



# New Waitrose Store, Southam Road, Banbury

## Retail Impact Assessment

On behalf of **Barwood Capital and Mondelez International**

**barwood**capital

Delivering *Real* Property Potential



Project Ref: 26004 | Rev: D | Date: May 2015

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Office Address: 16 Brewhouse Yard, Clerkenwell, London EC1V 4LJ  
T: +44 (0)207 566 8600 E: london@peterbrett.com



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	Name	Position	Signature	Date
Prepared by:	Cathy Hall	Associate	CH	7.5.15
Reviewed by:	Peter Keenan	Senior Associate	PK	7.5.15
Approved by:	Chris Quinsee	Partner	CQ	7.5.15
<b>For and on behalf of Peter Brett Associates LLP</b>				

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## Contents

<b>Executive Summary</b> .....	<b>1</b>
<b>1 Introduction</b> .....	<b>3</b>
1.2 Proposed development .....	3
<b>2 Policy &amp; Evidence Base Review</b> .....	<b>4</b>
2.2 National Planning Policy Framework.....	4
2.3 Development Plan and Local Policy.....	4
2.4 National Planning Policy Guidance .....	5
2.5 Evidence Base Review.....	5
<b>3 Methodology</b> .....	<b>7</b>
3.1 Household Survey .....	7
3.2 Existing shopping patterns .....	7
3.3 Defining the catchment area .....	10
3.4 Data inputs and assumptions .....	11
3.5 Turnover of the proposed development .....	11
3.6 Trade draw .....	12
3.7 Commitments .....	12
<b>4 Banbury town centre health check</b> .....	<b>14</b>
<b>5 Impact</b> .....	<b>19</b>
5.2 'No development' scenario .....	19
5.3 Diversion to the proposed foodstore .....	20
5.4 Impact on town centre vitality and viability .....	24
5.5 Impact of planned investment in town centres .....	25
5.6 Significance of impact .....	26
<b>6 Conclusions</b> .....	<b>27</b>

## Figures

Figure 2.1 – CDCRS catchment area plan.....	5
Figure 3.1 – Study Area.....	11

## Tables

Table 3.1 – Household survey zones .....	7
Table 3.2 – Convenience goods weightings.....	8
Table 3.3 – Main convenience retail destinations, by zone.....	8
Table 3.4 – Comparison goods expenditure weightings by category .....	9
Table 3.5 – Main comparison shopping destinations, by zone .....	10
Table 3.6 – Turnover of Proposed development.....	12
Table 4.1 - NPPG Town Centre Vitality and Viability Key Indicators .....	14

Table 4.2 – Diversity of Uses .....	15
Table 4.3 – Retailer Requirements.....	16
Table 5.1 - No development scenario .....	19
Table 5.2 – Convenience diversion summary (2019).....	20
Table 5.3 – Comparison diversion summary (2019) .....	21
Table 5.4 – Cumulative convenience diversion summary 2019.....	22
Table 5.5 – Combined impact summary.....	24

## Appendices

Appendix A	Study Area Plan
Appendix B	NEMS Household Survey Results
Appendix C	Retail Impact Assessment Tables

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## Executive Summary

- This report has been prepared in support of the current full planning application for a 2,697 sqm (net sales area) foodstore on land at Mondelez International, Southam Road, Banbury. The foodstore will be leased to Waitrose
- The application site is out of centre in retail planning terms. The adopted Local Plan significantly pre-dates the publication of the National Planning Policy Framework (NPPF). As such, this Retail Impact Assessment has therefore been prepared to address the requirements of paragraph 26 of the NPPF, as well as giving an appropriate degree of weight to the relevant policies of the emerging Cherwell Local Plan 2011-2031 which underwent Examination in Public in February 2015.
- In preparing this Retail Impact Assessment, the Council's evidence base on retail planning matters, the Cherwell District Council Retail Study (2012), has been reviewed. This study was prepared to support the emerging Local Plan. In line with the National Planning Practice Guidance (NPPG), having regard to the proposed development, it is considered that finer-grain analysis is needed to properly assess its anticipated impact.
- Accordingly, a new household survey has been undertaken to provide an up-to-date picture of shopping patterns in the study area. The study area has been split into 10 zones and detailed analysis of these shopping patterns on a zone-by-zone has informed the definition of a primary catchment area focused on Banbury for the proposed store.
- A health check of Banbury town centre confirms that it is currently performing well against the NPPG vitality and viability indicators but that its convenience shopping role is relatively limited. A review of existing shopping patterns, based on the household survey results, and consideration of the 'no development' scenario confirms that out-of-centre facilities dominate convenience shopping patterns in the primary catchment area.
- Following the NPPG, the impact assessment is proportionate to the proposed development and therefore focuses on primary catchment area. Banbury, as the main town centre within the primary catchment area and the centre closest to the application site, forms the focus of much of this analysis.
- The proposed foodstore is expected to open in 2017. In line with the NPPG, the impact of the proposed development has been assessed in the second full year of trading following opening i.e. 2019. Whilst the operator expects a somewhat lower turnover, based on Waitrose's published sales densities, it is forecast to achieve a turnover of between £28.8 and £31.2m; impact has been assessed on this basis. 75% of this turnover will be drawn from the primary catchment area.
- In relation to planned investment, outline permission has been granted for an extension to Banbury town centre, including a new foodstore. This permission was granted without a confirmed foodstore operator. Waitrose has a longstanding aspiration to have a presence in Banbury and therefore considered this site in detail; however, because of the complex nature of the development and the viability issues associated with it, they concluded that it was not feasible for them. Whilst it is understood that the Council as a key landowner of the site is keen to facilitate the development, because there has never been any prospect of Waitrose operating a foodstore on that site, the delivery of the proposed foodstore will not impact on this aspiration or investor confidence more widely.
- Quantitatively, in solus terms, it is expected that the proposed development will result in between a 0.5 to 0.8% impact on Banbury town centre and between 1.8 and 2.2% impact on Brackley town centre. With reference to the wider secondary catchment area, impacts of less than 1% are forecast on Chipping Norton, Bicester, Kidlington and Daventry town

centres. Indeed, whilst there will be a modest degree of expenditure diversion, in quantitative terms the turnover of all the town centres in the study area is expected to increase from their current levels.

- Similarly, in cumulative terms, because of the limited nature of convenience goods provision in Banbury such that the majority of impact will fall on out-of-centre stores, it is demonstrated that the impact of the proposed foodstore, together with the commitments at Banbury Gateway and Brackley remains within bounds of acceptability under the NPPF test. In the event a foodstore comes forward as part of the Spiceball, the cumulative scenario shows that the impact on Banbury town centre will, in net terms, be positive.
- None of the above impacts are considered to be significantly adverse with reference to the parameters set out in the NPPF and NPPG.
- Furthermore, the provision of a Waitrose store in Banbury will enhance the choice available to local shoppers and reduce the flow of expenditure from the primary catchment area to Waitrose stores of a comparable size located at the fringes and outside the study area. The absence of alternative sites in Banbury, addressed in detail in the accompanying sequential assessment within the Planning Statement, means that unless a store is brought forward at the application site, Waitrose will be unable to realise their aspirations in Banbury to the detriment of local shoppers.



## 1 Introduction

- 1.1.1 This Retail Impact Assessment (RIA) has been prepared by Peter Brett Associates LLP (PBA) in support of a planning application submitted on behalf of Barwood Capital and Mondelez International for a new foodstore, to be operated by Waitrose, at land at Mondelez International, Southam Road, Banbury.
- 1.1.2 The application site is out of centre in retail planning terms. Accordingly, the purpose of the RIA is to assess the development against the two tests set out at paragraph 26 of the National Planning Policy Framework (NPPF); namely impact on town centre investment and vitality and viability, together with any relevant adopted or emerging development plan policies.
- 1.1.3 This RIA should be read in conjunction with the Planning Statement prepared by Framptons which addresses the other key retail test relating to out-of-centre planning applications, namely the sequential approach to site selection as outlined at paragraph 24 of the NPPF, as well as non-retail planning issues raised by the proposed development.
- 1.1.4 Accordingly, the report is structured as follows:
- Section 2 provides an overview of retail planning policy and evidence base relevant to assessing impact;
  - Section 3 explains the methodology and assumptions underpinning the impact assessment, including consideration of existing shopping patterns and the definition of the catchment area;
  - Section 4 provides a health check of Banbury town centre;
  - Section 5 sets out anticipated convenience and comparison goods expenditure diversion as a result of the development and considers the impact this will have on the vitality and viability of existing town centres;
  - Section 6 concludes the consideration retail impact against the relevant policy tests.
- 1.1.5 The latter part of this section provides a brief description of the proposed development; however, full details are provided in the accompanying Planning Statement and Design and Access Statement.

### 1.2 Proposed development

- 1.2.1 The application is submitted in full for a new 3,576 sqm (GIA) foodstore to be operated by Waitrose. This would fulfil Waitrose's long-held aspiration to open a foodstore in Banbury.
- 1.2.2 The offer of the proposed Waitrose store will focus primarily on convenience goods. The convenience element will comprise an extensive range of food products, reflecting Waitrose's focus on quality and freshness. It will also include products from Waitrose's 'Essentials' range and will offer a price match on branded products.
- 1.2.3 The comparison element will be comparatively small and will be ancillary to the convenience goods component, accounting for between 15% and 30% of the proposed net sales floorspace. It is likely to include a range of health and beauty products typical of foodstores of this size and expected by customers, together with a range of small homeware goods, cookery and associated products.



## 2 Policy & Evidence Base Review

2.1.1 Given the scope of this report set out in the preceding section, the following policy, guidance, and evidence base review focuses on retail impact-related matters. A full policy review can be found in the accompanying Planning Statement.

### 2.2 National Planning Policy Framework

2.2.1 In relation to impact, paragraph 26 of the NPPF states that: 'when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up to date Local Plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sqm).'

2.2.2 The NPPF directs that this assessment should consider:

- 'the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- 'the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made'.

### 2.3 Development Plan and Local Policy

2.3.1 The adopted development plan comprises the Cherwell Local Plan 1996; however, although there are number of saved policies relating to retail issues, none are considered to be relevant to assessing the retail impact of planning applications for out-of-centre development.

#### Non-statutory and emerging local policy

2.3.2 The Cherwell Non-Statutory Local Plan 2011 (2004) does not form part of the statutory development plan but was approved as interim planning policy for development control purposes.

2.3.3 Whilst there is no policy that addresses retail impact directly, the explanatory text to Policy S1 states that all proposals for retail development over 2,500 square metres gross floorspace should be supported by 'a *comprehensive retail impact assessment study which will assess the impact not only of the specific proposal, but also its cumulative impact having regard to other recent and proposed developments in the locality*' (para. 5.5).

2.3.4 The new Cherwell Local Plan 2011-2031 was submitted to the Secretary of State for formal Examination on 31 January 2014. Relevant policies from the plan are a material consideration and should be afforded considerable weight given the advanced stage of the plan.

2.3.5 Emerging Policy SLE2 'Securing Dynamic Town Centres' states that when considering edge-of-centre and out-of-centre proposals an impact assessment will be required in accordance with requirements in the NPPF. The draft policy sets the following local thresholds for triggering the requirement for an impact assessment:

- over 2,000 sqm in Banbury
- over 1,500 sqm in Bicester

- over 350 sqm elsewhere in the District

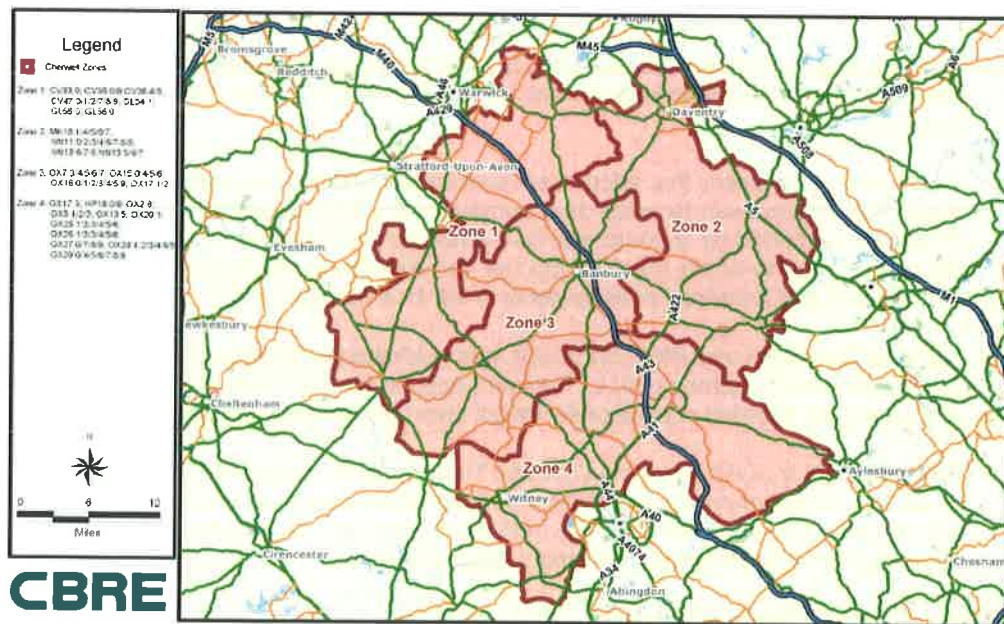
## 2.4 National Planning Policy Guidance

- 2.4.1 With regards to the impact test the NPPG confirms that it should be applied where retail proposals exceed the 2,500 sqm gross threshold as defined in the NPPF in less the local planning authority has set an alternative floorspace threshold. When assessing impact on existing stores, this should be done on a like-for-like basis in respect of the particular sector.
- 2.4.2 When assessing the impacts of the proposals on town centre developments and investments that are in progress applications should consider:
- the policy status of the investment.
  - the progress made towards securing the investment.
  - the extent to which an application is likely to undermine planned developments or investments based on the effects on current/ forecast turnovers, operator demand and investor confidence.

## 2.5 Evidence Base Review

- 2.5.1 The Cherwell District Council Retail Study (CDCRS) was undertaken by CBRE and published in October 2012. The CDCRS forms part of the evidence base underpinning the draft Local Plan.
- 2.5.2 In addition to comprehensive health checks of the designated town centres within the District, the CDCRS models convenience and comparison retail capacity in the District. It is underpinned by a June 2012 household survey. The survey area comprised four large zones as shown on the figure below.

Figure 2.1 – CDCRS catchment area plan



- 2.5.3 Whilst this is considered suitable for the purpose of a district-wide retail capacity assessment, the results are not considered to be sufficiently fine grain to provide a detailed picture of convenience shopping patterns in order to underpin a robust assessment of retail impact. Furthermore, since that survey was carried out, there have been some changes to retail provision in the District, notably the opening of a large new Sainsbury's store (4,842 sqm net sales area) at Bure Place in Bicester town centre in summer 2013.
- 2.5.4 On that basis, a new household survey has been undertaken in support of this RIA. This is explained in further detail in Section 3. Accordingly, this RIA does not include a detailed analysis of the shopping patterns informing the CDCRS.
- 2.5.5 In relation to capacity, having taken into account commitments that will exert influence on shopping patterns in the catchment, the CDCRS identifies scope for 4,669 sqm net convenience goods floorspace. Comparison capacity is not anticipated to emerge before 2022.

## 3 Methodology

### 3.1 Household Survey

- 3.1.1 A 1,000 response telephone household survey was undertaken on behalf of PBA in January 2015 by NEMS Market Research. In order to establish an appropriate catchment area for the proposed development, a wider survey area was defined and broken down into 10 zones, comprising the following postal sectors:

Table 3.1 – Household survey zones

Zone	Postal sectors
Zone 1 – Banbury	OX16 0-6, 9
Zone 2 - Cropredy, Middleton Cheney	OX15 6, OX17 1, 2
Zone 3 - Deddington, Adderbury, Bodicote	OX15 0, 3-5
Zone 4 – Brackley	NN13 5-7
Zone 5 - Chipping Norton, Charlbury	OX7 3-7
Zone 6 – Bicester	OX25 1-2, 4-6, OX26 1-6, OX27 0, 7-9
Zone 7 – Kidlington	OX5 1-3, OX20 1, OX25 3
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	CV36 4, 5, GL54 1, GL56 0, 9
Zone 9 - Southam	CV33 9, CV35 0, 9, CV47 0-2, 7-9
Zone 10 - Daventry	NN11 0, 2-4, 6-9, NN12 8

- 3.1.2 As good practice, 100 surveys were completed in each of the 10 survey zones. Furthermore, in order to ensure a full cross-section of demographic representation in the survey results, respondents were contacted at a variety of times (during the day, in the evening, and at the weekend). All respondents were verified to be the main shopper in the household. The NEMS report attached separately to this study (Appendix B) contains the household survey data in full and also contains full explanation of the statistical reliability of the survey sample.

### 3.2 Existing shopping patterns

#### Convenience goods

- 3.2.1 The household survey included a series of questions on food shopping patterns in relation to the last two destinations visited, separated out in terms of main food shopping, top-up food shopping and small shops (i.e. not supermarkets).
- 3.2.2 This included questions on the typical amount spent on the different types of shopping trips is used as the basis upon which to apportion main food, top-up and small shop market shares in order to establish composite market shares for convenience goods expenditure in the Study Area:

Table 3.2 – Convenience goods weightings

Shopping trip	Weighting
Main food shopping	79%
Top-up shopping	15%
Small shops	6%

3.2.3 A composite analysis of the convenience spending patterns of residents in the Study Area is set out at Tables 6 to 8 of Appendix C. Table 6 shows the market shares in percentage terms attracted to each of the main comparison goods shopping destinations, and Tables 7 and 8 convert these percentages into spending patterns by applying them to the total convenience goods expenditure available (Table 5 Appendix C). The following destinations and stores are identified as the most popular within each zone:

Table 3.3 – Main convenience retail destinations, by zone

Zone	Main shopping destination	Second shopping destination	Market share captured by Banbury stores
1	Tesco Extra, Banbury (25%)	Morrisons, Banbury (21%)	94%
2	Tesco Extra, Banbury (41%)	Aldi, Banbury (14%)	78%
3	Sainsbury's, Banbury (33%)	Aldi, Banbury (21%)	82%
4	Tesco Express, Brackley (24%)	Tesco, Brackley (21%)	15%
5	Sainsbury's, Chipping Norton	Co-op, Chipping Norton (11%)	11%
6	Sainsbury's, Bicester (29%)	Tesco, Bicester (25%)	2%
7	Sainsbury's, Kidlington (46%)	Tesco Metro, Kidlington (13%)	4%
8	Tesco, Stow-on-the-Wold (16%)	Co-op, Shipston on Stour (14%)	6%
9	Tesco, Southam (23%)	Asda, Leamington Spa (6%)	8%
10	Tesco, Daventry (28%)	Waitrose, Daventry (18%)	8%



- 3.2.4 It can be seen that Banbury is the main convenience shopping destination for Zones 1 to 3. Within these zones, it is notable that it is out-of-centre foodstores that dominate convenience shopping patterns, namely Tesco Extra (Lockhead Close), Sainsbury's (Oxford Road) and Aldi (Ruscote Avenue).
- 3.2.5 Outside these zones, Banbury has diminishing influence but plays a role in meeting residents' convenience shopping needs. Other key convenience shopping destinations vary by zone, with stores in each zone comprising the most popular destinations.

### Comparison goods

- 3.2.6 The survey questionnaire sought to establish patterns of comparison goods spending, based on the locations of the last two purchases of a range of different comparison goods categories (clothes and shoes; furniture, carpets and soft furnishings; DIY and decorating goods; electrical items; health & beauty/chemist items; recreational goods (e.g. sports equipment, bicycles and toys) and other non-food items (e.g. books, recorded music and jewellery).
- 3.2.7 In line with Experian Retail Planner Briefing Note 12.1 (ERPBN), weightings have been applied to comparison goods market shares to provide a composite analysis of spending patterns across the Study Area. Table 3.4 confirms the weightings by comparison goods category.

Table 3.4 – Comparison goods expenditure weightings by category

Category	Weighting
Clothes & shoes	27%
Furniture, carpets, soft furnishings	12%
Hardware, DIY	5%
Electrical equipment	20%
Domestic appliances	3%
Health, beauty & chemist items	3%
Recreational goods	12%
Other - books, CDs, jewellery, china & glass	18%

- 3.2.8 Table 3.4 sets out the key comparison good shopping destinations across the Study Area<sup>1</sup>. Banbury is dominant in Zones 1 to 4, with the in-centre and out-of-centre destinations in Zone 1 accounting taking between 60% and 85% of market share. It is also exerts attracts over a third of comparison goods expenditure from Zone 5.
- 3.2.9 Beyond these zones, Banbury's influence is more limited, particularly in Zone 7, within which residents look primarily to Oxford to satisfy their comparison shopping needs. That said, Banbury is the second most popular destination in Zones 5, 6 and 9, attracting between 13% and 21% of comparison expenditure from those zones.

<sup>1</sup> Market shares excluding special forms of trading (SFT). See Section 3.4 for further explanation.

3.2.10 Within the Study Area, Bicester and Daventry exert influence in their home zones (Zones 6 and 10 respectively). Other key comparison shopping destinations outside the Study Area include Witney (Zone 5), Stratford-upon-Avon (Zone 8), Leamington Spa (Zone 9), and Milton Keynes (second in Zones 4 and 10).

Table 3.5 – Main comparison shopping destinations, by zone

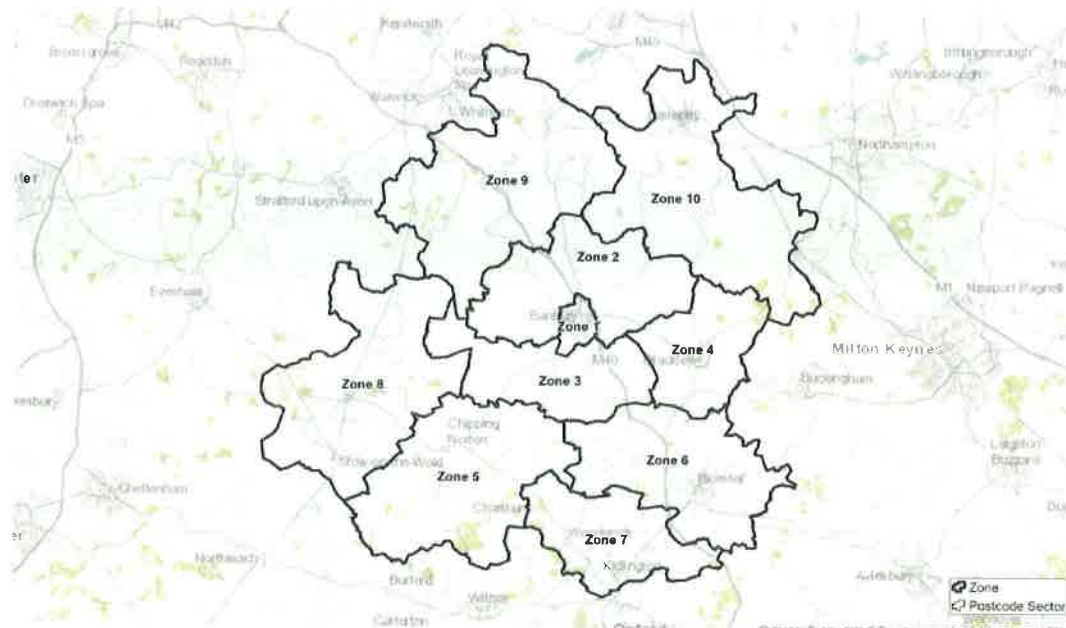
Zone	Main shopping destination	Second shopping destination	Market share captured by Banbury stores
1	Banbury (58%)	Out-of-centre Banbury stores (27%)	85%
2	Banbury (60%)	Out-of-centre Banbury stores (22%)	82%
3	Banbury (48%)	Out-of-centre Banbury stores (29%)	77%
4	Banbury (35%)	Milton Keynes (20%)	60%
5	Witney (23%)	Banbury (21%)	34%
6	Bicester (34%)	Banbury (15%)	18%
7	Oxford (34%)	Out-of-centre Oxford stores (21%)	7%
8	Stratford-upon-Avon (33%)	Cheltenham (11%)	14%
9	Leamington Spa (45%)	Banbury (13%)	18%
10	Daventry (26%)	Milton Keynes (15%)	16%

### 3.3 Defining the catchment area

- 3.3.1 Taking into account the location of the proposed store in Banbury, analysis of the survey results, particularly in terms of the trade draw of the existing convenience and comparison retail facilities, has been used to define the primary catchment area (PCA) i.e. zones 1 to 4.
- 3.3.2 Zones 5 to 10 are considered to comprise the secondary catchment area (SCA) of the proposed development.



Figure 3.1 – Study Area



### 3.4 Data inputs and assumptions

3.4.1 The model is informed by the following data inputs and assumptions:

- Population: derived on a zone-by-zone basis from Experian MMG3 GIS (Retail Planner 2014) based on 2011 Census data and ONS population projections.
- Price base and base year: all expenditure information provided in 2013 prices and a price year of 2013 adopted.
- Expenditure: per capita expenditure for convenience and comparison retail goods (2013) derived from Experian MMG3 GIS (Retail Planner 2014).
- Special forms of trading (SFT): baseline of 2.3% for convenience goods and 11.1% for comparison goods adopted.
- Expenditure excluding SFT grown in line with ERPBN Appendix 3, using 'adjusted' SFT discounted growth i.e. taking account of store-picked transactions.
- Design year: 2019. Based on store opening of 2017 and following NPPG guidance to assess impact in the second full year of trading after opening.

### 3.5 Turnover of the proposed development

3.5.1 The turnover of the proposed foodstore is forecast on the basis of a 2,697 sqm net sales area. The majority of the proposed net sales floorspace will be devoted to convenience goods; Waitrose have confirmed convenience goods will account for between 70% and 85% of the net sales floorspace (1,888-2,292 sqm). The residual 15-30% (405-809 sqm) will be used for comparison goods.

3.5.2 In assessing the proposed development, the maximum level of convenience and comparison floorspace has been adopted; however, because of the overall net sales limit of 2,697 sqm, it

must be reiterated that the maximum floorspace for both convenience and comparison goods cannot be realised, merely Waitrose are seeking to ensure an appropriate degree of flexibility.

- 3.5.3 Table 3.6 applies trading densities derived from Verdict 2014 for Waitrose to the proposed convenience and comparison goods floorspace to establish the turnover of the proposed development in 2014 and, allowing for improvements in sales efficiency of 0.15% per annum, 2019. In line with the flexibility sought, two scenarios have been adopted: Scenario A comprises the maximum level of convenience floorspace and Scenario B the maximum level of comparison floorspace.
- 3.5.4 The impact assessment is fully explained in Section 5; however, it should be noted at this juncture that in order to ensure impact is assessed on a robust basis, the maximum figures (floorspace and turnover – identified below in italics) have been used.

Table 3.6 – Turnover of Proposed development

	Net sales area (sqm)	Sales density (£/sqm)	Turnover 2014	Turnover 2019
Total net sales	2,697		£28.09 - 30.59m	£28.82 - 30.96m
<b>Scenario A: Maximum convenience goods floorspace</b>				
<i>Convenience</i>	2,292	£12,269	£28.13m	£28.38m
Comparison	405	£6,091	£2.46m	£2.58m
<b>Scenario B: Maximum comparison goods floorspace</b>				
Convenience	1,888	£12,269	£23.16m	£23.51m
<i>Comparison</i>	809	£6,091	£4.93m	£5.31m

- 3.5.5 As set out above, the base year is assumed to be 2014. A design year of 2019 has been adopted; this assumes opening in 2017 and allows for two full years of trading in order to allow shopping patterns to settle down. This is a robust position against which to test impact. The quantitative assessment of impact is presented in the tables at Appendix C, which informs the analysis below.

### 3.6 Trade draw

- 3.6.1 Reflecting the defined PCA and SCA for the proposed development, it is assumed that 75% of the store's anticipated turnover will be drawn from Zones 1 to 4. 20% will be drawn from Zones 5 to 10, with the residual 5% being treated as inflow from beyond the Study Area.

### 3.7 Commitments

- 3.7.1 In line with best practice, the following commitments have been factored into the cumulative impact analysis:
- Spiceball development, Banbury – outline permission granted for a mixed-use edge-of-centre development including a foodstore of between 3,150 sqm and 5,100 sqm GIA. No reserved matters application made but impact assessed on the basis of 2,500 sqm net

sales area (1,875 sqm convenience/625 sqm comparison). 2019 considered appropriate impact year.

- Banbury Gateway – new comparison-led retail park including up to 938 sqm net convenience goods floorspace. Construction commenced and completion expected by end 2015.
- Sainsbury's Brackley – new store comprising 3,139 sqm net and 1,208 sqm net convenience and comparison goods sales area respectively. Construction not yet commenced and anticipated opening date unknown. Impact year of 2017 as set out in supporting application documents adopted.

3.7.2 In addition, it is noted that there are number of commitments in the SCA, namely:

- Tesco, Oxford Road, Bicester – new store to replace the existing store at Pingle Drive. Cumulative impact assessed on the basis of the uplift in floorspace: 1,485 sqm net convenience goods floorspace and 1,776 sqm net comparison goods floorspace. Permission due to lapse in November 2016; no clear development programme.
- Budgens Moreton-in-Marsh – 632 sqm net extension to existing store granted February 2013. No details provided on convenience/comparison split.
- New foodstore, Moreton-in-Marsh – outline permission granted in December 2013 for a new out-of-centre foodstore comprising 1,394 sqm net convenience goods floorspace and 348 sqm net comparison goods floorspace. Reserved matters application submitted but yet to be determined.

3.7.3 In light of the existing shopping patterns in the Study Area as a whole, the impact of these commitments in SCA is necessarily more limited. On this basis, they are not included in the quantitative modelling of cumulative impact but instead are discussed in qualitative terms. In line with guidance set out in NPPG, this approach is considered to be proportionate and constituting a robust basis upon which to assess the impact of the proposed foodstore development.

