum

Table 6 indicates that there are currently 8 properties being marketed within the Cornmill Shopping Centre. This is greater than the number of vacancies recorded although this is likely to be due to a number of leases shortly coming to an end. The asking prices vary and appear to be based on a combination of both floorspace and prominence. For example, Unit 61 has a floorspace of 221 sq.m with an asking price of £29,500 (per annum), whilst Unit 2 has a floorspace of 120 sq.m with an asking price of £37,500 (per annum).

We are of the view that units located to the south of the shopping centre around the Tubwell Row entrance occupy a more prominent location and therefore greater rental values can be achieved. Within Cornmill Shopping Centre, seven of the units currently on the market have a floorspace smaller than 250 sq.m. The average rental value of these properties is £35,857 per annum. There is only one comparable property (that is being marketed) outside the centre which is 32-33 Tubwell Row. This has a rental value of only £10,200 per annum, indicating that values are notably lower outside of the Cornmill Shopping Centre.

RETAILER REPRESENTATION

Reviewing the retailer representation is an important sign of the vitality and viability of a centre as it demonstrates the existing and potential future level of key operators in the locality. We have reviewed the number of national and independent retailers which are present within Darlington town centre, recognising that national multiple retailers can act as anchor tenants in the centre and can add to its appeal, helping to generate additional pedestrian footfall.

Experian Goad produces a list of 28 top comparison goods retailers (such as House of Fraser, Boots and Vodafone) which acts as one measure of the vitality and viability of a centre. Darlington town centre contained 24 of the 28 top comparison goods retailers in February 2016, with the only operators not present being Burton, Debenhams, H&M and John Lewis. Burton was present in the town centre in December 2013, but has since closed its store



and opened at the out-of-centre Teesside Retail Park in Stockton-On-Tees. Goad’s top retailers are set out below in Table 6:

Table 6: Presence of Experian Goad’s Top 28 Retailers in Darlington Town Centre

Retailer	Dec 2013	Feb 2016	July 2017
Argos	Yes	Yes	Yes
Monsoon/Accessorize	-	-	No
Boots	Yes	Yes	Yes
Burton	Yes	No	No
Carphone Warehouse	Yes	Yes	Yes
Clarks	Yes	Yes	Yes
Clintons	Yes	Yes	Yes
Debenhams	No	No	No
Dorothy Perkins	Yes	Yes	Yes
H&M	No	No	No
HMV	Yes	Yes	Yes
House of Fraser	Yes	Yes	Yes
John Lewis	No	No	No
Marks & Spencer	Yes	Yes	Yes
New Look	Yes	Yes	Yes
Next	Yes	Yes	Yes
O2	Yes	Yes	Yes
EE	-	-	Yes
Primark	Yes	Yes	Yes
River Island	Yes	Yes	Yes
Superdrug	Yes	Yes	Yes
TK Maxx	Yes	Yes	No
Topman	Yes	Yes	Yes
Topshop	Yes	Yes	Yes
Vodafone	Yes	Yes	Yes
Waterstones	Yes	Yes	Yes
WHSmith	Yes	Yes	Yes
Wilkinsons	Yes	Yes	Yes
Total	25	24	23

Source: WYG surveys in December 2013, February 2016 and July 2017

Our latest review (July 2017) has found that Darlington’s share of Goad’s top national multiple comparison retailers has declined slightly since the 2013 and 2016 health checks with the loss of BHS and TK Maxx reducing Darlington’s representation to 23 of the 28 top retailers. It should be noted that Goad have recently updated their list of top comparison retailers, replacing BHS with Monsoon/Accessorize and Phones 4U with EE, following the demise of both.

TK Maxx departed the town centre in 2017 to relocate to the Darlington Retail Park on Yarm Road and therefore the retailer remains present in the borough. As discussed in the comparison foods section of the diversity of use analysis, the owner of the site (NewRiver Retail) submitted plans for the reconfiguration of the former TK Maxx unit for leisure uses. This application was approved in July 2017. Overall, given the circumstances associated with the departure of the



	<p>two identified Goad 'top 25' retailers since our previous health check, we do not have significant concerns about the impact of these losses on the town centre's long-term vitality and viability. It should also be noted that Darlington successfully distinguishes itself from other retail destinations in the region by accommodating a significant number of independent retailers within town centre units and at the indoor and outdoor markets. The Sunday 'People's Market', which takes place on the first Sunday of every month, along with other market initiatives, help to boost visitor numbers and differentiate Darlington from other surrounding towns.</p>
<p>DIGITAL FACILITIES</p>	<p>Darlington is reasonably well adapted to the digital environment. Whilst there is no 'official' free wi-fi in the town centre, there are a number of BT wi-fi hotspots present at various location including Burger King, Starbucks, Game and a number of retail banks. In addition to this, there are 16 Cloud wi-fi hotspots present throughout the centre, predominately located within pubs and cafes. Click and collect is also becoming increasingly popular in Darlington, with many shops now offering this service.</p> <p>In terms of websites, 'About Darlington' (aboutdarlington.co.uk) provides information on local history, along with information on upcoming events and things to do in the town. Whilst the website has a basic design and is largely focussed on history, it is connected to a twitter feed which provides up-to-date information on upcoming events in the town. The second website, (thisisdarlington.com), appears to contain information on attractions within the town centre, where to shop and eat, upcoming events, as well as 'how to get here' and other visitor information. However, the website is of a poor-quality design and does not appear to have been updated for a number of years. For example, the last event listed on the 'what's on' page took place in 2013. This website requires significant maintenance if it is to become a beneficial resource for local residents and potential tourists. Feethams also has a dedicated website providing information on its services, offers and events, as well as information on things to do in Darlington.</p>
<p>CONCLUSION</p>	<p>Darlington town centre is the principal retail, commercial and administrative centre in Darlington Borough. At the time of our previous health check in February 2016, the latest Venuescore data identified Darlington as the fourth highest ranked retail venue in the region and the 63rd highest in the country. Since then, Darlington has overtaken Middlesbrough and increased its overall national ranking by five places making it the third highest ranked retail destination in the North-East region and the 58th highest ranked in the country. This demonstrates that Darlington has experienced positive growth since the previous health check, which found Darlington to have declined by one place in the rankings since 2010. Darlington town centre has therefore witnessed an overall net increase of four places since 2010. It is likely that the Feethams cinema and restaurant scheme has played a significant role in the centre's recent increase in the Venuescore rankings.</p>



Darlington continues to contain a high proportion of top national retailers, most of which are located in the Cornmill Shopping Centre, along Northgate or on Prebend Row. However, since the last health check the centre has seen the departure of TK Maxx (which occupied a 3,910 sq.m unit) to Darlington Retail Park. The now vacant unit, which is one of the largest in the centre, has since secured planning permission to bring it back into use for leisure services. Whilst this, coupled with the introduction of the Feethams leisure scheme signify a decline in the share of comparison goods floorspace since the previous health check (and the 2013 health check), the increase in leisure service floorspace is consistent with national trends and demonstrates the centre's ability to adapt to the changing nature and composition of town centres.

Furthermore, our latest survey actually found the proportion of comparison goods floorspace (36.7%) to be greater than the national average of 35.3%. This had decreased from 39.7% with the addition of the leisure service floorspace generated by Feethams. So, whilst there has been a decline in comparison goods floorspace in Darlington, this can partially be attributed to an increase in leisure service floorspace, which has risen to 27.4% (as opposed to the 21.9% recorded by our 2016 survey). This figure is likely to increase further if the leisure scheme recently granted planning permission in the former TK Maxx unit goes ahead. This will also result in a relatively significant reduction in the proportion of vacant retail and service floorspace.

Whilst the town centre has experienced some high-level departures in recent years including Burton, McDonalds, BHS and TK Maxx, we do not consider this to have had a significant detrimental impact on the overall vitality and viability of the town centre, particularly when considering the introduction of the Feethams scheme and emerging leisure scheme at the former TK Maxx unit. Darlington also has strong representation from independent retailers, particularly at Grange Road. These businesses play a significant role in contributing to the vitality and viability of the town centre.

Whilst it is acknowledged that the convenience goods floorspace within Darlington town centre is relatively limited, there is a significant out-of-centre offer and the wider settlement is well provided for in terms of convenience goods. Accordingly, it is understandable that there is limited demand from convenience retailers to occupy space in the town centre.

The town centre also, on the most part, benefits from a high-quality environment which contributes towards creating a vibrant retail core. We understand that the BID promoter, Distinct Darlington previously employed wardens to assist with the maintenance of the town centre. It is yet to be established if the decision not to renew Distinct Darlington's contract in March 2017 will have any negative implications on the up keep of the town centre in the future.



	<p>We do however recommend that this is monitored by the council in the event that future intervention is needed to help maintain the high-quality environment within the retail core.</p> <p>Overall, notwithstanding the high-profile departures of TK Maxx, BHS and McDonalds since the February 2016 health check, and the subsequent increase in the proportion of vacant retail/service floorspace, our latest visit identifies some positive signs of vitality and viability within Darlington town centre. The proportion of comparison goods floorspace remains above the national average and the Feethams scheme has significantly boosted the town’s leisure service offer by providing an anchor cinema and high-quality restaurants. It has also had a positive impact upon environmental quality to the south of the centre. The scheme has the ability to increase footfall throughout the town centre by attracting visitors from the surrounding boroughs. In addition, the town centre is subject to a number of emerging schemes that, if delivered will further boost its vitality and viability.</p>
<p>SWOT</p>	<p>In summary, Darlington town centre presents the following strengths and opportunities:</p> <ul style="list-style-type: none"> ▪ A diverse range of national and independent retailers which helps to distinguish the town from other competing destinations and is likely to attract visitors from a relatively wide catchment area; ▪ A high-quality and well-maintained town centre environment which complements its historic features; ▪ The opening of the Feethams leisure scheme which has brought additional national leisure operators (including a cinema) into the town centre, significantly boosting the offer within this sector and stimulating the lunchtime and evening economy; ▪ The potential remains to bring forward a retail led scheme on the Commercial Street site, which remains a major opportunity for the town centre; ▪ The emerging plans to reconfigure the former TK Maxx unit on Crown Street to accommodate leisure uses, including the provision of shipping container retail units (Class A1) within the curtilage of the site; ▪ Improvements to the rail network in preparation for HS2 connectivity. <p>In contrast, the centre presents the following weaknesses and threats:</p> <ul style="list-style-type: none"> ▪ The loss of longstanding comparison goods floorspace to leisure uses. The leisure offer in the town centre has been significantly boosted by Feethams and stands to be boosted further by the emerging proposals associated with the former TK Maxx unit. Beyond this, proposals for additional leisure floorspace that result in a substantial loss of comparison goods floorspace should be carefully considered, particularly within the primary shopping frontages. However, equally, it is recognised that the increase in leisure service floorspace shows Darlington’s ability to adapt to a changing retail climate and that it remains attractive to national multiple operators in various sectors.



- | | |
|--|---|
| | <ul style="list-style-type: none">▪ The level of vacancies in Darlington has gradually increased across the period in which the Goad survey data is available (2013 - 2017). Notwithstanding emerging proposals for national multiple led developments, more needs to be done to attract and retain local businesses into the existing retail stock within the centre.▪ The loss of Distinct Darlington (BID) could result in less co-ordination between retailers and a deterioration of the town centre’s environmental quality, which was previously maintained by the BID. There may also be a reduction in opportunities for retailers to ‘have a say’ in future strategies relating to the town centre and it will be important for the council and retailers to work together in order to ensure that the benefits associated with the BID are delivered through other means. |
|--|---|

Ref: A102116

Darlington Town Centre

Diversity of Use
18th July 2017

Key

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial and Business Service
- Vacant
- Other

Not to Scale



North

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193
Email: info@wyg.com Web: www.wyg.com

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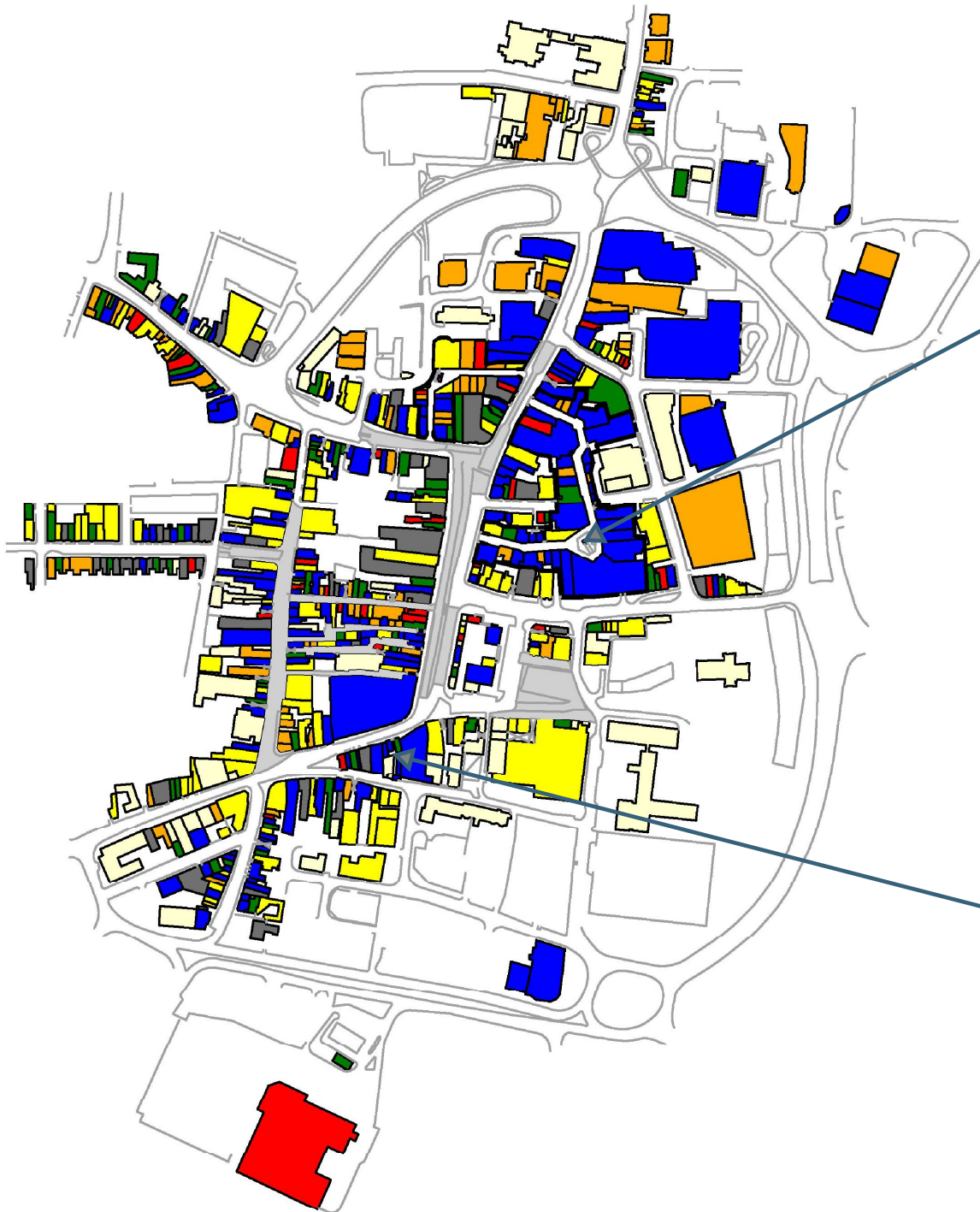
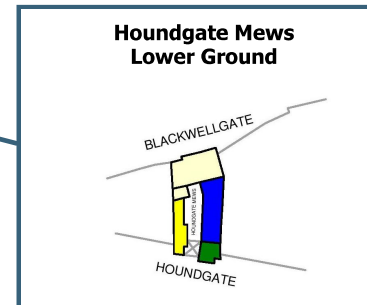
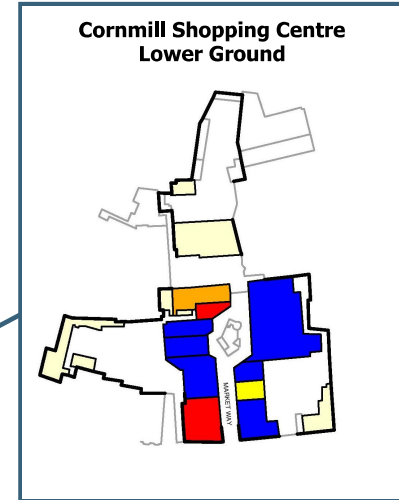
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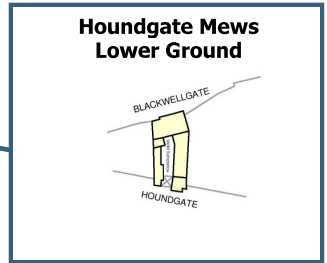
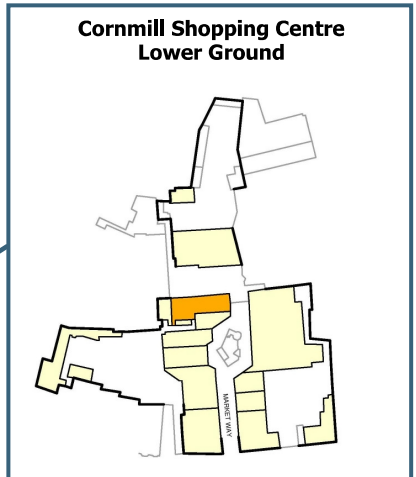
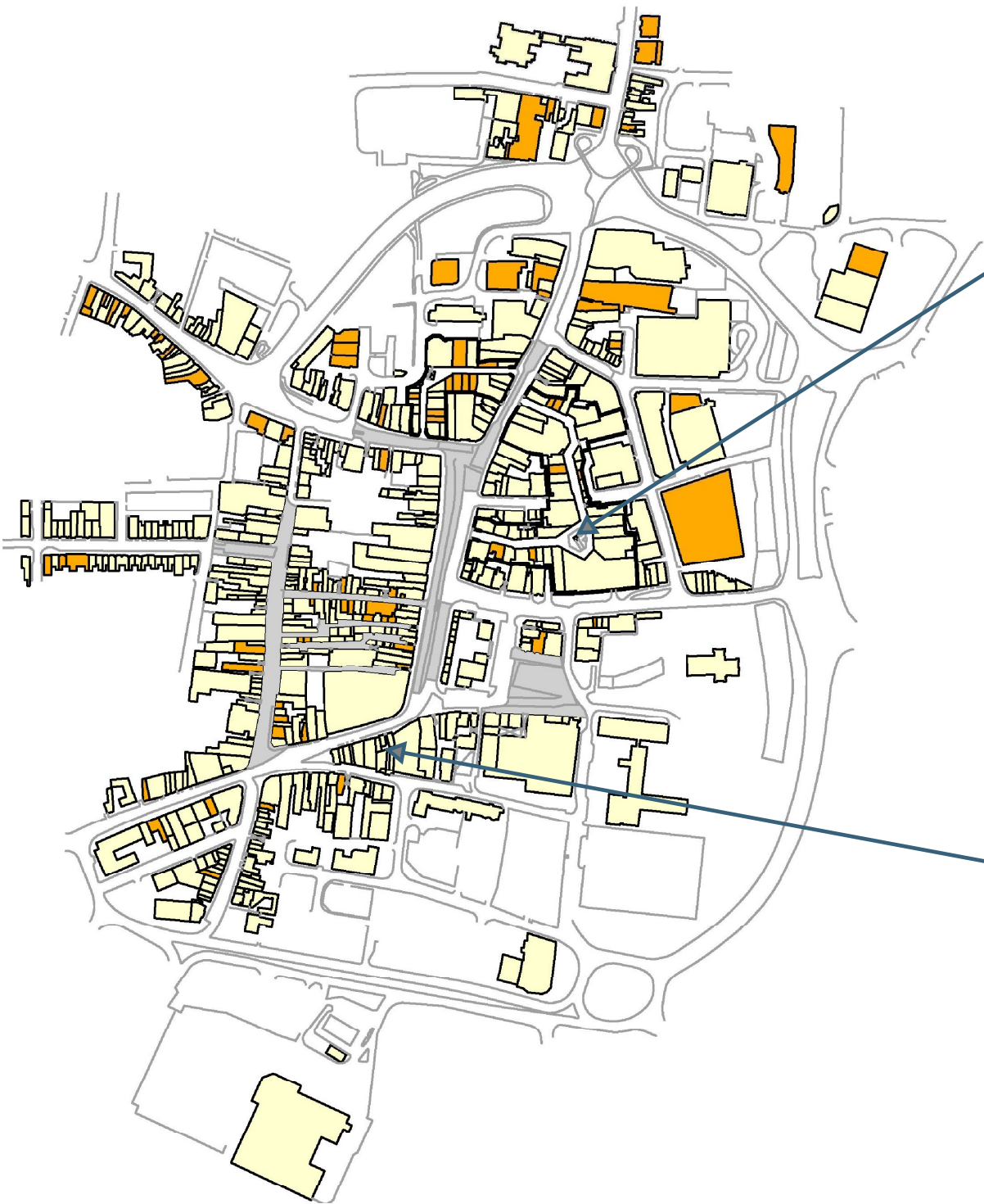


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




Ref: A102116
Darlington Town Centre

Vacancy Plan
18th July 2017

Key

-  Vacant
-  Other

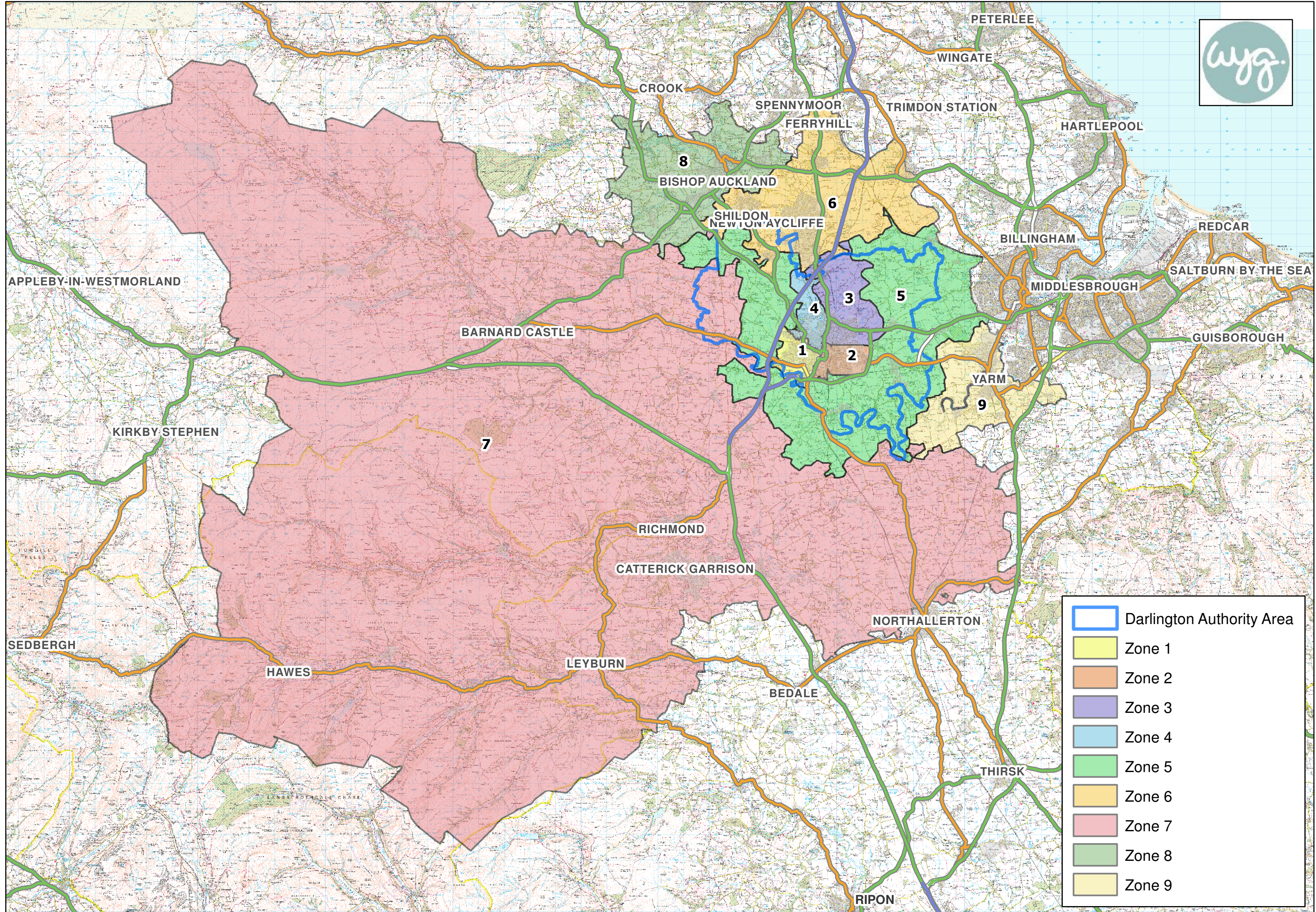
Not to Scale  **North**

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193
Email: info@wyg.com Web: www.wyg.com

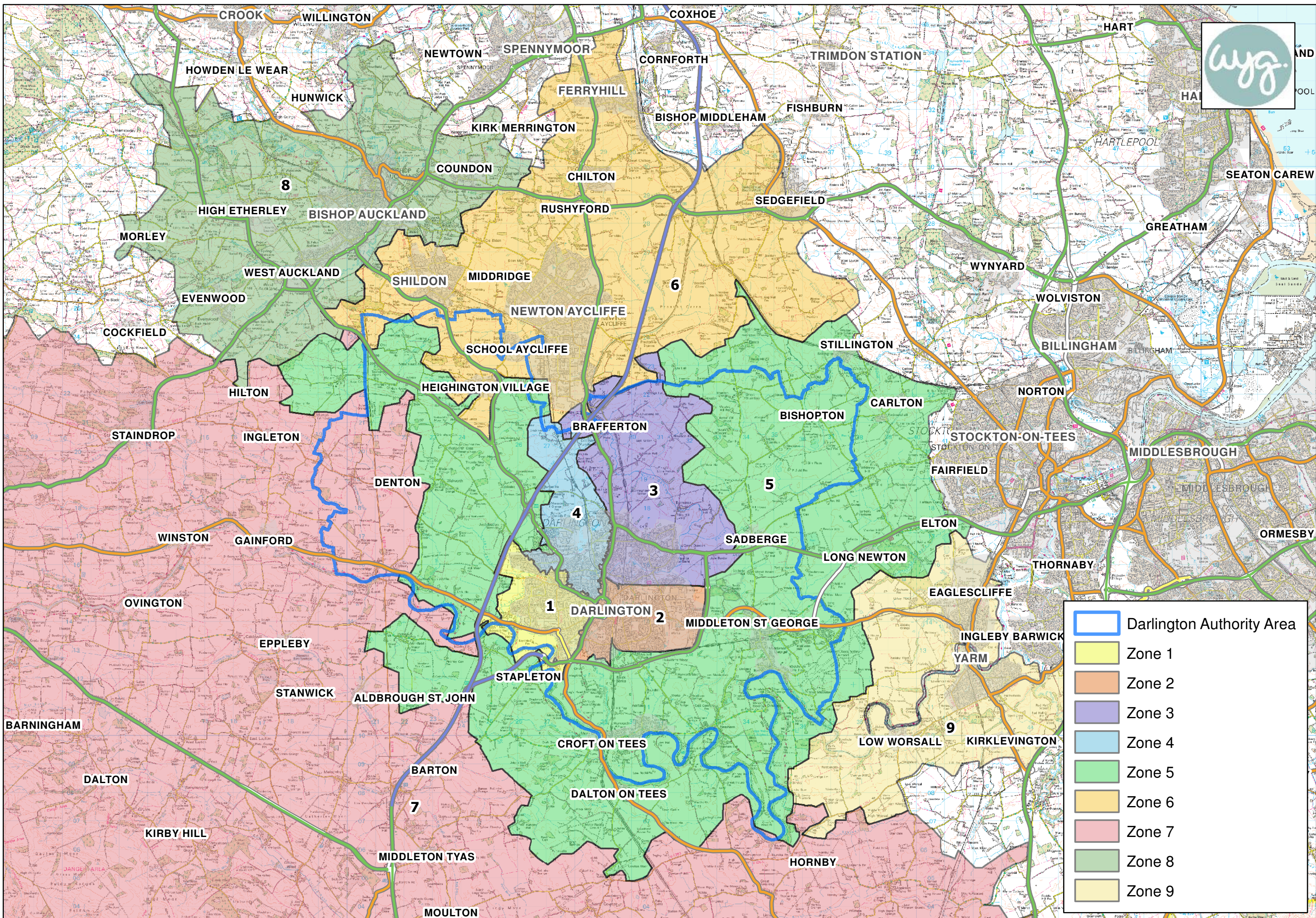
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	Darlington Authority Area
	Zone 1
	Zone 2
	Zone 3
	Zone 4
	Zone 5
	Zone 6
	Zone 7
	Zone 8
	Zone 9



	Darlington Authority Area
	Zone 1
	Zone 2
	Zone 3
	Zone 4
	Zone 5
	Zone 6
	Zone 7
	Zone 8
	Zone 9

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q01 Where did you last go to undertake your main food and grocery shopping?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	0.3%	3	0.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.1%	1	0.8%	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
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Duke Street, Darlington	0.2%	2	3.2%	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
Zone 2																				
Aldi, Yarm Road Local Centre, Darlington	3.7%	36	5.2%	4	14.8%	13	10.1%	7	3.7%	3	10.3%	6	0.0%	0	1.3%	3	0.0%	0	1.4%	1
Asda (former Netto), Neasham Road Local Centre, Darlington	0.5%	5	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road Local Centre, Darlington	0.3%	3	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	0.6%	6	2.5%	2	1.6%	1	0.0%	0	1.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	1.2%	11	5.8%	4	2.5%	2	2.0%	1	0.0%	0	0.8%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	9.0%	89	7.8%	5	30.0%	26	21.3%	15	2.3%	2	42.9%	23	1.0%	2	5.3%	12	0.0%	0	3.6%	3
Sainsbury's, Victoria Road, Darlington	7.7%	76	31.0%	21	21.4%	19	5.8%	4	9.5%	8	11.6%	6	0.0%	0	7.1%	17	0.0%	0	2.0%	1
Tesco Express, Cornmill Shopping Centre, Darlington	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
Local Shops, Darlington Town Centre	0.5%	5	4.0%	3	1.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornmill Shopping Centre, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Darlington Saturday Open Market, Tubwell Row/Blackwellgate,	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Darlington										
Darlington Victorian Covered Market, Market Square, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.6%	6	0.0%	0	0.7%	1	6.0%	4	1.7%	1
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4.0%	40	3.2%	2	6.9%	6	28.9%	21	5.0%	4
Morrisons, North Road District Centre, Darlington	10.5%	104	31.2%	21	8.7%	8	20.0%	14	61.1%	49
Zone 4										
Iceland, Queen Street, Darlington	0.2%	2	0.8%	1	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Local, Corporation Road, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Local shops, Stillington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Green, Hurworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										
Spar, Church View, Heighington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Greenwell Road, Newton Aycliffe	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Ferryhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church Street, Shildon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	6.9%	68	0.0%	0	0.0%	0	1.5%	1	1.7%	1
Local Shops, Ferryhill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7										
Campbells, Commercial Square, Leyburn	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, Hawes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick Garrison	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative Food, Horsemarket, Barnard Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Place, Leyburn										
Co-operative Food, Queens Road, Richmond	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Catterick Road, Catterick Garrison	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	3.0%	29	0.0%	0	0.0%	0	0.0%	0	12.6%	29
Tesco Superstore, Richmond Road, Catterick Garrison	7.5%	73	0.0%	0	0.0%	0	0.7%	1	31.1%	73
Local Shops, Barnard Castle Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local Shops, Catterick Garrison Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	7
Zone 8										
Local shops, Evenwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Watling Road, Bishop Auckland	1.1%	11	0.0%	0	0.0%	0	1.7%	1	6.3%	8
Asda, South Church Road, Bishop Auckland	6.6%	65	0.0%	0	0.0%	0	0.0%	0	1.9%	5
Lidl, St Helens Auckland, Bishop Auckland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Marks & Spencer Simply Food, Tindale Crescent, Bishop Auckland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Morrisons, Newgate Park Centre, Bishop Auckland	5.7%	56	0.0%	0	0.0%	0	0.0%	0	29.8%	39
Sainsbury's, St Helen Auckland, Bishop Auckland	2.4%	23	0.0%	0	0.0%	0	0.0%	0	6.8%	9
Tesco Extra, St Helens Auckland, Bishop Auckland	3.1%	30	0.0%	0	0.0%	0	0.0%	0	16.1%	21
Local Shops, Bishop Auckland Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Zone 9										
Local shops, Eaglescliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi (former Somerfield), Healaugh Park, Yarm	1.4%	14	0.0%	0	0.0%	0	0.0%	0	20.0%	14
Sainsbury's, High Street, Yarm	0.7%	7	0.0%	0	0.0%	0	0.0%	0	9.4%	7
Tesco Superstore, Urray Nook Road, Eaglescliffe	1.4%	14	1.0%	1	0.0%	0	0.0%	0	18.6%	13
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road,	3.0%	29	0.0%	0	0.0%	0	0.0%	0	2.4%	3

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Spennymoor										
Sainsbury's, Arnison Retail Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Salters Lane, Sedgefield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
MetroCentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Local shops, Stokesley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Brompton Road, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Northallerton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road, Northallerton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Northallerton Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Harrogate										
Local Shops, Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Asda, Marina Way, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Local Shops, Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Local Shops, Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Aldi, Marton Road, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newport Road, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wilson Street, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Parkway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Shopping Centre, Coulby Newham Outside Study Area, Newcastle City Council										
Asda, Newcastle Shopping Park, Byker Outside Study Area, Newcastle-upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newcastle City Centre Outside Study Area, Redcar & Cleveland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Trunk Road, South Bank Outside Study Area, South Lakeland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Dodgson Croft, Kirkby Lonsdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queen Katherines Avenue, Kendal Outside Study Area, South Tyneside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields Outside Study Area, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ingleby Barwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Darlington Lane, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.8%	8	1.9%	1	1.7%	2	1.4%	1	4.7%	4
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Allensway, Thornaby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Causeway, Billingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Teesside Retail Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	1

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Durham Road, Stockton-on-Tees	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.6%	1	0.0%	0	3.4%	2
Tesco Superstore, Myton Way, Ingleby Barwick	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6
Local Shops, Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside Study Area, Sunderland																				
Local Shops, Sunderland 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	0.0%	0	0.0%	0
Outside Study Area, York																				
Local Shops, York 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	0.0%	0	0.0%	0
Other																				
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	984	69	87	72	80	55	188	234	130	70										
Sample:	991	98	96	99	101	97	129	166	104	101										

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

Those who shop online at Q01

Asda	29.9%	10	26.3%	1	40.1%	2	100.1%	0	0.0%	0	38.7%	1	25.8%	1	29.2%	4	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	20.3%	6	0.0%	0	43.1%	2	0.0%	0	0.0%	0	43.9%	1	25.1%	1	14.2%	2	0.0%	0	33.9%	1
Tesco	46.4%	15	73.7%	3	16.8%	1	0.0%	0	0.0%	0	17.4%	0	49.1%	2	49.3%	7	0.0%	0	66.1%	1
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Weighted base:	32	4	4	0	0	2	5	15	0	2										
Sample:	25	4	3	1	0	3	3	9	0	2										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																				
Accessibility by public transport	0.2%	3	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.8%	9	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	1.4%	2	1.2%	1
Car parking provision	1.8%	18	4.4%	3	1.5%	1	3.5%	3	0.7%	1	1.5%	1	0.5%	1	2.2%	5	0.0%	0	5.0%	4
Choice of food goods available	4.3%	44	3.3%	2	5.0%	5	8.1%	6	1.1%	1	5.3%	3	6.1%	12	4.4%	11	2.8%	4	1.4%	1
Choice of shops nearby selling non-food goods	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	4	0.8%	1	0.0%	0
Choice of shops selling food goods	0.3%	3	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1
Cleanliness	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%	0	0.0%	0
Delivery service	0.8%	8	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.2%	5	0.0%	0	0.0%	0
Easy to get to by car	2.6%	26	4.0%	3	4.6%	4	0.0%	0	0.9%	1	2.2%	1	1.8%	4	1.9%	5	3.8%	5	5.2%	4
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	1.2%	12	3.3%	2	0.0%	0	2.1%	1	0.7%	1	2.2%	1	0.6%	1	0.5%	1	2.5%	3	0.6%	0
Good service / friendly staff	0.5%	5	0.0%	0	1.0%	1	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.3%	1	0.5%	1	2.2%	2
Habit / always use it / preference for retailer	7.6%	77	6.0%	4	11.7%	11	2.2%	2	9.5%	8	5.7%	3	8.7%	17	6.3%	16	11.6%	15	3.3%	2
Internet shopping is convenient	1.3%	13	4.3%	3	0.7%	1	0.6%	0	0.0%	0	2.6%	1	1.2%	2	1.7%	4	0.0%	0	0.8%	1
Lower prices	11.5%	117	11.4%	8	11.2%	10	10.2%	7	12.7%	10	11.6%	7	13.0%	25	11.8%	29	8.9%	11	11.4%	8
Loyalty card / points scheme	1.6%	16	1.6%	1	1.6%	1	0.7%	0	0.0%	0	2.5%	1	3.7%	7	0.4%	1	1.7%	2	1.5%	1
Near to home	43.7%	445	37.9%	28	42.0%	38	50.1%	36	56.4%	45	44.2%	25	43.0%	84	43.7%	109	38.2%	49	42.9%	31
Near to work	3.3%	34	1.6%	1	0.7%	1	3.2%	2	1.7%	1	6.6%	4	2.8%	5	1.7%	4	7.7%	10	6.6%	5
Nice shopping environment	0.7%	8	0.8%	1	0.0%	0	2.2%	2	0.7%	1	1.5%	1	0.0%	0	0.7%	2	1.4%	2	0.6%	0
Only one in the area / no other choice	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.7%	9	0.0%	0	0.6%	0
Preference for retailer	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.4%	3	1.2%	2	3.9%	10	0.8%	1	1.4%	1
Provision of leisure facilities nearby	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.4%	1	0.0%	0	1.2%	1
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	3.5%	35	6.2%	4	3.9%	4	2.2%	2	1.8%	1	2.9%	2	3.6%	7	4.5%	11	1.2%	2	4.3%	3
Quality of shops selling food goods	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Safety (during the day)	0.1%	1	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
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.8%	19	1.0%	1	1.0%	1	4.8%	4	0.0%	0	0.0%	0	1.7%	3	1.9%	5	3.9%	5	0.6%	0
Value for money	3.6%	37	4.5%	3	3.0%	3	3.3%	2	8.2%	7	1.8%	1	1.7%	3	1.6%	4	7.7%	10	5.5%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
(Don't know / no reason in particular)	4.5%	45	4.2%	3	7.2%	7	3.6%	3	4.6%	4	1.7%	1	7.2%	14	2.3%	6	5.2%	7	3.1%	2
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?

