

APPENDIX 1

Consultants Brief

5 A4 Pages (Double sided)

Rother District Council
Shopping Assessment

Brief for Consultants

September 2007

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1.0 Introduction

- 1.1 Rother District Council is in the process of preparing its Local Development Framework (LDF) Core Strategy. It is due to publish its Preferred Options next Spring.
- 1.2 As part of ensuring a robust evidence base for this, the Council needs an assessment of future shopping floorspace requirements for Bexhill, Battle and Rye over the period up to 2026.
- 1.3 The work is also required by, and should fulfil the provisions of, Planning Policy Statement 6: Planning for Town Centres and Planning Policy Guidance Note 12, which relates to the preparation of Local Development Framework documents.
- 1.4 The following sections set out the context for the study, the work required, the timescale envisaged and the procedure for the submission of tenders.

2.0 Context

- 2.1 Rother District is a coastal authority covering 51,054 hectares at the easternmost part of Sussex and with a population of 86,700 (2006) – forecast to increase to 90,300 in 2016 and 92,500 in 2026 under current South East Plan provisions.
- 2.2 Bexhill-on-Sea is the main town and administrative centre, having a population of 41,600. The District also includes the small historic towns of Rye (pop – 4,950) and Battle (pop – 5,040) – both of which have considerable tourist activity.
- 2.3 Bexhill-on-Sea also contains two district centres, at Little Common and at Sidley, and the major Ravenside Retail Park at Glyne Gap in East Bexhill. Within the rural area, there is a major superstore in the village of Peasmarsch which is to the north-west of Rye.
- 2.4 The current Rother District Local Plan was adopted in July 2006 but only covers the period to 2011. This contains a development strategy for each town, and defines their main shopping areas.
- 2.5 Within Bexhill Town Centre, and as part of strengthening its position as the commercial and cultural heart of the town, an area has been defined in the Town Centre for comprehensive retail-led development proposals.
- 2.6 In the case of Rye, it is noted that the Local Plan Inspector urged an early review of the retail floorspace needs in conjunction with relevant stakeholders and the community. There is a current planning application for the extension of an existing store and interest from a national retailer for a new store.
- 2.7 At Battle, the Local Plan wishes to see any further retail development up to 2011 contained in the 'main shopping area'.

NOTE: The term 'shopping floorspace' includes floorspace used for the sale of retail goods + floorspace used for the sale of services such as hairdressers, laundrettes, dry cleaners, post offices, undertakers, travel agents, sandwich bars, banks, building societies, estate agents, betting shops, restaurants, snack bars, cafés, wine bars & takeaways

3.0 Objectives

3.1 The objectives of the Shopping Assessment are set out below. It should enable or assist the Council to:-

- i. Fully understand how the local shopping market operates, in order that strategic regeneration and planning policies can meet the shopping needs of the existing and future populations;
- ii. Provide information which will be required for the Local Development Framework documents for Rother District to be 'sound';
- iii. Specifically, indicate the shopping floorspace required to meet current and future needs to retain and, if possible, improve the shopping position, and thereby sustainability, of Bexhill, Rye and Battle Town Centres in the sub regional context;
- iv. Meet the Inspector's expectations for a shopping needs assessment for Rye Town Centre in consultation with relevant stakeholders and the community;
- v. Provide baseline statistics for the annual monitoring of shopping floorspace and provide information for use in subsequent monitoring reports;
- vi. Provide an input to the Council's work on the Bexhill Town Centre development scheme, and highlight any amendments to its scale, nature and timing that may be appropriate;
- vii. Better understand the nature of demand, including of various shopping sectors (including national multiples and independent shops) and hence inform the strategies for respective centres;
- viii. Identify the need for convenience, comparison and service trade floorspace -- including any qualitative need issues;
- ix. Identify the need for new bulky goods floorspace;
- x. Inform subsequent identification of potential sites to accommodate these needs in the context of the sequential test and the need for sites to be commercially viable and deliverable when required;

4.0 Data Sources

4.1 Rother District Council will provide the following data and information:

- Copies of the Local Plan, Proposals Map and any necessary base maps;
- with regard to Bexhill Town Centre, a Retail and Commercial Floorspace Study undertaken by Knight Frank in August 2005, which covers the period up to 2016;
- For Rye, floorspace growth forecasts contained in evidence prepared for the Local Plan Inquiry by both the Council's retail advisor and by DPP for Tesco Stores, together with the Inspectors (Dec 2005) Report;
- If required, survey information on the number (including vacant units) and use of existing retail units in each town centre, and in the case of Bexhill, at the two district centres and at Ravenside Retail Park, categorised by both Use Class and convenience, comparison & service trade shopping;

- If required, information on total floorspace in each of the town centres from CLG 'State of the Cities' database dated 2002, updated from large-scale completions data - convenience/comparison/service trade - to 2007;
- Identification of food stores in the sub -region, together with known retail floorspace commitments and proposals in competing centres in the sub-region including, in Eastbourne TC, Hastings TC, Tunbridge Wells TC, Ashford TC;
- Details of current large-scale housing commitments/allocations, as well as indicative broad distributions of additional dwellings following from the South East Plan;
- Population forecasts, for 5-year periods, for the District based on the draft South East Plan (It is noted that the South East Plan is subject to Proposed Modifications due early next year and the study should include a sensitivity testing of the impact of an increase in development to be agreed.)

5.0 Work Required

5.1 Methodology and Information Required

5.1.1 The Assessment should collect and present the following information:

- a) Current, and trends in (over the last 10 years), shopping rental levels in each town using published data
- b) An assessment of the position of town shopping centres in Rother within the sub-regional retail hierarchy, drawing on comparative data on existing floorspace, catchments, accessibility, etc factors (to include Eastbourne, Hastings, Tunbridge Wells, Ashford and Folkestone);
- c) A residents survey for these catchment areas (a statistically representative 1% sample) on where they shop for convenience goods, comparison goods, and service trade services, on how often they shop in the various locations and their view of future provision for additional shopping in Rother District;
- d) The views of key stakeholders – see 5.2 below – and the implications for the assessment of future shopping development;
- e) The extent of trade being 'lost' from Bexhill, Rye and Battle to other shopping centres outside the District, the reasons for this and potential to re-capture trade;
- f) The definition of the shopping catchment areas of Bexhill, Rye & Battle Town Centres;
- g) The need for additional shopping floorspace in the three towns, and indication of type of suitable location, required to accommodate a realistic assessment of future market share in 5 year periods up to 2026 and then split by convenience, comparison & service trade sectors, in the context of policy objectives and sustainability considerations for Rother's town centres;

5.1.2 The consultant will also be asked to give some views on the implications of the new "impact test" referred to in the White Paper published in May 2007 in terms of the effect on the assessment and any other considerations that the consultants might feel

are of relevance (e.g. the Competition Commission investigation into the grocery trade, and the increasing impact of internet shopping on need).

- 5.1.3 Also, account should be taken of any new guidance published by Government during the course of the study.

5.2 Identifying the Contacts and Resources for the Review

- 5.2.1 It is particularly important to view retail change in the context of regeneration and community aspirations.

- 5.2.2 A number of bodies have been established to promote development in the area :-

- The Hastings and Bexhill Task Force was set up following a government instruction to the South East England Development Agency (SEEDA) in July 2001 to bring together a regeneration strategy for the Hastings & Bexhill area.
- Sea Space is the economic development company for Hastings and Bexhill – being the executive agency of the Task Force.
- The Bexhill Regeneration Partnership was established in 1994 to address the regeneration needs of the town. The Rye Partnership was established in 1996, and the Battle Partnership has been in existence since the mid-1990's.

- 5.2.3 In addition to the residents survey, in order to take account of local knowledge and understand the views of local residents, representative views of local communities should be obtained. (This will accord with the Statement of Community Involvement adopted by the Council as part of its LDF.)

- 5.2.4 The consultant is expected to obtain and be informed by information from:

- local commercial estate agents
- regeneration officers
- retailers in the area
- existing and potential retail investors
- Rye and Battle Town Councils
- Chambers of Commerce

- 5.2.5 Allowance should be made for c5 telephone interviews and one meeting, with a range of bodies attending.

5.3 Assessment Findings

- 5.3.1 The report should identify the key issues for planning and town centre policies for the LDF. This will bring together the quantitative and qualitative considerations of existing shopping provision and future requirements for the 3 towns, and respective town and district centres and, if appropriate, out-of-centre locations.

- 5.3.2 There will be an explicit consideration of how existing issues are likely to develop over time and whether any new trends are likely to emerge. This section will identify the key drivers for change that exist for the 3 towns as a whole as well as across the District as a whole and how these may develop over the forecasting period, including reference to the inter-relation with other competing shopping centres.

6.0 Outputs and Timescales

6.1 The following study outputs are required:-

- i) Draft Report – This must be presented as soon as practicable for comments, with a target date of 17th December 2007;
- ii) Final Report within 2 weeks of feedback on draft report – target date mid January 2008.
- iii) The report will be necessarily technical in nature, supported by appendices of detailed analysis. It should utilise illustrations, mapping and graphs to demonstrate locations and trends. It will be supported by a user-friendly non-technical and easily understood summary of no more than 5 pages, communicating key messages. This summary is to focus on results and outputs rather than processes. Reports should be available in both electronic and hard copies;
- iv) Guidance so that the study, datasets and mapping can be updated and maintained in the future;
- v) A presentation of key findings to key stakeholders within 6 weeks of submission of the final report.

7.0 Budget

- 7.1 Submissions will be assessed against a range of criteria including the competitiveness of the price quoted, however it should be noted that Rother District Council has a budget estimate of £10,000 - £15,000 exclusive of VAT but inclusive of expenses for the delivery of this assessment.
- 7.2 The agreed sum for the work will include all expenses and communication between the Consultant and Rother District Council and any other relevant party at all stages before, during and after delivery of the final report. Payment will be subject to satisfactory completion of the project. The District Council would sympathetically consider staged payments subject to detailed agreement.
- 7.3 The final payment is based on the Rother District Council being satisfied with the quality and content of the final report and submitted according to the timescales identified in this Brief. The timeframes specified are critical to the submission dates for the Rother LDF Core Strategy. The submission should clearly indicate the prospect of meeting this timescale.
- 7.4 All information obtained is the property of Rother District Council and shall not be used for any other purpose.
- 7.5 A daily rate for any subsequent appearance at the Core Strategy Examination is sought although this will be treated as a separate commission.

8.0 Submission

8.1 Submissions should include:-

- ✓ • background information on the firm, including details of any similar projects undertaken recently (examples of reports produced would be helpful);
- tenderers should include assurances that there is no conflict of interest between the carrying out of this Study and work been carried out for other clients. The consultant should declare any interest they have or have previously had in Rother District or in adjacent local authorities, and any relationship to any Elected Member of the Council. There should be a commitment not to engage in other new work which could give rise to a conflict of interest for a period to be agreed by both parties;
- ✓ • an outline of the general approach to the project that would be adopted, in terms of methodology, project management and presentation of the results;
- ✓ • a description of how the project will be run to ensure that the work undertaken follows the methodology and national guidance;
- ✓ • an indication of the work schedule that would be entailed and capability to deliver the project in time;
- ✓ • the names, responsibilities and experience of those staff that would be assigned to the project;
- ✓ • contact details for two previous clients who would be willing to comment on your work;
- ✓ • details of the working arrangements with third parties.
- a fixed price for the proposed work, with a clear statement of whether this includes VAT.

8.2 Consultants should submit 3 copies of their proposals to the address below, to be received **by noon on 12th October 2007**.

David Marlow
Principal Planning Officer
Planning Strategy and Environment
Rother District Council
Town Hall
Bexhill-on-Sea
East Sussex TN39 3JX

8.3 Any submission received after this deadline will not be accepted.

9.0 Appointment Procedure

9.1 Submissions will be assessed initially on the extent to which they meet the following criteria:-

- relevant experience and staff expertise of undertaking other shopping assessments;
- quality of previous shopping assessments undertaken;
- understanding of the brief;
- indications that a recognised and robust approach will be brought to the exercise;
- ability to meet the proposed timetable;
- the proposed costs compared to the budget available.

9.2 Proposals that demonstrate a sufficient level of quality in relation to these criteria will then be compared on the basis of price. It should be noted that the Council is committed to ensuring the shopping market is appropriately assessed and price alone will not necessarily provide the basis for final selection.

9.3 If necessary a shortlist of firms will be drawn up and invited for interview to assist the selection of the preferred contractor. If interviews are to be held the firms concerned will be notified as soon as possible after the deadline for submissions.

9.4 The Consultant shall be responsible for any public indemnity or public liability insurance costs.

9.5 Appointment of the consultant will be made by exchange of letters. The appointment may be terminated by Rother District Council on payment of all fees for work completed to date of termination.

10.0 Project Management

10.1 An induction meeting is necessary at the commencement of the work to discuss the constraints and other information available for the consultants use. In addition to a meeting with stakeholders and a presentation of the final report, it should be assumed that one meeting will be necessary following receipt of the draft study.

10.2 Any enquiries concerning this invitation to tender should be directed to:

David Marlow: Principal Planning Officer, Planning Strategy and Environment,
Rother District Council, Town Hall, Bexhill-on-Sea, East Sussex TN39 3JX

Tel: 01424 787635 Fax: 01424 787657
E-mail: David.Marlow@rother.gov.uk

APPENDIX 2

Household Telephone Survey Results

14 A4 Pages (Double sided)

Summary of Sample and Research Methodology for Rother, East Sussex - Household Survey

Source: Allegra Strategies Limited

Details	
Assignment:	Conduct 800 telephone household surveys based on standard questionnaire
Location:	Rother, East Sussex
Scope:	14 Zones across a total household population of 73,859 (Zones shown below)
Revisions:	Reclassified 14 Zones into 6 Town Areas (shown below)
Survey Method:	<p>Telephone interviews with a random selection of households in each target Zone. The sample for each Zone was determined by weighting each Zone by the relative household size and age profile to ensure a highly representative sample.</p> <p>Interviews were conducted by Allegra Strategies in-house research team across all days of the week and between the hours of 10 am and 9pm to ensure a highly representative sample was attained. Approximately 17 interviewers were used to complete the project</p>
Sample Size:	861
Interview Dates:	12th November 2007 - 16th November 2007

Zone	No. of Interviews	% of Total Sample
	861	100.0%
Bexhill East	161	18.7%
Bexhill West	282	32.8%
NW Rother	83	9.6%
Battle	110	12.8%
Rye	157	18.2%
Westfield, Guestling, Fairlight	68	7.9%

Zone	Postcode Sector
Bexhill East	TN40 1
Bexhill East	TN40 2
Bexhill West	TN39 3
Bexhill West	TN39 4
Bexhill West	TN39 5
Bexhill West	TN33 9
NW Rother	TN5 7
NW Rother	TN19 7
Battle	TN32 5
Battle	TN33 0
Rye	TN31 6
Rye	TN31 7
Rye	TN36 4
Westfield, Guestling, Fairlight	TN35 4

Q1. At which ONE store do you normally do your MAIN FOOD and grocery shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Bexile	Rye	Westfield, Guestling, Fairlight
	611	161	202	63	119	152	63
Aldi, Bexhill, London Rd	15	5	9	-	1	-	-
Aldi, Ashford, Kimberley Way	4	-	-	-	-	4	-
Aldi, Eastbourne, Cumber	22	3	17	1	-	-	1
Budgen, Battle, Market Square	12	-	2	-	10	-	-
Budgen, Hawkhurst, Rye Rd	9	-	-	6	1	2	-
Budgen, Heathfield, Station Rd	-	-	-	-	-	-	-
Co-op, Battle, High St	-	-	-	-	-	-	-
Co-op, Bexhill, Western Rd	2	1	1	-	-	-	-
Co-op, Eastbourne, Albert Parade	-	-	-	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	16	-	-	15	1	-	-
Co-op, Little Common, Louden Sea Rd	4	-	4	-	-	-	-
Co-op, Ore, Fairlight Rd	-	-	-	-	-	-	-
Co-op, Polegate, The Centre	1	1	-	-	-	-	-
Co-op, Sidley, Nolfeld Rd	2	1	1	-	-	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	1	-	-	1	-	-	-
Iceland, Hastings, Castle St	-	-	-	-	-	-	-
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	-	-	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	-	-	-	-	-	-	-
Jemson, Peasmarsh, Main St	33	-	1	1	2	28	1
Jemson/Budgen, Rye, Station Approach	19	-	-	-	-	19	-
Lidl, Sidley, Nolfeld Rd	9	1	7	-	1	-	-
Lidl, St Leonards, Bohemia Rd	2	-	-	-	-	2	-
Monsoon, Hastings, Queens Road	37	-	3	1	6	7	20
Sainsbury, Ashford, Simon Well Ave	1	-	-	-	-	1	-
Sainsbury, Bexhill, Buckhurst Place	153	55	98	-	-	-	-
Sainsbury, Eastbourne, Amstel Centre	1	-	1	-	-	-	-
Sainsbury, Eastbourne, Hampden Park	4	-	3	1	-	-	-
Sainsbury, New Romney, Dymchurch Rd	-	-	-	-	-	-	-
Sainsbury, Hastings, St Leonards, John Macadam Way	126	1	8	8	65	30	24
Sainsbury, Tunbridge Wells, Linden Park Rd	9	-	-	8	1	-	-
Sainsbury, Tunbridge Wells, St Johns Road	5	-	-	3	1	-	1
Somerfield, Bexhill, Devonshire Rd	5	5	-	-	-	-	-
Somerfield, Eastbourne, Brassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	-	-	-	-	-	-	-
Spar, St Leonards, Kings Rd	-	-	-	-	-	-	-
Tesco, Ashford, Hythe Rd	6	-	-	-	-	8	-
Tesco, Bexhill, Collington Ave	6	2	2	-	1	-	1
Tesco, Eastbourne, Kingsford Drive, Langney Shopping Centre	7	1	5	1	-	-	-
Tesco, Eastbourne, Loftbridge Drive	1	-	1	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	61	2	10	10	19	9	11
Tesco, St Leonards, Silverhill	3	-	-	-	2	-	1
Tesco, Tenenden, Smalbythe Rd	32	-	-	1	1	30	-
Tesco, Tunbridge Wells, Pembury Rd	4	-	-	4	-	-	-
Tesco, Bexhill, Ravenside	164	79	97	2	4	1	1
Tesco Express, Heathfield, Station Rd	-	-	-	-	-	-	-
Tesco Express, St Leonards, Fernside Avenue	1	-	1	-	-	-	-
Waitrose, Eastbourne, High St	2	-	2	-	-	-	-
Waitrose, Hailsham, Vicarage Field	4	1	3	-	-	-	-
Waitrose, Tenenden, High St	9	-	-	-	-	8	1
* Internet/Home Delivery - Ocado/Waitrose	4	-	-	2	1	1	-
* Internet/Home Delivery - Tesco	6	1	-	4	-	1	-
* Internet/Home Delivery - Sainsburys	1	-	-	1	-	-	-
Other	35	2	6	13	3	5	6
Marka & Spencer, Priory Meadow Shopping Centre, Hastings	1	-	-	-	-	1	-

Q1. At which ONE store do you normally do your MAIN FOOD and grocery shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Bexhill	Rye	Westfield, Guestling, Fairlight
	811	111	212	83	119	127	83
Aldi, Bexhill, London Rd	1.70%	3.10%	3.20%	-	0.90%	-	-
Aldi, Ashford, Kimberley Way	0.55%	-	-	-	-	-	-
Aldi, Eastbourne, Courtiers	2.60%	1.90%	6.00%	1.20%	-	2.50%	1.50%
Budgen, Battle, Market Square	1.40%	-	0.70%	-	9.10%	-	-
Budgen, Hawkhurst, Rye Rd	1.00%	-	-	7.20%	0.90%	1.30%	-
Budgen, Westfield, Station Rd	-	-	-	-	-	-	-
Co-op, Battle, High St	-	-	-	-	-	-	-
Co-op, Bexhill, Western Rd	0.20%	0.60%	0.40%	-	-	-	-
Co-op, Eastbourne, Albert Parade	-	-	-	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	1.90%	-	-	18.10%	0.90%	-	-
Co-op, Little Common, Louden Sea Rd	0.50%	-	1.40%	-	-	-	-
Co-op, Ore, Fairlight Rd	-	-	-	-	-	-	-
Co-op, Polegate, The Centre	0.10%	0.60%	-	-	-	-	-
Co-op, Sidley, Ninfeld Rd	0.20%	0.60%	0.40%	-	-	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	0.10%	-	-	1.20%	-	-	-
Iceland, Hastings, Castle St	-	-	-	-	-	-	-
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	-	-	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	-	-	-	-	-	-	-
Jemson, Peasmarsh, Main St	3.80%	-	0.40%	1.20%	1.80%	17.80%	1.50%
Jemson/Budgen, Rye, Station Approach	2.20%	-	-	-	-	12.10%	-
Lidl, Sidley, Ninfeld Rd	1.00%	0.60%	2.50%	-	0.90%	-	-
Lidl, St Leonards, Bohemia Rd	0.20%	-	-	-	-	1.30%	-
Morrison, Hastings, Queens Road	4.30%	-	1.10%	1.20%	5.50%	4.50%	29.40%
Sainsbury, Ashford, Simon Well Ave	0.10%	-	-	-	-	0.60%	-
Sainsbury, Bexhill, Buckhurst Place	17.80%	34.20%	34.80%	-	-	-	-
Sainsbury, Eastbourne, Amstel Centre	0.10%	-	0.40%	-	-	-	-
Sainsbury, Eastbourne, Hampden Park	0.50%	-	1.10%	1.20%	-	-	-
Sainsbury, New Romney, Dymchurch Rd	-	-	-	-	-	-	-
Sainsbury, Hastings, St Leonards, John Macadam Way	14.60%	0.60%	2.80%	9.60%	50.00%	19.10%	35.30%
Sainsbury, Tunbridge Wells, Linden Park Rd	1.00%	-	-	9.60%	0.90%	-	-
Sainsbury, Tunbridge Wells, St Johns Road	0.60%	-	-	3.60%	0.90%	-	1.50%
Somerfield, Bexhill, Devonshire Rd	0.80%	3.10%	-	-	-	-	-
Somerfield, Eastbourne, Brassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	-	-	-	-	-	-	-
Spar, St Leonards, Kings Rd	-	-	-	-	-	-	-
Tesco, Ashford, Hythe Rd	0.90%	-	-	-	-	5.10%	-
Tesco, Bexhill, Collington Ave	0.70%	1.20%	0.70%	-	0.90%	-	1.50%
Tesco, Eastbourne, Kingsley Drive, Langney Shopping Centre	0.80%	0.60%	-	1.20%	-	-	-
Tesco, Eastbourne, Lotbridge Drive	0.10%	-	0.40%	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	7.10%	1.20%	3.50%	12.00%	17.30%	5.70%	16.20%
Tesco, St Leonards, Silverhill	0.30%	-	-	-	1.80%	-	1.50%
Tesco, Tenenden, Smalbythe Rd	3.10%	-	-	1.20%	0.90%	19.10%	-
Tesco, Tunbridge Wells, Pembury Rd	0.50%	-	-	4.80%	-	-	-
Tesco, Bexhill, Ravenside	21.40%	49.10%	34.40%	2.40%	3.60%	0.60%	1.50%
Tesco Express, Heathfield, Station Rd	-	-	-	-	-	-	-
Tesco Express, St Leonards, Fernside Avenue	0.10%	-	0.40%	-	-	-	-
Waitrose, Eastbourne, High St	0.20%	-	0.70%	-	-	-	-
Waitrose, Hailsham, Vicarage Field	0.50%	0.60%	1.10%	-	-	-	-
Waitrose, Tenenden, High St	1.00%	-	-	-	-	5.10%	1.50%
* InternetHome Delivery - Ocado/Waitrose	0.50%	-	-	2.40%	0.90%	0.60%	-
* InternetHome Delivery - Tesco	0.70%	0.60%	-	4.80%	-	0.60%	-
* InternetHome Delivery - Sainsburys	0.10%	-	-	1.20%	-	-	-
Other	4.10%	1.20%	2.10%	15.70%	2.70%	3.20%	8.80%
Marka & Spencer, Priory Meadow Shopping Centre, Hastings	0.10%	-	-	-	-	0.60%	-

Q2. What is your MAIN reason for using this store (Q1) for your MAIN FOOD and grocery shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Better value for money	18	1	1	4	3	4	5
Convenient to home	296	69	81	37	39	35	35
Convenient to work	30	3	10	4	6	5	2
Easy to get to	64	13	17	1	6	31	2
Easy to get to parking	36	8	18	-	7	2	1
Good bus service	5	2	2	-	1	1	-
Good service / friendly staff	9	4	3	-	1	1	-
Habit / Always used it	22	2	10	1	4	4	1
Has Petrol Station	2	-	10	-	-	2	-
Internet / Home Delivery	10	1	-	6	3	1	-
Layout	5	3	31	1	-	1	-
Lower prices	10	12	31	5	7	13	2
Loyalty scheme	4	1	1	-	1	-	1
No Other Alternative	14	-	7	-	1	5	1
No queues at checkouts	2	-	2	-	-	-	-
Opening times/hours	5	3	1	-	-	1	-
Other shops/ Services nearby / Convenient	16	2	5	5	1	2	1
Pleasant place to shop	4	1	-	-	1	-	-
Preference for retailer	46	5	15	5	5	13	3
Quality of goods	61	7	16	5	7	16	10
Range / Availability of food products	66	10	27	4	13	11	1
Range / Availability of non-food products	6	-	1	1	1	1	2
Size of store	18	4	12	2	-	-	-
Special Offers	5	-	2	-	1	2	-
Within easy walking distance	11	7	4	-	-	-	-
Work there	15	2	5	1	4	2	1
Other	-	-	-	-	-	-	-
Everything under one roof	21	1	11	2	4	3	-

Q2. What is your MAIN reason for using this store (Q1) for your MAIN FOOD and grocery shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Better value for money	2.10%	0.60%	0.40%	4.80%	2.70%	2.50%	7.40%
Convenient to home	34.40%	42.90%	28.70%	44.60%	35.50%	22.30%	51.50%
Convenient to work	3.50%	1.90%	3.50%	4.80%	3.20%	3.20%	2.90%
Easy to get to	7.40%	8.10%	6.00%	1.20%	-	19.70%	2.90%
Easy to get to parking	4.20%	5.00%	6.40%	-	6.40%	1.30%	1.50%
Good bus service	0.60%	1.20%	0.70%	-	-	0.60%	-
Good service / friendly staff	1.00%	2.50%	1.10%	-	0.90%	0.60%	-
Habit / Always used it	2.60%	1.20%	3.50%	1.20%	3.60%	2.50%	1.50%
Has Petrol Station	0.20%	-	-	-	-	1.30%	-
Internet / Home Delivery	1.20%	0.60%	-	6.00%	2.70%	0.60%	-
Layout	0.60%	1.90%	-	1.20%	-	0.60%	-
Lower prices	8.10%	7.50%	11.00%	6.00%	6.40%	8.30%	2.90%
Loyalty scheme	0.50%	0.60%	-	-	0.90%	-	1.50%
No Other Alternative	1.60%	-	2.50%	-	0.90%	3.20%	1.50%
No queues at checkouts	0.20%	-	0.70%	-	-	-	-
Opening times/hours	0.60%	1.90%	0.40%	-	-	1.60%	-
Other shops/ Services nearby / Convenient	1.90%	1.20%	1.80%	6.00%	0.90%	1.30%	1.50%
Pleasant place to shop	0.60%	0.60%	-	-	1.80%	0.60%	-
Preference for retailer	5.30%	3.10%	5.30%	6.00%	6.50%	8.30%	4.40%
Quality of goods	7.10%	4.30%	5.70%	6.00%	6.40%	10.20%	14.70%
Range / Availability of food products	7.70%	6.20%	9.60%	4.80%	11.80%	7.00%	1.50%
Range / Availability of non-food products	0.70%	-	0.40%	1.20%	0.90%	0.60%	2.90%
Size of store	2.10%	2.50%	4.30%	2.40%	-	-	-
Special Offers	0.60%	-	0.70%	-	0.90%	1.30%	-
Within easy walking distance	1.30%	4.30%	1.40%	-	-	-	-
Work there	1.70%	1.20%	1.80%	1.20%	3.60%	1.30%	1.50%
Other	-	-	-	-	-	-	-
Everything under one roof	2.40%	0.60%	3.90%	2.40%	3.60%	1.90%	-

Q3. How do you normally travel to do your shopping at (Q1)?

	Total	Bexhill East	Bexhill West	NW Rother	Banks	Rye	Westfield, Guestling, Fairlight
	861	161	282	63	110	157	68
Car (own/company)	582	98	191	54	77	117	45
Car (passenger in friends/relatives car)	133	16	45	16	19	21	16
Bus/coach	35	6	15	-	4	6	4
Train	1	-	1	-	-	-	-
Taxi	9	7	2	-	-	-	-
Walk	75	29	25	4	6	9	2
Bicycle	5	2	1	-	-	2	-
Moped/motorcycle	2	1	1	-	-	-	-
Internet / Home Delivery	18	1	1	9	-	2	1
Other	1	1	-	-	-	-	-

Q3. How do you normally travel to do your shopping at (Q1)?

	Total	Bexhill East	Bexhill West	NW Rother	Banks	Rye	Westfield, Guestling, Fairlight
	861	161	282	63	110	157	68
Car (own/company)	47.60%	60.90%	67.70%	85.70%	70.00%	74.50%	66.20%
Car (passenger in friends/relatives car)	15.45%	9.90%	16.00%	19.30%	17.30%	13.40%	23.50%
Bus/coach	4.10%	3.70%	5.30%	-	3.60%	3.80%	5.90%
Train	0.10%	-	0.40%	-	-	-	-
Taxi	1.00%	4.30%	0.70%	-	-	-	-
Walk	8.70%	18.00%	8.90%	4.80%	5.50%	5.70%	2.90%
Bicycle	0.60%	1.20%	0.40%	-	-	1.30%	-
Moped/motorcycle	0.20%	0.60%	0.40%	-	-	-	-
Internet / Home Delivery	2.10%	0.60%	0.40%	10.80%	3.60%	1.30%	1.50%
Other	0.10%	0.60%	-	-	-	-	-

Q4. Apart from (Q1) are there any other stores that you regularly use for your MAIN FOOD shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Bexile	Rye	Westfield, Guestling, Fairlight
	611	161	202	63	119	152	63
Aldi, Bexhill, London Rd	28	8	20	-	-	-	-
Aldi, Ashford, Kimberley Way	3	-	-	-	-	2	1
Aldi, Eastbourne, Cumberley	32	7	22	1	1	-	1
Budgen, Battle, Market Square	12	-	2	-	10	-	-
Budgen, Hawkhurst, Rye Rd	8	-	-	2	2	4	-
Budgen, Heathfield, Station Rd	3	-	1	2	-	-	-
Co-op, Battle, High St	2	1	-	-	1	-	-
Co-op, Bexhill, Western Rd	6	3	2	-	-	1	-
Co-op, Eastbourne, Albert Parade	-	-	-	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	12	-	-	11	1	-	-
Co-op, Little Common, Louden Sea Rd	5	-	3	-	-	2	-
Co-op, Ore, Fairlight Rd	3	-	-	-	-	1	2
Co-op, Polegate, The Centre	-	-	-	-	-	-	-
Co-op, Sidley, Netherfield Rd	4	-	-	-	4	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenetenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenetenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	2	-	-	2	-	-	-
Iceland, Hastings, Castle St	3	-	-	1	-	-	2
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	1	1	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	-	-	-	-	-	-	-
Jemson, Peasmarsh, Main St	33	-	-	1	2	29	1
Jemson/Budgen, Rye, Station Approach	7	-	-	-	6	-	-
Lidl, Sidley, Netherfield Rd	34	6	16	-	1	1	-
Lidl, St Leonards, Bohemia Rd	4	-	1	-	1	1	1
Morrison, Hastings, Queens Road	28	9	1	1	4	9	10
Sainsbury, Ashford, Simon Well Ave	4	-	1	-	-	3	-
Sainsbury, Bexhill, Buckhurst Place	77	33	43	-	1	-	-
Sainsbury, Eastbourne, Amstel Centre	3	-	2	-	-	1	-
Sainsbury, Eastbourne, Hampden Park	9	-	7	1	1	-	-
Sainsbury, New Romney, Dymchurch Rd	1	-	-	-	-	1	-
Sainsbury, Hastings, St Leonards, John Macadam Way	69	1	10	8	15	30	7
Sainsbury, Tunbridge Wells, Linden Park Rd	6	-	-	8	-	-	-
Sainsbury, Tunbridge Wells, St Johns Road	3	-	-	2	-	1	-
Somerfield, Bexhill, Devonshire Rd	21	11	10	-	-	-	-
Somerfield, Eastbourne, Brassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	1	-	-	-	1	-	-
Spar, St Leonards, Kings Rd	-	-	-	-	-	-	-
Tesco, Ashford, Hythe Rd	7	-	-	-	-	7	-
Tesco, Bexhill, Collington Ave	8	1	6	-	-	1	-
Tesco, Eastbourne, Kingsfisher Drive, Langney Shopping Centre	7	2	4	-	1	-	-
Tesco, Eastbourne, Lotbridge Drive	6	1	5	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	47	1	4	6	12	18	6
Tesco, St Leonards, Silverhill	6	-	1	1	2	2	1
Tesco, Tenetenden, Smalhythe Rd	11	-	-	1	1	9	-
Tesco, Tunbridge Wells, Pembury Rd	1	-	-	1	-	-	-
Tesco, Bexhill, Ravenside	80	25	50	-	4	1	-
Tesco Express, Heathfield, Station Rd	1	-	-	1	-	-	-
Tesco Express, St Leonards, Fernside Avenue	-	-	-	-	-	-	-
Waitrose, Eastbourne, High St	2	-	-	-	-	-	-
Waitrose, Hailsham, Vicarage Field	6	-	4	1	-	1	-
Waitrose, Tenetenden, High St	6	-	-	1	1	4	-
* Internet@Home Delivery - Ocado/Waitrose	3	1	-	1	-	1	-
* Internet@Home Delivery - Tesco	7	-	2	3	1	1	-
* Internet@Home Delivery - Sainsburys	1	-	-	-	-	-	-
*None	349	77	108	28	51	46	39
Other	20	-	5	4	4	6	1
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	15	1	3	2	1	7	1
Waitrose, Cressborough	5	-	-	3	-	-	-
Local Store, Sidley	5	-	5	-	-	-	-
Local Store, Ticehurst	7	-	-	7	-	-	-
Local Store, Bexhill	9	5	4	-	-	-	-
Local Store, Hastings	3	-	-	-	3	-	-
Local Store, Rye	4	-	-	-	-	3	1
Local Store, Burwash	6	-	-	5	1	-	-
Local Store, Robertsbridge	4	1	-	-	3	-	-
Marks & Spencer, Eastbourne	3	-	3	-	-	-	-

Q4. Apart from (Q1) are there any other stores that you regularly use for your MAIN FOOD shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Bexh	Rye	Westfield, Guestling, Fairlight
	811	111	973	83	119	127	63
Aldi, Bexhill, London Rd	3.30%	5.00%	7.10%	-	-	-	-
Aldi, Ashford, Kimberley Way	0.30%	-	-	-	-	1.30%	1.50%
Aldi, Eastbourne, Cumberley	3.70%	4.30%	7.80%	1.20%	0.90%	-	1.50%
Budgen, Battle, Market Square	1.40%	-	0.70%	-	9.10%	-	-
Budgen, Hawkhurst, Rye Rd	0.90%	-	-	2.40%	1.80%	2.50%	-
Budgen, Westfield, Station Rd	0.30%	-	0.60%	-	2.40%	-	-
Co-op, Battle, High St	0.20%	0.60%	-	-	0.90%	-	-
Co-op, Bexhill, Western Rd	0.70%	1.90%	0.70%	-	-	0.60%	-
Co-op, Eastbourne, Albert Parade	-	-	-	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	1.40%	-	-	13.30%	0.90%	-	-
Co-op, Little Common, Louden Sea Rd	0.80%	-	1.10%	-	-	1.30%	-
Co-op, Ore, Fairlight Rd	0.30%	-	-	-	-	0.60%	2.90%
Co-op, Polegate, The Centre	-	-	-	-	-	-	-
Co-op, Sidley, Nield Rd	0.50%	-	1.40%	-	-	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	0.20%	-	-	2.40%	-	-	-
Iceland, Hastings, Castle St	0.30%	-	-	1.20%	-	-	2.90%
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	0.10%	0.60%	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	-	-	-	-	-	-	-
Jemson, Peasmarsh, Main St	3.80%	-	-	1.20%	1.80%	18.50%	1.50%
Jemson/Budgen, Rye, Station Approach	0.80%	-	-	-	0.80%	-	-
Lidl, Sidley, Nield Rd	2.80%	3.70%	5.70%	-	0.90%	0.60%	-
Lidl, St Leonards, Bohemia Rd	0.50%	-	0.40%	-	0.90%	0.60%	1.50%
Monsoon, Hastings, Queens Road	3.30%	1.90%	0.40%	1.20%	3.60%	5.70%	14.70%
Sainsbury, Ashford, Simon Well Ave	0.50%	-	0.40%	-	-	1.90%	-
Sainsbury, Bexhill, Buckhurst Place	8.90%	20.50%	15.20%	-	0.90%	-	-
Sainsbury, Eastbourne, Amstel Centre	0.30%	-	0.70%	-	-	0.60%	-
Sainsbury, Eastbourne, Hampden Park	1.00%	-	2.50%	1.20%	0.90%	-	-
Sainsbury, New Romney, Dymchurch Rd	0.10%	-	-	-	-	0.60%	-
Sainsbury, Hastings, St Leonards, John Macadam Way	8.00%	0.60%	3.50%	7.20%	13.60%	19.10%	10.30%
Sainsbury, Tunbridge Wells, Linden Park Rd	0.90%	-	-	9.60%	-	-	-
Sainsbury, Tunbridge Wells, St Johns Road	0.30%	-	-	2.40%	-	0.60%	-
Somerfield, Bexhill, Devonshire Rd	2.40%	6.90%	3.50%	-	-	-	-
Somerfield, Eastbourne, Blassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	0.10%	-	-	-	0.90%	-	-
Spar, St Leonards, Kings Rd	-	-	-	-	-	-	-
Tesco, Ashford, Hythe Rd	0.80%	-	-	-	-	4.50%	-
Tesco, Bexhill, Collington Ave	0.90%	0.60%	2.10%	-	-	0.60%	-
Tesco, Eastbourne, Kingsley Drive, Langney Shopping Centre	0.80%	-	1.20%	-	0.90%	-	-
Tesco, Eastbourne, Loftbridge Drive	0.70%	0.60%	1.90%	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	5.50%	0.60%	1.40%	7.20%	10.30%	11.50%	8.80%
Tesco, St Leonards, Silverhill	0.70%	-	0.40%	-	1.80%	1.30%	1.50%
Tesco, Tenenden, Smalbythe Rd	1.30%	-	-	1.20%	0.90%	5.70%	-
Tesco, Tunbridge Wells, Pembury Rd	0.10%	-	-	1.20%	-	-	-
Tesco, Bexhill, Ravenside	9.30%	15.50%	17.70%	-	3.60%	0.60%	-
Tesco Express, Heathfield, Station Rd	0.10%	-	-	1.20%	-	-	-
Tesco Express, St Leonards, Fernside Avenue	-	-	-	-	-	-	-
Waitrose, Eastbourne, High St	0.20%	-	0.70%	-	-	-	-
Waitrose, Hailsham, Vicarage Field	0.70%	-	1.40%	1.20%	-	0.60%	-
Waitrose, Tenenden, High St	0.70%	-	-	1.20%	0.90%	2.50%	-
* Internet/Home Delivery - Ocado/Waitrose	0.30%	0.60%	-	1.20%	-	0.60%	-
* Internet/Home Delivery - Tesco	0.80%	-	0.70%	3.60%	0.90%	0.60%	-
* Internet/Home Delivery - Sainsburys	0.10%	-	0.40%	-	-	-	-
None	40.50%	47.80%	38.30%	33.70%	46.40%	28.30%	57.40%
Other	2.30%	-	1.80%	4.80%	3.60%	3.80%	1.50%
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	1.70%	0.60%	1.10%	2.40%	0.99%	4.50%	1.50%
Waitrose, Croydonbough	0.30%	-	-	3.60%	-	-	-
Local Store, Sidley	0.60%	-	1.80%	-	-	-	-
Local Store, Ticehurst	0.80%	-	-	8.40%	-	-	-
Local Store, Bexhill	1.00%	3.10%	1.40%	-	-	-	-
Local Store, Hastings	-	-	-	-	2.70%	-	-
Local Store, Rye	0.50%	-	-	-	-	1.90%	1.50%
Local Store, Burwash	0.70%	-	-	6.00%	0.90%	-	-
Local Store, Robertsbridge	0.50%	0.60%	-	-	2.70%	-	-
Marks & Spencer, Eastbourne	0.30%	-	1.10%	-	-	-	-

Q5. In addition to your MAIN FOOD shopping destination (Q1) Do you do any kind of TOP-UP food shopping, if so, where?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
611	111	212	63	119	157	63	
Aldi, Bexhill, London Rd	17	5	12	-	-	-	-
Aldi, Ashford, Kimberley Way	-	-	-	-	-	-	-
Aldi, Eastbourne, Cumberley	7	1	6	-	-	-	-
Budgen, Battle, Market Square	36	-	8	-	27	-	1
Budgen, Hawkhurst, Rye Rd	16	-	1	4	1	9	1
Budgen, Heathfield, Station Rd	2	-	-	1	-	1	-
Co-op, Battle, High St	4	-	1	-	3	-	-
Co-op, Bexhill, Western Rd	28	10	1	-	18	-	-
Co-op, Eastbourne, Albert Parade	1	-	-	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	6	-	-	6	-	-	-
Co-op, Little Common, Louden Sea Rd	37	-	32	-	-	5	-
Co-op, Ore, Fairlight Rd	3	-	-	-	-	-	3
Co-op, Polegate, The Centre	-	-	-	-	-	-	-
Co-op, Sidley, Netherfield Rd	16	4	11	-	-	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	2	-	-	2	-	-	-
Iceland, Hastings, Castle St	-	-	-	-	-	-	-
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	-	-	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	1	-	-	-	1	-	-
Jemson, Peasmarsh, Main St	18	-	-	1	-	17	-
Jemson/Budgen, Rye, Station Approach	30	-	-	-	-	30	-
Lidl, Sidley, Netherfield Rd	16	3	13	-	-	-	-
Lidl, St Leonards, Bohemia Rd	1	-	-	-	-	-	1
Monsoon, Hastings, Queens Road	7	-	-	-	-	3	4
Sainsbury, Ashford, Simon Well Ave	-	-	-	-	-	-	-
Sainsbury, Bexhill, Buckhurst Place	52	27	25	-	-	-	-
Sainsbury, Eastbourne, Ambley Centre	1	-	1	-	-	-	-
Sainsbury, Eastbourne, Hampden Park	1	-	1	-	-	-	-
Sainsbury, New Romney, Dymchurch Rd	-	-	-	-	-	-	-
Sainsbury, Hastings, St Leonards, John Meadman Way	11	-	-	-	2	1	3
Sainsbury, Tunbridge Wells, Linden Park Rd	-	-	-	-	-	-	-
Sainsbury, Tunbridge Wells, St Johns Road	-	-	-	-	-	-	-
Somerfield, Bexhill, Devonshire Rd	35	19	15	-	-	1	-
Somerfield, Eastbourne, Brassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	4	-	-	1	2	-	1
Spar, St Leonards, Kings Rd	2	1	-	-	-	-	-
Tesco, Ashford, Hythe Rd	-	-	-	-	-	-	-
Tesco, Bexhill, Collington Ave	25	4	21	-	-	-	-
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping Centre	4	1	3	-	-	-	-
Tesco, Eastbourne, Loftbridge Drive	1	-	1	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	7	1	-	-	3	2	1
Tesco, St Leonards, Silverhill	1	-	-	-	1	-	-
Tesco, Tenenden, Smalbythe Rd	-	-	-	-	-	-	-
Tesco, Tunbridge Wells, Pembury Rd	-	-	-	-	-	-	-
Tesco, Bexhill, Ravenside	38	20	18	-	1	1	-
Tesco Express, Heathfield, Station Rd	2	1	-	-	1	-	-
Tesco Express, St Leonards, Fernside Avenue	-	-	-	-	-	-	-
Waitrose, Eastbourne, High St	-	-	-	-	-	-	-
Waitrose, Hailsham, Vicarage Field	3	-	3	-	-	-	-
Waitrose, Tenenden, High St	-	-	-	-	-	-	-
* Internet/Home Delivery - Ocado/Waitrose	1	-	-	-	1	-	-
* Internet/Home Delivery - Tesco	1	-	-	-	1	-	-
* Internet/Home Delivery - Sainsburys	-	-	-	-	-	-	-
* Don't Do	213	53	69	12	18	42	20
Other	45	3	7	7	7	14	7
Local Store, Bexhill	39	22	16	1	-	-	-
Local Store, Hastings	12	-	-	-	4	6	2
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	4	2	-	-	-	-	-
Londis, Titchhurst	7	-	7	-	-	-	-
Marks & Spencer, Eastbourne, Terminus Road	6	1	5	-	-	-	-
One Stop, Robertsbridge, High Street	5	-	-	-	5	-	-
Tesco Express, Battle, Battle Hill	22	-	6	-	14	1	1
Local Store, Rye	27	-	-	-	-	26	1
Local Store, Ectingham	9	-	-	9	-	-	-
One Stop, Bexhill, Turkey Road	6	-	-	-	-	-	-
Local Store, Titchhurst	7	-	-	7	-	-	-
Spar, Northam	8	-	-	-	-	8	-
Local Store, Robertsbridge	13	-	-	-	13	-	-
Local Store, Burwash	18	-	-	18	-	-	-
Post Office, Sedlescombe	-	-	-	-	4	-	-
Post Office, Fairlight	8	-	-	-	-	-	8
Post Office, Bexhill	4	-	4	-	-	-	-
Local Store, Westfield	3	-	-	-	-	-	3
Local Store, Wadhurst	4	-	-	4	-	-	-
Local Store, Staplecross	3	-	-	-	3	-	-
Local Store, Sedlescombe	5	-	-	-	-	-	-
Local Store, Netherfield	3	-	3	-	-	-	-
Local Store, Little Common	14	2	12	-	-	-	-
Local Store, Hurst Green	6	-	-	6	1	-	-
Local Store, Fairlight	7	-	-	-	-	-	7
Local Store, Battle	5	-	-	-	5	-	-
Local Store, Camfield	8	-	5	-	-	-	-
Co-op, Winchelsea Beach, Petivel Road	10	-	-	-	-	6	4
Local Store, Sidley	4	1	3	-	-	-	-

Q5. In addition to your MAIN FOOD shopping destination (Q1) Do you do any kind of TOP-UP food shopping, if so, where?

