GVA

A Retail Capacity Study for Bexhill-on-Sea

September 2018

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1. Introduction

1.1 This Retail Capacity Study report ('the Study') for Bexhill-on-Sea has been prepared by GVA for Rother District Council ('RDC'), following an instruction received in July 2018. RDC adopted its Local Plan Core Strategy in 2014 and is currently preparing its Development and Site Allocations ('DaSA') Local Plan. The Council is due to publish its Submission version of the DaSA in Autumn 2018.

1.2 As part of the evidence base for the DaSA, RDC requires an update of the assessment of future shopping floorspace requirements for Bexhill over the period to 2028. RDC's previous retail study for the District was prepared by GL Hearn ('GLH') in 2008. An updated study was prepared in 2013, which updated/validated the 2008 work and considered the areas where the need for further retail floorspace could be accommodated within Bexhill.

1.3 The main aims and objectives of this Study are as follows:

- Provide information to support the Council in the production of its Local Plan in order to ensure it appropriately plans for the retail needs of Bexhill. Specifically, by indicating the shopping floorspace required to meet current and future needs to retain and, where possible, improve the shopping position, and thereby sustainability of Bexhill town centre.
- Identify the need for convenience, comparison and service floorspace, including any quantitative need issues.
- Provide input to the proposed retail allocation in Bexhill, and highlight any amendments to its siting, nature and timing that may be appropriate.

1.4 In order to achieve the above aims and objectives, the preparation of this Study has incorporated the following actions:

- A review of retail and town centre trends across the UK and how they are likely to affect the future of retail provision in Bexhill and the surrounding area.
- Commissioning a survey of household shopping patterns across Bexhill and the surrounding area. This survey has collected data on convenience and comparison goods shopping patterns, leisure patterns, along with the usage of Bexhill town centre by local residents.
- A review of the key aspects of the health of Bexhill town centre, including its land use profile and catchment for different types of convenience and comparison goods shopping.
- A review of retail provision outside of Bexhill town centre and in surrounding settlements, including how these facilities influence local shopping patterns.
- An assessment of the quantitative and qualitative aspects of the need for convenience, comparison and food/beverage floorspace in Bexhill, including the ability to increase/replace the level of provision over the period of the DaSA.

- An assessment of the proposed retail allocation in terms of its ability to accommodate identified needs and the detailed aspects of the proposed policy allocation.

1.5 The preparation of this Study has taken into account the contents of the recently published revised National Planning Policy Framework ('NPPF') which was published in July 2018 and replaces the original version of the NPPF published in 2012. Account has also been taken of the strategy within the adopted Core Strategy and also the issues raised in the previous retail studies for Rother District and Bexhill.

1.6 The remainder of this Study is structured in the following manner:

- Section 2 provides a review of retail and town centre trends, including changes in the convenience and comparison goods sectors and how shopping via the internet and emerging forms of retailing are affecting the health of the traditional 'high street'.
- Section 3 provides a review of salient planning policy at the local and national level, including the contents of the recently published NPPF and how it sets national policy for plan making for retail and main town centre uses.
- We provide an overview of retail provision in Bexhill in Section 4, including the key attributes of the town centre and the scale and type of retail floorspace provision outside of the town centre in the two district centres and out of centre provision.
- Our assessment of the need for additional retail floorspace in Bexhill is contained in Section 5. This assessment takes into account the quantitative and qualitative aspects of provision, informed by the new survey of household shopping patterns specifically commissioned for this Study.
- Following the identification of the need for retail floorspace in Bexhill, Section 6 assesses the proposed retail allocation at Beeching Road, considers the content of this allocation and the general approach to retail development in Bexhill insofar as the DaSA is concerned.
- Finally, a summary of our analysis and recommendations to RDC can be found in Section 7.

1.7 All plans, statistical information and other documentation referred to in the main text of this report can be found in appendices located at the rear of this document.

2. Economic Forecasts & Retail and Town Centre Trends

Introduction

2.1 In order to set the context for the evidence base for the DaSA, we consider that it is useful to provide an update on general economic conditions since the completion of the 2013 study and also an update to the retail expenditure forecasts which were used to calculate the levels of quantitative need for convenience and comparison goods floorspace in the 2013 assessment work.

Economic Forecasts

2.2 Over the last year, the UK has shifted from being one of the fastest growing G7 economies to among the slowest. The economic recovery has lost momentum due to a weaker performance from consumer spending and investment. Household incomes have suffered from the combination of higher inflation and sluggish wage growth. Alongside this, companies continued to hold back on investment decisions due to uncertainty over Brexit negotiations. These factors are set to keep the economy on a slower growth trajectory although inflation should begin to unwind and allow for some recovery in household incomes and spending over the second half of 2018.

2.3 Meanwhile Brexit negotiations have entered their second year and Experian's baseline retail expenditure projections assume a transition arrangement will eventually be agreed. However, with so much still to be decided, uncertainty will persist over the final agreement for some time and investment decisions set to remain cautious. Given this, Experian project GDP growth to be around 1.5% in 2017 and 2018, down from close to 2% in 2016 and 2015.

2.4 Household spending growth has slowed since mid-2016 and is estimated to be 1.9% in 2017, down from 2.5% in 2016. This has been driven by a squeeze on household incomes, which are estimated to have declined by 0.5% in 2017, following three consecutive years of gains. The combination of higher inflation, triggered by the weakness in sterling's exchange rate since the EU referendum, and sluggish wages have meant that real wages have been in decline since April 2017. Looking ahead, while consumer spending is set to remain weak in the near term, conditions should improve from mid-2018 as inflation unwinds, enabling incomes to gradually recover.

2.5 Despite the recent hike in interest rates, the Bank of England is expected to proceed very cautiously with further increases so monetary policy should remain supportive. However, welfare reforms will remain a key drag on incomes. Given this, real incomes are projected to expand by a modest 1% over the next two years and consumer spending will hover in the 1-1.5% range. Consumer credit conditions have been very supportive, but there are signs that credit availability is beginning to tighten which could also weigh on spending in the short term.

2.6 The aforementioned factors have also weighed on retail sales. Volume growth slowed to an estimated 2.2% in 2017, the weakest reading in 5 years, and will remain subdued in 2018. However, a recovery should emerge over the second half of the year as inflation unwinds and real household incomes return to growth. Retail sales growth is expected to average 1% in 2018 and 1.9% in 2019.

2.7 The backdrop of on-going uncertainty over the UK's future relationship with the EU will leave the economy vulnerable. GDP growth will be subdued as business investment remains restrained and consumer spending recovers only gradually. While there has been a modest loosening in the government's fiscal stance, public spending is unlikely to provide a significant boost to the economy. Alongside this, monetary policy should remain supportive with the Bank of England signalling only a very gradual rise in interest rates over the coming years. The export sector should provide some support, aided by a still weak sterling and a strengthening in global economic conditions. However, GDP growth will struggle to rise much above the 1.5% mark during 2018-19 given the lacklustre outlook for the domestic economy. Amid this backdrop, retail sales volumes will remain relatively sluggish, with growth sub-2% over much of this period.

Retail expenditure forecasts

2.8 Table 2.1 below outlines the levels of annual change in convenience and comparison goods expenditure which are used to forecast quantitative capacity levels. The table provides a comparison between the forecasts published by Experian and available at the time of the 2013 retail study and the latest available forecasts published by Experian in December 2017.

Table 2.1: 2012 and 2017 retail expenditure forecasts between 2013-2028 for convenience and comparison goods spending

Year	Convenience		Comparison	
	2012 forecasts (%)	**2017 forecasts (%)**	**2012 forecasts (%)**	**2017 forecasts (%)**
2013	-0.1	-0.3	1.8	3.5
2014	0.0	-0.3	2.4	3.6
2015	0.4	-1.0	3.0	5.2
2016	0.7	1.0	3.0	5.0
2017	0.7	0.1	2.9	2.4
2018	0.8	-0.7	2.9	0.8
2019	0.8	-0.2	2.9	2.1
2020	0.9	0.2	2.9	2.9
2021	1.0	0.2	2.9	3.3
2022	1.0	0.1	2.9	3.4
2023	1.0	-0.1	2.9	3.4
2024	0.9	0.1	2.9	3.3
2025	0.9	0.1	2.9	3.2
2026	0.8	0.1	2.9	3.2
2027	0.8	0.1	2.9	3.1
2028	0.8	0.1	2.9	3.0
Total	**+11.4%**	**-0.5%**	**+45.0%**	**+51.4%**

Source: Experian

2.9 Table 2.1 above indicates that there have been some movement in the level of forecast change in spending on convenience and comparison goods over the period 2014-2027. Convenience good spending has changed significantly from an increase of +11.4% over the period 2013-2028 to a small decrease (-0.5%). Of less significance is the change in comparison goods spending forecasts which continues to show a large increase over the period to 2028, of 51.4% (compared with the 45% growth estimated by Experian in 2012).

2.10 When considering the above forecasts from Experian, there are two issues of note. First, these forecasts extend over a long period of time with the medium to longer term forecasts treated with reasonable caution due to the potential for unforeseen circumstances/events to have an impact upon retail spending levels. Second, the annual rates of change given in Table 2.1 above are overall levels and incorporate spending via the internet. At the present time, spending via the internet has a much greater influence on comparison goods shopping. This is shown in Table 2.1 below which provides the total forecast annual growth in comparison goods spending up to 2028 alongside adjusted rates which (A) exclude all spending on special forms of trading (i.e. internet and mail order expenditure) and (B) exclude spending on special forms of trading except for those which are fulfilled via physical stores.

Table 2.2: comparison goods expenditure forecasts – total and excluding special forms of trading

	Total Change (%)	Excluding all Special Forms of Trading (%)	Excluding SFT adjusted for sales via stores (%)
2013	3.5	2.1	2.5
2014	3.6	3.0	3.1
2015	5.2	4.7	4.9
2016	5.0	2.9	3.5
2017	2.4	0.1	0.8
2018	0.8	-0.2	0.1
2019	2.1	1.2	1.5
2020	2.9	2.0	2.3
2021	3.3	2.5	2.7
2022	3.4	2.7	2.9
2023	3.4	3.2	3.2
2024	3.3	3.1	3.2
2025	3.2	3.1	3.1
2026	3.2	3.1	3.1
2027	3.1	3.0	3.1
2028	3.0	3.0	3.0
Total, 2013-2028	**+51.4%**	**+39.5%**	**+43.0%**

Source: Experian

2.11 The changes between the 2012 and 2017 forecasts will have an effect upon future levels of quantitative capacity, however the following points are relevant:

- There is still likely to be growth in convenience goods expenditure capacity, driven by the growth in the resident population in different parts of the study area adopted by the latest quantitative assessment (see Section 5).
- The assessment of need is not just about an assessment of quantitative expenditure capacity. Consideration also needs to be given to qualitative factors and consideration should therefore be given to the level of choice and competition within a particular area.

Retail Performance

Sales Efficiency Growth

2.12 The sales efficiency growth rate represents the potential ability of retailers to increase their productivity and absorb higher than inflation increases in their costs (e.g. rent, rates and service charges) by increasing their average sales densities. Applying a turnover 'efficiency' sales density growth rate is a standard approach used in retail planning studies and has been used in this study in accordance with good practice.

2.13 Following the weak or negative overall sales growth during the recession and the growth of online shopping, many retailers have struggled to increase or maintain sales density levels and, together with other financial problems, this has led some retailers into administration. As a result sales density growth is now significantly lower than the high rates seen during the boom of the latter half of the 1990s and first half of the 2000s.

2.14 The trend towards the demolition of inefficient stores and the provision of more modern stores with higher and more efficient sales densities is expected to result in less scope to increase comparison goods sales densities in the future. Accordingly, Experian expect an efficiency growth rate for comparison goods of 2.3% pa between 2019 and 2023 and 2.2% pa between 2024-2035.

2.15 Scope for increased sales densities is even more limited for convenience goods because the majority of foodstores already drive high sales efficiencies. An efficiency growth rate of -0.1% pa between 2019 and 2023 and +0.1% between 2024-2035 is recommended by Experian and these assumptions inform our approach.

Internet Growth & Multichannel Retailing

2.16 The online shopping population is reaching saturation, with over 40m online shoppers in the UK expected by 2018. Future growth in the market is likely to come from increased spend driven by new technology and improved delivery options. Changes in technology are driving sales with the expansion of tablet devices which provide a better browsing experience. According to Verdict, in most sectors the average spend per trip is 64.5% higher on a tablet than a laptop/PC.

2.17 Click and collect is forecast to be one of the most significant drivers of growth, with a rise of 63% in click and collect purchases between 2013 and 2018. The service provides physical retailers with an important benefit over pure internet operators and creates opportunities for making additional purchases when customers collect orders from stores.

2.18 The growth in online sales has implications for bricks and mortar stores as it potentially reduces the need for so many outlets. However, trends indicate that online and in-store shopping channels are becoming more blurred as shoppers increasingly research items online or in stores before making purchases. According to Verdict, in 61% of shoppers researched goods online before purchasing in store, and some 38% of customers researched goods in store before buying online.

2.19 These trends, combined with the importance of 'click and collect' highlight that physical stores will still have a significant role in the multichannel shopping environment, although their size and format will differ from traditional stores. The advantages of physical stores, in terms of the shopping experience, service and immediacy of products in a showroom setting, will see a network of key stores remain a fundamental component of retailer's strategies to provide an integrated multichannel retail proposition.

Changing Retailer Requirements

Space Requirements

2.20 The retail sector has undergone significant changes over the last decade which has fundamentally altered how, where and when we shop. This has had major implications for retailers' space requirements, which combined with the recent recession, has changed the retail landscape of our towns and cities.

2.21 During the recession retailers' margins were squeezed, whilst other costs continued to rise and a raft of multiple and independent retailers either collapsed or have significantly shrunk their store portfolios. The decline in the amount of occupied retail space in town centre locations has not typically been offset by new retail developments. Many town centre schemes have been put on hold or significantly scaled down in size, and with 'fairly weak' expenditure growth forecast in the medium term, retailers are expected to remain cautious about store expansion.

2.22 The growth of the internet means that retailers no longer need stores in every town to achieve national coverage. Many retailers are therefore focusing their development programmes on the provision of large flagship stores in strategic locations, supported by smaller satellite stores and transactional websites. The larger flagships accommodate full product ranges whilst smaller stores offer more select ranges, supplemented by internet kiosks allowing access to the full range. This offers many advantages to retailers including lower property costs, more efficient logistics and being able to open stores where there is a high level of demand despite there being space restrictions.

2.23 Research by Verdict indicates that, in 2009, there were 293,000 stores in 2009 which fell to 278,000 in 2016 and then is expected to remain relatively constant to 2019. This fall in store numbers was also accompanied by a fall in the amount spent in the UK's high streets, from £110bn in 2009 to £107bn in 2017.

2.24 This polarisation of retailing will result in larger dominant centres continuing to attract key retailers (where space is available), with medium sized centres potentially struggling to attract investment. Local, or neighbourhood, centres should be less affected by this trend and are likely to retain their attraction for top-up and day-to-day shopping. In addition to national multiple retailers, all levels of centre in the retail hierarchy accommodate local independent traders. Such traders face pressure from both the internet and national multiples and have found that success lies in being able to offer a product or service not available elsewhere, or a level of customer service which marks them apart from mainstream retailers. Indeed, this level of differentiation can mark a town out as a specialist in a certain area of retailing.

Out-of-Centre Retailing

2.25 Retailers are opting to develop stores in the most strategic and cost effective locations, with a notable resurgence of out-of-centre destinations, which offer benefits of lower rents, larger retail units and in most cases, free car parking. According to Verdict, out-of-town retailing is the only form of retailing which has seen store numbers increase over the past decade, with a 2.1% increase, against 13% falls for town centres and neighbourhood shops.

2.26 Many traditional town centre retailers have developed out-of-town store formats, including John Lewis, who now operate a number of 'At Home' stores in out-of-centre locations, as well as other retailers such as Next (Next Home, Next Home & Fashion) and TK Maxx (TK Maxx and Homesense formats).

The Role of the Town Centre

2.27 In recent years much has been made of spiralling vacancy rates in town centres and the pressures the traditional high street is under. While it is true that the changing role of high streets is an issue for retailers and society alike, it is important not to overplay the woes of the channel. High streets remain the most visited locations, with 82.1% of consumers having shopped there in the past 12 months. Moreover, these shoppers visit, on average, more than once a week. Indeed the high street retains many strengths. It is the predominant location of many leading brands.

2.28 The challenge is that, as the biggest location, the high street has the most to lose from the growth of new areas particularly neighbourhood, malls and online. It will be the smaller town centres which lose out and particularly those also under pressure from uneconomical rates and rents charges and difficulty providing parking facilities.

2.29 With new channels springing up and fighting for a share of shopper spend, some town centres will grow, some will stagnate and some will become smaller or obsolete. However, overall the high street will remain a hugely significant channel for retail for the foreseeable future and one retailers can't afford to blindly dismiss.

2.30 An on-going transference of spend from physical locations to online is meaning that retailers are having to change the way they approach each of the physical channels. In many ways, retail parks enjoy the best synergies with the internet. With lower rents and easier access, retail park stores can be used to provide showrooms to complement a retailer's online experience. They are also more practical for fulfilling click and collect orders, and even dispatching stock for home delivery. However, few retailers are yet to exploit this in a way consumers appreciate.

2.31 Neighbourhood stores also fit well into a multichannel strategy. They can be used for small, local shops to 'top up' larger online orders and to fulfil click and collect orders although the latter obviously presents some logistical issues.

2.32 High streets face the most difficult task in adapting to an 'online world'. In order to survive and thrive they need to focus on what they can offer that's different, such as the enjoyment of the shopping experience, or the ability to physically interact with products and retailer brands.

2.33 As retail evolves so do the places where retailers are looking to open stores and expand. Expansion no longer means automatically looking through vacant town centre units. Demand for new neighbourhood stores in ultra-convenient locations, set against a lack of supply, has led to a huge increase in unit change of usage in order to create new retail space. The grocers in particular have re-purposed old pubs, houses and offices. Retail park stores are also changing, with demand for ever larger spaces in reverse. Instead, spaces are being sub-divided and sub-let to drive sales per square foot.

Retail Sector Trends

Food and Grocery

2.34 The top four supermarkets (Tesco, ASDA, Sainsburys and Morrisons) continue to dominate the market and represent approximately 55% of the total convenience market. Although this has fallen from 59% in 2011.

2.35 With vast store networks and online offers, their coverage reached peak levels in recent years. However, combined with weaker spending on convenience goods, the transfer of trade online and the rise of the discounters (ALDI and Lidl), expansion plans have been put on hold and the top four retailers have diverted investment to cutting prices on goods rather than increasing the quantum of floorspace in their larger store portfolios. Indeed, space within some larger format stores is being sub-let to restaurants and other retailers. An example of this is Sainsburys with Argos concessions in a number of its stores.

2.36 The development of smaller store formats for top up food shopping has become increasingly popular in response to consumers seeking to reduce waste by moving from weekly shops to more frequent smaller shops. As a result, many of the main operators are expanding their smaller concept stores - Tesco Express, Sainsbury's Local, Little Waitrose, Marks & Spencer Simply Food etc.

2.37 The value/discount retailers are continuing to expand, having gained considerable market share during and after the recession. Aldi and Lidl have both succeeded in attracting customers who are looking to trade down in price but not quality. Aldi has doubled its market share from 2.6% to 5.1% whilst Lidl's market share has risen from 2.3% to 3.6% between 2012 and 2017.

2.38 Food retailers are also continuing to develop online offers to meet increasing consumer demand for convenient food shopping, much of which is still fulfilled through existing store networks. Click and collect services are expanding into the grocery sector with some retailers developing 'drive-thru' collection points for picking up online orders.

Clothing and Footwear

2.39 By 2017 the clothing and footwear sector represented 15.9% of total retail spend (a marginal increase from 15.2% in 2012). The proportion of clothing sales transacted online is expected to rise to just over 20% as browsing services improve. Low levels of consumer confidence in addition to high prices are expected to keep clothing and footwear sales volumes low. Premium and luxury brands will continue to maintain their consumer appeal, whilst growth from value retailers will become more subdued as they seek to ensure their profitability.

Premium and Luxury Goods

2.40 More affluent consumers have been able to maintain a higher level of personal and discretionary spending during the recession and therefore the premium and luxury goods sector has remained relatively strong. There is still high demand for premium brands and goods across all retail sectors, from clothing and accessories to high tech items.

2.41 In response to this trend, Verdict predict that the premium sector of the UK department store market will account for 43% of total department store expenditure in 2017 as midmarket department stores (e.g. John

Lewis, House of Fraser and Debenhams) expand designer and luxury goods ranges. However, competition within the sector, and from on-line sales, has led to some significant issues in the department store sector, with House of Fraser on the verge of collapse in 2018 prior to its purchase by Sports Direct in August 2018.

Electricals

2.42 The electrical sector has suffered as a result of the recession as households cut back on 'big ticket' items combined with the shift of spending online. Since 2008 the proportion of electrical spending which takes place online has more than doubled to 43% . Casualties in the sector include Comet and Jessops, along with Best Buy who exited the UK market. Growth remains strong however for smaller, high tech items such as tablets and premium electrical goods, with retailers such as Apple and John Lewis continuing to do well. There is also demand for 'value' ranges of electrical goods, much of which has been captured by the supermarkets. Over the medium-term at least, sales of big-ticket items are likely to remain subdued.

Homewares

2.43 Growth in the more traditional part of the homewares market (such as furniture and floorcoverings) is heavily reliant on the housing market and has been weak in recent years. Growth is expected to remain subdued during 2018, but will improve as the housing market strengthens. The softer end of the homewares market (i.e. smaller more decorative items), has been more resilient as consumers look at cheaper ways to refresh their homes.

Music, Video and Books

2.44 Technology is removing the need for physical stores as consumers can now download/stream music and films directly. As a result the music and video sector has shrunk significantly with negative growth in retail spending. Over three quarters (78%) of music and video sales are now online.

2.45 The book sector has been, in recent years, heavily influenced by the growth of e-reader devices (e.g. Kindle), and the sector had been increasingly moving from physical to digital products. By 2018 it is estimated that around three-quarters of book sales will be via the internet although the predicted death of high street book shops has not materialised with Waterstones returning to profit in 2016/17. Indeed, many retailers have stopped selling digital readers and there has been a resurgence in the demand for traditional paper books.

3. Planning Policy Context and Previous Retail Evidence Base Studies

Introduction

3.1 At the time of preparing this Study, the development plan for Rother District comprises the Core Strategy (adopted in September 2014) and the remaining saved policies in the 2006 Rother District Local Plan. RDC are currently working to prepare the DaSA plan which will form Part 2 of the Local Plan and replace the remaining 2006 Local Plan policies. The DaSA is intended to provide policies for the management of development proposals and also to allocate sites for particular land uses / development proposals. As set out in the introductory section, this Study is intended to act as an evidence base document for retailing issues in Bexhill in the DaSA.

3.2 A key influence on the preparation of development plan documents in Rother District is national planning policy. In July 2018, the Ministry of Housing, Communities and Local Government ('MHCLG') published a revised version of the NPPF, replacing the original version published in 2012. Given that the initial stages of the DaSA plan have been prepared with regard to the previous version of the NPPF, it will be important for this Study to review the content of the new NPPF document insofar as retail and main town centre uses are concerned.

3.3 A summary of these documents, insofar as retail land use planning is concerned, is set out below.

The Development Plan

The Core Strategy

3.4 The adopted Core Strategy provides the overall strategic context for Rother District up to 2028. Chapter 8 of the Core Strategy provides the spatial strategy for Bexhill with paragraph 8.36 indicating an identified capacity for an additional 2,000sq m (net) of convenience goods floorspace and 4,000sq m (net) of comparison goods floorspace in the town. These floorspace levels are reiterated in part (iii) of Policy BX2 which notes it will be provided primarily through edge of centre retail expansion on the north side of the railway, as well as effective use of town centre accommodation. The supporting text to Policy BX2 recognises limited opportunities for growth in the town centre and indicates that specific proposals will come forward through the DaSA plan.

3.5 The retail development strategy for the District is contained within Policy EC7 of the Core Strategy. It provides support for the town centres of Bexhill, Rye and Battle in maintaining and enhancing the proportion of retailing spending in their individual catchments and planning for the required amount of additional floorspace. EC7 also advocates the sequential approach to site selection for retail development proposals and requiring retail development proposals over 500sq to undertaken a retail impact assessment.

The 2006 Local Plan

3.6 Of the remaining saved policies in the 2006 Local Plan, BX6 allocates the existing Sainsburys store and surrounding area (on both sides of the railway line) for mixed use development including retail, residential, office and car parking uses. The policy requires comprehensive development proposals to provide a large retail store, primarily providing convenience goods sales, an intensification of retail, residential and office space and a decked car park. This policy allocation has not come forward.

Emerging Planning Policy

3.7 The Options and Preferred Options version of the DaSA was published for consultation in December 2016. Chapter 13 of the document provides the development strategy for Bexhill, including a series of proposed site allocations. Based upon the contents of the Core Strategy, the Options and Preferred Options document proposes to allocate land at the southern end of Beeching Road industrial Estate for the provision of 2,000sq m of convenience goods floorspace as part of a series of other requirements, including:

- The provision of only food and ancillary retail sales
- A requirement for the retail floorspace to be assessed via a retail impact assessment
- The provision, if practicable, of office units within the redevelopment scheme
- The use of part of the Terminus Road frontage to create a visual connection to the town centre, along with an attractive and safe pedestrian route from the new retail store to Terminus Road
- The provision of the retail store car park in the southern part of the site
- The re-provision of the existing lorry park in a suitable alternative location
- Provides for necessary off-site highway works to the junction of Beeching Road and London Road, along with contributions for the improvement of public transport provision.

3.8 The selection of the Beeching Road industrial estate site followed the assessment of two other alternatives, including the existing 2006 Local Plan BX6 allocation (covering the Sainsburys store and car park and surrounding area) and land adjacent to Station Road (which lies adjacent to the Sainsburys BX6 allocation). The Beeching Road site is afforded preference on the basis that it is the only site out of the three considered which is available for redevelopment.

3.9 In addition to the proposed allocation of the Beeching Road area, the Options and Preferred Options consultation document proposed some extensions to the town centre boundary including the De La Warr Pavilion area along the sea front, around the Town Hall and to the east of the railway station.

National Planning Policy

3.10 Section 7 of the new NPPF provides national policy on town centres and the management of main town centre uses. In terms of main town centre uses, the definition in the Glossary of the new NPPF remains unchanged, as follows:

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

3.11 The basic structure of the town centres chapter remains the same from Section 2 of the 2012 version of the NPPF. In particular, the focus for development management decisions for retail proposals outside of defined ‘town centres’ remains the sequential and impact tests and there remains a single paragraph dealing with planning policies and plan making. There are, however, some changes in national policy for plan-making which are as follows:

- Whilst there remains a focus on supporting town centres at the heart of local communities, the new document introduces the idea of adaptation and diversification, along with the need to respond to rapid changes in the retail and leisure sectors.
- As a possible consequence of this partial shift in emphasis, the new NPPF no longer asks local authorities to define primary and secondary retail frontages in their town centres. This could be seen as a recognition of the changing influence of retail uses in town centres and how a wider diversity of land uses are required to keep ‘town centres’ vital and viable.
- Local authorities are still required, however, to define town centre and primary shopping area boundaries, although the loss of reference to primary and secondary frontages necessitates a change of the definition of primary shopping areas to “defined area where retail development is concentrated”.
- It remains a requirement that planning policies should allocate a range of suitable sites to meet the scale and type of development likely to be needed, although specific reference to retail, leisure, commercial, office, tourism, cultural, community and residential development has been removed. In addition, the previous requirement for needs to be met in full has been dropped and been replaced with a requirement for allocations “looking at least ten years ahead”.
- Finally, a specific request for local authorities to set policies for the considerations of proposals for main centre uses which cannot be accommodated in or adjacent to town centres has not been carried forward in to latest version.

3.12 With regards to the development management policies in Section 7 of the new NPPF, the modest changes which have occurred include:

- Office uses have been removed from the requirement for impact assessments;
- The reference to definition of availability in the sequential test includes sites which are expected to become available within a reasonable period time; and
- References to the timeframe for impact assessments (five years, or ten years for major schemes) has been removed.

3.13 It is expected that consequential changes to the Planning Practice Guidance (‘PPG’) will also be made in due course.

Previous Retail / Town Centre-Related Evidence Base Studies

3.14 The three most recent retail studies which have included an assessment of retail provision and retail floorspace need/capacity in Bexhill are: the Rother Shopping Assessment (June 2008) (‘the 2008 study’), the Testing of Retail Scenarios for Bexhill (August 2010) (‘the 2010 study’) and the Rother Shopping Assessment

Update Report (August 2013) ('the 2013 study'). All three of these studies assessed whether there was a need to plan for additional convenience and comparison goods floorspace in Bexhill and also the potential effects of developing new supermarkets on different sites outside of the town centre.

3.15 The 2008 study commissioned a survey of household shopping patterns which was used to inform the quantitative and qualitative assessments of need and continued to be used in the 2010 and 2013 studies. The assessment of need in the 2008 study covered Bexhill, Battle and Rye and, in relation to Bexhill considered separate capacity issues for the town centre, the two district centres and out-of-centre locations. The recommendations for convenience and comparison goods floorspace for Bexhill were as follows:

- For convenience goods floorspace, 'surplus' expenditure levels were identified for the town centre, the Tesco supermarket at Ravenside Retail Park and the two district centres. Section 7 of the 2008 study focused upon the town centre and recommended that the future capacity for the centre should be based upon all of the capacity that it can generate itself plus 50% of the capacity generated by the Tesco store at Ravenside Retail Park. This equated to 2,216sq m net at 2011, rising to 2,611sq m at 2021. The also study indicated that a planning permission for a small convenience store would absorb the identified capacity at Little Common district centre, whilst there was potential to accommodate either a new small supermarket or extension to an existing store at Sidley district centre. Finally, the 2008 study indicated that the remaining capacity at Ravenside Retail Park could support an extension to the Tesco store subject to conformity to the need, scale, sequential and impact tests[1].
- For comparison goods shopping, the 2008 study took the same approach as convenience goods floorspace and provided a forecast indicative floorspace/expenditure capacity based upon the all of the capacity generated by the town centre plus 50% of the capacity generated by Ravenside Retail Park. This led to a quantitative capacity for 1,634sq m net at 2011, rising to 4,355sq m net at 2016 and 7,434sq m net at 2021. Paragraph 7.22 of the 2008 study also indicated that some of the turnover potential (i.e. surplus capacity) could be absorbed by existing comparison goods floorspace trading more intensively at a sales density of up to £5,000/sq m, thus reducing the need for physical additional floorspace.

3.16 The 2008 study did not explain what reduction in forecast net additional capacity could be achieved by the use of a higher sales density for the centre's comparison goods floorspace. However, we have used the contents of Tables 18 and 19[2] of the 2008 assessment to amend the centre's sales density to £5,000/sq m and this provides the following results:

- An increase to a £5,000/sq m trading level would result in a benchmark turnover of circa £76.0m at 2007. If this trading level remained static over the assessment period, then surplus capacity in terms of the town centre turnover alone, would not have arisen until after 2016 with a surplus level of £12.85m at 2021 (equivalent to 2,900sq m net additional comparison goods floorspace).
- If the town centre's comparison goods floorspace was able to increase its performance to £5,000/sq m and was also able improve its efficiency in line with the assumptions adopted by GL Hearn, there would

[1] These national policy tests were relevant at the time of the 2008 study, as set out in Planning Policy Statement 6 (2005). The need and scale tests are no longer relevant to planning applications for retail development located outside of defined 'town centres'.
[2] Appendix 5

not be any surplus capacity until after 2021 (and instead an over-supply of circa 1,000sq m net). Even when 50% of the Ravenside capacity was attributed to the town centre, then the surplus floorspace capacity would be only circa 1,000sq m net at 2021.

3.17 Following on from the need/capacity forecasts in the 2008 study, the 2010 study focused upon the individual characteristics of three different locations in Bexhill in terms of potential new supermarket development: Station Road/Buckhurst Place (including the Sainsburys store), Beeching Road South and Beeching Road North. It also examined the potential impacts of different supermarket proposals in these locations. The three locations were ranked in the following order in terms of the sequential approach:

- In centre – Station Road / Existing Sainsburys store
- Edge-of-centre store – Beeching Road South, assuming that the store is located on the southern portion of the site with a frontage to Terminus Road
- Out-of-centre – Beeching Road North

3.18 The assessment of impact of the various scenarios found that the most positive scenario for Bexhill town centre's vitality and viability would be to redevelop the existing Sainsburys and adjoining land for a new larger supermarket. The other options, particularly those involving Sainsburys leaving its existing store/site and also a store on the Beeching Road North site, were found to be harmful to the town centre. After the redevelopment of the existing Sainsburys store, the 2010 study indicated that the next preference would be for a new store on the Beeching Road South site that didn't involve Sainsburys relocating and which was able to provide good linkages with the town centre.

3.19 Following the submission of the Core Strategy for Examination and to coincide with the start of preparation of the DaSA, RDC commissioned a further retail study (the 2013 study) which was designed to: update previous work on the need for retail development, consider the locations where floorspace requirements could be accommodated and advice on the site development principles for accommodating the quantum and nature of retail floorspace identified. The 2013 study was published in August 2013 and reached the following conclusions:

- Quantitative capacity for convenience goods floorspace has reduced since the 2008 study and equates to circa 1,000sq m of additional net sales floorspace over the plan period.
- Bexhill has lost convenience goods market share[3] and there is benefit in planning to reinstate this. The study indicated that an increase in Bexhill's market share within its core catchment could increase floorspace capacity to between circa 1,700sq m net – 2,140sq m net.
- Comparison goods floorspace capacity has also reduced and, due to lower expenditure growth forecasts and commitments, capacity for further additional floorspace only arises at the end of the plan period.
- The Sainsburys / Buckhurst Place / Station Road area was considered by the 2013 study not to be an available and viable proposition for a new supermarket development (i.e. redevelopment of the

[3] N.B. this was an assumption rather than being evidence via a new survey of household shopping patterns

Sainsburys store) and therefore the Beeching Road South area was chosen as the most sequentially preferable opportunity to accommodate further retail development. The study noted that there are issues surrounding the suitability of this area and the ability of retail development to form meaningful linkages with the town centre is critical to ensuring that any new development contributes to, rather than detracts from, the town centre.

- In relation to comparison goods floorspace, the 2013 study found that the Beeching Road area has the potential to accommodate further comparison goods floorspace but, due to the uncertainty associated with longer term expenditure forecasts and the ability for existing floorspace to trade more efficiently, it was recommended that RDC only make a provisional longer term allocation.

4. Bexhill-on-Sea – Town Centre and Retail Overview

Introduction

4.1 In order to set the context for the assessment of retail floorspace capacity/need within Bexhill, it is useful to consider the role and position of Bexhill in the sub-region and to understand current levels of retail provision. Therefore, this section of the study we provide a review of Bexhill's characteristics in comparison with other surrounding centres and then go on to consider the key characteristics of retail provision within Bexhill, both within the town centre, the two district centres and in out-of-centre locations.

The Sub-Region

4.2 A useful starting point for our review is a comparative assessment of the amount of retail floorspace in Bexhill town centre and its ranking compared with surrounding centres. Table 4.1 below provides the rankings of all major centres in the local area from the Venuescore database[4] between 2009 and 2017 and also the scale of Class A retail floorspace (provided by Experian GOAD).

Table 4.1: position of Bexhill in retail centre rankings within the surrounding area

Centre	2009 Venuescore Ranking	2014 Venuescore Ranking	2017 Venuescore Ranking	Town Centre Class A retail floorspace (sq m gross)
Bexhill town centre	483	586	592	50,975
Ravenside Retail Park, Bexhill	-	682	696	24,689
Battle	-	2,306	2,566	11,742
Hastings	225	188	190	66,843
Eastbourne	107	117	108	101,189
Sovereign Harbour Retail Park, Eastbourne	1,111	1,257	1,074	11,813
Admiral Retail Park, Eastbourne	1,330	796	879	8,889
Tunbridge Wells	56	52	55	103,261
Ashford	205	196	205	68,348
Ashford Outlet Centre	184	293	286	36,111
Folkestone	230	229	222	75,995

[4] VenueScore is an annual survey compiled by Javelin Group, which ranks the UK's top 2,700+ retail venues including town centres, stand-alone malls, retail warehouse parks and factory outlet centres. VenueScore rankings are based on a consistent, weighted scoring system which seeks to measure the overall attraction of each venue compared to other venues across the country. VenueScore evaluates each centre in terms of its provision of multiple retailers – including anchor stores, fashion operators and non-fashion multiples. The sectors covered include comparison retail, convenience retail and foodservice (e.g. restaurants). The score attached to each operator is weighted to reflect their overall impact on shopping patterns. For instance, anchor stores such as John Lewis, Marks & Spencer and Selfridges receive a higher score than other stores. The resulting aggregate score for each venue is its VenueScore. The VenueScore reflects the presence and importance of multiple retailers trading in each venue, and generally correlates closely with the actual market size of these shopping venues in terms of actual consumer spending. The lower the number, the higher the ranking.

4.3 The data in the above table shows that between 2009 and 2017 Bexhill town centre's ranking has fallen considerably from 483 in 2009 to 592 in 2017, a fall over 100 places. The data shows that the largest part of this fall took place between 2009 and 2014. Whilst Venuescore's rankings do change as a consequence of new centres being added to the database, the change in Bexhill's ranking is a sign of the centre's comparatively poorer performance.

4.4 Whilst Ravenside Retail Park was not included in the 2009 rankings, Table 4.1 shows that, since 2014, it has been able to achieve a ranking which is only 100 places below Bexhill town centre. This indicates the strength and attractiveness of the retail park, which is reinforced by it having around half the retail floorspace of the town centre. It is also notable that Ravenside Retail Park has a higher ranking than Admiral and Sovereign Retail Parks in Eastbourne.

4.5 In terms of the surrounding area, the two closest large town centres are Eastbourne and Hastings. Table 4.1 indicates that Eastbourne has been able to maintain its ranking over the period 2009-2017 at 107th / 108th place (following a slight increase to 117th in 2014). Hastings has been able to improve its ranking from 225th in 2009 to 190th in 2017. Both of these sets of data indicate that Hastings and Eastbourne have performed better than Bexhill in recent years in terms of the strength and attractiveness of their retail offer.

Bexhill Town Centre

Structure

4.6 The current extent of Bexhill town centre is defined by the proposals map to the 2006 Local Plan as the 'Bexhill Town Centre Shopping Area'. This is shown on the plan at Appendix IV to this report and includes Sackville Road, Western Road, Devonshire Road, St Leonards Road, along with parts of Sea Road, Station Road and Buckhurst Place.

4.7 The DaSA proposes to expand the town centre area to include part of the Marina (including the De La Warr Pavilion), a larger part of Buckhurst Place (including the District Council's office) and Endwell Road. These additions are shown on the plan at Appendix V.

Land Uses

4.8 Experian GOAD's regular surveys of Bexhill town centre cover a similar area to the proposed enlarged town centre area (within the DaSA). Table 4.2 below outlines the survey data from 2006, 2010, 2013 and 2017, plus GVA's update in Summer 2018.

Table 4.2: land use composition of Bexhill town centre, 2006-2018

Sector	2006		2010		2013		2017		2018	
	No.	%	No.	%	No.	%	No.	%	No.	%
Convenience	21	6.5%	23	7.1%	17	5.2%	27	8.4%	26	8.4%
Comparison	155	48.0%	143	44.3%	154	47.2%	137	42.7%	132	42.4%
Service	104	32.2%	117	36.2%	112	34.4%	120	37.4%	119	38.3%
Other	-	-	3	0.9%	2	0.6%	2	0.6%	4	1.3%
Vacant	41	12.7%	37	11.5%	41	12.6%	35	10.9%	30	9.7%
Total	**323**	**100%**	**323**	**100%**	**326**	**100%**	**321**	**100%**	**311**	**100%**

Source: 2006 figures from 2008 GL Hearn retail study. Data for all other years provided by Experian GOAD

4.9 The data in Table 4.2 indicates that over the period 2006-2018 there has been an increase in the amount of convenience goods retailers (from 21 to 26). In the intervening period the level of convenience goods retailers has varied considerably, with only 17 in 2013 and then rising to 27 in 2013, indicating a reasonably high level of churn. The current level of convenience goods retailers represents 8.4% of all retail units in the town centre which is lower than the national average for this category of retailer within town centres.

4.10 Between 2006 and 2018 there has been a steady decline in the number and proportion of comparison goods retailers in Bexhill town centre. In 2006, there were 155 comparison goods businesses, which occupied 48% of all retail premises in the town centre. Despite a rise between 2010 and 2013, there are now 132 comparison goods units in the centre, occupying 42% of all units. However, despite this fall, the proportion of comparison retailers in the centre is still higher than the current national average of 37.9%.

4.11 The fall in comparison goods retailers has occurred alongside a rise in retail service uses in the centre. In 2006, 32% of all retail premises in the centre were occupied by retail service uses and this has risen to 38% in 2018. This level of provision is now commensurate with the national average.

4.12 The level of vacancies in the town centre has fluctuated over the period 2006-2018, remaining relatively constant between 2006 and 2013 and then falling to 35 in 2017 and 30 in 2018. The current level of vacant retail property is now 9.7% of all survey retail property in the centre and is now below the national average for town centres of 12.3%. This is now a reversal of the situation observed by GL Hearn in the 2008 retail study when vacancies (in 2006) were found to comprise 12.7% of all retail property which was higher than the national average of 11.0% at that time. This indicates that Bexhill has been able, to a modest extent, to reverse the national trend of rising town centre vacancies over the past several years.

Shopping Patterns and Catchment Area

4.13 As outlined in the introductory section of this report, this Study has been informed by a new survey of household shopping patterns. The 2008 and 2013 retail studies were informed by a household survey undertaken in November 2007 and therefore there is a need for this Study to obtain up-to-date data on convenience and comparison goods shopping patterns.

4.14 The plan at Appendix I shows the area covered by the household survey, which comprises eight constituent zones:

1. Bexhill West

2. Bexhill East
3. North West Rother
4. Battle
5. Rye
6. Westfield
7. Hastings
8. St Leonards

4.15 Zones 1-6 above are the same zones as those included in the 2007 household survey and we have included two additional zones (St Leonards and Hastings) in order to understand how residents of these areas are inter-acting with retail provision in Bexhill and the surrounding area. In the interests of consistency, the same postcode sector geography has been used for the six zones from the 2007 survey.

4.16 The survey has included various questions on convenience and comparison goods shopping, including:

- Most used and other main food shopping destinations;
- Most used and other top-up food shopping destinations
- Most used and other comparison goods shopping destinations for:
  - Clothes and footwear
  - Health and beauty goods
  - Furniture and floorcoverings
  - DIY goods
  - Books, CDs, DVDs, stationery and cards
  - Recreation and leisure goods
  - Household appliances
  - Audio-visual electrical goods
  - China, glass and home furnishings

4.17 The survey has also sought information on visits to the cinema, pubs/bars and restaurants, linked trips with main and top-up food shopping links and also survey respondents' usage of Bexhill town centre.

4.18 We outline below the key messages from the survey results, starting with the information of convenience and comparison goods shopping. This includes, where applicable, a comparison with the results of the 2007 household survey.

4.19 For convenience goods shopping, the 2018 household survey questionnaire asked survey respondents about their main and top-up food shopping habits. Respondents were asked about where they go for most of their main and top-up food shopping and also other destinations visited. A similar structure of questions were incorporated into the 2007 household, albeit only one question was asked in relation to top-up food shopping.

4.20 Table 4.3 below outlines the results of both surveys in relation to the main and top-up food shopping market shares of Bexhill town centre.

Table 4.3: convenience goods market shares, Bexhill town centre – 2007 and 2018 household surveys

	Zone							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
2007 survey								
Main food	41.0%	38.4%	0.0%	0.9%	0.0%	0.0%	-	-
Other main food	53.6%	32.4%	0.0%	1.3%	0.7%	0.0%	-	-
Top-up	64.4%	35.9%	1.4%	0.0%	0.8%	0.0%	-	-
2018 survey								
Main food	15.5%	14.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Other main food	28.8%	29.3%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Top-up	51.5%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Other top-up	44.5%	19.7%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%

4.21 The content of Table 4.3 shows that Bexhill town centre has experienced a considerable drop in its main food shopping market share between the 2007 and 2018 household surveys. In both surveys, the core catchment of the town centre is the two Bexhill zones and in both its market share has more than halved in terms of its identification as the destination where survey respondents do most of their main food shopping. In the 2007 survey the centre's market share in these zones was 38%-41% and this has now dropped to 14%-15%. In the 2007 survey, the town centre was a more popular destination for second choice main food shopping. This continues with the results of the 2018 survey although again there has been a fall in market share, particularly in relation to the 'Bexhill East' survey zone (from 54% to 29%).

4.22 A similar trend has also been experienced in relation to top-up food shopping. In terms of being identified as the destination where respondents do most of their top-up food shopping, the town centre's market share in 'Bexhill East' has dropped from 64% to 52%, whilst its share in 'Bexhill West' has fallen from 36% to 16%.

4.23 Table 4.4 provides similar comparative market share data for Bexhill as a whole for main and top-up convenience goods shopping. It shows that:

- There has been a small drop in the town's 'first choice' main food shopping market share in the 'Bexhill East' zone from 93% to 86%.
- There has been no change in the town's main food shopping market share in the 'Bexhill West' zone.

- There have been small variations in some of the four remaining survey zones including a very small decrease in 'North West Rother' and a small increase in the 'Battle' zone.
- Whilst the St Leonards and Hastings area was not surveyed in 2007, the latest survey shows that 14%-15% of main food trips in the St Leonards area flow to stores in Bexhill, primarily Ravenside Retail Park.
- There has been a small increase in top-up food shopping retention in the two Bexhill zones. The retention rate in 'Bexhill East' is now 95%, whilst 87% of top-up trips from 'Bexhill West' residents are retained in the town. A modest amount of top-up food shopping trips are also being attracted from Hastings and St Leonards.
- Looking at Tables 4.3 and 4.4 it is clear that whilst some of the market share lost from Bexhill town centre could have been lost from the town as a whole (see Bexhill East zone data below), it is likely that most of the of the loss will have been to other stores within Bexhill (i.e. Lidl, ALDI and Tesco).

Table 4.4: convenience goods market shares, Bexhill – 2007 and 2018 household surveys

	Zone							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
2007 survey								
Main food	92.5%	77.8%	2.4%	6.3%	0.6%	3.0%	-	-
Other main food	82.1%	66.8%	0.0%	7.9%	4.1%	0.0%	-	-
Top-up	90.8%	79.3%	1.4%	1.0%	5.4%	0.0%	-	-
2018 survey								
Main food	85.8%	77.6%	1.6%	8.9%	1.4%	0.8%	0.5%	15.1%
Other main food	82.6%	78.8%	1.6%	4.7%	2.6%	3.0%	6.5%	14.2%
Top-up	94.6%	86.5%	0.0%	0.8%	0.0%	0.0%	4.9%	7.6%
Other top-up	96.9%	88.9%	1.9%	0.0%	15.6%	0.0%	7.1%	2.5%

4.24 The same exercise has been undertaken for the various types of comparison goods shopping and Bexhill town centre's market shares from the 2007 and 2018 household survey. This is shown in Table 4.5 below, followed by Table 4.6 which outlines the market shares for Bexhill as a whole (i.e. including out of centre stores at Ravenside Retail Park).