Nothing	70.4%	716	72.1%	52	76.8%	69	66.0%	48	75.3%	60	75.4%	43	60.4%	117	65.4%	163	81.3%	105	79.8%	58
Change layout too often	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.6%	1	1.8%	3	0.0%	0	0.8%	1	0.7%	1
Difficult / expensive parking	1.7%	17	2.3%	2	0.9%	1	3.3%	2	0.0%	0	0.0%	0	2.1%	4	2.5%	6	1.5%	2	0.0%	0
Difficult to get to	0.5%	5	0.0%	0	0.7%	1	1.6%	1	2.4%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Expensive	7.1%	72	6.6%	5	6.2%	6	6.5%	5	6.0%	5	1.4%	1	11.5%	22	9.3%	23	2.5%	3	3.4%	2
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.5%	15	1.0%	1	4.2%	4	0.0%	0	0.0%	0	2.6%	1	1.8%	4	1.4%	3	0.6%	1	1.4%	1
Lack of public transport	0.3%	3	0.0%	0	1.0%	1	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.1%	52	0.0%	0	4.6%	4	11.7%	8	5.0%	4	4.6%	3	3.8%	7	6.9%	17	2.6%	3	6.3%	5
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.0%	11	1.6%	1	1.0%	1	1.3%	1	3.3%	3	0.7%	0	0.0%	0	1.1%	3	0.0%	0	2.6%	2
Poor quality	1.4%	14	0.8%	1	0.7%	1	0.0%	0	0.9%	1	2.3%	1	1.2%	2	1.6%	4	2.7%	3	1.4%	1
Staff rude / unhelpful	1.1%	11	1.5%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0	0.5%	1	1.7%	4	2.2%	3	0.0%	0
Too busy	1.7%	17	1.6%	1	1.6%	1	1.5%	1	1.6%	1	2.2%	1	2.7%	5	1.4%	3	1.3%	2	0.7%	1
Too far away	0.4%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Too small	2.3%	23	2.7%	2	0.0%	0	1.5%	1	0.7%	1	1.6%	1	0.9%	2	5.6%	14	0.8%	1	2.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet issues (Delivery time / can't choose items / substitutions)	0.6%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Too big	0.4%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Not enough staff	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Not a nice shopping environment	0.5%	5	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.8%	1
Operates as a monopoly (Don't know)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	2	0.0%	0	0.0%	0
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Mean score: [£]										
Q05 How much on average does your household normally spend on main food shopping in a week?										
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	1
£11 - £15	0.7%	7	0.7%	1	4.0%	4	2.1%	2	0.7%	0
£16 - £20	1.6%	16	2.3%	2	0.8%	1	2.8%	2	2.2%	2
£21 - £25	2.1%	21	3.2%	2	3.1%	3	3.7%	3	4.2%	3
£26 - £30	4.6%	46	9.3%	7	7.5%	7	7.4%	5	7.6%	6
£31 - £35	1.5%	15	3.0%	2	3.7%	3	4.8%	3	0.7%	1
£36 - £40	4.8%	49	5.8%	4	3.9%	4	6.2%	5	5.3%	4
£41 - £45	2.7%	28	1.5%	1	8.6%	8	0.0%	0	3.1%	2
£46 - £50	10.6%	107	4.0%	3	12.8%	12	16.2%	12	9.5%	8
£51 - £55	2.7%	28	2.2%	2	3.2%	3	2.9%	2	1.5%	1
£56 - £60	8.7%	89	11.8%	9	6.5%	6	6.0%	4	11.7%	9
£61 - £65	2.2%	23	0.7%	0	0.0%	0	3.7%	3	2.4%	2
£66 - £70	8.8%	90	4.3%	3	3.0%	3	9.8%	7	4.0%	3
£71 - £75	2.2%	22	1.5%	1	2.7%	2	1.5%	1	1.6%	1
£76 - £80	7.5%	76	8.2%	6	11.8%	11	9.2%	7	8.8%	7
£81 - £85	1.2%	12	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£86 - £90	3.6%	37	0.0%	0	3.8%	3	0.0%	0	5.0%	4
£91 - £95	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	11.0%	112	11.2%	8	11.8%	11	6.2%	4	7.2%	6
£101 - £120	5.1%	52	5.2%	4	2.4%	2	1.3%	1	1.6%	1
£121 - £140	2.9%	30	3.7%	3	0.0%	0	0.0%	0	5.2%	4
£141 - £160	2.9%	30	2.3%	2	2.2%	2	0.8%	1	3.5%	3
£161 - £180	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£181 - £200	1.6%	16	0.9%	1	0.0%	0	0.0%	0	2.4%	1
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't know / varies)	8.0%	82	14.1%	10	5.6%	5	10.0%	7	10.3%	8
(Refused)	1.9%	20	1.7%	1	1.7%	2	5.5%	4	3.2%	3
<i>Mean:</i>	74.9	68.4	63.0	56.9	69.1	82.0	83.4	76.8	80.7	73.0
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Less often = 0.063, Only visited once = 0.01]

Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

Daily	0.9%	9	1.5%	1	0.8%	1	3.6%	3	0.0%	0	1.8%	1	0.0%	0	0.7%	2	1.4%	2	0.0%	0
At least two times a week	10.3%	105	20.0%	15	10.2%	9	6.5%	5	15.2%	12	6.7%	4	12.8%	25	7.4%	18	8.5%	11	9.1%	7
At least once a week	70.0%	712	57.2%	42	68.4%	62	73.5%	53	73.1%	58	81.5%	46	70.5%	137	65.3%	163	79.4%	103	66.5%	48
At least once a fortnight	9.9%	101	12.1%	9	8.3%	8	4.0%	3	7.9%	6	2.9%	2	9.9%	19	14.5%	36	6.3%	8	14.8%	11
At least once a month	4.4%	44	3.9%	3	6.6%	6	4.3%	3	1.4%	1	3.1%	2	3.3%	6	7.1%	18	2.8%	4	2.8%	2
At least every two months	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.5%	1	0.9%	2	0.0%	0	0.0%	0
Less often	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	38	5.3%	4	5.7%	5	6.7%	5	1.5%	1	3.2%	2	2.9%	6	3.8%	9	1.7%	2	5.4%	4
Mean:		1.07		1.22		1.07		1.23		1.10		1.13		1.05		0.98		1.12		0.99
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?

Not those who shop online at Q01

Car / van (as driver)	73.2%	721	61.1%	42	54.2%	47	65.7%	47	64.3%	51	82.2%	45	76.1%	144	83.0%	194	75.7%	98	74.1%	52
Car / van (as passenger)	14.4%	142	16.0%	11	24.5%	21	14.2%	10	20.3%	16	11.3%	6	14.9%	28	11.6%	27	10.0%	13	12.1%	9
Bus, minibus or coach	3.7%	36	8.6%	6	6.5%	6	8.9%	6	2.5%	2	2.2%	1	3.2%	6	1.8%	4	3.8%	5	0.0%	0
Motorecycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	56	6.6%	5	13.3%	11	7.6%	5	10.6%	8	0.7%	0	2.7%	5	0.8%	2	8.9%	11	10.1%	7
Taxi	1.0%	10	2.3%	2	0.8%	1	0.7%	0	0.7%	1	2.6%	1	2.2%	4	0.0%	0	0.8%	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
Metro	0.0%	0	0.0%	0	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	0.4%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0	1.4%	1
Mobility scooter / disability vehicle	0.1%	1	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	16	4.7%	3	0.8%	1	1.3%	1	1.6%	1	0.0%	0	0.9%	2	2.3%	5	0.8%	1	2.3%	2
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Mean score: [Number of minutes]																				
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?																				
<i>Not those who shop online at Q01</i>																				
1 - 5 minutes	38.2%	376	41.5%	28	49.5%	43	41.6%	30	33.9%	27	14.6%	8	40.1%	76	27.8%	65	52.8%	68	42.9%	30
6 - 10 minutes	33.2%	328	33.5%	23	35.3%	31	39.9%	29	43.2%	35	51.5%	28	35.7%	68	23.7%	55	30.4%	39	28.6%	20
11 - 20 minutes	20.6%	203	14.4%	10	9.0%	8	13.4%	10	15.2%	12	30.8%	17	20.6%	39	32.0%	75	11.2%	14	25.6%	18
21 - 30 minutes	4.3%	42	4.2%	3	1.8%	2	3.7%	3	4.2%	3	1.6%	1	2.1%	4	10.1%	24	2.2%	3	0.6%	0
31 - 40 minutes	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.5%	8	0.0%	0	0.0%	0
41 - 50 minutes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
51 - 60 minutes	0.8%	8	3.3%	2	2.0%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.4%	1	2.3%	3	0.0%	0
61+ minutes	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	1.3%	13	2.2%	2	2.4%	2	1.3%	1	2.6%	2	0.7%	0	0.5%	1	0.6%	1	1.2%	2	2.3%	2
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		10.8		11.6		8.9		8.9		10.2		11.9		9.3		14.5		9.3		9.1
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

Q09 When do you do your main food shopping?

Weekdays during the day	43.0%	437	54.8%	40	46.0%	42	50.1%	36	49.5%	39	58.6%	33	31.5%	61	41.5%	103	39.6%	51	43.2%	31
Weekdays during the evening	14.8%	151	7.2%	5	10.5%	9	10.1%	7	12.7%	10	11.0%	6	23.7%	46	15.9%	40	14.3%	19	11.6%	8
Saturday	13.1%	134	13.7%	10	9.3%	8	18.0%	13	17.2%	14	13.4%	8	15.6%	30	11.6%	29	9.9%	13	12.6%	9
Sunday	4.8%	49	1.9%	1	6.1%	6	4.8%	3	6.7%	5	2.5%	1	7.1%	14	2.8%	7	5.1%	7	6.5%	5
(Don't know / varies)	24.2%	246	22.5%	16	28.2%	26	17.0%	12	13.9%	11	14.5%	8	22.2%	43	28.3%	70	31.1%	40	26.1%	19
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q10 When you go main food shopping is your trip linked with any other activity?																				
<i>Not those who shop online at Q01</i>																				
Yes – non-food shopping	6.7%	66	6.0%	4	2.4%	2	2.8%	2	6.6%	5	7.4%	4	6.5%	12	12.5%	29	0.7%	1	8.5%	6
Yes – other-food shopping	5.4%	53	1.9%	1	2.6%	2	5.8%	4	5.3%	4	9.0%	5	3.0%	6	7.6%	18	4.7%	6	9.6%	7
Yes – visiting services such as banks and other financial institutions	1.8%	18	2.5%	2	2.4%	2	0.0%	0	0.7%	1	0.8%	0	1.2%	2	3.0%	7	1.1%	1	3.6%	3
Yes – leisure activity	4.2%	41	8.8%	6	6.9%	6	0.7%	0	0.9%	1	5.1%	3	1.3%	2	4.8%	11	7.1%	9	3.5%	2
Yes – travelling to/from work	5.9%	58	1.8%	1	1.8%	2	8.4%	6	9.7%	8	6.5%	4	3.0%	6	8.5%	20	5.9%	8	6.8%	5
Yes – travelling to/from school/college/university	0.5%	5	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2	1.7%	1
Yes – getting petrol	1.7%	16	1.7%	1	3.3%	3	0.0%	0	1.7%	1	1.5%	1	0.6%	1	3.8%	9	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	2.7%	27	2.7%	2	3.0%	3	5.6%	4	3.3%	3	2.7%	1	3.0%	6	2.6%	6	2.0%	3	0.0%	0
Yes – visiting family/friends	2.3%	23	0.8%	1	4.3%	4	4.5%	3	3.7%	3	0.9%	0	1.3%	2	3.1%	7	1.0%	1	0.6%	0
Yes – visiting health service such as doctor, dentist, hospital	1.5%	15	2.5%	2	1.1%	1	2.0%	1	4.1%	3	0.0%	0	1.2%	2	1.3%	3	2.1%	3	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.5%	1	1.0%	2	0.0%	0	3.3%	2
Yes – getting petrol	1.0%	9	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.8%	0	1.1%	2	1.6%	4	0.0%	0	2.2%	2
Yes – visiting family / friends	1.2%	12	0.0%	0	1.6%	1	1.6%	1	1.1%	1	0.0%	0	2.2%	4	1.7%	4	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	62.4%	615	67.9%	47	68.2%	59	61.2%	44	63.0%	50	64.0%	35	70.4%	134	47.7%	112	71.4%	93	60.1%	42
(Don't know / varies)	2.1%	21	1.9%	1	2.4%	2	5.2%	4	0.0%	0	0.7%	0	4.2%	8	0.7%	2	2.8%	4	0.0%	0
Weighted base:		985		69		87		72		80		55		190		234		130		70
Sample:		992		98		96		99		101		97		130		166		104		101

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q11 Where do you do this linked trip?										
<i>Those who said yes to 'Non-food', 'Other food shopping' or 'Services' at Q10 AND Excl nulls & SFT</i>										
Zone 1										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.4%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Mowden Local Centre	0.5%	1	0.0%	0	9.8%	1	0.0%	0	0.0%	0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	1.2%	2	0.0%	0	0.0%	0	17.6%	1	6.2%	1
Marks & Spencer, Northgate, Darlington	0.7%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Darlington Town Centre	25.7%	35	76.5%	5	53.2%	3	39.4%	2	46.1%	4
Yarm Road Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Park, Darlington	3.0%	4	0.0%	0	0.0%	0	0.0%	0	20.5%	2
B&Q, Morton Park, Darlington	3.7%	5	0.0%	0	22.1%	1	0.0%	0	19.9%	2
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.4%	0	0.0%	0	0.0%	0	7.8%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.2%	2	0.0%	0	0.0%	0	27.4%	2	0.0%	0
North Road District Centre	2.8%	4	0.0%	0	0.0%	0	7.8%	0	13.2%	1
Zone 4										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whessoe Road, Darlington	0.9%	1	8.1%	1	0.0%	0	0.0%	0	7.3%	1
Zone 5										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Ferryhill	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town	6.0%	8	0.0%	0	0.0%	0	0.0%	0	7.3%	1

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
Zone 7										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Aldi, Richmond Road, Catterick Garrison	3.1%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	4
Lidl, Catterick Road, Catterick Garrison	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Barnard Castle Town Centre	4.9%	7	0.0%	0	0.0%	0	0.0%	0	12.3%	7
Catterick Garrison Town Centre	8.1%	11	0.0%	0	0.0%	0	0.0%	0	20.3%	11
Richmond Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	1.1%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2
Lidl, St Helens Auckland, Bishop Auckland	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, St Helens Auckland, Bishop Auckland	2.9%	4	0.0%	0	0.0%	0	0.0%	0	47.2%	4
Bishop Auckland Town Centre	4.6%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Zone 9										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Brighton and Hove										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Spennymoor Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Outside Study Area, Doncaster										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area,										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Harrogate										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.7%	1	0.0%	0	14.9%	1	0.0%	0	0.0%	0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Marks & Spencer, Teesside Retail Park, Thornaby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Glebe Estate, Norton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	137	7	6	6	10	9	21	54	8	15
Sample:	136	10	9	9	12	16	13	40	7	20

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	78.0%	794	72.1%	52	69.8%	63	78.3%	57	67.4%	54	64.7%	37	79.1%	154	84.6%	211	86.9%	113	74.7%	54
No	22.0%	224	27.9%	20	30.2%	27	21.7%	16	32.6%	26	35.3%	20	20.9%	41	15.4%	38	13.1%	17	25.3%	18
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

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December 2013

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Q13 Where did you last go to undertake this 'top-up' shopping?																				
<i>Those who do top-up shopping at Q12 AND Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.3%	2	0.0%	0	0.0%	0	1.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	1.3%	10	3.7%	2	0.0%	0	0.0%	0	11.0%	6	1.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.6%	4	3.6%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	0.1%	1	1.3%	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
Sainsbury's Local, Duke Street, Darlington	0.3%	2	4.4%	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
Local Shops, Cockerton District Centre	1.5%	11	16.8%	8	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Mowden Local Centre	0.4%	3	7.1%	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
Zone 2																				
Aldi, Yarm Road Local Centre, Darlington	2.1%	16	1.5%	1	15.6%	10	3.6%	2	3.3%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Neasham Road Local Centre, Darlington	1.7%	13	0.0%	0	16.2%	10	0.0%	0	1.1%	1	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Neasham Road Local Centre, Darlington	1.1%	8	2.3%	1	9.3%	6	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Yarm Road Local Centre, Darlington	0.2%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	0.6%	5	2.3%	1	5.4%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	2.0%	16	3.5%	2	3.5%	2	4.3%	2	7.6%	4	1.1%	0	0.8%	1	1.8%	4	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	2.0%	15	0.8%	0	3.5%	2	0.9%	0	3.9%	2	12.4%	5	0.0%	0	2.1%	4	0.0%	0	2.3%	1
Sainsbury's Local, Clifton Road, Darlington	0.4%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	3.2%	25	14.5%	7	6.2%	4	1.0%	1	10.1%	5	10.1%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Tesco Express, Cormmill Shopping Centre,	0.8%	6	2.2%	1	3.5%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Darlington																				
Local Shops, Darlington Town Centre	4.0%	31	16.0%	8	11.1%	7	13.3%	7	15.2%	8	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Yarm Road Local Centre	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
Cornmill Shopping Centre, Darlington	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Darlington Saturday Open Market, Tubwell Row/Blackwellgate, Darlington	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Victorian Covered Market, Market Square, Darlington	0.8%	6	1.1%	1	7.4%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	1.0%	8	1.2%	1	4.1%	3	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4.1%	32	1.2%	1	2.6%	2	44.0%	25	1.1%	1	5.0%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Co-operative Food, North Road, Darlington	0.2%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	2.5%	19	7.7%	4	2.0%	1	5.3%	3	14.7%	8	0.0%	0	1.4%	2	0.0%	0	1.3%	1	0.0%	0
Local Shops, North Road District Centre	0.5%	4	0.0%	0	0.0%	0	4.8%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Iceland, Queen Street, Darlington	0.3%	3	0.0%	0	0.0%	0	0.8%	0	3.2%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Corporation Road, Darlington	0.6%	5	2.4%	1	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Local shops, Stillington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Green, Hurworth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, West Park Local Centre, Tillage Green, Darlington	0.8%	6	2.6%	1	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Middleton St George Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Spar, Church View, Heighington	0.3%	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
Aldi, Greenwell Road, Newton Aycliffe	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	13	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Place, Ferryhill										
Co-operative Food, Neville Parade, Newton Aycliffe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Church Street, Shildon	2.5%	19	0.0%	0	0.0%	0	0.0%	0	10.6%	16
Sainsbury's Local, Brancepeth Road, Ferryhill	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Sainsbury's Local, Cobblers Hall, Newton Aycliffe	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	7
Sainsbury's Local, Durham Road, Chilton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4
Tesco Extra, Greenwell Road, Newton Aycliffe	3.4%	26	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Local Shops, Chilton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Local Shops, Ferryhill Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Local Shops, Newton Aycliffe Town Centre	0.9%	7	0.0%	0	0.0%	0	0.8%	0	4.5%	7
Local Shops, Shildon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Thames Shopping Centre, Newton Aycliffe	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Zone 7										
Campbells, Commercial Square, Leyburn	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Eppleby Village Shop, Stapleton House, Eppleby	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Local shops, Brompton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Local shops, East Rounton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Local shops, Hawes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Leyburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local shops, West Burton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Local shops, West Witton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
One Stop, Market Place, Leyburn	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Spar, Main Street, Hawes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Aldi, Richmond Road, Catterick Garrison	2.0%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	15
Co-operative Food (former Somerfield), Market Avenue, Richmond	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Co-operative Food, Broadway, Catterick Garrison	1.1%	9	0.0%	0	0.0%	0	0.0%	0	4.2%	9
Co-operative Food, Chapel	1.1%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	8

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Row, Middleton-in-Teesdale										
Co-operative Food, Horsemarket, Barnard Castle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Place, Leyburn	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Co-operative Food, Queens Road, Richmond	1.6%	12	0.0%	0	0.0%	0	0.0%	0	5.8%	12
Lidl, Catterick Road, Catterick Garrison	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Morrisons, Galgate, Barnard Castle	3.5%	27	0.0%	0	0.0%	0	0.0%	0	13.1%	27
Tesco Superstore, Richmond Road, Catterick Garrison	4.1%	32	0.0%	0	0.0%	0	0.0%	0	15.4%	32
Local Shops, Barnard Castle Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Local Shops, Catterick Garrison Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4
Local Shops, Richmond Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	6.1%	12
Zone 8										
Local shops, Evenwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Local shops, West Auckland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Watling Road, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, South Church Road, Bishop Auckland	4.0%	30	0.0%	0	0.0%	0	0.0%	0	6.2%	9
Iceland, Watling Road, Bishop Auckland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, St Helens Auckland, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Simply Food, Tindale Crescent, Bishop Auckland	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Newgate Park Centre, Bishop Auckland	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Collingwood Street, Coundon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, St Helen Auckland, Bishop Auckland	2.7%	20	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Tesco Extra, St Helens Auckland, Bishop Auckland	2.8%	21	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local Shops, Bishop	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Auckland Town Centre										
Zone 9										
Local shops, Eaglescliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Aldi (former Somerfield), Healaugh Park, Yarm	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	24.4%
Co-operative Food, Sunningdale Drive, Eaglescliffe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	5.8%
Sainsbury's Local, Durham Lane, Eaglescliffe	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	4.8%
Sainsbury's, High Street, Yarm	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	15.1%
Tesco Superstore, Urray Nook Road, Eaglescliffe	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	17.2%
Local Shops, Yarm Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	4.9%
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	0.0%
Asda, St Andrews Road, Spennymoor	1.0%	8	0.0%	0	0.0%	0	0.0%	0	4.2%	1.3%
Co-operative Food, Front Street, Sedgfield	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	0.0%
Co-operative Food, New Road, Crook	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0.0%
Co-operative Food, Prospect Square, Cockfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%
Marks & Spencer, Silver Street, Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1.0%
Sainsbury's, Salters Lane, Sedgfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0.0%
Local Shops, Sedgfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0.0%
Local Shops, Spennymoor Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	0.0%
Outside Study Area, Eden										
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Outside Study Area, Gateshead										
MetroCentre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Outside Study Area, Hambleton										
Local shops, Stokesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1.9%
Asda (former Netto), Brompton Road, Northallerton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0.0%

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Marks & Spencer Simply Food, High Street, Northallerton	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Morrisons, High Street, Northallerton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Sainsbury's, High Street, Northallerton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0
Local Shops, Northallerton Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.9%	0
Outside Study Area, Harrogate																				
Local Shops, Harrogate Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool																				
Asda, Marina Way, Hartlepool	0.0%	0	0.0%	0	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 Study Area, Leeds																				
Local Shops, Leeds 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	0.0%	0	0.0%	0
Outside Study Area, Manchester																				
Local Shops, Manchester 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	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough																				
Aldi, Marton Road, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Newport Road, Middlesbrough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Newcastle City Council																				
Asda, Newcastle Shopping Park, Byker	0.0%	0	0.0%	0	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 Study Area, Newcastle-upon-Tyne																				
Local Shops, Newcastle 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	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland																				
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	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 Study Area, South Lakeland																				
Booths, Dodgson Croft, Kirkby Lonsdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Outside Study Area, South Tyneside																				

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Royal Quays Outlet Centre, North Shields Outside Study Area, Stockton-on-Tees	0.0%	0	0.0%	0	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, Ingleby Barwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.2%	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	2.3%	1
Asda, Allensway, Thornaby	0.5%	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	6.8%	4
Co-operative Food (former Sommerfield), Harpers Parade, Hartburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Bath Lane, Stockton-on-Tees	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	0.8%	0
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Teesside Retail Park, Thornaby	0.4%	3	1.3%	1	0.0%	0	2.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	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	0.8%	0
Tesco Extra, Durham Road, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Myton Way, Ingleby Barwick	0.6%	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	9.0%	5
Local Shops, Stockton-on-Tees Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees Outside Study Area, Sunderland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sunderland City Centre Outside Study Area, York	0.0%	0	0.0%	0	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, York City Centre Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	767	49	61	56	53	37	148	205	106	52										
Sample:	739	67	68	75	66	65	101	139	84	74										

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01]

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

Those who do top-up shopping at Q12

Daily	7.7%	61	6.5%	3	6.4%	4	12.0%	7	3.5%	2	9.9%	4	9.7%	15	8.1%	17	6.0%	7	4.4%	2
At least two times a week	44.4%	352	49.2%	26	54.6%	34	38.5%	22	50.2%	27	35.9%	13	40.9%	63	41.7%	88	47.5%	53	47.8%	26
At least once a week	34.6%	275	26.1%	14	20.9%	13	39.7%	22	33.5%	18	36.7%	14	35.2%	54	37.7%	80	34.6%	39	39.6%	21
At least once a fortnight	5.0%	40	7.0%	4	6.4%	4	4.1%	2	3.3%	2	8.1%	3	8.1%	12	3.4%	7	3.4%	4	3.4%	2
At least once a month	1.8%	15	4.0%	2	2.3%	1	1.1%	1	0.0%	0	2.5%	1	0.0%	0	3.7%	8	1.5%	2	0.0%	0
At least every two months	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%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	6.4%	51	7.2%	4	9.4%	6	4.7%	3	9.6%	5	5.8%	2	6.1%	9	5.4%	11	7.0%	8	4.9%	3
<i>Mean:</i>		<i>1.93</i>		<i>1.88</i>		<i>1.97</i>		<i>2.13</i>		<i>1.77</i>		<i>1.94</i>		<i>2.01</i>		<i>1.91</i>		<i>1.87</i>		<i>1.76</i>
Weighted base:		794		52		63		57		54		37		154		211		113		54
Sample:		762		72		70		76		67		65		104		143		88		77

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Mean score: [£]																				
Q15 How much on average does your household normally spend on top-up shopping in a week?																				
<i>Those who do top-up shopping at Q12</i>																				
£1 - £5	12.4%	98	18.7%	10	14.5%	9	11.9%	7	11.4%	6	12.6%	5	13.4%	21	9.2%	19	12.5%	14	14.2%	8
£6 - £10	21.5%	171	22.3%	12	15.8%	10	30.4%	17	27.1%	15	21.4%	8	22.9%	35	17.1%	36	24.2%	27	20.8%	11
£11 - £15	10.1%	80	2.6%	1	8.3%	5	7.4%	4	12.0%	6	9.7%	4	11.0%	17	12.7%	27	10.6%	12	7.5%	4
£16 - £20	17.8%	141	20.7%	11	19.1%	12	10.1%	6	14.2%	8	21.0%	8	17.0%	26	20.4%	43	13.7%	15	23.1%	12
£21 - £25	4.7%	38	2.1%	1	8.6%	5	0.9%	0	3.7%	2	6.4%	2	4.7%	7	5.4%	11	4.0%	4	5.9%	3
£26 - £30	7.9%	63	9.6%	5	5.8%	4	6.0%	3	9.6%	5	7.3%	3	5.9%	9	6.8%	14	12.8%	14	9.6%	5
£31 - £35	1.2%	10	1.1%	1	0.0%	0	0.9%	0	1.3%	1	1.1%	0	1.4%	2	2.5%	5	0.0%	0	0.0%	0
£36 - £40	3.4%	27	1.4%	1	2.4%	2	4.1%	2	4.8%	3	6.1%	2	2.1%	3	3.2%	7	6.6%	7	0.8%	0
£41 - £45	0.6%	5	1.1%	1	2.3%	1	0.0%	0	0.0%	0	1.0%	0	0.8%	1	0.0%	0	0.0%	0	1.9%	1
£46 - £50	3.5%	28	0.0%	0	1.0%	1	0.0%	0	3.8%	2	5.6%	2	6.6%	10	3.8%	8	3.0%	3	2.8%	2
£51 - £55	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.0%	8	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	4	2.0%	2	1.6%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	3	0.9%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
£101+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
(Don't know / varies)	13.8%	109	17.0%	9	19.8%	12	22.6%	13	9.8%	5	7.7%	3	12.0%	18	15.1%	32	9.8%	11	10.7%	6
(Refused)	1.3%	11	2.4%	1	2.4%	2	3.0%	2	2.4%	1	0.0%	0	1.5%	2	0.5%	1	0.9%	1	1.0%	1
<i>Mean:</i>	<i>19.2</i>		<i>16.2</i>		<i>17.2</i>		<i>17.1</i>		<i>17.9</i>		<i>19.4</i>		<i>18.5</i>		<i>22.0</i>		<i>19.3</i>		<i>18.3</i>	
Weighted base:	794		52		63		57		54		37		154		211		113		54	
Sample:	762		72		70		76		67		65		104		143		88		77	

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q16 Excluding Christmas shopping, where did you last go to buy clothing or footwear goods?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Neasham Road, Darlington	0.5%	4	0.0%	0	0.9%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	2.2%	19	5.3%	3	4.4%	3	4.3%	3	7.9%	5	1.6%	1	1.6%	3	0.7%	2	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	0.5%	4	1.2%	1	1.1%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Darlington Town Centre	34.6%	294	50.7%	32	53.9%	38	45.6%	28	50.2%	33	41.4%	20	26.4%	43	33.8%	71	24.5%	27	2.8%	2
Neasham Road Local Centre	0.7%	6	0.0%	0	3.3%	2	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1
Cornmill Shopping Centre, Darlington	6.5%	55	5.2%	3	6.7%	5	4.3%	3	15.0%	10	0.8%	0	14.3%	23	2.5%	5	4.9%	6	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	1.2%	10	0.9%	1	4.7%	3	0.0%	0	1.1%	1	0.0%	0	0.7%	1	2.1%	5	0.0%	0	0.0%	0
Morton Park, Darlington	0.1%	1	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.6%	5	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	0.1%	1	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
Zone 6																				
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																				

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	9
Barnard Castle Town Centre	0.3%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Catterick Garrison Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Richmond Town Centre	1.0%	8	0.0%	0	0.0%	0	0.8%	0	3.5%	7
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.8%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	7
West Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Asda, South Church Road, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Sainsbury's, St Helen Auckland, Bishop Auckland	1.2%	11	1.9%	1	0.0%	0	0.0%	0	1.4%	2
Tesco Extra, St Helens Auckland, Bishop Auckland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Bishop Auckland Town Centre	4.4%	38	0.0%	0	0.0%	0	0.0%	0	8.1%	13
Newgate Shopping Centre, Bishop Auckland	0.8%	7	2.1%	1	0.0%	0	0.0%	0	4.7%	5
Zone 9										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Outside Study Area, Brighton and Hove										
Brighton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Marks & Spencer, Silver Street, Durham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Durham City Centre	1.7%	14	0.8%	1	1.1%	1	1.9%	1	4.3%	7
Amison Shopping Park, Abbey Road, Durham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Dragonville Retail Park, Dragon Lane, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Prince Bishops Centre, Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Dalton Park, Murton	1.2%	11	2.8%	2	0.0%	0	0.0%	0	1.1%	1
Outside Study Area,										

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Doncaster										
Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	6.2%	53	0.9%	1	3.4%	2	5.3%	3	2.1%	1
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Stokesley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Northallerton Town Centre	2.3%	20	4.9%	3	2.0%	1	1.0%	1	0.0%	0
Outside Study Area, Harrogate										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Harrogate Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Teesbay Retail Park, Hartlepool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Leeds City Centre	0.5%	4	1.2%	1	0.0%	0	0.0%	0	1.6%	3
Outside Study Area, Liverpool										
Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Outside Study Area, Manchester										
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Linthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Road, Middlesbrough																				
Middlesbrough Town Centre	5.2%	44	4.4%	3	6.3%	4	9.7%	6	3.1%	2	7.6%	4	1.1%	2	5.4%	11	1.7%	2	17.6%	10
Cleveland Shopping Centre, Middlesbrough	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
Hill Street Shopping Centre, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Newcastle-upon-Tyne																				
Newcastle City Centre	3.0%	26	2.7%	2	2.3%	2	2.7%	2	4.9%	3	5.1%	2	1.8%	3	3.9%	8	2.9%	3	0.8%	0
Outside Study Area, Oxford																				
Oxford	0.1%	1	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
Outside Study Area, Pendle																				
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland																				
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.2%	2	2.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Retail Park, Middlesbrough	0.1%	1	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
Outside Study Area, Scarborough																				
Whitby	0.1%	1	1.9%	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
Outside Study Area, South Lakeland																				
Kendal	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Outside Study Area, South Tyneside																				
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	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 Study Area, Stockton-on-Tees																				
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.1%	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
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Allensway, Thornaby	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	1.7%	1
Marks & Spencer, Teesside Retail Park, Thornaby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tesco Extra, Durham Road, Stockton-on-Tees	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stockton-on-Tees Town Centre	0.5%	4	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Thornaby 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	0.9%	1

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Castlegate Shopping Centre, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	10.4%	88	2.9%	2	5.0%	4	9.8%	6	3.1%	2
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford, York	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
York City Centre	1.1%	9	5.1%	3	0.0%	0	0.0%	0	1.1%	1
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	852	62	71	61	66	48	163	211	112	57
Sample:	842	88	77	83	82	85	111	147	88	81

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

Those who specified a location at Q16

Daily	0.3%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
At least two times a week	0.8%	7	1.9%	1	0.9%	1	0.8%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	3	0.0%	0	1.7%	1	
At least once a week	7.0%	60	5.5%	3	5.3%	4	17.7%	11	4.6%	3	16.5%	8	7.2%	12	2.4%	5	7.3%	8	10.0%	6	
At least once a fortnight	6.8%	58	7.1%	4	5.5%	4	7.5%	5	11.9%	8	10.0%	5	7.1%	12	5.5%	12	4.0%	4	8.3%	5	
At least once a month	24.6%	210	14.8%	9	26.2%	18	13.9%	8	20.1%	13	24.3%	12	27.2%	45	25.3%	53	30.7%	34	28.6%	16	
At least every two months	12.3%	105	5.1%	3	8.0%	6	8.8%	5	13.9%	9	21.7%	10	13.7%	22	13.9%	29	12.5%	14	9.7%	6	
At least every 3 months	15.7%	134	19.4%	12	13.3%	9	21.6%	13	10.0%	7	6.3%	3	20.8%	34	16.7%	35	10.3%	12	14.5%	8	
At least every 6 months	13.3%	113	14.9%	9	11.7%	8	14.6%	9	14.1%	9	6.2%	3	8.7%	14	16.1%	34	15.0%	17	16.3%	9	
Less often than once every 6 months	8.0%	68	13.9%	9	10.2%	7	4.7%	3	8.8%	6	6.4%	3	5.9%	10	10.3%	22	5.2%	6	6.6%	4	
Have only visited once (Don't know / varies)	1.3%	11	1.2%	1	2.7%	2	0.0%	0	1.1%	1	0.9%	0	0.7%	1	1.4%	3	2.5%	3	0.0%	0	
<i>Mean:</i>			<i>0.27</i>		<i>0.39</i>		<i>0.24</i>		<i>0.34</i>		<i>0.25</i>		<i>0.34</i>		<i>0.25</i>		<i>0.24</i>		<i>0.24</i>		<i>0.30</i>
Weighted base:		852		62		71		61		66		48		163		211		112		57	
Sample:		842		88		77		83		82		85		111		147		88		81	

Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?

Those who specified a location at Q16

Car / van (as driver)	65.7%	559	48.8%	31	39.1%	28	49.9%	31	37.6%	25	76.0%	36	74.0%	121	78.8%	167	71.3%	80	74.4%	42
Car / van (as passenger)	11.2%	95	7.2%	5	10.8%	8	9.0%	6	5.5%	4	9.1%	4	14.0%	23	11.1%	23	12.7%	14	15.4%	9
Bus, minibus or coach	13.5%	115	20.8%	13	32.7%	23	29.4%	18	34.2%	23	10.0%	5	8.0%	13	4.3%	9	8.4%	9	3.2%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	49	15.3%	10	10.0%	7	9.2%	6	19.0%	13	0.0%	0	1.9%	3	0.8%	2	5.4%	6	5.3%	3
Taxi	0.6%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Train	1.9%	16	1.2%	1	4.3%	3	1.7%	1	2.8%	2	2.0%	1	0.0%	0	3.6%	8	0.0%	0	1.7%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.8%	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	12	4.2%	3	3.1%	2	0.8%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	3	2.2%	2	0.0%	0
Weighted base:		852		62		71		61		66		48		163		211		112		57
Sample:		842		88		77		83		82		85		111		147		88		81

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																				
<i>Those who specified a location at Q16</i>																				
Yes – food shopping	6.1%	52	5.6%	4	2.0%	1	11.2%	7	2.7%	2	2.9%	1	5.6%	9	9.3%	20	3.7%	4	7.4%	4
Yes – non-food shopping	6.1%	52	4.0%	2	2.9%	2	5.3%	3	8.9%	6	3.3%	2	4.3%	7	9.8%	21	1.0%	1	14.1%	8
Yes – visiting services such as banks and other financial institutions	2.4%	21	3.7%	2	1.0%	1	4.7%	3	0.0%	0	2.8%	1	3.0%	5	2.2%	5	1.9%	2	3.4%	2
Yes – leisure activity	4.7%	40	4.6%	3	2.0%	1	0.0%	0	5.9%	4	6.9%	3	4.8%	8	7.1%	15	3.8%	4	3.1%	2
Yes – travelling to/from work	2.6%	22	2.8%	2	4.1%	3	1.0%	1	6.9%	5	3.7%	2	1.9%	3	1.2%	3	3.8%	4	1.0%	1
Yes – travelling to/from school/college/university	0.1%	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
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	17.6%	150	10.0%	6	22.6%	16	27.2%	17	25.3%	17	21.4%	10	16.0%	26	14.2%	30	21.6%	24	6.6%	4
Yes – visiting family/friends	3.6%	31	7.7%	5	3.2%	2	0.8%	0	4.8%	3	3.3%	2	3.8%	6	3.9%	8	1.7%	2	3.4%	2
Yes – visiting health service such as doctor, dentist, hospital	0.8%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Yes – getting petrol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	2.1%	18	2.0%	1	5.4%	4	0.0%	0	0.8%	1	1.6%	1	2.2%	4	2.7%	6	1.7%	2	0.8%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	52.4%	446	58.6%	37	55.8%	39	43.5%	27	41.1%	27	52.4%	25	57.8%	94	45.5%	96	60.9%	68	57.8%	33
(Don't know / varies)	0.9%	8	0.0%	0	0.0%	0	5.4%	3	0.8%	1	1.6%	1	0.0%	0	1.1%	2	0.0%	0	0.9%	1
Weighted base:		852		62		71		61		66		48		163		211		112		57
Sample:		842		88		77		83		82		85		111		147		88		81

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q19 Excluding Christmas shopping, where did you last go to buy Books, CDs, DVDs?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.6%	2	0.0%	0	0.0%	0	1.7%	1	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Neasham Road Local Centre, Darlington	0.5%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	1.6%	6	7.4%	2	0.0%	0	0.0%	0	1.8%	1	8.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Darlington Town Centre	39.0%	158	57.2%	19	80.0%	34	60.1%	21	60.7%	24	48.6%	11	17.5%	12	26.7%	24	17.0%	9	19.4%	4
Neasham Road Local Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	0.2%	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
Cornmill Shopping Centre, Darlington	8.2%	33	19.1%	6	6.8%	3	11.0%	4	20.0%	8	6.6%	2	1.4%	1	9.8%	9	2.1%	1	0.0%	0
Darlington Victorian Covered Market, Market Square, Darlington	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	0.9%	4	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.9%	4	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	1.6%	6	3.4%	1	1.9%	1	4.4%	2	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Church Street,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Schildon																				
Tesco Extra, Greenwell Road, Newton Aycliffe	4.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	20	0.0%	0	0.0%	0	0.0%	0
Schildon 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	1.1%	1	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7																				
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eppleby	0.5%	2	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
Leyburn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	2.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.3%	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
Catterick Garrison Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Richmond Town Centre	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10	1.6%	1	0.0%	0
Zone 8																				
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	4.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.5%	2	24.9%	13	0.0%	0
Morrisons, Newgate Park Centre, Bishop Auckland	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	2.3%	9	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	8.4%	4	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	8	0.0%	0
Bishop Auckland Town Centre	2.2%	9	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	3.1%	2	2.7%	2	7.2%	4	0.0%	0
Zone 9																				
Eaglescliffe	0.0%	0	0.0%	0	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 Superstore, Uray Nook Road, Eaglescliffe	0.2%	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	3.6%	1
Yarm Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Outside Study Area,																				
Brighton and Hove																				
Brighton	0.0%	0	0.0%	0	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 Study Area, Carlisle																				
Carlisle	0.0%	0	0.0%	0	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 Study Area, County Durham																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	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, St Andrews Road,	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.0%	0	2.5%	1	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Spennymoor										
Sainsbury's, Salters Lane, Sedgefield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	3.0%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	2.5%	10	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Harrogate										
Harrogate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Morrisons, Clarence Road, Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.1%	4	0.0%	0	1.5%	1	4.7%	2	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle-upon-Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.1%	4	0.0%	0	1.5%	1	4.7%	2	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle-upon-Tyne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Newcastle City Centre Outside Study Area, Oxford	0.7%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	1	3.7%	1
Oxford Outside Study Area, Pendle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Vivary Way, Colne Outside Study Area, Redcar & Cleveland	0.0%	0	0.0%	0	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, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Retail Park, Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Eston Outside Study Area, Scarborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Outside Study Area, South Lakeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Outside Study Area, South Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields Outside Study Area, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Lane, Stockton-on-Tees	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	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	2.2%	0
Asda, Allensway, Thornaby	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	3.0%	1
Morrisons, Teesside Retail Park, Stockton-on-Tees	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	5.8%	1
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	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	3.0%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Tesco Superstore, Myton Way, Ingleby Barwick	0.2%	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	4.8%	1
Stockton-on-Tees Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	16.3%	3
Teesside Shopping Park, Stockton-on-Tees Outside Study Area, Sunderland	3.5%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	9.4%	2	3.2%	2	7.0%	6	0.0%	0	15.8%	3
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	1.6%	6	5.6%	2	0.0%	0	0.0%	0	7.1%	4
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	404	33	43	35	39	23	70	90	53	18
Sample:	412	45	43	47	50	42	48	64	44	29

Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

Those who specified a location at Q19

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	4	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	3.3%	2	1.2%	1	0.0%	0
At least once a week	8.7%	35	9.3%	3	11.7%	5	8.0%	3	7.8%	3	7.3%	2	3.6%	3	8.8%	8	16.1%	9
At least once a fortnight	4.0%	16	5.5%	2	5.1%	2	7.3%	3	10.2%	4	3.4%	1	4.1%	3	0.0%	0	3.1%	2
At least once a month	15.6%	63	13.5%	4	21.2%	9	12.7%	4	10.0%	4	14.1%	3	14.9%	10	18.5%	17	15.3%	8
At least every two months	9.9%	40	17.3%	6	9.9%	4	20.8%	7	6.4%	3	4.5%	1	11.1%	8	8.1%	7	3.3%	2
At least every 3 months	11.3%	45	5.3%	2	7.1%	3	5.8%	2	15.1%	6	5.6%	1	9.6%	7	20.8%	19	9.2%	5
At least every 6 months	13.7%	55	9.2%	3	13.7%	6	13.8%	5	17.6%	7	19.3%	4	13.9%	10	11.8%	11	12.6%	7
Less often than once every 6 months	14.5%	59	22.3%	7	14.3%	6	4.5%	2	12.9%	5	13.3%	3	12.3%	9	16.5%	15	13.8%	7
Have only visited once	1.9%	7	2.0%	1	3.8%	2	1.7%	1	1.8%	1	3.7%	1	3.3%	2	0.9%	1	0.0%	0
(Don't know / varies)	19.5%	79	15.5%	5	13.1%	6	24.0%	8	17.0%	7	28.9%	7	24.0%	17	13.4%	12	26.5%	14
Mean:	0.24		0.22		0.26		0.27		0.25		0.20		0.25		0.23		0.32	
Weighted base:	404	33	43	35	39	23	70	90	53	18								
Sample:	412	45	43	47	50	42	48	64	44	29								