	Total	Bexhill East	Bexhill West	NW Rother	Bexh	Rye	Westfield, Gillingham, Fairlight
	811	161	212	83	119	157	83
Aldi, Bexhill, London Rd	2.00%	3.10%	4.30%	-	-	-	-
Aldi, Ashford, Kimberley Way	-	-	-	-	-	-	-
Aldi, Eastbourne, Cumbles	0.80%	0.60%	2.10%	-	-	-	-
Budgen, Battle, Market Square	4.20%	-	2.80%	-	24.50%	-	1.50%
Budgen, Hawkhurst, Rye Rd	1.90%	-	0.40%	4.80%	0.90%	5.70%	1.50%
Budgen, Westfield, Station Rd	0.20%	-	-	1.20%	0.60%	-	-
Co-op, Battle, High St	0.50%	-	0.40%	-	2.70%	-	-
Co-op, Bexhill, Western Rd	3.30%	6.20%	6.40%	-	-	-	-
Co-op, Eastbourne, Albert Parade	0.10%	-	0.40%	-	-	-	-
Co-op, Hailsham, The Quintons	-	-	-	-	-	-	-
Co-op, Heathfield, High St	0.70%	-	-	7.20%	-	-	-
Co-op, Little Common, Louden Sea Rd	4.30%	-	11.30%	-	-	3.20%	-
Co-op, Ore, Fairlight Rd	0.30%	-	-	-	-	-	4.40%
Co-op, Polegate, The Centre	-	-	-	-	-	-	-
Co-op, Sidley, Nield Rd	1.70%	2.50%	3.90%	-	-	-	-
Co-op, St Leonards, London Rd	-	-	-	-	-	-	-
Co-op, St Leonards, Silverhill	-	-	-	-	-	-	-
Co-op, Tenenden, High St	-	-	-	-	-	-	-
Costcutter, Hailsham, High St	-	-	-	-	-	-	-
Costcutter, St Leonards, Battle Rd	-	-	-	-	-	-	-
Costcutter, Tenenden, Ashford Rd	-	-	-	-	-	-	-
Costcutter, Wadhurst, Sparrows Green Rd	0.20%	-	-	2.40%	-	-	-
Iceland, Ashford, High St	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Centre	-	-	-	-	-	-	-
Iceland, Eastbourne, Langney Road	-	-	-	-	-	-	-
Iceland, Tunbridge Wells, Colverley Rd	-	-	-	-	-	-	-
Jemson, Battle, High St	0.10%	-	-	-	0.90%	-	-
Jemson, Peasmarsh, Main St	2.10%	-	-	1.20%	-	10.80%	-
Jemson/Budgen, Rye, Station Approach	3.50%	-	-	-	-	18.10%	-
Lidl, Sidley, Nield Rd	1.90%	1.90%	4.60%	-	-	-	-
Lidl, St Leonards, Bohemia Rd	0.10%	-	-	-	-	-	1.50%
Morrison, Hastings, Queens Road	0.80%	-	-	-	-	1.90%	5.90%
Sainsbury, Ashford, Simon Well Ave	-	-	-	-	-	-	-
Sainsbury, Bexhill, Buckhurst Place	6.00%	16.80%	8.90%	-	-	-	-
Sainsbury, Eastbourne, Amstel Centre	0.10%	-	-	-	-	-	-
Sainsbury, Eastbourne, Hampden Park	0.10%	-	0.40%	-	-	-	-
Sainsbury, New Romney, Dymchurch Rd	-	-	-	-	-	-	-
Sainsbury, Hastings, St Leonards, John Macadam Way	1.30%	0.60%	1.40%	-	1.80%	0.60%	4.40%
Sainsbury, Tunbridge Wells, Linden Park Rd	-	-	-	-	-	-	-
Sainsbury, Tunbridge Wells, St Johns Road	-	-	-	-	-	-	-
Somerfield, Bexhill, Devonshire Rd	4.10%	11.80%	5.30%	-	-	0.60%	-
Somerfield, Eastbourne, Brassey Ave	-	-	-	-	-	-	-
Spar, Hawkhurst, The Moor	0.50%	-	-	1.20%	1.80%	-	1.50%
Spar, St Leonards, Kings Rd	9.20%	0.90%	-	-	-	-	1.50%
Tesco, Ashford, Hythe Rd	-	-	-	-	-	-	-
Tesco, Bexhill, Collington Ave	2.90%	2.50%	7.40%	-	-	-	-
Tesco, Eastbourne, Ringfield Drive, Langney Shopping Centre	0.50%	0.60%	1.10%	-	-	-	-
Tesco, Eastbourne, Lotbridge Drive	0.10%	-	0.40%	-	-	-	-
Tesco, Hastings, St Leonards, Churchwood Drive	0.80%	0.60%	-	-	2.70%	1.30%	1.50%
Tesco, St Leonards, Silverhill	0.10%	-	-	-	0.90%	-	-
Tesco, Tenenden, Smalbythe Rd	-	-	-	-	-	-	-
Tesco, Tunbridge Wells, Pembury Rd	-	-	-	-	-	-	-
Tesco, Bexhill, Ravenside	4.40%	12.40%	5.70%	-	0.90%	0.60%	-
Tesco Express, Heathfield, Station Rd	0.20%	0.60%	-	-	0.90%	-	-
Tesco Express, St Leonards, Fernside Avenue	-	-	-	-	-	-	-
Waitrose, Eastbourne, High St	-	-	-	-	-	-	-
Waitrose, Hailsham, Vicarage Field	0.30%	-	1.10%	-	-	-	-
Waitrose, Tenenden, High St	-	-	-	-	-	-	-
* Internet/Home Delivery - Ocado/Waitrose	0.10%	-	-	-	0.90%	-	-
* Internet/Home Delivery - Tesco	0.10%	-	-	-	0.90%	-	-
* Internet/Home Delivery - Sainsburys	-	-	-	-	-	-	-
* Ocado	24.70%	32.80%	24.10%	14.50%	16.40%	28.80%	26.40%
Other	5.20%	1.90%	2.50%	8.40%	6.40%	8.80%	10.30%
Local Store, Bexhill	4.50%	13.70%	5.70%	1.20%	-	-	-
Local Store, Hastings	1.40%	-	-	-	3.60%	3.60%	2.90%
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	0.60%	1.20%	-	-	-	-	2.90%
Lords, Ticehurst	0.80%	-	-	8.40%	-	-	-
Marks & Spencer, Eastbourne, Terminus Road	0.70%	0.60%	1.80%	-	-	-	-
One Stop, Robertsbridge, High Street	-	-	-	-	4.50%	-	-
Tesco Express, Battle, Battle Hill	2.60%	-	2.10%	-	12.70%	0.60%	1.50%
Local Store, Rye	3.10%	-	-	-	-	16.60%	1.50%
Local Store, Ectingham	1.00%	-	-	10.80%	-	-	-
One Stop, Bexhill, Turkey Road	0.70%	-	2.10%	-	-	-	-
Local Store, Ticehurst	0.80%	-	-	8.40%	-	-	-
Spar, Northam	0.90%	-	-	-	-	5.10%	-
Local Store, Robertsbridge	1.50%	-	-	-	11.80%	-	-
Local Store, Burwash	2.10%	-	-	21.70%	-	-	-
Post Office, Sedlescombe	0.50%	-	-	-	3.60%	-	-
Post Office, Fairlight	0.90%	-	-	-	-	-	11.80%
Post Office, Bexhill	0.50%	-	1.40%	-	-	-	-
Local Store, Westfield	0.30%	-	-	-	-	-	4.40%
Local Store, Wadhurst	0.90%	-	-	4.80%	-	-	-
Local Store, Staplecross	0.30%	-	-	-	-	2.70%	-
Local Store, Sedlescombe	0.60%	-	-	-	4.50%	-	-
Local Store, Nield	0.30%	-	1.10%	-	-	-	-
Local Store, Little Common	1.60%	1.20%	4.30%	-	-	-	-
Local Store, Hurst Green	0.70%	-	-	6.00%	0.90%	-	-
Local Store, Fairlight	0.80%	-	-	-	-	-	10.30%
Local Store, Battle	0.60%	-	-	-	4.50%	-	-
Local Store, Cusfield	0.10%	-	1.80%	-	0.90%	-	-
Co-op, Winchelsea Beach, Petefev Road	1.20%	-	-	-	-	3.80%	5.90%
Local Store, Sidley	0.50%	0.60%	1.10%	-	-	-	-

Q6. Where do you do MOST of your households shopping for Clothing, Footwear and Other Fashion Goods?

	Total	Bexhill East	Bexhill West	NW Rother	Banle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Ashford - Designer Outlet Village	18	-	-	-	1	15	2
Ashford - Town Centre	3	-	-	-	1	2	-
Battle - Town Centre	13	-	2	1	5	-	1
Bexhill - Town Centre	84	38	43	-	3	-	-
Bluewater Shopping Centre	6	-	2	-	1	2	1
Brighton - Town Centre	6	1	2	-	2	1	-
Eastbourne - Town Centre	264	79	148	6	16	5	9
Halsham - Town Centre	2	-	-	-	-	-	1
Hastings - Town Centre	217	21	44	7	37	68	40
Heathfield - Town Centre	2	-	-	2	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	1	-	-	-	-	-	-
London	15	4	1	1	2	5	2
Morrison's, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	6	1	3	-	-	1	1
Rye - Town Centre	13	-	-	-	1	12	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John Mackam Way, St Leonards	4	1	-	-	2	1	-
Sainsbury's, Linden Park Rd, Tun Wells	1	-	-	1	-	-	-
Sainsbury's, Simon West, Ashford	1	-	-	-	-	1	-
Sidley - Local Centre	1	-	1	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	2	-	2	-	-	-	-
St Leonards - Town Centre	-	-	-	-	-	7	-
Tenenden - Town Centre	8	-	-	-	1	-	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	3	-	1	1	-	-	1
Tesco, Lutbridge Drive, Elm	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	101	-	4	57	25	13	2
* Internet	12	2	6	-	3	-	-
* Catalogue/Mail Order	49	7	12	7	6	12	5
* Don't do this type of shopping	15	7	3	-	-	4	1
Other	6	-	-	-	-	1	-
Tunbridge Wells, Longfield Retail Park	4	-	2	-	1	-	1
Tonbridge Town Centre	-	-	-	-	-	-	-
Canterbury	4	-	-	-	-	3	1

Q6. Where do you do MOST of your households shopping for Clothing, Footwear and Other Fashion Goods?

	Total	Bexhill East	Bexhill West	NW Rother	Banle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Ashford - Designer Outlet Village	2.16%	-	-	-	0.90%	9.60%	2.90%
Ashford - Town Centre	0.36%	-	-	-	0.90%	1.30%	-
Battle - Town Centre	1.50%	-	0.70%	1.20%	8.20%	-	1.50%
Bexhill - Town Centre	9.80%	23.60%	15.20%	-	2.70%	-	-
Bluewater Shopping Centre	0.70%	-	0.70%	-	0.90%	1.30%	1.50%
Brighton - Town Centre	0.70%	0.60%	0.70%	-	1.80%	0.60%	-
Eastbourne - Town Centre	30.70%	49.10%	52.80%	7.20%	14.50%	3.20%	13.20%
Halsham - Town Centre	0.40%	-	-	-	-	0.60%	1.50%
Hastings - Town Centre	25.20%	13.00%	15.60%	8.40%	33.60%	43.30%	58.80%
Heathfield - Town Centre	0.20%	-	-	2.40%	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	0.10%	-	0.40%	-	-	-	-
London	1.70%	2.50%	0.40%	1.20%	1.80%	3.20%	2.90%
Morrison's, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	0.70%	0.60%	1.10%	-	-	0.60%	1.50%
Rye - Town Centre	1.50%	-	-	-	0.90%	7.60%	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John Mackam Way, St Leonards	0.50%	0.60%	-	-	1.80%	0.60%	-
Sainsbury's, Linden Park Rd, Tun Wells	0.10%	-	-	1.20%	-	-	-
Sainsbury's, Simon West, Ashford	0.10%	-	-	-	-	0.60%	-
Sidley - Local Centre	0.10%	-	0.40%	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	0.20%	-	0.70%	-	-	-	-
St Leonards - Town Centre	0.90%	-	-	-	0.90%	4.50%	-
Tenenden - Town Centre	-	-	-	-	-	-	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	0.30%	-	0.40%	1.20%	-	-	1.50%
Tesco, Lutbridge Drive, Elm	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	11.70%	-	1.40%	68.70%	22.70%	8.30%	2.90%
* Internet	1.40%	1.20%	2.70%	-	0.90%	1.90%	-
* Catalogue/Mail Order	5.70%	4.30%	4.30%	8.40%	5.50%	7.60%	7.40%
* Don't do this type of shopping	1.70%	4.30%	1.10%	-	-	2.50%	1.50%
Other	0.70%	-	-	-	0.90%	0.60%	-
Tunbridge Wells, Longfield Retail Park	0.50%	-	0.70%	-	0.90%	-	1.50%
Tonbridge Town Centre	-	-	-	-	-	-	-
Canterbury	0.50%	-	-	-	-	1.90%	1.50%

Q7. Apart from (Q6) where else do you do your households shopping for Clothing, Footwear and Other Fashion Goods?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
	848	154	278	83	110	153	87
Ashford - Designer Outlet Village	28	-	1	4	1	18	4
Ashford - Town Centre	29	1	1	1	1	25	1
Battle - Town Centre	15	1	2	2	5	-	1
Bexhill - Town Centre	66	15	42	-	5	1	3
Bluewater Shopping Centre	23	1	5	8	4	2	3
Brighton - Town Centre	35	12	17	2	1	1	2
Eastbourne - Town Centre	184	45	70	18	21	15	15
Halsham - Town Centre	2	56	1	20	3	35	15
Hastings - Town Centre	230	56	73	20	3	35	15
Heathfield - Town Centre	2	-	-	2	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	2	-	2	-	-	-	-
London	40	5	12	6	3	10	4
Morrisons, Hastings	-	-	-	-	-	-	-
Riverside Retail Park, Bexhill	14	8	5	-	1	-	-
Rye - Town Centre	11	1	1	1	-	8	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John Micklem Way, St Leonards, Hastings	-	-	-	-	-	-	-
Sainsburys, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsburys, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	-	-	-	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	4	1	3	-	-	-	-
St Leonards - Town Centre	-	-	-	-	-	9	-
Tenenden - Town Centre	14	2	-	1	2	-	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	1	-	-	-	-	1	-
Tesco, Lottbridge Drive, Elm	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	83	3	23	15	22	15	5
* Internet	13	2	2	4	2	3	3
* Catalogue/Mail Order	26	5	6	2	4	6	3
* Nowhere else	187	30	59	19	24	38	17
Other	14	1	4	1	4	1	-
Tunbridge Wells, Longfield Retail Park	17	5	5	2	4	1	-
Tonbridge Town Centre	1	-	-	1	-	-	-
Lakeside Shopping Centre/Retail Park	7	-	3	2	-	2	1
Canterbury	8	-	1	-	-	6	1
Shoreham	4	1	2	-	1	-	-
Maldstone	4	-	2	-	1	1	-

Q7. Apart from (Q6) where else do you do your households shopping for Clothing, Footwear and Other Fashion Goods?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
	848	154	278	83	110	153	87
Ashford - Designer Outlet Village	3.30%	-	0.40%	4.80%	0.90%	11.80%	6.00%
Ashford - Town Centre	3.45%	0.60%	0.40%	0.40%	0.90%	16.30%	1.50%
Battle - Town Centre	1.80%	0.60%	0.70%	2.40%	8.20%	-	1.50%
Bexhill - Town Centre	7.80%	9.70%	15.10%	-	4.50%	0.70%	4.50%
Bluewater Shopping Centre	2.70%	0.60%	1.80%	9.60%	3.60%	1.30%	4.50%
Brighton - Town Centre	4.10%	7.80%	6.10%	2.40%	0.90%	0.70%	3.00%
Eastbourne - Town Centre	21.70%	29.20%	25.10%	21.70%	19.10%	9.80%	22.40%
Halsham - Town Centre	0.20%	-	0.40%	-	-	-	-
Hastings - Town Centre	27.20%	36.40%	26.20%	24.10%	0.90%	22.90%	22.40%
Heathfield - Town Centre	0.20%	-	2.40%	-	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	0.20%	-	0.70%	-	-	-	-
London	4.70%	3.20%	4.30%	7.20%	2.70%	6.50%	6.00%
Morrisons, Hastings	-	-	-	-	-	-	-
Riverside Retail Park, Bexhill	1.70%	5.20%	1.80%	-	0.90%	-	-
Rye - Town Centre	1.30%	0.60%	0.40%	1.20%	-	5.20%	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John Micklem Way, St Leonards, Hastings	-	-	-	-	-	-	-
Sainsburys, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsburys, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	-	-	-	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	0.50%	0.60%	1.10%	-	-	-	-
St Leonards - Town Centre	-	-	-	-	-	-	-
Tenenden - Town Centre	1.70%	1.30%	-	1.20%	1.80%	5.90%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	0.10%	-	-	-	-	0.70%	-
Tesco, Lottbridge Drive, Elm	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	9.80%	1.80%	8.20%	18.10%	20.00%	9.80%	7.50%
* Internet	1.60%	1.30%	0.70%	4.80%	1.80%	-	4.50%
* Catalogue/Mail Order	3.10%	3.20%	2.20%	2.40%	3.60%	3.90%	4.50%
* Nowhere else	22.10%	19.50%	21.10%	22.90%	21.80%	24.80%	25.40%
Other	1.70%	0.60%	1.80%	1.20%	2.70%	2.60%	-
Tunbridge Wells, Longfield Retail Park	2.00%	3.20%	1.80%	2.40%	3.60%	0.70%	-
Tonbridge Town Centre	0.10%	-	-	1.20%	-	-	-
Lakeside Shopping Centre/Retail Park	0.80%	-	0.70%	2.40%	-	1.30%	1.50%
Canterbury	0.90%	-	0.40%	-	-	3.90%	1.50%
Shoreham	0.50%	0.60%	0.70%	-	0.90%	-	-
Maldstone	0.50%	-	0.70%	-	0.90%	0.70%	-

Q8. Where do you do MOST of your households shopping for Chemist and Personal Care Goods including Cosmetics?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	282	83	110	157	68
Ashford - Town Centre	-	-	-	-	-	-	-
Battle - Town Centre	51	1	13	-	36	-	1
Bexhill - Town Centre	252	106	138	1	4	2	1
Bluewater Shopping Centre	1	-	-	-	-	1	-
Brighton - Town Centre	1	1	-	-	-	-	-
Eastbourne - Town Centre	22	2	11	1	5	2	1
Halsham - Town Centre	104	-	13	-	18	33	33
Heathfield - Town Centre	15	-	-	11	1	3	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	28	-	28	-	-	-	-
London	-	-	-	-	-	-	-
Morrisons, Hastings	3	-	-	1	-	-	2
Ravenside Retail Park, Bexhill	60	29	29	1	1	-	-
Rye - Town Centre	88	-	-	-	-	87	1
Sainsburys, Hampden Park, Eastbourne	2	-	2	-	-	-	-
Sainsburys, John McAdam Way, St Leonards, Hastings	35	1	2	2	15	5	10
Sainsburys, Linden Park Rd, Tun Wells	2	-	-	2	-	-	-
Sainsburys, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	17	2	15	-	-	-	-
Sovereign (Chumblies) Retail Park, Eastbourne	2	-	2	-	-	-	-
St Leonards - Town Centre	2	-	-	1	-	1	-
Tenterden - Town Centre	12	-	-	1	-	11	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	17	1	1	3	4	1	7
Tesco, Lottbridge Drive, Elne	1	-	-	-	-	-	-
Tesco, Tunbridge Wells	1	-	-	1	-	-	-
Tunbridge Wells - Town Centre	34	-	-	27	6	1	-
* Internet	5	-	-	2	1	1	-
* Catalogue/Mail Order	7	1	4	-	-	1	1
* Don't do this type of shopping	6	1	-	-	-	2	3
Other	14	-	4	2	3	3	2
Tunbridge Wells, Longfield Retail Park	-	-	-	-	-	-	-
Tunbridge Town Centre	-	-	-	-	-	-	-
Robertsbridge	15	-	-	-	15	-	-
Tesco, Ravenside Retail Park	32	14	16	1	1	-	-
Ticehurst	16	-	-	-	16	-	-
Wadhurst	4	-	-	4	-	-	-
Ore	5	-	-	-	-	-	5
Sainsburys, Bexhill	4	-	4	-	-	-	-
Pearmarsh	4	-	-	1	-	3	-

Q8. Where do you do MOST of your households shopping for Chemist and Personal Care Goods including Cosmetics?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	282	83	110	157	68
Ashford - Town Centre	-	-	-	-	-	-	-
Battle - Town Centre	5.90%	0.60%	4.60%	-	32.70%	-	1.50%
Bexhill - Town Centre	29.30%	65.80%	48.90%	1.20%	3.60%	1.30%	1.50%
Bluewater Shopping Centre	-	0.10%	-	-	-	0.60%	-
Brighton - Town Centre	0.10%	0.60%	-	-	-	-	-
Eastbourne - Town Centre	2.60%	1.20%	3.90%	1.20%	4.50%	1.30%	1.50%
Halsham - Town Centre	-	-	-	-	-	-	-
Hastings - Town Centre	12.10%	1.20%	4.60%	6.00%	16.40%	21.00%	48.50%
Heathfield - Town Centre	1.70%	-	-	13.30%	0.90%	1.90%	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	3.00%	-	9.20%	-	-	-	-
London	-	-	-	-	-	-	-
Morrisons, Hastings	0.30%	-	-	1.20%	-	-	2.90%
Ravenside Retail Park, Bexhill	7.00%	18.00%	10.30%	1.20%	0.99%	-	-
Rye - Town Centre	10.20%	-	-	-	-	55.40%	1.50%
Sainsburys, Hampden Park, Eastbourne	0.20%	-	0.70%	-	-	-	-
Sainsburys, John McAdam Way, St Leonards, Hastings	4.10%	0.60%	0.70%	2.40%	13.60%	3.20%	14.70%
Sainsburys, Linden Park Rd, Tun Wells	0.20%	-	-	2.40%	-	-	-
Sainsburys, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	2.00%	1.20%	5.30%	-	-	-	-
Sovereign (Chumblies) Retail Park, Eastbourne	0.20%	-	0.70%	-	-	-	-
St Leonards - Town Centre	0.20%	-	-	1.20%	-	0.60%	-
Tenterden - Town Centre	1.40%	-	-	1.20%	-	7.00%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	2.00%	0.60%	0.40%	3.60%	3.60%	0.60%	10.30%
Tesco, Lottbridge Drive, Elne	0.10%	-	0.40%	-	-	-	-
Tesco, Tunbridge Wells	0.10%	-	-	1.20%	-	-	-
Tunbridge Wells - Town Centre	3.90%	-	-	32.50%	5.50%	0.60%	-
* Internet	0.65%	-	0.40%	2.40%	0.99%	0.60%	-
* Catalogue/Mail Order	0.80%	0.60%	1.40%	-	-	0.60%	1.50%
* Don't do this type of shopping	0.70%	0.60%	-	-	-	1.30%	4.40%
Other	1.80%	-	1.40%	2.40%	2.70%	1.90%	2.90%
Tunbridge Wells, Longfield Retail Park	-	-	-	-	-	-	-
Tunbridge Town Centre	-	-	-	-	-	-	-
Robertsbridge	1.70%	-	-	-	13.60%	-	-
Tesco, Ravenside Retail Park	3.70%	8.70%	5.70%	1.20%	0.99%	-	-
Ticehurst	1.90%	-	-	19.30%	-	-	-
Wadhurst	0.50%	-	-	4.80%	-	-	-
Ore	-	-	-	-	-	-	7.40%
Sainsburys, Bexhill	0.50%	-	1.40%	-	-	-	-
Pearmarsh	0.50%	-	-	1.20%	-	1.90%	-

Q8. Where do you do MOST of your households shopping for Books, DVD&E™s, CD&E™s, Stationery and Cards?

	Total	Bexhill East	Bexhill West	NW Rother	Bexke	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	252	63	110	157	68
Ashford - Town Centre	2	-	-	-	-	-	-
Battle - Town Centre	33	6	8	-	18	2	1
Bexhill - Town Centre	198	70	125	-	3	-	-
Bluewater Shopping Centre	2	-	-	-	1	1	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	70	21	38	1	8	-	2
Halsham - Town Centre	137	6	12	7	27	37	48
Hastings - Town Centre	4	-	-	4	-	-	-
Heathfield - Town Centre	-	-	-	-	-	-	-
Langney Centre, Eastbourne	12	-	12	-	-	-	-
Little Common - Local Centre	4	-	2	-	-	2	-
Morrison's, Hastings	3	-	2	-	1	-	-
Ravenside Retail Park, Bexhill	13	6	7	-	-	-	-
Rye - Town Centre	43	1	-	-	1	41	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John Macklem Way, St Leonards	6	1	2	-	3	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	3	-	3	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	1	-	1	-	-	-	-
St Leonards - Town Centre	2	-	-	-	-	2	-
Tenenden - Town Centre	12	2	-	-	1	9	-
Tesco, Ashford	3	-	-	-	1	3	-
Tesco, Churchwood Drive, St Leonards	8	-	-	1	3	1	3
Tesco, Lottbridge Drive, Elne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	46	19	1	33	9	3	-
* Internet	110	19	21	19	28	6	6
* Catalogue/Mail Order	13	-	8	-	17	3	1
* Don't do this type of shopping	74	21	19	5	8	15	6
Other	17	1	5	4	3	3	1
Tunbridge Wells, Longfield Retail Park	1	-	-	-	-	-	-
Tonbridge Town Centre	-	-	-	-	-	-	-
Tesco, Ravenside Retail Park	20	7	12	-	1	-	-
Robertbridge	5	-	-	1	4	-	-
Wadhurst	5	-	-	5	-	-	-
Peasmarsh	8	-	-	-	-	6	-
Asda, Eastbourne	4	-	4	-	-	-	-
Ticehurst	4	-	-	3	-	1	-

Q9. Where do you do MOST of your households shopping for Books, DVD&E™s, CD&E™s, Stationery and Cards?

	Total	Bexhill East	Bexhill West	NW Rother	Bexke	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	252	63	110	157	68
Ashford - Town Centre	0.20%	-	-	-	-	1.30%	-
Battle - Town Centre	3.80%	3.70%	2.80%	-	16.80%	-	1.50%
Bexhill - Town Centre	23.00%	43.50%	44.30%	-	2.70%	-	-
Bluewater Shopping Centre	0.20%	-	-	-	0.90%	0.60%	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	8.10%	13.00%	13.50%	1.20%	7.30%	-	2.90%
Halsham - Town Centre	-	-	-	-	-	-	-
Hastings - Town Centre	15.90%	3.70%	4.30%	8.40%	24.50%	23.60%	70.60%
Heathfield - Town Centre	0.50%	-	-	4.80%	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	1.40%	-	4.30%	-	-	-	-
London	0.50%	-	0.70%	-	-	1.30%	-
Morrison's, Hastings	0.30%	-	-	-	0.90%	-	-
Ravenside Retail Park, Bexhill	1.50%	3.70%	2.50%	-	-	-	-
Rye - Town Centre	5.00%	0.60%	-	-	0.90%	26.10%	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John Macklem Way, St Leonards	0.70%	0.60%	0.70%	-	2.70%	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	0.30%	-	1.10%	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	0.10%	-	0.40%	-	-	-	-
St Leonards - Town Centre	0.20%	-	-	-	-	1.30%	-
Tenenden - Town Centre	1.40%	1.20%	-	-	0.90%	5.70%	-
Tesco, Ashford	0.30%	-	-	-	1.90%	-	-
Tesco, Churchwood Drive, St Leonards	0.90%	-	-	1.20%	2.70%	0.60%	4.40%
Tesco, Lottbridge Drive, Elne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	5.30%	-	0.40%	39.80%	8.20%	1.90%	-
* Internet	12.80%	11.80%	7.40%	22.90%	15.50%	17.80%	8.80%
* Catalogue/Mail Order	1.50%	-	0.90%	0.90%	1.90%	-	1.50%
* Don't do this type of shopping	8.60%	13.00%	6.70%	6.00%	7.30%	9.60%	6.80%
Other	2.00%	0.60%	1.80%	4.80%	2.70%	1.90%	1.50%
Tunbridge Wells, Longfield Retail Park	0.10%	-	-	-	0.90%	-	-
Tonbridge Town Centre	-	-	-	-	0.30%	-	-
Tesco, Ravenside Retail Park	2.30%	4.30%	4.30%	-	0.90%	-	-
Robertbridge	0.80%	-	-	1.20%	3.60%	-	-
Wadhurst	0.80%	-	-	6.00%	-	-	-
Peasmarsh	0.70%	-	-	-	-	3.80%	-
Asda, Eastbourne	0.50%	-	1.40%	-	-	-	-
Ticehurst	0.50%	-	-	3.60%	-	0.60%	-

Q10. Where do you do MOST of your households shopping for Recreation and Leisure Goods? (inc toys, sports goods, bicycles and accessories, hobbies, jewellery, pets/pet products)

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
861	161	252	63	110	157	69	
Ashford - Designer Outlet Village	8	-	-	1	-	5	2
Ashford - Town Centre	9	-	-	-	-	9	-
Battle - Town Centre	10	-	4	-	5	-	1
Bexhill - Town Centre	111	48	59	-	3	-	1
Bluewater Shopping Centre	-	-	-	-	-	1	-
Brighton - Town Centre	4	-	3	-	-	-	-
Eastbourne - Town Centre	114	25	70	1	12	3	3
Halsham - Town Centre	132	14	23	-	26	38	25
Hastings - Town Centre	7	-	-	6	1	-	-
Heathfield - Town Centre	-	-	-	-	-	-	-
Langney Centre, Eastbourne	1	-	-	-	-	-	-
Little Common - Local Centre	9	4	-	1	-	2	2
Morrison, Hastings	2	-	1	-	-	-	1
Ravenside Retail Park, Bexhill	15	6	8	-	1	-	-
Rye - Town Centre	32	-	-	-	1	29	2
Sainsbury, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury, John McAdam Way, St Leonards	2	-	-	-	-	-	1
Sainsbury, Linden Park Rd, Ton Wells	-	-	-	-	-	-	-
Sainsbury, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	2	-	2	-	-	-	-
Sovereign (Chumbles) Retail Park, Eastbourne	4	-	4	-	-	-	-
St Leonards - Town Centre	2	-	-	1	-	1	-
Tenenden - Town Centre	6	-	-	-	1	5	-
Tesco, Ashford	1	-	-	-	-	1	-
Tesco, Churchwood Drive, St Leonards	3	-	-	1	-	1	1
Tesco, Lotbridge Drive, Ebne	1	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	55	-	2	33	13	4	3
* Internet	55	9	11	11	7	9	6
* Catalogue/Mail Order	22	2	9	2	1	4	4
* Don't do this type of shopping	219	51	76	12	26	40	14
Other	41	-	5	7	4	3	2
Tunbridge Wells, Longfield Retail Park	3	1	-	-	-	1	-
Tonbridge Town Centre	-	-	-	-	-	-	-
Robertbridge	5	-	-	1	3	-	-
Tesco, Ravenside Retail Park	3	1	2	-	-	-	-
Northiam	3	-	-	-	-	3	-

Q10. Where do you do MOST of your households shopping for Recreation and Leisure Goods? (inc toys, sports goods, bicycles and accessories, hobbies, jewellery, pets/pet products)

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
861	161	252	63	110	157	69	
Ashford - Designer Outlet Village	0.90%	-	-	1.20%	-	3.20%	2.90%
Ashford - Town Centre	1.00%	-	-	-	-	5.70%	-
Battle - Town Centre	1.20%	-	1.60%	-	4.50%	-	1.50%
Bexhill - Town Centre	12.90%	29.80%	20.90%	-	2.70%	-	1.50%
Bluewater Shopping Centre	-	-	-	-	-	-	-
Brighton - Town Centre	0.80%	-	1.10%	-	-	0.60%	-
Eastbourne - Town Centre	13.20%	15.50%	24.80%	1.20%	10.90%	1.90%	4.40%
Halsham - Town Centre	-	-	-	-	-	-	-
Hastings - Town Centre	15.30%	8.70%	8.20%	7.70%	23.60%	24.20%	36.80%
Heathfield - Town Centre	0.80%	-	-	7.20%	0.90%	-	-
Langney Centre, Eastbourne	0.10%	-	-	-	-	-	-
Little Common - Local Centre	0.10%	2.50%	0.40%	-	-	1.30%	2.90%
London	1.00%	-	-	1.20%	-	-	-
Morrison, Hastings	0.20%	-	0.40%	-	-	-	1.50%
Ravenside Retail Park, Bexhill	1.70%	3.70%	2.80%	-	0.90%	-	-
Rye - Town Centre	3.70%	-	-	-	0.90%	18.50%	2.90%
Sainsbury, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury, John McAdam Way, St Leonards	0.20%	-	-	-	0.90%	-	1.50%
Sainsbury, Linden Park Rd, Ton Wells	-	-	-	-	-	-	-
Sainsbury, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	0.20%	-	0.70%	-	-	-	-
Sovereign (Chumbles) Retail Park, Eastbourne	0.50%	-	1.40%	-	-	-	-
St Leonards - Town Centre	0.20%	-	-	1.20%	-	0.60%	-
Tenenden - Town Centre	0.70%	-	-	-	0.90%	3.20%	-
Tesco, Ashford	0.10%	-	-	-	-	0.60%	-
Tesco, Churchwood Drive, St Leonards	0.30%	-	-	1.20%	-	0.60%	1.50%
Tesco, Lotbridge Drive, Ebne	0.10%	-	0.40%	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	6.40%	-	0.70%	39.80%	11.80%	2.50%	4.40%
* Internet	6.40%	5.60%	3.90%	13.30%	10.90%	4.50%	8.80%
* Catalogue/Mail Order	2.60%	1.20%	3.20%	2.40%	0.90%	2.60%	5.90%
* Don't do this type of shopping	25.40%	31.70%	27.50%	14.50%	23.60%	25.50%	20.60%
Other	2.40%	-	1.80%	8.40%	3.60%	1.90%	2.90%
Tunbridge Wells, Longfield Retail Park	0.30%	0.60%	-	-	0.90%	0.60%	-
Tonbridge Town Centre	-	-	-	-	-	-	-
Robertbridge	0.60%	-	0.40%	1.20%	2.70%	-	-
Tesco, Ravenside Retail Park	0.30%	0.60%	0.70%	-	-	-	-
Northiam	0.90%	-	-	-	-	1.90%	-

Q11. Where do you do MOST of your households shopping for China, Glass and Home Textile Goods (inc Pottery, Cutlery, Cookware, Bed linens etc) ?

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
811	161	-	252	63	119	157	68
Ashford - Designer Outlet Village	10	-	1	2	1	4	2
Ashford - Town Centre	10	-	-	-	-	9	1
Battle - Town Centre	27	2	5	1	17	-	2
Bexhill - Town Centre	53	23	29	-	1	-	-
Bluewater Shopping Centre	9	-	2	1	1	4	1
Brighton - Town Centre	5	1	2	-	2	-	-
Eastbourne - Town Centre	170	48	103	2	12	2	3
Halsham - Town Centre	3	-	2	-	-	1	-
Hastings - Town Centre	192	25	36	8	26	58	38
Heathfield - Town Centre	4	-	-	4	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	1	-	-	-	1	-	-
London	13	2	3	-	1	5	2
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	11	3	8	-	8	-	-
Rye - Town Centre	12	-	-	-	-	12	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John McAdam Way, St Leonards	7	-	-	-	5	-	2
Sainsburys, Linden Park Rd, Ton Wells	1	-	-	1	-	-	-
Sainsburys, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	3	-	3	-	-	-	-
Sovereign (Chumbles) Retail Park, Eastbourne	1	-	1	-	-	-	-
St Leonards - Town Centre	3	1	-	-	-	2	-
Tenenden - Town Centre	6	-	-	-	1	5	-
Tesco, Ashford	1	-	-	-	-	1	-
Tesco, Churchwood Drive, St Leonards	5	-	2	1	1	-	1
Tesco, Lotbridge Drive, Ebn	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	67	1	4	40	14	5	3
* Internet	22	4	1	8	8	4	1
* Catalogue/Mail Order	23	8	5	3	7	4	2
* Don't do this type of shopping	145	34	47	6	20	31	7
Other	19	2	6	2	4	2	1
Tunbridge Wells, Longfield Retail Park	5	-	1	-	-	2	-
Tonbridge Town Centre	1	-	-	1	-	-	-
Tesco, Ravenside Retail Park	19	6	13	-	-	-	-
Lakeside Shopping Centre/Retail Park	8	1	3	3	1	-	-
Asda, Eastbourne	5	-	4	-	-	-	1

Q11. Where do you do MOST of your households shopping for China, Glass and Home Textile Goods (inc Pottery, Cutlery, Cookware, Bed linens etc) ?

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
811	161	-	252	63	119	157	68
Ashford - Designer Outlet Village	1.20%	-	0.40%	2.40%	0.90%	2.50%	2.90%
Ashford - Town Centre	1.20%	-	-	-	-	5.70%	1.50%
Battle - Town Centre	3.10%	1.20%	1.90%	1.20%	15.50%	-	2.90%
Bexhill - Town Centre	6.20%	14.30%	10.30%	-	0.90%	-	-
Bluewater Shopping Centre	1.00%	-	0.70%	1.20%	0.90%	2.50%	1.50%
Brighton - Town Centre	0.60%	0.60%	0.70%	-	1.60%	-	-
Eastbourne - Town Centre	19.70%	29.80%	36.50%	2.40%	10.90%	1.30%	4.40%
Halsham - Town Centre	0.30%	-	0.70%	-	-	0.60%	-
Hastings - Town Centre	22.30%	15.50%	12.80%	9.60%	23.60%	36.90%	57.40%
Heathfield - Town Centre	0.50%	-	-	4.80%	-	-	-
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	0.10%	-	-	-	-	-	-
London	1.50%	1.20%	1.10%	-	0.90%	3.20%	2.90%
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	1.30%	1.90%	2.80%	-	-	-	-
Rye - Town Centre	1.40%	-	-	-	-	7.60%	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John McAdam Way, St Leonards	0.80%	-	-	-	4.50%	-	2.90%
Sainsburys, Linden Park Rd, Ton Wells	0.10%	-	-	1.20%	-	-	-
Sainsburys, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	0.30%	-	1.10%	-	-	-	-
Sovereign (Chumbles) Retail Park, Eastbourne	0.10%	-	0.60%	-	-	-	-
St Leonards - Town Centre	0.30%	0.60%	-	-	-	1.30%	-
Tenenden - Town Centre	0.70%	-	-	-	0.90%	3.20%	-
Tesco, Ashford	0.10%	-	-	-	-	0.60%	-
Tesco, Churchwood Drive, St Leonards	0.60%	-	0.70%	1.20%	0.90%	-	1.50%
Tesco, Lotbridge Drive, Ebn	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	7.80%	0.60%	1.40%	48.20%	12.70%	3.20%	4.40%
* Internet	2.60%	2.50%	0.40%	7.20%	1.80%	5.10%	1.50%
* Catalogue/Mail Order	2.70%	5.00%	1.90%	3.60%	0.90%	2.60%	2.90%
* Don't do this type of shopping	16.80%	21.10%	16.70%	7.20%	18.20%	19.70%	10.30%
Other	2.20%	1.20%	2.10%	2.40%	3.60%	2.50%	1.50%
Tunbridge Wells, Longfield Retail Park	0.60%	-	0.40%	-	-	1.30%	-
Tonbridge Town Centre	0.10%	-	-	1.20%	-	-	-
Tesco, Ravenside Retail Park	2.20%	3.70%	4.80%	-	-	-	-
Lakeside Shopping Centre/Retail Park	0.90%	0.60%	1.10%	3.60%	0.90%	-	-
Asda, Eastbourne	0.60%	-	1.40%	-	-	-	1.50%

Q12. Where do you do MOST of your households shopping for Household Appliances, such as Fridges, Washing Machines, Kettles, Toasters etc?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	282	83	110	157	68
Ashford - Town Centre	2	-	-	-	-	2	-
Battle - Town Centre	7	-	2	-	7	-	-
Battle - Town Centre	9	-	-	-	-	-	-
Bexhill - Town Centre	112	38	61	1	11	4	7
Bluewater Shopping Centre	3	-	-	1	1	1	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	26	4	13	1	6	2	-
Halsham - Town Centre	1	-	17	-	3	-	21
Hastings - Town Centre	127	3	-	1	28	56	21
Heathfield - Town Centre	30	-	3	20	5	1	1
Langney Centre, Eastbourne	3	1	2	-	-	-	-
Little Common - Local Centre	21	-	20	-	-	-	1
London	3	-	-	-	-	3	-
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	269	87	123	2	17	20	20
Rye - Town Centre	4	-	-	-	-	4	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	10	3	7	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	2	-	2	-	-	-	-
St Leonards - Town Centre	41	2	11	-	7	12	9
Tenterden - Town Centre	3	-	-	-	-	3	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	3	-	1	-	-	1	1
Tesco, Lottbridge Drive, Ebne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	16	-	-	14	1	1	-
* Internet	29	9	18	10	15	23	4
* Catalogue/Mail Order	11	3	3	1	-	4	-
* Don't do this type of shopping	26	10	9	1	3	1	2
Other	7	1	-	-	2	2	2
Tunbridge Wells, Longfield Retail Park	37	-	-	26	6	5	-
Tonbridge Town Centre	-	-	-	-	-	-	-
Hawkhurst	6	-	-	3	1	1	-
Peasmarsh	4	-	-	-	-	4	-

Q12. Where do you do MOST of your households shopping for Household Appliances, such as Fridges, Washing Machines, Kettles, Toasters etc?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	861	161	282	83	110	157	68
Ashford - Town Centre	0.20%	-	-	-	-	4.50%	-
Battle - Town Centre	1.00%	-	0.70%	-	6.40%	-	-
Bexhill - Town Centre	13.00%	23.60%	18.10%	1.20%	10.00%	2.50%	10.30%
Bluewater Shopping Centre	0.30%	-	-	1.20%	0.90%	0.60%	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	3.00%	2.50%	4.60%	1.20%	5.50%	1.30%	-
Halsham - Town Centre	0.10%	-	-	-	0.90%	-	-
Hastings - Town Centre	14.80%	1.90%	6.00%	1.20%	35.70%	30.90%	30.90%
Heathfield - Town Centre	3.50%	-	1.10%	24.10%	4.50%	0.60%	1.50%
Langney Centre, Eastbourne	0.30%	0.60%	0.70%	-	-	-	-
Little Common - Local Centre	2.40%	-	7.10%	-	-	-	1.50%
London	0.30%	-	-	-	-	1.90%	-
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	31.20%	54.00%	43.60%	2.40%	15.50%	12.70%	29.40%
Rye - Town Centre	0.50%	-	-	-	-	2.50%	-
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	1.20%	1.90%	2.50%	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	0.40%	-	0.70%	-	-	-	-
St Leonards - Town Centre	4.80%	1.20%	3.90%	-	6.40%	7.60%	13.20%
Tenterden - Town Centre	0.30%	-	-	-	-	1.90%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	0.30%	-	0.40%	-	-	0.60%	1.50%
Tesco, Lottbridge Drive, Ebne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	1.90%	-	-	16.90%	0.90%	0.60%	-
* Internet	9.20%	5.60%	6.40%	12.00%	13.60%	14.60%	5.90%
* Catalogue/Mail Order	1.30%	1.90%	1.10%	1.20%	-	2.50%	-
* Don't do this type of shopping	3.00%	6.20%	3.20%	1.20%	2.70%	0.60%	2.90%
Other	0.80%	0.60%	-	2.40%	-	1.30%	2.90%
Tunbridge Wells, Longfield Retail Park	4.30%	-	-	31.30%	5.50%	3.20%	-
Tonbridge Town Centre	-	-	-	-	-	-	-
Hawkhurst	0.60%	-	-	3.60%	0.90%	0.60%	-
Peasmarsh	0.50%	-	-	-	-	2.50%	-

Q13. Where do you do MOST of your households shopping for Audio-Visual Equipment such as TVs, DVD players, Hi Fi, Cameras, Computers etc?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	3	-	-	-	-	3	-
Ashford - Town Centre	8	-	-	-	-	8	-
Battle - Town Centre	5	1	-	-	4	-	-
Bexhill - Town Centre	108	28	54	1	12	6	7
Bluewater Shopping Centre	4	-	-	-	1	3	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	30	5	17	3	4	1	-
Hailsham - Town Centre	1	-	-	-	-	-	-
Hastings - Town Centre	100	2	15	4	21	43	15
Heathfield - Town Centre	14	-	-	12	1	1	-
Langney Centre, Eastbourne	1	1	-	-	-	-	-
Little Common - Local Centre	17	2	14	-	-	-	-
London	4	-	-	-	-	2	2
Morrison's, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	282	91	111	2	15	22	21
Rye - Town Centre	4	-	-	-	-	4	-
Sainsbury's, Hampden Park, Eastbourne	1	-	1	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	2	-	-	-	2	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	14	2	11	-	1	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	-	-	-	-	-	-	-
St Leonards - Town Centre	35	3	10	-	8	7	7
Tenterden - Town Centre	6	-	-	1	-	5	-
Tesco, Ashford	1	-	1	-	-	-	-
Tesco, Churchwood Drive, St Leonards	-	-	-	-	-	-	-
Tesco, Lottbridge Drive, Ebne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	1	-	1	-	-	-	-
Tunbridge Wells - Town Centre	22	-	1	15	6	-	-
* Internet	36	9	23	15	18	24	9
* Catalogue/Mail Order	6	2	4	1	-	1	-
* Don't do this type of shopping	61	13	16	3	8	17	4
Other	12	2	3	-	1	3	2
Tunbridge Wells, Longfield Retail Park	36	-	-	23	8	4	1
Tonbridge Town Centre	-	-	-	-	-	-	-
Peasmarsh	2	-	-	-	1	1	-
Cranbrook	3	-	-	1	-	2	-

Q13. Where do you do MOST of your households shopping for Audio-Visual Equipment such as TVs, DVD players, Hi Fi, Cameras, Computers etc?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	3	161	282	83	110	157	68
Ashford - Town Centre	0.30%	-	-	-	-	5.10%	-
Battle - Town Centre	0.60%	0.60%	-	-	3.60%	-	-
Bexhill - Town Centre	12.50%	17.40%	19.10%	1.20%	10.50%	3.80%	10.30%
Bluewater Shopping Centre	0.50%	-	-	-	0.90%	1.90%	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	3.30%	3.10%	6.00%	-	3.60%	0.60%	-
Hailsham - Town Centre	0.10%	-	-	1.20%	-	-	-
Hastings - Town Centre	11.60%	1.20%	5.30%	4.80%	19.10%	27.40%	22.10%
Heathfield - Town Centre	1.60%	-	-	14.50%	0.90%	0.60%	-
Langney Centre, Eastbourne	0.10%	0.60%	-	-	-	-	-
Little Common - Local Centre	2.00%	1.20%	5.00%	-	0.90%	-	-
London	0.90%	-	-	-	-	1.30%	2.90%
Morrison's, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	30.40%	56.50%	39.40%	2.40%	13.60%	14.00%	30.90%
Rye - Town Centre	0.50%	-	-	-	-	2.50%	-
Sainsbury's, Hampden Park, Eastbourne	0.10%	-	0.40%	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	0.20%	-	-	-	1.80%	-	-
Sainsbury's, Linden Park Rd, Tun Wells	-	-	-	-	-	-	-
Sainsbury's, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	1.60%	1.20%	3.90%	-	0.99%	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	-	-	-	-	-	-	-
St Leonards - Town Centre	4.10%	1.90%	3.50%	-	7.30%	4.50%	10.30%
Tenterden - Town Centre	0.70%	-	-	1.20%	-	3.20%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	0.10%	-	0.40%	-	-	-	-
Tesco, Lottbridge Drive, Ebne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	0.10%	-	0.40%	-	-	-	-
Tunbridge Wells - Town Centre	2.60%	-	0.40%	18.10%	5.50%	-	-
* Internet	11.10%	5.60%	8.20%	18.10%	14.50%	16.30%	13.20%
* Catalogue/Mail Order	0.90%	1.20%	1.40%	1.20%	-	0.60%	-
* Don't do this type of shopping	7.10%	8.10%	5.70%	3.60%	7.30%	10.80%	5.90%
Other	1.40%	1.20%	1.10%	1.20%	0.90%	1.90%	2.90%
Tunbridge Wells, Longfield Retail Park	4.20%	-	-	27.70%	7.30%	2.50%	1.50%
Tonbridge Town Centre	-	-	-	-	-	-	-
Peasmarsh	0.20%	-	-	-	0.90%	0.60%	-
Cranbrook	0.30%	-	-	1.20%	-	1.30%	-

Q14. Where do you do MOST of your households shopping for Furniture, Furnishings, Carpets and Household Textiles?

