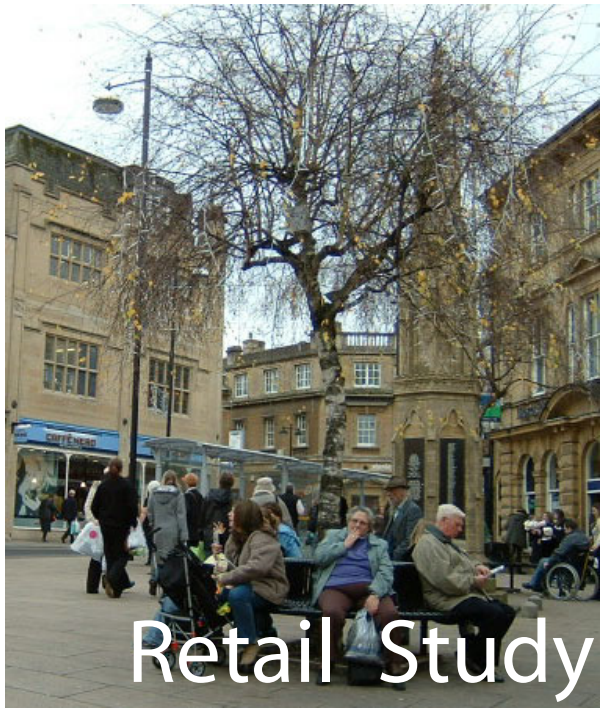
# South Somerset



# Retail Study

South Somerset District Council

January 2006

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## 1.0 INTRODUCTION

### Background

1.1 DPDS Regional has been instructed by South Somerset District Council to undertake the South Somerset Retail Study 2005. The purpose of the study is to inform and guide retail planning in the district and provide officers with a detailed strategy on which to base their assessment of forthcoming retail applications. The study will form part of the evidence base for the development of the South Somerset Local Development Framework.

### Objectives of the Study

1.2 The Council provided a brief for the study, which required that the study produce the following outcomes:

- The relationship of the main centres to competing centres, both higher order and of the same order, and the accessibility of centres to South Somerset residents;
- The retail function of each centre – the extent of its catchment area and the quality of retail stock;
- The total floorspace within the District and its location;
- The amount of vacant retail floorspace and its location;
- Identification of sub-sectors within the retail market that are currently strong, and which are currently vulnerable and their geographic locations;
- Identification of the size and type of required floorspace to meet latent demand
- Rental levels in each centre and the extent of primary shopping frontages; the identification of any unique selling point(s) in existing centres;
- Future potential of each centre for new retail development; retailer/developer demand for town centre/non-town centre development and advice on locational factors to be taken into account in identifying development sites.

**Scope of Work**

1.3 In order to address the requirements of the brief, this study incorporates a comprehensive up-to-date review of retailing and leisure needs in the District with particular emphasis on the five main town centres of Yeovil, Chard, Crewkerne, Ilminster and Wincanton. Two shopper (on-street) surveys have been undertaken in Yeovil and Chard and a household telephone survey of 1,000 local residents has been conducted in order to establish current shopping patterns. These surveys help to inform the healthcheck assessments of the District's town centres. The study also includes a review of recent retail trends, a review of competing retail provision in the surrounding area, retail expenditure capacity assessments, and a review of potential development opportunities.

The remainder of this study is structured as follows:

Section 2 Contains a review of current and likely shopping trends at the national level which could influence the need and future demand for additional retail floorspace.

Section 3 Provides an overview of shopping facilities within the District and in the wider sub-region, and assesses the levels of vitality and viability in the District's town centres and rural centres. Reference is made to the results of the household shopping survey and on-street surveys.

Section 4 Contains a quantitative assessment of convenience and comparison goods expenditure capacity using the results of the household survey as the basis for assessing existing shopping patterns.

Section 5 Assesses potential alternative sites to accommodate any identified need for additional retail floorspace.

Section 6 Presents the recommended strategy.

Section 7 Provides a summary of the main findings and conclusions.

## 2.0 RETAIL TRENDS

### Introduction

2.1 Retailing is an extremely dynamic sector of the UK economy and changes within this sector have manifested themselves in new forms of retail developments. These have resulted not only from innovations within the industry itself but also from consumer demand, technological advances, and political intervention.

2.2 Within the last three decades, the UK has witnessed dramatic and continuing change in retail environments. The traditional town centre dominance of retailing has been challenged by innovative new retail formats in out-of-town locations and now commentators are concerned over the impact of internet shopping.

2.3 These changes in the retail sector occur rapidly and the planning system is often slow to respond, resulting in planning policy lagging behind the changes. Since the 1970s there have been four broad waves of retail change within Britain.

- ***First Wave*** – occurred in the late 1960s to early 1970s, where food retailers moved to 'out-of-centre' locations operating from free-standing superstores and hypermarkets.
- ***Second Wave*** – occurred in the late 1970s to mid-1980s, where key bulky goods operators (e.g. DIY, furniture, carpets, electrical goods and motor accessories) moved to out-of-centre locations either in free-standing premises or with other operators as part of 'retail parks'. This wave was also associated with the first large-scale retail warehouses. There was rapid growth of retail warehouses in the 1980s which slowed down in the 1990s due to the prevailing economic climate and more stringent planning legislation.

- ***Third Wave*** – occurred from the mid-1980s to early 1990s with other retailers in the non-bulky comparison goods sectors (such as clothing, footwear and toys) moving to out-of-centre locations, many to retail parks. This was the time when the large operators such as Marks & Spencer moved out-of-centre. This wave was also characterised by the rise of Regional Shopping Centres located close to motorway networks and serving very wide catchment areas (e.g. Meadowhall in Sheffield).
- ***Fourth Wave*** – occurred in the 1990s with the rise of warehouse clubs and factory outlet centres specialising in discounted goods. Retail complexes also emerged in many airport terminals.

2.4 A fifth retail wave has emerged since the turn of the century associated with increased use of personal computers in the office and at home. Online retailing (or e-tailing) has experienced rapid growth over this period, although it is still in its early stages. Services such as banking, estate agencies and travel agencies have also been affected. Therefore, at this stage, it is difficult to draw firm conclusions on the implications for traditional 'high street' retailing over the coming years. However, changes in expenditure distribution have not gone unnoticed by retailers. The development and growth of e-tailing is discussed further below.

*Expenditure*

2.5 A key factor in the changing retail sector has been the changes in general expenditure, the last 30 years have seen rapid increase in average income (GDP per head). Nearly all households have telephones, fridges and TVs, cars and many have more than one car. Many of these goods are bought through shops and this has led to an increase in consumer retail expenditure. Other expenditure, for example foreign holidays, expenditure on the purchase and maintenance of cars, and savings and pension plans is not considered as retail expenditure, but trends affecting it can have considerable impact on town centres. Savings exerted considerable pressure on town centre floorspace through the demand from building societies, although this has now passed its peak with the amalgamation of societies, the rationalisation of their

structure and e-banking. The growth of home ownership in the 1980s and the active housing market has increased demand for estate agents offices.

2.6 One of the big areas of expenditure growth has been in the leisure sector. Eating out and take-away meals have become commonplace for many households, increasing the demand for restaurants, and take-aways and as well as forming one of the fastest growing sectors of food retailing. The growth in leisure spending has also encouraged investment by large companies, both in large-scale out-of-centre complexes (including multiplex cinemas, nightclubs and restaurants) and in the conversion of large town centre premises to public houses. Government policy to encourage the evening economy of town centres has focused attention on the importance of leisure spending to town centres, although such uses should not undermine the predominant shopping function in the core shopping areas of larger town centres.

**Retail Expenditure**

2.7 Retail expenditure is in competition with other types of expenditure, and has not simply increased with average earnings. In the period 1960 – 2003/4 expenditure on food and drink (excluding alcohol) has declined from 30% of household expenditure to 10%, and expenditure on clothing and footwear from 10% to 5%. By contrast housing costs have increased from 9% to 19%, and transport, motoring and fares from 12% to 17% (source: ONS Family Spending).

2.8 MapInfo (formerly the Data Consultancy and, before that, URPI), has tracked retail expenditure back to 1964. It has risen from £2,274 per head in 1980 to £4,486 per head in 2004 (at constant 2002 prices), an increase of 97% over 24 years (source: MapInfo Information Brief 05/02). The annual growth rate is around 3.0% per annum between 1983 and 2004, although the pattern of growth year on year, has been uneven, reflecting the economic cycles.

*Convenience Goods*

2.9 The category of convenience goods covers food and drink, including alcoholic drinks, tobacco, newspapers, cleaning materials and matches bought through retail outlets. According to data from MapInfo, convenience goods expenditure has increased very slowly over the very long term (1964 to 2004) at an average annual rate of 0.1%. Expenditure on these goods was depressed in the 1990s following considerable growth in the late 1980s. However, the average annual growth in convenience goods expenditure between 1998 and 2004 is 0.8%.

*Comparison Goods*

2.10 Comparison goods include clothing and footwear, do-it-yourself goods, household goods (such as furniture, carpets, soft furnishings and hardware) recreational goods (such as TVs, radios, video and DVD players, sports goods, toys, books and bicycles) and other goods like pharmaceuticals, toiletries and jewellery. Expenditure on these goods has grown faster than expenditure on convenience goods, at a rate of almost 5.2%p.a. over the same period 1983 to 2004, and 8.5%p.a. over the period 1998 to 2004 (Source: MapInfo).

2.11 Expenditure growth on different types of comparison goods can vary quite markedly. Audio-visual equipment, for example, has grown by almost 15.7%p.a. in the last 6 years whereas expenditure on household goods has been 6.7%p.a. Growth in sales of electrical equipment is likely to continue as new technologies and innovative products continue to emerge.

*Social Trends*

2.12 The growth in retail expenditure per head has given rise to a demand for additional retail floorspace. So has the modest but steady increase in the population – in England and Wales from about 49.6m in 1981 to 52.0m in 2001. However, how this pressure manifests itself as retail development is not consistent across the country and is determined largely by changes in social behaviour and the structure of the retailing sector itself.

2.13 Within regions, expenditure per capita will vary, as will growth or decline in the resident population. Within the regional context, however, the fortunes of individual town centres will depend on the population change within their catchment areas and their position within the retail hierarchy, rather than overall regional changes. Even in regions with declining population some towns will grow, while others decline. Often the impact of declining population will be greatest in district centres in larger conurbations.

2.14 The other social changes that are usually remarked upon in relation to retail patterns are the growth of car ownership and the substantial increase in the proportion of women working. The proportion of households with at least one car has increased from 52% in 1971, to 68% in 1991, and to 73% in 2001. This will increase the likelihood of a car being available for shopping trips.

2.15 The use of cars rather than public transport has altered the whole pattern of accessibility in towns and cities, favouring peripheral sites where there is less congestion and car parking is more convenient. It has also reduced the time/distance distinctive to travelling for goods and services, resulting in fewer but larger shopping centres. Retailers can rely on people travelling to them, rather than having to provide branches at a local level to reach customers.

2.16 The very marked increase in the number of women working, particularly working full time, and bringing up families is generally seen as creating an income rich/time poor environment for shopping which favours convenience over price competitiveness and hence encourages one-stop shopping, and bulk shopping trips.

2.17 It is probably easy to overestimate the impact of these changes and there remains a substantial number of pensioner households and households without cars. Nevertheless, the pattern of relatively infrequent (usually weekly) bulk food shopping trips with additional top-up shopping in between, appears to be well established from the large number of household shopping surveys that have been carried out as part of retail impact studies. The

growth of 'convenience stores', particularly at petrol filling stations, is another manifestation of this trend.

2.18 The pattern of non-food shopping trips is more complicated and assessed less frequently than convenience goods shopping patterns. The emergence of shopping as a leisure activity has been much trumpeted, and the close proximity of retail and leisure facilities in some regional shopping centres and large retail parks is evidence of this. Some of these centres attract coach trips from far afield. Indeed, window-shopping has long been an established pastime, and daily food shopping is often used as an occasion for social interaction. Nevertheless, the relative success of attractive, historic shopping centres and centres containing purpose-built attractions suggest that shopping is often combined with more general leisure trips. Purchases may be impulse buys, but equally the decision to go to a particular centre may be based on a combination of its retail offer and other attractions.

**E-Commerce**

2.19 There has been considerable interest in Internet-based companies at present, with institutional investors becoming aware of the potential. However, as previously noted, it is still not clear the extent that Internet shopping will replace traditional shops. The main foodstore operators have introduced Internet shopping. Tesco Direct, for example, has steadily increased its geographical coverage and has extended the range on offer through its online store to include books and household goods.

2.20 However, doubts remain about how popular the Internet will be with food shoppers. While it may suit the purchase of basic standardised groceries such as tins or frozen products, it is likely that there will always be a significant number of customers who will want to choose their own fresh products and to browse the product range in goods sectors, like delicatessens, where the product offer changes rapidly.

2.21 Within the comparison goods sector Internet shopping will broadly offer the same service as catalogue and teleshopping. It is likely to prove popular for goods like books and CDs, but even with these goods, the inability to inspect the goods or satisfactorily test the selection is seen as limiting. For fashion goods, catalogue shopping, mail order and teleshopping are slowly claiming a larger market share. Internet shopping adds to the efficiency of the process rather than overcoming its disadvantages – particularly in seeing and trying on clothes. Remote sales rely on home delivery, which is, as a result of the increasing numbers of women who work, becoming a disadvantage in itself.

2.22 The disadvantages of home delivery do not apply to the delivery of many services, and telephone and Internet services have already become significant in banking and insurance services. The same trends are likely to become important in travel and, to some extent, estate agency. This is likely to lead to continued branch closures, as is being experienced in the banking sector at present. It seems reasonable to conclude that the Internet and telephone services will have a significant impact on the amount of activity in high streets in the coming years, but will not replace them as places for shopping, business and entertainment.

2.23 According to Forrester Research, 'net-influenced' sales represent three times as much revenue as actual online sales. In other words, many people prefer to research products and prices online but then go to the high street to actually buy the goods. It is estimated that net-influenced sales in the UK will be worth approximately £22bn by 2007.

2.24 However, shopping online is still a factor, alongside other forms of non-store business. Experian's latest estimate of retail sales not taking place in stores is 6.4% in respect of comparison goods and 0.9% in respect of convenience goods. (These figures have been adopted in the quantitative analysis contained in this Study and held as a constant). Along with the ever popular books and CDs, big spend items include electrical goods, clothes, games, toys, computers and holidays.

2.25 Verdict says that for Internet shopping to become a highly profitable medium, retailers need to add value such as in-depth product information, reviews and sampling. It also says that the profile of the internet shopper has changed. A large drop in the number of 15-24 year olds shopping on the Internet in the late 1990s was put down to disappointment with the service, while the number of shoppers aged over 45 has increased proving that electronic shopping is moving into the mainstream and mass market arena.

*Retail Industry Trends*

2.26 The emergence of new forms of retailing in the late 1980s and 1990s are well known and the so-called four waves have previously been outlined in this section.

2.27 The number of superstores (foodstores with more than 25,000sq.ft. floorspace) increased from 457 in 1986 to 1,102 in 1997, and their share of grocery spending increased from 29.9% in 1987 to 53.7% in 1996. This occurred at a time when the grocery spending per head increased very slowly. In contrast, the number of independent grocers fell from 116,000 in 1961 to 20,000 in 1997 (Figures quoted from the Environment, Transport and the Regional Affairs Committee Second Report December 1999).

2.28 The move towards car borne shopping and the advantages for peripheral, out-of-centre sites for this are well known. The move started in convenience goods retailing where large stores could offer sufficient goods and facilities to attract customers without town centre facilities being available. Increasingly over recent years, these superstores have expanded into other in-store activities and services such as dry cleaning, coffee shops and the sale of financial services. It has now become commonplace for the larger foodstores to sell comparison goods like mobile phones and televisions/DVD players at discounted prices in addition to the clothing and fashion goods sold by some. The take-over of Asda by WalMart has led to others following the trend to a greater degree.

2.29 The next development was the movement of electrical, furniture and floor covering retailers to out-of-centre locations. These have tended to cluster together in retail warehouse parks, because they can benefit from 'incidental' purchases by customers of neighbouring stores. Also, the proliferation of individual free-standing retail stores often results in customers having difficulty remembering which store is where. Good visibility from main vehicular routes remains a pre-requisite in identifying retail locations. For retailers, warehouse units offer the possibility of stocking bulky goods and a wider range of normal goods than conventional units. Also, warehouses often allow retailers flexibility in terms of re-arranging the showroom area without contending with structural walls and pillars.

2.30 The advantages for retailers of out-of-centre locations are clearly not restricted to retailers of bulky goods; a number of clothing and footwear retailers (e.g. Next and Marks & Spencer) have shown willingness to trade from out-of-centre locations realising the benefits identified above. In looking for new sites, DIY operators also now prefer a retail warehouse location (or a site adjacent to a food superstore) above free-standing locations.

2.31 Factory Outlet Centres (FOC) developed rapidly in the 1990s. In the past it was common to find small shops attached to places of production/manufacture selling end-of-line, out-of-season, or slightly damaged products. Other routes for disposal of such goods have been through markets, and exports to eastern European countries. These alternatives are declining. There are now FOCs in most parts of the country, both purpose-built as out-of-centre shopping locations and in converted buildings. Although the industry may seek to operate what is effectively a two-tier pricing structure, there is clearly likely to be considerable substitution of goods between the two and limits on expenditure and usefulness means that some of the money spent on FOC goods, will not be spent in the high streets.

2.32 Warehouse clubs, like Costco, which sell a wide range of discounted goods to members from very large premises, have failed to spread widely in the UK. A court case established that, in terms of planning law, warehouse clubs were not shops. However, Government policy on retail development advises that in policy terms they should be treated as if they were retail businesses.

*Retail Concentration*

2.33 The retail industry is becoming concentrated in fewer, larger firms with a greater share of the market. These concentration levels have been achieved partly through mergers, but many of the leading companies have also captured increased market share through organic growth. This is particularly so in the food sector, where the market share of the top five operators is 79%, and the top ten over 90%. Increased size can produce more favourable purchasing prices from suppliers and economies of scale arising from distribution logistics, and the spread of advertising costs. Advertising and branding is increasingly important, with retailers developing their own brand products and their own brand image. This brand strengthening allows many of them to trade more easily from freestanding out-of-centre locations.