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q20 Excluding Christmas shopping, where did you last go to buy small household goods such as home furnishings, glass and china items?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Neasham Road, Darlington	0.6%	3	0.0%	0	2.2%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Yarm Road Local Centre, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northgate, Darlington	0.5%	3	0.0%	0	0.0%	0	1.9%	1	1.8%	1	1.2%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Morton Park, Darlington	0.9%	5	5.1%	2	1.7%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Victoria Road, Darlington	1.8%	9	8.8%	3	2.0%	1	0.0%	0	1.8%	1	3.0%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0
Darlington Town Centre	25.2%	128	48.0%	18	41.7%	15	51.5%	16	36.7%	14	31.7%	10	13.3%	13	26.8%	35	6.2%	5	6.5%	2
Neasham Road Local Centre	1.3%	7	3.0%	1	8.6%	3	0.0%	0	3.6%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Yarm Road Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cornmill Shopping Centre, Darlington	3.1%	16	3.9%	1	0.0%	0	1.5%	0	10.6%	4	0.0%	0	4.6%	4	3.3%	4	1.1%	1	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	3.4%	18	0.0%	0	12.6%	5	1.6%	0	6.2%	2	1.5%	0	6.2%	6	2.1%	3	1.3%	1	0.0%	0
Darlington Farmers & Craft Fair Market, Northgate, Darlington	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Morton Park, Darlington	0.5%	2	1.4%	1	2.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.8%	4	3.1%	1	6.1%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.0%	5	1.6%	1	0.0%	0	11.1%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
North Road District Centre Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whessoe Road, Darlington Zone 5	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurworth-on-Tees Zone 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
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Church Street, Shildon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	2.4%	12	0.0%	0	2.2%	1	0.0%	0	3.6%	1	0.0%	0	9.7%	9	0.0%	0	0.8%	1	0.0%	0
Ferryhill Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	12	0.0%	0	0.0%	0	0.0%	0
Shildon Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.8%	1	0.0%	0
Thames Shopping Centre, Newton Aycliffe Zone 7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Leyburn	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0	0.0%	0
Catterick Garrison Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Richmond Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0
B&Q, Yafforth Road, Northallerton Zone 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bishop Auckland Shopping Park, Bishop Auckland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.7%	2	9.1%	7	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	9.7%	7	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	3.9%	3	0.0%	0
Bishop Auckland Town Centre	6.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	35.2%	26	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Newgate Shopping Centre, Bishop Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Brighton and Hove										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgefield Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amison Shopping Park, Abbey Road, Durham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Retail Park, McIntyre Way, Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Metro Park West, Gateshead	2.4%	12	6.5%	2	3.9%	1	3.5%	1	3.7%	1
MetroCentre, Gateshead	3.2%	16	3.5%	1	0.0%	0	1.9%	1	0.0%	0
Outside Study Area, Gloucester										
Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area,										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Hambleton										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	5.2%	26	8.3%	3	1.7%	1	0.0%	0	4.8%	2
Outside Study Area, Harrogate										
Knarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.3%	6	1.6%	1	0.0%	0	6.7%	2	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	2.2%	11	5.4%	2	4.1%	2	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Teesside Retail Park, Thornaby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Durham Road, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre Stockton-on-Tees Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	6.7%	34	0.0%	0	0.0%	0	6.6%	2	4.8%	2
Teesside Shopping Park, Stockton-on-Tees	5.2%	26	0.0%	0	4.1%	2	5.5%	2	5.2%	2
Stockton-on-Tees Outdoor Market, High Street, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0
B&Q, Cheltenham Road, Stockton-on-Tees	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monks Cross Shopping Park, York	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York Designer Outlet, St. Nicholas Avenue, Fulford, York	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	508	37	37	31	39	33	96	130	74	31
Sample:	493	51	39	39	47	56	65	89	59	48

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Those who specified a location at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0
At least once a week	3.0%	15	1.7%	1	2.0%	1	11.1%	3	2.1%	1	0.0%	0	6.4%	6	1.7%	2	0.0%	0	4.5%	1
At least once a fortnight	4.1%	21	5.8%	2	0.0%	0	0.0%	0	3.4%	1	3.8%	1	4.4%	4	5.2%	7	7.2%	5	0.0%	0
At least once a month	9.6%	49	2.8%	1	19.2%	7	5.1%	2	6.4%	3	8.3%	3	16.7%	16	10.3%	13	2.3%	2	9.6%	3
At least every two months	7.0%	36	5.2%	2	7.5%	3	2.0%	1	0.0%	0	12.5%	4	9.0%	9	4.4%	6	11.2%	8	11.2%	4
At least every 3 months	11.8%	60	16.3%	6	11.0%	4	17.8%	6	11.7%	5	15.4%	5	12.0%	11	10.0%	13	6.8%	5	16.2%	5
At least every 6 months	17.9%	91	24.1%	9	9.7%	4	25.1%	8	13.2%	5	8.3%	3	10.4%	10	20.0%	26	27.3%	20	20.1%	6
Less often than once every 6 months	20.5%	104	17.6%	7	7.9%	3	6.0%	2	32.3%	13	30.2%	10	7.4%	7	33.5%	44	16.8%	12	22.4%	7
Have only visited once (Don't know / varies)	2.0%	10	0.0%	0	8.5%	3	1.5%	0	1.8%	1	4.3%	1	1.8%	2	1.4%	2	1.3%	1	0.0%	0
	23.4%	119	26.7%	10	34.3%	13	28.1%	9	29.0%	11	17.2%	6	30.7%	29	12.6%	16	27.1%	20	15.9%	5
<i>Mean:</i>		<i>0.15</i>		<i>0.10</i>		<i>0.15</i>		<i>0.30</i>		<i>0.10</i>		<i>0.09</i>		<i>0.26</i>		<i>0.12</i>		<i>0.08</i>		<i>0.12</i>
Weighted base:		508		37		37		31		39		33		96		130		74		31
Sample:		493		51		39		39		47		56		65		89		59		48

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q21 Excluding Christmas shopping, where did you last go to buy goods such as toys, games, bicycles and recreations goods?										
<i>Excl nulls & SFT</i>										
Zone 1										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.5%	2	8.4%	2	0.0%	0	0.0%	0	0.0%	0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Darlington Town Centre	23.0%	77	46.1%	10	77.9%	20	23.6%	5	48.8%	9
Cornmill Shopping Centre, Darlington	4.0%	13	18.7%	4	3.0%	1	0.0%	0	11.7%	2
Darlington Retail Park, Yarm Road, Darlington	0.6%	2	0.0%	0	5.4%	1	2.8%	1	0.0%	0
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.7%	2	0.0%	0	0.0%	0	10.2%	2	0.0%	0
North Road District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Zone 4										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Newton Aycliffe Town Centre	2.9%	10	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Zone 7										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Tesco Superstore, Richmond Road, Catterick Garrison	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Tesco Extra, St Helens Auckland, Bishop Auckland	2.5%	8	5.4%	1	0.0%	0	0.0%	0	3.5%	2
Bishop Auckland Town Centre	7.2%	24	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Newgate Shopping Centre, Bishop Auckland	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Brighton and Hove										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	1.5%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Durham City Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arnison Shopping Park, Abbey Road, Durham	3.9%	13	0.0%	0	0.0%	0	0.0%	0	10.2%	7
Dragonville Retail Park, Dragon Lane, Durham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham Market Hall, Market Place, Durham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Dalton Park, Murton	0.4%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area,										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley, Gateshead	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
MetroCentre, Gateshead	3.7%	12	3.0%	1	0.0%	0	0.0%	0	1.8%	0
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	2.5%	8	2.7%	1	0.0%	0	0.0%	0	10.2%	8
Outside Study Area, Harrogate										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area, Hull										
Hull	0.3%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	1.4%	5	0.0%	0	2.4%	1	2.1%	0	1.6%	1
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Asda, North Street, South Bank, Middlesbrough Outside Study Area, Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Outside Study Area, South Lakeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Outside Study Area, South Tyneside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Quays Outlet Centre, North Shields Outside Study Area, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Billingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.9%	6	0.0%	0	0.0%	0	8.2%	2	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	3.5%	12	0.0%	0	3.0%	1	6.0%	1	11.0%	2
Teesside Shopping Park, Stockton-on-Tees Outside Study Area, Sunderland	23.7%	79	5.2%	1	5.8%	2	42.9%	9	21.4%	4
Houghton-le-Spring Outside Study Area, Various	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Outside Study Area, Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Outside Study Area, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Moor Centre, York Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	334		22		26		22		19	
Sample:	303		29		24		28		21	
									68	
									76	
									53	
									28	
									39	
									36	

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Those who specified a location at Q21

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.6%	5	7.8%	2	2.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0
At least once a fortnight	1.9%	6	3.4%	1	0.0%	0	0.0%	0	10.2%	2	0.0%	0	1.3%	1	1.9%	1	2.7%	1	0.0%	0
At least once a month	11.4%	38	0.0%	0	5.8%	2	7.7%	2	0.0%	0	8.3%	2	18.8%	13	18.8%	14	4.2%	2	13.9%	4
At least every two months	8.1%	27	11.1%	2	10.9%	3	5.1%	1	0.0%	0	12.0%	3	10.4%	7	0.0%	0	15.9%	8	9.9%	3
At least every 3 months	17.4%	58	25.6%	6	15.4%	4	17.8%	4	10.7%	2	15.1%	3	23.1%	16	17.9%	14	11.7%	6	14.8%	4
At least every 6 months	18.3%	61	13.2%	3	21.2%	6	22.9%	5	46.8%	9	11.0%	2	9.6%	6	25.9%	20	15.3%	8	9.0%	3
Less often than once every 6 months	23.3%	78	27.1%	6	16.9%	4	13.5%	3	11.4%	2	41.8%	9	17.9%	12	22.1%	17	37.1%	20	17.9%	5
Have only visited once (Don't know / varies)	3.2%	11	0.0%	0	2.4%	1	5.1%	1	11.5%	2	0.0%	0	3.4%	2	3.3%	2	1.8%	1	3.7%	1
	14.4%	48	11.8%	3	25.1%	7	28.0%	6	9.3%	2	8.2%	2	15.7%	11	5.2%	4	11.4%	6	30.9%	9
<i>Mean:</i>		<i>0.11</i>		<i>0.15</i>		<i>0.09</i>		<i>0.06</i>		<i>0.07</i>		<i>0.10</i>		<i>0.11</i>		<i>0.17</i>		<i>0.06</i>		<i>0.10</i>
Weighted base:		334		22		26		22		19		21		68		76		53		28
Sample:		303		29		24		28		21		33		44		49		39		36

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q22 Excluding Christmas shopping, where did you last go to buy chemist goods (including health and beauty products)?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	1.1%	9	9.9%	7	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	1.5%	13	0.0%	0	4.8%	4	0.7%	0	1.9%	1	10.6%	6	0.5%	1	0.0%	0	0.0%	0	1.6%	1
Sainsbury's, Victoria Road, Darlington	3.0%	27	10.1%	7	9.8%	8	1.9%	1	3.2%	2	5.8%	3	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Tesco Express, Cornmill Shopping Centre, Darlington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	25.3%	226	66.4%	44	63.3%	49	61.8%	38	60.3%	39	32.4%	17	6.0%	10	9.6%	21	4.3%	5	3.9%	3
Neasham Road Local Centre	0.6%	5	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	0.9%	8	0.0%	0	8.6%	7	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cornmill Shopping Centre, Darlington	2.4%	22	7.9%	5	1.0%	1	0.0%	0	13.5%	9	0.9%	0	0.6%	1	2.5%	6	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morton Park, Darlington	0.4%	4	0.0%	0	2.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	0.3%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.1%	10	0.0%	0	0.0%	0	15.0%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road District Centre, Darlington	0.8%	7	2.1%	1	0.0%	0	2.1%	1	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.4%	3	0.0%	0	0.0%	0	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whinfield Local Centre	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																				
Hurworth-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	0.8%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
West Park Local Centre Zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	20	0.0%	0	1.4%	2	0.0%	0
Chilton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	22	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	3.0%	26	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.7%	26	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	22	0.0%	0	0.0%	0	0.0%	0
Zone 7																				
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colburn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Hawes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Leyburn	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick Garrison	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Co-operative Food, Market Place, Leyburn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Morrisons, Galgate, Barnard Castle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	7.2%	16	0.0%	0	0.0%	0
Barnard Castle Town Centre	4.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	39	0.9%	1	0.0%	0
Catterick Garrison Town Centre	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	31	0.0%	0	0.0%	0
Richmond Town Centre	3.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	30	0.0%	0	0.0%	0
Zone 8																				
Bishop Auckland Shopping Park, Bishop Auckland	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0
West Auckland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, South Church Road, Bishop Auckland	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.0%	2	11.7%	14	0.0%	0
Morrisons, Newgate Park Centre, Bishop Auckland	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	4.8%	6	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.6%	4	1.8%	2	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	8.2%	10	0.0%	0
Bishop Auckland Town Centre	8.7%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	12	1.4%	3	52.8%	62	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Newgate Shopping Centre, Bishop Auckland Zone 9	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaglescliffe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre Outside Study Area,	3.1%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brighton and Hove										
Brighton Outside Study Area, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle Outside Study Area, County	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham										
Aldi, Cambridge Street, Spennymoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Andrews Road, Spennymoor	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham Outside Study Area,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster										
Doncaster Outside Study Area, Eden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Outside Study Area,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh										
Edinburgh Outside Study Area,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead Outside Study Area,	0.8%	8	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Gloucester										
Gloucester Outside Study Area, Great	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarmouth										
Great Yarmouth Outside Study Area,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambleton										
Bedale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre Outside Study Area,	2.6%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Harrogate										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Morrison's, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Captain Cook Square, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Shopping Centre, Middlesbrough	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.7%	6	0.9%	1	0.0%	0	0.0%	0	1.7%	1
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveland Retail Park, Middlesbrough	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Eston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Asda, Allensway, Thornaby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3%	2	0.0%	0	0.0%	0	0.0%	1	0.0%	1
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	5	0.0%	0	0.0%	0	0.0%	3	1.0%	2
Tesco Superstore, Myton Way, Ingleby Barwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Billingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stockton-on-Tees Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	3	0.5%	1
Thornaby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Teesside Shopping Park, Stockton-on-Tees	2.0%	18	0.0%	0	0.0%	0	4.5%	3	0.0%	13.5%
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	892	66	78	62	64	53	166	220	117	65
Sample:	889	91	83	84	81	94	115	155	94	92

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Those who specified a location at Q22

Daily	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	10	0.0%	0	2.2%	2	2.6%	2	0.9%	1	1.0%	1	0.6%	1	0.6%	1	2.8%	3	0.0%	0
At least once a week	16.1%	144	11.9%	8	17.4%	14	17.1%	11	10.4%	7	19.0%	10	20.2%	34	14.0%	31	20.6%	24	9.8%	6
At least once a fortnight	14.6%	130	11.5%	8	9.8%	8	15.9%	10	14.3%	9	13.7%	7	16.1%	27	15.2%	34	14.1%	17	17.9%	12
At least once a month	32.3%	288	33.5%	22	29.0%	23	36.9%	23	29.9%	19	32.0%	17	21.7%	36	40.0%	88	30.5%	36	37.6%	25
At least every two months	9.8%	88	14.7%	10	15.2%	12	5.1%	3	12.4%	8	8.9%	5	8.8%	15	10.1%	22	6.3%	7	9.2%	6
At least every 3 months	5.9%	52	11.3%	7	2.2%	2	7.9%	5	10.7%	7	6.8%	4	7.4%	12	3.1%	7	5.4%	6	3.7%	2
At least every 6 months	3.2%	29	3.9%	3	4.4%	3	4.4%	3	7.0%	5	2.5%	1	3.4%	6	2.2%	5	1.5%	2	3.0%	2
Less often than once every 6 months	2.0%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.8%	2	0.8%	1	4.2%	9	1.3%	2	5.3%	3
Have only visited once (Don't know / varies)	0.5%	4	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
	14.2%	126	13.2%	9	15.9%	12	10.1%	6	13.3%	9	11.6%	6	19.2%	32	10.5%	23	17.5%	21	13.4%	9
<i>Mean:</i>		<i>0.45</i>		<i>0.35</i>		<i>0.44</i>		<i>0.48</i>		<i>0.35</i>		<i>0.44</i>		<i>0.57</i>		<i>0.40</i>		<i>0.53</i>		<i>0.36</i>
Weighted base:		892		66		78		62		64		53		166		220		117		65
Sample:		889		91		83		84		81		94		115		155		94		92

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q23 Excluding Christmas shopping, where did you last go to buy electrical items, such as televisions, washing machines and computers?										
<i>Excl nulls & SFT</i>										
Zone 1										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Victoria Road, Darlington	0.4%	3	0.0%	0	1.2%	1	2.5%	1	0.0%	0
Darlington Town Centre	12.9%	83	38.1%	17	15.4%	9	33.1%	15	8.4%	4
Yarm Road Local Centre	4.4%	29	8.5%	4	4.6%	3	10.9%	5	5.5%	3
Cornmill Shopping Centre, Darlington	2.2%	14	5.6%	3	0.0%	0	1.1%	0	8.6%	5
Darlington Retail Park, Yarm Road, Darlington	21.1%	136	15.7%	7	55.1%	32	17.0%	7	48.1%	25
Morton Park, Darlington	5.4%	35	9.0%	4	9.3%	5	6.0%	3	7.4%	4
B&Q, Morton Park, Darlington	0.7%	5	1.1%	0	0.0%	0	0.0%	0	3.5%	2
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Morrisons, North Road District Centre, Darlington	0.4%	2	0.0%	0	0.0%	0	2.2%	1	2.7%	1
Zone 4										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whessoe Road, Darlington	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Zone 5										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Greenwell Road, Newton Aycliffe	4.2%	27	0.0%	0	3.0%	2	6.3%	3	2.4%	1
Newton Aycliffe Town Centre	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7										
Brompton-on-Swale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Queens Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Richmond Road, Catterick Garrison	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catterick Garrison Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Church Road, Bishop Auckland	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Helen Auckland, Bishop Auckland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, St Helens Auckland, Bishop Auckland	3.5%	23	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	7.4%	47	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Newgate Shopping Centre, Bishop Auckland	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Uray Nook Road, Eaglescliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.9%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Outside Study Area, Brighton and Hove										
Brighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Spennymoor Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dragonville Retail Park, Dragon Lane, Durham	1.9%	12	0.0%	0	0.0%	0	0.0%	0	9.5%	10
Durham City Retail Park, McIntyre Way, Durham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Outside Study Area, Doncaster										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Eden										
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	1.2%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	7
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, East Road, Northallerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Northallerton Town Centre	1.6%	10	3.6%	2	0.0%	0	0.0%	0	4.5%	7
Outside Study Area, Harrogate										
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Middlesbrough Town Centre	0.6%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	2
Cleveland Shopping Centre, Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Hill Street Shopping Centre, Middlesbrough	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	1.5%	10	3.8%	2	0.0%	0	0.0%	0	3.9%	2
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Allensway, Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Sainsbury's Local, Westbury Street, Thornaby	0.2%	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
Tesco Extra, Durham Road, Stockton-on-Tees	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	1
Tesco Superstore, Leeholme Road, Billingham	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
Billingham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.6%	4
Portrack Shopping Park, Stockton-on-Tees	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	1.9%	1
Teesside Shopping Park, Stockton-on-Tees	14.5%	93	6.8%	3	5.2%	3	13.8%	6	2.7%	1	21.2%	8	11.4%	12	17.6%	29	2.8%	3	60.9%	28
Outside Study Area, Sunderland																				
Houghton-le-Spring	0.0%	0	0.0%	0	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 Study Area, Various																				
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington																				
Warrington	0.0%	0	0.0%	0	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 Study Area, York																				
Clifton Moor Centre, York	0.0%	0	0.0%	0	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																				
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	644		46		58		44		53		38		106		166		89		46	
Sample:	647		64		62		58		63		68		76		115		71		70	

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?

Those who specified a location at Q23

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	2	2.4%	2	0.0%	0
At least once a fortnight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
At least once a month	1.3%	8	4.0%	2	0.0%	0	2.4%	1	0.0%	0	1.0%	0	0.0%	0	1.8%	3	1.7%	2	0.9%	0
At least every two months	2.3%	15	4.0%	2	2.4%	1	2.5%	1	0.0%	0	1.0%	0	2.0%	2	3.9%	7	0.9%	1	1.2%	1
At least every 3 months	5.5%	36	3.0%	1	3.8%	2	8.1%	4	2.4%	1	0.0%	0	7.3%	8	6.7%	11	5.6%	5	7.4%	3
At least every 6 months	9.8%	63	13.1%	6	6.6%	4	5.3%	2	11.3%	6	12.3%	5	13.7%	15	9.4%	16	6.7%	6	9.1%	4
Less often than once every 6 months	44.1%	284	47.5%	22	26.6%	16	35.3%	15	48.5%	26	44.7%	17	45.1%	48	55.8%	92	32.8%	29	42.5%	20
Have only visited once (Don't know / varies)	7.3%	47	5.5%	2	19.8%	12	7.0%	3	21.5%	11	14.4%	5	1.7%	2	2.3%	4	4.1%	4	8.5%	4
	29.0%	187	22.9%	10	40.8%	24	39.4%	17	16.3%	9	25.2%	9	30.1%	32	18.5%	31	45.7%	41	30.4%	14
<i>Mean:</i>		<i>0.03</i>		<i>0.03</i>		<i>0.01</i>		<i>0.03</i>		<i>0.00</i>		<i>0.02</i>		<i>0.01</i>		<i>0.04</i>		<i>0.07</i>		<i>0.02</i>
Weighted base:		644		46		58		44		53		38		106		166		89		46
Sample:		647		64		62		58		63		68		76		115		71		70

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q24 Excluding Christmas shopping, where did you last go to buy DIY or gardening goods?																				
<i>Excl nulls & SFT</i>																				
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.5%	4	2.0%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0
Zone 2																				
Burts Carpets, Eastmount Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Yarm Road Local Centre, Darlington	0.3%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Morton Park, Darlington	0.2%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	6.2%	48	21.6%	13	7.6%	5	27.1%	14	4.7%	3	1.8%	1	1.5%	2	5.2%	11	0.0%	0	1.9%	1
Neasham Road Local Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cornmill Shopping Centre, Darlington	0.7%	6	1.2%	1	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	1.0%	8	1.0%	1	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.6%	2	1.6%	3	0.0%	0	0.0%	0
Morton Park, Darlington	1.5%	12	1.2%	1	0.0%	0	6.3%	3	2.3%	1	1.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0
Darlington Monday Open Market, Prospect Place/Northgate, Darlington	0.2%	1	2.2%	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
Darlington Victorian Covered Market, Market Square, Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Morton Park, Darlington	27.9%	215	36.0%	21	50.4%	30	29.6%	15	36.8%	21	68.8%	30	20.4%	29	31.5%	63	2.4%	3	6.4%	4
Homebase, Darlington Retail Park, Yarm Road, Darlington	3.7%	28	3.1%	2	14.8%	9	6.3%	3	4.5%	3	0.9%	0	0.0%	0	3.8%	8	1.8%	2	3.6%	2
Zone 3																				
Asda (former Netto), Haughton Road, Darlington	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, North Road	0.3%	2	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
District Centre, Darlington																				
North Road District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Haughton Road, Darlington	0.5%	4	0.0%	0	2.3%	1	3.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																				
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whesoe Road, Darlington	7.8%	60	25.3%	15	9.4%	6	17.1%	9	33.6%	19	3.1%	1	3.9%	6	2.4%	5	0.0%	0	0.0%	0
Zone 5																				
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	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, Greenwell Road, Newton Aycliffe	0.3%	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
Ferryhill Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0	0.0%	0
Thames Shopping Centre, Newton Aycliffe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Zone 7																				
Brompton-on-Swale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Hawes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Leyburn	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	12	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Piercebridge	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	6	1.7%	2	0.0%	0
Ravensworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Strikes, Darlington Road, Northallerton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	1	3.9%	8	0.0%	0	0.0%	0
West Rounton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, Richmond Road, Catterick Garrison	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8	0.8%	1	0.0%	0
Richmond Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
B&Q, Yafforth Road, Northallerton	2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	18	0.0%	0	0.8%	0
Zone 8																				
Bishop Auckland Shopping Park, Bishop Auckland	0.3%	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
West Auckland	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.7%	1	0.0%	0
Bishop Auckland Town Centre	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	2.5%	5	11.5%	12	0.0%	0
B&Q, Newgate Park, Bishop Auckland	13.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	39	1.7%	3	58.0%	61	1.2%	1
Homebase, Watling Road, Bishop Auckland	3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	22.5%	24	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Zone 9																				
Eaglescliffe	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi (former Somerfield), Healough Park, Yarm	0.2%	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	2.7%	1
Yarm Town Centre	0.6%	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	8.0%	4
Outside Study Area, Brighton and Hove																				
Brighton	0.0%	0	0.0%	0	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 Study Area, Carlisle																				
Carlisle	0.0%	0	0.0%	0	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 Study Area, County Durham																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Dragonville Retail Park, Dragon Lane, Durham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Durham City Retail Park, Rennys Lane, Durham	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	1.9%	4	0.0%	0	0.0%	0
Homebase, Arnison Shopping Park, Abbey Road, Durham	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster																				
Doncaster	0.0%	0	0.0%	0	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 Study Area, Eden																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh																				
Edinburgh	0.0%	0	0.0%	0	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 Study Area, Gateshead																				
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gloucester																				
Gloucester	0.0%	0	0.0%	0	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 Study Area, Great Yarmouth																				
Great Yarmouth	0.0%	0	0.0%	0	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 Study Area, Hambleton																				
Bedale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Stokesley	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	2.7%	2
Northallerton Town Centre	3.0%	23	2.7%	2	2.4%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	7.9%	16	0.0%	0	3.9%	2
Homebase, Willowbeck Road, Northallerton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Outside Study Area, Harrogate																				

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Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Knaresborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hull										
Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Farsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cleveland Retail Park, Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2.0%
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Darlington Lane,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Norton																				
Stockton-on-Tees Town Centre	0.9%	7	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Portrack Shopping Park, Stockton-on-Tees	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.6%	4	0.0%	0	0.0%	0	7.6%	4
Teesside Shopping Park, Stockton-on-Tees	0.2%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Outdoor Market, High Street, Stockton-on-Tees	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	0.8%	0
B&Q, Cheltenham Road, Stockton-on-Tees	4.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.9%	1	2.7%	5	0.0%	0	39.1%	22
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	1.0%	8	0.9%	1	1.1%	1	1.0%	0	0.0%	0	1.7%	1	1.4%	2	0.0%	0	0.0%	0	6.4%	4
Wickes, Portrack Lane, Stockton-on-Tees	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	0.8%	0
Outside Study Area, Sunderland																				
Houghton-le-Spring	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various																				
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington																				
Warrington	0.0%	0	0.0%	0	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 Study Area, York																				
Clifton Moor Centre, York	0.0%	0	0.0%	0	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																				
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	771		59		59		50		57		44		141		200		104		56	
Sample:	736		78		61		67		68		75		92		137		80		78	

Darlington Household Survey for WYG

Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9

Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?

Those who specified a location at Q24

Daily	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	4	0.0%	0	0.0%	0
At least two times a week	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2	2.4%	5	0.0%	0	0.0%	0
At least once a week	2.7%	21	3.2%	2	4.0%	2	3.1%	2	4.4%	3	9.3%	4	2.1%	3	0.5%	1	4.1%	4	0.0%	0
At least once a fortnight	2.1%	16	7.0%	4	3.7%	2	1.2%	1	2.5%	1	1.1%	0	0.9%	1	1.6%	3	0.0%	0	4.3%	2
At least once a month	11.9%	92	15.3%	9	3.4%	2	17.4%	9	6.5%	4	22.4%	10	8.7%	12	15.0%	30	9.6%	10	11.2%	6
At least every two months	8.6%	66	8.5%	5	6.3%	4	5.4%	3	5.9%	3	9.1%	4	9.8%	14	7.2%	14	13.0%	14	9.7%	5
At least every 3 months	14.4%	111	8.4%	5	17.8%	11	12.3%	6	15.9%	9	8.6%	4	19.2%	27	16.7%	33	10.1%	11	9.7%	5
At least every 6 months	17.0%	131	21.9%	13	7.4%	4	9.4%	5	18.5%	11	18.4%	8	14.0%	20	20.4%	41	18.6%	19	18.8%	11
Less often than once every 6 months	18.8%	145	18.1%	11	12.0%	7	27.5%	14	27.1%	15	10.9%	5	17.7%	25	16.8%	34	19.9%	21	24.7%	14
Have only visited once (Don't know / varies)	0.8%	6	2.1%	1	3.8%	2	1.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
	22.2%	171	15.5%	9	41.5%	25	22.8%	11	17.2%	10	20.2%	9	24.8%	35	17.4%	35	24.7%	26	20.6%	11
<i>Mean:</i>		<i>0.21</i>		<i>0.15</i>		<i>0.16</i>		<i>0.14</i>		<i>0.14</i>		<i>0.23</i>		<i>0.21</i>		<i>0.33</i>		<i>0.12</i>		<i>0.09</i>
Weighted base:		771		59		59		50		57		44		141		200		104		56
Sample:		736		78		61		67		68		75		92		137		80		78

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q25 Excluding Christmas shopping, where did you last go to buy furniture, carpets and floor coverings?										
<i>Excl nulls & SFT</i>										
Zone 1										
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.6%	4	5.6%	2	0.0%	0	0.0%	0	3.1%	1
Mowden Local Centre	0.7%	4	1.2%	1	3.3%	2	1.5%	1	2.8%	1
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.4%	2	0.0%	0	0.0%	0	4.2%	2	1.3%	1
Lidl, Yarm Road Local Centre, Darlington	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Darlington Town Centre	26.1%	158	42.2%	18	59.5%	29	49.4%	20	39.7%	18
Neasham Road Local Centre	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Yarm Road Local Centre	1.4%	8	1.1%	0	0.0%	0	2.3%	1	2.4%	1
Cornmill Shopping Centre, Darlington	3.8%	23	8.1%	4	0.0%	0	0.0%	0	9.7%	4
Darlington Retail Park, Yarm Road, Darlington	11.0%	66	9.3%	4	16.7%	8	16.0%	6	25.1%	11
Morton Park, Darlington	2.2%	13	3.4%	1	0.0%	0	3.9%	2	2.9%	1
B&Q, Morton Park, Darlington	1.8%	11	4.5%	2	2.9%	1	3.7%	2	0.0%	0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	1.8%	11	2.8%	1	4.5%	2	6.6%	3	7.2%	3
Wickes, Haughton Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4										
Iceland, Queen Street, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Hurworth-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										
Aldi, Greenwell Road, Newton Aycliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newton Aycliffe Town Centre	0.9%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Schildon Town Centre Zone 7	1.5%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	7.7%	6	0.0%	0
Brompton-on-Swale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Gallowfields Trading Estate, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leyburn	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	13	0.0%	0	0.0%	0
Barnard Castle Town Centre	1.7%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	1.4%	1	0.0%	0
Catterick Garrison Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Richmond Town Centre Zone 8	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	24	0.0%	0	0.0%	0
Bishop Auckland Shopping Park, Bishop Auckland	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	2.6%	4	0.0%	0	0.0%	0
West Auckland	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.0%	1	0.0%	0
Bishop Auckland Town Centre	9.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	3.6%	6	52.0%	39	0.0%	0
Newgate Shopping Centre, Bishop Auckland	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	2	0.0%	0
B&Q, Newgate Park, Bishop Auckland	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.0%	2	0.0%	0
Homebase, Watling Road, Bishop Auckland	0.2%	1	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
Zone 9																				
Eaglescliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	0.4%	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	5.7%	2
Outside Study Area, Brighton and Hove																				
Brighton	0.0%	0	0.0%	0	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 Study Area, Carlisle																				
Carlisle	0.0%	0	0.0%	0	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 Study Area, County Durham																				
Aldi, Cambridge Street, Spennymoor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Spennymoor Town Centre	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	12	0.8%	1	0.0%	0	0.0%	0
Amison Shopping Park, Abbey Road, Durham	0.2%	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
Dragonville Retail Park, Dragon Lane, Durham	0.4%	3	0.0%	0	1.6%	1	2.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishburn	0.3%	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
Outside Study Area, Doncaster																				
Doncaster	0.0%	0	0.0%	0	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 Study Area, Eden																				
Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh																				

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Edinburgh Outside Study Area, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Metro Park West, Gateshead	1.4%	9	5.4%	2	4.7%	2	3.2%	1	0.0%	0
MetroCentre, Gateshead Outside Study Area, Gloucester	1.7%	10	2.6%	1	0.0%	0	1.4%	1	3.1%	1
Gloucester Outside Study Area, Great Yarmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Outside Study Area, Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Northallerton Town Centre Outside Study Area, Harrogate	6.3%	38	3.7%	2	1.5%	1	0.0%	0	12.0%	4
Knarborough Outside Study Area, Hartlepool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Clarence Road, Hartlepool Outside Study Area, Hull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hull Outside Study Area, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farsley Outside Study Area, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Outside Study Area, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre Outside Study Area, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannon Park, Middlesbrough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Middlesbrough Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Cleveland Shopping Centre, Middlesbrough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough Outside Study Area, Newcastle-upon-Tyne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre Outside Study Area, Oxford	0.9%	5	1.7%	1	0.0%	0	0.0%	0	4.9%	2

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Asda, North Street, South Bank, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Whitby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Outside Study Area, South Tyneside										
Royal Quays Outlet Centre, North Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portrack Shopping Park, Stockton-on-Tees	6.0%	36	1.7%	1	1.3%	1	3.8%	2	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Cheltenham Road, Stockton-on-Tees	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Warrington										
Warrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
Clifton Moor Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	604	43	49	41	45	36	110	161	76	43
Sample:	583	61	51	53	52	60	75	111	58	62

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
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Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Those who specified a location at Q25

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.5%	3	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
At least every 3 months	1.1%	7	4.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.1%	1	1.3%	2	0.0%	0	1.0%	0
At least every 6 months	5.6%	34	4.4%	2	2.9%	1	0.0%	0	4.1%	2	6.5%	2	6.3%	7	8.5%	14	5.7%	4	3.8%	2
Less often than once every 6 months	56.9%	344	57.0%	25	34.9%	17	53.6%	22	55.8%	25	48.5%	17	54.8%	60	69.7%	112	54.7%	41	55.0%	24
Have only visited once (Don't know / varies)	8.7%	53	8.0%	3	16.8%	8	7.5%	3	22.7%	10	16.2%	6	6.5%	7	2.9%	5	3.3%	2	17.5%	8
	26.3%	159	26.3%	11	40.8%	20	38.9%	16	17.4%	8	25.0%	9	28.1%	31	16.8%	27	36.3%	27	21.7%	9
Mean:		0.01		0.01		0.01		0.00		0.00		0.01		0.03		0.01		0.00		0.00
Weighted base:		604		43		49		41		45		36		110		161		76		43
Sample:		583		61		51		53		52		60		75		111		58		62

Q27 Do you ever visit any of the following centres? [MR/PR]

Darlington town centre	88.1%	896	97.8%	71	95.4%	86	92.6%	67	94.1%	75	91.3%	52	90.7%	176	87.6%	218	86.7%	112	52.4%	38
Cockerton district centre	23.1%	235	73.3%	53	22.0%	20	34.2%	25	73.4%	59	22.7%	13	11.2%	22	11.1%	28	10.0%	13	4.8%	3
North Road district centre	25.5%	259	47.3%	34	31.4%	28	52.5%	38	56.7%	45	15.3%	9	17.6%	34	17.5%	43	18.0%	23	4.3%	3
Middleton St George local centre	6.5%	66	5.8%	4	8.5%	8	8.7%	6	3.0%	2	42.6%	24	2.9%	6	0.9%	2	3.9%	5	10.9%	8
Mowden local centre	10.3%	105	44.5%	32	9.3%	8	10.0%	7	15.3%	12	11.1%	6	7.2%	14	4.0%	10	8.4%	11	5.1%	4
Neasham Road local centre	22.7%	231	28.7%	21	66.5%	60	34.2%	25	39.2%	31	34.8%	20	11.7%	23	14.9%	37	8.2%	11	5.3%	4
West Park local centre	9.0%	91	16.3%	12	3.5%	3	12.9%	9	24.1%	19	9.1%	5	10.1%	20	4.9%	12	8.1%	11	0.0%	0
Whinfield local centre	15.0%	152	14.7%	11	30.6%	28	79.1%	57	32.0%	25	18.4%	11	4.2%	8	2.6%	7	2.3%	3	4.0%	3
Yarm Road local centre	35.6%	362	48.3%	35	66.5%	60	47.8%	35	54.0%	43	47.6%	27	24.0%	47	28.4%	71	20.8%	27	24.3%	17
Don't visit any of these centres	8.1%	83	0.7%	1	0.8%	1	0.0%	0	3.0%	2	4.8%	3	5.4%	11	9.6%	24	11.4%	15	37.7%	27
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q28 Which centre do you visit the most? [PR]																				
<i>Those who use one of the destinations at Q27</i>																				
Darlington town centre	70.9%	663	54.3%	39	43.3%	39	45.4%	33	43.7%	34	68.2%	37	85.9%	158	85.0%	191	91.4%	105	59.8%	27
Cockerton district centre	4.3%	41	22.1%	16	0.0%	0	2.9%	2	17.4%	13	0.7%	0	1.9%	3	1.2%	3	1.2%	1	2.3%	1
North Road district centre	3.0%	28	3.0%	2	2.3%	2	8.5%	6	13.1%	10	0.0%	0	1.1%	2	0.3%	1	3.2%	4	2.2%	1
Middleton St George local centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Mowden local centre	1.5%	14	8.9%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	3	1.3%	2	3.2%	1
Neasham Road local centre	4.5%	42	3.2%	2	24.1%	22	1.5%	1	3.4%	3	6.5%	4	1.8%	3	3.2%	7	0.7%	1	0.0%	0
West Park local centre	0.8%	8	0.0%	0	0.7%	1	0.7%	0	6.8%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Whinfield local centre	3.8%	36	3.1%	2	6.6%	6	33.2%	24	4.0%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Road local centre	10.4%	97	5.5%	4	22.3%	20	7.7%	6	11.6%	9	14.6%	8	8.1%	15	9.2%	21	2.2%	3	27.4%	12
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Mean score: [Daily = 7, Twice a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Every two months = 0.125, Every 3 months = 0.063, Every 6 months = 0.031, Less often = 0.02, Only visited once = 0.01]

Q29 How often do you visit (CENTRE MENTIONED AT Q28)?*Those who use one of the destinations at Q27*