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	811	161	252	63	119	157	68
Ashford - Town Centre	7	-	-	1	1	3	2
Battle - Town Centre	13	2	2	-	10	12	1
Bexhill - Town Centre	15	2	-	-	-	-	-
Bluewater Shopping Centre	81	29	47	-	4	1	-
Brighton - Town Centre	8	2	1	2	2	3	-
Eastbourne - Town Centre	5	2	1	-	1	1	-
Hailsham - Town Centre	136	35	74	2	10	6	9
Hastings - Town Centre	2	12	2	-	24	37	26
Heathfield - Town Centre	137	12	32	6	-	-	-
Langney Centre, Eastbourne	12	-	-	9	3	-	-
Langney Centre, Eastbourne	1	-	-	-	-	1	-
Little Common - Local Centre	8	-	8	-	-	-	-
London	15	2	4	3	-	4	2
Morrison's, Hastings	-	-	-	-	-	-	-
Riverside Retail Park, Bexhill	23	9	12	-	-	2	-
Rye - Town Centre	10	-	-	-	-	9	1
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsbury's, Linden Park Rd, Ton Wells	-	-	-	-	-	-	-
Sainsbury's, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	3	-	3	-	3	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	4	1	2	-	-	-	1
St Leonards - Town Centre	18	1	6	1	4	3	3
Tenfolden - Town Centre	4	-	-	-	1	3	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	-	-	-	-	-	-	-
Tesco, Lottbridge Drive, Ebn	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	41	1	5	20	7	7	1
* Internet	28	2	11	2	4	8	2
* Catalogue/Mail Order	20	7	3	1	4	5	-
* Don't do this type of shopping	150	48	44	5	14	32	7
Other	41	12	7	4	7	4	4
Tunbridge Wells, Longfield Retail Park	65	3	10	23	13	10	6
Tonbridge Town Centre	-	-	-	-	-	-	-
Lakeside Shopping Centre/Retail Park	7	1	-	1	1	2	1
Shoreham	3	1	2	-	-	-	-
Maidstone	3	-	-	-	1	1	3

Q14. Where do you do MOST of your households shopping for Furniture, Furnishings, Carpets and Household Textiles?

	Total	Bexhill East	Bexhill West	NW Rother	Basis	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	811	161	252	63	119	157	68
Ashford - Town Centre	1.50%	-	-	-	0.90%	1.90%	2.90%
Battle - Town Centre	1.70%	1.20%	0.70%	-	5.10%	7.60%	1.50%
Bexhill - Town Centre	9.40%	18.00%	16.70%	-	3.60%	0.60%	-
Bluewater Shopping Centre	0.80%	-	0.40%	2.40%	1.80%	1.90%	-
Brighton - Town Centre	0.60%	1.20%	0.40%	0.90%	0.60%	0.60%	-
Eastbourne - Town Centre	15.80%	21.70%	26.20%	2.40%	8.10%	3.80%	13.20%
Hailsham - Town Centre	0.20%	-	0.70%	-	-	-	-
Hastings - Town Centre	15.80%	7.50%	11.30%	7.20%	21.80%	23.60%	38.20%
Heathfield - Town Centre	1.40%	-	-	10.80%	2.70%	-	-
Langney Centre, Eastbourne	0.10%	-	-	-	-	0.60%	-
Langney Centre, Eastbourne	0.90%	-	-	-	-	2.80%	-
Little Common - Local Centre	0.90%	-	-	-	-	2.50%	2.90%
London	1.70%	1.20%	1.40%	3.60%	-	-	-
Morrison's, Hastings	-	-	-	-	-	-	-
Riverside Retail Park, Bexhill	2.70%	5.60%	4.30%	-	-	1.30%	-
Rye - Town Centre	1.20%	-	-	-	-	5.70%	1.50%
Sainsbury's, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsbury's, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsbury's, Linden Park Rd, Ton Wells	-	-	-	-	-	-	-
Sainsbury's, Simon Weil, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	0.30%	-	1.70%	-	-	-	-
Sovereign (Crumbles) Retail Park, Eastbourne	0.50%	0.60%	0.70%	-	-	-	1.50%
St Leonards - Town Centre	2.10%	0.60%	2.10%	1.20%	3.60%	1.90%	4.40%
Tenfolden - Town Centre	0.50%	-	-	-	0.90%	1.90%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	-	-	-	-	-	-	-
Tesco, Lottbridge Drive, Ebn	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	4.80%	0.60%	1.80%	24.10%	6.40%	4.50%	1.50%
* Internet	3.40%	1.20%	3.90%	2.40%	3.60%	5.10%	2.90%
* Catalogue/Mail Order	2.30%	4.30%	1.70%	1.20%	3.60%	3.20%	-
* Don't do this type of shopping	17.40%	29.80%	15.60%	6.00%	12.70%	20.40%	10.30%
Other	4.80%	3.10%	4.30%	8.40%	5.50%	4.50%	5.90%
Tunbridge Wells, Longfield Retail Park	7.50%	1.80%	3.50%	27.70%	11.80%	6.40%	8.80%
Tonbridge Town Centre	-	-	-	-	-	-	-
Lakeside Shopping Centre/Retail Park	0.80%	0.60%	0.40%	1.20%	0.90%	1.30%	1.50%
Shoreham	0.30%	0.60%	0.70%	-	-	-	-
Maidstone	0.90%	-	-	-	0.90%	0.60%	1.50%

Q15. Where do you do MOST of your households shopping for DIY Goods, Decorating Supplies and Garden Products?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	611	161	282	83	110	157	68
Ashford - Town Centre	19	-	-	-	-	19	-
Battle - Town Centre	7	-	1	-	6	-	-
Bexhill - Town Centre	115	33	66	1	11	3	1
Bluewater Shopping Centre	-	-	-	-	-	-	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	19	6	10	1	2	-	-
Halsham - Town Centre	1	-	-	1	-	-	-
Hastings - Town Centre	138	1	11	5	34	53	35
Heathfield - Town Centre	11	-	-	10	-	-	1
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	6	-	-	6	-	-	-
London	1	-	-	-	-	1	-
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	290	93	155	5	17	12	8
Rye - Town Centre	24	-	-	-	-	24	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsburys, Linden Park Rd, Tun Wells	1	-	-	1	-	-	-
Sainsburys, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	-	-	-	-	-	-	-
Sovereign (Chumblies) Retail Park, Eastbourne	2	-	2	-	-	-	-
St Leonards - Town Centre	6	-	-	-	3	3	-
Tenterden - Town Centre	4	-	-	-	1	3	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	-	-	-	-	-	-	-
Tesco, Lottbridge Drive, Elne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	16	-	-	15	1	-	-
* Internet	3	1	-	-	2	-	-
* Catalogue/Mail Order	4	1	1	1	-	-	1
* Don't do this type of shopping	79	25	18	5	17	10	4
Other	29	-	4	11	5	6	3
Ore	18	-	1	-	-	4	12
Tunbridge Wells, Longfield Retail Park	36	-	-	27	6	2	1
Tunbridge Town Centre	-	-	-	-	-	-	-
Wyevale Garden Centre, Hastings	11	1	5	-	-	4	1
Northum	7	-	-	-	-	7	-
Robertsbridge	4	-	-	-	4	-	-
Sedlescombe	3	-	-	-	2	-	1

Q15. Where do you do MOST of your households shopping for DIY Goods, Decorating Supplies and Garden Products?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
Ashford - Designer Outlet Village	611	161	282	83	110	157	68
Ashford - Town Centre	0.70%	-	-	-	-	12.10%	-
Battle - Town Centre	0.80%	-	0.40%	-	5.50%	-	-
Bexhill - Town Centre	13.40%	20.50%	23.40%	1.20%	10.00%	1.90%	1.50%
Bluewater Shopping Centre	-	-	-	-	-	-	-
Brighton - Town Centre	-	-	-	-	-	-	-
Eastbourne - Town Centre	2.20%	3.70%	3.50%	1.20%	1.80%	-	-
Halsham - Town Centre	0.10%	-	-	1.20%	-	-	-
Hastings - Town Centre	16.10%	0.60%	3.90%	6.00%	30.90%	33.80%	51.50%
Heathfield - Town Centre	1.30%	-	-	12.00%	-	-	1.50%
Langney Centre, Eastbourne	-	-	-	-	-	-	-
Little Common - Local Centre	0.70%	-	2.10%	-	-	-	-
London	0.10%	-	-	-	-	0.60%	-
Morrisons, Hastings	-	-	-	-	-	-	-
Ravenside Retail Park, Bexhill	33.70%	57.80%	55.00%	6.00%	15.50%	7.60%	11.80%
Rye - Town Centre	2.80%	-	-	-	-	15.30%	-
Sainsburys, Hampden Park, Eastbourne	-	-	-	-	-	-	-
Sainsburys, John McAdam Way, St Leonards	-	-	-	-	-	-	-
Sainsburys, Linden Park Rd, Tun Wells	0.10%	-	-	1.20%	-	-	-
Sainsburys, Simon West, Ashford	-	-	-	-	-	-	-
Sidley - Local Centre	-	-	-	-	-	-	-
Sovereign (Chumblies) Retail Park, Eastbourne	0.20%	-	0.70%	-	-	-	-
St Leonards - Town Centre	-	-	-	-	2.70%	1.90%	-
Tenterden - Town Centre	0.50%	-	-	-	0.90%	1.90%	-
Tesco, Ashford	-	-	-	-	-	-	-
Tesco, Churchwood Drive, St Leonards	-	-	-	-	-	-	-
Tesco, Lottbridge Drive, Elne	-	-	-	-	-	-	-
Tesco, Tunbridge Wells	-	-	-	-	-	-	-
Tunbridge Wells - Town Centre	1.90%	-	-	18.10%	0.90%	-	-
* Internet	0.30%	0.60%	0.70%	-	-	-	-
* Catalogue/Mail Order	0.50%	0.60%	0.40%	1.20%	-	-	1.50%
* Don't do this type of shopping	9.20%	-	15.50%	6.40%	15.50%	6.40%	5.90%
Other	3.40%	-	1.40%	13.30%	4.50%	3.80%	4.40%
Ore	2.10%	-	0.40%	-	0.90%	2.50%	17.80%
Tunbridge Wells, Longfield Retail Park	4.20%	-	-	32.50%	5.20%	1.30%	1.50%
Tunbridge Town Centre	-	-	-	-	-	-	-
Wyevale Garden Centre, Hastings	1.30%	0.80%	1.80%	-	-	2.50%	1.50%
Northum	0.80%	-	-	-	-	4.50%	-
Robertsbridge	0.50%	-	-	-	3.90%	-	-
Sedlescombe	0.30%	-	-	-	1.80%	-	1.50%

Q16. How do you NORMALLY travel to do your NON FOOD shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Car (own/company)	583	96	185	59	76	119	48
Car (passenger in friends/relatives car)	123	16	42	16	21	18	10
Bus/coach	73	20	26	5	6	13	8
Train	21	7	5	2	4	2	1
Taxi	10	5	4	-	1	-	-
Walk	39	15	17	-	2	4	1
Bicycle	2	1	-	-	-	1	-
Moped/motorcycle	3	1	1	1	-	-	-
Other	2	-	2	-	-	-	-

Q16. How do you NORMALLY travel to do your NON FOOD shopping?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Car (own/company)	67.70%	59.60%	65.60%	71.10%	69.10%	75.80%	70.60%
Car (passenger in friends/relatives car)	14.30%	9.90%	14.90%	19.30%	19.10%	11.50%	14.70%
Bus/coach	9.10%	12.40%	9.20%	6.00%	5.50%	8.30%	11.80%
Train	2.40%	4.30%	1.80%	2.40%	3.60%	1.30%	1.50%
Taxi	1.20%	3.10%	1.40%	-	0.90%	-	-
Walk	4.50%	9.30%	6.00%	-	1.80%	2.50%	1.50%
Bicycle	0.20%	0.60%	-	-	-	0.60%	-
Moped/motorcycle	0.30%	0.60%	0.40%	1.20%	-	-	-
Other	0.20%	-	0.70%	-	-	-	-

Q17. How often do you visit Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	68	29	35	-	1	2	1
2 to 3 times per week	144	49	86	-	5	2	2
4 to 5 times per week	36	15	21	-	-	-	-
Weekly	132	47	69	3	6	2	6
Fortnightly	62	12	27	4	10	3	6
Monthly	65	4	24	4	16	7	10
Once every 2-3 months	48	3	8	5	17	9	6
Less often/infrequently	101	1	6	21	20	38	15
Don't visit	205	1	6	46	35	94	23

Q17. How often do you visit Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	7.90%	18.00%	12.40%	-	0.90%	1.30%	1.50%
2 to 3 times per week	16.70%	30.40%	30.50%	-	4.50%	1.30%	2.90%
4 to 5 times per week	4.20%	9.30%	7.40%	-	-	-	-
Weekly	15.30%	29.20%	24.50%	3.60%	5.50%	1.30%	7.40%
Fortnightly	7.20%	7.50%	9.60%	4.80%	9.10%	1.90%	8.80%
Monthly	7.50%	2.50%	8.50%	4.80%	14.50%	4.50%	14.70%
Once every 2-3 months	5.60%	1.90%	2.80%	6.00%	15.50%	5.70%	8.80%
Less often/infrequently	11.70%	0.60%	2.10%	25.30%	18.20%	24.20%	22.10%
Don't visit	23.80%	0.60%	2.10%	55.40%	31.80%	59.90%	33.80%

Q18. What do you do on your trip(s) to Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
656	160	276	63	75	63	45	
Bank/building soc/Cash point	170	58	103	-	6	2	1
Church	9	5	3	-	-	-	1
Doctors/Dentist/other medical	33	12	16	-	2	2	1
Dry Cleaners/hairdressers/other services	33	1	21	2	3	5	1
Food shopping	227	69	129	5	9	8	7
Going to/from work	6	2	3	-	1	-	-
Market	6	2	3	-	-	-	1
Non food shopping	309	75	153	11	28	22	20
Sports & leisure activities (gym, bowling, cinema, etc)	124	22	60	15	23	13	11
Post Office	57	28	31	-	-	-	-
Restaurants/Pubs/Cafes	106	19	45	10	17	12	3
School Run	1	-	-	-	-	-	-
Train station	1	1	-	-	-	-	-
Visiting friends/relatives	47	6	15	3	10	6	7
Work there	28	3	17	-	4	3	1
Other	-	-	-	-	-	-	-
Browsing	212	55	67	16	33	24	17
Library	30	6	24	-	-	-	-

Q18. What do you do on your trip(s) to Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
656	160	276	37	75	63	45	
Bank/building soc/Cash point	25.30%	36.30%	37.30%	-	8.00%	3.20%	2.20%
Church	1.40%	3.10%	1.10%	-	-	-	-
Doctors/Dentist/other medical	5.00%	7.50%	5.80%	-	2.70%	3.20%	2.20%
Dry Cleaners/hairdressers/other services	5.00%	0.60%	7.60%	5.40%	4.60%	7.60%	2.20%
Food shopping	34.60%	43.10%	46.70%	13.50%	12.70%	12.70%	15.60%
Going to/from work	0.90%	1.30%	1.10%	-	1.30%	-	-
Market	0.90%	1.30%	1.10%	-	-	-	2.20%
Non food shopping	47.10%	46.90%	55.40%	29.70%	37.30%	34.90%	44.40%
Sports & leisure activities (gym, bowling, cinema, etc)	18.90%	13.80%	14.50%	40.50%	30.70%	20.60%	24.40%
Post Office	8.70%	16.30%	11.20%	-	-	-	-
Restaurants/Pubs/Cafes	16.20%	11.80%	16.30%	27.00%	22.70%	19.00%	6.70%
School Run	0.20%	-	-	2.70%	-	-	-
Train station	0.20%	0.60%	-	-	-	-	-
Visiting friends/relatives	7.20%	3.80%	5.40%	8.10%	13.30%	9.50%	15.60%
Work there	4.30%	1.90%	6.20%	-	5.30%	4.80%	2.20%
Other	-	-	-	-	-	-	-
Browsing	32.30%	34.40%	24.30%	43.20%	44.00%	38.10%	37.80%
Library	4.60%	3.90%	8.70%	-	-	-	-

Q19. What improvements would make you visit Bexhill Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
656	160	276	37	75	63	45	
Better environmental quality	37	11	17	2	3	2	2
Improved restaurant/pub/cafe offer	15	3	10	-	-	2	-
More leisure facilities	18	7	1	1	-	1	-
More/better car parking	190	55	101	5	19	4	6
More/better food shopping	53	10	32	1	5	2	3
More/better Non food shopping +	135	33	82	5	33	4	3
National multiple retailers	100	44	45	1	4	4	2
Safety/crime	3	2	-	-	-	-	-
+ No change/good	220	29	55	25	36	45	30
Other	-	-	-	-	-	-	-
More/better public transport	20	9	5	1	4	1	-
More/better public facilities	29	14	10	-	2	2	1
Less charity shops	32	7	22	-	2	-	1
Build bypass	4	-	1	-	1	1	1
Better road/pavement quality	10	3	4	-	-	2	-
Pedestrianise the town centre	3	-	3	-	-	-	-

Q19. What improvements would make you visit Bexhill Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
656	160	276	37	75	63	45	
Better environmental quality	5.60%	6.90%	6.20%	5.40%	4.60%	3.20%	4.40%
Improved restaurant/pub/cafe offer	2.30%	1.90%	3.60%	-	-	3.20%	-
More leisure facilities	2.70%	5.00%	2.50%	2.70%	-	1.60%	2.20%
More/better car parking	29.00%	34.40%	36.60%	13.50%	25.30%	13.30%	13.30%
More/better food shopping	8.10%	6.30%	11.60%	2.70%	7.70%	3.20%	6.70%
More/better Non food shopping +	20.60%	20.60%	29.70%	13.50%	10.70%	6.30%	6.70%
National multiple retailers	15.20%	27.20%	16.30%	2.70%	5.30%	6.30%	4.40%
Safety/crime	0.50%	0.60%	0.70%	-	-	-	-
+ No change/good	33.50%	18.10%	19.90%	67.60%	48.00%	71.40%	66.70%
Other	-	-	-	-	-	-	-
More/better public transport	3.00%	5.60%	1.80%	2.70%	5.30%	1.60%	-
More/better public facilities	4.40%	8.80%	3.60%	-	2.70%	3.20%	2.20%
Less charity shops	4.90%	4.40%	8.00%	-	2.70%	-	2.20%
Build bypass	0.60%	-	0.40%	-	1.30%	1.60%	2.20%
Better road/pavement quality	1.50%	1.90%	1.40%	-	-	3.20%	2.20%
Pedestrianise the town centre	0.50%	-	1.10%	-	-	-	-

Q20. Why do you not shop in Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	205	1	6	46	35	94	23
Difficult / Expensive car parking	7	-	2	1	-	3	1
Difficult to get to	20	-	-	3	-	9	4
Lack of car parking	10	1	4	-	1	4	-
No national multiple retailers	5	-	2	-	-	3	-
Not enough leisure facilities	5	-	1	-	1	3	-
Not enough restaurants/pubs	1	-	-	-	1	-	-
Not safe / crime	3	-	-	-	2	1	-
Poor choice of food stores	8	-	1	1	1	5	-
Poor choice of non-food stores	12	-	2	2	3	4	1
Poor environmental quality	2	-	-	-	1	1	-
Poor quality of food stores	1	-	-	1	-	-	-
Poor quality of non-food stores	3	-	-	1	2	-	-
Too far away	71	-	-	19	6	41	5
* No need/Have everything local	114	-	3	27	22	45	17
Other	-	-	-	-	-	-	-

Q20. Why do you not shop in Bexhill Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	205	1	6	46	35	94	23
Difficult / Expensive car parking	3.40%	-	33.30%	2.20%	-	3.20%	4.30%
Difficult to get to	9.80%	-	-	6.50%	-	9.60%	17.40%
Lack of car parking	4.90%	100.00%	66.70%	-	2.90%	4.30%	-
No national multiple retailers	2.40%	-	33.30%	-	-	3.20%	-
Not enough leisure facilities	2.40%	-	16.70%	-	2.90%	3.20%	-
Not enough restaurants/pubs	0.50%	-	-	-	-	1.10%	-
Not safe / crime	1.50%	-	-	-	5.70%	1.10%	-
Poor choice of food stores	3.90%	-	16.70%	2.20%	2.90%	5.30%	-
Poor choice of non-food stores	5.90%	-	33.30%	4.30%	2.90%	4.30%	4.30%
Poor environmental quality	1.00%	-	-	-	2.90%	1.10%	-
Poor quality of food stores	0.50%	-	-	2.20%	-	-	-
Poor quality of non-food stores	1.50%	-	-	2.20%	5.70%	-	-
Too far away	34.60%	-	-	41.30%	17.10%	43.60%	21.70%
* No need/Have everything local	55.60%	-	50.00%	58.70%	62.90%	47.90%	73.90%
Other	-	-	-	-	-	-	-

Q21. How often to do you visit Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	23	-	2	-	21	-	-
2 to 3 times per week	32	2	9	-	19	-	2
4 to 5 times per week	7	-	1	-	6	-	-
Weekly	45	6	11	4	21	1	2
Fortnightly	36	2	9	3	12	5	5
Monthly	84	10	29	12	15	9	9
Once every 2-3 months	72	9	29	9	5	14	10
Less often/Infrequently	201	41	77	25	4	24	12
Don't visit	361	91	118	31	7	86	28

Q21. How often to do you visit Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	2.70%	-	0.70%	-	19.10%	-	-
2 to 3 times per week	3.70%	1.20%	3.20%	-	17.30%	-	2.90%
4 to 5 times per week	0.80%	-	0.40%	-	5.50%	-	-
Weekly	5.20%	3.70%	3.90%	4.80%	19.10%	0.60%	2.90%
Fortnightly	4.20%	1.20%	3.90%	3.60%	10.90%	3.20%	7.40%
Monthly	9.40%	6.20%	10.30%	14.50%	5.50%	5.70%	13.20%
Once every 2-3 months	8.40%	5.60%	9.20%	9.60%	4.50%	8.90%	15.70%
Less often/Infrequently	23.30%	25.50%	27.30%	30.10%	3.60%	26.80%	17.60%
Don't visit	41.90%	56.50%	41.80%	37.30%	6.40%	54.80%	41.20%

Q22. What do you do on your trip(s) to Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gilling, Fairlight
500	70	114	62	103	71	40	
Bank/building soc/Cash point	71	1	13	4	46	2	5
Church	8	1	4	1	1	2	3
Doctors/Dentist/other medical	45	1	15	8	16	2	-
Dry Cleaners/hairdressers/other services	23	2	4	3	10	-	4
Food shopping	89	5	21	10	36	10	7
Going to/from work	6	-	-	2	-	4	-
Market	23	3	8	-	9	-	3
Non food shopping	167	9	53	17	52	25	11
Sports & leisure activities (gym, bowling, cinema, etc)	14	12	7	35	15	14	8
Post Office	20	-	5	-	14	-	1
Restaurants/Pubs/Cafes	123	24	48	16	14	19	4
School Run	2	-	-	2	-	-	-
Train station	8	1	3	-	2	2	-
Visiting friends/relatives	49	10	19	4	6	7	3
Work there	12	1	3	-	8	-	-
Other	-	-	-	-	-	-	-
Browsing	187	31	60	26	30	26	14
Vet	8	1	4	-	1	-	2

Q22. What do you do on your trip(s) to Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gilling, Fairlight
500	70	114	62	103	71	40	
Bank/building soc/Cash point	14.20%	1.40%	7.30%	7.70%	44.70%	2.80%	12.50%
Church	1.60%	1.40%	2.40%	1.90%	-	2.80%	-
Doctors/Dentist/other medical	9.00%	1.40%	9.10%	15.40%	15.50%	2.80%	7.50%
Dry Cleaners/hairdressers/other services	4.60%	2.80%	2.40%	5.80%	9.30%	-	10.00%
Food shopping	17.60%	7.10%	12.60%	19.20%	35.00%	14.10%	17.50%
Going to/from work	1.20%	-	-	3.80%	-	5.60%	-
Market	4.60%	4.30%	4.30%	-	8.70%	-	7.50%
Non food shopping	33.40%	12.90%	32.30%	32.70%	50.50%	35.20%	27.50%
Sports & leisure activities (gym, bowling, cinema, etc)	18.40%	17.10%	21.30%	15.40%	14.60%	19.70%	20.00%
Post Office	4.60%	-	3.30%	-	13.60%	-	2.50%
Restaurants/Pubs/Cafes	24.60%	34.30%	28.00%	30.80%	13.60%	26.80%	10.00%
School Run	0.40%	-	-	-	1.90%	-	-
Train station	1.60%	1.40%	1.80%	-	1.90%	2.80%	-
Visiting friends/relatives	9.80%	14.30%	11.60%	7.70%	5.80%	9.90%	7.50%
Work there	2.40%	1.40%	1.80%	-	7.80%	-	-
Other	-	-	-	-	-	-	-
Browsing	37.40%	44.30%	36.60%	50.00%	29.10%	36.60%	35.00%
Vet	1.80%	1.40%	2.40%	-	1.00%	-	5.00%

Q23. What improvements would make you visit Battle Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gilling, Fairlight
500	70	114	62	103	71	40	
Better environmental quality	7	-	2	2	2	-	1
Improved restaurant/pub/cafe offer	6	1	3	-	2	-	-
More leisure facilities	3	1	-	1	-	-	-
More/better car parking	133	15	40	10	40	17	11
More/better food shopping	21	4	4	2	8	2	1
More/better Non food shopping +	29	3	12	6	9	3	2
National multiple retailers	10	-	2	1	3	2	2
Safety/crime	-	-	-	-	-	-	-
+ No change/good	267	44	96	28	34	45	20
Other	-	-	-	-	-	-	-
More/better public transport	12	2	5	2	2	2	-
More/better public facilities	4	-	3	-	-	-	-
Better traffic management	50	3	12	1	27	2	5
Pedestrianised high street	6	1	2	1	2	-	-

Q23. What improvements would make you visit Battle Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gilling, Fairlight
500	70	114	62	103	71	40	
Better environmental quality	1.40%	-	1.20%	3.80%	1.90%	-	2.50%
Improved restaurant/pub/cafe offer	1.20%	1.40%	1.80%	-	1.90%	-	-
More leisure facilities	0.60%	1.40%	-	1.90%	-	-	-
More/better car parking	26.60%	21.40%	24.40%	19.20%	38.80%	23.90%	27.50%
More/better food shopping	4.20%	5.70%	2.40%	3.80%	7.80%	2.80%	2.50%
More/better Non food shopping +	5.80%	4.30%	7.30%	9.60%	3.90%	4.20%	5.00%
National multiple retailers	2.00%	-	1.20%	1.90%	2.90%	2.80%	5.00%
Safety/crime	-	-	-	-	-	-	-
+ No change/good	53.40%	62.90%	58.50%	53.80%	33.00%	63.40%	50.00%
Other	-	-	-	-	-	-	-
More/better public transport	2.40%	2.90%	2.40%	3.80%	1.90%	2.80%	-
More/better public facilities	0.80%	-	1.80%	-	1.00%	-	-
Better traffic management	10.00%	4.30%	7.30%	1.90%	26.20%	2.80%	12.50%
Pedestrianised high street	1.20%	1.40%	1.20%	1.90%	1.90%	-	-

Q24. Why do you not shop in Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	361	91	118	91	7	86	28
Difficult / Expensive car parking	13	3	3	-	-	4	3
Difficult to get to	53	18	15	2	-	14	4
Lack of car parking	27	6	10	4	-	5	2
No national multiple retailers	17	6	4	1	1	3	2
Not enough leisure facilities	11	7	4	-	-	-	-
Not enough restaurants/pubs	-	-	-	-	-	-	-
Not safe / crime	1	-	-	-	1	-	-
Poor choice of food stores	13	2	5	1	-	4	1
Poor choice of non-food stores	15	2	8	2	-	4	1
Poor environmental quality	-	-	-	2	-	-	-
Poor quality of food stores	1	1	-	-	-	-	-
Poor quality of non-food stores	-	-	-	-	-	-	-
Too far away	93	25	38	6	-	19	5
* No need/Have everything local	181	38	52	18	5	52	16
Other	-	-	-	-	-	-	-

Q24. Why do you not shop in Battle Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	361	91	118	91	7	86	28
Difficult / Expensive car parking	3.60%	3.30%	2.50%	-	-	4.70%	10.70%
Difficult to get to	14.70%	19.80%	12.70%	6.50%	-	16.30%	14.30%
Lack of car parking	7.50%	6.60%	8.50%	12.90%	-	5.80%	7.10%
No national multiple retailers	4.70%	6.60%	3.40%	3.20%	14.30%	3.50%	7.10%
Not enough leisure facilities	3.00%	7.70%	3.40%	-	-	-	-
Not enough restaurants/pubs	-	-	-	-	-	-	-
Not safe / crime	0.30%	-	-	-	14.30%	-	-
Poor choice of food stores	3.60%	2.20%	4.20%	3.20%	4.70%	4.70%	3.60%
Poor choice of non-food stores	4.20%	2.20%	5.10%	6.60%	-	4.70%	3.60%
Poor environmental quality	-	-	-	-	-	-	-
Poor quality of food stores	0.30%	1.10%	-	-	-	-	-
Poor quality of non-food stores	-	-	-	-	-	-	-
Too far away	25.80%	27.50%	32.20%	19.40%	-	22.10%	17.90%
* No need/Have everything local	50.10%	41.80%	44.10%	58.10%	71.40%	60.50%	67.10%
Other	-	-	-	-	-	-	-

Q25. How often to do you visit Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	32	1	-	-	-	36	1
2 to 3 times per week	40	-	1	-	-	35	4
4 to 5 times per week	10	-	-	-	-	10	-
Weekly	44	2	2	-	4	34	4
Fortnightly	25	3	2	2	1	11	6
Monthly	51	9	9	7	3	11	12
Once every 2-3 months	85	16	19	10	20	7	14
Less often/Infrequently	245	47	100	30	35	14	19
Don't visit	328	83	149	34	49	5	8

Q25. How often to do you visit Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guestling, Fairlight
	861	161	282	83	110	157	68
Daily	3.70%	0.60%	-	-	-	19.10%	1.50%
2 to 3 times per week	4.60%	-	0.40%	-	-	22.30%	5.90%
4 to 5 times per week	1.40%	-	-	-	-	6.40%	-
Weekly	5.10%	1.20%	0.70%	-	1.80%	21.70%	5.90%
Fortnightly	2.90%	1.90%	0.70%	2.40%	0.99%	7.00%	8.90%
Monthly	5.90%	5.60%	3.20%	8.40%	2.70%	7.90%	17.90%
Once every 2-3 months	10.00%	9.90%	6.70%	12.00%	18.20%	4.50%	20.60%
Less often/Infrequently	28.50%	29.20%	35.50%	36.10%	31.80%	8.90%	27.90%
Don't visit	38.10%	51.60%	52.80%	41.00%	44.50%	3.20%	11.80%

Q26. What do you do on your trip(s) to Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
533	78	133	49	61	152	60	
Bank/building soc/Cash point	56	-	-	-	1	54	1
Church	11	1	2	1	1	6	-
Doctors/Dentist/other medical	32	-	1	1	1	28	3
Dry Cleaners/hairdressers/other services	16	-	1	-	-	14	1
Food shopping	80	2	3	4	4	62	5
Going to/from work	5	-	-	-	-	4	1
Market	86	19	20	6	7	20	15
Non food shopping	153	8	18	7	17	85	18
Sports & leisure activities (gym, bowling, cinema, etc)	171	20	57	23	25	30	17
Post Office	28	-	-	-	1	26	1
Restaurants/Pubs/Cafes	124	22	30	21	16	26	9
School Run	3	-	-	-	-	1	2
Train station	7	-	-	-	-	6	1
Visiting friends/relatives	49	8	11	5	5	11	9
Work there	18	2	-	-	-	11	-
Other	-	-	-	-	-	-	-
Browsing	220	44	55	32	26	42	21
	-	-	-	-	-	-	-

Q26. What do you do on your trip(s) to Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
533	78	133	49	61	152	60	
Bank/building soc/Cash point	10.50%	1.30%	1.50%	1.60%	1.80%	35.50%	1.70%
Church	2.10%	-	0.80%	2.00%	1.50%	17.10%	5.00%
Doctors/Dentist/other medical	6.00%	-	0.80%	2.00%	1.50%	8.20%	1.70%
Dry Cleaners/hairdressers/other services	3.00%	-	0.80%	2.00%	1.50%	40.80%	8.50%
Food shopping	15.00%	2.60%	2.30%	8.20%	8.60%	2.60%	1.70%
Going to/from work	0.90%	-	-	-	-	2.60%	1.70%
Market	16.10%	24.40%	15.00%	10.20%	10.20%	13.20%	25.00%
Non food shopping	28.70%	10.30%	13.50%	14.30%	27.60%	55.90%	30.00%
Sports & leisure activities (gym, bowling, cinema, etc)	32.10%	25.60%	42.90%	46.30%	39.50%	19.70%	28.30%
Post Office	5.30%	-	-	1.60%	1.70%	17.10%	1.70%
Restaurants/Pubs/Cafes	23.30%	28.20%	22.60%	42.90%	28.20%	17.10%	13.00%
School Run	0.60%	-	-	-	-	0.70%	3.30%
Train station	1.30%	-	-	-	-	3.90%	1.70%
Visiting friends/relatives	9.20%	10.30%	8.30%	10.20%	8.20%	7.20%	13.00%
Work there	3.60%	2.60%	1.50%	-	-	7.20%	6.70%
Other	-	-	-	-	-	-	-
Browsing	41.30%	56.40%	41.40%	65.30%	42.80%	27.60%	35.00%
	-	-	-	-	-	-	-

Q27. What improvements would make you visit Rye Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
533	78	133	49	61	152	60	
Better environmental quality	7	-	1	-	-	6	-
Improved restaurant/pubs/cafes offer	4	-	2	1	-	1	-
More leisure facilities	4	-	-	-	-	4	-
More/better car parking	108	12	22	10	16	30	18
More/better food shopping	38	1	4	-	3	20	4
More/better Non food shopping *	30	1	5	2	4	16	2
National multiple retailers	15	3	-	1	3	7	1
Safety/crime	2	-	-	-	-	2	-
* No change/good	331	60	100	31	38	65	37
Other	-	-	-	-	-	-	-
More/better public transport	12	-	-	2	1	6	3
More/better public facilities	10	-	1	-	-	8	1
Better traffic management	27	2	4	4	3	9	5
Pedestrianise the high street	6	-	-	-	-	6	-

Q27. What improvements would make you visit Rye Town Centre more frequently?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Gillingham, Fairlight
533	78	133	49	61	152	60	
Better environmental quality	1.30%	-	0.80%	-	-	3.90%	-
Improved restaurant/pubs/cafes offer	0.80%	-	1.50%	2.00%	-	0.70%	-
More leisure facilities	0.80%	-	-	-	-	2.60%	-
More/better car parking	19.90%	15.40%	16.50%	20.40%	28.20%	19.70%	28.70%
More/better food shopping	7.10%	1.30%	3.00%	4.90%	4.90%	17.10%	6.70%
More/better Non food shopping *	5.60%	1.30%	3.80%	4.10%	6.60%	10.50%	3.30%
National multiple retailers	2.80%	3.80%	-	2.00%	4.90%	4.60%	1.70%
Safety/crime	0.40%	-	-	-	-	1.30%	-
* No change/good	62.10%	76.30%	75.20%	63.30%	62.30%	42.80%	61.70%
Other	-	-	-	-	-	-	-
More/better public transport	2.30%	-	-	4.10%	1.60%	3.90%	5.00%
More/better public facilities	1.90%	-	0.80%	-	-	5.30%	1.70%
Better traffic management	5.10%	2.60%	3.00%	8.20%	4.90%	9.90%	8.30%
Pedestrianise the high street	1.10%	-	-	-	-	3.80%	-

Q28. Why do you not shop in Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	328	83	149	84	49	5	8
Difficult / Expensive car parking	1	-	-	-	-	-	1
Difficult to get to	53	15	21	4	9	2	2
Lack of car parking	9	2	6	-	1	-	-
No national multiple retailers	5	2	1	1	1	-	-
Not enough leisure facilities	5	4	1	-	-	-	-
Not enough restaurants/cubs	1	1	-	-	-	-	-
Not safe / crime	2	1	1	-	-	-	-
Poor choice of food stores	3	-	2	1	1	-	-
Poor choice of non-food stores	8	1	3	1	1	-	-
Poor environmental quality	2	-	1	-	1	-	-
Poor quality of food stores	2	1	1	-	-	-	-
Poor quality of non-food stores	2	1	1	-	-	-	-
Too far away	178	39	95	19	23	-	2
* No needHave everything local	106	26	40	13	20	3	4
Other	-	-	-	-	-	-	-

Q28. Why do you not shop in Rye Town Centre?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	328	83	149	84	49	5	8
Difficult / Expensive car parking	0.30%	-	-	-	-	-	12.50%
Difficult to get to	16.20%	18.10%	14.10%	11.80%	18.40%	40.00%	25.00%
Lack of car parking	2.70%	2.40%	4.00%	-	2.00%	-	-
No national multiple retailers	1.50%	2.40%	0.70%	2.90%	2.00%	-	-
Not enough leisure facilities	1.50%	4.80%	0.70%	-	-	-	-
Not enough restaurants/cubs	0.30%	1.20%	-	-	-	-	-
Not safe / crime	0.60%	1.20%	0.70%	-	-	-	-
Poor choice of food stores	0.90%	-	1.30%	2.90%	-	-	-
Poor choice of non-food stores	1.80%	1.20%	2.00%	2.90%	2.00%	-	-
Poor environmental quality	0.60%	-	0.70%	-	2.00%	-	-
Poor quality of food stores	0.60%	1.20%	0.70%	-	-	-	-
Poor quality of non-food stores	0.60%	1.20%	0.70%	-	-	-	-
Too far away	54.30%	47.00%	63.80%	55.90%	46.90%	-	25.00%
* No needHave everything local	32.30%	31.30%	26.80%	38.20%	40.80%	60.00%	60.00%
Other	-	-	-	-	-	-	-

Q29. Gender?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	861	161	282	83	110	157	68
Male	283	50	93	17	34	45	24
Female	598	111	188	66	76	112	44

Q29. Gender?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	861	161	282	83	110	157	68
Male	30.50%	31.10%	33.00%	20.50%	30.90%	28.70%	35.30%
Female	68.50%	68.90%	67.00%	79.50%	69.10%	71.30%	64.70%

Q30. Number of Adults (aged 16 plus) in the household?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	861	161	282	83	110	157	68
One	212	52	67	13	28	36	18
Two	504	82	163	53	69	80	37
Three	81	7	26	12	19	14	12
Four	40	6	15	4	5	9	1
Five or more	15	1	7	1	3	3	-
Refused	9	3	4	-	-	2	-

Q30. Number of Adults (aged 16 plus) in the household?

	Total	Bexhill East	Bexhill West	NW Rother	Battle	Rye	Westfield, Guesling, Fairlight
	861	161	282	83	110	157	68
One	24.60%	32.30%	23.80%	15.70%	20.90%	24.80%	26.50%
Two	58.50%	57.10%	57.80%	63.90%	62.70%	67.30%	54.40%
Three	9.40%	4.30%	9.20%	14.50%	9.10%	8.90%	17.60%
Four	4.60%	3.70%	5.30%	4.80%	4.50%	5.70%	1.50%
Five or more	1.70%	0.60%	2.50%	1.20%	2.70%	1.90%	-
Refused	1.00%	1.90%	1.40%	-	-	1.30%	-

Q31. Number of Children (under 16) in the household?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
One	72	9	28	10	6	12	7
Two	64	11	15	12	12	12	2
Three	14	4	1	4	3	1	1
Four	1	-	1	-	-	-	-
Five or more	1	1	-	-	-	1	-
None	709	138	237	57	89	132	58
Refused	-	-	-	-	-	-	-

Q31. Number of Children (under 16) in the household?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
One	8.40%	5.60%	9.90%	12.00%	5.50%	7.60%	10.30%
Two	7.40%	6.80%	5.30%	14.50%	10.90%	7.60%	2.90%
Three	1.60%	2.50%	0.40%	4.80%	2.70%	0.60%	1.50%
Four	0.10%	-	0.40%	-	-	-	-
Five or more	0.10%	0.60%	-	-	-	-	-
None	82.30%	84.50%	84.00%	68.70%	80.90%	84.10%	85.30%
Refused	-	-	-	-	-	-	-

Q32. Number of cars available to the household?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
One	381	80	146	26	37	57	35
Two	254	38	72	32	45	58	20
Three or more	30	7	25	19	17	18	4
None	119	35	38	6	11	22	9
Refused	7	3	3	-	-	1	-

Q32. Number of cars available to the household?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
One	44.30%	49.70%	51.80%	31.30%	33.60%	36.30%	51.50%
Two	30.70%	22.40%	25.50%	38.60%	40.90%	37.60%	29.40%
Three or more	10.50%	4.30%	8.90%	22.90%	15.50%	11.50%	5.90%
None	13.80%	21.70%	12.80%	7.20%	10.00%	14.00%	13.20%
Refused	0.80%	1.90%	1.10%	-	-	0.60%	-

Q33. Which of the following age groups are you in?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
18-24	19	3	5	4	3	3	1
25-34	33	7	10	2	8	3	2
35-44	95	21	25	14	9	19	7
45-54	160	21	43	19	23	39	15
55-64	148	28	62	20	27	35	18
65-74	172	28	65	12	21	33	13
75+	189	54	70	12	18	23	12
Refused	5	1	2	-	-	2	-

Q33. Which of the following age groups are you in?

	Total	Bexhill East	Bexhill West	NW Rother	Banke	Rye	Westfield, Gillingham, Fairlight
	861	161	282	83	110	157	68
18-24	2.20%	1.90%	1.80%	4.80%	2.70%	1.90%	1.50%
25-34	3.80%	4.30%	3.50%	2.40%	8.20%	1.90%	2.90%
35-44	11.00%	13.00%	8.90%	16.90%	8.20%	12.10%	10.30%
45-54	18.60%	13.00%	15.20%	22.90%	20.90%	24.80%	22.10%
55-64	21.80%	16.10%	22.00%	24.10%	24.50%	22.30%	26.50%
65-74	20.00%	17.40%	23.00%	14.50%	19.10%	21.00%	19.10%
75+	22.00%	33.50%	24.80%	14.50%	16.40%	14.60%	17.60%
Refused	0.60%	0.60%	0.70%	-	-	1.30%	-

APPENDIX 3

Summary of Shopping Patterns from Household & Telephone Survey Results

9 A4 Pages

1 CURRENT SHOPPING PATTERNS WITHIN ROTHER DISTRICT

Introduction

- 1.1 Our assessment of current patterns of retail spending is based upon a comprehensive telephone survey of 800 households (actual survey was 861 households) resident in the primary catchment of Rother District. The telephone survey which took place in November 2007 and was conducted by Allegra Strategies Limited. The household survey results are provided in **Appendix 2**.
- 1.2 The attached **Map 1** illustrates the catchment area and the six individual survey zones. The survey zones comprise Bexhill East Zone, Bexhill West Zone, North West Rother Zone, Battle Zone, Rye Zone, and Westfield, Guestling, Fairlight Zone.
- 1.3 The boundaries of each zone are based on a combination of various postal sectors to create zones which are intended to comprise a “best fit” catchment area for Rother District’s main town centres. In terms of the fringe areas, we grouped together postcodes which we anticipated would look to centres and shops within the District for some of their shopping and leisure needs.
- 1.4 The survey sought to establish where households shopped for the following broad categories of goods:
- Main food shopping
 - Top Up Food Shopping
 - Clothing, Footwear and Other Fashion Goods
 - Chemist and Personal Care Goods
 - Books, DVD’s, CD’s, Stationary and Cards
 - Recreation and Leisure Goods
 - China, Glass and Home Textile Goods
 - Household Appliances
 - Audio Visual Equipment
 - Furniture, Furnishing and Carpets
 - DIY, Decorating and Gardening Goods

- 1.5 The market shares for each zone and the Study Area are utilized as the evidential base for the quantitative retail need analysis. The household survey results reviewed here have been subject to some adjustments for the purpose of the quantitative need analysis, specifically, responses such as don't do and varies have been removed and the results re based.

Main Food and Top-Up Shopping Patterns

Bexhill East Zone

- 1.6 Within the Bexhill East Zone, the most popular food store destination for main food shopping is the Tesco store at Ravenside, Bexhill (49.1%). The second most popular store is the Sainsbury at Buckhurst Place, Bexhill (34.2%), followed by the Aldi, London Road, Bexhill (3.1%), and the Somerfield at Devonshire Road, Bexhill (3.1%). The majority of residents within the Bexhill East Zone undertake their main food shopping at facilities within Bexhill or at Ravenside (91.3%).
- 1.7 A significant percentage of the residents indicated that they do not use any other stores for their main food shopping (47.8%). Other/secondary stores (other than the first preference previously indicated) that residents regularly use for their main food shopping are again the Sainsbury at Buckhurst Place, Bexhill (20.5%), and the Tesco store at Ravenside, Bexhill (15.5%).
- 1.8 A considerable percentage of residents within the Bexhill East Zone indicated that they do not undertake top-up shopping (32.9%). The number of stores that residents use for top-up shopping are greater than the main food shopping locations used. The most popular top up shop choices are the Sainsbury at Buckhurst Place, Bexhill (16.8%), local food store in Bexhill (13.7%), the Tesco store at Ravenside, Bexhill (12.4%), and Somerfield at Devonshire Road, Bexhill (11.8%).