2.34 These changes give national multiples considerable advantages, and their presence in town centres is an important measure of the success of town centres. Those towns which fail to attract such stores will lose market share. At the same time, the need for independent shops to give town centres 'character' is becoming recognised (to avoid the label of 'clone town'). As noted, people will want to shop in larger towns with greater choice and retailers can increasingly rely on people travelling to these shops by car, rather than having to provide shops locally. Thus, there is a tendency for larger towns to have strong retailer interest and to support new development, while smaller, traditional market towns decline.

**Summary**

2.35 In summary, town centre retailing is driven by economic factors which guide day-to-day decision making. This cannot be ignored, but local authorities should look to policy-making as a tool to modify trends. Recent experience suggests that town centre policy documents appear to be working.

## 3.0 EXISTING SHOPPING FACILITIES

### Introduction

3.1 This section of the study provides an overview of shopping facilities available to residents of, and visitors to, South Somerset. Firstly, this section examines the sub-regional shopping hierarchy in order to understand the position of town centres within the District relative to larger competing centres further afield. Having established the context, there follows an audit of the town and rural centres within the District, and a review of retail warehouse provision. The assessment of shopping facilities in this section is based predominantly on DPDS fieldwork, information from the relevant local authorities, established data sources (including Management Horizons, the Valuation Office, and Experian), and the results of the specially commissioned shopper surveys described below.

### Household Shoppers Survey

3.2 In order to gain a better understanding of shopping patterns in the area, a household telephone survey was carried out by Next Steps Ltd. In consultation with the commissioning authority, the survey area reflected the likely area of influence of the main town centres in South Somerset District. The survey involved a sample of 1,000 households within 7 zones defined on the basis of postcode geography. A plan showing the geographic extent of the survey area and zones is contained at Appendix A. The surveys were undertaken in September 2005.

3.3 The questionnaire for the survey was designed to gain information on shopping patterns which would not only inform the assessment of retail expenditure capacity but also provide valuable information on the views of visitors to the main town centres in the District. The full results of the survey are contained at Appendix B.

**On Street Surveys**

3.4 In addition to the household telephone survey, two on-street surveys were commissioned and conducted in Yeovil and Chard town centres (the largest centres in the District). Interviewees were asked, *inter alia*, about their views on the town centre, the mode of transport used to get there, and whether they used the centre in the evening. In parallel with household surveys, on-street surveys are useful as there is a greater chance of making direct contact with regular visitors to town centre and an interview within the centre itself helps to focus the respondent's thoughts on positive and negative aspects of the centre. The full results of the on-street surveys are contained at Appendix C.

**Sub Regional Shopping Hierarchy**

3.5 South Somerset District does not contain a Principal Urban Area (PUA) as defined in the South West Regional Planning Guidance (RPG10). The nearest PUA to the District is Taunton. The PUAs are identified in the Guidance as the focus for the majority of development needs. However, the Guidance indicates that Yeovil, South Somerset's largest town, is a potential candidate for sustainable growth subject to sub-regional requirements being identified.

3.6 In terms of retailing, Management Horizons Europe and Experian both survey shopping centres in the UK and rank them according to their relative retail strength and the assessed level of vitality and viability. The methodology adopted by the two research companies varies but some of the factors considered include the number of national multiple retailers present in the centre, the number of key attractors (such as John Lewis or Marks & Spencer), the total retail floorspace available, and the level of vacant floorspace. Figure 3.1 below identifies the centres within South Somerset District which appear in the national rankings and the main competing centres in the wider sub-region.

***Figure 3.1: Shopping Provision in South Somerset and the Sub-Region***

| Centre | MHE Rank | Experian Rank | Distance from Yeovil (km)* |
|---|---|---|---|
| Bristol | 23 | 20 | 56 |
| Bath | 28 | 26 | 52 |
| Exeter | 39 | 36 | 68 |
| Taunton | 76 | 89 | 34 |
| Cribbs Causeway | 100 | 45 | 64 |
| **Yeovil** | **128** | **122** | **--** |
| Dorchester | 243 | n/a | 30 |
| Bridgwater | 270 | n/a | 33 |
| Wells | 546 | n/a | 30 |
| **Chard** | **602** | **n/a** | **24** |
| Street (Clarks Village) | 664 | n/a | 20 |
| Street | 716 | n/a | 20 |
| Sherborne | 773 | n/a | 8 |
| Wellington | 829 | n/a | 40 |
| Glastonbury | 1120 | n/a | 22 |
| **Crewkerne** | **1268** | **n/a** | **13** |
| Shepton Mallet | 1268 | n/a | 28 |

**Source: Management Horizons Europe 2004, Experian 2002**
*** Straight line distance**

3.7 Three South Somerset town centres appear in the table above: Yeovil (ranked 128th in the MHE index), Chard (602nd), and Crewkerne (1268th). No other defined centre within South Somerset District is large enough to feature in the rankings. Whilst Yeovil town centre is ranked relatively highly in comparison with other UK centres, there are 5 destinations within the sub-region, and within 68km (43 miles) of Yeovil, which are placed higher in the rankings: Bristol, Bath, Exeter, Taunton and Cribbs Causeway. However, the household telephone survey reveals that, of these higher order centres, only Taunton has a strong influence on shopping patterns in the survey area (mainly in the western part) attracting approximately 14% of the comparison goods expenditure generated within the survey area as a whole. By

comparison, destinations in Bristol, Bath and Exeter together attract less than 1% of the total available comparison goods expenditure generated in the survey area.

**Taunton**

3.8 Taunton town centre provides around 90,000sq.m.net of town centre retail floorspace, of which over 78,000sq.m.net is dedicated to the sale of comparison goods. Taunton is the highest ranking shopping centre along the M5 corridor between Bristol and Exeter and, as such, will have a reasonably wide catchment area.

**Retail Warehouse Provision outside the Study Area**

3.9 The largest, most immediate conglomeration of retail warehouses outside South Somerset District Council's administrative area is found in Taunton. Figure 3.2 below summarises retail warehouse provision in Taunton.

***Figure 3.2: Out-of-Centre Non-food Retail Provision – Taunton Deane***

| Location | Retailer | Floorspace sq m |
|---|---|---|
| Venture Way | Magnet | 1,155 |
| Bindon Road | Chaplins DIY | 2,212 |
| Priory Fields | MFI | 1,858 |
| | Carpet Right | 929 |
| | Harveys | 1,485 |
| | Allied Carpets | 929 |
| | Pet City | 929 |
| | Wickes | 4,645 |
| Taunton Riverside | Pine Showroom | 190 |
| | Panasonic Technics | 293 |
| | Homebase | 3,354 |
| | PC World | 1,115 |
| | Office World | 836 |
| | Currys | 1,394 |
| | Comet | 1,115 |
| | Mothercare World | 1,394 |
| | Roseby's & Benson Beds | 697 |
| | Halfords | 929 |
| | B&Q | 5,890 |
| Toneway | DFS | 3,716 |
| | Klaussner | |
| | Land of Leather | |

| Location | Retailer | Floorspace sq m |
|---|---|---|
| Chip Lane | Furniture Warehouse | 380 |
| | Bicycle chain | n/a |
| | Partco auto parts | 420 |

3.10 Figure 3.2 shows that Taunton has a wide range and choice of retailers, not only in the key bulky goods categories (carpets, furniture, DIY goods and electrical goods) but also has retail warehouses dedicated to the sale of non-bulky goods such as pet supplies and children's clothes and associated accessories. The household telephone survey indicates that over 14% of bulky goods expenditure generated in the survey area is spent in facilities in Taunton.

**Shopping Facilities in the Study Area**

3.11 Having considered the major competing centres in the sub-region, this section now turns to shopping provision within the study area. South Somerset District Council appointed Donaldsons in February 2004 to undertake a Retail Health Check Assessment of Yeovil town centre. The objective was to provide the Council with 'baseline' information on the vitality and viability of the town centre for the preparation of a number of linked planning documents and strategies. The Health Check also provided a basis for which to 'benchmark' Yeovil's performance over the next few years.

3.12 SSDC also appointed Drivers Jonas in 2003 to conduct an appraisal of Chard Town Centre. The principal objective of the study was to inform decision making aimed at promoting regeneration of the town centre. The study included information on the retail hierarchy; retailer representation and core shopping frontages, accessibility, pedestrian flows and vacant premises. Drivers Jonas had previously produced a healthcheck assessment of the main town centres in South Somerset in 1998.

3.13 This report provides an up-to-date assessment of the vitality and viability of the all the main centres in South Somerset, building on the previous findings of Donaldsons and Drivers Jonas. Additionally, this report also provides a healthcheck of the seven defined rural centres in the District. By combining

the findings of all twelve assessments, it is possible to provide an overall picture of the retail hierarchy as it stands in the District, the role of each centre, and an understanding of the range of shopping facilities compared to competing centres elsewhere. This assessment, combined with the assessment of retail expenditure capacity in the next section, will lead to a series of recommendations for the Council on the formulation of a clear retail strategy for the District in the forthcoming Local Development Framework.

3.14 Each of the town and rural centres in the District is addressed in turn, and assessed having due regard to the key indicators of vitality and viability set out at paragraph 4.4 of PPS6. An overview of any out-of-centre foodstores and retail warehouse facilities in each town is also provided.

**Yeovil**

3.15 Yeovil is the largest town in South Somerset District and has a population of over 40,000. The Local Plan defined Central Shopping Core of the town centre is located on High Street, The Borough, Middle Street, Vicarage Walk, Ivel Square, and Vicarage Street. Other areas of the defined Primary Shopping Area extend as far as Sherborne Road, Wyndham Street, Old Station Road, Princes Street, Westminster Street, Peter Street and Hendford.

*Retail Composition*

3.16 Figure 3.3 below highlights the composition of Yeovil by the number of units occupied by each retail category. By comparing the current position with data collected by Drivers Jonas in 1998, the table illustrates how this composition has changed over recent years.

***Figure 3.3: Yeovil Retail Composition***

| | No. of Units (%) 1998 | No. of Units (%) 2005 | UK Average (%) 2005 |
|---|---|---|---|
| Convenience | 23 (6%) | 22 (6%) | 9% |
| Comparison | 210 (53%) | 186 (51%) | 48% |
| Service | 114 (29%) | 116 (32%) | 32% |
| Miscellaneous | 6 (2%) | 7 (2%) | 10% |
| Vacant | 42 (11%) | 34 (9%) | 1% |
| Total | 395 (100%) | 365 (100%) | 100% |

**Source: Drivers Jonas 1998, Goad/DPDS 2005**

3.17 Figure 3.3 shows that Yeovil has a total number of 365 units in the town centre. The total number of units has reduced by 30 since 1998. This is likely to be due to the redevelopment or amalgamation of units and sites resulting in fewer units and a general trend towards compaction of the town centre resulting in peripheral properties losing their retail function.

3.18 The comparison goods sector has lost the most units since 1998 (24 units) but still occupies over half the units in the town centre. The proportion of comparison goods units (51%) is higher than the national average for town centres (48%) although this is typical of the larger centres in the UK.

3.19 Yeovil town centre benefits from a good balance of retailers, which include a large selection of national multiples. The town has one department store, Denners, which offers an Oasis concession. However, the store is spread over several separate premises on the High Street (it sells furniture and household goods with a café at nos. 3-6, whilst the fashion goods are sold at nos. 23-25 which includes an in-house beauty and hair salon). BHS, Iceland, Littlewoods and River Island anchor the Quedam Centre with Somerfield providing an anchor for the eastern end of the town. Other key attractors represented in the town centre include Marks & Spencer, Top Shop, Boots the Chemist, WH Smiths, Next, HMV, Laura Ashley and JJB Sports.

3.20 51% of visitors to the town centre thought that Yeovil had good quality and a good choice of shops, compared to 11% who indicated that the choice of shops was limited. Those who also visited other centres for non-food shopping did so because those centres had a wider range of shops (34% of respondents) or better quality shops (18%). The household survey which sampled residents from across the study area, not just those visiting Yeovil, indicates that 29% those who consider Yeovil to be their main shopping centre, like the range and choice of shops, compared to 11% who disliked the centre because of the poor choice or poor quality of the shopping offer.

3.21 The household telephone survey indicates that Yeovil town centre attracts 62% of non-bulky comparison goods expenditure generated in the survey area. The town centre's market share of non-bulky goods expenditure in Zone 4 (Yeovil and surrounds) is 89%. Only 5% of non-bulky comparison goods expenditure in Zone 4 is spent in Taunton.

3.22 Yeovil town centre's convenience sector is dominated by the Tesco Extra foodstore (5,395sq.m.net) located to the west of the town centre. Pedestrian accessibility to the store is relatively good, with clear signage and a covered walkway through the centre of the car park. Tesco is currently extending the existing foodstore and refurbishing the car parking to provide decked facilities to increase the parking capacity. A reasonably large town centre Somerfield (1,492sq.m.net), which appears to cater particularly well for basket and top-up shopping trips provides an alternative to the Tesco store. The town centre convenience offer is further supplemented by the Iceland store in the Quedam Centre and an Aldi store on Sherborne Road. There are also a number of independent convenience retailers in the town, including butchers, bakers, greengrocers and various newsagents and off-licences. 13% of visitors to the town centre indicated that their main purpose of the visit was for food shopping.

3.23 There is a street market operating in Yeovil town centre on Tuesdays and Fridays with up to 50 pitches available, providing a significant attraction to the town. It is understood efforts to bring quality and diversity to the retail offer over recent years by introducing a farmers market failed to attract customers. Notwithstanding this, the on-street survey was conducted on a market day and 12% of visitors indicated that the market was the main reason for their visit that day.

***Diversity of Town Centre Uses***

3.24 The opening of Yeo Leisure Park in 2002 substantially increased leisure provision in Yeovil. In addition to the existing Bingo unit, two theatres, dry-slope skiing centre, recreation grounds, arts centre and health and fitness suites, Yeo Leisure Park has provided a 10 screen cinema, 18 lane tenpin

bowling alley, a Cannons Health Club and the family orientated restaurants, Frankie & Bennys and Pizza Hut. The Leisure Park has its own car park providing approximately 300 parking spaces.

3.25 Some new restaurants have opened along South Western Terrace (Old Station Road) most likely benefiting from spin-off trade from Yeo Leisure Park this area provides an attractive link between the Leisure Park and the town centre shops and services. There is good pedestrian access to the leisure development from the town with provision of traffic light controlled crossing points. The on-street survey indicates that the cinema, bowling alleys, and theatre are popular with visitors in the evening.

3.26 There are many other uses in and around the town centre which attract visitors to Yeovil and contribute towards the vitality of the centre. These include hotels, public houses, churches, offices, nightclubs, museum, Local Government offices, the Magistrates Court, surgeries, and a library. In addition, there are residential uses within and around the central area, adding to the sense of vitality and security outside normal shopping hours. Pubs, nightclubs, restaurants, and take-away food outlets are some of the main attractions Yeovil town centre has in the evening, according to the on-street survey of visitors.

*Vacancy Rates*

3.27 DPDS surveys indicate that there are 34 vacant units in the town centre, representing 9.3% of the total number of units available. Figure 3.4 below shows how this figure compares with previous surveys and the national average at those times.

***Figure 3.4 Yeovil Town Centre Vacancy Rates 1994-2005***

| Year | Vacancies (%) | UK Average (%) |
|---|---|---|
| 1994 | 10.5% | 12.6% |
| 1998 | 10.6% | 13.9% |
| 2005 | 9.3% | 10.1% |

**Source: Drivers Jonas 1994 & 1998, Goad/DPDS 2005**

3.28 The town centre's vacancy rate remained relatively constant through the period 1994-1998 but fell by over 1% between 1998-2005. The vacancy rate at the time of the three surveys has remained below the national average for town centres in the UK.

3.29 In terms of location, there are very few vacant retail premises within the Core Shopping Frontages. This area had only four vacant units at the time of the survey, representing just 3% of the total number of retail premises making up the Core Shopping Frontage. Two of the four units are the former New Look store on High Street and Vicarage Walk, which have only recently become vacant with the opening of the larger New Look store in the Quedam Centre. The units are in prime locations and are unlikely to remain vacant for long, based on the recent take up of other units in the town and the local knowledge of commercial agents.

3.30 The vast majority of vacant units are located in the eastern end of the town centre along Sherborne Road and Wyndham Street. In particular, there are 14 vacant units at the junction of these two roads including a block of eight consecutive vacant properties. The area is dominated by takeaway outlets and locally referred to as "takeaway alley". The buildings in this area are in relatively poor state of repair compared to the rest of the town centre and it is noted that the area is identified in the emerging local plan as an area in need of improvement.

3.31 Whilst the lack of vacant units in the Core Shopping Frontages is an indicator of the viability of the centre, it also highlights a lack of opportunities for new retailers to enter the town.

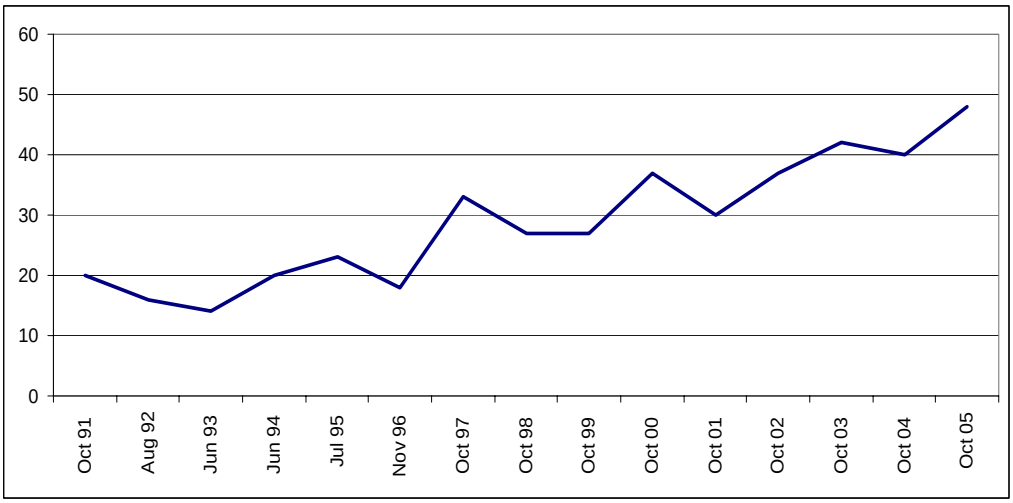
*Retailer Requirements*

3.32 Focus Property Intelligence provide details of all retailers seeking new premises in a particular centre, this information offers a useful source of anticipated demand in an area. However, as acknowledged in the Donaldsons report, these sources should be treated with caution, given that certain retailers may seek floorspace in Somerset for example, and will

publish a requirement for every town in the whole of Somerset until one is secured. On the other hand, not all retailers reveal their requirements through the Focus database and others may only express an interest in a town if a suitable development proposal emerges. Therefore, as long as the limitations to the data are acknowledged, the Focus database does provide a useful source of information.