Daily	5.1%	48	10.8%	8	11.9%	11	12.8%	9	14.0%	11	3.2%	2	1.9%	3	0.7%	1	2.1%	2	0.0%	0
At least two times a week	15.5%	145	38.8%	28	28.8%	26	31.4%	23	37.7%	29	25.3%	14	5.8%	11	3.9%	9	4.0%	5	2.7%	1
At least once a week	18.6%	173	27.2%	20	29.4%	26	34.7%	25	34.9%	27	35.8%	19	10.2%	19	12.0%	27	5.2%	6	9.5%	4
At least once a fortnight	11.2%	104	6.0%	4	7.7%	7	3.2%	2	4.3%	3	12.6%	7	16.1%	30	12.5%	28	15.3%	18	11.8%	5
At least once a month	17.2%	160	6.5%	5	4.8%	4	7.1%	5	3.0%	2	14.3%	8	20.6%	38	29.1%	65	21.2%	24	19.0%	9
At least every two months	10.5%	98	3.3%	2	6.1%	5	3.0%	2	0.9%	1	1.7%	1	16.8%	31	12.5%	28	20.8%	24	8.7%	4
At least every 3 months	7.6%	71	3.2%	2	3.5%	3	2.1%	2	0.9%	1	2.5%	1	10.5%	19	11.5%	26	11.3%	13	8.7%	4
At least every 6 months	6.8%	64	1.5%	1	0.0%	0	1.3%	1	0.0%	0	1.6%	1	12.9%	24	8.6%	19	9.2%	11	16.2%	7
Less often than once every 6 months	4.3%	41	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	7	6.8%	15	8.5%	10	13.3%	6
Have only visited once (Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	3.1%	1
<i>Mean:</i>		<i>1.01</i>		<i>1.91</i>		<i>1.85</i>		<i>2.00</i>		<i>2.21</i>		<i>1.24</i>		<i>0.53</i>		<i>0.43</i>		<i>0.46</i>		<i>0.30</i>
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
Q30 How do you usually travel to (CENTRE MENTIONED AT Q28) (main part of journey)?																				
<i>Those who use one of the destinations at Q27</i>																				
Car / van (as driver)	65.6%	613	34.9%	25	36.9%	33	42.8%	31	51.5%	40	79.9%	43	75.7%	139	80.7%	182	72.2%	83	81.4%	37
Car / van (as passenger)	10.3%	96	7.3%	5	9.3%	8	8.7%	6	5.5%	4	3.0%	2	10.9%	20	12.3%	28	12.9%	15	18.6%	8
Bus, minibus or coach	11.6%	108	12.6%	9	26.4%	24	22.0%	16	14.5%	11	10.3%	6	12.1%	22	4.7%	11	8.8%	10	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	84	32.5%	23	23.5%	21	21.9%	16	25.2%	20	4.3%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Taxi	0.6%	6	3.7%	3	0.7%	1	0.0%	0	0.8%	1	0.8%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Train	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	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	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	20	8.4%	6	3.3%	3	3.0%	2	1.7%	1	0.0%	0	0.0%	0	1.8%	4	3.0%	3	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q31 What is the main reason for visiting (CENTRE MENTIONED AT Q28)?																				
<i>Those who use one of the destinations at Q27</i>																				
Choice and range of shops	54.1%	506	45.7%	33	35.0%	31	25.8%	19	40.9%	32	47.8%	26	60.6%	111	68.8%	155	69.2%	79	43.7%	20
New supermarket	1.7%	16	0.0%	0	4.4%	4	5.1%	4	0.9%	1	2.6%	1	1.3%	2	1.2%	3	1.0%	1	1.2%	1
Choice of leisure facilities (restaurants, pubs etc)	4.6%	43	4.0%	3	2.5%	2	7.0%	5	2.4%	2	4.1%	2	6.2%	11	5.7%	13	2.1%	2	4.4%	2
Choice of services (hairdressers, banks etc)	4.3%	40	6.5%	5	6.3%	6	3.5%	3	8.9%	7	8.6%	5	4.2%	8	2.4%	5	1.5%	2	2.2%	1
Livestock market	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.1%	10	1.4%	1	2.2%	2	0.0%	0	0.7%	1	0.0%	0	1.0%	2	0.8%	2	0.0%	0	6.4%	3
Close to home	15.7%	146	25.1%	18	28.0%	25	36.6%	26	26.6%	21	20.2%	11	8.0%	15	9.1%	20	6.4%	7	5.8%	3
Close to work	4.2%	39	4.5%	3	2.6%	2	2.3%	2	2.7%	2	5.2%	3	5.1%	9	0.7%	1	10.4%	12	9.5%	4
Easily accessible by public transport	1.2%	11	2.5%	2	0.0%	0	1.4%	1	2.2%	2	0.0%	0	2.2%	4	0.5%	1	1.0%	1	0.0%	0
Convenient car parking	0.8%	8	0.8%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	5.7%	3
Free car parking	0.2%	2	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General shopping	3.3%	31	2.4%	2	3.4%	3	4.7%	3	6.3%	5	6.4%	3	6.2%	11	1.0%	2	0.0%	0	2.0%	1
Compact centre / shops close together	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.5%	1	1.0%	2	0.5%	1	1.0%	0
Close to friends / family	2.8%	26	0.7%	1	1.9%	2	3.9%	3	3.1%	2	4.3%	2	1.1%	2	2.9%	7	3.5%	4	8.0%	4
For a change of scenery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.2%	1
Familiarity	0.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	4.4%	42	6.2%	5	12.4%	11	6.1%	4	1.9%	1	0.9%	0	0.5%	1	5.0%	11	3.6%	4	7.2%	3
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q32 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q28) more often?																				
<i>Those who use one of the destinations at Q27</i>																				
1st Mention																				
Increased choice and range of shops	6.7%	62	7.3%	5	8.0%	7	11.6%	8	8.9%	7	4.1%	2	5.8%	11	4.1%	9	7.6%	9	8.2%	4
Discount foodstores within the town centre	0.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.6%	6	2.3%	2	0.9%	1	1.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.3%	1
Improved leisure facilities	0.6%	5	0.0%	0	0.7%	1	0.7%	0	0.0%	0	1.6%	1	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Improved quality of shops	0.9%	8	2.6%	2	0.0%	0	2.3%	2	1.5%	1	1.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
More parking	7.1%	66	5.2%	4	0.5%	0	4.8%	3	5.1%	4	12.6%	7	11.9%	22	6.4%	14	7.0%	8	8.0%	4
Cheaper parking	9.0%	84	8.3%	6	7.8%	7	10.9%	8	2.6%	2	9.5%	5	10.4%	19	7.6%	17	13.8%	16	8.9%	4
Improved street cleaning	0.5%	5	1.7%	1	1.6%	1	2.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.1%	19	3.3%	2	0.0%	0	5.6%	4	10.3%	8	2.3%	1	0.5%	1	0.3%	1	0.0%	0	4.2%	2
Cheaper public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Better environment	1.7%	16	3.8%	3	0.7%	1	0.0%	0	3.3%	3	1.5%	1	0.0%	0	3.6%	8	0.7%	1	0.0%	0
Better security	0.3%	3	0.0%	0	0.0%	0	1.5%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams	0.5%	4	2.3%	2	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.4%	4	0.0%	0	1.7%	2	0.6%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better prices	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1
Less traffic congestion	1.3%	13	3.5%	3	4.9%	4	0.0%	0	4.3%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.4%	4	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Presence of a bank / more banks	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	64.3%	601	58.7%	42	66.8%	60	56.5%	41	53.7%	42	58.5%	32	63.7%	117	71.9%	162	66.4%	76	66.1%	30
(Don't know)	1.8%	17	0.0%	0	2.4%	2	0.6%	0	0.9%	1	0.0%	0	4.3%	8	1.5%	3	1.9%	2	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
2nd Mention																				
Increased choice and range of shops	2.3%	22	4.2%	3	4.3%	4	2.1%	2	3.4%	3	2.6%	1	2.0%	4	2.4%	5	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	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
Improved non-food shops within the town centre	1.0%	9	0.8%	1	0.0%	0	0.8%	1	2.7%	2	0.8%	0	0.5%	1	1.6%	4	0.0%	0	2.2%	1
Improved leisure facilities	0.2%	2	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.7%	7	0.0%	0	1.6%	1	3.0%	2	0.7%	1	0.0%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0
More parking	2.0%	18	3.5%	2	2.5%	2	0.8%	1	0.0%	0	6.2%	3	2.9%	5	0.6%	1	1.4%	2	3.2%	1
Cheaper parking	3.3%	30	3.6%	3	0.6%	1	2.3%	2	0.0%	0	5.1%	3	5.6%	10	2.0%	5	6.0%	7	2.2%	1
Improved street cleaning	0.3%	3	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Increased public transport	0.7%	6	4.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	3	0.0%	0	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	2	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Better security	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.0%	0	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.2%	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
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.5%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a bank / more banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.0%	822	81.1%	59	88.2%	79	82.9%	60	86.8%	67	85.3%	46	86.6%	159	91.7%	206	91.3%	105	91.5%	41
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
3rd Mention																				
Increased choice and range of shops	0.5%	5	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.0%	0
Discount foodstores within the town centre	0.1%	1	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
Improved non-food shops within the town centre	0.1%	1	1.6%	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
Improved leisure facilities	0.1%	1	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
Improved quality of shops	0.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	2	0.0%	0	1.2%	1
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	3	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Improved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	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
Better security	0.1%	1	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
Longer opening hours	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	2.2%	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	0.0%	0	0.0%	0
Presence of a Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a bank / more banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else) (Don't know)	98.1%	917	95.9%	69	97.8%	88	97.0%	70	96.6%	75	99.2%	54	100.0%	184	97.7%	220	100.0%	115	94.6%	42
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Any mention																				
Increased choice and range of shops	9.5%	89	13.2%	10	12.3%	11	13.7%	10	13.3%	10	6.8%	4	7.8%	14	7.6%	17	7.6%	9	9.2%	4
Discount foodstores within the town centre	0.5%	5	0.7%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.7%	16	4.8%	3	0.9%	1	2.3%	2	2.7%	2	0.8%	0	1.1%	2	1.6%	4	0.0%	0	4.5%	2
Improved leisure facilities	0.8%	8	1.0%	1	1.3%	1	2.1%	2	0.0%	0	1.6%	1	1.2%	2	0.5%	1	0.0%	0	0.0%	0
Improved quality of shops	2.0%	19	2.6%	2	1.6%	1	6.1%	4	2.2%	2	2.4%	1	0.5%	1	2.8%	6	0.0%	0	1.2%	1
More parking	9.1%	85	8.7%	6	3.0%	3	5.6%	4	5.1%	4	18.8%	10	14.8%	27	7.0%	16	8.4%	10	11.2%	5
Cheaper parking	12.6%	117	11.9%	9	10.0%	9	14.8%	11	2.6%	2	14.6%	8	16.0%	29	9.6%	22	19.8%	23	12.1%	5
Improved street cleaning	0.9%	9	2.5%	2	1.6%	1	4.9%	4	0.0%	0	0.7%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Increased public transport	2.8%	26	7.7%	6	0.0%	0	5.6%	4	11.8%	9	2.3%	1	1.8%	3	0.3%	1	0.0%	0	4.2%	2
Cheaper public transport	0.7%	6	0.0%	0	0.0%	0	0.8%	1	3.0%	2	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Better environment	2.0%	18	4.6%	3	1.4%	1	1.3%	1	3.3%	3	1.5%	1	0.0%	0	3.6%	8	0.7%	1	1.0%	0
Better security	0.6%	5	0.0%	0	0.0%	0	1.5%	1	4.4%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.7%	6	0.0%	0	1.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	3	0.0%	0	2.2%	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	0.0%	0	0.0%	0
Presence of a Debenhams	0.5%	4	2.3%	2	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market / a better market	0.5%	5	0.0%	0	1.7%	2	0.6%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0
Better prices	0.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1
Less traffic congestion	1.5%	14	3.5%	3	5.5%	5	0.0%	0	5.9%	5	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.4%	4	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Presence of a bank / more banks	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of a department store / another department store	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.9%	1	1.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:		934		72		90		72		77		54		184		225		115		45
Sample:		924		101		98		100		98		94		124		158		91		60

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q33A Why don't you visit Darlington Town Centre? [MR]																				
<i>Those who did not mention Darlington at Q27</i>																				
Lack of choice and range of shops	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0	3.5%	1	0.0%	0	1.3%	0
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	2	10.7%	2	0.0%	0	12.0%	2	1.2%	0
To far away from home or work	21.8%	26	35.9%	1	17.1%	1	9.0%	0	0.0%	0	9.5%	0	16.6%	3	37.5%	12	16.6%	3	19.8%	7
Not accessible by public transport	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	2.5%	1
Inconveniently located car parking	14.3%	17	0.0%	0	15.0%	1	61.9%	3	0.0%	0	35.6%	2	7.0%	1	9.0%	3	16.6%	3	13.7%	5
Expensive car parking	12.9%	16	0.0%	0	15.0%	1	42.6%	2	14.7%	1	37.0%	2	24.3%	4	7.1%	2	12.1%	2	4.4%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	43.0%	52	64.0%	1	32.1%	1	20.2%	1	41.1%	2	27.4%	1	40.0%	7	43.4%	13	32.5%	6	56.1%	19
Too busy	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	10.6%	2	0.0%	0
(Don't know)	6.1%	7	0.0%	0	35.9%	2	0.0%	0	44.2%	2	0.0%	0	8.4%	2	0.0%	0	3.0%	1	5.1%	2
Weighted base:		121		2		4		5		5		5		18		31		17		34
Sample:		132		3		5		6		6		9		14		22		15		52

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q33B Why don't you visit Cockerton District Centre? [MR]																				
<i>Those who did not mention Cockerton at Q27</i>																				
Lack of choice and range of shops	7.9%	62	8.4%	2	4.2%	3	11.0%	5	2.6%	1	12.0%	5	11.5%	20	4.6%	10	11.2%	13	4.5%	3
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.2%	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
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	15.9%	124	24.4%	5	43.2%	30	35.7%	17	29.8%	6	27.5%	12	9.6%	16	8.3%	18	9.0%	10	11.7%	8
Not accessible by public transport	2.4%	18	8.6%	2	4.9%	3	8.8%	4	2.8%	1	1.9%	1	2.9%	5	0.6%	1	0.5%	1	1.3%	1
Inconveniently located car parking	2.8%	22	0.0%	0	2.3%	2	2.6%	1	0.0%	0	2.9%	1	3.9%	7	1.9%	4	5.8%	7	0.0%	0
Expensive car parking	0.7%	6	0.0%	0	2.1%	2	2.6%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	60.1%	469	46.5%	9	41.4%	29	46.5%	22	50.6%	11	44.3%	20	56.0%	97	64.9%	143	73.7%	86	77.1%	53
Unaware of Cockerton / don't know where it is	6.6%	51	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.6%	4	4.7%	8	14.6%	32	2.1%	2	5.0%	3
Too busy	0.2%	1	3.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	52	8.3%	2	1.9%	1	1.0%	0	16.8%	4	1.7%	1	15.5%	27	7.5%	16	0.4%	1	1.3%	1
Weighted base:		782		19		71		48		21		44		172		221		117		69
Sample:		745		28		79		63		29		78		118		157		94		99

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q33C Why don't you visit North Road District Centre? [MR]																				
<i>Those who did not mention North Road at Q27</i>																				
Lack of choice and range of shops	7.1%	54	5.0%	2	3.6%	2	10.1%	3	3.3%	1	4.6%	2	10.7%	17	7.4%	15	8.4%	9	2.3%	2
Lack of supermarket	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.4%	3	0.0%	0	0.0%	0	3.2%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	14.8%	112	38.4%	15	35.3%	22	14.0%	5	26.6%	9	24.6%	12	8.0%	13	9.9%	20	7.6%	8	12.5%	9
Not accessible by public transport	2.5%	19	1.5%	1	2.0%	1	18.9%	6	8.4%	3	3.6%	2	1.2%	2	0.0%	0	2.0%	2	3.4%	2
Inconveniently located car parking	1.5%	12	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.0%	0	1.9%	3	2.3%	5	1.7%	2	0.0%	0
Expensive car parking	0.6%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	62.2%	471	51.9%	20	50.0%	31	50.5%	17	47.5%	16	60.1%	29	59.3%	95	62.1%	128	76.7%	81	77.9%	54
Unaware of North Road / don't know where it is	5.0%	38	3.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	4.6%	7	11.5%	24	0.6%	1	3.5%	2
Too busy	0.6%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	1.7%	2	0.0%	0
(Don't know)	6.8%	51	8.0%	3	5.3%	3	4.1%	1	11.8%	4	0.0%	0	13.7%	22	6.8%	14	2.2%	2	1.9%	1
Weighted base:		758		38		62		34		35		48		160		205		106		69
Sample:		736		53		68		48		42		85		110		145		85		100

Q34 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]

Yes, Internet	66.0%	671	59.3%	43	43.1%	39	59.5%	43	56.4%	45	62.4%	36	72.2%	140	73.5%	183	71.8%	93	68.7%	50
Yes, Portable internet shopping (through mobile phone)	2.6%	26	0.0%	0	0.0%	0	5.1%	4	0.0%	0	7.2%	4	3.5%	7	3.8%	9	1.6%	2	0.0%	0
Yes, TV Shopping	3.5%	36	0.0%	0	1.6%	1	3.8%	3	3.8%	3	0.7%	0	4.0%	8	6.2%	15	3.0%	4	2.0%	1
No	32.5%	331	40.7%	30	56.9%	51	40.5%	29	42.9%	34	32.1%	18	24.0%	47	25.3%	63	28.2%	37	29.9%	22
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q35 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]																				
<i>Those who shop online at Q34</i>																				
Food	8.8%	60	14.1%	6	13.3%	5	10.5%	5	4.9%	2	8.6%	3	11.0%	16	8.1%	15	5.1%	5	5.5%	3
Clothes	42.2%	290	27.7%	12	59.1%	23	33.7%	14	31.6%	14	38.2%	15	43.2%	64	48.3%	90	39.9%	37	40.3%	20
Banking / finance	6.0%	41	8.2%	4	6.1%	2	15.3%	7	5.5%	3	8.3%	3	4.5%	7	4.7%	9	1.2%	1	13.1%	7
Books	40.0%	275	46.2%	20	31.2%	12	38.2%	16	39.4%	18	62.9%	24	28.0%	41	42.1%	78	39.3%	37	55.0%	28
CDs, DVDs, music	40.9%	281	36.2%	16	48.7%	19	36.3%	16	37.3%	17	49.9%	19	34.4%	51	42.9%	80	42.4%	39	48.3%	24
DIY goods	3.3%	23	5.6%	2	1.6%	1	1.1%	0	0.0%	0	2.4%	1	8.3%	12	1.6%	3	2.2%	2	2.0%	1
Furniture / Carpets	4.6%	31	12.6%	5	9.5%	4	1.1%	0	5.3%	2	8.3%	3	2.9%	4	5.7%	11	1.0%	1	1.1%	1
Garden items	3.1%	21	4.0%	2	0.0%	0	6.3%	3	0.0%	0	3.5%	1	2.1%	3	4.5%	8	0.0%	0	7.8%	4
Holiday and / or Travel Tickets	5.1%	35	4.3%	2	6.0%	2	21.0%	9	8.2%	4	12.9%	5	1.7%	2	2.7%	5	1.8%	2	7.9%	4
Jewellery	3.8%	26	2.9%	1	0.0%	0	5.4%	2	5.9%	3	2.4%	1	6.0%	9	2.2%	4	4.7%	4	2.8%	1
Major electrical items	14.9%	102	8.3%	4	9.1%	4	13.1%	6	16.7%	8	22.5%	9	20.5%	30	12.0%	22	15.7%	15	12.3%	6
Small electrical items	26.3%	180	25.3%	11	13.6%	5	27.8%	12	39.3%	18	16.9%	7	31.9%	47	26.1%	49	21.6%	20	23.3%	12
Small household goods	12.4%	85	8.6%	4	15.4%	6	7.6%	3	17.3%	8	16.6%	6	9.5%	14	15.8%	29	7.6%	7	14.9%	8
Sports goods	5.6%	39	8.7%	4	6.1%	2	5.3%	2	4.6%	2	8.5%	3	4.1%	6	8.5%	16	2.2%	2	2.0%	1
Toys	13.5%	92	20.1%	9	12.0%	5	16.6%	7	11.2%	5	23.0%	9	13.8%	20	10.9%	20	13.4%	12	9.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	2.4%	17	1.1%	0	5.8%	2	1.4%	1	4.2%	2	0.0%	0	1.6%	2	1.3%	2	4.8%	4	4.0%	2
Health & beauty items	2.4%	17	4.7%	2	3.9%	2	2.4%	1	3.1%	1	0.0%	0	0.6%	1	3.2%	6	2.7%	3	2.8%	1
Art & craft items	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	0	0.7%	1	1.7%	3	2.5%	2	2.0%	1
Pet products	1.3%	9	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	3	1.6%	3	1.0%	1	0.0%	0
Motoring items	0.5%	4	1.5%	1	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
(Don't know / can't remember)	4.5%	31	1.7%	1	1.8%	1	2.5%	1	2.9%	1	3.7%	1	6.8%	10	5.4%	10	4.4%	4	2.4%	1
Weighted base:	687	43	39	43	46	39	148	186	93	50										
Sample:	607	52	36	49	51	63	97	123	69	67										

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q36 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]																				
<i>Those who shop online at Q34</i>																				
Food	6.0%	41	3.0%	1	9.4%	4	7.8%	3	3.6%	2	5.8%	2	9.3%	14	5.4%	10	3.7%	3	4.1%	2
Clothes	30.1%	207	17.8%	8	40.8%	16	23.0%	10	31.9%	15	27.9%	11	34.2%	50	28.6%	53	30.2%	28	32.2%	16
Banking / finance	5.7%	39	5.3%	2	9.9%	4	12.3%	5	10.3%	5	5.9%	2	4.0%	6	4.4%	8	1.2%	1	11.4%	6
Books	26.6%	183	31.8%	14	28.8%	11	34.0%	15	21.8%	10	38.7%	15	21.9%	32	24.1%	45	17.7%	16	48.8%	25
CDs, DVD's, music	24.0%	165	21.0%	9	36.6%	14	30.1%	13	20.2%	9	25.4%	10	23.8%	35	18.6%	35	19.9%	19	42.3%	21
DIY goods	2.8%	19	1.7%	1	0.0%	0	5.0%	2	3.2%	1	5.9%	2	7.4%	11	0.4%	1	0.0%	0	2.0%	1
Furniture / Carpets	2.9%	20	0.0%	0	3.6%	1	3.6%	2	6.6%	3	5.9%	2	2.4%	4	3.5%	6	1.9%	2	0.0%	0
Garden items	1.7%	12	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.4%	1	3.8%	6	1.2%	2	0.0%	0	2.0%	1
Holiday and / or Travel Tickets	5.2%	36	3.7%	2	9.3%	4	13.3%	6	9.9%	4	7.9%	3	3.9%	6	3.8%	7	1.0%	1	7.0%	4
Jewellery	2.9%	20	1.3%	1	0.0%	0	5.4%	2	4.6%	2	2.4%	1	5.9%	9	1.5%	3	1.0%	1	2.8%	1
Major electrical items	9.8%	67	5.8%	2	6.5%	3	9.0%	4	9.9%	4	14.8%	6	17.5%	26	3.4%	6	12.6%	12	8.3%	4
Small electrical items	12.6%	86	11.3%	5	9.9%	4	20.3%	9	20.3%	9	13.7%	5	14.8%	22	6.3%	12	12.8%	12	17.8%	9
Small household goods	7.6%	52	4.1%	2	7.9%	3	3.8%	2	8.6%	4	9.3%	4	14.7%	22	5.7%	11	5.4%	5	2.0%	1
Sports goods	5.4%	37	7.1%	3	0.0%	0	10.5%	4	8.2%	4	4.9%	2	8.3%	12	3.5%	7	2.7%	3	4.7%	2
Toys	12.4%	85	13.0%	6	19.9%	8	14.7%	6	7.0%	3	12.1%	5	14.1%	21	9.6%	18	14.2%	13	10.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	1.9%	2	3.4%	2
Health & beauty items	1.4%	10	3.0%	1	3.9%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	2	1.9%	2	5.6%	3
Insurance	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1
Art & craft items	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.5%	2	2.0%	1
Pet products	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0
(None)	14.8%	102	16.3%	7	11.0%	4	7.5%	3	17.3%	8	25.1%	10	4.3%	6	27.1%	50	7.7%	7	11.0%	6
(Don't know / not sure)	19.6%	134	18.3%	8	17.3%	7	21.2%	9	15.8%	7	13.1%	5	24.6%	36	17.6%	33	25.6%	24	10.6%	5
Weighted base:		687		43		39		43		46		39		148		186		93		50
Sample:		607		52		36		49		51		63		97		123		69		67

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q37 Which of these leisure activities do you participate in? [MR/PR]																				
Health and Fitness	22.0%	224	20.7%	15	16.9%	15	18.4%	13	23.8%	19	18.4%	10	26.6%	52	21.3%	53	20.7%	27	26.3%	19
Leisure Centre Activities	20.5%	209	23.1%	17	10.6%	10	24.2%	17	11.1%	9	13.6%	8	26.2%	51	24.4%	61	20.4%	26	14.3%	10
Cinema	45.7%	465	40.7%	30	30.2%	27	26.6%	19	30.6%	24	52.4%	30	48.7%	95	56.5%	141	49.3%	64	48.7%	35
Restaurant	61.8%	629	62.0%	45	56.1%	51	66.4%	48	61.5%	49	65.2%	37	55.1%	107	63.7%	159	63.5%	82	70.7%	51
Pub /Bars	48.4%	492	39.8%	29	42.6%	39	50.1%	36	46.4%	37	44.5%	25	48.0%	93	58.4%	145	44.1%	57	42.0%	30
Nightclub	4.7%	48	2.2%	2	2.8%	3	5.1%	4	1.7%	1	0.0%	0	9.1%	18	3.1%	8	8.7%	11	3.0%	2
Social Club	10.3%	105	12.7%	9	17.0%	15	15.4%	11	9.2%	7	4.4%	3	14.8%	29	5.9%	15	10.2%	13	4.2%	3
Ten Pin Bowling	20.5%	208	12.3%	9	16.3%	15	13.4%	10	12.4%	10	21.8%	12	21.1%	41	19.8%	49	34.8%	45	23.6%	17
Bingo	5.1%	51	6.3%	5	7.9%	7	7.1%	5	4.0%	3	1.5%	1	2.7%	5	4.1%	10	9.3%	12	4.3%	3
Theatre / concert hall	50.4%	512	59.7%	43	41.9%	38	42.7%	31	56.6%	45	53.0%	30	43.5%	84	60.8%	151	40.9%	53	49.8%	36
Museum / Art Galleries	32.8%	334	30.8%	22	27.2%	25	32.8%	24	25.5%	20	24.8%	14	26.9%	52	46.5%	116	29.2%	38	31.2%	22
Running / Cycling / outdoor activities	30.0%	305	37.4%	27	24.6%	22	29.7%	21	26.9%	21	25.5%	15	31.8%	62	34.9%	87	22.3%	29	29.3%	21
(None of these)	13.8%	140	7.7%	6	15.5%	14	10.3%	7	16.1%	13	17.0%	10	20.1%	39	9.7%	24	17.0%	22	7.6%	5
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q38 Which centre/facility did you last visit for indoor sports or health and fitness activity?																				
<i>Those who participate in health & fitness or leisure center activities at Q37 AND Excl nulls & SFT</i>																				
Zone 1																				
The Fitness Centre, Bondgate, Darlington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Penthouse Gym, Skinnergate, Darlington	0.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																				
Darlington	3.8%	12	7.5%	2	30.4%	6	6.2%	2	2.8%	1	6.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Bannatyne's, Haughton Road, Darlington	5.0%	16	8.2%	2	11.2%	2	21.4%	5	10.2%	3	9.0%	1	0.0%	0	1.7%	1	0.0%	0	4.2%	1
Eastbourne Sports Complex, Bourne Avenue, Darlington	0.4%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Eastmount Road, Darlington	2.4%	7	12.5%	3	6.8%	1	0.0%	0	8.0%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Dolphin Centre, Horsemarket, Darlington	17.7%	55	56.2%	14	18.1%	4	45.9%	11	54.4%	14	23.6%	4	7.4%	5	3.9%	3	4.8%	2	0.0%	0
Zone 5																				
Hurworth	0.9%	3	0.0%	0	8.2%	2	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossfit, Darlington Arena, Neasham Road, Darlington	0.5%	2	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Newton Aycliffe	2.1%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.7%	1	1.5%	1	10.5%	4	0.0%	0
Redworth Hall Hotel, Redworth, Newton Aycliffe	3.8%	12	0.0%	0	0.0%	0	4.3%	1	2.8%	1	0.0%	0	11.7%	8	0.0%	0	5.5%	2	0.0%	0
Shildon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ferryhill Leisure Centre, Ferryhill	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1	0.0%	0	0.0%	0
Lifestyle Fitness, Newton Aycliffe Leisure Centre, Newton Aycliffe	2.7%	9	4.9%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Shildon Sunnydale Leisure Centre, Shildon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	1	0.0%	0
Newton Aycliffe Leisure Centre, Newton Aycliffe	6.5%	20	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	27.6%	19	0.0%	0	0.0%	0	0.0%	0
Shildon Sunnydale Leisure Centre, Shildon	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	2.2%	1	0.0%	0
Zone 7																				
Barnard Castle	0.9%	3	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Brompton-on-Swale	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Catterick Leisure Centre,	5.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	18	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Gough Road, Catterick Garrison										
Grinton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hudswell	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	1.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Richmond Swimming Pool, Station Road, Richmond	3.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Teesdale Leisure Centre, Barnard Castle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesdale Leisure Centre, Barnard Castle	4.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8										
Bishop Auckland	3.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Auckland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhouse Close Leisure Complex, Bishop Auckland	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm	1.4%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Outside Study Area, County Durham										
Sedgefield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Leisure Centre, High Street, Spennymoor	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coxhoe	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Merrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Northallerton	1.2%	4	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Stokesley Leisure Centre, Great Broughton Road, Stokesley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Middlesbrough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sporting Lodge, Low Lane, Stainton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Activ8, Thornaby Pavilion, Thornaby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	0
David Lloyd, Tees Barrage Way, Thornaby	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton	2.2%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9		
Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Total Fitness, Middlesbrough Road, Stockton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Xercise4Less, Mandale Triangle, Stockton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Bannatyne's, Myton Road, Ingleby Barwick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, North Shore Academy, Talbot Street, Stockton-on-Tees	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Other												
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.9%	22	10.7%	3	3.2%	1	8.3%	2	8.1%	2	0.0%	0
Weighted base:	313	24	20	24	25	15	70	76	33	25		
Sample:	279	30	18	27	29	24	45	48	25	33		

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q39 Which centre/facility did you last visit to go the cinema?																				
<i>Those who go to the cinema at Q37 AND Excl nulls & SFT</i>																				
Zone 2																				
Odeon Cinema, Northgate, Darlington	13.8%	63	38.9%	11	28.7%	8	27.4%	5	37.2%	9	11.3%	3	11.3%	11	8.0%	11	8.6%	5	0.0%	0
Zone 7																				
Barnard Castle	0.3%	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
Station Cinema, Station Yard, Richmond	17.7%	81	10.2%	3	0.0%	0	0.0%	0	4.9%	1	7.3%	2	0.0%	0	54.4%	75	0.0%	0	0.0%	0
Outside Study Area, County Durham																				
Gala Theatre, Millennium Place, Durham	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh																				
Edinburgh	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead																				
Odeon Cinema, MetroCentre, Gateshead	7.1%	33	1.4%	0	2.9%	1	6.2%	1	0.0%	0	0.0%	0	20.8%	20	2.6%	4	9.2%	6	3.0%	1
Outside Study Area, Hartlepool																				
Vue Cinema, Marina Way, Hartlepool	2.3%	10	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	8.0%	8	0.0%	0	3.5%	2	0.0%	0
Outside Study Area, Leeds																				
Vue, The Light, Leeds	0.1%	1	2.3%	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
Outside Study Area, Liverpool																				
Liverpool	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Outside Study Area, Manchester																				
Manchester	0.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough																				
Cineworld, Middlesbrough Leisure Park, Middlesbrough	10.7%	49	15.7%	4	15.6%	4	3.2%	1	5.4%	1	16.3%	5	11.1%	10	6.0%	8	4.4%	3	35.1%	12
Outside Study Area, Newcastle																				
Empire, The Gate, Newcastle	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Outside Study Area, Stockton-on-Tees																				
ARC - Stockton Arts Centre, Stockton-on-Tees	0.2%	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	3.1%	1
Showcase Cinema, Teesside Shopping Park, Stockton-on-Tees	45.9%	210	31.6%	9	50.6%	14	60.0%	11	49.5%	12	65.1%	19	45.5%	43	26.6%	37	70.9%	45	58.8%	21
Other																				
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Weighted base:	459	28	27	19	23	29	95	138	64	35
Sample:	401	35	25	21	27	43	61	95	47	47

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q40 Which centre/facility did you last visit to go to a restaurant?										
<i>Those who go to restaurants at Q37 AND Excl nulls & SFT</i>										
Zone 1										
Low Coniscliffe	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cockerton District Centre	0.4%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Zone 2										
Darlington Town Centre	37.7%	221	76.4%	34	74.4%	35	70.5%	33	84.7%	39
Neasham Road Local Centre	0.8%	5	1.3%	1	3.2%	2	0.0%	0	2.5%	1
Yarm Road Local Centre	0.8%	4	2.5%	1	1.3%	1	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Morton Park, Darlington	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Zone 3										
Haughton-le-Skerne	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
North Road District Centre	0.4%	3	1.3%	1	0.0%	0	2.2%	1	0.0%	0
Zone 4										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurworth	0.7%	4	1.1%	0	0.0%	0	0.0%	0	1.2%	1
Middleton St George Local Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Park Local Centre	0.3%	2	2.7%	1	0.0%	0	1.0%	0	0.0%	0
Zone 6										
Heighington Village	0.6%	4	1.3%	1	0.0%	0	2.0%	1	0.0%	0
Chilton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	2.0%	12	1.3%	1	0.0%	0	0.0%	0	1.0%	0
Schildon Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7										
Aldbrough St John	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aysgarth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gainford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilling West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornby	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Leyburn	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton Tyas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton-in-Teesdale	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ravensworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.5%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Catterick Garrison Town	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Centre										
Richmond Town Centre	7.0%	41	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 8										
West Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	4.8%	28	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklevington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	4.7%	27	1.5%	1	0.0%	0	3.9%	2	1.5%	1
Outside Study Area, Blackpool										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Cambridge										
Cambridge	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Outside Study Area, Canterbury										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Durham City Centre	5.7%	33	1.7%	1	1.7%	1	6.2%	3	0.0%	0
Sedgefield Town Centre	0.4%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Outside Study Area, Crawley										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Dumfries and Galloway										
Stranraer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Durham										
Bishop Middleham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Consett	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crook	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirk Merrington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, East Riding of Yorkshire										
Bridlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, East Staffordshire										
Burton-on-Trent	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Fife										
Fife	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MetroCentre, Gateshead	2.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area, Glasgow										
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Guildford										
Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hambleton										
Bedale	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carthorpe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Broughton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stokesley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	1.6%	9	1.3%	1	1.7%	1	0.0%	0	0.0%	0
Outside Study Area, Harrogate										
Ripon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool										
Hartlepool Town Centre	0.6%	3	0.0%	0	1.5%	1	0.0%	0	1.5%	1
Outside Study Area, Highland										
Thurso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Lancaster										
Carnforth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds										
Wetherby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Middlesbrough Town Centre	1.7%	10	0.0%	0	1.2%	1	2.0%	1	1.5%	1
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Northumberland										
Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Nottingham										
Nottingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton under Roseberry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slapewath	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside Study Area, Ribble Valley										
Clitheroe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Ryedale										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Southampton										
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Teesside Shopping Park, Stockton-on-Tees	3.6%	21	0.0%	0	1.7%	1	0.0%	0	5.4%	2
Outside Study Area, Sunderland										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Outside Study Area, Various										
London	1.0%	6	1.1%	0	0.0%	0	0.0%	0	3.1%	1
Outside Study Area, Wolverhampton										
Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
York City Centre	1.5%	9	0.0%	0	0.0%	0	2.2%	1	1.5%	1

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Other										
Abroad	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	586	44	47	46	46	37	101	145	72	47
Sample:	581	61	49	63	56	58	69	97	58	70

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q41 Which centre/facility did you last visit to go to bars, pubs and nightclubs?										
<i>Those who go to pubs / bars / nightclubs or social clubs at Q37 AND Excl nulls & SFT</i>										
Zone 1										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.8%	4	1.6%	1	0.0%	0	0.0%	0	9.4%	4
Mowden Local Centre	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2										
Darlington Town Centre	28.6%	148	78.9%	26	81.9%	34	67.6%	26	76.5%	31
Neasham Road Local Centre	1.2%	6	0.0%	0	10.9%	5	0.0%	0	0.0%	0
Zone 3										
Haughton-le-Skerne	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
North Road District Centre	0.6%	3	3.6%	1	1.9%	1	1.2%	0	1.7%	1
Whinfield Local Centre	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Zone 4										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Bolam	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croft	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
High Coniscliffe	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Hurworth	1.1%	6	0.0%	0	0.0%	0	1.2%	0	20.4%	5
Longnewton	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Manfield	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Redmarshall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Sadberge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Middleton St George Local Centre	1.1%	6	1.6%	1	0.0%	0	0.0%	0	12.9%	3
Zone 6										
Heighington Village	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	5.6%	29	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sildon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7										
Aldbrough St John	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Aysgarth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bellerby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton-on-Swale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Cowton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gilling West	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hardraw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Magna	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Fleetham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mickleton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Middleton-in-Teesdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ovington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redmire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romaldkirk	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Burton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Rounton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Witton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.8%	15	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Catterick Garrison Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Richmond Town Centre	7.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8										
West Auckland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	6.5%	34	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Zone 9										
Eaglescliffe	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirklevington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yarm Town Centre	5.5%	29	2.0%	1	0.0%	0	3.2%	1	0.0%	0
Outside Study Area, Blackpool										
Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Cambridge										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Canterbury										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Durham City Centre	6.2%	32	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sedgefield Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spennymoor Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area, Crawley										
Gatwick airport	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Dumfries and Galloway										
Stranraer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Durham										
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crook	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Haswell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tow Law	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area, East Riding of Yorkshire										
Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, East Staffordshire										
Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Fife										
Fife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gateshead										
Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
MetroCentre, Gateshead	0.5%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside Study Area, Glasgow										
Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Gloucester										
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Guildford										
Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outside Study Area, Hambleton										
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	5.8%	8
Outside Study Area, Harrogate										
Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.4%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Outside Study Area, Hartlepool										
Hartlepool Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Highland										
Thurso	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Lancaster										
Carnforth	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Outside Study Area, Leeds										
Wetherby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Liverpool										
Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Middlesbrough Town Centre	0.7%	3	3.1%	1	0.0%	0	2.7%	1	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	1.0%	5	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Northumberland										
Alnwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Nottingham										
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slapewath	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Outside Study Area, Ribble Valley										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Ryedale										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Southampton										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Stockton-on-Tees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area,										

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Sunderland										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Outside Study Area, Wolverhampton										
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
York City Centre	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	24	0.0%	0	10.7%	4	4.7%	2	3.5%	1
Weighted base:	519	33	42	39	41	27	102	147	58	31
Sample:	472	42	42	47	48	43	67	96	44	43

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q42 Which centre/facility did you last visit to go ten-pin bowling?																				
<i>Those who go ten-pin bowling at Q37 AND Excl nulls & SFT</i>																				
Zone 6																				
Planet Leisure, Maple Way, Newton Aycliffe	33.1%	67	31.2%	2	10.2%	2	56.0%	5	19.6%	2	0.0%	0	55.3%	23	12.6%	6	61.8%	27	0.0%	0
Zone 7																				
Catterick Garrison	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Outside Study Area, Eden																				
Centre Parcs, Penrith	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Outside Study Area, Gateshead																				
Namco Funscape, MetroCentre, Gateshead	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Hartlepool																				
Superbowl, Teesbay Retail Park, Hartlepool	0.0%	0	0.0%	0	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 Study Area, Newcastle-upon-Tyne																				
MFA Bowl, Westgate Road, Newcastle-upon-Tyne	0.0%	0	0.0%	0	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 Study Area, Redcar & Cleveland																				
Redcar	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sheffield																				
Sheffield	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	6.4%	1
Outside Study Area, South Tyneside																				
East Boldon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Outside Study Area, Stockton-on-Tees																				
Hollywood Bowl, Teesside Shopping Park, Stockton-on-Tees	63.1%	128	68.8%	5	89.8%	13	44.0%	4	74.4%	7	90.9%	11	42.1%	17	83.7%	39	33.6%	15	93.6%	15
Outside Study Area, Sunderland																				
Sunderland	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Other																				
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		203		8		15		10		10		12		41		47		44		16
Sample:		155		8		11		9		11		17		24		27		29		19

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q43 Which centre/facility do you normally visit for bingo?																				
<i>Those who play bingo at Q37 AND Excl nulls & SFT</i>																				
Zone 1																				
Gala Bingo, Skinnergate, Darlington	32.1%	16	56.5%	2	91.3%	7	49.3%	3	36.1%	1	99.9%	0	0.0%	0	26.0%	3	0.0%	0	0.0%	0
Zone 4																				
Top Ten Bingo, Eldon Street, Darlington	2.2%	1	0.0%	0	8.7%	1	9.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																				
Ferryhill	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	1	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe	2.1%	1	0.0%	0	0.0%	0	20.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																				
Barnard Castle	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Catterick Garrison	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0
Richmond	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0
Zone 8																				
Bishop Auckland	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Hippodrome Bingo, Bishop Auckland	15.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.2%	8	0.0%	0
Zone 9																				
Yarm	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%	0	14.0%	0
Outside Study Area, County Durham																				
Top Ten Bingo, Cheapside, Spennymoor	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.3%	2	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Leeds																				
Leeds	1.4%	1	0.0%	0	0.0%	0	0.0%	0	22.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough																				
Middlesbrough	1.1%	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	17.0%	1
Outside Study Area, Stockton-on-Tees																				
Mecca Bingo, Chandlers Wharf, Stockton-on-Tees	28.9%	14	43.5%	2	0.0%	0	21.5%	1	41.9%	1	0.0%	0	35.2%	2	41.2%	4	16.1%	2	69.0%	2
Other																				
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		48		4		7		5		3		0		5		10		10		3
Sample:		47		5		7		8		4		1		4		6		7		5