Table 4.5: comparison goods market shares, Bexhill town centre – 2007 and 2018 household surveys

	Zone							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
2007 survey								
Clothes/shoes	24.7%	15.4%	0.0%	2.7%	0.0%	0.0%	-	-
Health/beauty	66.3%	50.3%	1.2%	3.6%	1.3%	1.5%	-	-
Books, DVDs etc	50.0%	47.5%	0.0%	2.9%	0.0%	0.0%	-	-
Recreation and leisure	43.6%	28.6%	0.0%	3.6%	0.0%	1.9%	-	-
China, glass, home furnishings	18.1%	12.3%	0.0%	1.1%	0.0%	0.0%	-	-
Household appliances	25.2%	18.7%	1.2%	10.3%	2.6%	10.6%	-	-
Audio-visual	18.9%	20.3%	1.3%	11.8%	4.3%	10.9%	-	-
Furniture / floorcoverings	25.7%	19.7%	0.0%	4.2%	0.8%	0.0%	-	-
DIY	24.3%	25.0%	1.3%	11.8%	2.0%	1.6%	-	-
2018 survey								
Clothes/shoes	21.9%	11.4%	0.0%	0.0%	0.0%	2.0%	0.7%	1.1%
Health/beauty	57.3%	40.5%	0.0%	0.0%	0.0%	0.0%	1.1%	3.1%
Books, DVDs etc	43.6%	16.9%	0.0%	1.0%	0.5%	1.0%	0.0%	2.7%
Recreation and leisure	4.9%	8.8%	0.0%	0.7%	0.0%	1.3%	0.0%	0.0%
China, glass, home furnishings	12.3%	26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Household appliances	8.8%	4.8%	0.0%	0.0%	1.6%	1.7%	2.0%	0.8%
Audio-visual	11.7%	8.1%	0.0%	0.0%	0.4%	0.0%	2.6%	0.0%
Furniture / floorcoverings	21.9%	16.1%	0.0%	0.0%	0.0%	2.3%	1.3%	1.0%
DIY	11.3%	13.8%	0.0%	1.1%	1.5%	6.2%	0.9%	2.7%

4.25 The above data indicates that, with one exception, Bexhill town centre has lost market share in all comparison goods categories from the two Bexhill home zones (Bexhill East and Bexhill West). Some of the biggest drops have been experienced by the recreation/leisure goods, household appliances and DIY goods categories. The data also confirms that Bexhill town centre's core comparison goods shopping catchment is now very much centred upon the two Bexhill home zones with noticeable drops in market share in the Battle, Rye and Westfield zones.

4.26 Table 4.6 shows the overall comparison goods market share for Bexhill as a whole from the 2007 and 2018 household surveys. It indicates the following:

- There has been a material increase in the market share of the town in terms of clothes/fashion shopping within the two Bexhill home zones from 17%-25% to 22%-38%. This has been driven by Ravenside Retail Park, and the introduction of the Marks & Spencer store is likely to have played a key role in this increase. There have also been modest increases in the town's market share from the other four zones from the 2007 survey, as well as the attraction of a modest market share from Hastings and St Leonards.

- The 2007 survey showed a substantial market share for Bexhill in terms of health and beauty goods within the two Bexhill zones, which was shared between the town centre and out of centre stores. There has been a small reduction in the market share in these zones although the level of retention remains substantial. The level of trips attracted from the other four 2007 study zones remains very low although the 2018 survey does indicate that 12% of St Leonards residents travel to Bexhill for this type of shopping.
- Bexhill's share of trips/expenditure for books, CDs, DVDs, etc has declined which is a product of the continuing dominance of the internet for this type of shopping.
- Bexhill's market share for recreational and leisure goods has decline in the 'Bexhill East' zone but remained constant in the 'Bexhill West' zone. The town is now able to retain around one third of all locally-generated trips.

Table 4.6: comparison goods market shares, Bexhill – 2007 and 2018 household surveys

	Zone							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
2007 survey								
Clothes/shoes	25.3%	17.3%	0.0%	2.7%	0.7%	1.5%	-	-
Health/beauty	94.5%	80.8%	3.6%	4.5%	1.3%	1.5%	-	-
Books, DVDs etc	59.3%	60.5%	0.0%	3.9%	0.0%	0.0%	-	-
Recreation and leisure	50.0%	35.0%	0.0%	4.8%	0.0%	1.9%	-	-
China, glass, home furnishings	25.2%	22.9%	0.0%	1.1%	0.0%	0.0%	-	-
Household appliances	84.8%	73.7%	3.6%	36.5%	15.4%	42.4%	-	-
Audio-visual	83.2%	71.4%	3.8%	28.5%	20.0%	43.7%	-	-
Furniture / floorcoverings	33.7%	29.4%	0.0%	4.2%	2.4%	0.0%	-	-
DIY	92.7%	86.0%	7.7%	30.1%	10.2%	14.1%	-	-
2018 survey								
Clothes/shoes	37.5%	22.2%	1.1%	4.5%	0.4%	3.7%	3.2%	6.3%
Health/beauty	86.5%	79.9%	0.0%	3.3%	0.9%	0.0%	3.4%	12.1%
Books, DVDs etc	49.3%	35.8%	0.0%	1.0%	1.4%	1.9%	0.0%	5.7%
Recreation and leisure	31.3%	34.0%	3.0%	9.3%	1.7%	1.3%	2.2%	16.9%
China, glass, home furnishings	42.4%	42.2%	2.6%	0.0%	0.0%	0.0%	0.0%	8.7%
Household appliances	49.7%	61.9%	2.5%	20.4%	16.6%	27.0%	20.5%	42.5%
Audio-visual	55.7%	70.6%	3.8%	29.3%	24.5%	30.9%	22.5%	38.1%
Furniture / floorcoverings	32.6%	30.0%	0.0%	9.0%	1.8%	6.9%	1.3%	3.4%
DIY	94.8%	85.8%	4.3%	63.7%	28.0%	70.6%	48.5%	63.1%

4.27 In addition to market share of the town centre for different types of goods, the 2018 household survey also obtained information on how residents of the survey used Bexhill town centre. From the results of the survey contained at Appendix III, the key messages are as follows:

- 69% of survey respondents from the Bexhill East zone and 55% from the Bexhill West zone normally visit Bexhill town centre for pubs and bars. The other popular destinations for residents of these zones are Eastbourne and Hastings town centre and Little Common district centre.
- The majority of residents from the Bexhill East (82%) and Bexhill West (62%) zones also normally visit Bexhill town centre when visiting restaurants.
- Across the survey area as a whole, 40% of survey respondents indicated that they visited Bexhill town centre for shops, services or other facilities. Unsurprisingly, the highest levels were the Bexhill East (87%) and Bexhill West (77%) zones, although reasonably high levels were also recorded in St Leonards (52%), Westfield (30%) and Battle (29%).
- For those that visit the town centre, the most popular activity for visitors from all areas is shopping (48%) although this is particularly popular for residents of the Bexhill East zone (60%). Visiting financial services are also popular for local Bexhill residents (14%-21%), whilst it would appear that visiting restaurants/cafes/public houses is a more popular secondary activity.
- In terms of the most popular goods and services purchased, these are food/groceries (43%), clothes and shoes (28%) and personal/luxury goods (16%). The highest concentration of food/grocery shopping visits comes from residents of the Bexhill West, Bexhill East and St Leonards zones.
- The average amount of money spent in the town centre per visit is £36. Residents of the Bexhill West zone spend £53 per visit on average whilst residents of Bexhill East spend £33 per visit.
- The average length of stay in the town centre is just over 90 minutes. Unsurprisingly, those travelling from zones further afield spend longer in the centre (100-140 minutes) than Bexhill residents (circa 70 minutes). This is also related to the frequency of visits to the town centre for various reasons. Residents of the Bexhill East and Bexhill West zones visit the centre much more often than residents of the other zones, including:
  - 53% of Bexhill respondents visit at least once a week for food shopping
  - 38% of residents visit at least once a week for non-food shopping
  - 31% of residents visit at least once a week for services
  - Only 16% of residents visit the town centre in the evenings at least once a week.
- 71% of survey respondents normally travel to Bexhill town centre by car, with 6% travelling by bus and 17% walking in to the centre.
- When asked what they most liked about Bexhill town centre, the most popular responses were its coastal location (16%), atmosphere/friendliness of people (24%), the selection of shops (17%) and proximity to home (7%). In terms of dislikes, by far the most popular response was the perceived difficulty in parking (26%) followed by the selection of independent shops (7%) and selection of national multiple retailers (9%).
- For those local Bexhill residents not visiting the town centre, the main reasons given for not visiting were difficulty parking (34%) and the selection of available shops (20%). Of this group, the factors which would persuade them to visit the centre were more parking spaces (10%), improved choice of national multiple retailers (11%), refurbishing/improving existing shops (5%) and improving the range of independent shops (7%).

Stakeholder contact

4.28 As part of the examination of the health of Bexhill town centre, we have also spoken with a representative of the local chamber of commerce to discuss attitudes and perceptions towards the centre and the opportunities which may exist to maintain and enhance its health and attractiveness in the future. Our discussion focused upon a number of aspects including: the general health of the town centre, retailer/business sentiment, retailer demand, the contribution of visitors to the health of the centre and also the influence of out of centre provision and other surrounding settlements.

4.29 The discussion highlighted a number of positive factors surrounding the centre including the growing amount of food and beverage uses and the contribution that they were making to the evening economy in the centre. The tourism/visitor economy was highlighted as an important aspect to the centre's attractiveness, including the number of events that are held throughout the year and the amount of people that these bring to the town. A key positive was the De La Warr Pavilion which provides a very diverse set of exhibitions and concerts, bringing people into the town who might not have come otherwise.

4.30 In relation to opportunities for the future, improving and expanding the hotel accommodation sector was highlighted including the opportunity to allow day time visitors to stay overnight and continue to contribute to the vitality of the centre. The challenges posed by the need to make Bexhill different to surrounding towns and identify its own unique offer, particularly during the daytime were highlighted. Finally, in relation to the need for retail floorspace, the proposed Beeching Road retail allocation was seen as a positive factor in attracting new uses which could broaden the reasons for visiting the town centre.

Conclusions

4.31 The previous review of town centre health in Bexhill was undertaken in the 2008 retail study which found the centre to be generally healthy, vital and viable. This was based upon a good range of retail and service uses and good levels of accessibility. The study also noted that, whilst expansion of the centre would be appropriate, this is constrained by the historic Victorian street pattern and the railway line.

4.32 Our current assessment, supplemented by our qualitative review of retail provision in the next section of this report, has found that a number of factors remain constant such as the physical structure of the town centre and the quality of retail units. In terms of on-going trends, the land use survey information has found a falling vacancy rate in the town centre recent years which is an encouraging sign in terms of the attractiveness of the centre for retail business. Alongside this trend, there has been a falling number of comparison goods retailers within the centre and a rise in the number of service uses. This mirrors the national trend and reaffirms the previous conclusion that Bexhill town centre is fulfilling an important service role for the local community.

4.33 Of more significance is the changing market share of the town centre in terms of convenience and comparison goods shopping. The centre's main food shopping market share has been significantly eroded and there have also been material reductions in the centre's share of shopping trips for a wide range of comparison goods. The next section of this report will go on to consider the impact of these changes on the annual turnover of the town centre in terms of convenience and comparison goods shopping but the erosion of market share is, in our opinion, a sign of the weakening of the health of the centre and its increasing vulnerability to competition.

The District Centres

4.34 Bexhill has two defined district centres, at Little Common and Sidley. These are described in turn below.

Little Common

4.35 Little Common lies on the western side of the Bexhill urban area, with a defined centre boundary which encompasses Little Common Road, Cooden Sea Road and Peartree Lane. Based upon surveys undertaken by GVA in August 2018, the retail land use composition[5] of the centre is as follows:

Figure 4.7: land use composition of Little Common district centre, August 2018

Sector	2018	
	No.	%
Convenience	4	8.5%
Comparison	15	31.9%
Service	25	53.2%
Other	1	2.1%
Vacant	2	4.3%
Total	**47**	**100%**

Source: GVA survey, August 2018

4.36 The recent survey indicates that Little Common is dominated by service uses. These include a number of estate agents, take-aways, restaurants and health/beauty related uses. The second largest group of uses are comparison goods retailers, comprised of local independent traders. These include bicycle, bathroom and kitchen stores, a pharmacy and a clothing store. The 2018 household survey indicates that Little Common has a limited market share of comparison goods trips in the study area, registering a small amount of visits amongst Zone 2 residents[6]. The highest market share comes in the health/beauty goods category.

4.37 There are four convenience goods stores in the district centre, comprising a delicatessen, a Tesco Express, a convenience store and a butcher. The Tesco Express is the largest store and sells a reasonable range of pre-packaged, refrigerated and fresh food products, along with a range of beers, wines and spirits. The store is served by a small off-street car parking area accessed from Cooden Sea Road.

4.38 The 2018 household survey indicates that the district centre has a small market share of main food shopping trips and a much larger share of top-up food trips. The centre is the most popular main food destination for 1.7% of Bexhill West residents (the zone in which the centre lies) and 1.3% of Bexhill East residents. It is also the most population top-up food shopping for 16.4% of Bexhill West residents.

4.39 Other uses located in the district centre, not included in the retail land use data above, include a betting shop, officers, taxi hire office and a financial advisor.

4.40 Little Common has the appearance of a traditional village centre, with a mixture of pre and post-war buildings, some of which have been purpose-built for ground floor retail space. Pedestrian movement

[5] The retail land use composition of the district centre has been classified using Experian GOAD's 'centre report' classification system in order to match the data provided for Bexhill town centre earlier in this section
[6] See paragraph 4.14 for list of zones within the study area

around the centre is aided by wide pavement areas and the pedestrian-controlled crossing on Cooden Sea Road and Little Common Road are well-used to the centre lying on busy vehicular routes in this part of western Bexhill.

Sidley

4.41 Sidley district centre is located in the northern part of the Bexhill urban area. It is a linear centre running primarily along Ninfield Road with a mixture of pre and post war buildings. There is no on-street parking and a large free off-street parking area to the south of Ninfield Road. A survey of the district centre in August 2018 indicates that the following land uses are present:

Figure 4.8: land use composition of Sidley district centre, August 2018

Sector	2018	
	No.	%
Convenience	7	14.9%
Comparison	17	36.2%
Service	15	31.9%
Other	1	2.1%
Vacant	7	14.9%
Total	**47**	**100%**

Source: GVA survey, August 2018

4.42 One immediately noticeable characteristic of the centre is the large number of vacant retail units. Almost one seventh of retail units are currently vacant which raises moderate concern for the level of demand for retail space in a centre of this size. In terms of the retail uses which are present, one third of units are occupied by comparison goods retailers (including beds, charity shops, a games store, florist, clothing alterations and electrical goods). A further third comprises retail service uses, including a number of take aways and a barber.

4.43 Convenience goods stores in the centre occupy 15% of all retail units surveyed and comprise a Lidl foodstore, two convenience stores, a greengrocer and an off-licence. The Lidl store has a 890sq m net sales area and is served by a modest amount of off-street car parking. The store is the main attractor to the centre in terms of main food shopping trips, being the most popular destination for 15% of residents in the Bexhill West zone and 1.3% of residents in the Bexhill East zone. It is also able to attract 16% of first choice top-up food shopping trips from Bexhill West residents.

4.44 Other land uses in the centre not picked up by the retail land use data include an office, car sales, taxi office and a betting shop.

Out-of-Centre Provision

4.45 The main collection of out of centre retail stores in Bexhill can be found at Ravenside Retail Park (also known as Sussex Retail Park) in the eastern part of the urban area. The retail park was originally opened in 1989 and has developed over the years to provide 13 separate retail units and a swimming pool. The retail park contains the following retailers (with gross retail unit size given in brackets):

- Marks & Spencer – 5,109sq m
- B&Q – 3,940sq m
- Wickes – 2,508sq m
- Currys / PC World – 1,439sq m
- B&M – 1,499sq m
- Tesco – 6,503sq m
- Next – 960sq m
- Boots – 956sq m
- Halfords – 951sq m
- Poundland – 857sq m
- Pets at Home – 575sq m
- McDonalds – 418sq m
- KFC – 268sq m

4.46 As outlined earlier in this section, the retail park has a significant influence over convenience and comparison goods shopping patterns across Bexhill, St Leonards and the wider area. The contribution that the retail park makes to the overall market share of Bexhill is shown in Tables 4 and 6 at Appendix II and summarised earlier in this section. In particular, the Tesco supermarket is the most popular main food shopping destination in Bexhill and the retail park is able to gain a higher market share than the town centre in relation to the following comparison goods: recreation/leisure goods, home furnishings, household appliances, DIY and audio-visual goods.

5. Assessment of Need

Introduction

5.1 Like the prevision version of the NPPF, the recently published NPPF indicates that allocations are required in development plans to meet identified needs. In the previous version of the NPPF, need assessments were defined as examining quantitative and qualitative factors. The latest version of the NPPF does not carry this forward and, whilst we await for an updated version of the PPG on retail and town centre issues, we continue with the long-established practice of examining both quantitative and qualitative factors in relation to retail floorspace in Bexhill. We assess each indicator in turn below.

Quantitative Need

5.2 The quantitative assessment of need in relation to retail floorspace focuses upon the level of available retail expenditure within a particular town or catchment and how this relates the level of retail expenditure required to support existing floorspace and, as a consequence, whether there is 'surplus' expenditure to accommodate new net additional retail floorspace.

5.3 In order to assess the quantitative capacity for retail floorspace in Bexhill we have undertaken separate best-practice step-by-step assessments for convenience and comparison goods retail floorspace based upon the following:

- Set a study area for the assessment, which is the same as the area covered by the household survey. The study area is split up into separate zones, like the household survey, in order to allow the quantitative assessment to understand shopping patterns and expenditure flows in and around Bexhill plus other parts of the study area.
- Calculate the scale of the resident population with the study area zones and use their average per capita spending on retail goods to calculate the total level of available expenditure across all convenience and comparison goods categories.
- Estimating the market share of existing stores and centres for different types of convenience and comparison goods shopping using the results of the household shopping survey.
- Calculating the convenience and comparison goods study area derived turnover of existing stores and centres by applying their market shares to total available retail expenditure in each study area zone.
- Calculating the quantitative capacity for convenience and comparison goods floorspace in Bexhill by comparing the forecast turnover of existing stores and centres, plus commitments (where applicable) against their respective benchmark turnover levels, whilst making assumptions about the future market share of the town's retail floorspace.

5.4 In order to conduct our assessment we have relied upon the following data sources and assumptions:

- The study area. The study area for the assessment is based upon postcode sector geography. This is the same as the 2008 and 2013 retail studies and, as discussed in the previous section, we have retained the same six zones as the previous studies in order to allow for a time series comparison. We have also added two additional zones, covering St Leonards and Hastings, in order to assess how residents of these areas interact with Bexhill. The constituent postcode sectors for each of the survey zones are shown in the survey results at Appendix III.

- The timeframe for the quantitative assessment. The timeframe for the assessment has a starting point of the current year (2018) and an end point of 2028 in order to match the period covered by the DaSA. The assessment also provides an interim assessment year of 2023.
- Population. Base population data, for the current year (2018), for each of the eight study area zones has been sought from Experian. In order to project these population levels forward across the assessment period (2018-2028) we have adopted the County Council's population forecasts for Rother District for the six zones covering the RDC administrative area. Given that the County Council provide future population forecasts at a District-wide level, we have worked with RDC officers to agree a reasonable distribution of this population growth based upon the level of new house-building across Rother District.
- Retail expenditure. Per capita retail expenditure forecasts for convenience and comparison goods shopping for each of the eight study area zones have been obtained from Experian. The base year for these forecasts is 2016 and we have projected these forward to 2018, 2023 and 2028 using forecasts provide by Experian in its Retail Planner Briefing Note 15[7].
- Special forms of trading. In line with the 2008 and 2013 retail studies, we have retained market share data on 'special forms of trading' (i.e. primarily internet shopping, plus mail order and catalogue shopping) within our quantitative analysis. The market share data for internet/mail order/catalogue shopping is derived from the results of the 2018 household survey in order to show actual usage of these shopping channels and to allow a time series comparison between the 2008 retail study.
- Shopping patterns and market shares. Data on shopping patterns associated with residents of the study area has been obtained from the 2018 household survey. For convenience goods shopping the survey asked separate questions for main food and top-up food shopping and sought information on the store/centre used most often for each type of shopping and then any other additional stores/centres visited. In relation to comparison goods shopping, nine separate categories of questions were asked. Section 4 of this report has outlined these categories and they broadly match the structure of the questions in the 2007 household survey[8] in order to allow for a time series comparison. In line with the 2007 household survey, survey respondents were asked to state to the store/centre where they undertook most of their shopping for each comparison goods category. However, additional questions were inserted in order to understand whether any additional stores and centres were visited to each goods category.
- Benchmark turnover levels. In order to understand whether there is potential capacity for additional convenience and comparison goods floorspace in Bexhill, it is necessary to compare actual turnover levels against the benchmark turnover of existing stores/centres. In line with the 2008 and 2013 retail studies, benchmark turnover levels have been calculated using floorspace data for existing stores and centres and sales density information. For the convenience goods, national average sales densities for specific national multiple grocery stores have been adopted, along with indicative sales densities for the remaining stores. For the comparison goods assessment, an indicative sales density has been adopted

[7] Published in December 2017
[8] Commissioned to inform the 2008 retail study

which is in line with the approach in the 2008 and 2013 retail studies. A further discussion around the actual and benchmark comparison goods sales densities in Bexhill can be found later in this section.

- Commitments. In addition to existing retail floorspace, unimplemented commitments (i.e. proposals with planning permission) are also taken into account in our quantitative assessment. RDC officers have provided details of current commitments which comprise the redevelopment (and expansion) of an existing store on London Road and the insertion of a mezzanine floor in Unit 7a at Ravenside Retail Park.

5.5 Our assessments of quantitative need for convenience and comparison goods floorspace in Bexhill are described in turn below.

Convenience goods floorspace

5.6 Our assessments of quantitative capacity for convenience goods floorspace in Bexhill are contained at Tables 9a-9d at Appendix II. Four alternative capacity scenarios have been provided in order to take into account the impact of additional floorspace outside of Bexhill and also re-visiting previous scenarios (in the 2008 and 2013 retail studies) which examined the potential to increase Bexhill's convenience goods market share.

5.7 As a starting point, our initial assessment examines current and future convenience goods floorspace capacity in Bexhill based upon a constant market share over the period 2018-2028[9]. This therefore assumes that existing and any additional convenience goods floorspace is able to retain the same proportion of spending from residents of the study area. This scenario is shown in Table 9a.

5.8 Table 9a shows that existing convenience goods floorspace in Bexhill is currently able to attract £108.3m of convenience goods expenditure from residents of the study area. This is equivalent to a 24.5% market share across the whole of the study area. Table 9a also makes a small allowance for inflow of expenditure into the study area from visitors/tourists. Such an allowance was not made in the 2008 and 2013 retail studies but we consider it to be reasonable given the attractiveness of the Bexhill area to visitors who are likely to spend a modest amount of money on convenience goods during their stay. This provides a total turnover potential for convenience goods floorspace in Bexhill of £111.5m.

5.9 When compared with the benchmark turnover of existing stores (£97.9m), Table 9a indicates that there is a current level of 'surplus' convenience goods expenditure of £13.7m. When applied to a reasonable indicative sales density for new modern convenience goods floorspace (£12,000/sq m), this equates to a capacity of 1,139sq m net. Assuming that the convenience goods market share of Bexhill stores remains constant over the assessment period, Table 9a indicates that the level of 'surplus' expenditure will rise steadily to £16.3m at 2023 and £19.7m at 2028. This is equivalent to an indicative floorspace capacity of 1,362sq m net at 2023 and 1,643sq m net at 2028. This is equivalent to the provision of a new small/medium sized supermarket not too dissimilar in size to the existing Sainsburys store in Bexhill.

5.10 The second capacity scenario is contained in Table 9b and takes into account the likely effect of the committed new ALDI foodstore at 311 Bexhill Road in Bulverhythe (Hastings Borough). This store was granted

[9] When undertaking this constant market share approach, it should be acknowledged that external factors such as internet shopping may influence the market share of foodstores in Bexhill. However, the scope for this is limited given that any increase in internet home delivery and/or click and collect orders is likely to continue to involve picking products from physical stores.

planning permission earlier in 2018. This store will be located close to the eastern edge of Bexhill and Tables 4 and 5a of our quantitative assessment indicate that a reasonably large proportion of residents of the St Leonards/Bulverhythe zone travel to stores in Bexhill for their convenience goods shopping. These include the Tesco and Marks & Spencer stores at Ravenside Retail Park, the ALDI store on London Road and, to a lesser extent, the Sainsburys in Bexhill town centre. Given the proximity of Bexhill, we have assumed that 40% of the new ALDI's turnover will be diverted from stores in Bexhill and Table 9b indicates that this would lead to a fall in Bexhill's study area market share to 23.5% (from the existing 24.5% shown in Table 9a). This diversion of expenditure outside of the District leads to a consequential drop in expenditure available to support net additional floorspace capacity (749sq m net at 2018, 924sq m net at 2023 and 1,160sq m net at 2028).

5.11 The other two capacity scenarios, contained at Tables 9c and 9d, re-visit the retail capacity modelling exercise undertaken in the 2008 retail study where a higher market share for Bexhill (in the two zones covering Bexhill) was tested. Section 3 of the 2013 retail study indicated that, in GL Hearn's opinion, the implementation of commitments outside of Bexhill will reduce the town's combined market share in these two zones from 90% (as set out in the 2008 retail study) to 80%. The 2013 study then went on to test alternate increases in these zones to 90% and 95% retention.

5.12 Based upon the results of the 2018 household survey, our quantitative analysis indicates that stores in Bexhill retain 83.2% of all convenience goods expenditure generated by residents of the two Bexhill 'home' zones. 2.8% of the remaining expenditure is spent via the internet and 14% of expenditure is lost to stores in other settlements (including stores in St Leonards, Eastbourne and Hastings). This indicates that the assumptions made by GL Hearn at the time of the 2013 retail study were reasonably accurate. With it unlikely that new/alternative convenience goods floorspace provision in Bexhill will materially affect the use of the internet for convenience goods shopping, we have concentrated upon the 14% of expenditure which is currently lost to other settlements. We have tested the consequences for 5% (Table 9c) and 10% (Table 9d) increases in Bexhill's market share. This is similar to the approach adopted by GL Hearn and the results of our assessment are outlined below:

- Table 9c – 5% uplift in market share. In this scenario, a 5% increase in Bexhill's market share in its two 'home' zones would put its overall market share back to current levels (at 24.7%) and lead to 'surplus' expenditure / capacity of £16.5m / 1,375sq m net at 2023 and £19.5m / 1,623sq m net at 2028.
- Table 9d – 10% uplift in market share. A higher 10% uplift in market share would lead to 'surplus' expenditure / capacity rising to £21.9m / 1,826sq m net at 2023 and £25.0m / 2,085sq m net at 2028.

5.13 Whilst qualitative indicators of need are, in principle, of equal importance and are discussed later in this section, we consider that a 10% uplift in market share in Bexhill's 'home' zones (from 83% to 93%) is ambitious and may not be achieved due to (A) the strength of retail provision in the surrounding area, and (B) the possibility that some convenience goods trips are associated with other activities (such as work and comparison goods shopping trips). Therefore, if an increase in market share is to be planned for, we consider that a 5% increase is more realistic and would allow Bexhill to attempt to regain the market share lost should the new ALDI store in Bulverhythe (Hastings Borough) be constructed. This quantitative capacity, as shown in Table 9c at Appendix II, would allow for the provision of a modest-sized new foodstore of a size similar to the existing Sainsburys store in Bexhill although the ultimate size of the store is also influenced by qualitative factors of need which are discussed later in this chapter of the report.

5.14 Within each of these scenarios, we have assumed a constant market share for internet shopping. Convenience goods purchases via this channel are due to increase at a modest rate over the assessment period, although much of internet shopping remains via physical stores. Nevertheless, the capacity levels provided within this assessment should be seen as maximums.

5.15 We go on to consider the qualitative aspects of provision for convenience goods floorspace in Bexhill later in this section, whilst Section 6 considers how such additional floorspace could be planned for in the DaSA (including the potential consequences for the town centre / existing convenience goods provision).

Comparison goods floorspace

5.16 Our assessment of the quantitative capacity for comparison goods floorspace in Bexhill is contained in Table 10 at Appendix II. It follows the same format as the convenience goods floorspace assessment and indicates that comparison goods stores across the town are attracting £130.9m of expenditure at 2018. Like the convenience goods assessment we have made a small allowance for expenditure inflow into the study area and this provides a total turnover potential for Bexhill stores of £134.8m.

5.17 When comparing this actual level of turnover against benchmark turnover we have, in the interests of consistency, adopted the same approach as employed by GL Hearn in the 2013 retail study. This calculates benchmark turnover based on the current scale of floorspace and an indicative sales density and we have adopted the forecast 2018 benchmark turnover levels from Table 16 in Appendix B of the 2013 report. It should be noted that the 2013 assessment only forecast the benchmark turnovers of Bexhill town centre and Ravenside Retail Park and not other provision in the town (such as the two district centres and out of centre stores). Due to the lack of available data on the comparison goods floorspace in these locations we have assumed that the benchmark turnover of this floorspace matches the current study area derived turnover at 2018.

5.18 Table 10 indicates that the benchmark and total turnover potential levels for Bexhill are very similar at £134.1m and £134.8m respectively. When the turnover of the two comparison goods commitments (£2.7m) is taken into account, Table 10 indicates a small deficit of expenditure of -£2.0m at 2018. Assuming a constant market share over the assessment period, the deficit at 2018 turns into a small ‘surplus’ at 2023 (£4.8m) growing to £18.6m by 2028. These two ‘surplus’ levels of expenditure are equivalent to 1,074sq m net at 2023 and 3,713sq m net at 2028.

5.19 This is a lower amount of potential quantitative capacity than estimated by the 2013 retail study, which showed ‘surplus’ expenditure of £7.7m for 2023 and £26.7m for 2028. A key reason behind this trend is lower forecast expenditure growth over the assessment period.

5.20 A key feature of the recommendations of previous studies and the development plan strategy insofar as comparison goods floorspace is concerned was to use future expenditure growth to support existing town centre floorspace rather than support new net additional floorspace. One of the key reasons for adopting this approach was the assessed under-performance of the comparison goods sector in Bexhill town centre. On this basis, it was previously suggested that at least part of the growth in comparison goods expenditure should be assigned to town centre floorspace in order to improve its performance in the short to medium term. We consider that it is worth re-visiting that previous exercise in this report in order to assess whether the previous recommendations should continue to be adopted. This is outline below and in the conclusions to this study.

5.21 Within the 2013 retail study, the benchmark turnover for comparison goods floorspace in Bexhill town centre was set at £4,012/sq m. The forecast 2018 comparison goods turnover of the town centre was given as £55.64m which, when applied to a floorspace level of 15,200sq m net, gives a sales density of £3,660/sq m. When the same calculation is performed with the 2018 turnover of the town centre as estimated by this study (£36.9m[10]) this gives a sales density of £2,430/sq m. This leads to two particular observations:

- Based upon the two sets of survey information, there is now a materially poorer performance for the town centre's comparison goods sector than previously forecast.
- There is also no real growth in town centre turnover in recent years which was forecast in the previous studies.

5.22 Against this context, the quantitative assessment also shows that the turnover of out-of-centre comparison goods retail floorspace, particularly Ravenside Retail Park, has grown considerably. In the 2013 retail study, the study area derived turnover of the retail park was forecast to be £57.65m in 2018 following a 2013 turnover of £43.26m. Our assessment in this study indicates that the retail park has a study area derived turnover of £76.7m. Based upon these survey-derived turnovers, the focus of shopping in the Bexhill area has had a further material shift towards out-of-centre locations, plus internet shopping and continued leakage to surrounding towns.

5.23 The current comparison goods turnover levels of the town centre and Ravenside Retail Park, along with convenience goods turnovers, are shown in Table 5.1 below.

Location	Comparison Goods Turnover (£m)	Convenience Goods Turnover (£m)
Bexhill town centre	£35.9m	£25.1m
Ravenside Retail Park	£76.7m	£37.7m

5.24 These trends reinforce the previous recommendation that whilst there may be a theoretical quantitative capacity for additional comparison goods retail floorspace, the reality is that the town centre is continuing to experience very difficult trading conditions and there is a continued trend toward an increased market share for out-of-centre and internet shopping. As a consequence, it is clear to us that, in a quantitative sense, there is no need to plan for any net additional comparison goods floorspace in the period up to 2028. There is a need to replace existing space in Bexhill but this should be focused upon space in the town centre given its recent poor performance. Therefore, we would recommend that RDC considers future retail proposals at Ravenside Retail Park very carefully and is more circumspect in its approach.

[10] A study area derived turnover of £35.9m plus 3% for expenditure inflow

Qualitative Need

5.25 Whilst the recently published revised NPPF (or the current version of the PPG[11]) does not provide any guidance as to how the 'need' for retail floorspace should be assessed, we consider that a reasonable assessment should consider qualitative indicators as well as quantitative factors. This is in line with previous recent national policy and guidance. Previous guidance/policy has considered the following factors: over-trading of existing floorspace, the quality of existing provision, choice/competition, and any locational/deficiency qualitative issues. Against this backdrop, previous retail studies for RDC have considered factors such as investment, the market share of convenience goods floorspace in Bexhill and the contribution that new edge-of-centre retail development can make to the attractiveness of the town centre.

5.26 In our view, the current salient qualitative factors are as follows:

- Investment;
- The quality and size of retail units in Bexhill;
- Over / under-trading; and
- Choice and competition.

5.27 In relation to investment, the trend identified in the 2013 retail study – i.e. lack of town centre investment against continued out of centre investment – has continued with further proposals at Ravenside retail park (including the new Marks & Spencer store and approved mezzanine floor in the Poundland unit). This follows a national trend in retail floorspace investment and suggests that the town centre is lagging behind on this issue. Indeed, whilst there has been a continued churn in town centre occupiers in recent years, there has been little in the way of proposals for significant refurbishment of existing floorspace.

5.28 In terms of the quality of existing space, the type of space in the town centre and at Ravenside Retail Park is materially different. The core part of the town centre is influenced by its historic fabric which, whilst attractive, creates a number of constraints in terms of the ability to provide modern retail units. In terms of national multiple retailers, out of centre space at Ravenside Retail Park is much more attractive as it is more flexible and easier to adapt. This is evidenced by recent proposals which are likely to have contributed to the shift in market share from the town centre to the retail park. As a consequence, we consider that there is a mixed quality in retail space in Bexhill. This mixed quality is not unusual in historic towns such as Bexhill, although the particular circumstances in this case clearly indicate that the qualitative deficiency is focused upon the town centre. This is reinforced by the quality of convenience goods floorspace. The Sainsburys store is, in our opinion, poor quality by modern standards and there has been little investment in recent years. This contrasts with more recent substantial investment in out of centre locations including the foodhall element of the new Marks & Spencer store.

5.29 In relation to the trading performance of convenience and comparison goods floorspace in Bexhill, the following is of note:

[11] At the time of preparing this report

- Our assessment of convenience goods floorspace shows that, collectively, existing floorspace is trading above is benchmark level. This mirrors the position forecast by the 2008 retail study but which was less pronounced in the 2013 study (due to the perceived loss of market share to new stores outside of Bexhill). In terms of individual store performance, all of the four main stores in Bexhill (Tesco, Lidl, ALDI and Sainsburys) are forecast to be trading above their respective benchmark turnover levels. This could suggest the potential for a qualitative improvement although the following should also be noted:
  - The Sainsburys store is forecast to continue to trade above its benchmark level[12] although its turnover has reduced since the 2008 and 2013 retail study forecasts.
  - The Tesco store at Ravenside retail park has also seen a small fall in turnover since the 2008 retail study although this fall is not as large as forecast by the 2013 study. It now trades only marginally above its benchmark turnover.
  - The two stores which have seen the largest gains in turnover are the ALDI and Lidl stores. This reflects a wider national trend and indicates that, whilst Bexhill as a whole has been able to increase its convenience goods turnover level in recent years, this is driven in part by the change in convenience goods shopping patterns in these limited-line value orientated stores. Both stores are forecast to trade at a level which is double their benchmark turnover.
  - In terms of other stores, these generally trade below their benchmark turnover levels, including the Marks & Spencer foodhall, the town centre Iceland and other convenience goods stores in Bexhill town centre. This trading performance will need to be balanced against the more successful performance of the Sainsburys, Lidl, Tesco and ALDI stores.
- In relation to comparison goods floorspace, it has been noted earlier in this section that the disparity between Bexhill town centre and out of centre floorspace is growing, with a falling sales density in the town centre and an increase in the trading performance at Ravenside retail park. These forecasts, along with our visits to the town, suggest a certain amount of under-trading in the town centre and the potential for improvements to be made. Ravenside retail park has, in our opinion, grown in popularity, helped by the introduction of the Marks & Spencer store, with a busy car park through the week and weekend. We would not necessarily classify this as significant over-trading but certainly a good level of performance to be placed against the under-performance in the town centre.

5.30 A further indicator of the quality of retail provision in a local area is choice and completion. In relation to convenience goods floorspace, we consider the choice across the town as a whole to be good. There are four medium/large foodstores which are able to attract main and top-up food shopping trips, with the recent introduction of the Marks & Spencer store assisting in the choice available to the local population. The distribution of space across town is good, with a store in the town centre (Sainsburys), a district centre store (Lidl) and two out of centre stores, although in terms of quality and attractiveness the town centre Sainsburys has become out-dated (as recognised by previous studies).

5.31 For comparison goods, the level of choice and competition across the whole of the town is good, with a wide mix of retailers in the town centre, spread across the local independent and national multiple sectors in generally small retail units. National multiples dominate out of centre provision with a smaller number of

[12] £17.3m compared with a benchmark of £13.8m

retailers in much larger units than the town centre. The amount of comparison goods floorspace at Ravenside retail park is now at a similar level as the amount provided for in the town centre. These areas of provision are supplemented by a modest level of generally specialist comparison goods provision in the two district centres.

5.32 Finally, the leakage of retail expenditure / shopping trips can also be a sign of a qualitative deficiency, as it may indicate a sign of dissatisfaction with existing provision and/or preference for alternative provision elsewhere. In terms of comparison goods shopping, the leakage of shopping trips and expenditure is higher. This is unsurprising given the influence of Eastbourne, Tunbridge Wells and Hastings amongst residents of the study area. This is likely to be reinforced by the extension to the Arndale Centre in Eastbourne town centre. As a consequence, we consider it inevitable that there will continue to be a reasonable level of leakage of expenditure/trips over the need assessment period, although the current (2018) market share of Bexhill as a whole is considered to be good for a town of this size and position. This is particularly influenced by Ravenside Retail Park and therefore if there is considered to be any room for qualitative improvement this lies in the town centre for the reasons outlined above.

5.33 The picture in relation to market share levels is different for convenience good shopping where there is a high level of retention. As forecast by the 2013 retail study, Bexhill's convenience goods market share has reduced slightly as a consequence of new store openings in the surrounding area although the fall has not been a large as expected. In addition, the foodhall within the Marks & Spencer store will have assisted in reinforcing the town's market share and there is evidence from the 2018 household survey that the store (along with other stores in Bexhill) is attracting trips from St Leonards and Hastings.

5.34 At present, Bexhill is retaining just over 80% of all shopping trips generated by residents of the two Bexhill survey zones. Whilst this may be very slightly eroded by the new ALDI store in Bulverhythe (Hastings Borough), we consider that the potential for improvements in this market share will be modest. This is reflected in our quantitative capacity scenario testing and suggests that there is no particular qualitative deficiency based upon market share levels.

Conclusions

5.35 Overall, whilst there is a good overall level of convenience goods floorspace in Bexhill, issues related to the spatial distribution of floorspace and the quality of floorspace point clearly to a material qualitative deficiency in the town centre. Improvements to convenience floorspace provision should be aspired to and, based upon the data and analysis in sections 4 and 5 of this report, the focus should be on the promotion of convenience goods floorspace provision in and around the town centre. Given that the available data shows a poorer performance for the town centre, and given that the qualitative need is not substantial, we consider that new provision should only be made where it supports the town centre. Our qualitative review of comparison goods floorspace also indicates that whilst there is certainly room for improvement, such improvements must be concentrated upon the town centre given the lack of investment and the poorer performance over recent years.

Retail Service Floorspace Provision

5.36 Alongside our quantitative assessment for Class A1 convenience and comparison goods floorspace, we have, in response to the brief for this study, undertaken a quantitative assessment for retail service floorspace comprising food and beverage uses[13].

5.37 The assessment is contained in Tables 11-14 at Appendix 2 and is structured in the following manner:

- The assessment relies on the same study area (and constituent zones) as the convenience and comparison goods quantitative assessment and the same base population data.
- Tables 11a and 11b outline the per capita and total expenditure on pubs, bars, cafes and restaurants.
- Tables 12a and 12b provide the market share data for pubs, bars, cafes and restaurants. This data is taken from the 2018 household survey and shows that Bexhill town centre attracts 82% and 62% of café and restaurant trips from Bexhill East and Bexhill West residents. The town centre's share of pub/bar trips is slightly lower at 69% and 55% respectively.
- Tables 13a and 13b turn these market share levels into turnover forecasts and show that Bexhill town centre gains £7.6m of expenditure from trips to pubs/bars and £23.6m of expenditure from cafe/restaurant trips.
- Table 14 provides our forecast expenditure/floorspace capacity for food and beverage floorspace in Bexhill. It utilises expenditure associated with the town centre, two district centres and out of centre floorspace and assumes that expenditure inflow (from non study area residents) equals 10% of study area derived turnover. In terms of benchmark turnover, we have set this as the same as total turnover potential at 2018[14] and allowed for a small increase in floorspace efficiency over the assessment period[15].

5.38 Based upon a constant market share over the assessment period, Table 14 indicates that there will be capacity for an additional 579sq m of food and beverage floorspace by 2023, rising to 1,273sq m by 2028. This need should be met through the general turnover of units within the town centre (including vacant units) and the town centre should be the focus for this growth as it is a key area where the centre is stronger in comparison with out of centre locations such as Ravenside Retail Park.

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[13] Comprising café, restaurant, public house and bar uses.

[14] In order to validate this approach we have calculated the current level of trading performance of food and beverage floorspace in Bexhill town centre, which has the large majority of these types of trip. Data from Experian GOAD indicates that there is circa 8,200sq m of food and beverage floorspace in the town centre, set against 2018 study area derived turnover of £31.2m. The equates to a sales density of circa £3,700/sq m which is similar the commonly used density of £3,500/sq m in other quantitative capacity studies. Therefore, with a more modest performance in other locations in Bexhill we consider that there is no need to assume either material under or over-trading within our capacity assessment going forwards.

[15] 0.5% increase per annum, which is set against an increase in per capita expenditure of just over 1% per annum.

6. The Proposed DaSA Retail Allocation

6.1 The final part of the brief issued by RDC for this study requires it to:

> *"Provide input to the proposed retail allocation in Bexhill, and highlight any amendments to its siting, scale, nature and timing that may be appropriate".*

6.2 The reference to the "proposed retail allocation" in the study brief refers to a proposed allocation of land at Beeching Road in the DaSA, under Policy BEX15, for convenience retail development.

6.3 The relevant section from Chapter 13 of the DaSA 'Options and Preferred Options' document is contained at Appendix VI and Figure 49 in this extract shows the area of land proposed to the allocated. The allocation relates to land bounded by Beeching Road to the west, Terminus Road to the south and properties along Reginald Road to the east. It excludes the Sussex Police premises at the corner of Terminus Road and Beeching Road.

6.4 The extract from the DaSA 'Options and Preferred Options' document explains the three alternative site options which have been considered by RDC. These are: the proposed allocation site (Beeching Road)[16], land at Station Road/De La Warr Mews/Clifford Road/Buckhurst Road (including the existing Sainsburys store)[17] and land adjacent to Station Road[18]. It will be noted from Figure 47 in the extract at Appendix VI that the land fronting Terminus Road shown as a 'potential area of frontage' in the proposed allocation in Figure 49 is not included in the 'assessed sites' area on Figure 47.

6.5 Paragraphs 13.60 and 13.62 in the extract at Appendix VI explain that Station Road/De La Warr Mews/Clifford Road/Buckhurst Road area is allocated in the 2006 Local Plan but has not come forward for development and, due to issues relating to availability and viability, it is not appropriate to maintain this allocation going forward. Similarly, the Station Road area has been dismissed as the land is not available for development.

6.6 Paragraph 13.63-13.65 of the Options and Preferred Options consultation document explain that:

- The proposed allocation of land to the south-east of Beeching Road is considered to be the only edge-of-centre site which is available. This is based upon work undertaken by GL Hearn in the 2013 retail study for RDC.
- The centre of the southern part of the Beeching Road site is within 300 metres threshold to be considered an edge-of-centre location.
- The route from the edge of the town centre is relatively flat and there are no major road or railway lines to cross.
- However, achieving linked trips requires an attractive and safe pedestrian link from the site along Terminus Road to the town centre.
- A clear frontage on Terminus Road would be a desirable outcome but the scope to achieve this may be unviable.

[16] Referred to as BX122
[17] Referred to as BX1
[18] Referred to as BX121

- The location of the store car park is likely to be a key factor in promoting linked trips and it is likely that the car park is best located towards the Terminus Road end of Beeching Road.

6.7 In terms of the proposed allocation itself, proposed Policy BEX15 outlines the following requires for convenience retail development proposals:

- It provides 2,000sq m of convenience floorspace;
- Provides only food and ancillary retail sales and excludes a pharmacy and any form of other service outlet which might undermine the vitality and viability of the town centre;
- Is accompanied by a retail impact assessment in line with the requirements of Policy EC7 of the Core Strategy;
- Includes, if practicable, provision for the development of office unit;
- Provides an appropriate proportion of the Terminus Road frontage to create a visual connection with the town centre;
- Provides a safe and attractive link from the retail store to Terminus Road and the improvement of pedestrian links across Terminus Road;
- Contributes to the improvement of public transport to serve the development;
- Provides for improvement works to the Beeching Road / London Road junction;
- Locates the retail store car park in the southern part of the site and provides for arrangements for the car park to be used by any member of the public;
- The existing lorry and coach park is re-provided for at a suitable location; and
- The service arrangements for the retail store should protect the amenity of surrounding residential properties.

6.8 The rationale for the proposed allocation in proposed Policy BEX15 comes from Policy BX2 of the adopted Core Strategy. Policy BX2 relates to Bexhill town centre and notes that the strategy for the town centre is to inter alia:

> *"Provide for some 2,000sq m additional convenience goods and 4,000sq m comparison goods floorspace, primarily through 'edge of centre' retail expansion on the north side of the railway, as well as effective use of town centre accommodation".*

6.9 Paragraph 8.36 of the supporting text clarifies that the floorspace figures give in BX2 are net sales areas and paragraph 8.38 indicates that:

> *"Given retail growth potential and town centre constraints, expansion will be considered in edge of centre locations on the north side of the railway, within an area from Sea Road through to Terminus Road, including the southern end of Beeching Road".*

6.10 The national policy framework supporting the preparation of the Core Strategy and the draft DaSA to date was the NPPF published in 2012. Given that the new version of the NPPF was published in July 2018, it is therefore useful to re-visit national planning policy to understand whether there is any material change in approach to allocating land to meet identified needs. National policy in relation to plan-making for retail and main town centre uses is now contained in paragraph 85 of the new NPPF. Parts (d) and (e) of paragraph 85 notes that planning policies should:

> *"(d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary*
>
> *(e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre".*

6.11 This compares with paragraph 23 of the 2012 version of the NPPF which noted that:

> *"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 centres. 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".*

6.12 Whilst the wording differs between the 2012 and 2018 policies, the approach is not, in our opinion, materially different. The only notable change is the removal of the reference to needs being met in full and being replaced by a requirement to allocate sites *"looking at least ten years ahead".* This is not a particular issue for the DaSA as its timeframe is over the next ten years (2018-2028). As a consequence, the approach adopted for the Core Strategy and the DaSA to date remains in general accordance with the new national policy approach going forward and it remains the case that sites are allocated in accordance with the sequential approach to site selection, in order to meet identified needs.