3.33 The number of retailer requirements reported in October 2005 was 48. Figure 3.5, below, illustrates that the trend in the number of retailer requirements reported to Focus over that last 15 years is an increasing one.

***Figure 3.5: Number of Retailer Requirements in Yeovil, 1991-2005***




3.34 A number of the current requirements are from public house chains including the Barracuda Group and Best Cellars. Esporta Health and Fitness also have a requirement for a large sports complex in Yeovil. Operators currently seeking a retail unit in Yeovil are as follows:

| | |
|---|---|
| 99p Stores | Choices Video |
| A&W Restaurants | Cook & Wash household goods |
| Ann Summers | D2 clothing |
| Bags Etc | Darker Enterprises lingerie |
| Bathstore.Com bathrooms | David Christopher jewellers |
| Beds Direct | Deichmann Shoes UK |

Desire by Debenhams
Dolphin Bathrooms
Edinburgh Woollen Mill
Ethel Austin
Farmfoods
Herbmedic Chinese medicine
HSS tool hire
KFC
Long John Silvers café/restaurants
Majestic Wine Warehouse
Maplin Electronics
Moben Kitchens
Past Times gifts
Pasty Presto café
Pets at Home
Robert Dyas
Savers health & beauty
Sharps bedrooms
Silverscreen cd/dvd
Stylo Barratt shoes
Superdrug chemist
Tchibo UK café/restaurant
TJ Hughes department stores
TK Maxx department stores
Treds shoes
Varsity café/restaurant
Vets 4 Pets
YMCA charity shop
Zoom the Loom household goods

3.35 There is a wide variety of requirements ranging from those from traditional High Street retailers (Robert Dyas, Superdrug and Barratts) and those requiring larger premises (Pets at Home, Majestic Wine Warehouse, and Sharps bedrooms). Two department stores (TJ Hughes and TK Maxx) are registered on the database and there appears to be strong interest from the café and restaurant sector. Only one foodstore operator appears on the database (Farmfoods). Those on the list who are already present in Yeovil (e.g. Superdrug and Robert Dyas) are likely to be seeking alternative premises.

3.36 By way of comparison, Taunton has 76 retailer requirements according to the Focus database, significantly higher than Yeovil's 48. In terms of individual retailers, the following appear on the Taunton list but not on Yeovil's:

B&Q
Aldi
Blacks outdoor equipment
Bookends
Brantano shoes
DTB newsagents
Elvi womenswear
Feet Inc shoes
Frankie & Benny's café/restaurant
Help the Aged
Julian Graves healthfoods
Lakeland household goods

| | |
|---|---|
| Matalan | Slater menswear |
| Oddbins off licence | Stationery Box |
| Pier homeware | Sue Ryder charity |
| Pizza Hut restaurant | T Mobile phones |
| R&B leisure café/restaurant | Tiles R Us |
| Saks hairdressers | Works publishers |

3.37 The following retailers have a requirement for both Yeovil and Taunton:

| | |
|---|---|
| 99p Stores | Maplin Electronics |
| Cardworld | Robert Dyas |
| Choices Video | Silverscreen cd/dvd |
| David Christopher jewellers | Superdrug chemist |
| Deichmann Shoes UK | TJ Hughes department stores |
| Ethel Austin clothing | TK Maxx department stores |
| Farmfoods | Vets 4 Pets |
| Herbmedicine Chinese medicine KFC | |

Esporta also have a requirement for both towns.

*Retail Rents*

3.35 We have approached a number of local commercial agents on the issue of prime retail rents for Yeovil and most have suggested approximately £90 per square foot for Zone A areas. This is slightly higher than the figures quoted in the previous Donaldson report. In terms of secondary shopping frontage, rents are typically £35 per square foot in the better secondary areas, with tertiary shopping areas only commanding rents of between £8-10 per square foot. The prime retail rent in Yeovil is about the level expected for a town of its location, size and function.

*Commercial Yields*

3.36 The yields expressed in Figure 3.6, below, are 'all risk yields' calculated by dividing the annual rent, as though it had been received as a single sum at the year end, by the capital value or sale price of the property. The 'all risk yield' is a simple benchmark which the property market uses to assess the comparative attractiveness of different shopping centres. It is the ratio of

rental income to capital value and is expressed in terms of the open market rent of a property as a percentage of the capital value.

3.37 As a measure of retail viability, yields are a valuable indicator, but one that needs to be used with care. The level of yield on its own is of less value than in comparison with other yields at different points in time and in different locations. Yields measured consistently over time can give an indication of the direction in which a particular town centre is moving.

3.38 This trend can be compared with national levels of yields and with those towns of similar size and type, or with neighbouring and competing towns. A comparative analysis of this type, conducted on a regular basis, can give an indication of how the viability of retailing in a town centre is changing. In the context of a District-wide retail study, measured along with the other indicators of vitality and viability, it can help in the formulation of policies for the forthcoming Local Development Framework.

***Figure 3.6: Commercial Yields***

| Town | Apr 1998 | Apr 1999 | Apr 2000 | Apr 2001 | Apr 2002 | Apr 2003 | Jul 2004 | Jul 2005 |
|---|---|---|---|---|---|---|---|---|
| **Taunton** | 6.00 | 6.00 | 5.75 | 6.75 | 6.50 | 6.00 | 6.00 | 5.75 |
| **Yeovil** | 6.50 | 6.50 | 6.50 | 7.50 | 7.50 | 7.00 | 7.00 | 6.75 |
| **Dorchester** | 6.25 | 6.50 | 6.75 | 6.25 | 6.25 | 7.00 | 7.00 | 7.00 |
| **Sherborne** | 7.00 | 7.50 | 7.50 | 7.00 | 7.00 | 7.00 | 7.00 | 7.00 |
| **Bridgwater** | 8.00 | 8.50 | 8.50 | 9.25 | 9.00 | 8.00 | 8.00 | 7.75 |

3.39 Figure 3.6 above illustrates that Yeovil is faring relatively well against the other centres and that only Taunton town centre is regarded as a safer investment opportunity than Yeovil. Yeovil has maintained a relatively steady commercial yield over the past seven years, and improved over the past three years, which indicates commercial investors view the centre as a relatively stable investment, and a safer investment than most of its nearby neighbours. It also indicates that investors are reasonably confident about Yeovil's potential for growth. Overall, it is considered that the yield in Yeovil is an indication of strength.

*Pedestrian Flows*

3.40 Pedestrian counts were conducted in Yeovil during the survey of the town centre, along with general observations of overall pedestrian flows around the centre. Not surprisingly, the heaviest pedestrian flows are along the western end of Middle Street, High Street and Vicarage Walk (the Quedam Centre), which is the area defined as the Core Shopping Area in the Local Plan.

3.41 Pedestrian counts were conducted at three points within the town centre, namely, at the western end of Westminster Street at the point of pedestrian access to the Tesco Extra store; at the northern end of Princes Street next to the subway leading to the hospital and university buildings; and thirdly at Yeo Leisure Park. All three pedestrian counts took place between 11am and 12 noon on a week day in mid April 2005. By far the busiest of the three points was the link between the town centre and the Tesco Extra store, with the quietest being Yeo Leisure Park.

3.42 Based on the count taken, the link between Tesco Extra and the town centre was experiencing an average of 1050 pedestrians an hour. The pedestrian link between the town centre and the hospital/university buildings at the northern end of Princes Street was experiencing an average of 580 pedestrians per hour, which is a significant number for a secondary shopping area. In contrast to this, Yeo Leisure Park had an average pedestrian flow of 360 pedestrians and hour. However, Yeo Leisure Park, as a leisure and family entertainment destination is more likely to be at its busiest during the evenings and over the weekend and holiday periods. It is reasonable for there not to be a significant number of visitors at a multiplex cinema and bowling leisure complex, during late morning of a weekday.

***Environmental Quality***

3.43 Whilst there are some attractive buildings in the western part of the town centre, particularly around The Borough, the majority of the Core Shopping Area is characterised by rather functional buildings most of which were constructed in the 1950s/1960s. The upper floors of buildings in these areas are mainly used for storage or offices and make little or no contribution

towards the street scene. The more modern Quedam Shopping Centre is visually more appealing (both at ground and upper floor levels) but lacks the character and distinctiveness of the old part of the town centre. The bus station area presents a rather unattractive 'gateway' to the town centre for visitors.

3.44 In terms of landscaping, there are occasional semi-mature trees dispersed throughout the town centre but the overall level of soft landscaping is relatively poor. However, the area around the St John the Baptist's Church provides a quiet and pleasant environment for town centre visitors.

3.45 The on-street survey indicates that 20% of visitors to Yeovil disliked the town centre environment and 44% raised concerns over the levels of personal security. 5% of visitors complained that there were no covered areas.

*Accessibility*

3.46 Yeovil as the largest town in the District is the most accessible by public transport. The bus station is located within the town centre, close to Quedam Shopping Centre on Central Road. Bus services run between Yeovil and all other principal and rural centres in the District with journey times ranging from 20 minutes (Milborne Port) to 60 minutes (Ilminster and Bruton, although Bruton is 20 minutes away by train). 35% of visitors in the on-street survey said that bus services to Yeovil town centre were 'good', and only 7% disliked the town centre because of its bus services. Yeovil Pen Mill railway station is located within 1.5km of the town centre on the Bristol to Weymouth line and Yeovil Junction station is situated 2.5km to the south-east of the town centre on the main south-west line serving Plymouth, Exeter, Salisbury and London Waterloo.

3.47 Yeovil also has extensive car parking provision for car-borne shoppers. Within the town centre there are 10 shoppers' car parks in total. Two of these are specifically for supermarkets, although they can also be used for a limited time period for town centre shopping. The Tesco Extra store's car park, in particular, has good pedestrian links to the town centre. 24% of visitors to the

town centre liked Yeovil because it was easy to get to by car. Whilst 5% of visitors complained at traffic congestion, no respondents disliked the centre due to a lack of parking or its cost.

3.48 Ease of movement around the centre is good as much of the Core Shopping Area is pedestrianised. The town centre is situated on an incline and the slope of some streets, particularly Middle Street, may discourage some visitors. However, 26% of visitors interviewed in the on-street survey indicated that it was 'easy to get around'.

***Current Initiatives, Enhancement Schemes and Proposals***

3.49 There are a number of schemes established within Yeovil aimed at improving the town centre. A key initiative is the Yeovil Eastern Area Regeneration proposal. The Eastern Area covers Wyndham Road, Sherborne Road, Newton Road, Central Road, South Western Terrace, Lower Middle Street, Earle Street, the Bus Station and Glovers Walk. The key objectives of the initiative are to improve the buildings, transport, roads, community facilities, shops and businesses, housing and general appearance of the area and to create a safe, attractive and vibrant community.

3.50 Local community groups from the central area meet once every two months to engage with key decision makers at a higher level and help the local authority and other key organisations to understand the various problems and aspirations at a grass roots level.

3.51 The Yeovil Town Centre Partnership is also working to bolster the vitality and viability of Yeovil town centre as a whole, covering the areas of community safety, the environment, seasonal events, and the Town Centre Strategy.

3.52 In terms of major development proposals, Rokeagle Construction Company submitted an application to South Somerset District Council in May 2004 for the redevelopment of the Cattle Market site to the north of Yeovil town centre. The proposed redevelopment included provision of a 48-bedroom hotel, 28 one bedroom flats, 227 space car park, two restaurants and over 6,000sq.m.

of retail floorspace within 6 retail warehouse style units. Rokeagle have confirmed receipt of three offers from national multiple retailers on the four large units proposed, advising that there is "*demand from large retailers who cannot find accommodation within the town centre or the Quedam centre*". The application was refused by the Council and dismissed at appeal on design grounds.

***Retail Provision in Yeovil outside the Town Centre***

3.53 Retail warehouse provision in Yeovil includes the following stores:

| | | | |
|---|---|---|---|
| Wickes | Brympton Road | DIY Goods | 3,130sq.m.gross |
| Focus | Houndstone Retail Park | DIY Goods | 3,514sq.m.gross |
| Comet | Houndstone Retail Park | Electrical | 952sq.m.gross |
| Harveys | Houndstone Retail Park | Furniture | 753sq.m.gross |
| Halfords | Houndstone Retail Park | Motoring | 1,430sq.m.gross |
| Carpetright | Houndstone Retail Park | Carpets | 806sq.m.gross |
| Currys | Houndstone Retail Park | Electrical | 930sq.m.gross |
| Homeworks | Houndstone Retail Park | Furniture | 2323sq.m.gross |
| PC World | Lysander Road | Computers | 1,114sq.m.gross |
| Allied Carpets | Lysander Road | Carpets | 1,022sq.m.gross |
| B&Q | Lysander Road | DIY Goods | 3,578sq.m.gross |

3.54 The above list demonstrates that there are at least two operators in each of the key bulky goods sectors of DIY goods, electrical goods, carpets/floor coverings and furniture. This means that residents have a choice of stores for different types of bulky goods retailing, although the choice of furniture retailers is limited compared to other large towns and given the number of national multiple retailers operating in this sector. In particular, as previously noted, in the furniture sector Taunton has MFI, Harveys, Magnet, Pine Showroom, Bensons Beds, DFS, Klaussner, Land of Leather and Furniture Warehouse.

3.55 Apart from the Tesco Extra store in the town centre, there are two other food superstores in Yeovil, operated by Asda and Morrisons (formerly Safeway). A list of approximately 250sq.m.net or more located outside the town centre is provided below.

| | | |
|---|---|---|
| Asda | Preston Road | 3,237sq.m.net |
| Morrisons | Lysander Road | 2,787sq.m.net |
| Lidl | Lyde Road | 1,330sq.m.gross |
| Co-op | Stiby Road | 272sq.m.gross |
| Tesco Express | Abbey Farm Village Centre | 254sq.m.gross |
| Tesco Express | Cavalier Way | 243sq.m.gross |

3.56 According to the results of the household survey, the Tesco Extra and the Asda store at Preston Road dominate shopping patterns in Zone 4 (Yeovil and its rural hinterland) and exert significant influence across most of the survey area. In Zone 4, Tesco has a 33% market share of convenience goods expenditure whilst Asda has 31% of the market. In the survey area as a whole, these two stores combined command 31% of the convenience goods market.

3.57 The main foodstores in Yeovil (Tesco, Asda, Morrisons, Somerfield, Tesco Express, Costcutter, Lidl, Iceland, Aldi, and Marks & Spencer) retain 89% of convenience goods expenditure within Zone 4. The majority of the remaining expenditure is spent in smaller local stores. There is very little expenditure leakage to foodstores outside Zone 4.

***Summary***

3.58 Yeovil town centre is performing solidly according to the relevant indicators. It has a good retail base attracting a significant market share of expenditure from a reasonably wide catchment area. At the very least, Yeovil should be seeking to strengthen the town centre in order to maintain this market share, meet the needs of customers, and attracting continued investment.

**Chard**

3.59 Chard is located in the south western part of the District and has a population of almost 12,000. Whilst the A30 and A358 pass through the town, most non-local traffic will pass by the town on the A35, A303 and the M5 motorway. Nevertheless, the town centre is the second largest in the District (behind

Yeovil) and most of the shops and services are located on Fore Street and Holyrood Street.

***Retail Representation***

3.60 The retail composition of Chard town centre is broken down in Figure 3.7 below. The comparison sector accounts for 40% of the total number of units in the town centre. Most of the comparison retailers are independents with the only national multiples present in the town being Boots the Chemist, Superdrug, Woolworths, Choices Video, QS Clothing and New Look.

***Figure 3.7: Chard Retail Composition***

| | No. of Units (%) 1998 | No. of Units (%) 2005 |
|---|---|---|
| Convenience | 18 (12%) | 12 (9%) |
| Comparison | 69 (47%) | 54 (40%) |
| Service | 43 (29%) | 48 (35%) |
| Miscellaneous | 3 (2%) | 4 (3%) |
| Vacant | 14 (10%) | 18 (13%) |
| Total | 147 (100%) | 136 (100%) |

**Source: Drivers Jonas 1998, Goad/DPDS 2005**

3.61 Clearly comparison shopping provision in the town centre is limited when compared to the retail offer in Yeovil (which has 186 comparison goods stores). Nevertheless, Chard has more national multiple comparison goods retailers than any other centre in South Somerset outside Yeovil and the household survey indicates that Chard is the second most popular town centre in the District, with over 3 times the comparison goods turnover of Ilminster, Crewkerne and Wincanton. The town centre has a 53% market share of non-bulky comparison goods expenditure in Zone 1 (Chard and its rural hinterland). 36% of expenditure is spent in Taunton and 7% in Yeovil.

3.62 In the on-street survey, only 3% of respondents thought Chard had a good choice of shops. 55% cited the poor range of shops as one of the reasons for disliking the centre and 16% thought that the shops were of a poor quality.

3.63 Convenience shopping in the town centre is underpinned by Somerfield on Holyrood Road (1116sq.m.net), Co-op on Fore Street (944sq.m.net), and Lidl on Boden Street (900sq.m.net), along with a number of independent convenience retailers including butchers, bakers, greengrocers and a health food shop. Food shopping was the most popular reason for visiting the town centre in the on-street survey. 21% of interviewees gave food shopping as their main reason for visiting compared to 16% who indicated that their main reason was shopping for other goods. The household survey indicates that Somerfield has a 20% market share of convenience goods expenditure in Zone 1 and Co-op has 11%. However, the Somerfield store also attracts approximately 30% of its custom from Zones 2 and 3 (the Crewkerne and Ilminster zones)

3.64 The service sector occupies over a third of town centre units and includes banks, building societies, hair salons, and take-away food outlets and restaurants. 19% of visitors mentioned that they like Chard because of the services it has to offer.

3.65 There is insufficient information available to provide statistics on rental values or commercial yields in Chard.

*Vacancy Rates*

3.66 The current proportion of vacant retail premises in Chard town centre stands at 13%, somewhat higher than the national average of 10%. This is likely to be in part due to the higher number of independent retailers that often operate on short term leases and therefore create a high turnover of properties in the town centre. The majority of vacancies are located along Holyrood Street, beyond the entrance to the Somerfield supermarket. Opposite the Somerfield store there is a parade of 5 small units that are all currently vacant, although there are signs indicating that at least two of the units will shortly be occupied.