Bexhill West Zone

- 1.9 Almost 70% of main food shopping trips for residents in the Bexhill West Zone are directed to either, the Sainsbury at Buckhurst Place, Bexhill (34.8%), and the Tesco store at Ravenside, Bexhill (34.4%). The subsequent most popular stores for residents of this zone are the Asda at Crumbles, Eastbourne (6%), and the Aldi, London Road, Bexhill

- (3.2%). The majority of residents within the Bexhill West Zone also undertake their main food shopping within Bexhill (73.1%).
- 1.10 A significant percentage of the residents indicated that they do not use any other stores for their main food shopping (38.3%). Other/secondary stores (other than the first preference previously indicated) that residents regularly use for their main food shopping are the Tesco store at Ravenside, Bexhill (17.7%), and the Sainsbury at Buckhurst Place, Bexhill (15.2%).
- 1.11 There is a wider spread of stores that residents within the Bexhill West Zone use for their top-up shopping compared to their main food shopping. The most popular top up shop choices are the Sainsbury at Buckhurst Place, Bexhill (8.9%), Tesco at Collington Avenue, Bexhill (7.4%), the Tesco store at Ravenside, Bexhill (5.7%), and local store in Bexhill (5.7%). A significant percentage of the residents also indicated that they do not undertake top-up shopping (24.1%).

North West Rother Zone

- 1.12 The number of stores where residents undertake their main food shopping is widespread with the most popular stores being Co-op at High Street, Heathfield (18.1%), and the Tesco at Churchwood Drive, Hastings, St Leonards (12%).
- 1.13 A considerable percentage of the residents indicated that they do not use any other stores for their main food shopping (33.7%). Other/secondary stores used (other than the first preference previously indicated) by residents regularly for their main food shopping are the Co-op at High Street, Heathfield (13.3%), and Sainsbury at Linden Park Road, Tunbridge Wells (9.6%).
- 1.14 The most popular store where residents within the North West Rother Zone undertake top-up shopping is the local store at Burnwash (21.7%), followed by the local store at Etchingham (10.8%).

Battle Zone

- 1.15 A large percentage of residents within the Battle Zone undertake their main food shopping at Sainsbury, John Macadam Way, St Leonards Hastings, (50%). The

subsequent most popular stores are the Tesco at Churchwood Drive, St Leonards Hastings, (17.3%), and the Budgen at Market Square, Battle (9.1%).

- 1.16 A significant percentage of the residents indicated that they do not use any other stores for their main food shopping (46.4%). Other/secondary stores that residents regularly use for their main food shopping are the Sainsbury at John Macadam Way, St Leonards Hastings, (13.6%), Tesco at Churchwood Drive, St Leonards (10.9%), and the Budgen at Market Square, Battle (9.1%).
- 1.17 Top-up shopping is primarily undertaken at the Budgen at Market Square, Battle (24.5%). Other stores include the Tesco Express at Battle Hill, Battle (12.7%), and the local store at Robertsbridge (11.8%).

Rye Zone

- 1.18 The number of stores that residents within the Rye Zone undertake their main food shopping is widespread, with the most popular stores being the Sainsbury at John Macadam Way, Hastings, St Leonards (19.1%), the Tesco at Smallhythe Road, Tenterden (19.1%), and the Jempson at Main Street, Peasmarsh (17.8%).
- 1.19 Other/secondary stores which residents regularly use for their main food shopping are again the Sainsbury at John Macadam Way, Hastings, St Leonards (19.1%), and the Jempson at Main Street, Peasmarsh (18.5%). Residents also indicated that they do not use any other store for their main food shopping (29.3%).
- 1.20 The most popular store where residents within the Rye Zone undertake top-up shopping is the Jempson/Budgen at Station Approach, Rye (19.1%), followed by local store in Rye (16.6%). A significant percentage of residents within the Rye Zone indicated that they do not undertake top-up shopping (26.8%).

Westfield, Guestling, Fairlight Zone

- 1.21 Just under 70% of residents within the Westfield, Guestling, Fairlight Zone undertake their main food shopping at the Sainsbury at John Macadam Way, St Leonards (35.3%), and the Morrison at Queens Road, Hastings (29.4%).

- 1.22 A considerable percentage of residents within the Westfield, Guestling, Fairlight Zone indicated that they do not do top-up shopping (29.4%).

Study Area as a Whole

- 1.23 A significant percentage of residents within the study area therefore undertake their main food shopping at the Tesco store at Ravenside, Bexhill (21.4%), the Sainsbury store at Buckhurst Place, Bexhill (17.8%), the Sainsbury store at John Macadam Way, Hastings, St Leonards (14.8%) and the Tesco store at Churchwood Drive, Hastings, St Leonards (7.1%). These stores are also the most popular with residents for other/secondary stores for main food shopping.

Clothing, Footwear and Other Fashion Goods

- 1.24 The Eastbourne town centre attracts 30.7% of all clothing, footwear and other fashion goods shopping trips within the catchment area. This is primarily residents located within the Bexhill West (52.8%) and Bexhill East (49.1%) Zones. Other popular destinations for clothing, footwear and other fashion goods are the Hastings (25.2%), Tunbridge Wells (11.7%) and Bexhill (9.8%) town centres.

Chemist and Personal Care Goods

- 1.25 A considerable percentage of residents within the catchment area undertake their household shopping for chemist and personal care goods at the Bexhill town centre (29.3%). This is primarily residents within the Bexhill East (65.8%) and Bexhill West (48.9%) Zones. Other popular destinations for residents within the catchment area for chemist and personal care goods are Rye town centre (10.2%), and the Ravenside Retail Park (7%).
- 1.26 Although less popular as destinations for residents of the catchment area as a whole, Tunbridge Wells, Battle, and Hastings town centres are popular destination for residents within North West Rother (32.5%), Battle (32.7%), and Westfield, Guestling, Fairlight Zones (48.5%) respectively.

Books, DVD's, CD's, Stationary and Cards

- 1.27 Bexhill and Hastings are the primary town centres where residents within the catchment area undertake their household shopping for books, DVD's, CD's, stationary and cards (23% and 15.9% respectively). This is primarily residents within the Bexhill East (43.5%) and Bexhill West (44.3%) Zones shopping at Bexhill town centre, and residents within the Battle (24.5%), Rye (23.6%), and Westfield, Guestling and Fairlight Zones (70.6%) shopping within Hastings town centre.
- 1.28 Although less popular as a destination for residents of the catchment as a whole (5.3%), Tunbridge Wells town centre is a popular choice for residents within the North West Rother Zone (39.8%).
- 1.29 Residents within the study area also identified internet/mail as a popular method of purchasing Books, DVD's, CD's etc (14.3%).

Recreation and Leisure Goods

- 1.30 The bulk of residents within the catchment area undertake their household shopping for recreation and leisure goods within Bexhill (12.9%), Eastbourne (13.2%), and Hastings (15.3%) town centres. This comprises primarily residents within the Bexhill East Zone (29.8%) shopping within Bexhill town centre, residents within the Bexhill West Zone (24.8%) shopping within Eastbourne town centre, and residents within Battle (23.6%), Rye (24.2%), and Westfield, Guestling and Fairlight Zones (36.8%) shopping within Hastings town centre.
- 1.31 Although less popular as a destination for residents of the catchment area as a whole (6.4%), Tunbridge Wells town centre is a popular choice for residents within the North West Rother Zone (39.8%).
- 1.32 A considerable percentage of the residents do not undertake recreation and leisure goods shopping (25.4%) and 9.0% of respondent households uses of internet/mail order to make such purchases.

China, Glass and Home Textile Goods

- 1.33 Eastbourne and Hastings are the most popular town centres where residents within the catchment area undertake their household shopping for china, glass and home textile goods (19.7% and 22.3% respectively). This is primarily residents within the Bexhill East (29.8%) and Bexhill West (36.5%) Zones shopping within Eastbourne town centre, and the Battle (23.6%), Rye (36.9%), and Westfield, Guestling, Fairlight Zones (57.4%) shopping within Hastings town centre.
- 1.34 Again, although less popular as a destination for residents of the catchment area as a whole (7.8%), Tunbridge Wells town centre is a popular destination for residents within the North West Rother Zone (48.2%).
- 1.35 A significant percentage of respondents did not undertake this type of shopping (16.8%).

Household Appliances

- 1.36 A significant percentage of residents within the survey area undertake their household shopping for household appliance type shopping at the Ravenside Retail Park, Bexhill (31.2%). This location primarily draws residents from the Bexhill East (54%) and Bexhill West (43.6%) Zones.
- 1.37 Hastings (14.8%) and Bexhill (13%) town centres are the next most popular destinations for household appliance shopping. Hastings primarily attracts residents from Battle (26.4%), Rye (35.7%), and Westfield, Guestling, Fairlight (30.9%) Zones whilst residents in the Bexhill East (23.6%) and Bexhill West (18.1%) Zones are most likely to visit Bexhill town centre.
- 1.38 Although less popular as a destination for residents of the catchment area as a whole (4.3%), the Longfield Retail Park at Tunbridge Wells is a popular destination for residents within the North West Rother Zone (31.3%) to visit for household appliance shopping.
- 1.39 The internet and mail order accounted for 10.5% of all household appliance shopping with residents in the Rye Zone utilising these channels the most (17.1%).

Audio Visual Equipment

- 1.40 Ravenside Retail Park, Bexhill is the destination where the majority of residents within the catchment area undertake their household shopping for audio visual goods (30.4%). This is primarily residents within the Bexhill East (56.5%) and Bexhill West (39.4%) Zones.
- 1.41 Bexhill and Hastings town centres are, to a lesser extent, also popular destinations (12.5% and 11.6% respectively). This is primarily residents within the Bexhill East (17.4%) and Bexhill West (19.1%) Zones shopping at Bexhill town centre, and residents within the Battle (19.1%), Rye (27.4%), and Westfield, Guestling, Fairlight (22.1%) Zones shopping at Hastings town centre.
- 1.42 Again, although less popular as a destination for residents of the catchment area as a whole (4.2%), the Longfield Retail Park at Tunbridge Wells is a popular destination for residents within the North West Rother Zone (27.7%).
- 1.43 A number of residents also indicated that they did not undertake this type of shopping (11.1%). Whilst internet and mail order accounted for 12% of shopping on Audio Visual equipment within the study area.

Furniture, Furnishing and Carpets

- 1.44 The majority of residents within the study area indicated that they do not undertake this type of shopping (17.4%). However, Hastings and Eastbourne town centres (15.9% and 15.8% respectively) are the most popular destinations for those residents that do undertake household shopping for furniture, furnishing and carpets. This is primarily residents within Battle (21.8%), Rye (23.6%), and Westfield, Guestling, Fairlight (38.2%) Zones shopping within the Hastings town centre and residents within the Bexhill East (21.7%) and Bexhill West (26.2%) Zones shopping within Eastbourne town centre.
- 1.45 Again, although less popular as a destination for residents of the catchment area as a whole (7.5%), the Longfield Retail Park at Tunbridge Wells is a popular destination for residents within the North West Rother Zone (27.7%).

DIY, Decorating and Gardening Goods

- 1.46 The Ravenside Retail Park, Bexhill is the destination where the majority of residents within the catchment area undertake their household shopping for do-it-yourself/gardening goods (33.7%). This is primarily residents within the Bexhill East (57.8%) and Bexhill West (55%) Zones.
- 1.47 Hastings and Bexhill town centres (16.1% and 13.4% respectively) are also population destinations for residents within the catchment area. This is primarily residents within the Battle (30.9%), Rye (33.8%), and Westfield, Guestling, Fairlight (51.5%) Zones shopping within Hastings town centre, and residents within the Bexhill East (20.5%) and Bexhill West (23.4%) Zones shopping within Bexhill town centre.
- 1.48 Again, although less popular as a destination for residents of the catchment area as a whole (4.2%), the Longfield Retail Park at Tunbridge Wells is a popular destination for residents within the North West Rother Zone (32.5%) to visit for DIY shopping.

APPENDIX 4

Town Centre Health Checks (Bexhill, Battle, Rye)

39 A4 Pages

1. BEXHILL TOWN CENTRE HEALTH CHECK

- 1.1 Bexhill lies on the coast, situated approximately 12.5 miles to the east of Eastbourne and 5.5 miles to the west of Hastings. It is the largest of Rother's retail centres and exhibits some traditional characteristics of a British seaside town in terms of composition, including sea front amusement arcades and leisure facilities; marina facilities and sailing clubs, and a high proportion of cafes and restaurants. Bexhill town centre is distinctive for its grid-like street pattern and retail provision which has developed around traditional Victorian housing streets.
- 1.2 Bexhill functions as a town centre in Rother's relatively simple retail hierarchy, which also defines Battle and Rye as town centres. Of the three centres, it provides the largest quantum of retail floorspace, features the widest range of national multiples and functions as the District's administrative centre, with key government buildings and community facilities contained within the Centre.
- 1.3 The following section examines the health of Bexhill in accordance with the PPS6 indicators, including the consideration of diversity of uses, rental values, commercial yields, vacancy rates and retailer demand as well as undertaking site investigations and centre inspections. As part of the town centre health check, we have taken into consideration the latest Goad Report for Bexhill (**Annex A**).

Diversity of Uses

- 1.4 Bexhill provides the widest range of convenience and comparison goods shopping opportunities of the three centres within Rother District. Retailers are a mix of national multiples and small independents, with key retailers including Woolworths, Boots, Clinton Cards, Holland and Barrett, New Look, M & Co, and WH Smith. Key convenience retail opportunities are provided by Sainsburys, Somerfield and Co-Op supermarkets. A range of smaller independent and specialist food retailers are located within the centre, including bakers, grocers, butchers and fish mongers.
- 1.5 Experian Goad's Town Centre Report (August 2006), attached at **Annex A**, for Bexhill shows the retail composition of the Centre, as follows:

Bexhill Town Centre Composition by Unit/Floorspace 2006				
	Units	%	Floorspace (m ²)	%
Convenience	21	6.5	5,686	11.6
Comparison	155	48.0	23,384	47.8
Service	104	32.2	13,592	27.8
Vacant	41	12.7	5,565	11.37
Total	323			48,227
Source: Experian Goad (08/2006)				

- 1.6 When compared with the national average, Bexhill town centre has:
- Convenience – notably lower proportion of units and floorspace;
 - Comparison – higher proportion of units, lower proportion of floorspace;
 - Service – comparable proportion of units, significantly higher proportion of floorspace; and
 - Vacant – higher proportion of units, higher proportion of floorspace.
- 1.7 These statistics are reflective of the nature of Bexhill's floorspace provision, which is dominated by a large number of small units. Retail floorspace provision of this nature suits small independent retailers, service providers such as estate agents, beauty salons and travel agents, as well as cafes and restaurants. However small floor plates and compromised space will not attract national multiple retailers who typically seek larger units which can accommodate their trading formats. The above average proportion of vacant floorspace within the town centre may be attributed, in part, to the difficulty in attracting national retailers to occupy constrained retail units in Bexhill.
- 1.8 A monthly Farmers Market (4th Thursday in the month) takes place at Park Lurst Hall. This adds to the diversity of the centre and attracts shoppers who may not usually visit the town.
- 1.9 Other notable leisure and community uses in the town include the De La Warr Pavillion Museum, Art Gallery and Café, the Bexhill Library and sea front amusement arcades. A good range of day time cafes are distributed throughout the centre, and a small number of pubs, bars and restaurants contribute to the towns evening economy.
- 1.10 Bexhill also has a number of hotels, guest houses and bed and breakfast facilities.

Retailer Representation

- 1.11 Unlike many centres across England, Bexhill maintains its local identity and individuality with a high proportion of local, independent retailers. Its seaside location is reflected in the high proportion of cafes and restaurants, particularly along Western Road where there is a selection of quality day time eating opportunities.
- 1.12 The small number of national multiples in the town centre are primarily located along Devonshire Road where the majority of banks and building societies are also found. It is here that retailers such as Woolworths, Boots, Somerfield, M & Co, New Look and WH Smith are currently operating.

- 1.13 Convenience shopping opportunities in the town centre are provided by Sainsburys, Somerfield and Co-Op, as well as a range of specialist retailers including butchers, bakers and grocers. Somerfield and Co-Op are centrally located, while Sainsburys is separated from the main town centre facilities by the railway line. Sainsburys is the only one of the three supermarkets which provides dedicated car parking opportunities.
- 1.14 Retailing along St Leonards Road is mixed. Offices and service uses are dominant along St Leonards Road, interspersed with an unusual mix of comparison retailers including range of furniture and homewares stores, quality fashion boutiques and charity stores.

Proportion of Vacant Street Level Properties

- 1.15 Experian indicate that there was a total of 41 vacant units in August 2006 out of a total of 323 outlets. This gives a vacancy figure of 12.7%, which is marginally higher than the UK average of 11.0%. In floorspace terms, there is currently 5,565 sq m of vacant floorspace, representing 11.4% of town centre floorspace, again higher than the national average of 9.3%. These vacancies are concentrated in the St Leonards Road/Sea Road and Sackville Road areas of Bexhill which comprises more secondary shopping streets.

Pedestrian Flows

- 1.16 As a result of the centre's grid-like street pattern, there is no dominant retail 'focus' nor are there any pedestrianised areas within the town centre. Consequently, pedestrian traffic is largely uniform on the centre's three key retailing streets – Western Road, Devonshire Road and St Leonard's Road. Pedestrian activity along Sackville Road appears to be somewhat less by comparison, which may be attributed to the lack of an anchor store or community facilities in this part of the town centre.
- 1.17 There is some pedestrian movement between the northern parts of the town centre and the town centre core, by way of a pedestrian footbridge over the railway line located to the east of Devonshire Square. This is however, a clear barrier to movement and clearly separates the two components of the town centre.

Accessibility

- 1.18 Bexhill is reasonably well provided for in terms of public transport options for residents and visitors to the town. Bexhill train station is located within walking distance of the town centre core, with direct trains offering services to London in around two hours.

Direct services are also providing to surrounding coastal towns, such as Eastbourne, Brighton and Hastings.

- 1.19 Local buses operate within Bexhill and provide links between Bexhill and surrounding local towns including Eastbourne, Hastings and Rye. National Express buses provide alternative public transport links with London. Bus stops serving these areas can be accessed from various locations within the town centre. A community-run bus also operates within Bexhill concentrating on improving public transport accessibility in and around the town centre.
- 1.20 It is understood that East Sussex County Council are currently considering options for improving the cycle network in Bexhill, including new paths along the sea front and a network of paths which links schools, stations, shopping areas and the sea front. Such improvements would assist in promoting sustainable transport options in the town centre and should be encouraged.

Environmental Quality

- 1.21 The environmental quality within the town centre is reasonably high. The shopping streets are clean and generally well maintained. Shopfronts are well presented and in most part preserve the character of the seaside town. Street furniture and plantings help to improve the appearance of the centre. Overall, the town centre is clean, well maintained and a safe place to shop.

Commercial Yields

- 1.22 Yields are an important indicator of investor confidence in a town. Yield is usually expressed in terms of the open market rent of a property as a percentage of its capital value. The yield can, therefore, represent the return to investors for taking space in a shopping area. Yields are expressed on an inverse scale and so the lower the yield percentage, the more attractive a centre is to investors. Yield data on retail property in towns in the UK is published bi-annually by the Valuation Office.

Yield Data For Bexhill and Comparison Centres (%)										
Date	10/02	04/03	01/04	07/04	01/05	07/05	01/06	07/06	01/07	07/07
Bexhill	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.0	9.0
Eastbourne	6.0	6.0	6.0	6.0	6.5	6.5	6.5	6.5	6.0	6.0
Tenterden	8.5	8.5	9.0	8.75	8.5	8.0	8.0	7.5	7.25	6.75
Source: Property Market Report July 2007										

- 1.23 It is clear from the above table that commercial yields in Bexhill have been relatively stable over the past five years, showing marginal improvement more recently. In comparison to the nearby centres of Eastbourne and Tenterden, the yields in Bexhill are higher. This is to be expected, particularly in the case of Eastbourne, as it is a larger centre and performs a more significant role in the regional retail hierarchy. The data does, however, suggest that Bexhill benefits from a stable retail market and supports yields which are appropriate to a centre of its size and nature.

Shopping Rents

- 1.24 The latest Town Focus Report for Bexhill provides information on recent rental growth for Zone A premises. Details of retail rents since 2000 are summarised below and indicate that there has been marginal improvement in rental levels in recent years.

Zone A Rental Growth (£/sq. ft)	
Year	Bexhill
2006	40.00
2005	40.00
2004	35.00
2003	30.00
2002	30.00
2001	35.00
2000	35.00

Retail Demand

- 1.25 The latest Town Focus Report further provides an indication of recent town centre retail requirements. The results for Bexhill are provided in the following table.

Town Centre Retailer Requirements	
Date	Bexhill
Apr 07	22
Oct 06	21
Apr 06	22
Oct 05	21
Apr 05	13
Oct 04	12
Apr 04	11
Oct 03	10
Apr 03	15
Oct 02	15
Apr 02	13
Oct 01	23
Apr 01	7
Oct 00	11
Apr 00	6

- 1.26 These results indicate there has been a fluctuation in retailer requirements for Bexhill town centre over time. Requirements were at their highest in October 2001, having

increased almost four fold since April 2000, and subsequently dropped off to late 2003/early 2004. Requirements have since doubled again in recent times. However, these rates should be considered in light of the higher than average vacancy rate in the centre, suggesting that interested retailers are not finding units which meet their requirements in Bexhill.

Customer Views and Behaviour

- 1.27 Shopping patterns shown by the results of the household survey indicate that Bexhill residents typically undertake their main and top up grocery shopping locally, principally at Tesco, Ravenside Retail Park and Sainsburys, Buckhurst Place, within the town centre. The town centre Somerfield store and other local retail stores within Bexhill also play important roles in meeting the top-up or everyday convenience retail needs of local residents.
- 1.28 In terms of comparison goods shopping, there are four 'stand out' locations accessed by residents of Bexhill. For items where a wider choice is preferred, including clothing, footwear and other fashion goods, small domestic appliances, household goods and furniture, Hastings and Eastbourne town centre are the most popular locations, although Bexhill also performs an important role. Bexhill is the preferred destination for smaller, more regularly purchased items such as cosmetics/chemist goods as well as recreational goods, while most local residents shop at Ravenside Retail Park for larger domestic appliances, audio visual equipment, DIY products and garden products.
- 1.29 Survey evidence suggest that local residents like to link their trips to Bexhill town centre with food shopping, banking or post office requirements, browsing, sports and leisure facilities, or visits to local cafes and restaurants. Some 20% of residents indicated that no changes are necessary to Bexhill town centre, while 36% sought improvements to car parking arrangements and provision, some 26% would like to see a wider range of non-food retailers within the centre, while a further 20% indicated that more national multiples would increase the attraction of the centre.

Stakeholder Views

- 1.30 In preparing this Shopping Assessment, the views of key retailers and other Bexhill town centre stakeholders have been collected. A brief summary of the Stakeholder workshop session held in Bexhill on the 5th December is attached to this health check (**Annex B**).

- 1.31 The stakeholders had mixed views on how trade had been changing over time, some considered they had seen steady improvements, others felt trade was erratic, and there was also the view that there had been a gradual decline as a result of the Ravenside Retail Park development, which had attracted trade away from the town centre. There was consensus that the town centre was less busy now than it used to be both in terms of tourist visitors and also general shopping footfall.
- 1.32 With regard to future prospects for Bexhill, agents reported that rents were increasing as was multiple retailer and restaurant café occupier interest, however rather than anything proactive leading to improving prospects, it was felt that penal parking charges and management measures used in Hastings and Eastbourne would be of benefit to Bexhill.
- 1.33 Taking retailing and Bexhill town centre forward, there was significant enthusiasm shown by attendees to put Bexhill back on the map as a retail and tourist destination, by making more of its distinctiveness and character and capitalising upon its coastal location, tourism potential and particularly the De La Warr Pavilion.
- 1.34 There is a clear need for co-ordination to develop events and attractions to make this happen and a dedicated town centre manager for Bexhill would be beneficial.

Conclusions on Health of Town Centre

- 1.35 The results of the town centre health check indicate that Bexhill is generally healthy, vital and viable. The centre offers a good range of convenience and comparison shopping opportunities, including some national multiples a range of interesting comparison goods independents, eating and drinking establishments as well as a selection of community facilities and leisure uses. It further benefits from good levels of accessibility, stable commercial yields and reasonable levels of demand for retail premises within the centre.
- 1.36 Vacancy rates are higher than average, however, this appears to be at least partly attributed to the limited size and nature of retail premises within the centre, which are not considered sufficiently large or flexible to attract national multiples.
- 1.37 Conforming to the traditional Victorian street pattern, the centre is unusual in shape and configuration. Lacking a retail focus or core, the centre has developed around dense typically Victorian residential development. It is further separated into two distinct components by the railway line. While expansion of retail provision and retail floorspace particularly in providing larger space units would be appropriate within

Bexhill to assist the town in fulfilling the District's key retail centre function, the existing pattern of development and physical separation of the centre by the railway line does constrain future expansion.

Bexhill

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the

site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification.

Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available.

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration login to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 340,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com



Survey Date: 07-Aug-06

Key Retail Indicators

Total Outlets	323			
Total Floorspace (sq ft)	526,800			
	Count	%	% UK	Index
Vacant Outlets	41	12.69	10.99	116
Vacant Floorspace (sq ft)	59,900	11.37	9.32	122
Multiple Outlets	61	18.89	33.51	56
Comparison Outlets	155	47.99	45.51	105

Major Retailers

Argos	0	New Look	1
BhS	0	Next	0
Boots The Chemist	1	River Island	0
Burton	0	Sainsburys	1
Carphone Warehouse	0	Superdrug	0
Clarks	0	Tesco	0
Clintons	1	Topman	0
Currys	0	Topshop	0
Debenhams	0	Virgin Megastore	0
Dorothy Perkins	0	Vodafone	0
H & M	0	WHSmith	1
H M V	0	Waitrose	0
House of Fraser	0	Waterstones	0
John Lewis	0	Wilkinsons	0
Marks & Spencer	0	Woolworths	1

Closest Centres	Distance (m)
St Leonards	6.3
Hastings	7.8
Battle	8.6
Hailsham	15.3
Eastbourne	15.5

Retail Composition

Retail Trade Group	Outlets Number	%	% UK	Index	sq.ft	sq.m	%	% UK	Index
Convenience	21	6.50	9.07	72	61,200	5,686	11.62	16.67	70
Comparison	155	47.99	45.51	105	251,700	23,384	47.78	51.18	93
Service	104	32.20	33.11	97	146,300	13,592	27.77	21.69	128
Vacant	41	12.69	10.99	116	59,900	5,565	11.37	9.32	122
Multiple Retailers by Trade Group									
Convenience	9	14.75	11.34	130	36,900	3,428	25.34	22.38	113
Comparison	30	49.18	56.10	88	60,800	5,649	41.76	59.34	70
Service	21	34.43	30.38	113	41,200	3,828	28.30	16.90	167
Miscellaneous	1	1.64	2.19	75	6,700	622	4.60	1.38	334
Retail Category									
Convenience	21	6.50	9.07	72	61,200	5,686	11.62	16.67	70
Bakers	4	1.24	1.90	65	5,000	465	0.95	0.99	96
Butchers	1	0.31	0.75	41	1,500	139	0.28	0.41	69
Greengrocers & fishmongers	3	0.93	0.65	143	10,700	994	2.03	1.47	139
Groceries & frozen foods	6	1.86	2.80	66	32,900	3,057	6.25	11.84	53
Off licences & home brew	1	0.31	0.68	45	1,800	167	0.34	0.45	76
CTN & convenience	6	1.86	2.28	81	9,300	864	1.77	1.52	117
Comparison									
Footwear & repairs	6	1.86	2.34	80	251,700	23,384	47.78	51.18	93
Mens, boys wear	3	0.93	1.21	77	9,900	920	1.88	1.64	114
Womens, girls & childrens clothing	12	3.72	5.54	67	6,000	557	1.14	0.98	116
Mixed & general clothing	6	1.86	3.36	55	17,800	1,654	3.38	4.74	71
Furniture, carpets, textiles	26	8.05	4.00	201	13,500	1,254	2.56	5.53	46
Books, arts/crafts, stationers/copy	14	4.33	4.23	102	42,900	3,986	8.14	4.48	182
Elec, home ent, 'phones & video	15	4.64	4.61	101	21,200	1,970	4.02	3.42	118
DIY, hardware & household goods	11	3.41	2.85	120	21,400	1,988	4.06	3.53	115
Gifts, china, glass & leather goods	4	1.24	1.71	72	17,400	1,617	3.30	4.93	67
Cars, motor cycles & accessories	2	0.62	1.32	47	5,400	502	1.03	0.90	113
Chemists, toiletries & opticians	9	2.79	3.94	71	5,100	474	0.97	2.02	48
Variety, department & catalogue	1	0.31	0.93	33	20,400	1,895	3.87	4.07	95
Florists & gardens	6	1.86	1.01	184	6,600	613	1.25	8.56	15
Sports, toys, cycles & hobbies	5	1.55	2.40	65	10,600	985	2.01	0.44	460
Jewellers, clocks & repairs	8	2.48	2.34	106	8,500	790	1.61	2.42	67
Charity, pets & other comparison	27	8.36	3.73	224	8,000	743	1.52	1.04	145
Service									
Restaurants, cafes, fast food	39	12.07	14.25	85	37,000	3,437	7.02	2.47	284
Hairdressing, beauty & health	26	8.05	7.28	111	146,300	13,592	27.77	21.69	128
Launderettes & dry cleaners	3	0.93	0.96	97	51,900	4,822	9.85	9.12	108
Travel agents	5	1.55	1.65	94	29,600	2,750	5.62	3.48	161
Banks & financial services	11	3.41	4.43	77	2,800	260	0.53	0.45	118
Building societies	3	0.93	0.68	137	5,200	483	0.99	0.96	103
Estate agents & auctioneers	17	5.26	3.85	137	24,000	2,230	4.56	4.94	92
Miscellaneous									
Employment, careers, POs & info	2	0.62	1.33	47	8,300	771	1.58	0.56	280
Vacant	41	12.69	10.99	116	24,500	2,276	4.65	2.18	213

For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Summary of Stakeholders Workshops held on 5th December 2007

BEXHILL

Attendance:

Councillor J. Carroll	Rother DC
Graham Burgess	Rother DC
Mr. G. Dyer	Dyer Commercial
Mr. I. Stanley	Chamber of Commerce
Mr. A. Gill	Chamber of Commerce
Mrs. S. Spice	Chamber of Commerce
Mr. R. Hay	Sainsbury's
Ms. K. Desouza	Tesco
Mr. A. Booyens	DPP (for Tesco)
Mr. Q Thomson	Chamber of Commerce
Mr. J. Robinson	Curves
Mr. A. MacPherson	Maltbys
Mr. J. Di Paolo	Di Paolo's Café
Mr. M. Cogswell	East Sussex Economic Partnership

General Comments on Approach

- East/West split for Bexhill is understandable, but need to look also at the Bexhill Town area as a whole
- Need to factor in trade from Hastings especially to Ravenside
- Need to compare to Chamber survey in 2001

Changing Trade over the Last 5 Years

- Gradual decline as Ravenside goes from strength to strength
- Steady improvement for some traders
- Trading can be erratic
- 7 empty shops in Western Road is evidence of weak trading position
- Considerable loss of trade to Ravenside
- High proportion of charity shops
- Some new shops and services, but some do not last long
- General view that footfall is reducing
- Tourist trade has fallen over time
- Tesco confirm that trade has expanded but is now at company average

Future Trading

- Evidence of benefiting from parking charge in Hastings
- Charging proposed by Eastbourne will also help Bexhill
- Free bus passes make it easier for older people to go to Eastbourne
- Edinburgh Woollen Mill moving in is a good sign
- Agents reported rental values going up steadily and some multiples interest

Strengths

- Benefit of on-street parking
- Service centre role, i.e. Post Office, banking is available
- “Browse-ability”
- Proximity to seafront
- Some upgrading of shops via HERS

Weaknesses

- Parking management is poor
- No suitable sized stores for multiples
- Poor physical state of some buildings
- “Shoddy”, cheap appearance
- The outside of the Station building gives poor initial impression
- Little activity in the evening
- Lack of town centre management
- Poor ambience

Tourism

- Little tourism spend
- Tourism to De la Warr Pavilion not capitalised upon
- Need for better Tourist Information
- French market attracts trade to shops – most not open on Sunday
- Some traders report increase in trade in summer holidays
- Bed and Breakfast accommodation believed to be full at weekends in summer
- Most visits are to see family and friends

Improvements

- Need to develop events and attractions
- Better integration between De la Warr Pavilion and town centre
- Concentrate on attracting specialist shops to offer “different” products
- Potential for joint working between town centre and Ravenside businesses (bus between Tesco and town centre viewed as benefiting both)
- Scope to market Sackville Road and Western Road as “little Brighton”
- Need units of 1,000 sq.ft. for multiples
- Maintain food shopping in town centre, as at Hailsham
- Better information including at Railway Station and De la Warr Pavilion
- Involve property owners, although diverse ownership
- Upgrade seafront
- Develop a “Bexhill” identity
- Improve physical appearance

1. BATTLE TOWN CENTRE HEALTH CHECK

- 1.1 Battle is an attractive historic town, with considerable significance in English history, as the site of the Battle of Hastings 1066. Built around the Abbey that was constructed following the Battle, today the town functions as a town centre for local residents, meeting every day shopping and business needs, as well as a popular tourist destination. Tourists to the centre are presented with a range of quality shopping, eating, drinking and accommodation choices.
- 1.2 As part of the town centre health check, we have taken into consideration the latest available Goad Report for Battle (**Annex A**), retailer representations and, vacancy rates as well as undertaking site investigations and centre inspections to determine environmental quality, accessibility levels and pedestrian flows and patterns.

Diversity of Uses

- 1.3 Whilst relatively small, Battle town centre offers a good balance of uses, comprising convenience and comparison goods shopping, and services. Comparison goods floorspace occupies around 44% of total floorspace within the town centre, across 53 units, dominated by local independent traders. Convenience shopping opportunities in the town are principally provided by Budgens/Jempsons and Co-Op. Convenience retailing floorspace occupies some 19% of total floorspace within the town centre, slightly higher than the UK average of 17%.
- 1.4 Reflective of the popular tourist nature of the town, there is a particularly high proportion of service uses, including cafes, restaurants, hairdressers, banking and other business facilities. These uses occupy 32% of the floorspace, which compares to the national average of 22%. Vacancy rates are very low (2 units), at 1% (c.f. UK 9.3%) providing a good indication of the popularity of the centre and level of retailer demand.
- 1.5 Experian Goad's Town Centre Report (May 2007), attached at **Annex A**, for Battle shows the retail composition of the Centre, as follows:

Battle Town Centre Composition by Unit/Floorspace 2007				
	Units	%	Floorspace (m ²)	%
Convenience	13	11.8	2,183	18.9
Comparison	53	48.2	5,128	44.3
Service	40	36.4	3,735	32.3
Vacant	2	1.8	121	1.0
Total	110		11,566	
Source: Experian Goad (05/2007)				

- 1.6 Overall, when compared with the national average, Battle town centre has:
- Convenience - higher proportion of units, higher proportion of floorspace;
 - Comparison – higher proportion of units, lower proportion of floorspace;
 - Service – higher proportion of units, significantly higher proportion of floorspace;
 - Vacant – considerably lower proportion of units, considerably lower proportion of floorspace.
- 1.7 In addition to the Battle Museum, Memorial Hall and Art Gallery, other community facilities in the town centre includes a library, the Battle Abbey and an additional place of worship. Leisure and entertainment uses largely comprise a good range of cafes, bars and restaurants.
- 1.8 A local market is run twice weekly in the Market Square, adjacent to Budgens, offering a range of fresh food and general market goods. A bric-a-brac market is held once a week in the same location. On the third Saturday each month, a Farmers Market is held in Battle on the Abbey Green.

Retailer Representation

- 1.9 Convenience shopping opportunities in the town centre are provided by Budgens and Co-Op and this offer is supplemented by a small range of specialist butchers, bakers and grocers. The local market, which runs twice weekly in the Market Square, also provides a regular opportunity to purchase local goods including fruit and vegetables, fresh fish and homemade items for local residents and visitors to the centre.
- 1.10 Retailers are principally local independents, with Boots the chemist comprising one of the only national multiples within the centre at present. The comparison offer in the centre is generally high quality, with gift stores, boutiques, art galleries and homewares stores catering to the local and visitor markets.

Proportion of Vacant Street Level Properties

- 1.11 Experian indicate that there were a total of 2 vacant units in May 2007 out of a total of 110 outlets. This vacancy figure of 1.8%, which is very significantly below the UK average of 11.0%. In floorspace terms, there is currently 121 sq m of vacant floorspace, representing 1% of town centre floorspace, again exceptionally lower than the national average of 9.3%.

- 1.12 This level of vacant floorspace indicates that there is a high level of demand for retail floorspace within Battle, suggesting that the centre is healthy and vital. However, a small amount of vacant floorspace is often appropriate within a town centre to allow for new retailers to enter. The current level of vacant floorspace within Battle does not leave much head-room for new retailers to enter the town.

Pedestrian Flows

- 1.13 The centre is linear in nature, and as such pedestrian activity is generally uniform along the High Street. Without a retail core or focus, a good distribution of facilities and various parking opportunities at either end of the High Street, the centre is generally busy, with pedestrian activity on both sides of the High Street. There is however some apparent conflict between pedestrians and traffic along High Street which is at times busy.
- 1.14 As an exception, on Fridays, there is a greater proportion of pedestrian activity at the top end of the High Street around the Market Square where the weekly market is held.

Accessibility

- 1.15 In terms of public transport accessibility, local buses operate within Battle and link with surrounding towns including Bexhill, Crowhurst, Heathfield, Hastings, Maidstone, Eastbourne, Hailsham and Staplehurst . Express coach services also link Battle with St Leonards, Northiam, Tunbridge Wells and London. Bus stops serving these areas can be accessed at a number of locations within the town centre.
- 1.16 Direct services to London are available from Battle railway station, journey times are around 1 hour and 20 minutes and this is a popular commuter service.

Environmental Quality

- 1.17 The environmental quality within the town centre is high. Shop fronts are well presented and there is a clear and uniform effort to maintain and enhance the historic character of the centre.
- 1.18 Battle Abbey is particularly dominant in establishing the character of the centre, set at the base of the sloping High Street and visible along its length. The well preserved nature of the Abbey has been reflected along the High Street where shops have maintained the original character of the building facades. Featuring quality retailers, businesses, cafes, hotels and public houses, the High Street is an attractive shopping

and tourist destination which is, in addition, supplemented by public gardens and street plantings.

- 1.19 At the base of the High Street, the Bull Ring is attractively landscaped and provides an appropriate setting and context for the Abbey.

Commercial Yields

- 1.20 There is no published information available in respect of commercial yields in Battle.

Shopping Rents

- 1.21 There is no published information on the existing shopping rents in Battle, nor information regarding changes in rental levels over time.

Retail Demand

- 1.22 There is limited published information regarding the demand for premises in Battle. However, the limited availability of vacant floorspace within the town centre suggests that there is a healthy level of demand for retail floorspace, with few existing opportunities for new retailers to enter the market.

Customer Views and Behaviour

- 1.23 Survey evidence indicates that local residents are principally accessing Battle town centre for both essential food shopping and every day services such as banking facilities, post office or accessing medical facilities, some 50% of the local catchment visit the centre for non-food shopping purposes and a further 29% enjoy browsing.
- 1.24 There is a high level of resident satisfaction in the centre, with one-third of respondents indicating that they would not change anything about the centre. However, almost 39% of residents suggested that the centre requires improved and increased car parking opportunities, while a further 26% believe better traffic management would improve the centre.
- 1.25 Residents of Battle will generally visit the large stores in St Leonards/Hastings in addition to Budgens, Battle for their main food shopping. Shopping for comparison goods is undertaken in Hastings, Tunbridge Wells, Eastbourne in addition to locally in Battle.

Stakeholder Views

- 1.26 In preparing this Shopping Assessment, the views of key retailers and other Battle town centre Stakeholders have been collected. A brief summary of the stakeholder workshop session held in Bexhill on 5th December is attached to this health check (**Annex B**).
- 1.27 Stakeholders had positive views on trading within Battle over the last 5 years and also going forward. The quality of shops was considered to have improved and quality independent traders were flourishing. Contributing to this confidence were the distinctiveness of the centre, niche retail offer, low vacancy rates, a reasonably affluent catchment population (London commuters) and a number of small businesses in and around the town.
- 1.28 It was clear from discussions that the Battle Chamber of Commerce was both strong and active in promoting and governing town centre businesses within the town and this had been a contributor to Battle's success.
- 1.29 Participants identified limited (free) car parking in Battle as a potential threat given that parking for Wealden's towns was free. Also through traffic, in particular, HGV's was cause for concern.
- 1.30 Tourist visitors were considered to have some benefit to the town but not for all retailers.
- 1.31 Stakeholders considered improvements to the town centre should focus upon dealing with car parking and local congestion (school run) issues. Given the existing limited food offer it was felt any new food store should be within the town and also that the local markets should be developed further.

Conclusions on Health of Town Centre

- 1.32 Observations suggest that the town centre is a busy and popular destination for local residents to meet their everyday needs and for tourists visiting the historical attractions and utilising the good choice of shopping, dining and drinking opportunities at the centre. Exceptionally low vacancy rates, a varied and distinctive selection of food and non food shopping opportunities and the high environmental quality of the town centre further indicate that Battle performs well against health check indicators.

- 1.33 The historic centre is relatively compact at present and experiences high levels of traffic along its High Street, where on-street parking is currently permitted. Car parking opportunities are limited within the centre and any future development proposals will need to consider these issues whilst ensuring that the high quality historic character so carefully preserved at the centre is not compromised.
- 1.34 The exceptionally low vacancy rates suggest that there is a very good level of demand for premises at the centre, where new floorspace could potentially be justified, however appropriate sites would need careful consideration and, sympathetic integration.

Battle

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the

site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification.

Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available.

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration login to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

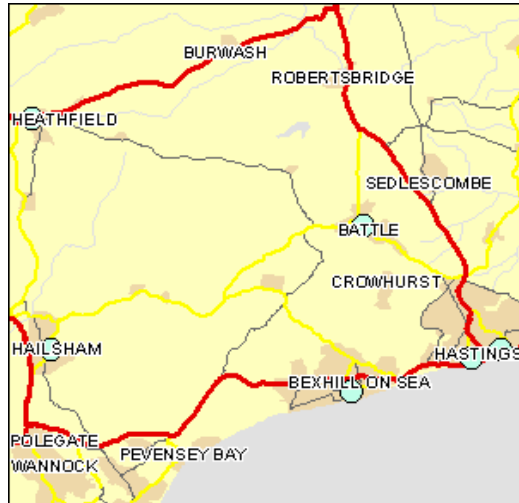
An extensive database covering the addresses of 340,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com



Survey Date: 11-May-07

Key Retail Indicators

Total Outlets	110			
Total Floorspace (sq ft)	124,500			
	Count	%	% UK	Index
Vacant Outlets	2	1.82	10.99	17
Vacant Floorspace (sq ft)	1,300	1.04	9.32	11
Multiple Outlets	22	20.00	33.51	60
Comparison Outlets	53	48.18	45.51	106

Major Retailers

Argos	0	New Look	0
BhS	0	Next	0
Boots The Chemist	1	River Island	0
Burton	0	Sainsburys	0
Carphone Warehouse	0	Superdrug	0
Clarks	0	Tesco	0
Clintons	0	Topman	0
Currys	0	Topshop	0
Debenhams	0	Virgin Megastore	0
Dorothy Perkins	0	Vodafone	0
H & M	0	WHSmith	0
H M V	0	Waitrose	0
House of Fraser	0	Waterstones	0
John Lewis	0	Wilkinsons	0
Marks & Spencer	0	Woolworths	0

Closest Centres	Distance (m)
Bexhill	8.6
St Leonards	8.8
Hastings	9.5
Hailsham	16.9
Heathfield	17.6

Retail Composition

Retail Trade Group	Outlets Number	%	% UK	Index	sq.ft	sq.m	%	% UK	Index
Convenience	13	11.82	9.07	130	23,500	2,183	18.88	16.67	113
Comparison	53	48.18	45.51	106	55,200	5,128	44.34	51.18	87
Service	40	36.36	33.11	110	40,200	3,735	32.29	21.69	149
Vacant	2	1.82	10.99	17	1,300	121	1.04	9.32	11
Multiple Retailers by Trade Group									
Convenience	6	27.27	11.34	241	18,600	1,728	44.39	22.38	198
Comparison	5	22.73	56.10	41	6,600	613	15.75	59.34	27
Service	10	45.45	30.38	150	13,300	1,236	31.74	16.90	188
Miscellaneous	1	4.55	2.19	208	3,400	316	8.11	1.38	589
Retail Category									
Convenience	13	11.82	9.07	130	23,500	2,183	18.88	16.67	113
Bakers	4	3.64	1.90	191	2,300	214	1.85	0.99	187
Butchers	1	0.91	0.75	121	1,300	121	1.04	0.41	252
Greengrocers & fishmongers	0	0.00	0.65	0	0	0	0.00	1.47	0
Groceries & frozen foods	6	5.45	2.80	195	15,600	1,449	12.53	11.84	106
Off licences & home brew	0	0.00	0.68	0	0	0	0.00	0.45	0
CTN & convenience	2	1.82	2.28	80	4,300	399	3.45	1.52	228
Comparison	53	48.18	45.51	106	55,200	5,128	44.34	51.18	87
Footwear & repairs	2	1.82	2.34	78	2,000	186	1.61	1.64	98
Mens, boys wear	1	0.91	1.21	75	1,400	130	1.12	0.98	115
Womens, girls & childrens clothing	12	10.91	5.54	197	9,700	901	7.79	4.74	164
Mixed & general clothing	2	1.82	3.36	54	1,100	102	0.88	5.53	16
Furniture, carpets, textiles	7	6.36	4.00	159	7,100	660	5.70	4.48	127
Books, arts/crafts, stationers/copy	6	5.45	4.23	129	5,300	492	4.26	3.42	124
Elec, home ent, 'phones & video	1	0.91	4.61	20	700	65	0.56	3.53	16
DIY, hardware & household goods	5	4.55	2.85	160	7,900	734	6.35	4.93	129
Gifts, china, glass & leather goods	3	2.73	1.71	159	2,500	232	2.01	0.90	222
Cars, motor cycles & accessories	1	0.91	1.32	69	4,800	446	3.86	2.02	191
Chemists, toiletries & opticians	4	3.64	3.94	92	4,600	427	3.69	4.07	91
Variety, department & catalogue	0	0.00	0.93	0	0	0	0.00	8.56	0
Florists & gardens	3	2.73	1.01	270	3,400	316	2.73	0.44	624
Sports, toys, cycles & hobbies	1	0.91	2.40	38	500	46	0.40	2.42	17
Jewellers, clocks & repairs	3	2.73	2.34	117	2,400	223	1.93	1.04	184
Charity, pets & other comparison	2	1.82	3.73	49	1,800	167	1.45	2.47	59
Service	40	36.36	33.11	110	40,200	3,735	32.29	21.69	149
Restaurants, cafes, fast food	17	15.45	14.25	108	17,000	1,579	13.65	9.12	150
Hairdressing, beauty & health	10	9.09	7.28	125	5,900	548	4.74	3.48	136
Launderettes & dry cleaners	1	0.91	0.96	94	600	56	0.48	0.45	107
Travel agents	1	0.91	1.65	55	800	74	0.64	0.96	67
Banks & financial services	4	3.64	4.43	82	8,500	790	6.83	4.94	138
Building societies	1	0.91	0.68	134	900	84	0.72	0.56	128
Estate agents & auctioneers	6	5.45	3.85	142	6,500	604	5.22	2.18	240
Miscellaneous	4	3.64	12.31	30	5,600	520	4.50	10.47	43
Employment, careers, POs & info	2	1.82	1.33	137	4,300	399	3.45	1.14	302
Vacant	2	1.82	10.99	17	1,300	121	1.04	9.32	11

For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Summary of Stakeholders Workshops held on 5th December 2007

BATTLE

Attendance:

Mr. G. Peters	Tiger Tees Ltd.
Mr. M. Holgate	Freeman Foreman
Mr. R. Ellin	Burstow & Howett
Mr. R. Harris	Battle Town Council
Ms. P. Fisher	Battle Town Council
Mr. C. Pike	Battle Town Council
Mr. F. Scott	Chamber of Commerce
Mr. T. Gray	Chamber of Commerce
Ms. K. Hunting	Chamber of Commerce

General Comments on Approach

- Agree that Battle's catchment includes Robertsbridge and up to Bodiam
- People in parts of this area may well go to Heathfield and Tunbridge Wells
- Co-op's role within Battle thought to be more significant than suggested

Changing Trade over the Last 5 Years

- Continuing improvement in trade
- Quality of shops has improved
- Niche clothing market rather than general
- Few charity shops
- Few empty shops
- Rents ahead of other market towns in the area
- Footfall increased particularly in relation to new development

Future Trading

- Retailer confidence
- Strong and active Chamber of Commerce
- Attraction to commuters will continue to bring disposable income in
- About the right number of shops for present – rents static on the fringes

Strengths

- Few multiples so independents flourish
- Clear concentration on definable "high street"
- Distinctive shopping centre
- Demographic profile of catchment, commuters living locally since mid 80s
- Number of small businesses in and around town centre

Weaknesses

- Limited free parking
- Competition from Wealden towns with free parking
- Congestion caused by heavy vehicles
- Limited food 'offer'

Tourism

- 2 distinct markets – coach trips and day visitors
- Events also bring in trade on specific days
- Clear benefit to certain shops, tea rooms
- Study by English Heritage recently on spin-off trade

Improvements

- More parking, though no obvious site that received generally support
- Suggestion for free parking before 9am to ease school congestion
- Also free short-stay shopper parking
- Potential to develop local markets
- Any future food shop provision must be in town centre

1. RYE TOWN CENTRE HEALTH CHECK

- 1.1 Characterised by its fortified hilltop and quayside, Rye town centre forms both an attractive destination for local shoppers, as well as being a noted centre for tourism in the area. The result of the dual development as a protected town and former Cinque Port has been to divide the town centre into two distinct components comprising the elevated High Street, located within the Citadel, and the more accessible lower area within close proximity to the station.
- 1.2 Within the District, Rye sits alongside Battle, and below Bexhill in the retail hierarchy. Located at the western edge of Romney Marshes, Rye is separated from other shopping locations, both within Rother, and in the neighbouring Districts of Hastings and Shepway.
- 1.3 As part of the town centre health check, we have taken into consideration the latest published Goad Centre Report for Rye (**Annex A**), retail representation and, vacancy rates as well as undertaking town centre visits and store inspections to determine environmental quality, accessibility levels and pedestrian flows and patterns.