## 4 Banbury town centre health check

- 4.1.1 Given the defined primary catchment area of the proposed development, focusing on Zones 1 to 4 of the Study Area, and taking account of existing shopping patterns, Banbury is considered to be the key town centre to consider. Accordingly, in order to inform the following assessment of the impact of the proposals, a health check of Banbury town centre has been undertaken.
- 4.1.2 The performance of Banbury town centre has been assessed against key vitality and viability indicators as set out in the Planning Practice Guidance summarised in Figure 4.1 below:

Table 4.1 - NPPG Town Centre Vitality and Viability Key Indicators

### Vitality and viability of town centres: Key indicators

- Diversity of Uses
- Proportion of vacant street level property
- Commercial yields on non-domestic property<sup>2</sup>
- Customer views and behaviour
- Retailer representation and intentions to change representation
- Commercial rents<sup>3</sup>
- Pedestrian flows
- Accessibility
- Perception of Safety and occurrence of crime
- State of town centre environmental quality

- 4.1.3 The health check assessment has been informed by current data from Experian GOAD (28 May 2012) as well as secondary data from the CDCRS, CoStar Property information and information held CDC's online planning register of applications.

### Role and function

- 4.1.4 Banbury is a traditional market town and performs a sub-regional function within the hierarchy which includes surrounding centres of Oxford, Northampton, Milton Keynes, Coventry and Cheltenham.
- 4.1.5 The town centre retail offer is anchored by Castle Quay shopping centre located in the North East of the Town Centre. The Primary Shopping Frontage extends from Bridge Street at the entrance to the bus station, westwards along High Street to the junction of Marlborough Road.

<sup>2</sup> Assessment omits commercial yields on non-domestic property since no current data is available on this indicator.

<sup>3</sup> See note above

The pedestrianised core of the town centre includes Broad Street, Church Lane, White Lion Walk, Parsons Street and Market Place where the market is held twice weekly and there is a monthly farmers' market. The town centre has several distinct areas which perform different functions summarised below:

- Castle Quay Shopping Centre – provides the majority of the mid-market comparison multiples.
- Market Place, High Street and Broad Street – Banbury's main shopping streets, with a focus on service uses.
- Malthouse Walk, Cherwell Centre and the Calthorpe Centre – provides a number of larger format retail units
- Parsons Street, North Bar Street and Church Lane – smaller independent retailers and service retail providers, and food and drink uses.

### Diversity of Uses and Vacancy levels

- 4.1.6 According to the Goad Centre Report (May 2012), Banbury town centre has a total of 410 units and a gross floorspace of 81,114 sqm, split between main town centre uses as summarised in Table 4.2 below:

Table 4.2 – Diversity of Uses

Use	No. Units	% Total	Floorspace sqm	% Total
A1 convenience	32	7.8	4,199	5.2
A1 comparison	172	42	49,239	60.7
A1 Service	45	11	3,446	4.25
A2 Service	42	10.2	7,264	9.0
A3-A5 Service	59	14.4	8,547	10.54
Miscellaneous	10	2.4	1,496	1.84
Vacant	50	12.2	6,921	8.53

- 4.1.7 From the above table we conclude that Banbury contains a healthy mix of uses for a centre of its size. In terms of floorspace, the proportion of service floorspace is equal to the national average and comparison floorspace is above the average national average. The proportion of convenience floorspace is lower than the national average.
- 4.1.8 The number of vacant units in Banbury reduced significantly between 2011 and 2012 from 71 down to 50 units showing a positive trend. The vacancy rate in terms of number of units at 2012 remained in line with the national average although positively the vacancy rate in terms of floorspace was slightly below the national average.
- 4.1.9 As set out in Section 3, outline permission was granted in 2014 for an extension to the town centre through the development of an edge-of-centre site as a mixed-use extension to Castle Quay Shopping Centre, known as the Spiceball site. The extension is anticipated to comprise additional A1 retail floorspace in the form of a supermarket (3,150-5,100 sqm GIA), together with significant new leisure floorspace: restaurants (1,750-4,830 sqm GIA), 92-bed hotel (1,855-4,715 sqm GIA) and cinema (2,400-4,780 sqm GIA).
- 4.1.10 In considering the Spiceball application, the officers' report to committee focuses almost exclusively on the leisure element of the development. In considering the impact of the development on town centre vitality and viability, the report includes the following:



*'There is significant growth in leisure spending in the catchment area. The local economy has demonstrable capacity to accommodate additional leisure development of the type proposed in this case. Qualitative analysis undertaken by CBRE confirms gaps in the town's hotel and leisure offer. We conclude that the leisure impacts overall are likely to be beneficial, the scheme enhancing the diversity of Banbury's leisure offer.'* (para. 5.37)

- 4.1.11 The health check provided as part of the Spiceball application and referenced in the officers' report notes that 'the overall density of main town centre uses in Banbury town centre represents a 'healthy mix' that is broadly typical of a centre of this size'. As such, there is no suggestion by either officers or the applicant of the Spiceball development that the delivery of enhanced convenience shopping through the introduction of a new foodstore is necessary to address any deficiencies in the health of the town centre. Conversely it is the emphasis that is placed on the delivery of additional leisure facilities that is anticipated to deliver benefits to the vitality and viability of the town centre.

### Customer views and behaviour

- 4.1.12 The CDCRS included an in-centre survey of 150 visitors to Banbury town centre. The survey identified Banbury as being the main retail destination for the purchase of non-food items for 69% of interviewees. Other key findings on customers' behaviour include:
- 35% - main purpose of visit non-food shopping
  - 19% - main purpose of visit food shopping
  - 38% - visit once a week to access leisure facilities and food and drink outlets
  - 33%- cited the range of food and non-food shops as the main reason for visiting

### Retailer representation and intentions to change

- 4.1.13 Banbury has a high level of multiple retailer representation: retailers include: BHS, Boots, Burton, River Island, Next, WH Smith, HMV, New Look, Marks & Spencer, Clarks, Clintons, Debenhams, Dorothy Perkins, H&M, TK Maxx, GAP, Pandora, Laura Ashley, Superdrug, Holland and Barrett, Tesco, O2, and Vodafone.
- 4.1.14 The CDCRS identified published requirements from 24 multiple retailers in 2010. A recent review of requirements on Focus indicates that there are identified requirements for three retailers and a number of other A class uses as set out in the table below:

Table 4.3 – Retailer Requirements

Retailer	Use Class	Requirements
Glitz Accezzoriez	A1	37 sqm- 93 sqm
Linens Direct UK Ltd	A1	floorspace requirement unknown
Papa Johns	A5	Frontage- 15 ft min. Depth- 60 ft min. Area: 850 - 1,000 sq ft
Bargain Book Time	A1	floorspace requirement unknown

Retailer	Use Class	Requirements
Chancellors Estate Agents	A2	A2 retail use
Chiquito Mexican Restaurant	A3	A3 sites required for continued expansion programme. Ideal unit size: 3,700 - 8,000 sqft

- 4.1.15 As referenced in Section 3, there is an extant outline permission for an extension to the town centre to provide enhanced retail and leisure facilities for Banbury, including a new foodstore, known as the Spiceball development. However, there are no named retailers associated with the commitments, nor are the timescales for the development taking place known.

### Pedestrian flows

- 4.1.16 The CDCRS reports high footfall across Market Place towards Parsons Street, and south, towards the High Street, although the Study notes that this could be attributed to the presence of the market. The study also reported high pedestrian footfall around Castle Quay. More limited footfall is recorded towards the edge of the town- along the far end of Parsons Street, the High Street, towards North Bar Street and Horse Fair.

### Accessibility

- 4.1.17 Banbury is highly accessible via Junction 11 of the M40 which provides direct access to and from Birmingham to the north and London to the south. Vehicular access is enhanced by the good level of parking provision in the centre, including a large multi-storey car park adjacent to the Castle Quay shopping centre. Public transport provision is well located in the centre and the town benefits from a railway station and a bus station, providing ease of access to the town centre. Rail services to London Marylebone run every half hour.

### Environmental quality

- 4.1.18 Banbury is an historic town, as such a large area of the town centre is designated as a conservation area and many buildings are listed which benefits the overall environmental quality of Banbury Town Centre. The CDCRS reports that the Castle Quay shopping centre is clean and well maintained, and the High Street area benefits from a number of public realm improvements. Footways are generally accessible and Parsons Street and Church Lane benefit from being pedestrianised. There is little evidence of graffiti or vandalism, and the centre feels 'safe'.
- 4.1.19 The area around White Lion Walk, Parsons Street and Church Lane are identified as requiring investment to upgrade the quality of public realm and enhance existing shop fronts. Overall however the environmental quality of Banbury is considered to be good.

### Summary

- 4.1.20 Based on the health check assessment presented above, Banbury is performing reasonably well particularly given that middle order centres have been put under pressure over the last few years associated with structural change in the retail and leisure sectors.
- 4.1.21 The centre provides a variety of facilities and services in a range of sizes, and includes both independent retailers and multiples within an attractive, well maintained shopping environment which benefits from an historic character and ambience. Vacancy levels have shown a



positive trend of decreasing over the last few years and broadly match national averages.  
Overall it is considered that the town centre is vital and viable.

## 5 Impact

- 5.1.1 The impact assessment, based on the turnover and trade draw of the proposed foodstore identified in Section 3, is structured as follows:
- 'No development' scenario
  - Potential solus impacts
  - Potential cumulative impacts
- 5.1.2 This section draws on the quantitative impact tables contained at Appendix C. References are made to the relevant tables within the appendix.
- 5.1.3 The approach adopted takes into account the 'like-for-like' principle i.e. the foodstore will compete with other retail facilities providing a similar offer. The NPPG confirms the appropriateness of this approach:
- 'As a guiding principle impact should be assessed on a like-for-like basis in respect of that particular sector (e.g. it may not be appropriate to compare the impact of an out of centre DIY store with small scale town-centre stores as they would normally not compete directly). Retail uses tend to compete with their most comparable competitive facilities.'*
- 5.1.4 On this basis, the impact assessment focuses on the main retail centres and stores and does not include detailed analysis of the smaller local or village centres in the Study Area. On the basis of the limited overlap in particularly main food shopping provision in these locations, the scale of trade that will be drawn from these centres will be very limited.

### 5.2 'No development' scenario

- 5.2.1 The 'no development' scenario examines what might happen if the proposed development did not take place. This is largely a theoretical approach given that retailing changes rapidly. However, assuming all other things are equal, in considering the 'no development' scenario, the primary purpose is to ascertain the turnover of retail facilities in the base year (2014) and then roll this forward to the design year (2019) to understand the 'no development' output.

Table 5.1 - No development scenario

Store/centre	Turnover 2014 (£M)	Turnover 2019 (£M)	Growth 2014-19 (£M)
<b>Banbury</b>			
Town centre	£267.47	£314.65	£47.18
Out-of-centre stores	£292.61	£324.66	£32.06
<b>Brackley</b>			
Town centre	£17.93	£19.75	£1.82
Out-of-centre stores	£24.33	£25.88	£1.55
<b>Chipping Norton town centre</b>	£38.00	£42.87	£4.86

Store/centre	Turnover 2014 (£M)	Turnover 2019 (£M)	Growth 2014-19 (£M)
<b>Bicester</b>			
Town centre	£102.21	£115.60	£13.40
Out-of-centre stores	£78.08	£85.06	£6.98
<b>Kidlington</b>			
Town centre	£29.25	£32.75	£3.50
Out-of-centre stores	£44.24	£47.11	£2.86
<b>Daventry</b>			
Town centre	£84.49	£93.68	£9.20
Out-of-centre stores	£18.23	£19.54	£1.31

5.2.2 Drawing on Table 16 (Appendix C), Table 5.1 summarises the 'no development' scenario. It can be seen that all the key centres would experience increases in turnover under the 'no development' scenario. In the case of Banbury, this represents more than 15% uplift in turnover five years.

### 5.3 Diversion to the proposed foodstore

5.3.1 This section provides an overview of anticipated diversion as a consequence of the proposed foodstore. For clarity, this is separated out into convenience and comparison goods; however, it must be reiterated that impact is assessed in terms of town centres as a whole i.e. convenience and comparison goods, and all the retailers a centre comprises.

#### Convenience goods

5.3.2 Table 5.2, derived from Table 9 (Appendix C), summarises anticipated convenience goods diversion to the proposed foodstore. It also sets out the proportion of the diversion that will be drawn from population within the zones that comprise the PCA, as well as including post-diversion turnovers for the existing facilities.

5.3.3 As set out in Section 3, this is based on the maximum level of convenience floorspace (85%/2,292 sqm net); thus in the event a lower proportion of the floorspace is devoted to convenience goods (minimum 70%/1,888 sqm net), the level of diversion and impact will be correspondingly lower. Accordingly, the figures set out below and provided in detail at Table 9 (Appendix C) represent the highest possible level of impact and are a robust basis upon which to consider the application.

Table 5.2 – Convenience diversion summary (2019)

Store	Percentage proposed store's turnover	Diversion (£M)	Percentage diversion from PCA	Post-diversion turnover (£M)	Impact %
<b>Banbury</b>					
Morrisons	9%	£2.58	97%	£35.04	7%
Aldi	9%	£2.55	96%	£36.10	7%

Store	Percentage proposed store's turnover	Diversion (£M)	Percentage diversion from PCA	Post-diversion turnover (£M)	Impact %
Sainsbury's	23%	£6.67	98%	£37.23	15%
Tesco Extra	26%	£7.29	97%	£46.43	14%
<b>Brackley</b>					
Waitrose	1%	£0.40	97%	£10.21	4%
Tesco	2%	£0.50	92%	£13.53	4%
Other stores in the Study Area	10%	£2.77		£374.14	
Stores outside the Study Area	15%	£4.35		£125.62	

5.3.4 The majority of the proposed store's turnover is expected to be diverted from out-of-centre stores, largely from those stores in Zone 1. The largest diversion is expected from the Tesco store, which is the closest store to the application site. Whilst diversion is forecast from the nearest Waitrose store (Brackley), this is not expected to be substantial given Waitrose have identified a need for both stores. Instead, diversion is expected from the larger stores in the PCA, with which the proposed foodstore is anticipated to most readily compete.

5.3.5 A modest degree of inflow (5%) is forecast. This is considered reasonable given Banbury's role as a focus for employment and also its position proximate to the strategic road network.

### Comparison goods

5.3.6 Table 5.3, derived from Table 15 (Appendix C) summarises the anticipated comparison goods diversion to the proposed foodstore. As with the convenience diversion summary provided above, the proportion of diverted trade drawn from the PCA is also given.

5.3.7 Additionally, in the same way the maximum convenience floorspace and turnover has been assessed (Scenario A, Table 1 Appendix C), so too has the maximum comparison floorspace and turnover as given in Scenario B (Table 1, Appendix C) i.e. 809 sqm net sales and £5.31m turnover in 2019.

Table 5.3 – Comparison diversion summary (2019)

Store	Percentage proposed store's turnover	Diversion (£M)	Percentage diversion from PCA	Post-diversion turnover (£M)	Impact %
<b>Banbury</b>					
Town centre	45%	£2.38	93%	£298.78	0.8%
Out-of-centre stores	22%	£1.17	94%	£141.64	0.8%
Other stores in the Study Area	2%	£0.10		£191.99	-

Store	Percentage proposed store's turnover	Diversion (£M)	Percentage diversion from PCA	Post-diversion turnover (£M)	Impact %
Stores outside the Study Area	26%	£1.39		£546.90	0.3%

5.3.8 Reflecting Banbury's role as a comparison-led centre and a key centre within both the PCA and Study Area, the majority of the store's turnover is expected to be diverted from the town's existing provision. However, given the limited amount of comparison floorspace proposed as part of the foodstore and the limited nature of the comparison ranges i.e. health and beauty, small amounts of kitchen/cook/tableware, small household electricals and babywear, it should be noted that the forecast growth in turnover under the 'no development' scenario outstrips the modest level of anticipated diversion.

5.3.9 In the same manner as convenience goods, it is expected that the residual 5% will comprise inflow from beyond the Study Area.

### Cumulative diversion

5.3.10 As set out in Section 3, the quantitative cumulative diversion is focused on assessing the effects of those commitments within the PCA. Table 17 (Appendix C) models the effect of Banbury Gateway (M&S foodhall), Sainsbury's Brackley and the Spiceball development in Banbury in 2019.

5.3.11 Table 5.4, focusing on convenience goods, summarises the anticipated cumulative diversion after these commitments are built out and open for trading in 2019. Where possible, forecast diversion from the retail assessment and critiques relating to the various commitments have been used to source diversion data; however, given the lack of fully overlapping catchments with the proposed development, a number of judgements have had to be employed to build a realistic cumulative diversion position.

Table 5.4 – Cumulative convenience diversion summary 2019

Store	Post-Waitrose turnover (£M)	Diversion to commitments (£M)			Post-diversion turnover (£M)
		Banbury Gateway	Sainsbury's Brackley	Spiceball site, Banbury	
<b>Banbury</b>					
Town centre	£13.14	£2.00	£2.26	£1.04	£32.54
Other stores	£191.17	£2.22	£9.05	£18.91	£172.10
<b>Brackley</b>					
Town centre	£12.44	£0.11	£5.61		£7.03
Other stores	£25.30	£0.11	£12.79		£57.63
Other stores in the Study Area	£338.87	£0.40	£4.52	£3.47	£330.48

Store	Post-Waitrose turnover (£M)	Diversion to commitments (£M)			Post-diversion turnover (£M)
		Banbury Gateway	Sainsbury's Brackley	Spiceball site, Banbury	
Stores outside the Study Area	£125.62	£6.11	£10.99	£1.22	£107.86

- 5.3.12 It is clear that, considered cumulatively, there will be an overall uplift in the amount of convenience spending taking place in the Banbury zone. The effect of a new Spiceball foodstore in the town centre will bolster it as a convenience shopping destination; thus, whilst there will be a degree of diversion from existing shops in the centre, this will be outweighed by expenditure being diverted into the town centre.
- 5.3.13 Although significant diversion is forecast from existing stores in Brackley, it should be noted that this is largely due to the large out-of-centre Sainsbury's store which significantly exceeds the amount of existing convenience floorspace in and outside the town.
- 5.3.14 In relation to commitments in the SCA, the following considerations have been taken into account in the decision not to undertake full quantitative modelling of the anticipated diversion:
- Tesco, Bicester: it not expected that the replacement store will result in significantly more convenience diversion from Banbury or Brackley. The impact assessment submitted in support of that commitment pre-dates the enhanced convenience choice that is expected to come forward with the commitments in the PCA. The Burnett Planning retail assessment forecasts that, taking into account the effects on trading patterns of the Sainsbury's in Bicester, £0.5m is expected to be drawn from the out-of-centre stores in Zone 1. None is expected to come from the town centre stores.
  - Foodstore, Moreton-in-Marsh: reflecting the earlier analysis of the limited overlap in convenience shopping patterns into Cotswold District, it is evident from the GVA assessment work submitted in support of the foodstore development in Moreton-in-Marsh that the effects on the Banbury catchment will be very limited. GVA's tables forecast £0.08m diversion from the out-of-centre Sainsbury's in Banbury; no further impacts on stores within the PCA of the proposed development are forecast.
- 5.3.15 In the context of the NPPG's advice that the impact test should be applied proportionately in decision making (ref. 2b-015-20140306), cumulative comparison diversion has not been quantitatively modelled. This is in the context, not only of the limited amount of comparison floorspace proposed as part of the foodstore (400 sqm net) but more fundamentally against the most significant comparison-led commitment in the PCA; namely, Banbury Gateway development, which is expected to include approximately 18,000 sqm net comparison floorspace.
- 5.3.16 The supporting work prepared as part of that planning application suggests that over half of the turnover associated with Banbury Gateway will be diverted from existing facilities beyond Banbury itself. This is very different to the comparison floorspace proposed as part of the foodstore which, as accepted in numerous appeal decisions, will function in a complementary manner to the convenience offer and is unlikely to act as a standalone comparison shopping destination.
- 5.3.17 Accordingly, the diversion of comparison goods expenditure associated with the proposed foodstore is expected to relate to lower-value health and beauty products and will largely be drawn from existing foodstores, which are largely located outwith defined town centres. Full



quantitative comparison diversion modelling on a cumulative basis is therefore considered out of keeping with the advice set out in the NPPG.

## 5.4 Impact on town centre vitality and viability

- 5.4.1 Table 5.5 below summarises the anticipated impact of the proposed development on all the centres within the Study Area. This confirms that approach articulated in Section 3 that Banbury is the key centre to consider given the largest total diversion from any centre is forecast from there.
- 5.4.2 The combined summary is presented as a range of impacts stemming from the maximum convenience scenario (A) and the maximum comparison scenario (B), reflecting the degree of flexibility sought for the proposed foodstore. Table 16 (Appendix C) presents the two scenarios separately and should be referred to for further detail.

Table 5.5 – Combined impact summary

Town centre	Diversion	Impact	Growth in turnover 2014-2019
Banbury	£1.50-2.67m	0.5-0.8%	£44.51-45.64m
Brackley	£0.36-0.43m	1.8-2.2%	£1.39-1.46m
Chipping Norton	£0.08-0.09m	0.2%	£4.77-4.79m
Bicester	£0.27-0.31m	0.2-0.3%	£13.09-13.13m
Kidlington	£0.09-0.11	0.3%	£3.39-3.41m
Daventry	£0.54-0.62	0.6-0.7%	£8.58-8.66m
Out-of-centre stores in the Study Area	£18.40-20.99m		

- 5.4.3 However, in addition to the majority of the proposed store's turnover being diverted from out-of-centre stores, it is clear that the diversion forecast from any of the centres is modest. This is exemplified by the fact that no centre is expected to be trading at less than its 2014 turnover in the design year.
- 5.4.4 The updated health check in Section 4 concluded that Banbury is vital and viable. Thus it is in this context that the effects of the diversion set out above must be considered. Whilst a 0.8% impact is forecast on the 'no development' scenario turnover for Banbury, it should be noted that in spite of this anticipated diversion, the turnover of the centre is expected to grow by over £44m in the five years from 2014.
- 5.4.5 In relation to the in-centre convenience offer, this is relatively limited: it should be noted that as a consequence of the Banbury Gateway development, which includes a new M&S foodhall, there will be some diversion from the in-centre M&S. However, it is material that as part of that permission, there is a commitment to retain the town centre store for at least five years after the opening of Banbury Gateway.
- 5.4.6 It is evident from the retail offer in Banbury and its associated turnover, as well as through retailer demand, that it is the town centre's comparison offer that underpins its role and function.



- 5.4.7 The Spiceball development is considered again below in relation to impact on planned investment. As is explained in more detail below, there is no foodstore operator attached to the commitment at present; thus, it is possible that the Spiceball development may not come forward entirely in line with the scope of the current outline permission. In the event of that happening, it should be reiterated that the impact of the proposed development on Banbury town centre, both in solus and cumulative terms, is considered to be within the realms of acceptable impact. This is primarily because the majority of the impact from the proposed store will be felt by the existing out-of-centre convenience offer which does not benefit from any policy protection.
- 5.4.8 In relation to Brackley, whilst a slightly larger percentage impact is forecast, it is material that Waitrose anchors the convenience shopping offer within the town centre. As such, it is in the context of this modest impact that Waitrose have committed to occupying the proposed foodstore. Thus, even though substantial diversion is anticipated with the forthcoming new Sainsbury's store outside Brackley, there is no intention to close that store to detriment of the vitality and viability of the town centre as a whole.
- 5.4.9 With regard to other centres in the Study Area, it can be seen that the forecast impact is limited, with all centres expected to experience growth in turnover in spite of any diversion to the proposed foodstore.

## 5.5 Impact of planned investment in town centres

- 5.5.1 As set out in Section 4, the permission on the Spiceball site for an extension to Castle Quays shopping centre represents the main planned investment in Banbury town centre.
- 5.5.2 When considering the Spiceball development against the guidance set out in the NPPG:
- *the policy status of the investment:* allocated under draft Policy Banbury 9 in the emerging Local Plan as the Spiceball Development Area. Although not yet adopted, the draft Local is expected to be adopted in May 2015; it can therefore be deemed to carry a substantial degree of weight. Policy Banbury 9 allocates the site for mixed retail and leisure use, which is therefore broadly compliant with the outline planning permission issued last year.
  - *the progress made towards securing the investment:* no details are publicly available beyond what was published at the time of planning committee (August 2014). There are no indications of any confirmed operators for the foodstore or any of the leisure elements of the Spiceball development.
  - *the extent to which an application is likely to undermine planned developments or investments:* the site has been considered as a sequentially preferable site for the proposed development. In the absence of a named occupier, the outline permission does not take account of the complex nature of the requirements of foodstore operators. Accordingly, there are a number of significant constraints that prevent Waitrose from operating a foodstore from the Spiceball site which are detailed in full in the separate sequential site assessment submitted in support of the planning application. It therefore follows that Waitrose occupying a foodstore at the application site will not prejudice the delivery of the Spiceball site because at no point have Waitrose committed to that site.
- 5.5.3 Accordingly, whilst it is acknowledged that the Spiceball development includes a foodstore, on the basis that Waitrose has confirmed that they would not be able to viably operate a store from that site which complied with the outline planning permission, it is plain that the proposed development will not divert an occupier that would otherwise have taken floorspace in the town centre extension scheme. There are no definitive timescales attached to the Spiceball development, no reserved matters application has been made and no occupiers are attached to the scheme. As such, it is considered that the impact of the proposed development on

investor confidence in that scheme, and any implications for its delivery, are likely to be negligible.

## 5.6 Significance of impact

- 5.6.1 It is predicted that there will be a modest amount of expenditure diversion from existing centres within the Study Area. However, it is not considered that these impacts, ranging between 0.2% and 2.2%, can be construed as significantly adverse under the tests set out at paragraph 26 of the NPPF. Indeed, Waitrose anticipate that the actual turnover of the proposed store will be less than the published benchmark level; accordingly, impact will be lower than forecast in this assessment.
- 5.6.2 The confirmed operator of the proposed foodstore has considered the options for investment within Banbury town centre and concluded that there are no suitable opportunities. Accordingly, accommodating Waitrose on the application site will not prejudice investor confidence in the town centre or have a material impact on the likelihood of the Spiceball development coming forward.
- 5.6.3 An assessment of cumulative impact has been carried out. This concludes that even taking account of other commitments in the Study Area, the key town centres are capable of withstanding the impact of the proposed development.
- 5.6.4 In the event the Council wish to impose a condition to ensure the proposed foodstore is compliant to the parameters of this retail impact assessment, PBA can confirm that the applicants would be willing to accept the following wording:

*'The foodstore shall have a net sales area no greater than 2,697 sq m of which no more than 30% or 809 sq m shall be devoted to comparison goods.'*

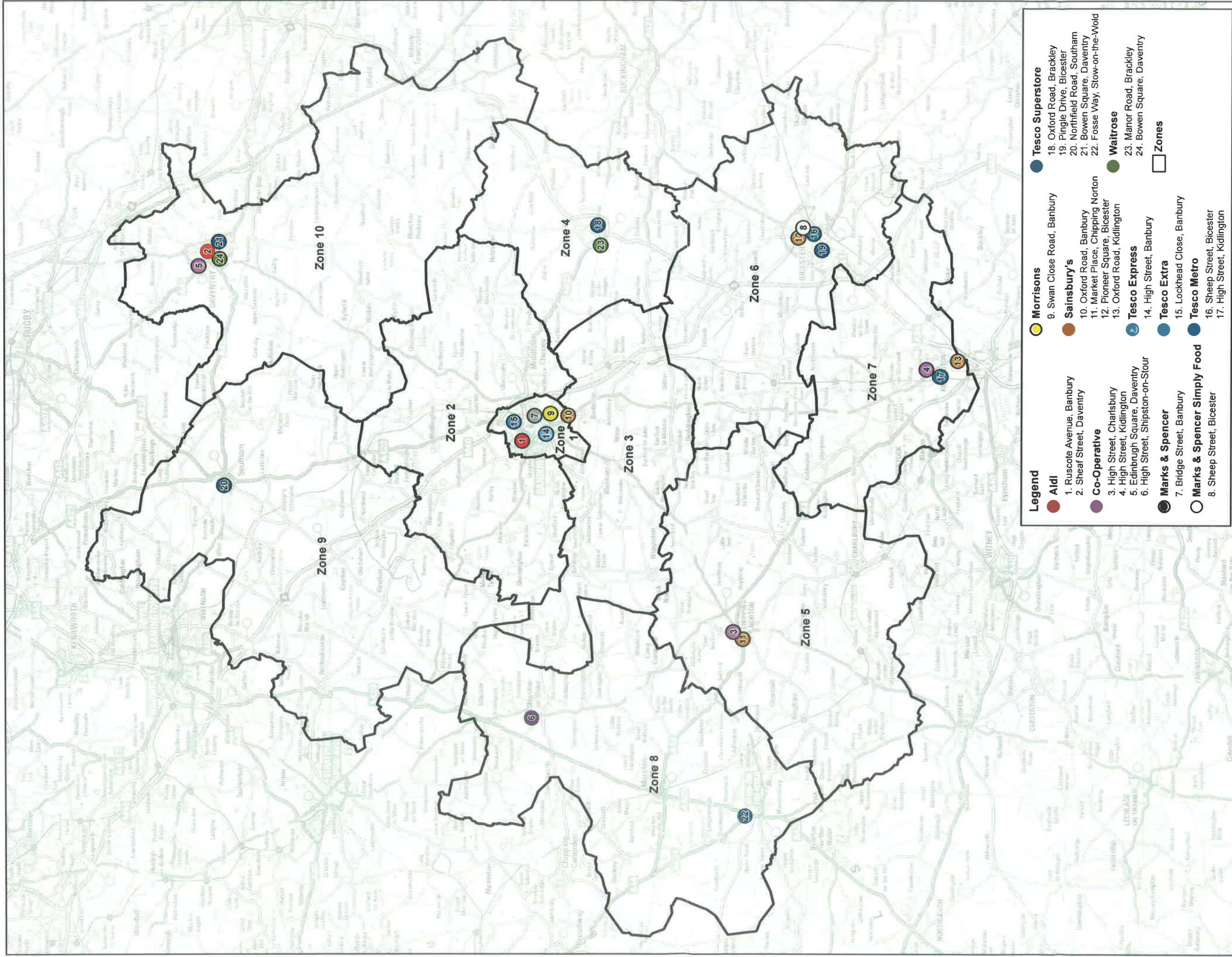
## 6 Conclusions

- 6.1.1 The RIA has been prepared by PBA on behalf of Barwood, as part of a suite of documents submitted in support of the planning application for a new foodstore at the Kraft Foods site at Southam Road, Banbury.
- 6.1.2 In this instance, the key test on retail impact matters is set out at paragraph 26 of the NPPF. This RIA has considered both aspects of this test and able to conclude on the following basis:
- Banbury town centre is at present vital and viable, characterised by low vacancies, strong comparison shopping offer and attractive historic environment. There is evidence of the private sector's commitment to invest further in the centre which will enhance the town's leisure function.
  - The existing convenience shopping provision is focused outside the town centre; as such, and following the principle of like competing with like, it is anticipated that the majority of trade for the proposed new foodstore will be derived from these existing out-of-centre stores.
  - Although a modest degree of diversion is forecast from centres within the Study Area, it is not considered that this diversion will give rise to impacts, whether solus or cumulatively, that could be construed as significantly adverse under the tests set out in the NPPF or explained in further detail in the NPPG.
- 6.1.3 In light of these conclusions, it follows that the positive and negative effects of the proposed development should be considered in the context of all other material considerations in order to determine the planning application. The proposed development will enable Waitrose to operate a store in Banbury to benefit of consumer choice and the promotion of more sustainable shopping patterns.