***Figure 3.8: Chard Vacancy Rate***

| Year | Vacancies (%) | UK Average (%) |
|---|---|---|
| 1994 | 8% | 12.6% |
| 1998 | 9.5% | 13.9% |
| 2005 | 13.2% | 10.1% |

**Source: Drivers Jonas 1994 & 1998, Goad/DPDS 2005**

3.67 Historical data available on the proportion of vacant town centre units is shown in Figure 3.8 above. This indicates that the proportion of vacant units has increased steadily since 1994, whereas the national average rate has fallen over the same period.

*Diversity of Uses*

3.68 In addition to retail and service uses, Chard town centre has social and recreational uses including public houses and social clubs. The Town Hall is situated on Fore Street. Other uses include a medical centre, a veterinary surgery, churches, undertakers and a significant number of dwellings above and between shop units. 12% of the visitors interviewed in the on-street survey indicated that the main reason they were there is because they worked in Chard town centre. A further 10% were in the centre to meet friends or family, 5% were visiting the library and 2% were visiting the Town Hall.

***Accessibility***

3.69 In terms of accessibility by public transport, bus services run between Chard town centre and the following locations:

Yeovil (45 minutes journey time)
Crewkerne (20 minutes)
Ilminster (15 minutes)

3.70 The on-street survey indicates that only 4% of visitors consider the bus service to be good, compared to 15% who think it is poor.

3.71 There are a number of surface level car parks serving the centre, all of which are within easy walking distance of the main shops. The largest car park is behind Somerfield accessed off Duck Lane. A limited amount of on-street parking is also available on Fore Street.

3.72 In terms of the ease of pedestrian movement, pavements are broad on Fore Street but are significantly narrower on Holyrood Street. The busy roads passing through the town centre may bring passing trade but create considerable barriers to pedestrian movement.

***Environmental Quality***

3.73 There are many attractive and historic buildings around the town centre, particularly on Fore Street. There has been considerable investment in street furniture and public art. There are a number of semi-mature trees planted near the Town Hall which soften the landscape, although the centre lacks green spaces or quieter areas. The level of personal security was also cited as a reason for liking the centre by 20% of visitors which is notable in the context of the Yeovil on-street survey which highlighted visitor concerns over security in that town centre. The busy traffic, particularly on Fore Street, and congestion at times on Holyrood Street can create noise and pollution to the detriment of the overall environmental quality. 26% of visitors surveyed mentioned the pleasant environment as one of the reasons they liked Chard town centre.

***Pedestrian Flows***

3.74 Footfall was observed to be at its highest in the area between the Co-op on Fore Street, HSBC bank on High Street and Somerfield on Holyrood Street. Pedestrian flows outside this area were considerably lower.

***Retailer Requirements***

3.75 According to the Focus database, there are currently 4 retailer requirements for Chard. The most significant of which is from Peacocks stores for a store of around 500-1,500sq.m. Other requirements are from Cardworld, the Original Factory Shop and the British Heart Foundation charity.

***Out-of-Centre Shopping in Chard***

3.76 The main out-of-centre retail provision in Chard consists of the Focus DIY store on Furham Road. The store has 2,050sq.m.net floorspace. The Tesco store at Tapstowe Road is approximately 0.5km to the east of the town centre although pedestrian linkage between the store and the centre is poor. The store has over 2,000sq.m.net floorspace and offers a relatively broad range of convenience goods and a limited range of comparison goods including some homeware, music, videos and books and some toys and stationery. The Tesco store has a 54% market share of convenience goods expenditure in Zone 1 and also has a major influence on shopping patterns in Zones 2 and 3. The store has an 8% market share in the survey area as a whole, making it the third most popular supermarket in South Somerset after the Asda and Tesco stores in Yeovil.

***Summary***

3.77 Chard is a reasonably sized centre with a good choice of supermarkets, although the largest store is located outside the town centre. Having regard to key indicators of vitality and viability, Chard town centre has performed poorly over recent years with a fall in the number of shop units and increasing vacancy levels.

**Ilminster**

3.78 Ilminster is one of the smaller Principal Town Centres within the District and was only classified as such in the latest versions of both the County Structure Plan and the Local Plan. The centre is 19km west of Yeovil. Like most of South Somerset's principal town centres, it is an attractive and historic market town situated within a conservation area and contains many notable listed buildings. The Market House is centrally located at the crossroads of North Street, East Street, Silver Street and Ditton Street. These streets predominantly form the main shopping areas of the town centre although retail and service uses continue into West Street. Figure 3.9 below, sets out the town centre's retail composition.

***Figure 3.9: Ilminster Retail Composition***

| | No. of Units (%) 1998 | No. of Units (%) 2005 |
|---|---|---|
| Convenience | 13 (16%) | 10 (14%) |
| Comparison | 33 (40%) | 30 (41%) |
| Service | 24 (29%) | 28 (38%) |
| Miscellaneous | 1 (1%) | 1 (1%) |
| Vacant | 11 (13%) | 5 (7%) |
| Total | 82 (100%) | 74 (100%) |

**Source: Drivers Jonas 1998, DPDS 2005**

3.79 Ilminster, despite being one of the smaller principal towns has a good balance of retail services and facilities. The centre is by no means dominated by convenience shopping and services, boasting a broad range of comparison outlets and services for a town of its size. In total, there are 30 retailers selling comparison goods, which accounts for over 41% of all the retail outlets in the centre. Comparison goods outlets include Boots the Chemist, a furniture and interiors shop, a hardware store, a number of gift shops, a toy store, a pharmacy and there are five independent clothes shops. 19% of comparison goods expenditure generated within Zone 3 (Ilminster and surrounds) is spent in Ilminster town centre. By comparison, 49% is spent in Taunton and 17% is spent in Yeovil.

3.80 There are 10 convenience stores in the town centre including a small Co-op store (approx. 450sq.m.net) which sells a reasonable range of basic convenience goods and a very limited range of comparison goods including kitchenware. Ilminster also has a Key supermarket, a general store, newsagents, two independent bakers, a butchers and an off-licence. The convenience goods offer in the town centre could change significantly in the next few years as proposals for a new supermarket (c.2,600sq.m.gross) on land at Shudrick Lane progress towards planning permission. At the time of preparing this study, the Council has resolved to grant planning permission for a foodstore and the Government Office for the South West has decided not to call-in the application. A store of this size is likely to bring about qualitative improvements to the retail offer in Ilminster town centre and, subject to the design and siting of the store and car park, could benefit other

businesses in the centre. However, whilst there may be some spin-off trade for existing businesses, if a new supermarket is built, there is likely to be some trade diversion from existing supermarkets and general convenience stores in the town centre. Currently, stores in the town centre have a market share of around 31% of convenience goods expenditure generated in Ilminster and the rest of Zone 3. 27% of expenditure is spent in stores in Chard, 19% to stores in Taunton, and 10% to stores in Yeovil.

3.81 Turning to services in the town centre, three of the high street banks have branches in Ilminster: Barclays, Lloyds TSB and NatWest. Other services in the town centre include hair salons, cafes, dry cleaners, travel agent, and estate agents. In comparison to other centres in the District (and indeed most town centres in the UK) there are relatively few take-away food outlets. In Ilminster, such outlets are confined to the area around West Street (outside the defined town centre boundary) which has two shops selling fish & chips and a kebab/pizza take-away. The household survey indicates that very few local residents who consider Ilminster to be their main shopping centre actually visit in the evening.

3.82 There were just 5 vacancies at the time of survey, representing 7% of the total number of units. This is an improvement on the position in 1998 when 11 units (13%) were vacant. The location of the vacant units does not detract from the sense of vitality in the centre.

3.83 Other uses, aside from retail and service uses, include a post office, dentist, bookmakers, veterinary surgery, a training centre, public houses, funeral directors, and offices. In addition, residential areas surround the town centre which means there is a significant walk-in catchment population.

3.84 For the car-borne visitor, there is a surface level car park serving the centre accessed off Shudrick Lane. On street car parking is also available but spaces are in short supply. In terms of accessibility by public transport, bus services run between Ilminster town centre and the following locations:

| | |
|---|---|
| Yeovil | (60 minutes journey time) |
| Crewkerne | (30 minutes) |
| Chard | (15 minutes) |
| Wincanton | (65 minutes and infrequent) |
| South Petherton | (35 minutes) |
| Martock | (55 minutes) |

3.85 Ilminster town centre is compact but the ease of movement around the centre is compromised by busy traffic passing through the town centre. Whilst it is a characteristic of small market towns, narrow pavements in some areas of the centre (e.g. Silver Street) also hamper pedestrian movement. Footfall is highest around the Market House but there are healthy levels of pedestrian flows on East Street, Silver Street and on Ditton Street/Swan Precinct between the car park and the town centre shops and services. The household survey indicates that 38% of those who consider Ilminster to be their 'main shopping centre' usually walk to the town centre. This is the highest proportion of any town centre in South Somerset.

**Crewkerne**

3.86 Crewkerne is located 13km south-west of Yeovil and has a compact town centre focused on the area around Market Street and Market Square. The centre has two pedestrianised arcades: Falkland Square is anchored by the Somerfield store and has recently been refurbished and modernised creating a pleasant shopping environment with outdoor seating areas for the consumption of food and drink. The George Shopping Centre is an attractive arcade containing smaller shop units and leads to the Co-op foodstore.

3.87 The retail composition of Crewkerne town centre is summarised in Figure 3.10 below.

***Figure 3.10: Crewkerne Retail Composition***

| | No. of Units (%) 1998 | No. of Units (%) 2005 |
|---|---|---|
| Convenience | 18 (13%) | 13 (11%) |
| Comparison | 60 (44%) | 55 (46%) |
| Service | 32 (23%) | 37 (31%) |
| Miscellaneous | 0 (0%) | 2 (2%) |
| Vacant | 28 (20%) | 12 (10%) |
| Total | 138 (100%) | 119 (100%) |

**Source: Drivers Jonas 1998, Goad/DPDS 2005**

3.88 The convenience sector is anchored by Co-op (926sq.m.net) and Somerfield (c.500sq.m.net) and supplemented by small general stores, greengrocers, butchers, newsagents, wholefoods store, a frozen food store, and an off licence. Somerfield has a market share of 20% in Zone 2 (Crewkerne and surrounding area) and Co-op has a market share of 15%. Foodstores in Yeovil account for 36% of expenditure generated within Zone 2 and stores in Chard account for 19%. The Somerfield and Co-op stores in Crewkerne also draw a small proportion of their turnover from residents of Zone 3 (Ilminster and surrounds) but very little from other zones in the survey area.

3.89 The comparison sector is reasonably diverse with stores selling pet supplies, fabrics, cut flowers, books, toys, computer games, video rentals, gifts, clothing, lingerie, shoes, an optician, pharmacy, antiques, household items and bulky items such as hardware, electrical goods, furniture and carpets. The comparison sector is almost entirely comprised of independent retailers. Woolworths and Boots are among the few national multiples in the town centre. The town centre attracts only 13% of comparison goods expenditure generated in Zone 2. The majority of the expenditure (over 75%) is spent in Yeovil.

3.90 The service sector includes the major 'high street' banks (HSBC, Lloyds TSB, Barclays, and NatWest), building societies, cafes, restaurants, estate agents, hairdressers, and a travel agent. The household survey indicates that Crewkerne is popular with local residents for pubs and restaurants, more so than Ilminster, Chard and Wincanton. There are only four take-away food

outlets likely to be open in the evening and these are reasonably dispersed around the centre thus avoiding a concentration which may otherwise cause disturbance.

***Figure 3.11 Crewkerne Vacancy Rate***

| Year | Vacancies (%) | UK Average (%) |
|---|---|---|
| 1994 | 13.5% | 12.6% |
| 1998 | 20.3% | 13.9% |
| 2005 | 10.1% | 10.1% |

**Source: Drivers Jonas 1994 & 1998, Goad/DPDS 2005**

3.91 Figure 3.11 above shows the vacancy rates between 1994-2005. At the time of survey, there were 12 vacancies in the town centre representing 10% of the total number of units. The vacancy rate has halved since 1998 and now compares with the national average for town centres in the UK.

3.92 There is a diverse range of other uses in the town centre including the Aqua Centre (which has a swimming pool, sauna etc.), the District Day Centre, a meeting hall, tourist information and council offices, a museum, solicitors, post office, public houses, library, a wine bar, offices, a funeral directors, a taxi office, a bookmaker, residential dwellings, and a tattoo/body piercing studio.

3.93 The town centre has a high quality and attractive environment containing many historic buildings, sympathetically designed street furniture and signage, the occasional mature or semi-mature tree, attractive planted areas and well-maintained shopfronts. The bland original design of Falkland Square has been transformed by its recent refurbishment and the new façade to the Somerfield supermarket which have successfully managed to create an attractive and vibrant public space.

3.94 Accessibility is good in the town centre. In terms of accessibility by public transport, bus services run between Crewkerne town centre and the following locations:

| | |
|---|---|
| Yeovil | (30 minutes journey time) |
| Ilminster | (30 minutes) |
| Chard | (20 minutes) |
| South Petherton | (20 minutes and infrequent) |

3.95 The largest car park (c.300 spaces) is located in the eastern part of the town centre and serves the centre as a whole but is particularly well suited for shoppers at the Co-op and Somerfield foodstores. Footfall is highest in the area between this car park and Market Street (Falklands Square), but more peripheral areas of the town centre also have reasonably high levels of pedestrian activity.

**Wincanton**

3.96 Wincanton is another traditional Somerset market town with a population of around 4,600. It is 19km north east of Yeovil and 7-9km south east of the rural centres of Bruton and Castle Cary. The town is by-passed by the A303 dual carriageway and no longer benefits from passing trade on this major east-west route, although this obviously brought major environmental benefits.

3.97 The local plan-defined town centre is based around the following streets: High Street (including the Camelot Shopping Centre); Market Place; Mill Street; Carrington Way and Church Street. The retail composition of the town centre is summarised in Figure 3.12 below.

***Figure 3.12: Wincanton Retail Composition***

| | No. of Units (%) 1998 | No. of Units (%) 2005 |
|---|---|---|
| Convenience | 13 (13%) | 11 (12%) |
| Comparison | 42 (43%) | 39 (43%) |
| Service | 24 (25%) | 28 (31%) |
| Miscellaneous | 1 (1%) | 1 (1%) |
| Vacant | 18 (18%) | 11 (12%) |
| Total | 98 (100%) | 90 (100%) |

**Source: Drivers Jonas 1998, DPDS 2005**

3.98 The overall retail composition of Wincanton has experienced little change over the period 1998-2005. Overall, there has been a moderate reduction in the number of units in the town centre, typical of other centres in the District. However, the proportion of convenience and comparison stores has remained relatively stable.

3.99 The largest convenience store in the town centre is the Cooper store in the Camelot Centre (approx. 550sq.m.net). This store is supplemented by a variety of other convenience goods stores including butchers, bakers, delicatessens, greengrocers, an off licence and a general store. The convenience sector in the town centre appears to be reasonably strong despite the presence of a Morrisons superstore (2555sq.m.net) located on the edge of the town close to the A303 junction (the store opened in 1995). Many of the smaller town centre convenience stores are specialist in nature and place considerable emphasis on quality in an attempt to differentiate themselves from the large supermarket chains. (Small convenience stores in Ilminster may need to follow this approach if the proposed new supermarket begins trading).

3.100 Convenience stores in the town centre have an 8% market share of convenience goods expenditure in Zone 7 (Wincanton, Gillingham and surrounds). The Morrisons store has a market share of 26%, whilst stores in Gillingham (31%) and Yeovil (15%) have significant shares of convenience goods expenditure in Zone 7.

3.101 The comparison goods sector in the town centre occupies over 40% of the units. The sector is varied and includes stores selling clothing, sports goods, wool, shoes, jewellery, soft furnishings, pet supplies, artwork, antiques, hardware, and small electrical goods. 7% of comparison goods expenditure generated within Zone 7 is spent in the town centre whilst 62% is spent in shops in Yeovil, and 19% in Gillingham stores.

3.102 The service sector includes HSBC, Lloyds TSB, and NatWest banks, restaurants and cafes, travel agents, estate agents, hairdressers, dry cleaners and take-away food outlets.

3.103 There were 11 vacancies at the time of survey accounting for 12% of the total number of units. This is an improvement on the position in 1998 when there were 18 vacant units (18%).

3.104 Other uses in the centre include a health centre, community offices, dentists, police station, public houses, solicitors offices, and library. There are residential uses in and around the town centre contributing towards the overall sense of vitality.

3.105 The District Council own 3 car parks close to the Town Centre shops at Carrington Way (103 spaces), Memorial Hall (179 spaces) and Churchfield (39 spaces). In terms of accessibility by public transport, bus services run between Wincanton town centre and the following locations:

| | |
|---|---|
| Yeovil | (45 minutes journey time) |
| Ilminster | (65 minutes and infrequent) |
| Castle Cary | (35 minutes) |
| Bruton | (10 minutes) |
| Milborne Port | (30 minutes) |
| Gillingham | (35 minutes) |

3.106 Ease of movement around the centre is relatively poor compared with other centres in South Somerset. Its linear nature, occasionally busy through-traffic and undulating terrain could deter some visitors.

**Summary of Provision in Principal Town Centres**

3.107 Figure 3.13 below provides a summary of shopping provision in the five principal town centres in South Somerset District.

***Figure 3.13 Summary of Retail Composition in 5 Town Centres***

| Town Centre | Total Units | Comparison Stores | Convenience Stores | Largest Convenience Store (sq.m.net) |
|---|---|---|---|---|
| Yeovil | 365 | 186 | 22 | 5,395 |
| Chard | 136 | 54 | 12 | 1,116* |
| Crewkerne | 119 | 55 | 13 | 926 |
| Wincanton | 90 | 39 | 11 | 550* |
| Ilminster | 74 | 30 | 10 | 450 |

* Larger convenience store is located in out-of-centre location within the urban area

3.108 Figure 3.13 suggests that the retail hierarchy within South Somerset has three 'tiers' with Yeovil on the highest tier, above Chard and Crewkerne which are very similar in terms of their overall size, retail composition, and the scale of the anchor foodstore. Wincanton and Ilminster are on the third tier in terms of size with smaller anchor foodstores. However, despite their different sizes, the four centres other than Yeovil share a similar retail function in that they serve their own urban areas and a significant rural hinterland for a range of shopping needs.

3.109 Figure 3.14 below shows a comparison of vacancy levels in the five principal town centres and how these have changed since surveys conducted in1998.