6.13 The next step in the assessment is to consider how the scale of 'need' has changed (if at all) over recent years from the time of the evidence base studies supporting the Core Strategy and DaSA. The recommendations of the need assessments are as follows:

- The 2008 retail study recommended a quantitative capacity of 2,525sq m net for convenience goods floorspace for Bexhill town centre by 2016, growing to 2,832sq m net by 2026. The same study recommended a town centre comparison goods floorspace capacity of 4,355sq m net by 2016 rising to 10,829sq m net by 2026. These recommendations were based upon Bexhill town centre increasing its market share over the assessment period but not the town as a whole.
- The 2010 retail study tested a number of impact scenarios associated with different proposals on alternative sites in and around Bexhill town centre. It did not update the capacity forecasts in the 2008 retail study.
- The 2013 retail study provided baseline (i.e. constant market share) assessments of quantitative capacity for convenience and comparison goods floorspace and also an alternative scenario which increased

the level of retention of convenience goods expenditure in the two Bexhill home zones by 5% and 10%. It would appear that when undertaking the baseline capacity assessments only the town centre convenience goods floorspace was taken into account in some of the forecasts (and the district centre and out of centre floorspace were ignored) although the 2028 estimates appear to include all floorspace. Based upon a constant market share, the baseline capacity forecast was circa 1,000sq m net which rose to between 1,717sq m and 2,140sq m depending upon the level of increase in market share. In terms of comparison goods floorspace capacity, this forecast to be 5,470sq m net based upon a constant market share for all floorspace within Bexhill.

- The latest assessment in this study bases floorspace capacity in Bexhill against all in-centre and out-of-centre floorspace in the town. It also takes into account the recent ALDI foodstore commitment at Bulverhythe (Hastings Borough). It indicates that, without any further increase in the town's market share, quantitative capacity will be 1,160sq m net by 2028. However, if a 5% uplift in market share can be achieved, as a consequence of the provision of a new foodstore, then capacity levels rise to 1,623sq m net by 2028. This is similar to the 90% 'home zone' retention scenario modelled by the 2013 retail study. Our comparison goods floorspace assessment predicts that there will not be capacity for additional floorspace until after 2023, with 2,263sq m net at 2028.

6.14 Therefore, following a drop in convenience quantitative capacity since the 2008 retail study, the level of potential increase in convenience goods floorspace has remained similar between the 2013 and 2018 assessments (albeit they were conducted on the basis of different approaches). This assessment is also accompanied by a review of qualitative factors which finds that there is not a material deficiency in convenience goods floorspace across Bexhill as a whole but there continues to be a focus on addressing the decline in the town centre's convenience goods shopping role. As a consequence, we consider it realistic and sensible to only use qualitative factors to support a case for new provision in or on the edge of the town centre where it benefits the centre.

6.15 For comparison goods floorspace, the quantitative capacity assessments in 2008, 2013 and 2018 have shown a steadily reducing amount of capacity for net additional floorspace. However, both the 2013 retail study and this assessment have both recommended that, due to the worsening performance of the town centre's comparison goods sector, that expenditure growth up to 2028 is assigned to the town centre in order to try and improve its performance.

6.16 In light of the above, it remains the case that the need to plan for additional retail floorspace in Bexhill should be concentrated upon convenience goods floorspace. The case for additional floorspace is not urgent or acute and is instead directed towards a modest amount of additional floorspace with qualitative factors pointing towards new provision being used to support Bexhill town centre. These factors support the approach of the draft DaSA to allocate a site for new convenience goods floorspace which is as close to Bexhill town centre as possible, which therefore supports the general approach being taken by the strategy for Bexhill in Chapter 13 of the draft DaSA. We therefore turn to detailed and site-specific matters associated with the proposed allocation (BEX15).

6.17 In terms of the scale of convenience goods floorspace to be provided, the current draft policy indicates 2,000sq m of net sales floorspace. This is slightly higher than the latest quantitative assessment (1,623sq m net, assuming a 5% uplift in market share) although it should be noted that assessments of need for retail floorspace in England are generally based upon both quantitative and qualitative factors. Clearly, if a store which is slightly larger than the quantitative capacity is able to offer qualitative benefits for Bexhill town centre then this could be an acceptable and positive approach. In this instance, any new store will need to be of a reasonable size in order to compete with the out-of-centre Tesco store at Ravenside Retail Park and help to achieve a small uplift in the town's convenience goods market share. As a consequence, a store with a convenience goods sales area in the order of circa 2,000sq m appears to be appropriate and as required by part (iii) of proposed Policy BEX15 can be tested via a retail impact assessment at the time of a formal planning application.

6.18 Turning to the location of any new store development, the 2013 retail study undertook a detailed assessment of the Beeching Road area and in relation to area to the south-east of Beeching Road this was split into three separate parcels. These parcels are shown on the plan at Appendix VII and the 2013 study reached the following conclusions:

- Area A(i) – considered suitable and available for development in the medium to longer terms and is the preferred parcel for retail development in this area due to it being closest to the town centre. Concerns were raised over the viability of retail development on this site based upon the identified capacity.
- Area A(ii) – considered less suitable than Area A(ii) due to its limited connection with the town centre but could be made available within a shorter timescale. Relocation of existing businesses is likely to place a financial burden on development proposals.
- Area A(iii) – considered to be the least suitable parcel, given that it is separated from the town centre with limited prospects of overcoming this.
- The three parcels were also considered together and it was concluded that the site would not come forward for development in the short term. It was also noted that the assembly of a significant proportion of the frontage on to Terminus Road and the quality of linkages to the town centre is likely to play a determining factor in terms of whether the site could be considered edge of centre in retail planning terms.

6.19 The general observations in terms of suitability and availability of these parcels remain reasonable in our opinion. The southern part of the site is realistically the only part which has the potential to offer linkages with the town centre but this area has a larger number of separate units/occupiers which would need relocating in order to achieve the potential of linkages. We discuss potential delivery / development proposal issues below although before we do it is worthwhile assessing the extent of the proposed allocation.

6.20 In totality, the area of land to the south-east of Beeching Road is 3.17 hectares[19], with areas A(i) and A(ii) extending to 2.4 hectares. Whilst each foodstore/supermarket proposal will have its own specific requirements in terms of site area and layout, we would suggest that areas A(i) and A(ii) would be large enough to accommodate a store of 2,000sq m convenience goods net sales plus associated parking and servicing, possibly with an allowance for either (A) some other development, or (B) retention of some existing commercial units. As a consequence, based upon the size and type of the identified need, we see no reason for area A(iii) to be included in the retail element of any allocation in the DaSA. Notwithstanding this

[19] As forecast by the plan attached at Appendix VII.

and other evidence base assessments, the lack of differentiation across different parts of the allocation to give the false impression that retail development is potentially acceptable on area A(iii).

6.21 However, given the need to relocate existing occupiers, area A(iii) could still part of the BEX15 allocation albeit as an employment land use allocation which could be used for such relocations as part of a comprehensive redevelopment proposal. It is therefore proposed that amendments are made to Figure 49 of the draft DaSA and the text of draft Policy BEX15.

6.22 In relation to Figure 49 of the draft DaSA, it is noted that the 'site boundary' for the allocation excludes Beeching Park Industrial Estate. The same approach is taken in Figure 47 in the 'retail options map'. Beeching Park Industrial Estate is instead separately identified as a 'potential area of frontage on Terminus Road'. We understand that this relates to parts (v) and (vi) of proposed Policy BEX15 and paragraph 13.64 of the draft DaSA. Whilst we acknowledge that not all of the Industrial Estate may be required to be removed in order to achieve the objectives of the draft policy, we consider that this area so fundamental to achieving an acceptable proposal that it should be included in the proposed allocation. Indeed, we share the concerns of GL Hearn (expressed in the 2013 retail study) that a lack of frontage (and connection) with Terminus Road is fundamental to the classification of the Beeching Road site (i.e. edge of centre or out of centre) and whether it is realistically able to offer any linked trips with the town centre.

6.23 In terms of the route and distance to the travelled, the DaSA proposes to define a town centre boundary and a Primary Shopping Area ('PSA').

6.24 Based upon the proposed north-western part of the proposed town centre and PSA boundaries, a walking distance from either the centre or the edge of the combined A(i) / A(ii) site is within the 300 metres edge of centre classification in the NPPF so long as at least part of the Beeching Park Industrial Estate is utilised. If part or all of the Industrial Estate cannot be utilised then the walking distance from the site to the town centre boundary will be circa 450-500 metres, making it a clear out of centre location.

6.25 The importance of providing an easy and attractive linkage between the site and the town centre has already been emphasised by both the 2013 retail study and the draft DaSA in terms of making a positive contribution to the health and attractiveness of the centre. This is reinforced, in our opinion, by the scale of the need for new convenience goods floorspace and the current characteristics surrounding the health of Bexhill town centre.

6.26 Therefore, in order to take forward the issues raised by the 2013 retail study in terms of linked trips[20], we have included a series of linked trip questions in the 2018 household survey. Survey respondents were asked to state whether they visited other shops, services or other facilities at the same time as either their main or top-up food shopping trips. The results to these questions can be found in q3-q5 and q10-q12 at Appendix III.

6.27 We have sought a series of cross tabulations for these linked trip questions which provide data on how main and top-up food shopping trips to the main foodstores in Bexhill interact with other locations. A summary of the cross-tabulated linked trip data is contained at Appendix VIII and can be summarised as follows:

[20] Paragraph 5.9 of the 2013 retail study indicates that, in the case of trade diversion from Sainsburys to a new foodstore on the Beeching Road site, the impact on loss of linked trip spending is difficult to quantify.

- The three stores with the highest level of linked trips associated with main food shopping trips are the Sainsburys, ALDI and Iceland stores:
  - Sainsburys has the highest proportion of shoppers who undertake a linked trip with Bexhill town centre, including 25% who sometimes link with the centre, and 7% who normally link with the centre.
  - 19% of ALDI shoppers undertake linked trips with Bexhill town centre, including 1% of shoppers who always undertake a linked trip, 2% who normally undertake a linked trip and 16% who sometimes link with the town centre.
- The proportion of main food shoppers at the other stores in Bexhill who undertake linked trips with the town centre is much lower, including 9% of Tesco (Ravenside Retail Park) shoppers, 0% of Marks & Spencer shoppers and 9% of Lidl main food shoppers.
- A similar pattern emerges in relation to top-up food shopping with Sainsburys, ALDI and Iceland recording the highest proportion of linked trips:
  - Overall, 40% of Sainsburys top-up food shoppers link with the town centre, all of which are ‘sometimes’ rather than ‘normally’ or ‘always’
  - 40% of ALDI top-up food shoppers also link with the town centre and this has a slightly higher frequency as 15% normally link with the town centre and the other 25% ‘sometimes’ link with the centre.
  - 29% of Iceland shoppers remain within the town centre and visit other facilities – 19% ‘normally’ and 10% ‘sometimes’
- The total linked trips with the town centre associated with the other stores is as follows: Tesco (7%), Lidl (2%) and Marks & Spencer (18%).

6.28 The above data confirms the general (but not necessarily) universal rule that foodstores in town centres have the highest propensity for linked trips. This is followed by edge of centre stores, with out of centre stores having the lowest level of linked trips. The 2018 survey data is perhaps not as encouraging as it might be in terms of the frequency of linked trips[21] although it is the store with the highest proportion of overall customers. It is also encouraging that the ALDI store has a higher proportion of customers who ‘normally’ link their trip with the town centre than the Sainsburys, alongside a healthy proportion of ’sometimes’ respondents.

6.29 Given that the ALDI store is a similar distance from the town centre as the proposed Beeching Road allocation, this gives some encouragement to the potential for linked trips from a new store. However, it is by no means a certainty that the experience of ALDI can be replicated on Beeching Road and a number of measures and key principles will need to be followed.

6.30 Before these measures/principles are discussed, it is useful to return to the issue of ‘availability’. The 2013 retail study raised some useful observations in terms of the timeframe for redevelopment of the Beeching Road sites. The majority of this area is, as we understand it, owned freehold by RDC but there are intervening long and short term lease hold arrangements across part of this area. This situation is outlined in the 2013 retail study and whilst there may have been changes in the intervening period, the ability to make the

[21] As there were no ‘always’ responses recorded by the survey and only 7% of ‘normally’ linked trips

Beeching Road (south) site available for redevelopment has is challenges. In particular, the ability to amend these long and short term lease hold arrangements will take time to resolve in the scenario where redevelopment proposals are to be brought forward.

6.31 The 2013 retail study was aware of this situation and, in our opinion, correctly indicated that redevelopment proposals on the Beeching Road site were a medium term proposition. Whilst the current leasehold arrangements for the Beeching Road East area are private and confidential, we hold the opinion that redevelopment remains a medium term option given the arrangements outlined above. This is, in our opinion, not a significant issue given the scale and urgency of the identified need and the priority to ensure that any new retail floorspace makes a positive contribution to Bexhill town centre. However, the involvement of RDC as freehold landowner across the wider Beeching Road area has a number of advantages in terms being able to assist in bringing forward land for redevelopment and re-organising / re-locating existing occupiers. We consider it likely that RDC will need to take a prominent and active role in bringing forward land for redevelopment to fulfil the aspirations of the Bexhill retail allocation.

6.32 Returning now to the content of RDC's brief and the request to 'provide input to the proposed retail allocation and highlight any amendment to its siting, scale, nature and timing that may be appropriate', we provide the following recommendations (we use the same references as the draft retail allocation for ease of reference):

- (i) we recommend that the allocation remains focused on convenience goods floorspace to meet the identified need in Bexhill.
- (ii) we agree that the policy should limit the type of other retail sales on the site and any non-food sales should form a small and ancillary part of the store and not be provided in a separate unit(s).
- (iii) we agree that any future planning application should be accompanied by a retail impact assessment and we would recommend that the policy text is includes a clear statement that planning permission will only be granted where the proposed retail floorspace does not harm the vitality and viability of Bexhill town centre and can make a positive contribution via linked trips[22].
- (iv) the encouragement of office units within any redevelopment scheme should remain within the policy although it would be useful for the policy to be clearer over how the relocation / displacement of existing occupiers should be handled. Ideally, any future redevelopment proposals should be comprehensive in terms of relocating existing occupiers who need to be moved to create high quality linkages with Terminus Road.
- (v) we recommend that the requirement to provide an appropriate proportion of frontage to Terminus Road remains but is strengthened to state that redevelopment proposals for retail floorspace will only be considered acceptable where part or all of Beeching Park Industrial Estate is redeveloped to provide direct, high quality and attractive pedestrian links between the store, its car park and the town centre.

[22] As part of this assessment, RDC will need to take into account the potential scenarios for occupation of a foodstore on the BEX15 allocation. This was a key part of the 2010 retail study and it was found that different occupiers for a new foodstore could have different impacts upon the health of Bexhill town centre. This was particularly true of the potential for Sainsburys to re-locate from their existing premises which would have a much higher and harmful impact than another operator. Therefore, whilst the allocation cannot be fascia-specific and a planning permission runs with the land, these characteristics will form an important part of the impact assessment for any future planning application.

As a consequence of this, the site allocation should be expanded to include at least part of the Beeching Park Industrial Estate.[23].

- (vi) the requirement to provide the environmental improvement of pedestrian links across Terminus Road should remain and should be expanded to require improvements elsewhere in or on the edge of the town centre.
- (x) in addition to the lorry/coach park, the area currently covered by the proposed BEX15 allocation includes land owned and occupied by the Scouts. The policy should be expanded / revised in order to explain how this use will be treated in any redevelopment proposals.
- The preferred site description in the DaSA refers to a culvert across the site. It would be useful if the policy could refer to this as an influence on the redevelopment of the site.
- The extent of the proposed allocation. As discussed in this assessment, the amount of land proposed to be allocated under BEX15 could be too large for the requirement for 2,000sq m of convenience goods floorspace within a medium sized foodstore and associated car parking and servicing arrangements. We recommend that the areas referred to by the 2013 retail study as A(i) and A(ii) are the focus for retail and associated development. The remaining area, known as A(iii), should be retained within the allocation and be assigned for commercial Class B or related uses, possibly in order to relocate occupiers from the southern part of the allocated site.

6.33 In terms of comparison goods floorspace need, we recommend that the approach previously recommended by GL Hearn and proposed to be followed in the DaSA, where land is not allocated for additional floorspace (save for a small amount associated with a foodstore on the Beeching Road site) is continued. The assessments undertaken by this study confirm a poorer performance for Bexhill town centre and we make the following recommendations for the DaSA:

- The DaSA must clearly follow the strategic framework set by the Core Strategy and allocate land, where appropriate, to implement this strategy. Policy BX2 indicates that Bexhill should provide for some 4,000sq m of comparison goods floorspace primarily through edge of centre retail expansion as well as effective use of town centre accommodation. In support of this policy approach reference is made to the 2008 and 2013 retail studies.
- Clear reference is made to the Core Strategy approach in the draft DaSA and it is clear that the focus is on providing for a modest amount of additional convenience goods floorspace. We support this approach although we consider that the strategy for Bexhill could be expanded to explain more about how the DaSA intends to deal with the Core Strategy requirements for comparison goods floorspace. In our opinion, this study has reinforced the previous view that future expenditure growth should be used to support existing comparison goods floorspace in Bexhill town centre and not support new net additional floorspace. The Core Strategy leaves both options open although this latest evidence base study gives RDC the opportunity to confirm that it intends to focus its support on the town centre – i.e. effective use of town centre accommodation.
- We therefore consider that it would help the retail / town centre strategy in the DaSA if a section was included explaining the challenges and opportunities facing Bexhill town centre and how RDC intends

[23] Although the separate frontage annotation can remain

to deal with proposals for new comparison goods floorspace in the town. This should build upon (and be consistent with) the contents of EC7 of the Core Strategy and explain that the focus, in light of recent assessments, is on making more effective use of town centre accommodate on not to promote additional floorspace outside of the town centre. Where such proposals come forward they will be rigorously assessed against the sequential and impact tests as set out in EC7 and national planning policy to ensure that they do not have a significant adverse impact upon the health of, and investment within, Bexhill town centre and that the proposal cannot be accommodated in or on the edge of the town centre. In setting the scene for this strategy, it would be helpful if the supporting text could explain some of the challenges and trends faced by the town centre, as set out in this study.

7. Summary and Conclusions

Scope and purpose

7.1 This Retail Study report for Bexhill-on-Sea has been prepared by GVA for Rother District Council, following an instruction received in July 2018. RDC adopted its Local Plan Core Strategy in 2014 and is currently preparing its Development and Site Allocations ('DaSA') Local Plan. The Council is due to publish its Submission version of the DaSA in Autumn 2018. As part of the evidence base for the DaSA, RDC requires an update of the assessment of future shopping floorspace requirements for Bexhill over the period to 2028. RDC's previous retail study for the District was prepared by GL Hearn in 2008 and updated in 2013.

7.2 The main aims and objectives of this Study are as follows:

- Provide information to support the Council in the production of its Local Plan in order to ensure it appropriately plans for the retail needs of Bexhill. Specifically, by indicating the shopping floorspace required to meet current and future needs to retain and, where possible, improve the shopping position, and thereby sustainability of Bexhill town centre.
- Identify the need for convenience, comparison and service floorspace, including any quantitative need issues.
- Provide input to the proposed retail allocation in Bexhill, and highlight any amendments to its siting, nature and timing that may be appropriate.

Bexhill town centre

7.3 The previous review of town centre health in Bexhill was undertaken in the 2008 retail study which found the centre to be generally healthy, vital and viable. This was based upon a good range of retail and service uses and good levels of accessibility. The study also noted that, whilst expansion of the centre would be appropriate, this is constrained by the historic Victorian street pattern and the railway line.

7.4 Our current assessment, supplemented by our qualitative review of retail provision in the next section of this report, has found that a number of factors remain constant such as the physical structure of the town centre and the quality of retail units. In terms of on-going trends, the land use survey information has found a falling vacancy rate in the town centre recent years which is an encouraging sign in terms of the attractiveness of the centre for retail business. Alongside this trend, there has been a falling number of comparison goods retailers within the centre and a rise in the number of service uses. This mirrors the national trend and reaffirms the previous conclusion that Bexhill town centre is fulfilling an important service role for the local community.

7.5 Of more significance is the changing market share of the town centre in terms of convenience and comparison goods shopping. The centre's main food shopping market share has been significantly eroded and there have also been material reductions in the centre's share of shopping trips for a wide range of comparison goods. The erosion of market share is, in our opinion, a sign of the weakening of the health of the centre and its increasing vulnerability to competition.

Assessment of need

7.6 Our assessment of the need for Class A1 retail floorspace in Bexhill has focused upon both quantitative and qualitative factors. Our quantitative assessment has utilised the results of a new household survey and up-to-date population and per capita retail expenditure forecasts although with updated surveys of existing and committed retail floorspace in Bexhill. Our assessment also takes into account the recent ALDI foodstore commitment at Bulverhythe (Hastings Borough).

7.7 Our assessment indicates that, without any further increase in the town's market share, quantitative capacity for convenience goods floorspace will be 1,160sq m net by 2028. However, if a 5% uplift in market share can be achieved, as a consequence of the provision of a new foodstore, then capacity levels rise to 1,623sq m net by 2028. This is similar to the 90% 'home zone' retention scenario modelled by the 2013 retail study.

7.8 Our comparison goods floorspace assessment predicts that there will not be any quantitative capacity for additional floorspace until after 2023, with 2,263sq m net at 2028. This is a fall from the 5,470sq m net forecast for Bexhill in the 2013 retail study.

7.9 In relation to qualitative factors, we do not consider that there is, on a town-wide basis, a material qualitative deficiency in convenience goods floorspace in Bexhill and thus not a significant quantitative need for additional floorspace. However, improvements to convenience floorspace provision should nevertheless be aspired to and, based upon the data and analysis in sections 4 and 5 of this report, there is the potential to improve quality of convenience goods floorspace provision in and around the town centre. Given that the available data shows a poorer performance for the town centre, and given that the qualitative need is not substantial, we consider that new provision should only be made where it supports the town centre. Our qualitative review of comparison goods floorspace also indicates that whilst there is certainly room for improvement, such improvements must be concentrated upon the town centre given the lack of investment and the poorer performance over recent years.

The proposed retail allocation and approach to retail land uses in Bexhill

7.10 Following on the updated assessment of need for retail floorspace, we have considered the content of the proposed retail allocation at Beeching Road in the draft DaSA. Our assessment provides the following recommendations:

- we recommend that the allocation remains focused on convenience goods floorspace to meet the identified need in Bexhill.
- we agree that the policy should limit the type of other retail sales on the site and any non-food sales should form a small and ancillary part of the store and not be provided in a separate unit(s).
- we agree that any future planning application should be accompanied by a retail impact assessment and we would recommend that the policy text is includes a clear statement that planning permission will only be granted where the proposed retail floorspace does not harm the vitality and viability of Bexhill town centre and can make a positive contribution via linked trips.
- the encouragement of office units within any redevelopment scheme should remain within the policy although it would be useful for the policy to be clearer over how the relocation / displacement of existing occupiers should be handled.

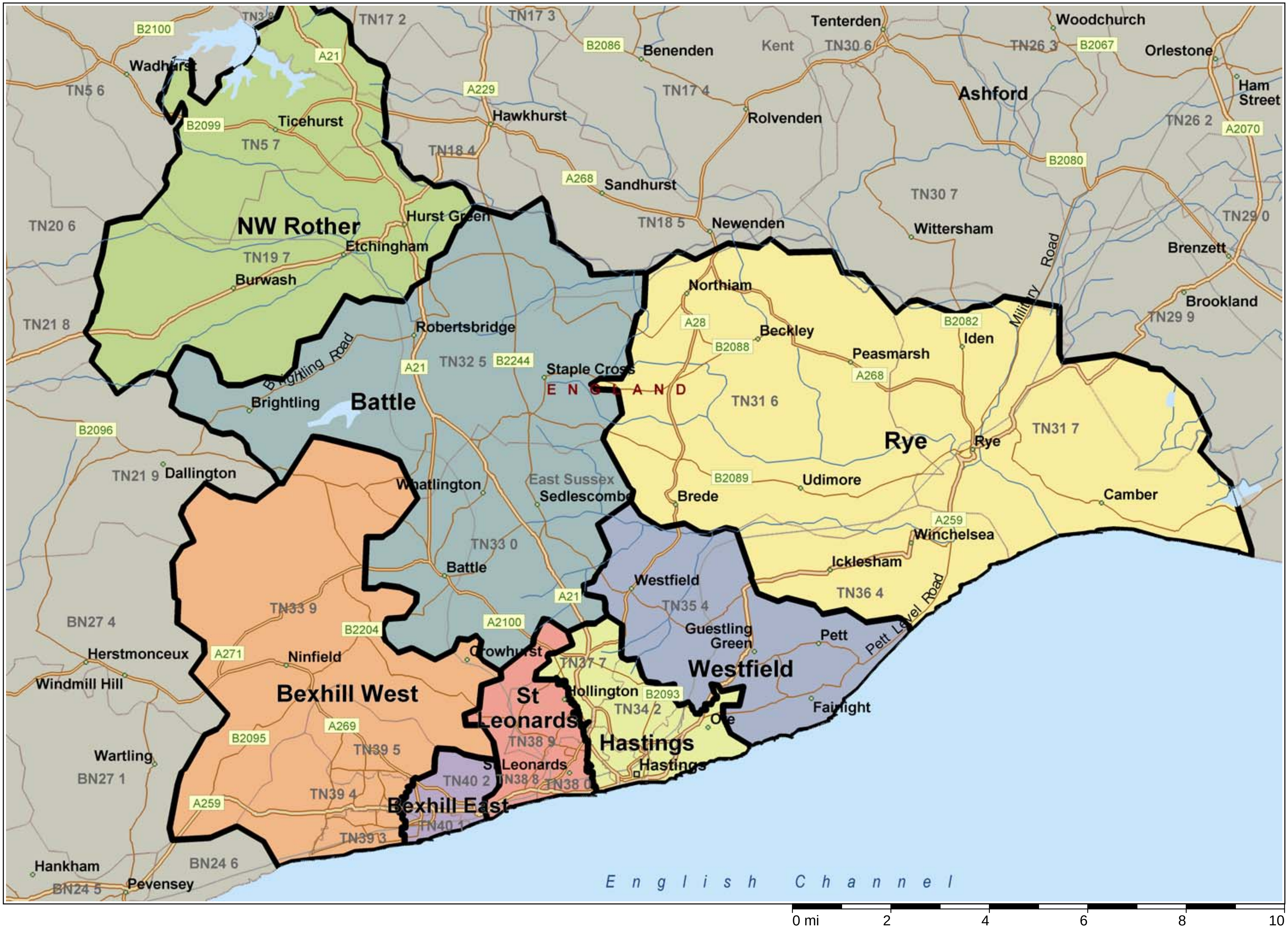
- we recommend that the requirement to provide an appropriate proportion of frontage to Terminus Road remains but is strengthened to state that redevelopment proposals for retail floorspace will only be considered acceptable where part or all of Beeching Park Industrial Estate is redeveloped to provide direct, high quality and attractive pedestrian links between the store, its car park and the town centre. As a consequence of this, the site allocation should be expanded to include the Industrial Estate[24].
- the requirement to provide the environmental improvement of pedestrian links across Terminus Road should remain and should be expanded to require improvements elsewhere in or on the edge of the town centre.
- in addition to the lorry/coach park, the area currently covered by the proposed BEX15 allocation includes land owned and occupied by the Scouts. The policy should be expanded / revised in order to explain how this use will be treated in any redevelopment proposals.
- The amount of land proposed to be allocated under BEX15 could be too large for the requirement for 2,000sq m of convenience goods floorspace within a medium sized foodstore and associated car parking and servicing arrangements. We recommend that the areas referred to by the 2013 retail study as A(i) and A(ii) are the focus for retail and associated development. The remaining area, known as A(iii), should be retained within the allocation and be assigned for commercial Class B or related uses, possibly in order to relocate occupiers from the southern part of the allocated site.

7.11 In terms of comparison goods floorspace need, we recommend that the approach previously recommended by GL Hearn and proposed to be followed in the DaSA, where land is not allocated for additional floorspace (save for a small amount associated with a foodstore on the Beeching Road site) is continued. The assessments undertaken by this study confirm a poorer performance for Bexhill town centre and we make the following recommendations for the DaSA:

- The DaSA must clearly follow the strategic framework set by the Core Strategy and allocate land, where appropriate, to implement this strategy. Policy BX2 indicates that Bexhill should provide for some 4,000sq m of comparison goods floorspace primarily through edge of centre retail expansion as well as effective use of town centre accommodation.
- In our opinion, this study has reinforced the previous view that future expenditure growth should be used to support existing comparison goods floorspace in Bexhill town centre and not support new net additional floorspace. The Core Strategy leaves both options open although this latest evidence base study gives RDC the opportunity to confirm that it intends to focus its support on the town centre – i.e. effective use of town centre accommodation.
- We therefore consider that it would help the retail / town centre strategy in the DaSA if a section was included explaining the challenges and opportunities facing Bexhill town centre and how RDC intends to deal with proposals for new comparison goods floorspace in the town. This should build upon (and be consistent with) the contents of EC7 of the Core Strategy and explain that the focus, in light of recent assessments, is on making more effective use of town centre accommodate on not to promote additional floorspace outside of the town centre.

[24] Although the separate frontage annotation can remain

Appendix I
Study Area


NW Rother
Battle
Rye
Bexhill West
Bexhill East
St Leonards
Hastings
Westfield
Wadhurst
Ticehurst
Hurst Green
Etchingham
Burwash
Robertsbridge
Brightling
Staple Cross
Dallington
Whatlington
Sedlescombe
East Sussex
Battle
Westfield
Guestling Green
Pett
Fairlight
Ore
Hollington
Hastings
St Leonards
Crowhurst
Ninfield
Herstmonceux
Windmill Hill
Wartling
Hankham
Pevensey
Northiam
Beckley
Peasmarsh
Iden
Rye
Udimore
Brede
Winchelsea
Icklesham
Camber
Tenterden
Woodchurch
Benenden
Kent
Orlestone
Ham Street
Ashford
Hawkhurst
Rolvenden
Sandhurst
Newenden
Wittersham
Brenzett
Brookland
ENGLAND
English Channel
Military Road
Pett Level Road
Brightling Road
TN3 8
TN17 2
TN17 3
TN30 6
TN26 3
TN5 6
TN17 4
TN26 2
TN5 7
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TN19 7
TN21 8
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TN32 5
TN31 6
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TN35 4
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BN27 1
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Appendix II
Quantitative Assessment

TABLE 1: POPULATION WITHIN STUDY AREA, BY ZONE

	ZONES								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	
2018	18,254	31,549	9,452	13,790	17,305	7,543	62,612	29,741	190,246
2023	19,043	32,412	9,643	14,293	17,668	7,689	64,279	30,578	195,605
2028	19,832	33,275	9,835	14,796	18,031	7,835	66,067	31,483	201,153

Notes:
Base population data provided by Experian.
Growth in population for the six RDC zones based upon Sussex County Council forecasts and distributed by zone based on forecast housing growth.
Same approach also applies for two Hastings zones.

TABLE 2a: RETAIL EXPENDITURE PER CAPITA, BY ZONE, 2018

	ZONES							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Convenience	£2,052	£2,319	£2,621	£2,564	£2,693	£2,655	£2,204	£2,220
Clothing and footwear	£823	£940	£1,062	£1,068	£1,051	£1,114	£955	£930
Health and beauty goods	£514	£560	£624	£609	£606	£624	£520	£520
Books, CDs, DVDs, stationery	£157	£209	£283	£261	£246	£233	£177	£172
Recreation and leisure goods	£674	£859	£1,146	£1,100	£1,047	£1,059	£781	£774
Home furnishings, china, glass	£200	£246	£337	£319	£312	£338	£211	£215
Household appliances	£117	£123	£126	£120	£123	£126	£117	£118
Audio-visual equipment	£267	£326	£415	£391	£355	£354	£284	£274
Furniture and floorcoverings	£257	£301	£357	£351	£329	£344	£295	£292
DIY goods	£162	£227	£294	£277	£266	£284	£169	£158

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 2b: RETAIL EXPENDITURE PER CAPITA, BY ZONE, 2023

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Convenience	£2,036	£2,300	£2,600	£2,543	£2,672	£2,634	£2,187	£2,202
Clothing and footwear	£932	£1,065	£1,203	£1,209	£1,191	£1,261	£1,081	£1,053
Health and beauty goods	£582	£634	£706	£690	£687	£706	£588	£588
Books, CDs, DVDs, stationery	£178	£237	£320	£296	£279	£264	£200	£194
Recreation and leisure goods	£763	£972	£1,298	£1,245	£1,186	£1,200	£884	£876
Home furnishings, china, glass	£226	£279	£382	£361	£353	£383	£239	£243
Household appliances	£133	£139	£143	£136	£139	£143	£133	£134
Audio-visual equipment	£303	£369	£470	£443	£402	£401	£321	£311
Furniture and floorcoverings	£291	£341	£404	£398	£372	£390	£334	£330
DIY goods	£184	£257	£333	£314	£302	£321	£191	£179

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 2c: RETAIL EXPENDITURE PER CAPITA, BY ZONE, 2028

	ZONES							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Convenience	£2,032	£2,296	£2,595	£2,538	£2,667	£2,628	£2,182	£2,198
Clothing and footwear	£1,086	£1,241	£1,402	£1,408	£1,387	£1,469	£1,259	£1,227
Health and beauty goods	£678	£739	£823	£804	£800	£823	£685	£685
Books, CDs, DVDs, stationery	£208	£276	£373	£345	£325	£307	£233	£226
Recreation and leisure goods	£889	£1,133	£1,512	£1,451	£1,382	£1,398	£1,030	£1,021
Home furnishings, china, glass	£264	£325	£445	£421	£411	£446	£278	£284
Household appliances	£154	£162	£166	£158	£162	£166	£154	£156
Audio-visual equipment	£353	£430	£547	£516	£469	£467	£374	£362
Furniture and floorcoverings	£339	£397	£471	£463	£434	£454	£389	£385
DIY goods	£214	£299	£387	£366	£351	£374	£222	£209

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 3a: TOTAL RETAIL EXPENDITURE, BY ZONE, 2018

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Convenience	£37.5	£73.2	£24.8	£35.4	£46.6	£20.0	£138.0	£66.0
Clothing and footwear	£15.0	£29.7	£10.0	£14.7	£18.2	£8.4	£59.8	£27.7
Health and beauty goods	£9.4	£17.7	£5.9	£8.4	£10.5	£4.7	£32.5	£15.5
Books, CDs, DVDs, stationery	£2.9	£6.6	£2.7	£3.6	£4.3	£1.8	£11.1	£5.1
Recreation and leisure goods	£12.3	£27.1	£10.8	£15.2	£18.1	£8.0	£48.9	£23.0
Home furnishings, china, glass	£3.6	£7.8	£3.2	£4.4	£5.4	£2.5	£13.2	£6.4
Household appliances	£2.1	£3.9	£1.2	£1.7	£2.1	£1.0	£7.3	£3.5
Audio-visual equipment	£4.9	£10.3	£3.9	£5.4	£6.1	£2.7	£17.8	£8.2
Furniture and floorcoverings	£4.7	£9.5	£3.4	£4.8	£5.7	£2.6	£18.4	£8.7
DIY goods	£3.0	£7.2	£2.8	£3.8	£4.6	£2.1	£10.6	£4.7

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 3b: TOTAL RETAIL EXPENDITURE, BY ZONE, 2023

	ZONES							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Convenience	£38.8	£74.6	£25.1	£36.4	£47.2	£20.2	£140.6	£67.3
Clothing and footwear	£17.8	£34.5	£11.6	£17.3	£21.0	£9.7	£69.5	£32.2
Health and beauty goods	£11.1	£20.6	£6.8	£9.9	£12.1	£5.4	£37.8	£18.0
Books, CDs, DVDs, stationery	£3.4	£7.7	£3.1	£4.2	£4.9	£2.0	£12.9	£5.9
Recreation and leisure goods	£14.5	£31.5	£12.5	£17.8	£21.0	£9.2	£56.8	£26.8
Home furnishings, china, glass	£4.3	£9.0	£3.7	£5.2	£6.2	£2.9	£15.4	£7.4
Household appliances	£2.5	£4.5	£1.4	£1.9	£2.5	£1.1	£8.5	£4.1
Audio-visual equipment	£5.8	£12.0	£4.5	£6.3	£7.1	£3.1	£20.6	£9.5
Furniture and floorcoverings	£5.5	£11.0	£3.9	£5.7	£6.6	£3.0	£21.4	£10.1
DIY goods	£3.5	£8.3	£3.2	£4.5	£5.3	£2.5	£12.3	£5.5

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 3c: TOTAL RETAIL EXPENDITURE, BY ZONE, 2028

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Convenience	£40.3	£76.4	£25.5	£37.6	£48.1	£20.6	£144.2	£69.2
Clothing and footwear	£21.5	£41.3	£13.8	£20.8	£25.0	£11.5	£83.2	£38.6
Health and beauty goods	£13.4	£24.6	£8.1	£11.9	£14.4	£6.4	£45.3	£21.6
Books, CDs, DVDs, stationery	£4.1	£9.2	£3.7	£5.1	£5.9	£2.4	£15.4	£7.1
Recreation and leisure goods	£17.6	£37.7	£14.9	£21.5	£24.9	£10.9	£68.1	£32.1
Home furnishings, china, glass	£5.2	£10.8	£4.4	£6.2	£7.4	£3.5	£18.4	£8.9
Household appliances	£3.1	£5.4	£1.6	£2.3	£2.9	£1.3	£10.2	£4.9
Audio-visual equipment	£7.0	£14.3	£5.4	£7.6	£8.4	£3.7	£24.7	£11.4
Furniture and floorcoverings	£6.7	£13.2	£4.6	£6.9	£7.8	£3.6	£25.7	£12.1
DIY goods	£4.2	£10.0	£3.8	£5.4	£6.3	£2.9	£14.7	£6.6

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 4: CONVENIENCE GOODS MARKET SHARES

	MAIN FOOD FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Western Road, Bexhill-on-Sea	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	1.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	12.3%	13.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Other	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	15.5%	14.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	3.3%	15.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Other	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	3.8%	15.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	1.3%	1.7%	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%
Sub-total	1.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Bexhill-on-Sea	31.8%	18.0%	1.0%	7.1%	0.0%	0.0%	0.0%	3.7%
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	29.6%	27.4%	0.5%	0.0%	1.4%	0.8%	0.0%	8.5%
Tesco Express, Collington Mansions, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	65.3%	46.3%	1.6%	7.1%	1.4%	0.8%	0.0%	14.5%
Internet	7.5%	3.2%	19.8%	16.7%	7.8%	5.4%	1.6%	7.9%
Other	6.7%	19.2%	78.7%	74.4%	90.8%	93.8%	97.9%	77.0%

	MAIN FOOD SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	2.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Western Road, Bexhill-on-Sea	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	3.1%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	23.6%	21.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Other	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	28.8%	29.3%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	5.3%	16.2%	1.6%	0.7%	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%
Sub-total	5.3%	16.2%	1.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Bexhill-on-Sea	19.5%	7.6%	0.0%	2.0%	0.7%	0.0%	0.9%	1.3%
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	4.8%	3.4%	0.0%	0.0%	1.2%	0.0%	1.6%	3.4%
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	21.2%	21.5%	0.0%	2.0%	0.7%	1.7%	4.0%	9.5%
Tesco Express, Collington Mansions, Bexhill-on-Sea	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	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%
Sub-total	48.5%	32.5%	0.0%	4.0%	2.6%	1.7%	6.5%	14.2%
Internet	3.7%	1.4%	11.5%	10.1%	3.0%	3.8%	3.1%	1.9%
Other	13.8%	19.8%	86.8%	85.2%	94.4%	93.2%	90.4%	83.9%

	TOP-UP FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	13.6%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Western Road, Bexhill-on-Sea	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	23.3%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Other	5.9%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	51.5%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	1.7%	13.5%	0.0%	0.8%	0.0%	0.0%	0.0%	2.4%
Other	0.6%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	2.3%	18.3%	0.0%	0.8%	0.0%	0.0%	0.0%	2.4%
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	1.8%	15.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.8%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	7.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Bexhill-on-Sea	17.2%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	12.2%	17.0%	0.0%	0.0%	0.0%	0.0%	3.9%	4.3%
Tesco Express, Collington Mansions, Bexhill-on-Sea	0.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	39.0%	36.2%	0.0%	0.0%	0.0%	0.0%	4.9%	4.3%
Internet	0.6%	0.4%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Other	4.8%	13.0%	100.0%	99.2%	99.5%	100.0%	95.1%	92.4%

	TOP-UP SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	9.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Western Road, Bexhill-on-Sea	11.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	3.7%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	6.9%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	13.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Sub-total	44.5%	19.7%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	5.3%	9.0%	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%
Sub-total	5.3%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Bexhill-on-Sea	20.6%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	5.6%	4.9%	1.9%	0.0%	0.0%	0.0%	4.0%	0.0%
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	15.4%	7.3%	0.0%	0.0%	15.6%	0.0%	0.0%	0.0%
Tesco Express, Collington Mansions, Bexhill-on-Sea	1.7%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Other	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	47.0%	56.3%	1.9%	0.0%	15.6%	0.0%	4.0%	2.5%
Internet	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%
Other	3.1%	11.1%	98.1%	100.0%	84.4%	94.9%	92.9%	97.5%

Notes:
Market shares taken from 2018 household survey

TABLE 5a: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2018

	MAIN FOOD FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£2.3	£4.9	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.8	£5.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.6	£5.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.7	£5.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.2	£0.6	£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
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£5.8	£6.5	£0.1	£1.2	£0.0	£0.0	£0.0	£1.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£5.4	£9.8	£0.1	£0.0	£0.3	£0.1	£0.0	£2.7
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£12.0	£16.6	£0.2	£1.2	£0.3	£0.1	£0.0	£4.7
Internet	£1.4	£1.1	£2.4	£2.9	£1.8	£0.5	£1.1	£2.6
Other	£1.2	£6.9	£9.6	£12.9	£20.7	£9.2	£66.2	£24.9

	MAIN FOOD SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£1.9	£3.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.3	£4.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.4	£2.5	£0.1	£0.1	£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
Sub-total	£0.4	£2.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.5	£1.2	£0.0	£0.1	£0.1	£0.0	£0.3	£0.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.4	£0.5	£0.0	£0.0	£0.1	£0.0	£0.5	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.7	£3.3	£0.0	£0.1	£0.1	£0.1	£1.2	£1.3
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£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
Sub-total	£3.8	£5.0	£0.0	£0.3	£0.3	£0.1	£1.9	£2.0
Internet	£0.3	£0.2	£0.6	£0.8	£0.3	£0.2	£0.9	£0.3
Other	£1.1	£3.0	£4.5	£6.3	£9.2	£3.9	£26.2	£11.6

	TOP-UP FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£1.8	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£4.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.1	£2.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Other	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.2	£2.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.1	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.1	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.3	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.0	£2.6	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£3.1	£5.6	£0.0	£0.0	£0.0	£0.0	£1.4	£0.6
Internet	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.4	£2.0	£5.2	£7.4	£9.7	£4.2	£27.6	£12.8

	TOP-UP SECOND								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill town centre									
Co-op, Devonshire Road, Bexhill-on-Sea	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Co-op, Western Road, Bexhill-on-Sea	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Devonshire Road, Bexhill-on-Sea	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£17.3
Other	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.0
Sub-total	£1.5	£1.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£25.1
Sidley district centre									
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.8
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.7
Little Common district centre									
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Bexhill out-of-centre									
Co-op, Seabourne Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Aldi, London Road, Bexhill-on-Sea	£0.7	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.8
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£4.6
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.5	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£33.1
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3
Other	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-total	£1.6	£3.7	£0.0	£0.0	£0.7	£0.0	£0.5	£0.1	£65.6
Internet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£17.5
Other	£0.1	£0.7	£2.2	£3.2	£3.5	£1.7	£11.5	£5.8	£315.7

Notes:
Turnover per zone calculated by applying market share (Table 4) to available expenditure (Table 3).

TABLE 5b: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2023

	MAIN FOOD FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£2.3	£5.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.9	£5.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.6	£5.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.7	£5.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.2	£0.6	£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
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£6.0	£6.6	£0.1	£1.3	£0.0	£0.0	£0.0	£1.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£5.6	£10.0	£0.1	£0.0	£0.3	£0.1	£0.0	£2.8
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£12.4	£16.9	£0.2	£1.3	£0.3	£0.1	£0.0	£4.8
Internet	£1.4	£1.2	£2.4	£3.0	£1.8	£0.5	£1.1	£2.6
Other	£1.3	£7.0	£9.7	£13.3	£21.0	£9.3	£67.4	£25.4

	MAIN FOOD SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£1.9	£3.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.3	£4.6	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.4	£2.5	£0.1	£0.1	£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
Sub-total	£0.4	£2.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.6	£1.2	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.4	£0.5	£0.0	£0.0	£0.1	£0.0	£0.5	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.7	£3.4	£0.0	£0.2	£0.1	£0.1	£1.2	£1.3
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£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
Sub-total	£3.9	£5.1	£0.0	£0.3	£0.3	£0.1	£1.9	£2.0
Internet	£0.3	£0.2	£0.6	£0.8	£0.3	£0.2	£0.9	£0.3
Other	£1.1	£3.1	£4.6	£6.5	£9.4	£4.0	£26.7	£11.9

	TOP-UP FIRST							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£1.9	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£4.2	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.1	£2.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Other	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.2	£2.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.1	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.4	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.0	£2.7	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£3.2	£5.7	£0.0	£0.0	£0.0	£0.0	£1.4	£0.6
Internet	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.4	£2.0	£5.3	£7.6	£9.9	£4.3	£28.1	£13.1

	TOP-UP SECOND								TOTAL (£m)
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	
Bexhill town centre									
Co-op, Devonshire Road, Bexhill-on-Sea	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Co-op, Western Road, Bexhill-on-Sea	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Devonshire Road, Bexhill-on-Sea	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£17.7
Other	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.1
Sub-total	£1.6	£1.3	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£25.7
Sidley district centre									
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.1
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.0
Little Common district centre									
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
Bexhill out-of-centre									
Co-op, Seabourne Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Aldi, London Road, Bexhill-on-Sea	£0.7	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.4
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£4.7
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.5	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£33.9
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
Other	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-total	£1.6	£3.8	£0.0	£0.0	£0.7	£0.0	£0.5	£0.2	£67.2
Internet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£17.8
Other	£0.1	£0.7	£2.2	£3.3	£3.6	£1.7	£11.8	£5.9	£321.4

Notes:
Turnover per zone calculated by applying market share (Table 4) to available expenditure (Table 3).