## Appendix A Study Area Plan











## Appendix B NEMS Household Survey Results

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q01 Where did your household last undertake a main food and grocery purchase?</b>											
Aldi, 4 Swan Lane, Evesham, WR11 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Cannors Way, Stratford upon Avon, CV37 0BJ	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	6	1.7%
Aldi, Gloucester Road, Tewkesbury, GL20 5SY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Harlestone Road, Northampton, NN5 7AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Launton Road, Bicester, OX26 6PZ	2.2%	22	1.0%	2	0.0%	0	11.7%	19	0.8%	1	0.0%
Aldi, Norton Road, Towcester, Northamptonshire, NN12 8AX	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Queensway, Royal Leamington Spa, Warwickshire, CV31 3AH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Russcote Avenue, Banbury, OX16 2GU	6.0%	60	13.1%	20	15.4%	7	25.9%	18	4.9%	3	5.0%
Aldi, Sheaf Street, Daventry, NN11 4AB	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Bletcham Way, Milton Keynes, Buckinghamshire, MK1 1QB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.3%
Asda, London Road, Wheatley, Oxford, OX33 1YZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.0%
Budgens, High Street, Moreton-in-Marsh, GL56 0AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Woodstock Road, Kidlington, OX5 1PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Co-operative Food, 11 High Street, Shipston-on-Stour, CV36 4AB	0.9%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%
Co-operative Food, 26 High Street, Kidlington, OX5 2DH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	4.4%
Co-operative Food, 34 Clemens Street, Royal Leamington Spa, Warwickshire, CV31 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, 38-40, High Street, Woodstock, OX20 1TG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Co-operative Food, 97-99 High Street, Brackley, NN13 7BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Banbury, OX15 4LU	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Charlisbury, Chipping Norton, OX7 5AB	0.6%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.8%	2
Co-operative Food, Market Place, Deddington, Banbury, OX15 0SA	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-operative Food, Spendlove Centre, Endstone Road, Chipping Norton, OX7 3QR	0.4%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Co-operative Food, The Green, Shipton Road, Chipping Norton, Oxfordshire OX7 6JH	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Heart of England Co-op/Late Shop, Church Road, Southam, CV47 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Heart of England Co-op/Late Shop, High Street, Harbury, Leamington Spa, CV33 9HW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Heart of England Co-op/Late Shop, High Street, Southam, CV47 2YG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Lidl, Launton Road, Bicester, OX26 4JQ	0.7%	7	0.6%	1	0.0%	0	1.1%	1	0.0%	5	0.8%	1
Lidl, Myton Road, Warwick, CV31 3NY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Marks & Spencer Simply Food, 44-46 Sheep Street, Bicester OX26 6LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks & Spencer Simply Food, Summertown, 242-252 Banbury Road, Oxford OX2 7BY	0.4%	4	0.0%	0	1.8%	1	0.6%	0	2.1%	2	0.0%	0
Morrisons, 26 Victoria Promenade, Northampton,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.6%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
NN1 1HB	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Alcester Road, Stratford Upon Avon, West Midlands, CV37 9DA	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Old Warwick Road, Royal Leamington Spa, Warwickshire, CV31 3NT	6.3%	63	22.1%	34	7.7%	4	18.2%	12	8.7%	5	1.3%
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's 12-14 Market Place, Chipping Norton, Oxfordshire OX7 5NA	5.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's 289 Oxford Road, Kidlington, OX5 2PE	6.7%	67	20.5%	32	10.5%	5	35.4%	24	2.2%	1	1.7%
Sainsbury's Oxford Road, Banbury, Oxfordshire, OX16 9TH	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 20 Gambrel Road, Northampton, NN5 5DG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, 22 Coten End, Warwick, CV34 4NP	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Asiatic Stores, 134 Cowley Road, Oxford OX4 1JH	0.5%	5	2.1%	3	0.0%	0	2.0%	1	0.0%	0	0.0%
Tesco Express, 23 High Street, Banbury, Oxfordshire, OX16 5EG	1.6%	16	0.0%	0	0.0%	0	0.0%	0	25.2%	15	0.0%
Tesco Express, Westfields Centre, Lark Rise, Brackley, NN13 6JR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clannell Road, Northampton, NN4 0JF	8.2%	82	27.5%	42	44.6%	21	7.0%	5	2.0%	1	3.6%
Tesco Extra, Lockheed Close, Banbury, Oxfordshire, OX16 1LX	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, 71 High Street, Kidlington, Oxfordshire, OX5 2DN	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Sheep Street, Bicester, OX26 6JW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, 1 Leicester Road, Rugby,											

Banbury Household Survey  
for Peter Brett Associates

January 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Warwickshire, CV21 1RG											
Tesco Superstore, 15 New Street, Daventry, Northamptonshire, NN11 4BT	5.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Fosse Way, Stow-on-the-Wold, Cheltenham, Gloucestershire, GL54 1BX	1.6%	16	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	1	0.0%
Tesco Superstore, Northfield Road, Southam, Warwickshire, CV47 0FG	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Oxford Road, Brackley, Northamptonshire, NN13 7EF	2.2%	22	0.0%	0	6.2%	3	0.7%	0	19.7%	12	6.1%
Tesco Superstore, Pingle Drive, Bicester, Oxfordshire, OX26 6WA	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%
Waitrose, 13 Bowen Square, Daventry, Northamptonshire, NN11 4DR	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Banbury Road, Ashome, Warwick CV35 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Greyhound Lane, Thame, OX9 3ZD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Waitrose, Manor Road, Brackley, NN13 6BB	1.7%	17	1.4%	2	3.1%	1	0.0%	0	16.8%	10	0.0%
Internet / delivered Aldi, Oster Way, Buckingham	8.1%	81	5.7%	9	8.1%	4	3.8%	3	2.6%	2	15.7%
Asda, Chesterton Drive, Leamington Spa	0.4%	4	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%
Londis, High Street, Middleton Cheney	1.6%	16	2.3%	4	0.5%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Bridge Street, Banbury	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Dunchurch	0.3%	3	1.1%	2	0.7%	0	0.0%	0	0.7%	0	0.0%
	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
										1	2.1%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Road, Rugby											
Sainsbury's, Pioneer Square, Bure Place, Bicester	4.3%	0.0%	0.0%	0.0%	1.4%	0.0%	26.3%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	7.2%	0.0%
Sainsbury's, Witan Way, Witney	0.4%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	2.0%	0.0%
Tesco Express, Nightingale Place, Langford Village, Bicester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%
Tesco Superstore, Birmingham Road, Stratford Upon Avon	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	2.4%	0.0%
Tesco Superstore, Old Tiffield Road, Towcester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Waitrose, Richmond Road, Towcester	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%
Waitrose, The Rosebird Centre, Shipston Road, Stratford Upon Avon	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	2.6%	0.0%
Waitrose, Woolgate Centre, Market Square, Witney	0.9%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	2.6%	0.0%	0.0%	0.0%
Other Zone 1	0.2%	0.6%	0.7%	0.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 5	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 7	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Other Zone 8	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Other Zone 9	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Other Zone Outside Study Area	3.2%	0.0%	0.7%	0.0%	0.0%	14.6%	0.0%	2.1%	11.5%	1.7%	6.1%
(Don't know / can't remember)	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	4.5%	7.0%	1.3%	1.0%	0.0%
(Don't do this type of shopping)	0.8%	1.1%	2.0%	0.7%	0.6%	0.1%	0.6%	0.8%	0.0%	1.4%	0.7%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100



Banbury Household Survey  
for Peter Brett Associates

January 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
<b>Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?</b> <i>Those who specified a location at Q01</i>												
Aldi, 4 Swan Lane, Evesham, WR11 4PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
Aldi, Botley Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Aldi, Cannors Way, Stratford upon Avon, CV37 0BJ	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	5	1.4%	2
Aldi, Harlestone Road, Northampton, NN5 7AE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Aldi, Launton Road, Bicester, OX26 6PZ	2.3%	22	0.0%	0	0.8%	0	14.4%	22	0.0%	0	0.0%	0
Aldi, Norton Road, Towcester, Northamptonshire, NN12 8AX	0.6%	6	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	3
Aldi, Queensway, Royal Leamington Spa, Warwickshire, CV31 3AH	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	12
Aldi, Ruscote Avenue, Banbury, OX16 2GU	6.3%	62	15.0%	7	24.7%	17	5.8%	4	4.1%	3	0.0%	0
Aldi, Sheaf Street, Daventry, NN11 4AB	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Asda, London Road, Wheatley, Oxford, OX33 1YZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Budgens, High Street, Moreton-in-Marsh, GL56 0AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Budgens, Woodstock Road, Kidlington, OX5 1PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-operative Food, 11 High Street, Shipston-on-Stour, CV36 4AB	0.8%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	10.1%	7
Co-operative Food, 26 High Street, Kidlington, OX5 2DH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	0
Co-operative Food, 3 Burchester Place, Banbury, OX16 3WT	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, 38-40, High Street, Woodstock, OX20 1TG	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0
Co-operative Food, 97-99 High Street, Brackley, NN13 7BW	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Co-operative Food, High Street, Banbury, OX15 4LU	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, High Street, Charlbury, Chipping Norton, OX7 5AB	0.7%	7	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%
Co-operative Food, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Co-operative Food, Loxley Close, Wellesbourne, Warwick, CV35 9RU	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.9%
Co-operative Food, Middleton Road, Banbury, OX16 3QH	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Park End, Brackley, NN13 5LX	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Co-operative Food, Queensway Shopping Centre, Mewburn Road, Banbury, OX16 9PQ	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Spendlove Centre, Endstone Road, Chipping Norton, OX7 3QR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%
Co-operative Food, The Green, Shipton Road, Chipping Norton, Oxfordshire OX7 6JH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%
Co-operative Food, The Square, Stow-on-the-Wold, Cheltenham, GL54 1AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Heart of England Co-op/Late Shop, Church Road, Southam, CV47 9PN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Heart of England Co-op/Late Shop, High Street, Harbury, Leamington Spa, CV33 9HW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Heart of England Co-op/Late Shop, High Street, Southam, CV47 2YG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Lidl, Launton Road, Bicester, OX26 4JQ	1.5%	14	0.0%	0	0.9%	1	0.0%	0	9.0%	14	0.0%
Lidl, Myton Road, Warwick,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%

## Banbury Household Survey for Peter Brett Associates

January 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10			
CV31 3NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 44-46 Sheep Street, Bicester OX26 6LG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 500 Elder Gate, Milton Keynes, MK9 1BB	0.4%	4	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Summertown, 242-252 Banbury Road, Oxford OX2 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks & Spencer, 29 Bridge Street, Stratford-upon-Avon, CV37 6AS	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.7%	2
Morrisons, Alcester Road, Stratford Upon Avon, West Midlands, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Old Warwick Road, Royal Leamington Spa, Warwickshire, CV31 3NT	6.0%	59	21.9%	33	5.9%	3	13.0%	9	1.7%	1	3.2%	2	2.9%	3
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	10	0.0%	0
Sainsbury's 12-14 Market Place, Chipping Norton, Oxfordshire OX7 5NA	4.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.3%	1	2.7%	4
Sainsbury's 289 Oxford Road, Kidlington, OX5 2PE	6.2%	61	14.8%	23	12.9%	6	36.1%	24	1.4%	1	0.8%	1	0.6%	1
Sainsbury's Oxford Road, Banbury, Oxfordshire, OX16 9TH	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 20 Gambrel Road, Northampton, NN5 5DG	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 22 Coten End, Warwick, CV34 4NP	0.5%	5	2.6%	4	0.0%	1	1.1%	1	0.8%	0	0.0%	0	0.0%	0
Tesco Express, 23 High Street, Banbury, Oxfordshire, OX16 5EG	1.3%	13	0.0%	0	0.0%	0	0.0%	0	21.6%	13	0.0%	0	0.0%	0
Tesco Express, Westfields Centre, Lark Rise, Brackley, NN13 6JR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clannell Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10							
Northampton, NN4 0JF																		
Tesco Extra, Lockheed Close, Banbury, Oxfordshire, OX16 1LX	8.7%	86	27.2%	41	45.1%	21	11.4%	8	3.6%	2	2.5%	2	2.8%	2	1.9%	2	3.6%	6
Tesco Metro, 71 High Street, Kidlington, Oxfordshire, OX5 2DN	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	15	0.0%	0	0.0%	0
Tesco Metro, Sheep Street, Bicester, OX26 6JW	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%	0
Tesco Superstore, 1 Leicester Road, Rugby,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, CV21 1RG																		
Tesco Superstore, 15 New Street, Daventry,	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northamptonshire, NN11 4BT																		
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, Fosse Way, Stow-on-the-Wold, Cheltenham, Gloucestershire, GL54 1BX	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	11.2%	8
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Northfield Road, Southam, Warwickshire, CV47 0FG	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	24
Tesco Superstore, Oxford Road, Brackley, Northamptonshire, NN13 7EF	2.0%	20	0.0%	0	6.2%	3	0.0%	0	26.1%	16	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Pingle Drive, Bicester, Oxfordshire, OX26 6WA	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	19.1%	29	3.7%	3	0.0%	0
Waitrose, 13 Bowen Square, Daventry, Northamptonshire, NN11 4DR	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 9 - 11 Old High Street, Oxford, OX3 9JT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Waitrose, Greyhound Lane, Thames, OX9 3ZD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Waitrose, Manor Road, Brackley, NN13 6BB	1.6%	16	0.8%	1	1.6%	1	1.1%	1	19.6%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

January 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Waitrose, Meadow Walk, High Street, Buckingham, MK18 1RS	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0							
Internet / delivered Aldi, Osier Way, Buckingham	9.3% 0.4%	11 0	9.0% 0.0%	4 0	5.2% 0.0%	3 0	1.9% 3.8%	1 2	17.4% 0.0%	13 0	9.2% 1.2%	14 2	8.6% 0.0%	8 0	8.4% 0.0%	6 0	17.7% 0.0%	21 0	6.3% 0.0%	10 0	
Asda, Chesterton Drive, Leamington Spa	0.8%	8	2.3%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.5%	4	0.0%	0	
Londis, High Street, Middletton Cheney	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Bridge Street, Banbury	0.3%	3	1.2%	2	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Dunchurch Road, Rugby	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	3.1%
Sainsbury's, Pioneer Square, Bure Place, Bicester	4.8%	48	0.0%	0	0.0%	0	1.4%	1	0.0%	0	30.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.4%	6	0.0%	0	
Sainsbury's, Witam Way, Witney	0.6%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.5%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%
Tesco Express, Nightingale Place, Langford Village, Bicester	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Birmingham Road, Stratford Upon Avon	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	2.2%	3	0.0%	0	
Tesco Superstore, Old Tiffeld Road, Towcester	0.6%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Waitrose, Richmond Road, Towcester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%
Waitrose, The Rosebird Centre, Shipston Road, Stratford Upon Avon	0.7%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	1.9%	2	0.0%	0	
Waitrose, Woolgate Centre, Market Square, Witney	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%
Other Zone 1	0.5%	5	2.9%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Zone 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Other Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Other Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Other Zone Outside Study Area	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	15	0.6%	1	19.2%	13	5.4%	6	8.6%	13	

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
(Don't know / can't remember)	0.2%	2	0	0.5%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%								
Weighted base:	985	152	46	68	61	74	153	93	67	119	152											
Sample:	986	98	100	98	99	98	98	99	98	99	99											
<b>Q03 What form of transport do you use to visit your main food shopping destination?</b>																						
<i>Those who do main food shopping at Q01</i>																						
Car - driver	72.5%	720	69.4%	105	80.2%	37	92.9%	63	76.1%	46	53.2%	39	79.7%	127	64.9%	61	61.8%	42	75.0%	89	71.8%	109
Car - passenger	10.1%	101	11.5%	17	8.3%	4	3.8%	3	12.8%	8	15.6%	12	5.8%	9	14.2%	13	14.8%	10	6.8%	8	11.1%	17
Bus	1.0%	10	1.6%	2	0.5%	0	0.0%	0	1.2%	0	1.7%	1	0.0%	0	2.9%	3	0.6%	0	1.1%	1	0.6%	1
Cycle	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.5%	5	0.8%	1	0.5%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.0%	60	5.7%	9	0.0%	0	0.0%	0	4.8%	3	12.2%	9	4.0%	6	10.2%	10	14.6%	10	0.6%	1	8.2%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	0.8%	1	1.7%	1	1.1%	1	0.6%	0	1.9%	1	2.4%	4	0.0%	0	0.6%	0	0.0%	0	2.6%	4
(Don't travel - goods delivered)	8.3%	83	9.3%	14	8.8%	4	2.2%	2	3.2%	2	14.8%	11	8.2%	13	5.6%	5	7.5%	5	15.4%	18	5.7%	9
Weighted base:	993	152	46	68	61	74	160	93	68	119	152											
Sample:	990	98	100	99	99	98	99	99	100	99	99											



## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
<b>Q04 When your household undertakes its main food and grocery shop at (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trip? And if so which ones?</b>																						
<b>[MR]</b>																						
<i>Those who do main food shopping at Q01</i>																						
Yes - other FOOD shops	8.9%	88	7.8%	12	12.5%	6	12.0%	8	6.3%	4	5.8%	4	3.4%	5	9.1%	9	11.9%	8	13.8%	16	10.3%	16
Yes - NON-FOOD shops (clothing, footwear, electrical etc)	17.1%	170	13.1%	20	22.5%	10	20.0%	14	10.7%	7	21.6%	16	16.4%	26	14.9%	14	22.7%	15	12.2%	15	21.8%	33
Yes - pubs, restaurants or cafes	2.0%	20	3.9%	6	1.9%	1	0.7%	0	1.4%	1	3.0%	2	1.4%	2	0.8%	1	1.3%	1	1.2%	1	2.7%	4
Yes - financial service (i.e. bank, building society)	3.3%	32	0.6%	1	3.2%	1	9.6%	7	4.1%	3	5.9%	4	0.5%	1	4.3%	4	2.8%	2	0.6%	1	6.0%	9
Yes - other service (e.g. hairdresser, travel agent, estate agent)	0.8%	8	0.0%	0	2.0%	1	2.6%	2	1.4%	1	1.9%	1	0.6%	1	0.8%	1	0.6%	0	0.6%	1	0.0%	0
Yes - leisure activity	5.4%	53	3.8%	6	4.1%	2	3.5%	2	5.2%	3	4.4%	3	5.7%	9	6.1%	6	9.8%	7	5.0%	6	6.2%	9
Yes - buy petrol	3.5%	35	2.9%	4	8.4%	4	4.3%	3	6.2%	4	1.7%	1	0.0%	0	9.6%	9	0.8%	1	5.1%	6	2.1%	3
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - library	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.4%	4	1.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Yes - visiting family / friends	1.1%	11	0.0%	0	0.5%	0	3.1%	2	3.2%	2	0.0%	0	0.8%	1	3.5%	3	0.8%	1	1.2%	1	0.0%	0
Yes - window shopping	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - work	2.5%	25	0.0%	0	0.7%	0	2.9%	2	1.5%	1	1.1%	1	1.1%	2	1.4%	1	3.2%	2	4.2%	5	6.7%	10
No	62.3%	619	70.9%	108	59.3%	27	57.8%	39	66.5%	41	65.2%	48	73.4%	117	55.6%	52	52.4%	36	54.8%	65	56.2%	85
(Don't know / varies)	2.1%	21	3.2%	5	0.0%	0	2.0%	1	2.5%	2	0.0%	0	0.0%	0	1.4%	1	2.4%	2	7.5%	9	0.7%	1
Weighted base:	993	152	46	68	61	74	160	93	68	119	152											
Sample:	990	98	100	99	99	98	99	99	100	99	99											



## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10			
<b>Mean score: [Number of visits per week]</b>														
<b>Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?</b> <i>Those who do main food shopping at Q01</i>														
Everyday	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	0	1.7%	3
5 - 6 times a week	0.3%	3	0.8%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
3 - 4 times a week	2.5%	25	0.0%	0	6.7%	3	2.4%	2	2.1%	1	3.2%	2	2.0%	3
Twice a week	7.8%	78	6.4%	10	2.4%	1	5.1%	3	5.2%	3	3.6%	3	16.7%	27
Once a week	70.1%	696	74.8%	114	69.8%	32	80.5%	55	73.9%	45	58.4%	43	63.7%	102
Once every two weeks	12.0%	120	11.2%	17	16.9%	8	7.7%	5	15.7%	10	11.9%	9	12.7%	20
Once a month	4.4%	44	6.1%	9	2.8%	1	1.8%	1	2.5%	2	14.8%	11	0.8%	1
Less often	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	1.9%	19	0.8%	1	1.5%	1	0.7%	0	0.6%	0	5.4%	4	3.6%	6
<i>Mean:</i>	1.08	1.00	1.09	1.08	1.01	1.02	1.18	1.17	1.10	0.96	1.16			
Weighted base:	993	152	46	68	61	74	160	93	68	119	152			
Sample:	990	98	100	99	99	98	99	99	100	99	99			

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10								
<b>Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)</b>																			
Aldi, Botley Road, Oxford, OX2 0HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0					
Aldi, Cannors Way, Stratford upon Avon, CV37 0BJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0			
Aldi, Harlestone Road, Northampton, NN5 7AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1			
Aldi, Launton Road, Bicester, OX26 6PZ	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0			
Aldi, Norton Road, Towcester, Northamptonshire, NN12 8AX	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1			
Aldi, Queensway, Royal Leamington Spa, Warwickshire, CV31 3AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%		
Aldi, Ruscott Avenue, Banbury, OX16 2GU	0.8%	8	4.5%	7	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Aldi, Sheaf Street, Daventry, NN11 4AB	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	
Budgens, High Street, Moreton-in-Marsh, GL56 0AA	0.5%	5	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	
Budgens, Woodstock Road, Kidlington, OX5 1PT	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	6.0%	1	0.8%	1	0.0%	0	
Co-operative Food, 1 Audley House, Bicester, Oxfordshire, OX26 3AH	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, 11 High Street, Shipston-on-Stour, CV36 4AB	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	17	0.0%	0	
Co-operative Food, 228-240, Banbury Road, Oxford, OX2 7BY	0.2%	2	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, 26 High Street, Kidlington, OX5 2DH	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	
Co-operative Food, 29 High Street, Daventry, NN11 6XQ	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, 3 Burchester Place, Banbury, OX16 3WT	0.5%	5	2.7%	4	0.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-operative Food, 34 Clemens Street, Royal Leamington Spa,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Warwickshire, CV31 2DN											
Co-operative Food, 38-40, High Street, Woodstock, OX20 1TG	1.3%	13	0.0%	0	0.0%	0	0.0%	13	0.0%	0	0.0%
Co-operative Food, 45-47 Richmond Street, King's Sutton, Banbury, OX17 3RT	0.4%	4	0.0%	0	0.0%	4	0.0%	0	0.0%	0	0.0%
Co-operative Food, 60 Feriston, Banbury, OX16 1XE	0.2%	2	1.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, 9 Bassett Avenue, Bicester, OX26 4TZ	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Co-operative Food, 97-99 High Street, Brackley, NN13 7BW	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Co-operative Food, B4 Barberry Place, Bicester, OX26 3HA	0.3%	3	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%
Co-operative Food, Chatsworth Drive, Banbury, OX16 9YJ	0.5%	5	2.1%	3	0.0%	1	0.0%	0	0.0%	0	0.0%
Co-operative Food, High Street, Banbury, OX15 4LU	0.5%	5	0.0%	0	0.0%	5	0.0%	0	0.0%	0	0.0%
Co-operative Food, High Street, Charlisbury, Chipping Norton, OX7 5AB	1.0%	10	0.0%	0	0.0%	1	0.0%	8	0.0%	0	0.0%
Co-operative Food, High Street, Moreton-in-Marsh, GL56 0AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Co-operative Food, Loxley Close, Wellesbourne, Warwick, CV35 9RU	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Co-operative Food, Market Place, Deddington, Banbury, OX15 0SA	0.6%	6	0.0%	0	0.7%	5	0.6%	1	0.0%	0	0.0%
Co-operative Food, Middleton Road, Banbury, OX16 3QH	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Phipps Road, Daventry, NN11 3TW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Co-operative Food, Queensway Shopping	0.6%	6	2.7%	4	3.2%	1	0.0%	0	0.0%	0	0.0%



## Banbury Household Survey for Peter Brett Associates

By Zone Weighted

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Centre, Mewburn Road, Banbury, OX16 9PQ	0.2%	2 1.4%	2 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, Rotary Way, Banbury, OX16 1ER	0.1%	1 0.6%	1 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, Ruscott Arcade, Longelands Way, OX16 1PH	0.9%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	8 10.6%	0 0.0%	0 0.0%	1 1.5%	0 0.0%	0 0.0%
Co-operative Food, Spindlove Centre, Endstone Road, Chipping Norton, OX7 3QR	1.1%	11 0.0%	0 0.0%	0 0.0%	0 0.0%	11 14.8%	0 0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%
Co-operative Food, The Green, Shipton Road, Chipping Norton, Oxfordshire OX7 6JH	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 3.3%	0 0.0%	0 0.0%
Co-operative Food, The Square, Stow-on-the-Wold, Cheltenham, GL54 1AF	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.6%	0 0.0%
Heart of England Co-op/Late Shop, Chapel Street, Southam, CV47 2RB	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.2%	0 0.0%
Heart of England Co-op/Late Shop, Church Road, Southam, CV47 9PN	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 2.1%	0 0.0%
Heart of England Co-op/Late Shop, High Street, Harbury, Leamington Spa, CV33 9HW	1.4%	14 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	11 9.5%	2 1.4%
Heart of England Co-op/Late Shop, High Street, Southam, CV47 2YG	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 1.9%	1 1.3%	0 0.0%	0 0.0%	0 0.0%
Lidl, Launton Road, Bicester, OX26 4JQ	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.8%	0 0.0%	0 0.0%	0 0.0%
Marks & Spencer Family Farm, BP store, Bicester Road, Weston-On-The-Green, Bicester OX25 3QQ	0.4%	4 0.6%	1 0.0%	2 2.9%	0 0.0%	0 0.0%	0 0.0%	1 0.8%	0 0.0%	0 0.0%	0 0.0%
Marks & Spencer Simply Food, Summertown, 242-252 Banbury Road, Oxford OX2 7BY	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	0 0.0%	0 0.0%
Marks & Spencer, 29 Bridge Street, Stratford-upon-Avon, CV37 6AS											