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q44 Which centre/facility do you normally visit for art/culture activities (i.e. theatres / galleries / museums)?										
<i>Those who visit a theatre / concert hall / museum / art gallery at Q37 AND Excl nulls & SFT</i>										
Zone 1										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Zone 2										
Darlington Town Centre	54.9%	312	79.4%	35	62.1%	27	69.8%	27	73.5%	34
Yarm Road Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3										
Houghton-le-Skerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 4										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6										
Heighington Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone 7										
Aldbrough St John	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	2.5%	14	0.0%	0	3.3%	1	2.4%	1	1.5%	1
Richmond Town Centre	3.1%	18	2.6%	1	0.0%	0	0.0%	0	1.2%	1
Zone 8										
West Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9										
Eaglescliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Blackpool										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Cambridge										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Canterbury										
Canterbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Durham City Centre	3.4%	19	1.2%	1	3.3%	1	7.1%	3	2.9%	1
Outside Study Area, Crawley										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Doncaster Outside Study Area, Dumfries and Galloway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stranraer Outside Study Area, Durham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Outside Study Area, East Riding of Yorkshire	0.7%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Bridlington Outside Study Area, East Staffordshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Burton-on-Trent Outside Study Area, Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh Outside Study Area, Fife	0.9%	5	0.0%	0	2.1%	1	1.5%	1	0.0%	0
Fife Outside Study Area, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead MetroCentre, Gateshead Outside Study Area, Glasgow	0.3%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Glasgow Outside Study Area, Gloucester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Gloucester Outside Study Area, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Gloucester Outside Study Area, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Guildford Outside Study Area, Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre Outside Study Area, Harrogate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ripon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre Outside Study Area, Hartlepool	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Hartlepool Town Centre Outside Study Area, Highland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurso Outside Study Area, Lancaster	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Carnforth Outside Study Area, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Wetherby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Liverpool										
Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Manchester										
Manchester City Centre	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside Study Area, Middlesbrough										
Middlesbrough Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	9.6%	54	7.4%	3	7.5%	3	8.1%	3	8.7%	4
Outside Study Area, Northumberland										
Alnwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Nottingham										
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Oxford										
Oxford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Redcar Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area, Ribble Valley										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Ryedale										
Helmsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Scarborough										
Scarborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Outside Study Area, Southampton										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Preston Park, Stockton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Stockton-on-Tees Outside Study Area, Sunderland																				
Sunderland City Centre Outside Study Area, Various	2.9%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.7%	4	1.5%	2	10.1%	6	3.7%	2
London Outside Study Area, Wolverhampton	5.3%	30	0.0%	0	5.4%	2	2.8%	1	4.0%	2	4.0%	1	2.8%	3	7.6%	13	5.2%	3	12.2%	5
Wolverhampton Outside Study Area, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre Other	2.8%	16	0.0%	0	0.0%	0	0.0%	0	2.9%	1	8.5%	3	1.1%	1	5.3%	9	0.0%	0	4.7%	2
Abroad	0.8%	5	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.2%	2	0.0%	0	2.5%	1
(Don't know / can't remember)	3.2%	18	8.2%	4	6.4%	3	0.0%	0	1.2%	1	0.0%	0	2.4%	2	5.4%	9	0.0%	0	0.0%	0
Weighted base:	568	45	43	39	47	33	95	165	61	41										
Sample:	545	58	42	50	54	55	65	113	50	58										

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Q45 Which centre/facility do you normally visit for running / cycling / outdoor activities?										
<i>Those who do running / cycling / outdoor activities at Q37 AND Excl nulls & SFT</i>										
Zone 1										
Low Coniscliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockerton District Centre	1.1%	3	5.1%	1	0.0%	0	0.0%	0	8.8%	2
Mowden Local Centre	0.5%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2										
Darlington Town Centre	25.5%	65	80.2%	18	82.5%	15	71.5%	13	45.2%	9
Yarm Road Local Centre	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Darlington Retail Park, Yarm Road, Darlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3										
Haughton-le-Skerne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Road District Centre	0.5%	1	2.2%	1	0.0%	0	0.0%	0	3.6%	1
Whinfield Local Centre	0.3%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Zone 4										
Queen Street Shopping Centre, Darlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5										
Bolam	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Coniscliffe	0.7%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Hurworth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton St George Local Centre	1.1%	3	0.0%	0	0.0%	0	6.2%	1	3.0%	1
West Park Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Zone 6										
Heighington Village	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilton Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferryhill Town Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Aycliffe Town Centre	6.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sildon Town Centre	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7										
Aldbrough St John	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleton Wiske	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eppleby	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Gainford	0.6%	2	0.0%	0	8.6%	2	0.0%	0	0.0%	0
Grinton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyburn	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lunedale	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton-in-Teesdale	3.0%	8	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Piercebridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Swaledale	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wensleydale	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
West Rounton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	3.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Catterick Garrison Town Centre	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Town Centre	8.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8										
West Auckland	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Bishop Auckland Town Centre	5.3%	14	0.0%	0	0.0%	0	0.0%	0	55.9%	11
Zone 9										
Eaglescliffe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	6.2%
Yarm Town Centre	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	43.4%
Outside Study Area, Blackpool										
Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Cambridge										
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Canterbury										
Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Carlisle										
Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, County Durham										
Durham City Centre	1.8%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Sedgefield Town Centre	3.3%	9	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Outside Study Area, Crawley										
Gatwick airport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Doncaster										
Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Dumfries and Galloway										
Stranraer	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	1
Outside Study Area, Durham										
Bishop Middleham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamsterley Forest	3.7%	9	0.0%	0	0.0%	0	0.0%	0	4.5%	0
Tow Law	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, East Riding of Yorkshire										
Bridlington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, East Staffordshire										
Burton-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Edinburgh										
Edinburgh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Fife										

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Fife Outside Study Area, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead Outside Study Area, Glasgow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow Outside Study Area, Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Outside Study Area, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Outside Study Area, Hambleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmotherley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre Outside Study Area, Harrogate	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Outside Study Area, Hartlepool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlepool Town Centre Outside Study Area, Highland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurso Outside Study Area, Lancaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carnforth Outside Study Area, Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wetherby Outside Study Area, Liverpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Outside Study Area, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre Outside Study Area, Middlesbrough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough Town Centre Outside Study Area, Newcastle-upon-Tyne	1.7%	4	0.0%	0	0.0%	0	9.2%	2	0.0%	0
Newcastle City Centre Outside Study Area, Northumberland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alnwick Outside Study Area, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Outside Study Area, Oxford										
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Redcar & Cleveland										
Redcar Town Centre	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Saltburn	1.1%	3	0.0%	0	0.0%	0	14.0%	3	0.0%	0
Outside Study Area, Ribble Valley										
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Ryedale										
Helmsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North York Moors	1.5%	4	2.1%	0	0.0%	0	5.9%	1	0.0%	0
Outside Study Area, Scarborough										
Scarborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Lakeland										
Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, South Tyneside										
South Shields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Southampton										
Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Stockton-on-Tees										
Preston Park, Stockton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wynyard	0.3%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Stockton-on-Tees Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Thornaby Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Sunderland										
Sunderland City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Various										
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, Wolverhampton										
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area, York										
York City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Other										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255	23	18	18	20	11	51	79	20	17
Sample:	222	28	16	19	25	15	33	54	13	19

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q46 How do you normally travel when visiting leisure destinations?																				
Car / van (as driver)	59.1%	601	44.6%	32	36.1%	33	47.1%	34	50.0%	40	67.3%	38	61.2%	119	70.9%	176	62.2%	81	65.7%	47
Car / van (as passenger)	13.8%	140	18.2%	13	16.8%	15	9.3%	7	13.8%	11	7.4%	4	15.9%	31	11.3%	28	17.8%	23	10.8%	8
Bus, minibus or coach	5.5%	56	7.3%	5	15.6%	14	9.5%	7	9.9%	8	3.8%	2	4.4%	8	2.0%	5	3.2%	4	3.1%	2
Motorcycle, scooter or moped	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Walk	6.8%	69	12.8%	9	9.7%	9	5.3%	4	9.3%	7	2.1%	1	3.9%	8	8.1%	20	2.3%	3	10.9%	8
Taxi	3.1%	31	0.8%	1	5.9%	5	11.4%	8	2.1%	2	0.9%	0	1.0%	2	2.7%	7	4.4%	6	0.8%	1
Train	1.1%	11	1.6%	1	3.5%	3	0.8%	1	1.6%	1	1.8%	1	0.0%	0	1.1%	3	0.0%	0	1.3%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.3%	13	0.0%	0	0.7%	1	3.7%	3	1.7%	1	0.8%	0	2.0%	4	1.1%	3	0.0%	0	1.3%	1
Mobility scooter / disability vehicle	0.1%	1	0.7%	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
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't do leisure activities	0.9%	9	0.0%	0	2.4%	2	0.6%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Don't know / varies)	8.0%	82	13.9%	10	9.5%	9	10.9%	8	10.9%	9	8.1%	5	10.0%	19	2.8%	7	8.6%	11	6.0%	4
Weighted base:	1017	73	90	72	80	57	194	249	130	72										
Sample:	1017	102	99	100	101	100	133	175	104	103										

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
Q47 Which leisure facilities would you like to see more of in the Darlington area? [MR]																				
Bars / pubs	0.4%	4	0.7%	1	2.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better shopping facilities	0.8%	8	1.7%	1	2.8%	2	0.0%	0	3.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Bowling alley	6.5%	66	5.1%	4	14.2%	13	11.9%	9	10.6%	8	6.2%	4	3.0%	6	5.1%	13	6.5%	8	2.9%	2
Cinema	13.5%	137	18.7%	14	16.5%	15	8.2%	6	17.7%	14	13.3%	8	19.2%	37	7.9%	20	17.3%	22	2.0%	1
Concert hall / venue	0.9%	9	2.4%	2	1.7%	2	0.7%	0	3.3%	3	0.0%	0	0.6%	1	0.7%	2	0.0%	0	0.0%	0
Cycle paths / area	0.7%	7	3.3%	2	0.0%	0	1.4%	1	1.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dance facilities	0.3%	3	1.7%	1	0.8%	1	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Extreme sports	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.2%	2	0.9%	2	0.6%	1	0.0%	0	0.0%	0
Health and fitness (Gym)	0.7%	7	3.5%	3	0.0%	0	0.0%	0	1.6%	1	1.6%	1	1.0%	2	0.0%	0	0.0%	0	0.6%	0
Hotels	0.2%	2	3.3%	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
Ice rink	2.3%	24	2.6%	2	1.9%	2	1.5%	1	2.7%	2	3.4%	2	1.5%	3	3.5%	9	2.4%	3	0.0%	0
Karting	0.1%	1	1.7%	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
Leisure centre	0.7%	8	3.4%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.5%	1	0.0%	0	0.0%	0	2.4%	2
More children facilities / activities	2.1%	22	5.5%	4	2.3%	2	4.0%	3	2.4%	2	2.3%	1	2.7%	5	0.0%	0	0.0%	0	6.1%	4
More sports facilities (football pitches, tennis courts)	1.1%	11	1.6%	1	0.0%	0	1.5%	1	3.9%	3	0.0%	0	0.0%	0	1.2%	3	1.2%	2	1.4%	1
Museum / art galleries	2.1%	21	6.8%	5	5.6%	5	0.0%	0	3.3%	3	0.7%	0	2.4%	5	0.8%	2	0.8%	1	0.6%	0
Outdoor play areas / park facilities	0.2%	2	1.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Paintballing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.0%	10	3.3%	2	3.4%	3	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	1.6%	2	0.0%	0
Swimming pool	1.6%	16	3.5%	3	2.5%	2	0.0%	0	0.0%	0	3.9%	2	1.0%	2	1.4%	4	0.8%	1	3.7%	3
Theatre	1.4%	14	1.4%	1	1.6%	1	0.0%	0	1.4%	1	0.0%	0	2.1%	4	2.0%	5	0.0%	0	2.1%	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	0.0%	0	0.0%	0
(None)	58.6%	596	62.2%	45	52.6%	48	67.9%	49	51.2%	41	57.3%	33	52.8%	103	65.5%	163	56.7%	74	57.8%	42
(Don't know)	14.8%	150	4.6%	3	8.8%	8	7.1%	5	11.4%	9	14.2%	8	17.6%	34	16.2%	40	18.1%	23	25.9%	19
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103
GEN Gender of respondent.																				
Male	29.7%	302	34.4%	25	23.0%	21	36.4%	26	26.7%	21	26.0%	15	36.1%	70	26.6%	66	24.6%	32	35.8%	26
Female	70.3%	715	65.6%	48	77.0%	70	63.6%	46	73.3%	58	74.0%	42	63.9%	124	73.4%	183	75.4%	98	64.2%	46
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
AGE Could I ask, how old are you?																				
18 – 24 years	0.7%	7	0.5%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	1.7%	3	0.0%	0	0.4%	1	1.1%	1
25 – 34 years	6.1%	62	0.0%	0	3.8%	3	7.2%	5	1.9%	2	5.6%	3	12.2%	24	2.5%	6	10.1%	13	8.6%	6
35 – 44 years	20.2%	205	11.7%	9	17.1%	15	12.5%	9	13.5%	11	19.7%	11	21.9%	42	20.4%	51	31.0%	40	23.0%	17
45 – 54 years	25.3%	258	21.4%	16	12.5%	11	11.5%	8	22.1%	18	20.0%	11	29.6%	57	33.2%	83	31.6%	41	17.1%	12
55 – 64 years	23.6%	240	24.9%	18	24.2%	22	35.3%	26	24.4%	19	20.5%	12	20.0%	39	26.2%	65	17.3%	22	24.2%	17
65+ years	22.9%	233	41.5%	30	37.7%	34	31.4%	23	34.4%	27	34.2%	20	13.9%	27	16.7%	42	9.7%	13	25.1%	18
(Refused)	1.1%	11	0.0%	0	3.1%	3	2.0%	1	3.2%	3	0.0%	0	0.8%	2	1.0%	2	0.0%	0	0.9%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103
EMP Is the chief wage earner in full-time or part-time employment?																				
<i>Those who gave an occupation at OCC</i>																				
Full-time	68.8%	563	55.7%	30	63.9%	37	58.8%	34	61.3%	34	54.2%	24	73.8%	121	74.5%	158	76.0%	88	64.6%	36
Part-time	9.4%	77	12.7%	7	6.4%	4	14.5%	8	14.5%	8	8.0%	4	14.3%	24	7.8%	17	3.5%	4	4.3%	2
Retired - private company pension	18.8%	154	29.5%	16	24.4%	14	24.8%	14	18.4%	10	34.6%	16	9.2%	15	16.4%	35	16.0%	19	26.9%	15
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not employed	2.7%	22	2.1%	1	5.3%	3	0.0%	0	4.9%	3	3.1%	1	1.9%	3	1.3%	3	4.5%	5	4.2%	2
(Refused)	0.4%	3	0.0%	0	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		819		54		59		58		55		45		165		213		116		56
Sample:		754		69		58		72		62		75		108		143		88		79
ADU How many adults, including yourself, live in your household (16 years and above)?																				
One	21.4%	218	34.2%	25	30.5%	28	22.0%	16	30.6%	24	19.4%	11	14.5%	28	21.1%	53	16.0%	21	17.7%	13
Two	60.7%	617	45.0%	33	51.6%	47	60.9%	44	46.9%	37	64.7%	37	65.2%	127	61.2%	152	69.1%	90	70.8%	51
Three	11.8%	120	16.6%	12	9.6%	9	8.8%	6	16.0%	13	11.2%	6	12.2%	24	12.8%	32	9.3%	12	7.8%	6
Four or more	3.7%	38	3.4%	2	3.9%	4	2.2%	2	2.4%	2	1.7%	1	5.9%	11	3.0%	8	4.5%	6	3.7%	3
(Refused)	2.4%	24	0.8%	1	4.4%	4	6.1%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.0%	0
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103
CHI How many children aged under 16 years old are there living in your household?																				
None	70.3%	715	80.4%	58	79.3%	72	79.1%	57	75.7%	60	71.6%	41	60.9%	118	73.9%	184	56.4%	73	71.2%	51
One	12.4%	126	7.5%	5	9.2%	8	7.8%	6	11.7%	9	6.5%	4	15.4%	30	14.0%	35	14.8%	19	13.9%	10
Two	12.3%	125	8.9%	6	4.2%	4	4.4%	3	6.9%	6	17.2%	10	21.5%	42	7.8%	19	21.7%	28	10.2%	7
Three	2.1%	21	1.7%	1	1.9%	2	0.8%	1	1.6%	1	1.6%	1	0.0%	0	2.5%	6	4.8%	6	4.7%	3
Four or more	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Refused)	2.5%	26	1.5%	1	5.4%	5	6.1%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.0%	0
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9										
CAR How many cars does your household own or have the use of?																				
None	10.9%	111	24.0%	17	27.4%	25	17.4%	13	20.0%	16	6.4%	4	6.6%	13	3.3%	8	9.7%	13	3.9%	3
One	44.1%	449	38.6%	28	46.9%	42	41.8%	30	49.0%	39	39.5%	23	49.5%	96	42.6%	106	40.4%	52	44.5%	32
Two	33.3%	338	25.1%	18	17.0%	15	31.6%	23	22.6%	18	38.3%	22	33.4%	65	40.0%	100	38.2%	49	38.9%	28
Three or more	9.2%	93	10.8%	8	3.3%	3	3.7%	3	4.3%	3	12.7%	7	8.3%	16	12.3%	31	10.5%	14	12.0%	9
(Refused)	2.5%	26	1.5%	1	5.4%	5	5.4%	4	4.1%	3	3.1%	2	2.2%	4	1.8%	5	1.1%	1	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

HOM Do you own your own home?

Yes	84.7%	862	80.9%	59	76.1%	69	80.7%	58	85.0%	68	95.1%	54	90.8%	176	82.1%	204	85.3%	111	86.9%	63
No	12.9%	131	15.8%	12	20.7%	19	16.5%	12	9.6%	8	3.1%	2	7.0%	14	16.1%	40	12.9%	17	12.4%	9
(Refused)	2.4%	24	3.2%	2	3.1%	3	2.8%	2	5.5%	4	1.8%	1	2.2%	4	1.8%	5	1.7%	2	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	97.3%	990	97.1%	71	97.9%	89	97.2%	70	95.2%	76	97.5%	56	97.8%	190	97.3%	242	96.9%	126	98.5%	71
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
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
Bangladeshi	0.0%	0	0.0%	0	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 Asian	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	0.8%	1
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black 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
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	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 ethnic group	0.0%	0	0.0%	0	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)	2.6%	27	2.9%	2	2.1%	2	2.8%	2	4.8%	4	2.5%	1	2.2%	4	2.7%	7	3.1%	4	0.7%	1
Weighted base:		1017		73		90		72		80		57		194		249		130		72
Sample:		1017		102		99		100		101		100		133		175		104		103

Darlington Household Survey for WYG

Weighted:

December 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
PC Postcode sector:										
DL1 1	2.0%	20	0.0%	0	22.4%	20	0.0%	0	0.0%	0
DL1 2	4.1%	42	0.0%	0	0.0%	0	58.0%	42	0.0%	0
DL1 3	3.0%	30	0.0%	0	0.0%	0	42.0%	30	0.0%	0
DL1 4	4.7%	47	0.0%	0	52.4%	47	0.0%	0	0.0%	0
DL1 5	2.2%	23	0.0%	0	25.2%	23	0.0%	0	0.0%	0
DL10 4	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL10 5	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL10 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL10 7	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL11 6	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL11 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL12 0	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL12 8	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL12 9	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL14 0	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL14 6	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL14 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL14 8	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL14 9	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL17 0	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL17 8	3.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL2 1	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL2 2	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL2 3	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL3 0	4.8%	48	0.0%	0	0.0%	0	60.6%	48	0.0%	0
DL3 6	3.1%	31	0.0%	0	0.0%	0	39.4%	31	0.0%	0
DL3 7	1.3%	13	18.2%	13	0.0%	0	0.0%	0	0.0%	0
DL3 8	2.6%	26	35.7%	26	0.0%	0	0.0%	0	0.0%	0
DL3 9	3.3%	34	46.1%	34	0.0%	0	0.0%	0	0.0%	0
DL4 1	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL4 2	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL5 4	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL5 5	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL5 6	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL5 7	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL6 2	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL7 0	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL8 3	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL8 4	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL8 5	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL9 3	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DL9 4	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TS15 9	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TS16 0	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TS16 9	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Darlington Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
TS21 1	1.2% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0	21.5% 12	0.0% 0	0.0% 0	0.0% 0	0.0% 0
TS21 2	0.8% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.4% 9	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

ZON Zone:

Zone 1	7.2% 73	100.0% 73	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	8.9% 90	0.0% 0	100.0% 90	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 3	7.1% 72	0.0% 0	0.0% 0	100.0% 72	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	7.8% 80	0.0% 0	0.0% 0	0.0% 0	100.0% 80	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 5	5.6% 57	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 57	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 6	19.1% 194	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 194	0.0% 0	0.0% 0	0.0% 0
Zone 7	24.5% 249	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 249	0.0% 0	0.0% 0
Zone 8	12.7% 130	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 130	0.0% 0
Zone 9	7.1% 72	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 72
Weighted base:	1017	73	90	72	80	57	194	249	130	72
Sample:	1017	102	99	100	101	100	133	175	104	103

WYG PLANNING
DARLINGTON RETAIL CAPACITY STUDY UPDATE 2017

SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 1 (SCENARIO 2): POPULATION AND PER CAPITA EXPENDITURE WITHIN EACH ZONE OF STUDY AREA

	Population					Per Capita Expenditure					
	2017	2022	2027	2032	2036	Convenience					
	Persons	Persons	Persons	Persons	Persons	2015	2017	2022	2027	2032	2036
						£ per Person	£ per Person	£ per Person	£ per Person	£ per Person	£ per Person
Zone 1	21,477	21,590	21,673	21,729	21,761	2,064	2,050	2,013	2,001	2,003	2,011
Zone 2	26,558	27,308	27,842	28,217	28,455	1,782	1,769	1,738	1,727	1,729	1,736
Zone 3	21,211	22,658	24,758	27,171	29,581	1,933	1,920	1,885	1,874	1,876	1,884
Zone 4	23,032	24,803	26,241	27,690	28,784	1,841	1,828	1,795	1,785	1,786	1,794
Zone 5	17,450	19,314	21,103	22,757	23,737	2,227	2,211	2,172	2,159	2,161	2,169
Zone 6	57,473	58,392	59,270	59,982	60,438	1,872	1,859	1,825	1,814	1,816	1,823
Zone 7	74,801	75,436	75,989	76,328	76,505	2,089	2,074	2,037	2,025	2,027	2,035
Zone 8	38,934	39,682	40,312	40,830	41,279	1,872	1,859	1,826	1,815	1,817	1,824
Zone 9	21,330	21,827	22,300	22,605	22,871	2,083	2,068	2,031	2,019	2,021	2,029
TOTAL	302,266	311,010	319,489	327,308	333,412						

Notes:

a. Zones based on the following post code sectors

- 1 - DL3 7, DL3 8, DL3 9
- 2 - DL1 1, DL1 4, DL1 5
- 3 - DL1 2, DL1 3
- 4 - DL3 0, DL3 6
- 5 - DL2 1, DL2 2, TS21 1
- 6 - DL4 1, DL4 2, DL5 4, DL5 5, DL5 7, DL17 0, DL17 8, TS21 1
- 7 - DL2 3, DL6 2, DL7 0, DL8 3, DL8 4, DL8 5, DL9 3, DL9 4, DL10 4, DL10 5, DL10 6, DL10 7, DL11 6, DL12 0, DL12 8, DL12 9
- 8 - DL14 0, DL14 6, DL14 7, DL14 8, DL14 9
- 9 - TS15 9, TS16 0, TS16 9

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population for 2017 derived from Experian MMG3 data (2017 report) and population for forecast years derived from Darlington Council Target Housing data

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 14, November 2016

e. Expenditure excludes Special Forms of Trading in line with "adjusted" allowance derived from Figure 5 of Experian Retail Planner Briefing Note 14

2015 Prices

WYG PLANNING
DARLINGTON RETAIL CAPACITY STUDY UPDATE 2017

SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 2a (SCENARIO 2): TOTAL CONVENIENCE GOODS EXPENDITURE

	EXPENDITURE CONVENIENCE					GROWTH CONVENIENCE			
	2017 £m	2022 £m	2027 £m	2032 £m	2036 £m	2017-22 £m	2017-27 £m	2017-32 £m	2017-2036 £m
Zone 1	44.02	43.46	43.37	43.52	43.76	-0.56	-0.65	-0.50	-0.26
Zone 2	46.99	47.45	48.09	48.78	49.39	0.46	1.10	1.80	2.41
Zone 3	40.72	42.72	46.40	50.97	55.72	2.00	5.68	10.25	15.00
Zone 4	42.11	44.53	46.83	49.47	51.63	2.43	4.72	7.36	9.52
Zone 5	38.58	41.94	45.55	49.17	51.50	3.36	6.97	10.59	12.91
Zone 6	106.82	106.58	107.53	108.93	110.20	-0.24	0.72	2.12	3.39
Zone 7	155.15	153.66	153.86	154.70	155.68	-1.48	-1.29	-0.44	0.54
Zone 8	72.39	72.46	73.16	74.18	75.30	0.07	0.78	1.79	2.91
Zone 9	44.11	44.33	45.02	45.68	46.40	0.22	0.91	1.57	2.29
TOTAL	590.88	597.13	609.82	625.42	639.58	6.25	18.94	34.53	48.70

TABLE 2b (SCENARIO 2): CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPING AND TOP-UP FOOD SHOPPING SPEND

	EXPENDITURE CONVENIENCE 2017		
	MAIN £m	TOP-UP £m	TOTAL £m
Zone 1	35.60	8.42	44.02
Zone 2	36.90	10.09	46.99
Zone 3	31.33	9.39	40.72
Zone 4	33.44	8.67	42.11
Zone 5	31.22	7.37	38.58
Zone 6	87.45	19.37	106.82
Zone 7	120.62	34.53	155.15
Zone 8	58.41	13.98	72.39
Zone 9	35.27	8.84	44.11
TOTAL	470.23	120.66	590.88

Notes:

a. Zones based on the following post code sectors

- 1 - DL3 7, DL3 8, DL3 9
- 2 - DL1 1, DL1 4, DL1 5
- 3 - DL1 2, DL1 3
- 4 - DL3 0, DL3 6
- 5 - DL2 1, DL2 2, TS21 1
- 6 - DL4 1, DL4 2, DL5 4, DL5 5, DL5 7, DL17 0, DL17 8, TS21 1
- 7 - DL2 3, DL6 2, DL7 0, DL8 3, DL8 4, DL8 5, DL9 3, DL9 4, DL10 4, DL10 5, DL10 6, DL10 7, DL11 6, DL12 0, DL12 8, DL12 9
- 8 - DL14 0, DL14 6, DL14 7, DL14 8, DL14 9
- 9 - TS15 9, TS16 0, TS16 9

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population for 2017 derived from Experian MMG3 data (2017 report) and population for forecast years derived from Darlington Council Target Housing data

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 14, November 2016

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 14

f. Figures derived from multiplying per capita expenditure by population within each zone using data provided at Table 1 (Scenario 2)

2015 Prices

WYG PLANNING
DARLINGTON RETAIL CAPACITY STUDY UPDATE 2017

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS

DESTINATION	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		
	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	
Zone 1																					
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.1	0.3	0.0	0.0	0.0	0.0	0.0	1.0	1.5	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	0.3	1.3	0.8	3.8	0.0	0.0	0.0	0.0	2.6	11.0	0.0	1.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.1	0.6	0.8	3.6	0.7	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	0.1	0.1	0.0	1.4	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	
Sainsbury's Local, Duke Street, Darlington	0.2	0.3	3.2	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Cockerton District Centre	0.0	1.5	0.0	17.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Mowden Local Centre	0.0	0.5	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	0.0	0.0	0.0	
Sub Total (Zone 1)	0.8	4.4	4.8	37.4	0.7	0.0	0.0	1.0	4.0	22.1	0.0	1.1	0.0	1.2	0.4	0.6	0.0	0.0	0.0	0.0	
Zone 2																					
Aldi, Yarm Road Local Centre, Darlington	3.7	2.2	5.2	1.5	14.8	16.9	10.3	3.7	3.7	3.3	10.3	6.6	0.0	0.0	1.3	0.0	0.0	0.0	1.4	0.0	
Asda (former Netto), Neasham Road Local Centre, Darlington	0.5	1.7	0.0	0.0	5.5	17.5	0.0	0.0	0.0	1.1	0.7	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Farmfoods, Neasham Road Local Centre, Darlington	0.0	1.1	0.0	2.3	0.0	10.1	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Yarm Road Local Centre, Darlington	0.3	0.3	1.0	0.0	3.1	2.5	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Yarm Road Local Centre, Darlington	0.6	0.6	2.5	2.3	1.6	5.9	0.0	0.9	1.5	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Marks & Spencer, Northgate, Darlington	1.2	2.1	5.8	3.5	2.5	3.8	2.0	4.3	0.0	7.6	0.8	1.2	1.8	0.8	0.0	1.8	0.0	0.0	0.0	0.0	
Morrisons, Marton Park, Darlington	9.0	2.0	7.8	0.8	30.0	3.8	21.6	0.9	2.3	3.9	42.9	12.7	1.0	0.0	5.4	2.1	0.0	0.0	3.6	2.3	
Sainsbury's Local, Clifton Road, Darlington	0.0	0.4	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	0.0	0.0	
Sainsbury's, Victoria Road, Darlington	7.7	3.2	31.0	14.6	21.4	6.6	5.9	1.0	9.5	10.1	11.6	10.3	0.0	0.0	7.1	2.0	0.0	0.0	2.0	0.0	
Tesco Express, Cornmill Shopping Centre, Darlington	0.1	0.8	0.0	2.2	0.7	3.8	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	
Local Shops, Darlington Town Centre	0.5	4.1	4.0	16.2	1.6	12.0	1.5	13.4	0.0	15.2	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Yarm Road Local Centre	0.0	0.1	0.0	0.0	0.0	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	
Cornmill Shopping Centre, Darlington	0.1	0.4	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total (Zone 2)	23.8	18.9	57.2	45.0	81.3	89.0	41.3	26.9	17.0	41.2	68.8	46.8	3.3	2.5	13.8	5.9	0.0	1.0	7.0	2.3	
Zone 3																					
Asda (former Netto), Houghton Road, Darlington	0.6	1.0	0.0	1.2	0.7	4.4	6.1	8.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4.0	4.1	3.2	1.2	6.9	2.8	29.3	44.4	5.0	1.1	2.5	5.1	2.3	0.0	0.5	1.1	0.0	0.0	0.0	0.0	
Co-operative Food, North Road, Darlington	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, North Road District Centre, Darlington	10.5	2.5	31.2	7.7	8.7	2.1	20.3	5.3	61.1	14.7	3.8	0.7	3.3	1.4	0.8	1.1	1.3	1.3	0.0	0.0	
Local Shops, North Road District Centre	0.0	0.5	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total (Zone 3)	15.2	8.3	34.4	10.2	16.3	9.3	55.7	64.0	67.8	16.9	6.2	7.6	5.7	1.4	1.2	1.1	1.1	1.3	0.0	0.0	
Zone 4																					
Iceland, Queen Street, Darlington	0.2	0.3	0.8	0.0	0.0	0.0	0.0	0.8	1.4	3.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Local, Corporation Road, Darlington	0.1	0.7	0.0	2.4	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
Sub Total (Zone 4)	0.3	1.0	0.8	2.4	0.0	0.0	0.0	0.8	1.4	10.3	0.0	1.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
Zone 5																					
Local shops, Stillington	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Spar, The Green, Hurworth	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	13.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
Co-operative Food, West Park Local Centre, Tillage Green, Darlington	0.0	0.8	0.0	2.6	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Middleton St George Local Centre	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total (Zone 5)	0.3	2.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	8.5	0.7	26.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
Zone 6																					
Spar, Church View, Heighington	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Greenwell Road, Newton Aycliffe	0.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	8.9	0.0	0.0	1.3	0.0	0.0	0.0	
Co-operative Food, Market Place, Ferryhill	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0	
Co-operative Food, Neville Parade, Newton Aycliffe	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	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Church Street, Shildon	0.7	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	10.6	0.4	0.0	1.1	3.2	0.0	0.0	0.0	
Sainsbury's Local, Brancepeth Road, Ferryhill	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.6	0.0	0.0	0.0	0.0	
Sainsbury's Local, Cobblers Hall, Newton Aycliffe	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Local, Durham Road, Chilton	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	2.4	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Extra, Greenwell Road, Newton Aycliffe	6.9	3.4	0.0	0.0	0.0	1.5	0.0	1.7	0.0	0.0	1.3	34.3	17.3	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
Local Shops, Chilton Town Centre	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Ferryhill Town Centre	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.8	0.0	0.0	0.0	0.0	0.0	0.0		
Local Shops, Newton Aycliffe Town Centre	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Shildon Town Centre	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Thames Shopping Centre, Newton Aycliffe	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
Sub Total (Zone 6)	8.9	13.9	0.0	0.0	0.0	0.0	1.5	0.8	1.7	0.0	0.0	1.3	42.5	67.4	0.4	0.6	2.9	3.2	0.0	0.0	
Zone 7																					
Campbells, Commercial Square, Leyburn	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.0	0.0	0.0	0.0	0.0	
Eppleby Village Shop, Stapleton House, Eppleby	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	2.0	0.0	0.0	0.0	0.0	
Local shops, Brompton	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	
Local shops, East Rounton	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	
Local shops, Hawes																					

DESTINATION	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %	MAIN FOOD %	TOP UP %
Outside Study Area, Redcar & Cleveland																				
Tesco Extra, Trunk Road, South Bank	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Redcar & Cleveland)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland																				
Booths, Dodgson Croft, Kirby Lonsdale	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherines Avenue, Kendal	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	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total (South Lakeland)	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.0	0.0
Outside Study Area, Stockton-on-Tees																				
Local shops, Ingleby Barwick	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	0.0	0.0	0.0	0.8
Aldi, Darlington Lane, Norton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.8	0.2	1.9	0.0	1.7	1.7	1.5	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Asda, Allensway, Thornaby	0.3	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	6.8
Asda, The Causeway, Billingham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food (former Somerfield), Harpers Parade, Hartburn	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Bath Lane, Stockton-on-Tees	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	0.0	0.0	0.8
Marks & Spencer, High Street, Stockton-on-Tees	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Marks & Spencer, Teesside Retail Park, Thornaby	0.1	0.4	0.0	1.4	0.0	0.0	0.0	2.3	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Morrisons, Teesside Retail Park, Stockton-on-Tees	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	9.9
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Tesco Extra, Durham Road, Stockton-on-Tees	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	4.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	3.4
Tesco Superstore, Myton Way, Ingleby Barwick	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0
Local Shops, Stockton-on-Tees Town Centre	0.0	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesside Shopping Park, Stockton-on-Tees	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub Total (Stockton on Tees)	4.9	2.5	1.9	2.4	1.7	1.7	1.5	2.3	4.7	0.0	16.3	12.6	0.5	0.0	1.2	0.0	0.0	0.0	40.1	21.7
SUB-TOTAL OUTSIDE STUDY AREA	11.9	9.1	1.9	2.4	1.7	1.7	1.5	6.4	4.7	1.0	20.4	13.7	20.5	16.5	10.9	8.3	2.4	4.0	44.2	24.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey undertaken in November 2013
c. Excludes 'don't know/varies', markets and internet sales
d. Red indicates destination not in Darlington but within Study Area

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TABLE 4: CONVENIENCE GOODS EXPENDITURE 2017

DESTINATION	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP
STUDY AREA	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Zone 1																				
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	0.49	0.33	0.00	0.00	0.00	0.00	0.00	0.10	0.49	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	1.12	1.59	0.27	0.32	0.00	0.00	0.00	0.00	0.86	0.96	0.00	0.08	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	0.57	0.75	0.30	0.30	0.27	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	0.53	0.11	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Duke Street, Darlington	1.13	0.38	1.13	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Cockerton District Centre	0.00	1.93	0.00	1.43	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Mowden Local Centre	0.00	0.60	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	3.85	5.69	1.71	3.15	0.27	0.00	0.00	0.10	1.35	1.92	0.00	0.08	0.00	0.23	0.53	0.22	0.00	0.00	0.00	0.00
Zone 2																				
Aldi, Yarm Road Local Centre, Darlington	17.05	2.94	1.86	0.13	5.45	1.70	3.22	0.35	1.25	0.28	3.21	0.49	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.49
Asda (former Netto), Neasham Road Local Centre, Darlington	2.23	2.42	0.00	0.00	2.01	1.77	0.00	0.00	0.00	0.10	0.22	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Neasham Road Local Centre, Darlington	0.00	1.55	0.00	0.19	0.00	1.02	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Yarm Road Local Centre, Darlington	1.48	0.35	0.34	0.00	1.14	0.25	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	2.75	0.87	0.88	0.19	0.60	0.59	0.00	0.08	0.49	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	5.43	2.61	2.06	0.29	0.94	0.38	0.64	0.41	0.00	0.66	0.24	0.09	1.55	0.16	0.00	0.63	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	43.35	2.75	2.78	0.07	11.05	0.38	6.77	0.08	0.77	0.34	13.39	0.94	0.86	0.00	6.46	0.73	0.00	0.00	1.26	0.21
Sainsbury's Local, Clifton Road, Darlington	0.00	0.51	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	36.89	4.31	11.04	1.23	7.91	0.67	1.83	0.10	3.18	0.87	3.63	0.76	0.00	8.59	0.68	0.00	0.00	0.00	0.70	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.27	0.97	0.00	0.19	0.27	0.38	0.00	0.26	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Local Shops, Darlington Town Centre	2.48	5.33	1.42	1.36	0.61	1.21	0.46	1.26	0.00	1.32	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Yarm Road Local Centre	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cornmill Shopping Centre, Darlington	0.46	0.46	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.33	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	112.40	25.20	20.37	3.79	29.99	8.98	12.92	2.53	5.70	3.57	21.47	3.44	2.88	0.49	16.61	2.05	0.00	0.14	2.45	0.21
Zone 3																				
Asda (former Netto), Houghton Road, Darlington	2.72	1.33	0.00	0.10	0.27	0.45	1.90	0.78	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	17.92	5.40	1.15	0.10	2.54	0.28	9.19	4.17	1.67	0.10	0.77	0.37	2.05	0.00	0.55	0.38	0.00	0.00	0.00	0.00
Co-operative Food, North Road, Darlington	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	46.75	3.10	11.09	0.65	3.20	0.21	6.37	0.50	20.43	1.27	1.18	0.20	2.90	0.28	0.93	0.00	0.64	0.19	0.00	0.00
Local Shops, North Road District Centre	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	67.39	10.67	12.24	0.85	6.01	0.94	17.46	6.01	22.66	1.46	1.95	0.56	4.95	0.28	1.48	0.38	0.64	0.19	0.00	0.00
Zone 4																				
Iceland, Queen Street, Darlington	0.75	0.43	0.27	0.00	0.00	0.00	0.00	0.08	0.48	0.28	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Corporation Road, Darlington	0.76	0.83	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	1.51	1.26	0.27	0.21	0.00	0.00	0.00	0.08	0.48	0.90	0.00	0.08	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5																				
Local shops, Stillington	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, The Green, Hurworth	1.34	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.96	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, West Park Local Centre, Tillage Green, Darlington	0.00	0.95	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Middleton St George Local Centre	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	1.34	2.88	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.74	0.22	1.92	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6																				
Spar, Church View, Heighington	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Greenwell Road, Newton Aycliffe	3.70	1.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.97	1.72	0.00	0.73	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Ferryhill	0.39	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Neville Parade, Newton Aycliffe	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Church Street, Shildon	3.20	2.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.03	2.06	0.53	0.00	0.64	0.45	0.00	0.00	0.00
Sainsbury's Local, Brancepeth Road, Ferryhill	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.22	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Cobblers Hall, Newton Aycliffe	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Durham Road, Chilton	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	31.40	3.45	0.00	0.00	0.00	0.00	0.48	0.00	0.58	0.00	0.10	30.00	3.35	0.00	0.00	0.34	0.00	0.00	0.00	0.00
Local Shops, Chilton Town Centre	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ferryhill Town Centre	0.30	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Newton Aycliffe Town Centre	0.00	0.95	0.00	0.00	0.00	0.00	0.00	0.08	0.00</											

DESTINATION	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9	
	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m
Outside Study Area, Redcar & Cleveland																				
Tesco Extra, Trunk Road, South Bank	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Redcar & Cleveland)	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, South Lakeland																				
Booths, Dodgson Croft, Kirkby Lonsdale	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00
Morrisons, Queen Katherines Avenue, Kendal	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00
Sub Total (South Lakeland)	0.45	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.33	0.00	0.00	0.00	0.00
Outside Study Area, Stockton-on-Tees																				
Local shops, Ingleby Barwick	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00
Aldi, Darlington Lane, Norton	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Lane, Stockton-on-Tees	3.63	0.26	0.68	0.00	0.64	0.17	0.46	0.00	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.09
Asda (former Netto), Bath Lane, Stockton-on-Tees	1.01	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.60	0.21
Asda Supercentre, Portrack Lane, Stockton-on-Tees	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58	0.00
Asda, Allensway, Thornaby	1.52	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.60
Asda, The Causeway, Billingham	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food (former Somerfield), Harpers Parade, Hartburn	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Bath Lane, Stockton-on-Tees	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Marks & Spencer, High Street, Stockton-on-Tees	0.60	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.08
Marks & Spencer, Teesside Retail Park, Thornaby	0.66	0.58	0.00	0.11	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.58
Morrisons, Teesside Retail Park, Stockton-on-Tees	4.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.76	0.00	0.00	0.00	3.49	0.00
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	1.03	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.07
Tesco Extra, Durham Road, Stockton-on-Tees	4.11	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.17	0.29	0.00	0.00	0.73	0.00	0.00	0.00	1.22	0.00
Tesco Superstore, Myton Way, Ingleby Barwick	3.18	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.90	0.79
Local Shops, Stockton-on-Tees Town Centre	0.21	0.19	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Shopping Park, Stockton-on-Tees	0.49	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00
Sub Total (Stockton on Tees)	24.47	3.43	0.68	0.20	0.64	0.17	0.46	0.21	1.57	0.00	5.08	0.93	0.40	0.00	1.49	0.00	0.00	0.00	14.15	1.92
SUB-TOTAL OUTSIDE STUDY AREA	57.82	10.87	0.68	0.20	0.64	0.17	0.46	0.60	1.57	0.09	6.36	1.01	17.92	3.20	13.20	2.88	1.39	0.55	15.60	2.16
TOTAL	470.23	120.66	35.60	8.42	36.90	10.09	31.33	9.39	33.44	8.67	31.22	7.37	87.45	19.37	120.62	34.53	58.41	13.98	35.27	8.84