***Figure 3.14 Vacancy Rates in Five Principal Town Centres***

| Town Centre | Vacancy Rate | | |
|---|---|---|---|
| | 2005 | 1998 | Change |
| Yeovil | 9% | 11% | Down 12% |
| Chard | 13% | 10% | Up 30% |
| Crewkerne | 10% | 20% | Down 50% |
| Wincanton | 12% | 18% | Down 33% |
| Ilminster | 7% | 13% | Down 46% |

3.110 The most pertinent point to note from Figure 3.14 is that whilst four of the principal town centres have improved their vacancy rates over the past seven years, Chard's vacancy rate is growing. This is particularly disconcerting as the trend nationally over this period is that town centres have reduced their

vacancy rates from an average of 14% to 10%. It should also be noted that a trend in each centre is the decline in the overall number of units.

3.111 Figures derived from the household survey reveal the average turnover of shops selling comparison goods in the five principal centres. These are shown in Figure 3.15 below:

***Figure 3.15: Town Centre Comparison Goods Turnovers***

| Town Centre | Average turnover per unit (£) |
|---|---|
| Yeovil | 1,460,000 |
| Chard | 490,000 |
| Ilminster | 250,000 |
| Wincanton | 120,000 |
| Crewkerne | 110,000 |

3.112 Figure 3.15 shows that Yeovil has the highest average turnover by comparison goods unit, almost three times higher than the average turnover in Chard. Yeovil's high average turnover results from a combination of factors including its popularity, the number of national multiple retailers in the centre, and its larger-scale units compared to other centres.

**The Rural Centres of South Somerset District**

3.113 Seven centres in South Somerset District are identified in the local plan as rural centres. These are Langport; Somerton; Martock; South Petherton; Castle Cary; Bruton and Milborne Port. In terms of the number of shop or service units, the rural centres vary in scale from Somerton with 65 units to Milborne Port with just 9 units, as shown below.

| | | | |
|---|---|---|---|
| Somerton | 64 units | 7 convenience | 30 comparison |
| Castle Cary | 59 units | 10 convenience | 29 comparison |
| Langport | 35 units | 6 convenience | 16 comparison |
| South Petherton | 28 units | 8 convenience | 10 comparison |
| Bruton | 22 units | 5 convenience | 9 comparison |
| Martock | 22 units | 4 convenience | 8 comparison |
| Milborne Port | 9 units | 2 convenience | 3 comparison |

3.114 The general role and, in particular, the shopping function of each rural centre is described in more detail below.

**Somerton**

3.115 Somerton lies 12km north of Yeovil and has a population of around 6,000. The rural centre has an attractive and historic built environment particularly around the Market Square area where there are a number of listed buildings. The whole of the centre lies within a conservation area.

3.116 Overall, there are 64 shops and service units located in a centre which encompasses West Street, Market Place and Broad Street. The centre also has the Brunel Centre, a relatively modern purpose built shopping complex off West Street. The retail composition of the centre is shown in Figure 3.16 below.

***Figure 3.16 Somerton Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 7 | 11% |
| Comparison | 30 | 47% |
| Service | 24 | 38% |
| Miscellaneous | 1 | 2% |
| Vacant | 2 | 3% |
| Total | 64 | 100% |

**Source: DPDS 2005**

3.117 The 7 convenience units are a Costcutter supermarket, two butchers, a delicatessen, a general store, a bakers, and a greengrocers. The centre has a relatively broad range of comparison goods stores considering its size including shops selling clothes, shoes, carpets, books, gardening supplies, toys, gifts, stationery, a pet store and an optician. The service sector includes banks, restaurants, hairdressers, estate agents, dry cleaners, and take-away food outlets. There were just two vacant units at the time of the survey.

3.118 In terms of accessibility, direct bus services run from Somerton to Taunton, Yeovil, Langport and local villages. There are a number of surface level car parks serving the centre, owned by either the Town or District Councils. There is some on-street provision too, particularly at the eastern end of the centre on Broad Street. Footfall was observed to be reasonably high relative to other centres, particularly in the vicinity of the Brunel Centre.

**Castle Cary**

3.119 Castle Cary is an historic market town located just off the A371 and has a population of over 3,000 (together with the settlement of Ansford). It lies approximately 18km north east of Yeovil and 5km south east of Bruton (the nearest other centre). The centre is based around High Street, Market Place, Woodstock Street and Fore Street which is an attractive area containing many fine buildings including the imposing Market House.

3.120 There are 59 retail units in the centre offering a diverse range of goods and services in comparison to other rural centres. The retail composition of the centre is summarised in Figure 3.17 below.

***Figure 3.17 Castle Cary Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 10 | 17% |
| Comparison | 29 | 49% |
| Service | 19 | 32% |
| Miscellaneous | 1 | 2% |
| Vacant | 0 | 0% |
| Total | 59 | 100% |

**Source: DPDS 2005**

3.121 Whilst there is no large supermarket in the town, the centre has 10 convenience stores comprising a small Co-op store, two general stores, four bakers, a greengrocers, a wine shop and a health food shop. The comparison goods sector is diverse and occupies almost half of the units in the centre. It includes stores selling clothes, flowers, hardware, books, electrical goods, car parts, pharmaceuticals, gifts, interior decorations, soft

furnishings, antiques, musical instruments, office supplies, pet supplies, paintings and artist materials, and an optician.

3.122 The service sector occupies almost a third of the units in the centre and includes banks, restaurants, hairdressers, estate agents, and take-away food outlets. There were no vacant units at the time of survey which is a good indicator of a vital and viable centre.

3.123 Other uses in the centre include the museum and information centre (both found in the Market House), a post office, public houses, hotels and a library

3.124 The centre is reasonably accessible by public transport with services from Castle Cary town centre to Yeovil (40 minutes journey), Wincanton (35 mins), Bruton (25 mins) and local villages. There is on-street parking available along much of the main shopping streets and District Council owned car parks at Millbrook Gardens at the southern end of the Town Centre and Catherine's Close at the northern end. Footfall is reasonably high in the centre although from observation many visitors appear to stay for only a short period often visiting one specific shop.

3.125 Notwithstanding this, Castle Cary is a vital and viable rural centre offering a diverse mix of goods and services.

**Langport**

3.126 Langport is a small town located approximately 17km north west of Yeovil and 15km south east of Bridgwater. The nearest centre to Langport is Somerton some 6km to the east. The 35 shops and service units in Langport are concentrated around Cheapside, Bow Street, and North Street. The retail composition of the centre is summarised below.

***Figure 3.18 Langport Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 6 | 17% |
| Comparison | 16 | 46% |
| Service | 7 | 20% |
| Miscellaneous | 1 | 3% |
| Vacant | 5 | 14% |
| Total | 35 | 100% |

**Source: DPDS 2005**

3.127 Convenience stores in the centre include a One Stop general store, a bakers, greengrocer, butcher and a health food shop. Figure 3.18 does not include the Tesco store (1,102sq.m.net) which is situated some 150m to the north of the centre and opened in 2002. The Tesco store offers a reasonable range of convenience goods and a limited range of comparison items mainly confined to household items. Langport is the only Local Plan-defined rural centre in the District to have a supermarket of over 1,000sq.m.net floorspace.

3.128 The comparison sector in the centre is rather limited in terms of the range of goods being sold. Stores sell clothing, flowers, books, furniture, gifts and pharmaceuticals. There is a small indoor market and a charity shop too. The service sector includes a bank, travel agent, hairdressers, and estate agents. There were 5 vacancies at the time of survey. Other uses include a library, a post office, and public houses.

3.129 There is very little on-street parking but a reasonably large car park at Whatley and a further car park at Cocklemoor. The Tesco store to the north also has a large surface level car park. Footfall around the centre is moderate in comparison to other centres. Direct bus services link Langport with Taunton, Yeovil, Somerton and some local villages (the journey time between Langport-Taunton is slightly shorter than the bus journey between Langport-Yeovil)

3.130 A recent survey conducted on behalf of South Somerset District Council to inform the debate on the introduction of car parking charges highlighted that

60% of visitors using the car parks use the shops and services in the Town Centre and 61% come from outlying villages which have no public transport. This demonstrates the importance of Langport as a service centre for these rural areas with low accessibility.

**South Petherton**

3.131 South Petherton has a population of around 3,000 residents. It lies 12km to the west of Yeovil. The shops and services are concentrated in an area comprising Market Square and St James's Street. South Petherton primarily serves the typical function of a local centre and is focused around convenience shopping and day-to-day and top up shopping needs. Figure 3.19 below sets out the retail composition of South Petherton.

***Figure 3.19 South Petherton Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 8 | 29% |
| Comparison | 10 | 36% |
| Service | 7 | 25% |
| Miscellaneous | 2 | 7% |
| Vacant | 1 | 4% |
| Total | 28 | 100% |

**Source: DPDS 2005**

3.132 Convenience shopping is provided for by a small Co-op store, that sells a limited range of chilled and frozen foods and general groceries, along with newspapers and confectionary, the store also has an off-licence section. There is also a small newsagents with an off-licence section, an independent general store, a bakery, a fishmongers, a butchers and two greengrocers.

3.133 Whilst only accounting for 36% of the outlets in the centre, the ten comparison goods retailers provide a reasonable range of goods, particularly for a centre the size of South Petherton. The comparison retailers in the centre includes three clothes shops (one of which is a charity shop) and shops selling carpets, flooring, gifts, antiques, pet supplies, and pharmaceuticals.

3.134 In terms of services, the centre has a NatWest bank, estate agents, hairdressers, a café, and a restaurant. Other uses include a post office, an employment agency, a library, a public house, and a veterinary surgery. There is only one vacant unit in the centre, which does not detract from the evident success of the centre as it is located amongst some residential properties and does not create a break in the main retail frontage.

3.135 On street parking is available around the centre and there is a District Council owned car park on Prigg Lane and a Parish Council owned car park adjacent to the retail centre on St James's Street. Bus services run between South Petherton and Yeovil, Crewkerne (infrequent service), Ilminster and Martock, as well as local villages.

**Bruton**

3.136 Bruton is a historic town which dates from the Saxon period and is located approximately 23km to the north east of Yeovil. The nearest centre to Bruton is Castle Cary some 5km to the south west. The town has a population of almost 3,000. The Local Plan defined Primary Shopping Area is a linear area comprising the shops and services on both side of High Street. The centre falls entirely within a conservation area and contains a number of attractive and historic buildings, not least the library building. A one way system operates around the centre bringing considerable amounts of passing trade.

3.137 There are 22 shops and services in the centre and its retail composition is summarised in Figure 3.20 below.

***Figure 3.20: Bruton Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 5 | 23% |
| Comparison | 9 | 41% |
| Service | 5 | 18% |
| Miscellaneous | 1 | 5% |
| Vacant | 2 | 9% |
| Total | 22 | 100% |

**Source: DPDS 2005**

3.138 The five convenience stores are an Alldays supermarket, a small organic foodstore, a Smile newsagent, a greengrocers, and a butchers. Comparison stores include a clothing shop, pharmacy, gift shop, hardware store, pet store, two art galleries, an antique shop and a shop selling hats. In addition, there are a number of retail services including a bank, hairdressers, estate agent and restaurants. There were two vacant units at the time of the survey.

3.139 In terms of other uses, a community office and library is situated amongst the shops and services. Residential areas, schools, public houses, offices and churches are located in areas surrounding the Town Centre, and a surgery is located close by on Patwell Lane.

3.140 Short stay car parking is available on-street (on High Street) and there are small car parks on Higher Backway and at Packhorse Bridge although these are located some distance form the main shops. Buses from four different bus companies visit the town with services to Wincanton, Castle Cary and other local villages. Yeovil is a 60 minute bus journey away but only 20 minutes by train.

**Martock**

3.141 Martock is 4km north east of South Petherton and 9km west of Yeovil and has a population of around 4,500. It is one of the smaller rural centres but, given its size, provides a reasonably broad range of retail services to the local community. Figure 3.21 below, sets out the retail composition of the centre.

***Figure 3.21: Martock Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 4 | 18% |
| Comparison | 8 | 36% |
| Service | 9 | 41% |
| Miscellaneous | 1 | 5% |
| Vacant | 0 | 0% |
| Total | 22 | 100% |

**Source: DPDS 2005**

3.142 A small Co-op supermarket, a Spar general store, a newsagent, and a bakery make up the convenience sector in the centre. The comparison goods sector includes stores selling flowers, pet products, interior decorations and second hand items (charity shop). There is also a DVD/video/game hire shop, a pharmacy, and opticians. Martock has a range of services such as a coffee shop, hairdressers, a travel agent, estate agent, and take-away food outlets. The centre also has a tattooist, building society, an accountant, public houses, a library, and a post office.

3.143 Martock's centre has a combination of attractive, stone-fronted buildings and a more modern purpose-built shopping precinct (the Moorlands Park Shopping Centre) which includes the library complex. A small car park is located close to the precinct and there is on-street parking on North Street. Bus services run between Martock and Yeovil (25 minutes journey), Ilminster and South Petherton. There were no vacant shop premises at the time of survey and footfall was observed to be moderate with most visitors staying for relatively short periods.

**Milborne Port**

3.144 Milborne Port is 12 km east of Yeovil on the A30 between Sherborne and Shaftesbury. It has a population of around 2,500. Sherborne is the nearest centre to Milborne Port approximately 4km to the west.

3.145 In terms of scale, Milborne Port is the smallest rural centre comprising just 9 units somewhat dispersed along the High Street between other properties. The retail composition is shown in Figure 3.22 below.

***Figure 3.22 Milborne Port Retail Composition***

| | No. of Units Apr 2005 | % of Units Apr 2005 |
|---|---|---|
| Convenience | 2 | 22% |
| Comparison | 3 | 33% |
| Service | 2 | 22% |
| Miscellaneous | 1 | 11% |
| Vacant | 1 | 11% |
| Total | 9 | 100% |

**Source: DPDS 2005**

3.146 In respect of shops and services, the centre comprises a post office, butchers, newsagent, hairdressers, florist, pharmacy, a fish & chip shop and a shop selling domestic appliances. There is one vacant unit which appears to have been unoccupied for some time. In addition, there are two public houses located close to the shops and a library.

3.147 The shopping area lies within a conservation area and the buildings are attractive but the environment is marred somewhat by busy traffic passing along the High Street on the A30.

3.148 Yeovil is a 20 minute bus journey from Milborne Port and services also run to Sherborne (10 minutes) and Wincanton (30 minutes). There is a car park on East Street which serves the shopping area although this is some distance from the shops. Footfall in the centre was observed to be low compared to other rural centres which would be expected given the relatively few shops and services.

**Centres within Study Area but outside South Somerset District**

3.149 There are two main town centres falling within the household survey study area but outside South Somerset's administrative area. These are Gillingham and Sherborne. In order to gain an understanding of the role of these centres in terms of the shopping hierarchy and their influence on shopping patterns within South Somerset, these two centres are briefly described below.

**Gillingham**

3.150 Gillingham lies within the neighbouring district of North Dorset but is an important service and shopping destination for the surrounding villages, some of which fall within South Somerset District. The nearest principal centre in South Somerset is Wincanton some 10km to the west. The figure below sets out the retail composition of the town centre.

***Figure 3.23 Gillingham Retail Composition***

| | No.. Units | Floorspace sq m |
|---|---|---|
| Convenience | 16 (15%) | 31,798sq.m. (40%) |
| Comparison | 44 (41%) | 32,683sq.m. (41%) |
| Service | 38 (36%) | 10,331sq.m. (12%) |
| Vacant | 9 (8%) | 5,255sq.m. (7%) |
| Total | 107 (100%) | 80,067sq.m. (100%) |

**Source: Dorset County Council**

3.151 The town centre comprises mainly independent retailers, although there are national grocery chains present in the town, including Somerfield and Waitrose. The figure above illustrates that despite convenience units in the centre accounting for only 15% of the total number of units, they account for 40% of the gross floorspace.

3.152 In terms of competition and the shopping hierarchy, it is relevant to compare Gillingham to Wincanton, the nearest principal centre in South Somerset. Figure below provides a summary of the differences.

***Figure 3.24 Gillingham v Wincanton: Retail Composition***

| | Gillingham No. of Units (%) | Wincanton No. of Units (%) |
|---|---|---|
| Convenience | 16 (15%) | 11 (12%) |
| Comparison | 44 (41%) | 39 (43%) |
| Service | 38 (36%) | 28 (31%) |
| Miscellaneous | 0 (0%) | 1 (1%) |
| Vacant | 9 (8%) | 11 (12%) |
| Total | 107 (100%) | 90 (100%) |

3.153 It should be noted from Figure 3.24 that Gillingham has more units than Wincanton and, in terms of the three key retail and service sectors, Gillingham has a greater choice. Also of note, is the lower vacancy rate in Gillingham, 8% compared to 12% in Wincanton.

3.154 The household shopping survey indicates that 27% of residents of Zone 7 (which comprises Wincanton, Gillingham and the area surrounding the two towns) identify Wincanton to be their 'main shopping centre' compared to 22% who identified Gillingham as their main centre. However, in terms of expenditure, Gillingham attracts 19% of comparison goods spending in Zone 7 compared to just 7% attracted to Wincanton. Therefore, whilst many local residents consider Wincanton to be their main shopping centre, it would appear that a significant number are choosing to spend their money in Gillingham instead.

**Sherborne**

3.155 Sherborne lies between two centres in South Somerset: Yeovil and Milborne Port. However, it lies outside South Somerset District (in West Dorset). The town is an important service and administrative centre, with a population of 9,680, and has shopping, recreational, cultural, educational and employment functions. Retail activity is focused upon the main shopping area in Cheap Street and the centre attracts visitors from a relatively wide rural hinterland stretching into neighbouring North Dorset and, pertinently, South Somerset.

3.156 Sherborne has a reputation for many high quality independent boutiques and antique shops, which attracts visitors from a wide catchment area, offering extensive choice and variety of goods and shops. The vast majority (75%) of stores in the town centre were classified in a recent health check, conducted by the West Dorset District Council, as independent. The remaining quarter (25%) were classified as national multiples. The retail composition of Sherborne is shown below in Figure 3.24:

***Figure 3.24 Sherborne Retail Composition, 2003***

| | Units |
|---|---|
| Convenience | 6% |
| Comparison | 57% |
| Entertainment | 14% |
| Professional | 10% |
| Community | 7% |
| Industry / Other | 4% |
| Vacant | 2% |
| Total | 100% |

**Source: Sherborne Town Centre Healthcheck 2004, West Dorset District Council**

3.157 The proportion of comparison outlet in Sherborne town centre has shown a slight increase from 52% in 1982 to 57% in 2003. However, in contrast, the proportion of convenience outlets has fallen dramatically from 20% to 6% over the same period. The Council's health check also identified a recent increase in the proportion of entertainment uses within the centre, which had increased by 5% since 1998.