Banbury Household Survey  
for Peter Brett Associates

## Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Morrisons, Alcester Road, Stratford Upon Avon, West Midlands, CV37 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swan Close Road, Banbury, OX16 5AQ	1.6%	16	6.8%	10	1.7%	3	0.6%	0	0.0%	0	0.8%	1
Sainsbury's 12-14 Market Place, Chipping Norton, Oxfordshire OX7 5NA	1.1%	11	0.0%	0	0.0%	1	0.0%	0	0.0%	10	12.7%	0
Sainsbury's 289 Oxford Road, Kidlington, OX5 2PE	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.6%	0	23.7%	22
Sainsbury's Oxford Road, Banbury, Oxfordshire, OX16 9TH	3.7%	37	18.0%	28	1.3%	1	11.6%	8	0.0%	0	0.0%	0
Sainsbury's, 20 Gambrel Road, Northampton, NN5 5DG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 22 Coten End, Warwick, CV34 4NP	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 23 High Street, Banbury, Oxfordshire, OX16 5EG	0.6%	6	3.1%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Westfields Centre, Lark Rise, Brackley, NN13 6JR	1.7%	17	0.0%	0	0.7%	0	27.5%	17	0.0%	0	0.0%	0
Tesco Extra, Lockheed Close, Banbury, Oxfordshire, OX16 1LX	2.0%	20	5.8%	9	12.5%	6	0.7%	0	5.9%	4	0.0%	0
Tesco Metro, 71 High Street, Kidlington, Oxfordshire, OX5 2DN	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	13
Tesco Metro, Sheep Street, Bicester, OX26 6JW	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Tesco Superstore, 1 Leicester Road, Rugby, Warwickshire, CV21 1RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, 15 New Street, Daventry, Northamptonshire, NN11 4BT	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Fosse Way, Stow-on-the-Wold,	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Cheltenham, Gloucestershire, GL54 IBX	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	17	0.0%
Tesco Superstore, Northfield Road, Southam, Warwickshire, CV47 0FG	1.0%	10	0.0%	2	0.0%	8	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Oxford Road, Brackley, Northamptonshire, NN13 7EF	2.1%	21	0.0%	0	0.0%	0	13.2%	21	0.0%	0	0.0%
Tesco Superstore, Pingle Drive, Bicester, Oxfordshire, OX26 6WA	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%
Waitrose, 13 Bowen Square, Daventry, Northamptonshire, NN11 4DR	1.0%	10	0.0%	1	0.0%	8	0.0%	2	0.0%	0	0.0%
Waitrose, Manor Road, Brackley, NN13 6BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%
Waitrose, Meadow Walk, High Street, Buckingham, MK18 1RS	0.5%	5	0.0%	2	1.1%	1	0.6%	1	0.0%	0	0.7%
Internet / delivered Aldi, Oster Way, Buckingham	0.2%	2	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%
Asda, Chesterton Drive, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, High Street, Middleton Cheney	0.8%	8	0.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Bridge Street, Banbury	0.6%	6	2.3%	4	0.9%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Dunchurch Road, Rugby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.3%
Sainsbury's, Pioneer Square, Bure Place, Bicester	3.4%	34	0.0%	0	0.0%	0	0.0%	34	0.0%	0	0.0%
Sainsbury's, Witan Way, Witney	0.5%	5	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%
Tesco Express, Manchester Court, High Street, Moreton-in-Marsh	1.3%	13	0.0%	0	0.0%	0	0.0%	0	18.7%	13	0.0%
Tesco Express, Nightingale Place, Langford Village, Bicester	1.7%	17	0.0%	0	0.0%	0	10.8%	17	0.0%	0	0.0%
Tesco Superstore, Birmingham Road, Stratford Upon Avon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Tesco Superstore, Old	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Tiffield Road, Towcester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Waitrose, Richmond Road, Towcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Waitrose, The Rosebird Centre, Shipston Road, Stratford Upon Avon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Woolgate Centre, Market Square, Witney	1.0%	10	4.2%	6	3.2%	1	2.0%	1	0.6%	0	0.0%	0
Other Zone 1	0.2%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.5%	5	0.0%	0	0.5%	0	2.0%	1	0.0%	0	0.0%	0
Other Zone 3	0.5%	5	0.0%	0	1.3%	1	1.1%	1	6.0%	4	0.0%	0
Other Zone 4	0.8%	8	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Other Zone 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0
Other Zone 6	0.8%	8	0.0%	0	0.0%	0	1.3%	1	10.8%	17	0.0%	0
Other Zone 7	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other Zone 8	1.8%	18	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.8%	1
Other Zone 9	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	15
Other Zone 10	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	26
Other Zone Outside Study Area	0.9%	9	0.8%	1	0.5%	0	1.9%	3	0.8%	1	0.6%	1
(Don't know / can't remember)	27.2%	272	39.5%	61	30.0%	14	34.1%	23	24.3%	15	28.0%	21
(Don't do this type of shopping)												
Weighted base:		1001		46	69	61	75	161	94	68	120	153
Sample:		1001	100	100	100	100	100	100	100	100	101	100

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q08 And where did you go for top-up food shopping the time before that?</b> <i>Those who specified a location at Q07</i>											
Aldi, Cannors Way, Stratford upon Avon, CV37 0BJ	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	0 2.7%	2 0.0%
Aldi, Harlestone Road, Northampton, NN5 7AE	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.2%
Aldi, Launton Road, Bicester, OX26 6PZ	0.8%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.5%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Aldi, Norton Road, Towcester, Northamptonshire, NN12 8AX	0.2%	2 0.0%	0 0.0%	0 0.0%	2 3.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Aldi, Queensway, Royal Leamington Spa, Warwickshire, CV31 3AH	0.7%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.9%	5 0.0%
Aldi, Ruscombe Avenue, Banbury, OX16 2GU	1.6%	12 9.2%	8 3.5%	1 2.4%	1 2.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Aldi, Sheaf Street, Daventry, NN11 4AB	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 2.4%
Budgens, High Street, Moreton-in-Marsh, GL56 0AA	0.8%	6 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.3%	5 0.0%	0 0.0%
Budgens, Woodstock Road, Kidlington, OX5 1PT	0.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	4 6.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 1 Audley House, Bicester, Oxfordshire, OX26 3AH	0.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.3%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 11 High Street, Shipston-on-Stour, CV36 4AB	2.4%	17 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 30.7%	17 0.0%	0 0.0%
Co-operative Food, 228-240, Banbury Road, Oxford, OX2 7BY	0.3%	2 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.9%
Co-operative Food, 26 High Street, Kidlington, OX5 2DH	1.4%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 13.5%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 29 High Street, Daventry, NN11 6XQ	1.8%	13 0.0%	0 1.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	13 10.6%
Co-operative Food, 3 Burchester Place, Banbury, OX16 3WT	0.7%	5 4.6%	4 0.0%	0 1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 34 Clemens Street, Royal Leamington Spa, Warwickshire, CV31 2DN	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	1 0.0%

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Co-operative Food, 38-40, High Street, Woodstock, OX20 1TG	1.4%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 13.7%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 45-47 Richmond Street, King's Sutton, Banbury, OX17 3RT	0.7%	5 0.0%	0 0.0%	5 11.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 60 Feriston, Banbury, OX16 1XE	0.3%	2 2.4%	2 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 9 Bassett Avenue, Bicester, OX26 4TZ	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 2.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, 97-99 High Street, Brackley, NN13 7BW	0.4%	3 0.0%	0 0.0%	0 0.0%	3 5.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, B4 Barbary Place, Bicester, OX26 3HA	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, Chatsworth Drive, Banbury, OX16 9YJ	0.9%	7 5.9%	5 0.0%	1 2.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, High Street, Banbury, OX15 4LU	0.6%	4 0.0%	0 1.9%	1 7.9%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, High Street, Charlbury, Chipping Norton, OX7 5AB	1.1%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	7 13.5%	0 0.0%	0 0.0%	1 1.8%	0 0.0%	0 0.0%
Co-operative Food, High Street, Moreton-in-Marsh, GL56 0AH	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 2.9%	0 0.0%	0 0.0%
Co-operative Food, Loxley Close, Wellesbourne, Warwick, CV35 9RU	1.3%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	9 11.5%	0 0.0%
Co-operative Food, Market Place, Deddington, Banbury, OX15 0SA	0.7%	5 0.0%	0 1.0%	4 9.0%	0 0.0%	0 0.0%	1 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, Middleton Road, Banbury, OX16 3QH	0.2%	2 1.7%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-operative Food, Phipps Road, Daventry, NN11 3TW	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.9%
Co-operative Food, Queensway Shopping Centre, Mewburn Road,	0.5%	4 3.3%	3 2.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%



## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Banbury, OX16 9PQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Rotary Way, Banbury, OX16 1ER	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Ruscote Arcade, Longelandes Way, OX16 1PH	1.1%	8	0.0%	0	0.0%	0	0.0%	7	0.0%	0	0.0%
Spendlove Centre, Endstone Road, Chipping Norton, OX7 3QR	1.4%	10	0.0%	0	0.0%	0	0.0%	10	0.0%	0	0.0%
Co-operative Food, The Green, Shipton Road, Chipping Norton, Oxfordshire OX7 6JH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Co-operative Food, The Square, Stow-on-the-Wold, Cheltenham, GL54 1AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Heart of England Co-op/Late Shop, Church Road, Southam, CV47 9PN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Heart of England Co-op/Late Shop, High Street, Harbury, Leamington Spa, CV33 9HW	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Heart of England Co-op/Late Shop, High Street, Southam, CV47 2YG	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	7	0.0%
Lidl, Launton Road, Bicester, OX26 4JQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Lidl, Myton Road, Warwick, CV31 3NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Marks & Spencer Family Farm, BP store, Bicester Road, Weston-On-The-Green, Bicester OX25 3QQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Marks & Spencer Simply Food, 44-46 Sheep Street, Bicester OX26 6LG	0.8%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Summertown, 242-252 Banbury Road, Oxford OX2 7BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, 29 Bridge Street, Stratford-upon-Avon,											

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
CV37 6AS											
Morrisons, Aleecester Road, Stratford Upon Avon, West Midlands, CV37 9DA	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	0 0.0%	0 0.0%
Morrisons, Old Warwick Road, Royal Leamington Spa, Warwickshire, CV31 3NT	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 2.4%	0 0.0%
Morrisons, Swan Close Road, Banbury, OX16 5AQ	2.3%	17 12.8%	12 2.1%	1 4.1%	2 2.0%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 1.2%	1 0.0%
Sainsbury's 12-14 Market Place, Chipping Norton, Oxfordshire OX7 5NA	2.0%	15 0.0%	0 0.0%	0 3.1%	1 0.0%	0 23.0%	12 0.0%	0 0.0%	0 1.9%	1 0.0%	0 0.0%
Sainsbury's 289 Oxford Road, Kidlington, OX5 2PE	2.5%	18 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 24.7%	18 0.0%	0 0.0%	0 0.0%
Sainsbury's Oxford Road, Banbury, Oxfordshire, OX16 9TH	4.4%	31 24.2%	22 5.1%	2 16.9%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsbury's, 20 Gambrel Road, Northampton, NN5 5DG	0.8%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	6 5.0%
Tesco Express, 23 High Street, Banbury, Oxfordshire, OX16 5EG	0.6%	4 3.8%	4 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Express, Westfields Centre, Lark Rise, Brackley, NN13 6JR	2.1%	15 0.0%	0 0.0%	0 0.0%	0 32.1%	15 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Extra, Lockheed Close, Banbury, Oxfordshire, OX16 1LX	3.5%	25 18.3%	17 8.7%	3 4.5%	2 7.9%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Metro, 71 High Street, Kidlington, Oxfordshire, OX5 2DN	2.1%	15 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.5%	15 0.0%	0 0.0%	0 0.0%
Tesco Metro, Sheep Street, Bicester, OX26 6JW	1.8%	13 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 10.4%	13 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Superstore, 1 Leicester Road, Rugby, Warwickshire, CV21 1RG	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.9%
Tesco Superstore, 15 New Street, Daventry, Northamptonshire, NN11 4BT	2.7%	19 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	19 16.3%
Tesco Superstore, Emscote Road, Warwick, CV34	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
5QJ Tesco Superstore, Fosse Way, Stow-on-the-Wold, Cheltenham, Gloucestershire, GL54 IBX	1.3%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	9 16.5%	0 0.0%	0 0.0%
Tesco Superstore, London Road, Buckingham, MK18 1AB	0.1%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Superstore, Northfield Road, Southam, Warwickshire, CV47 0FG	2.1%	15 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	15 18.9%	0 0.0%
Tesco Superstore, Oxford Road, Brackley, Northamptonshire, NN13 7EF	1.5%	11 0.0%	0 9.4%	3 0.0%	0 14.9%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.9%
Tesco Superstore, Pingle Drive, Bicester, Oxfordshire, OX26 6WA	2.4%	17 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	17 13.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Waitrose, 13 Bowen Square, Daventry, Northamptonshire, NN11 4DR	4.1%	29 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	29 24.4%
Waitrose, 9 - 11 Old High Street, Oxford, OX3 9JT	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.0%	0 0.0%	0 0.0%
Waitrose, Manor Road, Brackley, NN13 6BB	1.4%	10 0.0%	0 2.1%	1 0.0%	0 17.4%	8 0.0%	0 1.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Internet / delivered	0.6%	5 0.0%	0 6.0%	2 1.8%	1 0.8%	0 0.9%	0 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Aldi, Osier Way, Buckingham	0.2%	1 0.0%	0 0.0%	0 0.0%	0 2.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Asda, Chesterton Drive, Leamington Spa	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.2%	0 0.0%
Londis, High Street, Middleton Cheney	0.8%	5 0.0%	0 16.8%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Marks & Spencer, Bridge Street, Banbury	0.7%	5 2.9%	3 1.4%	0 4.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsbury's, Dunchurch Road, Rugby	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.6%
Sainsbury's, Pioneer Square, Bure Place, Bicester	2.5%	18 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	18 14.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsbury's, The Shires Retail Park, Tachbrook Park Drive, Leamington Spa	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 3.2%	0 0.0%
Sainsbury's, Witton Way, Witney	0.7%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.5%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Tesco Express, Manchester	1.1%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	8 14.2%	0 0.0%	0 0.0%

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Court, High Street, Moreton-in-Marsh	2.6%	18	0.0%	0	0.0%	0	0.0%	18	0.0%	0	0.0%	0
Tesco Express, Nightingale Place, Langford Village, Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Superstore, Birmingham Road, Stratford Upon Avon	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Tesco Superstore, Old Tiffeld Road, Towcester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Waitrose, Richmond Road, Towcester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Waitrose, The Rosebird Centre, Shipston Road, Stratford Upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Waitrose, Woolgate Centre, Market Square, Witney	1.4%	10	7.1%	6	4.4%	1	4.8%	2	0.8%	0	0.0%	0
Other Zone 1	0.4%	3	0.0%	0	6.7%	2	0.0%	0	1.1%	0	0.0%	0
Other Zone 2	1.2%	8	0.0%	0	0.8%	0	4.8%	2	0.0%	1	0.8%	1
Other Zone 3	0.7%	5	0.0%	0	7.6%	2	0.0%	0	6.2%	3	0.0%	0
Other Zone 4	1.0%	8	0.0%	0	0.0%	0	2.4%	1	0.0%	0	9.0%	5
Other Zone 5	2.7%	20	0.0%	0	0.0%	0	1.8%	1	0.0%	0	14.4%	18
Other Zone 6	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5
Other Zone 7	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Other Zone 8	3.7%	26	0.0%	0	9.4%	3	0.0%	0	0.0%	0	29.3%	23
Other Zone 9	3.6%	26	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	21.2%
Other Zone 10	2.4%	17	0.0%	0	1.4%	0	0.8%	1	0.8%	0	5.7%	4
Other Zone Outside Study Area	2.7%	19	0.0%	0	2.7%	1	3.5%	2	0.0%	1	2.0%	1
(Don't know / can't remember)												
Weighted base:	720	92	32	44	47	53	124	73	55	80	120	
Sample:	698	62	64	63	70	67	72	77	79	70	74	

## Banbury Household Survey for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Mean score: [£]**

**Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?**

*Those who specified a location at Q07*

£1 - £10	33.1%	239	26.3%	24	40.3%	13	25.7%	11	30.3%	14	39.5%	21	36.3%	45	29.5%	22	29.8%	16	35.0%	28	36.7%	44
£11 - £20	27.9%	201	28.2%	26	31.8%	10	36.3%	16	37.0%	17	33.0%	17	21.2%	26	22.0%	16	25.2%	14	28.5%	23	29.2%	35
£21 - £30	13.7%	99	14.1%	13	9.7%	3	13.6%	6	8.7%	4	10.8%	6	18.9%	23	10.7%	8	17.5%	10	15.7%	13	11.0%	13
£31 - £40	5.3%	39	7.2%	7	2.4%	1	6.2%	3	5.2%	2	4.6%	2	4.4%	6	6.7%	5	8.1%	5	5.7%	5	3.4%	4
£41 - £50	6.2%	45	14.6%	13	6.3%	2	3.1%	1	6.3%	3	1.5%	1	9.5%	12	5.0%	4	6.7%	4	1.8%	1	2.9%	3
£51 - £60	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.9%	1	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.2%	2	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.8%	6	0.0%	0	1.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£300+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.6%	69	8.6%	8	3.9%	1	4.5%	2	10.6%	5	9.7%	5	8.9%	11	17.7%	13	8.0%	4	11.8%	9	8.7%	10
(Refused)	1.4%	10	0.0%	0	1.3%	0	9.6%	4	1.1%	0	0.0%	0	0.0%	0	1.0%	1	2.8%	2	1.5%	1	1.2%	1
<i>Mean:</i>	<i>21.45</i>	<i>22.59</i>	<i>20.94</i>	<i>19.11</i>	<i>15.95</i>	<i>19.68</i>	<i>25.80</i>	<i>20.63</i>	<i>17.48</i>	<i>26.75</i>												
Weighted base:	720	92	32	44	47	53	73	55	80	120												
Sample:	698	62	64	63	70	67	77	79	70	74												

**Q10 Does your household also spend money on food and groceries in small shops, i.e. not supermarkets?**

Yes	37.4%	375	37.8%	58	37.1%	17	39.9%	27	41.6%	26	36.9%	28	33.5%	54	43.6%	41	49.5%	34	37.1%	45	29.9%	46
No	62.6%	627	62.2%	96	62.9%	29	60.1%	41	58.4%	36	63.1%	47	66.5%	107	56.4%	53	50.5%	34	62.9%	76	70.1%	107
Weighted base:	1001	154	46	69	61	75	94	68	120	153												
Sample:	1001	100	100	100	100	100	100	100	100	100												

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q11 Where are these small shops located?</b> <i>Those who use small shops at Q10</i>											
Adderbury	0.3%	1	0	0	0	0	0	0	0	0	0
Banbury Town Centre	17.5%	66	53.7%	9	19.3%	0	0	0	0	0	0
Bicester Town Centre	8.8%	33	0	0	0	0	0	0	0	0	0
Bloxham	0.4%	2	1	0	0	0	0	0	0	0	0
Bodicote	1.9%	7	2	0	0	0	0	0	0	0	0
Brackley	7.2%	27	3.7%	2	6.2%	1	88.5%	23	0	0	0
Charlbury	2.0%	7	0	0	0	0	0	0	0	0	0
Chipping Norton	3.8%	14	0	0	0	0	0	0	0	0	0
Cropley	0.2%	1	0	0	0	0	0	0	0	0	0
Davenry	5.5%	20	0	0	0	0	0	0	0	0	0
Deddington	2.4%	9	0	0	0	0	0	0	0	0	0
Evesham	0.2%	1	0	0	0	0	0	0	0	0	0
Fritwell	0.3%	1	0	0	0	0	0	0	0	0	0
Hook Norton	1.3%	5	0	0	0	0	0	0	0	0	0
Kidlington	7.1%	27	0	0	0	0	0	0	0	0	0
Launton	1.8%	7	0	0	0	0	0	0	0	0	0
Morton-in-Marsh	2.2%	8	0	0	0	0	0	0	0	0	0
Northampton	0.6%	2	0	0	0	0	0	0	0	0	0
Oxford City Centre	2.2%	8	0	0	0	0	0	0	0	0	0
Royal Leamington Spa	3.2%	12	0	0	0	0	0	0	0	0	0
Rugby	0.2%	1	0	0	0	0	0	0	0	0	0
Southern	1.7%	6	0	0	0	0	0	0	0	0	0
Stow on the Wold	1.1%	4	0	0	0	0	0	0	0	0	0
Stratford upon Avon	0.5%	2	0	0	0	0	0	0	0	0	0
Thame Town Centre	0.3%	1	0	0	0	0	0	0	0	0	0
Towcester	0.9%	3	0	0	0	0	0	0	0	0	0
Warwick	0.6%	2	0	0	0	0	0	0	0	0	0
Wellsbourne	2.0%	7	3.7%	2	0	0	0	0	0	0	0
Woodstock	1.3%	5	0	0	0	0	0	0	0	0	0
Yarnton	0.3%	1	0	0	0	0	0	0	0	0	0
Witney	1.3%	5	0	0	0	0	0	0	0	0	0
Shipston-on-Stour	4.5%	17	0	0	0	0	0	0	0	0	0
Other Zone 2	1.1%	4	0	0	0	0	0	0	0	0	0
Other Zone 3	1.6%	6	0	0	0	0	0	0	0	0	0
Other Zone 4	0.3%	1	0	0	0	0	0	0	0	0	0
Other Zone 5	1.6%	6	0	0	0	0	0	0	0	0	0
Other Zone 7	0.3%	1	0	0	0	0	0	0	0	0	0
Other Zone 8	2.0%	8	3.7%	2	2.5%	0	0	0	0	0	0
Other Zone 9	1.7%	6	0	0	0	0	0	0	0	0	0
Other Zone 10	1.9%	7	0	0	0	0	0	0	0	0	0
Other Zone Outside Study Area	2.7%	10	2.0%	2	2.8%	1	0	0	0	0	0
(Don't know / varies)	3.3%	12	14.7%	9	0.0%	0	0.0%	0	0.0%	0	0
Weighted base:	375	58	17	27	26	28	54	41	34	45	46

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Sample:	397	32	41	39	39	33	45	49	42	36	36

Mean score: [£]

### Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?

*Those who use small shops at Q10*

£1 - £10	38.8%	146	36.8%	21	31.2%	5	40.2%	11	30.3%	8	61.5%	17	40.1%	22	40.3%	17	45.8%	15	28.2%	13	37.1%	17
£11 - £20	27.0%	101	42.2%	25	33.4%	6	15.6%	4	22.2%	6	13.9%	4	7.6%	4	31.1%	13	22.2%	7	33.9%	15	38.7%	18
£21 - £30	5.9%	22	0.0%	0	10.0%	2	8.2%	2	5.0%	1	11.4%	3	5.2%	3	1.8%	1	6.8%	2	12.3%	5	5.1%	2
£31 - £40	2.9%	11	3.0%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	10.8%	6	3.1%	1	4.4%	1	0.0%	0	0.0%	0
£41 - £50	3.5%	13	4.0%	2	7.0%	1	0.0%	0	11.1%	3	0.0%	0	5.2%	3	3.6%	1	0.0%	0	3.3%	1	2.4%	1
£51 - £60	0.3%	1	0.0%	0	0.0%	0	1.6%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£300+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	19.4%	73	14.0%	8	18.4%	3	25.6%	7	27.3%	7	11.4%	3	31.0%	17	18.5%	8	17.8%	6	19.6%	9	11.7%	5
(Refused)	1.9%	7	0.0%	0	0.0%	0	7.2%	2	1.5%	0	1.7%	0	0.0%	0	1.8%	1	2.9%	1	2.8%	1	3.1%	1
Mean:	15.74	15.20	18.31	13.13	20.69	11.65	18.74	14.56	13.36	17.14	15.48											

Weighted base:

Sample:



# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10								
<b>Mean score: [%]</b>																			
<b>Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?</b>																			
None - do NOT use the internet for food and grocery goods	75.4%	73.6%	75.0%	82.0%	56	83.9%	52	72.3%	54	74.2%	119	85.6%	80	68.7%	47	71.0%	85	73.9%	113
1 - 10%	4.7%	4.1%	6	6.6%	3	6.7%	5	0.6%	4	0.6%	13	0.0%	0	4.9%	3	3.1%	4	5.6%	9
11 - 20%	1.3%	2.2%	3	0.5%	0	0.0%	0	0.6%	2	0.6%	0	1.8%	2	1.7%	1	1.5%	2	1.4%	2
21 - 30%	2.5%	5.5%	9	0.5%	0	1.5%	1	1.1%	1	1.1%	2	1.0%	1	2.2%	1	0.0%	0	6.7%	10
31 - 40%	0.5%	0.0%	0	2.2%	1	0.0%	0	2.6%	2	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1
41 - 50%	2.4%	0.8%	1	1.3%	1	1.6%	1	5.4%	4	1.7%	3	4.9%	5	3.3%	2	2.6%	3	2.7%	4
51 - 60%	0.8%	1.4%	2	0.0%	0	0.7%	0	0.0%	0	1.1%	2	0.0%	0	1.1%	1	2.3%	3	0.0%	0
61 - 70%	0.9%	0.0%	0	1.7%	1	1.1%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	4.4%	5	0.0%	0
71 - 80%	4.8%	9.4%	14	1.7%	1	2.7%	2	8.6%	6	5.2%	8	1.9%	2	1.1%	1	3.1%	4	5.7%	9
81 - 90%	2.5%	0.8%	1	2.2%	1	0.0%	2	0.8%	1	0.8%	1	2.1%	2	10.8%	7	8.0%	10	0.0%	0
91 - 100%	3.0%	0.8%	1	4.7%	2	2.2%	2	4.3%	3	5.9%	9	2.7%	3	1.7%	1	3.2%	4	3.6%	5
(Don't know / varies)	1.1%	1.5%	2	3.5%	2	1.5%	1	3.0%	2	0.0%	0	0.0%	0	3.8%	3	0.8%	1	0.0%	0
(Refused)	0.0%	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>	12.84	12.37	11.84	7.28	5.63	16.51	13.76	8.94	16.63	19.25	12.02								
<b>Weighted base:</b>	1001	154	46	69	61	75	161	94	68	120	153								
<b>Sample:</b>	1001	100	100	100	100	100	100	100	100	101	100								

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?**

Aylesbury	0.4%	4	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			
Banbury Town Centre	23.9%	239	43.2%	66	50.9%	24	47.1%	32	45.2%	28	20.9%	16	18.5%	30	6.6%	6	8.2%	6	8.2%	6	15.2%	18	8.7%	13
Bicester Town Centre	3.2%	32	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	17.7%	28	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.6%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	1.4%	2	2.2%	3
Brackley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	8	0.0%	0	0.0%	0	1.3%	1	1.6%	1	1.7%	1	1.7%	3	2.1%	2	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Chipping Norton	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Coventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Daventry	1.0%	10	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidlington	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	6.2%	62	6.1%	9	4.3%	2	1.8%	1	25.0%	15	0.0%	0	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22
Oxford City Centre	7.4%	74	0.8%	1	0.0%	0	3.8%	3	0.8%	0	4.0%	3	12.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	14
Reading	1.0%	10	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Royal Leamington Spa	7.2%	72	2.0%	3	6.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	46.5%	56	3.5%	5	3.5%	5
Rugby	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.5%	7
Solihull	0.6%	6	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.4%	3	0.7%	1	0.7%	1
Southern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Straatford upon Avon	4.7%	47	2.8%	4	0.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	27	12.1%	15	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Witney	2.3%	23	0.0%	0	0.0%	0	0.7%	0	0.0%	0	21.3%	16	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	2.0%	20	4.8%	7	3.5%	2	5.4%	4	9.1%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.3%	3	0.8%	1	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	1.4%	14	0.8%	1	6.0%	3	0.0%	0	1.2%	1	0.0%	0	4.1%	7	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	4.9%	49	15.7%	24	8.9%	4	13.5%	9	5.0%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7

# Banbury Household Survey for Peter Brett Associates

January 2015

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Cowley Retail Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0										
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0										
The Place Retail Park, Milton Keynes	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8										
Internet / delivered	11.3%	113	10.6%	16	9.7%	5	9.7%	6	3.0%	2	12.0%	9	15.7%	25	6.8%	6	5.0%	3	5.1%	6	22.2%	34
Home catalogue	2.1%	21	1.7%	3	1.1%	1	0.7%	0	0.6%	0	4.4%	3	1.9%	3	3.9%	4	6.4%	4	0.0%	0	1.5%	2
TV / Interactive shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.4%	24	0.0%	0	0.7%	0	4.0%	3	0.0%	0	1.1%	1	5.3%	9	2.7%	3	0.6%	0	0.0%	0	5.4%	8
Burford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	1.3%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	2	7.4%	9	0.0%	0	0.0%	0
Shipston-on-Stour	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.3%	3	0.0%	0	1.4%	1	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shires Retail Park, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Outside Study Area	2.3%	24	2.1%	3	1.3%	1	3.5%	2	1.4%	1	2.5%	2	1.9%	3	4.4%	4	2.6%	2	0.6%	1	3.1%	5
(Don't know / can't remember)	3.1%	31	2.4%	4	1.8%	1	1.1%	1	1.1%	1	10.8%	8	2.7%	4	4.9%	5	1.9%	1	0.0%	0	4.4%	7
(Don't do this type of shopping)	1.9%	19	3.7%	6	1.5%	1	0.7%	0	1.2%	1	1.9%	1	0.5%	1	2.3%	2	1.3%	1	4.4%	5	0.6%	1
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153											
Sample:	1001	100	100	100	100	100	100	100	100	101	100											

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Mean score: [Number of visits per month]

### Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?

Those who specified a location at Q14

Everyday	0.3%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
3 - 4 times a week	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Twice a week	0.8%	8	1.4%	2	1.4%	1	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.9%	28	0.6%	1	11.3%	5	2.5%	2	1.7%	1	3.2%	2	5.1%	8	4.5%	4	3.9%	3	0.0%	0	0.0%	0	1.9%	3
Once every two weeks	8.0%	76	11.0%	16	14.9%	7	10.4%	7	9.3%	6	3.7%	8	5.7%	5	7.1%	5	8.6%	10	7.5%	11	11	11	11	11
Once a month	26.5%	252	19.4%	28	28.6%	13	19.7%	13	24.8%	15	23.0%	15	28.1%	44	22.4%	20	33.1%	22	42.7%	49	23.3%	34	34	34
Once every two months	15.6%	148	6.2%	9	9.1%	4	15.2%	10	17.2%	10	15.1%	10	21.2%	33	14.2%	12	18.8%	12	9.6%	11	24.7%	36	36	36
3 or 4 times a year	18.5%	176	26.3%	38	11.3%	5	20.0%	13	18.5%	11	18.1%	12	11.6%	18	19.6%	17	19.7%	13	12.4%	14	23.2%	34	34	34
Twice a year	12.3%	117	11.1%	16	6.1%	3	17.5%	12	13.7%	8	18.8%	12	10.8%	17	20.7%	18	6.7%	4	14.5%	17	7.1%	10	10	10
Once a year	5.8%	55	3.6%	5	6.1%	3	6.2%	4	2.7%	2	10.4%	7	9.8%	15	6.1%	5	3.5%	2	4.8%	5	4.2%	6	6	6
Less often	3.4%	32	9.5%	14	3.3%	1	3.3%	2	1.3%	1	2.9%	2	1.1%	3	2.9%	3	4.5%	3	1.3%	1	2.1%	3	3	3
(Don't know / varies)	5.7%	54	8.4%	12	7.9%	4	5.3%	4	2.3%	1	4.1%	3	7.2%	11	4.0%	3	2.2%	1	6.1%	7	5.3%	8	8	8
Mean:	0.96	1.43	1.36	0.72	1.38	0.86	0.82	0.73	0.92	0.77	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80
Weighted base:	951	144	45	67	60	65	156	87	66	115	145	145	145											
Sample:	949	93	95	98	97	93	97	91	96	97	92	92	92											

### Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?