Diversity of Uses

- 1.4 Rye town centre offers a good balance between convenience and comparison goods shopping. Comparison goods floorspace occupies almost 57% of total floorspace within the town centre, across 184 units. This comparison shopping offer includes a selection of national multiples and local independent traders. National multiple comparison retailers in Rye include Woolworths, Boots and Edinburgh Woollen Hill, however the bulk of comparison shopping offer is provided by regional and local independent traders, a significant proportion of these are specialist niche retailers or orientated toward the tourist visitor. The possibilities for mainstream clothing and footwear and household goods shopping in Rye town centre are limited. In terms of convenience shopping, the Budgens/Jempsons is the main retailer store at Station Approach on the western side of the town. Overall, convenience retailing floorspace accounts for 7% of total floorspace within the town centre. This is notably lower than the national average of 22%.
- 1.5 Experian Goad's Town Centre Report for Rye (July 2006), attached at **Annex A**, shows the retail composition of the town centre, as follows:

Rye Town Centre Composition by Unit/Floorspace 2006				
	Units	%	Floorspace (m²)	%
Convenience	13	7.1	2,239	11.3
Comparison	104	56.5	10,507	52.9
Service	51	27.7	5,249	26.5
Vacant	14	7.6	1,440	7.3
Total	184		19,435	
<i>Source: Experian Goad (07/2006)</i>				

- 1.6 When compared with the national average centre composition, Rye town centre has:
- Convenience - a lower proportion of units and notably lower proportion of floorspace;
 - Comparison - a considerably higher proportion of units and marginally higher proportion of floorspace;
 - Service - a considerably lower representation of units but higher proportion of floorspace; and
 - Vacant - a lower proportion of units and floorspace.
- 1.7 The dominance of comparison goods retailers occupying generally smaller unit premises within Rye town centre is reflective of its role as a popular tourist centre, featuring a good range of gifts shops, boutiques, book stores, jewellery, as well as antiques and small household goods stores. The high levels of service floorspace further reflect the tourist function characterised by the presence of a good range of cafes, restaurants, public houses together with other personal and business services within the town centre.
- 1.8 The above statistics suggest that qualitatively and quantitative Rye town centre is under-shopped in terms of convenience offer and retail floorspace.
- 1.9 Key community uses within the town centre include the Rye Castle Museum and Art Gallery, Town Council Offices and Rye Community Education Centre, as well as a public library.

Retailer Representation

- 1.10 The importance of local independent retailers within the centre is emphasised when considering retailer representation. At the time of the publication of the Goad Centre Report (July 2006), Rye town centre featured only two of Experian's identified key retailers – Boots and Woolworths. This was verified during town centre inspections in November 2007.

- 1.11 The primary convenience shopping opportunities in the town centre are provided by Jempson's (a local franchise of Budgens supermarkets), supplemented by a range of smaller specialist convenience retailers including butchers, bakeries, fish monger and health food shops. The Budgens/Jempsons store has planning permission to extend.
- 1.12 Retail unit sizes in Rye are generally smaller and this will, to an extent, limit the attractiveness of the centre as a retail proposition to national multiples who are driven by large floorspace requirements and floor plate formats.
- 1.13 Whilst the town centre is dominated by its retail function, it also benefits from a good selection of service outlets, including cafes, public houses, and restaurants, hairdressers and beauty salons and financial and property services and all the High Street banks. The town centre also possesses a number of residential dwellings dispersed throughout the town centre, particularly in the elevated and attractive parts of the town, within the Citadel.
- 1.14 Rye town centre also benefits from a Farmers Market which operates every Wednesday at Strand Quay on the western side of the town centre and a general market every Thursday which is based at the Cattle Market adjacent to Rye railway Station.

Proportion of Vacant Street Level Properties

- 1.15 Experian indicate that there were a total of 14 vacant units at July 2006 out of a total of 184 outlets. This gives a vacancy figure of 7.6%, which is considerably lower than the UK average of 11.0%. In floorspace terms, there is currently 1,440 sq m of vacant floorspace, representing 7.3% of town centre floorspace, again lower than the national average of 9.3%.

Pedestrian Flows

- 1.16 Observations suggest that footfall in the town centre is high, with pedestrian activity particularly focused on the High Street. The relative difficulty in gaining vehicle access to the historic core of the town results in relatively low traffic levels on the High Street and provides a generally attractive shopping environment for pedestrians.
- 1.17 Car parking opportunities in the town are generally limited to outside the historic core, creating the necessity for shoppers to walk up to High Street and resulting in higher levels of pedestrian activity on Market Road also.

Accessibility

- 1.18 Public transport accessibility is provided by train and bus. National rail services between Ashford and Hastings run via Rye (Marsh Link Line). Additional bus services link the town with Hastings and Tenterden, as well as surrounding smaller villages.
- 1.19 Rye station is located in the lower part of the town centre, within reasonable walking distance of the High Street shopping area and close to the Budgens/Jempson supermarket. Rail services along the Marshlink line connect the town with Ashford, Hastings, Eastbourne and Brighton. There are opportunities at these stations to change lines to access further destinations across the south east and London.
- 1.20 Local buses link Rye with Tenterden, Northiam, Broad Oak and the larger shopping destination of Hastings. Bus services stop at the railway station.
- 1.21 Car parking in the town centre is limited to the lower parts, with seven car parks around the town. The two main car parks are at Rope Walk for the town centre and Udimore Road for long-stay visitor parking provide 150 and 210 spaces respectively. There are various opportunities for car parking throughout the town centre. The other smaller car parks collectively provide a further 210 spaces. There are various other off and on street parking opportunities throughout the centre.
- 1.22 In terms of cycle links and facilities, the lower part of the Town centre and station area are accessible to cyclists. However, as with vehicle links, the High Street is not easily or directly accessible to cyclists and secure cycle parking opportunities are limited in this part of the town.

Environmental Quality

- 1.23 The historic fabric of the town contributes to the environmental quality. High quality buildings are well maintained and conservation values protected and enhanced along the High Street. Buildings have been refurbished in accordance with the historic character of the area and are complemented by street furniture and landscaping features throughout the town centre. The relatively car-free nature of the High Street further enhances the environmental quality in this part of the town centre.
- 1.24 Development on the northern (lower) side of Cinque Ports Street is somewhat ad hoc with no distinct character or pattern. The area immediately to the south of the railway line, comprising the Cattle Market, Rope Walk Shopping Centre and adjoining

properties to the south is particularly mixed in terms of quality. Existing uses and piecemeal developments that have taken place in this area are now 'tired'. Environmental improvements, including potential redevelopment, would assist in improving the amenity of this part of the town centre.

Commercial Yields/Shopping Rents

- 1.25 There is no published data identifying current commercial yields, retail rents or levels of retailer demand for premises in Rye town centre.

Customer Views and Behaviour

- 1.26 The results of the household survey suggest the town can be seen to function as an everyday destination, meeting the top-up food shopping and some everyday comparison needs of local residents. The survey results indicate that Budgens/Jempsons and other local convenience retailers in Rye are popular for accessing top-up convenience retail needs. However, residents of Rye typically travel to the larger convenience retail facilities outside the town to satisfy their main food shopping requirements, visiting the larger superstores in St Leonards/Hastings, Tesco and Waitrose in Tenterden and Jempsons at Peamarsh.
- 1.27 Comparison shopping needs of residents in Rye and its zone are principally met by larger centres outside the District boundary, particularly in Hastings. However, reflecting the strong presence of comparison retail outlets within the town centre, the household survey results did indicate that Rye is as an important destination for small and personal comparison goods items including chemists/personal care, books, stationery and recreational/leisure goods. The centre is not well shopped by residents for clothing and footwear, furniture, furnishing and carpets, home textiles and bulkier items such as household appliances.
- 1.28 In qualitative terms, the survey results suggest that residents of Rye are generally happy with the town centre, and around 43% of residents would not change anything about the centre. Suggested improvements respondents would like to see in Rye included car parking (19.7%), enhanced food shopping opportunities (17.1%) and improvements to non-food shopping opportunities (10.5%).

Stakeholders Views

- 1.29 In preparing this Shopping Assessment, the views of key retailers and other Rye town centre Stakeholders have been collected. A brief summary of the stakeholders

workshop session held in Rye on the 5th December is attached to this health check (**Annex B**).

- 1.30 Stakeholders advised that Rye had seen steady growth in trade over the last 5 years and footfall throughout the centre had risen. The tourist appeal and function of the town was emphasised but it was felt that more could be done to market the town to tourists (UK, Europe and World Wide), realise the potential to the town of the Harbour area and fishing industry and address a perceived bed-space shortage. The effect of tourism on shopping is significant with some retailers reporting a 40% to 50% increase in their trade over the summer months but equally experiencing lower sales over Christmas.
- 1.31 The bias forward 'tourist and culturally up market shopping' however was seen by some as being a disbenefit to locals as the town was deficient in providing them with local day to day and comparison goods items such as clothes and linens.
- 1.32 Car parking shortages and the potential for a 'park and ride' facility were raised.
- 1.33 Overall the stakeholders were positive about the future of Rye but it was apparent from the discussions that some co-ordination was required to harness enthusiasm and give direction to marketing and events. This would best be achieved by a dedicated town centre manager for Rye.

Conclusions on Health of Town Centre

- 1.34 Based on survey evidence, published data and physical inspection of the town centre, there are strong indicators that the town centre is performing well against a variety of health check criteria and remains vital and healthy. The popularity of the centre as a tourist destination is reflected in the high proportion of tourist orientated comparison retail provision in the town, as well as the strong eating and drinking offer.
- 1.35 The limited convenience retail offer within the town centre means that Rye functions primarily as a top-up destination for local shoppers, with residents travelling to larger main food stores in St Leonards/Hastings, Tenterden and Peasmarsh to satisfy bulk grocery needs.
- 1.36 There are some accessibility limitations, particularly to the more elevated parts of the town centre, which may be seen to be a key constraint on the competitiveness of Rye, with some areas of ad hoc and piecemeal development in the lower parts

around the cattle market and Rope Walk area which represent the most obvious opportunities for improving and expanding of the town centre.

Rye

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the

site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification.

Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available.

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration login to <http://www.goadnetwork.co.uk/demologin.asp>

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 340,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com



Survey Date: 05-Jul-06

Key Retail Indicators

Total Outlets	184			
Total Floorspace (sq ft)	213,600			
	Count	%	% UK	Index
Vacant Outlets	14	7.61	10.99	69
Vacant Floorspace (sq ft)	15,500	7.26	9.32	78
Multiple Outlets	20	10.87	33.51	32
Comparison Outlets	104	56.52	45.51	124

Major Retailers

Argos	0	New Look	0
BhS	0	Next	0
Boots The Chemist	1	River Island	0
Burton	0	Sainsburys	0
Carphone Warehouse	0	Superdrug	0
Clarks	0	Tesco	0
Clintons	0	Topman	0
Currys	0	Topshop	0
Debenhams	0	Virgin Megastore	0
Dorothy Perkins	0	Vodafone	0
H & M	0	WHSmith	0
H M V	0	Waitrose	0
House of Fraser	0	Waterstones	0
John Lewis	0	Wilkinsons	0
Marks & Spencer	0	Woolworths	1

Closest Centres	Distance (m)
Tenterden	13.4
Hastings	15.0
St Leonards	16.4
Battle	17.9
Bexhill	22.1

Retail Composition

Retail Trade Group	Outlets Number	%	% UK	Index	sq.ft	Floorspace sq.m	%	% UK	Index
Convenience	13	7.07	9.07	78	24,100	2,239	11.28	16.67	68
Comparison	104	56.52	45.51	124	113,100	10,507	52.95	51.18	103
Service	51	27.72	33.11	84	56,500	5,249	26.45	21.69	122
Vacant	14	7.61	10.99	69	15,500	1,440	7.26	9.32	78
Multiple Retailers by Trade Group									
Convenience	2	10.00	11.34	88	13,900	1,291	33.74	22.38	151
Comparison	11	55.00	56.10	98	14,400	1,338	34.95	59.34	59
Service	6	30.00	30.38	99	8,800	818	21.36	16.90	126
Miscellaneous	1	5.00	2.19	229	4,100	381	9.95	1.38	723
Retail Category									
Convenience	13	7.07	9.07	78	24,100	2,239	11.28	16.67	68
Bakers	4	2.17	1.90	114	4,800	446	2.25	0.99	227
Butchers	1	0.54	0.75	72	1,200	111	0.56	0.41	135
Greengrocers & fishmongers	3	1.63	0.65	250	1,000	93	0.47	1.47	32
Groceries & frozen foods	3	1.63	2.80	58	14,300	1,329	6.69	11.84	57
Off licences & home brew	1	0.54	0.68	79	1,500	139	0.70	0.45	156
CTN & convenience	1	0.54	2.28	24	1,300	121	0.61	1.52	40
Comparison	104	56.52	45.51	124	113,100	10,507	52.95	51.18	103
Footwear & repairs	2	1.09	2.34	47	1,400	130	0.66	1.64	40
Mens, boys wear	1	0.54	1.21	45	600	56	0.28	0.98	29
Womens, girls & childrens clothing	11	5.98	5.54	108	9,700	901	4.54	4.74	96
Mixed & general clothing	2	1.09	3.36	32	2,900	269	1.36	5.53	25
Furniture, carpets, textiles	21	11.41	4.00	285	15,700	1,459	7.35	4.48	164
Books, arts/crafts, stationers/copy	19	10.33	4.23	244	19,400	1,802	9.08	3.42	265
Elec, home ent, 'phones & video	4	2.17	4.61	47	3,300	307	1.54	3.53	44
DIY, hardware & household goods	5	2.72	2.85	95	9,800	910	4.59	4.93	93
Gifts, china, glass & leather goods	11	5.98	1.71	349	11,300	1,050	5.29	0.90	585
Cars, motor cycles & accessories	1	0.54	1.32	41	6,200	576	2.90	2.02	144
Chemists, toiletries & opticians	6	3.26	3.94	83	5,300	492	2.48	4.07	61
Variety, department & catalogue	1	0.54	0.93	58	3,600	334	1.69	8.56	20
Florists & gardens	2	1.09	1.01	107	2,600	242	1.22	0.44	278
Sports, toys, cycles & hobbies	4	2.17	2.40	91	3,100	288	1.45	2.42	60
Jewellers, clocks & repairs	7	3.80	2.34	163	3,900	362	1.83	1.04	175
Charity, pets & other comparison	7	3.80	3.73	102	14,300	1,329	6.69	2.47	271
Service	51	27.72	33.11	84	56,500	5,249	26.45	21.69	122
Restaurants, cafes, fast food	30	16.30	14.25	114	34,900	3,242	16.34	9.12	179
Hairdressing, beauty & health	9	4.89	7.28	67	6,500	604	3.04	3.48	87
Launderettes & dry cleaners	2	1.09	0.96	113	1,000	93	0.47	0.45	104
Travel agents	1	0.54	1.65	33	600	56	0.28	0.96	29
Banks & financial services	4	2.17	4.43	49	6,400	595	3.00	4.94	61
Building societies	1	0.54	0.68	80	1,100	102	0.51	0.56	91
Estate agents & auctioneers	4	2.17	3.85	56	6,000	557	2.81	2.18	129
Miscellaneous	16	8.70	12.31	71	19,900	1,849	9.32	10.47	89
Employment, careers, POs & info	2	1.09	1.33	82	4,400	409	2.06	1.14	180
Vacant	14	7.61	10.99	69	15,500	1,440	7.26	9.32	78

For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 If given by mail seventy-two hours after the same shall have been despatched and

15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Summary of Stakeholders Workshops held on 5th December 2007

RYE

Attendance:

Mr. S. Jempson	Jempsons/Budgens
Mr. R. Farhall	Rye Town Clerk
Councillor D. Russell	Rother DC
Ms. L. Hudson	Boots Pharmacy
Councillor F. Palmer	Rother DC
Mrs. P. Field	
Councillor Mrs. B. Fiddimore	Rye Town Council
Mr. Derek Holman	Chamber of Commerce
Mr. Harry Conlin	

General Comments on Approach

- Need to look specifically at spend from the Rye/Camber area
- Need to take account of tourism spend
- Parts of the catchment are closer to Hastings and Tenterden

Changing Trade over the Last 5 Years

- Steady growth
- Footfall increase since 2000 (except when roadworks)
- Some stores benefit from niche position of Rye

Future Trading

- Town has a fundamental tourism appeal
- Benefit from rail access to Ashford and London
- Limited local catchment
- Limited growth
- Expansion of Budgens, linked to takeover by Jempsons

Strengths

- Prevalence of independent retailers
- "Multiples" put off by size of retail units (mostly 600 – 700 sq.ft.)
- Appeal of heritage
- Ambiance
- Friendliness
- "Uniqueness"
- Fishing activities, but could be greater
- Presence of Woolworths
- Thursday market and farmers market (Wednesday)
- On Thursday there is a significant increase in footfall

Weaknesses

- Early closing on Tuesdays
- Some also closed on Mondays (and Sunday)
- Parking charging structure does not encourage people to stay long
- Topography
- Shortage of bedspaces restrict weekend visitors

Tourism

- Significant influence
- Summer months better than Christmas
- Some stores 40 – 50% increase in trade in summer
- Coach parties spend little. Need to encourage people to stay.
- Worldwide tourist interest, notably from USA/Canada and EU.
- French, German and Dutch are regular visitors
- Benefits from Channel Tunnel
- Reference made to a Seaspaces study of tourism spend

Improvements

- Need to boost spending at Christmas
- Need to develop collaboration in marketing
- Need to address parking capacity, which is expected to worsen with new school and leisure centre usage already a problem on a Thursday
- Possible park and ride
- Provide new library
- Realise potential of fishing fleet
- Develop links with green tourism associated with nature reserve
- Encourage “train shoppers” from Ashford and Brighton
- Shopping offer already good for tourists and culturally “up-market” but need to look after residents’ needs more (i.e., day to day and basic items like clothes and linen)

APPENDIX 5

Quantitative Retail Capacity Tables

22 A4 Pages (Double sided)

APPENDIX 5

Rother District Council Shopping Assessment

RETAIL CAPACITY CALCULATIONS

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 - 15F. COMPARISON GOODS MARKET SHARE TURNOVERS - Household Appliances £M 2007
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- 16A. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods £M 2007
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- 19.COMPARISON GOODS TURNOVER & FLOORSPACE CAPACITY

1. STUDY AREA POPULATIONS

		Study Zones						Study Area Total
		Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Share of Population Growth		24%	24%	15%	14%	9%	15%	100%
Study Zones								
	2001	16,050	28,653	8,269	12,441	15,526	7,087	88,026
	2006	16,552	29,155	8,572	12,734	15,714	7,390	90,119
	2007	16,628	29,231	8,618	12,778	15,743	7,436	90,435
	2011	16,932	29,535	8,802	12,955	15,857	7,620	91,699
	2016	17,238	29,841	8,987	13,134	15,972	7,805	92,976
	2021	17,506	30,109	9,148	13,290	16,072	7,966	94,091
	2026	17,822	30,425	9,340	13,475	16,190	8,158	95,409

Source: 2001 Census, Experian Retail Planner, East Sussex County Council ESiF & Rother District Council

2. STUDY AREA CONVENIENCE GOODS EXPENDITURE PER HEAD

Expenditure Per Head - Total Convenience Goods

		Study Zones					
		Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair
Study Zones							
	2006	£1,621	£1,708	£1,821	£1,740	£1,832	£1,779
	2006 exc SFT	£1,589	£1,674	£1,785	£1,705	£1,795	£1,743
	2007	£1,634	£1,722	£1,836	£1,754	£1,847	£1,793
	2011	£1,687	£1,777	£1,895	£1,811	£1,906	£1,851
	2016	£1,755	£1,850	£1,972	£1,884	£1,984	£1,927
	2021	£1,827	£1,925	£2,052	£1,961	£2,065	£2,005
	2026	£1,901	£2,003	£2,136	£2,041	£2,149	£2,086

Expenditure Per Head - Main Food Shopping @ 70%

70%		Study Zones					
		Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair
Study Zones							
	2006	£1,135	£1,196	£1,275	£1,218	£1,282	£1,245
	2006 exc SFT	£1,112	£1,172	£1,249	£1,194	£1,257	£1,220
	2007	£1,144	£1,205	£1,285	£1,228	£1,293	£1,255
	2011	£1,181	£1,244	£1,327	£1,268	£1,335	£1,296
	2016	£1,229	£1,295	£1,380	£1,319	£1,389	£1,349
	2021	£1,279	£1,347	£1,437	£1,373	£1,445	£1,403
	2026	£1,331	£1,402	£1,495	£1,428	£1,504	£1,460

Expenditure Per Head - Top-Up Food Shopping @ 30%

30%		Study Zones					
		Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair
Study Zones							
2006 exc SFT	2006	£486	£512	£546	£522	£550	£534
		£477	£502	£535	£512	£539	£523
	2007	£490	£516	£551	£526	£554	£538
	2011	£506	£533	£569	£543	£572	£555
	2016	£527	£555	£592	£565	£595	£578
	2021	£548	£577	£616	£588	£619	£601
	2026	£570	£601	£641	£612	£645	£626

Source: 2006 Experian Retail Planner Reports for small areas; Retail Planner Briefing Note 5.1, November 2007, Experian.

Notes: Special Forms of Trading (SFT) comprise consumer spending in non store locations such as vending machines, mail order, party plan, market stalls and includes an element of e.tailing.

Reduction for SFT on convenience goods of 2.0% is applied, this is based upon information within Experian's Retail Planner Briefing Note 5.1, November 2007.

Expenditure per head is projected to increase by 0.8% PA this is the Experian Business Strategies Forecast/Long Term Trend for 2007 to 2016 as reported within the Experian Retail Planner Briefing Note 5.1.

Expenditure data is 2006 based in 2006 prices

The split between main and top up expenditure is informed by survey work

3. STUDY AREA CONVENIENCE GOODS EXPENDITURE GENERATED

Expenditure Generated - Total Convenience Goods

Study Zones	Bexhill East £M	Bexhill West £M	North West Rother £M	Battle £M	Rye £M	West/Guest/Fair £M	Study Area Total £M
2006	£26.83	£49.80	£15.61	£22.16	£28.79	£13.15	£156.33
2007	£27.17	£50.33	£15.82	£22.41	£29.07	£13.34	£158.13
2011	£28.56	£52.50	£16.68	£23.46	£30.23	£14.11	£165.53
2016	£30.26	£55.20	£17.72	£24.75	£31.69	£15.04	£174.65
2021	£31.98	£57.95	£18.77	£26.06	£33.18	£15.97	£183.92
2026	£33.88	£60.94	£19.95	£27.50	£34.79	£17.02	£194.07

Expenditure Generated - Main Food Shopping

Study Zones

	Bexhill East £M	Bexhill West £M	North West Rother £M	Battle £M	Rye £M	West/Guest/Fair £M	Study Area Total £M
2006	£18.78	£34.86	£10.93	£15.51	£20.15	£9.20	£109.43
2007	£19.02	£35.23	£11.07	£15.69	£20.35	£9.33	£110.69
2011	£19.99	£36.75	£11.68	£16.42	£21.16	£9.87	£115.87
2016	£21.18	£38.64	£12.41	£17.32	£22.18	£10.53	£122.26
2021	£22.39	£40.57	£13.14	£18.24	£23.23	£11.18	£128.75
2026	£23.72	£42.66	£13.96	£19.25	£24.35	£11.91	£135.85

Expenditure Generated - Top-Up Food Shopping

Study Zones

	Bexhill East £M	Bexhill West £M	North West Rother £M	Battle £M	Rye £M	West/Guest/Fair £M	Study Area Total £M
2006	£8.05	£14.94	£4.68	£6.65	£8.64	£3.94	£46.90
2007	£8.15	£15.10	£4.75	£6.72	£8.72	£4.00	£47.44
2011	£8.57	£15.75	£5.00	£7.04	£9.07	£4.23	£49.66
2016	£9.08	£16.56	£5.32	£7.42	£9.51	£4.51	£52.40
2021	£9.59	£17.39	£5.63	£7.82	£9.95	£4.79	£55.18
2026	£10.16	£18.28	£5.98	£8.25	£10.44	£5.11	£58.22

Source: Product of Table 1 Population and Table 2 Expenditure Per Head on Convenience Goods

Notes:

4A. MAIN FOOD SHOPPING PATTERNS MAIN STORE - % Market Share

	Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total
Sainsbury, Bexhill, Buckhurst Place	34.2%	34.8%	0.0%	0.0%	0.0%	0.0%	17.8%
Somerfield, Bexhill, Devonshire Rd	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Aldi, Bexhill, London Rd	3.1%	3.2%	0.0%	0.9%	0.0%	0.9%	1.7%
Co-op, Bexhill, Western Rd	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%
Local Store, Bexhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexhill Town Centre	41.0%	38.4%	0.0%	0.9%	0.0%	0.0%	20.3%
Budgen, Battle, Market Square	0.0%	0.7%	0.0%	9.1%	0.0%	0.0%	1.4%
Co-op, Battle, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Battle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Battle Town Centre	0.0%	0.7%	0.0%	9.1%	0.0%	0.0%	1.4%
Jempson/Budgen, Rye, Station Approach	0.0%	0.0%	0.0%	0.0%	12.1%	0.0%	2.2%
Local Store, Rye	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	12.1%	0.0%	2.2%
Lidl, Sidley, Ninfield Rd	0.6%	2.5%	0.0%	0.9%	0.0%	0.0%	1.0%
Local Store, Sidley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Sidley, Ninfield Rd	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%
Sidley District Centre, Bexhill	1.2%	2.9%	0.0%	0.9%	0.0%	0.0%	1.2%
Co-op, Little Common, Cooden Sea Rd	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%
Local Store, Little Common	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre, Bexhill	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%
Tesco, Bexhill, Collington Ave	1.2%	0.7%	0.0%	0.9%	0.0%	1.5%	0.7%
Jempson, Peasmarsh, Main St	0.0%	0.4%	1.2%	1.8%	17.8%	1.5%	3.8%
Tesco, Bexhill, Ravenside	49.1%	34.4%	2.4%	3.6%	0.6%	1.5%	21.4%
Tesco Express, Battle, Battle Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out Of Centre Stores In Rother	50.3%	35.5%	3.6%	6.3%	18.4%	4.5%	25.9%
Local Store, Burwash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Robertsbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Ticehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Sedlescombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Staplecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Spar, Northiam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Catsfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores Winchelsea/Beach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Etchingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Hurst Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Village Centres In Rother	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Eastbourne, Crumbles	1.9%	6.0%	1.2%	0.0%	0.0%	1.5%	2.6%
Sainsbury, Hastings, St Leonards, John Macadam Way	0.6%	2.8%	9.6%	50.0%	19.1%	35.3%	14.6%
Morrison, Hastings, Queens Road	0.0%	1.1%	1.2%	5.5%	4.5%	29.4%	4.3%
Tesco, Hastings, St Leonards, Churchwood Drive	1.2%	3.5%	12.0%	17.3%	5.7%	16.2%	7.1%
Large Stores Outside Rother with Significant Influence	3.7%	13.4%	24.0%	72.8%	29.3%	82.4%	28.6%
Asda, Ashford, Kimberley Way	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.5%
Budgen, Hawkhurst, Rye Rd	0.0%	0.0%	7.2%	0.9%	1.3%	0.9%	1.0%
Budgen, Heathfield, Station Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Eastbourne, Albert Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Hailsham, The Quintons	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Heathfield, High St	0.0%	0.0%	18.1%	0.9%	0.0%	0.0%	1.9%
Co-op, Ore, Fairlight Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Polegate, The Centre	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, St Leonards, London Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Leonards, Silverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Tenterden, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Hailsham, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, St Leonards, Battle Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Tenterden, Ashford Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wadhurst, Sparrows Green Rd	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%
Iceland, Hastings, Castle St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Ashford, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Tunbridge Wells, Calverley Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson, Battle, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Leonards, Bohemia Rd	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%
Local Store, Hastings	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Eastbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
Sainsbury, Ashford, Simon Well Ave	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
Sainsbury, Eastbourne, Arndale Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Sainsbury, Eastbourne, Hampden Park	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	0.5%
Sainsbury, New Romney, Dymchurch Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury, Tunbridge Wells, Linden Park Rd	0.0%	0.0%	9.6%	0.9%	0.0%	0.0%	1.0%
Sainsbury, Tunbridge Wells, St Johns Road	0.0%	0.0%	3.6%	0.9%	0.0%	1.5%	0.6%
Somerfield, Eastbourne, Brassey Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Hawkhurst, The Moor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, St Leonards, Kings Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ashford, Hythe Rd	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.9%
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping Cent	0.6%	1.8%	1.2%	0.0%	0.0%	0.0%	0.8%
Tesco, Eastbourne, Lotbridge Drove	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco, St Leonards, Silverhill	0.0%	0.0%	0.0%	1.8%	0.0%	1.5%	0.3%
Tesco, Tenterden, Smallhythe Rd	0.0%	0.0%	1.2%	0.9%	19.1%	0.0%	3.7%
Tesco, Tunbridge Wells, Pembury Rd	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.5%
Tesco Express, Heathfield, Station Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St Leonards, Fernside Avenue	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Eastbourne, High St	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Waitrose, Hailsham, Vicarage Field	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Waitrose, Tenterden, The Moor	0.0%	0.0%	0.0%	0.0%	5.1%	1.5%	1.0%
Waitrose, Crowborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.2%	2.1%	15.7%	2.7%	3.2%	8.8%	4.1%
Other Stores/Locations Outside Rother	3.0%	8.0%	63.8%	9.0%	38.8%	13.3%	18.4%
* Internet/Home Delivery - Ocado/Waitrose	0.0%	0.0%	2.4%	0.9%	0.6%	0.0%	0.5%
* Internet/Home Delivery - Tesco	0.6%	0.0%	4.8%	0.0%	0.6%	0.0%	0.7%
* Internet/Home Delivery - Sainsburys	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%
Internet Home Delivery Channels	0.6%	0.0%	8.4%	0.9%	1.2%	0.0%	1.3%

4B. MAIN FOOD SHOPPING PATTERNS OTHER STORES - % Market Share							
	Bexhill East	Bexhill West	Zones North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total
Sainsbury, Bexhill, Buckhurst Place	29.4%	17.7%	0.0%	1.3%	0.0%	0.0%	11.0%
Somerfield, Bexhill, Devonshire Rd	9.8%	4.1%	0.0%	0.0%	0.0%	0.0%	3.0%
Aldi, Bexhill, London Rd	7.1%	8.2%	0.0%	0.0%	0.0%	0.0%	4.0%
Co-op, Bexhill, Western Rd	2.7%	0.8%	0.0%	0.0%	0.7%	0.0%	0.9%
Local Store, Bexhill	4.5%	1.6%	0.0%	0.0%	0.0%	0.0%	1.3%
Bexhill Town Centre	53.6%	32.4%	0.0%	1.3%	0.7%	0.0%	20.2%
Budget, Battle, Market Square	0.0%	0.8%	0.0%	13.1%	0.0%	0.0%	1.7%
Co-op, Battle, High St	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.3%
Local Store, Battle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Battle Town Centre	0.9%	0.8%	0.0%	14.4%	0.0%	0.0%	2.0%
Jempson/Budget, Rye, Station Approach	0.0%	0.0%	0.0%	1.3%	3.9%	0.0%	1.0%
Local Store, Rye	0.0%	0.0%	0.0%	0.0%	2.0%	2.8%	0.6%
Rye Town Centre	0.0%	0.0%	0.0%	1.3%	5.9%	2.8%	1.6%
Lidl, Sidley, Ninfield Rd	5.3%	6.6%	0.0%	1.3%	0.7%	0.0%	3.4%
Local Store, Sidley	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%
Co-op, Sidley, Ninfield Rd	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Sidley District Centre, Bexhill	5.3%	10.3%	0.0%	1.3%	0.7%	0.0%	4.8%
Co-op, Little Common, Cooden Sea Rd	0.0%	1.2%	0.0%	0.0%	1.3%	0.0%	0.7%
Local Store, Little Common	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre, Bexhill	0.0%	1.2%	0.0%	0.0%	1.3%	0.0%	0.7%
Tesco, Bexhill, Collington Ave	0.9%	2.4%	0.0%	0.0%	0.7%	0.0%	1.2%
Jempson, Peasmarsh, Main St	0.0%	0.0%	1.3%	2.6%	19.0%	2.8%	4.7%
Tesco, Bexhill, Ravenside	22.3%	20.5%	0.0%	5.3%	0.7%	0.0%	11.4%
Tesco Express, Battle, Battle Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out Of Centre Stores In Rother	23.2%	22.9%	1.3%	7.9%	20.3%	2.8%	17.3%
Local Store, Burwash	0.0%	0.0%	6.8%	1.3%	0.0%	0.0%	0.9%
Local Store, Robertsbridge	0.0%	0.0%	0.9%	4.0%	0.0%	0.0%	0.6%
Local Store, Ticehurst	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	1.0%
Local Store, Sedlescombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Staplecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Spar, Northiam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Castfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores Winchelsea/Beach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Etchingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Hurst Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Village Centres In Rother	0.9%	0.0%	16.2%	5.3%	0.0%	0.0%	2.5%
Asda, Eastbourne, Crumbles	6.2%	9.0%	1.3%	1.3%	0.0%	2.8%	4.6%
Sainsbury, Hastings, St Leonards, John Macadam Way	0.9%	4.1%	8.1%	19.7%	19.6%	9.9%	9.9%
Morrison, Hastings, Queens Road	2.7%	0.4%	1.3%	5.3%	5.9%	28.7%	4.0%
Tesco, Hastings, St Leonards, Churchwood Drive	0.9%	1.6%	8.1%	15.7%	11.8%	17.2%	6.7%
Large Stores Outside Rother with Significant Influence	10.7%	15.2%	16.9%	42.0%	37.3%	68.7%	25.3%
Asda, Ashford, Kimberley Way	0.0%	0.0%	0.0%	0.0%	1.3%	2.8%	0.4%
Budget, Hawkhurst, Rye Rd	0.0%	0.0%	2.7%	2.6%	2.6%	0.0%	1.2%
Budget, Heathfield, Station Rd	0.0%	0.4%	2.7%	0.0%	0.0%	0.0%	0.4%
Co-op, Eastbourne, Albert Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Hailsham, The Quintons	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Heathfield, High St	0.0%	0.0%	0.0%	14.9%	1.3%	0.0%	1.7%
Co-op, Ore, Fairlight Rd	0.0%	0.0%	0.0%	0.0%	0.7%	5.7%	0.4%
Co-op, Polegate, The Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Leonards, London Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Leonards, Silverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Tenterden, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Hailsham, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, St Leonards, Battle Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Tenterden, Ashford Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wadhurst, Sparrows Green Rd	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.3%
Iceland, Hastings, Castle St	0.0%	0.0%	1.3%	0.0%	0.0%	5.7%	0.4%
Iceland, Ashford, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Road	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland, Tunbridge Wells, Calverley Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson, Battle, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Leonards, Bohemia Rd	0.0%	0.4%	0.0%	1.3%	0.7%	2.8%	0.6%
Local Store, Hastings	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.4%
Marks & Spencer, Eastbourne	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	0.9%	1.2%	2.7%	1.3%	4.6%	2.8%	2.1%
Sainsbury, Ashford, Simon Well Ave	0.0%	0.4%	0.0%	0.0%	2.0%	0.0%	0.6%
Sainsbury, Eastbourne, Arndale Centre	0.0%	0.8%	0.0%	0.0%	0.7%	0.0%	0.4%
Sainsbury, Eastbourne, Hampden Park	0.0%	2.9%	1.3%	1.3%	0.0%	0.0%	1.3%
Sainsbury, New Romney, Dymchurch Rd	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
Sainsbury, Tunbridge Wells, Linden Park Rd	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	1.2%
Sainsbury, Tunbridge Wells, St Johns Road	0.0%	0.0%	2.7%	0.0%	0.7%	0.0%	0.4%
Somerfield, Eastbourne, Brassey Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Hawkhurst, The Moor	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.1%
Spar, St Leonards, Kings Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ashford, Hylde Rd	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	1.0%
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping Cent	0.0%	1.6%	0.0%	1.0%	1.3%	1.0%	0.1%
Tesco, Eastbourne, Lottbridge Drove	0.9%	2.1%	0.0%	0.0%	0.0%	0.0%	0.9%
Tesco, St Leonards, Silverhill	0.0%	0.4%	0.0%	2.6%	1.3%	2.8%	0.9%
Tesco, Tenterden, Smallhythe Rd	0.0%	0.0%	1.3%	1.3%	5.9%	0.0%	1.5%
Tesco, Tunbridge Wells, Pembury Rd	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%
Tesco Express, Heathfield, Station Rd	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%
Tesco Express, St Leonards, Fernside Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Eastbourne, High St	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Waitrose, Hailsham, Vicarage Field	0.0%	1.6%	1.3%	0.0%	0.7%	0.0%	0.9%
Waitrose, Tenterden, High St	0.0%	0.0%	1.3%	1.3%	2.6%	0.0%	0.9%
Waitrose, Crowborough	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.4%
Other	0.0%	2.1%	5.4%	5.3%	3.9%	2.8%	2.9%
Other Stores/Locations Outside Rother	4.5%	16.0%	56.0%	25.1%	32.7%	25.6%	23.9%
* Internet/Home Delivery - Ocado/Waitrose	0.9%	0.0%	1.3%	0.0%	0.7%	0.0%	0.4%
* Internet/Home Delivery - Tesco	0.0%	0.8%	4.1%	1.3%	0.7%	0.0%	1.0%
* Internet/Home Delivery - Sainsburys	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Internet Home Delivery Channels	0.9%	1.2%	5.4%	1.3%	1.3%	0.0%	1.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

4C. MAIN FOOD SHOPPING PATTERNS COMBINED MAIN & OTHER STORES - % Market Share

	Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total
Sainsbury, Bexhill, Buckhurst Place	33.0%	30.5%	0.0%	0.3%	0.0%	0.0%	16.1%
Somerfield, Bexhill, Devonshire Rd	4.8%	1.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Aldi, Bexhill, London Rd	4.1%	4.5%	0.0%	0.7%	0.0%	0.0%	2.3%
Co-op, Bexhill, Western Rd	1.1%	0.5%	0.0%	0.2%	0.0%	0.0%	0.4%
Local Store, Bexhill	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%
Bexhill Town Centre	44.1%	36.9%	0.0%	1.0%	0.2%	0.0%	20.3%
Budgen, Battle, Market Square	0.0%	0.7%	0.0%	10.1%	0.0%	0.0%	1.5%
Co-op, Battle, High St	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%
Local Store, Battle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Battle Town Centre	0.2%	0.7%	0.0%	10.4%	0.0%	0.0%	1.5%
Jempson/Budgen, Rye, Station Approach	0.0%	0.0%	0.0%	0.3%	10.1%	0.0%	1.9%
Local Store, Rye	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.1%
Rye Town Centre	0.0%	0.0%	0.0%	0.3%	10.5%	0.7%	2.1%
Lidl, Sidley, Ninfeld Rd	1.8%	3.5%	0.0%	1.0%	0.2%	0.0%	1.6%
Local Store, Sidley	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Co-op, Sidley, Ninfeld Rd	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%
Sidley District Centre, Bexhill	2.2%	4.7%	0.0%	1.0%	0.2%	0.0%	2.1%
Co-op, Little Common, Cooden Sea Rd	0.0%	1.4%	0.0%	0.0%	0.3%	0.0%	0.6%
Local Store, Little Common	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Common District Centre, Bexhill	0.0%	1.4%	0.0%	0.0%	0.3%	0.0%	0.6%
Tesco, Bexhill, Collington Ave	1.1%	1.1%	0.0%	0.7%	0.2%	1.1%	0.8%
Jempson, Peasmarsh, Main St	0.0%	0.3%	1.2%	2.0%	18.1%	1.8%	4.0%
Tesco, Bexhill, Ravenside	42.4%	30.9%	1.8%	4.0%	0.6%	1.1%	18.9%
Tesco Express, Battle, Battle Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out Of Centre Stores In Rother	43.5%	32.4%	3.0%	6.7%	18.9%	4.1%	23.8%
Local Store, Burwash	0.0%	0.0%	1.7%	0.3%	0.0%	0.0%	0.2%
Local Store, Robertsbridge	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
Local Store, Ticehurst	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.3%
Local Store, Sedlescombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Staplecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Westfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Spar, Northiam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Catsfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Fairlight	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores Winchelsea/Beach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Ectingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Store, Hurst Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Stores/Village Centres In Rother	0.2%	0.0%	4.1%	1.3%	0.0%	0.0%	0.6%
Asda, Eastbourne, Crumbles	90.3%	76.1%	7.1%	20.8%	30.1%	4.8%	50.9%
Sainsbury, Hastings, St Leonards, John Macadam Way	3.0%	6.8%	1.2%	0.3%	0.0%	1.8%	3.1%
Morrison, Hastings, Queens Road	0.7%	3.1%	9.2%	42.4%	19.2%	31.5%	13.4%
Tesco, Hastings, St Leonards, Churchwood Drive	0.7%	0.9%	1.2%	5.4%	4.8%	29.2%	4.2%
Large Stores Outside Rother with Significant Influence	5.5%	13.8%	22.7%	65.1%	31.3%	79.0%	27.8%
Asda, Ashford, Kimberley Way	0.0%	0.0%	0.0%	0.0%	2.2%	0.7%	0.5%
Budgen, Hawkhurst, Rye Rd	0.0%	0.0%	6.1%	1.3%	1.6%	0.0%	1.0%
Budgen, Heathfield, Station Rd	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%	0.1%
Co-op, Eastbourne, Albert Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Hailsham, The Quintons	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Heathfield, High St	0.0%	0.0%	17.3%	1.0%	0.0%	0.0%	1.8%
Co-op, Ore, Fairlight Rd	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%	0.1%
Co-op, Polegate, The Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, St Leonards, London Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Leonards, Silverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Tenterden, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Hailsham, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, St Leonards, Battle Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Tenterden, Ashford Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wadhurst, Sparrows Green Rd	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.1%
Iceland, Hastings, Castle St	0.0%	0.0%	0.3%	0.0%	0.0%	1.4%	0.1%
Iceland, Ashford, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Eastbourne, Langney Road	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Tunbridge Wells, Calverley Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jempson, Battle, High St	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Leonards, Bohemia Rd	0.0%	0.1%	0.0%	0.3%	1.1%	0.7%	0.3%
Local Store, Hastings	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
Marks & Spencer, Eastbourne	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Marks & Spencer, Priory Meadow Shopping Centre, Hastings	0.2%	0.3%	0.7%	0.3%	1.6%	0.7%	0.6%
Sainsbury, Ashford, Simon Well Ave	0.0%	0.1%	0.0%	0.0%	0.9%	0.0%	0.2%
Sainsbury, Eastbourne, Arndale Centre	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.2%
Sainsbury, Eastbourne, Hampden Park	0.0%	1.5%	1.2%	0.3%	0.0%	0.0%	0.7%
Sainsbury, New Romney, Dymchurch Rd	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Sainsbury, Tunbridge Wells, Linden Park Rd	0.0%	0.0%	9.9%	0.7%	0.0%	0.0%	1.0%
Sainsbury, Tunbridge Wells, St Johns Road	0.0%	0.0%	3.4%	0.7%	0.2%	1.1%	0.6%
Somerfield, Eastbourne, Brassey Ave	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Hawkhurst, The Moor	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Spar, St Leonards, Kings Rd	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ashford, Hythe Rd	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.9%
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping Cent	0.9%	1.8%	0.9%	0.3%	0.0%	0.0%	0.9%
Tesco, Eastbourne, Lotbridge Drove	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Tesco, St Leonards, Silverhill	0.0%	0.1%	0.0%	2.0%	0.3%	1.8%	0.4%
Tesco, Tenterden, Smallhythe Rd	0.0%	0.0%	1.2%	1.0%	15.8%	0.0%	3.2%
Tesco, Tunbridge Wells, Pembury Rd	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.4%
Tesco Express, Heathfield, Station Rd	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, St Leonards, Fernside Avenue	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Eastbourne, High St	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Waitrose, Hailsham, Vicarage Field	0.5%	1.2%	0.3%	0.0%	0.2%	0.0%	0.6%
Waitrose, Tenterden, High St	0.0%	0.0%	0.3%	0.3%	4.5%	1.1%	1.0%
Waitrose, Crowborough	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%
Other	0.8%	2.1%	13.1%	3.4%	7.3%	3.8%	3.8%
Other Stores/Locations Outside Rother	3.4%	10.0%	62.4%	13.0%	37.3%	16.4%	19.8%
* Internet/Home Delivery - Ocado/Waitrose	0.2%	0.0%	2.1%	0.7%	0.6%	0.0%	0.5%
* Internet/Home Delivery - Tesco	0.5%	0.2%	4.6%	0.3%	0.6%	0.0%	0.8%
* Internet/Home Delivery - Sainsburys	0.0%	0.1%	0.9%	0.0%	0.0%	0.0%	0.1%
Internet Home Delivery Channels	0.7%	0.3%	7.7%	1.0%	1.2%	0.0%	1.4%