Notes:
a. Zones based on post code sectors
b. Convenience goods expenditure calculated by multiplying the market shares for 'main' and 'top-up' shopping for each zone at 2013 as set out in Table 3 by the total convenience goods expenditure for each zone at 2017 as set out in Table 2
c. Red indicates destination not in Darlington but within Study Area
2015 Prices

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TABLE 5: SURVEY-DERIVED PERFORMANCE OF STORES COMPARED TO EXPECTED BENCHMARK PERFORMANCE AT 2017

DESTINATION	GROSS FLOORSPACE	NET SALES	NET CONVENIENCE SALES AREA	SALES DENSITY	BENCHMARK TURNOVER	SURVEY TURNOVER	INFLOW ALLOWANCE	ESTIMATED SURVEY T/O WITH INFLOW	OVERTRADING
	sq.m	sq.m	(A) sq.m	(B) £ per sq.m	(AxB) £m	£m	%	£m	£m
Zone 1									
Co-operative Food (former Somerfield), Cockerton District Centre, Woodland Road, Darlington	740	553	486	8,525	4.14	0.82	0.0	0.82	-3.32
Co-operative Food, Cockerton District Centre, West Auckland Road, Darlington	365	206	181	8,525	1.54	2.71	0.0	2.71	1.17
Co-operative Food, Fulthorpe Avenue, Mowden Local Centre, Darlington	410	279	245	8,525	2.09	1.32	0.0	1.32	-0.77
Heron Foods, Cockerton District Centre, Cockerton Green, Darlington	489	342	342	6,523	2.23	0.64	0.0	0.64	-1.59
Sainsbury's Local, Duke Street, Darlington	-	172	163	12,692	2.07	1.51	0.0	1.51	-0.56
Local Shops, Cockerton District Centre	726	508	508	-	1.93	1.93	0.0	1.93	0.00
Local Shops, Mowden Local Centre	140	98	98	-	0.60	0.60	0.0	0.60	0.00
Sub Total (Zone 1)			2,023		14.61	9.54		9.54	-5.06
Zone 2									
Aldi, Yarm Road Local Centre, Darlington	1,420	1,210	968	12,398	12.00	19.99	0.0	19.99	7.99
Asda (former Netto), Neasham Road Local Centre, Darlington	-	929	743	13,897	10.33	4.66	0.0	4.66	-5.67
Farmfoods, Neasham Road Local Centre, Darlington	446	312	312	6,493	2.03	1.55	0.0	1.55	-0.47
Iceland, Yarm Road Local Centre, Darlington	830	710	659	7,111	4.69	1.83	0.0	1.83	-2.86
Lidl, Yarm Road Local Centre, Darlington	1,610	1,286	1,029	7,937	8.17	3.62	0.0	3.62	-4.55
Marks & Spencer, Northgate, Darlington	3,837	2,195	549	11,218	6.16	8.04	3.0	8.29	2.13
Morrisons, Morton Park, Darlington	8,148	3,962	2,956	12,112	35.80	46.09	3.0	47.48	11.68
Sainsbury's Local, Clifton Road, Darlington	-	121	115	12,692	1.46	0.51	0.0	0.51	-0.95
Sainsbury's, Victoria Road, Darlington	11,117	5,617	3,385	12,692	42.96	41.20	3.0	42.44	-0.52
Tesco Express, Cornmill Shopping Centre, Darlington	400	231	219	13,466	2.96	1.24	3.0	1.28	-1.68
Local Shops, Darlington Town Centre	3,532	2,472	2,472	-	7.82	7.82	3.0	8.05	0.23
Local Shops, Yarm Road Local Centre	185	130	130	-	0.11	0.11	0.0	0.11	0.00
Cornmill Shopping Centre, Darlington	270	189	189	-	0.92	0.92	3.0	0.95	0.03
Sub Total (Zone 2)			13,726		135.39	137.59		140.75	5.36
Zone 3									
Asda (former Netto), Haughton Road, Darlington	-	887	710	13,897	9.86	4.05	0.0	4.05	-5.81
Asda, Whinfield Local Centre, Whinbush Way, Darlington	4,827	3,000	1,611	13,897	22.39	23.32	3.0	24.02	1.64
Co-operative Food, North Road, Darlington	-	117	103	8,525	0.88	0.19	0.0	0.19	-0.68
Morrisons, North Road District Centre, Darlington	7,358	3,864	2,883	12,112	34.91	49.86	3.0	51.35	16.44
Local Shops, North Road District Centre	390	273	273	-	0.63	0.63	0.0	0.63	0.00
Sub Total (Zone 3)			5,579		68.67	78.06		80.26	11.58
Zone 4									
Iceland, Queen Street, Darlington	600	420	369	7,111	2.62	1.18	0.0	1.18	-1.44
Sainsbury's Local, Corporation Road, Darlington	-	-	200	12,692	2.54	1.58	0.0	1.58	-0.95
Sub Total (Zone 4)			569		5.16	2.77		2.77	-2.40
Zone 5									
Spar, The Green, Hurworth	170	119	113	7,590	0.86	2.30	0.0	2.30	1.44
Co-operative Food, West Park Local Centre, Tillage Green, Darlington	360	246	216	8,525	1.84	0.95	0.0	0.95	-0.89
Local Shops, Middleton St George Local Centre	137	96	96	-	0.76	0.76	0.0	0.76	0.00
Sub Total (Zone 5)			425		3.46	4.01		4.01	0.55
Zone 6									
Spar, Church View, Heighington	150	105	100	7,590	0.76	0.31	0.0	0.31	-0.45
Sub Total (Zone 6)			100		0.76	0.31		0.31	-0.45
TOTAL IN DARLINGTON BOROUGH			22,421		228.05	232.28		237.64	9.59

- Notes:**
- Gross floorspace derived from Council database, IGD Database or WYG Assessment
 - Net floorspace derived from IGD data where available or based on WYG professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
 - Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailer Update 2016 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience
 - Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere
 - Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict 2015 or Mintel Retail Rankings 2017
 - It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
 - Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4
- 2015 Prices

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TABLE 6: TURNOVER OF CONVENIENCE GOODS COMMITMENTS DRAWN FROM DARLINGTON BOROUGH

Planning Application Reference	Location	Description of Development	Gross Retail Floorspace sq.m	Net Retail Floorspace sq.m	Net Convenience Sales Area Floorspace sq.m	Estimated Convenience Sales Density £ per sq.m	Estimated Convenience Turnover at 2017 £m	Percentage Diversion from Darlington Borough %	Convenience Turnover Drawn from Darlington Borough £m	Planning Status
Zone 2										
08/00638/OUT	Lingfield Point	Mixed-use regeneration scheme including local retail facilities	N/K	2,700	700	11,605	8.12	100%	8.12	Initial phase under construction
12/00391/FUL	Central Park	Mixed-use development including up to 180 residential units and up to 1,700 sq.m of A1, A3 and A4 uses	N/K	Estimated 1,450 sq.m	840	11,605	9.75	100%	9.75	New housing and higher education campus constructed and open. Revised masterplan for the commercial area under development
15/00977/FUL	Neasham Road Retail Park/Local Centre, Neesham Road, Darlington	Development of two units for A1/A2/A3 or A5 use	225	180	90	5,000	0.45	100%	0.45	Construction completed Summer 2017 - available to let
16/00108/FUL	Land south of Woodlands Hospital, Morton Park Way, Darlington	Erection of a non-food retail unit (Dunelm)	3,670	3,100	0	-	-	-	-	Under construction
Zone 3										
14/00503/FUL	Darlington North Retail Park, North Road, Darlington	Erection of retail units and a drive-through restaurant								Constructed and open June 2016
		Aldi	1,553	1,140	912	12,398	11.31	100%	11.31	
		Iceland	642	449	422	7,111	3.00	100%	3.00	
		Poundland	537	430	107	3,565	0.38	100%	0.38	
		Jollies (Pet food and accessories)	464	371	0	-	-	-	-	
Card Factory & Barnados	233	186	0	-	-	-	-			
Zone 4										
13/00225/FUL	Meynall Road/Wessoe Road, Darlington	Bulky goods retail unit and McDonalds drive through	548	438	0	-	-	-	-	Extant
16/00602/FUL	Former Shopping Parade, Nickstream Lane, Darlington	Replacement of existing retail units with two new retail units	241	193	96	5,000	0.48	100%	0.48	Constructed August 2017
Zone 5										
16/01041/FUL	Land at John Fowler Way, West Park, Darlington	Aldi foodstore	1,820	1,254	1,003	12,398	12.44	100%	12.44	Extant
16/01060/FUL	Land at John Fowler Way, West Park, Darlington	M&S Food	1,487	764	755	11,218	8.47	100%	8.47	Extant
16/00990/FUL	Hauxley Farm, Great Stainton, Stockton-on-Tees	Erection of a farm shop (A1/A3 use)	350	280	140	5,000	0.70	50%	0.35	Extant
Zone 7										
14/00687/FULL	Land West Of A6108 Barracks Bank, Scotch Corner	Scotch Corner Designer Outlet Village (Scheme 1)	20,417	16,196	0	-	-	-	-	Extant
SUB TOTAL (IN DARLINGTON BOROUGH)			-	-	5,066	-	55.10	-	54.75	
TOTAL			-	-	5,066	-	55.10	-	54.75	

a. Lingfield Point: Assumed that a 1,000 sq.m gross foodstore will be delivered and that the sales area will equate to 70% of this floorspace

b. Central Park: Assumed that a 1,200 sq.m gross foodstore will be delivered and that the sales area will equate to 70% of this floorspace

c. Assumed sales density for Central Park and Lingfield Point convenience floorspace represents the mid-point between the average of main four supermarket operators (Asda, Morrisons, Sainsbury's, Tesco) and discounters (Aldi and Lidl) as identified by Verdict 2015.

d. Neasham Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 80%. Assumed 50% of retail floorspace will be comparison floorspace and 50% will be convenience retail floorspace. Sales density based on WYG judgement for the type of units proposed.

e. Dunelm, Morton Park Road: Retail floorspace sourced from planning application material and Council. Sales density derived from Mintel Retail Rankings 2017.

f. Darlington North Retail Park: Gross floorspace sourced from planning application material. Net and sales area floorspace for Aldi and Lidl sourced from planning application. Net to gross ratio of 80% assumed for other stores. Assumed 25% convenience floorspace and 75% comparison floorspace for Poundland. Sales densities derived from Verdict 2015 and Mintel Retail Rankings 2017.

g. Meynall Road: Floorspace sourced from planning application material

h. Nickstream Lane: Uplift in gross floorspace sourced from planning application material. Assumed net to gross ratio of 80%. Assumed 50% convenience floorspace and 50% comparison floorspace.

i. Aldi, John Fowler Way: Floorspace figures sourced from planning application material. Sales density derived from Verdict 2015.

j. M&S Food, John Fowler Way: Floorspace figures sourced from planning application material. Sales density derived from Verdict 2015.

k. Hauxley Farm Shop: Assumed net to gross ratio of 80%. Assumed 50% of retail floorspace will be comparison floorspace and 50% will be convenience retail floorspace. Sales density based on WYG judgement.

l. Princes Gate Retail Park: Gross floorspace sourced from planning application material with assumed allowance for mezzanine floorspace for Next, Yorkshire Trading Company and Holland & Barratt. Net floorspace for Sports Direct sourced from planning application material. Assumed net to gross ratio of 80% for other units. Company average floorspace split for Iceland sourced from Verdict 2015.

Assumed 25% convenience floorspace and 75% comparison floorspace for Poundland. Sales densities derived from Verdict 2015 and Mintel Retail Rankings 2017.

m. Assumed Scheme 1 will be taken forward as advised by Richmondshire Council. Floorspace sourced from planning application material. Sales density of £5,600 per sq.m sourced from planning application material and converted to 2017 in a 2015 price base.

n. Percentage diversion from Darlington Borough based on WYG professional judgement.

2015 prices

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SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 7 (SCENARIO 2): ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN DARLINGTON BOROUGH

Table 7a (SCENARIO 2): Estimated 'Capacity' for Convenience Goods Facilities in Darlington Borough

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure	Expenditure Drawn from Study Area ²	Inflow from Outside Study Area ³	Total available expenditure ⁴	Surplus Expenditure ⁵
	£m	%	£m	£m	£m	£m
2017	228.0	39.3%	232.3	5.4	237.6	9.6
2022	226.2	39.3%	234.7	5.4	240.1	13.9
2027	226.9	39.3%	239.7	5.5	245.3	18.3
2032	228.0	39.3%	245.9	5.7	251.5	23.5
2036	229.0	39.3%	251.4	5.8	257.2	28.3

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
 2. Assumes constant market share claimed by Darlington facilities at 39.3% from Study Area (allows for no inflow)
 3. Assumes that the proportion of the total available expenditure in Darlington Borough derived through the inflow is maintained over the study period.
 4. Expenditure drawn from the study area and inflow from outside the study area
 5. Surplus calculated by subtracting the turnover of existing stores from the total available expenditure
- 2015 prices

Table 7b (SCENARIO 2): Quantitative Need for Additional Convenience Goods Floorspace in Darlington Borough

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
2017	9.6	700	1,400
2022	13.9	1,100	2,000
2027	18.3	1,400	2,600
2032	23.5	1,800	3,400
2036	28.3	2,200	4,000

1. Average sales density assumed to be £13,042 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015
 2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
- * Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
- 2015 prices

Table 7c (SCENARIO 2): Net Quantitative Need for Additional Convenience Goods Floorspace in Darlington Borough (with Deduction for Planning Commitments)

Year	Surplus Expenditure £m	Convenience Goods			
		Turnover of Commitments ¹ £m	Residual Expenditure ² £m	Floorspace Requirement Min ^{3*} sq.m	Max ^{4*} sq.m
2017	9.6	54.7	-45.2	-3,500	-6,500
2022	13.9	54.3	-40.4	-3,100	-5,800
2027	18.3	54.5	-36.1	-2,800	-5,200
2032	23.5	54.7	-31.3	-2,400	-4,500
2036	28.3	55.0	-26.7	-2,000	-3,800

1. Includes floorspace implemented since the 2013 household survey was undertaken and extant planning permissions (sourced from Table 28)
 2. Residual calculated by subtracting turnover of commitments (sourced from Table 6) from surplus expenditure
 3. Average sales density assumed to be £13,042 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015
 4. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
- * Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
- 2015 prices

SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 8a (SCENARIO 2): POPULATION AND COMPARISON GOODS EXPENDITURE

	POPULATION				
	2017 Persons	2022 Persons	2027 Persons	2032 Persons	2036 Persons
Zone 1	21,477	21,590	21,673	21,729	21,761
Zone 2	26,558	27,308	27,842	28,217	28,455
Zone 3	21,211	22,658	24,758	27,171	29,581
Zone 4	23,032	24,803	26,241	27,690	28,784
Zone 5	17,450	19,314	21,103	22,757	23,737
Zone 6	57,473	58,392	59,270	59,982	60,438
Zone 7	74,801	75,436	75,989	76,328	76,505
Zone 8	38,934	39,682	40,312	40,830	41,279
Zone 9	21,330	21,827	22,300	22,605	22,871
TOTAL	302,266	311,010	319,489	327,308	333,412

TABLE 8b (SCENARIO 2): POPULATION AND COMPARISON GOODS EXPENDITURE

	COMPARISON GOODS PER CAPITA EXPENDITURE																																							
	2015 (including SFT)										2015 (excluding SFT)										2017										2022									
	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person				
Zone 1	997	181	583	488	443	396	289	399	3,776	877	159	513	430	390	348	254	351	3,323	900	164	526	441	400	358	261	360	3,410	996	181	582	487	443	395	289	398	3,771				
Zone 2	743	111	354	361	319	243	168	224	2,522	654	97	311	318	280	214	148	197	2,220	671	100	319	326	288	219	152	202	2,278	742	111	353	361	318	242	168	224	2,519				
Zone 3	870	137	417	426	367	298	228	298	3,041	766	121	367	375	323	262	201	262	2,676	786	124	377	384	331	269	206	269	2,746	869	137	417	425	366	298	228	297	3,037				
Zone 4	804	128	412	384	340	272	199	265	2,804	708	112	362	338	299	240	175	233	2,468	726	115	372	347	307	246	180	240	2,532	803	128	411	384	340	272	199	265	2,800				
Zone 5	1,196	206	693	570	486	404	340	439	4,334	1,053	181	609	501	428	356	300	386	3,814	1,080	186	625	514	439	365	307	397	3,914	1,195	206	692	569	485	403	340	439	4,328				
Zone 6	792	124	391	374	333	286	202	256	2,756	697	109	344	329	293	252	178	225	2,426	715	112	353	338	300	259	182	231	2,489	791	124	390	373	332	286	202	255	2,753				
Zone 7	1,023	200	423	463	460	320	228	335	3,453	900	176	372	408	405	282	201	295	3,039	924	181	382	419	415	289	206	303	3,118	1,022	200	422	463	460	320	228	335	3,448				
Zone 8	795	127	403	380	337	285	207	264	2,798	700	112	355	334	297	251	182	233	2,462	718	114	364	343	305	257	187	239	2,527	794	127	402	379	337	285	206	264	2,795				
Zone 9	1,084	189	609	525	455	406	322	423	4,013	954	166	536	462	400	357	284	372	3,531	979	170	550	474	411	366	291	382	3,624	1,083	188	609	524	454	405	322	423	4,008				

	COMPARISON GOODS PER CAPITA EXPENDITURE																																		
	2027										2032										2036														
	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person	Total £ per person	Clothing & Footwear £ per person	Books/CDs/DVDs £ per person	Small Household £ per person	Recreational £ per person	Chemist £ per person	Electrical £ per person	DIY & Gardening £ per person	Furniture £ per person
Zone 1	1,161	211	679	568	516	461	336	464	4,397	1,357	246	793	664	603	539	393	542	5,137	1,545	281	903	756	687	613	448	618	5,849								
Zone 2	866	129	412	420	371	283	196	261	2,937	1,011	151	481	491	433	330	229	305	3,432	1,152	172	548	559	493	376	261	347	3,907								
Zone 3	1,013	160	486	496	427	347	266	347	3,542	1,184	187	568	579	499	406	311	405	4,138	1,348	213	646	659	568	462	354	461	4,712								
Zone 4	936	149	479	447	396	317	232	309	3,265	1,094	174	560	523	463	371	271	361	3,815	1,246	198	638	595	527	422	308	411	4,344								
Zone 5	1,393	240	806	663	566	470	396	511	5,047	1,628	280	942	775	661	550	463	597	5,897	1,854	319	1,073	883	753	626	527	680	6,714								
Zone 6	922	144	455	435	387	333	235	298	3,210	1,077	169	531	509	452	390	275	348	3,750	1,226	192	605	579	515	444	313	396	4,270								
Zone 7	1,191	233	492	540	536	373	266	390	4,021	1,392	272	575	631	626	436	310	456	4,698	1,585	310	655	718	713	496	353	519	5,349								
Zone 8	926	148	469	442	393	332	241	308	3,259	1,082	172	548	517	459	388	281	360	3,807	1,232	196	624	589	523	442	320	410	4,335								
Zone 9	1,263	220	710	611	530	472	376	493	4,673	1,475	256	829	714	619	552	439	576	5,460	1,680	292	944	813	705	628	500	656	6,217								

Notes:

a. Zones based on the following post code sectors

- 1 - DL3 7, DL3 8, DL3 9
- 2 - DL1 1, DL1 4, DL1 5
- 3 - DL1 2, DL1 3
- 4 - DL3 0, DL3 6
- 5 - DL2 1, DL2 2, TS21 1
- 6 - DL4 1, DL4 2, DL5 4, DL5 5, DL5 7, DL17 0, DL17 8, TS21 1
- 7 - DL2 3, DL6 2, DL7 0, DL8 3, DL8 4, DL8 5, DL9 3, DL9 4, DL10 4, DL10 5, DL10 6, DL10 7, DL11 6, DL12 0, DL12 8, DL12 9
- 8 - DL14 0, DL14 6, DL14 7, DL14 8, DL14 9
- 9 - TS15 9, TS16 0, TS16 9

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population for 2017 derived from Experian MMG3 data (2017 report) and population for forecast years derived from Darlington Council Target Housing data

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 14, November 2016

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 14

2015 prices

WYG PLANNING
DARLINGTON RETAIL CAPACITY STUDY UPDATE 2017

SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 9 (SCENARIO 2): TOTAL COMPARISON GOODS EXPENDITURE

	COMPARISON GOODS PER CAPITA EXPENDITURE																	
	2017									2022								
	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	Total	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	Total
£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Zone 1	19.3	3.5	11.3	9.5	8.6	7.7	5.6	7.7	73.23	21.5	3.9	12.6	10.5	9.6	8.5	6.2	8.6	81.4
Zone 2	17.8	2.7	8.5	8.7	7.6	5.8	4.0	5.4	60.49	20.3	3.0	9.6	9.8	8.7	6.6	4.6	6.1	68.8
Zone 3	16.7	2.6	8.0	8.2	7.0	5.7	4.4	5.7	58.25	19.7	3.1	9.4	9.6	8.3	6.7	5.2	6.7	68.8
Zone 4	16.7	2.7	8.6	8.0	7.1	5.7	4.1	5.5	58.32	19.9	3.2	10.2	9.5	8.4	6.7	4.9	6.6	69.5
Zone 5	18.9	3.2	10.9	9.0	7.7	6.4	5.4	6.9	68.29	23.1	4.0	13.4	11.0	9.4	7.8	6.6	8.5	83.6
Zone 6	41.1	6.4	20.3	19.4	17.3	14.9	10.5	13.3	143.05	46.2	7.2	22.8	21.8	19.4	16.7	11.8	14.9	160.7
Zone 7	69.1	13.5	28.5	31.3	31.1	21.6	15.4	22.6	233.23	77.1	15.1	31.8	34.9	34.7	24.1	17.2	25.3	260.1
Zone 8	28.0	4.5	14.2	13.4	11.9	10.0	7.3	9.3	98.38	31.5	5.0	16.0	15.1	13.4	11.3	8.2	10.5	110.9
Zone 9	20.9	3.6	11.7	10.1	8.8	7.8	6.2	8.2	77.29	23.6	4.1	13.3	11.4	9.9	8.8	7.0	9.2	87.5
TOTAL	248.4	42.7	122.0	117.4	106.9	85.6	62.9	84.6	870.53	282.8	48.6	139.1	133.7	121.7	97.4	71.7	96.4	991.3

	COMPARISON GOODS PER CAPITA EXPENDITURE																								COMPARISON GOODS GROWTH						
	2017									2032									2036												
	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	Total	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	Total	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	DIY & Gardening	Furniture	Total	2017-2022	2017-2027	2017-2032	2017-2036
£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Zone 1	25.2	4.6	14.7	12.3	11.2	10.0	7.3	10.1	95.3	29.5	5.4	17.2	14.4	13.1	11.7	8.5	11.8	111.6	33.6	6.1	19.6	16.5	14.9	13.3	9.7	13.4	127.3	8.2	22.1	38.4	54.1
Zone 2	24.1	3.6	11.5	11.7	10.3	7.9	5.5	7.3	81.8	28.5	4.3	13.6	13.9	12.2	9.3	6.5	8.6	96.8	32.8	4.9	15.6	15.9	14.0	10.7	7.4	9.9	111.2	8.3	21.3	36.3	50.7
Zone 3	25.1	4.0	12.0	12.3	10.6	8.6	6.6	8.6	87.7	32.2	5.1	15.4	15.7	13.6	11.0	8.4	11.0	112.4	39.9	6.3	19.1	19.5	16.8	13.7	10.5	13.6	139.4	10.6	29.4	54.2	81.1
Zone 4	24.6	3.9	12.6	11.7	10.4	8.3	6.1	8.1	85.7	30.3	4.8	15.5	14.5	12.8	10.3	7.5	10.0	105.6	35.9	5.7	18.4	17.1	15.2	12.1	8.9	11.8	125.0	11.1	27.4	47.3	66.7
Zone 5	29.4	5.1	17.0	14.0	11.9	9.9	8.4	10.8	106.5	37.0	6.4	21.4	17.6	15.0	12.5	10.5	13.6	134.2	44.0	7.6	25.5	21.0	17.9	14.9	12.5	16.1	159.4	15.3	38.2	65.9	91.1
Zone 6	54.6	8.6	27.0	25.8	23.0	19.8	13.9	17.7	190.3	64.6	10.1	31.9	30.5	27.1	23.4	16.5	20.9	224.9	74.1	11.6	36.6	35.0	31.1	26.8	18.9	23.9	258.1	17.7	47.2	81.9	115.0
Zone 7	90.5	17.7	37.4	41.0	40.7	28.3	20.2	29.7	305.6	106.2	20.8	43.9	48.1	47.8	33.3	23.7	34.8	358.6	121.2	23.7	50.1	54.9	54.5	37.9	27.0	39.7	409.2	26.9	72.3	125.3	176.0
Zone 8	37.3	5.9	18.9	17.8	15.8	13.4	9.7	12.4	131.4	44.2	7.0	22.4	21.1	18.7	15.8	11.5	14.7	155.4	50.8	8.1	25.8	24.3	21.6	18.2	13.2	16.9	178.9	12.5	33.0	57.1	80.6
Zone 9	28.2	4.9	15.8	13.6	11.8	10.5	8.4	11.0	104.2	33.3	5.8	18.7	16.1	14.0	12.5	9.9	13.0	123.4	38.4	6.7	21.6	18.6	16.1	14.4	11.4	15.0	142.2	10.2	26.9	46.1	64.9
TOTAL	339.0	58.2	166.9	160.3	145.7	116.7	86.0	115.5	1,188.3	405.9	69.6	200.1	192.0	174.4	139.7	103.0	138.4	1,423.1	470.7	80.7	232.2	222.8	202.2	162.1	119.6	160.5	1,650.7	120.8	317.8	552.5	780.2

Notes:

a. Zones based on the following post code sectors

- 1 - DL3 7, DL3 8, DL3 9
- 2 - DL1 1, DL1 4, DL1 5
- 3 - DL1 2, DL1 3
- 4 - DL3 0, DL3 6
- 5 - DL2 1, DL2 2, TS21 1
- 6 - DL4 1, DL4 2, DL5 4, DL5 5, DL5 7, DL17 0, DL17 8, TS21 1
- 7 - DL2 3, DL6 2, DL7 0, DL8 3, DL8 4, DL8 5, DL9 3, DL9 4, DL10 4, DL10 5, DL10 6, DL10 7, DL11 6, DL12 0, DL12 8, DL12 9
- 8 - DL14 0, DL14 6, DL14 7, DL14 8, DL14 9
- 9 - TS15 9, TS16 0, TS16 9

b. Per capita expenditure derived from Experian MMG3 data (2017 report)

c. Population for 2017 derived from Experian MMG3 data (2017 report) and population for forecast years derived from Darlington Council Target Housing data

d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 14, November 2016

e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Experian Retail Planner Briefing Note 14

f. Figures derived from multiplying per capita expenditure by population within each zone using data provided at Table 7a (Scenario 2)

2015 prices

TABLE 10: SHOPPING PATTERNS CLOTHES/SHOES

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mowden Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matalan, Neasham Road, Darlington	0.5	0.0	0.9	0.0	3.8	0.0	0.0	0.5	0.0	0.0
Aldi, Yarm Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Neasham Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Yarm Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Northgate, Darlington	2.2	5.3	4.4	4.3	7.9	1.6	1.6	0.7	0.0	0.0
Morrisons, Morton Park, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Victoria Road, Darlington	0.5	1.2	1.1	0.0	0.0	3.8	0.0	0.4	0.0	0.0
Tesco Express, Cornmill Shopping Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlington Town Centre	34.6	50.7	53.9	45.6	50.2	41.4	26.4	33.8	24.5	2.8
Neasham Road Local Centre	0.7	0.0	3.3	1.7	1.0	0.0	0.0	0.0	0.7	1.7
Yarm Road Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cornmill Shopping Centre, Darlington	6.5	5.2	6.7	4.3	15.0	0.8	14.3	2.5	4.9	0.0
Darlington Retail Park, Yarm Road, Darlington	1.2	0.9	4.7	0.0	1.1	0.0	0.7	2.1	0.0	0.0
Morton Park, Darlington	0.1	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Morton Park, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	46.3	64.2	75.8	55.9	79.0	47.7	43.0	40.0	30.1	4.5
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.6	0.0	0.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, North Road District Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whinfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Haughton Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	0.7	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4										
B&Q, Whessoe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5										
Hurworth-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middleton St George Local Centre	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
West Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Zone 6										
Morrisons, Church Street, Shildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.2	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Chilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ferryhill Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton Aycliffe Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Shildon Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Thames Shopping Centre, Newton Aycliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	1.4	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0
Zone 7										
Brompton-on-Swale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eggleby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallowfields Trading Estate, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middleton-in-Teesdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Piercebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravensworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strikes, Darlington Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Rounton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Richmond Road, Catterick Garrison	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Market Place, Leyburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Queens Road, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Galgate, Barnard Castle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Road, Catterick Garrison	1.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
Barnard Castle Town Centre	0.3	0.0	0.0	0.8	0.0	0.0	0.5	0.8	0.0	0.0
Catterick Garrison Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0
Richmond Town Centre	1.0	0.0	0.8	0.8	0.8	0.8	3.5	0.0	0.0	0.0
B&Q, Yafforth Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	2.7	0.0	0.0	1.5	0.0	0.8	10.0	0.8	0.0	0.0
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0
West Auckland	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Aldi, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, South Church Road, Bishop Auckland	0.6	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.7	0.0
Morrisons, Newgate Park Centre, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.2	1.9	0.0	0.0	0.0	0.0	1.4	1.6	3.4	0.0
Tesco Extra, St Helens Auckland, Bishop Auckland	0.6	0.0	0.0	0.0	0.0	0.0	1.4	0.0	2.5	0.0
Bishop Auckland Town Centre	4.4	0.0	0.0	0.0	0.0	0.0	8.1	1.1	19.8	0.0
Newgate Shopping Centre, Bishop Auckland	0.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0
B&Q, Newgate Park, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	8.7	4.0	0.0	0.0	0.0	0.0	13.5	3.8	37.5	0.0
Zone 9										
Eaglescliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi (former Somerfield), Healaugh Park, Yarm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarm Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	1.0	0.0	6.1	0.0
Sub Total (Zone 9)	0.7	0.0	0.0	0.0	0.0	0.0	1.0	0.0	6.1	0.0
SUB TOTAL STUDY AREA	60.6	68.2	75.8	67.4	79.9	48.5	64.0	54.8	68.4	10.5
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	47.1	64.2	75.8	65.9	79.9	47.7	43.0	40.0	30.1	4.5
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brighton)	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Carlisle										
Carlisle	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub Total (Carlisle)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Andrews Road, Spennymoor	0.9	0.0	0.0	0.0	0.0	0.0	3.6	0.0	1.2	0.0
Marks & Spencer, Silver Street, Durham	0.2	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.0	0.0
Sainsbury's, Salters Lane, Sedgfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Durham City Centre	1.7	0.8	1.1	1.9	0.0	0.0	4.3	0.6	3.0	0.0
Sedgfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spennymoor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armson Shopping Park, Abbey Road, Durham	0.4	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.8	0.0
Dragonville Retail Park, Dragon Lane, Durham	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Durham City Retail Park, McIntyre Way, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prince Bishops Centre, Durham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
B&Q, Durham City Retail Park, Rennys Lane, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Armson Shopping Park, Abbey Road, Durham	0.0	0.0	0.0							

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %	Clothing & Footwear %
Outside Study Area, Gateshead										
Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Metro Park West, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MetroCentre, Gateshead	6.2	0.9	3.4	5.3	2.1	8.5	10.6	4.4	12.0	1.5
Sub Total (Gateshead)	6.2	0.9	3.4	5.3	2.1	8.5	10.6	4.4	12.0	1.5
Outside Study Area, Gloucester										
Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gloucester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Sub Total (Great Yarmouth)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Outside Study Area, Hambleton										
Bedale	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Stokesley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Thirsk	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Asda (former Netto), Brompton Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, East Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northallerton Town Centre	2.3	4.9	2.0	1.0	0.0	4.2	0.0	5.3	0.0	2.5
Homebase, Willowbeck Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hambleton)	2.7	4.9	2.0	1.0	0.0	4.2	0.0	6.8	0.0	3.3
Outside Study Area, Harrogate										
Knarborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Harrogate Town Centre	0.7	0.0	0.0	0.0	0.0	1.0	0.0	2.5	0.0	0.9
Sub Total (Harrogate)	0.9	0.0	0.0	0.0	0.0	1.0	0.0	3.0	0.0	0.9
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartlepool Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Teesbay Retail Park, Hartlepool	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Sub Total (Hartlepool)	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	1.1
Outside Study Area, Hull										
Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hull)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Leeds										
Farsley	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.5	1.2	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Sub Total (Leeds)	0.5	1.2	0.0	0.8	0.0	0.0	0.0	1.6	0.0	0.0
Outside Study Area, Liverpool										
Liverpool	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Sub Total (Liverpool)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Outside Study Area, Manchester										
Manchester City Centre	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.6	0.0	0.0
Sub Total (Manchester)	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.6	0.0	0.0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Linthorpe Road, Middlesbrough	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	1.0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Town Centre	5.2	4.4	6.3	9.7	3.1	7.6	1.1	5.4	1.7	17.6
Captain Cook Square, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Shopping Centre, Middlesbrough	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Hill Street Shopping Centre, Middlesbrough	0.2	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Middlesbrough)	5.5	4.4	6.3	9.7	6.2	8.5	1.1	5.4	1.7	18.5
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	3.0	2.7	2.3	2.7	4.9	5.1	1.8	3.9	2.9	0.8
Sub Total (Newcastle)	3.0	2.7	2.3	2.7	4.9	5.1	1.8	3.9	2.9	0.8
Outside Study Area, Oxford										
Oxford	0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total (Oxford)	0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Redcar Town Centre	0.2	2.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Retail Park, Middlesbrough	0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Eston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Pendle)	0.3	2.1	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Scarborough										
Whitby	0.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Scarborough)	0.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland										
Kendal	0.5	0.0	0.0	0.0	0.0	1.9	0.0	1.5	0.0	0.0
Sub Total (South Lakeland)	0.5	0.0	0.0	0.0	0.0	1.9	0.0	1.5	0.0	0.0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Darlington Lane, Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Asda, Allensway, Thornaby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Marks & Spencer, High Street, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Teesside Retail Park, Thornaby	0.3	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	3.3
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Westbury Street, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Durham Road, Stockton-on-Tees	0.3	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	1.8
Tesco Superstore, Lesholme Road, Billingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Myton Way, Ingleby Barwick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Billingham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton-on-Tees Town Centre	0.5	0.0	0.0	1.5	1.0	0.0	0.0	0.0	0.0	4.2
Thornaby Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Castlegate Shopping Centre, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Portrack Shopping Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesside Shopping Park, Stockton-on-Tees	10.4	2.9	5.0	9.8	3.1	13.3	9.5	12.3	1.9	43.6
B&Q, Cheltenham Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Wickes, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stockton-on-Tees)	11.8	3.9	5.0	11.3	4.2	17.7	9.5	12.3	1.9	57.3
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland City Centre	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Washington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Sunderland)	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Outside Study Area, Various										
London	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Sub Total (London)	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Outside Study Area, Warrington										

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m	Clothing & Footwear £m
Outside Study Area, Gateshead										
Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ikea, Metro Park West, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MetroCentre, Gateshead	14.70	0.18	0.60	0.88	0.35	1.60	4.37	3.06	3.35	0.32
Sub Total (Gateshead)	14.70	0.18	0.60	0.88	0.35	1.60	4.37	3.06	3.35	0.32
Outside Study Area, Gloucester										
Gloucester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Gloucester)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00
Sub Total (Great Yarmouth)	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00
Outside Study Area, Hambleton										
Bedale	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00
Stokesley	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Thirsk	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00
Asda (former Netto), Brompton Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, East Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	6.44	0.95	0.36	0.17	0.00	0.80	0.00	3.64	0.00	0.52
Homebase, Willowbeck Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hambleton)	7.64	0.95	0.36	0.17	0.00	0.80	0.00	4.68	0.00	0.68
Outside Study Area, Harrogate										
Knarborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ripon	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00
Harrogate Town Centre	2.12	0.00	0.00	0.00	0.00	0.19	0.00	1.74	0.00	0.20
Sub Total (Harrogate)	2.44	0.00	0.00	0.00	0.00	0.19	0.00	2.05	0.00	0.20
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.48	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00
Teesbay Retail Park, Hartlepool	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Sub Total (Hartlepool)	0.72	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.24
Outside Study Area, Hull										
Hull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hull)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Leeds										
Farsley	0.13	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	1.34	0.23	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00
Sub Total (Leeds)	1.47	0.23	0.00	0.13	0.00	0.00	0.00	1.11	0.00	0.00
Outside Study Area, Liverpool										
Liverpool	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00
Sub Total (Liverpool)	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00
Outside Study Area, Manchester										
Manchester City Centre	0.57	0.00	0.00	0.00	0.00	0.15	0.00	0.41	0.00	0.00
Sub Total (Manchester)	0.57	0.00	0.00	0.00	0.00	0.15	0.00	0.41	0.00	0.00
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Linthorpe Road, Middlesbrough	0.37	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.20
Tesco Extra, Parkway Shopping Centre, Couby Newham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Town Centre	13.89	0.84	1.12	1.61	0.52	1.44	0.47	3.75	0.46	3.67
Captain Cook Square, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Shopping Centre, Middlesbrough	0.18	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00
Hill Street Shopping Centre, Middlesbrough	0.33	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Cleveland Retail Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Middlesbrough)	14.77	0.84	1.12	1.61	1.03	1.61	0.47	3.75	0.46	3.87
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	7.61	0.53	0.41	0.45	0.82	0.97	0.75	2.70	0.82	0.16
Sub Total (Newcastle)	7.61	0.53	0.41	0.45	0.82	0.97	0.75	2.70	0.82	0.16
Outside Study Area, Oxford										
Oxford	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Sub Total (Oxford)	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Redcar Town Centre	0.57	0.41	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Retail Park, Middlesbrough	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Eston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Pendle)	0.70	0.41	0.16	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Scarborough										
Whitby	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Scarborough)	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, South Lakeland										
Kendal	1.39	0.00	0.00	0.00	0.00	0.35	0.00	1.04	0.00	0.00
Sub Total (South Lakeland)	1.39	0.00	0.00	0.00	0.00	0.35	0.00	1.04	0.00	0.00
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Darlington Lane, Norton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Lane, Stockton-on-Tees	0.20	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.15	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00
Asda, Allensway, Thornaby	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Marks & Spencer, High Street, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Teesside Retail Park, Thornaby	0.85	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.70
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Westbury Street, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Durham Road, Stockton-on-Tees	0.92	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.38
Tesco Superstore, Lesholme Road, Billingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Myton Way, Ingleby Barwick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Billingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-on-Tees Town Centre	1.30	0.00	0.00	0.25	0.18	0.00	0.00	0.00	0.00	0.88
Thornaby Town Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Castlegate Shopping Centre, Stockton-on-Tees	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Portrack Shopping Park, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesside Shopping Park, Stockton-on-Tees	28.17	0.55	0.89	1.64	0.53	2.50	3.91	8.53	0.52	9.10
B&Q, Cheltenham Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Wickes, Portrack Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Stockton-on-Tees)	32.50	0.75	0.89	1.89	0.70	3.34	3.91	8.53	0.52	11.97
Outside Study Area, Sunderland										
Houghton-le-Spring	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.56	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00
Washington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Sunderland)	0.56	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00
Outside Study Area, Various										
London	1.14	0.00	0.00	0.00	0.00	0.00	0.00	1.14	0.00	0.00
Sub Total (London)	1.14	0.00	0.00	0.00	0.00	0.00	0.00	1.14	0.00	0.00