TABLE 5c: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2028

	MAIN FOOD FIRST Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£2.4	£5.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£3.1	£5.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.7	£5.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.8	£5.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.2	£0.6	£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
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£6.3	£6.7	£0.1	£1.3	£0.0	£0.0	£0.0	£1.3
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£5.8	£10.2	£0.1	£0.0	£0.3	£0.1	£0.0	£2.9
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£12.9	£17.3	£0.2	£1.3	£0.3	£0.1	£0.0	£4.9
Internet	£1.5	£1.2	£2.5	£3.1	£1.8	£0.5	£1.1	£2.7
Other	£1.3	£7.2	£9.8	£13.7	£21.4	£9.5	£69.2	£26.1

	MAIN FOOD SECOND Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£2.0	£3.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.4	£4.7	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.5	£2.6	£0.1	£0.1	£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
Sub-total	£0.5	£2.6	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.6	£1.2	£0.0	£0.2	£0.1	£0.0	£0.3	£0.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.4	£0.5	£0.0	£0.0	£0.1	£0.0	£0.5	£0.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.8	£3.4	£0.0	£0.2	£0.1	£0.1	£1.2	£1.4
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£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
Sub-total	£4.1	£5.2	£0.0	£0.3	£0.3	£0.1	£2.0	£2.1
Internet	£0.3	£0.2	£0.6	£0.8	£0.3	£0.2	£0.9	£0.3
Other	£1.2	£3.2	£4.7	£6.7	£9.5	£4.0	£27.4	£12.2

	TOP-UP FIRST Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Western Road, Bexhill-on-Sea	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£2.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£4.4	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.1	£2.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Other	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.2	£2.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.2	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£0.2	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, London Road, Bexhill-on-Sea	£1.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.0	£2.7	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£3.3	£5.8	£0.0	£0.0	£0.0	£0.0	£1.5	£0.6
Internet	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.4	£2.1	£5.4	£7.8	£10.0	£4.3	£28.8	£13.4

	TOP-UP SECOND Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	TOTAL (£m)
Bexhill town centre									
Co-op, Devonshire Road, Bexhill-on-Sea	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Co-op, Western Road, Bexhill-on-Sea	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Iceland, Devonshire Road, Bexhill-on-Sea	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.2
Other	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.1
Sub-total	£1.6	£1.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£26.5
Sidley district centre									
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.4
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Sub-total	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.4
Little Common district centre									
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
Other	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Bexhill out-of-centre									
Co-op, Seabourne Road, Bexhill-on-Sea	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Aldi, London Road, Bexhill-on-Sea	£0.7	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£4.8
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.6	£0.5	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£34.8
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
Other	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-total	£1.7	£3.9	£0.0	£0.0	£0.7	£0.0	£0.5	£0.2	£69.2
Internet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£18.3
Other	£0.1	£0.8	£2.3	£3.4	£3.7	£1.8	£12.1	£6.1	£329.4

Notes:
Turnover per zone calculated by applying market share (Table 4) to available expenditure (Table 3).

TABLE 5d: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2018 - SUMMARY

	TOTAL STUDY AREA DERIVED TURNOVER								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill town centre									
Co-op, Devonshire Road, Bexhill-on-Sea	£1.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Co-op, Western Road, Bexhill-on-Sea	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Devonshire Road, Bexhill-on-Sea	£1.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	£6.2	£10.4	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£17.3
Other	£1.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.0
Sub-total	£10.7	£13.4	£0.0	£0.0	£0.0	£0.1	£0.7	£0.3	£25.1
Sidley district centre									
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	£1.3	£10.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.3	£12.8
Other	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Sub-total	£1.5	£11.4	£0.1	£0.4	£0.0	£0.0	£0.0	£0.3	£13.7
Little Common district centre									
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	£0.4	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Other	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sub-total	£0.4	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Bexhill out-of-centre									
Co-op, Seabourne Road, Bexhill-on-Sea	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Aldi, London Road, Bexhill-on-Sea	£9.4	£10.2	£0.1	£1.4	£0.1	£0.0	£0.3	£1.4	£22.8
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.0	£1.2	£0.0	£0.0	£0.1	£0.0	£1.2	£1.0	£4.6
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£8.6	£16.2	£0.1	£0.1	£1.0	£0.1	£2.3	£4.7	£33.1
Tesco Express, Collington Mansions, Bexhill-on-Sea	£0.2	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.0
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3
Other	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-total	£20.4	£30.8	£0.2	£1.5	£1.2	£0.1	£3.8	£7.4	£65.6
Internet	£1.7	£1.4	£3.0	£3.6	£2.1	£0.8	£2.0	£2.8	£17.5
Other	£2.8	£12.7	£21.5	£29.8	£43.2	£19.0	£131.5	£55.2	£315.7

Notes:
Turnover per zone calculated by applying market share (Table 4) to available expenditure (Table 3)

TABLE 5e: CONVENIENCE GOODS STUDY AREA MARKET SHARE, 2018 - SUMMARY

	TOTAL STUDY AREA DERIVED TURNOVER							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre								
Co-op, Devonshire Road, Bexhill-on-Sea	4.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Western Road, Bexhill-on-Sea	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Devonshire Road, Bexhill-on-Sea	2.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	16.5%	14.2%	0.0%	0.0%	0.0%	0.3%	0.2%	0.4%
Other	2.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sub-total	28.4%	18.3%	0.0%	0.0%	0.0%	0.3%	0.5%	0.4%
Sidley district centre								
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	3.6%	14.5%	0.3%	1.2%	0.0%	0.0%	0.0%	0.5%
Other	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	4.0%	15.5%	0.3%	1.2%	0.0%	0.0%	0.0%	0.5%
Little Common district centre								
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	1.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill out-of-centre								
Co-op, Seabourne Road, Bexhill-on-Sea	2.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Bexhill-on-Sea	25.1%	14.0%	0.5%	3.9%	0.1%	0.0%	0.2%	2.1%
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.7%	1.6%	0.2%	0.0%	0.3%	0.0%	0.9%	1.5%
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	22.9%	22.1%	0.3%	0.4%	2.2%	0.7%	1.7%	7.0%
Tesco Express, Collington Mansions, Bexhill-on-Sea	0.5%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other	0.3%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	54.6%	42.2%	0.9%	4.3%	2.6%	0.7%	2.7%	11.2%
Internet	4.6%	1.9%	12.1%	10.3%	4.6%	3.9%	1.4%	4.3%
Other	7.5%	17.3%	86.6%	84.2%	92.8%	95.1%	95.3%	83.5%

Notes:
Turnover per zone calculated by applying market share (Table 4) to available expenditure (Table 3).

TABLE 6: COMPARISON GOODS MARKET SHARE

	CLOTHES AND SHOES - FIRST								CLOTHES AND SHOES - SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	21.9%	11.4%	0.0%	0.0%	0.0%	2.0%	0.7%	1.1%	20.8%	6.7%	1.0%	10.0%	1.1%	2.5%	1.2%	0.0%
Sidley district centre	0.0%	0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Little Common district 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%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	15.1%	10.2%	1.1%	4.0%	0.0%	1.7%	2.5%	5.2%	20.0%	21.8%	1.3%	4.8%	0.6%	6.9%	4.6%	4.4%
Other	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Internet	20.1%	35.3%	30.5%	40.1%	32.9%	26.9%	34.2%	16.6%	9.3%	12.6%	21.9%	8.9%	17.8%	4.1%	23.0%	25.7%
Other	42.4%	42.5%	68.4%	55.4%	66.7%	69.4%	62.7%	77.1%	48.3%	58.3%	75.7%	76.3%	80.4%	86.5%	71.2%	67.4%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	HEALTH AND BEAUTY FIRST								HEALTH AND BEAUTY SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	57.3%	40.5%	0.0%	0.0%	0.0%	0.0%	1.1%	3.1%	26.8%	43.3%	1.4%	1.5%	0.0%	0.0%	0.0%	1.2%
Sidley district centre	0.0%	4.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Little Common district centre	0.0%	5.8%	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%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	22.6%	22.2%	0.0%	2.7%	0.4%	0.0%	2.3%	4.8%	28.8%	17.8%	0.0%	19.2%	0.0%	6.7%	0.0%	9.9%
Other	6.5%	6.9%	0.0%	0.0%	0.4%	0.0%	0.0%	4.3%	11.4%	7.9%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Internet	6.8%	3.0%	13.8%	15.5%	2.7%	9.1%	15.4%	12.1%	4.0%	10.9%	6.1%	0.0%	4.0%	13.8%	5.4%	4.6%
Other	6.7%	17.1%	86.2%	81.3%	96.4%	90.9%	81.2%	75.8%	28.9%	16.8%	92.4%	77.8%	96.0%	79.5%	93.1%	84.3%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	BOOKS, DVDs, CDs, STATIONERY, CARDS FIRST								BOOKS, DVDs, CDs, STATIONERY, CARDS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	43.6%	16.9%	0.0%	1.0%	0.5%	1.0%	0.0%	2.7%	28.8%	29.4%	0.0%	2.0%	0.0%	5.3%	4.9%	0.0%
Sidley district centre	0.0%	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%	0.0%	0.0%
Little Common district centre	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.1%	2.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	4.4%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.7%	14.2%	0.0%	0.0%	0.0%	1.0%	0.0%	3.1%	7.3%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%
Internet	40.9%	44.8%	62.8%	55.0%	67.6%	34.5%	55.5%	46.7%	19.2%	16.6%	26.3%	26.9%	12.5%	36.5%	19.7%	9.0%
Other	9.7%	19.5%	37.2%	43.9%	31.0%	63.5%	44.5%	47.6%	40.4%	29.6%	73.7%	71.1%	87.5%	58.2%	75.4%	86.3%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	RECREATION AND LEISURE GOODS FIRST								RECREATION AND LEISURE SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	4.9%	8.8%	0.0%	0.7%	0.0%	1.3%	0.0%	0.0%	3.2%	8.7%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%
Sidley district centre	0.0%	0.6%	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%
Little Common district centre	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%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	25.5%	21.2%	3.0%	8.6%	1.7%	0.0%	1.0%	16.9%	12.2%	12.7%	0.0%	0.0%	3.5%	6.5%	4.5%	0.0%
Other	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet	52.5%	32.7%	59.6%	57.8%	46.8%	38.1%	53.0%	41.7%	21.6%	9.2%	20.5%	15.2%	43.4%	2.8%	11.0%	39.5%
Other	16.3%	33.2%	37.5%	33.0%	51.5%	60.6%	44.9%	41.4%	63.0%	64.1%	79.5%	84.8%	53.1%	90.7%	80.9%	60.5%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	CHINA, GLASS & HOME FURNISHINGS FIRST								CHINA, GLASS & HOME FURNISHINGS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	12.3%	26.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%	10.0%	0.0%	0.0%	2.4%	0.0%	0.0%	7.7%
Sidley district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common district centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	24.3%	3.9%	2.6%	0.0%	0.0%	0.0%	0.0%	4.1%	18.8%	17.7%	0.0%	2.6%	0.0%	0.0%	5.3%	4.2%
Other	5.7%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	2.6%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet	25.5%	15.9%	38.6%	24.5%	34.7%	25.0%	7.2%	31.0%	8.8%	9.1%	23.8%	12.2%	39.7%	13.9%	22.7%	4.2%
Other	32.1%	42.0%	58.9%	75.5%	65.3%	75.0%	92.8%	60.3%	49.9%	58.1%	76.2%	85.3%	57.9%	86.1%	72.0%	84.0%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	HOUSEHOLD APPLIANCES FIRST								HOUSEHOLD APPLIANCES SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	8.8%	4.8%	0.0%	0.0%	1.6%	1.7%	2.0%	0.8%	4.4%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Sidley district centre	1.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common district centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	38.4%	41.8%	2.5%	20.4%	15.1%	25.3%	18.5%	41.7%	35.8%	17.7%	12.5%	20.6%	7.4%	31.3%	35.8%	16.2%
Other	1.6%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet	39.5%	26.4%	39.4%	54.6%	56.7%	38.4%	34.9%	28.7%	34.5%	28.1%	23.8%	10.6%	52.3%	38.5%	36.8%	19.7%
Other	10.8%	11.7%	58.2%	25.0%	26.6%	34.6%	44.7%	28.8%	23.8%	24.2%	63.6%	68.8%	40.4%	30.2%	27.4%	60.7%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	AUDIO-VISUAL FIRST								AUDIO VISUAL SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	11.7%	8.1%	0.0%	0.0%	0.4%	0.0%	2.6%	0.0%	2.7%	6.5%	0.0%	0.0%	0.0%	2.8%	0.0%	2.7%
Sidley district centre	0.5%	1.3%	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%
Little Common district centre	0.0%	0.4%	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%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	42.2%	54.8%	3.8%	29.3%	24.1%	30.9%	19.9%	36.8%	29.6%	32.5%	0.0%	33.9%	17.7%	35.6%	20.4%	16.6%
Other	1.3%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.7%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Internet	26.2%	20.1%	46.1%	30.7%	51.2%	34.8%	38.4%	33.5%	36.1%	28.3%	59.5%	45.6%	21.4%	41.8%	41.2%	27.2%
Other	18.1%	9.3%	50.1%	39.9%	24.3%	34.2%	39.0%	28.5%	28.8%	15.1%	40.6%	20.5%	60.9%	19.8%	38.4%	51.4%

Notes:
Market shares taken from 2018 household survey

TABLE 6: COMPARISON GOODS MARKET SHARE

	FURNITURE AND FLOORCOVERINGS FIRST								FURNITURE AND FLOORCOVERINGS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	21.9%	16.1%	0.0%	0.0%	0.0%	2.3%	1.3%	1.0%	0.0%	2.0%	0.0%	1.9%	0.0%	0.0%	0.0%	7.1%
Sidley district centre	8.6%	2.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	3.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common district centre	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.1%	9.7%	0.0%	9.0%	1.8%	3.3%	0.0%	2.4%	9.3%	6.0%	0.0%	0.0%	6.8%	0.0%	4.8%	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%	0.0%
Internet	21.0%	15.5%	23.9%	24.1%	37.0%	26.2%	24.7%	32.6%	21.5%	8.2%	16.1%	3.4%	9.2%	3.9%	12.3%	7.1%
Other	46.4%	54.5%	76.1%	66.9%	61.1%	67.0%	74.0%	64.0%	65.6%	77.7%	83.8%	94.6%	84.0%	96.1%	82.9%	85.7%

Notes:
Market shares taken from 2018 household survey

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BEXHILL RETAIL STUDY 2018

TABLE 6: COMPARISON GOODS MARKET SHARE

	DIY								DIY							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	11.3%	13.8%	0.0%	1.1%	1.5%	6.2%	0.9%	2.7%	25.5%	26.7%	0.0%	0.0%	8.3%	0.0%	5.5%	0.0%
Sidley district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Little Common district centre	0.0%	0.4%	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%
Out-of-centre																
Ravenside Retail & Leisure Park, Bexhill-on-Sea	82.6%	68.2%	4.3%	62.6%	26.5%	64.4%	47.6%	60.4%	23.9%	29.1%	37.6%	10.6%	16.1%	15.5%	37.2%	19.0%
Other	0.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet	2.7%	4.3%	10.7%	6.7%	3.2%	6.3%	12.6%	15.7%	0.0%	11.3%	2.5%	10.3%	8.6%	11.4%	7.0%	7.1%
Other	2.4%	9.9%	85.0%	29.6%	68.8%	23.1%	38.9%	21.2%	50.6%	26.3%	60.0%	76.3%	67.1%	73.1%	50.3%	73.9%

Notes:
Market shares taken from 2018 household survey

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	CLOTHES AND SHOES - FIRST								CLOTHES AND SHOES - SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£2.3	£2.4	£0.0	£0.0	£0.0	£0.1	£0.3	£0.2	£0.9	£0.6	£0.0	£0.4	£0.1	£0.1	£0.2	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.6	£2.1	£0.1	£0.4	£0.0	£0.1	£1.0	£1.0	£0.9	£1.9	£0.0	£0.2	£0.0	£0.2	£0.8	£0.4
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£2.1	£7.3	£2.1	£4.1	£4.2	£1.6	£14.3	£3.2	£0.4	£1.1	£0.7	£0.4	£1.0	£0.1	£4.1	£2.1
Other	£4.5	£8.8	£4.8	£5.7	£8.5	£4.1	£26.2	£14.9	£2.2	£5.2	£2.3	£3.4	£4.4	£2.2	£12.8	£5.6

Notes:
Turnover per zone calculated by applying market share (Table 6) to available expenditure (Table 3).

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	HEALTH AND BEAUTY FIRST								HEALTH AND BEAUTY SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£3.8	£5.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.8	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Little Common district centre	£0.0	£0.7	£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
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.5	£2.8	£0.0	£0.2	£0.0	£0.0	£0.5	£0.5	£0.8	£0.9	£0.0	£0.5	£0.0	£0.1	£0.0	£0.5
Other	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.4	£0.4	£0.6	£0.9	£0.2	£0.3	£3.5	£1.3	£0.1	£0.6	£0.1	£0.0	£0.1	£0.2	£0.5	£0.2
Other	£0.4	£2.1	£3.6	£4.8	£7.1	£3.0	£18.5	£8.2	£0.8	£0.9	£1.6	£2.0	£3.0	£1.1	£9.1	£3.9

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	BOOKS, DVDs, CDs, STATIONERY, CARDS FIRST								BOOKS, DVDs, CDs, STATIONERY, CARDS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.9	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£0.8	£2.1	£1.2	£1.4	£2.0	£0.4	£4.3	£1.7	£0.2	£0.3	£0.2	£0.3	£0.2	£0.2	£0.7	£0.1
Other	£0.2	£0.9	£0.7	£1.1	£0.9	£0.8	£3.4	£1.7	£0.3	£0.6	£0.6	£0.8	£1.1	£0.3	£2.5	£1.3

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	RECREATION AND LEISURE GOODS FIRST								RECREATION AND LEISURE SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.4	£1.7	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.2	£4.0	£0.2	£0.9	£0.2	£0.0	£0.3	£2.7	£0.5	£1.0	£0.0	£0.0	£0.2	£0.2	£0.7	£0.0
Other	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£4.5	£6.2	£4.5	£6.1	£5.9	£2.1	£18.1	£6.7	£0.8	£0.7	£0.7	£0.7	£2.4	£0.1	£1.6	£2.7
Other	£1.4	£6.3	£2.8	£3.5	£6.5	£3.4	£15.4	£6.7	£2.3	£5.2	£2.6	£3.9	£2.9	£2.2	£11.9	£4.2

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	CHINA, GLASS & HOME FURNISHINGS FIRST								CHINA, GLASS & HOME FURNISHINGS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.3	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.6	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1
Other	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.7	£0.9	£0.9	£0.8	£1.3	£0.4	£0.7	£1.4	£0.1	£0.2	£0.2	£0.2	£0.6	£0.1	£0.9	£0.1
Other	£0.8	£2.3	£1.3	£2.3	£2.5	£1.3	£8.6	£2.7	£0.5	£1.4	£0.7	£1.1	£0.9	£0.7	£2.9	£1.6

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	HOUSEHOLD APPLIANCES FIRST								HOUSEHOLD APPLIANCES SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.6	£1.1	£0.0	£0.2	£0.2	£0.2	£0.9	£1.0	£0.2	£0.2	£0.0	£0.1	£0.0	£0.1	£0.8	£0.2
Other	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.6	£0.7	£0.3	£0.6	£0.8	£0.3	£1.8	£0.7	£0.2	£0.3	£0.1	£0.1	£0.3	£0.1	£0.8	£0.2
Other	£0.2	£0.3	£0.5	£0.3	£0.4	£0.2	£2.3	£0.7	£0.2	£0.3	£0.2	£0.3	£0.3	£0.1	£0.6	£0.6

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

				AUDIO-VISUAL FIRST								AUDIO VISUAL SECOND				
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.4	£3.9	£0.1	£1.1	£1.0	£0.6	£2.5	£2.1	£0.4	£1.0	£0.0	£0.5	£0.3	£0.3	£1.1	£0.4
Other	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£0.9	£1.4	£1.3	£1.2	£2.2	£0.7	£4.8	£1.9	£0.5	£0.9	£0.7	£0.7	£0.4	£0.3	£2.2	£0.7
Other	£0.6	£0.7	£1.4	£1.5	£1.0	£0.6	£4.9	£1.6	£0.4	£0.5	£0.5	£0.3	£1.1	£0.2	£2.0	£1.3

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

	FURNITURE AND FLOORCOVERINGS FIRST								FURNITURE AND FLOORCOVERINGS SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.7	£1.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sidley district centre	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.1	£0.6	£0.0	£0.3	£0.1	£0.1	£0.0	£0.1	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.3	£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	£0.0
Internet	£0.7	£1.0	£0.6	£0.8	£1.5	£0.5	£3.2	£2.0	£0.3	£0.2	£0.2	£0.0	£0.2	£0.0	£0.7	£0.2
Other	£1.5	£3.6	£1.8	£2.3	£2.4	£1.2	£9.6	£3.9	£0.9	£2.2	£0.8	£1.4	£1.4	£0.7	£4.6	£2.2

Notes:
Turnover per zone calculated by applying market share (Table 6) to

ROTHER DISTRICT COUNCIL
BEXHILL RETAIL STUDY 2018

TABLE 7a: COMPARISON GOODS TURNOVER, 2018

				DIY								DIY					TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill town centre	£0.2	£0.7	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.2	£0.6	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£35.9
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Out-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	£0.0	
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.7	£3.4	£0.1	£1.7	£0.9	£1.0	£3.5	£2.0	£0.2	£0.6	£0.3	£0.1	£0.2	£0.1	£1.2	£0.3	£76.7
Other	£0.0	£0.2	£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	£8.6
Internet	£0.1	£0.2	£0.2	£0.2	£0.1	£0.1	£0.9	£0.5	£0.0	£0.2	£0.0	£0.1	£0.1	£0.1	£0.2	£0.1	£191.7
Other	£0.1	£0.5	£1.7	£0.8	£2.2	£0.3	£2.9	£0.7	£0.5	£0.6	£0.5	£0.9	£0.9	£0.5	£1.6	£1.0	£397.9

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	CLOTHES AND SHOES - FIRST								CLOTHES AND SHOES - SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£2.7	£2.7	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£1.1	£0.7	£0.0	£0.5	£0.1	£0.1	£0.2	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.9	£2.5	£0.1	£0.5	£0.0	£0.1	£1.2	£1.2	£1.1	£2.3	£0.0	£0.2	£0.0	£0.2	£1.0	£0.4
Other	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Internet	£2.5	£8.5	£2.5	£4.9	£4.8	£1.8	£16.6	£3.7	£0.5	£1.3	£0.8	£0.5	£1.1	£0.1	£4.8	£2.5
Other	£5.3	£10.3	£5.6	£6.7	£9.8	£4.7	£30.5	£17.4	£2.6	£6.0	£2.6	£4.0	£5.1	£2.5	£14.8	£6.5

Notes:
Turnover per zone calculated by applying market share (Table 6) to available expenditure (Table 3).

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	HEALTH AND BEAUTY FIRST								HEALTH AND BEAUTY SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£4.4	£5.8	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.9	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Little Common district centre	£0.0	£0.8	£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
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.8	£3.2	£0.0	£0.2	£0.0	£0.0	£0.6	£0.6	£1.0	£1.1	£0.0	£0.6	£0.0	£0.1	£0.0	£0.5
Other	£0.5	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.5	£0.4	£0.7	£1.1	£0.2	£0.3	£4.1	£1.5	£0.1	£0.7	£0.1	£0.0	£0.1	£0.2	£0.6	£0.2
Other	£0.5	£2.5	£4.1	£5.6	£8.2	£3.5	£21.5	£9.6	£1.0	£1.0	£1.9	£2.3	£3.5	£1.3	£10.6	£4.5

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	BOOKS, DVDs, CDs, STATIONERY, CARDS FIRST								BOOKS, DVDs, CDs, STATIONERY, CARDS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£1.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£1.0	£2.4	£1.4	£1.6	£2.3	£0.5	£5.0	£1.9	£0.2	£0.4	£0.2	£0.3	£0.2	£0.2	£0.8	£0.2
Other	£0.2	£1.0	£0.8	£1.3	£1.1	£0.9	£4.0	£2.0	£0.4	£0.7	£0.7	£0.9	£1.3	£0.4	£2.9	£1.5

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	RECREATION AND LEISURE GOODS FIRST								RECREATION AND LEISURE SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.5	£1.9	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.6	£4.7	£0.3	£1.1	£0.2	£0.0	£0.4	£3.2	£0.5	£1.2	£0.0	£0.0	£0.2	£0.2	£0.8	£0.0
Other	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£5.3	£7.2	£5.2	£7.2	£6.9	£2.5	£21.1	£7.8	£0.9	£0.9	£0.8	£0.8	£2.7	£0.1	£1.9	£3.2
Other	£1.7	£7.3	£3.3	£4.1	£7.6	£3.9	£17.8	£7.8	£2.7	£6.1	£3.0	£4.5	£3.3	£2.5	£13.8	£4.9

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	CHINA, GLASS & HOME FURNISHINGS FIRST								CHINA, GLASS & HOME FURNISHINGS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£0.4	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.7	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1
Other	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.8	£1.0	£1.0	£0.9	£1.5	£0.5	£0.8	£1.6	£0.1	£0.2	£0.3	£0.2	£0.7	£0.1	£1.0	£0.1
Other	£1.0	£2.7	£1.5	£2.7	£2.9	£1.5	£10.0	£3.1	£0.6	£1.6	£0.8	£1.3	£1.1	£0.8	£3.3	£1.9

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	HOUSEHOLD APPLIANCES FIRST								HOUSEHOLD APPLIANCES SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.7	£1.3	£0.0	£0.3	£0.3	£0.2	£1.1	£1.2	£0.3	£0.2	£0.1	£0.1	£0.1	£0.1	£0.9	£0.2
Other	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.7	£0.8	£0.4	£0.7	£1.0	£0.3	£2.1	£0.8	£0.3	£0.4	£0.1	£0.1	£0.4	£0.1	£0.9	£0.2
Other	£0.2	£0.4	£0.6	£0.3	£0.5	£0.3	£2.7	£0.8	£0.2	£0.3	£0.3	£0.4	£0.3	£0.1	£0.7	£0.7

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	AUDIO-VISUAL FIRST								AUDIO VISUAL SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£1.7	£4.6	£0.1	£1.3	£1.2	£0.7	£2.9	£2.4	£0.5	£1.2	£0.0	£0.6	£0.4	£0.3	£1.3	£0.5
Other	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£1.1	£1.7	£1.5	£1.4	£2.5	£0.8	£5.6	£2.2	£0.6	£1.0	£0.8	£0.9	£0.5	£0.4	£2.5	£0.8
Other	£0.7	£0.8	£1.6	£1.8	£1.2	£0.7	£5.6	£1.9	£0.5	£0.5	£0.6	£0.4	£1.3	£0.2	£2.4	£1.5

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

	FURNITURE AND FLOORCOVERINGS FIRST								FURNITURE AND FLOORCOVERINGS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£0.9	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sidley district centre	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.1	£0.8	£0.0	£0.4	£0.1	£0.1	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.1	£0.0	£0.3	£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	£0.0
Internet	£0.8	£1.2	£0.7	£1.0	£1.7	£0.5	£3.7	£2.3	£0.4	£0.3	£0.2	£0.1	£0.2	£0.0	£0.8	£0.2
Other	£1.8	£4.2	£2.1	£2.7	£2.8	£1.4	£11.1	£4.5	£1.1	£2.6	£1.0	£1.6	£1.7	£0.9	£5.3	£2.6

Notes:
Turnover per zone calculated by applying market share (Table 6) to

ROTHER DISTRICT COUNCIL
BEXHILL RETAIL STUDY 2018

TABLE 7b: COMPARISON GOODS TURNOVER, 2023

				DIY									DIY				TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill town centre	£0.3	£0.8	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.3	£0.7	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£41.9
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Out-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	£0.0	
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.0	£4.0	£0.1	£2.0	£1.0	£1.1	£4.1	£2.3	£0.3	£0.7	£0.4	£0.1	£0.3	£0.1	£1.4	£0.3	£89.4
Other	£0.0	£0.2	£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	£10.1
Internet	£0.1	£0.3	£0.2	£0.2	£0.1	£0.1	£1.1	£0.6	£0.0	£0.3	£0.0	£0.1	£0.1	£0.1	£0.3	£0.1	£223.1
Other	£0.1	£0.6	£1.9	£0.9	£2.6	£0.4	£3.3	£0.8	£0.5	£0.7	£0.6	£1.0	£1.1	£0.5	£1.9	£1.2	£462.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	CLOTHES AND SHOES - FIRST								CLOTHES AND SHOES - SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£3.3	£3.3	£0.0	£0.0	£0.0	£0.2	£0.4	£0.3	£1.3	£0.8	£0.0	£0.6	£0.1	£0.1	£0.3	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.3	£2.9	£0.1	£0.6	£0.0	£0.1	£1.5	£1.4	£1.3	£2.7	£0.1	£0.3	£0.0	£0.2	£1.1	£0.5
Other	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Internet	£3.0	£10.2	£2.9	£5.9	£5.8	£2.2	£19.9	£4.5	£0.6	£1.6	£0.9	£0.6	£1.3	£0.1	£5.7	£3.0
Other	£6.4	£12.3	£6.6	£8.1	£11.7	£5.6	£36.5	£20.9	£3.1	£7.2	£3.1	£4.8	£6.0	£3.0	£17.8	£7.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to available expenditure (Table 3).

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	HEALTH AND BEAUTY FIRST								HEALTH AND BEAUTY SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£5.4	£7.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£1.1	£3.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Little Common district centre	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.1	£3.8	£0.0	£0.2	£0.0	£0.0	£0.7	£0.7	£1.2	£1.3	£0.0	£0.7	£0.0	£0.1	£0.0	£0.6
Other	£0.6	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Internet	£0.6	£0.5	£0.8	£1.3	£0.3	£0.4	£4.9	£1.8	£0.2	£0.8	£0.1	£0.0	£0.2	£0.3	£0.7	£0.3
Other	£0.6	£2.9	£4.9	£6.8	£9.7	£4.1	£25.7	£11.5	£1.2	£1.2	£2.2	£2.8	£4.2	£1.5	£12.7	£5.5

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	BOOKS, DVDs, CDs, STATIONERY, CARDS FIRST								BOOKS, DVDs, CDs, STATIONERY, CARDS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£1.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.8	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£1.2	£2.9	£1.6	£2.0	£2.8	£0.6	£6.0	£2.3	£0.2	£0.5	£0.3	£0.4	£0.2	£0.3	£0.9	£0.2
Other	£0.3	£1.3	£1.0	£1.6	£1.3	£1.1	£4.8	£2.4	£0.5	£0.8	£0.8	£1.1	£1.5	£0.4	£3.5	£1.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	RECREATION AND LEISURE GOODS FIRST								RECREATION AND LEISURE SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£0.6	£2.3	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0
Sidley district centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£3.2	£5.6	£0.3	£1.3	£0.3	£0.0	£0.5	£3.8	£0.6	£1.4	£0.0	£0.0	£0.3	£0.2	£0.9	£0.0
Other	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£6.5	£8.6	£6.2	£8.7	£8.2	£2.9	£25.2	£9.4	£1.1	£1.0	£0.9	£1.0	£3.2	£0.1	£2.3	£3.8
Other	£2.0	£8.8	£3.9	£5.0	£9.0	£4.6	£21.4	£9.3	£3.3	£7.3	£3.5	£5.5	£4.0	£3.0	£16.5	£5.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to

ROTHER DISTRICT COUNCIL
BEXHILL RETAIL STUDY 2018

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	CHINA, GLASS & HOME FURNISHINGS FIRST								CHINA, GLASS & HOME FURNISHINGS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£0.5	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.9	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1
Other	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.9	£1.2	£1.2	£1.1	£1.8	£0.6	£0.9	£1.9	£0.1	£0.3	£0.3	£0.2	£0.9	£0.1	£1.3	£0.1
Other	£1.2	£3.2	£1.8	£3.3	£3.4	£1.8	£11.9	£3.8	£0.8	£1.9	£1.0	£1.6	£1.3	£0.9	£4.0	£2.2

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	HOUSEHOLD APPLIANCES FIRST								HOUSEHOLD APPLIANCES SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.8	£1.6	£0.0	£0.3	£0.3	£0.2	£1.3	£1.4	£0.3	£0.3	£0.1	£0.1	£0.1	£0.1	£1.1	£0.2
Other	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet	£0.8	£1.0	£0.5	£0.9	£1.2	£0.4	£2.5	£1.0	£0.3	£0.5	£0.1	£0.1	£0.5	£0.2	£1.1	£0.3
Other	£0.2	£0.4	£0.7	£0.4	£0.5	£0.3	£3.2	£1.0	£0.2	£0.4	£0.3	£0.5	£0.4	£0.1	£0.8	£0.9

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	AUDIO-VISUAL FIRST								AUDIO VISUAL SECOND							
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards
Bexhill town centre	£0.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Sidley district centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.1	£5.5	£0.1	£1.6	£1.4	£0.8	£3.4	£2.9	£0.6	£1.4	£0.0	£0.8	£0.4	£0.4	£1.5	£0.6
Other	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Internet	£1.3	£2.0	£1.7	£1.6	£3.0	£0.9	£6.6	£2.7	£0.8	£1.2	£1.0	£1.0	£0.5	£0.5	£3.1	£0.9
Other	£0.9	£0.9	£1.9	£2.1	£1.4	£0.9	£6.8	£2.3	£0.6	£0.6	£0.7	£0.5	£1.5	£0.2	£2.8	£1.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	FURNITURE AND FLOORCOVERINGS FIRST								FURNITURE AND FLOORCOVERINGS SECOND							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**	**Bexhill East**	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill town centre	£1.0	£1.5	£0.0	£0.0	£0.0	£0.1	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Sidley district centre	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Common district centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out-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	£0.0
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.1	£0.9	£0.0	£0.4	£0.1	£0.1	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.2	£0.0	£0.4	£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	£0.0
Internet	£1.0	£1.4	£0.8	£1.2	£2.0	£0.7	£4.4	£2.8	£0.4	£0.3	£0.2	£0.1	£0.2	£0.0	£0.9	£0.3
Other	£2.2	£5.0	£2.5	£3.2	£3.3	£1.7	£13.3	£5.4	£1.3	£3.1	£1.2	£1.9	£2.0	£1.0	£6.4	£3.1

Notes:
Turnover per zone calculated by applying market share (Table 6) to

ROTHER DISTRICT COUNCIL
BEXHILL RETAIL STUDY 2018

TABLE 7c: COMPARISON GOODS TURNOVER, 2028

	DIY								DIY								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill town centre	£0.3	£1.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.3	£0.8	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£50.4
Sidley district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Little Common district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Out-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	£0.0	
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£2.5	£4.8	£0.1	£2.4	£1.2	£1.3	£4.9	£2.8	£0.3	£0.9	£0.4	£0.2	£0.3	£0.1	£1.6	£0.4	£107.3
Other	£0.0	£0.2	£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	£12.1
Internet	£0.1	£0.3	£0.3	£0.3	£0.1	£0.1	£1.3	£0.7	£0.0	£0.3	£0.0	£0.2	£0.2	£0.1	£0.3	£0.1	£267.1
Other	£0.1	£0.7	£2.3	£1.1	£3.1	£0.5	£4.0	£1.0	£0.6	£0.8	£0.7	£1.2	£1.3	£0.6	£2.2	£1.5	£553.8

Notes:
Turnover per zone calculated by applying market share (Table 6) to

TABLE 8a: CONVENIENCE GOODS FLOORSPACE BENCHMARK TURNOVER

	FLOORSPACE (sq m) Total Net	Total Conv	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
Bexhill town centre				
Co-op, Devonshire Road, Bexhill-on-Sea	206	185	£10,298	£1.9
Co-op, Western Road, Bexhill-on-Sea	376	320	£10,298	£3.3
Iceland, Devonshire Road, Bexhill-on-Sea	434	434	£6,451	£2.8
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	1467	1247	£11,068	£13.8
Other	1973	1874	£5,000	£9.4
Sub-total				£31.2
Sidley district centre				
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	890	712	£8,554	£6.1
Other	381	381	£5,000	£1.9
Sub-total				£8.0
Little Common district centre				
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	292	262	£12,221	£3.2
Other	116	116	£5,000	£0.6
Sub-total				£3.8
Bexhill out-of-centre				
Co-op, Seabourne Road, Bexhill-on-Sea	149	134	£10,298	£1.4
Aldi, London Road, Bexhill-on-Sea	1300	1040	£11,322	£11.8
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3121	749	£11,283	£8.5
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3112	2334	£12,221	£28.5
Tesco Express, Collington Mansions, Bexhill-on-Sea	221	199	£12,221	£2.4
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea		200	£3,500	£0.7
Other				£1.7
Sub-total				£54.9
TOTAL				**£97.9**

Notes:
Floorspace information from previous retail studies, OS data and planning application material.
Sales density data for specific stores from Mintel and Verdict.

TABLE 8b: RETAIL COMMITMENTS IN BEXHILL

COMMITMENT	RETAIL CATEGORY	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
47 London Road (net additional floorspace	comparison goods	370	£3,000	£1.1
7a Ravenside Retail Park (mezzanine floor)	comparison goods	318	£5,000	£1.6

Notes:
Floorspace information gained from submitted application documents and Council officer assessment.
Sales density information based upon type of retail floorspace being proposed.
Neither decision notice indicates the type of retail goods which can be sold from the premises. Therefore, assumptions have been made based upon existing occupiers/applicants.

TABLE 9a: CONVENIENCE GOODS FLOORSPACE CAPACITY IN BEXHILL - CONSTANT MARKET SHARE

	2018	2023	2028
Total available expenditure (£m)	£441.4	£450.1	£461.8
Study area derived turnover (£m)	£108.3	£110.9	£114.2
Market share (%)	24.5%	24.6%	24.7%
Expenditure inflow (£m)	£3.2	£3.3	£3.4
Total turnover potential (£m)	£111.5	£114.2	£117.6
Benchmark turnover (£m)	£97.9	£97.9	£97.9
Commitments (£m)	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£13.7**	**£16.3**	**£19.7**
Sales density of new convenience goods floorspace (£/sq m)	£12,000	£12,000	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**1,139**	**1,362**	**1,643**

Notes:
Total available expenditure taken from Table 3.
Study area derived turnover taken from Tables 5a, 5b & 5c.
Assumed that existing convenience goods stores gain a small amount of additional expenditure from visitors to the town living outside of the study area.
Benchmark turnover taken from Table 8.

TABLE 9b: CONVENIENCE GOODS FLOORSPACE CAPACITY IN BEXHILL - INCLUDING IMPACT OF ALDI, 311 BEXHILL ROAD

	2018	2023	2028
Total available expenditure (£m)	£441.4	£450.1	£461.8
Study area derived turnover (£m)	£103.7	£105.78	£108.53
Market share (%)	23.5%	23.5%	23.5%
Expenditure inflow (£m)	£3.1	£3.2	£3.3
Total turnover potential (£m)	£106.9	£109.0	£111.8
Benchmark turnover (£m)	£97.9	£97.9	£97.9
Commitments (£m)	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£9.0**	**£11.1**	**£13.9**
Sales density of new convenience goods floorspace (£/sq m)	£12,000	£12,000	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**749**	**924**	**1,160**

Notes:
Total available expenditure taken from Table 3.
Study area derived turnover taken from Tables 5a, 5b & 5c.
Assumed that existing convenience goods stores gain a small amount of additional expenditure from visitors to the town living outside of the study area.
Benchmark turnover taken from Table 8.

TABLE 9c: CONVENIENCE GOODS FLOORSPACE CAPACITY IN BEXHILL - INCLUDING IMPACT OF ALDI, 311 BEXHILL ROAD AND 5% UPLIFT FOR BEXHILL STORES.

	2018	2023	2028
Total available expenditure (£m)	£441.4	£450.1	£461.8
Study area derived turnover (£m)	£108.9	£111.03	£113.92
Market share (%)	24.7%	24.7%	24.7%
Expenditure inflow (£m)	£3.3	£3.3	£3.4
Total turnover potential (£m)	£112.2	£114.4	£117.3
Benchmark turnover (£m)	£97.9	£97.9	£97.9
Commitments (£m)	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£14.3**	**£16.5**	**£19.5**
Sales density of new convenience goods floorspace (£/sq m)	£12,000	£12,000	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**1,191**	**1,375**	**1,623**

Notes:
Total available expenditure taken from Table 3.
Study area derived turnover taken from Tables 5a, 5b & 5c.
Assumed that existing convenience goods stores gain a small amount of additional expenditure from visitors to the town living outside of the study area.
Benchmark turnover taken from Table 8.

TABLE 9d: CONVENIENCE GOODS FLOORSPACE CAPACITY IN BEXHILL - INCLUDING IMPACT OF ALDI, 311 BEXHILL ROAD AND 10% UPLIFT FOR BEXHILL STORES.

	2018	2023	2028
Total available expenditure (£m)	£441.4	£450.1	£461.8
Study area derived turnover (£m)	£114.0	£116.28	£119.31
Market share (%)	25.8%	25.8%	25.8%
Expenditure inflow (£m)	£3.4	£3.5	£3.6
Total turnover potential (£m)	£117.5	£119.8	£122.9
Benchmark turnover (£m)	£97.9	£97.9	£97.9
Commitments (£m)	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£19.6**	**£21.9**	**£25.0**
Sales density of new convenience goods floorspace (£/sq m)	£12,000	£12,000	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**1,633**	**1,826**	**2,085**

Notes:
Total available expenditure taken from Table 3.
Study area derived turnover taken from Tables 5a, 5b & 5c.
Assumed that existing convenience goods stores gain a small amount of additional expenditure from visitors to the town living outside of the study area.
Benchmark turnover taken from Table 8.

TABLE 10a: COMPARISON GOODS FLOORSPACE CAPACITY IN BEXHILL - CONSTANT MARKET SHARE

	2018	2023	2028
Total available expenditure (£m)	£714.4	£831.6	£995.8
Study area derived turnover (£m)	£124.8	£145.7	£174.9
Market share (%)	17.5%	17.5%	17.6%
Expenditure inflow (£m)	£3.7	£4.4	£5.2
Total turnover potential (£m)	£128.6	£150.1	£180.2
Benchmark turnover (£m)	£133.0	£148.3	£165.5
Commitments (£m)	£2.7	£3.0	£3.4
Residual expenditure (£m)	**-£7.1**	**-£1.2**	**£11.3**
Sales density of new convenience goods floorspace (£/sq m)	£4,012	£4,473	£4,992
Indicative convenience goods floorspace capacity (sq m net)	**-1,775**	**-270**	**2,263**

Notes:
Total available expenditure taken from Table 3.
Study area derived turnover taken from Tables 5a, 5b & 5c.
Assumed that existing convenience goods stores gain a small amount of additional expenditure from visitors to the town living outside of the study area
Benchmark turnover taken from Table 8.

TABLE 11a: PER CAPITA RETAIL EXPENDITURE ON PUBS, BARS, CAFES AND RESTAURANTS

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Expenditure on pubs and bars								
2018	£200	£232	£268	£266	£268	£280	£234	£223
2023	£211	£245	£282	£280	£282	£294	£247	£235
2028	£224	£260	£299	£297	£299	£312	£262	£250
Expenditure on cafes and restaurants								
2018	£514	£626	£715	£703	£687	£737	£543	£532
2023	£541	£659	£753	£741	£724	£777	£572	£560
2028	£574	£699	£799	£785	£768	£824	£606	£594

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 11b: TOTAL RETAIL EXPENDITURE ON PUBS, BARS, CAFES AND RESTAURANTS

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Expenditure on pubs and bars								
2018	£3.7	£7.3	£2.5	£3.7	£4.6	£2.1	£14.7	£6.6
2023	£4.0	£7.9	£2.7	£4.0	£5.0	£2.3	£15.9	£7.2
2028	£4.4	£8.6	£2.9	£4.4	£5.4	£2.4	£17.3	£7.9
Expenditure on cafes and restaurants								
2018	£9.4	£19.8	£6.8	£9.7	£11.9	£5.6	£34.0	£15.8
2023	£10.3	£21.4	£7.3	£10.6	£12.8	£6.0	£36.8	£17.1
2028	£11.4	£23.3	£7.9	£11.6	£13.8	£6.5	£40.1	£18.7

Notes:
Per capita retail expenditure for each zone provided by Experian, at a base year of 2016.
Projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 15 (December 2017)

TABLE 12a: MARKET SHARE OF PUB/BAR DESTINATIONS

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill-on-Sea: Town Centre	69.3%	54.5%	0.0%	0.0%	0.0%	2.1%	3.2%	8.0%
Bexhill-on-Sea: Sidley District Centre	3.4%	0.6%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Bexhill-on-Sea: Little Common District Centre	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	27.4%	40.1%	100.0%	100.0%	100.0%	97.9%	95.4%	92.0%

Notes:
Market shares from 2018 household survey.

TABLE 12b: MARKET SHARE OF CAFÉ/RESTAURANT DESTINATIONS

	ZONES							
	Bexhill East	**Bexhill West**	**NW Rother**	**Battle**	**Rye**	**Westfield**	**Hastings**	**St Leonards**
Bexhill-on-Sea: Town Centre	82.53%	61.60%	0.00%	9.53%	1.01%	0.00%	3.17%	9.85%
Bexhill-on-Sea: Sidley District Centre	1.40%	0.93%	0.00%	1.31%	0.00%	4.58%	0.00%	0.00%
Bexhill-on-Sea: Little Common District Centre	0.61%	1.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	15.5%	35.5%	100.0%	89.2%	99.0%	95.4%	96.8%	90.2%

Notes:
Market shares from 2018 household survey.

TABLE 13a: TURNOVER OF PUB/BAR DESTINATIONS, 2018

	ZONES								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill-on-Sea: Town Centre	£2.5	£4.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£7.6
Bexhill-on-Sea: Sidley District Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4
Bexhill-on-Sea: Little Common District Centre	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£1.0	£2.9	£2.5	£3.7	£4.6	£2.1	£14.0	£6.1	£36.9

Notes:

TABLE 13b: TURNOVER OF CAFES AND RESTAURANTS, 2018

	ZONES								TOTAL
	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield	Hastings	St Leonards	(£m)
Bexhill-on-Sea: Town Centre	£7.7	£12.2	£0.0	£0.9	£0.1	£0.0	£1.1	£1.6	£23.6
Bexhill-on-Sea: Sidley District Centre	£0.1	£0.2	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.7
Bexhill-on-Sea: Little Common District Centre	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Ravenside Retail & Leisure Park, Bexhill-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£1.5	£7.0	£6.8	£8.6	£11.8	£5.3	£32.9	£14.3	£88.1

Notes:

TABLE 14: FOOD AND BEVERAGE FLOORSPACE CAPACITY IN BEXHILL - CONSTANT MARKET SHARE

	2018	2023	2028
Total available expenditure (£m)	£158.1	£171.2	£186.6
Study area derived turnover (£m)	£33.0	£35.77	£38.99
Market share (%)	20.9%	20.9%	20.9%
Expenditure inflow (£m)	£3.30	£3.6	£3.9
Total turnover potential (£m)	£36.4	£39.3	£42.9
Benchmark turnover (£m)	£36.4	£37.3	£38.2
Commitments (£m)	£0.0	£0.0	£0.0
Residual expenditure (£m)	**£0.0**	**£2.1**	**£4.7**
Sales density of new convenience goods floorspace (£/sq m)	£3,500	£3,588	£3,679
Indicative convenience goods floorspace capacity (sq m net)	**0**	**579**	**1,273**

Notes:
Total available expenditure taken from Table 11b.
Study area derived turnover taken from Tables 13a and 13b.
Assumed that existing food and beverage businesses gain a small amount (10%) of additional expenditure from visitors to the town living outside of the study area

Appendix III
Household Survey Results

Q01 Where do you go for most of your household's main food shopping?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Aldi, London Road, Bexhill-on-Sea	7.2%	72	31.8%	30	18.0%	30	1.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Aldi, Lottbridge Drove, Eastbourne	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	7.9%	79	0.0%	0	0.0%	0	1.4%	1	0.9%	1	21.9%	19	25.3%	9	14.1%	47	1.6%	2
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	1.2%	12	0.4%	0	5.2%	9	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Asda, The Quintins, North Street, Hailsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	5.2%	52	0.0%	0	0.4%	1	1.6%	1	3.6%	3	2.8%	2	3.3%	1	8.8%	29	9.3%	15
Co-op, High Street, Battle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Devonshire Road, Bexhill-on-Sea	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seabourne Road, Bexhill-on-Sea	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
Co-op, Western Road, Bexhill-on-Sea	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
Co-op, Fairlight Road, Ore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-op, 100 Battle Road, St Leonards-on-Sea (next to Hollington Library)	2.0%	20	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	20	0.0%	0
Co-op, London Road, St Leonards-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Co-op, Sea Road, Winchelsea Beach, Winchelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Devonshire Road, Bexhill-on-Sea	0.2%	2	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	3.0%	30	3.3%	3	15.3%	25	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Beacon Road, Crowborough	0.1%	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
Lidl, Dittons Drive, Polegate	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bohemia Road, St Leonards-on-Sea	2.4%	24	0.0%	0	0.4%	1	6.4%	3	1.9%	1	1.0%	1	0.8%	0	4.0%	13	2.8%	4
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.6%	6	2.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Marks & Spencer, Terminus Road, Eastbourne	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Morrisons, Pine Grove, Crowborough	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lottbridge Drove, Eastbourne	0.4%	4	0.4%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	11.7%	117	0.0%	0	0.0%	0	1.6%	1	2.3%	2	5.0%	4	23.9%	9	29.4%	98	2.1%	3
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	3.7%	37	12.3%	12	13.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.5%	1
Sainsbury's Superstore, Arndale Centre, Eastbourne	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.3%	3	0.4%	0	0.9%	1	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Heathfield	0.3%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	6.5%	65	1.7%	2	1.6%	3	1.1%	1	17.3%	13	9.3%	8	23.5%	9	5.1%	17	8.4%	13
Sainsbury's Local, Station Approach, Hastings	3.6%	36	1.2%	1	0.6%	1	5.1%	2	7.7%	6	6.2%	5	3.4%	1	5.4%	18	0.5%	1
Tesco Extra, Lottbridge Drove, Eastbourne	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
Tesco Extra, Church Wood	16.8%	168	2.1%	2	2.3%	4	6.0%	3	14.4%	11	12.2%	11	7.7%	3	21.9%	73	39.0%	62

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Drive, Hastings																		
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	8.9%	89	29.6%	28	27.4%	46	0.5%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0	8.5%	14
Tesco Superstore, Highbury Works, Tenterden	0.4%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	1.3%	13	0.0%	0	0.0%	0	14.3%	7	5.6%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Battle Hill, Battle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Collington Mansions, Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	0.4%	4	1.3%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lacuna Place, Havelock Road, Hastings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Little Ridge Avenue, Hastings	0.5%	5	0.0%	0	0.4%	1	0.0%	0	5.0%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, Fernside Avenue, St Leonards-on-Sea	3.1%	31	0.4%	0	0.8%	1	0.0%	0	1.3%	1	4.2%	4	0.0%	0	1.9%	6	11.3%	18
Waitrose, Rye Road, Hawkhurst	0.9%	9	0.0%	0	0.0%	0	13.4%	6	2.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sayers Lane, Tenterden	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Heathfield	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Vicarage Field, Hailsham	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
Internet - Delivery	6.1%	61	7.5%	7	3.2%	5	19.8%	10	16.7%	12	7.4%	6	5.4%	2	1.6%	5	7.9%	13
Internet - Click & Collect from store	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
Aldi, High Street, Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Heathfield	0.2%	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
Jempson's, Crownfields, Station Approach, Rye	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Jempson's, High Street, Wadhurst	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
Jempson's, Main Street, Peasmarsh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0
Jempson's, Market Square, Off Market Road, Battle	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Sidley District Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, St Leonards-on-Sea: Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	2	0.0%	0
Local shops, Ticehurst Village Centre	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
Local shops, Wadhurst Town Centre	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Windmill Drive, Bexhill-on-Sea	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rock-A-Nore Fisheries, Rock-A-Nore Road, Hastings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	0.0%	0
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells	0.3%	3	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Heathfield	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moat Field Meadow, Kingsnorth, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grosvenor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Road, Tunbridge Wells																		
Tesco Superstore, Bellfarm Road, Uckfield	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Croft Road, Crowborough	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1002		150		201		99		100		151		100		100		101

Q01A Which retailer did you purchase your last main food internet shopping from?