5. MAIN FOOD SHOPPING PATTERNS COMBINED MAIN & OTHER STORES - 2007 Implied Turnover £M								
	Bexhill East £M	Bexhill West £M	Zones North West Rother £M	Battle £M	Rye £M	West/Guest/Fair £M	Study Area £M	Total £M
Sainsbury, Bexhill, Buckhurst Place	£6.28	£10.75	£0.00	£0.05	£0.00	£0.00		£17.08
Somerfield, Bexhill, Devonshire Rd	£0.91	£0.36	£0.00	£0.00	£0.00	£0.00		£1.27
Aldi, Bexhill, London Rd	£0.78	£1.57	£0.00	£0.11	£0.00	£0.00		£2.46
Co-op, Bexhill, Western Rd	£0.21	£0.17	£0.00	£0.00	£0.03	£0.00		£0.42
Local Store, Bexhill	£0.21	£0.14	£0.00	£0.00	£0.00	£0.00		£0.36
Bexhill Town Centre	£8.39	£13.00	£0.00	£0.16	£0.03	£0.00		£21.58
Budgen, Battle, Market Square	£0.00	£0.25	£0.00	£1.58	£0.00	£0.00		£1.84
Co-op, Battle, High St	£0.04	£0.00	£0.00	£0.05	£0.00	£0.00		£0.09
Local Store, Battle	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Battle Town Centre	£0.04	£0.25	£0.00	£1.64	£0.00	£0.00		£1.93
Jempson/Budgen, Rye, Station Approach	£0.00	£0.00	£0.00	£0.05	£2.05	£0.00		£2.10
Local Store, Rye	£0.00	£0.00	£0.00	£0.00	£0.10	£0.07		£0.17
Rye Town Centre	£0.00	£0.00	£0.00	£0.05	£2.15	£0.07		£2.26
Lidl, Sidley, Ninfield Rd	£0.34	£1.24	£0.00	£0.16	£0.03	£0.00		£1.77
Local Store, Sidley	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00		£0.18
Co-op, Sidley, Ninfield Rd	£0.09	£0.25	£0.00	£0.00	£0.00	£0.00		£0.34
Sidley District Centre, Bexhill	£0.42	£1.67	£0.00	£0.16	£0.03	£0.00		£2.29
Co-op, Little Common, Cooden Sea Rd	£0.00	£0.48	£0.00	£0.00	£0.07	£0.00		£0.54
Local Store, Little Common	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Little Common District Centre, Bexhill	£0.00	£0.48	£0.00	£0.00	£0.07	£0.00		£0.54
Tesco, Bexhill, Collington Ave	£0.21	£0.40	£0.00	£0.11	£0.03	£0.11		£0.86
Jempson, Peasmarsh, Main St	£0.00	£0.11	£0.14	£0.32	£3.68	£0.17		£4.41
Tesco, Bexhill, Ravenside	£8.07	£10.90	£0.20	£0.63	£0.12	£0.11		£20.02
Tesco Express, Battle, Battle Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Out Of Centre Stores In Rother	£8.28	£11.40	£0.34	£1.05	£3.84	£0.38		£25.29
Local Store, Burwash	£0.00	£0.00	£0.19	£0.05	£0.00	£0.00		£0.24
Local Store, Robertsbridge	£0.04	£0.00	£0.00	£0.16	£0.00	£0.00		£0.20
Local Store, Ticehurst	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00		£0.26
Local Store, Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Staplecross	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Westfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Stores/Spar, Northiam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Catsfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Fairlight	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Stores Winchelsea/Beach	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Echingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Store, Hurst Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Local Stores/Village Centres In Rother	£0.04	£0.00	£0.45	£0.21	£0.00	£0.00		£0.70
Asda, Eastbourne, Crumbles	£0.57	£2.38	£0.14	£0.05	£0.00	£0.17		£3.30
Sainsbury, Hastings, St Leonards, John Macadam Way	£0.13	£1.10	£1.02	£6.66	£3.91	£2.94		£15.76
Morrison, Hastings, Queens Road	£0.13	£0.33	£0.14	£0.85	£2.73			£5.16
Tesco, Hastings, St Leonards, Churchwood Drive	£0.21	£1.07	£1.22	£2.65	£1.47	£1.54		£8.16
Large Stores Outside Rother with Significant Inflow	£1.04	£4.88	£2.52	£10.22	£6.37	£7.37		£32.38
Asda, Ashford, Kimberley Way	£0.00	£0.00	£0.00	£0.00	£0.45	£0.07		£0.51
Budgen, Hawkhurst, Rye Rd	£0.00	£0.00	£0.67	£0.21	£0.33	£0.00		£1.21
Budgen, Heathfield, Station Rd	£0.00	£0.04	£0.07	£0.00	£0.00	£0.00		£0.11
Co-op, Eastbourne, Albert Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Co-op, Hailsham, The Quintons	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Co-op, Heathfield, High St	£0.00	£0.00	£1.92	£0.16	£0.00	£0.00		£2.07
Co-op, Ore, Fairlight Rd	£0.00	£0.00	£0.00	£0.00	£0.03	£0.13		£0.17
Co-op, Polegate, The Centre	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00		£0.09
Co-op, St Leonards, London Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Co-op, St Leonards, Silverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Co-op, Tenterden, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Costcutter, Hailsham, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Costcutter, St Leonards, Battle Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Costcutter, Tenterden, Ashford Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Costcutter, Wadhurst, Sparrows Green Rd	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00		£0.17
Iceland, Hastings, Castle St	£0.00	£0.00	£0.04	£0.00	£0.00	£0.13		£0.17
Iceland, Ashford, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Iceland, Eastbourne, Langney Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Iceland, Eastbourne, Langney Road	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00		£0.04
Iceland, Tunbridge Wells, Calverley Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Jempson, Battle, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Lidl, St Leonards, Bohemia Rd	£0.00	£0.04	£0.00	£0.05	£0.23	£0.07		£0.39
Local Store, Hastings	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00		£0.16
Marks & Spencer, Eastbourne	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00		£0.11
Marks & Spencer, Priory Meadow Shopping Centre, Ht	£0.04	£0.11	£0.07	£0.05	£0.32	£0.07		£0.67
Sainsbury, Ashford, Simon Weil Ave	£0.00	£0.04	£0.00	£0.00	£0.19	£0.00		£0.23
Sainsbury, Eastbourne, Arndale Centre	£0.00	£0.17	£0.00	£0.00	£0.03	£0.00		£0.21
Sainsbury, Eastbourne, Hampden Park	£0.00	£0.54	£0.14	£0.05	£0.00	£0.00		£0.73
Sainsbury, New Romney, Dymchurch Rd	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00		£0.03
Sainsbury, Tunbridge Wells, Linden Park Rd	£0.00	£0.00	£1.10	£0.11	£0.00	£0.00		£1.20
Sainsbury, Tunbridge Wells, St Johns Road	£0.00	£0.00	£0.37	£0.11	£0.03	£0.11		£0.62
Somerfield, Eastbourne, Brassey Ave	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Spar, Hawkhurst, The Moor	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00		£0.05
Spar, St Leonards, Kings Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		£0.00
Tesco, Ashford, Hythe Rd	£0.00	£0.00	£0.00	£0.00	£1.01	£0.00		£1.01
Tesco, Eastbourne, Kingfisher Drive, Langney Shoppir	£0.17	£0.62	£0.10	£0.05	£0.00	£0.00		£0.94
Tesco, Eastbourne, Lottbridge Drive	£0.04	£0.29	£0.00	£0.00	£0.00	£0.00		£0.33
Tesco, St Leonards, Silverhill	£0.00	£0.04	£0.00	£0.32	£0.07	£0.17		£0.59
Tesco, Tenterden, Smallhythe Rd	£0.00	£0.00	£0.14	£0.16	£3.21	£0.00		£3.51
Tesco, Tunbridge Wells, Pembury Rd	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00		£0.44
Tesco Express, Heathfield, Station Rd	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00		£0.04
Tesco Express, St Leonards, Fernside Avenue	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00		£0.11
Waitrose, Eastbourne, High St	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00		£0.25
Waitrose, Hailsham, Vicarage Field	£0.09	£0.44	£0.04	£0.00	£0.03	£0.00		£0.59
Waitrose, Tenterden, High St	£0.00	£0.00	£0.04	£0.05	£0.91	£0.11		£1.11
Waitrose, Crowborough	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00		£0.11
Other	£0.17	£0.74	£1.45	£0.52	£0.69	£0.68		£4.26
Other Stores/Locations Outside Rother	£0.64	£3.52	£6.91	£2.04	£7.58	£1.53		£22.23
* Internet/Home Delivery - Ocado/Waitrose	£0.04	£0.00	£0.24	£0.11	£0.12	£0.00		£0.51
* Internet/Home Delivery - Tesco	£0.09	£0.07	£0.51	£0.05	£0.12	£0.00		£0.84
* Internet/Home Delivery - Sainsburys	£0.00	£0.04	£0.10	£0.00	£0.00	£0.00		£0.14
Internet Home Delivery Channels	£0.13	£0.11	£0.85	£0.16	£0.25	£0.00		£1.49

6. TOP UP FOOD SHOPPING PATTERNS - % Market Share

	Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total
Sainsbury, Bexhill, Buckhurst Place	20.94%	9.77%	0.00%	0.00%	0.00%	0.00%	6.94%
Somerfield, Bexhill, Devonshire Rd	14.74%	5.84%	0.00%	0.00%	0.79%	0.00%	4.69%
Aldi, Bexhill, London Rd	3.85%	4.67%	0.00%	0.00%	0.00%	0.00%	2.28%
Co-op, Bexhill, Western Rd	7.79%	7.01%	0.00%	0.00%	0.00%	0.00%	3.73%
Local Store, Bexhill	17.09%	8.60%	1.36%	0.00%	0.00%	0.00%	5.73%
Bexhill Town Centre	64.4%	35.9%	1.4%	0.0%	0.8%	0.0%	23.4%
Budgen/Jempson, Battle, Market Square	0.00%	3.09%	0.00%	25.43%	0.00%	1.97%	4.86%
Co-op, Battle, High St	0.00%	0.42%	0.00%	3.82%	0.00%	0.00%	0.52%
Local Store, Battle	0.00%	0.00%	0.00%	4.69%	0.00%	0.00%	0.69%
Battle Town Centre	0.0%	3.5%	0.0%	33.9%	0.0%	2.0%	6.1%
Jempson/Budgen, Rye, Station Approach	0.00%	0.00%	0.00%	0.00%	22.89%	0.00%	3.99%
Local Store, Rye	0.00%	0.00%	0.00%	0.00%	19.82%	1.97%	3.65%
Rye Town Centre	0.0%	0.0%	0.0%	0.0%	42.7%	2.0%	7.6%
Lidl, Sidley, Ninfield Rd	2.35%	5.09%	0.00%	0.00%	0.00%	0.00%	2.17%
Local Store, Sidley	0.75%	2.34%	0.00%	0.00%	0.00%	0.00%	0.95%
Co-op, Sidley, Ninfield Rd	3.10%	4.26%	0.00%	0.00%	0.00%	0.00%	2.00%
Sidley District Centre, Bexhill	6.2%	11.7%	0.0%	0.0%	0.0%	0.0%	5.1%
Co-op, Little Common, Cooden Sea Rd	0.00%	12.52%	0.00%	0.00%	3.77%	0.00%	4.95%
Local Store, Little Common	1.59%	4.67%	0.00%	0.00%	0.00%	0.00%	1.91%
Little Common District Centre, Bexhill	1.6%	17.2%	0.0%	0.0%	3.8%	0.0%	6.9%
Tesco, Bexhill, Collington Ave	3.10%	8.18%	0.00%	0.00%	0.00%	0.00%	3.39%
Jempson, Peasmarsh, Main St	0.00%	0.00%	1.36%	0.00%	12.98%	0.00%	2.43%
Tesco, Bexhill, Ravenside	15.49%	6.26%	0.00%	0.95%	0.79%	0.00%	5.12%
Tesco Express, Battle, Battle Hill	0.00%	2.34%	0.00%	13.19%	0.79%	1.97%	2.95%
Out Of Centre Stores In Rother	18.6%	16.8%	1.4%	14.1%	14.6%	2.0%	13.9%
Local Store, Burwash	0.00%	0.00%	24.68%	0.00%	0.00%	0.00%	2.43%
Local Store, Robertsbridge	0.00%	0.00%	0.00%	16.93%	0.00%	0.00%	2.43%
Local Stores/Londis, Ticehurst	0.00%	0.00%	19.24%	0.00%	0.00%	0.00%	1.91%
Local Store, Sedlescombe	0.00%	0.00%	0.00%	8.42%	0.00%	0.00%	1.22%
Local Store, Staplecross	0.00%	0.00%	0.00%	2.86%	0.00%	0.00%	0.43%
Local Store, Westfield	0.00%	0.00%	0.00%	0.00%	0.00%	5.91%	0.43%
Local Stores/Spar, Northiam	0.00%	0.00%	0.00%	0.00%	6.14%	0.00%	1.04%
Local Store, Catsfield	0.00%	1.92%	0.00%	0.95%	0.00%	0.00%	0.78%
Local Store, Fairlight	0.00%	0.00%	0.00%	0.00%	0.00%	29.36%	2.00%
Local Stores Winchelsea/Beach	0.00%	0.00%	0.00%	4.56%	0.00%	7.79%	1.30%
Local Store, Etchingham	0.00%	0.00%	12.34%	0.00%	0.00%	0.00%	1.22%
Local Store, Hurst Green	0.00%	0.00%	6.80%	0.95%	0.00%	0.00%	0.78%
Local Stores/Village Centres in Rother	0.0%	1.9%	63.1%	30.1%	10.7%	43.1%	16.9%
Asda, Eastbourne, Crumbles	0.75%	2.34%	0.00%	0.00%	0.00%	0.00%	0.95%
Sainsbury, Hastings, St Leonards, John Macadam Way	0.75%	1.59%	0.00%	1.91%	0.79%	5.91%	1.48%
Morrison, Hastings, Queens Road	0.00%	0.00%	0.00%	0.00%	2.28%	7.79%	0.95%
Tesco, Hastings, St Leonards, Churchwood Drive	0.75%	0.00%	0.00%	2.86%	1.49%	1.97%	0.95%
Large Stores Outside Rother with Significant Influence	2.3%	3.9%	0.0%	4.8%	4.6%	15.7%	4.3%
Asda, Ashford, Kimberley Way	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Budgen, Hawkhurst, Rye Rd	0.00%	0.42%	5.44%	0.95%	6.84%	1.97%	2.17%
Budgen, Heathfield, Station Rd	0.00%	0.00%	1.36%	0.00%	0.79%	0.00%	0.28%
Co-op, Eastbourne, Albert Parade	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.17%
Co-op, Hailsham, The Quintons	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Heathfield, High St	0.00%	0.00%	8.26%	0.00%	0.00%	0.00%	0.78%
Co-op, Ore, Fairlight Rd	0.00%	0.00%	0.00%	0.00%	0.00%	5.91%	0.43%
Co-op, Polegate, The Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, St Leonards, London Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, St Leonards, Silverhill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Tenterden, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Hailsham, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, St Leonards, Battle Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Tenterden, Ashford Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Wadhurst, Sparrows Green Rd	0.00%	0.00%	2.72%	0.00%	0.00%	0.00%	0.28%
Iceland, Hastings, Castle St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Ashford, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Eastbourne, Langney Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Eastbourne, Langney Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Tunbridge Wells, Calverley Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jempson, Battle, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, St Leonards, Bohemia Rd	0.00%	0.00%	0.00%	0.00%	0.00%	1.97%	0.17%
Local Store, Hastings	0.00%	0.00%	0.00%	3.73%	4.56%	3.94%	1.65%
Marks & Spencer, Eastbourne	0.75%	1.92%	0.00%	0.00%	0.00%	0.00%	0.78%
Marks & Spencer, Priory Meadow Shopping Centre, Hastir	1.59%	0.00%	0.00%	0.00%	0.00%	3.94%	0.52%
Sainsbury, Ashford, Simon Well Ave	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury, Eastbourne, Arndale Centre	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.17%
Sainsbury, Eastbourne, Hampden Park	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.17%
Sainsbury, New Romney, Dymchurch Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury, Tunbridge Wells, Linden Park Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury, Tunbridge Wells, St Johns Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Somerfield, Eastbourne, Brassey Ave	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Spar, Hawkhurst, The Moor	0.00%	0.00%	1.36%	1.91%	0.00%	1.97%	0.52%
Spar, St Leonards, Kings Rd	0.75%	0.00%	0.00%	0.00%	0.00%	1.97%	0.28%
Tesco, Ashford, Hythe Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping C	0.75%	1.17%	0.00%	0.00%	0.00%	0.00%	0.52%
Tesco, Eastbourne, Lotbridge Drive	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.17%
Tesco, St Leonards, Silverhill	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.17%
Tesco, Tenterden, Smallhythe Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Tunbridge Wells, Pembury Rd	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Heathfield, Station Rd	0.75%	0.00%	0.00%	0.95%	0.00%	0.00%	0.28%
Tesco Express, St Leonards, Fernside Avenue	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Eastbourne, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Hailsham, Vicarage Field	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.43%
Waitrose, Tenterden, High St	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Crowborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	2.35%	2.75%	15.06%	6.60%	10.70%	13.70%	6.51%
Other Stores/Locations Outside Rother	7.0%	9.1%	34.2%	15.1%	22.9%	35.4%	16.4%
* Internet/Home Delivery - Ocado/Waitrose	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.17%
* Internet/Home Delivery - Tesco	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.17%
* Internet/Home Delivery - Sainsburys	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Internet Home Delivery Channels	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.3%

7. TOP UP FOOD SHOPPING PATTERNS - 2007 Implied Turnover £M

	Zones						
	Bexhill East £M	Bexhill West £M	North West Rother £M	Battle £M	Rye £M	West/Guest/Fair £M	Study Area Total £M
Sainsbury, Bexhill, Buckhurst Place	£1.71	£1.47	£0.00	£0.00	£0.00	£0.00	£3.18
Somerfield, Bexhill, Devonshire Rd	£1.20	£0.88	£0.00	£0.00	£0.07	£0.00	£2.15
Aldi, Bexhill, London Rd	£0.31	£0.71	£0.00	£0.00	£0.00	£0.00	£1.02
Co-op, Bexhill, Western Rd	£0.63	£1.06	£0.00	£0.00	£0.00	£0.00	£1.69
Local Store, Bexhill	£1.39	£1.30	£0.06	£0.00	£0.00	£0.00	£2.76
Bexhill Town Centre	£5.25	£5.42	£0.06	£0.00	£0.07	£0.00	£10.80
Budgen/Jempson, Battle, Market Square	£0.00	£0.47	£0.00	£1.71	£0.00	£0.08	£2.26
Co-op, Battle, High St	£0.00	£0.06	£0.00	£0.26	£0.00	£0.00	£0.32
Local Store, Battle	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.32
Battle Town Centre	£0.00	£0.53	£0.00	£2.28	£0.00	£0.08	£2.89
Jempson/Budgen, Rye, Station Approach	£0.00	£0.00	£0.00	£0.00	£2.00	£0.00	£2.00
Local Store, Rye	£0.00	£0.00	£0.00	£0.00	£1.73	£0.08	£1.81
Rye Town Centre	£0.00	£0.00	£0.00	£0.00	£3.73	£0.08	£3.80
Lidl, Sidley, Ninfield Rd	£0.19	£0.77	£0.00	£0.00	£0.00	£0.00	£0.96
Local Store, Sidley	£0.06	£0.35	£0.00	£0.00	£0.00	£0.00	£0.41
Co-op, Sidley, Ninfield Rd	£0.25	£0.64	£0.00	£0.00	£0.00	£0.00	£0.90
Sidley District Centre, Bexhill	£0.51	£1.76	£0.00	£0.00	£0.00	£0.00	£2.27
Co-op, Little Common, Cooden Sea Rd	£0.00	£1.89	£0.00	£0.00	£0.33	£0.00	£2.22
Local Store, Little Common	£0.13	£0.71	£0.00	£0.00	£0.00	£0.00	£0.84
Little Common District Centre, Bexhill	£0.13	£2.60	£0.00	£0.00	£0.33	£0.00	£3.05
Tesco, Bexhill, Collington Ave	£0.25	£1.24	£0.00	£0.00	£0.00	£0.00	£1.49
Jempson, Peasmarsh, Main St	£0.00	£0.00	£0.06	£0.00	£1.13	£0.00	£1.20
Tesco, Bexhill, Ravenside	£1.26	£0.95	£0.00	£0.06	£0.07	£0.00	£2.34
Tesco Express, Battle, Battle Hill	£0.00	£0.35	£0.00	£0.89	£0.07	£0.00	£1.39
Out Of Centre Stores In Rother	£1.52	£2.53	£0.06	£0.95	£1.27	£0.08	£6.41
Local Store, Burwash	£0.00	£0.00	£1.17	£0.00	£0.00	£0.00	£1.17
Local Store, Robertsbridge	£0.00	£0.00	£0.00	£1.14	£0.00	£0.00	£1.14
Local Stores/Londis, Ticehurst	£0.00	£0.00	£0.91	£0.00	£0.00	£0.00	£0.91
Local Store, Sedlescombe	£0.00	£0.00	£0.00	£0.57	£0.00	£0.00	£0.57
Local Store, Staplecross	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19
Local Store, Westfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24
Local Stores/Spar, Northiam	£0.00	£0.00	£0.00	£0.00	£0.54	£0.00	£0.54
Local Store, Catsfield	£0.00	£0.29	£0.00	£0.06	£0.00	£0.00	£0.35
Local Store, Fairlight	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17	£1.17
Local Stores Winchelsea/Beach	£0.00	£0.00	£0.00	£0.00	£0.40	£0.31	£0.71
Local Store, Etchingham	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	£0.59
Local Store, Hurst Green	£0.00	£0.00	£0.32	£0.06	£0.00	£0.00	£0.39
Local Stores/Village Centres In Rother	£0.00	£0.29	£2.99	£2.03	£0.93	£1.72	£7.96
Asda, Eastbourne, Crumbles	£0.06	£0.35	£0.00	£0.00	£0.00	£0.00	£0.41
Sainsbury, Hastings, St Leonards, John Macadam Way	£0.06	£0.24	£0.00	£0.13	£0.07	£0.24	£0.73
Morrison, Hastings, Queens Road	£0.00	£0.00	£0.00	£0.00	£0.20	£0.31	£0.51
Tesco, Hastings, St Leonards, Churchwood Drive	£0.06	£0.00	£0.00	£0.19	£0.13	£0.08	£0.46
Large Stores Outside Rother with Significant Influence	£0.18	£0.59	£0.00	£0.32	£0.40	£0.63	£2.12
Asda, Ashford, Kimberley Way	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Budgen, Hawkhurst, Rye Rd	£0.00	£0.06	£0.06	£0.06	£0.06	£0.06	£1.06
Budgen, Heathfield, Station Rd	£0.00	£0.00	£0.06	£0.00	£0.07	£0.00	£0.13
Co-op, Eastbourne, Albert Parade	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.06
Co-op, Hailsham, The Quintons	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Heathfield, High St	£0.00	£0.00	£0.39	£0.00	£0.00	£0.00	£0.39
Co-op, Ore, Fairlight Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.24
Co-op, Polegate, The Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, St Leonards, London Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, St Leonards, Silverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Tenterden, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Costcutter, Hailsham, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Costcutter, St Leonards, Battle Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Costcutter, Tenterden, Ashford Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Costcutter, Wadhurst, Sparrows Green Rd	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	£0.13
Iceland, Hastings, Castle St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Ashford, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Eastbourne, Langney Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Eastbourne, Langney Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Tunbridge Wells, Calverley Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Jempson, Battle, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, St Leonards, Bohemia Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Local Store, Hastings	£0.00	£0.00	£0.00	£0.25	£0.40	£0.16	£0.81
Marks & Spencer, Eastbourne	£0.06	£0.29	£0.00	£0.00	£0.00	£0.00	£0.35
Marks & Spencer, Priory Meadow Shopping Centre, Hastir	£0.13	£0.00	£0.00	£0.00	£0.00	£0.16	£0.29
Sainsbury, Ashford, Simon Well Ave	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury, Eastbourne, Arndale Centre	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.06
Sainsbury, Eastbourne, Hampden Park	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.06
Sainsbury, New Romney, Dymchurch Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury, Tunbridge Wells, Linden Park Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury, Tunbridge Wells, St Johns Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Somerfield, Eastbourne, Brassey Ave	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Spar, Hawkhurst, The Moor	£0.00	£0.00	£0.06	£0.13	£0.00	£0.08	£0.27
Spar, St Leonards, Kings Rd	£0.06	£0.00	£0.00	£0.00	£0.00	£0.08	£0.14
Tesco, Ashford, Hythe Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Eastbourne, Kingfisher Drive, Langney Shopping C	£0.06	£0.18	£0.00	£0.00	£0.00	£0.00	£0.24
Tesco, Eastbourne, Lottbridge Drove	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.06
Tesco, St Leonards, Silverhill	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
Tesco, Tenterden, Smallhythe Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells, Pembury Rd	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Heathfield, Station Rd	£0.06	£0.00	£0.00	£0.06	£0.00	£0.00	£0.13
Tesco Express, St Leonards, Fernside Avenue	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Eastbourne, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Hailsham, Vicarage Field	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.18
Waitrose, Tenterden, High St	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Crowborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.19	£0.42	£0.71	£0.44	£0.93	£0.55	£3.25
Other Stores/Locations Outside Rother	£0.57	£1.37	£1.62	£1.02	£2.00	£1.41	£7.99
* Internet/Home Delivery - Ocado/Waitrose	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
* Internet/Home Delivery - Tesco	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
* Internet/Home Delivery - Sainsburys	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Internet Home Delivery Channels	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.13

8. IMPLIED CONVENIENCE GOODS STORE TURNOVERS & SHARES OF GENERATED EXPENDITURE 2007 (based on Survey Results)

Store/Centre/Location	Total Turnover	Share of Generated Expenditure		
	£M	Main %	Top Up %	Total %
Sainsbury, Bexhill, Buckhurst Place	£21.78	15.4%	6.7%	12.8%
Somerfield, Bexhill, Devonshire Rd	£3.49	1.1%	4.5%	2.2%
Aldi, Bexhill, London Rd	£3.65	2.2%	2.1%	2.2%
Co-op, Bexhill, Western Rd	£2.14	0.4%	3.6%	1.3%
Local Store, Bexhill	£3.14	0.3%	5.8%	2.0%
Bexhill Town Centre	£34.20	19.5%	22.8%	20.5%
Budgen/Jempson, Battle, Market Square	£4.20	1.7%	4.8%	2.6%
Co-op, Battle, High St	£0.42	0.1%	0.7%	0.3%
Local Store, Battle	£0.32	0.0%	0.7%	0.2%
Battle Town Centre	£4.94	1.7%	6.1%	3.1%
Jempson/Budgen, Rye, Station Approach	£4.20	1.9%	4.2%	2.6%
Local Store, Rye	£2.02	0.1%	3.8%	1.2%
Rye Town Centre	£6.22	2.0%	8.0%	3.8%
Lidl, Sidley, Ninfield Rd	£2.93	1.6%	2.0%	1.7%
Local Store, Sidley	£0.61	0.2%	0.9%	0.4%
Co-op, Sidley, Ninfield Rd	£1.26	0.3%	1.9%	0.8%
Sidley District Centre, Bexhill	£4.80	2.1%	4.8%	2.9%
Co-op, Little Common, Cooden Sea Rd	£2.82	0.5%	4.7%	1.7%
Local Store, Little Common	£0.85	0.0%	1.8%	0.5%
Little Common District Centre, Bexhill	£3.67	0.5%	6.4%	2.3%
Tesco, Bexhill, Collington Ave	£2.39	0.8%	3.1%	1.5%
Jempson, Peasmarsh, Main St	£5.89	4.0%	2.5%	3.5%
Tesco, Bexhill, Ravenside	£33.54	18.1%	4.9%	14.1%
Tesco Express, Battle, Battle Hill	£1.46	0.0%	2.9%	0.9%
Out Of Centre Stores In Rother	£43.28	22.8%	13.5%	20.0%
Local Store, Burwash		0.2%	2.5%	0.9%
Local Store, Robertsbridge		0.2%	2.4%	0.8%
Local Stores/Londis, Ticehurst		0.2%	1.9%	0.7%
Local Store, Sedlescombe		0.0%	1.2%	0.4%
Local Store, Staplecross		0.0%	0.4%	0.1%
Local Store, Westfield		0.0%	0.5%	0.1%
Local Stores/Spar, Northiam		0.0%	1.1%	0.3%
Local Store, Catsfield		0.0%	0.7%	0.2%
Local Store, Fairlight		0.0%	2.5%	0.7%
Local Stores Winchelsea/Beach		0.0%	1.5%	0.4%
Local Store, Etchingham		0.0%	1.2%	0.4%
Local Store, Hurst Green		0.0%	0.8%	0.2%
Local Stores/Village Centres In Rother		0.6%	16.8%	5.5%
Asda, Eastbourne, Crumbles		3.0%	0.9%	2.4%
Sainsbury, Hastings, St Leonards, John Macadam Way		14.2%	1.5%	10.4%
Morrison, Hastings, Queens Road		4.7%	1.1%	3.6%
Tesco, Hastings, St Leonards, Churchwood Drive		7.4%	1.0%	5.5%
Large Stores Outside Rother with Significant Influence		29.3%	4.5%	21.8%
Other Stores/Locations Outside Rother		20.1%	16.8%	19.1%
Internet Home Delivery Channels		1.3%	0.3%	1.0%

9. IMPLIED CONVENIENCE GOODS STORE TURNOVERS 2011, 2016, 2021, 2026 (based on Survey Results)

Store/Centre/Location	Turnover 2011				Turnover 2016				Turnover 2021				Turnover 2026			
	Main £M	Top Up £M	Inflow £M	Total £M	Main £M	Top Up £M	Inflow £M	Total £M	Main £M	Top Up £M	Inflow £M	Total £M	Main £M	Top Up £M	Inflow £M	Total £M
Sainsbury, Bexhill, Buckhurst Place	£17.88	£3.33	£1.59	£22.80	£18.86	£3.51	£1.68	£24.05	£19.86	£3.70	£1.77	£25.33	£20.96	£3.90	£1.86	£26.73
Somerfield, Bexhill, Devonshire Rd	£1.33	£2.25	£0.07	£3.65	£1.40	£2.38	£0.08	£3.85	£1.47	£2.50	£0.08	£4.06	£1.56	£2.64	£0.08	£4.28
Aldi, Bexhill, London Rd	£2.57	£1.07	£0.18	£3.82	£2.71	£1.13	£0.19	£4.03	£2.86	£1.19	£0.20	£4.24	£3.01	£1.25	£0.21	£4.48
Co-op, Bexhill, Western Rd	£0.44	£1.77	£0.00	£2.21	£0.47	£1.87	£0.00	£2.34	£0.49	£1.97	£0.00	£2.46	£0.52	£2.08	£0.00	£2.60
Local Store, Bexhill	£0.38	£2.88	£0.00	£3.26	£0.40	£3.04	£0.00	£3.44	£0.42	£3.20	£0.00	£3.62	£0.44	£3.38	£0.00	£3.82
Bexhill Town Centre	£22.59	£11.31	£1.84	£35.74	£23.84	£11.93	£1.95	£37.71	£25.10	£12.56	£2.05	£39.71	£26.49	£13.26	£2.16	£41.91
Budgen/Jempson, Battle, Market Square	£1.93	£2.36	£0.11	£4.39	£2.03	£2.49	£0.11	£4.63	£2.14	£2.62	£0.12	£4.88	£2.26	£2.77	£0.13	£5.15
Co-op, Battle, High St	£0.10	£0.33	£0.00	£0.43	£0.10	£0.35	£0.00	£0.46	£0.11	£0.37	£0.00	£0.48	£0.12	£0.39	£0.00	£0.51
Local Store, Battle	£0.00	£0.33	£0.01	£0.34	£0.00	£0.35	£0.01	£0.36	£0.00	£0.37	£0.01	£0.37	£0.00	£0.39	£0.01	£0.39
Battle Town Centre	£2.02	£3.03	£0.11	£5.16	£2.14	£3.19	£0.12	£5.45	£2.25	£3.36	£0.13	£5.74	£2.37	£3.55	£0.13	£6.05
Jempson/Budgen, Rye, Station Approach	£2.20	£2.09	£0.11	£4.39	£2.32	£2.21	£0.11	£4.64	£2.44	£2.32	£0.12	£4.88	£2.57	£2.45	£0.13	£5.15
Local Store, Rye	£0.17	£1.89	£0.10	£2.17	£0.18	£2.00	£0.11	£2.29	£0.19	£2.10	£0.11	£2.41	£0.20	£2.22	£0.12	£2.54
Rye Town Centre	£2.37	£3.98	£0.21	£6.56	£2.50	£4.20	£0.22	£6.92	£2.63	£4.42	£0.23	£7.29	£2.78	£4.67	£0.25	£7.69
Lidl, Sidley, Ninfield Rd	£1.85	£1.00	£0.21	£3.07	£1.95	£1.06	£0.23	£3.24	£2.06	£1.12	£0.24	£3.41	£2.17	£1.18	£0.25	£3.60
Local Store, Sidley	£0.19	£0.43	£0.01	£0.64	£0.20	£0.46	£0.01	£0.67	£0.21	£0.48	£0.01	£0.71	£0.22	£0.51	£0.01	£0.75
Co-op, Sidley, Ninfield Rd	£0.35	£0.94	£0.03	£1.31	£0.37	£0.99	£0.03	£1.39	£0.39	£1.04	£0.03	£1.46	£0.41	£1.10	£0.03	£1.54
Sidley District Centre, Bexhill	£2.39	£2.38	£0.25	£5.02	£2.53	£2.51	£0.27	£5.30	£2.66	£2.64	£0.28	£5.58	£2.81	£2.79	£0.30	£5.89
Co-op, Little Common, Cooden Sea Rd	£0.57	£2.32	£0.06	£2.95	£0.60	£2.45	£0.06	£3.11	£0.63	£2.58	£0.06	£3.28	£0.67	£2.72	£0.07	£3.46
Local Store, Little Common	£0.00	£0.87	£0.02	£0.89	£0.00	£0.92	£0.02	£0.94	£0.00	£0.97	£0.02	£0.99	£0.00	£1.03	£0.02	£1.05
Little Common District Centre, Bexhill	£0.57	£3.20	£0.08	£3.84	£0.60	£3.37	£0.08	£4.05	£0.63	£3.55	£0.08	£4.27	£0.67	£3.75	£0.09	£4.50
Tesco, Bexhill, Collington Ave	£0.90	£1.56	£0.05	£2.50	£0.95	£1.64	£0.05	£2.64	£1.00	£1.73	£0.05	£2.78	£1.05	£1.83	£0.06	£2.94
Jempson, Peasmarsh, Main St	£4.62	£1.25	£0.29	£6.16	£4.87	£1.32	£0.31	£6.50	£5.13	£1.39	£0.33	£6.85	£5.41	£1.47	£0.34	£7.22
Tesco, Bexhill, Ravenside	£20.96	£2.45	£11.70	£35.11	£22.11	£2.59	£12.35	£37.04	£23.28	£2.72	£13.00	£39.01	£24.57	£2.87	£13.72	£41.16
Tesco Express, Battle, Battle Hill	£0.00	£1.45	£0.07	£1.53	£0.00	£1.53	£0.08	£1.61	£0.00	£1.61	£0.08	£1.69	£0.00	£1.70	£0.09	£1.79
Out Of Centre Stores In Rother	£26.47	£6.71	£12.12	£45.30	£27.93	£7.08	£12.79	£47.80	£29.41	£7.46	£13.46	£50.33	£31.03	£7.87	£14.21	£53.11
Local Store, Burwash	£0.25	£1.23		£1.48	£0.26	£1.29		£1.56	£0.28	£1.36		£1.64	£0.29	£1.44		£1.73
Local Store, Robertsbridge	£0.21	£1.19		£1.40	£0.22	£1.26		£1.48	£0.23	£1.32		£1.55	£0.24	£1.40		£1.64
Local Stores/Londis, Ticehurst	£0.27	£0.96		£1.23	£0.29	£1.01		£1.30	£0.30	£1.06		£1.37	£0.32	£1.12		£1.44
Local Store, Sedlescombe	£0.00	£0.59		£0.59	£0.00	£0.63		£0.63	£0.00	£0.66		£0.66	£0.00	£0.69		£0.69
Local Store, Staplecross	£0.00	£0.20		£0.20	£0.00	£0.21		£0.21	£0.00	£0.22		£0.22	£0.00	£0.24		£0.24
Local Store, Westfield	£0.00	£0.25		£0.25	£0.00	£0.26		£0.26	£0.00	£0.27		£0.27	£0.00	£0.29		£0.29
Local Stores/Spar, Northiam	£0.00	£0.56		£0.56	£0.00	£0.59		£0.59	£0.00	£0.62		£0.62	£0.00	£0.66		£0.66
Local Store, Catsfield	£0.00	£0.37		£0.37	£0.00	£0.39		£0.39	£0.00	£0.41		£0.41	£0.00	£0.43		£0.43
Local Store, Fairlight	£0.00	£1.23		£1.23	£0.00	£1.30		£1.30	£0.00	£1.37		£1.37	£0.00	£1.44		£1.44
Local Stores Winchelsea/Beach	£0.00	£0.74		£0.74	£0.00	£0.78		£0.78	£0.00	£0.82		£0.82	£0.00	£0.87		£0.87
Local Store, Etchingham	£0.00	£0.61		£0.61	£0.00	£0.65		£0.65	£0.00	£0.68		£0.68	£0.00	£0.72		£0.72
Local Store, Hurst Green	£0.00	£0.41		£0.41	£0.00	£0.43		£0.43	£0.00	£0.45		£0.45	£0.00	£0.48		£0.48
Local Stores/Village Centres In Rother	£0.73	£8.34		£9.07	£0.77	£8.80		£9.57	£0.81	£9.26		£10.08	£0.86	£9.77		£10.63
Asda, Eastbourne, Crumbles	£3.46	£0.43		£3.89	£3.65	£0.46		£4.11	£3.84	£0.48		£4.33	£4.06	£0.51		£4.56
Sainsbury, Hastings, St Leonards, John Macadam Way	£16.49	£0.77		£17.26	£17.40	£0.81		£18.21	£18.33	£0.85		£19.18	£19.34	£0.90		£20.24
Morrison, Hastings, Queens Road	£5.40	£0.53		£5.94	£5.70	£0.56		£6.26	£6.00	£0.59		£6.60	£6.33	£0.63		£6.96
Tesco, Hastings, St Leonards, Churchwood Drive	£8.54	£0.48		£9.03	£9.01	£0.51		£9.53	£9.49	£0.54		£10.03	£10.02	£0.57		£10.58
Large Stores Outside Rother with Significant Influence	£33.90	£2.22		£36.12	£35.77	£2.34		£38.11	£37.66	£2.47		£40.13	£39.74	£2.60		£42.35
Other Stores/Locations Outside Rother	£23.26	£8.36		£31.63	£24.55	£8.83		£33.37	£25.85	£9.29		£35.14	£27.28	£9.81		£37.08
Internet Home Delivery Channels	£1.56	£0.13		£1.69	£1.65	£0.14		£1.79	£1.73	£0.15		£1.88	£1.83	£0.16		£1.99

10. CONVENIENCE STORE BENCHMARK TURNOVERS 2007

Store/Location	Sales Area sqm	% Convenience Goods %	Convenience Goods Sales Area sqm	Estimated Convenience Goods Sales Density £/sqm	Convenience Goods Benchmark Turnover £M	company average density	total store turnover at company average rate	comparison turnover	convenience turnover	convenience sales density
Sainsbury, Bexhill, Buckhurst Place	1,467	85%	1,247	£9,093	£11.34	£8,493	£12,463,044	£1,121,674	£11,341,370	£9,093
Somerfield, Bexhill, Devonshire Rd	206	90%	185	£4,542	£0.84	£4,349	£895,845	£53,751	£842,094	£4,542
Aldi, Bexhill, London Rd	1,300	85%	1,105	£4,356	£4.81	£4,069	£5,289,559	£476,060	£4,813,498	£4,356
Co-op, Bexhill, Western Rd	376	95%	357	£5,298	£1.89	£5,188	£1,950,829	£58,525	£1,892,304	£5,298
Local Store, Bexhill					£3.11					
Bexhill Town Centre					£22.00					
Budgen/Jempson, Battle, Market Square	650	85%	553	£5,762	£3.18	£5,382	£3,498,385	£314,855	£3,183,531	£5,762
Co-op, Battle, High St	190	90%	171	£5,419	£0.93	£5,188	£985,791	£59,147	£926,644	£5,419
Local Store, Battle					£0.32					
Battle Town Centre					£4.43					
Jempson/Budgen, Rye, Station Approach	805	85%	684	£5,762	£3.94	£5,382	£4,332,616	£389,935	£3,942,680	£5,762
Local Store, Rye					£1.97					
Rye Town Centre					£5.92					
Lidl, Sidley, Ninfield Rd	890	80%	712	£2,901	£2.07	£2,637	£2,347,147	£281,658	£2,065,490	£2,901
Local Store, Sidley					£0.60					
Co-op, Sidley, Ninfield Rd	215	95%	204	£5,298	£1.08	£5,188	£1,114,866	£33,446	£1,081,420	£5,298
Sidley District Centre, Bexhill					£3.74					
Co-op, Little Common, Cooden Sea Rd	244	95%	232	£5,298	£1.23	£5,188	£1,268,142	£38,044	£1,230,098	£5,298
Local Store, Little Common					£0.84					
Little Common District Centre, Bexhill					£2.07					
Tesco, Bexhill, Collington Ave	221	95%	210	£11,321	£2.38	£11,087	£2,450,269	£73,508	£2,376,761	£11,321
Jempson, Peasmarsh, Main St	1,755	80%	1,404	£5,920	£8.31	£5,382	£9,445,640	£1,133,477	£8,312,164	£5,920
Tesco, Bexhill, Ravenside	2,218	75%	1,664	£12,565	£20.91	£11,087	£24,596,400	£3,689,460	£20,906,940	£12,565
Tesco Express, Battle, Battle Hill	205	95%	195	£11,321	£2.20	£11,087	£2,272,180	£68,165	£2,204,015	£11,321
Out Of Centre Stores In Rother					£33.80					
Local Store, Burwash					£1.41					
Local Store, Robertsbridge					£1.34					
Local Stores/Londis, Ticehurst					£1.18					
Local Store, Sedlescombe					£0.57					
Local Store, Staplecross					£0.19					
Local Store, Westfield					£0.24					
Local Stores/Spar, Northiam					£0.54					
Local Store, Catsfield					£0.35					
Local Store, Fairlight					£1.17					
Local Stores Winchelsea/Beach					£0.71					
Local Store, Etchingham					£0.59					
Local Store, Hurst Green					£0.39					
Local Stores/Village Centres In Rother					£8.66					
Rother District Total					£78.55					