TABLE 12: SHOPPING PATTERNS BOOKS, CDs, DVDs, ETC

	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
DESTINATION	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.6	0.0	0.0	1.7	4.9	0.0	0.0	0.0	0.0	0.0
Mowden Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	0.6	0.0	0.0	1.7	4.9	0.0	0.0	0.0	0.0	0.0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matalan, Neasham Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Neasham Road Local Centre, Darlington	0.5	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Yarm Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Northgate, Darlington	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Morton Park, Darlington	0.8	0.0	0.0	0.0	0.0	5.9	1.4	0.9	0.0	0.0
Sainsbury's, Victoria Road, Darlington	1.6	7.4	0.0	0.0	1.8	8.6	0.0	1.5	0.0	0.0
Tesco Express, Cornmill Shopping Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlington Town Centre	39.2	57.2	82.7	60.1	60.7	48.6	17.5	26.7	17.0	19.4
Neasham Road Local Centre	0.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarm Road Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Cornmill Shopping Centre, Darlington	8.3	19.1	7.0	11.0	20.0	6.6	1.4	9.8	2.1	0.0
Darlington Retail Park, Yarm Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morton Park, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Morton Park, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	50.9	83.8	96.6	72.7	82.5	69.7	20.3	39.9	19.1	19.4
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.9	0.0	0.0	4.6	0.0	0.0	0.0	2.2	0.0	0.0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.9	0.0	0.0	10.5	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, North Road District Centre, Darlington	1.6	3.4	1.9	4.4	7.7	0.0	0.0	0.0	0.0	0.0
North Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whinfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Haughton Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	3.4	3.4	1.9	19.5	7.7	0.0	0.0	2.2	0.0	0.0
Zone 4										
B&Q, Whessoe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5										
Hurworth-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middleton St George Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Park Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6										
Morrisons, Church Street, Shildon	0.5	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0
Tesco Extra, Greenwell Road, Newton Aycliffe	4.9	0.0	0.0	0.0	0.0	0.0	27.9	0.0	0.0	0.0
Chilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ferryhill Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton Aycliffe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shildon Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Thames Shopping Centre, Newton Aycliffe	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Sub Total (Zone 6)	5.8	0.0	0.0	0.0	0.0	0.0	32.4	0.0	1.1	0.0
Zone 7										
Brompton-on-Swale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eggleby	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Gallowfields Trading Estate, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyburn	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Middleton-in-Teesdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Piercebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravensworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strikes, Darlington Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Rounton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Richmond Road, Catterick Garrison	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Market Place, Leyburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Queens Road, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Galgate, Barnard Castle	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Tesco Superstore, Richmond Road, Catterick Garrison	2.7	0.0	0.0	0.0	0.0	0.0	0.0	12.1	0.0	0.0
Barnard Castle Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Catterick Garrison Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Richmond Town Centre	2.8	0.0	0.0	0.0	0.0	0.0	0.0	11.6	1.6	0.0
B&Q, Yafforth Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	8.1	0.0	0.0	0.0	0.0	0.0	0.0	35.5	1.6	0.0
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, South Church Road, Bishop Auckland	4.3	0.0	0.0	0.0	0.0	0.0	2.7	2.5	24.9	0.0
Morrisons, Newgate Park Centre, Bishop Auckland	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0
Sainsbury's, St Helen Auckland, Bishop Auckland	2.3	3.6	0.0	0.0	0.0	0.0	5.1	0.0	8.4	0.0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.5	0.0
Bishop Auckland Town Centre	2.2	0.0	0.0	1.4	0.0	0.0	3.1	2.7	7.2	0.0
Newgate Shopping Centre, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Newgate Park, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	11.4	3.6	0.0	1.4	0.0	0.0	11.0	5.2	60.1	0.0
Zone 9										
Eaglescliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi (former Somerfield), Healaugh Park, Yarm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Yarm Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Sub Total (Zone 9)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
SUB TOTAL STUDY AREA	80.5	90.8	98.5	95.3	95.1	69.7	63.7	82.8	81.9	25.3
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	54.9	87.2	98.5	93.9	95.1	69.7	20.3	42.1	19.1	19.4
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brighton)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Carlisle										
Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Carlisle)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Andrews Road, Spennymoor	2.2	0.0	0.0	0.0	0.0	0.0	10.9	0.0	2.5	0.0
Marks & Spencer, Silver Street, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Salters Lane, Sedgfield	0.5	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0
Durham City Centre	1.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	1.1	0.0
Sedgfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spennymoor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armson Shopping Park, Abbey Road, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dragonville Retail Park, Dragon Lane, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Durham City Retail Park, McIntyre Way, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prince Bishops Centre, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Durham City Retail Park, Rennys Lane, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Armson Shopping Park, Abbey Road, Durham										

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %	Books/CDs/DVDs %
Outside Study Area, Gateshead										
Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Metro Park West, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MetroCentre, Gateshead	3.0	0.0	0.0	0.0	0.0	1.7	14.0	0.0	3.4	0.0
Sub Total (Gateshead)	3.0	0.0	0.0	0.0	0.0	1.7	14.0	0.0	3.4	0.0
Outside Study Area, Gloucester										
Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gloucester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Great Yarmouth)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hambleton										
Bedale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stokesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thirsk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Brompton Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, East Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northallerton Town Centre	2.5	2.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	7.2
Homebase, Willowbeck Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hambleton)	2.5	2.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	7.2
Outside Study Area, Harrogate										
Knaresborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Harrogate)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartlepool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesbay Retail Park, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hartlepool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hull										
Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hull)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Leeds										
Farsley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Leeds)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Liverpool										
Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Liverpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Manchester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Linthorpe Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Town Centre	1.1	0.0	1.5	4.7	0.0	1.6	0.0	0.0	1.8	4.8
Captain Cook Square, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hill Street Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Middlesbrough)	1.1	0.0	1.5	4.7	0.0	1.6	0.0	0.0	1.8	4.8
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.7	1.6	0.0	0.0	0.0	0.0	0.9	0.0	2.1	3.7
Sub Total (Newcastle)	0.7	1.6	0.0	0.0	0.0	0.0	0.9	0.0	2.1	3.7
Outside Study Area, Oxford										
Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Oxford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Redcar Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Retail Park, Middlesbrough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Eston	0.2	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0
Sub Total (Pendle)	0.3	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	2.4
Outside Study Area, Scarborough										
Whitby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Scarborough)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland										
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (South Lakeland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Darlington Lane, Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.3	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Asda, Allensway, Thornaby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Marks & Spencer, High Street, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Teesside Retail Park, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Sainsbury's Local, Westbury Street, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Tesco Extra, Durham Road, Stockton-on-Tees	0.5	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	5.6
Tesco Superstore, Lesholme Road, Billingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Myton Way, Ingleby Barwick	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Billingham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton-on-Tees Town Centre	1.1	0.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	16.3
Thornaby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castlegate Shopping Centre, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portrack Shopping Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesside Shopping Park, Stockton-on-Tees	3.6	0.0	0.0	0.0	1.8	9.4	3.2	7.0	0.0	15.8
B&Q, Cheltenham Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stockton-on-Tees)	6.3	0.0	0.0	0.0	4.9	19.2	3.2	7.0	0.0	56.6
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Sunderland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Various										
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Warrington										

TABLE 13: BOOKS, CDs, DVDs, ETC EXPENDITURE 2017

DESTINATION	TOTAL Books/CDs/DVDs £m	ZONE 1 Books/CDs/DVDs £m	ZONE 2 Books/CDs/DVDs £m	ZONE 3 Books/CDs/DVDs £m	ZONE 4 Books/CDs/DVDs £m	ZONE 5 Books/CDs/DVDs £m	ZONE 6 Books/CDs/DVDs £m	ZONE 7 Books/CDs/DVDs £m	ZONE 8 Books/CDs/DVDs £m	ZONE 9 Books/CDs/DVDs £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.17	0.00	0.00	0.04	0.13	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	0.17	0.00	0.00	0.04	0.13	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.04	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	0.40	0.00	0.00	0.00	0.00	0.19	0.09	0.12	0.00	0.00
Sainsbury's, Victoria Road, Darlington	0.78	0.26	0.00	0.00	0.05	0.28	0.00	0.20	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	15.18	2.01	2.20	1.58	1.61	1.58	1.13	3.61	0.76	0.70
Neasham Road Local Centre	0.04	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Cornmill Shopping Centre, Darlington	3.41	0.67	0.19	0.29	0.53	0.21	0.09	1.33	0.09	0.00
Darlington Retail Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	20.14	2.94	2.56	1.91	2.19	2.26	1.31	5.40	0.85	0.70
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.42	0.00	0.00	0.12	0.00	0.00	0.00	0.29	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.28	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.49	0.12	0.05	0.11	0.20	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	1.18	0.12	0.05	0.51	0.20	0.00	0.00	0.29	0.00	0.00
Zone 4										
B&Q, Whessoe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.20	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	1.79	0.00	0.00	0.00	0.00	0.00	1.79	0.00	0.00	0.00
Chilton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ferryhill Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Aycliffe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shildon Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00
Thames Shopping Centre, Newton Aycliffe	0.09	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Sub Total (Zone 6)	2.13	0.00	0.00	0.00	0.00	0.00	2.08	0.00	0.05	0.00
Zone 7										
Brompton-on-Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.30	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn	0.25	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00
Middleton-in-Teesdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.51	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	1.64	0.00	0.00	0.00	0.00	0.00	1.64	0.00	0.00	0.00
Barnard Castle Town Centre	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00
Catterick Garrison Town Centre	0.37	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00
Richmond Town Centre	1.64	0.00	0.00	0.00	0.00	0.00	1.56	0.07	0.00	0.00
B&Q, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 7)	4.87	0.00	0.00	0.00	0.00	0.00	4.80	0.07	0.00	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	1.62	0.00	0.00	0.00	0.00	0.00	1.62	0.00	0.00	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.23	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	0.83	0.13	0.00	0.00	0.00	0.00	0.33	0.00	0.38	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00
Bishop Auckland Town Centre	0.93	0.00	0.00	0.04	0.00	0.00	0.20	0.37	0.32	0.00
Newgate Shopping Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Newgate Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 8)	4.25	0.13	0.00	0.04	0.00	0.00	0.71	0.71	2.68	0.00
Zone 9										
Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Yarm Town Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Sub Total (Zone 9)	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
SUB TOTAL STUDY AREA	32.97	3.19	2.62	2.51	2.53	2.26	4.10	11.20	3.65	0.92
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	21.50	3.06	2.62	2.47	2.53	2.26	1.31	5.70	0.85	0.70
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.81	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.11	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Durham City Centre	0.35	0.00	0.00	0.00	0.00	0.00	0.30</			

TABLE 15: SMALL HOUSEHOLD GOODS EXPENDITURE 2017

DESTINATION	TOTAL Small Household £m	ZONE 1 Small Household £m	ZONE 2 Small Household £m	ZONE 3 Small Household £m	ZONE 4 Small Household £m	ZONE 5 Small Household £m	ZONE 6 Small Household £m	ZONE 7 Small Household £m	ZONE 8 Small Household £m	ZONE 9 Small Household £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.68	0.00	0.18	0.28	0.00	0.00	0.00	0.21	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.17	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.65	0.00	0.00	0.16	0.15	0.13	0.00	0.00	0.21	0.00
Morrisons, Morton Park, Darlington	1.48	0.58	0.15	0.00	0.00	0.75	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	2.44	0.99	0.17	0.00	0.15	0.32	0.00	0.80	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	31.86	5.43	3.54	4.32	3.14	3.46	2.69	7.65	0.87	0.76
Neasham Road Local Centre	1.65	0.33	0.73	0.00	0.30	0.17	0.00	0.00	0.11	0.00
Yarm Road Local Centre	0.56	0.00	0.00	0.00	0.00	0.35	0.00	0.21	0.00	0.00
Cornmill Shopping Centre, Darlington	3.50	0.44	0.00	0.13	0.90	0.00	0.94	0.93	0.16	0.00
Darlington Retail Park, Yarm Road, Darlington	3.91	0.00	1.07	0.13	0.53	0.16	1.25	0.59	0.18	0.00
Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Morton Park, Darlington	0.60	0.16	0.18	0.00	0.26	0.00	0.00	0.00	0.00	0.00
Homebase, Darlington Retail Park, Yarm Road, Darlington	1.16	0.35	0.52	0.00	0.00	0.29	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	48.79	8.28	6.67	5.02	5.44	5.81	4.87	10.40	1.54	0.76
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.40	0.18	0.00	0.94	0.00	0.29	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.69	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.12	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	2.21	0.18	0.00	0.94	0.81	0.29	0.00	0.00	0.00	0.00
Zone 4										
B&Q, Whesoe Road, Darlington	0.17	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.17	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.46	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	2.57	0.00	0.18	0.00	0.31	0.00	1.96	0.00	0.11	0.00
Chilton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ferryhill Town Centre	0.49	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00
Newton Aycliffe Town Centre	2.51	0.00	0.00	0.00	0.00	0.00	2.51	0.00	0.00	0.00
Shildon Town Centre	0.63	0.00	0.00	0.00	0.00	0.00	0.52	0.00	0.11	0.00
Thames Shopping Centre, Newton Aycliffe	0.25	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00
Sub Total (Zone 6)	6.92	0.00	0.18	0.00	0.31	0.00	6.20	0.00	0.23	0.00
Zone 7										
Brompton-on-Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00
Hawes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00
Middleton-in-Teesdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	0.53	0.00	0.00	0.00	0.13	0.00	0.00	0.40	0.00	0.00
Barnard Castle Town Centre	1.74	0.00	0.00	0.00	0.00	0.00	0.00	1.74	0.00	0.00
Catterick Garrison Town Centre	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.00
Richmond Town Centre	1.43	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00
B&Q, Yafforth Road, Northallerton	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00
Sub Total (Zone 7)	6.07	0.00	0.00	0.00	0.13	0.00	0.00	5.94	0.00	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00
West Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	2.38	0.00	0.00	0.00	0.00	0.00	0.61	0.49	1.28	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	2.14	0.00	0.00	0.00	0.00	0.00	0.76	0.00	1.38	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	1.04	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.55	0.00
Bishop Auckland Town Centre	6.62	0.00	0.00	0.00	0.00	0.00	1.64	0.00	4.99	0.00
Newgate Shopping Centre, Bishop Auckland	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00
B&Q, Newgate Park, Bishop Auckland	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00
Homebase, Watling Road, Bishop Auckland	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00
Sub Total (Zone 8)	13.61	0.00	0.00	0.00	0.00	0.00	3.90	1.03	8.68	0.00
Zone 9										
Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Town Centre	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74
Sub Total (Zone 9)	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74
SUB TOTAL STUDY AREA	78.51	8.46	7.02	5.96	6.69	6.10	14.97	17.37	10.45	1.49
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	51.17	8.46	6.84	5.96	6.25	6.10	4.87	10.40	1.54	0.76
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.43	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	0.75	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.18	0.00
Sedgfield Town Centre										

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m	Small Household £m
Outside Study Area, Gateshead										
Gateshead	0.47	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.18	0.00
Ikea, Metro Park West, Gateshead	2.94	0.73	0.33	0.30	0.31	0.16	0.23	0.89	0.00	0.00
Team Valley, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MetroCentre, Gateshead	3.92	0.39	0.00	0.16	0.00	0.13	1.68	0.36	0.50	0.70
Sub Total (Gateshead)	7.33	1.13	0.33	0.45	0.60	0.28	1.91	1.25	0.68	0.70
Outside Study Area, Gloucester										
Gloucester	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Sub Total (Gloucester)	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Great Yarmouth)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Hambleton										
Bedale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stokesley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thirsk	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00
Asda (former Netto), Brompton Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, East Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	6.56	0.94	0.14	0.00	0.41	1.14	0.00	3.60	0.00	0.33
Homebase, Willowbeck Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hambleton)	7.00	0.94	0.14	0.00	0.41	1.14	0.00	4.04	0.00	0.33
Outside Study Area, Harrogate										
Knarborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ripon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.53	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.20
Sub Total (Harrogate)	0.53	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.20
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesbay Retail Park, Hartlepool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hartlepool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Hull										
Hull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hull)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Leeds										
Farsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Leeds)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Liverpool										
Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Liverpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Manchester										
Manchester City Centre	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Manchester)	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Marks & Spencer, Linthorpe Road, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Town Centre	1.85	0.18	0.00	0.57	0.00	0.40	0.00	0.00	0.00	0.71
Captain Cook Square, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Shopping Centre, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hill Street Shopping Centre, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Cleveland Retail Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Middlesbrough)	2.01	0.18	0.00	0.57	0.00	0.40	0.00	0.00	0.00	0.87
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	2.82	0.61	0.35	0.00	0.00	0.55	0.00	0.69	0.42	0.20
Sub Total (Newcastle)	2.82	0.61	0.35	0.00	0.00	0.55	0.00	0.69	0.42	0.20
Outside Study Area, Oxford										
Oxford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Oxford)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00
Redcar Town Centre	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Retail Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Pendle)	0.34	0.00	0.14	0.00	0.00	0.00	0.00	0.19	0.00	0.00
Outside Study Area, Scarborough										
Whitby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Scarborough)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, South Lakeland										
Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (South Lakeland)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Darlington Lane, Norton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Allensway, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, High Street, Stockton-on-Tees	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00
Marks & Spencer, Teesside Retail Park, Thornaby	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.42	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00
Sainsbury's Local, Westbury Street, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Durham Road, Stockton-on-Tees	0.30	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Tesco Superstore, Lesholme Road, Billingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Myton Way, Ingleby Barwick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Billingham Town Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Stockton-on-Tees Town Centre	2.42	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	2.12
Thornaby Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castlegate Shopping Centre, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Shopping Park, Stockton-on-Tees	8.65	0.00	0.00	0.55	0.41	0.47	0.66	2.16	1.55	2.85
Teesside Shopping Park, Stockton-on-Tees	7.12	0.00	0.35	0.47	0.44	0.77	1.11	1.37	0.19	2.44
B&Q, Cheltenham Road, Stockton-on-Tees	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Portrack Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Stockton-on-Tees)	19.56	0.00	0.35	1.02	0.85	2.38	1.77	3.52	1.74	7.93
Outside Study Area, Sunderland										
Houghton-le-Spring	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sunderland City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Washington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Sunderland)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Various										
London	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (London)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Warrington										
Warrington	0.00									

DESTINATION	TOTAL Recreational %	ZONE 1 Recreational %	ZONE 2 Recreational %	ZONE 3 Recreational %	ZONE 4 Recreational %	ZONE 5 Recreational %	ZONE 6 Recreational %	ZONE 7 Recreational %	ZONE 8 Recreational %	ZONE 9 Recreational %
Outside Study Area, Gateshead										
Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Metro Park West, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley, Gateshead	0.7	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0
MetroCentre, Gateshead	3.7	3.0	0.0	0.0	0.0	1.8	10.0	5.8	0.0	0.0
Sub Total (Gateshead)	4.4	3.0	0.0	0.0	0.0	1.8	13.4	5.8	0.0	0.0
Outside Study Area, Gloucester										
Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gloucester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Great Yarmouth)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hambleton										
Bedale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stokesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thirsk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Brompton Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, East Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northallerton Town Centre	2.5	2.7	0.0	0.0	0.0	0.0	0.0	10.2	0.0	0.0
Homebase, Willowbeck Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hambleton)	2.5	2.7	0.0	0.0	0.0	0.0	0.0	10.2	0.0	0.0
Outside Study Area, Harrogate										
Knarborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Harrogate)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Hartlepool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesbay Retail Park, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hartlepool)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Outside Study Area, Hull										
Hull	0.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hull)	0.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Leeds										
Farsley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.5
Sub Total (Leeds)	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.5
Outside Study Area, Liverpool										
Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Liverpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Manchester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Linthorpe Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Town Centre	1.4	0.0	2.4	2.1	0.0	0.0	0.0	1.6	0.0	8.0
Captain Cook Square, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hill Street Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Middlesbrough)	1.4	0.0	2.4	2.1	0.0	0.0	0.0	1.6	0.0	8.0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	1.7	0.0	0.0	0.0	0.0	0.0	4.7	2.5	0.0	1.9
Sub Total (Newcastle)	1.7	0.0	0.0	0.0	0.0	0.0	4.7	2.5	0.0	1.9
Outside Study Area, Oxford										
Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Oxford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Redcar Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Pendle)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Scarborough										
Whitby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Scarborough)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland										
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (South Lakeland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Darlington Lane, Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Allensway, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Teesside Retail Park, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Westbury Street, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Durham Road, Stockton-on-Tees	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	1.9
Tesco Superstore, Lesholme Road, Billingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Myton Way, Ingleby Barwick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Billingham Town Centre	0.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Stockton-on-Tees Town Centre	1.9	0.0	0.0	8.2	0.0	7.8	0.0	0.0	0.0	10.1
Thornaby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castlegate Shopping Centre, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portrack Shopping Park, Stockton-on-Tees	3.5	0.0	3.0	6.0	11.0	7.0	1.8	1.3	3.6	7.1
Teesside Shopping Park, Stockton-on-Tees	23.7	5.2	5.8	42.9	21.4	40.9	15.3	27.9	10.1	62.4
B&Q, Cheltenham Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stockton-on-Tees)	30.3	5.2	8.8	57.1	32.3	57.9	17.2	32.9	13.7	81.4
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Sunderland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Various										
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Warrington										
Warrington	0.0	0.0								

TABLE 17: TOYS, RECREATION GOODS, ETC GOODS EXPENDITURE 2017

DESTINATION	TOTAL Recreational £m	ZONE 1 Recreational £m	ZONE 2 Recreational £m	ZONE 3 Recreational £m	ZONE 4 Recreational £m	ZONE 5 Recreational £m	ZONE 6 Recreational £m	ZONE 7 Recreational £m	ZONE 8 Recreational £m	ZONE 9 Recreational £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	0.79	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.37	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	29.38	4.36	6.75	1.92	3.90	2.67	1.39	7.50	0.53	0.37
Neasham Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cornmill Shopping Centre, Darlington	5.31	1.77	0.26	0.00	0.93	0.58	0.65	1.12	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.70	0.00	0.47	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	35.77	6.13	7.48	2.15	4.83	3.62	2.03	8.62	0.53	0.37
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.17	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.83	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.57	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	1.58	0.00	0.00	1.00	0.57	0.00	0.00	0.00	0.00	0.00
Zone 4										
B&Q, Whessoe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Teess	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	1.20	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.00
Chilton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ferryhill Town Centre	0.18	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00
Newton Aycliffe Town Centre	2.74	0.00	0.00	0.17	0.00	0.00	2.20	0.00	0.37	0.00
Shildon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thames Shopping Centre, Newton Aycliffe	0.64	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00
Sub Total (Zone 6)	4.77	0.00	0.00	0.17	0.00	0.00	4.23	0.00	0.37	0.00
Zone 7										
Brompton-on-Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00
Hawes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn	2.29	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.00	0.00
Middleton-in-Teesdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00
Barnard Castle Town Centre	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00
Catterick Garrison Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Town Centre	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00
B&Q, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 7)	5.18	0.00	0.00	0.00	0.00	0.00	0.00	5.18	0.00	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	1.03	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	2.41	0.51	0.00	0.00	0.00	0.00	0.68	0.00	1.22	0.00
Bishop Auckland Town Centre	6.27	0.00	0.00	0.00	0.00	0.00	0.63	0.00	5.65	0.00
Newgate Shopping Centre, Bishop Auckland	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00
B&Q, Newgate Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 8)	10.31	0.51	0.00	0.00	0.00	0.00	2.34	0.00	7.46	0.00
Zone 9										
Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Town Centre	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Sub Total (Zone 9)	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35
SUB TOTAL STUDY AREA	58.75	7.44	7.48	3.33	5.41	3.62	8.60	13.79	8.36	0.72
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	38.14	6.93	7.48	3.15	5.41	3.62	2.03	8.62	0.53	0.37
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	1.47	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	1.37	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.87	0.00

TABLE 18: SHOPPING PATTERNS CHEMIST GOODS

DESTINATION	TOTAL Chemist %	ZONE 1 Chemist %	ZONE 2 Chemist %	ZONE 3 Chemist %	ZONE 4 Chemist %	ZONE 5 Chemist %	ZONE 6 Chemist %	ZONE 7 Chemist %	ZONE 8 Chemist %	ZONE 9 Chemist %
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	1.1	9.9	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0
Mowden Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	1.1	9.9	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matalan, Neasham Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Road Local Centre, Darlington	0.2	0.0	1.9	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Asda (former Netto), Neasham Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Yarm Road Local Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Northgate, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Morton Park, Darlington	1.5	0.0	4.8	0.7	1.9	10.6	0.5	0.0	0.0	1.6
Sainsbury's, Victoria Road, Darlington	3.0	10.1	9.8	1.9	3.2	5.8	0.0	3.0	0.0	0.0
Tesco Express, Cornmill Shopping Centre, Darlington	0.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Darlington Town Centre	25.3	66.4	63.3	61.8	60.3	32.4	6.0	9.6	4.3	3.9
Neasham Road Local Centre	0.6	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yarm Road Local Centre	0.9	0.0	8.6	0.0	1.1	0.8	0.0	0.0	0.0	0.7
Cornmill Shopping Centre, Darlington	2.4	7.9	1.0	0.0	13.5	0.9	0.6	2.5	0.0	0.0
Darlington Retail Park, Yarm Road, Darlington	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Morton Park, Darlington	0.4	0.0	2.1	0.0	2.1	0.0	0.0	0.0	0.0	0.8
B&Q, Morton Park, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	34.7	84.4	97.9	65.2	82.1	51.4	8.5	15.1	4.3	7.0
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.3	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.1	0.0	0.0	15.0	0.0	0.9	0.0	0.0	0.0	0.0
Morrisons, North Road District Centre, Darlington	0.8	2.1	0.0	2.1	6.8	0.0	0.0	0.0	0.0	0.0
North Road District Centre	0.4	0.0	0.0	3.3	1.9	0.0	0.0	0.0	0.0	0.0
Whinfield Local Centre	0.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Haughton Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	2.6	2.1	0.0	25.7	8.7	0.9	0.0	0.0	0.0	0.0
Zone 4										
B&Q, Whessoe Road, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5										
Hurworth-on-Tees	0.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Middleton St George Local Centre	0.8	0.0	0.0	1.9	0.0	11.5	0.0	0.0	0.0	0.0
West Park Local Centre	0.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	1.2	0.0	0.0	1.9	2.8	13.7	0.0	0.0	0.0	0.0
Zone 6										
Morrisons, Church Street, Shildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Greenwell Road, Newton Aycliffe	2.4	0.0	0.0	0.0	0.0	0.0	12.0	0.0	1.4	0.0
Chilton Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Ferryhill Town Centre	2.5	0.0	0.0	0.0	0.0	0.0	13.4	0.0	0.0	0.0
Newton Aycliffe Town Centre	3.0	0.0	0.0	0.7	0.0	0.0	15.7	0.0	0.0	0.0
Shildon Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
Thames Shopping Centre, Newton Aycliffe	2.5	0.0	0.0	0.0	0.0	0.0	13.3	0.0	0.0	0.0
Sub Total (Zone 6)	11.4	0.0	0.0	0.7	0.0	0.0	59.9	0.0	1.4	0.0
Zone 7										
Brompton-on-Swale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colburn	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Eggleby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallowfields Trading Estate, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Leyburn	1.8	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0
Middleton-in-Teesdale	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Piercebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravensworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Strikes, Darlington Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Rounton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Richmond Road, Catterick Garrison	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Co-operative Food, Market Place, Leyburn	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Co-operative Food, Queens Road, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Galgate, Barnard Castle	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Tesco Superstore, Richmond Road, Catterick Garrison	1.8	0.0	0.0	0.0	0.9	0.0	0.0	7.2	0.0	0.0
Barnard Castle Town Centre	4.5	0.0	0.0	0.0	0.0	0.0	0.0	17.9	0.9	0.0
Catterick Garrison Town Centre	3.4	0.0	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.0
Richmond Town Centre	3.4	0.0	0.0	0.0	0.0	0.0	0.0	13.7	0.0	0.0
B&Q, Yafforth Road, Northalerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	16.6	0.0	0.0	0.0	0.9	0.0	0.0	66.6	0.9	0.0
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0
West Auckland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Aldi, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, South Church Road, Bishop Auckland	2.1	0.0	0.0	0.0	0.0	0.0	1.9	1.0	11.7	0.0
Morrisons, Newgate Park Centre, Bishop Auckland	1.1	0.0	0.0	0.0	0.0	0.0	2.6	0.0	4.8	0.0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.0	0.0	0.0	0.0	0.0	0.0	2.2	1.6	1.8	0.0
Tesco Extra, St Helens Auckland, Bishop Auckland	2.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	8.2	0.0
Bishop Auckland Town Centre	8.7	0.0	0.0	0.0	0.0	0.0	7.3	1.4	52.8	0.0
Newgate Shopping Centre, Bishop Auckland	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0
B&Q, Newgate Park, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	16.2	0.0	0.0	0.0	0.0	0.0	19.0	4.1	88.8	0.0
Zone 9										
Eaglescliffe	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0
Aldi (former Somerfield), Healaugh Park, Yarm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Yarm Town Centre	3.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	41.8
Sub Total (Zone 9)	4.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.2
SUB TOTAL STUDY AREA	87.8	97.3	97.9	93.5	99.1	66.0	87.4	85.7	95.4	61.2
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	39.5	96.3	97.9	92.8	98.2	66.0	8.5	15.1	4.3	7.0
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brighton)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Carlisle										
Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Carlisle)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Asda, St Andrews Road, Spennymoor	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Marks & Spencer, Silver Street, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Salters Lane, Sedgfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Durham City Centre	0.6	0.0	0.0	0.0	0.0	0.0	1.7	0.6	0.9	0.0
Sedgfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spennymoor Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Armson Shopping Park, Abbey Road, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dragonville Retail Park, Dragon Lane, Durham	0.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Durham City Retail Park, McIntyre Way, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prince Bishops Centre, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Durham City Retail Park, Rennys Lane, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Armson Shopping Park, Abbey Road, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton Park, Murton	0.0	0.0	0.0	0.						

DESTINATION	TOTAL Chemist %	ZONE 1 Chemist %	ZONE 2 Chemist %	ZONE 3 Chemist %	ZONE 4 Chemist %	ZONE 5 Chemist %	ZONE 6 Chemist %	ZONE 7 Chemist %	ZONE 8 Chemist %	ZONE 9 Chemist %
Outside Study Area, Gateshead										
Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Metro Park West, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MetroCentre, Gateshead	0.8	0.0	2.1	0.0	0.0	0.0	2.8	0.6	0.0	0.0
Sub Total (Gateshead)	0.8	0.0	2.1	0.0	0.0	0.0	2.8	0.6	0.0	0.0
Outside Study Area, Gloucester										
Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gloucester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Great Yarmouth)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hambleton										
Bedale	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Stokesley	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Thirsk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Brompton Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, East Road, Northallerton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Northallerton Town Centre	2.6	0.0	0.0	1.0	0.0	1.5	0.0	9.6	0.0	0.7
Homebase, Willowbeck Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hambleton)	3.0	0.0	0.0	1.0	0.0	1.5	0.0	10.8	0.0	2.9
Outside Study Area, Harrogate										
Knarborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Harrogate)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartlepool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesbay Retail Park, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hartlepool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hull										
Hull	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sub Total (Hull)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Outside Study Area, Leeds										
Farsley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Leeds)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Liverpool										
Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Liverpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Manchester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Linthorpe Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Town Centre	0.5	0.0	0.0	1.0	0.0	2.4	1.4	0.0	0.0	0.7
Captain Cook Square, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Cleveland Shopping Centre, Middlesbrough	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hill Street Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Middlesbrough)	0.6	0.9	0.0	1.0	0.0	2.4	1.4	0.0	0.0	1.3
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.7	0.9	0.0	0.0	0.0	1.7	1.4	0.0	1.9	0.0
Sub Total (Newcastle)	0.7	0.9	0.0	0.0	0.0	1.7	1.4	0.0	1.9	0.0
Outside Study Area, Oxford										
Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Oxford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Redcar Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Retail Park, Middlesbrough	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	1.6
Eston	0.1	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Sub Total (Pendle)	0.3	0.0	0.0	0.0	0.9	1.7	0.0	0.0	0.0	1.6
Outside Study Area, Scarborough										
Whitby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Scarborough)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland										
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (South Lakeland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Darlington Lane, Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Asda, Allensway, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Marks & Spencer, High Street, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Teesside Retail Park, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	2.2
Sainsbury's Local, Westbury Street, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Extra, Durham Road, Stockton-on-Tees	0.5	0.0	0.0	0.0	0.0	5.4	1.0	0.0	0.0	0.0
Tesco Superstore, Lesholme Road, Billingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Myton Way, Ingleby Barwick	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Billingham Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stockton-on-Tees Town Centre	1.1	0.0	0.0	0.0	0.0	6.1	0.5	0.0	0.0	8.8
Thornaby Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Castlegate Shopping Centre, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portrack Shopping Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesside Shopping Park, Stockton-on-Tees	2.0	0.0	0.0	4.5	0.0	11.9	0.0	0.0	0.0	13.5
B&Q, Cheltenham Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stockton-on-Tees)	4.6	0.9	0.0	4.5	0.0	25.1	1.5	0.0	0.6	32.2
Outside Study Area, Sunderland										
Houghton-le-Spring	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Sunderland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Various										
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Warrington										
Warrington	0.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.	

TABLE 19: CHEMIST GOODS EXPENDITURE 2017

DESTINATION	TOTAL Chemist £m	ZONE 1 Chemist £m	ZONE 2 Chemist £m	ZONE 3 Chemist £m	ZONE 4 Chemist £m	ZONE 5 Chemist £m	ZONE 6 Chemist £m	ZONE 7 Chemist £m	ZONE 8 Chemist £m	ZONE 9 Chemist £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	1.18	0.85	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	1.18	0.85	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.22	0.00	0.15	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	1.60	0.00	0.37	0.05	0.14	0.81	0.09	0.00	0.00	0.14
Sainsbury's, Victoria Road, Darlington	3.33	0.86	0.75	0.13	0.22	0.44	0.00	0.92	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.23	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00
Darlington Town Centre	26.50	5.71	4.84	4.34	4.27	2.48	1.03	2.99	0.51	0.34
Neasham Road Local Centre	0.48	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	0.85	0.00	0.66	0.00	0.08	0.06	0.00	0.00	0.00	0.06
Cornmill Shopping Centre, Darlington	2.67	0.68	0.08	0.00	0.96	0.07	0.10	0.78	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.05	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00
Morton Park, Darlington	0.38	0.00	0.16	0.00	0.15	0.00	0.00	0.00	0.00	0.07
B&Q, Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	36.34	7.25	7.48	4.58	5.81	3.94	1.46	4.69	0.51	0.61
Zone 3										
Asda (former Netto), Houghton Road, Darlington	0.27	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	1.12	0.00	0.00	1.05	0.00	0.07	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.80	0.18	0.00	0.15	0.48	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.37	0.00	0.00	0.23	0.14	0.00	0.00	0.00	0.00	0.00
Whinfield Local Centre	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Houghton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	2.66	0.18	0.00	1.80	0.62	0.07	0.00	0.00	0.00	0.00
Zone 4										
B&Q, Whessoe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Teess	0.17	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Middleton St George Local Centre	1.01	0.00	0.00	0.13	0.00	0.88	0.00	0.00	0.00	0.00
West Park Local Centre	0.20	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	1.38	0.00	0.00	0.13	0.20	1.05	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	2.24	0.00	0.00	0.00	0.00	0.00	2.07	0.00	0.16	0.00
Chilton Town Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00
Ferryhill Town Centre	2.31	0.00	0.00	0.00	0.00	0.00	2.31	0.00	0.00	0.00
Newton Aycliffe Town Centre	2.76	0.00	0.00	0.05	0.00	0.00	2.71	0.00	0.00	0.00
Shildon Town Centre	0.73	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00
Thames Shopping Centre, Newton Aycliffe	2.30	0.00	0.00	0.00	0.00	0.00	2.30	0.00	0.00	0.00
Sub Total (Zone 6)	10.56	0.00	0.00	0.05	0.00	0.00	10.34	0.00	0.16	0.00
Zone 7										
Brompton-on-Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawes	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00
Leyburn	2.23	0.00	0.00	0.00	0.00	0.00	0.00	2.23	0.00	0.00
Middleton-in-Teesdale	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	2.29	0.00	0.00	0.00	0.07	0.00	0.00	2.23	0.00	0.00
Barnard Castle Town Centre	5.67	0.00	0.00	0.00	0.00	0.00	0.00	5.56	0.11	0.00
Catterick Garrison Town Centre	4.32	0.00	0.00	0.00	0.00	0.00	0.00	4.32	0.00	0.00
Richmond Town Centre	4.26	0.00	0.00	0.00	0.00	0.00	0.00	4.26	0.00	0.00
B&Q, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 7)	20.86	0.00	0.00	0.00	0.07	0.00	0.00	20.69	0.11	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00
West Auckland	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	2.03	0.00	0.00	0.00	0.00	0.00	0.33	0.32	1.38	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	1.02	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.57	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	1.09	0.00	0.00	0.00	0.00	0.00	0.38	0.51	0.21	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	1.83	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.97	0.00
Bishop Auckland Town Centre	7.97	0.00	0.00	0.00	0.00	0.00	1.27	0.45	6.26	0.00
Newgate Shopping Centre, Bishop Auckland	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00
B&Q, Newgate Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 8)	15.08	0.00	0.00	0.00	0.00	0.00	3.28	1.27	10.53	0.00
Zone 9										
Eaglescliffe	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47
Yarm Town Centre	3.75	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.66
Sub Total (Zone 9)	4.83	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.75
SUB TOTAL STUDY AREA	92.89	8.36	7.48	6.57	7.01	5.06	15.08	26.65	11.32	5.36
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	41.55	8.28	7.48	6.52	6.95	5.06	1.46	4.69	0.51	0.61
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.21	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.21	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	0.58	0.00	0.00	0.00	0.00	0.00	0.29	0.18	0.11	0.00
Sedgfield Town Centre										

TABLE 21: ELECTRICAL EXPENDITURE 2017

DESTINATION	TOTAL Electrical £m	ZONE 1 Electrical £m	ZONE 2 Electrical £m	ZONE 3 Electrical £m	ZONE 4 Electrical £m	ZONE 5 Electrical £m	ZONE 6 Electrical £m	ZONE 7 Electrical £m	ZONE 8 Electrical £m	ZONE 9 Electrical £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.20	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	0.37	0.00	0.07	0.14	0.00	0.15	0.00	0.00	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	11.27	2.92	0.90	1.89	0.48	0.72	0.00	3.65	0.54	0.17
Neasham Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	3.86	0.66	0.27	0.62	0.31	0.59	0.00	1.41	0.00	0.00
Cornmill Shopping Centre, Darlington	1.81	0.43	0.00	0.06	0.49	0.00	0.30	0.34	0.18	0.00
Darlington Retail Park, Yarm Road, Darlington	17.10	1.21	3.21	0.97	2.72	2.37	2.63	3.50	0.39	0.09
Morton Park, Darlington	4.57	0.69	0.54	0.34	0.42	0.30	0.47	1.66	0.00	0.15
B&Q, Morton Park, Darlington	0.62	0.08	0.00	0.00	0.20	0.07	0.00	0.27	0.00	0.00
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 2)	39.92	6.19	5.05	4.03	4.68	4.21	3.41	10.84	1.10	0.41
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.28	0.00	0.00	0.13	0.15	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Haughton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	0.50	0.00	0.08	0.27	0.15	0.00	0.00	0.00	0.00	0.00
Zone 4										
B&Q, Whessoe Road, Darlington	0.07	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.07	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Teess	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	3.52	0.00	0.17	0.36	0.14	0.08	2.30	0.00	0.47	0.00
Chilton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ferryhill Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Aycliffe Town Centre	2.38	0.00	0.00	0.00	0.00	0.00	2.38	0.00	0.00	0.00
Shildon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thames Shopping Centre, Newton Aycliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 6)	5.89	0.00	0.17	0.36	0.14	0.08	4.67	0.00	0.47	0.00
Zone 7										
Brompton-on-Swale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawes	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00
Leyburn	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00
Middleton-in-Teesdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northalerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00
Barnard Castle Town Centre	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00
Catterick Garrison Town Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00
Richmond Town Centre	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.12	0.00
B&Q, Yafforth Road, Northalerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 7)	2.48	0.00	0.00	0.00	0.00	0.00	0.00	2.35	0.12	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	1.03	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.59	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	2.79	0.10	0.00	0.00	0.00	0.00	0.84	0.31	1.53	0.00
Bishop Auckland Town Centre	5.64	0.00	0.00	0.20	0.00	0.00	0.89	0.54	4.01	0.00
Newgate Shopping Centre, Bishop Auckland	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.00
B&Q, Newgate Park, Bishop Auckland	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Homebase, Watling Road, Bishop Auckland	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00
Sub Total (Zone 8)	10.64	0.10	0.00	0.20	0.00	0.00	2.34	0.86	7.14	0.00
Zone 9										
Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Yarm Town Centre	0.95	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.89
Sub Total (Zone 9)	1.05	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.99
SUB TOTAL STUDY AREA	60.61	6.29	5.38	4.92	5.04	4.29	10.42	14.05	8.84	1.40
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	40.56	6.19	5.20	4.30	4.90	4.21	3.41	10.84	1.10	0.41
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	0.42	0.00	0.00	0.00	0.00	0.07	0.26	0.00	0.10	0.00
Sedgfield Town Centre	0.00	0.00	0.00							