Not those who shop via Internet / catalogue / TV at Q14

Car - Driver	70.1%	573	57.9%	73	79.6%	32	83.7%	51	76.8%	44	58.7%	31	75.2%	96	36.5%	28	76.3%	44	89.0%	97	71.1%	78	78
Car - Passenger	9.5%	78	12.8%	16	8.3%	3	2.5%	1	11.7%	7	16.6%	9	4.9%	6	8.3%	6	18.5%	11	6.0%	7	10.4%	11	11
Bus	9.7%	79	5.5%	7	10.0%	4	4.5%	3	9.3%	5	13.9%	7	5.5%	7	44.6%	34	3.0%	2	3.7%	4	5.5%	6	6
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Disabled Vehicle (e.g. mobility scooter)	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Taxi	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	1
Train	1.5%	13	2.6%	3	0.6%	0	2.8%	2	0.9%	0	1.8%	1	0.0%	0	1.6%	1	0.7%	0	0.7%	1	3.1%	3	3
Walk	4.8%	39	17.7%	22	0.8%	0	1.3%	1	0.0%	0	8.1%	4	5.8%	7	2.6%	2	0.0%	0	0.7%	1	1.6%	2	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Park & Ride	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0
Plane	2.6%	21	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	6.7%	9	3.3%	3	0.7%	0	0.0%	0	7.5%	8	8
(Don't know / varies)	0.9%	8	1.2%	2	0.6%	0	2.0%	1	0.7%	0	0.9%	0	2.0%	3	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0
Weighted base:	817	125	40	61	58	53	128	77	58	82	68	82	77	109	109	109	109	109	109	109	109	109	109
Sample:	820	83	82	86	92	68	82	79	82	91	75	75	75										

## Banbury Household Survey for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?**  
*Those who specified a location at Q14*

Aylesbury	0.6%	6	0.0%	0	0.0%	0	2.8%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Banbury Town Centre	22.4%	213	33.4%	48	40.8%	18	38.0%	0	0.0%	25	41.1%	0	0.0%	20	29.9%	0	0.0%	5	13.5%	15	9.8%	14	
Bicester Town Centre	2.3%	22	0.8%	1	1.0%	0	0.9%	1	1.1%	1	1.1%	0	0.0%	0	0.0%	18	1.7%	1	0.0%	0	0.0%	0	0.0%
Birmingham	0.5%	5	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.6%	1	0.8%	1	0.8%
Brackley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	1.8%	17	2.3%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	5	3.7%	3	3.3%	2	0.6%	1	0.0%
Chipping Norton	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry	1.1%	10	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.5%	5	3.5%
Daventry	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.2%	3	2.2%
Evesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%
Kidlington	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.2%	4	4.6%	4	0.0%	2	0.0%	0	0.0%
Milton Keynes City Centre	9.6%	91	7.4%	11	7.9%	4	8.3%	6	18.5%	11	0.0%	0	15.1%	0	0.0%	24	3.3%	3	0.0%	0	0.0%	0	23.3%
Northampton	3.5%	33	5.0%	7	1.4%	1	0.0%	0	8.2%	5	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	13.2%
Oxford City Centre	10.2%	97	4.8%	7	6.2%	3	7.7%	5	2.9%	2	20.1%	13	20.0%	2	20.1%	31	38.9%	34	0.7%	0	1.1%	1	0.0%
Reading	0.4%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Royal Leamington Spa	6.9%	66	0.0%	0	4.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	8	46.2%	53	1.0%
Rugby	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.7%
Solihull	0.4%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%
Stratford upon Avon	4.4%	42	1.5%	2	3.2%	1	4.5%	3	0.0%	0	1.8%	1	0.0%	1	1.8%	0	0.0%	0	25.5%	17	15.1%	17	0.0%
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Witney	2.0%	19	0.0%	0	0.0%	0	1.1%	1	0.0%	0	12.7%	8	0.0%	0	12.7%	0	9.3%	8	2.2%	1	0.0%	0	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	1.7%	16	2.9%	4	2.3%	1	2.3%	2	13.7%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	0	2.0%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	0.9%	9	0.8%	1	2.8%	1	0.0%	0	0.6%	0	0.6%	0	2.4%	4	1.1%	4	1.1%	1	0.0%	0	0.0%	0	0.8%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	5.9%	56	18.3%	26	9.0%	4	15.0%	10	2.5%	2	5.8%	4	0.5%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	6.0%
Cowley Retail Park, Oxford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10								
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0							
The Place Retail Park, Milton Keynes	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8							
Internet / delivered	11.8%	113	15.4%	22	16.9%	8	10.8%	7	3.6%	2	10.6%	7	14.2%	9	7.5%	9	12.5%	18	
Home catalogue	1.7%	16	1.8%	3	1.1%	1	2.0%	1	1.3%	1	5.0%	3	2.5%	2	0.0%	2	2.8%	4	
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	
Abroad	1.5%	14	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	7.1%	10	
Burford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	
Cheltenham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	9	0.0%	0	
High Wycombe	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
Maybird Retail Park, Stratford upon Avon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.6%	1	0.0%
Shipston-on-Stour	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.1%	1	0.0%
Stow-on-the-Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Shires Retail Park, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Woodstock	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Outside Study Area	2.1%	20	0.6%	1	0.0%	0	1.1%	1	0.8%	1	1.7%	2	4.0%	3	4.0%	3	0.0%	0	5.5%
(Don't know / can't remember)	2.3%	21	0.0%	0	1.3%	1	1.3%	1	3.8%	2	4.9%	3	0.0%	0	0.7%	0	7.4%	9	1.9%
Weighted base:	951	144	45	67	60	65	156	87	66	115	145								
Sample:	949	93	95	98	97	93	97	91	96	97	92								

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?</b>											
Aylesbury	0.6%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	1	0.6%
Banbury Town Centre	9.4%	94	20.4%	31	22.9%	11	17.8%	12	12.8%	8	4.2%
Bicester Town Centre	2.4%	24	0.0%	0	0.0%	0	1.7%	1	0.0%	0	13.0%
Birmingham	0.2%	2	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%
Brackley	0.2%	2	0.0%	0	0.9%	0	2.0%	1	0.0%	0	0.0%
Central London	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%
Chipping Norton	0.7%	7	0.0%	0	1.1%	0	0.0%	1	0.0%	0	0.0%
Coventry	1.9%	19	7.3%	11	0.7%	0	0.0%	0	0.0%	0	0.0%
Daventry	1.8%	18	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Evesham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes City Centre	5.9%	59	3.8%	6	1.9%	1	11.1%	8	15.2%	9	0.0%
Moreton-in-Marsh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	1.2%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Oxford City Centre	2.4%	24	1.4%	2	0.0%	0	1.1%	1	0.0%	0	7.2%
Reading	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Leamington Spa	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southern	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	1.7%	17	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	9.8%	98	18.5%	28	10.7%	5	16.8%	12	14.3%	9	12.7%
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Botley Road Retail Park, Oxford	1.0%	10	0.0%	0	0.0%	0	1.1%	1	0.8%	1	8.3%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	1.3%	13	7.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%



# Banbury Household Survey for Peter Brett Associates

January 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
at Home)											
Souham Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	1.9%	3.7%	6 9.5%	4 10.8%	7 1.0%	1 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The Place Retail Park, Milton Keynes	1.1%	0.0%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	10 6.7%
Intermet / delivered	6.5%	6.0%	9 6.4%	3 6.1%	4 8.7%	5 5.3%	4 6.2%	10 6.1%	6 6.5%	4 7.3%	9 7.2%
Home catalogue	0.5%	0.6%	1 0.5%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	3 0.0%	0 1.3%	1 0.0%	0 0.0%
Abingdon	1.0%	0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 1.7%	3 6.6%	6 0.0%	0 0.0%	0 0.0%
Cheltenham	0.6%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1 6.8%	5 0.0%	0 0.0%
Faracres Retail Park, Abingdon	0.4%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.2%	4 0.0%	0 0.0%	0 0.0%
High Wycombe	1.1%	0.0%	0 0.7%	0 1.8%	1 0.0%	0 1.5%	1 2.2%	4 4.8%	4 0.0%	0 0.0%	0 0.0%
Maybird Retail Park, Stratford upon Avon	0.3%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.5%	1 1.7%	2 0.0%
Shipston-on-Stour	0.4%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.2%	4 0.0%	0 0.0%
St James Retail Park, Northampton	0.7%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.1%	4 0.0%	0 2.0%
Stow-on-the-Wold	0.1%	0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swindon	0.1%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Woodstock	0.3%	0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.6%	0 0.6%	1 0.8%	1 0.0%	0 0.0%	0 0.0%
Other Zone 3	0.3%	0.8%	1 2.7%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other Outside Study Area (Don't know / cant remember)	3.0%	0.0%	0 0.0%	0 0.7%	0 1.6%	1 9.7%	7 0.6%	1 4.7%	4 3.1%	2 1.7%	2 7.6%
(Don't do this type of shopping)	12.8%	9.5%	15 6.9%	3 11.3%	8 19.5%	12 13.1%	10 12.1%	20 11.7%	11 13.3%	9 14.6%	18 15.5%
	21.4%	18.6%	29 33.6%	16 12.4%	9 19.6%	12 28.2%	21 18.3%	29 22.4%	21 28.7%	19 21.5%	26 21.2%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100

# Banbury Household Survey for Peter Brett Associates

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

**Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?**  
*Those who specified a location at Q18*

Aylesbury	0.6%	4	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Banbury Town Centre	14.4%	95	23.9%	26	33.1%	9	24.4%	0	1.7%	1	0.0%	7	11.9%	13	1.2%	1	4.1%	2	10.6%	8	6.6%	6
Bicester Town Centre	4.4%	29	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	22.5%	25	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.5%	3	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Brackley	0.7%	5	0.0%	0	0.0%	0	1.5%	1	5.1%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	0.5%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.9%	12	2.1%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	10	0.0%	0
Daventry	2.4%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	15
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Kidlington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	6.6%	44	2.0%	2	5.1%	1	9.2%	5	19.7%	7	0.0%	0	4.9%	6	7.0%	4	1.4%	1	0.0%	0	18.2%	18
Moreton-in-Marsh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Northampton	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Oxford City Centre	2.5%	17	2.8%	3	1.6%	0	0.0%	0	0.0%	0	1.8%	1	2.0%	2	16.1%	10	0.0%	0	0.0%	0	0.0%	0
Reading	1.4%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	15.6%	12	1.2%	1
Rugby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Solihull	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	3	0.0%	0
Southam	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Stratford upon Avon	2.4%	16	1.4%	2	1.2%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	11	3.5%	3	0.0%	0
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Warwick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Witney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	12.7%	84	28.6%	32	10.0%	3	20.8%	11	19.7%	7	12.4%	5	3.2%	4	4.3%	3	7.9%	3	14.6%	11	5.5%	5
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.5%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	1.3%	9	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.8%	1	1.1%	1	10.2%	6	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams,	1.6%	11	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Clarks, Gap, H&M, Next & others)											
Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets at Home)	2.1%	14	0.0%	0	0.0%	0	12.0%	13	0.0%	0	0.0%
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	4.7%	31	8.1%	5	13.8%	7	1.7%	2	2.9%	2	0.0%
The Place Retail Park, Milton Keynes	1.9%	13	0.0%	0	2.1%	1	0.0%	0	0.0%	0	11.8%
Internet / delivered	8.1%	53	5.9%	6	11.7%	3	4.6%	2	11.1%	4	11.6%
Home catalogue	1.1%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%
Abingdon	1.5%	10	0.0%	0	0.0%	0	1.7%	1	0.0%	1	3.4%
Burford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	4	9.4%
Cheltenham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.8%
Fairacres Retail Park, Abingdon	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
High Wycombe	1.0%	7	0.0%	0	0.9%	1	1.5%	1	0.0%	1	2.9%
Maybird Retail Park, Stratford upon Avon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shipston-on-Stour	0.7%	5	0.0%	0	0.0%	1	1.5%	0	0.0%	0	0.0%
St James Retail Park, Northampton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.8%
Woodstock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Zone 3	0.4%	3	1.1%	1	2.5%	1	0.9%	0	1.3%	1	2.9%
Other Zone 5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Outside Study Area (Don't know / cant remember)	2.7%	18	0.0%	0	0.0%	0	2.7%	1	4.3%	1	4.4%
	11.4%	75	13.6%	15	5.9%	2	15.4%	8	14.3%	6	10.0%
Weighted base:	659	110	28	52	37	44	112	62	39	77	97
Sample:	633	70	60	70	61	54	70	63	53	70	62

# Banbury Household Survey for Peter Brett Associates

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

**Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?**

Banbury Town Centre	70	23.8%	37	21.5%	10	3.7%	3	4.4%	3	2.6%	2	1.7%	3	0.0%	0	3.5%	2	6.9%	8	2.1%	3
Bicester Town Centre	63	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	36.8%	59	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Brackley	9	0.0%	0	0.0%	0	0.0%	0	12.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chipping Norton	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.7%	1
Daventry	79	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.1%	78
Evesham	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	11	0.0%	0	0.0%	0
Kidlington	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Moreton-in-Marsh	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Northampton	13	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6
Oxford City Centre	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	10.6%	10	1.5%	1	0.0%	0	0.0%	0
Royal Leamington Spa	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	42	0.0%	0
Rugby	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	4
Souham	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Stratford upon Avon	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	14	8.9%	11	0.0%	0
Towcester	14	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	11
Warwick	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Witney	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	8	1.0%	2	0.7%	0	6.7%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	33	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets at Home)	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Southam Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	90	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	52.3%	84	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Templers Retail Park, Oxford	252	59.4%	91	62.8%	29	75.4%	52	47.6%	29	22.3%	17	1.6%	3	0.0%	0	4.8%	3	10.1%	12	10.4%	16
Thornley Leys Park, Witney Internet / delivered Home catalogue	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Abingdon	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	13	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
	14	0.0%	0	0.0%	0	0.7%	0	1.1%	1	3.4%	3	1.9%	3	0.0%	0	2.4%	2	2.5%	3	1.5%	2
	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10							
Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0				
Maybird Retail Park, Stratford upon Avon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.5%	2	0.0%	0				
Shipston-on-Stour	0.6%	6	0.0%	0	0.7%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0				
St James Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Stow-on-the-Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0				
Wellesbourne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0				
Woodstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Other Zone 1	0.3%	3	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Other Zone 5	0.2%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0				
Other Zone 10	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Other Outside Study Area	1.5%	15	0.6%	1	0.0%	0	2.3%	1	9.2%	6	2.9%	3	2.0%	3				
(Don't know / can't remember)	2.5%	25	0.8%	1	1.1%	1	0.0%	0	5.4%	4	0.0%	0	2.1%	3				
(Don't do this type of shopping)	13.6%	136	13.1%	20	11.7%	5	9.8%	7	7.0%	4	29.0%	22	15.7%	11	21.6%	26	8.2%	13
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153							
Sample:	1001	100	100	100	100	100	100	100	100	100	100							

# Banbury Household Survey for Peter Brett Associates

**Total**      **Zone 1**      **Zone 2**      **Zone 3**      **Zone 4**      **Zone 5**      **Zone 6**      **Zone 7**      **Zone 8**      **Zone 9**      **Zone 10**

**Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?**

*Those who specified a location at Q20*

Banbury Town Centre	8.6%	72	28.7%	38	24.0%	10	5.0%	3	4.6%	3	2.5%	1	3.5%	5	0.0%	0	1.1%	1	8.8%	8	2.3%	3
Bicester Town Centre	6.2%	52	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	33.0%	50	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Brackley	0.8%	7	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chipping Norton	0.8%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Covevtry	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	1.4%	2
Daventry	8.5%	71	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.4%	71
Evesham	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	13	0.0%	0	0.0%	0
Kidlington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton-in-Marsh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Northampton	2.2%	18	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9
Oxford City Centre	1.8%	16	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.8%	1	17.2%	11	2.0%	1	0.0%	0	0.0%	0
Royal Leamington Spa	3.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	31	0.0%	0
Rugby	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.6%	5
Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Southam	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Stratford upon Avon	3.5%	30	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	13	16.7%	16	0.0%	0
Towcester	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Warwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Witney	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Braniano, Argos, DFS, Currys, Home Bargains, Boots & others)	1.4%	12	1.2%	2	0.8%	0	8.1%	5	3.2%	2	2.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	1
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	3.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	33	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	0.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford Launton Drive Retail Park, BICESTER (Homebase,	0.7%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	0	1.2%	2	5.1%	3	0.0%	0	0.0%	0	0.0%	0
	10.7%	89	0.0%	0	0.0%	0	2.7%	2	1.4%	2	1.0%	0	55.0%	84	5.6%	3	0.0%	0	0.0%	0	0.0%	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Halfords, Carpetright, Pets at Home)																						
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	27.8%	234	64.0%	85	70.1%	28	78.2%	48	52.8%	29	30.2%	15	1.7%	3	2.4%	1	6.3%	3	7.5%	7	9.7%	13
Templers Retail Park, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
The Place Retail Park, Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Thornley Leys Park, Witney	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	12	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.6%	13	0.0%	0	0.0%	0	1.2%	0	1.2%	1	4.4%	2	2.0%	3	0.0%	0	2.0%	1	3.1%	3	2.4%	3
Home catalogue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.9%	2	0.0%	0
Shipston-on-Stour	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	7	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stow-on-the-Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
The Shires Retail Park, Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wellesbourne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Woodstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.2%	2	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11
Other Outside Study Area	2.6%	22	0.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	10.2%	10	3.5%	5
(Don't know / can't remember)	2.0%	17	1.6%	2	1.5%	1	2.2%	1	2.7%	2	5.1%	3	0.0%	0	1.2%	1	1.4%	1	0.0%	0	5.2%	7
Weighted base:	839	132	40	62	55	51	152	62	53	94	137											
Sample:	796	81	86	87	85	63	91	64	74	80	85											



## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?</b>											
Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury Town Centre	10.9%	109	30.4%	14	16.5%	9	1.7%	1	7.6%	12	0.8%
Bicester Town Centre	3.7%	37	0.0%	0	0.0%	0	0.0%	0	21.1%	34	2.9%
Brackley	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%
Central London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chipping Norton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Coventry	1.5%	15	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Davertry	2.3%	23	0.0%	0	0.0%	0	0.0%	0	15.2%	11	0.0%
Evesham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidlington	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes City Centre	4.6%	46	1.6%	2	10.6%	5	4.0%	3	15.2%	9	0.0%
Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	1.9%	19	0.0%	0	0.5%	0	0.0%	0	1.7%	1	0.0%
Reading	0.8%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%
Royal Leamington Spa	3.0%	30	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Rugby	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.5%	5	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%
Southern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.9%	9	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney	1.1%	11	0.0%	0	0.0%	0	0.0%	0	12.4%	9	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	15.4%	154	42.0%	14	33.7%	23	24.3%	15	15.5%	12	3.2%
Botley Road Retail Park, Oxford	3.9%	39	0.0%	0	1.1%	1	0.0%	0	1.3%	1	5.7%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	0.5%	5	1.7%	3	2.2%	1	0.0%	1	0.0%	0	0.0%
Cowley Retail Park, Oxford John Allen Centre, Cowley, Oxford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	1.6%	16	4.3%	7	0.0%	0	7.4%	5	0.0%	0	1.2%
Internet / delivered Home catalogue TV / Interactive shopping Abingdon Abroad	17.4%	174	7.0%	11	18.0%	8	15.2%	10	19.5%	12	16.9%
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Cheltenham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0
High Wycombe	1.6%	16	0.0%	0	0.6%	0	4.6%	7	1.1%	1	0.0%	0
Maybird Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Stratford upon Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Shipston-on-Stour	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
St. James Retail Park, Northampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stow-on-the-Wold	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shires Retail Park, Leamington Spa	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Wellesbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Zone 9	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other Outside Study Area	5.4%	54	2.9%	4	4.0%	2	5.5%	4	7.2%	4	4.9%	4
(Don't know / cant remember)	12.0%	120	10.2%	16	3.5%	2	9.7%	7	14.3%	9	21.9%	16
(Don't do this type of shopping)												
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153	100
Sample:	1001	100	100	100	100	100	100	100	100	101	100	100

## Banbury Household Survey for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?**  
*Those who specified a location at Q22*

Aylesbury	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Banbury Town Centre	104	38.0%	51	26.0%	11	15.2%	9	9.9%	5	2.3%	1	8.3%	12	4.8%	1	0.0%	3	6.9%	0	0.0%	0	0.0%
Bicester Town Centre	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	39	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Brackley	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Chipping Norton	11	0.0%	0	0.0%	0	0.0%	1	0.0%	0	19.9%	11	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.5%	5	1.5%
Coventry	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%
Evesham	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%
Kidlington	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes City Centre	33	2.8%	4	5.1%	2	4.0%	2	17.8%	9	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%
Moreton-in-Marsh	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Northampton	15	0.0%	0	0.0%	0	1.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%
Oxford City Centre	18	0.7%	1	0.6%	0	2.3%	1	0.8%	0	0.0%	0	5.4%	8	11.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Leamington Spa	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	32	0.9%	1	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	30	0.0%
Rugby	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	3.8%
Solihull	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%
Souham	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Stratford upon Avon	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	2.4%	2	0.0%
Warwick	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Witney	11	0.0%	0	0.0%	0	0.8%	0	0.0%	0	16.0%	9	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	143	40.3%	54	29.5%	13	40.3%	23	36.8%	18	19.4%	11	4.6%	7	0.0%	0	8.3%	4	8.3%	4	3.0%	3	8.3%
Botley Road Retail Park, Oxford	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.7%	8	37.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadfields Retail Park, Aylesbury	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	4	1.6%	2	2.4%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cowley Retail Park, Oxford John Allen Centre, Cowley, Oxford	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southam Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	13	3.3%	4	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Templers Retail Park,	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Oxford	171	8.4%	11	22.1%	9	15.8%	9	20.2%	10	25.8%	14	29.9%	43	4.7%	3	34.8%	18	23.9%	22	23.5%	32
Internet / delivered	0.7%	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.9%	0	0.0%	0	0.0%	0
Home catalogue	0.1%	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Abingdon	1.2%	0.0%	0	0.6%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	6.1%	8
Cheltenham	1.9%	0.0%	0	0.6%	0	1.3%	1	0.8%	0	1.7%	1	5.8%	8	5.9%	4	1.5%	1	0.0%	0	0.6%	1
High Wycombe	0.2%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.1%	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shipston-on-Stour	0.8%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6
St James Retail Park, Northampton	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Shires Retail Park, Leamington Spa	0.6%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0
Wellisbourne	0.3%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Other Zone 9	0.1%	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Other Outside Study Area	1.3%	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.8%	2	1.1%	1	4.3%	6
(Don't know / can't remember)	6.1%	0.7%	1	11.5%	5	7.1%	4	8.5%	4	3.4%	2	1.9%	3	9.6%	7	4.9%	2	7.2%	7	12.2%	16
Weighted base:	827	134	43	58	48	55	145	67	50	91	135										
Sample:	800	84	91	81	79	76	88	71	70	76	84										

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q24 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b>											
Aylesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%
Banbury Town Centre	9.5%	95	33.3%	10	17.0%	6	9.8%	1	4.1%	7	0.0%
Bicester Town Centre	3.9%	39	0.0%	0	1.8%	2	2.5%	1	20.8%	33	2.9%
Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buckley	0.3%	3	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%
Buckingham	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
Central London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.8%
Chipping Norton	2.6%	26	0.0%	0	2.0%	1	0.0%	0	29.8%	22	0.0%
Coventry	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Daventry	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidlington	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leighton Buzzard	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	27.2%
Milton Keynes City Centre	2.0%	20	1.4%	2	2.6%	3	4.8%	0	1.4%	2	0.0%
Moreton-in-Marsh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	0.7%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Oxford City Centre	1.3%	13	0.6%	1	0.0%	0	0.0%	0	3.6%	6	6.8%
Royal Leamington Spa	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southam	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney	0.8%	8	0.0%	0	1.6%	1	0.0%	0	7.0%	5	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	13.7%	137	28.2%	43	33.2%	15	36.4%	22	12.5%	9	4.1%
Botley Road Retail Park, Oxford	2.2%	22	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%
Broadfields Retail Park, Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	0.3%	3	1.0%	2	2.2%	1	0.0%	0	0.0%	0	0.0%
Cowley Retail Park, Oxford John Allen Centre, Cowley, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%
	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%



# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>Q25 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b>											
<i>Those who specified a location at Q24</i>											
Aylesbury	0.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%
Banbury Town Centre	11.7%	95	35.5%	50	21.7%	8	21.7%	0	0.0%	0	0.0%
Bicester Town Centre	5.4%	44	0.0%	0	0.0%	0	0.0%	11	11.5%	6	5.1%
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Brackley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	39	30.9%
Buckingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.6%	5	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Chipping Norton	2.6%	21	0.0%	0	1.1%	0	0.0%	0	1.0%	3	1.0%
Coventry	1.0%	8	0.0%	0	0.0%	0	0.0%	18	0.0%	0	0.0%
Daventry	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Evesham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidlington	2.7%	22	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%
Leighton Buzzard	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	24.8%
Milton Keynes City Centre	2.1%	17	0.0%	0	3.6%	1	2.3%	4	0.0%	0	0.0%
Moreton-in-Marsh	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northampton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	1.5%	12	0.6%	1	0.0%	0	0.8%	0	0.8%	0	0.0%
Royal Leamington Spa	3.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugby	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Stratford upon Avon	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Witney	1.0%	8	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	16.3%	133	34.5%	49	22.7%	9	40.9%	23	37.8%	19	15.3%
Botley Road Retail Park, Oxford	3.4%	28	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.7%
Broadfields Retail Park, Aylesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	0.3%	3	1.1%	2	2.6%	1	0.0%	0	0.0%	0	0.0%
Cowley Retail Park, Oxford John Allen Centre, Cowley, Oxford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%



## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	1.2%	10	4	0	4	0	0	0	0	0	1
Thornley Leys Park, Witney	0.1%	1	0	0	0	0	0	0	0	0	0
Internet / delivered	23.0%	187	19	12	9	25	41	9	18	22	34
Home catalogue	0.7%	6	1	0	0	0	0	1	1	0	1
TV / Interactive shopping	1.2%	10	9	0	0	1	0	1	0	0	0
Abroad	1.2%	10	0	0	0	0	0	1	0	0	8
Cheltenham	0.3%	3	0	0	0	0	0	0	3	0	0
Fairacres Retail Park, Abingdon	0.3%	2	0	0	0	0	0	2	0	0	0
High Wycombe	0.9%	7	0	0	0	0	5	1	1	0	0
Shipston-on-Stour	0.4%	3	0	0	0	0	0	0	3	0	0
St James Retail Park, Northampton	1.1%	9	0	0	0	0	0	0	0	0	9
Swindon	0.1%	1	0	0	0	0	0	0	0	0	0
The Shires Retail Park, Leamington Spa	1.4%	12	0	0	0	0	0	0	0	12	0
Wellesbourne	0.2%	1	0	0	0	0	0	0	0	1	0
Other Zone 5	0.1%	1	0	0	0	0	0	0	0	0	0
Other Outside Study Area (Don't know / can't remember)	7.6%	62	5	7	4	3	5	6	8	9	10
Weighted base:	813	141	39	57	49	56	127	76	54	98	116
Sample:	811	88	87	78	76	77	85	78	78	85	79

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10												
<b>Q26 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b>																							
Banbury Town Centre	19.5%	195	47.8%	73	60.0%	28	59.4%	41	25.4%	16	3.4%	3	5.0%	8	0.0%	0	7.2%	5	8.2%	10	8.0%	12	
Bicester Town Centre	11.7%	117	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	71.8%	116	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0
Brackley	3.3%	33	0.0%	0	2.0%	1	0.0%	0	42.6%	26	6.1%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Buckingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Central London	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Chipping Norton	4.0%	40	0.0%	0	0.0%	0	5.5%	4	0.0%	0	41.3%	31	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0
Davenry	9.2%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.1%	92	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0
Kidlington	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1	47.8%	45	0.0%	0	0.0%	0	0.0%	0	0
Milton Keynes City Centre	1.2%	12	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.7%	3	0.0%	0	17.7%	12	0.0%	0	0.0%	0	8
Moreton-in-Marsh	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1
Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Oxford City Centre	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	9	13.7%	13	0.0%	0	0.0%	0	0.0%	0	1
Reading	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Royal Leamington Spa	4.5%	45	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	43	0.0%	0	0
Rugby	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.0%	6	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0
Southam	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	27	0.0%	0	0
Stratford upon Avon	2.6%	26	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	8.0%	10	0.0%	0	0
Thame Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0
Towcester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	7	0
Warwick	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0
Witney	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	21	0.0%	0	6.0%	6	1.1%	1	0.0%	0	0.0%	0	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	3.4%	34	10.2%	16	11.3%	5	9.4%	6	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	4.2%	42	19.0%	29	8.2%	4	9.8%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0
Cowley Retail Park, Oxford Internet / delivered Home catalogue Abingdon Abroad Burford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
	3.7%	37	7.0%	11	0.0%	0	4.0%	3	3.1%	2	4.0%	3	2.5%	4	3.5%	3	5.5%	4	1.8%	2	3.5%	5	0
	0.8%	8	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	1.4%	2	0
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0
	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Charlbury	4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheltenham	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
Maybird Retail Park, Stratford upon Avon	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Middleton Cheney	3	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shipston-on-Stour	11	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	12.2%	0.6%	0.0%
Stow-on-the-Wold	7	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	9.5%	0.0%	0.0%
Swindon	1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wellesbourne	5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.8%	0.0%
Woodstock	12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%
Other Zone 3	2	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 5	1	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 9	3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%
Other Zone 10	1	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other Outside Study Area	14	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%	5.8%	0.0%	0.0%	0.6%
(Don't know / can't remember)	10	0.0%	0.0%	1.8%	1.0%	1.7%	0.0%	1.0%	2.5%	2.5%	0.9%
(Don't do this type of shopping)	66	11.9%	5.9%	5.0%	3.0%	4.2%	4.1%	5.2%	5.3%	8.3%	3.4%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100