11. CONVENIENCE GOODS CAPACITY

Main Stores and Towns	Benchmark Turnover £M	Market Share £M	2007 Surplus £M	Benchmark Turnover £M	Market Share £M	2011 Surplus £M	Benchmark Turnover £M	Market Share £M	2016 Surplus £M	Benchmark Turnover £M	Market Share £M	2021 Surplus £M	Benchmark Turnover £M	Market Share £M	2026 Surplus £M
Sainsbury, Bexhill, Buckhurst Place	£11.34	£21.78	£10.44	£11.57	£22.80	£11.23	£11.86	£24.05	£12.19	£12.16	£25.33	£13.17	£12.47	£26.73	£14.26
Somerfield, Bexhill, Devonshire Rd	£0.84	£3.49	£2.65	£0.86	£3.65	£2.79	£0.88	£3.85	£2.97	£0.90	£4.06	£3.15	£0.93	£4.28	£3.36
Aldi, Bexhill, London Rd	£4.81	£3.65	-£1.16	£4.91	£3.82	-£1.09	£5.03	£4.03	-£1.00	£5.16	£4.24	-£0.92	£5.29	£4.48	-£0.81
Co-op, Bexhill, Western Rd	£1.89	£2.14	£0.24	£1.93	£2.21	£0.28	£1.98	£2.34	£0.36	£2.03	£2.46	£0.43	£2.08	£2.60	£0.52
Local Store, Bexhill	£3.11	£3.14	£0.03	£3.18	£3.26	£0.08	£3.26	£3.44	£0.18	£3.34	£3.62	£0.28	£3.42	£3.82	£0.40
Bexhill Town Centre	£22.00	£34.20	£12.20	£22.45	£35.74	£13.30	£23.01	£37.71	£14.70	£23.59	£39.71	£16.12	£24.19	£41.91	£17.72
Budgen/Jempson, Battle, Market Square	£3.18	£4.20	£1.01	£3.25	£4.39	£1.15	£3.33	£4.63	£1.31	£3.41	£4.88	£1.47	£3.50	£5.15	£1.65
Co-op, Battle, High St	£0.93	£0.42	-£0.51	£0.95	£0.43	-£0.51	£0.97	£0.46	-£0.51	£0.99	£0.48	-£0.51	£1.02	£0.51	-£0.51
Local Store, Battle	£0.32	£0.32	£0.01	£0.32	£0.34	£0.01	£0.33	£0.36	£0.03	£0.34	£0.37	£0.04	£0.35	£0.39	£0.05
Battle Town Centre	£4.43	£4.94	£0.51	£4.51	£5.16	£0.65	£4.63	£5.45	£0.82	£4.75	£5.74	£0.99	£4.87	£6.05	£1.19
Jempson/Budgen, Rye, Station Approach	£3.94	£4.20	£0.25	£4.02	£4.39	£0.37	£4.12	£4.64	£0.51	£4.23	£4.88	£0.65	£4.33	£5.15	£0.82
Local Store, Rye	£1.97	£2.02	£0.05	£2.01	£2.17	£0.16	£2.06	£2.29	£0.22	£2.12	£2.41	£0.29	£2.17	£2.54	£0.37
Rye Town Centre	£5.92	£6.22	£0.30	£6.04	£6.56	£0.53	£6.19	£6.92	£0.74	£6.34	£7.29	£0.95	£6.50	£7.69	£1.19
Lidl, Sidley, Ninfield Rd	£2.07	£2.93	£0.87	£2.11	£3.07	£0.96	£2.16	£3.24	£1.08	£2.21	£3.41	£1.20	£2.27	£3.60	£1.33
Local Store, Sidley	£0.60	£0.61	£0.01	£0.61	£0.64	£0.03	£0.62	£0.67	£0.05	£0.64	£0.71	£0.07	£0.66	£0.75	£0.09
Co-op, Sidley, Ninfield Rd	£1.08	£1.26	£0.17	£1.10	£1.31	£0.21	£1.13	£1.39	£0.26	£1.16	£1.46	£0.30	£1.16	£1.54	£0.38
Sidley District Centre, Bexhill	£3.74	£4.80	£1.05	£3.82	£5.02	£1.20	£3.92	£5.30	£1.38	£4.01	£5.58	£1.57	£4.09	£5.89	£1.80
Co-op, Little Common, Cooden Sea Rd	£1.23	£2.82	£1.59	£1.25	£2.95	£1.69	£1.29	£3.11	£1.83	£1.32	£3.28	£1.96	£1.35	£3.46	£2.11
Local Store, Little Common	£0.84	£0.85	£0.02	£0.85	£0.89	£0.04	£0.87	£0.94	£0.07	£0.90	£0.99	£0.10	£0.92	£1.05	£0.13
Little Common District Centre, Bexhill	£2.07	£3.67	£1.60	£2.11	£3.84	£1.73	£2.16	£4.05	£1.89	£2.21	£4.27	£2.05	£2.27	£4.50	£2.23
Tesco, Bexhill, Collington Ave	£2.38	£2.39	£0.01	£2.42	£2.50	£0.08	£2.49	£2.64	£0.16	£2.55	£2.78	£0.23	£2.61	£2.94	£0.32
Jempson, Peasmarsh, Main St	£8.31	£5.89	-£2.43	£8.48	£6.16	-£2.32	£8.69	£6.50	-£2.19	£8.91	£6.85	-£2.07	£9.14	£7.22	-£1.91
Tesco, Bexhill, Ravenside	£20.91	£33.54	£12.64	£21.33	£35.11	£13.78	£21.87	£37.04	£15.18	£22.42	£39.01	£16.59	£22.99	£41.16	£18.18
Tesco Express, Battle, Battle Hill	£2.20	£1.46	-£0.75	£2.25	£1.53	-£0.72	£2.31	£1.61	-£0.70	£2.36	£1.69	-£0.67	£2.42	£1.79	-£0.63
Out Of Centre Stores In Rother	£33.80	£43.28	£9.48	£34.48	£45.30	£10.82	£35.35	£47.80	£12.44	£36.24	£50.33	£14.09	£37.16	£53.11	£15.95
Local Store, Burwash	£1.41	£1.41	£0.00	£1.44	£1.48	£0.04	£1.48	£1.56	£0.08	£1.51	£1.64	£0.13	£1.55	£1.73	£0.18
Local Store, Robertsbridge	£1.34	£1.34	£0.00	£1.36	£1.40	£0.04	£1.40	£1.48	£0.08	£1.43	£1.55	£0.12	£1.47	£1.64	£0.17
Local Stores/Londis, Ticehurst	£1.18	£1.18	£0.00	£1.20	£1.23	£0.03	£1.23	£1.30	£0.07	£1.26	£1.37	£0.11	£1.29	£1.44	£0.15
Local Store, Sedlescombe	£0.57	£0.57	£0.00	£0.58	£0.59	£0.02	£0.59	£0.63	£0.03	£0.61	£0.66	£0.05	£0.62	£0.69	£0.07
Local Store, Staplecross	£0.19	£0.19	£0.00	£0.20	£0.20	£0.01	£0.20	£0.21	£0.01	£0.21	£0.22	£0.02	£0.21	£0.24	£0.02
Local Store, Westfield	£0.24	£0.24	£0.00	£0.24	£0.25	£0.01	£0.25	£0.26	£0.01	£0.25	£0.27	£0.02	£0.26	£0.29	£0.03
Local Stores/Spar, Northiam	£0.54	£0.54	£0.00	£0.55	£0.56	£0.01	£0.56	£0.59	£0.03	£0.57	£0.62	£0.05	£0.59	£0.66	£0.07
Local Store, Catsfield	£0.35	£0.35	£0.00	£0.36	£0.37	£0.01	£0.37	£0.39	£0.02	£0.38	£0.41	£0.03	£0.39	£0.43	£0.05
Local Store, Fairlight	£1.17	£1.17	£0.00	£1.20	£1.23	£0.03	£1.23	£1.30	£0.07	£1.26	£1.37	£0.11	£1.29	£1.44	£0.15
Local Stores Winchelsea/Beach	£0.71	£0.71	£0.00	£0.72	£0.74	£0.02	£0.74	£0.78	£0.04	£0.76	£0.82	£0.06	£0.78	£0.87	£0.09
Local Store, Etchingham	£0.59	£0.59	£0.00	£0.60	£0.61	£0.02	£0.61	£0.65	£0.03	£0.63	£0.68	£0.05	£0.64	£0.72	£0.07
Local Store, Hurst Green	£0.39	£0.39	£0.00	£0.39	£0.41	£0.01	£0.40	£0.43	£0.02	£0.42	£0.45	£0.04	£0.43	£0.48	£0.05
Local Stores/Village Centres In Rother	£8.66	£8.66	£0.00	£8.84	£9.07	£0.23	£9.06	£9.57	£0.51	£9.29	£10.08	£0.79	£9.52	£10.63	£1.11
Rother District Total	£80.62	£105.77	£25.15	£82.24	£110.70	£28.46	£84.32	£116.80	£32.48	£86.45	£123.00	£36.55	£88.60	£129.79	£41.19

12. EXPENDITURE PER HEAD - COMPARISON GOOD:

12A. Expenditure Per Head - Clothing & Footwear

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£612	£628	£752	£691	£699	£663
2006 exc SFT	£569	£584	£699	£643	£650	£617
2007	£633	£650	£778	£715	£723	£686
2011	£727	£746	£893	£821	£830	£787
2016	£863	£886	£1,061	£975	£986	£935
2021	£1,025	£1,052	£1,260	£1,158	£1,171	£1,111
2026	£1,218	£1,250	£1,496	£1,375	£1,391	£1,319

12B. Expenditure Per Head - Chemist & Personal Care

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£386	£374	£413	£394	£393	£379
2006 exc SFT	£359	£348	£384	£366	£365	£352
2007	£400	£387	£427	£408	£407	£392
2011	£458	£444	£491	£468	£467	£450
2016	£544	£528	£556	£536	£535	£535
2021	£647	£627	£692	£660	£658	£635
2026	£768	£744	£822	£784	£782	£754

12C. Expenditure Per Head - Books, Stationery, Cards, DVD's, CD's etc

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£261	£263	£280	£272	£285	£269
2006 exc SFT	£243	£245	£260	£253	£265	£250
2007	£270	£272	£290	£282	£295	£278
2011	£310	£312	£333	£323	£338	£319
2016	£368	£371	£395	£384	£402	£379
2021	£437	£441	£469	£456	£477	£451
2026	£519	£523	£557	£541	£567	£535

12D. Expenditure Per Head - Recreation & Leisure Goods

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£492	£491	£541	£511	£529	£503
2006 exc SFT	£458	£457	£503	£475	£482	£468
2007	£509	£508	£560	£529	£548	£521
2011	£584	£583	£643	£607	£628	£597
2016	£694	£693	£763	£721	£746	£710
2021	£824	£823	£906	£856	£886	£843
2026	£979	£977	£1,076	£1,017	£1,053	£1,001

12E. Expenditure Per Head - China, Glass & Home Textiles

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£185	£191	£223	£210	£218	£200
2006 exc SFT	£172	£178	£207	£195	£203	£186
2007	£198	£198	£231	£217	£226	£207
2011	£220	£227	£265	£249	£259	£238
2016	£261	£269	£315	£296	£308	£282
2021	£310	£320	£374	£352	£365	£335
2026	£368	£380	£444	£418	£434	£398

12F. Expenditure Per Head - Household Appliances

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£108	£110	£129	£120	£126	£118
2006 exc SFT	£100	£102	£120	£112	£117	£110
2007	£112	£114	£134	£124	£130	£122
2011	£126	£131	£153	£143	£150	£140
2016	£152	£155	£182	£169	£178	£166
2021	£181	£184	£216	£201	£211	£198
2026	£215	£219	£257	£239	£251	£235

12G. Expenditure Per Head - Audio Visual Equipment

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£263	£262	£293	£279	£285	£276
2006 exc SFT	£245	£244	£272	£259	£265	£257
2007	£272	£271	£303	£289	£295	£286
2011	£312	£311	£348	£331	£338	£328
2016	£371	£370	£413	£394	£402	£389
2021	£441	£439	£491	£467	£477	£462
2026	£523	£521	£583	£555	£567	£549

12H. Expenditure Per Head - Furniture, Furnishings & Carpets

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£311	£312	£345	£330	£348	£313
2006 exc SFT	£289	£290	£321	£307	£324	£291
2007	£322	£323	£357	£342	£360	£324
2011	£369	£371	£410	£392	£413	£372
2016	£439	£440	£487	£465	£491	£442
2021	£521	£523	£578	£553	£583	£524
2026	£619	£621	£686	£657	£692	£623

12I. Expenditure Per Head - DIY, Decorating & Gardening

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair
2006	£263	£281	£340	£312	£320	£300
2006 exc SFT	£245	£261	£316	£290	£298	£279
2007	£272	£291	£352	£323	£331	£311
2011	£312	£334	£404	£371	£380	£356
2016	£371	£396	£480	£440	£451	£423
2021	£441	£471	£570	£523	£536	£503
2026	£523	£559	£677	£621	£637	£597

13. EXPENDITURE GENERATED - COMPARISON GOODS

Total Comparison Goods Expenditure Generated

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£47.69	£84.90	£28.43		£39.72	£50.33	£22.33	£273.39
2006 exc SFT	£44.35	£78.96	£26.44		£36.94	£46.81	£20.76	£254.25
2007	£49.58	£88.10	£29.58		£41.25	£52.19	£23.25	£283.95
2011	£57.93	£102.15	£34.66		£47.99	£60.32	£27.34	£330.40
2016	£70.05	£122.58	£42.04		£57.79	£72.16	£33.26	£397.87
2021	£84.49	£146.89	£50.82		£69.45	£86.24	£47.22	£476.22
2026	£102.17	£176.29	£61.62		£83.63	£103.19	£49.04	£575.63

13A. Expenditure Generated - Clothing & Footwear

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£10.13	£18.31	£6.45		£8.80	£10.98	£4.90	£59.57
2006 exc SFT	£9.42	£17.03	£6.00		£8.18	£10.22	£4.56	£55.40
2007	£10.53	£19.00	£6.71		£9.14	£11.39	£5.10	£61.87
2011	£12.31	£22.03	£7.86		£10.63	£13.16	£6.00	£71.99
2016	£14.88	£26.43	£9.53		£12.80	£15.75	£7.30	£86.70
2021	£17.95	£31.68	£11.53		£15.39	£18.82	£8.85	£104.21
2026	£21.70	£38.02	£13.97		£18.53	£22.52	£10.76	£125.50

13B. Expenditure Generated - Chemist & Personal Care

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£6.39	£10.90	£3.54		£5.02	£6.18	£2.80	£34.83
2006 exc SFT	£5.94	£10.14	£3.29		£4.67	£5.74	£2.60	£32.39
2007	£6.64	£11.32	£3.68		£5.21	£6.40	£2.92	£36.17
2011	£7.76	£13.12	£4.32		£6.06	£7.40	£3.43	£42.09
2016	£9.39	£15.74	£5.24		£7.30	£8.85	£4.17	£50.69
2021	£11.32	£18.67	£6.33		£8.77	£10.58	£5.06	£60.93
2026	£13.69	£22.64	£7.68		£10.56	£12.66	£6.15	£73.38

13C. Expenditure Generated - Books, Stationery, Cards, DVD's, CD's etc

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£4.32	£7.67	£2.40		£3.46	£4.48	£1.99	£24.32
2006 exc SFT	£4.02	£7.13	£2.23		£3.22	£4.17	£1.85	£22.62
2007	£4.49	£7.96	£2.50		£3.60	£4.64	£2.07	£25.26
2011	£5.25	£9.23	£2.93		£4.19	£5.37	£2.43	£29.39
2016	£6.35	£11.07	£3.55		£5.04	£6.42	£2.96	£35.39
2021	£7.65	£13.27	£4.29		£6.06	£7.67	£3.59	£42.53
2026	£9.26	£15.92	£5.20		£7.29	£9.18	£4.37	£51.22

13D. Expenditure Generated - Recreation & Leisure Goods

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£8.14	£14.32	£4.64		£6.51	£8.31	£3.72	£45.63
2006 exc SFT	£7.57	£13.31	£4.31		£6.05	£7.73	£3.46	£42.44
2007	£8.47	£14.85	£4.83		£6.76	£8.62	£3.87	£47.40
2011	£9.89	£17.22	£5.66		£7.86	£9.86	£4.55	£55.15
2016	£11.96	£20.67	£6.86		£9.47	£11.92	£5.54	£66.41
2021	£14.43	£24.77	£8.29		£11.38	£14.24	£6.71	£79.82
2026	£17.45	£29.72	£10.05		£13.70	£17.04	£8.16	£96.13

13E. Expenditure Generated - China, Glass & Home Textiles

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£3.06	£5.57	£1.91		£2.67	£3.43	£1.48	£18.12
2006 exc SFT	£2.85	£5.18	£1.78		£2.49	£3.19	£1.37	£16.85
2007	£3.18	£5.78	£2.09		£2.78	£3.55	£1.54	£18.82
2011	£3.72	£6.70	£2.33		£3.23	£4.11	£1.81	£21.90
2016	£4.50	£8.04	£2.83		£3.89	£4.91	£2.20	£26.37
2021	£5.43	£9.63	£3.42		£4.68	£5.87	£2.67	£31.89
2026	£6.56	£11.56	£4.14		£5.63	£7.02	£3.25	£38.17

13F. Expenditure Generated - Household Appliances

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£1.79	£3.21	£1.11		£1.53	£1.98	£0.87	£10.48
2006 exc SFT	£1.66	£2.98	£1.03		£1.42	£1.84	£0.81	£9.75
2007	£1.86	£3.33	£1.15		£1.59	£2.05	£0.91	£10.89
2011	£2.17	£3.86	£1.35		£1.85	£2.37	£1.07	£12.67
2016	£2.63	£4.63	£1.64		£2.22	£2.84	£1.30	£15.25
2021	£3.17	£5.55	£1.98		£2.67	£3.39	£1.57	£18.33
2026	£3.83	£6.66	£2.40		£3.22	£4.06	£1.92	£22.08

13G. Expenditure Generated - Audio Visual Equipment

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£4.35	£7.64	£2.51		£3.55	£4.48	£2.04	£24.57
2006 exc SFT	£4.05	£7.10	£2.34		£3.30	£4.17	£1.90	£22.85
2007	£4.53	£7.93	£2.61		£3.69	£4.64	£2.12	£25.52
2011	£5.29	£9.19	£3.06		£4.29	£5.37	£2.50	£29.70
2016	£6.40	£11.03	£3.71		£5.17	£6.42	£3.04	£35.77
2021	£7.71	£13.22	£4.49		£6.21	£7.67	£3.68	£42.99
2026	£9.33	£16.86	£5.45		£7.48	£9.18	£4.48	£51.77

13H. Expenditure Generated - Furniture, Furnishings & Carpets

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£5.15	£9.10	£2.96		£4.20	£5.47	£2.31	£29.19
2006 exc SFT	£4.79	£8.46	£2.75		£3.91	£5.09	£2.15	£27.14
2007	£5.35	£9.44	£3.08		£4.36	£5.67	£2.41	£30.31
2011	£6.25	£10.94	£3.61		£5.08	£6.55	£2.83	£35.27
2016	£7.56	£13.13	£4.37		£6.11	£7.84	£3.45	£42.47
2021	£9.12	£15.74	£5.29		£7.35	£9.37	£4.18	£51.04
2026	£11.03	£18.89	£6.41		£8.85	£11.21	£5.08	£61.47

13I. Expenditure Generated - DIY, Decorating & Gardening

	Bexhill East	Bexhill West	North West Rother	Study Zones	Battle	Rye	West/Guest/Fair	Total
2006	£4.35	£8.19	£2.91		£3.97	£5.03	£2.22	£26.68
2006 exc SFT	£4.05	£7.62	£2.71		£3.69	£4.68	£2.05	£24.81
2007	£4.53	£8.50	£3.03		£4.13	£5.21	£2.31	£27.71
2011	£5.29	£9.86	£3.55		£4.80	£6.03	£2.71	£32.24
2016	£6.40	£11.83	£4.31		£5.76	£7.21	£3.30	£38.83
2021	£7.71	£14.17	£5.21		£6.95	£8.62	£4.00	£46.67
2026	£9.33	£17.01	£6.32		£8.37	£10.31	£4.87	£56.20

14A. Market Share - Clothing & Footwear

	Study Zones						Total
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Cust/Fair	
Bexhill - Town Centre	24.70%	15.40%	0.00%	2.70%	0.00%	0.00%	9.90%
Battle - Town Centre	0.00%	0.70%	1.20%	8.20%	0.00%	1.50%	1.50%
Rye - Town Centre	0.00%	0.00%	0.00%	0.90%	7.80%	0.00%	1.50%
Ravenside Retail Park, Bexhill	0.60%	1.10%	0.00%	0.00%	0.70%	1.50%	0.70%
Tesco, Ravenside Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sidley - Local Centre	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.10%
Little Common - Local Centre	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.10%
Robertsbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peasmarsh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ticehurst	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northium	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sedlescombe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rother District	25.30%	18.00%	1.20%	11.80%	8.50%	3.00%	13.80%
Eastbourne - Town Centre	51.30%	53.40%	7.20%	14.50%	3.30%	13.40%	31.20%
Hastings - Town Centre	13.60%	15.80%	8.40%	33.60%	44.40%	59.70%	25.70%
Tunbridge Wells - Town Centre	0.00%	1.40%	68.70%	22.70%	8.50%	3.00%	11.90%
Ashford - Designer Outlet Village	0.00%	0.00%	0.00%	0.90%	9.80%	3.00%	2.10%
Ashford - Town Centre	0.00%	0.00%	0.00%	0.30%	0.00%	0.40%	0.70%
Bluewater Shopping Centre	0.00%	0.70%	0.00%	0.90%	1.30%	1.50%	0.70%
Brighton - Town Centre	0.60%	0.70%	0.00%	1.80%	0.70%	0.00%	0.70%
Hailsham - Town Centre	0.00%	0.00%	0.00%	0.00%	0.70%	1.50%	0.20%
Heathfield - Town Centre	0.00%	0.00%	2.40%	0.00%	0.00%	0.00%	0.20%
Langney Centre, Eastbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
London	2.60%	0.40%	1.20%	1.80%	3.30%	3.00%	1.80%
Morrisons, Hastings	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Hampden Park, Eastbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, John McAdam Way, St Leonards	0.60%	0.00%	0.00%	1.80%	0.70%	0.00%	0.50%
Sainsburys, Linden Park Rd, Tun Wells	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.10%
Sainsburys, Simon Well, Ashford	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.10%
Sovereign (Crumbles) Retail Park, Eastbourne	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.20%
St Leonards - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tenterden - Town Centre	0.00%	0.00%	0.00%	0.90%	4.60%	0.00%	0.90%
Tesco, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Churchwood Drive, St Leonards	0.00%	0.40%	1.20%	0.00%	0.00%	1.50%	0.40%
Tesco, Lottbridge Drive, Ebne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Tunbridge Wells	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	1.40%	0.00%	0.90%	0.70%	0.00%	0.70%
Tunbridge Wells, Longfield Retail Park	0.00%	0.70%	0.00%	0.90%	0.00%	1.50%	0.50%
Tonbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Canterbury	0.00%	0.00%	0.00%	0.00%	2.00%	1.50%	0.50%
Others	3.80%	5.00%	6.00%	10.80%	25.80%	13.50%	10.00%
Centres/Locations Outside District with Attraction	68.70%	75.60%	90.30%	81.60%	82.00%	89.60%	78.80%
* Internet	1.30%	2.20%	0.00%	0.90%	2.00%	0.00%	1.40%
* Catalogue/Mail Order	4.50%	4.30%	8.40%	5.50%	7.80%	7.50%	5.80%
Internet/Mail Order	5.80%	6.50%	8.40%	6.40%	9.80%	7.50%	7.20%
	100%	100%	100%	100%	100%	100%	100%

14B. Market Share - Chemist & Personal Care

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Total
Bexhill - Town Centre	66.30%	50.30%	1.20%	3.60%	1.30%	1.50%	30.00%
Battle - Town Centre	0.60%	4.60%	0.00%	32.70%	0.00%	1.50%	6.00%
Rye - Town Centre	0.00%	0.00%	0.00%	0.00%	56.10%	1.50%	10.30%
Ravenside Retail Park, Bexhill	18.10%	10.30%	1.20%	0.90%	0.00%	0.00%	7.00%
Tesco, Ravenside Retail Park	8.80%	5.70%	1.20%	0.90%	0.00%	0.00%	3.70%
Sidley - Local Centre	1.30%	5.30%	0.00%	0.00%	0.00%	2.00%	0.00%
Little Common - Local Centre	0.00%	9.20%	0.00%	0.00%	0.00%	0.00%	3.00%
Robertsbridge	0.00%	0.00%	0.00%	13.60%	0.00%	0.00%	1.80%
Peammarsh	0.00%	0.00%	1.20%	0.00%	1.90%	0.00%	0.50%
Ticehurst	0.00%	0.00%	19.30%	0.00%	0.00%	0.00%	1.90%
Northium	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sedlescombe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rother District	95.10%	85.40%	24.10%	51.70%	59.30%	4.50%	66.20%
Eastbourne - Town Centre	1.30%	3.90%	1.20%	4.50%	1.30%	1.50%	2.60%
Hastings - Town Centre	1.30%	4.60%	6.00%	16.40%	21.30%	50.80%	12.20%
Tunbridge Wells - Town Centre	0.00%	0.00%	32.50%	5.50%	0.60%	0.00%	4.00%
Ashford - Designer Outlet Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashford - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.50%	0.10%
Bluewater Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.60%	0.00%	0.10%
Brighton - Town Centre	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
Halisham - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Heathfield - Town Centre	0.00%	0.00%	13.30%	0.90%	1.90%	0.00%	1.80%
Langney Centre, Eastbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
London	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Hastings	0.00%	0.00%	1.20%	0.00%	0.00%	3.10%	0.40%
Sainsburys, Hampden Park, Eastbourne	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.20%
Sainsburys, John McAdam Way, St Leonards, Hastings	0.60%	0.70%	2.40%	13.60%	3.20%	15.40%	4.10%
Sainsburys, Linden Park Rd, Tun Wells	0.00%	0.00%	2.40%	0.00%	0.00%	0.00%	0.20%
Sainsburys, Simon Well, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sovereign (Crumbles) Retail Park, Eastbourne	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.20%
St Leonards - Town Centre	0.00%	0.00%	1.20%	0.00%	0.60%	0.00%	0.20%
Tenterden - Town Centre	0.00%	0.00%	1.20%	0.00%	7.10%	0.00%	1.40%
Tesco, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Churchwood Drive, St Leonards	0.60%	0.40%	3.60%	3.60%	0.60%	10.80%	2.00%
Tesco, Lottbridge Drive, Ebne	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.10%
Tesco, Tunbridge Wells	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.10%
Other	0.00%	1.40%	7.20%	2.70%	1.90%	10.80%	2.70%
Tunbridge Wells, Longfield Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tonbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Canterbury	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others	1.80%	4.30%	33.70%	20.80%	15.90%	41.60%	13.70%
Centres/Locations Outside District with Attraction	4.40%	12.80%	73.40%	47.20%	39.10%	93.90%	32.50%
* Internet	0.00%	0.40%	2.40%	0.90%	0.60%	0.00%	0.60%
* Catalogue/Mail Order	0.60%	1.40%	0.00%	0.00%	0.60%	1.50%	0.80%
Internet/Mail Order	0.60%	1.80%	2.40%	0.90%	1.20%	1.50%	1.40%
	100%	100%	100%	100%	100%	100%	100%

14G. Market Share - Audio Visual Equipment

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	18.90%	20.30%	1.30%		11.80%	4.30%	10.90%
Battle - Town Centre	0.70%	0.00%	0.00%		3.90%	0.00%	0.00%
Rye - Town Centre	0.00%	0.00%	0.00%		0.00%	2.90%	0.00%
Ravenside Retail Park, Bexhill	61.50%	41.70%	2.50%		14.70%	15.70%	32.80%
Tesco, Ravenside Retail Park	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Sidley - Local Centre	1.40%	4.10%	0.00%		1.00%	0.00%	0.00%
Little Common - Local Centre	1.40%	5.30%	0.00%		1.00%	0.00%	0.00%
Robertbridge	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Peasmarsh	0.00%	0.00%	0.00%		1.00%	0.70%	0.00%
Ticehurst	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Northiam	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Sedlescombe	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Rother District	83.90%	71.40%	3.80%		33.40%	23.60%	43.70%
Eastbourne - Town Centre	3.40%	6.40%	3.80%		3.90%	0.70%	0.00%
Hastings - Town Centre	1.40%	5.60%	5.00%		20.60%	30.70%	23.40%
Tunbridge Wells - Town Centre	0.00%	0.40%	18.80%		5.90%	0.00%	0.00%
Ashford - Designer Outlet Village	0.00%	0.00%	0.00%		0.00%	2.10%	0.00%
Ashford - Town Centre	0.00%	0.00%	0.00%		0.00%	5.70%	0.00%
Bluewater Shopping Centre	0.00%	0.00%	0.00%		1.00%	2.10%	0.00%
Brighton - Town Centre	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Hailsham - Town Centre	0.00%	0.00%	1.30%		0.00%	0.00%	0.00%
Heathfield - Town Centre	0.00%	0.00%	15.00%		1.00%	0.70%	0.00%
Langney Centre, Eastbourne	0.70%	0.00%	0.00%		0.00%	0.00%	0.00%
London	0.00%	0.00%	0.00%		0.00%	1.40%	3.10%
Morrisons, Hastings	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Sainsburys, Hampden Park, Eastbourne	0.00%	0.40%	0.00%		0.00%	0.00%	0.00%
Sainsburys, John McAdam Way, St Leonards	0.00%	0.00%	0.00%		2.00%	0.00%	0.00%
Sainsburys, Linden Park Rd, Tun Wells	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Sainsburys, Simon Well, Ashford	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Sovereign (Crumbles) Retail Park, Eastbourne	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
St Leonards - Town Centre	2.00%	3.80%	0.00%		7.80%	5.00%	10.90%
Tenterden - Town Centre	0.00%	0.00%	1.30%		0.00%	3.60%	0.00%
Tesco, Ashford	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Tesco, Churchwood Drive, St Leonards	0.00%	0.40%	0.00%		0.00%	0.00%	0.00%
Tesco, Lottbridge Drove, Ebne	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Tesco, Tunbridge Wells	0.00%	0.40%	0.00%		0.00%	0.00%	0.00%
Other	1.40%	1.10%	1.30%		1.00%	2.10%	3.10%
Tunbridge Wells, Longfield Retail Park	0.00%	0.00%	28.70%		7.80%	2.90%	1.60%
Tonbridge Town Centre	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%
Cranbrook	0.00%	0.00%	1.30%		0.00%	1.40%	0.00%
Others	4.10%	6.10%	48.90%		20.60%	27.00%	18.70%
Centres/Locations Outside District with Attraction	8.90%	18.50%	76.50%		51.00%	58.40%	42.10%
* Internet	6.10%	8.60%	18.80%		15.70%	17.10%	14.10%
* Catalogue/Mail Order	1.40%	1.50%	1.30%		0.00%	0.70%	0.00%
Internet/Mail Order	7.50%	10.10%	20.10%		15.70%	17.80%	14.10%
	100%	100%	100%		100%	100%	100%

14H. Market Share - Furniture, Furnishings & Carpets

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	25.70%	19.70%	0.00%	4.20%	0.80%	0.00%	11.40%
Battle - Town Centre	1.80%	0.80%	0.00%	10.40%	0.00%	1.60%	2.10%
Rye - Town Centre	0.00%	0.00%	0.00%	0.00%	7.20%	1.60%	1.40%
Ravenside Retail Park, Bexhill	8.00%	5.00%	0.00%	0.00%	1.60%	0.00%	3.20%
Tesco, Ravenside Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sidley - Local Centre	0.00%	1.30%	0.00%	0.00%	0.00%	0.40%	0.40%
Little Common - Local Centre	0.00%	3.40%	0.00%	0.00%	0.00%	0.00%	1.10%
Robertbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Peasmarsh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ticehurst	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northiam	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sedlescombe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rother District	35.50%	30.20%	0.00%	14.60%	9.60%	3.20%	19.60%
Eastbourne - Town Centre	31.00%	31.10%	2.60%	10.40%	4.80%	14.80%	19.10%
Hastings - Town Centre	10.60%	13.40%	7.70%	25.00%	29.60%	42.60%	19.30%
Tunbridge Wells - Town Centre	0.90%	2.10%	25.60%	7.30%	5.60%	1.60%	5.80%
Ashford - Designer Outlet Village	0.00%	0.00%	1.30%	1.00%	2.40%	3.30%	1.00%
Ashford - Town Centre	0.00%	0.00%	0.00%	0.00%	9.60%	1.60%	1.80%
Bluewater Shopping Centre	0.00%	0.40%	2.60%	2.10%	2.40%	0.00%	1.10%
Brighton - Town Centre	1.80%	0.40%	0.00%	1.00%	0.80%	0.00%	0.70%
Hailsham - Town Centre	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.30%
Heathfield - Town Centre	0.00%	0.00%	11.50%	3.10%	0.00%	0.00%	1.70%
Langney Centre, Eastbourne	0.00%	0.00%	0.00%	0.00%	0.80%	0.00%	0.10%
London	1.80%	1.70%	3.80%	0.00%	3.20%	3.30%	2.10%
Morrisons, Hastings	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Hampden Park, Eastbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, John McAdam Way, St Leonards	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Linden Park Rd, Tun Wells	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsburys, Simon Well, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sovereign (Crumbles) Retail Park, Eastbourne	0.90%	0.80%	0.00%	0.00%	0.00%	1.60%	0.60%
St Leonards - Town Centre	0.90%	2.50%	1.30%	4.20%	2.40%	4.90%	2.50%
Tenterden - Town Centre	0.00%	0.00%	0.00%	1.00%	2.40%	0.00%	0.60%
Tesco, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Churchwood Drive, St Leonards	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Lottbridge Drove, Ebne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Tunbridge Wells	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	4.40%	5.00%	9.00%	6.30%	5.60%	6.60%	5.80%
Tunbridge Wells, Longfield Retail Park	2.70%	4.20%	29.50%	13.50%	8.00%	9.80%	9.10%
Tonbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lakeside Shopping Centre/Retail Park	0.90%	0.40%	1.30%	1.00%	1.60%	1.00%	1.00%
Shoreham	0.90%	0.80%	0.00%	0.00%	0.00%	0.00%	0.40%
Maidstone	0.00%	0.00%	0.00%	1.00%	0.80%	1.60%	0.40%
Others	14.30%	17.00%	60.30%	34.20%	40.00%	34.30%	29.20%
Centres/Locations Outside District with Attraction	56.80%	63.60%	96.20%	76.90%	80.00%	93.30%	73.40%
* Internet	1.80%	4.60%	2.60%	4.20%	6.40%	3.30%	4.10%
* Catalogue/Mail Order	6.20%	1.30%	1.30%	4.20%	4.00%	0.00%	2.80%
Internet/Mail Order	8.00%	5.90%	3.90%	8.40%	10.40%	3.30%	6.90%
	100%	100%	100%	100%	100%	100%	100%

15A. COMPARISON GOODS MARKET SHARE TURNOVERS - Clothing & Footwear £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Total
Bexhill - Town Centre	£2.60	£2.93	£0.00	£0.25	£0.00	£0.00	£5.77
Battle - Town Centre	£0.00	£0.13	£0.08	£0.75	£0.00	£0.08	£1.04
Rye - Town Centre	£0.00	£0.00	£0.00	£0.08	£0.89	£0.00	£0.97
Ravenside Retail Park, Bexhill	£0.06	£0.21	£0.00	£0.00	£0.08	£0.08	£0.43
Tesco, Ravenside Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley - Local Centre	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
Little Common - Local Centre	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
Robertsbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northium	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£2.66	£3.42	£0.08	£1.08	£0.97	£0.15	£8.36
Eastbourne - Town Centre	£5.40	£10.15	£0.48	£1.33	£0.38	£0.68	£18.42
Hastings - Town Centre	£1.43	£3.00	£0.56	£3.07	£5.06	£3.05	£16.17
Tunbridge Wells - Town Centre	£0.00	£0.27	£4.61	£2.07	£0.97	£0.15	£8.07
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.08	£1.12	£0.15	£1.35
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.08	£0.15	£0.00	£0.23
Bluewater Shopping Centre	£0.00	£0.13	£0.00	£0.08	£0.15	£0.08	£0.44
Brighton - Town Centre	£0.06	£0.13	£0.00	£0.16	£0.08	£0.00	£0.44
Hailsham - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08	£0.16
Heathfield - Town Centre	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.16
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.27	£0.08	£0.08	£0.16	£0.38	£0.15	£1.12
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.06	£0.00	£0.00	£0.16	£0.08	£0.00	£0.31
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.08
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.13
St Leonards - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.08	£0.52	£0.00	£0.61
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.00	£0.08	£0.08	£0.00	£0.00	£0.08	£0.23
Tesco, Lottbridge Drive, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.00	£0.27	£0.00	£0.08	£0.08	£0.00	£0.43
Tunbridge Wells, Longfield Retail Park	£0.00	£0.13	£0.00	£0.08	£0.00	£0.08	£0.29
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Canterbury	£0.00	£0.00	£0.00	£0.00	£0.23	£0.08	£0.30
Others	£0.40	£0.95	£0.40	£0.99	£2.94	£0.69	£6.37
Centres/Locations Outside District with Attraction	£7.24	£14.36	£6.06	£7.46	£9.34	£4.57	£49.03
* Internet	£0.14	£0.42	£0.00	£0.08	£0.23	£0.00	£0.86
* Catalogue/Mail Order	£0.47	£0.82	£0.56	£0.50	£0.89	£0.38	£3.63
Internet/Mail Order	£0.61	£1.23	£0.56	£0.58	£1.12	£0.38	£4.49
	£10.51	£19.02	£6.70	£9.12	£11.42	£5.11	£61.88

15B. COMPARISON GOODS MARKET SHARE TURNOVERS - Chemist & Personal Care £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Total
Bexhill - Town Centre	£4.40	£5.69	£0.04	£0.19	£0.08	£0.04	£10.45
Battle - Town Centre	£0.04	£0.52	£0.00	£1.70	£0.00	£0.04	£2.31
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£3.59	£0.04	£3.64
Ravenside Retail Park, Bexhill	£1.20	£1.17	£0.04	£0.05	£0.00	£0.00	£2.46
Tesco, Ravenside Retail Park	£0.58	£0.64	£0.04	£0.05	£0.00	£0.00	£1.32
Sidley - Local Centre	£0.09	£0.60	£0.00	£0.00	£0.00	£0.00	£0.69
Little Common - Local Centre	£0.00	£1.04	£0.00	£0.00	£0.00	£0.00	£1.04
Robertsbridge	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.71
Peamarsh	£0.00	£0.00	£0.04	£0.00	£0.12	£0.00	£0.17
Ticehurst	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.71
Northium	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£6.32	£9.66	£0.89	£2.69	£3.80	£0.13	£23.49
Eastbourne - Town Centre	£0.09	£0.44	£0.04	£0.23	£0.08	£0.04	£0.93
Hastings - Town Centre	£0.09	£0.52	£0.22	£0.85	£1.36	£1.48	£4.53
Tunbridge Wells - Town Centre	£0.00	£0.00	£1.20	£0.29	£0.04	£0.00	£1.52
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04
Bluewater Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.04
Brighton - Town Centre	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
Hailsham - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Heathfield - Town Centre	£0.00	£0.00	£0.49	£0.05	£0.12	£0.00	£0.66
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Morrisons, Hastings	£0.00	£0.00	£0.04	£0.00	£0.00	£0.09	£0.13
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
Sainsburys, John McAdam Way, St Leonards, Hastings	£0.04	£0.08	£0.09	£0.71	£0.20	£0.45	£1.57
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.09
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
St Leonards - Town Centre	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.08
Tenterden - Town Centre	£0.00	£0.00	£0.04	£0.00	£0.45	£0.00	£0.50
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.04	£0.05	£0.13	£0.19	£0.04	£0.32	£0.76
Tesco, Lottbridge Drive, Ebne	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.05
Tesco, Tunbridge Wells	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.04
Other	£0.00	£0.16	£0.27	£0.14	£0.12	£0.32	£1.00
Tunbridge Wells, Longfield Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Canterbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Others	£0.12	£0.49	£1.24	£1.08	£1.02	£1.21	£5.16
Centres/Locations Outside District with Attraction	£0.29	£1.45	£2.70	£2.46	£2.50	£2.74	£12.15
* Internet	£0.00	£0.05	£0.09	£0.05	£0.04	£0.00	£0.22
* Catalogue/Mail Order	£0.04	£0.16	£0.00	£0.00	£0.04	£0.04	£0.28
Internet/Mail Order	£0.04	£0.20	£0.09	£0.05	£0.08	£0.04	£0.50
	£6.65	£11.32	£3.68	£5.20	£6.38	£2.91	£36.14

15C. COMPARISON GOODS MARKET SHARE TURNOVERS - Books, Stationery, Cards, DVD's, CD's etc £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£2.25	£3.78	£0.00	£0.10	£0.00	£0.00	£6.13
Battle - Town Centre	£0.19	£0.24	£0.00	£0.63	£0.00	£0.03	£1.10
Rye - Town Centre	£0.03	£0.00	£0.00	£0.04	£1.34	£0.00	£1.41
Ravenside Retail Park, Bexhill	£0.19	£0.21	£0.00	£0.00	£0.00	£0.00	£0.41
Tesco, Ravenside Retail Park	£0.22	£0.37	£0.00	£0.04	£0.00	£0.00	£0.63
Sidley - Local Centre	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.09
Little Common - Local Centre	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.37
Robertsbridge	£0.00	£0.00	£0.03	£0.14	£0.00	£0.00	£0.17
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.20
Ticehurst	£0.00	£0.00	£0.09	£0.00	£0.03	£0.00	£0.13
Northium	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£2.89	£5.05	£0.13	£0.95	£1.57	£0.03	£10.62
Eastbourne - Town Centre	£0.67	£1.15	£0.03	£0.28	£0.00	£0.07	£2.20
Hastings - Town Centre	£0.19	£0.37	£0.22	£0.95	£1.21	£1.60	£4.55
Tunbridge Wells - Town Centre	£0.00	£0.03	£1.06	£0.32	£0.10	£0.00	£1.50
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.07
Bluewater Shopping Centre	£0.00	£0.00	£0.00	£0.04	£0.03	£0.00	£0.07
Brighton - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hailsham - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Heathfield - Town Centre	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.13
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.00	£0.06	£0.00	£0.00	£0.07	£0.00	£0.13
Morrisons, Hastings	£0.00	£0.06	£0.00	£0.04	£0.00	£0.00	£0.10
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.03	£0.06	£0.00	£0.10	£0.00	£0.00	£0.20
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.03
St Leonards - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.07
Tenterden - Town Centre	£0.06	£0.00	£0.00	£0.04	£0.29	£0.00	£0.39
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10
Tesco, Churchwood Drive, St Leonards	£0.00	£0.00	£0.03	£0.10	£0.03	£0.10	£0.27
Tesco, Lottbridge Drove, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.03	£0.15	£0.13	£0.10	£0.10	£0.03	£0.54
Tunbridge Wells, Longfield Retail Park	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.04
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Wadhurst	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.16
Asda, Eastbourne	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.12
Others	£0.13	£0.49	£0.45	£0.46	£0.75	£0.13	£2.40
Centres/Locations Outside District with Attraction	£0.99	£2.04	£1.76	£2.01	£2.06	£1.80	£10.66
* Internet	£0.61	£0.64	£0.61	£0.60	£0.91	£0.20	£3.57
* Catalogue/Mail Order	£0.00	£0.24	£0.00	£0.04	£0.10	£0.03	£0.41
Internet/Mail Order	£0.61	£0.88	£0.61	£0.64	£1.01	£0.23	£3.98
	£4.49	£7.96	£2.50	£3.59	£4.64	£2.07	£25.26

15D. COMPARISON GOODS MARKET SHARE TURNOVERS - Recreation & Leisure Goods £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£3.69	£4.25	£0.00	£0.24	£0.00	£0.07	£8.26
Battle - Town Centre	£0.00	£0.28	£0.00	£0.41	£0.00	£0.07	£0.76
Rye - Town Centre	£0.00	£0.00	£0.00	£0.08	£2.14	£0.14	£2.36
Ravenside Retail Park, Bexhill	£0.47	£0.58	£0.00	£0.08	£0.00	£0.00	£1.13
Tesco, Ravenside Retail Park	£0.08	£0.15	£0.00	£0.00	£0.00	£0.00	£0.22
Sidley - Local Centre	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15
Little Common - Local Centre	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.07
Robertbridge	£0.00	£0.07	£0.07	£0.24	£0.00	£0.00	£0.39
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northiam	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.22
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£4.23	£5.56	£0.07	£1.05	£2.36	£0.29	£13.56
Eastbourne - Town Centre	£1.92	£5.05	£0.07	£0.97	£0.22	£0.22	£8.45
Hastings - Town Centre	£1.08	£1.66	£0.41	£2.10	£2.80	£1.79	£9.84
Tunbridge Wells - Town Centre	£0.00	£0.15	£2.24	£1.05	£0.29	£0.22	£3.95
Ashford - Designer Outlet Village	£0.00	£0.00	£0.07	£0.00	£0.37	£0.14	£0.58
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.66	£0.00	£0.66
Bluewater Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton - Town Centre	£0.00	£0.22	£0.00	£0.00	£0.08	£0.00	£0.30
Hailsham - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Heathfield - Town Centre	£0.00	£0.00	£0.41	£0.08	£0.00	£0.00	£0.49
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.30	£0.00	£0.07	£0.00	£0.15	£0.14	£0.66
Morrisons, Hastings	£0.00	£0.07	£0.00	£0.00	£0.00	£0.07	£0.15
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.08	£0.00	£0.07	£0.15
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.28
St Leonards - Town Centre	£0.00	£0.00	£0.07	£0.00	£0.08	£0.00	£0.15
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.08	£0.37	£0.00	£0.45
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.08
Tesco, Churchwood Drive, St Leonards	£0.00	£0.00	£0.07	£0.00	£0.08	£0.07	£0.22
Tesco, Lottbridge Drive, Ebne	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.07
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.00	£0.36	£0.48	£0.32	£0.22	£0.14	£1.53
Tunbridge Wells, Longfield Retail Park	£0.08	£0.00	£0.00	£0.08	£0.08	£0.00	£0.23
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Others	£0.38	£1.01	£1.16	£0.65	£2.16	£0.65	£6.01
Centres/Locations Outside District with Attraction	£3.38	£7.87	£3.88	£4.76	£5.48	£2.88	£28.25
* Internet	£0.69	£0.79	£0.75	£0.89	£0.52	£0.43	£4.06
* Catalogue/Mail Order	£0.15	£0.65	£0.14	£0.08	£0.29	£0.29	£1.60
Internet/Mail Order	£0.85	£1.44	£0.88	£0.97	£0.81	£0.72	£5.66
	£8.46	£14.87	£4.83	£6.78	£8.65	£3.88	£47.47

15E. COMPARISON GOODS MARKET SHARE TURNOVERS - China, Glass & Home Textiles £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£0.58	£0.71	£0.00	£0.03	£0.00	£0.00	£1.32
Battle - Town Centre	£0.05	£0.12	£0.03	£0.52	£0.00	£0.05	£0.77
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.34
Ravenside Retail Park, Bexhill	£0.08	£0.20	£0.00	£0.00	£0.00	£0.00	£0.27
Tesco, Ravenside Retail Park	£0.15	£0.32	£0.00	£0.00	£0.00	£0.00	£0.47
Sidley - Local Centre	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.08
Little Common - Local Centre	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.02
Robertbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northiam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£0.85	£1.44	£0.03	£0.56	£0.34	£0.05	£3.27
Eastbourne - Town Centre	£1.20	£2.53	£0.05	£0.37	£0.06	£0.08	£4.29
Hastings - Town Centre	£0.63	£0.88	£0.21	£0.80	£1.63	£0.98	£5.14
Tunbridge Wells - Town Centre	£0.03	£0.10	£1.03	£0.43	£0.14	£0.08	£1.81
Ashford - Designer Outlet Village	£0.00	£0.02	£0.05	£0.03	£0.11	£0.05	£0.27
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.25	£0.02	£0.28
Bluewater Shopping Centre	£0.00	£0.05	£0.03	£0.03	£0.11	£0.02	£0.25
Brighton - Town Centre	£0.03	£0.05	£0.00	£0.06	£0.00	£0.00	£0.14
Hailsham - Town Centre	£0.00	£0.05	£0.00	£0.00	£0.03	£0.00	£0.08
Heathfield - Town Centre	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.10
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.05	£0.08	£0.00	£0.03	£0.14	£0.05	£0.35
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.16	£0.00	£0.05	£0.21
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.02
St Leonards - Town Centre	£0.03	£0.00	£0.00	£0.00	£0.06	£0.00	£0.08
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.03	£0.14	£0.00	£0.17
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
Tesco, Churchwood Drive, St Leonards	£0.00	£0.05	£0.03	£0.03	£0.00	£0.02	£0.13
Tesco, Lottbridge Drove, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.05	£0.15	£0.05	£0.12	£0.11	£0.02	£0.51
Tunbridge Wells, Longfield Retail Park	£0.00	£0.02	£0.05	£0.00	£0.06	£0.00	£0.13
Tonbridge Town Centre	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
Lakeside Shopping Centre/Retail Park	£0.03	£0.08	£0.08	£0.03	£0.00	£0.00	£0.21
Asda, Eastbourne	£0.00	£0.10	£0.00	£0.00	£0.00	£0.02	£0.12
Others	£0.18	£0.68	£0.44	£0.52	£1.05	£0.28	£3.14
Centres/Locations Outside District with Attraction	£2.03	£4.19	£1.73	£2.13	£2.88	£1.41	£14.37
* Internet	£0.10	£0.02	£0.16	£0.06	£0.22	£0.02	£0.59
* Catalogue/Mail Order	£0.20	£0.12	£0.08	£0.03	£0.11	£0.05	£0.59
Internet/Mail Order	£0.30	£0.14	£0.23	£0.09	£0.34	£0.08	£1.18
	£3.19	£5.78	£1.99	£2.77	£3.56	£1.54	£18.82