Those that said 'Internet' at Q01

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Asda	9.3%	6	14.7%	1	0.0%	0	0.0%	0	30.0%	4	13.8%	1	0.0%	0	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
Iceland	16.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.7%	10
Sainsbury’s	17.1%	10	0.0%	0	42.3%	2	45.6%	4	5.2%	1	5.9%	0	33.3%	1	40.9%	2	0.0%	0
Tesco	40.0%	24	79.6%	6	36.6%	2	33.4%	3	47.9%	6	69.8%	5	18.7%	0	0.0%	0	20.3%	3
Ocado	13.3%	8	0.0%	0	21.1%	1	7.7%	1	16.9%	2	10.5%	1	18.7%	0	59.1%	3	0.0%	0
Waitrose	2.4%	1	5.7%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	14.6%	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
Wiltshire Farm Foods	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		61		7		5		10		12		7		2		5		13
Sample:		59		6		8		14		11		10		6		2		2

Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Accessibility by public transport	0.5%	5	0.8%	1	0.4%	1	0.0%	0	0.4%	0	0.7%	1	1.6%	1	0.5%	2	0.0%	0
Car parking prices	0.2%	2	0.0%	0	0.4%	1	0.5%	0	1.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.4%	24	6.3%	6	5.0%	8	0.7%	0	0.0%	0	2.8%	2	3.9%	1	0.9%	3	1.7%	3
Choice of food goods available	10.8%	108	5.3%	5	10.8%	18	4.8%	2	14.0%	10	7.6%	7	6.3%	2	13.9%	46	10.7%	17
Choice of shops nearby selling non-food goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	2	0.5%	1
Choice of shops selling food goods	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
Cleanliness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0
Delivery service	1.0%	10	1.8%	2	0.4%	1	1.7%	1	2.6%	2	1.7%	2	2.4%	1	0.6%	2	0.0%	0
Click & Collect service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.9%	9	0.4%	0	1.7%	3	4.2%	2	1.3%	1	1.5%	1	0.8%	0	0.0%	0	0.5%	1
Good internal layout	1.2%	12	0.4%	0	0.3%	0	1.6%	1	1.5%	1	0.0%	0	1.8%	1	1.4%	5	2.2%	4
Good service / friendly staff	1.0%	10	0.0%	0	0.5%	1	1.6%	1	0.8%	1	0.4%	0	1.6%	1	1.4%	5	1.1%	2
Habit / always use it / preference for retailer	3.5%	35	4.6%	4	6.1%	10	0.5%	0	9.6%	7	3.3%	3	4.8%	2	1.2%	4	3.0%	5
Internet shopping is convenient	2.3%	23	5.0%	5	1.5%	3	5.5%	3	12.4%	9	0.4%	0	2.0%	1	0.9%	3	0.0%	0
Lower prices	18.4%	184	26.2%	25	21.1%	35	12.4%	6	17.0%	13	28.2%	25	18.3%	7	18.0%	60	8.9%	14
Loyalty card / points scheme	0.6%	6	0.8%	1	0.0%	0	0.7%	0	0.0%	0	4.2%	4	2.3%	1	0.0%	0	0.0%	0
Near to home	30.3%	304	29.9%	29	22.8%	38	20.1%	10	26.7%	20	21.6%	19	28.6%	11	33.2%	111	41.9%	67
Near to work	1.2%	12	0.0%	0	0.0%	0	3.0%	1	1.3%	1	6.8%	6	3.7%	1	0.6%	2	0.0%	0
Nice shopping environment	0.4%	4	0.0%	0	0.3%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Only one in the area / no other choice	0.4%	4	0.0%	0	0.3%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	2	0.5%	1
Preference for retailer	3.0%	30	0.4%	0	2.0%	3	0.7%	0	0.6%	0	0.0%	0	4.8%	2	2.5%	8	9.8%	16
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Quality of food goods available	4.8%	48	5.6%	5	2.4%	4	14.5%	7	1.3%	1	7.4%	6	7.5%	3	4.2%	14	4.8%	8
Quality of shops selling food goods	0.2%	2	0.0%	0	0.6%	1	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.3%	13	1.7%	2	0.9%	2	0.0%	0	1.5%	1	1.3%	1	1.5%	1	1.3%	4	1.6%	2
Value for money	5.5%	55	4.8%	5	8.7%	14	2.6%	1	3.1%	2	6.5%	6	1.6%	1	3.3%	11	9.6%	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
Big store	0.6%	6	0.8%	1	1.5%	2	2.6%	1	1.3%	1	0.7%	1	1.4%	1	0.0%	0	0.0%	0
Can get everything I need there	1.0%	10	0.9%	1	5.1%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can use vouchers there	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.7%	1
Close to friends / family	0.2%	2	0.4%	0	0.3%	0	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.2%	2	0.5%	1	0.3%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Good disabled access	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
Has a café	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Not too busy / quiet	0.1%	1	0.8%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On school run	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
Provision of other shops nearby	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They offer scan-as-you-shop	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	20	0.0%	0
(Don't know / no reason in particular)	5.0%	50	2.6%	2	4.7%	8	14.8%	7	1.1%	1	1.7%	2	1.6%	1	8.1%	27	1.2%	2
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

Q03 When your household undertakes its main food shopping at (STORE / CENTRE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip? [PR]
Not those that said 'Internet - Delivery' at Q01

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Always	3.7%	35	2.2%	2	5.5%	9	8.7%	3	6.0%	4	5.8%	5	4.3%	2	2.0%	7	2.5%	4
Normally	5.5%	52	9.0%	8	5.1%	8	20.8%	8	7.3%	4	6.0%	5	10.9%	4	2.5%	8	4.3%	6
Sometimes	20.4%	192	35.0%	31	23.6%	38	15.9%	6	14.5%	9	20.1%	16	19.4%	7	17.3%	57	19.1%	28
Rarely	8.1%	76	11.8%	10	9.5%	15	9.8%	4	3.8%	2	12.8%	10	6.6%	2	4.0%	13	12.6%	19
Never	61.9%	583	41.5%	37	54.4%	88	43.5%	17	68.4%	42	55.4%	45	57.9%	20	74.2%	244	61.4%	90
(Don't know / can't remember)	0.4%	4	0.5%	0	1.8%	3	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Weighted base:		942		89		161		39		62		81		35		329		147
Sample:		945		144		193		86		89		142		94		98		99

Q04 Which town centre, store, or retail / leisure park does your household visit most often when it undertakes this linked trip?
Those that said 'Always' or 'Normally' or 'Sometimes' at Q03 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford 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
Battle Town Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	6.9%	5	0.0%	0
Bexhill-on-Sea: Town Centre	14.1%	38	45.1%	18	27.3%	15	0.0%	0	11.4%	2	1.3%	0	0.0%	0	0.0%	0	8.0%	3
Bexhill-on-Sea: Sidley District Centre	0.5%	1	1.0%	0	1.2%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	2.3%	6	1.0%	0	9.9%	5	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	18.9%	52	1.0%	0	0.0%	0	10.3%	2	35.5%	6	48.9%	12	49.7%	6	25.1%	18	20.6%	7
Hastings: OLD TOWN (not Hastings Town Centre)	0.2%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: Ore Village District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	2	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	2.2%	6	0.0%	0	0.0%	0	20.9%	3	5.7%	1	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	1.3%	4	0.0%	0	0.0%	0	21.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.7%	2	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Rye Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	8.2%	22	0.0%	0	2.1%	1	0.0%	0	7.4%	1	5.2%	1	6.9%	1	9.3%	7	31.6%	11
St Leonards-on-Sea: Battle Road	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
Tenterden town centre	0.4%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.4%	2	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	15.1%	41	32.0%	13	42.2%	23	0.0%	0	2.4%	0	3.7%	1	0.0%	0	0.0%	0	11.2%	4
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.3%	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
Aldi, London Road, Bexhill-on-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Aldi, Rye Road, Hastings	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	2.4%	1
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Asda, Battle Road, St Leonards-on-Sea	8.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	22	0.0%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.5%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bohemia Road, St Leonards-on-Sea	0.1%	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
Morrisons, Queens Road, Hastings	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	8.9%	6	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	3.6%	10	15.9%	7	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsbury's Superstore, Arndale Centre, Eastbourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	1.8%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.7%	1	12.3%	1	0.0%	0	5.6%	2
Tesco Extra, Church Wood Drive, Hastings	3.4%	9	3.0%	1	0.9%	0	0.0%	0	2.4%	0	0.0%	0	4.6%	1	5.4%	4	8.0%	3
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	1.0%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Bannatyne Health Club, Battle Road, Baldslow, Hastings	0.2%	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
Bexhill Sailing Club, De Lane Warr Parade, Bexhill-on-Sea	0.2%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwash Village Centre	0.1%	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
Chilley Farm Shop, Rickney Lane, Hailsham	0.2%	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
Co-op, Devonshire Road, Bexhill-on-Sea	0.2%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowborough Town Centre	0.4%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkstone Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sedlescombe Village Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	21.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: John Macadam Way	0.1%	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
Tesco Express, Old London Road, Hastings	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	1.1%	3	0.0%	0	0.0%	0	18.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hill Stores, Plynlimmon Road, Hastings	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Westfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.5%	0	0.0%	0	0.0%	0
Wittersham Village 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
Weighted base:		273		41		54		17		17		25		12		72		36
Sample:		322		57		67		36		29		48		31		21		33

Q05 What activities do you undertake on these linked trips? [MR]
Those that said 'Always' or 'Normally' or 'Sometimes' at Q03

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Other FOOD shopping	41.6%	116	50.3%	21	53.9%	30	53.3%	9	19.4%	3	31.8%	8	16.3%	2	39.6%	28	37.3%	14
NON-FOOD shopping	32.8%	91	40.2%	16	42.0%	23	17.1%	3	16.6%	3	28.7%	7	38.7%	5	32.0%	23	28.6%	11
Buy fuel	5.2%	14	2.0%	1	5.4%	3	2.8%	0	4.3%	1	7.0%	2	12.0%	1	4.7%	3	7.2%	3
Leisure activity	6.5%	18	6.9%	3	3.4%	2	13.7%	2	12.7%	2	1.2%	0	12.8%	2	0.0%	0	18.0%	7
School run	3.3%	9	11.6%	5	0.0%	0	1.9%	0	21.7%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Use cash machine	0.2%	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
Visit banks / building societies	4.1%	11	5.0%	2	3.8%	2	4.5%	1	0.0%	0	8.7%	2	28.0%	3	0.0%	0	2.3%	1
Visit café / pub / restaurant	8.0%	22	7.7%	3	6.1%	3	1.9%	0	8.5%	1	2.4%	1	7.3%	1	12.3%	9	9.4%	4
Visit family / friends	3.9%	11	0.0%	0	0.9%	0	8.5%	2	5.9%	1	14.7%	4	4.8%	1	0.0%	0	9.4%	4
Visit health service such as doctor, dentist, hospital	1.2%	3	1.0%	0	0.9%	0	5.5%	1	3.5%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	2.5%	7	1.9%	1	1.8%	1	7.7%	1	0.0%	0	7.6%	2	2.4%	0	2.4%	2	0.0%	0
Visit the market	0.4%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping	3.0%	8	1.0%	0	6.9%	4	2.8%	0	3.5%	1	2.3%	1	0.0%	0	2.4%	2	2.3%	1
Work	3.9%	11	1.9%	1	0.0%	0	1.9%	0	7.4%	1	16.9%	4	11.9%	1	0.0%	0	7.2%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	7.3%	20	0.0%	0	0.0%	0	1.9%	0	3.3%	1	0.0%	0	0.0%	0	27.3%	20	0.0%	0
Weighted base:		279		41		55		18		17		26		12		72		38
Sample:		330		57		68		39		29		50		32		21		34

Q06 When you do your household's main food shopping, how do you usually travel?
Not those that said 'Internet - Delivery' at Q01

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Car-driver (including park and ride)	80.6%	759	69.7%	62	73.9%	119	90.1%	35	84.1%	52	85.6%	69	82.4%	29	87.9%	289	70.9%	104
Car-passenger (including park and ride)	8.7%	82	10.8%	10	12.6%	20	8.6%	3	7.4%	5	7.3%	6	10.0%	4	3.5%	11	16.1%	24
Bus / coach	1.7%	16	2.2%	2	1.8%	3	0.7%	0	1.0%	1	3.2%	3	5.9%	2	0.5%	2	3.0%	4
Taxi	0.5%	5	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	0	0.8%	0	0.5%	2	0.6%	1
Train	0.4%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.0%	66	14.0%	12	8.9%	14	0.7%	0	1.5%	1	2.0%	2	0.0%	0	7.0%	23	9.5%	14
Internet / delivered	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.4%	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
Mobility scooter	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	7	1.5%	1	1.4%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.7%	2	0.0%	0
Weighted base:		942		89		161		39		62		81		35		329		147
Sample:		945		144		193		86		89		142		94		98		99

Meanscore: [Number of visits per week]

Q07 On average, how frequently do you visit the (STORE / CENTRE MENTIONED AT Q01) for main food shopping?

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Every day	1.5%	15	3.2%	3	1.4%	2	0.5%	0	2.1%	2	0.0%	0	0.0%	0	1.6%	5	1.7%	3
3 / 4 times a week	7.0%	70	7.4%	7	13.3%	22	1.2%	1	7.3%	5	3.3%	3	6.1%	2	4.8%	16	8.4%	13
Twice a week	15.5%	156	14.6%	14	12.0%	20	5.7%	3	11.8%	9	8.2%	7	12.9%	5	21.1%	70	17.4%	28
Once a week	59.0%	591	56.4%	54	52.1%	87	65.3%	32	53.0%	39	71.9%	63	59.9%	22	58.1%	194	63.0%	101
Once a fortnight	10.3%	103	13.7%	13	8.6%	14	16.4%	8	18.2%	13	10.1%	9	15.6%	6	10.2%	34	3.6%	6
Once a month	4.9%	49	2.1%	2	10.4%	17	10.2%	5	7.3%	5	5.4%	5	4.7%	2	1.2%	4	5.9%	9
Once every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Once every 6 months	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.3%	3	0.8%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	15	1.3%	1	1.0%	2	0.7%	0	0.4%	0	1.1%	1	0.0%	0	3.1%	10	0.0%	0
Mean:		*1.32*		*1.43*		*1.42*		*0.96*		*1.28*		*1.07*		*1.16*		*1.34*		*1.43*
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

Q08 Where else do you do your household's main food shopping?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Aldi, London Road, Bexhill-on-Sea	4.2%	26	19.5%	13	7.6%	9	0.0%	0	2.0%	1	0.7%	0	0.0%	0	0.9%	2	1.3%	1
Aldi, Rye Road, Hastings	5.1%	31	0.0%	0	0.8%	1	2.0%	1	3.6%	2	19.5%	9	18.0%	4	6.7%	13	1.9%	2
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	1.1%	7	2.8%	2	3.3%	4	2.6%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Quintins, North Street, Hailsham	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Battle Road, St Leonards-on-Sea	11.4%	69	0.0%	0	0.8%	1	2.5%	1	11.5%	5	3.3%	2	1.3%	0	20.6%	40	24.2%	21
Co-op, High Street, Battle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Devonshire Road, Bexhill-on-Sea	0.5%	3	2.1%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seabourne Road, Bexhill-on-Sea	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Western Road, Bexhill-on-Sea	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, St Leonards-on-Sea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Sea Road, Winchelsea Beach, Winchelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Devonshire Road, Bexhill-on-Sea	1.4%	9	3.1%	2	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cavendish House, Castle Street, Hastings	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	3.8%	23	5.3%	3	16.2%	19	1.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Beacon Road, Crowborough	0.1%	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
Lidl, Dittons Drive, Polegate	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bohemia Road, St Leonards-on-Sea	8.9%	54	0.0%	0	0.5%	1	1.8%	1	4.8%	2	7.0%	3	8.0%	2	18.1%	35	12.2%	10
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.2%	14	4.8%	3	3.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	3	3.4%	3
Marks & Spencer, Terminus Road, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	5.0%	1	2.6%	5	0.0%	0
Morrisons, Pine Grove, Crowborough	0.1%	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
Morrisons, Lottbridge Drove, Eastbourne	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	4.4%	27	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	12.3%	3	6.4%	12	11.0%	9
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	6.7%	40	23.6%	15	21.2%	25	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Arndale Centre, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Heathfield	0.6%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	6.7%	41	0.6%	0	1.2%	1	0.9%	0	5.8%	3	6.9%	3	14.3%	3	10.9%	21	9.8%	8
Sainsbury's Local, Victoria Drive, Eastbourne	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Station Approach, Hastings	4.2%	26	0.0%	0	0.4%	0	5.9%	2	8.2%	4	6.9%	3	8.8%	2	6.0%	12	3.0%	3
Spar, Heathfield Road, Burwash	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lottbridge Drove, Eastbourne	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood	7.8%	47	1.8%	1	3.6%	4	13.9%	4	7.7%	4	5.7%	3	10.8%	2	9.9%	19	11.8%	10

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Drive, Hastings																		
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	9.3%	56	21.2%	14	21.5%	25	0.0%	0	2.0%	1	0.7%	0	1.7%	0	4.0%	8	9.5%	8
Tesco Superstore, Sybron Way, Crowborough	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Highbury Works, Tenterden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	1.4%	8	0.0%	0	0.4%	0	12.7%	4	7.9%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Battle Hill, Battle	0.1%	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
Tesco Express, Collington Mansions, Bexhill-on-Sea	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lacuna Place, Havelock Road, Hastings	0.3%	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
Tesco Express, Little Ridge Avenue, Hastings	0.4%	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
Tesco Express, Fernside Avenue, St Leonards-on-Sea	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.1%	6	1.0%	1
Waitrose, Rye Road, Hawkhurst	1.4%	9	0.0%	0	0.0%	0	13.7%	4	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sayers Lane, Tenterden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	2.6%	1	0.0%	0	0.0%	0
Waitrose, Station Road, Heathfield	0.2%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Vicarage Field, Hailsham	0.9%	6	7.3%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Delivery	3.6%	22	3.7%	2	1.4%	2	11.5%	3	10.1%	5	3.0%	1	3.8%	1	3.1%	6	1.9%	2
Asda, Kimberley Walk, Ashford	0.1%	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
Co-op, High Street, Heathfield	0.2%	1	0.0%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Crownfields, Station Approach, Rye	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	1.3%	0	0.9%	2	0.0%	0
Jempson's, Main Street, Peasmarsh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	1.3%	0	0.0%	0	0.0%	0
Jempson's, Market Square, Off Market Road, Battle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hastings: Town Centre	0.5%	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
Local shops, Heathfield Town Centre	0.1%	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
Local shops, Robertsbridge Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Royal Tunbridge Wells Town Centre	0.1%	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
Local shops, Wadhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Cripps Corner Road, Staplecross	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Fountain Retail Park, Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield Hill Farm, Netherfield Hill, Battle	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ninfield Village Stores, Lower Street, Ninfield	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Robertsbridge	0.1%	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
Premier, Lea Avenue, Tilling Green, Rye	0.1%	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
Sainsbury's Superstore,	0.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Linden Park Road, Tunbridge Wells																		
Spar, Rainbow Parade, Broad Oak	0.1%	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
Tesco Express, Station Road, Heathfield	0.1%	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
Tesco Extra, Moat Field Meadow, Kingsnorth, Ashford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	1.7%	0	0.0%	0	0.0%	0
Tesco Metro, Kingfisher Drive, Eastbourne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Superstore, North Street, Hailsham	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ship's Store, Sea Road, Winchelsea Beach	0.5%	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
Wiltshire Farm Foods, Westham Business Park, Westham	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		607		65		117		30		47		47		23		193		85
Sample:		648		110		149		64		55		87		59		62		62

Q09 Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Aldi, London Road, Bexhill-on-Sea	3.5%	22	17.2%	12	8.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	3.1%	19	0.0%	0	0.0%	0	1.0%	0	2.0%	1	4.2%	2	36.2%	8	3.5%	6	1.7%	2
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.3%	2	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	4.4%	28	1.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	9.9%	17	9.2%	10
Co-op, High Street, Battle	0.6%	4	0.0%	0	0.8%	1	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Devonshire Road, Bexhill-on-Sea	2.2%	13	13.6%	9	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seabourne Road, Bexhill-on-Sea	0.9%	6	7.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Western Road, Bexhill-on-Sea	0.3%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairlight Road, Ore	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0
Co-op, 100 Battle Road, St Leonards-on-Sea (next to Hollington Library)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Co-op, 290 Battle Road, St Leonards-on-Sea (used to be a pub - Victoria Inn)	2.6%	16	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.3%	2	12.4%	13
Co-op, Bohemia Road, St Leonards-on-Sea	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
Co-op, London Road, St Leonards-on-Sea	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7
Co-op, Sparrow Green Road, Wadhurst	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
Co-op, Sea Road, Winchelsea Beach, Winchelsea	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	8.6%	2	0.0%	0	0.0%	0
Iceland, Devonshire Road, Bexhill-on-Sea	0.6%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cavendish House, Castle Street, Hastings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	3.2%	20	1.7%	1	13.5%	16	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Lidl, Bohemia Road, St Leonards-on-Sea	1.6%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.3%	1	0.0%	0	3.9%	7	1.7%	2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.4%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	4.5%	28	0.0%	0	0.0%	0	1.0%	0	1.2%	1	8.1%	5	1.3%	0	12.4%	21	1.1%	1
Marks & Spencer (BP), A259, Bexhill Road, Pevensey	0.1%	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
Morrisons, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	4.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.9%	2	13.4%	23	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	4.5%	28	23.3%	16	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Station Road, Heathfield	0.8%	5	1.8%	1	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	0	8.5%	2	1.3%	2	0.0%	0
Sainsbury's Local, Station Approach, Hastings	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.5%	1	1.8%	3	0.0%	0
Spar, Heathfield Road, Burwash	0.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	3.5%	22	0.0%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8	13.0%	13
Tesco Superstore, Ravenside Retail & Leisure Park,	6.3%	39	12.2%	8	17.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	4.3%	4

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Bexhill-on-Sea																		
Tesco Superstore, Highbury Works, Tenterden	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	1.3%	8	0.0%	0	0.0%	0	10.8%	4	4.7%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Battle Hill, Battle	2.8%	17	0.0%	0	3.1%	4	0.0%	0	27.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Collington Mansions, Bexhill-on-Sea	1.2%	7	0.6%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	3.1%	19	1.8%	1	15.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Little Ridge Avenue, Hastings	7.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	20.3%	35	9.8%	10
Tesco Express, Fernside Avenue, St Leonards-on-Sea	4.2%	26	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	4.8%	8	13.0%	14
Waitrose, Rye Road, Hawkhurst	0.7%	4	0.0%	0	0.0%	0	8.7%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sayers Lane, Tenterden	0.1%	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
Waitrose, Station Road, Heathfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Vicarage Field, Hailsham	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Delivery	0.2%	1	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Appleyards Butchers, Bexhill Road, St Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
BP Garage, Sedlescombe Road North, Silverhill, St Leonards-on-Sea	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
Beney's Newsagents, Hughenden Road, Hastings	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0
Best One, Battle Road, St Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bexhill Farm Kitchen, Western Road, Bexhill-on-Sea	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
Budgens, Ashdene Service Station, A21, London Road, Hurst Green	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burwash Stores, High Street, Burwash	0.2%	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
Buster's Farm Produce, Parsonage Farm Church Lane, Salehurst	0.2%	1	0.0%	0	0.0%	0	1.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C Leach Greengrocers, Clare House, Church Street, Ticehurst	0.2%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpenters Barn Farm Shop, Kent Street, Nr Sedlescombe	0.1%	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
Carrolls Greengrocers, Old London Road, Ore Village, Hastings	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Heathfield	0.3%	2	0.0%	0	0.5%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fishmarket Road, Rye	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cowdray Park Stores, Cowdray Park Road, Little Common	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eggs to Apples Farm Shop, London Road, Hurst Green	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park Farm Nursery, Catsfield Road, Catsfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Fishmarket, Rock-a-nore Road, Hastings	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Hursts Grocers, Hastings Road, Bexhill-on-Sea	0.1%	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
Iden Stores, Church Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Iden																		
Jarvis & Sons Butchers, High Street, Etchingham	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
Jasons of Heathfield, High Street, Heathfield	0.5%	3	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Crownfields, Station Approach, Rye	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	12	1.3%	0	0.0%	0	0.0%	0
Jempson's, High Street, Wadhurst	0.3%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Main Street, Peasmarsh	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	8	1.7%	0	0.0%	0	0.0%	0
Jempson's, Market Square, Off Market Road, Battle	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Stonecourt Mews, Main Street, Northiam	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Kings The Butchers, Kings Road, St Leonards-on-Sea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Little Common Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Battle Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Little Common District Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Town Centre	0.4%	2	1.1%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broad Oak Brede Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burwash Village Centre	0.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairlight Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local shops, Hastings: Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	0	0.0%	0	1.1%	1
Local shops, Hawkhurst Village Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Village Centre	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Iden Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Peasmarsh Village Centre	0.1%	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
Local shops, Robertsbridge Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rye Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Saddlescombe Village Centre	0.1%	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
Local shops, St Leonards-on-Sea: Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Local shops, Ticehurst Village Centre	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wadhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Westfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Londis, Church Street, Ticehurst	0.6%	4	0.0%	0	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Cripps Corner Road, Staplecross	1.4%	9	0.0%	0	0.0%	0	0.0%	0	17.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Robertson House, Main Road, Westfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Londis, Silverhill Service Station, Sedlescombe Road North, Hastings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, The Cottage, High Street, Burwash	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malpass Butchers, Norman Road, St Leonards-on-Sea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Manor News, Church Street, Bexhill-on-Sea	0.2%	1	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Ninfield Road,	1.0%	6	0.6%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Sidley, Bexhill-on-Sea																		
Ninfield Village Stores, Lower Street, Ninfield	0.6%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Blackman Avenue, Hollington, St Leonards-on-Sea	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
One Stop, Bodiam Drive, St Leonards-on-Sea	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
One Stop, High Street, Robertsbridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sea Road, Bexhill-on-Sea	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
One Stop, Sedlescombe Road North, St Leonards-on-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
One Stop, Station Parade, Ore Valley Road, Hastings	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
One Stop, Turkey Road, Bexhill-on-Sea	0.5%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orchard Farm Shop, London Road, Hurst Green, Etchingham,	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
Post Office, Cripps Corner Road, Staplecross	0.1%	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
Post Office, George Street, Hastings	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
Premier, Lea Avenue, Tilling Green, Rye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rye Harbour Stores, Harbour Road, Rye	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Borough High Street, Camberwell, London	0.1%	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
Select Convenience, High Street, Hastings	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0
Shaun M Piper Butchers, Western Road, Bexhill-on-Sea	0.1%	1	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Rainbow Parade, Broad Oak	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Northiam, Rye	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
St Mary's Food Market, Bexhill Road, St Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
St. Leonards Grocery, London Road, St Leonards-on-Sea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Tesco Express, Station Road, Heathfield	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
Tesco Extra, Moat Field Meadow, Kingsnorth, Ashford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Grosvenor Road, Tunbridge Wells	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
The Butcher's Shop, Pett Road, Pett	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
Wakehams Farm Shop, Pett Level Road, Fairlight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
West Hill Stores, Plynlimmon Road, Hasting	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Western Road Fruiterers, Western Road, Bexhill-on-Sea	0.2%	1	1.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods, Westham Business Park, Westham	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wishing Tree Stores, Wishing Tree Road North, St Leonards	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Weighted base:		622		68		118		34		49		57		22		172		104
Sample:		644		95		136		69		69		94		56		55		70

Column %ges.

Meanscore: [Always = 5, Most times = 4, Sometimes = 3, Rarely = 2, Never = 1]

Q10 When your household undertakes its top-up food shopping at (STORE / CENTRE MENTIONED AT Q09), does it also visit OTHER shops, leisure or service outlets on the same shopping trip? [PR]

Not those that said 'Internet - Delivery' or '(Don't know / varies)' or '(Don't do this type of shopping)' at Q09

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Always	4.0%	25	3.4%	2	3.2%	4	6.0%	2	4.1%	2	4.0%	2	5.2%	1	4.2%	7	4.1%	4
Normally	6.5%	40	5.8%	4	4.2%	5	10.5%	4	14.8%	7	11.6%	7	2.7%	1	0.0%	0	13.0%	13
Sometimes	17.2%	107	42.7%	29	18.7%	22	10.5%	4	7.9%	4	7.6%	4	29.7%	6	9.9%	17	20.1%	21
Rarely	6.1%	38	9.5%	6	9.7%	11	7.9%	3	2.1%	1	5.2%	3	1.3%	0	4.7%	8	4.9%	5
Never	65.1%	404	37.9%	25	63.0%	74	52.7%	18	70.0%	34	70.9%	40	59.7%	13	81.2%	140	57.9%	60
(Don't know / can't remember)	1.2%	7	0.6%	0	1.2%	1	12.4%	4	1.2%	1	0.7%	0	1.3%	0	0.0%	0	0.0%	0
Mean:		*1.77*		*2.27*		*1.73*		*1.97*		*1.80*		*1.72*		*1.91*		*1.41*		*2.01*
Weighted base:		621		67		117		34		49		56		22		172		104
Sample:		641		94		135		69		69		93		56		55		70

Q11 Which town centre, store, or retail / leisure park does your household visit most often when it undertakes this linked trip?
Those that said 'Always' or 'Normally' or 'Sometimes' at Q10 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Battle Town Centre	5.2%	9	0.0%	0	3.0%	1	0.0%	0	60.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	24.0%	41	78.2%	27	45.5%	14	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Sidley District Centre	1.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Bexhill-on-Sea: Little Common District Centre	1.4%	2	0.0%	0	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.2%	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
Central London	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.7%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hailsham Town Centre	0.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	26.0%	44	0.0%	0	0.0%	0	0.0%	0	9.6%	1	30.9%	4	48.1%	4	72.1%	19	44.7%	16
Hastings: OLD TOWN (not Hastings Town Centre)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: Ore Village District Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	2.4%	1
Hastings: Silverhill District Centre	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	1.8%	3	0.0%	0	0.0%	0	15.0%	1	3.1%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	1.8%	3	0.0%	0	2.1%	1	27.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	3	8.5%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	9.8%	16	2.2%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	14.9%	4	29.9%	11
St Leonards-on-Sea: Battle Road	0.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tenterden town centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	7.6%	13	13.0%	4	19.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	1.4%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, Church Wood Drive, Hastings	0.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.3%	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
Baldslow Post Office, Harrow Lane, Baldslow, Hastings	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Blackham Village Centre	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairlight Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Hurst Green Village Centre	0.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ninfield Village Centre	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northiam Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	3.7%	0	0.0%	0	0.0%	0
Saddlescombe Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Fernside Avenue	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
St Leonards-on-Sea: John Macadam Way	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Sedlescombe Road North	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Staplecross Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Stonegate Village Centre	0.2%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Butchers Shop, Pett Road, Guestling	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
Ticehurst Village Centre	1.0%	2	0.0%	0	0.0%	0	18.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	1.3%	2	0.0%	0	0.0%	0	25.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Heathfield	0.2%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
Winchelsea Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	7.4%	1	0.0%	0	0.0%	0
Weighted base:		169		34		30		9		13		13		8		26		37
Sample:		197		36		44		23		20		22		21		10		21

Q12 What activities do you undertake on these linked trips? [MR]
Those that said 'Always' or 'Normally' or 'Sometimes' at Q10

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Other FOOD shopping	25.4%	44	34.1%	12	37.6%	12	41.3%	4	0.0%	0	30.2%	4	13.8%	1	32.3%	8	8.7%	3
NON-FOOD shopping	33.2%	57	54.7%	19	35.3%	11	33.9%	3	12.1%	2	41.7%	5	7.2%	1	44.4%	11	14.1%	5
Buy fuel	3.6%	6	0.0%	0	0.0%	0	0.0%	0	28.3%	4	7.2%	1	0.0%	0	0.0%	0	4.2%	2
Leisure activity	8.3%	14	5.7%	2	7.8%	2	5.4%	0	26.9%	4	9.2%	1	25.6%	2	0.0%	0	6.9%	3
School run	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	3.6%	0	0.0%	0	0.0%	0
Use cash machine	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit banks / building societies	7.1%	12	1.2%	0	8.2%	3	13.6%	1	0.0%	0	14.9%	2	13.8%	1	6.5%	2	8.7%	3
Visit café / pub / restaurant	11.9%	21	7.9%	3	3.2%	1	14.5%	1	4.9%	1	11.9%	2	7.2%	1	0.0%	0	33.0%	13
Visit family / friends	5.9%	10	4.9%	2	3.2%	1	0.0%	0	37.7%	5	2.4%	0	7.2%	1	0.0%	0	4.5%	2
Visit health service such as doctor, dentist, hospital	3.5%	6	0.0%	0	9.3%	3	10.3%	1	0.0%	0	2.4%	0	3.6%	0	0.0%	0	4.2%	2
Visit other service such as laundrette, hairdresser, recycling	3.3%	6	3.4%	1	4.8%	1	2.9%	0	5.6%	1	4.4%	1	7.2%	1	0.0%	0	2.3%	1
Visit the market	0.3%	0	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping	7.9%	14	1.5%	1	6.2%	2	5.4%	0	0.0%	0	2.4%	0	3.6%	0	25.8%	7	8.9%	3
Work	12.8%	22	17.3%	6	6.2%	2	12.8%	1	13.5%	2	20.0%	3	26.4%	2	8.4%	2	11.3%	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
(Don't know)	3.8%	7	1.2%	0	6.3%	2	0.0%	0	2.4%	0	0.0%	0	0.0%	0	8.4%	2	4.5%	2
Weighted base:		173		35		31		9		13		13		8		26		39
Sample:		205		38		45		24		20		23		22		10		23

Q13 Where else do you do your household's shopping for small scale 'top-up' food and convenience goods items?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q09 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Aldi, London Road, Bexhill-on-Sea	7.6%	18	20.6%	9	19.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	9.7%	5	4.6%	2
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.4%	1	0.9%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	14.6%	5
Co-op, High Street, Battle	0.9%	2	0.0%	0	0.0%	0	0.0%	0	15.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Devonshire Road, Bexhill-on-Sea	2.0%	5	9.0%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Seabourne Road, Bexhill-on-Sea	0.5%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Western Road, Bexhill-on-Sea	2.3%	6	11.8%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairlight Road, Ore	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	7.9%	1	0.0%	0	0.0%	0
Co-op, 100 Battle Road, St Leonards-on-Sea (next to Hollington Library)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Co-op, London Road, St Leonards-on-Sea	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	7	2.5%	1
Co-op, Sea Road, Winchelsea Beach, Winchelsea	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	6.3%	1	0.0%	0	0.0%	0
Iceland, Devonshire Road, Bexhill-on-Sea	1.3%	3	3.7%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cavendish House, Castle Street, Hastings	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0
Lidl, Ninfield Road, Sidley, Bexhill-on-Sea	2.8%	7	5.3%	2	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bohemia Road, St Leonards-on-Sea	3.3%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	1	1.3%	0	0.0%	0	7.1%	4	7.1%	2
Marks & Spencer, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3.0%	7	5.6%	2	4.9%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	9.2%	5	0.0%	0
Morrisons, Queens Road, Hastings	5.0%	12	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	18.1%	10	4.4%	2
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	3.3%	8	6.9%	3	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Heathfield	0.3%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	3.9%	9	1.2%	1	1.0%	0	0.0%	0	3.1%	0	1.3%	0	8.7%	1	3.1%	2	14.5%	5
Sainsbury's Local, Station Approach, Hastings	0.5%	1	0.0%	0	0.0%	0	1.9%	0	2.4%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Tesco Extra, Lottbridge Drove, Eastbourne	0.2%	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
Tesco Extra, Church Wood Drive, Hastings	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	3.1%	2	2.5%	1
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	5.7%	14	15.4%	7	7.3%	4	0.0%	0	0.0%	0	15.6%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Highbury Works, Tenterden	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	1.0%	2	0.0%	0	0.0%	0	13.7%	2	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Battle Hill, Battle	1.0%	2	0.0%	0	0.0%	0	0.0%	0	17.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Collington Mansions, Bexhill-on-Sea	2.4%	6	1.7%	1	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cooden Sea Road, Little Common, Bexhill-on-Sea	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fernside Avenue, St Leonards-on-Sea	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	8.0%	4	7.9%	3

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Waitrose, High Street, Old Town, Eastbourne	0.2%	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
Waitrose, Rye Road, Hawkhurst	1.2%	3	0.0%	0	0.0%	0	17.9%	3	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sayers Lane, Tenterden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.8%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Heathfield	0.6%	1	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Delivery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Archers Of Westfield, Main Road, Westfield	0.1%	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
B&M, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.8%	2	1.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Best One, Kind Wood Hill, Broad Oak Brede	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Betts & Loyd Butchers, Church Hill, Little Common Road, Bexhill-on-Sea	0.2%	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
Budgens, Ashdene Service Station, A21, London Road, Hurst Green	0.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buster's Farm Produce, Parsonage Farm Church Lane, Salehurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Heathfield	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Bexhill Road, Ninfield	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Costcutter, Fishmarket Road, Rye	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
Crouch Butchers, The Butchers Shop, St James Square, Wadhurst	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freshfields Farm Shop, Westfield Lane, Westfield	0.1%	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
Gizem Nur Convenience Store, Norman Road, St Leonards-on-Sea	0.4%	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
Grape Tree Food Store, Priory Meadow Shopping Centre, Hastings	0.4%	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
Great Park Farm Nursery, Catsfield Road, Catsfield	0.4%	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
Holland & Barrett, Devonshire Road, Bexhill-on-Sea	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homestead Farm, Darwell Hill, Netherfield	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurst Green Shop, Station Road, Hurst Green	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJ's Convenience Store, St George's Road, Bexhill-on-Sea	0.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarvis & Sons Butchers, Ashdown House, High Street, Burwash	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Crownfields, Station Approach, Rye	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3	0.0%	0	0.0%	0	0.0%	0
Jempson's, High Street, Wadhurst	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Main Street, Peasmarsh	2.3%	6	0.0%	0	0.0%	0	1.9%	0	0.0%	0	23.0%	5	0.0%	0	0.0%	0	0.0%	0
Jempson's, Market Square, Off Market Road, Battle	1.2%	3	0.0%	0	1.9%	1	0.0%	0	14.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Stonecourt Mews, Main Street, Northiam	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Battle Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bexhill-on-Sea: Town Centre	0.2%	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
Local shops, Broad Oak	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Brede Village Centre																		
Local shops, Burwash Village Centre	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cranbrook Town Centre	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hastings: Town Centre	0.7%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	2.5%	1
Local shops, Hawkhurst Village Centre	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hurst Green Village Centre	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Robertsbridge Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Royal Tunbridge Wells Town Centre	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Leonards-on-Sea: Battle Road	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.6%	2
Local shops, St Leonards-on-Sea: Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Local shops, Tenterden Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ticehurst Village Centre	0.5%	1	0.0%	0	0.0%	0	4.2%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Westfield Village Centre	0.1%	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
Londis, Church Street, Ticehurst	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Robertson House, Main Road, Westfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Londis, The Cottage, High Street, Burwash	0.1%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ninfield Village Stores, Lower Street, Ninfield	0.2%	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
Nisa, New Lydd Road, Camber Sands, Camber	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Blackman Avenue, Hollington, St Leonards-on-Sea	0.4%	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
One Stop, Sea Road, Bexhill-on-Sea	2.0%	5	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sedlescombe Road North, St Leonards-on-Sea	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	3.2%	1
One Stop, Turkey Road, Bexhill-on-Sea	2.3%	6	0.0%	0	11.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Battery Hill, Fairlight	0.1%	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
Post Office, Station Road, Robertsbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Grove Road, Ore, Hastings	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0
Premier, Springfield Road, Hastings	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Rye Harbour Stores, Harbour Road, Rye	0.1%	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
Shaun M Piper Butchers, Western Road, Bexhill-on-Sea	0.2%	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
Spar, Station Road, Northiam, Rye	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
Sussex Fruits, Bexhill Road, St Leonards-on-Sea	0.4%	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
Tesco Express, Station Road, Heathfield	0.3%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moat Field Meadow, Kingsnorth, Ashford	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	4	0.0%	0	0.0%	0	0.0%	0
The Butcher's Shop, Pett Road, Pett	0.1%	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
The Rye Bakery, Battle Road, St Leonards-on-Sea	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
The Rye Bakery, Old London Road, Ore	0.1%	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
Waitrose, Sir Bernard Paget Avenue, Ashford	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
Wakehams Farm Shop, Pett Level Road, Fairlight	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0
Western Road Fruiterers, Western Road, Bexhill-on-Sea	1.1%	3	0.9%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Weighted base:		243		44		49		14		13		23		11		54		35
Sample:		285		54		58		34		29		31		27		23		29

Column %ges.