DESTINATION	TOTAL	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %	DIY & Gardening %
Outside Study Area, Gateshead										
Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ikea, Metro Park West, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MetroCentre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gateshead)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Gloucester										
Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Gloucester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Great Yarmouth)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hambleton										
Bedale	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Stokesley	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Thirsk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Brompton Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, East Road, Northallerton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northallerton Town Centre	3.0	2.8	2.4	0.0	0.0	4.9	0.0	7.9	0.0	3.9
Homebase, Willowbeck Road, Northallerton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub Total (Hambleton)	3.7	2.8	2.4	0.0	0.0	4.9	0.0	9.8	0.0	6.7
Outside Study Area, Harrogate										
Knaresborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ripon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Harrogate)	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartlepool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Teesbay Retail Park, Hartlepool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hartlepool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hull										
Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hull)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Leeds										
Farsley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Leeds)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Liverpool										
Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Liverpool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Manchester										
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Manchester)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Linthorpe Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Captain Cook Square, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hill Street Shopping Centre, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cleveland Retail Park, Middlesbrough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sub Total (Middlesbrough)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Newcastle)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Oxford										
Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Oxford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Redcar Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveland Retail Park, Middlesbrough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Pendle)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Scarborough										
Whitby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Scarborough)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, South Lakeland										
Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (South Lakeland)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Darlington Lane, Norton	0.1	1.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Aldi, Yarm Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Allensway, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Teesside Retail Park, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Westbury Street, Thornaby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitehouse Farm, Bishopton Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Durham Road, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lesholme Road, Billingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Myton Way, Ingleby Barwick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Billingham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton-on-Tees Town Centre	0.9	0.0	0.0	1.8	0.0	1.9	0.0	0.0	0.0	9.4
Thornaby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castlegate Shopping Centre, Stockton-on-Tees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portrack Shopping Park, Stockton-on-Tees	1.1	0.0	0.0	0.0	0.0	2.0	2.6	0.0	0.0	7.7
Teesside Shopping Park, Stockton-on-Tees	0.2	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Cheltenham Road, Stockton-on-Tees	4.2	0.0	0.0	0.0	0.0	9.2	0.9	2.7	0.0	39.4
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	1.0	0.9	1.1	1.0	0.0	1.7	1.4	0.0	0.0	6.5
Wickes, Portrack Lane, Stockton-on-Tees	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sub Total (Stockton-on-Tees)	7.7	1.9	3.6	2.8	0.0	15.7	4.8	2.7	0.0	63.7
Outside Study Area, Sunderland										
Houghton-le-Spring	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sunderland City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washington Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Sub Total (Sunderland)	0.2	0.0	0.0	0.9	0.0	0.0	0.7	0.0	0.0	0.0
Outside Study Area, Various										
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Warrington			</							

TABLE 23: DIY EXPENDITURE 2017

DESTINATION	TOTAL DIY & Gardening (£m)	ZONE 1 DIY & Gardening (£m)	ZONE 2 DIY & Gardening (£m)	ZONE 3 DIY & Gardening (£m)	ZONE 4 DIY & Gardening (£m)	ZONE 5 DIY & Gardening (£m)	ZONE 6 DIY & Gardening (£m)	ZONE 7 DIY & Gardening (£m)	ZONE 8 DIY & Gardening (£m)	ZONE 9 DIY & Gardening (£m)
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.04	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.33	0.11	0.05	0.00	0.05	0.00	0.07	0.00	0.04	0.00
Sub Total (Zone 1)	0.37	0.11	0.05	0.00	0.09	0.00	0.07	0.00	0.04	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.16	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	0.14	0.00	0.08	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	4.11	1.24	0.31	1.19	0.20	0.09	0.16	0.81	0.00	0.12
Neasham Road Local Centre	0.04	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	0.11	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.06
Cornmill Shopping Centre, Darlington	0.42	0.07	0.00	0.00	0.26	0.00	0.09	0.00	0.00	0.00
Darlington Retail Park, Yarm Road, Darlington	0.61	0.06	0.00	0.00	0.15	0.00	0.16	0.24	0.00	0.00
Morton Park, Darlington	0.96	0.07	0.00	0.27	0.10	0.05	0.46	0.00	0.00	0.00
BBQ, Morton Park, Darlington	18.19	2.07	2.04	1.29	1.54	3.69	2.13	4.86	0.18	0.40
Homebase, Darlington Retail Park, Yarm Road, Darlington	2.22	0.18	0.60	0.28	0.19	0.05	0.00	0.58	0.13	0.23
Sub Total (Zone 2)	26.96	3.68	3.23	3.03	2.44	3.99	3.01	6.49	0.30	0.81
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.10	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.04	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.15	0.00	0.05	0.11	0.00	0.00	0.00	0.00	0.00	0.00
North Road District Centre	0.18	0.00	0.00	0.00	0.10	0.00	0.08	0.00	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Haughton Road, Darlington	0.34	0.00	0.09	0.14	0.00	0.11	0.00	0.00	0.00	0.00
Sub Total (Zone 3)	0.82	0.00	0.14	0.39	0.10	0.11	0.08	0.00	0.00	0.00
Zone 4										
BBQ, Whessoe Road, Darlington	4.93	1.45	0.38	0.75	1.40	0.17	0.41	0.37	0.00	0.00
Sub Total (Zone 4)	4.93	1.45	0.38	0.75	1.40	0.17	0.41	0.37	0.00	0.00
Zone 5										
Hurworth-on-Teess	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Chilton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ferryhill Town Centre	0.21	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Newton Aycliffe Town Centre	0.50	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	0.00
Shildon Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thames Shopping Centre, Newton Aycliffe	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00
Sub Total (Zone 6)	1.13	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00
Zone 7										
Brompton-on-Swale	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawes	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00
Leyburn	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.00	0.00
Middleton-in-Teesdale	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00
Piercebridge	0.69	0.00	0.00	0.00	0.00	0.00	0.07	0.50	0.12	0.00
Ravensworth	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00
Strikes, Darlington Road, Northallerton	0.78	0.00	0.00	0.00	0.10	0.00	0.07	0.60	0.00	0.00
West Rounton	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.06	0.00
Catterick Garrison Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Richmond Town Centre	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00
BBQ, Yafforth Road, Northallerton	1.40	0.00	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.05
Sub Total (Zone 7)	5.99	0.00	0.00	0.00	0.10	0.00	0.14	5.51	0.18	0.05
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
West Auckland	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.05	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Town Centre	1.71	0.00	0.00	0.00	0.00	0.00	0.50	0.38	0.83	0.00
Newgate Shopping Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BBQ, Newgate Park, Bishop Auckland	7.45	0.00	0.00	0.00	0.00	0.00	2.90	0.26	4.21	0.07
Homebase, Watling Road, Bishop Auckland	2.03	0.00	0.00	0.00	0.00	0.00	0.39	0.00	1.64	0.00
Sub Total (Zone 8)	11.59	0.00	0.00	0.00	0.00	0.00	3.96	0.83	6.73	0.07
Zone 9										
Eaglescliffe	0.16	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.12
Aldi (former Somerfield), Healaugh Park, Yarm	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Town Centre	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50
Sub Total (Zone 9)	0.82	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.78
SUB TOTAL STUDY AREA	52.62	5.24	3.80	4.21	4.14	4.26	8.80	13.20	7.26	1.71
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	33.08	5.24	3.80	4.17	4.03	4.26	3.57	6.86	0.35	0.81
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.20			

DESTINATION	TOTAL DIY & Gardening (£m)	ZONE 1 DIY & Gardening (£m)	ZONE 2 DIY & Gardening (£m)	ZONE 3 DIY & Gardening (£m)	ZONE 4 DIY & Gardening (£m)	ZONE 5 DIY & Gardening (£m)	ZONE 6 DIY & Gardening (£m)	ZONE 7 DIY & Gardening (£m)	ZONE 8 DIY & Gardening (£m)	ZONE 9 DIY & Gardening (£m)
Outside Study Area, Gateshead										
Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ikea, Metro Park West, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MetroCentre, Gateshead	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Gateshead)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Gloucester										
Gloucester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Gloucester)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Great Yarmouth										
Great Yarmouth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Great Yarmouth)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Hambleton										
Bedale	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Stokesley	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Thirsk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Brompton Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, East Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Northallerton Town Centre	1.97	0.16	0.10	0.00	0.00	0.26	0.00	1.21	0.00	0.24
Homebase, Willowbeck Road, Northallerton	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Sub Total (Hambleton)	2.44	0.16	0.10	0.00	0.00	0.26	0.00	1.51	0.00	0.42
Outside Study Area, Harrogate										
Knarborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ripon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harrogate Town Centre	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Harrogate)	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Hartlepool										
Morrisons, Clarence Road, Hartlepool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartlepool Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Teesbay Retail Park, Hartlepool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hartlepool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Hull										
Hull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Hull)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Leeds										
Farsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Leeds)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Liverpool										
Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Liverpool)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Manchester										
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Manchester)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Middlesbrough										
Cannon Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Linthorpe Road, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Captain Cook Square, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Shopping Centre, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hill Street Shopping Centre, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Cleveland Retail Park, Middlesbrough	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Sub Total (Middlesbrough)	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Outside Study Area, Newcastle-upon-Tyne										
Newcastle City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Newcastle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Oxford										
Oxford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Oxford)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Pendle										
Boundary Mill, Vivary Way, Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Redcar Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleveland Retail Park, Middlesbrough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Pendle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Scarborough										
Whitby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Scarborough)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, South Lakeland										
Kendal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (South Lakeland)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Stockton-on-Tees										
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Darlington Lane, Norton	0.10	0.06	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Aldi, Yarm Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Allensway, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, High Street, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Teesside Retail Park, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Westbury Street, Thornaby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Durham Road, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Lesholme Road, Billingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Myton Way, Ingleby Barwick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Billingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockton-on-Tees Town Centre	0.77	0.00	0.00	0.08	0.00	0.10	0.00	0.00	0.00	0.58
Thornaby Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castlegate Shopping Centre, Stockton-on-Tees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portrack Shopping Park, Stockton-on-Tees	0.86	0.00	0.00	0.00	0.11	0.27	0.00	0.00	0.00	0.48
Teesside Shopping Park, Stockton-on-Tees	0.10	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Cheltenham Road, Stockton-on-Tees	3.44	0.00	0.00	0.00	0.49	0.09	0.41	0.00	0.00	2.45
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.78	0.05	0.04	0.04	0.00	0.09	0.15	0.00	0.00	0.40
Wickes, Portrack Lane, Stockton-on-Tees	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Sub Total (Stockton-on-Tees)	6.09	0.11	0.14	0.12	0.00	0.84	0.51	0.41	0.00	3.96
Outside Study Area, Sunderland										
Houghton-le-Spring	0.04	0.								

TABLE 25: FURNITURE EXPENDITURE 2017

DESTINATION	TOTAL Furniture £m	ZONE 1 Furniture £m	ZONE 2 Furniture £m	ZONE 3 Furniture £m	ZONE 4 Furniture £m	ZONE 5 Furniture £m	ZONE 6 Furniture £m	ZONE 7 Furniture £m	ZONE 8 Furniture £m	ZONE 9 Furniture £m
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.60	0.43	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00
Mowden Local Centre	0.51	0.09	0.18	0.09	0.15	0.00	0.00	0.00	0.00	0.00
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 1)	1.10	0.52	0.18	0.09	0.32	0.00	0.00	0.00	0.00	0.00
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.31	0.00	0.00	0.24	0.07	0.00	0.00	0.00	0.00	0.00
Matalan, Neasham Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Yarm Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda (former Netto), Neasham Road Local Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Yarm Road Local Centre, Darlington	0.09	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northgate, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Morton Park, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Victoria Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Cornmill Shopping Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Darlington Town Centre	21.84	3.27	3.20	2.82	2.19	2.51	2.51	3.71	1.21	0.42
Neasham Road Local Centre	0.21	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Road Local Centre	1.21	0.09	0.00	0.13	0.13	0.10	0.27	0.18	0.00	0.30
Cornmill Shopping Centre, Darlington	3.05	0.63	0.00	0.00	0.53	0.00	1.33	0.37	0.20	0.00
Darlington Retail Park, Yarm Road, Darlington	8.94	0.72	0.90	0.91	1.38	0.92	1.64	1.75	0.54	0.19
Morton Park, Darlington	1.81	0.27	0.00	0.22	0.16	0.09	0.39	0.26	0.33	0.08
B&Q, Morton Park, Darlington	1.63	0.35	0.16	0.21	0.00	0.20	0.15	0.34	0.00	0.23
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00
Sub Total (Zone 2)	39.22	5.52	4.34	4.53	4.47	3.82	6.29	6.74	2.28	1.23
Zone 3										
Asda (former Netto), Houghton Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road District Centre, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Road District Centre	1.41	0.22	0.24	0.37	0.40	0.00	0.00	0.18	0.00	0.00
Whinfield Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Houghton Road, Darlington	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00
Sub Total (Zone 3)	1.59	0.22	0.24	0.37	0.40	0.00	0.00	0.18	0.18	0.00
Zone 4										
B&Q, Whessoe Road, Darlington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 4)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5										
Hurworth-on-Teess	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middleton St George Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Park Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6										
Morrisons, Church Street, Shildon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Greenwell Road, Newton Aycliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Chilton Town Centre	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00
Ferryhill Town Centre	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00
Newton Aycliffe Town Centre	0.65	0.00	0.07	0.00	0.00	0.00	0.59	0.00	0.00	0.00
Shildon Town Centre	1.13	0.00	0.00	0.06	0.00	0.00	0.35	0.00	0.72	0.00
Thames Shopping Centre, Newton Aycliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 6)	2.07	0.00	0.07	0.06	0.00	0.00	1.01	0.00	0.93	0.00
Zone 7										
Brompton-on-Swale	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00
Colburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eggleby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gallowfields Trading Estate, Richmond	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00
Hawes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leyburn	1.86	0.00	0.00	0.00	0.00	0.00	0.00	1.86	0.00	0.00
Middleton-in-Teesdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Piercebridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravensworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Strikes, Darlington Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Rounton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Market Place, Leyburn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-operative Food, Queens Road, Richmond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Galgate, Barnard Castle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Richmond Road, Catterick Garrison	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Barnard Castle Town Centre	1.46	0.09	0.00	0.00	0.00	0.00	0.00	1.24	0.13	0.00
Catterick Garrison Town Centre	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00
Richmond Town Centre	3.37	0.00	0.00	0.00	0.00	0.00	0.00	3.37	0.00	0.00
B&Q, Yafforth Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Zone 7)	7.29	0.09	0.00	0.00	0.00	0.00	0.00	7.07	0.13	0.00
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	1.40	0.00	0.00	0.00	0.00	0.00	0.81	0.59	0.00	0.00
West Auckland	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.09	0.00
Aldi, Watling Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, South Church Road, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Newgate Park Centre, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St Helen Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, St Helens Auckland, Bishop Auckland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bishop Auckland Town Centre	6.91	0.00	0.00	0.00	0.00	0.00	1.27	0.81	4.83	0.00
Newgate Shopping Centre, Bishop Auckland	0.38	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.24	0.00
B&Q, Newgate Park, Bishop Auckland	0.58	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.28	0.00
Homebase, Watling Road, Bishop Auckland	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00
Sub Total (Zone 8)	10.01	0.00	0.00	0.00	0.00	0.00	2.52	1.91	5.58	0.00
Zone 9										
Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi (former Somerfield), Healaugh Park, Yarm	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Urlay Nook Road, Eaglescliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Yarm Town Centre	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Sub Total (Zone 9)	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
SUB TOTAL STUDY AREA	61.74	6.35	4.82	5.05	5.19	3.82	9.82	15.90	9.09	1.69
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	41.91	6.26	4.75	4.99	5.19	3.82	6.29	6.93	2.45	1.23
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Brighton)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, Carlisle										
Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub Total (Carlisle)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Andrews Road, Spennymoor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Silver Street, Durham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Salters Lane, Sedgfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham City Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Sedgfield Town Centre	0.00	0.00	0.00	0						

DESTINATION	TOTAL COMPARISON £m	ZONE 1 COMPARISON £m	ZONE 2 COMPARISON £m	ZONE 3 COMPARISON £m	ZONE 4 COMPARISON £m	ZONE 5 COMPARISON £m	ZONE 6 COMPARISON £m	ZONE 7 COMPARISON £m	ZONE 8 COMPARISON £m	ZONE 9 COMPARISON £m	INFLOW £m
Outside Study Area, Gateshead											
Gateshead	0.74	0.09	0.00	0.00	0.29	0.00	0.00	0.00	0.36	0.00	
Ikea, Metro Park West, Gateshead	4.21	1.15	0.58	0.48	0.31	0.42	0.37	0.89	0.00	0.00	
Team Valley, Gateshead	0.73	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.07	0.00	
MetroCentre, Gateshead	26.66	1.06	0.76	1.12	0.52	2.09	9.76	6.16	4.00	1.21	
Sub Total (Gateshead)	32.34	2.30	1.34	1.60	1.13	2.50	10.79	7.05	4.43	1.21	
Outside Study Area, Gloucester											
Gloucester	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	
Sub Total (Gloucester)	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	
Outside Study Area, Great Yarmouth											
Great Yarmouth	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	
Sub Total (Great Yarmouth)	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.00	
Outside Study Area, Hambleton											
Bedale	1.74	0.00	0.00	0.00	0.00	0.00	0.00	1.74	0.00	0.00	
Stokesley	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	
Thirsk	1.32	0.00	0.00	0.00	0.00	0.00	0.00	1.32	0.00	0.00	
Asda (former Netto), Brompton Road, Northallerton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Co-operative Food, Ainderby Road, Romanby, Northallerton	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	
Tesco Superstore, East Road, Northallerton	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	
Northallerton Town Centre	30.42	2.93	0.68	0.23	0.54	3.21	0.00	20.54	0.13	2.15	
Homebase, Willowbeck Road, Northallerton	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	
Sub Total (Hambleton)	34.83	2.93	0.68	0.23	0.54	3.21	0.00	24.33	0.13	2.78	
Outside Study Area, Harrogate											
Knarborough	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	
Ripon	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	
Harrogate Town Centre	2.76	0.05	0.00	0.00	0.06	0.53	0.00	1.74	0.00	0.39	
Sub Total (Harrogate)	3.39	0.05	0.00	0.00	0.06	0.53	0.00	2.36	0.00	0.39	
Outside Study Area, Hartlepool											
Morrisons, Clarence Road, Hartlepool	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	
Hartlepool Town Centre	0.48	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	
Teesbay Retail Park, Hartlepool	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	
Sub Total (Hartlepool)	1.11	0.00	0.00	0.00	0.00	0.00	0.48	0.39	0.00	0.24	
Outside Study Area, Hull											
Hull	0.73	0.48	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	
Sub Total (Hull)	0.73	0.48	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	
Outside Study Area, Leeds											
Farsley	0.13	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	
Leeds City Centre	2.12	0.31	0.00	0.00	0.00	0.00	0.00	1.65	0.00	0.16	
Sub Total (Leeds)	2.25	0.31	0.00	0.13	0.00	0.00	0.00	1.65	0.00	0.16	
Outside Study Area, Liverpool											
Liverpool	0.64	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.49	0.00	
Sub Total (Liverpool)	0.64	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.49	0.00	
Outside Study Area, Manchester											
Manchester City Centre	0.71	0.00	0.14	0.00	0.00	0.15	0.00	0.41	0.00	0.00	
Sub Total (Manchester)	0.71	0.00	0.14	0.00	0.00	0.15	0.00	0.41	0.00	0.00	
Outside Study Area, Middlesbrough											
Cannon Park, Middlesbrough	0.94	0.00	0.00	0.00	0.00	0.26	0.12	0.23	0.00	0.33	
Marks & Spencer, Linthorpe Road, Middlesbrough	0.37	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.20	
Tesco Extra, Parkway Shopping Centre, Coulby Newham	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	
Middlesbrough Town Centre	19.92	1.23	1.37	2.54	0.52	1.92	1.40	4.25	0.55	6.14	
Captain Cook Square, Middlesbrough	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	
Cleveland Shopping Centre, Middlesbrough	0.67	0.08	0.00	0.00	0.18	0.00	0.12	0.19	0.00	0.10	
Hill Street Shopping Centre, Middlesbrough	0.40	0.00	0.06	0.00	0.33	0.00	0.00	0.00	0.00	0.00	
Middlesbrough Leisure Park, North Ormesby Road, Middlesbrough	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	
B&Q, Cleveland Retail Park, Middlesbrough	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	
Sub Total (Middlesbrough)	22.76	1.31	1.43	2.54	1.03	2.34	1.64	4.67	0.55	7.25	
Outside Study Area, Newcastle-upon-Tyne											
Newcastle City Centre	15.51	1.69	0.76	0.45	1.04	2.06	1.95	4.75	1.80	1.01	
Sub Total (Newcastle)	15.51	1.69	0.76	0.45	1.04	2.06	1.95	4.75	1.80	1.01	
Outside Study Area, Oxford											
Oxford	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	
Sub Total (Oxford)	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	
Outside Study Area, Pendle											
Boundary Mill, Vivary Way, Colne	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	
Redcar Town Centre	0.71	0.41	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Cleveland Retail Park, Middlesbrough	0.43	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.23	
Eston	0.26	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	
Sub Total (Pendle)	1.58	0.41	0.30	0.00	0.20	0.26	0.00	0.19	0.00	0.23	
Outside Study Area, Scarborough											
Whitby	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Sub Total (Scarborough)	0.36	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Outside Study Area, South Lakeland											
Kendal	1.81	0.00	0.00	0.00	0.00	0.35	0.00	1.46	0.00	0.00	
Sub Total (South Lakeland)	1.81	0.00	0.00	0.00	0.00	0.35	0.00	1.46	0.00	0.00	
Outside Study Area, Stockton-on-Tees											
Makro, Preston Farm Industrial Estate, Westland Way, Stockton-on-Tees	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	
Norton	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Aldi, Darlington Lane, Norton	0.10	0.06	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	
Aldi, Yarm Lane, Stockton-on-Tees	0.29	0.20	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	
Asda (former Netto), Bath Lane, Stockton-on-Tees	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.14	
Asda Supercentre, Portrack Lane, Stockton-on-Tees	0.38	0.00	0.08	0.00	0.00	0.15	0.00	0.00	0.00	0.15	
Asda, Allensway, Thornaby	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	
Marks & Spencer, High Street, Stockton-on-Tees	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	
Marks & Spencer, Teesside Retail Park, Thornaby	1.01	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.86	
Morrisons, Teesside Retail Park, Stockton-on-Tees	0.95	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.40	
Sainsbury's Local, Westbury Street, Thornaby	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	
Sainsbury's, Whitehouse Farm, Bishopston Road, Stockton-on-Tees	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	
Tesco Extra, Durham Road, Stockton-on-Tees	3.39	0.00	0.00	0.00	0.00	1.45	0.17	0.76	0.00	1.01	
Tesco Superstore, Lesholme Road, Billingham	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	
Tesco Superstore, Myton Way, Ingleby Barwick	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	
Billingham Town Centre	0.56	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.08	0.20	
Stockton-on-Tees Town Centre	10.52	0.00	0.00	1.00	0.25	1.76	0.09	0.13	0.00	7.29	
Thornaby Town Centre	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	
Castlegate Shopping Centre, Stockton-on-Tees	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	
Portrack Shopping Park, Stockton-on-Tees	19.98	0.13	0.33	1.26	1.29	2.18	1.63	3.81	2.10	7.25	
Teesside Shopping Park, Stockton-on-Tees	83.65	1.56	2.14	6.71	2.87	9.68	10.15	23.37	2.34	24.83	
B&Q, Cheltenham Road, Stockton-on-Tees	3.80	0.12	0.00	0.00	0.00	0.58	0.09	0.41	0.00	2.60	
Stockton Garden Centre, Yarm Road, Stockton-on-Tees	0.94	0.05	0.04	0.04	0.00						

TABLE 27: SHOPPING PATTERNS COMPARISON GOODS

DESTINATION	TOTAL COMPARISON %	ZONE 1 COMPARISON %	ZONE 2 COMPARISON %	ZONE 3 COMPARISON %	ZONE 4 COMPARISON %	ZONE 5 COMPARISON %	ZONE 6 COMPARISON %	ZONE 7 COMPARISON %	ZONE 8 COMPARISON %	ZONE 9 COMPARISON %
WITHIN STUDY AREA										
Zone 1										
Cockerton District Centre	0.3	2.8	0.0	0.1	1.3	0.0	0.0	0.0	0.0	0.0
Mowden Local Centre	0.1	0.1	0.3	0.1	0.3	0.0	0.0	0.0	0.0	0.0
Elm Ridge Garden Centre, Coniscliffe Road, Darlington	0.0	0.2	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Sub Total (Zone 1)	0.4	3.1	0.4	0.2	1.6	0.0	0.1	0.0	0.0	0.0
Zone 2										
Burts Carpets, Eastmount Road, Darlington	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0
Matalan, Neasham Road, Darlington	0.2	0.0	0.6	0.5	1.1	0.0	0.0	0.2	0.0	0.0
Aldi, Yarm Road Local Centre, Darlington	0.1	0.3	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Asda (former Netto), Neasham Road Local Centre, Darlington	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Yarm Road Local Centre, Darlington	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Marks & Spencer, Northgate, Darlington	0.7	1.4	1.3	1.6	2.5	0.6	0.4	0.2	0.2	0.0
Morrisons, Morton Park, Darlington	0.4	0.8	1.0	0.1	0.3	2.7	0.1	0.1	0.0	0.2
Sainsbury's, Victoria Road, Darlington	1.0	3.2	2.0	0.5	0.7	2.8	0.0	0.9	0.0	0.0
Tesco Express, Cornmill Shopping Centre, Darlington	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Darlington Town Centre	25.8	47.4	51.8	44.1	41.4	31.2	13.8	22.8	11.5	4.5
Neasham Road Local Centre	0.5	0.7	3.1	0.5	0.8	0.3	0.0	0.0	0.3	0.5
Yarm Road Local Centre	0.8	1.0	1.5	1.3	0.9	1.7	0.2	0.8	0.0	0.5
Cornmill Shopping Centre, Darlington	4.0	7.8	2.8	2.0	12.2	1.5	6.6	2.8	2.0	0.0
Darlington Retail Park, Yarm Road, Darlington	3.9	2.9	10.7	3.9	8.5	5.1	4.2	3.2	1.1	0.4
Morton Park, Darlington	0.9	1.6	1.4	1.4	1.4	0.7	0.9	0.8	0.3	0.4
B&Q, Morton Park, Darlington	2.4	3.6	3.9	2.6	3.4	5.8	1.6	2.3	0.2	0.8
Homebase, Darlington Retail Park, Yarm Road, Darlington	0.4	0.7	2.0	0.5	0.3	0.5	0.0	0.3	0.1	0.3
Sub Total (Zone 2)	41.3	71.6	83.2	59.4	73.9	53.6	28.0	34.6	15.8	7.5
Zone 3										
Asda (former Netto), Haughton Road, Darlington	0.2	0.0	0.1	1.6	0.0	0.0	0.0	0.1	0.0	0.0
Asda, Whinfield Local Centre, Whinbush Way, Darlington	0.6	0.2	0.0	8.0	0.0	0.5	0.0	0.0	0.0	0.0
Morrisons, North Road District Centre, Darlington	0.3	0.4	0.2	0.8	2.6	0.0	0.0	0.0	0.0	0.0
North Road District Centre	0.3	0.3	0.4	1.0	2.3	0.0	0.1	0.1	0.0	0.0
Whinfield Local Centre	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Haughton Road, Darlington	0.1	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.2	0.0
Sub Total (Zone 3)	1.4	0.9	0.8	11.9	4.9	0.7	0.1	0.2	0.2	0.0
Zone 4										
B&Q, Whesoe Road, Darlington	0.6	2.0	1.0	1.3	2.4	0.2	0.3	0.2	0.0	0.0
Sub Total (Zone 4)	0.6	2.0	1.0	1.3	2.4	0.2	0.3	0.2	0.0	0.0
Zone 5										
Hurworth-on-Teess	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Middleton St George Local Centre	0.1	0.0	0.0	0.2	0.3	1.3	0.0	0.0	0.0	0.0
West Park Local Centre	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	0.2	0.0	0.0	0.2	0.6	1.5	0.0	0.0	0.0	0.0
Zone 6										
Morrisons, Church Street, Shildon	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Tesco Extra, Greenwell Road, Newton Aycliffe	1.6	0.0	0.6	0.6	0.8	0.1	8.4	0.0	0.8	0.0
Chilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0
Ferryhill Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Newton Aycliffe Town Centre	1.4	0.0	0.1	0.4	0.0	0.0	7.8	0.0	0.4	0.0
Shildon Town Centre	0.3	0.0	0.0	0.1	0.0	0.0	1.3	0.0	0.9	0.0
Thames Shopping Centre, Newton Aycliffe	0.4	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Sub Total (Zone 6)	4.2	0.0	0.7	1.1	0.8	0.1	22.9	0.0	2.2	0.0
Zone 7										
Brompton-on-Swale	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Colburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Eggleby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Gallowfields Trading Estate, Richmond	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Hawes	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Leyburn	1.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0
Middleton-in-Teesdale	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Piercebridge	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0
Ravensworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Strikes, Darlington Road, Northalerton	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.3	0.0	0.0
West Rounton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Aldi, Richmond Road, Catterick Garrison	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Co-operative Food, Market Place, Leyburn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Co-operative Food, Queens Road, Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Galgate, Barnard Castle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Tesco Superstore, Richmond Road, Catterick Garrison	0.9	0.0	0.0	0.0	0.3	0.0	0.0	3.4	0.0	0.0
Barnard Castle Town Centre	1.3	0.1	0.0	0.2	0.0	0.0	0.0	4.6	0.5	0.0
Catterick Garrison Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Richmond Town Centre	1.7	0.0	0.2	0.0	0.2	0.0	0.0	6.2	0.2	0.0
B&Q, Yafforth Road, Northalerton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1
Sub Total (Zone 7)	6.9	0.1	0.0	0.4	0.5	0.2	0.1	25.0	0.9	0.1
Zone 8										
Bishop Auckland Shopping Park, Bishop Auckland	0.5	0.0	0.0	0.0	0.0	0.0	0.7	0.5	2.3	0.0
West Auckland	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	0.0
Aldi, Watling Road, Bishop Auckland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, South Church Road, Bishop Auckland	1.0	0.0	0.0	0.0	0.0	0.0	1.8	0.5	4.8	0.0
Morrisons, Newgate Park Centre, Bishop Auckland	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8	0.0
Sainsbury's, St Helen Auckland, Bishop Auckland	1.0	0.7	0.0	0.0	0.0	0.0	2.1	0.7	3.4	0.0
Tesco Extra, St Helens Auckland, Bishop Auckland	1.1	0.8	0.0	0.0	0.0	0.0	2.4	0.1	5.7	0.0
Bishop Auckland Town Centre	5.2	0.0	0.0	0.4	0.0	0.0	6.8	1.4	33.0	0.0
Newgate Shopping Centre, Bishop Auckland	0.4	0.6	0.0	0.0	0.0	0.0	0.2	0.0	3.0	0.0
B&Q, Newgate Park, Bishop Auckland	1.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	4.6	0.1
Homebase, Watling Road, Bishop Auckland	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.5	0.0
Sub Total (Zone 8)	10.9	2.1	0.0	0.4	0.0	0.0	17.2	4.0	60.3	0.1
Zone 9										
Eaglescliffe	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Aldi (former Somerfield), Healaugh Park, Yarm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, Urfay Nook Road, Eaglescliffe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Yarm Town Centre	1.0	0.1	0.0	0.1	0.0	0.0	0.0	0.3	0.0	10.3
Sub Total (Zone 9)	1.2	0.1	0.0	0.2	0.0	0.0	0.0	0.3	0.0	12.4
SUB TOTAL STUDY AREA	67.1	79.9	86.1	75.2	84.6	56.4	68.6	64.3	79.4	20.0
SUB-TOTAL DARLINGTON BOROUGH (Zones 1, 2, 3, 4 and parts of 5 & 6)	43.9	77.6	85.4	73.0	83.4	56.1	28.4	35.0	16.0	7.5
OUTSIDE STUDY AREA										
Outside Study Area, Brighton and Hove										
Brighton	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brighton)	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Carlisle										
Carlisle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Sub Total (Carlisle)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Outside Study Area, County Durham										
Aldi, Cambridge Street, Spennymoor	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Asda, St Andrews Road, Spennymoor	0.5	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.5	0.0
Marks & Spencer, Silver Street, Durham	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0
Sainsbury's, Salters Lane, Sedgfield	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Durham City Centre	0.9	0.2	0.3	0.5	0.0	0.1	2.9	0.3	2.2	0.0
Sedgfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Spennymoor Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.3	0.0
Armson Shopping Park, Abbey Road, Durham	0.5	0.0	0.0	0.0	0.0	0.0	2.0	0.0	1.8	0.0
Dragonville Retail Park, Dragon Lane, Durham	0.4	0.0	0.1	0.3	0.1	0.0	1.4	0.1	1.1	0.0
Durham City Retail Park, McIntyre Way, Durham	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0
Prince Bishops Centre, Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
B&Q, Durham City Retail Park, Rennys Lane, Durham	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0
Homebase, Armson Shopping Park, Abbey Road, Durham	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Dalton Park, Murton	0.4	1.4	0.0							

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TABLE 28: TURNOVER OF CONVENIENCE GOODS COMMITMENTS DRAWN FROM DARLINGTON BOROUGH

Planning Application Reference	Location	Description of Development	Gross Retail Floorspace sq.m	Net Retail Floorspace sq.m	Net Comparison Sales Area Floorspace sq.m	Estimated Comparison Sales Density £ per sq.m	Estimated Comparison Turnover at 2017 £m	Percentage Diverted from Destinations in Darlington Borough %	Comparison Turnover Diverted from Destinations in Darlington Borough £m	Planning Status
Zone 2										
08/00638/OUT	Lingfield Point	Mixed-use regeneration scheme including local retail facilities	N/K	2,700	700	3,000	2.1	100%	2.10	Initial phase under construction
12/00391/FUL	Central Park	Mixed-use development including up to 180 residential units and up to 1,700 sq.m of A1, A3 and A4 uses	N/K	Estimated 1,450 sq.m	175	3,000	0.5	100%	0.53	New housing and higher education campus constructed and open. Revised masterplan for the commercial area under development
15/00977/FUL	Neasham Road Retail Park/Local Centre, Neesham Road, Darlington	Development of two units for A1/A2/A3 and A5 use	225	180	90	3,000	0.3	100%	0.27	Construction completed Summer 2017 - available to let
16/00108/FUL	Land south of Woodlands Hospital, Morton Park Way, Darlington	Erection of a non-food retail unit (Dunelm)	3,670	3,100	3,100	2,932	9.1	100%	9.09	Under construction
Zone 3										
14/00503/FUL	Darlington North Retail Park, North Road, Darlington	Erection of retail units and a drive-through restaurant								Constructed and open June 2016
		Aldi	1,553	1,140	228	8,238	1.9	100%	1.88	
		Iceland	642	449	27	1,990	0.1	100%	0.05	
		Poundland	537	430	322	3,565	1.1	100%	1.15	
		Jollies (Pet food and accessories)	464	371	371	2,731	1.0	100%	1.01	
Card Factory & Barnados	233	186	186	3,000	0.6	100%	0.56			
Zone 4										
13/00225/FUL	Meynall Road/Wessoe Road, Darlington	Bulky goods retail unit and McDonalds drive through	548	438	438	2,500	1.1	100%	1.10	Extant
16/00602/FUL	Former Shopping Parade, Nickstream Lane, Darlington	Replacement of existing retail units with two new retail units	241	193	96	2,500	0.2	100%	0.24	Constructed August 2017
Zone 5										
16/01041/FUL	Land at John Fowler Way, West Park, Darlington	Aldi foodstore	1,820	1,254	251	8,238	2.1	100%	2.07	Extant
16/01060/FUL	Land at John Fowler Way, West Park, Darlington	M&S Food	1,487	764	9	8,464	0.1	100%	0.08	Extant
16/00990/FUL	Hauxley Farm, Great Stainton, Stockton-on-Tees	Erection of a farm shop (A1/A3 use)	350	280	140	2,500	0.4	50%	0.18	Extant
Zone 7										
14/00687/FULL	Land West Of A6108 Barracks Bank, Scotch Corner	Scotch Corner Designer Outlet Village (Scheme 1)	20,417	16,196	16,196	6,061	98.16	15.3%	15.02	Extant
SUB TOTAL (OCCUPIED IMPLEMENTED FLOORSPACE IN DARLINGTON BOROUGH)			-	-	1,135	-	4.65	-	4.65	
SUB TOTAL (UNOCCUPIED IMPLEMENTED AND COMMITTED FLOORSPACE)			-	-	21,196	-	113.97	-	30.66	
TOTAL			-	-	22,331	-	118.63	-	35.31	

- a. Lingfield Point: Assumed that a 1,000 sq.m gross foodstore will be delivered and that the sales area will equate to 70% of this floorspace
- b. Central Park: Assumed that a 1,200 sq.m gross foodstore will be delivered and that the sales area will equate to 70% of this floorspace
- c. Assumed sales density for Central Park and Lingfield Point convenience floorspace represents the mid-point between the average of main four supermarket operators (Asda, Morrisons, Sainsbury's, Tesco) and discounters (Aldi and Lidl) as identified by Verdict 2015.
- d. Neasham Road: Gross retail floorspace sourced from planning application. Assumed net to gross ratio of 80%. Assumed 50% of retail floorspace will be comparison floorspace and 50% will be convenience retail floorspace. Sales density based on WYG judgement for the type of units proposed.
- e. Dunelm, Morton Park Road: Retail floorspace sourced from planning application material and Council. Sales density derived from Mintel Retail Rankings 2017.
- f. Darlington North Retail Park: Gross floorspace sourced from planning application material. Net and sales area floorspace for Aldi and Lidl sourced from planning application. Net to gross ratio of 80% assumed for other stores. Assumed 25% convenience floorspace and 75% comparison floorspace for Poundland. Sales densities derived from Verdict 2015 and Mintel Retail Rankings 2017.
- g. Meynall Road: Floorspace sourced from planning application material
- h. Nickstream Lane: Uplift in gross floorspace sourced from planning application material. Assumed net to gross ratio of 80%. Assumed 50% convenience floorspace and 50% comparison floorspace.
- i. Aldi, John Fowler Way: Floorspace figures sourced from planning application material. Sales density derived from Verdict 2015.
- j. M&S Food, John Fowler Way: Floorspace figures sourced from planning application material. Sales density derived from Verdict 2015.
- k. Hauxley Farm Shop: Assumed net to gross ratio of 80%. Assumed 50% of retail floorspace will be comparison floorspace and 50% will be convenience retail floorspace. Sales density based on WYG judgement.
- l. Assumed Scheme 1 will be taken forward as advised by Richmondshire Council. Floorspace sourced from planning application material. Sales density of £5,600 per sq.m sourced from planning application material and converted to 2017 in a 2015 price base.
- m. Percentage diversion from Darlington Borough based on WYG professional judgement.
- n. Implemented floorspace sub total includes floorspace under construction
- 2015 prices

WYG PLANNING
DARLINGTON RETAIL CAPACITY STUDY UPDATE 2017

SCENARIO 2: DARLINGTON TARGET HOUSING GROWTH

TABLE 29 (SCENARIO 2): ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN DARLINGTON BOROUGH

Table 29a (SCENARIO 2): Estimated 'Capacity' for Comparison Goods Facilities in Darlington Borough

Year	Market Share of Study Area Expenditure	Expenditure Drawn from Study Area ¹	Inflow from Outside Study Area ²	Total Available Expenditure ³	Turnover of Existing Stores ⁴	Surplus Expenditure ⁵
	%	£m	£m	£m	£m	£m
2017	43.9	381.8	33.8	415.7	415.7	0.0
2022	43.9	434.8	38.5	473.3	459.8	13.5
2027	43.9	521.2	46.2	567.4	513.2	54.3
2032	43.9	624.2	55.3	679.5	572.1	107.4
2036	43.9	724.0	64.2	788.2	624.2	164.0

1. Assumes constant market share claimed by Darlington facilities at 43.9% from study area (allows for no inflow)

2. Assumes that the proportion of the total available expenditure in Darlington Borough derived through the inflow is maintained over the study period.

3. Expenditure drawn from the study area and inflow from outside the study area

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (Nov 2016)

5. Surplus calculated by subtracting the turnover of existing stores from the total available expenditure

2015 prices

Table 29b (SCENARIO 2): Quantitative Need for Additional Comparison Goods Floorspace in Darlington Borough

Year	Surplus Expenditure £m	Comparison Goods Floorspace Requirement	
		Min ¹⁺ sq.m	Max ²⁺ sq.m
		2017	0.00
2022	13.54	2,400	4,100
2027	54.26	8,800	14,600
2032	107.35	15,600	26,000
2036	164.02	21,800	36,400

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Darlington Borough

2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Darlington Borough

* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (Nov 2016)

2015 prices

Table 29c (SCENARIO 2): Net Quantitative Need for Additional Comparison Goods Floorspace in Darlington Borough

Year	Surplus Expenditure £m	Turnover of Commitments ¹ £m	Comparison Goods Residual Expenditure ²		
			Floorspace Requirement		
			Min ³⁺ sq.m	Max ⁴⁺ sq.m	
2017	0.0	30.7	-30.7	-6,100	-10,200
2022	13.5	33.9	-20.4	-3,700	-6,100
2027	54.3	37.8	16.4	2,700	4,400
2032	107.4	42.2	65.2	9,500	15,800
2036	164.0	46.0	118.0	15,700	26,200

1. Includes unoccupied floorspace implemented since the 2013 household survey was undertaken and extant planning permissions

2. Residual calculated by subtracting turnover of commitments (sourced from Table 28) from surplus expenditure

3. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Darlington Borough

4. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Darlington Borough

* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 14 (Nov 2016)

2015 prices