# Banbury Household Survey for Peter Brett Associates

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Q27 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?**

*Those who specified a location at Q26*

Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0		
Banbury Town Centre	20.7%	191	48.1%	65	49.6%	22	54.7%	35	38.2%	20	11.4%	8	3.6%	5	3.9%	3	8.9%	6	13.1%	14	8.9%	13
Bicester Town Centre	11.9%	110	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.4%	106	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Brackley	3.2%	30	0.0%	0	1.5%	1	1.9%	1	42.3%	22	6.5%	5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	3.5%	32	0.0%	0	0.0%	0	5.8%	4	0.0%	0	33.4%	24	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Daventry	9.9%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	92
Evesham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Kidlington	4.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	40	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	1.8%	17	1.6%	2	0.0%	0	0.0%	0	4.9%	3	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.7%	1	4.5%	7
Moreton-in-Marsh	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	10	0.0%	0	0.0%	0
Northampton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Oxford City Centre	4.3%	40	0.7%	1	0.0%	0	0.7%	0	0.0%	0	5.6%	4	10.8%	17	20.4%	18	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa	3.4%	31	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	25.2%	27	0.0%	0
Rugby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.1%	4
Souham	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	23	0.0%	0
Stratford upon Avon	2.8%	26	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	15	9.8%	11	0.0%	0
Thame Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Towcester	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Warwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Witney	2.1%	20	0.0%	0	0.0%	0	0.9%	1	0.0%	0	22.8%	16	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	4.6%	42	15.6%	21	15.9%	7	12.2%	8	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Botley Road Retail Park, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	4.9%	45	22.2%	30	15.3%	7	10.6%	7	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Cowley Retail Park, Oxford Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Home catalogue	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	3.4%	31	7.9%	11	2.6%	1	3.3%	2	0.9%	0	4.8%	3	4.4%	7	0.0%	0	0.0%	0	2.1%	2	3.1%	4
Abingdon	0.7%	7	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.2%	1	1.7%	2	0.0%	0
	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

**Banbury Household Survey  
for Peter Brett Associates**

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Abroad	1.0%	9	0.0%	0	0.0%	0	0.0%	1	0.0%	0	5.6%	8
Burford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.3%	3
Middleton Cheney	0.3%	3	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour	0.9%	9	0.0%	0	3.3%	2	0.0%	0	9.4%	6	0.7%	1
Stow-on-the-Wold	0.8%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	6	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellesbourne	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.6%	5
Woodstock	1.3%	12	0.0%	0	0.0%	0	0.0%	12	0.0%	0	0.0%	0
Other Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.2%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other Zone 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Other Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Study Area	2.2%	20	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / can't remember)	1.6%	15	0.0%	0	1.9%	1	0.0%	2	2.1%	1	1.7%	2
Weighted base:	925	135	44	64	53	71	154	88	63	107	146	
Sample:	921	91	94	92	88	92	94	93	91	91	95	

# Banbury Household Survey for Peter Brett Associates

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

**Q28 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**

Aylesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1				
Banbury Town Centre	9.4%	94	25.2%	12	16.8%	0	0.8%	9	4.8%	4	3.5%	6	1.0%	1	2.4%	2	6.3%	8	2.7%	4
Bicester Town Centre	5.7%	57	0.0%	0	0.9%	1	0.6%	0	0.8%	1	33.6%	54	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brackley	0.4%	4	0.8%	1	1.3%	1	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Chipping Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	9	0.0%	0
Davertry	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25
Evesham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0
Kidlington	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	1.2%	12	2.6%	4	0.7%	0	0.0%	5	0.6%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	2
Moreton-in-Marsh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.9%	9	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Oxford City Centre	2.2%	22	1.1%	2	0.7%	0	0.0%	1	4.8%	3	0.0%	0	0.0%	7	0.0%	1	0.0%	0	0.0%	0
Royal Leamington Spa	1.6%	16	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	4	5.3%	9	7.3%	0	0.0%	1	12.0%	14
Rugby	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Souham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stratford upon Avon	1.9%	19	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	16.1%	11	5.2%	6	0.0%	0
Towcester	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	3	0.0%	0
Witney	1.3%	13	0.0%	0	0.0%	0	0.0%	0	15.1%	11	0.0%	0	0.0%	1	1.9%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	1.3%	13	4.3%	7	3.8%	2	5.3%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.3%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	0.2%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Botley Road Retail Park, Oxford	1.8%	18	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	4	13.1%	12	0.0%	0	0.0%	0	0.0%	0
Broadfields Retail Park, Aylesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping	1.6%	16	5.1%	8	7.5%	3	2.4%	2	2.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	2 2.7%	3 0.0%	0 0.0%	0 0.0%
Cowley Retail Park, Oxford Launton Drive Retail Park, BICESTER (Homebase, Halfords, Carpetright, Pets at Home)	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	3 0.8%	1 0.0%	0 0.0%	0 0.0%
Southam Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	2.4%	24 6.1%	9 2.1%	1 4.4%	3 10.0%	6 3.2%	1 0.8%	1 0.0%	0 0.8%	1 0.0%	0 0.0%
Templars Retail Park, Oxford	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%
Internet / delivered Home catalogue	16.6%	166 16.6%	25 20.0%	9 13.4%	9 19.1%	12 15.4%	12 14.2%	23 3.5%	3 11.2%	8 20.2%	24 26.8%
Abingdon	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	2 0.0%	0 2.4%	2 0.0%	0 0.0%
Abroad	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.0%	0 0.0%
Cheltenham	0.8%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cheltenham	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Maybird Retail Park, Stratford upon Avon	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	1 0.0%	0 0.0%
Shipston-on-Stour St James Retail Park, Northampton	0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swindon	0.5%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.5%
Other Zone 10	0.1%	1 0.0%	0 0.7%	0 0.0%	0 0.0%	0 1.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other Outside Study Area (Don't know / cant remember)	0.7%	7 0.0%	0 0.0%	0 0.0%	0 1.1%	0 0.0%	0 1.1%	2 0.0%	0 0.0%	0 0.0%	0 2.7%
(Don't do this type of shopping)	0.9%	9 0.8%	1 0.7%	0 0.0%	0 0.6%	0 2.3%	1 0.6%	1 2.9%	3 0.0%	0 1.5%	2 0.0%
	3.7%	37 1.6%	2 0.9%	0 3.7%	3 0.6%	0 4.3%	3 6.4%	10 6.2%	6 2.4%	2 2.8%	3 4.6%
	36.5%	365 34.7%	53 32.5%	15 46.5%	32 31.5%	19 44.3%	33 23.6%	38 53.4%	50 46.5%	32 38.3%	46 30.3%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**Q29 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**  
*Those who specified a location at Q28*

Aylesbury	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
Banbury Town Centre	15.2%	91	36.9%	36	32.6%	10	0.0%	8	19.7%	0	16.0%	6	8.2%	9	0.0%	0	4.3%	1	4.5%	0	0.0%	3	6.2%	6	
Bicester Town Centre	6.9%	41	0.0%	0	0.0%	0	0.9%	0	0.9%	0	1.6%	1	35.0%	39	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brackley	0.5%	3	0.0%	0	0.0%	0	0.0%	3	7.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	
Chipping Norton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	10	0.0%	0	
Daventry	4.3%	26	0.0%	0	0.0%	1	1.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	25	
Evesham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	
Kidlington	2.7%	16	4.0%	4	1.1%	0	0.0%	0	0.0%	0	1.6%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Milton Keynes City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	
Moreton-in-Marsh	1.8%	11	0.0%	0	0.0%	1	6.8%	3	10.5%	4	1.6%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	
Northampton	4.7%	28	0.9%	1	1.1%	0	5.5%	2	0.0%	0	12.4%	5	8.4%	9	28.6%	11	0.0%	0	0.0%	0	0.0%	0	7.1%	7	
Oxford City Centre	3.1%	18	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	20.8%	1	20.8%	15	0.0%	0	
Royal Leamington Spa	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.2%	2	
Rugby	0.4%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	
Solihull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Southern	2.1%	12	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	21.1%	7	4.9%	3	0.0%	0	0.0%	0	
Stratford upon Avon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Towcester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Warwick	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	7	0.0%	0	5.8%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	
Witney	2.6%	16	6.4%	6	13.7%	4	9.3%	3	1.2%	0	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	
BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	0.9%	5	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	2.1%	13	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.0%	2	24.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Botley Road Retail Park, Oxford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Broadfields Retail Park, Aylesbury																									



# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10															
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	2.3%	14	5.5%	5	11.2%	3	6.2%	2	4.3%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Cowley Retail Park, Oxford	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.9%	5	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Southern Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	2.9%	17	8.7%	9	3.1%	1	7.9%	3	10.3%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Templers Retail Park, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	27.3%	164	25.4%	25	20.4%	6	26.7%	9	27.3%	11	16.7%	6	22.0%	25	3.9%	1	24.3%	8	40.7%	29	42.3%	42	42.3%	42	42.3%	42
Home catalogue	0.7%	4	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.2%	0	1.6%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Retail Park, Stratford upon Avon	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Shipston-on-Stour	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St James Retail Park, Northampton	0.9%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	4.2%	4
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	5.3%	5
Other Outside Study Area	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	0	4.1%	2	0.9%	1	3.9%	1	3.0%	1	1.0%	1	1.0%	1	3.1%	3	3.1%	3
(Don't know / can't remember)	3.6%	22	6.1%	6	4.7%	1	0.0%	0	5.6%	2	3.0%	1	4.1%	5	7.2%	3	0.0%	0	2.5%	2	1.5%	1	1.5%	1	1.5%	1
Weighted base:	599	98	31	34	42	39	113	38	35	71	100	100														
Sample:	526	53	59	52	58	43	66	40	50	54	51	51														

## Banbury Household Survey for Peter Brett Associates

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
<b>Q30 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>																					
Banbury Town Centre	13.6%	34.0%	52	34.9%	16	26.8%	18	20.6%	13	12.3%	9	4.8%	8	3.1%	3	3.2%	2	7.2%	9	4.0%	6
Bicester Town Centre	2.9%	0.0%	0	0.0%	0	0.7%	0	2.3%	1	0.0%	0	16.5%	27	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.2%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brackley	0.7%	0.0%	0	0.9%	0	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.6%	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.9%	1	0.8%	1	0.0%	0
Chipping Norton	1.1%	0.0%	0	0.0%	0	2.8%	2	0.0%	0	9.3%	7	0.0%	0	0.8%	1	2.2%	1	0.0%	0	0.0%	0
Coventry	0.2%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1
Daventry	2.8%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28
Evesham	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Kidlington	0.6%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	1.5%	1.4%	2	0.0%	0	0.0%	0	6.9%	4	0.0%	0	2.5%	4	1.3%	1	0.0%	0	0.0%	0	2.2%	3
Moreton-in-Marsh	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Northampton	0.9%	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Oxford City Centre	4.1%	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.7%	1	5.9%	9	28.4%	27	0.0%	0	0.0%	0	1.5%	2
Royal Leamington Spa	3.9%	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	35	1.5%	2
Solihull	0.1%	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Southam	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Stratford upon Avon	1.3%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	10	2.8%	3	0.0%	0
Towcester	0.2%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Winey	1.5%	0.6%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0	0.0%	4	0.6%	0	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	1.9%	8.1%	12	0.0%	0	2.3%	2	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.1%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	0.8%	0.0%	0	0.0%	0	0.9%	1	2.2%	1	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	2.4%	8.9%	14	7.5%	3	6.2%	4	2.5%	2	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southam Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	0.2%	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Internet / delivered	36.2%	28.4%	38.9%	18	40.2%	28	23.6%	15	33.1%	25	43.8%	71	24.3%	23	51.1%	35	31.6%	38	44.2%	68	
Home catalogue	0.1%	0.0%	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
TV / Interactive shopping	0.1%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Abroad	0.3%	0.0%	0.0%	0	1.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.6%	1	
Burford	0.0%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Charlbury	0.0%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheltenham	0.2%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	
Fairacres Retail Park, Abingdon	0.1%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
High Wycombe	0.1%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
Maybird Retail Park, Stratford upon Avon	0.2%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	
Middleton Cheney	0.1%	0.0%	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shipston-on-Stour	0.0%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	
Stow-on-the-Wold	0.1%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
Woodstock	0.3%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	
Other Zone 3	0.0%	0.0%	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Zone 9	0.1%	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Other Outside Study Area	0.9%	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
(Don't know / can't remember)	2.6%	0.0%	0	2.0%	1	5.3%	4	3.1%	2	2.3%	2	3.2%	5	1.8%	2	2.5%	2	1.6%	2	4.6%	7
(Don't do this type of shopping)	16.6%	15.3%	24	14.0%	6	10.9%	8	15.1%	9	25.5%	19	12.7%	20	22.7%	21	13.1%	9	20.1%	24	16.8%	26
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153										
Sample:	1001	100	100	100	100	100	100	100	100	101	100										

## Banbury Household Survey for Peter Brett Associates

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Zone 9 Zone 10

**Q31 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**  
*Those who specified a location at Q30*

Banbury Town Centre	17.4%	141	38.3%	50	31.1%	12	35.6%	20	30.0%	15	14.0%	8	10.7%	14	4.2%	3	5.1%	3	6.3%	6	7.8%	9
Bicester Town Centre	3.4%	28	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	19.2%	26	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.3%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	1	0.0%	0
Brackley	0.7%	5	0.0%	0	0.0%	0	0.8%	0	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	6	1.7%	2	1.6%	1	1.9%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chipping Norton	2.1%	17	0.0%	0	0.0%	0	3.4%	2	0.8%	0	23.0%	12	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Covestry	0.5%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	3
Daventry	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	21
Evesham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Kidlington	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10	0.0%	0	0.0%	0	0.0%	0
Milton Keynes City Centre	2.6%	21	2.3%	3	0.0%	0	0.0%	0	12.2%	6	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Moreton-in-Marsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Norhampton	1.4%	12	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	7
Oxford City Centre	6.0%	49	0.9%	1	2.5%	1	3.3%	2	0.0%	0	3.5%	2	9.8%	13	39.1%	28	0.0%	0	0.0%	0	1.6%	2
Reading	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Leamington Spa	4.8%	39	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	37.9%	36	0.9%	1
Rugby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Solihull	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Souham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Stratford upon Avon	1.9%	15	0.9%	1	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	8	5.8%	5	0.0%	0
Towcester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Witney	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	8	0.0%	0	4.1%	3	2.0%	1	0.0%	0	0.0%	0
Banbury Cross Retail Park, BANBURY (Brantano, Argos, DFS, Currys, Home Bargains, Boots & others)	2.5%	20	9.6%	12	1.6%	1	3.7%	2	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bicester Avenue Retail Park, Oxford Road, BICESTER (Lakeland, Hobbycraft, Laura Ashley, Cotton Traders, Pets Corner & others)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicester Village Factory Outlet, BICESTER (Levi's, Lacoste, Versace, Timberland, Ted Baker, Gucci, All Saints, Dior & others)	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.7%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Castle Quay Shopping Centre, BANBURY (BHS, Burton, Debenhams, Clarks, Gap, H&M, Next & others)	3.4%	27	11.9%	16	9.6%	4	5.8%	3	3.0%	2	0.9%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	1.2%	1

## Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Southam Road, BANBURY (Homebase, Halfords, B&Q, Staples and Wickes)	0.2%	1	0	0	0	0	0	0	0	1.3%	0
Internet / delivered	38.7%	313	29.5%	38	47.4%	18	38.2%	22	21.0%	11	38.0%
Home catalogue	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.4%	3	0.0%	0	0.0%	0	1.3%	1	1.0%	0	0.0%
Burford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Maybird Retail Park, Stratford upon Avon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Middleton Cheney	0.1%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Shipston-on-Stour	0.4%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%
Stow-on-the-Wold	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodstock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other Outside Study Area	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
(Don't know / can't remember)	2.3%	19	1.8%	2	2.6%	1	1.6%	1	0.8%	0	0.9%
Weighted base:	809	130	39	57	50	54	135	71	57	94	120
Sample:	771	84	76	79	76	71	80	72	81	76	76
<b>GEN Gender of respondent:</b>											
Male	27.4%	275	28.3%	44	28.7%	13	31.9%	22	28.3%	17	20.0%
Female	72.6%	727	71.7%	110	71.3%	33	68.1%	47	71.7%	44	80.0%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100
<b>AGE Could I ask how old you are please?</b>											
18 to 24	4.2%	42	2.3%	4	8.7%	4	0.0%	0	0.0%	0	5.0%
25 to 34	14.9%	149	16.6%	26	21.2%	10	12.6%	9	17.8%	14	17.9%
35 to 44	19.3%	194	23.9%	37	16.1%	7	6.4%	4	13.6%	8	7.7%
45 to 54	19.4%	194	18.1%	28	14.4%	7	15.5%	11	19.4%	12	6.6%
55 to 64	17.7%	177	15.8%	24	15.1%	7	33.7%	23	20.2%	12	23.8%
65 +	22.6%	226	21.3%	33	23.6%	11	27.4%	19	25.9%	16	36.5%
(Refused)	1.9%	19	1.9%	3	0.9%	0	4.4%	3	3.1%	2	2.1%
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100

# Banbury Household Survey for Peter Brett Associates

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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**ADU How many adults aged 16 years and over, including yourself, live in your household?**

One	15.8%	159	15.7%	24	15.4%	7	9.6%	7	13.2%	8	22.2%	17	11.1%	18	33.4%	31	18.0%	12	12.2%	15	13.0%	20
Two	57.3%	574	58.3%	90	62.6%	29	65.4%	45	60.5%	37	44.3%	33	54.3%	87	44.2%	42	59.4%	40	66.4%	80	59.1%	90
Three	16.2%	162	13.1%	20	17.5%	8	15.0%	10	11.2%	7	10.8%	8	24.5%	39	15.4%	14	19.2%	13	11.9%	14	18.0%	28
Four or more (Refused)	8.1%	82	11.1%	17	3.5%	2	5.4%	4	11.8%	7	12.7%	9	10.1%	16	3.1%	3	2.7%	2	7.0%	8	8.5%	13
	2.5%	25	1.9%	3	0.9%	0	4.6%	3	3.3%	3	10.1%	8	0.0%	0	3.9%	4	0.6%	0	2.4%	3	1.5%	2
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153											
Sample:	1001	100	100	100	100	100	100	100	100	100	100											

**CHI How many children aged 15 years and under, live in your household?**

None	63.5%	636	61.0%	94	63.7%	30	81.0%	56	65.1%	40	66.3%	50	50.1%	81	83.8%	79	59.8%	41	60.6%	73	61.6%	94
One	12.3%	124	16.8%	26	10.1%	5	6.4%	4	6.1%	4	9.4%	7	15.9%	26	8.2%	8	18.4%	12	6.3%	8	16.0%	25
Two	18.9%	189	18.9%	29	21.2%	10	6.0%	4	23.6%	14	12.2%	9	28.2%	45	4.9%	5	18.9%	13	24.7%	30	19.5%	30
Three	2.5%	25	1.4%	2	2.7%	1	3.1%	2	1.6%	2	2.2%	1	3.4%	5	0.0%	0	2.4%	2	6.0%	7	1.4%	2
Four or more (Refused)	0.5%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.3%	23	1.9%	3	0.9%	0	3.5%	2	3.6%	2	9.0%	7	0.0%	0	3.1%	3	0.6%	0	2.4%	3	1.5%	2
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153											
Sample:	1001	100	100	100	100	100	100	100	100	100	100											

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

None	8.4%	84	11.7%	18	3.3%	2	2.4%	2	8.0%	5	15.3%	11	2.3%	4	12.6%	12	9.1%	6	5.3%	6	12.1%	19
One	30.7%	308	34.7%	53	31.4%	15	23.5%	16	30.4%	19	41.9%	31	21.1%	34	48.6%	46	39.5%	27	27.6%	33	22.3%	34
Two	46.6%	466	43.6%	67	46.9%	22	55.0%	38	44.5%	27	27.5%	21	57.6%	93	31.6%	30	38.7%	26	51.2%	62	53.3%	82
Three or more (Refused)	11.9%	119	8.0%	12	17.5%	8	15.7%	11	14.0%	9	6.9%	5	19.0%	31	4.1%	4	12.1%	8	13.5%	16	9.7%	15
	2.4%	24	1.9%	3	0.9%	0	3.5%	2	3.1%	2	8.4%	6	0.0%	0	3.1%	3	0.6%	0	2.4%	3	2.4%	4
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153											
Sample:	1001	100	100	100	100	100	100	100	100	100	100											

**ZON Zone**

Zone 1	15.3%	154	100.0%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.6%	46	0.0%	0	100.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	6.9%	69	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.1%	61	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	16.1%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	9.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94	0.0%	0	0.0%	0	0.0%	0
Zone 8	6.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0
Zone 9	12.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120	0.0%	0
Zone 10	15.3%	153	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	153
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153											
Sample:	1001	100	100	100	100	100	100	100	100	100	100											

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted  
Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
<b>PC Postcode Sector</b>											
CV339	2.6%	0	0	0	0	0	0	0	0	26	0
CV350	1.8%	0	0	0	0	0	0	0	0	18	0
CV359	1.8%	0	0	0	0	0	0	0	0	18	0
CV364	1.9%	0	0	0	0	0	0	0	19	0	0
CV365	1.1%	0	0	0	0	0	0	0	11	0	0
CV470	1.7%	0	0	0	0	0	0	0	17	0	0
CV471	1.4%	0	0	0	0	0	0	0	14	0	0
CV472	0.9%	0	0	0	0	0	0	0	9	0	0
CV477	0.3%	0	0	0	0	0	0	0	3	0	0
CV478	1.3%	0	0	0	0	0	0	0	13	0	0
CV479	0.2%	0	0	0	0	0	0	0	2	0	0
GL541	0.6%	0	0	0	0	0	0	0	6	0	0
GL560	2.1%	0	0	0	0	0	0	0	21	0	0
GL569	1.0%	0	0	0	0	0	0	0	10	0	0
NN110	2.1%	0	0	0	0	0	0	0	21	0	0
NN112	0.1%	0	0	0	0	0	0	0	1	0	0
NN113	1.9%	0	0	0	0	0	0	0	19	0	0
NN114	3.1%	0	0	0	0	0	0	0	31	0	0
NN116	1.2%	0	0	0	0	0	0	0	12	0	0
NN117	1.4%	0	0	0	0	0	0	0	14	0	0
NN118	0.8%	0	0	0	0	0	0	0	8	0	0
NN119	2.5%	0	0	0	0	0	0	0	25	0	0
NN128	2.1%	0	0	0	0	0	0	0	21	0	0
NN135	2.0%	0	0	0	0	0	0	0	20	0	0
NN136	3.5%	0	0	0	0	0	0	0	35	0	0
NN137	0.7%	0	0	0	0	0	0	0	7	0	0
OX150	0.5%	0	0	0	0	0	0	0	5	0	0
OX154	2.5%	0	0	0	0	0	0	0	25	0	0
OX155	2.4%	0	0	0	0	0	0	0	24	0	0
OX156	0.6%	0	0	0	0	0	0	0	6	0	0
OX160	4.5%	45	13.5%	0	0	0	0	0	45	0	0
OX161	3.2%	32	20.9%	0	0	0	0	0	32	0	0
OX162	0.6%	6	3.8%	0	0	0	0	0	6	0	0
OX163	0.8%	8	5.1%	0	0	0	0	0	8	0	0
OX164	1.5%	15	9.6%	0	0	0	0	0	15	0	0
OX165	0.6%	6	3.9%	0	0	0	0	0	6	0	0
OX169	4.2%	42	27.6%	0	0	0	0	0	42	0	0
OX171	1.4%	14	0.0%	0	0	0	0	0	14	0	0
OX172	2.6%	26	0.0%	0	0	0	0	0	26	0	0
OX173	1.5%	15	0.0%	0	0	0	0	0	15	0	0
OX201	2.4%	24	0.0%	0	0	0	0	0	24	0	0
OX251	0.5%	5	0.0%	0	0	0	0	0	5	0	0
OX252	0.5%	5	0.0%	0	0	0	0	0	5	0	0
OX253	0.3%	3	0.0%	0	0	0	0	0	3	0	0
OX254	0.5%	5	0.0%	0	0	0	0	0	5	0	0

## Banbury Household Survey for Peter Brett Associates

By Zone Weighted

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
OX255	0.4%	4	0	0	0	0	4	0	0	0	0
OX261	0.1%	1	0	0	0	0	1	0	0	0	0
OX262	2.5%	25	0	0	0	0	25	0	0	0	0
OX263	2.3%	23	0	0	0	0	23	0	0	0	0
OX264	3.2%	32	0	0	0	0	32	0	0	0	0
OX265	0.7%	7	0	0	0	0	7	0	0	0	0
OX266	3.2%	32	0	0	0	0	32	0	0	0	0
OX270	0.6%	6	0	0	0	0	6	0	0	0	0
OX277	0.5%	5	0	0	0	0	5	0	0	0	0
OX278	1.1%	11	0	0	0	0	11	0	0	0	0
OX5 1	2.9%	29	0	0	0	0	0	29	0	0	0
OX5 2	3.0%	30	0	0	0	0	0	30	0	0	0
OX5 3	0.9%	9	0	0	0	0	0	9	0	0	0
OX7 3	2.5%	25	0	0	0	25	0	0	0	0	0
OX7 4	0.1%	1	0	0	0	1	0	0	0	0	0
OX7 5	2.5%	25	0	0	0	25	0	0	0	0	0
OX7 6	2.1%	21	0	0	0	21	0	0	0	0	0
OX7 7	0.3%	3	0	0	0	3	0	0	0	0	0
Weighted base:	1001	154	46	69	61	75	161	94	68	120	153
Sample:	1001	100	100	100	100	100	100	100	100	101	100



## Appendix C Retail Impact Assessment Tables

# Banbury Retail Assessment

Table 1 - Proposed Development Turnover

GIA	Scenario A: maximum convenience			Scenario B: maximum comparison		
	Convenience	Comparison	Total net sales	Convenience	Comparison	Total net sales
Floor areas	2,292	405	2,697	1,888	809	2,697
Sales density	£12,269	£6,091		£12,269	£6,091	
Turnover						
2014	£28.13	£2.46	£30.59	£23.16	£4.93	£28.09
2019	£28.55	£2.65	£31.20	£23.51	£5.31	£28.82

**Notes:**

Flexibility sought over proportion of convenience and comparison goods, subject to a range with maxima of 85% convenience goods and 30% comparison goods i.e. minimum 70% convenience and 15% comparison. Possible occupation scenarios range between a) 85% convenience & 15% comparison or b) 70% convenience and 30% comparison goods. Maximum overall net sales area of 2,697 sqm net.