Q14 Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.5%	14	0.4%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	9	1.1%	0	1.6%	5	0.0%	0
Battle Town Centre	0.5%	5	0.0%	0	0.4%	1	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	4.3%	41	21.9%	20	10.1%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.7%	2	1.1%	2
Bexhill-on-Sea: Sidley District Centre	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.9%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	2.1%	7	0.0%	0
Central London	0.6%	6	0.0%	0	0.0%	0	0.6%	0	1.1%	1	1.4%	1	0.9%	0	0.5%	2	1.0%	2
Eastbourne Town Centre	12.7%	121	21.8%	20	27.3%	43	2.8%	1	0.9%	1	1.4%	1	7.4%	2	6.2%	20	20.9%	33
Hailsham Town Centre	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	24.4%	233	15.4%	14	4.6%	7	4.8%	2	31.7%	21	28.5%	24	46.4%	16	27.7%	88	38.8%	60
Hastings: OLD TOWN (not Hastings Town Centre)	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	4.1%	39	0.0%	0	1.3%	2	53.2%	25	6.6%	4	2.4%	2	0.9%	0	1.1%	3	1.7%	3
Rye Town Centre	0.4%	4	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.8%	3	1.5%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	0.9%	8	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.2%	4	1.6%	2
Tenterden town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	0	0.0%	0	1.7%	3
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	5.2%	50	15.1%	14	10.2%	16	1.1%	0	4.0%	3	0.0%	0	1.7%	1	2.5%	8	5.2%	8
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.3%	3	1.7%	2	0.4%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	4.3%	41	0.0%	0	1.2%	2	0.0%	0	0.5%	0	1.1%	1	0.0%	0	11.4%	37	0.6%	1
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	1.3%	12	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	2	1.7%	1	2.2%	7	1.8%	3
Tesco Extra, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	1.2%	12	0.0%	0	0.0%	0	1.7%	1	1.5%	1	0.4%	0	1.6%	1	0.5%	2	4.9%	8

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Internet	28.7%	274	18.5%	17	33.7%	53	28.5%	13	39.1%	25	30.2%	25	18.9%	6	34.2%	109	16.0%	25
Mail order / catalogue	1.2%	11	1.7%	2	1.7%	3	2.0%	1	1.0%	1	2.8%	2	6.4%	2	0.0%	0	0.6%	1
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Abroad	0.7%	6	0.0%	0	0.3%	0	0.7%	0	0.0%	0	0.4%	0	0.9%	0	1.6%	5	0.0%	0
Ashford Designer Outlet, Ashford	2.6%	25	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.4%	0	4.3%	1	6.1%	20	0.0%	0
Blackbrooks Garden Centre, A21, Sedlescombe	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bluewater Shopping Centre, Greenhithe	0.8%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.3%	4	0.9%	0	0.5%	2	0.7%	1
Canterbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff City Centre	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
Croydon Town Centre	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
Folkstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Hailsham Road, Stone Cross, Pevensey	0.1%	1	0.0%	0	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.2%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Langney Shopping Centre, Kingfisher Drive, Eastbourne	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
Mammoth Boot Fairs, Cophall & Bramley Farms, A22, Polegate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		953		94		156		47		65		83		34		319		156
Sample:		938		145		182		94		94		140		92		94		97

Q15 Where else do you do your household's shopping for clothes, footwear and other fashion goods?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q14 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	2.1%	12	0.0%	0	0.5%	0	1.0%	0	0.0%	0	12.9%	7	3.1%	1	1.7%	3	0.8%	1
Battle Town Centre	0.7%	4	0.0%	0	3.1%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bexhill-on-Sea: Town Centre	4.5%	26	20.8%	12	6.7%	6	1.0%	0	10.0%	4	1.1%	1	2.5%	1	1.2%	2	0.0%	0
Bexhill-on-Sea: Sidley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Brighton Town Centre	3.3%	19	0.9%	1	7.6%	7	4.3%	1	0.0%	0	0.0%	0	2.5%	1	2.8%	5	4.7%	5
Central London	3.8%	22	1.3%	1	2.7%	3	4.3%	1	6.8%	3	1.2%	1	0.0%	0	5.8%	11	3.3%	3
Eastbourne Town Centre	14.7%	85	25.3%	15	17.2%	16	6.4%	2	7.4%	3	2.1%	1	27.6%	6	11.8%	22	19.8%	20
Hastings: TOWN CENTRE (not Old Town, Hastings)	13.9%	80	13.2%	8	11.4%	11	6.7%	2	21.3%	9	32.1%	17	18.3%	4	11.4%	21	9.3%	10
Hastings: OLD TOWN (not Hastings Town Centre)	0.5%	3	0.0%	0	0.0%	0	1.9%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	1.5%	2
Heathfield Town Centre	0.2%	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
Royal Tunbridge Wells Town Centre	5.4%	32	0.0%	0	1.0%	1	38.8%	10	29.7%	12	1.8%	1	2.7%	1	2.9%	5	1.6%	2
Rye Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.4%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	0.9%	5	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	3.3%	3
Tenterden town centre	0.5%	3	0.0%	0	0.5%	0	1.9%	0	1.0%	0	1.4%	1	4.5%	1	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.2%	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
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	1.0%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	4.6%	5
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.7%	4	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.7%	3	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	8.5%	49	20.0%	12	21.8%	21	1.3%	0	4.8%	2	0.6%	0	6.9%	1	4.6%	8	4.4%	5
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	1.7%	10	1.4%	1	8.9%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	2.0%	12	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	6.7%	7
Morrisons, Queens Road, Hastings	0.3%	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
Sainsbury's Superstore, Arndale Centre, Eastbourne	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.6%	4	0.7%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	1	2.7%	1	0.0%	0	1.7%	2
Tesco Extra, Church Wood Drive, Hastings	5.5%	32	0.0%	0	1.5%	1	1.9%	0	0.8%	0	1.1%	1	0.0%	0	14.6%	27	2.4%	2
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.5%	3	1.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Tesco Superstore, Highbury Works, Tenterden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Internet	17.2%	100	8.6%	5	12.1%	11	20.9%	5	7.4%	3	15.9%	8	2.7%	1	22.1%	40	24.9%	26
Mail order / catalogue	0.7%	4	0.7%	0	0.0%	0	1.0%	0	0.8%	0	1.2%	1	0.0%	0	0.9%	2	0.8%	1
TV / Interactive shopping	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.8%	0	1.4%	0	0.0%	0	0.0%	0
Abroad	0.5%	3	0.0%	0	0.7%	1	2.1%	1	0.8%	0	1.1%	1	2.5%	1	0.0%	0	0.0%	0
Ashford Designer Outlet, Ashford	3.0%	17	0.0%	0	0.0%	0	0.0%	0	4.6%	2	12.1%	6	9.7%	2	2.4%	4	2.4%	2
Bath City Centre	0.1%	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
Bluewater Shopping Centre, Greenhithe	3.8%	22	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	10.7%	20	1.6%	2
Bromley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranbrook Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre, Surrey	0.1%	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
Folkstone Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.2%	2	1.1%	1
Maidstone Town Centre	0.4%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Meadowhall Retail Park, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		579		59		94		25		41		52		21		183		103
Sample:		583		86		110		54		62		90		57		54		70

Q16 Where do you do most of your household's chemist and personal care goods including cosmetics?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	2.4%	22	0.0%	0	1.9%	3	0.6%	0	25.4%	18	0.0%	0	0.9%	0	0.0%	0	0.8%	1
Bexhill-on-Sea: Town Centre	12.3%	110	56.3%	48	39.5%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	3.1%	4
Bexhill-on-Sea: Sidley District Centre	0.7%	7	0.0%	0	4.5%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.9%	8	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	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
Central London	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	1.7%	15	2.4%	2	7.8%	11	0.6%	0	0.0%	0	0.0%	0	2.0%	1	0.6%	2	0.0%	0
Hailsham Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	20.6%	185	0.0%	0	1.1%	2	2.4%	1	15.5%	11	29.7%	22	38.6%	13	32.6%	100	25.1%	37
Hastings: OLD TOWN (not Hastings Town Centre)	0.3%	3	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Hastings: Ore Village District Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	16.0%	5	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	0.9%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5	2.0%	3
Hawkhurst Village Centre	0.3%	2	0.0%	0	0.0%	0	3.8%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.7%	6	0.0%	0	0.0%	0	12.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	1.5%	13	1.4%	1	0.0%	0	23.9%	11	0.6%	0	0.5%	0	0.9%	0	0.0%	0	0.0%	0
Rye Town Centre	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	26	4.2%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	3.8%	34	0.0%	0	0.7%	1	0.0%	0	2.0%	1	0.4%	0	1.7%	1	5.2%	16	10.1%	15
St Leonards-on-Sea: Battle Road	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.8%	10
Tenterden town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	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
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	7.4%	66	22.6%	19	22.2%	30	0.0%	0	2.7%	2	0.4%	0	0.0%	0	2.3%	7	4.8%	7
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Aldi, London Road, Bexhill-on-Sea	0.2%	2	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Rye Road, Hastings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.9%	1	3.2%	1	0.0%	0	0.0%	0
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Asda, The Quintins, North Street, Hailsham	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
Asda, Battle Road, St Leonards-on-Sea	2.8%	25	0.0%	0	0.0%	0	1.6%	1	1.1%	1	0.0%	0	3.6%	1	1.4%	4	12.3%	18
Lidl, Bohemia Road, St Leonards-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	2.3%	20	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.6%	1	2.0%	1	6.0%	18	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Heathfield	0.2%	1	0.0%	0	0.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	3.2%	29	0.0%	0	0.4%	0	1.1%	0	11.5%	8	4.9%	4	9.7%	3	4.0%	12	0.6%	1
Tesco Extra, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	13.0%	117	1.4%	1	1.4%	2	10.5%	5	7.3%	5	5.7%	4	4.0%	1	24.0%	74	17.1%	25
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.2%	19	6.1%	5	6.5%	9	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	3.5%	5
Internet	10.7%	96	6.8%	6	3.0%	4	13.8%	6	15.5%	11	2.7%	2	7.4%	3	15.4%	47	12.1%	18
Mail order / catalogue	0.0%	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
TV / Interactive shopping	0.0%	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
Broad Oak Brede Village Centre	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
Burwash Village Centre	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury City Centre	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
Cranbrook Town Centre	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day Lewis Pharmacy, Mount Pleasant Road, Hastings	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Day Lewis Pharmacy, Parkstone Road, Hastings	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	6	0.0%	0
Icklesham Village Centre	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
Jempson's, Main Street, Peasmarsh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Laycock Chemists, Little Ridge Avenue, Hastings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
Ninfield Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northiam Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sedlescombe Village 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
St Leonards-on-Sea: Sedlescombe Road North	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
St Peter Port Town Centre, Guernsey	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Battle Hill, Battle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Rye Road, Hawkhurst	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
Ticehurst Village Centre	0.9%	8	0.0%	0	0.0%	0	17.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Weighted base:		898		86		137		47		69		74		34		306		146
Sample:		911		133		170		94		97		137		95		88		97

Q17 Where else do you do household's shopping for chemist and personal care goods including cosmetics?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q16 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	1.9%	7	0.0%	0	1.3%	1	4.2%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Bexhill-on-Sea: Town Centre	8.3%	28	25.6%	9	38.4%	18	1.4%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bexhill-on-Sea: Sidley District Centre	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
Bexhill-on-Sea: Little Common District Centre	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.3%	1	0.0%	0	1.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.4%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	1	1.3%	0	2.6%	0	4.5%	5	2.2%	2
Eastbourne Town Centre	4.8%	16	7.7%	3	5.4%	3	1.4%	0	0.0%	0	0.0%	0	2.0%	0	6.2%	7	5.3%	4
Hailsham Town Centre	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	23.4%	80	19.0%	6	2.9%	1	12.1%	2	34.3%	7	25.8%	6	19.5%	3	36.3%	41	18.7%	13
Hastings: OLD TOWN (not Hastings Town Centre)	1.5%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.6%	1
Hastings: Ore Village District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	8.0%	1	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	1.5%	2	1.6%	1
Hawkhurst Village Centre	0.4%	1	0.0%	0	0.0%	0	4.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.4%	2	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.5%	2	0.0%	0	0.0%	0	3.2%	1	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	2.4%	8	0.0%	0	1.0%	0	35.3%	7	0.0%	0	2.9%	1	3.8%	1	0.0%	0	0.0%	0
Rye Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6	4.1%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	3.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.0%	0	6.2%	7	8.0%	6
St Leonards-on-Sea: Battle Road	0.3%	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
Tenterden town centre	0.7%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	7.8%	2	2.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.1%	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
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	8.8%	30	28.8%	10	17.8%	8	0.0%	0	19.2%	4	0.0%	0	6.7%	1	0.0%	0	9.9%	7
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.6%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Aldi, London Road, Bexhill-on-Sea	0.5%	2	2.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	0.1%	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
Asda, The Quintins, North Street, Hailsham	0.1%	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
Asda, Battle Road, St Leonards-on-Sea	4.9%	17	0.0%	0	3.0%	1	0.0%	0	3.0%	1	2.4%	1	0.0%	0	10.8%	12	2.8%	2
Lidl, Ninfield Road, Bexhill-on-Sea	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	6.2%	7	1.2%	1
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	0.8%	3	1.2%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	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

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Station Road, Heathfield																		
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	4.4%	15	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.3%	0	18.3%	3	6.7%	7	5.3%	4
Tesco Extra, Church Wood Drive, Hastings	6.7%	23	0.0%	0	0.0%	0	5.3%	1	10.7%	2	0.0%	0	0.0%	0	1.5%	2	25.8%	18
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	1.8%	6	8.6%	3	6.0%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Highbury Works, Tenterden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet	5.5%	19	4.0%	1	9.8%	5	6.1%	1	0.0%	0	4.0%	1	10.1%	1	5.4%	6	4.6%	3
Mail order / catalogue	0.3%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Abroad	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
Canterbury City Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Day Lewis Pharmacy, Parkstone Road, Hastings	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
Folkstone Town Centre	0.2%	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
Guestling Village Centre	0.1%	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
Jempson's, Crownfields, Station Approach, Rye	0.1%	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
Sedlescombe Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Kingfisher Drive, Eastbourne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Ticehurst Village Centre	0.1%	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
Wadhurst Town Centre	0.5%	2	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rye Road, Hawkhurst	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	0.3%	1	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:		342		33		48		19		21		25		14		112		70
Sample:		362		52		64		45		31		44		39		38		49

Q18 Where do you do most of your household's shopping for books, DVDs, CDs, stationery and cards?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	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
Battle Town Centre	0.8%	5	0.0%	0	1.4%	2	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	7.9%	56	43.6%	32	16.9%	19	0.0%	0	1.0%	0	0.5%	0	1.0%	0	0.0%	0	2.7%	3
Bexhill-on-Sea: Sidley District Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	2	0.7%	1	0.0%	0	1.3%	0	1.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	2.4%	17	2.4%	2	11.7%	13	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	2	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	20.7%	145	3.4%	2	2.8%	3	1.4%	1	10.2%	4	8.8%	6	44.8%	14	38.0%	81	26.9%	35
Hastings: OLD TOWN (not Hastings Town Centre)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Hastings: Ore Village District Centre	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
Hastings: Silverhill District Centre	0.1%	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
Hawkhurst Village 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
Heathfield Town Centre	0.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	1.6%	11	0.0%	0	0.9%	1	19.5%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Rye Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	8	4.7%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	2	5.2%	7
Tenterden town centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	0.7%	5	2.1%	2	2.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	0.7%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.3%	4
Sainsbury's Superstore, Station Road, Heathfield	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
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	1.4%	10	0.0%	0	0.4%	0	0.0%	0	9.3%	4	1.6%	1	4.6%	1	0.8%	2	1.3%	2
Tesco Extra, Lottbridge Drove, Eastbourne	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	3.2%	22	3.3%	2	0.4%	0	1.3%	0	7.3%	3	0.6%	0	4.6%	1	0.8%	2	9.6%	12
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3.3%	23	3.7%	3	14.2%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.1%	4
Internet	50.6%	355	40.4%	30	43.4%	49	62.8%	25	54.2%	22	67.6%	43	34.5%	11	54.5%	116	46.7%	61
Mail order / catalogue	0.2%	2	0.6%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.4%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Abroad	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
Ashford Designer Outlet, Ashford	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
Cranbrook Town Centre	0.1%	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
Croydon Town Centre	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
Folkstone Town Centre	0.1%	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
Gatwick Airport, Crawley	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
Guildford Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mammoth Boot Fairs, Cophall & Bramley Farms, A22, Polegate	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells	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
Tesco Express, Cooden Sea Road, Bexhill-on-Sea	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Moat Field Meadow, Kingsnorth,	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

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford																		
Ticehurst Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.2%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	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
Whitstable Town Centre	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
Weighted base:		701		74		112		39		40		64		30		212		130
Sample:		718		108		130		76		63		113		82		69		77

Column %ges.

Q19 Where else do you do your household's shopping for books, DVDs, CDs, stationery and cards?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q18 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	14.5%	2	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	10.7%	24	28.8%	5	29.4%	15	0.0%	0	2.0%	0	0.0%	0	5.3%	1	4.9%	3	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.4%	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
Brighton Town Centre	0.4%	1	3.0%	1	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.1%	3	0.0%	0	0.9%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Eastbourne Town Centre	7.1%	16	8.5%	1	12.6%	7	0.0%	0	3.7%	1	2.4%	0	0.0%	0	6.3%	4	7.7%	3
Hastings: TOWN CENTRE (not Old Town, Hastings)	21.0%	48	13.2%	2	3.1%	2	0.0%	0	10.5%	2	10.8%	2	10.2%	1	42.4%	29	28.0%	10
Hastings: OLD TOWN (not Hastings Town Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	1.9%	4	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Heathfield Town Centre	0.3%	1	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	5.3%	12	0.0%	0	0.0%	0	42.5%	4	6.3%	1	3.8%	1	4.9%	1	4.5%	3	6.9%	3
Rye Town Centre	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	7	10.6%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	2.4%	2	2.3%	1
Tenterden town centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	0	7.3%	1	5.3%	1	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.3%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	1.4%	3	4.4%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	6.0%	2
Morrisons, Queens Road, Hastings	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Heathfield	0.2%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	1.6%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.3%	1	7.6%	1	0.0%	0	3.0%	1
Tesco Extra, Church Wood Drive, Hastings	9.8%	22	4.2%	1	0.0%	0	3.4%	0	23.2%	4	8.9%	1	6.0%	1	9.7%	7	23.6%	9
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	5.4%	12	7.3%	1	17.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Internet	18.3%	42	19.2%	3	16.6%	9	26.3%	3	26.9%	4	12.5%	2	36.5%	4	19.7%	14	9.0%	3
Abroad	2.6%	6	0.0%	0	11.0%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Ashford Designer Outlet, Ashford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Fairlight Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Hurst Green Village Centre	0.1%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fernside Avenue, St Leonards-on-Sea	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Waitrose, Rye Road, Hawkhurst	0.1%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		228		17		52		10		16		16		11		69		37
Sample:		236		29		50		25		24		31		28		21		28

Q20 Where do you do most of your household's shopping for Recreation and Leisure Goods? (inc toys, sports goods, bicycles and accessories, hobbies, jewellery, pets/pet products)?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.1%	6	0.0%	0	0.6%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	1.9%	10	4.9%	3	8.8%	7	0.0%	0	0.7%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Central London	0.7%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	2	0.9%	1
Eastbourne Town Centre	4.6%	26	12.2%	6	19.6%	16	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	2
Hastings: TOWN CENTRE (not Old Town, Hastings)	21.8%	121	4.1%	2	5.0%	4	1.0%	0	14.0%	7	19.9%	11	31.7%	7	36.1%	64	27.3%	27
Hastings: OLD TOWN (not Hastings Town Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Hastings: Ore Village District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	0	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	1.2%	2	0.0%	0
Hawkhurst Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.1%	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
Royal Tunbridge Wells Town Centre	1.6%	9	0.0%	0	0.0%	0	24.5%	7	3.1%	1	1.1%	1	2.5%	1	0.0%	0	0.0%	0
Rye Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.6%	2	1.7%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Battle Road	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	2	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	3.6%	4
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	9.8%	54	25.5%	13	21.2%	17	3.0%	1	8.6%	4	1.7%	1	0.0%	0	1.0%	2	16.9%	17
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.6%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Bexhill-on-Sea	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	0.5%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	2.0%	2
Lidl, Ninfield Road, Bexhill-on-Sea	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	2.2%	12	0.0%	0	0.0%	0	4.8%	1	8.8%	4	0.0%	0	5.3%	1	2.2%	4	1.6%	2
Tesco Superstore, Ravenside Retail & Leisure Park,	0.7%	4	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Bexhill-on-Sea																		
Internet	47.1%	262	52.5%	27	32.7%	27	59.6%	16	57.8%	27	46.8%	25	36.8%	8	53.0%	93	40.1%	40
Mail order / catalogue	0.1%	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
TV / Interactive shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Abroad	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Ashford Designer Outlet, Ashford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.5%	1	0.0%	0	0.0%	0
Folkstone Town Centre	0.2%	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
Gatwick Airport, Crawley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Wadhurst Town Centre	0.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		556		51		82		27		47		53		22		176		99
Sample:		493		60		93		54		58		76		56		47		49

Q21 Where else do you do your household's shopping for Recreation and Leisure Goods? (inc toys, sports goods, bicycles and accessories, hobbies, jewellery, pets/pet products)?
Not those that said '(Don’t know / varies)' or '(Don't do this type of shopping)' at Q20 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	2.2%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	19.0%	2	0.0%	0	0.0%	0	3.4%	1
Battle Town Centre	1.4%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	2.9%	5	3.2%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Brighton Town Centre	1.4%	2	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	3.4%	1
Central London	2.0%	3	0.0%	0	2.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Eastbourne Town Centre	13.5%	22	6.3%	1	41.1%	13	0.0%	0	5.7%	1	3.5%	0	5.7%	1	12.6%	6	3.4%	1
Hastings: TOWN CENTRE (not Old Town, Hastings)	21.3%	35	19.8%	3	7.0%	2	11.9%	1	21.8%	3	8.5%	1	33.4%	3	40.9%	20	6.3%	2
Hastings: Silverhill District Centre	1.0%	2	9.4%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	0.7%	1	0.0%	0	0.0%	0	7.4%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	1.1%	2	0.0%	0	0.0%	0	19.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	2.4%	4	4.1%	1	0.0%	0	20.5%	2	0.0%	0	2.7%	0	3.6%	0	0.0%	0	3.4%	1
St Leonards-on-Sea: Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	3.5%	2	0.0%	0
Tenterden town centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	3
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	1.5%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	6.3%	2
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	5.3%	9	12.2%	2	12.7%	4	0.0%	0	0.0%	0	3.5%	0	6.5%	1	4.5%	2	0.0%	0
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	2.5%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	6.5%	3	0.0%	0
Aldi, Rye Road, Hastings	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	3.5%	2	0.0%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	3.8%	6	0.0%	0	0.0%	0	0.0%	0	31.8%	5	0.0%	0	11.2%	1	0.0%	0	0.0%	0
Tesco Extra, Lottbridge Drove, Eastbourne	0.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	6.6%	11	0.0%	0	0.0%	0	8.2%	1	0.0%	0	5.1%	1	2.8%	0	10.4%	5	16.4%	4
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	18.7%	31	21.6%	3	9.2%	3	20.5%	2	15.2%	2	43.4%	5	2.8%	0	11.0%	5	39.5%	10
Abroad	0.2%	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
Ashford Designer Outlet, Ashford	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	8.1%	1	0.0%	0	0.0%	0
Ashford Retail Park, Barrey Road, Ashford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranbrook Town Centre	0.2%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Highwoods Golf Club, Ellerslie Lane, Bexhill-on-Sea	0.3%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John's Cross Tack Room,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
John's Cross, Mountfield																		
Lakeside Retail Park, Heron Way, West Thurrock	0.7%	1	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.5%	1	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		13		31		9		16		11		10		48		26
Sample:		170		20		36		20		20		24		25		13		12

Q22 Where do you do most of your household's shopping for China, Glass and Home Textile Goods (inc Pottery, Cutlery, Cookware, Bed linens etc)?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.0%	6	1.4%	1	1.3%	1	1.1%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.5%	3	0.0%	0	0.6%	1	3.7%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	5.3%	30	11.5%	6	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.9%	5	0.0%	0	0.0%	0	2.5%	1	1.2%	1	0.0%	0	1.7%	0	1.0%	2	1.8%	2
Eastbourne Town Centre	5.2%	29	10.2%	5	15.1%	15	2.0%	1	0.0%	0	0.0%	0	1.7%	0	2.8%	5	3.8%	3
Hailsham Town Centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	18.2%	102	8.3%	4	1.1%	1	2.5%	1	7.6%	4	21.7%	12	16.8%	3	37.7%	65	14.4%	13
Hastings: OLD TOWN (not Hastings Town Centre)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Hastings: Silverhill District Centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	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
Royal Tunbridge Wells Town Centre	4.5%	25	2.9%	2	3.7%	4	29.2%	9	12.0%	6	4.2%	2	1.7%	0	1.0%	2	1.3%	1
Rye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	3.8%	21	1.8%	1	0.0%	0	0.0%	0	11.0%	5	0.0%	0	1.7%	0	5.3%	9	6.2%	5
St Leonards-on-Sea: Battle Road	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden town centre	0.2%	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
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	0.7%	4	0.0%	0	0.0%	0	1.6%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	2.9%	3
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.2%	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
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	4.2%	24	1.5%	1	1.1%	1	0.0%	0	4.5%	2	1.3%	1	3.3%	1	7.6%	13	5.8%	5
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	1.3%	7	1.0%	1	6.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	3.7%	21	24.3%	13	3.9%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.7%	4	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rye Road, Hastings	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	0.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	5.3%	30	0.0%	0	0.6%	1	1.7%	1	0.8%	0	1.1%	1	10.9%	2	13.9%	24	1.8%	2
Dunelm, Marshall Road, Eastbourne	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
Morrisons, Queens Road, Hastings	3.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	1	8.8%	15	1.0%	1
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	0.4%	2	0.8%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.1%	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
Sainsbury's Superstore, Station Road, Heathfield	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	2.5%	14	1.0%	1	0.5%	0	0.0%	0	13.1%	6	2.0%	1	17.2%	3	0.0%	0	2.8%	2
Tesco Extra, Church Wood Drive, Hastings	7.3%	41	0.0%	0	0.0%	0	3.6%	1	14.6%	7	12.9%	7	11.0%	2	5.1%	9	17.0%	15
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3.3%	18	5.7%	3	11.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Tesco Superstore, Highbury Works, Tenterden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Internet	20.4%	115	24.7%	13	15.9%	16	38.6%	12	24.5%	12	33.0%	18	25.0%	4	7.2%	12	31.0%	27
Mail order / catalogue	0.2%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet, Ashford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.6%	1	0.0%	0	0.0%	0
Blackbrooks Garden Centre, A21, Sedlescombe	0.1%	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
Bluewater Shopping Centre, Greenhithe	0.5%	3	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Bromley Town Centre	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
Cardiff City Centre	0.2%	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
Cranbrook Town Centre	0.1%	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
Dockside Outlet Shopping Centre, Saint Mary's Island, Chatham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
John Lewis, Fougeres Way, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Business Park, Tunbridge Wells	0.4%	2	0.0%	0	0.9%	1	2.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	1.4%	8	0.0%	0	0.6%	1	2.6%	1	1.9%	1	0.6%	0	0.0%	0	2.5%	4	1.3%	1
The Range, Lottbridge Drove, Eastbourne	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
Tunbridge Wells Shopping Park, Tunbridge Wells	0.1%	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
Valley Retail Park, Purley Way, Croydon	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.2%	4	0.0%	0
Weighted base:		563		53		98		31		49		55		18		172		88
Sample:		557		77		109		65		64		85		45		55		57

Column %ges.

Q23 Where else do you do your household's shopping for China, Glass and Home Textile Goods (inc Pottery, Cutlery, Cookware, Bed linens etc)?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q22 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	5.3%	1
Battle Town Centre	0.2%	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
Bexhill-on-Sea: Town Centre	3.4%	7	9.4%	2	7.2%	3	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	7.7%	2
Central London	0.2%	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
Eastbourne Town Centre	6.2%	13	5.7%	1	12.6%	5	5.3%	1	0.0%	0	0.0%	0	4.7%	0	9.0%	5	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	16.3%	33	16.7%	3	22.6%	9	1.8%	0	25.7%	6	12.5%	2	29.0%	2	17.1%	10	0.0%	0
Hastings: OLD TOWN (not Hastings Town Centre)	0.7%	1	2.6%	1	0.0%	0	3.3%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: Ore Village District Centre	0.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.4%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	8.1%	16	3.7%	1	3.5%	1	22.3%	3	16.5%	4	5.3%	1	8.8%	1	6.5%	4	7.7%	2
Rye Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	4.7%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	3.7%	2	0.0%	0
St Leonards-on-Sea: Battle Road	0.7%	1	2.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.3%	1	2.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	3.9%	8	6.3%	1	0.0%	0	3.3%	0	10.8%	3	0.0%	0	6.1%	0	3.7%	2	4.2%	1
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.8%	2	0.0%	0	3.1%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	7.7%	16	18.8%	4	17.7%	7	0.0%	0	2.6%	1	0.0%	0	0.0%	0	5.3%	3	4.2%	1
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	1.6%	3	4.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Asda, The Crumbles, Pevensey Bay Road, Eastbourne	1.2%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	13.9%	1	7.3%	4	14.8%	3
Morrisons, Lottbridge Drove, Eastbourne	0.2%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	1.6%	3	10.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Arndale Centre, Eastbourne	0.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	6.8%	14	0.0%	0	0.0%	0	0.0%	0	5.5%	1	4.2%	1	9.4%	1	17.4%	10	4.2%	1
Tesco Extra, Church Wood Drive, Hastings	7.1%	15	3.7%	1	1.2%	0	0.0%	0	15.0%	4	5.4%	1	4.7%	0	3.7%	2	29.5%	6
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	1.3%	3	2.6%	1	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Highbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Works, Tenterden																		
Internet	16.5%	34	8.8%	2	9.1%	4	23.8%	4	10.9%	3	39.7%	7	13.9%	1	22.7%	13	4.2%	1
Mail order / catalogue	0.2%	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
Abroad	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet, Ashford	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Folkstone Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
IKEA, Ferry Road, Cardiff	0.2%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Business Park, Tunbridge Wells	2.4%	5	0.0%	0	0.0%	0	26.3%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.2%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		203		20		40		15		25		17		6		59		21
Sample:		218		35		43		25		33		28		15		22		17

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	

Q24 Where do you do most of your household's shopping for Household Appliances, such as Fridges, Washing Machines, Kettles, Toasters etc?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.8%	1
Battle Town Centre	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
Bexhill-on-Sea: Town Centre	2.5%	20	8.8%	8	4.4%	5	0.0%	0	0.0%	0	1.6%	1	1.7%	1	2.0%	5	0.8%	1
Bexhill-on-Sea: Sidley District Centre	0.6%	5	1.0%	1	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	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
Eastbourne Town Centre	0.9%	8	0.5%	0	2.9%	3	7.7%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Hailsham Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	8.6%	69	2.1%	2	3.2%	4	1.7%	1	12.2%	8	9.4%	7	6.1%	2	16.3%	38	5.5%	8
Hastings: Silverhill District Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	0.1%	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
Heathfield Town Centre	1.0%	8	0.0%	0	2.5%	3	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	2.1%	17	1.8%	2	0.0%	0	24.5%	11	1.2%	1	2.3%	2	1.7%	1	0.0%	0	1.1%	2
Rye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	10.8%	87	4.7%	4	1.2%	1	0.0%	0	3.0%	2	1.6%	1	19.6%	6	22.1%	51	14.1%	21
St Leonards-on-Sea: Battle Road	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	0	1.9%	1	0.0%	0	0.0%	0
Tenterden town centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	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
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	2.2%	17	0.0%	0	0.0%	0	0.0%	0	3.7%	2	2.9%	2	1.7%	1	4.8%	11	0.8%	1
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.1%	1	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	27.6%	221	38.4%	33	41.8%	50	2.5%	1	20.4%	13	15.1%	12	25.3%	8	18.5%	43	41.7%	62
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	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
Aldi, London Road, Bexhill-on-Sea	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	0.0%	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
Currys PC World, Hampden Park, Eastbourne	0.0%	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
Morrisons, Queens Road, Hastings	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	2	0.0%	0
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.7%	3
Tesco Extra, Church Wood Drive, Hastings	1.0%	8	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	4.9%	7
Tesco Superstore, Ravenside Retail & Leisure Park,	1.7%	14	1.6%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Bexhill-on-Sea																		
Internet	36.1%	290	38.0%	32	26.4%	32	38.6%	17	48.6%	30	56.7%	45	37.4%	12	34.9%	81	27.5%	41
Mail order / catalogue	0.9%	7	1.4%	1	0.0%	0	0.8%	0	6.0%	4	0.0%	0	0.9%	0	0.0%	0	1.2%	2
Ashford Designer Outlet, Ashford	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
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Crowborough Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Lodge Retail Park, Tunbridge Wells	0.3%	3	0.0%	0	0.0%	0	5.0%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempson's, Main Street, Peasmarsh	0.1%	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
Kingstanding Business Park, Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northiam Village Centre	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
Tunbridge Wells Shopping Park, Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		802		85		120		45		62		79		32		232		148
Sample:		847		132		152		88		90		128		86		79		92

Q25 Where else do you do your household's shopping for Household Appliances, such as Fridges, Washing Machines, Kettles, Toasters etc?
Not those that said '(Don’t know / varies)' or '(Don't do this type of shopping)' at Q24 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.1%	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
Bexhill-on-Sea: Town Centre	2.3%	7	4.4%	1	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Bexhill-on-Sea: Sidley District Centre	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.1%	3	0.0%	0	2.5%	1	4.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Eastbourne Town Centre	1.7%	5	0.0%	0	6.2%	2	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Hailsham Town Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	4.6%	13	4.6%	1	2.8%	1	0.0%	0	19.3%	6	0.0%	0	2.4%	0	2.4%	2	4.6%	3
Hastings: Silverhill District Centre	0.1%	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
Hawkhurst Village Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	12.6%	4	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Heathfield Town Centre	1.1%	3	0.0%	0	0.0%	0	17.1%	2	1.4%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	4.3%	12	0.0%	0	0.0%	0	19.5%	2	10.9%	3	2.8%	1	0.0%	0	5.5%	5	1.9%	1
Rye Town Centre	0.1%	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
St Leonards-on-Sea: Town Centre	7.5%	22	2.8%	1	7.3%	3	0.0%	0	5.6%	2	8.0%	2	7.0%	1	8.0%	7	11.7%	7
St Leonards-on-Sea: Battle Road	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	3.4%	10	0.0%	0	1.4%	0	0.0%	0	3.2%	1	10.5%	2	2.4%	0	2.4%	2	6.2%	4
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.1%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.3%	1	0.0%	0	0.0%	0	4.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	24.8%	72	35.8%	10	17.7%	6	12.5%	2	20.6%	6	7.4%	2	31.3%	4	35.8%	32	16.2%	10
Aldi, London Road, Bexhill-on-Sea	0.2%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Hampden Park, Eastbourne	2.2%	6	16.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	1.4%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.1%	0	0.0%	0	5.8%	3
Tesco Extra, Church Wood Drive, Hastings	6.0%	17	0.0%	0	0.0%	0	2.8%	0	3.1%	1	4.8%	1	0.0%	0	1.9%	2	22.6%	13
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	2.1%	6	1.4%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Highbury Works, Tenterden	0.1%	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
Internet	29.1%	84	33.1%	10	26.8%	9	23.8%	3	9.2%	3	52.3%	11	28.2%	3	36.8%	33	19.7%	12
Mail order / catalogue	0.9%	3	1.4%	0	1.4%	0	0.0%	0	1.4%	0	0.0%	0	10.3%	1	0.0%	0	0.0%	0
Gallagher Retail Park,	0.1%	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

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford																		
Great Lodge Retail Park, Tunbridge Wells	0.4%	1	0.0%	0	0.0%	0	2.8%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembury Village Centre	0.1%	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
St Leonards-on-Sea: Sedlescombe Road North	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.1%	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
Weighted base:		289		29		35		12		29		21		12		91		60
Sample:		288		45		45		27		41		32		30		29		39

Q26 Where do you do most of your household’s shopping for Audio-Visual Equipment such as TVs, DVD players, Hi Fi, Cameras, Computers etc?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	3.3%	25	11.7%	10	8.1%	9	0.0%	0	0.0%	0	0.4%	0	0.0%	0	2.6%	6	0.0%	0
Bexhill-on-Sea: Sidley District Centre	0.2%	2	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.4%	3	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	2	0.0%	0
Central London	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Eastbourne Town Centre	1.0%	7	6.3%	5	1.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hailsham Town Centre	0.1%	1	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	6.5%	50	0.0%	0	1.0%	1	2.0%	1	16.7%	11	8.1%	6	9.0%	3	9.5%	22	4.9%	7
Hastings: Silverhill District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.5%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Royal Tunbridge Wells Town Centre	2.8%	21	1.9%	2	1.1%	1	21.6%	9	3.7%	2	0.9%	1	1.3%	0	2.2%	5	1.2%	2
Rye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	5.4%	42	2.7%	2	0.4%	0	0.0%	0	2.4%	2	1.7%	1	8.2%	2	7.5%	17	12.1%	17
St Leonards-on-Sea: Battle Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	1	0.0%	0	0.0%	0
Tenterden town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	3.7%	28	0.0%	0	0.0%	0	2.7%	1	10.5%	7	4.2%	3	2.9%	1	5.5%	13	2.8%	4
Hailsham Retail Park, Hailsham (Argos, Jollye's, Sussex Beds)	0.1%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.2%	2	0.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	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
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	31.2%	239	42.2%	34	54.8%	61	3.8%	2	29.3%	19	24.1%	17	30.9%	9	19.9%	46	36.8%	51
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Battle Road, St Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Lidl, Bohemia Road, St Leonards-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadwater Way, Hampden Park, Eastbourne	0.6%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.1%	1	2.0%	1	2.2%	5	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	4.9%	38	0.5%	0	0.6%	1	0.0%	0	1.6%	1	1.2%	1	2.9%	1	11.4%	26	5.7%	8
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	1.2%	9	1.3%	1	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Superstore, Highbury Works, Tenterden	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

Column %ges.

Rother Household Survey for GVA

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Internet	34.2%	263	26.2%	21	20.1%	22	45.2%	18	30.7%	20	51.2%	37	34.8%	10	38.4%	89	32.8%	45
Mail order / catalogue	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
TV / Interactive shopping	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
Abroad	0.2%	2	0.0%	0	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Retail Park, Barrey Road, Ashford	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
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Great Lodge Retail Park, Tunbridge Wells	0.2%	2	0.0%	0	0.0%	0	3.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Business Park, Tunbridge Wells	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	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
Woodbridge Road Retail Park, Woodbridge Road, Guildford	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		768		82		112		40		64		72		29		231		138
Sample:		786		125		142		82		85		120		77		70		85

Column %ges.

Q27 Where else do you do your household's shopping for Audio-Visual Equipment such as TVs, DVD players, Hi Fi, Cameras, Computers etc?

Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q26 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.4%	1	0.0%	0	1.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	2.3%	5	2.7%	1	6.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	2.7%	1
Bexhill-on-Sea: Sidley District Centre	0.2%	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
Bexhill-on-Sea: Little Common District Centre	0.2%	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
Brighton Town Centre	0.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.7%	0	3.6%	0	0.0%	0	0.0%	0
Central London	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Eastbourne Town Centre	1.2%	3	4.3%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Hailsham Town Centre	0.4%	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
Hastings: TOWN CENTRE (not Old Town, Hastings)	5.8%	13	17.3%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0	5.2%	1	7.8%	4	6.5%	3
Heathfield Town Centre	0.1%	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
Royal Tunbridge Wells Town Centre	4.7%	11	0.0%	0	1.1%	0	17.5%	2	4.1%	1	0.0%	0	0.0%	0	12.0%	7	2.1%	1
Rye Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	2.4%	5	4.5%	1	0.0%	0	0.0%	0	5.4%	1	3.7%	0	8.3%	1	3.0%	2	0.0%	0
St Leonards-on-Sea: Battle Road	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden town centre	0.1%	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
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	1.1%	2	0.0%	0	1.1%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	2.8%	6	0.0%	0	1.1%	0	0.0%	0	1.4%	0	10.8%	1	2.8%	0	3.0%	2	6.2%	3
Hailsham Retail Park, Hailsham (Argos, Jollye's, Sussex Beds)	0.1%	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
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	24.6%	55	29.6%	9	32.5%	15	0.0%	0	33.9%	8	17.7%	2	35.6%	4	20.4%	11	16.6%	7
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	3.9%	2	0.0%	0
Currys PC World, Hampden Park, Eastbourne	0.2%	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
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	3.9%	2
Tesco Extra, Church Wood Drive, Hastings	6.0%	14	1.4%	0	0.0%	0	2.8%	0	1.4%	0	15.1%	1	0.0%	0	0.0%	0	26.9%	11
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea	3.9%	9	2.7%	1	15.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Internet	33.3%	75	33.5%	10	28.3%	13	59.5%	6	26.3%	6	21.4%	2	38.2%	4	41.2%	23	27.2%	11
Mail order / catalogue	2.1%	5	0.0%	0	0.0%	0	0.0%	0	19.3%	4	0.0%	0	3.6%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.3%	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
Gallagher Retail Park, Ashford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0	0.0%	0
Great Lodge Retail Park, Tunbridge Wells	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
John Lewis, Fougeres Way, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0
Kingstanding Business Park, Tunbridge Wells	0.8%	2	0.0%	0	3.0%	1	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		225		30		46		10		23		9		11		56		42
Sample:		242		44		54		19		32		22		25		21		25

Q28 Where do you do most of your household's shopping for Furniture, Furnishings, Carpets and Household Textiles?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.7%	10	0.9%	1	1.6%	1	1.1%	0	0.0%	0	14.2%	7	1.5%	0	0.0%	0	0.0%	0
Battle Town Centre	1.3%	8	0.0%	0	0.7%	1	2.4%	1	11.4%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	5.3%	31	21.9%	13	16.1%	14	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.3%	2	1.0%	1
Bexhill-on-Sea: Sidley District Centre	1.3%	7	8.6%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.2%	0	0.0%	0	0.8%	1
Eastbourne Town Centre	9.3%	54	12.1%	7	22.1%	19	0.0%	0	0.6%	0	1.1%	1	0.0%	0	14.0%	23	3.0%	3
Hailsham Town Centre	0.2%	1	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	9.6%	56	5.6%	3	9.9%	9	3.1%	1	12.5%	6	6.9%	4	16.9%	4	15.8%	26	2.4%	3
Hastings: OLD TOWN (not Hastings Town Centre)	0.7%	4	1.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Hastings: Ore Village District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Hastings: Silverhill District Centre	3.2%	18	0.0%	0	0.6%	0	0.0%	0	0.8%	0	0.0%	0	7.2%	2	0.0%	0	14.0%	16
Hawkhurst Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	1.0%	6	0.0%	0	0.7%	1	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Royal Tunbridge Wells Town Centre	6.9%	40	3.2%	2	1.6%	1	35.6%	11	8.8%	4	7.0%	4	2.3%	1	6.5%	11	5.5%	6
Rye Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.2%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	3.6%	21	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.3%	1	3.1%	5	10.5%	12
St Leonards-on-Sea: Battle Road	0.4%	2	0.7%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.8%	1
Tenterden town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.0%	2	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	4.4%	26	0.7%	0	0.0%	0	0.0%	0	9.4%	5	8.9%	5	9.4%	2	2.3%	4	9.0%	10
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.4%	2	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.8%	1
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	2.6%	15	1.8%	1	1.6%	1	0.8%	0	3.2%	2	1.1%	1	3.5%	1	3.0%	5	3.7%	4
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	2.8%	17	8.0%	5	4.0%	4	0.0%	0	1.5%	1	1.8%	1	4.9%	1	0.0%	0	4.9%	5
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	3.2%	19	2.1%	1	9.7%	9	0.0%	0	9.0%	4	1.8%	1	3.3%	1	0.0%	0	2.4%	3
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	5.2%	31	3.3%	2	5.7%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	12.7%	21	1.6%	2
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Internet	25.4%	148	21.0%	13	15.5%	14	23.9%	8	24.1%	12	35.9%	18	26.2%	7	24.7%	41	32.6%	36
Mail order / catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.2%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	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
Canterbury City Centre	0.2%	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
Croydon Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Eastbourne Auctions, Finmere Road, Eastbourne	0.1%	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
Flimwell Village Centre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Lodge Retail Park, Tunbridge Wells	1.3%	8	0.7%	0	0.0%	0	3.1%	1	2.3%	1	1.8%	1	1.2%	0	1.9%	3	0.8%	1
John Lewis, Fougeres Way, Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Kiley's Karpets, Sedlescombe Road North, St Leonards-on-Sea	0.6%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.8%	0	0.0%	0	1.3%	2	0.8%	1
Kingstanding Business Park, Tunbridge Wells	1.4%	8	1.3%	1	1.0%	1	2.9%	1	7.5%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	1.0%	6	0.7%	0	0.7%	1	0.8%	0	1.9%	1	0.0%	0	1.2%	0	1.3%	2	0.8%	1
Maidstone Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Ninfield Village Centre	0.1%	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
Northiam Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park, Kings Way, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pine & Oak Furniture Showroom, Kennet Holme Farm, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Portobello Furniture, London Road, St Leonards-on-Sea	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Sofas and Stuff , Tunbridge Wells Road, Eridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Sedlescombe Road North	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.0%	5	0.0%	0
Ticehurst Village Centre	0.5%	3	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Valley Retail Park, Purley Way, Croydon	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
West Quay Retail Park, Southampton	0.1%	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
Weighted base:		584		60		88		32		49		51		25		167		112
Sample:		571		85		102		64		61		82		67		47		63

Q29 Where else do you do your household's shopping for Furniture, Furnishings, Carpets and Household Textiles?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q28 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0	0.0%	0	5.6%	1
Bexhill-on-Sea: Town Centre	1.4%	2	0.0%	0	2.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Bexhill-on-Sea: Sidley District Centre	0.7%	1	3.6%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.7%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.6%	4	2.8%	0	2.0%	0	4.9%	0	0.0%	0	2.8%	0	3.0%	0	0.0%	0	10.3%	2
Eastbourne Town Centre	4.7%	7	16.2%	2	10.1%	2	0.0%	0	4.4%	1	0.0%	0	11.7%	1	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	15.9%	23	2.8%	0	15.5%	4	3.4%	0	24.9%	5	9.5%	1	32.5%	3	19.9%	7	11.1%	2
Hastings: OLD TOWN (not Hastings Town Centre)	1.3%	2	2.8%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	7.1%	1
Hastings: Ore Village District Centre	2.0%	3	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Hastings: Silverhill District Centre	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	23.0%	4
Hawkhurst Village Centre	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.7%	1	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.2%	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
Royal Tunbridge Wells Town Centre	10.1%	15	0.0%	0	11.2%	3	27.1%	3	6.4%	1	8.0%	1	3.9%	0	11.0%	4	15.9%	2
Rye Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	3.5%	5	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	9.6%	3	0.0%	0
St Leonards-on-Sea: Battle Road	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden town centre	2.6%	4	0.0%	0	0.0%	0	0.0%	0	17.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	3.5%	5	0.0%	0	9.9%	2	0.0%	0	8.7%	2	4.0%	1	3.0%	0	0.0%	0	0.0%	0
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	1.4%	2	5.3%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	1.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	0	3.0%	0	0.0%	0	0.0%	0
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	5.5%	8	8.9%	1	9.8%	2	0.0%	0	0.0%	0	25.0%	4	6.9%	1	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	3.8%	5	9.3%	1	6.0%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	4.8%	2	0.0%	0
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	1.3%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
DFS, Hampden Park, Eastbourne	1.1%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, West Station, Tunbridge Wells	0.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	2.6%	4	0.0%	0	0.0%	0	0.0%	0	17.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	10.1%	15	21.5%	3	8.2%	2	16.1%	2	3.4%	1	9.2%	1	3.9%	0	12.3%	4	7.1%	1
Abroad	0.2%	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
Basildon Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	8.9%	3	0.0%	0
Bromley Town Centre	0.3%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkstone Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford																		
Great Lodge Retail Park, Tunbridge Wells	1.6%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	7.1%	1
Kiley's Karpets, Sedlescombe Road North, St Leonards-on-Sea	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0
Kingstanding Business Park, Tunbridge Wells	0.9%	1	0.0%	0	0.0%	0	3.4%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Europa Park Road, Guildford	0.3%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Heron Way, West Thurrock	6.3%	9	2.8%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	3.0%	0	22.7%	8	0.0%	0
TK Maxx, Bexhill Road, St Leonards-on-Sea	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunbridge Wells Shopping Park, Tunbridge Wells	1.6%	2	0.0%	0	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watsons, Heathfield Auction Rooms, Burwash Road, Heathfield	0.3%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		145		14		24		10		21		15		10		35		16
Sample:		180		25		35		20		22		24		25		15		14

Q30 Where do you do most of your household's shopping for DIY Goods, Decorating Supplies and Garden Products?
Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.6%	4	0.0%	0	0.9%	1	0.7%	0	3.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	4.7%	36	11.3%	9	13.4%	17	0.0%	0	1.1%	1	1.5%	1	6.2%	2	0.9%	2	2.7%	4
Bexhill-on-Sea: Little Common District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	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
Eastbourne Town Centre	1.1%	9	0.5%	0	3.9%	5	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hailsham Town Centre	0.1%	1	0.0%	0	0.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	5.3%	41	0.0%	0	0.7%	1	1.3%	1	3.7%	2	3.5%	2	1.9%	1	13.3%	31	2.7%	4
Hastings: OLD TOWN (not Hastings Town Centre)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	0	0.0%	0	0.0%	0
Hastings: Ore Village District Centre	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
Hastings: Silverhill District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.9%	2	0.0%	0
Heathfield Town Centre	0.6%	4	0.0%	0	0.7%	1	7.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	2.1%	16	0.0%	0	0.0%	0	33.4%	13	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	0.9%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	2.7%	4
St Leonards-on-Sea: Battle Road	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	7.5%	10
Tenterden town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	6.5%	50	0.0%	0	0.9%	1	2.6%	1	8.3%	5	7.1%	5	4.1%	1	14.4%	33	2.8%	4
Hailsham Retail Park, Hailsham (Argos, Jollye's, Sussex Beds)	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Retail Park, Hastings (Dunelm, Pets at Home)	0.2%	2	0.0%	0	0.4%	0	0.0%	0	1.1%	1	0.5%	0	1.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	54.7%	418	82.6%	67	68.2%	88	4.3%	2	62.6%	34	26.5%	17	64.4%	18	47.6%	110	60.4%	81
Asda, Battle Road, St Leonards-on-Sea	0.1%	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
B&Q, Marshall Road, Eastbourne	1.4%	10	0.9%	1	0.5%	1	6.8%	3	0.0%	0	0.9%	1	4.0%	1	0.9%	2	1.9%	2
Homebase, West Station, Tunbridge Wells	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	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
Sainsbury's Superstore, John Macadam Way, St Leonards-on-Sea	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
Internet	9.1%	70	2.7%	2	4.3%	6	10.7%	4	6.7%	4	3.2%	2	5.3%	2	12.6%	29	15.7%	21
Mail order / catalogue	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
Beeching Road Industrial Estate, Bexhill-on-Sea	0.6%	5	0.9%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbrooks Garden Centre, A21, Sedlescombe	1.3%	10	0.0%	0	0.4%	0	0.7%	0	4.0%	2	0.0%	0	0.0%	0	2.4%	6	0.8%	1
Churchfields Industrial Estate, Sidney Little Road, St Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cranbrook Town Centre	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

		Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards
Ellingham Industrial Estate, Ellingham Way, Ashford	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
Fairlight Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Great Lodge Retail Park, Tunbridge Wells	0.7%	5	0.0%	0	0.0%	0	8.9%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Park Farm Nursery, Catsfield Road, Catsfield	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborough Nurseries, The Thorne, Guestling	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
High Banks Nurseries, Gills Green, Cranbrook Road, Hawkhurst	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
Hillier Garden Centre, Hailsham Road, Stone Cross, Pevensey	0.1%	1	0.0%	0	0.4%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeywood Park Industrial Estate, Whitfield, Dover	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norman Road Retail Park, Ashford	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	1.9%	1	0.0%	0	0.0%	0
Northiam Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Petals for Plants Garden Centre, Burwash Road, Broad Oak	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
Ponswood Industrial Estate, Theaklen Drive, Hastings	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.4%	8	1.3%	2
South Aylesford Retail Park, Aylesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Bexhill Road	0.1%	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
St Leonards-on-Sea: Sedlescombe Road North	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sussex Country Gardener Garden Centre, Mark Cross, Crowborough	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
Trade Paints, Beeching Road, Bexhill-on-Sea	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trade Paints, Drury Lane, St Leonards-on-Sea	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
Tunbridge Wells Shopping Park, Tunbridge Wells	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
Wadhurst Town Centre	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
Warburtons Garden & Pet Supplies, Station Road, Bexhill-on-Sea	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Eridge Road, Tunbridge Wells	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
Weighted base:		764		82		128		40		55		65		28		231		134
Sample:		775		122		150		77		79		118		76		72		81

Q31 Where else do you do your household's shopping for DIY Goods, Decorating Supplies and Garden Products?
Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q30 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	10.2%	22	25.5%	5	25.7%	12	0.0%	0	0.0%	0	8.3%	2	0.0%	0	5.5%	3	0.0%	0
Bexhill-on-Sea: Sidley District Centre	0.2%	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
Bexhill-on-Sea: Little Common District Centre	0.2%	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
Eastbourne Town Centre	1.6%	4	6.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Hailsham Town Centre	0.5%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: TOWN CENTRE (not Old Town, Hastings)	6.0%	13	2.1%	0	2.0%	1	0.0%	0	31.0%	5	1.8%	0	6.4%	1	5.5%	3	9.1%	3
Hastings: OLD TOWN (not Hastings Town Centre)	3.1%	7	3.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.2%	0	8.6%	5	0.0%	0
Hastings: Ore Village District Centre	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	7.3%	1	10.2%	6	4.0%	1
Hastings: Silverhill District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Hawkhurst Village Centre	0.5%	1	0.0%	0	0.0%	0	3.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.2%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	2.1%	5	0.0%	0	0.0%	0	20.1%	3	5.5%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	2.2%	5	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	2
St Leonards-on-Sea: Battle Road	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	3.1%	1
Tenterden town centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	4	3.2%	0	0.0%	0	0.0%	0
Admiral Retail Park, Eastbourne (Homebase, Argos, Pets at Home, Hobbycraft, Wickes)	1.3%	3	2.7%	1	1.4%	1	0.0%	0	2.8%	0	1.4%	0	0.0%	0	0.0%	0	3.1%	1
Bexhill Road Retail Park, Hastings (TK Maxx, Carpetright, Poundstretcher, Bensons)	2.9%	6	2.7%	1	0.0%	0	3.6%	0	8.9%	1	5.7%	1	0.0%	0	2.7%	2	3.1%	1
Hampden Retail Park, Eastbourne (Mothercare, Dreams, Halfords, B&Q)	1.7%	4	6.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Lottbridge Drove Retail Park, Eastbourne (The Range, Carpetright, Oak Furnitureland, Office Outlet)	0.8%	2	2.1%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, Halfords, M&S, Next, Pets at Home, PC World, Poundland, Tesco, Wickes)	27.0%	58	23.9%	5	29.1%	13	37.6%	5	10.6%	2	16.1%	4	15.5%	1	37.2%	23	19.0%	5
B&Q, Marshall Road, Eastbourne	0.2%	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
Homebase, Lottbridge Drove, Eastbourne	1.0%	2	2.1%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, West Station, Tunbridge Wells	0.4%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.2%	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
Lidl, Bohemia Road, St Leonards-on-Sea	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Morrisons, Queens Road, Hastings	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Wood Drive, Hastings	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet	7.6%	16	0.0%	0	11.3%	5	2.5%	0	10.3%	2	8.6%	2	11.4%	1	7.0%	4	7.1%	2
Beeching Road Industrial Estate, Bexhill-on-Sea	0.9%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbrooks Garden Centre, A21, Sedlescombe	5.9%	13	5.9%	1	1.9%	1	0.0%	0	4.3%	1	0.0%	0	12.6%	1	11.6%	7	6.2%	2
Great Lodge Retail Park,	0.8%	2	0.0%	0	0.0%	0	9.5%	1	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Tunbridge Wells																		
Great Park Farm Nursery, Catsfield Road, Catsfield	0.4%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorn Industrial Estate, Hawthorn Road, Eastbourne	0.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Hailsham Road, Stone Cross, Pevensey	0.4%	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
Icklesham Village Centre	0.2%	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
Lime Cross Nursery, Herstmonceux, Hailsham	0.2%	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
Mark Cross Village Centre	0.2%	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
Merriments Gardens, Hawkhurst Road, Hurst Green	0.2%	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
Norman Road Retail Park, Ashford	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	4.1%	0	0.0%	0	0.0%	0
Northiam Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Paradise Park Garden Centre, Avis Road, Newhaven	0.2%	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
Ponswood Industrial Estate, Theaklen Drive, Hastings	4.3%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	16.7%	2	6.3%	4	11.5%	3
Sedlescombe Village Centre	0.1%	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
St Leonards-on-Sea: Bexhill Road	0.2%	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
Tenterden Garden Centre, Appledore Road (B2080), Tenterden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warburtons Garden & Pet Supplies, Station Road, Bexhill-on-Sea	0.2%	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
Wickes, Hammonds Drive, Eastbourne	0.2%	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
Wyevale Garden Centre, Bexhill Road, St Leonards On Sea	2.9%	6	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5
Weighted base:		215		19		46		14		15		22		9		62		28
Sample:		254		35		54		28		25		41		24		24		23

Q32 Do you or your household do any of the following leisure activities? [MR/PR]

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Cinema	54.0%	541	39.3%	38	43.5%	73	62.3%	30	62.2%	46	58.2%	51	41.3%	15	56.6%	189	62.6%	100
Pub / bar	48.2%	483	41.1%	39	50.9%	85	57.4%	28	47.9%	35	62.4%	54	43.8%	16	46.9%	157	42.9%	69
Restaurant	67.1%	673	73.5%	70	69.1%	115	56.8%	28	65.6%	48	71.3%	62	66.4%	25	71.1%	237	54.4%	87
(Don't do any of these leisure activities)	16.0%	161	19.7%	19	19.2%	32	12.3%	6	18.3%	14	13.8%	12	12.8%	5	15.6%	52	13.5%	22
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

Q33 Where do you normally go to the cinema ?
Those that said 'Cinema' at Q32 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Cineworld, Eureka Leisure Park, Rutherford Road, Ashford	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	5.0%	1	0.0%	0	0.0%	0
Cineworld, Sovereign Harbour Retail Park, Eastbourne	23.3%	126	54.2%	20	85.4%	62	1.2%	0	23.2%	11	1.8%	1	9.5%	1	9.5%	18	12.2%	12
Curzon Cinema, Langney Road, Eastbourne	2.0%	11	5.8%	2	3.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.5%	5	1.1%	1
De La Warr Cinema, Bexhill	0.2%	1	1.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Palace Cinema, High Street, Hastings	4.0%	22	2.5%	1	2.1%	1	0.0%	0	1.3%	1	0.6%	0	2.0%	0	3.8%	7	11.0%	11
Hailsham Pavilion Cinema, George Street, Hailsham	0.4%	2	4.3%	2	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kino Cinema, Lion Street, Rye	11.2%	61	1.4%	1	0.9%	1	2.0%	1	4.9%	2	67.2%	34	35.7%	5	9.2%	17	0.0%	0
Kino Cinema, Victoria Hall, Rye Road, Hawkhurst	4.4%	24	0.0%	0	1.3%	1	44.7%	13	12.7%	6	2.3%	1	7.6%	1	0.9%	2	0.0%	0
Kino-Teatr, Norman Road, St Leonards-on-Sea	3.9%	21	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	8.2%	16	5.1%	5
Odeon, Knights Way, Tunbridge Wells	5.7%	31	0.0%	0	0.0%	0	43.1%	13	27.1%	12	0.6%	0	3.5%	1	1.1%	2	2.6%	3
Odeon, Queens Road, Hastings	35.0%	189	20.4%	8	1.3%	1	2.7%	1	22.2%	10	11.7%	6	32.3%	5	54.0%	102	56.5%	56
Sussex Exchange Cinema, Queensway, Hastings	6.3%	34	10.4%	4	2.7%	2	1.7%	0	5.8%	3	0.0%	0	2.5%	0	7.0%	13	11.6%	12
Abroad	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Alhambra Cinema, St John's Street, Keswick, Cumbria	0.1%	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
Cineworld, West India Quay, Hertsmere Road, Canary Wharf	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Duke of York's Picture House, Brighton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Leicester Square, London	0.4%	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
Odeon, The Red Dragon Centre, Cardiff	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picture House, High Street, Uckfield	0.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Depot Cinema, Pinwell Road, Lewes	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		540		37		73		30		46		51		15		189		100
Sample:		459		57		72		56		59		73		39		54		49

Q34 Where do you normally go to visit pubs and bars?
Those that said 'Pub / bar' at Q32 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Battle Town Centre	2.4%	11	0.0%	0	1.7%	1	0.0%	0	26.2%	9	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Bexhill-on-Sea: Town Centre	17.6%	81	69.3%	26	54.5%	45	0.0%	0	0.0%	0	0.0%	0	2.1%	0	3.2%	5	8.0%	5
Bexhill-on-Sea: Sidley District Centre	0.9%	4	3.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.9%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	1.2%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Central London	0.4%	2	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.8%	1
Eastbourne Town Centre	2.3%	10	4.9%	2	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.4%	1
Hailsham Town Centre	0.1%	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
Hastings: TOWN CENTRE (not Old Town, Hastings)	19.4%	90	15.2%	6	8.4%	7	7.1%	2	4.8%	2	5.2%	3	18.6%	3	30.5%	46	35.2%	22
Hastings: OLD TOWN (not Hastings Town Centre)	15.1%	70	1.1%	0	0.8%	1	2.6%	1	5.4%	2	9.5%	5	16.1%	2	31.0%	47	19.7%	13
Hastings: Ore Village District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hastings: Silverhill District Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	5	0.0%	0
Hawkhurst Village Centre	1.2%	5	0.0%	0	0.0%	0	10.7%	3	6.2%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.5%	2	1.1%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.5%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	1.2%	5	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Rye Town Centre	6.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.1%	31	4.3%	1	0.0%	0	0.0%	0
St Leonards-on-Sea: Town Centre	5.7%	27	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	0	5.9%	9	27.0%	17
St Leonards-on-Sea: Battle Road	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Ashburnham Village Centre	0.6%	3	0.0%	0	2.8%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.4%	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
Boreham Street Village Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Fayre Windmill, John Macaddam Way, St Leonards-on-Sea	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
Broad Oak Brede Village Centre	0.5%	2	0.0%	0	0.0%	0	1.0%	0	0.9%	0	2.1%	1	4.0%	1	0.0%	0	0.0%	0
Burwash Village Centre	1.3%	6	0.0%	0	0.6%	0	22.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camber Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Catsfield Village Centre	1.2%	6	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooden Village Centre	0.4%	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
Crowhurst Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dallington Village Centre	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
Ewhurst Green Village Centre	1.2%	6	0.0%	0	0.6%	0	0.0%	0	12.2%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Fairlight Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Flimwell Village Centre	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guestling Village Centre	1.9%	9	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	5.4%	8	0.0%	0
Hadlow Village Centre	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hildenborough Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollington Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Hooe Village Centre	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Icklesham Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.3%	1	1.4%	2	0.0%	0
Iden Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lamberhurst Village Centre	0.2%	1	0.0%	0	0.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ninfield Village Centre	0.9%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normans Bay Village Centre	0.8%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
North Marden Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pett Level Beach	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Pett Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	4	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Pillaton Village Centre, Cornwall	0.1%	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
Rye Harbour Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Salehurst Village Centre	0.3%	1	0.0%	0	0.0%	0	1.9%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedlescombe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staplecross Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	14.1%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0
The Sussex Exchange, Queensway, Hastings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Three Oaks Village Centre	0.1%	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
Ticehurst Village Centre	1.5%	7	0.0%	0	0.0%	0	27.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	2.6%	4	0.0%	0
Winchelsea Beach Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Winchelsea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		463		38		82		26		35		54		14		151		64
Sample:		425		51		79		48		53		82		35		43		34

Q35 Where do you normally go to visit a restaurant?

Those that said 'Restaurant' at Q32 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ashford Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	7	0.0%	0	0.0%	0	0.0%	0
Battle Town Centre	2.4%	15	0.0%	0	3.7%	4	4.2%	1	15.5%	7	0.0%	0	2.7%	1	0.0%	0	3.6%	2
Bexhill-on-Sea: Town Centre	22.6%	139	82.5%	55	61.6%	65	0.0%	0	9.5%	4	1.0%	1	0.0%	0	3.2%	7	9.9%	7
Bexhill-on-Sea: Sidley District Centre	0.5%	3	1.4%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Bexhill-on-Sea: Little Common District Centre	0.4%	3	0.6%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0
Central London	2.5%	16	0.0%	0	1.8%	2	13.6%	3	1.3%	1	1.6%	1	0.0%	0	3.4%	8	1.6%	1
Eastbourne Town Centre	4.9%	30	3.8%	3	16.6%	18	4.5%	1	2.2%	1	0.5%	0	0.0%	0	1.4%	3	6.6%	5
Hastings: TOWN CENTRE (not Old Town, Hastings)	25.3%	156	4.5%	3	2.1%	2	18.7%	5	6.4%	3	13.7%	8	19.3%	4	49.4%	112	27.7%	19
Hastings: OLD TOWN (not Hastings Town Centre)	11.2%	69	2.4%	2	1.1%	1	1.4%	0	5.8%	3	9.0%	5	19.3%	4	19.9%	45	13.8%	9
Hastings: Ore Village District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	1.6%	1
Hastings: Silverhill District Centre	0.1%	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
Hawkhurst Village Centre	0.9%	6	0.0%	0	0.0%	0	12.9%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathfield Town Centre	0.3%	2	0.6%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peasmarsh Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Robertsbridge Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	1.9%	12	0.0%	0	1.1%	1	23.6%	6	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	6.9%	42	0.0%	0	0.0%	0	0.0%	0	9.1%	4	56.8%	33	21.0%	4	0.0%	0	2.2%	2
St Leonards-on-Sea: Town Centre	5.6%	34	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.5%	0	4.7%	1	10.2%	23	13.3%	9
St Leonards-on-Sea: Battle Road	0.6%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.3%	1
Tenterden town centre	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.9%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sovereign Harbour Retail Park / The Crumbles Retail Park, Eastbourne (Next, Boots, Sports Direct, Matalan, TK Maxx, Harveys, Wilko)	1.0%	6	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	1.0%	2	0.0%	0
Abroad	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5	0.0%	0
Ashburnham Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berkhamsted Town Centre	0.3%	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
Blackbrooks Garden Centre, A21, Sedlescombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bluewater Shopping Centre, Greenhithe	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Fayre Windmill, John Macaddam Way, St Leonards-on-Sea	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.3%	1
Broad Oak Brede Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Burwash Village Centre	0.2%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooden Village Centre	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
Cowbeech Village Centre	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
Great Park Farm Nursery, Catsfield Road, Catsfield	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guestling Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	3.1%	1	0.7%	2	0.0%	0
Harrogate Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hastings: St Helen's Local Centre	0.1%	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
Hildenborough Village Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hooe Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Horsham Town Centre	0.1%	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
Icklesham Village Centre	0.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2
Lamberhurst Village Centre	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherfield Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
New Romney Town Centre	0.1%	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
Ninfield Village Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normans Bay Village Centre	0.8%	5	0.0%	0	0.5%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	1.3%	1
Northiam Village Centre	0.1%	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
Pett Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	1.3%	1
Pevensey Bay Village Centre	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Pevensey Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Ravenshead Village Centre, Nottinghamshire	0.1%	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
Sedlescombe Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Staplecross Village Centre	0.1%	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
The Sussex Exchange, Queensway, Hastings	0.8%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ticehurst Village Centre	0.2%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadhurst Town Centre	0.2%	1	0.0%	0	0.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Village Centre	0.6%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	9.1%	2	0.7%	2	0.0%	0
Weighted base:		616		67		106		25		45		57		19		227		69
Sample:		597		101		129		46		62		92		51		62		54

Q36 I am now going to ask some questions about Bexhill Town Centre. Do you visit Bexhill town centre to visit shops, services and other facilities?

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Yes	39.6%	397	87.4%	84	77.1%	129	17.0%	8	28.8%	21	8.8%	8	29.9%	11	16.1%	54	51.7%	83
No	60.4%	606	12.6%	12	22.9%	38	83.0%	40	71.2%	53	91.2%	79	70.1%	26	83.9%	280	48.3%	77
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

Q37 What is the main activity you carry out at Bexhill town centre?
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Shopping	47.6%	189	60.3%	51	37.8%	49	35.3%	3	55.7%	12	45.6%	4	44.0%	5	58.9%	32	42.7%	35
Using financial services (e.g. banks, building societies)	11.8%	47	13.7%	11	21.2%	27	0.0%	0	3.8%	1	0.0%	0	3.4%	0	3.1%	2	6.2%	5
Using ANY other services (e.g. hairdressers, travel agent, opticians, etc)	3.9%	16	3.4%	3	5.7%	7	11.9%	1	0.0%	0	0.0%	0	2.7%	0	4.0%	2	2.4%	2
Visiting council offices / job centre / other public agency	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Visiting restaurants / cafes / public houses	11.2%	44	6.9%	6	15.7%	20	0.0%	0	5.3%	1	18.5%	1	10.3%	1	19.7%	11	5.0%	4
Work in / near to town centre	1.5%	6	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	3.1%	3
Tourism / sight-seeing / browsing	14.4%	57	12.0%	10	12.1%	16	39.6%	3	23.6%	5	20.3%	2	20.1%	2	7.2%	4	19.0%	16
Social / leisure reasons	9.0%	36	1.0%	1	6.0%	8	13.3%	1	10.1%	2	15.6%	1	16.9%	2	7.2%	4	20.6%	17
(Don't know)	0.3%	1	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Q38 What other activities do you carry out at Bexhill town centre? [MR]
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36 excluding those that said '(Don't know)' at Q37

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Shopping	23.4%	93	21.5%	18	26.9%	34	22.0%	2	6.8%	1	30.1%	2	21.6%	2	29.5%	16	19.8%	16
Using financial services (e.g. banks, building societies)	6.4%	25	12.4%	10	8.2%	10	0.0%	0	1.5%	0	0.0%	0	3.4%	0	0.0%	0	4.5%	4
Using ANY other services (e.g. hairdressers, travel agent, opticians, etc)	7.5%	30	11.6%	10	5.4%	7	0.0%	0	2.6%	1	4.1%	0	0.0%	0	20.4%	11	1.4%	1
Visiting council offices / job centre / other public agency	1.4%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting restaurants / cafes / public houses	19.0%	75	27.6%	23	17.2%	22	20.6%	2	26.5%	6	28.9%	2	13.3%	1	7.2%	4	18.7%	15
Work in / near to town centre	0.5%	2	0.6%	1	0.9%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourism / sight-seeing / browsing	10.1%	40	7.7%	6	10.7%	14	12.4%	1	28.9%	6	4.1%	0	5.3%	1	6.3%	3	10.1%	8
Social / leisure reasons	9.5%	37	15.6%	13	7.3%	9	12.8%	1	8.7%	2	4.1%	0	12.9%	1	16.1%	9	2.1%	2
Other activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	4	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
(No other activities - don't do anything else)	33.4%	132	27.0%	22	30.4%	39	32.2%	3	33.7%	7	45.6%	4	46.1%	5	23.7%	13	47.8%	39
Weighted base:		396		83		128		8		21		8		11		54		83
Sample:		471		128		151		21		30		21		32		26		62

Q39 What types of goods and services do you normally buy or use from Bexhill town centre? [MR]
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Food / groceries	42.8%	170	58.4%	49	42.2%	54	50.2%	4	26.6%	6	34.6%	3	2.7%	0	38.8%	21	40.2%	33
Confectionery / tobacco / newspapers / magazines	6.3%	25	9.2%	8	11.5%	15	0.0%	0	1.5%	0	0.0%	0	2.7%	0	0.0%	0	2.4%	2
Clothes & shoes	28.3%	112	44.1%	37	23.4%	30	7.3%	1	30.1%	6	59.5%	5	38.4%	4	30.0%	16	16.0%	13
Furniture & carpets	1.6%	6	3.9%	3	1.7%	2	0.0%	0	1.9%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Electrical goods	6.8%	27	4.9%	4	8.4%	11	3.2%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	12.3%	10
DIY & hardware goods	4.4%	17	6.7%	6	6.6%	9	6.4%	1	0.0%	0	4.1%	0	0.0%	0	0.0%	0	3.0%	2
Recreational goods	5.6%	22	2.8%	2	5.9%	8	5.9%	0	3.8%	1	0.0%	0	8.0%	1	7.2%	4	7.7%	6
Personal & luxury goods	16.1%	64	15.2%	13	17.4%	22	3.2%	0	13.7%	3	17.9%	1	20.9%	2	18.8%	10	14.5%	12
Gifts / souvenirs	8.0%	32	7.9%	7	8.6%	11	5.9%	0	3.4%	1	0.0%	0	21.3%	2	4.0%	2	10.0%	8
Other goods or services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shop goods	2.1%	8	0.0%	0	1.5%	2	0.0%	0	17.4%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Financial services	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet products	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office services	0.6%	2	2.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel agents	0.1%	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
(Don't know)	7.8%	31	6.6%	6	7.0%	9	18.6%	2	7.4%	2	0.0%	0	2.7%	0	10.3%	6	9.1%	8
(Don't buy any goods or services in Bexhill town centre)	17.1%	68	10.2%	9	17.1%	22	17.4%	1	27.2%	6	28.4%	2	29.0%	3	25.5%	14	13.2%	11
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Meanscore: [£]

Q40 How much do you normally spend when visiting Bexhill town centre?
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36 excluding those that said '(Don't know)' or '(Don't buy any goods or services in Bexhill town centre)' at Q39

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Nothing	0.2%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£1 - £10	17.3%	52	19.1%	13	16.8%	16	26.3%	1	14.9%	2	21.8%	1	3.9%	0	9.0%	3	21.7%	14
£11 - £20	20.5%	61	17.1%	12	11.6%	11	5.0%	0	31.8%	4	16.7%	1	7.8%	1	13.9%	5	41.7%	27
£21 - £30	12.9%	38	10.9%	8	13.5%	13	0.0%	0	8.2%	1	20.2%	1	31.7%	2	4.9%	2	17.6%	11
£31 - £40	6.0%	18	1.7%	1	9.3%	9	9.3%	0	0.0%	0	0.0%	0	18.9%	1	14.4%	5	1.4%	1
£41 - £50	3.9%	12	2.4%	2	3.7%	4	14.3%	1	2.9%	0	5.7%	0	7.2%	1	4.9%	2	4.3%	3
£51 - £60	1.1%	3	2.3%	2	1.1%	1	5.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
£61 - £70	1.3%	4	1.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
£71 - £80	0.9%	3	1.7%	1	1.1%	1	9.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	2.5%	7	2.9%	2	1.0%	1	0.0%	0	31.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.2%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.2%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151+	2.2%	6	1.1%	1	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.5%	88	38.3%	27	32.2%	31	25.8%	1	10.4%	1	35.6%	2	26.7%	2	41.8%	14	13.4%	9
(Refused)	0.8%	2	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Mean:		*36.41*		*33.82*		*53.55*		*33.49*		*46.45*		*19.95*		*30.98*		*30.38*		*19.51*
Weighted base:		298		70		98		5		14		6		8		35		64
Sample:		363		106		124		14		18		14		22		16		49

Meanscore: [Time in minutes]

Q41 How long on average do you normally stay in Bexhill town centre?
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
0-30 mins	10.7%	43	10.4%	9	19.5%	25	5.9%	0	6.8%	1	0.0%	0	2.7%	0	9.3%	5	2.0%	2
31 mins - 1 hour	21.0%	84	38.7%	32	21.9%	28	15.1%	1	7.4%	2	12.2%	1	14.0%	2	19.2%	10	8.9%	7
Over 1 hour - 2 hours	42.1%	167	35.0%	29	49.9%	64	49.3%	4	37.4%	8	47.9%	4	46.1%	5	44.7%	24	35.0%	29
Over 2 hours - 3 hours	14.5%	58	8.8%	7	3.6%	5	19.1%	2	42.0%	9	17.4%	1	20.5%	2	9.4%	5	32.1%	26
Over 3 hours - 4 hours	4.4%	17	1.0%	1	1.6%	2	3.2%	0	6.3%	1	17.4%	1	8.7%	1	9.4%	5	6.8%	6
Over 4 hours	3.7%	15	0.5%	0	0.0%	0	4.1%	0	0.0%	0	5.2%	0	2.7%	0	4.0%	2	13.3%	11
(Don't know)	3.5%	14	5.6%	5	3.5%	4	3.2%	0	0.0%	0	0.0%	0	5.3%	1	4.0%	2	2.0%	2
Mean:		*94.33*		*71.26*		*68.81*		*103.11*		*114.35*		*126.73*		*111.17*		*100.17*		*140.85*
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Column %ges.

Meanscore: [Number of visits per week]

Q42 How often do you normally visit Bexhill town centre……
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

For Food Shopping

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Every day	1.8%	7	3.0%	3	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 / 4 times a week	4.5%	18	12.9%	11	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Twice a week	8.9%	35	19.1%	16	14.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Once a week	16.8%	66	30.3%	25	22.7%	29	0.0%	0	17.4%	4	0.0%	0	5.3%	1	3.1%	2	7.2%	6
Once a fortnight	5.5%	22	3.1%	3	5.6%	7	5.9%	0	1.9%	0	12.0%	1	0.0%	0	13.9%	7	3.2%	3
Once a month	12.1%	48	4.4%	4	15.0%	19	24.3%	2	15.1%	3	0.0%	0	10.3%	1	9.3%	5	17.0%	14
Once every 3 months	3.9%	15	3.6%	3	2.9%	4	6.4%	1	6.9%	1	9.3%	1	6.1%	1	0.0%	0	6.3%	5
Once every 6 months	0.2%	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
Less often	3.7%	15	0.0%	0	5.4%	7	7.3%	1	3.4%	1	8.1%	1	2.7%	0	5.8%	3	3.0%	2
Don't do this activity	39.7%	158	21.2%	18	23.3%	30	49.6%	4	55.2%	12	61.4%	5	73.0%	8	63.9%	34	56.8%	47
(Don't know / varies)	2.9%	11	2.5%	2	2.4%	3	6.4%	1	0.0%	0	9.3%	1	2.7%	0	4.0%	2	3.0%	2
Mean:		*0.75*		*1.41*		*1.08*		*0.13*		*0.24*		*0.08*		*0.10*		*0.14*		*0.26*
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

For Non-Food Shopping

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Every day	1.5%	6	4.3%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 / 4 times a week	1.8%	7	2.4%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.1%	1
Twice a week	7.2%	29	14.1%	12	12.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Once a week	17.4%	69	17.7%	15	20.6%	26	0.0%	0	17.4%	4	4.1%	0	0.0%	0	9.4%	5	22.8%	19
Once a fortnight	11.6%	46	15.8%	13	8.2%	11	3.2%	0	25.7%	5	16.0%	1	8.0%	1	22.4%	12	3.0%	2
Once a month	22.9%	91	21.5%	18	26.2%	34	21.8%	2	17.5%	4	12.2%	1	12.9%	1	21.5%	12	24.1%	20
Once every 3 months	6.3%	25	3.2%	3	2.9%	4	29.8%	2	4.7%	1	12.2%	1	19.0%	2	3.1%	2	12.5%	10
Once every 6 months	3.2%	13	0.0%	0	0.4%	0	11.9%	1	4.4%	1	16.8%	1	8.0%	1	7.2%	4	5.3%	4
Less often	5.8%	23	5.7%	5	6.1%	8	3.2%	0	3.0%	1	4.1%	0	17.8%	2	8.9%	5	3.0%	2
Don't do this activity	18.3%	73	9.6%	8	13.2%	17	26.9%	2	24.7%	5	29.5%	2	31.7%	3	23.6%	13	26.2%	22
(Don't know / varies)	3.9%	16	5.6%	5	5.1%	7	3.2%	0	2.6%	1	5.2%	0	0.0%	0	4.0%	2	1.1%	1
Mean:		*0.69*		*1.12*		*0.92*		*0.12*		*0.38*		*0.19*		*0.23*		*0.31*		*0.40*
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

For Services

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Every day	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 / 4 times a week	3.6%	14	3.4%	3	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.1%	1
Twice a week	2.6%	10	3.4%	3	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Once a week	14.2%	56	23.9%	20	21.2%	27	0.0%	0	1.9%	0	0.0%	0	2.7%	0	3.1%	2	8.3%	7
Once a fortnight	11.8%	47	9.9%	8	19.3%	25	0.0%	0	21.2%	5	0.0%	0	2.7%	0	13.4%	7	2.1%	2
Once a month	20.8%	83	29.7%	25	14.3%	18	0.0%	0	9.8%	2	4.1%	0	8.7%	1	44.6%	24	14.4%	12
Once every 3 months	5.4%	21	2.3%	2	4.4%	6	6.4%	1	4.4%	1	12.2%	1	8.0%	1	3.1%	2	10.8%	9
Once every 6 months	1.7%	7	2.5%	2	2.3%	3	0.0%	0	0.0%	0	11.6%	1	8.1%	1	0.0%	0	0.0%	0
Less often	3.9%	15	4.6%	4	4.2%	5	9.5%	1	3.4%	1	13.3%	1	4.9%	1	4.0%	2	1.1%	1
Don't do this activity	31.4%	125	15.5%	13	17.1%	22	68.5%	6	56.5%	12	54.8%	4	62.3%	7	23.7%	13	58.5%	48
(Don't know / varies)	4.4%	17	4.3%	4	5.9%	8	15.6%	1	2.6%	1	4.1%	0	2.7%	0	4.0%	2	1.9%	2
Mean:		*0.50*		*0.66*		*0.78*		*0.01*		*0.17*		*0.03*		*0.08*		*0.41*		*0.23*
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

In The Evening

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Every day	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 / 4 times a week	1.7%	7	0.5%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	2.0%	8	0.9%	1	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	8.8%	35	11.3%	9	9.7%	12	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	13
Once a fortnight	4.1%	16	4.7%	4	8.2%	11	0.0%	0	1.9%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Once a month	8.5%	34	7.8%	7	6.2%	8	0.0%	0	9.0%	2	0.0%	0	2.7%	0	12.1%	6	12.7%	10
Once every 3 months	4.4%	18	2.7%	2	5.6%	7	3.2%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	5.4%	4
Once every 6 months	5.6%	22	12.8%	11	1.5%	2	0.0%	0	4.4%	1	7.5%	1	7.6%	1	9.8%	5	2.4%	2
Less often	4.3%	17	2.4%	2	9.9%	13	0.0%	0	1.5%	0	8.1%	1	0.0%	0	0.0%	0	2.0%	2
Don't do this activity	57.1%	227	54.1%	45	45.0%	58	71.7%	6	80.5%	17	80.3%	6	76.1%	8	68.7%	37	59.2%	49
(Don't know / varies)	3.5%	14	2.8%	2	3.5%	4	21.8%	2	2.6%	1	4.1%	0	2.7%	0	3.1%	2	2.9%	2
Mean:		*0.26*		*0.21*		*0.51*		*0.05*		*0.04*		*0.00*		*0.07*		*0.04*		*0.21*
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Q43 How do you normally travel to Bexhill town centre?
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Car / van (as driver)	63.4%	252	38.0%	32	62.8%	81	100.0%	8	88.0%	19	79.7%	6	82.0%	9	84.3%	45	62.6%	52
Car / van (as passenger)	7.1%	28	5.4%	4	8.4%	11	0.0%	0	7.4%	2	12.2%	1	12.7%	1	3.1%	2	8.7%	7
Bus	5.8%	23	5.7%	5	5.4%	7	0.0%	0	1.9%	0	0.0%	0	5.3%	1	9.4%	5	6.2%	5
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	17.4%	69	46.9%	39	19.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Taxi	0.7%	3	0.9%	1	0.8%	1	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	1.1%	1
Train	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	3.1%	12	1.8%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	10
Other	0.1%	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
(Don't know / varies)	2.4%	9	0.9%	1	3.2%	4	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.1%	2	2.9%	2
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Q44 What do you like most about Bexhill town centre? [MR]

Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Cheap parking	4.9%	19	3.5%	3	6.5%	8	3.2%	0	1.9%	0	0.0%	0	7.6%	1	0.0%	0	8.1%	7
Easy parking	4.5%	18	1.8%	2	3.0%	4	0.0%	0	2.8%	1	22.4%	2	8.0%	1	0.0%	0	11.4%	9
Cleanliness of streets	4.2%	17	3.1%	3	2.4%	3	0.0%	0	4.4%	1	4.1%	0	2.7%	0	7.2%	4	6.9%	6
Close to friends / relatives	0.6%	3	0.5%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Coastal location / seafront	16.0%	64	17.4%	15	10.3%	13	24.3%	2	44.3%	9	13.3%	1	28.1%	3	20.4%	11	11.2%	9
Competitive 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
Evening entertainment	0.5%	2	0.9%	1	0.0%	0	5.9%	0	2.6%	1	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities (PLEASE WRITE IN TYPE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	5.0%	20	2.9%	2	4.8%	6	0.0%	0	1.9%	0	8.1%	1	0.0%	0	0.0%	0	12.3%	10
Feels safe	3.1%	12	4.7%	4	3.7%	5	3.2%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	3.5%	3
Financial services (banks / building societies, etc)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good places to eat / drink	4.9%	20	1.1%	1	5.6%	7	0.0%	0	14.6%	3	7.5%	1	5.3%	1	11.2%	6	1.4%	1
Good public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Particular store (PLEASE WRITE IN NAME)	0.0%	0	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 selection / choice multiple shops (e.g. chain/high street stores)	6.9%	27	4.6%	4	6.2%	8	4.1%	0	19.3%	4	5.2%	0	5.3%	1	9.4%	5	6.2%	5
Good selection / choice of independent shops	17.3%	69	18.1%	15	21.0%	27	18.8%	2	23.7%	5	16.2%	1	32.3%	4	9.4%	5	12.3%	10
Near to home / convenient	6.5%	26	11.4%	10	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.2%	3
Nice atmosphere / friendly people	23.9%	95	20.8%	17	22.3%	29	39.7%	3	36.9%	8	9.3%	1	11.4%	1	22.4%	12	28.5%	24
Pedestrian friendly environment	6.0%	24	3.9%	3	6.2%	8	5.9%	0	7.8%	2	0.0%	0	6.1%	1	4.0%	2	9.0%	7
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
Attractive environment	2.9%	11	1.4%	1	2.3%	3	3.2%	0	6.3%	1	8.1%	1	6.1%	1	0.0%	0	5.3%	4
Bexhill Library	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	5.1%	20	5.2%	4	1.5%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	18.8%	10	4.1%	3
De La Warr Pavilion	1.3%	5	0.5%	0	0.4%	0	0.0%	0	0.0%	0	15.6%	1	4.9%	1	3.1%	2	1.1%	1
Easy to get to	0.6%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flat	2.0%	8	1.4%	1	0.0%	0	3.2%	0	0.0%	0	0.0%	0	5.3%	1	6.3%	3	3.3%	3
Free parking	0.7%	3	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Good for activities	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good gyms	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Parking is close to the shops	0.2%	1	0.0%	0	0.4%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priceless Tools Hardware store	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Quiet	7.2%	29	16.5%	14	6.6%	8	0.0%	0	3.0%	1	0.0%	0	8.7%	1	0.0%	0	5.9%	5
(Don't know)	4.3%	17	1.8%	2	6.7%	9	3.2%	0	1.5%	0	4.1%	0	0.0%	0	3.1%	2	5.2%	4
(Nothing)	11.5%	46	14.3%	12	12.1%	16	15.4%	1	7.1%	2	12.2%	1	12.7%	1	13.4%	7	7.0%	6
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Q45 What do you dislike most about Bexhill town centre? [MR]
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Difficult parking (e.g. not enough spaces)	26.3%	104	29.7%	25	39.2%	50	9.5%	1	13.2%	3	9.3%	1	21.3%	2	12.1%	6	19.2%	16
Expensive parking	3.7%	15	1.0%	1	3.0%	4	3.2%	0	3.4%	1	0.0%	0	4.9%	1	5.8%	3	6.3%	5
Lack of a particular store (PLEASE WRITE IN NAME)	0.0%	0	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 selection / choice of independent shops	7.4%	30	4.5%	4	11.9%	15	9.5%	1	4.4%	1	0.0%	0	7.6%	1	13.3%	7	1.1%	1
Poor selection / choice of multiple shops (e.g. chain/high street stores)	8.6%	34	12.5%	10	7.0%	9	15.4%	1	21.8%	5	0.0%	0	6.1%	1	13.3%	7	1.1%	1
Lacking a large food 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
Lack of safety / personal security / hooligans	0.4%	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
Poor / limited leisure facilities (PLEASE WRITE IN TYPE)	0.0%	0	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 services (banks / building societies 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
Too far from home	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Too expensive	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Poor / limited evening entertainment (PLEASE WRITE IN TYPE)	0.0%	0	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 pedestrian environment / pavements / roads in need of repair	0.5%	2	0.5%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / dirty streets / litter	3.0%	12	3.1%	3	5.5%	7	9.5%	1	1.9%	0	8.1%	1	2.7%	0	0.0%	0	0.0%	0
Too many charity shops	3.8%	15	9.1%	8	5.2%	7	0.0%	0	2.8%	1	0.0%	0	2.7%	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
Business rates are too high	0.1%	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
Campervans are banned from parking	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dangerous bicycles on the seafront	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De La Warr Pavilion needs more varied events	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
De La Warr Pavilion was a waste of money	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Doesn't have a ramp to get into the sea for a swim	0.1%	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
Empty shops	1.0%	4	2.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.4%	1
Inconsiderate parking	0.5%	2	1.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No outdoor shopping places	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No protection from the weather	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
No traffic wardens	0.7%	3	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Not enough information about what's on	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough sea front cafes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Nothing much there / not a lot to do	0.9%	3	1.4%	1	1.5%	2	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Old fashioned / it's more for older people	0.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Poor public transport links	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor toilets / not enough toilets	0.4%	1	0.5%	0	0.5%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rundown / needs a revamp	0.2%	1	0.0%	0	0.4%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seafront shelters are ugly	0.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shops close too early	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too spread out	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Too busy	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many caravans on the sea front	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless people	1.6%	7	2.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Too many restaurants	0.1%	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
Too many taxi ranks	0.3%	1	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much disabled parking	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.1%	4	2.2%	2	1.1%	1	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know)	4.2%	17	2.0%	2	1.4%	2	3.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	13

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
(Nothing)	46.3%	184	39.5%	33	28.7%	37	62.7%	5	55.4%	12	78.6%	6	46.7%	5	74.7%	40	54.9%	45
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Column %ges.

Q46 What improvements to the quality and range of facilities in Bexhill town centre would persuade your household to visit it more often? Please name up to THREE improvements. [MR]
Those that visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Attract larger retailers	2.6%	10	6.3%	5	2.6%	3	0.0%	0	0.0%	0	4.1%	0	3.4%	0	0.0%	0	1.1%	1
Develop new shopping facilities	0.8%	3	2.9%	2	0.0%	0	3.2%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
Encourage reduced shop 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
Improve choice of multiple shops	10.9%	43	14.3%	12	9.0%	12	18.6%	2	23.3%	5	0.0%	0	5.3%	1	17.3%	9	4.2%	3
Improve range of independent / specialist shops	11.6%	46	11.1%	9	16.1%	21	0.0%	0	23.3%	5	0.0%	0	10.3%	1	13.3%	7	3.2%	3
Introduce a creche facility for shoppers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a new large 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
New shop needed (PLEASE WRITE IN NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	2.3%	9	2.6%	2	2.6%	3	0.0%	0	1.9%	0	0.0%	0	2.7%	0	0.0%	0	3.3%	3
Enhanced range of health and fitness centres / gyms	0.0%	0	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 play areas for children	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.2%	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
Improved public transport facilities during the evenings	0.0%	0	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 range of places to eat	0.1%	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
Improved range of pubs and night clubs	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
New ten-pin bowling centre	1.6%	7	0.5%	0	4.4%	6	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved other leisure facilities (PLEASE WRITE IN TYPE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New cinema	1.5%	6	3.4%	3	2.0%	3	0.0%	0	0.0%	0	4.1%	0	2.7%	0	0.0%	0	0.0%	0
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve directional signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	2.0%	8	1.4%	1	1.5%	2	6.4%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	3	1.4%	1
Improve location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	0.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within 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
Increase frequency of public transport in the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	5.8%	23	4.6%	4	10.8%	14	4.1%	0	1.5%	0	9.3%	1	0.0%	0	0.0%	0	4.8%	4
More parking spaces - short stay	5.4%	22	5.4%	5	9.0%	12	0.0%	0	1.5%	0	13.3%	1	2.7%	0	0.0%	0	4.5%	4
More parking spaces - type unspecified	17.3%	69	17.8%	15	28.3%	36	5.9%	0	27.6%	6	18.5%	1	3.4%	0	7.2%	4	6.4%	5
More pedestrianisation	0.6%	2	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Reduce cost of parking	1.7%	7	1.1%	1	2.2%	3	5.9%	0	1.9%	0	4.1%	0	0.0%	0	0.0%	0	2.1%	2
Reduce road congestion	1.6%	6	1.5%	1	1.6%	2	3.2%	0	1.9%	0	0.0%	0	0.0%	0	3.1%	2	1.1%	1
Attract less people / relieve over-crowding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.1%	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

Column %ges.

Rother Household Survey for GVA

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Clean shopping streets	2.8%	11	2.4%	2	5.2%	7	0.0%	0	1.9%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Create more open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more shelters from the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	0.4%	2	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	0.4%	2	1.0%	1	0.4%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
Provide for housing	0.0%	0	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
A book shop / more book shops	0.3%	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
An area for campervans	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An IKEA store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
An outdoor activity store	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / more toilets	0.6%	2	0.9%	1	0.9%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.3%	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
Empty the bins more often	0.6%	2	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Bexhill Leisure Centre	0.2%	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
Improve the marina	0.4%	2	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.6%	2	1.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keep the banks / need more banks	0.3%	1	0.5%	0	0.5%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	2	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty stores	0.4%	2	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless people	0.9%	3	0.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Make the seafront shelters more attractive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More / better cycle lanes	2.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	10
More clothes shops	0.3%	1	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for young people to do	0.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More information about what's on	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - disabled	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0
More sea front cafes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More shoe shops	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic wardens	1.4%	6	2.8%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New hotel	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer free parking	0.4%	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
Offer more to do in the evenings	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce business rates	0.2%	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
Repair the road surfaces	0.5%	2	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop people parking in the wrong places	0.9%	4	1.9%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	0.4%	2	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.1%	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
(No opinion)	3.7%	15	3.0%	3	2.8%	4	15.1%	1	7.6%	2	12.2%	1	12.9%	1	3.1%	2	2.1%	2
(Nothing in particular)	41.6%	165	32.3%	27	28.0%	36	46.6%	4	34.3%	7	57.2%	4	62.0%	7	66.6%	36	52.8%	44
Weighted base:		397		84		129		8		21		8		11		54		83
Sample:		473		129		152		21		30		21		32		26		62

Column %ges.

Q47 Why do you not visit Bexhill town centre? [MR]

Those that said they didn't visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Difficult parking (e.g. not enough spaces)	8.1%	49	26.2%	3	37.6%	14	3.6%	1	17.1%	9	3.5%	3	8.3%	2	3.2%	9	9.5%	7
Expensive parking	0.3%	2	0.0%	0	3.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a particular store (PLEASE WRITE IN NAME)	0.0%	0	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 selection / choice of independent shops	7.8%	47	4.4%	1	12.8%	5	5.8%	2	3.2%	2	5.7%	5	11.2%	3	9.1%	26	6.2%	5
Poor selection / choice of multiple shops (e.g. chain/high street stores)	7.5%	46	19.9%	2	4.6%	2	0.8%	0	14.9%	8	6.9%	6	13.7%	4	6.2%	17	9.1%	7
Lacking a large food store	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.1%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / limited leisure facilities (PLEASE WRITE IN TYPE)	0.0%	0	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 services (banks / building societies etc)	0.9%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	5	0.0%	0
Too far from home	29.8%	181	3.4%	0	18.8%	7	46.6%	19	25.5%	13	53.1%	42	37.9%	10	30.0%	84	6.1%	5
Too expensive	0.2%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Poor / limited evening entertainment (PLEASE WRITE IN TYPE)	0.0%	0	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 pedestrian environment / pavements / roads in need of repair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / dirty streets / litter	0.8%	5	0.0%	0	2.9%	1	0.0%	0	1.1%	1	1.9%	1	0.0%	0	0.0%	0	2.1%	2
Too many charity shops	2.3%	14	27.6%	3	3.7%	1	0.0%	0	0.6%	0	1.5%	1	1.5%	0	1.7%	5	3.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / mobility issues	0.9%	6	4.4%	1	2.6%	1	1.5%	1	0.6%	0	0.8%	1	0.0%	0	0.6%	2	1.1%	1
Don't know what's there	0.3%	2	0.0%	0	0.0%	0	2.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like town centres generally	0.3%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No reason to visit it	6.2%	38	0.0%	0	1.3%	0	17.8%	7	1.8%	1	0.4%	0	3.2%	1	9.9%	28	0.0%	0
Nothing much there / not a lot to do	1.0%	6	0.0%	0	2.4%	1	1.2%	0	1.8%	1	0.0%	0	1.5%	0	1.1%	3	0.0%	0
Old fashioned / it's more for older people	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.3%	6	0.0%	0
Poor / limited evening entertainment generally	0.1%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	0.4%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	2.3%	1	0.0%	0	0.0%	0
Poor range of places to eat out	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.5%	3	4.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	2	0.0%	0
Too many cafes	0.4%	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
Traffic congestion	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.5%	0	2.1%	1	0.0%	0	0.0%	0
(Don't know)	3.4%	21	6.0%	1	2.6%	1	12.4%	5	2.4%	1	0.4%	0	2.0%	1	0.0%	0	15.2%	12
(No particular reason)	37.2%	225	16.9%	2	20.1%	8	18.0%	7	41.1%	22	24.4%	19	31.6%	8	41.2%	116	56.8%	44
Weighted base:		606		12		38		40		53		79		26		280		77
Sample:		530		21		49		79		70		130		68		74		39

Column %ges.