3.158 One important indicator of town centre health is the vacancy rate, in Sherborne the present vacancy rate is only 1.9%, compared to the national average of around 10%.

3.159 In terms of the household survey, Sherborne town centre has significant influence on shopping patterns in Zone 6 which includes the town and its surrounding area. Most of the zone falls outside South Somerset District but the northern part of Zone 6 includes Milborne Port and Charlton Horethorne in South Somerset. Sherborne town centre attracts 25% of comparison goods expenditure generated in this zone, and foodstores in the town attract 42% of convenience goods expenditure. However, facilities in Sherborne have little influence on shopping patterns in the other zones in the survey area which are almost entirely within South Somerset District.

**Summary**

3.160 Yeovil is the dominant shopping centre in South Somerset District, with its strong comparison goods sector attracting over 60% of expenditure within the Study Area. Residents are generally happy with the range of shops in the town centre although a minority consider the shopping offer to be poor. The vast majority of expenditure which leaks from the Study Area is spent in Taunton which attracts 14% of comparison goods expenditure generated in the Study Area.

3.161 There is a broad range and choice of food shopping facilities and the household survey shows that existing stores are generally performing well in comparison to their benchmark turnovers, with the notable exception of the Morrisons store.

3.162 Overall, the town centre is in reasonably good health having regard to key indicators of vitality and viability. In particular, the vacancy rate is below the national average for town centres. One area in need of improvement in the town centre is the environment. The centre lacks the character of other Principal Centres in the District and there is evidence that residents have concerns over their personal safety when visiting the centre due to crime and disorder.

3.163 Chard is the second largest centre in the District in terms of the number of shop units and its retail turnover. The town centre has a reasonably varied comparison goods shopping offer and a choice of supermarkets. The out-of-centre Tesco store is performing above its benchmark turnover. The town centre is visually attractive but one area of concern is that the vacancy rate has increased significantly since 1994.

3.164 Ilminster is one of the smaller Principal Centres in the District and is characterised by its compact nature, attractive surroundings and small-scale shops. The high quality environment is marred slightly by the traffic congestion. The town centre has a reasonably diverse range of uses and attracts a large walk-in population.

3.165 Crewkerne has a busy town centre anchored by two supermarkets and has a small but diverse comparison sector. There has been a distinct improvement in the vacancy rate in the town centre in the last 7 years. A broad range of other uses exist in and around the centre and the household survey indicates that Crewkerne is popular with residents in the evening. The centre has a high quality environment which has been enhanced through recent improvements to Falklands Square.

3.166 Wincanton town centre displays reasonably high levels of vitality and viability despite several factors which could have undermined its status. The out-of-centre Morrisons supermarket and the fact that Wincanton competes with Gillingham for trade in this part of the District mean that Wincanton must build on its strengths and set itself apart from other centres in order to maintain its

position in the retail hierarchy. The improving vacancy rate in the town centre over recent years would seem to indicate that it is succeeding.

3.167 South Somerset has seven rural centres which vary considerably in size and function. The largest centres are Somerton and Castle Cary and the smallest is Milborne Port.

3.168 Castle Cary's range and choice of shops and services is more diverse than other rural centres and, from observation, it appears to be the busiest centre. The household survey supports this observation indicates that it attracts more expenditure than other rural centres.

3.169 Somerton and Langport are relatively close geographically in the northern part of the District and are further away from a defined Principal Centre than the other rural centres. For this reason, they are important in terms of serving the needs of local residents and are busier than other rural centres apart from Castle Cary. Langport is the only rural centre with a foodstore of over 1,000sq.m. albeit located outside the town centre. Footfall in these two centres is moderate.

3.170 Bruton, Martock and South Petherton are smaller centres, contain a limited range of shops and predominantly serve the day-to-day needs of small catchment areas. Footfall in these centres is low. Milborne Port is a very small centre with very low footfall. Its few shops are dispersed along a busy main road.

## 4.0 THE NEED FOR ADDITIONAL RETAIL FLOORSPACE

### Introduction

4.1 This section assesses the need for additional floorspace in the District having regard to the following:

- The quantitative analysis contained at Appendix D, based on the results of the household telephone survey; and
- The qualitative assessment of retail provision in the District, described in the previous section.

### Convenience Goods

### Yeovil

4.2 Table 8 of Appendix D shows the level of convenience goods expenditure capacity in Yeovil over the period to 2021. Assuming stores in Yeovil maintain their current market share of expenditure within the Study Area, there will be the following levels of surplus expenditure:

2010: £6.8m
2016: £15.4m
2021: £23.4m

4.3 Theoretically, these levels of surplus expenditure could support a new food superstore by 2021. However, Yeovil has a good range and choice of supermarkets and food superstores. The lack of qualitative deficiencies and the fact that 4 of the 5 largest supermarket operators are present in the town would suggest that overall there is no need for a new superstore and commercial interest in such a store would be low, particularly in the short-to-medium term.

4.4 It is possible, especially given the performance the two largest stores in Yeovil, that proposals to extend existing premises may come forward over the Study period. Such proposals would not only need to be assessed in the

context of expenditure capacity but also other factors including the effect on existing town centre facilities.

**Other Principal Town Centres**

4.5 Table 9a shows the level of convenience goods expenditure capacity in respect of each of the other Principal Town Centres in the District, based on facilities in each town maintaining their current market shares of surrounding zones.

4.6 On this basis, there is limited capacity for additional floorspace in any town other than Chard where there will be capacity for around 600sq.m.net in 2016 and 900sq.m.net by 2021. In terms of floorspace capacity, this would support additional convenience floorspace of around 250sq.m.net in 2010, 600sq.m. in 2016 and 900sq.m.net in 2021.

4.7 However, the range and choice of convenience shopping facilities is far more limited in the four smaller Principal Centres than it is in Yeovil. In particular, residents living in Crewkerne and Ilminster do not have easy access to a large food superstore over 1,000sq.m. unlike residents of Yeovil, Wincanton and Chard. A large store in Crewkerne and/or Ilminster is likely to bring about qualitative improvements in existing convenience shopping provision for residents in Zones 2, 3 and 5.

4.8 A new large-scale store in these towns would have an effect on shopping patterns in their respective catchment areas with a likely increase in expenditure retention. The extent to which each town could benefit from a new store is assessed in Table 9b and considered below.

**Ilminster**

4.9 Ilminster is characterised by small-scale retail units and the largest convenience store in the town centre is Co-op at 450sq.m.net (approx). It is estimated that a new foodstore of around 1,500sq.m.gross (800sq.m.net convenience floorspace) in addition to existing stores in the town could potentially increase the market share of foodstores in Ilminster from 15% to

around 27% in 2010 (or 25% by 2016) in a catchment area comprising Zones 3 and 5. Having regard to facilities within the PCA and competing facilities outside, this market share is considered to be achievable.

4.10 It is noted that the Council has recently resolved to grant planning permission for a larger foodstore than this (2,600sq.m.gross) on land at Shudrick Lane, subject to the completion of a legal agreement. A store of this size could accommodate around 1,300sq.m.net convenience goods floorspace (allowing for comparison goods and back-up area) and if such a store was to begin trading, it is likely that expenditure retention will be significantly increased with 'clawback' likely from stores in Chard and Yeovil in particular. It is possible that this new store will push the market share of facilities in Ilminster above the 27% mark

**Crewkerne**

4.11 Convenience stores in Crewkerne currently have a market share of 23% from Zones 2 and 3 (a reasonable approximation of their catchment area based on the results of the household survey). This is a reasonably high market share given that the largest store is the Co-op at just over 900sq.m.net. A new larger store could bring about qualitative benefits in terms of range and choice. It is also likely that a new store would increase the market share of facilities in Crewkerne. The potential for a market share increase will depend principally on the size and operator of a new store. For example, a store of around 1,000-1,200sq.m. occupied by one of the main supermarket operators trading in Yeovil is unlikely to compete effectively with those large stores and, importantly, may divert trade from existing stores in Crewkerne town centre. However, a larger store operated by a retailer not currently represented in the area is likely to broaden the choice for residents and offer an improved range of goods. Such a store could increase the market share of stores in Crewkerne significantly above the current figure of 23%.

4.12 Table 9b shows that a 2,000sq.m.gross foodstore, in addition to existing stores in the town, could increase the market share of facilities in Crewkerne from 23% to 40% in 2010 (or 37% in 2016). Subject to the comments in the

previous paragraph regarding the size and operator of the store, this increase in considered achievable.

**Comparison Goods**

**Yeovil**

4.13 For the purposes of analysis, expenditure capacity in respect of comparison goods has been split into bulky and non-bulky categories. Assumed sales densities for new floorspace in Yeovil reflect the different sales efficiencies of operators within these two sub-categories. However, PPS6 advocates assessing need within the broad categories of convenience and comparison goods. Therefore, in identifying overall floorspace capacity, the figures referred to below combine the quantitative assessments of need for bulky and non-bulky goods floorspace.

4.14 The assessment assumes that facilities in Yeovil will maintain their current market share of facilities in the Study Area (currently over 60% for both bulky and non-bulky goods) and it is assumed that actual and benchmark turnovers of existing stores are in equilibrium. It is further assumed that new non-bulky goods floorspace will have a sales density of £4,000 per.sq.m. and bulky goods floorspace will have a sales density of £2,000 per.sq.m.

4.15 On this basis, there is expenditure capacity to support the following levels of comparison goods floorspace:

2010: 13,083sq.m.net
2016: 33,996sq.m.net
2021: 57,225sq.m.net

4.16 Clearly, in quantitative terms, there is significant potential for additional comparison goods floorspace in Yeovil over the next 16 years.

**Other Principal Town Centres**

4.17 The assessment of comparison goods expenditure in respect of the other Principal Town Centres in the District follows a similar methodology to that of Yeovil. The assessment assumes that facilities in each Principal Town will continue to achieve their current market share of expenditure within the Study Area. However, it is assumed that new floorspace will have a sales density of £2,500per.sq.m in Chard and £2,000per.sq.m in Ilminster, Crewkerne and Wincanton.

4.18 On this basis, the following levels of expenditure capacity are calculated:

***Figure 4.1: Comparison Goods Expenditure Capacity in Principal Towns outside Yeovil***

| Town | 2010 (sq.m.net) | 2016 (sq.m.net) | 2021 (sq.m.net) |
|---|---|---|---|
| Chard | 1496 | 3914 | 6617 |
| Ilminster | 549 | 1436 | 2427 |
| Crewkerne | 440 | 1151 | 1946 |
| Wincanton | 322 | 827 | 1383 |

4.19 Figure 4.1 shows that there is capacity for additional comparison goods floorspace in all Principal Town Centres, particularly Chard. However, given that all these centres have been reducing in size over recent years and given the apparent lack of retailer demand for floorspace in these towns, a cautious approach to these figures must be adopted.

## 5.0 ASSESSMENT OF POTENTIAL SITES FOR RETAIL DEVELOPMENT IN SOUTH SOMERSET DISTRICT

### Introduction

5.1 The previous sections of this study have identified a need for additional retail floorspace within the District. In respect of comparison goods, there is clear potential for a significant amount of additional floorspace in Yeovil over the period to 2021. In terms of convenience goods, new foodstores in Ilminster and Crewkerne would retain greater levels of expenditure within their catchment areas and meet qualitative deficiencies in those towns. This section assesses sites within the District to meet the identified need for additional floorspace.

5.2 The sites have been identified following discussions with officers at South Somerset District Council, having regard to the opportunity sites identified in the Final Draft Yeovil Urban Development Framework, and on the basis of DPDS surveys. Potential sites have been assessed having regard to their ***availability***, ***suitability***, and ***viability*** for retail use and other requirements of the sequential approach as set out in PPS6.

5.3 It should be noted that the references to the Primary Shopping Area below are based on the area identified in the 1998 Deposit Draft South Somerset Local Plan which (subject to the recommended amendments outlined in Section 6) in our view is an accurate definition of a Primary Shopping Area having regard to the guidance in PPS6.

### Yeovil

5.4 Four sites have been identified as having potential for retail development in and around Yeovil Town Centre and these are shown on the plan at Appendix E. The boundaries of these sites are indicative and show areas which appear to be under-used or have the potential for redevelopment which would benefit the vitality and viability of the town centre. The sites are assessed in turn below:

***Market Street/Court Ash***

5.5 The area around Market Street to the north of the Primary Shopping Area represents an opportunity for the northwards expansion of retailing in the town centre. The area includes the Cattle Market, the car showrooms/garages to the south of Market Street, the former cinema at Court Ash, and the car parks on either side of North Lane. In total, the area covers 3.6ha.

5.6 The opportunity exists for a comprehensive redevelopment of this site with direct linkages through to the Quedam Centre to the south (the Primary Shopping Frontage) and Princes Street to the west, thus creating a town centre shopping 'loop' with the High Street and Middle Street completing the circle.

5.7 The key benefits of the site are that it is sufficiently large enough to accommodate a significant amount of retail floorspace with a mix units sizes including large-scale shops for which there is an identified need. The redevelopment of an area of this size could attract a department store operator and several other national multiple operators who are currently seeking a presence in the town. The site could also accommodate a car park with access from Reckleford (perhaps via Market Street), and residential development as part of a multi-level scheme.

5.8 However, the importance of a comprehensive redevelopment of this area cannot be overstated. Without a direct link through to the Quedam Centre (and a secondary link to Princess Street), retail development in this area will not relate well to the Primary Shopping Frontages in the town centre. Silver Street, between Vicarage Walk/Middle Street and Market Street, has a steep gradient and the church on the western side limits the opportunity to create a continuous and vibrant retail frontage between the Primary Shopping Area and the area to the north. There is a danger that if the area is developed in a piecemeal fashion, any retail development could effectively operate as a free-standing shopping destination separate from the town centre.

***Glovers Walk***

5.9 Glovers Walk is a small shopping precinct located towards the eastern end of the town centre and falls entirely within the Primary Shopping Area. It is a rather dated-looking precinct containing approximately 12 shop units (some of which have been combined into one unit). Glovers Walk represents an important strategic site situated between Middle Street and the Bus Station with a link through to Ivel Square and the Quedam Shopping Centre.

5.10 The area provides an excellent opportunity for retail-led redevelopment although there is limited potential for creating significant levels of additional floorspace over and above existing floorspace. However, in qualitative terms, there is considerable potential for improvements to the shopping offer on this site, possibly in combination with improvements to the bus station.

***Stars Lane South***

5.11 This area is approximately 1.5ha, comprising a bingo hall (formerly a cinema), pub, two shop units on the southern side of Stars Lane, a Council-owned surface level car park further to the south, factory buildings and another surface level car park adjoining South Street.

5.12 The site slopes from north to south but the northern most point of the site is close to, and almost level with, the pedestrianised area of the town centre and just 40m from the Primary Shopping Frontage on Middle Street. The key benefits of the site for retail development are as follows:

- it is a reasonably large site;
- it is well related to existing retail uses;
- the site represents an excellent opportunity to strengthen relationship between leisure uses on Old Station Road and the Primary Shopping Area; and
- development on this site would provide a boost to the eastern end of town which is suffering from a lack of investment.

5.13 The Yeovil Town Centre Urban Development Framework identifies this site (as part of a larger site extending to the south-west) as an appropriate location for an urban village including residential and commercial leisure uses. New retail development along the Stars Lane frontage would provide an attractive and vibrant link between the Yeo Leisure Park and the town centre shops and encourage pedestrians to walk between the two areas. Redevelopment of this area would provide a boost for the eastern end of the town centre, particularly if there was investment in the area north of Stars Lane (see below).

***Stars Lane North***

5.14 This 1.2ha site is currently occupied by Wilkinsons and Somerfield. It is within the Primary Shopping Area and has frontage onto Middle Street. Whilst it is a large site, existing uses have a large floor area, so the potential for a net gain in retail floorspace is limited. However, redevelopment of this area for a retail-led mixed use scheme could provide significant qualitative improvements in the shopping offer and has the potential to strengthen the link between Middle Street and the Yeo Leisure Park (in conjunction with redevelopment of Stars Lane South – see above). Redevelopment would also provide much needed investment at the eastern end of the town centre. Any redevelopment of the site should ensure that active street frontages are maintained on Stars Lane and the opportunity exists to create an area of attractive public realm opposite South West Terrace on Old Station Road

**Crewkerne**

5.15 No sites are allocated for development in the South Somerset Local Plan within or close to the Town Centre. Redevelopment opportunities are limited due to the compact nature of the centre, its historic character, and the lack of vacant or under-used land.

5.16 However, proposals for a new foodstore have been presented publicly by Waitrose. These proposals involve store of around 2,000sq.m. on land at the South Street car park, to the south-east of Falkland Square. The site is within the Primary Shopping Area, as defined in the South Somerset Local Plan.

There is clear potential for pedestrian links between this site and existing shops and services in the Town Centre. On the basis of DPDS surveys, there are no alternatives to this site in sequentially preferable locations to meet the need for a new foodstore in Crewkerne.

**Ilminster**

5.17 As previously noted, planning permission (full) has recently been granted for a foodstore at Shudrick Lane in Ilminster. The site is partly within the Primary Shopping Area and the approved plans show that the store would relate well to existing shops in the Town Centre. In light of this commitment, it is not appropriate to consider alternative sites to meet the need for a foodstore.

## 6.0 RECOMMENDED STRATEGY

### South Somerset Shopping Hierarchy

6.1 PPS6 clearly indicates that local authorities should define a network and a hierarchy of centres each performing their appropriate role to meet the needs of their catchment areas (paragraph 2.1). Planning authorities should select appropriate existing centres to accommodate the identified need for growth. They should also manage the role and function of existing centres, including promoting specialist roles for certain centres, encouraging specific types of uses. In terms of smaller centres, PPS6 advises that *"a network of local centres in an authority's area is essential to provide easily accessible shopping to meet people's day-to-day needs and should be the focus for investment in more accessible local services, such as health centres and other small scale community facilities," (paragraph 2.55).*

6.2 Table 1 at Appendix A of PPS6 sets out the types of centre and their main characteristics. These are summarised below.

***Town Centres*** are usually the principal centres in a local authority's area. In rural areas they are likely to be market towns (or similar) and will function as important service centres, providing a range of facilities and services for an extensive rural catchment area.

***District Centres*** will usually comprise groups of shops, often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies, and restaurants, as well as local public facilities such as a library.