# Banbury Retail Assessment

Table 2 - Existing Retail Provision

	Net sales area sqm	Convenience net sales area sqm	Sales density £/sqm	Benchmark turnover		Comparison net sales area sqm	Sales density £/sqm	Benchmark turnover		Total benchmark turnover	
				2015 £M	2019 £M			2015 £M	2019 £M	2015 £M	2019 £M
<b>Zone 1 centres and stores</b>											
Marks & Spencer, Banbury	964	868	£11,699	£10.15	£10.27	96	£7,905	£0.76	£0.81	£10.91	£11.08
Tesco Express, High Street, Banbury	280	224	£11,967	£2.68	£2.71	56	£10,497	£0.59	£0.62	£3.27	£3.34
Morrisons, Banbury	3,036	2,398	£13,221	£31.71	£32.09	638	£8,988	£5.73	£6.08	£37.44	£38.17
Aldi, Banbury	743	557	£11,636	£6.48	£6.56	186	£7,361	£1.37	£1.45	£7.85	£8.01
Sainsbury's, Banbury	4,147	3,110	£14,237	£44.28	£44.81	1,037	£5,757	£5.97	£6.33	£50.25	£51.15
Tesco Extra, Banbury	5,436	3,842	£11,967	£43.69	£44.11	1,794	£10,497	£18.83	£19.99	£62.42	£64.10
<b>Zone 4 centres and stores</b>											
Waitrose, Brackley	1,166	897	£12,269	£11.01	£11.14	299	£6,091	£1.82	£1.93	£12.83	£13.07
Tesco, Brackley	1,718	1,203	£11,967	£14.39	£14.56	515	£10,497	£5.41	£5.74	£19.80	£20.31
<b>Zone 5 centres and stores</b>											
Co-op, Chipping Norton	743	824	£4,858	£3.03	£3.07	120	£3,172	£0.38	£0.40	£3.41	£3.47
Sainsbury's, Chipping Norton	638	542	£14,237	£7.72	£7.81	96	£5,757	£0.55	£0.58	£8.27	£8.40
<b>Zone 6 centres and stores</b>											
Sainsbury's, Bicester	4,842	3,147	£14,237	£44.81	£45.35	1,695	£5,757	£9.76	£10.36	£54.56	£55.70
Tesco Metro, Bicester	1,162	1,046	£11,967	£12.52	£12.67	116	£10,497	£1.22	£1.29	£13.73	£13.96
Marks & Spencer, Bicester	401	361	£11,699	£4.22	£4.27	40	£7,905	£0.32	£0.34	£4.54	£4.61
Tesco, Bicester	1,890	1,607	£11,967	£19.22	£19.46	284	£10,497	£2.98	£3.16	£22.20	£22.62
<b>Zone 7 centres and stores</b>											
Co-op, Kidlington	139	125	£4,858	£0.61	£0.62	14	£3,172	£0.04	£0.05	£0.65	£0.66
Tesco Metro, Kidlington		1,029	£11,967	£12.31	£12.46		£10,497	£0.00	£0.00	£12.31	£12.46
Kidlington town centre	2,620	2,620	£3,500	£9.17	£9.28	3,169	£3,500	£11.09	£11.77	£20.26	£21.05
Sainsbury's, Kidlington	4,588	3,441	£14,237	£48.99	£49.58	1,147	£5,757	£6.60	£7.01	£56.59	£56.59
<b>Zone 9 centres and stores</b>											
Tesco, Southam	1,847	1,699	£11,967	£20.33	£20.58	148	£10,497	£1.55	£1.65	£21.89	£22.23
<b>Zone 10 centres and stores</b>											
Waitrose, Daventry	1,931	1,578	£12,269	£19.36	£19.59	353	£6,091	£2.15	£2.28	£21.51	£21.88
Tesco, Daventry	2,835	2,064	£11,967	£24.70	£25.00	771	£10,497	£8.10	£8.59	£32.80	£33.59
Co-op, Daventry	125	105	£4,858	£0.51	£0.52	20	£3,172	£0.06	£0.07	£0.58	£0.59
<b>Commitments</b>											
Spiceball site, Banbury (13/01601/OUT)	2,500	1,875	£13,020	£24.41	£24.71	625	£7,980	£4.99	£5.29	£29.40	£30.00
Banbury Gateway (11/01870/F)	18,923	938	£11,699	£10.97	£11.11	17,984	£4,754	£85.49	£90.74	£96.46	£101.84
Sainsbury's Brackley (S/2013/0149/MAF)	4,347	3,139	£14,237	£44.69	£45.23	1,208	£5,757	£8.95	£7.38	£51.64	£52.61
Tesco Oxford Road Bicester (12/01193/F)	3,261	1,485	£11,967	£17.77	£17.99	1,776	£10,497	£18.64	£19.79	£36.41	£37.77

**Notes:**

Sales areas sourced from IGD and sales densities derived from Verdict

Sales efficiency of 0.3% and 1.5% pa applied to convenience and comparison floorspace

Planning application documents used to derive floor areas for commitments and stores that have opened since IGD published

M&S convenience sales density used for Banbury Gateway commitment. Scenario 1 adopted from WYG RIA and turnover in 2014, based on WYG efficiency growth. Converted into 2013 prices.

No confirmed operator for Spiceball foodstore. In line with RIA, average for main five convenience foodstore operators used but updated from most recent Verdict data

# Banbury Retail Assessment

Table 3 - Population Projections

	2011	2014	2017	2019	2021	Numeric change 2011-21	Percentage change 2011-21
Zone 1 - Banbury	47,331	47,799	49,124	49,921	50,709	3,378	7.1%
Zone 2 - Cropredy, Middleton Cheney	14,803	14,953	15,392	15,680	15,973	1,170	7.9%
Zone 3 - Deddington, Adderbury, Bodicote	21,055	21,260	21,859	22,228	22,595	1,540	7.3%
Zone 4 - Brackley	18,798	18,987	19,577	19,974	20,377	1,579	8.4%
Zone 5 - Chipping Norton, Charlbury	23,658	23,908	24,652	25,134	25,616	1,958	8.3%
Zone 6 - Bicester	50,238	50,734	52,153	53,026	53,882	3,644	7.3%
Zone 7 - Kidlington	29,659	29,957	30,818	31,341	31,862	2,203	7.4%
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	21,281	21,423	21,857	22,149	22,455	1,174	5.5%
Zone 9 - Southam	36,730	37,068	38,094	38,786	39,491	2,761	7.5%
Zone 10 - Daventry	47,577	47,961	49,161	49,975	50,799	3,222	6.8%
Total Catchment	311,130	314,050	322,687	328,214	333,759	22,629	7.3%

**Notes:**

Population data sourced from Experian.

# Banbury Retail Assessment

Table 4 - Convenience Goods Expenditure (per capita)

	Including SFT					Excluding SFT				
	2013	2014	2017	2019	2021	2013	2014	2017	2019	2021
Zone 1 - Banbury	£1,885	£1,875	£1,903	£1,926	£1,950	£1,841	£1,827	£1,839	£1,849	£1,860
Zone 2 - Cropredy, Middleton Cheney	£2,502	£2,490	£2,527	£2,558	£2,589	£2,445	£2,425	£2,442	£2,454	£2,469
Zone 3 - Deddington, Adderbury, Bodicote	£2,411	£2,399	£2,435	£2,465	£2,494	£2,366	£2,337	£2,353	£2,365	£2,379
Zone 4 - Brackley	£2,092	£2,081	£2,113	£2,138	£2,164	£2,044	£2,027	£2,042	£2,052	£2,064
Zone 5 - Chipping Norton, Charlbury	£2,396	£2,384	£2,420	£2,449	£2,478	£2,341	£2,322	£2,338	£2,350	£2,364
Zone 6 - Bicester	£2,141	£2,130	£2,162	£2,189	£2,215	£2,092	£2,075	£2,090	£2,100	£2,113
Zone 7 - Kidlington	£2,281	£2,270	£2,304	£2,332	£2,360	£2,229	£2,211	£2,226	£2,237	£2,251
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	£2,423	£2,411	£2,448	£2,477	£2,507	£2,368	£2,349	£2,365	£2,377	£2,391
Zone 9 - Southam	£2,293	£2,282	£2,316	£2,344	£2,372	£2,240	£2,222	£2,238	£2,249	£2,263
Zone 10 - Daventry	£2,054	£2,044	£2,074	£2,099	£2,125	£2,007	£1,991	£2,005	£2,015	£2,027

**Notes:**

Sourced from Experian MMG3 Retail Planner. 2013 prices.

SFT deducted in line with Experian Retail Planner Briefing Note 12.1

# Banbury Retail Assessment

## Table 5 - Total Convenience Goods Expenditure

	2014	2017	2019	2021
Zone 1 - Banbury	£87.31	£90.36	£92.28	£94.30
Zone 2 - Cropredy, Middleton Cheney	£36.26	£37.59	£38.49	£39.44
Zone 3 - Deddington, Adderbury, Bodicote	£49.69	£51.44	£52.57	£53.76
Zone 4 - Brackley	£38.49	£39.97	£40.98	£42.06
Zone 5 - Chipping Norton, Charlbury	£55.51	£57.64	£59.06	£60.56
Zone 6 - Bicester	£105.28	£108.98	£111.36	£113.84
Zone 7 - Kidlington	£66.23	£68.61	£70.12	£71.72
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	£50.31	£51.69	£52.65	£53.69
Zone 9 - Southam	£82.38	£85.26	£87.24	£89.36
Zone 10 - Daventry	£95.47	£98.55	£100.68	£102.95
Total Catchment	£666.93	£690.08	£705.43	£721.68

**Notes:**

Product of Tables 3 and 4

# Banbury Retail Assessment

## Table 6 - Convenience Goods Market Shares

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Marks & Spencer, Banbury	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Tesco Express, High Street, Banbury	3%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
Banbury Town Centre	5%	3%	1%	0%	0%	0%	0%	0%	0%	1%	1%
Morrisons, Banbury	21%	6%	14%	4%	2%	1%	2%	1%	2%	2%	6%
Aldi, Banbury	13%	14%	21%	4%	4%	0%	1%	1%	2%	2%	6%
Sainsbury's, Banbury	19%	11%	33%	1%	1%	0%	0%	2%	2%	1%	6%
Tesco Extra, Banbury	25%	41%	8%	3%	3%	0%	1%	2%	3%	2%	8%
Other Zone 1 stores	6%	2%	2%	1%	0%	0%	0%	0%	0%	0%	1%
<b>Zone 1 total</b>	<b>94%</b>	<b>78%</b>	<b>82%</b>	<b>15%</b>	<b>11%</b>	<b>2%</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>8%</b>	<b>29%</b>
<b>Zone 2 centres and stores</b>											
Other Zone 2 stores	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Zone 3 centres and stores</b>											
Other Zone 3 stores	0%	1%	7%	0%	0%	0%	0%	0%	1%	0%	1%
<b>Zone 4 centres and stores</b>											
Waitrose, Brackley	1%	2%	0%	17%	0%	1%	0%	0%	0%	1%	2%
Brackley town centre	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%
Tesco, Brackley	0%	7%	0%	21%	3%	1%	0%	0%	0%	0%	2%
Other Zone 4 stores	0%	1%	0%	27%	0%	0%	0%	0%	0%	0%	2%
<b>Zone 4 total</b>	<b>1%</b>	<b>10%</b>	<b>1%</b>	<b>71%</b>	<b>3%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>6%</b>
<b>Zone 5 centres and stores</b>											
Co-op, Chipping Norton	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	1%
Sainsbury's, Chipping Norton	0%	0%	0%	0%	17%	0%	0%	1%	0%	0%	1%
Chipping Norton town centre	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
Other Zone 5 stores	0%	0%	1%	0%	17%	0%	2%	1%	0%	0%	2%
<b>Zone 5 total</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>48%</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>
<b>Zone 6 centres and stores</b>											
Sainsbury's, Bicester	0%	0%	0%	1%	0%	29%	0%	0%	0%	0%	5%
Tesco Metro, Bicester	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	1%
Marks & Spencer, Bicester	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Bicester town centre	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	1%
Tesco, Bicester	0%	0%	0%	0%	1%	25%	4%	0%	0%	0%	4%
Other Zone 6 stores	1%	0%	0%	2%	0%	25%	1%	0%	0%	0%	4%
<b>Zone 6 total</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>1%</b>	<b>88%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>15%</b>
<b>Zone 7 centres and stores</b>											
Co-op, Kidlington	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	1%
Tesco Metro, Kidlington	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	1%
Kidlington town centre	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%
Sainsbury's, Kidlington	0%	0%	0%	0%	1%	2%	46%	0%	0%	0%	5%
Other Zone 7 stores	0%	0%	0%	0%	0%	0%	12%	0%	0%	0%	1%
<b>Zone 7 total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>	<b>80%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>6%</b>
<b>Zone 8 centres and stores</b>											
Shipston-on-Stour	0%	0%	2%	0%	0%	0%	0%	17%	0%	0%	1%
Stow-on-the-Wold	0%	0%	0%	0%	4%	0%	0%	17%	0%	0%	1%
Moreton-in-Marsh	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	1%
Other Zone 8 stores	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%
<b>Zone 8 total</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>49%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>
<b>Zone 9 centres and stores</b>											
Tesco, Southam	0%	0%	0%	0%	0%	0%	0%	0%	23%	1%	3%
Other Zone 9 stores	0%	2%	0%	0%	0%	0%	0%	1%	17%	0%	2%
<b>Zone 9 total</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>40%</b>	<b>1%</b>	<b>5%</b>
<b>Zone 10 centres and stores</b>											
Waitrose, Daventry	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	3%
Tesco, Daventry	0%	0%	0%	0%	0%	0%	0%	0%	0%	28%	4%
Co-op, Daventry	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Daventry town centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Other Zone 10 stores	0%	0%	0%	0%	0%	0%	0%	0%	1%	16%	3%
<b>Zone 10 total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>65%</b>	<b>10%</b>
<b>Centres and stores outside the study area</b>											
	3%	2%	4%	11%	32%	5%	9%	41%	48%	25%	18%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**

Market shares derived from January 2015 household survey

# Banbury Retail Assessment

## Table 7 - Convenience Goods Turnovers 2014

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Marks & Spencer, Banbury	£1.30	£0.19	£0.55	£0.00	£0.26	£0.23	£0.00	£0.00	£0.00	£0.00	£2.53
Tesco Express, High Street, Banbury	£2.36	£0.00	£0.78	£0.13	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£3.29
Banbury Town Centre	£3.96	£1.11	£0.55	£0.14	£0.06	£0.20	£0.00	£0.00	£0.10	£0.80	£6.92
Morrisons, Banbury	£18.02	£2.28	£6.95	£1.72	£1.18	£0.84	£1.22	£0.51	£1.30	£1.54	£35.56
Aldi, Banbury	£11.59	£5.12	£10.61	£1.73	£2.41	£0.38	£0.56	£0.55	£1.55	£2.01	£36.51
Sainsbury's, Banbury	£16.73	£3.90	£16.20	£0.58	£0.71	£0.30	£0.00	£1.15	£1.25	£0.68	£41.50
Tesco Extra, Banbury	£22.25	£14.95	£4.05	£1.33	£1.64	£0.23	£0.61	£1.01	£2.40	£2.30	£50.75
Other Zone 1 stores	£5.44	£0.81	£0.97	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.51
<b>Zone 1 total</b>	<b>£81.65</b>	<b>£28.36</b>	<b>£40.67</b>	<b>£5.93</b>	<b>£6.27</b>	<b>£2.18</b>	<b>£2.38</b>	<b>£3.25</b>	<b>£6.60</b>	<b>£7.32</b>	<b>£184.59</b>
<b>Zone 2 centres and stores</b>											
Other Zone 2 stores	£0.00	£2.12	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£2.40
<b>Zone 3 centres and stores</b>											
Other Zone 3 stores	£0.24	£0.37	£3.31	£0.00	£0.09	£0.41	£0.00	£0.00	£1.19	£0.00	£5.61
<b>Zone 4 centres and stores</b>											
Waitrose, Brackley	£0.81	£0.87	£0.24	£6.69	£0.00	£0.83	£0.00	£0.00	£0.00	£0.56	£9.99
Brackley town centre	£0.22	£0.13	£0.13	£1.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41
Tesco, Brackley	£0.00	£2.41	£0.14	£8.13	£1.61	£0.84	£0.00	£0.00	£0.00	£0.07	£13.20
Other Zone 4 stores	£0.00	£0.34	£0.07	£10.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£11.13
<b>Zone 4 total</b>	<b>£1.03</b>	<b>£3.75</b>	<b>£0.57</b>	<b>£27.25</b>	<b>£1.61</b>	<b>£1.67</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.85</b>	<b>£36.73</b>
<b>Zone 5 centres and stores</b>											
Co-op, Chipping Norton	£0.00	£0.00	£0.24	£0.00	£5.83	£0.00	£0.00	£0.07	£0.00	£0.00	£6.14
Sainsbury's, Chipping Norton	£0.00	£0.00	£0.19	£0.00	£9.40	£0.00	£0.00	£0.58	£0.00	£0.00	£10.16
Chipping Norton town centre	£0.00	£0.00	£0.14	£0.00	£1.50	£0.00	£0.00	£0.04	£0.00	£0.00	£1.69
Other Zone 5 stores	£0.00	£0.04	£0.53	£0.00	£9.67	£0.40	£1.15	£0.52	£0.00	£0.00	£12.31
<b>Zone 5 total</b>	<b>£0.00</b>	<b>£0.04</b>	<b>£1.10</b>	<b>£0.00</b>	<b>£26.40</b>	<b>£0.40</b>	<b>£1.15</b>	<b>£1.20</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£30.29</b>
<b>Zone 6 centres and stores</b>											
Sainsbury's, Bicester	£0.00	£0.00	£0.00	£0.45	£0.00	£30.13	£0.00	£0.00	£0.00	£0.00	£30.58
Tesco Metro, Bicester	£0.00	£0.00	£0.00	£0.00	£0.00	£6.85	£0.00	£0.00	£0.00	£0.00	£6.85
Marks & Spencer, Bicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.44	£0.00	£0.00	£0.00	£0.60
Bicester town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£3.46	£0.18	£0.00	£0.00	£0.00	£3.64
Tesco, Bicester	£0.00	£0.00	£0.00	£0.00	£0.42	£25.97	£2.47	£0.00	£0.31	£0.00	£28.16
Other Zone 6 stores	£1.22	£0.00	£0.18	£0.83	£0.15	£28.33	£0.62	£0.00	£0.00	£0.00	£29.13
<b>Zone 6 total</b>	<b>£1.22</b>	<b>£0.00</b>	<b>£0.18</b>	<b>£1.08</b>	<b>£0.57</b>	<b>£92.89</b>	<b>£3.71</b>	<b>£0.00</b>	<b>£0.31</b>	<b>£0.00</b>	<b>£99.97</b>
<b>Zone 7 centres and stores</b>											
Co-op, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.58	£0.00	£0.00	£0.00	£3.58
Tesco Metro, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.85	£0.00	£0.00	£0.00	£8.85
Kidlington town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43	£0.00	£0.00	£0.00	£2.43
Sainsbury's, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.79	£2.20	£30.55	£0.00	£0.00	£0.00	£33.54
Other Zone 7 stores	£0.00	£0.00	£0.00	£0.00	£0.17	£0.05	£7.82	£0.22	£0.25	£0.10	£8.61
<b>Zone 7 total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.95</b>	<b>£2.25</b>	<b>£53.23</b>	<b>£0.22</b>	<b>£0.25</b>	<b>£0.10</b>	<b>£57.01</b>
<b>Zone 8 centres and stores</b>											
Shipston-on-Stour	£0.00	£0.00	£0.92	£0.00	£0.00	£0.00	£0.00	£8.52	£0.08	£0.00	£9.51
Stow-on-the-Wold	£0.00	£0.00	£0.00	£0.00	£1.95	£0.00	£0.00	£8.66	£0.00	£0.00	£10.61
Moreton-in-Marsh	£0.00	£0.00	£0.10	£0.00	£0.17	£0.00	£0.00	£6.86	£0.00	£0.00	£6.93
Other Zone 8 stores	£0.22	£0.05	£1.02	£0.00	£0.00	£0.00	£0.00	£0.96	£0.00	£0.00	£2.25
<b>Zone 8 total</b>	<b>£0.22</b>	<b>£0.05</b>	<b>£2.04</b>	<b>£0.00</b>	<b>£2.12</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£24.80</b>	<b>£0.08</b>	<b>£0.00</b>	<b>£29.30</b>
<b>Zone 9 centres and stores</b>											
Tesco, Southam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£18.84	£0.56	£19.39
Other Zone 9 stores	£0.22	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	£14.24	£0.25	£15.63
<b>Zone 9 total</b>	<b>£0.22</b>	<b>£0.58</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.35</b>	<b>£33.08</b>	<b>£0.81</b>	<b>£35.03</b>
<b>Zone 10 centres and stores</b>											
Waitrose, Daventry	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£16.95	£16.95
Tesco, Daventry	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£26.43	£26.43
Co-op, Daventry	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.43	£1.49
Daventry town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£2.28	£2.41
Other Zone 10 stores	£0.00	£0.10	£0.00	£0.03	£0.00	£0.00	£0.00	£0.42	£15.19	£15.74	£15.74
<b>Zone 10 total</b>	<b>£0.00</b>	<b>£0.15</b>	<b>£0.00</b>	<b>£0.03</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.56</b>	<b>£62.28</b>	<b>£63.02</b>
<b>Centres and stores outside the study area</b>											
	£2.74	£0.85	£1.82	£4.17	£17.50	£5.48	£5.75	£20.49	£40.32	£23.87	£122.99
<b>Total</b>	<b>£87.31</b>	<b>£36.26</b>	<b>£49.69</b>	<b>£38.49</b>	<b>£55.51</b>	<b>£105.28</b>	<b>£86.23</b>	<b>£50.31</b>	<b>£82.38</b>	<b>£95.47</b>	<b>£866.93</b>

**Notes:**

Product of Tables 5 & 6



# Banbury Retail Assessment

## Table 8 - Convenience Goods Turnovers 2019

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Marks & Spencer, Banbury	£1.38	£0.20	£0.59	£0.00	£0.28	£0.24	£0.00	£0.00	£0.00	£0.00	£2.68
Tesco Express, High Street, Banbury	£2.49	£0.00	£0.83	£0.14	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£3.48
Banbury Town Centre	£4.18	£1.17	£0.59	£0.15	£0.06	£0.21	£0.00	£0.00	£0.11	£0.84	£7.32
Morrisons, Banbury	£19.05	£2.42	£7.36	£1.83	£1.26	£0.89	£1.29	£0.53	£1.37	£1.53	£37.63
Aldi, Banbury	£12.25	£5.44	£11.23	£1.84	£2.57	£0.41	£0.59	£0.57	£1.64	£2.12	£38.65
Sainsbury's, Banbury	£17.89	£4.14	£17.14	£0.61	£0.75	£0.31	£0.00	£1.21	£1.32	£0.72	£43.89
Tesco Extra, Banbury	£23.52	£15.86	£4.28	£1.42	£1.75	£0.24	£0.64	£1.05	£2.54	£2.42	£53.72
Other Zone 1 stores	£5.75	£0.86	£1.02	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.95
Zone 1 total	£86.30	£30.09	£43.03	£5.31	£6.67	£2.30	£2.52	£3.40	£6.98	£7.72	£195.33
<b>Zone 2 centres and stores</b>											
Other Zone 2 stores	£0.00	£2.25	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£2.54
<b>Zone 3 centres and stores</b>											
Other Zone 3 stores	£0.25	£0.39	£3.51	£0.00	£0.10	£0.43	£0.00	£0.00	£1.26	£0.00	£5.94
<b>Zone 4 centres and stores</b>											
Waitrose, Brackley	£0.86	£0.82	£0.25	£7.12	£0.00	£0.88	£0.00	£0.00	£0.00	£0.59	£10.61
Brackley town centre	£0.23	£0.13	£0.14	£2.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.56
Tesco, Brackley	£0.00	£2.56	£0.14	£8.66	£1.72	£0.89	£0.00	£0.00	£0.00	£0.07	£14.03
Other Zone 4 stores	£0.00	£0.36	£0.07	£11.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£11.85
Zone 4 total	£1.09	£3.98	£0.60	£29.02	£1.72	£1.77	£0.00	£0.00	£0.00	£0.90	£39.06
<b>Zone 5 centres and stores</b>											
Co-op, Chipping Norton	£0.00	£0.00	£0.25	£0.00	£6.20	£0.00	£0.00	£0.07	£0.00	£0.00	£6.53
Sainsbury's, Chipping Norton	£0.00	£0.00	£0.20	£0.00	£10.00	£0.00	£0.00	£0.60	£0.00	£0.00	£10.80
Chipping Norton town centre	£0.00	£0.00	£0.15	£0.00	£1.60	£0.00	£0.00	£0.04	£0.00	£0.00	£1.79
Other Zone 5 stores	£0.00	£0.04	£0.56	£0.00	£10.29	£0.42	£1.22	£0.54	£0.00	£0.00	£13.07
Zone 5 total	£0.00	£0.04	£1.16	£0.00	£26.09	£0.42	£1.22	£1.26	£0.00	£0.00	£32.19
<b>Zone 6 centres and stores</b>											
Sainsbury's, Bicester	£0.00	£0.00	£0.00	£0.48	£0.00	£31.87	£0.00	£0.00	£0.00	£0.00	£32.35
Tesco Metro, Bicester	£0.00	£0.00	£0.00	£0.00	£0.00	£7.24	£0.00	£0.00	£0.00	£0.00	£7.24
Marks & Spencer, Bicester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.47	£0.00	£0.00	£0.00	£0.64
Bicester town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£3.66	£0.19	£0.00	£0.00	£0.00	£3.85
Tesco, Bicester	£0.00	£0.00	£0.00	£0.00	£0.44	£27.47	£2.81	£0.00	£0.33	£0.00	£30.85
Other Zone 6 stores	£1.29	£0.00	£0.19	£0.67	£0.16	£27.85	£0.65	£0.00	£0.00	£0.00	£30.82
Zone 6 total	£1.29	£0.00	£0.19	£1.15	£0.60	£98.26	£3.93	£0.00	£0.33	£0.00	£105.76
<b>Zone 7 centres and stores</b>											
Co-op, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.79	£0.00	£0.00	£0.00	£3.79
Tesco Metro, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.37	£0.00	£0.00	£0.00	£9.37
Kidlington town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.58	£0.00	£0.00	£0.00	£2.58
Sainsbury's, Kidlington	£0.00	£0.00	£0.00	£0.00	£0.84	£2.33	£32.35	£0.00	£0.00	£0.00	£35.52
Other Zone 7 stores	£0.00	£0.00	£0.00	£0.00	£0.18	£0.05	£8.28	£0.24	£0.27	£0.11	£9.12
Zone 7 total	£0.00	£0.00	£0.00	£0.00	£1.01	£2.38	£56.36	£0.24	£0.27	£0.11	£60.37
<b>Zone 8 centres and stores</b>											
Shipston-on-Stour	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£0.00	£8.91	£0.08	£0.00	£9.97
Stow-on-the-Wold	£0.00	£0.00	£0.00	£0.00	£2.07	£0.00	£0.00	£8.06	£0.00	£0.00	£11.13
Moreton-in-Marsh	£0.00	£0.00	£0.11	£0.00	£0.18	£0.00	£0.00	£6.87	£0.00	£0.00	£7.26
Other Zone 8 stores	£0.23	£0.06	£1.08	£0.00	£0.00	£0.00	£0.00	£1.01	£0.00	£0.00	£2.37
Zone 8 total	£0.23	£0.06	£2.16	£0.00	£2.26	£0.00	£0.00	£25.94	£0.08	£0.00	£30.73
<b>Zone 9 centres and stores</b>											
Tesco, Southam	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£19.95	£0.59	£20.53
Other Zone 9 stores	£0.23	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£15.08	£0.26	£16.55
Zone 9 total	£0.23	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£35.03	£0.85	£37.09
<b>Zone 10 centres and stores</b>											
Waitrose, Daventry	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17.88	£17.88
Tesco, Daventry	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£27.87	£27.87
Co-op, Daventry	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.51	£1.57
Daventry town centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£2.40	£2.54
Other Zone 10 stores	£0.00	£0.10	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.45	£16.02	£16.60
Zone 10 total	£0.00	£0.16	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.59	£65.67	£66.46
<b>Centres and stores outside the study area</b>											
	£2.89	£0.90	£1.93	£4.44	£16.62	£5.80	£6.08	£21.44	£42.70	£25.17	£129.98
<b>Total</b>	<b>£92.28</b>	<b>£38.49</b>	<b>£52.57</b>	<b>£40.98</b>	<b>£59.06</b>	<b>£111.36</b>	<b>£70.12</b>	<b>£52.65</b>	<b>£87.24</b>	<b>£100.68</b>	<b>£705.43</b>