Q48 What, if anything, would make you visit Bexhill town centre more often? [MR]

Those that said they didn't visit Bexhill town centre to visit shops, services and other facilities at Q36

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Attract larger retailers	2.1%	12	4.4%	1	0.0%	0	1.9%	1	1.4%	1	6.2%	5	4.4%	1	0.8%	2	2.9%	2
Develop new shopping facilities	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	6.5%	2	2.7%	7	3.3%	3
Encourage reduced shop prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Improve choice of multiple shops	10.7%	65	31.9%	4	10.9%	4	3.1%	1	8.9%	5	12.8%	10	7.9%	2	12.2%	34	5.8%	4
Improve range of independent / specialist shops	6.5%	39	6.3%	1	10.6%	4	4.7%	2	5.1%	3	8.4%	7	7.9%	2	5.6%	16	7.3%	6
Introduce a creche facility for shoppers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a new large supermarket	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
New shop needed (PLEASE WRITE IN NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	4.8%	29	4.4%	1	6.7%	3	0.8%	0	1.7%	1	0.0%	0	1.5%	0	8.4%	23	1.5%	1
Enhanced range of health and fitness centres / gyms	0.0%	0	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 play areas for children	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Improved policing / enhance security / CCTV	0.2%	1	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	1.4%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	8	0.0%	0
Improved range of pubs and night clubs	0.1%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New ten-pin bowling 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
New / improved museum or art gallery	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
New / improved other leisure facilities (PLEASE WRITE IN TYPE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, 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
Improve directional signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	5	0.0%	0
Improve location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	0.6%	4	0.0%	0	0.0%	0	2.1%	1	2.3%	1	1.1%	1	3.4%	1	0.0%	0	0.0%	0
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within 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
Increase frequency of public transport in the evenings	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	2.1%	13	12.1%	1	7.3%	3	0.0%	0	1.1%	1	1.5%	1	2.3%	1	1.8%	5	1.5%	1
More parking spaces - short stay	1.7%	10	8.7%	1	2.6%	1	0.0%	0	0.0%	0	0.4%	0	2.3%	1	1.1%	3	5.3%	4
More parking spaces - type unspecified	7.8%	47	14.1%	2	22.7%	9	2.9%	1	9.2%	5	2.3%	2	9.4%	2	3.7%	10	20.7%	16
More pedestrianisation	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Reduce cost of parking	0.8%	5	0.0%	0	1.3%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Reduce road congestion	0.9%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.4%	0	3.2%	1	0.8%	2	2.3%	2
Attract less people / relieve over-crowding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Create more open spaces	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more shelters from the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	0.2%	1	3.4%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provide for housing	0.0%	0	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
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clean the beach	0.1%	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
Disney store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
H&M store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
IKEA store	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.1%	3	0.0%	0
Improve the marina	0.1%	1	3.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	2	7.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty stores	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Make sure any new development is in keeping with the town's history	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
Matalan store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes	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
More clothes shops	0.3%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
More family-friendly restaurants / pubs	0.6%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More information about what's on	0.5%	3	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - disabled	0.4%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
More traffic wardens	0.3%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.1%	1
Nandos restaurant	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Primark store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Shops closer together	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
(No opinion)	8.1%	49	6.0%	1	4.2%	2	18.9%	8	3.8%	2	10.9%	9	11.0%	3	7.6%	21	5.8%	4
(Nothing in particular)	56.3%	341	24.6%	3	43.9%	17	56.7%	23	50.7%	27	67.8%	54	53.6%	14	58.0%	162	53.8%	41
Weighted base:		606		12		38		40		53		79		26		280		77
Sample:		530		21		49		79		70		130		68		74		39

Q49 Which of the following centres in the local area do you use most frequently? [PR]
Those that said they didn't visit Bexhill town centre to visit shops, services and other facilities at Q36 AND Exc Nulls

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Eastbourne	14.9%	87	34.9%	3	62.6%	16	22.9%	9	5.5%	3	1.7%	1	4.5%	1	8.8%	24	38.3%	29
Hastings	60.4%	352	43.7%	4	15.8%	4	29.5%	12	27.4%	14	31.5%	25	79.1%	20	84.7%	235	51.5%	39
St Leonards-on-Sea	2.6%	15	0.0%	0	1.9%	0	0.0%	0	3.7%	2	1.4%	1	1.2%	0	2.6%	7	5.4%	4
Battle	7.5%	44	13.0%	1	4.4%	1	16.3%	7	58.6%	30	0.8%	1	1.2%	0	0.0%	0	4.9%	4
Rye	10.9%	64	0.0%	0	9.7%	2	9.5%	4	1.4%	1	62.6%	49	11.9%	3	1.7%	5	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
Ashford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.1%	3	0.0%	0
Heathfield	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
London	0.2%	1	0.0%	0	0.0%	0	1.2%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside	0.8%	5	8.3%	1	1.9%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	3	0.0%	0
Royal Tunbridge Wells	1.4%	8	0.0%	0	0.0%	0	18.4%	7	0.8%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sidley	0.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ticehurst	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
Wadhurst	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
(None)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		583		10		25		40		52		78		25		277		76
Sample:		505		16		37		79		68		128		66		73		38

GEN Gender of respondent:

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Male	32.0%	321	24.9%	24	31.9%	53	28.8%	14	34.5%	25	28.1%	25	33.6%	12	34.4%	115	33.0%	53
Female	68.0%	682	75.1%	72	68.1%	113	71.2%	35	65.5%	48	71.9%	63	66.4%	25	65.6%	219	67.0%	107
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

AGE Age of respondent:

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
18 - 24 years	14.9%	149	0.0%	0	13.7%	23	12.7%	6	15.0%	11	12.5%	11	0.0%	0	23.4%	78	12.7%	20
25 - 34 years	10.7%	107	14.9%	14	10.2%	17	6.3%	3	25.1%	19	16.7%	15	0.0%	0	5.9%	20	12.7%	20
35 - 44 years	13.4%	134	12.6%	12	11.3%	19	17.7%	9	17.8%	13	11.7%	10	9.4%	3	14.9%	50	11.3%	18
45 - 54 years	17.6%	176	13.7%	13	14.7%	25	17.5%	9	16.6%	12	14.3%	12	13.3%	5	22.0%	74	16.8%	27
55 - 64 years	16.4%	164	19.9%	19	13.6%	23	26.3%	13	8.8%	7	18.0%	16	22.1%	8	14.0%	47	20.2%	32
65 +	24.0%	241	35.1%	34	31.8%	53	18.5%	9	15.1%	11	26.9%	23	52.4%	19	16.1%	54	23.4%	37
(Refused)	3.1%	31	3.8%	4	4.7%	8	1.0%	0	1.5%	1	0.0%	0	2.8%	1	3.6%	12	2.9%	5
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

QUOTA Zone

	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
Bexhill East	9.6%	96	100.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexhill West	16.6%	167	0.0%	0	100.0%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Rother	4.9%	49	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battle	7.4%	74	0.0%	0	0.0%	0	0.0%	0	100.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye	8.7%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0	0.0%	0	0.0%	0
Westfield	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0
Hastings	33.3%	334	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	334	0.0%	0
St Leonards	15.9%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	160
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

PC Postcode Sector

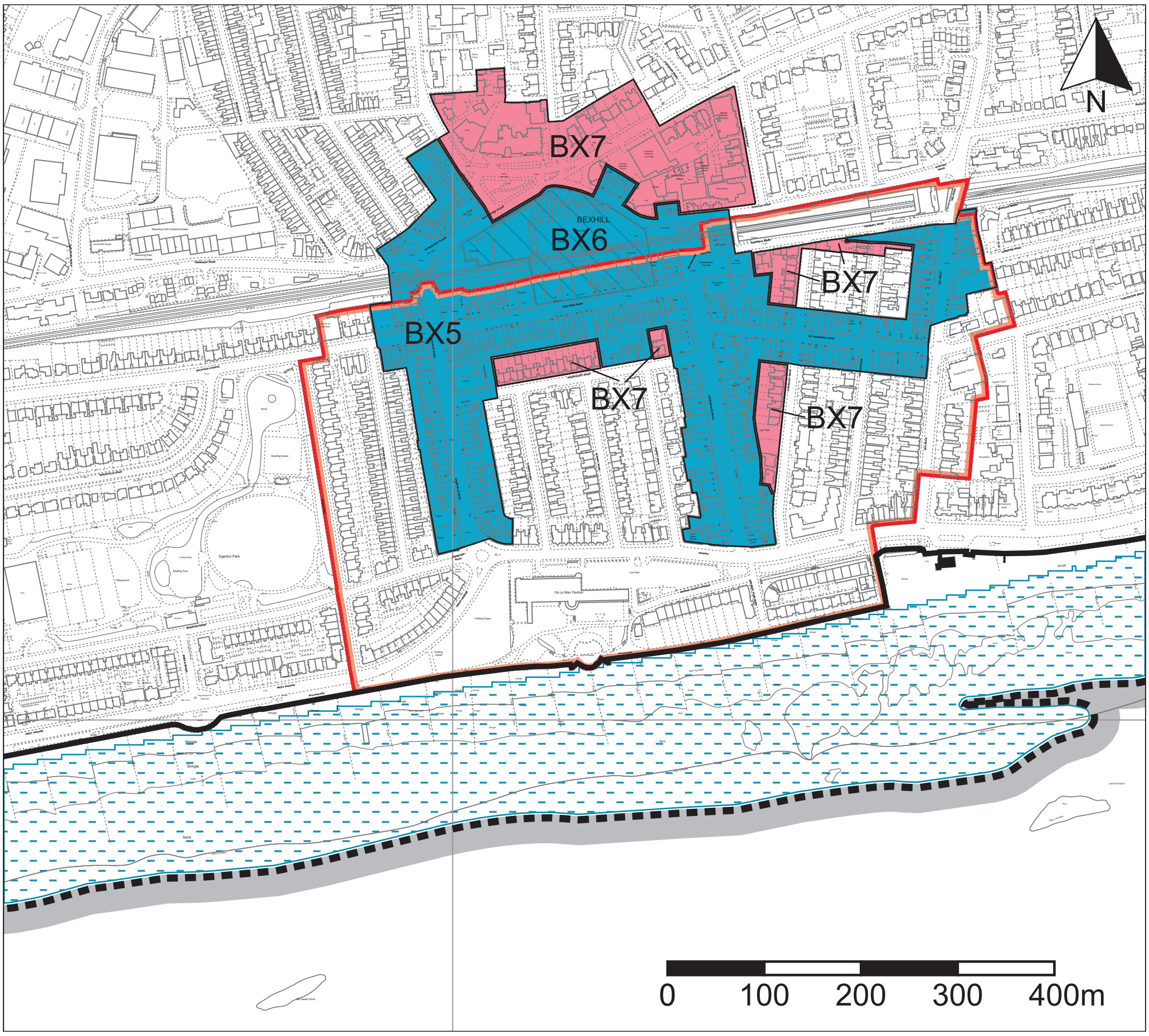
	Total		Bexhill East		Bexhill West		NW Rother		Battle		Rye		Westfield		Hastings		St Leonards	
TN197	3.3%	33	0.0%	0	0.0%	0	67.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN316	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	38	0.0%	0	0.0%	0	0.0%	0
TN317	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	30	0.0%	0	0.0%	0	0.0%	0
TN325	3.7%	37	0.0%	0	0.0%	0	0.0%	0	50.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN330	3.7%	37	0.0%	0	0.0%	0	0.0%	0	50.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN339	2.6%	26	0.0%	0	15.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN341	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	24	0.0%	0
TN342	11.4%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	114	0.0%	0
TN343	5.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	59	0.0%	0
TN354	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0
TN355	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	41	0.0%	0
TN364	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	19	0.0%	0	0.0%	0	0.0%	0
TN376	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	16	0.0%	0
TN377	7.8%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	79	0.0%	0
TN380	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	35
TN388	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	38
TN389	8.7%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%	87
TN393	4.8%	49	0.0%	0	29.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN394	5.2%	52	0.0%	0	31.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN395	4.0%	40	0.0%	0	24.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN401	4.5%	45	47.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN402	5.0%	50	52.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN5 7	1.6%	16	0.0%	0	0.0%	0	32.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1003		96		167		49		74		87		37		334		160
Sample:		1003		150		201		100		100		151		100		100		101

Appendix IV

Existing Bexhill Town Centre Boundary (Rother District Local Plan – Adopted 2006)

Rother District Council ....Working towards Excellence

BEXHILL TOWN CENTRE, Inset Map No.1d



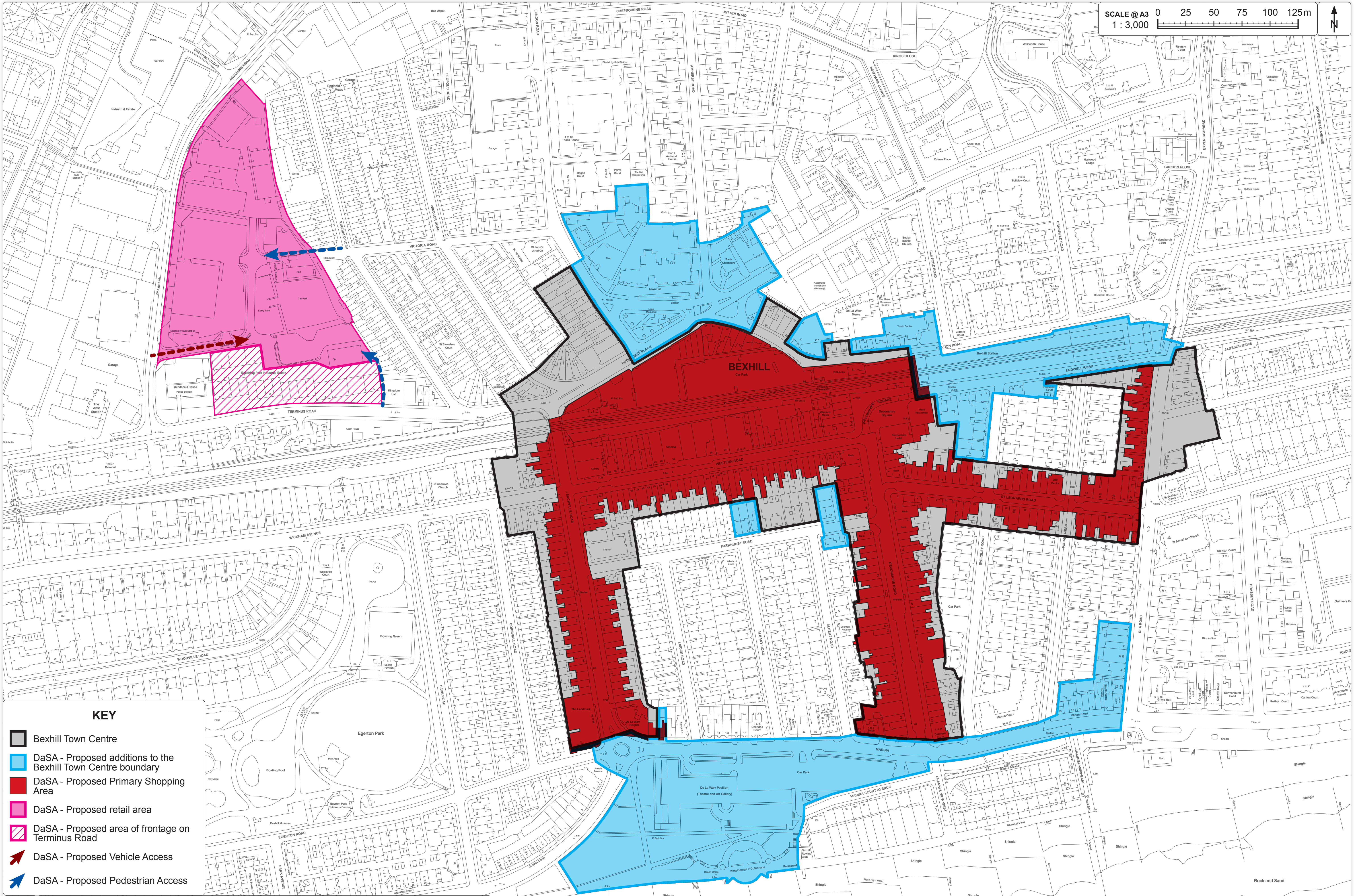
Bexhill Office Area	Conservation Area
Bexhill Town Centre Shopping Area	Flood Zone 3 (2006)
Shopping Development Policy Area	District Boundary
DS3 Policy Numbers (eg. DS3)	Development Boundary

Map Reference TQ7407

Scale 1:7,500

Appendix V

Proposed Revised Bexhill Town Centre Boundary and Proposed Retail Allocation – Development and Site Allocations Local Plan – Options and Preferred Options (December 2016)


SCALE @ A3
1 : 3,000
0 25 50 75 100 125m
N
BEXHILL
Car Park
KEY
Bexhill Town Centre
DaSA - Proposed additions to the Bexhill Town Centre boundary
DaSA - Proposed Primary Shopping Area
DaSA - Proposed retail area
DaSA - Proposed area of frontage on Terminus Road
DaSA - Proposed Vehicle Access
DaSA - Proposed Pedestrian Access
Rother District Council

Appendix VI

Extract from Chapter 13 of the Draft DaSA consultation document

Site options for retail

13.53. In line with national planning policy and the Core Strategy (Policies BX2 and EC7), it is important that Bexhill town centre is the focus of both convenience and comparison retail growth. The Council is committed to supporting and promoting Bexhill town centre including enhancing the diversity of the retail offer by taking a pro-active approach in directing and encouraging growth. Because of its accessibility, Bexhill town centre is considered as a sustainable place suitable for the provision of a wide range of shopping facilities and services.

13.54. Given that Bexhill town centre is vital for the well-being of the local residents and faces stiff competition from nearby town centres, it is important that Bexhill town centre is promoted and developed in a way that allows it to strengthen its local distinctiveness, whilst also offering improved and enhanced consumer choice. The Council will therefore require applications for main town centre uses to be located in the designated centres, then in edge-of-centre locations and only if suitable sites are not available would out-of-centre sites be considered as set out in Policy EC7 in the Core Strategy. When considering edge-of-centre and out-of-centre proposals, preference would be given to accessible sites that are well connected to the town centre, and to proposals which satisfy the sequential test and are not likely to have significant adverse impact on the vitality and viability of the town centre.

13.55. The Council will apply a sequential test and impact assessment to planning applications for main town centre uses that are not located in the existing designated centres above 500sqm as set out in Policy EC7 in the Core Strategy.

13.56. Policy BX2 in the Core Strategy identifies the strategy for Bexhill town centre and seeks to “provide for some 2,000sqm additional convenience goods and 4,000sqm comparison goods floorspace, primarily through ‘edge of centre’ retail expansion on the north side of the railway, as well as effective use of town centre accommodation”.

13.57. There are three sites considered as potential locations for the identified retail need within Bexhill. These sites considered as potential retail sites can be identified on Figure 47 below.

13.58. The sites are located in edge of town centre locations on the north side of the railway, within an area from Sea Road through to Terminus Road, including the southern end of Beeching Road, in line with the provisions of Policy BX2 in the Core Strategy. The sites considered are:

BX1: Sainsburys/Station Road/De La Warr Mews/Clifford Road/Buckhurst Road
BX121: Land adjacent to Station Road
BX122: Land on the southern end of Beeching Road industrial estate

13.59. The preferred development site for retail is:

BX122: Land on the southern end of Beeching Road industrial estate

13.60. The 2006 Local Plan policy which identified a mixed-use redevelopment proposal on the existing Sainsburys site and related redevelopment along Western Road (Policy BX6) has not come forward over the Plan period. There has been no recent market interest regarding this site and redevelopment of this area is unlikely to be viable. The assimilation of land to bring the site forward would rely on a large number of landowners; therefore it is not possible to consider the site as available for development. Hence, it is not appropriate to maintain this allocation forward.

13.61. Given the historic character, mix of ownerships and already intensive use within the town centre, it is highly unlikely that there is a large scale opportunity for redevelopment to accommodate the level of convenience goods floorspace identified within the Core Strategy for Bexhill. Therefore, the Council must apply the sequential test in the consideration of sites to accommodate the floorspace, by firstly looking at edge-of-centre sites (i.e. within 300 metres of the town centre boundary) and, if necessary, out-of-centre sites with good links to the town centre.

13.62. For similar reasons to site BX1, land adjacent to Station Road is also a challenging site, primarily due to the large number of landowner/interests within this area and it is not possible to consider the site as available for development.

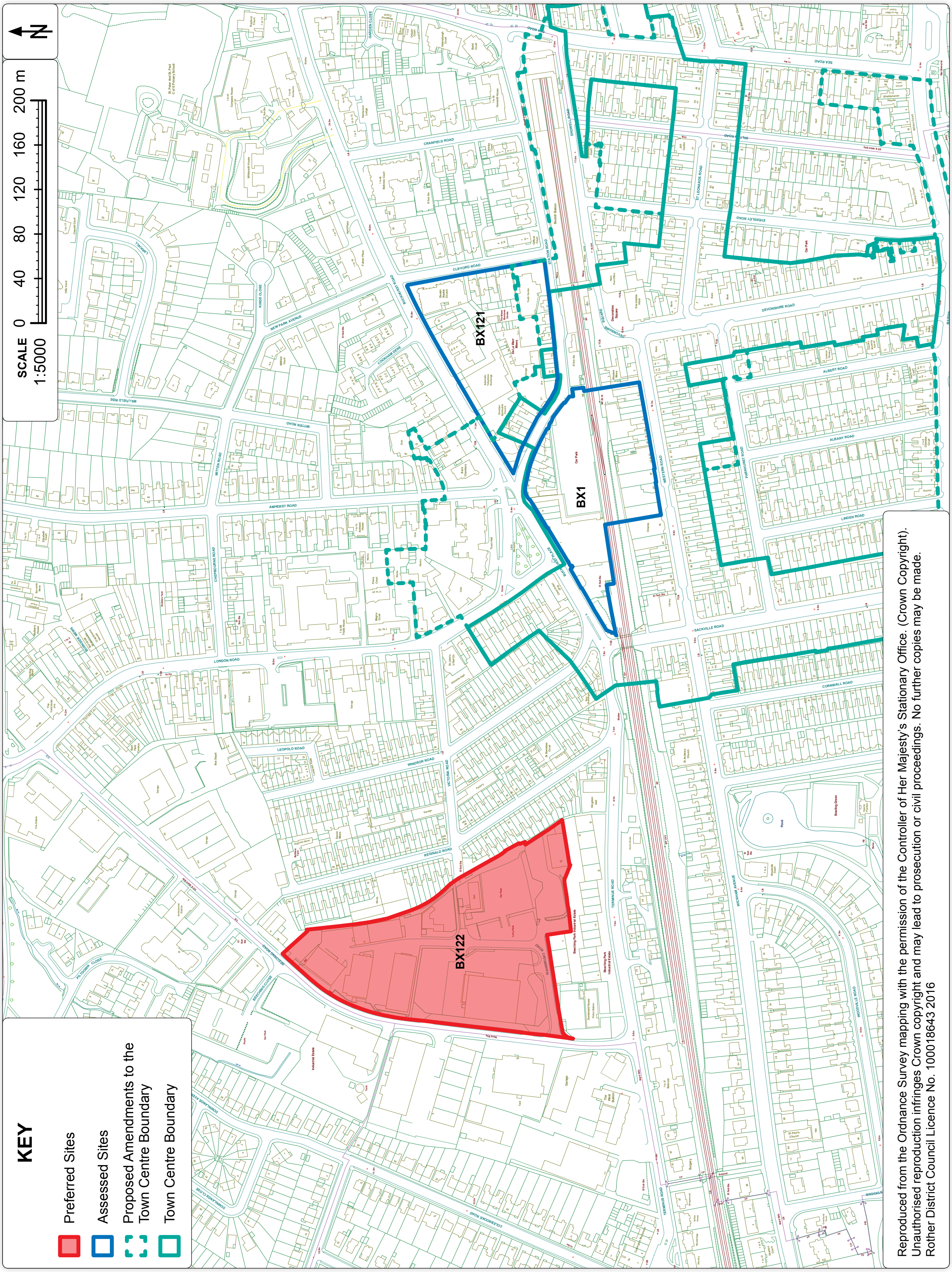
13.63. The preferred retail site is the only edge of centre site which can be considered available. Work undertaken for the Council by GL Hearn in 2013, considered a number of sites in terms of suitability to accommodate convenience goods retail floorspace and their location in proximity to the town centre. This identifies an edge-of-centre site on the southern end of Beeching Road. The centre of this area is within the 300m threshold to be considered edge of centre. The route from the edge of the town centre is relatively flat and there are no major roads or railway lines to cross, meaning that there are not obstacles which would hinder the scope for linked trips with the town centre. Even so, achieving linked trips needs an attractive and safe pedestrian link from the site (likely utilising the existing pedestrian footpath), and along Terminus Road towards the town centre.

13.64. A clear frontage on Terminus Road would be a desirable outcome, but the scope to achieve this may be unviable. This is the only available edge of centre site and is capable of achieving attractive town centre linkages.

13.65. The location of the store car park is likely to be a key factor in promoting linked trips with Bexhill town centre. Therefore, it is likely that the car park for a retail store would be best located towards the Terminus Road end of Beeching Road, although the route to walk through the car park to the store entrance will also need to be safe and well managed.

QUESTION 42: Do you agree with the preferred site for retail development at Bexhill? If not, which site(s) should be preferred?

Figure 47. Retail Options Map



Preferred Site: Land south east of Beeching Road, Bexhill (Ref: BX122)

Existing use(s)	Existing employment estate.
Size	2.7ha
Key constraints/ opportunities	BX122 is located on the south-eastern end of Beeching Road and comprises of a mix of uses, predominantly employment uses but with some large vacancies. Mixture of large format warehouse buildings and smaller terraces of start-up type units. There is an existing public car park and coach/lorry park within the area. There is also a Police Station, scout hut and veterinary surgery adjacent to the area. With predominantly two-storey residential properties along the eastern boundary (Reginald Road). There are significant level differences across the site, falling from Beeching Road in the west towards the eastern boundary. There is a culvert which runs through the site. A large proportion of the site suffers from surface water flooding. The centre of the site is located within 300m of the Bexhill town centre boundary, which is likely to be considered edge-of-centre (in sequential test terms) provided there is a clear and unimpeded pedestrian route between the site and the town centre. There is an existing footpath along the eastern boundary of the site joining Terminus Road with Wainwright Road, but it is narrow, unmade and uninviting. There is an existing public car park and coach and lorry park within the site which would require appropriate reprovision within the site or elsewhere. There is no existing pedestrian crossing across Terminus Road between Beeching Road and Sackville Road/Buckhurst Place. Redevelopment of this area would involve the redevelopment of part of an existing industrial estate which would result in the net loss of employment floorspace. This may be mitigated by the provision of office space within a retail-led redevelopment. The freehold of the land is in one ownership but there are multiple leases and sub-leases. There has been some consolidation of leasehold ownerships in recent years.
Proposed use(s)	Retail (convenience goods).
Developable area	2.7ha
Capacity	2,000sqm convenience goods floorspace.

Figure 48. BX122 Aerial Map

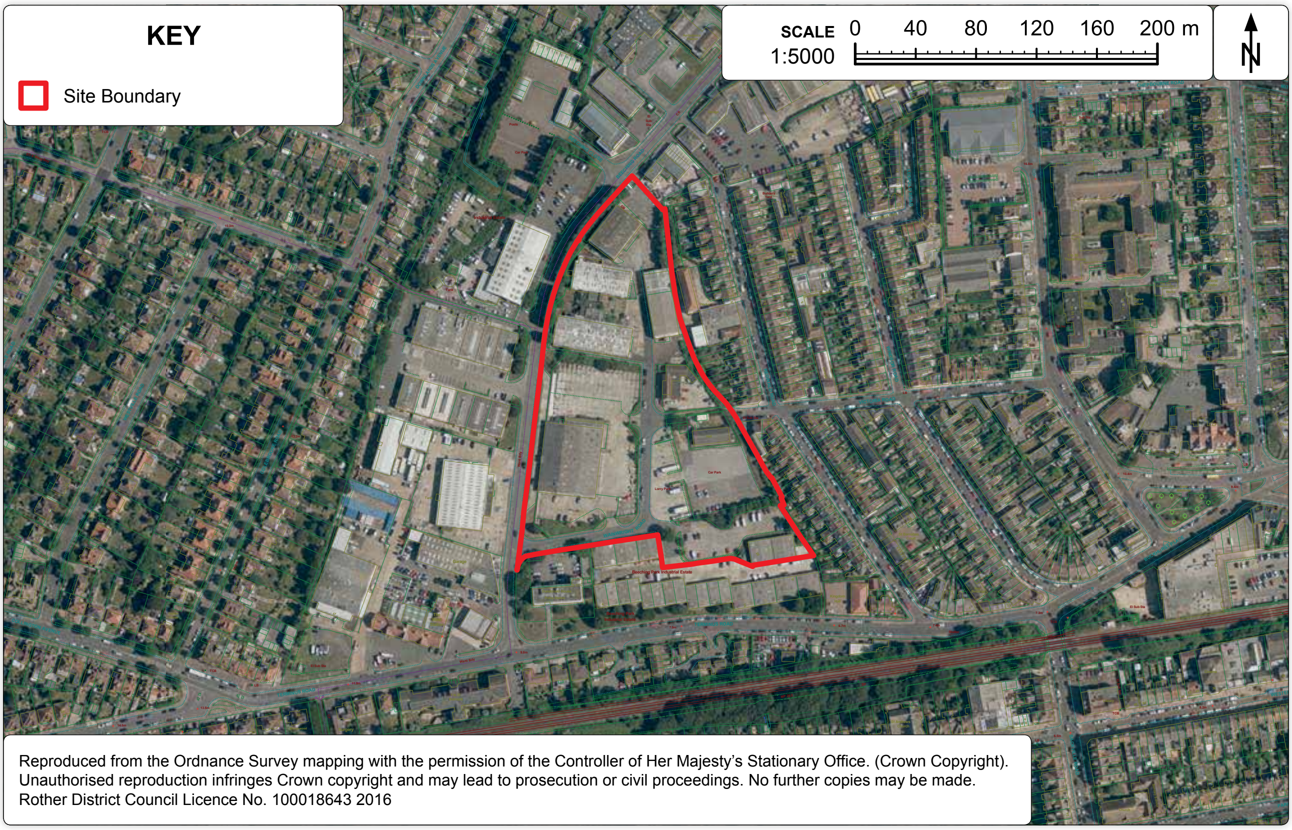
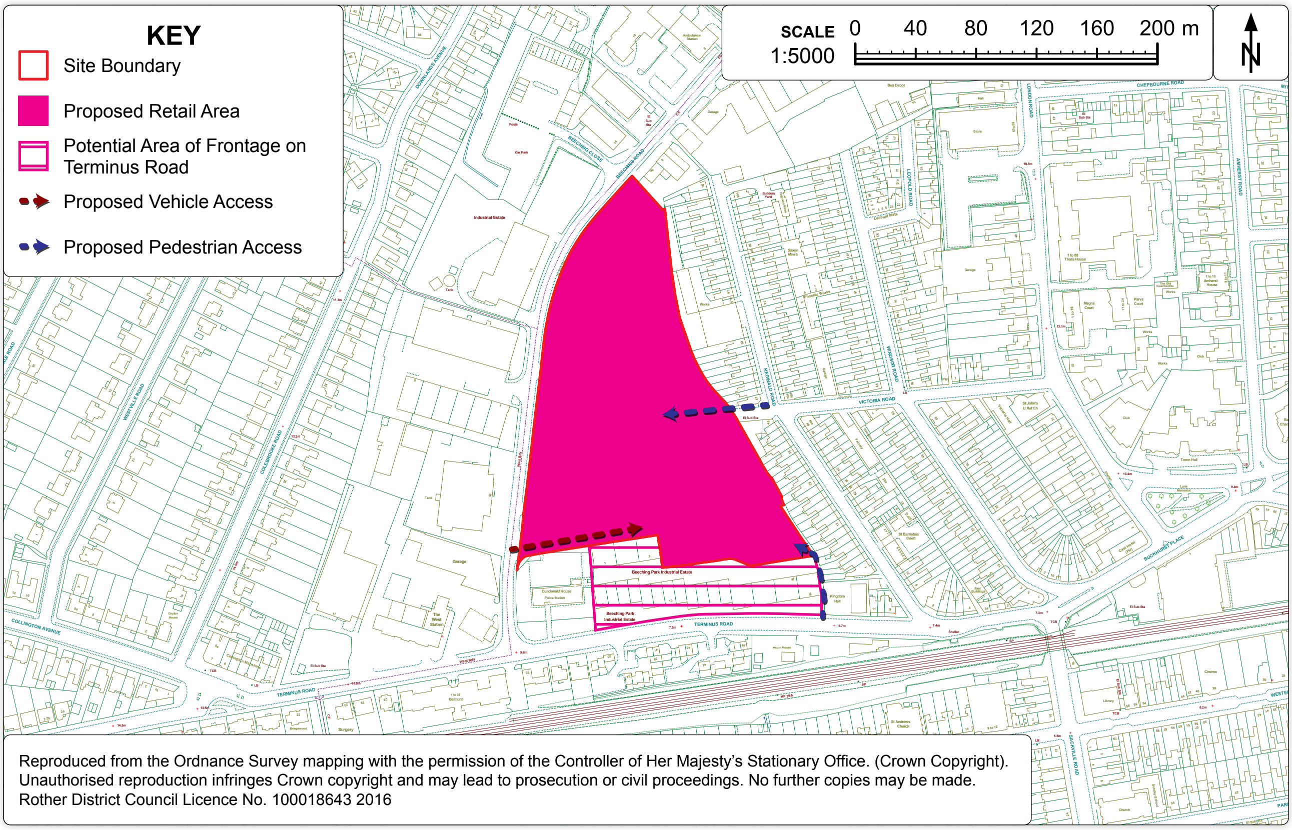


Figure 49. BX122 Detail Map



Policy BEX15: Land south-east of Beeching Road

Land south-east of Beeching Road, as shown on the Policies Map, is allocated for convenience retail development. Proposal will be permitted where the scheme:

(i) provides 2,000sqm of convenience floorspace;

(ii) provides only food and ancillary retail sales, and excludes a pharmacy and any other form of service outlet which might undermine the vitality and viability of the town centre;

(iii) is accompanied with a Retail Impact Assessment in line with the requirements of Policy EC7;

(iv) includes provision for the development of office units, if practicable;

(v) provides an appropriate proportion of Terminus Road frontage to create a visual connection with the Town Centre;

(vi) brings forward an attractive and safe pedestrian link from the retail store car park/store entrance to Terminus Road along the eastern boundary and the environmental improvement of pedestrian links across Terminus Road;

(vii) provides a commuted sum for the improvement of public transport to serve the development;

(viii) provides consequential offsite highway works to improve the junction of Beeching Road and London Road;

(ix) locates the car park on the southern part of the site and agreement is made for the store's car park to be made available for use by any member of the public;

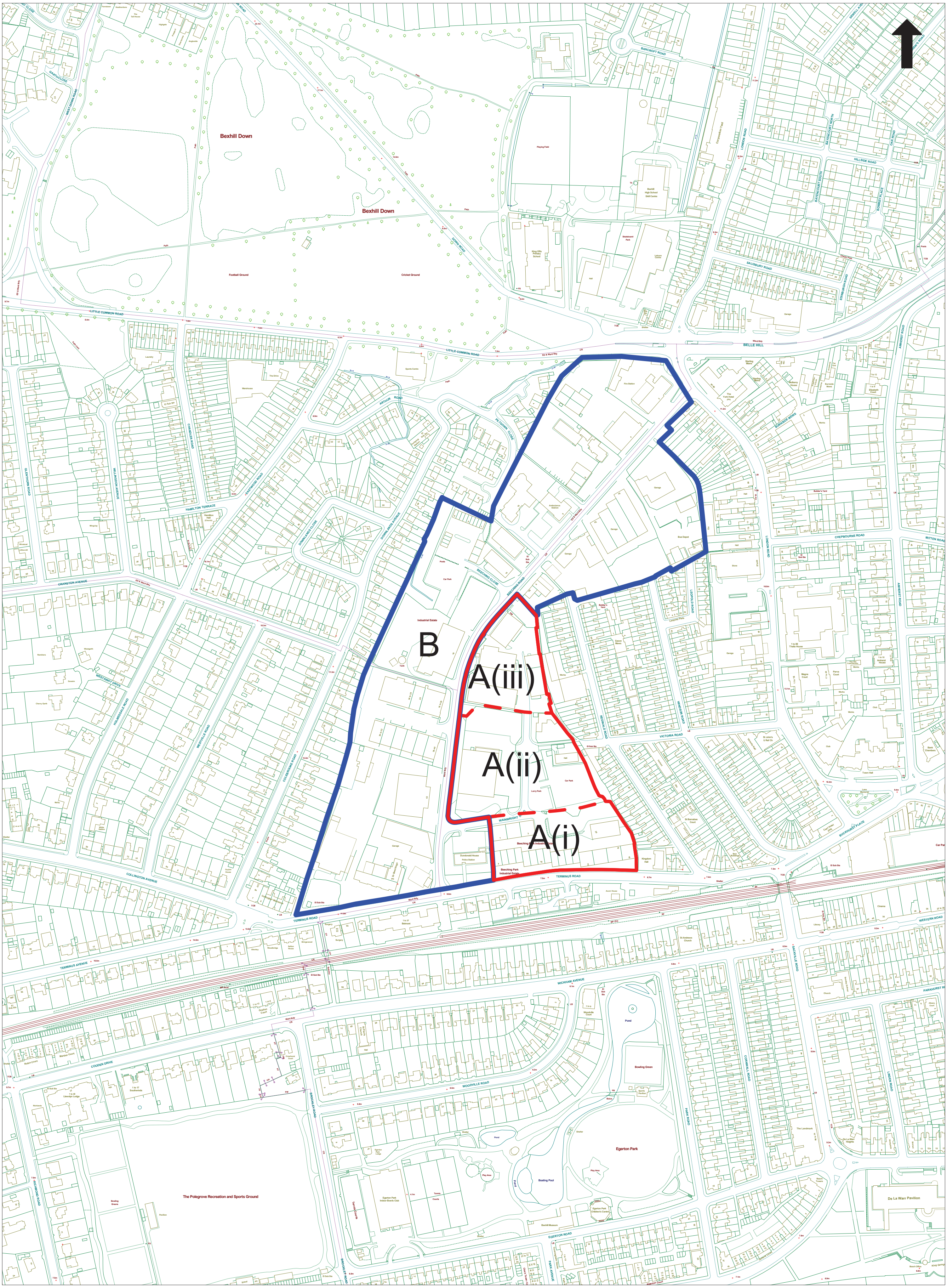
(x) the existing coach and lorry park is reprovided for at a suitable location; and

(xi) demonstrates that the access arrangements and the service yard are located in a position that protects the residential amenity of adjacent properties.

QUESTION 43: Do you agree with the requirements of Policy BEX15? If not, how would you wish to see it amended?

Appendix VII

Plan showing various parcels of Beeching Road proposed allocation site



Scale: 1:5000

Map Ref: TQ7307

Area A(i) = 0.95 ha   Area A(ii) = 1.45 ha   Area A(iii) = 0.77 ha

Area B = 9.2 ha

Appendix VIII

Main and Top-up Food Shopping Linked Trips

	Total		Aldi, London Road		Co-op, Devonshire Road		Co-op, Seabourne Road		Co-op, Western Road		Iceland, Devonshire Road		Lidl, Ninfield Road, Sidley		Marks & Spencer, Ravenside		Sainsbury's, Buckhurst Place		Tesco, Ravenside Park		Tesco Express, Collington		Tesco Express, Little Common	
LINKED TRIP WITH MAIN FOOD SHOPPING																								
Always	3.68%	35	10.66%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.27%	1	0.00%	0	0.00%	0	3.70%	3	0.00%	0	12.01%	0
Normally	5.51%	52	2.08%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.10%	1	12.79%	1	9.35%	3	12.59%	11	0.00%	0	34.31%	1
Sometimes	20.40%	192	30.62%	22	0.00%	0	0.00%	0	100.07%	1	18.56%	0	14.45%	4	22.01%	1	32.15%	12	35.74%	32	0.00%	0	0.00%	0
Rarely	8.11%	76	8.19%	6	99.98%	1	40.88%	1	0.00%	0	22.18%	0	11.69%	3	22.01%	1	18.66%	7	6.31%	6	0.00%	0	0.00%	0
Never	61.86%	583	46.45%	34	0.00%	0	59.15%	1	0.00%	0	59.29%	1	68.48%	21	43.22%	3	38.52%	14	40.65%	36	100.04%	1	53.69%	2
(Don't know / can't remember)	0.44%	4	2.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.31%	0	1.01%	1	0.00%	0	0.00%	0
Weighted base:		942		72		1		1		1		2		30		6		37		89		1		4
ALWAYS (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	4.24%	1	12.23%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	15.93%	1	0.00%	0	0.00%	0
Bexhill-on-Sea: Sidley District Centre	0.77%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.06%	0	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	1.42%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.98%	0
Ravenside Retail & Leisure Park, Bexhill-o	12.81%	4	6.83%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	49.99%	0	0.00%	0	0.00%	0	76.00%	3	0.00%	0	0.00%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	1.52%	1	6.83%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	8.11%	3	30.09%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	49.99%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	71.13%	25	44.02%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
ALWAYS (% OF TOTAL MAIN FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			1.30%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.59%		0.00%		0.00%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.30%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		12.01%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			0.73%		0.00%		0.00%		0.00%		0.00%		1.64%		0.00%		0.00%		2.81%		0.00%		0.00%	
Lidl, Ninfield Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			0.73%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			3.21%		0.00%		0.00%		0.00%		0.00%		1.64%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								
NORMALLY (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	16.17%	8	99.99%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.95%	1	0.00%	0	75.05%	3	29.65%	3	0.00%	0	0.00%	0
Bexhill-on-Sea: Sidley District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	0.94%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	35.01%	0
Ravenside Retail & Leisure Park, Bexhill-o	16.69%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.07%	1	0.00%	0	70.36%	8	0.00%	0	0.00%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	1.68%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	24.93%	1	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	64.52%	34	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	65.01%	1
NORMALLY (% OF TOTAL MAIN FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			2.08%		0.00%		0.00%		0.00%		0.00%		2.10%		0.00%		7.02%		3.73%		0.00%		0.00%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		12.01%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		12.79%		0.00%		8.86%		0.00%		0.00%	
Lidl, Ninfield Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		2.33%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								
SOMETIMES (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	14.87%	29	51.78%	11	0.00%	0	0.00%	0	100.07%	1	100.05%	0	47.84%	2	0.00%	0	78.53%	9	13.98%	4	0.00%	0	0.00%	0
Bexhill-on-Sea: Sidley District Centre	0.54%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.48%	0	0.00%	0	0.00%	0	1.97%	1	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ravenside Retail & Leisure Park, Bexhill-o	14.70%	28	9.75%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.32%	0	68.72%	1	7.80%	1	70.53%	22	0.00%	0	0.00%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.73%	1	6.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.58%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	4.32%	8	29.92%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.06%	1	31.31%	0	3.42%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	64.26%	124	2.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.32%	0	0.00%	0	10.25%	1	13.52%	4	0.00%	0	0.00%	0
SOMETIMES (% OF TOTAL MAIN FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			15.85%		0.00%		0.00%		100.00%		18.55%		6.91%		0.00%		25.25%		5.00%		0.00%		0.00%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		1.37%		0.00%		0.00%		0.70%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			2.99%		0.00%		0.00%		0.00%		0.00%		1.64%		15.12%		2.51%		25.21%		0.00%		0.00%	
Lidl, Ninfield Road, Bexhill-on-Sea			1.94%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			9.16%		0.00%		0.00%		0.00%		0.00%		2.90%		6.89%		1.10%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								

	Total		Aldi, London Road		Co-op, Devonshire Road		Co-op, Seabourne Road		Co-op, Western Road		Iceland, Devonshire Road		Lidl, Ninfield Road, Sidley		Marks & Spencer, Ravenside		Sainsbury's, Buckhurst Place		Tesco, Ravenside Park		Tesco Express, Collington		Tesco Express, Little Common	
LINKED TRIP WITH TOP-UP FOOD SHOPPING																								
Always	4.00%	25	0.00%	0	3.63%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.72%	1	6.72%	0	3.31%	1
Normally	6.49%	40	14.48%	3	0.00%	0	0.00%	0	21.90%	0	19.21%	1	0.00%	0	0.00%	0	0.00%	0	2.09%	1	0.00%	0	8.47%	2
Sometimes	17.18%	107	33.44%	7	52.69%	7	16.20%	1	56.20%	1	29.54%	1	32.41%	6	18.39%	0	43.34%	12	31.25%	12	0.00%	0	14.72%	3
Rarely	6.09%	38	5.43%	1	3.04%	0	0.00%	0	21.90%	0	30.57%	1	4.36%	1	0.00%	0	12.95%	4	7.60%	3	0.00%	0	10.67%	2
Never	65.07%	404	46.64%	10	40.65%	5	83.81%	5	0.00%	0	20.70%	1	63.24%	13	81.62%	2	38.75%	11	54.31%	21	93.29%	7	62.84%	12
(Don't know / can't remember)	1.17%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.97%	1	1.04%	0	0.00%	0	0.00%	0
Weighted base:		621		22		13		6		2		4		20		3		28		39		7		19
ALWAYS (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	9.22%	2	0.00%	0	99.98%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.98%	0	0.00%	0
Bexhill-on-Sea: Sidley District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	1.97%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ravenside Retail & Leisure Park, Bexhill-o	3.77%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	64.02%	1	0.00%	0	0.00%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	85.04%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	35.98%	1	0.00%	0	99.95%	1
ALWAYS (% OF TOTAL TOP-UP FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			0.00%		3.63%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		6.72%		0.00%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		2.38%		0.00%		0.00%	
Lidl, Ninfield Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								
NORMALLY (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	15.04%	6	100.00%	3	0.00%	0	0.00%	0	100.05%	0	100.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	39.08%	1
Bexhill-on-Sea: Sidley District Centre	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	2.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	60.89%	1
Ravenside Retail & Leisure Park, Bexhill-o	1.96%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.05%	1	0.00%	0	0.00%	0
Lidl, Ninfield Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	80.67%	34	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
NORMALLY (% OF TOTAL TOP-UP FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			14.48%		0.00%		0.00%		21.90%		19.21%		0.00%		0.00%		0.00%		0.00%		0.00%		3.31%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		5.15%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		2.09%		0.00%		0.00%	
Lidl, Ninfield Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								
SOMETIMES (% OF LINKERS)																								
Bexhill-on-Sea: Town Centre	29.98%	32	72.94%	5	100.01%	7	43.81%	0	99.98%	1	35.03%	0	7.59%	0	99.98%	0	92.33%	11	21.97%	3	0.00%	0	0.00%	0
Bexhill-on-Sea: Sidley District Centre	2.23%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	65.03%	1	25.04%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bexhill-on-Sea: Little Common District Ce	0.85%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	32.51%	1
Ravenside Retail & Leisure Park, Bexhill-o	10.33%	11	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	30.03%	2	0.00%	0	0.00%	0	37.53%	5	0.00%	0	50.01%	1
Lidl, Ninfield Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, London Road, Bexhill-on-Sea	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Buckhurst Place, E	2.26%	2	8.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	27.58%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Ravenside Retail & Leis	0.49%	1	0.00%	0	0.00%	0	56.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	53.86%	57	18.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.75%	1	0.00%	0	7.67%	1	40.51%	5	0.00%	0	17.50%	0
SOMETIMES (% OF TOTAL TOP-UP FOOD SHOPPERS)																								
Bexhill-on-Sea: Town Centre			24.39%		52.69%		7.10%		56.20%		10.35%		2.46%		18.39%		40.01%		6.87%		0.00%		0.00%	
Bexhill-on-Sea: Sidley District Centre			0.00%		0.00%		0.00%		0.00%		19.21%		8.12%		0.00%		0.00%		0.00%		0.00%		0.00%	
Bexhill-on-Sea: Little Common District Centre			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		4.79%	
Ravenside Retail & Leisure Park, Bexhill-on-Sea (B&M, B&Q, Boots, Currys, H			0.00%		0.00%		0.00%		0.00%		0.00%		9.73%		0.00%		0.00%		11.73%		0.00%		7.36%	
Lidl, Ninfield Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Aldi, London Road, Bexhill-on-Sea			0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Sainsbury's Superstore, Buckhurst Place, Bexhill-on-Sea			2.92%		0.00%		0.00%		0.00%		0.00%		8.94%		0.00%		0.00%		0.00%		0.00%		0.00%	
Tesco Superstore, Ravenside Retail & Leisure Park, Bexhill-on-Sea			0.00%		0.00%		9.10%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%	
Other																								