15F. COMPARISON GOODS MARKET SHARE TURNOVERS - Household Appliances EM 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£0.47	£0.62	£0.01	£0.16	£0.05	£0.10	£1.42
Battle - Town Centre	£0.00	£0.02	£0.00	£0.10	£0.00	£0.00	£0.13
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.05
Ravenside Retail Park, Bexhill	£1.07	£1.50	£0.03	£0.25	£0.26	£0.28	£3.39
Tesco, Ravenside Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley - Local Centre	£0.04	£0.09	£0.00	£0.00	£0.00	£0.00	£0.12
Little Common - Local Centre	£0.00	£0.24	£0.00	£0.00	£0.00	£0.01	£0.26
Robertbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.05
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northiam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£1.58	£2.48	£0.04	£0.52	£0.42	£0.39	£5.42
Eastbourne - Town Centre	£0.05	£0.16	£0.01	£0.09	£0.03	£0.00	£0.34
Hastings - Town Centre	£0.04	£0.21	£0.01	£0.43	£0.74	£0.29	£1.71
Tunbridge Wells - Town Centre	£0.00	£0.00	£0.20	£0.01	£0.01	£0.00	£0.22
	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09
Bluewater Shopping Centre	£0.00	£0.00	£0.01	£0.01	£0.01	£0.00	£0.04
Brighton - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hailsham - Town Centre	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01
Heathfield - Town Centre	£0.00	£0.04	£0.28	£0.07	£0.01	£0.01	£0.42
Langney Centre, Eastbourne	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.04
London	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.04
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.02
St Leonards - Town Centre	£0.02	£0.13	£0.00	£0.10	£0.16	£0.12	£0.54
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.04
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.00	£0.01	£0.00	£0.00	£0.01	£0.01	£0.04
Tesco, Lottbridge Drove, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.01	£0.00	£0.03	£0.00	£0.03	£0.03	£0.09
Tunbridge Wells, Longfield Retail Park	£0.00	£0.00	£0.36	£0.09	£0.07	£0.00	£0.52
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hawkhurst	£0.00	£0.00	£0.04	£0.01	£0.01	£0.00	£0.07
Others	£0.05	£0.23	£0.73	£0.31	£0.50	£0.18	£1.99
Centres/Locations Outside District with Attraction	£0.14	£0.60	£0.95	£0.84	£1.27	£0.47	£4.27
* Internet	£0.11	£0.22	£0.14	£0.22	£0.30	£0.06	£1.05
* Catalogue/Mail Order	£0.04	£0.04	£0.01	£0.00	£0.05	£0.00	£0.14
Internet/Mail Order	£0.15	£0.26	£0.15	£0.22	£0.36	£0.06	£1.19
	£1.86	£3.33	£1.15	£1.58	£2.05	£0.91	£10.88

15G. COMPARISON GOODS MARKET SHARE TURNOVERS - Audio Visual Equipment £M 2007

	Bexhill East	Bexhill West	North West Rother	Study Zones Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£0.86	£1.61	£0.03	£0.44	£0.20	£0.23	£3.37
Battle - Town Centre	£0.03	£0.00	£0.00	£0.14	£0.00	£0.00	£0.18
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13
Ravenside Retail Park, Bexhill	£2.78	£3.31	£0.07	£0.54	£0.73	£0.70	£8.12
Tesco, Ravenside Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley - Local Centre	£0.06	£0.32	£0.00	£0.04	£0.00	£0.00	£0.43
Little Common - Local Centre	£0.06	£0.42	£0.00	£0.04	£0.00	£0.00	£0.52
Robertbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peasmarsh	£0.00	£0.00	£0.00	£0.04	£0.03	£0.00	£0.07
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northiam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£3.80	£5.66	£0.10	£1.23	£1.10	£0.93	£12.81
Eastbourne - Town Centre	£0.15	£0.51	£0.10	£0.14	£0.03	£0.00	£0.94
Hastings - Town Centre	£0.06	£0.44	£0.13	£0.76	£1.43	£0.50	£3.32
Tunbridge Wells - Town Centre	£0.00	£0.03	£0.49	£0.22	£0.00	£0.00	£0.74
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26
Bluewater Shopping Centre	£0.00	£0.00	£0.00	£0.04	£0.10	£0.00	£0.13
Brighton - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hailsham - Town Centre	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
Heathfield - Town Centre	£0.00	£0.00	£0.39	£0.04	£0.03	£0.00	£0.46
Langney Centre, Eastbourne	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
London	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07	£0.13
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.03
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.07
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
St Leonards - Town Centre	£0.09	£0.30	£0.00	£0.29	£0.23	£0.23	£1.14
Tenterden - Town Centre	£0.00	£0.00	£0.03	£0.00	£0.17	£0.00	£0.20
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.03
Tesco, Lottbridge Drove, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.03
Other	£0.06	£0.09	£0.03	£0.04	£0.10	£0.07	£0.38
Tunbridge Wells, Longfield Retail Park	£0.00	£0.00	£0.75	£0.29	£0.13	£0.03	£1.21
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cranbrook	£0.00	£0.00	£0.03	£0.00	£0.07	£0.00	£0.10
Others	£0.19	£0.48	£1.28	£0.76	£1.25	£0.40	£4.36
Centres/Locations Outside District with Attraction	£0.40	£1.47	£2.00	£1.88	£2.71	£0.89	£9.36
* Internet	£0.28	£0.68	£0.49	£0.58	£0.79	£0.30	£3.12
* Catalogue/Mail Order	£0.06	£0.12	£0.03	£0.00	£0.03	£0.00	£0.25
Internet/Mail Order	£0.34	£0.80	£0.53	£0.58	£0.83	£0.30	£3.37
	£4.54	£7.93	£2.62	£3.69	£4.63	£2.12	£25.54

15H. COMPARISON GOODS MARKET SHARE TURNOVERS - Furniture, Furnishings & Carpets EM 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£1.38	£1.86	£0.00	£0.18	£0.05	£0.00	£3.46
Battle - Town Centre	£0.02	£0.01	£0.00	£0.10	£0.00	£0.02	£0.02
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.07	£0.02	£0.01
Ravenside Retail Park, Bexhill	£0.08	£0.05	£0.00	£0.00	£0.02	£0.00	£0.03
Tesco, Ravenside Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley - Local Centre	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00
Little Common - Local Centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.01
Robertbridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northiam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sedlescombe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rother District	£1.47	£1.96	£0.00	£0.29	£0.13	£0.03	£3.55
Eastbourne - Town Centre	£0.31	£0.31	£0.03	£0.10	£0.05	£0.15	£0.19
Hastings - Town Centre	£0.11	£0.13	£0.08	£0.25	£0.30	£0.43	£0.19
Tunbridge Wells - Town Centre	£0.01	£0.02	£0.26	£0.07	£0.06	£0.02	£0.06
Ashford - Designer Outlet Village	£0.00	£0.00	£0.01	£0.01	£0.02	£0.03	£0.01
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.10	£0.02	£0.02
Bluewater Shopping Centre	£0.00	£0.00	£0.03	£0.02	£0.02	£0.00	£0.01
Brighton - Town Centre	£0.02	£0.00	£0.00	£0.01	£0.01	£0.00	£0.01
Hailsham - Town Centre	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00
Heathfield - Town Centre	£0.00	£0.00	£0.12	£0.03	£0.00	£0.00	£0.02
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00
London	£0.02	£0.02	£0.04	£0.00	£0.03	£0.03	£0.02
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.01	£0.01	£0.00	£0.00	£0.00	£0.02	£0.01
St Leonards - Town Centre	£0.01	£0.03	£0.01	£0.04	£0.02	£0.05	£0.03
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.01	£0.02	£0.00	£0.01
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Lottbridge Drive, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.04	£0.05	£0.09	£0.06	£0.06	£0.07	£0.06
Tunbridge Wells, Longfield Retail Park	£0.03	£0.04	£0.30	£0.14	£0.08	£0.10	£0.09
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lakeside Shopping Centre/Retail Park	£0.01	£0.00	£0.01	£0.01	£0.02	£0.02	£0.01
Shoreham	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00
Maidstone	£0.00	£0.00	£0.00	£0.01	£0.01	£0.02	£0.00
Others	£0.14	£0.17	£0.60	£0.34	£0.40	£0.34	£0.29
Centres/Locations Outside District with Attraction	£0.57	£0.64	£0.96	£0.77	£0.80	£0.93	£0.73
* Internet	£0.02	£0.05	£0.03	£0.04	£0.06	£0.03	£0.04
* Catalogue/Mail Order	£0.06	£0.01	£0.01	£0.04	£0.04	£0.00	£0.03
Internet/Mail Order	£0.08	£0.06	£0.04	£0.08	£0.10	£0.03	£0.07
	£2.12	£2.66	£1.00	£1.14	£1.04	£1.00	£4.35

15I. COMPARISON GOODS MARKET SHARE TURNOVERS - DIY, Decorating & Gardening £M 2007

	Study Zones						
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	
Bexhill - Town Centre	£1.10	£2.13	£0.04	£0.49	£0.10	£0.04	£3.89
Battle - Town Centre	£0.00	£0.03	£0.00	£0.27	£0.00	£0.00	£0.30
Rye - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.85
Ravenside Retail Park, Bexhill	£3.10	£4.99	£0.19	£0.76	£0.43	£0.29	£9.75
Tesco, Ravenside Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sidley - Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Common - Local Centre	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.20
Robertsbridge	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.18
Peasmarsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ticehurst	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Northium	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25
Sedlescombe	£0.00	£0.00	£0.00	£0.09	£0.00	£0.04	£0.13
Rother District	£4.20	£7.35	£0.23	£1.78	£1.63	£0.36	£15.55
Eastbourne - Town Centre	£0.20	£0.32	£0.04	£0.09	£0.00	£0.00	£0.65
Hastings - Town Centre	£0.03	£0.36	£0.19	£1.51	£1.88	£1.26	£5.24
Tunbridge Wells - Town Centre	£0.00	£0.00	£0.58	£0.05	£0.00	£0.00	£0.63
Ashford - Designer Outlet Village	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.21
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.67	£0.00	£0.67
Bluewater Shopping Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton - Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hailsham - Town Centre	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.04
Heathfield - Town Centre	£0.00	£0.00	£0.39	£0.00	£0.00	£0.04	£0.43
Langney Centre, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
London	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.04
Morrisons, Hastings	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, John McAdam Way, St Leonards	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.04
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sovereign (Crumbles) Retail Park, Eastbourne	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.07
St Leonards - Town Centre	£0.00	£0.00	£0.00	£0.13	£0.10	£0.00	£0.24
Tenterden - Town Centre	£0.00	£0.00	£0.00	£0.05	£0.10	£0.00	£0.15
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Churchwood Drive, St Leonards	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Lottbridge Drove, Ebne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Tunbridge Wells	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other	£0.00	£0.13	£0.43	£0.22	£0.21	£0.11	£1.10
Tunbridge Wells, Longfield Retail Park	£0.00	£0.00	£1.05	£0.27	£0.07	£0.04	£1.43
Tonbridge Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ore	£0.00	£0.03	£0.00	£0.05	£0.14	£0.43	£0.65
Wyevale Garden Centre, Hastings	£0.03	£0.16	£0.00	£0.00	£0.14	£0.04	£0.37
Others	£0.03	£0.39	£1.94	£0.71	£1.70	£0.65	£5.43
Centres/Locations Outside District with Attraction	£0.26	£1.07	£2.76	£2.36	£3.58	£1.92	£11.95
* Internet	£0.03	£0.07	£0.00	£0.00	£0.00	£0.00	£0.10
* Catalogue/Mail Order	£0.03	£0.03	£0.04	£0.00	£0.00	£0.04	£0.14
Internet/Mail Order	£0.06	£0.10	£0.04	£0.00	£0.00	£0.04	£0.24
	£4.52	£8.52	£3.03	£4.14	£5.21	£2.32	£27.74

16A. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods £M 2007

	Study Zones							Attraction from Outside Study Area (Hastings/Tourist/Visitor Spend)		Total Turnover
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total	% Inflow	£m Inflow	
Bexhill - Town Centre	£17.32	£23.57	£0.13	£2.08	£0.49	£0.48	£44.07	15%	£6.61	£50.68
Battle - Town Centre	£0.33	£1.36	£0.11	£4.64	£0.00	£0.29	£6.73	35%	£2.36	£9.09
Rye - Town Centre	£0.03	£0.00	£0.00	£0.20	£9.41	£0.20	£9.84	40%	£3.94	£13.78
Ravenside Retail Park, Bexhill	£9.03	£12.21	£0.33	£1.68	£1.52	£1.34	£26.10	40%	£11.50	£40.24
Tesco, Ravenside Retail Park	£1.04	£1.48	£0.04	£0.08	£0.00	£0.00	£2.64			
Sidley - Local Centre	£0.19	£1.41	£0.00	£0.04	£0.00	£0.00	£1.64			
Little Common - Local Centre	£0.06	£2.47	£0.00	£0.04	£0.00	£0.01	£2.59			
Robertsbridge	£0.00	£0.07	£0.10	£1.27	£0.00	£0.00	£1.44			
Peasmarsh	£0.00	£0.00	£0.04	£0.04	£0.40	£0.00	£0.48			
Ticehurst	£0.00	£0.00	£0.81	£0.00	£0.03	£0.00	£0.84			
Northium	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.47			
Sedlescombe	£0.00	£0.00	£0.00	£0.09	£0.00	£0.04	£0.13			
Rother District	£28.00	£42.58	£1.56	£10.15	£12.32	£2.37	£96.98			
Eastbourne - Town Centre	£10.00	£20.62	£0.86	£3.60	£0.85	£1.23	£37.16			
Hastings - Town Centre	£3.65	£7.58	£2.04	£10.73	£16.41	£11.38	£51.79			
Tunbridge Wells - Town Centre	£0.03	£0.60	£11.66	£4.51	£1.61	£0.46	£18.87			
Ashford - Designer Outlet Village	£0.00	£0.02	£0.13	£0.12	£1.96	£0.38	£2.62			
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.08	£2.25	£0.08	£2.42			
Bluewater Shopping Centre	£0.00	£0.19	£0.07	£0.22	£0.47	£0.10	£1.04			
Brighton - Town Centre	£0.15	£0.41	£0.00	£0.24	£0.17	£0.00	£0.96			
Hailsham - Town Centre	£0.00	£0.06	£0.07	£0.01	£0.11	£0.08	£0.33			
Heathfield - Town Centre	£0.00	£0.04	£2.47	£0.27	£0.17	£0.05	£2.99			
Langney Centre, Eastbourne	£0.04	£0.02	£0.00	£0.00	£0.01	£0.00	£0.08			
London	£0.65	£0.23	£0.19	£0.20	£0.90	£0.45	£2.61			
Morrisons, Hastings	£0.00	£0.14	£0.04	£0.04	£0.00	£0.16	£0.38			
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11			
Sainsburys, John McAdam Way, St Leonards	£0.13	£0.14	£0.09	£1.29	£0.28	£0.57	£2.51			
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.23			
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.08			
Sovereign (Crumbles) Retail Park, Eastbourne	£0.01	£0.65	£0.00	£0.00	£0.00	£0.02	£0.67			
St Leonards - Town Centre	£0.15	£0.46	£0.12	£0.57	£0.76	£0.40	£2.46			
Tenterden - Town Centre	£0.06	£0.00	£0.08	£0.29	£2.12	£0.00	£2.54			
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.20			
Tesco, Churchwood Drive, St Leonards	£0.04	£0.22	£0.34	£0.32	£0.16	£0.60	£1.68			
Tesco, Lottbridge Drove, Ebne	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.12			
Tesco, Tunbridge Wells	£0.00	£0.03	£0.04	£0.00	£0.00	£0.00	£0.08			
Other	£0.20	£1.35	£1.50	£1.10	£1.03	£0.78	£5.96			
Tunbridge Wells, Longfield Retail Park	£0.10	£0.20	£2.51	£0.98	£0.49	£0.25	£4.52			
Tonbridge Town Centre	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03			
Ore	£0.03	£0.11	£0.33	£0.10	£0.46	£0.53	£1.56			
Wyevale Garden Centre, Hastings	£0.42	£1.40	£1.16	£0.65	£2.30	£0.71	£6.64			
Others	£2.00	£5.90	£9.40	£6.46	£13.92	£5.17	£42.85			
Centres/Locations Outside District with Attraction	£15.68	£34.69	£23.97	£25.30	£32.79	£18.24	£150.67			
* Internet	£2.20	£3.30	£2.26	£2.13	£2.96	£1.37	£14.22			
* Catalogue/Mail Order	£1.39	£2.94	£1.47	£1.54	£2.65	£0.94	£10.93			
Internet/Mail Order	£3.59	£6.24	£3.73	£3.67	£5.61	£2.30	£25.15			
	£47.28	£83.51	£29.26	£39.12	£50.71	£22.91	£272.80			£272.80

17A. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods 2011

	Bexhill East	Bexhill West	North West Rother	Study Zones			Rye	West/Guest/Fair	Study Area Total	Attraction from Outside Study Area (Hastings/Tourist/Visitor Spend)		Total Turnover
				Battle						% Inflow	£m Inflow	
Bexhill - Town Centre	£21.22	£28.83	£0.16	£2.55	£0.58		£0.58		£53.38	15%	£8.01	£61.38
Battle - Town Centre	£0.41	£1.66	£0.13	£5.69	£0.00		£0.35		£8.15	40%	£3.26	£11.41
Rye - Town Centre	£0.04	£0.00	£0.00	£0.24	£11.19		£0.24		£11.92	40%	£4.77	£16.69
Ravenside Retail Park, Bexhill	£11.07	£14.94	£0.39	£2.06	£1.80		£1.60		£31.62	40%	£13.93	£48.74
Tesco, Ravenside Retail Park	£1.27	£1.81	£0.05	£0.10	£0.00		£0.00		£3.20			
Sidley - Local Centre	£0.23	£1.73	£0.00	£0.05	£0.00		£0.00		£1.98			
Little Common - Local Centre	£0.08	£3.02	£0.00	£0.05	£0.00		£0.02		£3.13			
Robertsbridge	£0.00	£0.09	£0.12	£1.56	£0.00		£0.00		£1.75			
Peasmarsh	£0.00	£0.00	£0.05	£0.05	£0.48		£0.00		£0.59			
Ticehurst	£0.00	£0.00	£0.95	£0.00	£0.04		£0.00		£1.02			
Northium	£0.00	£0.00	£0.00	£0.00	£0.56		£0.00		£0.57			
Sedlescombe	£0.00	£0.00	£0.00	£0.11	£0.00		£0.04		£0.15			
Rother District	£34.31	£52.09	£1.85	£12.45	£14.65		£2.82		£117.46			
Eastbourne - Town Centre	£12.25	£25.22	£1.02	£4.42	£1.01		£1.47		£45.00			
Hastings - Town Centre	£4.48	£9.27	£2.42	£13.16	£19.52		£13.58		£62.72			
Tunbridge Wells - Town Centre	£0.04	£0.73	£13.82	£5.53	£1.91		£0.55		£22.86			
Ashford - Designer Outlet Village	£0.00	£0.03	£0.16	£0.15	£2.33		£0.45		£3.17			
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.10	£2.68		£0.10		£2.93			
Bluewater Shopping Centre	£0.00	£0.23	£0.08	£0.27	£0.55		£0.12		£1.26			
Brighton - Town Centre	£0.18	£0.50	£0.00	£0.29	£0.20		£0.00		£1.16			
Hailsham - Town Centre	£0.00	£0.07	£0.09	£0.02	£0.13		£0.09		£0.40			
Heathfield - Town Centre	£0.00	£0.04	£2.92	£0.33	£0.20		£0.06		£3.62			
Langney Centre, Eastbourne	£0.05	£0.03	£0.00	£0.00	£0.01		£0.00		£0.09			
London	£0.79	£0.28	£0.22	£0.24	£1.07		£0.53		£3.16			
Morrisons, Hastings	£0.00	£0.17	£0.05	£0.04	£0.00		£0.20		£0.46			
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.14	£0.00	£0.00	£0.00		£0.00		£0.13			
Sainsburys, John McAdam Way, St Leonards	£0.16	£0.17	£0.10	£1.58	£0.34		£0.68		£3.04			
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.28	£0.00	£0.00		£0.00		£0.28			
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.09		£0.00		£0.10			
Sovereign (Crumbles) Retail Park, Eastbourne	£0.01	£0.79	£0.00	£0.00	£0.00		£0.02		£0.82			
St Leonards - Town Centre	£0.18	£0.56	£0.15	£0.69	£0.90		£0.48		£2.98			
Tenterden - Town Centre	£0.08	£0.00	£0.09	£0.35	£2.52		£0.00		£3.08			
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.24		£0.00		£0.25			
Tesco, Churchwood Drive, St Leonards	£0.05	£0.27	£0.40	£0.40	£0.19		£0.72		£2.04			
Tesco, Lottbridge Drive, Ebne	£0.00	£0.15	£0.00	£0.00	£0.00		£0.00		£0.14			
Tesco, Tunbridge Wells	£0.00	£0.04	£0.05	£0.00	£0.00		£0.00		£0.09			
Other	£0.25	£1.65	£1.78	£1.35	£1.23		£0.93		£7.22			
Tunbridge Wells, Longfield Retail Park	£0.13	£0.24	£2.97	£1.20	£0.58		£0.29		£5.48			
Tonbridge Town Centre	£0.00	£0.00	£0.03	£0.00	£0.00		£0.00		£0.03			
Ore	£0.04	£0.14	£0.39	£0.12	£0.55		£0.63		£1.89			
Wyevale Garden Centre, Hastings	£0.52	£1.71	£1.37	£0.80	£2.74		£0.85		£8.04			
Others	£2.45	£7.22	£11.14	£7.93	£16.56		£6.16		£51.90			
Centres/Locations Outside District with Attraction	£19.22	£42.43	£28.39	£31.04	£39.00		£21.77		£182.48			
* Internet	£2.70	£4.04	£2.68	£2.61	£3.52		£1.63		£17.22			
* Catalogue/Mail Order	£1.70	£3.59	£1.75	£1.89	£3.15		£1.12		£13.23			
Internet/Mail Order	£4.40	£7.63	£4.42	£4.51	£6.67		£2.75		£30.46			
<i>check</i>	<i>£57.93</i>	<i>£102.15</i>	<i>£34.66</i>	<i>£47.99</i>	<i>£60.32</i>		<i>£27.34</i>		<i>£330.40</i>			
2011 Total Comparison Goods Expenditure	£57.93	£102.15	£34.66	£47.99	£60.32		£27.34		£330.40			

17B. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods 2016

	Bexhill East	Bexhill West	North West Rother	Study Zones			Rye	West/Guest/Fair	Study Area Total	Attraction from Outside Study Area (Hastings/Tourist/Visitor Spend)		Total Turnover
				Battle						% Inflow	£m Inflow	
Bexhill - Town Centre	£25.66	£34.60	£0.19	£3.07			£0.69	£0.70	£64.28	15%	£9.64	£73.92
Battle - Town Centre	£0.49	£2.00	£0.15	£6.85			£0.00	£0.43	£9.82	40%	£3.93	£13.74
Rye - Town Centre	£0.05	£0.00	£0.00	£0.29			£13.39	£0.29	£14.35	40%	£5.74	£20.10
Ravenside Retail Park, Bexhill	£13.38	£17.93	£0.48	£2.48			£2.16	£1.94	£38.07	40%	£16.77	£58.69
Tesco, Ravenside Retail Park	£1.53	£2.17	£0.06	£0.12			£0.00	£0.00	£3.85			
Sidley - Local Centre	£0.28	£2.07	£0.00	£0.05			£0.00	£0.00	£2.38			
Little Common - Local Centre	£0.09	£3.63	£0.00	£0.05			£0.00	£0.02	£3.77			
Robertsbridge	£0.00	£0.11	£0.14	£1.88			£0.00	£0.00	£2.11			
Peasmarsh	£0.00	£0.00	£0.06	£0.05			£0.57	£0.00	£0.71			
Ticehurst	£0.00	£0.00	£1.16	£0.00			£0.05	£0.00	£1.22			
Northium	£0.00	£0.00	£0.00	£0.00			£0.67	£0.00	£0.69			
Sedlescombe	£0.00	£0.00	£0.00	£0.13			£0.00	£0.05	£0.19			
Rother District	£41.49	£62.50	£2.25	£14.99			£17.53	£3.43	£141.44			
Eastbourne - Town Centre	£14.82	£30.26	£1.23	£5.32			£1.21	£1.79	£54.19			
Hastings - Town Centre	£5.41	£11.12	£2.93	£15.84			£23.35	£16.52	£75.53			
Tunbridge Wells - Town Centre	£0.05	£0.88	£16.76	£6.66			£2.29	£0.67	£27.53			
Ashford - Designer Outlet Village	£0.00	£0.03	£0.19	£0.18			£2.79	£0.55	£3.82			
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.12			£3.21	£0.12	£3.53			
Bluewater Shopping Centre	£0.00	£0.28	£0.09	£0.33			£0.66	£0.15	£1.52			
Brighton - Town Centre	£0.22	£0.60	£0.00	£0.35			£0.24	£0.00	£1.40			
Hailsham - Town Centre	£0.00	£0.09	£0.11	£0.02			£0.15	£0.11	£0.48			
Heathfield - Town Centre	£0.00	£0.05	£3.55	£0.40			£0.24	£0.07	£4.36			
Langney Centre, Eastbourne	£0.07	£0.03	£0.00	£0.00			£0.01	£0.00	£0.11			
London	£0.96	£0.34	£0.27	£0.29			£1.28	£0.65	£3.80			
Morrisons, Hastings	£0.00	£0.20	£0.06	£0.05			£0.00	£0.24	£0.56			
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.16	£0.00	£0.00			£0.00	£0.00	£0.16			
Sainsburys, John McAdam Way, St Leonards	£0.20	£0.21	£0.13	£1.90			£0.41	£0.83	£3.66			
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.34	£0.00			£0.00	£0.00	£0.34			
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00			£0.11	£0.00	£0.12			
Sovereign (Crumbles) Retail Park, Eastbourne	£0.01	£0.95	£0.00	£0.00			£0.00	£0.02	£0.98			
St Leonards - Town Centre	£0.22	£0.67	£0.18	£0.83			£1.08	£0.59	£3.59			
Tenterden - Town Centre	£0.09	£0.00	£0.11	£0.42			£3.01	£0.00	£3.71			
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00			£0.29	£0.00	£0.30			
Tesco, Churchwood Drive, St Leonards	£0.06	£0.32	£0.49	£0.48			£0.23	£0.87	£2.45			
Tesco, Lottbridge Drove, Ebne	£0.00	£0.18	£0.00	£0.00			£0.00	£0.00	£0.17			
Tesco, Tunbridge Wells	£0.00	£0.05	£0.06	£0.00			£0.00	£0.00	£0.11			
Other	£0.30	£1.98	£2.16	£1.62			£1.47	£1.14	£8.70			
Tunbridge Wells, Longfield Retail Park	£0.15	£0.29	£3.61	£1.45			£0.69	£0.36	£6.60			
Tonbridge Town Centre	£0.00	£0.00	£0.04	£0.00			£0.00	£0.00	£0.04			
Ore	£0.05	£0.17	£0.47	£0.15			£0.66	£0.76	£2.28			
Wyevale Garden Centre, Hastings	£0.62	£2.05	£1.66	£0.96			£3.28	£1.03	£9.69			
Others	£2.96	£8.66	£13.51	£9.55			£19.81	£7.50	£62.50			
Centres/Locations Outside District with Attraction	£23.24	£50.92	£34.43	£37.37			£46.65	£26.48	£219.75			
* Internet	£3.26	£4.84	£3.24	£3.15			£4.21	£1.99	£20.74			
* Catalogue/Mail Order	£2.06	£4.31	£2.12	£2.28			£3.77	£1.36	£15.94			
Internet/Mail Order	£5.32	£9.15	£5.36	£5.42			£7.98	£3.34	£36.68			
<i>check</i>	<i>£70.05</i>	<i>£122.58</i>	<i>£42.04</i>	<i>£57.79</i>			<i>£72.16</i>	<i>£33.26</i>	<i>£397.87</i>			
2016 Total Comparison Goods Expenditure	£70.05	£122.58	£42.04	£57.79			£72.16	£33.26	£397.87			

17C. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods 2021

	Bexhill East	Bexhill West	North West Rother	Study Zones			Rye	West/Guest/Fair	Study Area Total	Attraction from Outside Study Area (Hastings/Tourist/Visitor Spend)		
				Battle						% Inflow	£m Inflow	Total Turnover
Bexhill - Town Centre	£30.95	£41.46	£0.23	£3.69			£0.83	£0.85	£77.26	15%	£11.59	£88.85
Battle - Town Centre	£0.60	£2.39	£0.18	£8.23			£0.00	£0.52	£11.80	40%	£4.72	£16.52
Rye - Town Centre	£0.06	£0.00	£0.00	£0.35			£16.00	£0.36	£17.25	40%	£6.90	£24.15
Ravenside Retail Park, Bexhill	£16.14	£21.48	£0.58	£2.98			£2.58	£2.35	£45.76	40%	£20.16	£70.54
Tesco, Ravenside Retail Park	£1.85	£2.60	£0.08	£0.15			£0.00	£0.00	£4.63			
Sidley - Local Centre	£0.33	£2.48	£0.00	£0.07			£0.00	£0.00	£2.87			
Little Common - Local Centre	£0.11	£4.35	£0.00	£0.07			£0.00	£0.02	£4.53			
Robertsbridge	£0.00	£0.13	£0.17	£2.25			£0.00	£0.00	£2.53			
Peasmarsh	£0.00	£0.00	£0.08	£0.07			£0.68	£0.00	£0.85			
Ticehurst	£0.00	£0.00	£1.40	£0.00			£0.06	£0.00	£1.47			
Northium	£0.00	£0.00	£0.00	£0.00			£0.81	£0.00	£0.83			
Sedlescombe	£0.00	£0.00	£0.00	£0.16			£0.00	£0.07	£0.22			
Rother District	£50.04	£74.90	£2.72	£18.01			£20.95	£4.16	£170.00			
Eastbourne - Town Centre	£17.87	£36.26	£1.49	£6.40			£1.44	£2.17	£65.14			
Hastings - Town Centre	£6.53	£13.33	£3.55	£19.04			£27.90	£20.03	£90.79			
Tunbridge Wells - Town Centre	£0.06	£1.05	£20.26	£8.00			£2.73	£0.81	£33.09			
Ashford - Designer Outlet Village	£0.00	£0.04	£0.23	£0.22			£3.34	£0.67	£4.59			
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.15			£3.83	£0.15	£4.24			
Bluewater Shopping Centre	£0.00	£0.33	£0.11	£0.39			£0.79	£0.18	£1.83			
Brighton - Town Centre	£0.26	£0.72	£0.00	£0.42			£0.28	£0.00	£1.68			
Hailsham - Town Centre	£0.00	£0.11	£0.13	£0.03			£0.18	£0.13	£0.58			
Heathfield - Town Centre	£0.00	£0.06	£4.29	£0.48			£0.28	£0.09	£5.25			
Langney Centre, Eastbourne	£0.08	£0.04	£0.00	£0.00			£0.01	£0.00	£0.13			
London	£1.16	£0.41	£0.32	£0.35			£1.53	£0.78	£4.57			
Morrisons, Hastings	£0.00	£0.24	£0.08	£0.06			£0.00	£0.29	£0.67			
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.20	£0.00	£0.00			£0.00	£0.00	£0.19			
Sainsburys, John McAdam Way, St Leonards	£0.24	£0.25	£0.15	£2.29			£0.48	£1.01	£4.40			
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.41	£0.00			£0.00	£0.00	£0.41			
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00			£0.14	£0.00	£0.14			
Sovereign (Crumbles) Retail Park, Eastbourne	£0.02	£1.14	£0.00	£0.00			£0.00	£0.03	£1.18			
St Leonards - Town Centre	£0.27	£0.81	£0.22	£1.00			£1.29	£0.71	£4.31			
Tenterden - Town Centre	£0.11	£0.00	£0.14	£0.51			£3.60	£0.00	£4.46			
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00			£0.35	£0.00	£0.36			
Tesco, Churchwood Drive, St Leonards	£0.07	£0.38	£0.59	£0.57			£0.27	£1.06	£2.95			
Tesco, Lottbridge Drove, Ebne	£0.00	£0.21	£0.00	£0.00			£0.00	£0.00	£0.21			
Tesco, Tunbridge Wells	£0.00	£0.06	£0.08	£0.00			£0.00	£0.00	£0.13			
Other	£0.36	£2.37	£2.61	£1.95			£1.75	£1.38	£10.45			
Tunbridge Wells, Longfield Retail Park	£0.18	£0.35	£4.36	£1.74			£0.83	£0.43	£7.93			
Tonbridge Town Centre	£0.00	£0.00	£0.04	£0.00			£0.00	£0.00	£0.05			
Ore	£0.06	£0.20	£0.57	£0.18			£0.79	£0.93	£2.74			
Wyevale Garden Centre, Hastings	£0.75	£2.46	£2.01	£1.15			£3.92	£1.25	£11.64			
Others	£3.57	£10.38	£16.33	£11.47			£23.67	£9.09	£75.12			
Centres/Locations Outside District with Attraction	£28.03	£61.02	£41.62	£44.91			£55.75	£32.10	£264.13			
* Internet	£3.94	£5.80	£3.92	£3.78			£5.04	£2.41	£24.93			
* Catalogue/Mail Order	£2.48	£5.16	£2.56	£2.74			£4.51	£1.65	£19.15			
Internet/Mail Order	£6.42	£10.97	£6.48	£6.52			£9.54	£4.05	£44.08			
<i>check</i>	<i>£84.49</i>	<i>£146.89</i>	<i>£50.82</i>	<i>£69.45</i>			<i>£86.24</i>	<i>£40.32</i>	<i>£478.22</i>			
2021 Total Comparison Goods Expenditure	£84.49	£146.89	£50.82	£69.45			£86.24	£40.32	£478.22			

17D. COMPARISON GOODS MARKET SHARE TURNOVERS - All Comparison Goods 2026

	Study Zones							Attraction from Outside Study Area (Hastings/Tourist/Visitor Spend)		
	Bexhill East	Bexhill West	North West Rother	Battle	Rye	West/Guest/Fair	Study Area Total	% Inflow	£m Inflow	Total Turnover
Bexhill - Town Centre	£37.43	£49.76	£0.28	£4.45	£0.99	£1.03	£93.05	15%	£13.96	£107.00
Battle - Town Centre	£0.72	£2.87	£0.22	£9.91	£0.00	£0.63	£14.21	40%	£5.68	£19.89
Rye - Town Centre	£0.07	£0.00	£0.00	£0.43	£19.14	£0.43	£20.78	40%	£8.31	£29.09
Ravenside Retail Park, Bexhill	£19.52	£25.78	£0.70	£3.59	£3.08	£2.86	£55.11	40%	£24.27	£84.96
Tesco, Ravenside Retail Park	£2.24	£3.12	£0.09	£0.18	£0.00	£0.00	£5.57			
Sidley - Local Centre	£0.40	£2.98	£0.00	£0.08	£0.00	£0.00	£3.45			
Little Common - Local Centre	£0.14	£5.22	£0.00	£0.08	£0.00	£0.03	£5.46			
Robertsbridge	£0.00	£0.16	£0.21	£2.71	£0.00	£0.00	£3.05			
Peasmarsh	£0.00	£0.00	£0.09	£0.08	£0.82	£0.00	£1.02			
Ticehurst	£0.00	£0.00	£1.70	£0.00	£0.07	£0.00	£1.77			
Northium	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£1.00			
Sedlescombe	£0.00	£0.00	£0.00	£0.19	£0.00	£0.08	£0.27			
Rother District	£60.51	£89.89	£3.29	£21.69	£25.06	£5.06	£204.74			
Eastbourne - Town Centre	£21.61	£43.52	£1.81	£7.70	£1.72	£2.64	£78.45			
Hastings - Town Centre	£7.89	£16.00	£4.30	£22.93	£33.39	£24.36	£109.34			
Tunbridge Wells - Town Centre	£0.07	£1.26	£24.56	£9.64	£3.27	£0.99	£39.85			
Ashford - Designer Outlet Village	£0.00	£0.05	£0.28	£0.26	£3.99	£0.81	£5.53			
Ashford - Town Centre	£0.00	£0.00	£0.00	£0.18	£4.59	£0.18	£5.11			
Bluewater Shopping Centre	£0.00	£0.40	£0.14	£0.47	£0.95	£0.22	£2.20			
Brighton - Town Centre	£0.32	£0.87	£0.00	£0.50	£0.34	£0.00	£2.03			
Hailsham - Town Centre	£0.00	£0.13	£0.15	£0.03	£0.22	£0.16	£0.70			
Heathfield - Town Centre	£0.00	£0.08	£5.20	£0.58	£0.34	£0.11	£6.32			
Langney Centre, Eastbourne	£0.10	£0.05	£0.00	£0.00	£0.02	£0.00	£0.16			
London	£1.40	£0.49	£0.39	£0.42	£1.84	£0.95	£5.51			
Morrisons, Hastings	£0.00	£0.29	£0.09	£0.08	£0.00	£0.35	£0.81			
Sainsburys, Hampden Park, Eastbourne	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.23			
Sainsburys, John McAdam Way, St Leonards	£0.29	£0.30	£0.19	£2.75	£0.58	£1.23	£5.30			
Sainsburys, Linden Park Rd, Tun Wells	£0.00	£0.00	£0.49	£0.00	£0.00	£0.00	£0.49			
Sainsburys, Simon Well, Ashford	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.17			
Sovereign (Crumbles) Retail Park, Eastbourne	£0.02	£1.37	£0.00	£0.00	£0.00	£0.03	£1.42			
St Leonards - Town Centre	£0.32	£0.97	£0.26	£1.21	£1.54	£0.86	£5.19			
Tenterden - Town Centre	£0.14	£0.00	£0.16	£0.61	£4.31	£0.00	£5.37			
Tesco, Ashford	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£0.43			
Tesco, Churchwood Drive, St Leonards	£0.09	£0.46	£0.71	£0.69	£0.33	£1.29	£3.55			
Tesco, Lottbridge Drove, Ebne	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.25			
Tesco, Tunbridge Wells	£0.00	£0.07	£0.09	£0.00	£0.00	£0.00	£0.16			
Other	£0.44	£2.84	£3.16	£2.34	£2.10	£1.68	£12.59			
Tunbridge Wells, Longfield Retail Park	£0.22	£0.42	£5.29	£2.09	£0.99	£0.53	£9.55			
Tonbridge Town Centre	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.05			
Ore	£0.07	£0.24	£0.69	£0.21	£0.94	£1.13	£3.30			
Wyevale Garden Centre, Hastings	£0.91	£2.95	£2.44	£1.39	£4.69	£1.52	£14.02			
Others	£4.31	£12.46	£19.80	£13.81	£28.33	£11.06	£90.46			
Centres/Locations Outside District with Attraction	£33.89	£73.24	£50.47	£54.08	£66.71	£39.04	£318.10			
* Internet	£4.76	£6.97	£4.76	£4.55	£6.03	£2.93	£30.02			
* Catalogue/Mail Order	£3.00	£6.20	£3.10	£3.30	£5.39	£2.00	£23.07			
Internet/Mail Order	£7.76	£13.16	£7.86	£7.85	£11.42	£4.93	£53.09			
<i>check</i>	<i>£102.17</i>	<i>£176.29</i>	<i>£61.62</i>	<i>£83.63</i>	<i>£103.19</i>	<i>£49.04</i>	<i>£575.93</i>			
2021 Total Comparison Goods Expenditure	£102.17	£176.29	£61.62	£83.63	£103.19	£49.04	£575.93			

18. CENTRE TURNOVERS COMPARISON GOODS - Anticipated Benchmark

Centre/Location	Sales Area	Benchmark Trading Density	Benchmark Turnover
	SQM	£/SQM	£M
Bexhill - Town Centre	15,200	£3,500	£53.20
Battle - Town Centre	3,330	£2,750	£9.16
Rye - Town Centre	6,820	£2,750	£18.76
Ravenside Retail Park, Bexhill	12,500	£3,500	£43.75

19.COMPARISON GOODS TURNOVER & FLOORSPEACE CAPACITY

Centre/Location	Benchmark Turnover £M	Market Share £M	Surplus £M	Benchmark Trading Density £/sqm	Sales Floorspace SQM	Gross Floorspace SQM
2007						
Bexhill - Town Centre	£53.20	£50.68	-£2.52	£3,500	-719	-971
Battle - Town Centre	£9.16	£9.09	-£0.07	£2,750	-26	-35
Rye - Town Centre	£18.76	£13.78	-£4.98	£2,750	-1,810	-2,443
Ravenside Retail Park, Bexhill	£43.75	£40.24	-£3.51	£3,500	-1,003	-1,203
2011						
Bexhill - Town Centre	£56.46	£61.38	£4.92	£3,715	1,325	1,788
Battle - Town Centre	£9.72	£11.41	£1.69	£2,919	580	783
Rye - Town Centre	£20.20	£16.69	-£3.52	£2,919	-1,205	-1,627
Ravenside Retail Park, Bexhill	£46.43	£48.74	£2.30	£3,715	620	744
2016						
Bexhill - Town Centre	£60.83	£73.92	£13.09	£4,002	3,272	4,417
Battle - Town Centre	£10.47	£13.74	£3.27	£3,144	1,041	1,405
Rye - Town Centre	£21.77	£20.10	-£1.67	£3,144	-531	-717
Ravenside Retail Park, Bexhill	£50.02	£58.69	£8.67	£4,002	2,166	2,599
2021						
Bexhill - Town Centre	£65.53	£88.85	£23.32	£4,311	5,409	7,302
Battle - Town Centre	£11.28	£16.52	£5.24	£3,387	1,547	2,088
Rye - Town Centre	£23.45	£24.15	£0.70	£3,387	208	281
Ravenside Retail Park, Bexhill	£53.09	£70.54	£17.45	£4,311	4,048	4,857
2026						
Bexhill - Town Centre	£70.59	£107.00	£36.41	£4,644	7,839	10,583
Battle - Town Centre	£12.15	£19.89	£7.74	£3,649	2,122	2,865
Rye - Town Centre	£25.26	£29.09	£3.83	£3,649	1,049	1,416
Ravenside Retail Park, Bexhill	£57.20	£84.96	£27.76	£4,644	5,977	7,173

APPENDIX 6

Service Trade Sector Analysis

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Rother District Wide Shopping Assessment

Appendix 6 – Service Trade Sector Analysis

The future need for retail service uses is not considered in terms of turnover and market share as conventional retail floorspace is. Therefore in advising on the need for additional floorspace for town centre service uses we have considered the existing proportions of service trades within Rother's main town centres.

The analysis within the town centre health checks for Bexhill, Battle and Rye (**Appendix 4**) consider the composition of each town in terms of their convenience, comparison, service and vacant floorspace.

The proportion of service floorspace in each of the centres is:

Bexhill	28%
Battle	32%
Rye	26%

To provide a broad indication of potential future need for additional retail service floorspace, we have applied these percentage compositions to the retail capacity results for each centre (assuming constant market share). The tables below set out the resultant retail service trades floorspace need over the study period to 2026.

Bexhill Town Centre Service Trades Need Potential					
Floorspace	2007	2011	2016	2021	2026
Convenience Goods					
Net	1,356 sqm	1,478 sqm	1,633 sqm	1,791 sqm	1,969 sqm
Gross	1,830 sqm	1,995 sqm	2,205 sqm	2,418 sqm	2,658 sqm
Comparison Goods					
Net	-	1,325 sqm	3,272 sqm	5,409 sqm	7,839 sqm
Gross	-	1,921 sqm	4,744 sqm	7,843 sqm	11,366 sqm
Total Retail					
Net	1,356 sqm	2,803 sqm	4,905 sqm	7,200 sqm	9,808 sqm
Gross	1,830 sqm	3,916 sqm	6,949 sqm	10,261 sqm	14,024 sqm
Service Traders @ 28% (Gross)	512 sqm	1,096 sqm	1,946 sqm	2,873 sqm	3,927 sqm
Based upon market share capacity estimates					

Battle Town Centre Service Trades Need Potential					
Floorspace	2007	2011	2016	2021	2026
Convenience Goods					
<i>Net</i>	57 sqm	72 sqm	91 sqm	110 sqm	132 sqm
<i>Gross</i>	77 sqm	97 sqm	123 sqm	149 sqm	178 sqm
Comparison Goods					
<i>Net</i>	-	580 sqm	1,041 sqm	1,547 sqm	2,122 sqm
<i>Gross</i>	-	841 sqm	1,509 sqm	2,243 sqm	3,077 sqm
Total Retail					
<i>Net</i>	57 sqm	652 sqm	1,132 sqm	1,657 sqm	2,254 sqm
<i>Gross</i>	77 sqm	938 sqm	1,632 sqm	2,392 sqm	3,255 sqm
Service Traders @ 28% (Gross)	25 sqm	300 sqm	522 sqm	765 sqm	1,042 sqm
Based upon market share capacity estimates					

Rye Town Centre Service Trades Need Potential					
Floorspace	2007	2011	2016	2021	2026
Convenience Goods					
<i>Net</i>	33 sqm	58 sqm	82 sqm	106 sqm	132 sqm
<i>Gross</i>	45 sqm	78 sqm	111 sqm	143 sqm	178 sqm
Comparison Goods					
<i>Net</i>	-	-	-	208 sqm	1,049 sqm
<i>Gross</i>	-	-	-	302 sqm	1,521 sqm
Total Retail					
<i>Net</i>	33 sqm	58 sqm	82 sqm	314 sqm	1,181 sqm
<i>Gross</i>	45 sqm	78 sqm	111 sqm	445 sqm	1,699 sqm
Service Traders @ 28% (Gross)	12 sqm	20 sqm	29 sqm	116 sqm	442 sqm
Based upon market share capacity estimates					

The service trade floorspace figures provided within the tables above for Bexhill, Battle and Rye town centres are intended to provide a broad indication of potential need. Over the longer time period to 2021 and 2026 the calculations which are based upon the retail capacity calculations, are sensitive to changes in population, spending and competitive effects from surrounding centres.

In accordance with best practice and to ensure that the Council have accurate and robust estimates upon which to make policy and land use planning decision, these calculations should be monitored and updated over the LDF period.

MAP 1

Rother District Boundary & Household Survey Zones

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GL HEARN
Property Consultants