***Local Centres*** include a range of small shops of a local nature, serving a small catchment. Among other shops, a local centre typically will contain a small supermarket, newsagent, a sub-post office, a pharmacy, a hot food take-away, and launderette.

6.3 This study has assessed the range of facilities within each centre in South Somerset and its role and catchment area. Having regard to this assessment, and the centre typologies identified in PPS6, it is recommended that the Council adopt the following shopping hierarchy:

***Town Centres:*** Yeovil, Chard, Crewkerne, Ilminster, Wincanton

***District Centres:*** Somerton, Castle Cary, Langport

***Local Centres:*** Bruton, South Petherton, Martock, Milborne Port

6.4 This study has only assessed the 12 centres previously defined as 'principal centres' and 'rural centres'. It is possible that other villages in South Somerset may contain groups of shops which could appropriately be defined as 'local centres'.

**Yeovil Town Centre**

***Principal Objective***

6.5 There is a need for additional comparison goods retail development in Yeovil town centre over the plan period. There is significant expenditure capacity to support new development and reasonably strong demand for floorspace from retailers.

6.6 Additional retail development in Yeovil town centre is likely to bring about qualitative improvements in the retail offer, particularly if development can provide a mix of shops including large-scale and multi-level units, within a high-quality shopping environment. Development of this type is required to increase the attractiveness of Yeovil town centre, bolster its vitality and viability, and improve the retail offer available to residents in South Somerset District. If such development is not forthcoming, it is likely that trade will be lost to higher-order centres in the sub-regional shopping hierarchy.

6.7 This approach would be in accordance with Policy SR9 of the Sub-Regional Strategy Statement within the emerging Regional Spatial Strategy for the South West. The Policy states:

> ***To realise the economic potential, diversification and relative high degree of self-containment of Yeovil, LDDs (including joint LDDs with adjoining authorities) should make provision at Yeovil for job growth of about 9,100 jobs and an average housing provision of about 320 dwellings per annum over the period 2006 to 2026.***

6.8 The explanatory text to support this policy identifies two important objectives retail terms, that forthcoming LDDs will need to address:

i) *Broadening the range of retail and leisure opportunities, through the development of smaller, quality, niche stores to complement High Street stores, major improvements in the cultural/leisure offer and enhancement of a creative industries centre around the Octagon Theatre and sports zones will add to the towns already relatively strong retail offer; and*

ii) *Change the image of the town through high quality developments to assist in attracting new businesses/retail opportunities, including improvements to the physical fabric of the town.*

6.9 The strategy acknowledges the unique characteristics of Yeovil and these should be exploited and built upon through future developments in the town.

***Comparison Goods Floorspace***

6.10 By 2010, there is projected to be expenditure capacity to support around 13,000sq.m.net floorspace, rising to 34,000sq.m.net by 2016, and 57,000sq.m.net by 2021. It is essential to plan for this growth by identifying appropriate sites for retail development.

6.11 On the basis of the assessment in Section 5 of this study, 4 sites should be identified for retail development in and around Yeovil town centre. These are:

- Market Street/Court Ash
- Glovers Walk
- Stars Lane South
- Stars Lane North

6.12 It is anticipated that the comprehensive redevelopment of the Market Street/Court Ash site will contribute significantly towards meeting the need for additional comparison goods floorspace in Yeovil. This site represents an excellent opportunity to bolster the long term vitality and viability of the town centre and its full potential should not be wasted through piecemeal development. It is recommended that the forthcoming Town Centre Area Action Plan should provide guidance for the redevelopment of this important strategic site.

6.13 It is anticipated that the other three sites will absorb the residual expenditure capacity for Yeovil over the plan period. In the case of the two Stars Lane sites, it is likely (and desirable) that retail development will form part of mixed-use developments including commercial leisure and/or residential. Redevelopment of all three sites should be encouraged through the Area Action Plan.

***Convenience Goods Floorspace***

6.14 If current trading patterns continue, there will be a convenience goods expenditure surplus in Yeovil by 2016. However, it is recommended that no sites are identified specifically for additional convenience goods floorspace for the following reasons:

6.15 There is a reasonable prospect of two new foodstores in the study area within the next 5 years (in Ilminster and Crewkerne town centres). These stores will potentially 'claw back' expenditure currently being spent in stores in Yeovil, thus diverting trade from these stores and impacting on the levels of surplus expenditure available to stores in Yeovil.

6.16 Secondly, as noted in Section 4, Yeovil has a good range and choice of supermarkets and food superstores. The lack of qualitative deficiencies and the fact that 4 of the 5 largest supermarket operators are present in the town would suggest that overall there is no need for a new superstore and commercial interest in such a store would be low, particularly in the short-to-medium term.

6.17 Finally, sites in Yeovil are recommended to be identified for a significant amount of comparison goods floorspace over the LDF period (see above). However, whilst it is intended that the sites would accommodate significant levels of comparison goods floorspace, the sites identified are large enough to accommodate a new foodstore as part of a comprehensive retail-led development (assuming there is commercial interest in such a store).

6.18 Therefore, on the basis of the above, no sites should be allocated specifically for convenience goods floorspace.

***Recommendation on the Definition of the Primary Shopping Area and Primary Shopping Frontage***

6.19 According to PPS6 (see Table 2, Annexe A), the Primary Shopping Area is the defined area "*where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage). The extent of the Primary Shopping Area should be defined on the proposals map*." Primary Shopping Frontages are "*likely to include a high proportion of retail uses"* and *"Secondary Frontages provide greater opportunities for a diversity of uses*."

6.20 The definition of the Primary Shopping Frontage and the Primary Shopping Area is of great importance. Planning policies can be formulated to prevent the dilution of the main retail function of Primary Shopping Frontages. Also, importantly, the Primary Shopping Area constitutes 'the centre' for retail development. A site which lies within the town centre boundary, but outside the Primary Shopping Area, falls outside 'the centre' for the purposes of retail planning policy. Therefore, the extent of the Primary Shopping Area has a

significant bearing on deciding where to allocate sites for further retail development, and in the determination of planning applications for retail development.

6.21 Having regard to the definitions contained in PPS6 and based on surveys of Yeovil town centre, it is considered that the Primary Shopping Frontage comprises High Street, Middle Street (up to the junction with Vicarage Street), Vicarage Walk, Ivel Square, and Frederick Place. On this basis, it is recommended that the Primary Shopping Frontage is not changed from that shown in the South Somerset Local Plan.

6.22 It is noted that the Primary Shopping Area defined in the Deposit Draft version of the Local Plan (1998) was later deleted at the Proposed Modifications stage (2004) in favour of a 'town centre' boundary. This area, in our view, is not appropriate for determining the extent of the centre for retail planning purposes, and does not reflect Government policy contained in PPS6 and described above. In this context, we recommend that the Primary Shopping Area is re-instated as defined in the 1998 Deposit Draft Local Plan, with the following exceptions:

- Properties on Wyndham Street, Sherborne Road, and Newton Road should be excluded;
- Only 1-15 South Western Terrace should be included; and
- The Yeo Valley Leisure Park should be excluded (i.e. all the land to the south of South Western Terrace and Old Station Road).

The extent of the recommended Primary Shopping Frontage is shown on the plan at Appendix E.

## Other Town Centres

### Chard Town Centre

6.23 Given the moderate growth in expenditure capacity over the plan period and recent reductions in the amount of floorspace in the town centre, there is no justification for allocating further land for retail development outside the Primary Shopping Area (see below) in the Local Development Framework.

6.24 In light of concerns over recent trends in Chard town centre, including rising vacancy levels and a reduction in the size of the centre, it is recommended that regular healthchecks of the town centre should be undertaken, preferably on an annual basis.

6.25 It is recommended that the Primary Shopping Area, as per the definition contained within the South Somerset Deposit Draft Local Plan 1998, is re-instated in Chard. The town centre boundary, which will include other non-retail uses, may extend beyond the Primary Shopping Area.

### Crewkerne Town Centre

6.26 Crewkerne is a vital and viable centre having regard to the key indicators. A new foodstore in the town centre is likely to retain greater levels of expenditure and broaden the range of convenience goods facilities in the town. Proposals put forward by Waitrose indicate that a new store could comfortably be accommodated within the Primary Shopping Area. In this context, it is not considered appropriate to allocate a specific site outside the Primary Shopping Area for a new convenience store.

6.27 Turning to comparison goods, a need for significant levels of additional floorspace in the town has not been identified in this study and no specific site allocations are proposed.

6.28 It is recommended that the Primary Shopping Area, as per the definition contained within the South Somerset Deposit Draft Local Plan 1998, is re-instated. The town centre boundary, which will include other non-retail uses, may extend beyond the Primary Shopping Area.

**Ilminster Town Centre**

6.29 Whilst Ilminster has a reasonably vital and viable town centre, residents would benefit from having access to a new foodstore in the town. Planning consent has been granted for a 2,600sq.m.gross foodstore at Shudrick Lane, on a site which falls partly within the Primary Shopping Area (the definition of which is discussed below). A foodstore of this size would bring about qualitative improvements in the retail offer in Ilminster.

6.30 The low level of comparison goods expenditure capacity over the plan period does not warrant specific site allocations for Ilminster in the Local Development Framework.

6.31 It is recommended that the Primary Shopping Area, as per the definition contained within the South Somerset Deposit Draft Local Plan 1998, is re-instated. The town centre boundary, which will include other non-retail uses, may extend beyond the Primary Shopping Area.

***Wincanton Town Centre***

6.32 There is no identified need for significant levels of additional retail floorspace in Wincanton and we would recommend that no specific sites are identified for retail development in the local development framework.

6.33 It is recommended that a Primary Shopping Area is clearly defined in local planning policy documents. The area should be the same as the town centre boundary, as proposed to be amended in the South Somerset Local Plan Proposed Modifications 2004. Where non-retail uses extend beyond this area, it may be appropriate to define a separate town centre boundary.

**District Centres: Somerton, Castle Cary, Langport**

6.34 Having regard to the assessment of quantitative and qualitative need in this study, there is no justification for allocating specific sites for retail development in any of the District Centres of Somerton, Castle Cary and Langport.

6.35 It is recommended that the Primary Shopping Areas in the three District Centres should be re-instated. The same areas which were previously defined as Primary Shopping Areas in the South Somerset Deposit Draft Local Plan 1998 should be used.

**Local Centres: Bruton, South Petherton, Martock, Milborne Port**

6.36 Local Centre boundaries should be defined for Bruton, South Petherton, Martock, and Milborne Port. Development Plan policies should be formulated to encourage appropriate facilities to locate within the local centres and to help prevent the loss of existing retail uses. Given the comparatively limited range of retail uses within these centres, it is not necessary to define Primary Shopping Areas.

## 7.0 SUMMARY AND CONCLUSIONS

### Yeovil

7.1 Yeovil is the dominant shopping centre in South Somerset District, with its strong comparison goods sector attracting over 60% of expenditure within the Study Area. There is a broad range and choice of food shopping facilities and the household survey shows that existing stores are generally performing well in comparison to their benchmark turnovers, with the notable exception of the Morrisons store.

7.2 Overall, the town centre is in reasonably good health having regard to key indicators of vitality and viability. In particular, the vacancy rate is below the national average for town centres. One area in need of improvement in the town centre is the environment. The centre lacks the character of other Principal Centres in the District and there is evidence that residents have concerns over their personal safety when visiting the centre due to crime and disorder.

7.3 There is a need for additional comparison goods retail development in Yeovil town centre over the plan period. There is significant expenditure capacity to support new development and reasonably strong demand for floorspace from retailers. Additional retail development in Yeovil town centre is likely to bring about qualitative improvements in the retail offer, particularly if development can provide a mix of shops including large-scale and multi-level units, within a high-quality shopping environment. Development of this type is required to increase the attractiveness of Yeovil town centre, bolster its vitality and viability, and improve the retail offer available to residents in South Somerset District. If such development is not forthcoming, it is likely that trade will be lost to higher-order centres in the sub-regional shopping hierarchy.

7.4 By 2010, there is projected to be expenditure capacity to support around 13,000sq.m.net floorspace, rising to 34,000sq.m.net by 2016, and 57,000sq.m.net by 2021. These projections are based on Yeovil's current market share and do not allow for 'claw-back' of expenditure spent in locations outside the study area (e.g. Taunton).

7.5 Four sites should be identified for retail development in and around Yeovil town centre. These are:

- Market Street/Court Ash
- Glovers Walk
- Stars Lane South
- Stars Lane North

7.6 It is anticipated that the comprehensive redevelopment of the Market Street/Court Ash site will contribute significantly towards meeting the need for additional comparison goods floorspace in Yeovil. It is anticipated that retail development (as part of mixed use schemes) on the other three sites will absorb the residual expenditure capacity for Yeovil over the plan period.

**Chard**

7.7 Chard is the second largest centre in the District in terms of the number of shop units and its retail turnover. The town centre has a reasonably varied comparison goods shopping offer and a choice of supermarkets. The out-of centre Tesco store is performing above its benchmark turnover. The town centre is visually attractive but one area of concern is that the vacancy rate has increased significantly since 1994.

7.8 Given the moderate growth in expenditure capacity over the plan period and recent reductions in the amount of floorspace in the town centre, there is no justification for allocating further land for retail development outside the Primary Shopping Area.

7.9 In light of concerns over recent trends in Chard town centre, including rising vacancy levels and a reduction in the size of the centre, it is recommended that regular healthchecks of the town centre should be undertaken, preferably on an annual basis.

**Ilminster**

7.10 Ilminster is one of the smaller Principal Centres in the District and is characterised by its compact nature, attractive surroundings and small-scale shops. The high quality environment is marred slightly by the traffic congestion. The town centre has a reasonably diverse range of uses and attracts a large walk-in population.

7.11 Whilst Ilminster has a reasonably vital and viable town centre, residents would benefit from having access to a new foodstore in the town. Planning consent has been granted for a 2,600sq.m.gross foodstore at Shudrick Lane, on a site which falls partly within the Primary Shopping Area (the definition of which is discussed below). A foodstore of this size would bring about qualitative improvements in the retail offer in Ilminster.

7.12 The low level of comparison goods expenditure capacity over the plan period does not warrant specific site allocations for Ilminster in the Local Development Framework.

**Crewkerne**

7.13 Crewkerne has a busy town centre anchored by two supermarkets and has a small but diverse comparison sector. There has been a distinct improvement in the vacancy rate in the town centre in the last 7 years. A broad range of other uses exist in and around the centre and the household survey indicates that Crewkerne is popular with residents in the evening. The centre has a high quality environment which has been enhanced through recent improvements to Falklands Square.

7.14 Crewkerne is a vital and viable centre having regard to the key indicators. A new foodstore in the town centre is likely to retain greater levels of expenditure and broaden the range of convenience goods facilities in the town. Proposals put forward by Waitrose indicate that a new store could comfortably be accommodated within the Primary Shopping Area. In this context, it is not considered appropriate to allocate a specific site outside the Primary Shopping Area for a new convenience store.

7.15 Turning to comparison goods, a need for significant levels of additional floorspace in the town has not been identified in this study and no specific site allocations are proposed.

**Wincanton**

7.16 Wincanton town centre displays reasonably high levels of vitality and viability despite several factors which could have undermined its status. The out-of-centre Morrisons supermarket and the fact that Wincanton competes with Gillingham for trade in this part of the District mean that Wincanton must build on its strengths and set itself apart from other centres in order to maintain its position in the retail hierarchy. The improving vacancy rate in the town centre over recent years would seem to indicate that it is succeeding.

7.17 There is no identified need for significant levels of additional retail floorspace in Wincanton and we would recommend that no specific sites are identified for retail development in the local development framework.

**District and Local Centres**

7.18 Having undertaken an assessment of the seven Rural Centres in South Somerset District, DPDS recommend that these centres are divided into District and Local Centres according to their role within the shopping hierarchy.

**District Centres: Somerton, Castle Cary, Langport**

7.19 Somerton and Langport are relatively close geographically in the northern part of the District. For this reason, they are important in terms of serving the needs of local residents. Footfall in both these centres is moderate.

7.20 Castle Cary's range and choice of shops and services is diverse and appears to be one of the busiest centres in the District outside Yeovil.

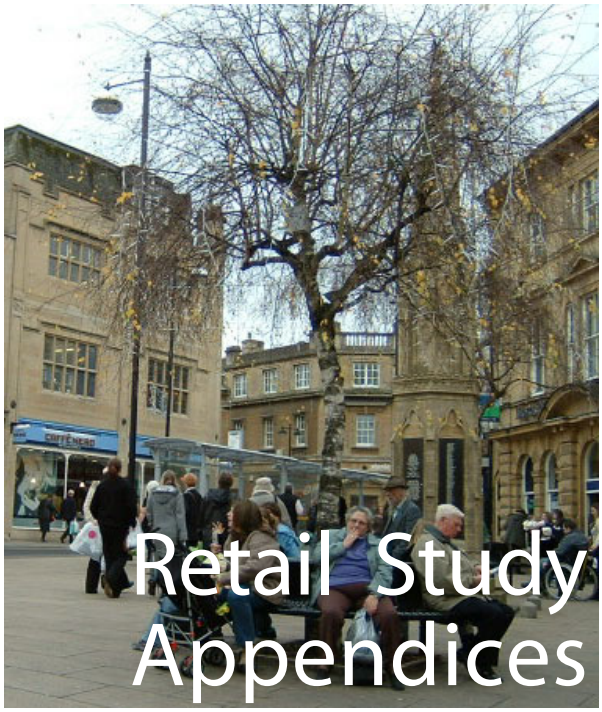
7.21 Having regard to the assessment of quantitative and qualitative need in this study, there is no justification for allocating specific sites for retail development in any of the District Centres of Somerton, Castle Cary and Langport.

**Local Centres: Bruton, South Petherton, Martock, Milborne Port**

7.22 Bruton, Martock and South Petherton are smaller centres, contain a limited range of shops, and predominantly serve the day-to-day needs of small catchment areas. Footfall in these centres is low. Milborne Port is a very small centre with very low footfall. Its few shops are dispersed along a busy main road.

7.23 Development Plan policies should be formulated to encourage appropriate facilities to locate within the local centres and to help prevent the loss of existing retail uses.