Notes:  
Product of Tables 5 & 6

# Banbury Retail Assessment

## Table 9 - Convenience Goods Diversion and Impact 2019

	Pre-diversion turnover			Growth			Diversion to Waitrose			%	Post-diversion turnover	Impact on 2019 turnover
	2014	2019	2014-2019	Primary	Secondary	Total	Primary	Secondary	Total			
<b>Zone 1 centres and stores</b>												
Marks & Spencer, Banbury	£2.53	£2.68	£0.15	£0.18	£0.01	£0.19	1%				£2.49	7%
Tesco Express, High Street, Banbury	£3.29	£3.48	£0.19	£0.06	£0.00	£0.06	0%				£3.42	2%
Banbury Town Centre	£6.92	£7.32	£0.40	£0.10	£0.00	£0.10	0%				£7.22	1%
Morrisons, Banbury	£35.56	£37.63	£2.06	£2.50	£0.09	£2.58	9%				£35.04	7%
Aldi, Banbury	£36.51	£38.65	£2.14	£2.43	£0.11	£2.55	9%				£36.10	7%
Sainsbury's, Banbury	£41.50	£43.89	£2.40	£6.55	£0.11	£6.67	23%				£37.23	15%
Tesco Extra, Banbury	£50.75	£53.72	£2.97	£7.06	£0.23	£7.29	26%				£46.43	14%
Other Zone 1 stores	£7.51	£7.95	£0.44	£0.13	£0.00	£0.13	0%				£7.82	2%
Zone 1 total	£184.59	£195.33	£10.74	£19.01	£0.56	£19.58	68%				£175.76	10%
<b>Zone 2 centres and stores</b>												
Other Zone 2 stores	£2.40	£2.54	£0.15	£0.03	£0.00	£0.03	0%				£2.51	1%
<b>Zone 3 centres and stores</b>												
Other Zone 3 stores	£5.61	£5.94	£0.33	£0.07	£0.00	£0.07	0%				£5.87	1%
<b>Zone 4 centres and stores</b>												
Waitrose, Brackley	£9.90	£10.61	£0.62	£0.39	£0.01	£0.40	1%				£10.21	4%
Brackley town centre	£2.41	£2.56	£0.15	£0.02	£0.00	£0.02	0%				£2.54	1%
Tesco, Brackley	£13.20	£14.03	£0.84	£0.46	£0.04	£0.50	2%				£13.53	4%
Other Zone 4 stores	£11.13	£11.85	£0.72	£0.08	£0.00	£0.08	0%				£11.77	1%
Zone 4 total	£36.73	£39.06	£2.33	£0.95	£0.06	£1.00	4%				£38.05	3%
<b>Zone 5 centres and stores</b>												
Co-op, Chipping Norton	£6.14	£6.53	£0.39	£0.00	£0.03	£0.03	0%				£6.50	0%
Sainsbury's, Chipping Norton	£10.16	£10.80	£0.64	£0.00	£0.04	£0.05	0%				£10.75	0%
Chipping Norton town centre	£1.89	£1.79	£0.11	£0.00	£0.01	£0.01	0%				£1.78	1%
Other Zone 5 stores	£12.31	£13.07	£0.77	£0.01	£0.05	£0.06	0%				£13.01	0%
Zone 5 total	£30.29	£32.19	£1.90	£0.02	£0.12	£0.14	0%				£32.04	0%
<b>Zone 6 centres and stores</b>												
Sainsbury's, Bicester	£30.58	£32.35	£1.77	£0.02	£0.22	£0.24	1%				£32.11	1%
Tesco Metro, Bicester	£6.85	£7.24	£0.40	£0.00	£0.05	£0.05	0%				£7.19	1%
Marks & Spencer, Bicester	£0.60	£0.64	£0.04	£0.00	£0.00	£0.00	0%				£0.64	0%
Bicester town centre	£3.64	£3.85	£0.21	£0.00	£0.01	£0.01	0%				£3.84	0%
Tesco, Bicester	£29.16	£30.85	£1.69	£0.00	£0.23	£0.23	1%				£30.62	1%
Other Zone 6 stores	£29.13	£30.82	£1.69	£0.03	£0.04	£0.07	0%				£30.75	0%
Zone 6 total	£99.97	£105.76	£5.79	£0.05	£0.55	£0.60	2%				£105.16	1%
<b>Zone 7 centres and stores</b>												
Co-op, Kidlington	£3.58	£3.79	£0.21	£0.00	£0.01	£0.01	0%				£3.78	0%
Tesco Metro, Kidlington	£8.85	£9.37	£0.52	£0.00	£0.10	£0.10	0%				£9.27	1%
Kidlington town centre	£2.43	£2.58	£0.14	£0.00	£0.01	£0.01	0%				£2.57	0%
Sainsbury's, Kidlington	£33.54	£35.52	£1.97	£0.00	£0.36	£0.36	1%				£35.15	1%
Other Zone 7 stores	£8.61	£9.12	£0.50	£0.00	£0.02	£0.02	0%				£9.10	0%
Zone 7 total	£57.01	£60.37	£3.35	£0.00	£0.49	£0.49	2%				£59.87	1%
<b>Zone 8 centres and stores</b>												
Shipston-on-Stour	£9.51	£9.97	£0.45	£0.02	£0.02	£0.04	0%				£9.93	0%
Stow-on-the-Wold	£10.61	£11.13	£0.53	£0.00	£0.03	£0.03	0%				£11.10	0%
Moreton-in-Marsh	£6.93	£7.26	£0.33	£0.00	£0.02	£0.02	0%				£7.24	0%
Other Zone 8 stores	£2.25	£2.37	£0.12	£0.02	£0.00	£0.03	0%				£2.34	1%
Zone 8 total	£29.30	£30.73	£1.42	£0.04	£0.08	£0.12	0%				£30.61	0%
<b>Zone 9 centres and stores</b>												
Tesco, Southern	£19.39	£20.53	£1.14	£0.00	£0.05	£0.05	0%				£20.49	0%
Other Zone 9 stores	£15.63	£16.55	£0.92	£0.01	£0.03	£0.05	0%				£16.50	0%
Zone 9 total	£35.03	£37.09	£2.06	£0.01	£0.08	£0.09	0%				£36.99	0%
<b>Zone 10 centres and stores</b>												
Waitrose, Daventry	£16.95	£17.88	£0.92	£0.00	£0.23	£0.23	1%				£17.65	1%
Tesco, Daventry	£26.43	£27.87	£1.44	£0.00	£0.36	£0.36	1%				£27.52	1%
Co-op, Daventry	£1.49	£1.57	£0.08	£0.00	£0.00	£0.00	0%				£1.56	0%
Daventry town centre	£2.41	£2.54	£0.13	£0.00	£0.01	£0.01	0%				£2.54	0%
Other Zone 10 stores	£15.74	£16.60	£0.86	£0.00	£0.04	£0.04	0%				£16.56	0%
Zone 10 total	£63.02	£66.46	£3.44	£0.00	£0.64	£0.64	2%				£65.82	1%
<b>Centres and stores outside the study area</b>												
	£122.99	£129.98	£6.99	£1.23	£3.12	£4.35	15%				£125.62	3%
<b>Total</b>	<b>£666.93</b>	<b>£705.43</b>	<b>£38.50</b>	<b>£41.49</b>	<b>£8.29</b>	<b>£27.12</b>	<b>95%</b>				<b>£655.64</b>	

### Notes:

Diversion to Waitrose separated into trade drawn from primary and secondary catchment areas

# Banbury Retail Assessment

Table 10 - Comparison Goods Expenditure (per capita)

	Including SFT					Excluding SFT				
	2013	2014	2017	2019	2021	2013	2014	2017	2019	2021
Zone 1 - Banbury	£2,801	£2,958	£3,289	£3,509	£3,745	£2,490	£2,612	£2,821	£2,952	£3,117
Zone 2 - Cropredy, Middleton Cheney	£4,249	£4,487	£4,989	£5,323	£5,681	£3,777	£3,962	£4,279	£4,478	£4,728
Zone 3 - Deddington, Adderbury, Bodicote	£4,119	£4,349	£4,836	£5,161	£5,507	£3,662	£3,841	£4,148	£4,341	£4,583
Zone 4 - Brackley	£3,348	£3,536	£3,931	£4,195	£4,476	£2,976	£3,122	£3,372	£3,529	£3,726
Zone 5 - Chipping Norton, Charlbury	£4,027	£4,252	£4,728	£5,045	£5,384	£3,580	£3,755	£4,055	£4,244	£4,481
Zone 6 - Bicester	£3,444	£3,637	£4,044	£4,316	£4,605	£3,062	£3,212	£3,469	£3,630	£3,833
Zone 7 - Kidlington	£3,734	£3,943	£4,385	£4,679	£4,993	£3,320	£3,482	£3,761	£3,936	£4,155
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	£3,794	£4,007	£4,455	£4,754	£5,073	£3,373	£3,539	£3,822	£3,999	£4,222
Zone 9 - Southam	£3,499	£3,695	£4,108	£4,384	£4,678	£3,110	£3,263	£3,524	£3,688	£3,893
Zone 10 - Daventry	£3,134	£3,310	£3,680	£3,927	£4,191	£2,786	£2,923	£3,157	£3,304	£3,488

**Notes:**

Sourced from Experian MMG3 Retail Planner. 2013 prices.

SFT deducted in line with Experian Retail Planner Briefing Note 12.1

# Banbury Retail Assessment

Table 11 - Total Comparison Goods Expenditure

	2014	2017	2019	2021
Zone 1 - Banbury	£124.86	£138.58	£147.38	£158.05
Zone 2 - Cropredy, Middleton Cheney	£59.25	£65.87	£70.22	£75.52
Zone 3 - Deddington, Adderbury, Bodicote	£81.66	£90.68	£96.50	£103.56
Zone 4 - Brackley	£59.28	£66.01	£70.49	£75.92
Zone 5 - Chipping Norton, Charlbury	£89.78	£99.97	£106.67	£114.78
Zone 6 - Bicester	£162.96	£180.92	£192.51	£206.52
Zone 7 - Kidlington	£104.32	£115.91	£123.36	£132.40
Zone 8 - Moreton-in-Marsh, Shipston-on-Stour	£75.81	£83.53	£88.58	£94.81
Zone 9 - Southam	£120.95	£134.24	£143.04	£153.76
Zone 10 - Daventry	£140.19	£155.19	£165.10	£177.18
<b>Total Catchment</b>	<b>£1,019.06</b>	<b>£1,130.90</b>	<b>£1,203.84</b>	<b>£1,292.50</b>

**Notes:**

Product of Tables 3 & 10

# Banbury Retail Assessment

Table 12 - Comparison Goods Market Shares

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Banbury town centre	58%	60%	48%	35%	21%	16%	6%	9%	13%	10%	26%
Other Zone 1 stores	27%	22%	29%	25%	13%	3%	1%	5%	5%	5%	13%
Total Zone 1	85%	82%	77%	60%	34%	18%	7%	14%	18%	16%	39%
<b>Zone 2 centres and stores</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Zone 3 centres and stores</b>	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Zone 4 centres and stores</b>	0%	1%	0%	7%	0%	0%	0%	0%	0%	0%	1%
Brackley town centre											
<b>Zone 5 centres and stores</b>	0%	0%	2%	0%	19%	0%	0%	2%	0%	0%	2%
Chipping Norton town centre	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other Zone 5 stores	0%	0%	2%	0%	20%	0%	0%	2%	0%	0%	2%
Total Zone 5											
<b>Zone 6 centres and stores</b>	0%	0%	0%	2%	0%	34%	3%	0%	0%	0%	6%
Bicester town centre	1%	1%	0%	1%	0%	2%	1%	0%	0%	0%	1%
Bicester Village	0%	0%	0%	0%	0%	7%	1%	0%	0%	0%	1%
Other Zone 6 stores	1%	2%	1%	3%	0%	43%	4%	0%	0%	0%	8%
Total Zone 6											
<b>Zone 7 centres and stores</b>	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	1%
Kidlington town centre	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other Zone 7 stores	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	2%
Total Zone 7											
<b>Zone 8 centres and stores</b>	0%	0%	1%	0%	1%	0%	0%	9%	0%	0%	1%
<b>Zone 9 centres and stores</b>	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	1%
<b>Zone 10 centres and stores</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	26%	4%
Daventry town centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Other Zone 10 stores	0%	0%	0%	0%	0%	0%	0%	0%	0%	28%	4%
Total Zone 10											
<b>Centres and stores outside the study area</b>	13%	15%	18%	29%	45%	38%	74%	74%	77%	56%	44%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Notes:**

Market shares derived from 2015 household survey

# Banbury Retail Assessment

Table 13 - Comparison Goods Turnovers 2014

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Banbury town centre	£72.18	£35.43	£38.93	£20.50	£19.15	£25.31	£5.75	£6.73	£16.18	£14.56	£254.72
Other Zone 1 stores	£34.32	£12.93	£23.80	£14.89	£11.52	£4.61	£1.44	£3.89	£5.92	£7.45	£120.77
Total Zone 1	£106.50	£48.36	£62.73	£35.39	£30.68	£29.93	£7.18	£10.62	£22.10	£22.01	£375.48
<b>Zone 2 centres and stores</b>											
	£0.00	£0.10	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29
<b>Zone 3 centres and stores</b>											
	£0.19	£0.30	£0.32	£0.06	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£1.05
<b>Zone 4 centres and stores</b>											
Brackley town centre	£0.12	£0.31	£0.29	£4.32	£0.17	£0.28	£0.00	£0.00	£0.00	£0.04	£5.54
<b>Zone 5 centres and stores</b>											
Chipping Norton town centre	£0.00	£0.13	£1.36	£0.05	£16.82	£0.00	£0.14	£1.52	£0.00	£0.00	£20.02
Other Zone 5 stores	£0.00	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.01	£0.00	£0.00	£0.84
Total Zone 5	£0.00	£0.13	£1.36	£0.05	£17.65	£0.00	£0.14	£1.53	£0.00	£0.00	£20.87
<b>Zone 6 centres and stores</b>											
Bicester town centre	£0.34	£0.19	£0.39	£0.93	£0.24	£55.37	£3.00	£0.08	£0.00	£0.00	£60.53
Bicester Village	£0.79	£0.84	£0.26	£0.48	£0.00	£3.56	£0.71	£0.00	£0.00	£0.41	£7.06
Other Zone 6 stores	£0.28	£0.23	£0.19	£0.24	£0.00	£11.12	£0.67	£0.00	£0.00	£0.00	£12.73
Total Zone 6	£1.42	£1.27	£0.84	£1.65	£0.24	£70.06	£4.38	£0.08	£0.00	£0.41	£80.33
<b>Zone 7 centres and stores</b>											
Kidlington town centre	£0.00	£0.00	£0.02	£0.01	£0.05	£0.44	£13.86	£0.00	£0.00	£0.00	£14.39
Other Zone 7 stores	£0.00	£0.00	£0.08	£0.00	£0.31	£0.21	£1.49	£0.00	£0.00	£0.00	£2.09
Total Zone 7	£0.00	£0.00	£0.10	£0.01	£0.36	£0.65	£15.35	£0.00	£0.00	£0.00	£16.48
<b>Zone 8 centres and stores</b>											
	£0.00	£0.00	£1.01	£0.00	£0.69	£0.00	£0.00	£6.96	£0.24	£0.00	£8.89
<b>Zone 9 centres and stores</b>											
	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£5.70	£0.00	£5.98
<b>Zone 10 centres and stores</b>											
Daventry town centre	£0.04	£0.00	£0.23	£0.18	£0.00	£0.00	£0.00	£0.00	£0.11	£36.65	£37.21
Other Zone 10 stores	£0.00	£0.01	£0.00	£0.08	£0.00	£0.43	£0.00	£0.00	£0.00	£1.98	£2.50
Total Zone 10	£0.04	£0.01	£0.23	£0.26	£0.00	£0.43	£0.00	£0.00	£0.11	£38.63	£39.70
<b>Centres and stores outside the study area</b>	£16.59	£8.72	£14.79	£17.37	£39.99	£61.62	£77.26	£56.40	£92.61	£79.10	£464.45
<b>Total</b>	£124.86	£59.25	£81.66	£59.28	£89.78	£162.96	£104.32	£75.81	£120.95	£140.19	£1,019.06

**Notes:**

Product of Tables 11 & 12

# Banbury Retail Assessment

Table 14 - Comparison Goods Turnovers 2019

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
<b>Zone 1 centres and stores</b>											
Banbury town centre	£85.20	£41.99	£46.00	£24.37	£22.76	£29.90	£6.80	£7.86	£19.14	£17.14	£301.16
Other Zone 1 stores	£40.51	£15.32	£28.13	£17.70	£13.69	£5.45	£1.70	£4.54	£7.00	£8.77	£142.82
Total Zone 1	£125.71	£57.31	£74.13	£42.07	£36.45	£35.35	£8.49	£12.40	£26.14	£25.92	£443.98
<b>Zone 2 centres and stores</b>											
	£0.00	£0.12	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
<b>Zone 3 centres and stores</b>											
	£0.22	£0.35	£0.38	£0.07	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£1.25
<b>Zone 4 centres and stores</b>											
Brackley town centre	£0.14	£0.37	£0.34	£5.14	£0.20	£0.34	£0.00	£0.00	£0.00	£0.05	£6.58
<b>Zone 5 centres and stores</b>											
Chipping Norton town centre	£0.00	£0.16	£1.61	£0.06	£19.98	£0.00	£0.17	£1.78	£0.00	£0.00	£23.75
Other Zone 5 stores	£0.00	£0.00	£0.00	£0.00	£0.99	£0.00	£0.00	£0.01	£0.00	£0.00	£1.00
Total Zone 5	£0.00	£0.16	£1.61	£0.06	£20.98	£0.00	£0.17	£1.79	£0.00	£0.00	£24.75
<b>Zone 6 centres and stores</b>											
Bicester town centre	£0.40	£0.22	£0.46	£1.11	£0.28	£65.41	£3.55	£0.09	£0.00	£0.00	£71.52
Bicester Village	£0.93	£1.00	£0.31	£0.57	£0.00	£4.21	£0.84	£0.00	£0.00	£0.48	£8.35
Other Zone 6 stores	£0.33	£0.28	£0.22	£0.28	£0.00	£13.14	£0.79	£0.00	£0.00	£0.00	£15.04
Total Zone 6	£1.67	£1.50	£0.99	£1.96	£0.28	£82.76	£5.18	£0.09	£0.00	£0.48	£94.91
<b>Zone 7 centres and stores</b>											
Kidlington town centre	£0.00	£0.00	£0.03	£0.01	£0.06	£0.53	£16.39	£0.00	£0.00	£0.00	£17.01
Other Zone 7 stores	£0.00	£0.00	£0.09	£0.00	£0.37	£0.25	£1.77	£0.00	£0.00	£0.00	£2.47
Total Zone 7	£0.00	£0.00	£0.12	£0.01	£0.43	£0.77	£18.16	£0.00	£0.00	£0.00	£19.49
<b>Zone 8 centres and stores</b>											
	£0.00	£0.00	£1.19	£0.00	£0.82	£0.00	£0.00	£8.13	£0.28	£0.00	£10.42
<b>Zone 9 centres and stores</b>											
	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£6.74	£0.00	£7.07
<b>Zone 10 centres and stores</b>											
Daventry town centre	£0.05	£0.00	£0.27	£0.21	£0.00	£0.00	£0.00	£0.00	£0.12	£43.17	£43.82
Other Zone 10 stores	£0.00	£0.01	£0.00	£0.09	£0.00	£0.51	£0.00	£0.00	£0.00	£2.33	£2.94
Total Zone 10	£0.05	£0.01	£0.27	£0.31	£0.00	£0.51	£0.00	£0.00	£0.12	£45.50	£46.76
<b>Centres and stores outside the study area</b>	£19.59	£10.33	£17.48	£20.65	£47.52	£72.79	£91.36	£65.91	£109.52	£93.15	£548.29
<b>Total</b>	£147.38	£70.22	£96.50	£70.49	£106.67	£192.51	£123.36	£88.58	£143.04	£165.10	£1,203.84

Notes:

Product of Tables 11 & 12

# Banbury Retail Assessment

Table 15 - Comparison Goods Diversion and Impact 2019

	Pre-diversion turnover		Growth		Diversion to Waitrose		Total	%	Post-diversion turnover	Impact on 2019 turnover	Growth 2014-2019
	2014	2019	2014-2019	Primary	Secondary						
<b>Zone 1 centres and stores</b>											
Banbury town centre	£254.72	£301.16	£46.45	£2.21	£0.17	£2.38	£2.38	45%	£268.78	£44.07	0.8%
Other Zone 1 stores	£120.77	£142.82	£22.05	£1.10	£0.08	£1.17	£1.17	22%	£141.64	£20.88	0.8%
Total Zone 1	£375.48	£443.98	£68.50	£0.00	£0.00	£3.55	£3.55	67%	£440.42	£64.94	0.8%
<b>Zone 2 centres and stores</b>	£0.29	£0.34	£0.05	£0.00	£0.00	£0.00	£0.00	0%	£0.34	£0.05	0.1%
<b>Zone 3 centres and stores</b>	£1.05	£1.25	£0.19	£0.00	£0.00	£0.00	£0.00	0%	£1.25	£0.19	0.1%
<b>Zone 4 centres and stores</b>											
Brackley town centre	£5.54	£6.58	£1.04	£0.01	£0.00	£0.01	£0.01	0%	£6.57	£1.03	0.2%
<b>Zone 5 centres and stores</b>											
Chipping Norton town centre	£20.02	£23.75	£3.73	£0.00	£0.01	£0.01	£0.01	0%	£23.75	£3.72	0.0%
Other Zone 5 stores	£0.84	£1.00	£0.16	£0.00	£0.00	£0.00	£0.00	0%	£1.00	£0.16	0.0%
Total Zone 5	£20.87	£24.75	£3.89	£0.00	£0.00	£0.01	£0.01	0%	£24.75	£3.88	0.0%
<b>Zone 6 centres and stores</b>											
Bicester town centre	£60.53	£71.52	£10.99	£0.00	£0.02	£0.02	£0.02	0%	£71.50	£10.97	0.0%
Bicester Village	£7.06	£8.35	£1.29	£0.00	£0.00	£0.00	£0.00	0%	£8.34	£1.28	0.0%
Other Zone 6 stores	£12.73	£15.04	£2.31	£0.00	£0.00	£0.00	£0.00	0%	£15.04	£2.31	0.0%
Total Zone 6	£80.33	£94.91	£14.58	£0.00	£0.00	£0.03	£0.03	1%	£94.88	£14.56	0.0%
<b>Zone 7 centres and stores</b>											
Kidlington town centre	£14.39	£17.01	£2.62	£0.00	£0.00	£0.00	£0.00	0%	£17.01	£2.62	0.0%
Other Zone 7 stores	£2.09	£2.47	£0.38	£0.00	£0.00	£0.00	£0.00	0%	£2.47	£0.38	0.0%
Total Zone 7	£16.48	£19.48	£3.01	£0.00	£0.00	£0.00	£0.00	0%	£19.48	£3.01	0.0%
<b>Zone 8 centres and stores</b>	£8.89	£10.42	£1.53	£0.00	£0.00	£0.00	£0.00	0%	£10.42	£1.53	0.0%
<b>Zone 9 centres and stores</b>	£5.88	£7.07	£1.09	£0.00	£0.00	£0.00	£0.00	0%	£7.07	£1.09	0.0%
<b>Zone 10 centres and stores</b>											
Daverley town centre	£37.21	£43.82	£6.61	£0.00	£0.04	£0.04	£0.04	1%	£43.78	£6.57	0.1%
Other Zone 10 stores	£2.50	£2.94	£0.45	£0.00	£0.00	£0.00	£0.00	0%	£2.94	£0.45	0.0%
Total Zone 10	£39.70	£46.76	£7.06	£0.00	£0.00	£0.04	£0.04	1%	£46.72	£7.02	0.1%
<b>Centres and stores outside the study area</b>	£464.45	£548.29	£83.84	£0.64	£0.75	£1.39	£1.39	28%	£548.90	£84.45	0.3%
<b>Total</b>	£1,019.06	£1,203.84	£184.78	£3.98	£1.06	£5.04	£5.04	85%	£0.00	£0.00	0.4%

Notes:  
Diversion to Waitrose separated into trade drawn from primary and secondary catchment areas



# Banbury Retail Assessment

Table 16 - Combined Diversion and Impact 2019

	Pre-diversion turnover			Growth		Scenario A: Maximum convenience provision			Scenario B: Maximum competition provision			
	2014	2019	2014-2019	2014-2019	2019	Diversion to Waitrose	Post-diversion	Impact on turnover	Diversion to Waitrose	Post-diversion	Impact on	
	£M	£M	£M	%	£M	%	£M	%	%	£M	2019	Growth 2014-2019
<b>Zone 1 centres and stores</b>												
Banbury town centre	£267.47	£314.65	£47.18	17.8%	£313.11	5%	£45.64	0.5%	£2.67	£311.98	0.8%	£44.51
Other Zone 1 stores	£292.61	£324.86	£32.06	11.0%	£304.85	68%	£12.24	6.1%	£17.01	£307.66	5.2%	£15.05
Total Zone 1	£560.07	£639.51	£79.24	14.1%	£617.96	73%	£57.88	3.3%	£19.67	£619.64	3.1%	£59.56
<b>Zone 2 centres and stores</b>												
Zone 2 centres and stores	£2.68	£2.88	£0.20	7.5%	£2.85	0%	£0.17	1.1%	£0.03	£2.86	0.9%	£0.17
<b>Zone 3 centres and stores</b>												
Zone 3 centres and stores	£6.67	£7.19	£0.52	7.8%	£7.11	0%	£0.45	1.0%	£0.06	£7.13	0.8%	£0.46
<b>Zone 4 centres and stores</b>												
Blackley town centre	£17.93	£19.75	£1.82	10.2%	£19.32	1%	£1.39	2.2%	£0.36	£19.39	1.8%	£1.46
Other Zone 4 stores	£24.33	£25.88	£1.55	6.4%	£25.81	0%	£1.47	0.3%	£0.48	£25.40	1.9%	£1.07
Total Zone 4	£42.27	£45.64	£3.37	7.9%	£45.13	2%	£2.86	1.1%	£0.84	£44.80	1.8%	£2.53
<b>Zone 5 centres and stores</b>												
Chipping Norton town centre	£38.00	£42.87	£4.86	12.8%	£42.78	0%	£4.77	0.2%	£0.08	£42.79	0.2%	£4.79
Other Zone 5 stores	£13.15	£14.07	£0.92	7.0%	£14.02	0%	£0.67	0.4%	£0.05	£14.03	0.3%	£0.88
Total Zone 5	£51.15	£56.94	£5.79	11.3%	£56.80	0%	£5.44	0.3%	£0.12	£56.82	0.2%	£5.66
<b>Zone 6 centres and stores</b>												
Bicester town centre	£102.21	£115.60	£13.40	13.1%	£115.30	1%	£13.09	0.3%	£0.27	£115.34	0.2%	£13.13
Bicester Village	£7.06	£8.35	£1.29	18.3%	£8.34	0%	£1.28	0.0%	£0.00	£8.34	0.0%	£1.28
Other Zone 6 stores	£71.02	£76.71	£5.69	8.0%	£76.41	1%	£5.39	0.4%	£0.25	£76.46	0.3%	£5.44
Total Zone 6	£180.29	£200.66	£20.37	11.3%	£200.05	2%	£19.76	0.5%	£0.52	£200.14	0.3%	£19.85
<b>Zone 7 centres and stores</b>												
Kidlington town centre	£29.25	£32.75	£3.50	12.0%	£32.64	0%	£3.39	0.3%	£0.09	£32.66	0.3%	£3.41
Other Zone 7 stores	£44.24	£47.11	£2.86	6.5%	£46.72	1%	£2.48	0.8%	£0.32	£46.79	0.7%	£2.55
Total Zone 7	£73.49	£79.85	£6.36	8.6%	£79.36	2%	£5.87	0.6%	£0.41	£79.45	0.5%	£5.95
<b>Zone 8 centres and stores</b>												
Zone 8 centres and stores	£38.20	£41.15	£2.95	7.7%	£41.03	0%	£2.83	0.3%	£0.10	£41.05	0.2%	£2.85
<b>Zone 9 centres and stores</b>												
Zone 9 centres and stores	£41.01	£44.15	£3.15	7.7%	£44.06	0%	£3.05	0.2%	£0.08	£44.08	0.2%	£3.07
<b>Zone 10 centres and stores</b>												
Daventry town centre	£84.49	£93.68	£9.20	10.9%	£93.06	2%	£8.58	0.7%	£0.54	£93.15	0.6%	£8.66
Other Zone 10 stores	£18.23	£19.54	£1.31	7.2%	£19.50	0%	£1.26	0.2%	£0.04	£19.50	0.2%	£1.27
Total Zone 10	£102.72	£113.22	£10.50	10.2%	£112.56	2%	£9.84	0.6%	£0.57	£112.65	0.5%	£9.93
<b>Centres and stores outside the study area</b>												
Centres and stores outside the study area	£587.44	£676.27	£88.83	15.1%	£673.22	17%	£85.78	0.7%	£4.98	£673.30	0.7%	£85.85
<b>Total</b>	£1,685.99	£1,909.27	£223.28	13.3%	£1,880.14	100%	£194.14	1.5%	£27.38	£1,881.89	1.4%	£195.50

Notes:  
Tables 8 and 15

# Banbury Retail Assessment

Table 17 - Cumulative Convenience Impact 2019

	Pre-Waitrose turnover EM	Post-Waitrose turnover (1) EM	Diversion to Banbury Gateway (2) %	Diversion to Sainsbury's Brackley (3)	Diversion to Spicelab foodstore %	Total diversion	Post- diversion turnover	Revised market share	Cumulative impact on 2019 net- diversion turnover
<b>Proposed/committed development:</b>									
<b>Zone 1 centres and stores</b>									
Banbury town centre	£13,49	£13,14	16%	5%	4%	£5,30	£32,54	4,6%	316%
Other Zone 1 stores	£181,85	£192,62	20%	20%	77%	£30,17	£172,10	24,3%	-16%
Zone 1 total	£195,33	£204,31	38%	25%	81%	£35,48	£204,64	28,9%	7%
<b>Zone 2 centres and stores</b>									
Other Zone 2 stores	£2,54	£2,51			1%	£0,23	£2,28	0,3%	-20%
<b>Zone 3 centres and stores</b>									
Other Zone 3 stores	£5,94	£5,87			1%	£0,23	£5,64	0,8%	-9%
<b>Zone 4 centres and stores</b>									
Brackley town centre (inc. Waitrose)	£13,17	£12,75	1%	12%		£5,72	£7,03	1,0%	-47%
Tesco, Brackley	£14,03	£13,53	1%	26%		£11,80	£1,63	0,2%	-88%
Other Zone 4 stores	£11,85	£11,77	2%	2%		£1,00	£55,00	7,9%	371%
Zone 4 total	£39,05	£38,05	2%	41%		£18,52	£64,65	9,1%	65%
<b>Zone 5 centres and stores</b>									
Co-op, Clipping Norton	£5,53	£5,50				£0,00	£5,50	0,5%	-1%
Sainsbury's, Clipping Norton	£10,80	£10,75				£0,00	£10,75	1,0%	-1%
Other Zone 5 stores	£1,07	£1,03				£0,00	£1,03	1,8%	-1%
Zone 5 total	£17,40	£17,28				£0,00	£17,28	3,3%	-1%
<b>Zone 6 centres and stores</b>									
Beales town centre total	£44,09	£43,79	2%	5%	2%	£0,46	£40,90	5,8%	-9%
Tesco, Beales	£38,85	£38,62	1%	5%	4%	£1,04	£27,20	3,8%	-15%
Other Zone 6 stores	£30,82	£30,75	3%	10%	2%	£0,46	£30,28	4,3%	-3%
Zone 6 total	£105,76	£105,16	3%	20%	8%	£1,97	£98,38	13,9%	-8%
<b>Zone 7 centres and stores</b>									
Zone 7 centres and stores	£60,37	£58,87	1%		4%	£1,03	£58,72	8,3%	-5%
Zone 8 centres and stores	£30,73	£30,61					£30,61	4,3%	-1%
Zone 9 centres and stores	£37,09	£36,89					£36,89	5,2%	0%
Zone 10 centres and stores	£58,46	£58,82					£58,82	9,3%	-1%
<b>Centres and stores outside the study area</b>	£129,98	£125,62	55%	24%	5%	£18,22	£107,31	15,2%	-18%

NOTES  
 (1) Includes proposed Waitrose turnover based on Scenario A (maximum convenience)  
 (2) Limited detail provided in submitted convenience impact assessment. Assumptions made on diversion patterns from out-of-centre stores within Cherwell based on a total of 22%, as well as 58% expected to be drawn from outwith Cherwell District.  
 (3) Over 60% of JS Brackley turnover not assessed in detail in Indigo retail impact assessment. Judgements therefore made on likely diversion implications for stores within the study area.