# South Somerset



# Retail Study Appendices

South Somerset District Council

January 2006

# South Somerset Retail Study

## South Somerset District Council

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**January 2006**

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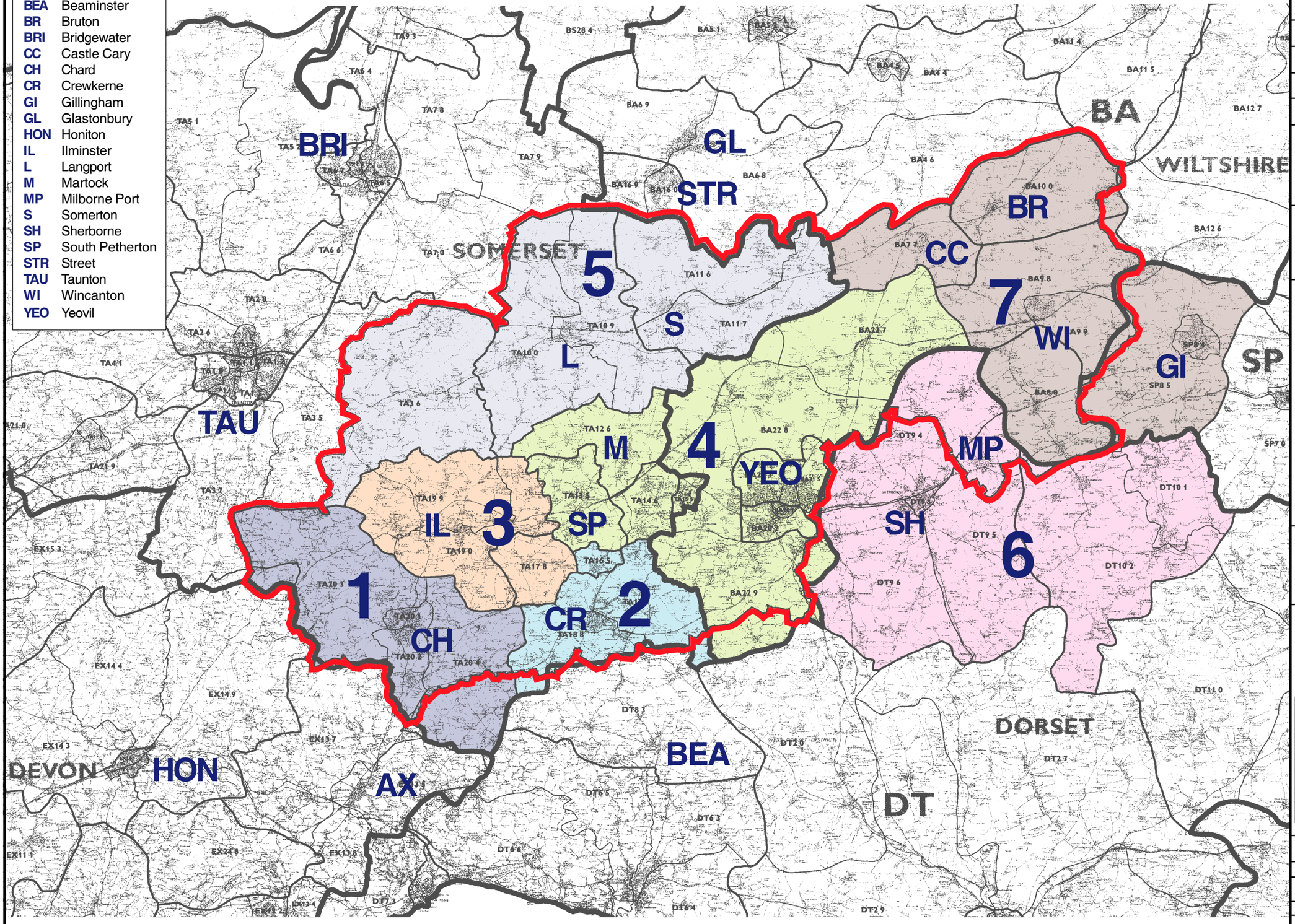
# Appendix A

| | |
|---|---|
| AX | Axminster |
| BEA | Beaminster |
| BR | Bruton |
| BRI | Bridgewater |
| CC | Castle Cary |
| CH | Chard |
| CR | Crewkerne |
| GI | Gillingham |
| GL | Glastonbury |
| HON | Honiton |
| IL | Ilminster |
| L | Langport |
| M | Martock |
| MP | Milborne Port |
| S | Somerton |
| SH | Sherborne |
| SP | South Petherton |
| STR | Street |
| TAU | Taunton |
| WI | Wincanton |
| YEO | Yeovil |




NORTH

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Household Shopping Survey Zones

South Somerset District

| Rev | Date | |
|---|---|---|
| | | |
| | | |
| | | |
| | | |
| | | |

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South Somerset District Council

Project

South Somerset Retail Study

Drawing Title

Study Area Plan

Scale Not to Scale

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Issuing office Bristol | Checked by MB

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# Appendix B

Q1: Leaving aside food shopping for the moment, where would you regard as your household's main shopping centre?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil** | 396 | 39.56% | 6 | 4.20% | 85 | 59.44% | 17 | 11.89% | 136 | 95.10% | 30 | 20.98% | 65 | 45.45% | 57 | 39.86% |
| **Chard** | 141 | 14.09% | 104 | 72.73% | 13 | 9.09% | 23 | 16.08% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Ilminster** | 39 | 3.90% | 0 | 0.00% | 0 | 0.00% | 37 | 25.87% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne** | 53 | 5.29% | 2 | 1.40% | 40 | 27.97% | 10 | 6.99% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Wincanton** | 43 | 4.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 4 | 2.80% | 38 | 26.57% |
| Gillingham | 36 | 3.60% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 31 | 21.68% |
| Taunton | 150 | 14.99% | 30 | 20.98% | 2 | 1.40% | 50 | 34.97% | 1 | 0.70% | 64 | 44.76% | 1 | 0.70% | 2 | 1.40% |
| Bridgwater | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Sherborne | 61 | 6.09% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 57 | 39.86% | 4 | 2.80% |
| Dorchester | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% |
| Glastonbury | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% |
| Street | 36 | 3.60% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 33 | 23.08% | 0 | 0.00% | 0 | 0.00% |
| London | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Mail Order | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Local Shops | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Tiven | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| South Petherton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Langport | 7 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 6 | 4.20% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% |
| Lidford Cross | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Lampool | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Shaftsbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Poole | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Internet | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Stouridge | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Bath | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Sturminster Newton | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% |
| Castle Cary | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Salisbury | 5 | 0.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 5 | 3.50% |
| Southampton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Frome | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Shepton Mallett | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q2: How do you usually travel to this town centre?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Car/van (as driver) | 665 | 66.43% | 71 | 49.65% | 112 | 78.32% | 96 | 67.13% | 87 | 60.84% | 107 | 74.83% | 96 | 67.13% | 96 | 67.13% |
| Car/van (as passenger) | 114 | 11.39% | 14 | 9.79% | 11 | 7.69% | 20 | 13.99% | 19 | 13.29% | 20 | 13.99% | 19 | 13.29% | 11 | 7.69% |
| Walk | 131 | 13.09% | 37 | 25.87% | 10 | 6.99% | 16 | 11.19% | 24 | 16.78% | 8 | 5.59% | 15 | 10.49% | 21 | 14.69% |
| Bus | 59 | 5.89% | 10 | 6.99% | 7 | 4.90% | 8 | 5.59% | 11 | 7.69% | 7 | 4.90% | 6 | 4.20% | 10 | 6.99% |
| Taxi | 19 | 1.90% | 7 | 4.90% | 1 | 0.70% | 2 | 1.40% | 1 | 0.70% | 1 | 0.70% | 5 | 3.50% | 2 | 1.40% |
| Cycle | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Train | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Motorcycle | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Park and ride | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't know | 3 | 0.30% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Delivered | 2 | 0.20% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Carer brings it | 2 | 0.20% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Mobility Scooter | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Internet | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Family deliver | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |

Q3: What do you like about the town centre? Or why do you use the town centre

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1685 | 100.00% | 253 | 100.00% | 236 | 100.00% | 252 | 100.00% | 210 | 100.00% | 249 | 100.00% | 241 | 100.00% | 244 | 100.00% |
| Don't Know | 120 | 7.12% | 16 | 6.32% | 17 | 7.20% | 11 | 4.37% | 13 | 6.19% | 16 | 6.43% | 31 | 12.86% | 16 | 6.56% |
| Close to home | 498 | 29.55% | 69 | 27.27% | 76 | 32.20% | 65 | 25.79% | 85 | 40.48% | 66 | 26.51% | 66 | 27.39% | 71 | 29.10% |
| Close to work | 20 | 1.19% | 2 | 0.79% | 5 | 2.12% | 3 | 1.19% | 5 | 2.38% | 0 | 0.00% | 3 | 1.24% | 2 | 0.82% |
| Good choice/quality of shops | 361 | 21.42% | 42 | 16.60% | 47 | 19.92% | 58 | 23.02% | 41 | 19.52% | 67 | 26.91% | 50 | 20.75% | 56 | 22.95% |
| Low prices | 76 | 4.51% | 15 | 5.93% | 8 | 3.39% | 16 | 6.35% | 16 | 7.62% | 4 | 1.61% | 12 | 4.98% | 5 | 2.05% |
| A particular shop please name …… | 40 | 2.37% | 12 | 4.74% | 2 | 0.85% | 7 | 2.78% | 3 | 1.43% | 3 | 1.20% | 9 | 3.73% | 4 | 1.64% |
| Presence/convenience of banks, building societies and other services | 35 | 2.08% | 5 | 1.98% | 5 | 2.12% | 5 | 1.98% | 2 | 0.95% | 8 | 3.21% | 4 | 1.66% | 6 | 2.46% |
| Good choice of pubs/restaurants/eating places | 42 | 2.49% | 7 | 2.77% | 7 | 2.97% | 5 | 1.98% | 4 | 1.90% | 8 | 3.21% | 8 | 3.32% | 3 | 1.23% |
| Good leisure/sports facilities | 36 | 2.14% | 1 | 0.40% | 28 | 11.86% | 2 | 0.79% | 0 | 0.00% | 4 | 1.61% | 0 | 0.00% | 1 | 0.41% |
| Easy to get to by car | 130 | 7.72% | 19 | 7.51% | 16 | 6.78% | 28 | 11.11% | 9 | 4.29% | 22 | 8.84% | 17 | 7.05% | 19 | 7.79% |
| Easy/cheap/convenient to park | 60 | 3.56% | 13 | 5.14% | 2 | 0.85% | 10 | 3.97% | 5 | 2.38% | 11 | 4.42% | 11 | 4.56% | 8 | 3.28% |
| Good bus service to centre | 34 | 2.02% | 7 | 2.77% | 14 | 5.93% | 3 | 1.19% | 2 | 0.95% | 1 | 0.40% | 4 | 1.66% | 3 | 1.23% |
| Easy to get around | 83 | 4.93% | 14 | 5.53% | 4 | 1.69% | 14 | 5.56% | 15 | 7.14% | 11 | 4.42% | 9 | 3.73% | 16 | 6.56% |
| Attractive/pleasant environment/clean/litter free | 55 | 3.26% | 7 | 2.77% | 2 | 0.85% | 8 | 3.17% | 1 | 0.48% | 10 | 4.02% | 12 | 4.98% | 15 | 6.15% |
| Feels safe/personal security | 28 | 1.66% | 7 | 2.77% | 0 | 0.00% | 4 | 1.59% | 2 | 0.95% | 6 | 2.41% | 3 | 1.24% | 6 | 2.46% |
| Not too busy or crowded | 15 | 0.89% | 6 | 2.37% | 0 | 0.00% | 2 | 0.79% | 0 | 0.00% | 2 | 0.80% | 1 | 0.41% | 4 | 1.64% |
| Good facilities (e.g. seating, toilets) | 18 | 1.07% | 2 | 0.79% | 1 | 0.42% | 6 | 2.38% | 1 | 0.48% | 4 | 1.61% | 1 | 0.41% | 3 | 1.23% |
| Everything | 18 | 1.07% | 4 | 1.58% | 1 | 0.42% | 4 | 1.59% | 1 | 0.48% | 4 | 1.61% | 0 | 0.00% | 4 | 1.64% |
| Other (please specify) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| (None mentioned) | 15 | 0.89% | 5 | 1.98% | 1 | 0.42% | 1 | 0.40% | 5 | 2.38% | 2 | 0.80% | 0 | 0.00% | 1 | 0.41% |
| (Don't know) | 1 | 0.06% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.41% |

Q4: What do you dislike about this town centre (mentioned in Q1)

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1099 | 100.00% | 156 | 100.00% | 158 | 100.00% | 149 | 100.00% | 152 | 100.00% | 153 | 100.00% | 159 | 100.00% | 172 | 100.00% |
| Nothing | 622 | 56.60% | 77 | 49.36% | 86 | 54.43% | 79 | 53.02% | 80 | 52.63% | 101 | 66.01% | 103 | 64.78% | 96 | 55.81% |
| Too Far from Home | 30 | 2.73% | 7 | 4.49% | 2 | 1.27% | 7 | 4.70% | 1 | 0.66% | 3 | 1.96% | 3 | 1.89% | 7 | 4.07% |
| Not enough choice of shops/clothes shops | 103 | 9.37% | 21 | 13.46% | 18 | 11.39% | 14 | 9.40% | 13 | 8.55% | 4 | 2.61% | 14 | 8.81% | 19 | 11.05% |
| Poor quality shops/charity shops | 38 | 3.46% | 5 | 3.21% | 3 | 1.90% | 4 | 2.68% | 13 | 8.55% | 5 | 3.27% | 3 | 1.89% | 5 | 2.91% |
| Prices too high | 17 | 1.55% | 2 | 1.28% | 1 | 0.63% | 2 | 1.34% | 4 | 2.63% | 2 | 1.31% | 1 | 0.63% | 5 | 2.91% |
| Too few pubs/restaurants/eating places | 10 | 0.91% | 0 | 0.00% | 2 | 1.27% | 1 | 0.67% | 1 | 0.66% | 1 | 0.65% | 0 | 0.00% | 5 | 2.91% |
| Poor accessibility/difficult to get to | 26 | 2.37% | 4 | 2.56% | 4 | 2.53% | 3 | 2.01% | 3 | 1.97% | 7 | 4.58% | 1 | 0.63% | 4 | 2.33% |
| Traffic congestion | 74 | 6.73% | 2 | 1.28% | 11 | 6.96% | 12 | 8.05% | 9 | 5.92% | 19 | 12.42% | 13 | 8.18% | 8 | 4.65% |
| Lack/cost of parking | 36 | 3.28% | 2 | 1.28% | 9 | 5.70% | 5 | 3.36% | 10 | 6.58% | 2 | 1.31% | 3 | 1.89% | 5 | 2.91% |
| Poor bus services | 11 | 1.00% | 2 | 1.28% | 0 | 0.00% | 0 | 0.00% | 2 | 1.32% | 0 | 0.00% | 2 | 1.26% | 5 | 2.91% |
| Difficult to cross roads | 18 | 1.64% | 7 | 4.49% | 0 | 0.00% | 2 | 1.34% | 1 | 0.66% | 4 | 2.61% | 3 | 1.89% | 1 | 0.58% |
| Too busy/crowded | 24 | 2.18% | 4 | 2.56% | 3 | 1.90% | 7 | 4.70% | 5 | 3.29% | 1 | 0.65% | 3 | 1.89% | 1 | 0.58% |
| Unattractive environment/streets dirty/litter | 15 | 1.36% | 1 | 0.64% | 4 | 2.53% | 1 | 0.67% | 2 | 1.32% | 0 | 0.00% | 3 | 1.89% | 4 | 2.33% |
| Lack of safety/personal security/hooligans | 9 | 0.82% | 1 | 0.64% | 2 | 1.27% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 6 | 3.49% |
| Poor facilities (e.g. seating, toilets) | 8 | 0.73% | 0 | 0.00% | 4 | 2.53% | 3 | 2.01% | 0 | 0.00% | 0 | 0.00% | 1 | 0.63% | 0 | 0.00% |
| Poor sign posting | 4 | 0.36% | 2 | 1.28% | 1 | 0.63% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.63% | 0 | 0.00% |
| No covered areas/weather protection | 5 | 0.45% | 4 | 2.56% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.63% | 0 | 0.00% |
| Other (please specify) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| (None mentioned) | 29 | 2.64% | 9 | 5.77% | 5 | 3.16% | 5 | 3.36% | 3 | 1.97% | 4 | 2.61% | 3 | 1.89% | 0 | 0.00% |
| (Don't know) | 20 | 1.82% | 6 | 3.85% | 3 | 1.90% | 4 | 2.68% | 5 | 3.29% | 0 | 0.00% | 1 | 0.63% | 1 | 0.58% |

5: If you visit [centre mentioned in Q1] in the evening, why do you do this?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| To visit Pubs | 111 | 11.09% | 28 | 19.58% | 25 | 17.48% | 11 | 7.69% | 16 | 11.19% | 6 | 4.20% | 18 | 12.59% | 7 | 4.90% |
| To visit Night Clubs | 12 | 1.20% | 3 | 2.10% | 3 | 2.10% | 2 | 1.40% | 2 | 1.40% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| To visit Restaurants | 59 | 5.89% | 6 | 4.20% | 6 | 4.20% | 12 | 8.39% | 7 | 4.90% | 13 | 9.09% | 7 | 4.90% | 8 | 5.59% |
| To visit the Cinema | 61 | 6.09% | 1 | 0.70% | 10 | 6.99% | 7 | 4.90% | 23 | 16.08% | 13 | 9.09% | 2 | 1.40% | 5 | 3.50% |
| To visit Bingo | 8 | 0.80% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 3 | 2.10% | 1 | 0.70% | 1 | 0.70% | 1 | 0.70% |
| Late night shopping food/non-food | 32 | 3.20% | 4 | 2.80% | 9 | 6.29% | 5 | 3.50% | 2 | 1.40% | 6 | 4.20% | 1 | 0.70% | 5 | 3.50% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't visit in evening | 707 | 70.63% | 101 | 70.63% | 85 | 59.44% | 103 | 72.03% | 90 | 62.94% | 101 | 70.63% | 112 | 78.32% | 115 | 80.42% |
| Family | 2 | 0.20% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Theatre | 3 | 0.30% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Work | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Gym | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Take Away | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Go to college in the evening | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Go for a walk | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q6: Where do you buy most of your clothing, footwear or other fashion goods?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil t/c** | 437 | 43.66% | 8 | 5.59% | 95 | 66.43% | 18 | 12.59% | 120 | 83.92% | 35 | 24.48% | 83 | 58.04% | 78 | 54.55% |
| **Chard t/c** | 68 | 6.79% | 57 | 39.86% | 5 | 3.50% | 5 | 3.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| **Ilminster t/c** | 38 | 3.80% | 0 | 0.00% | 15 | 10.49% | 21 | 14.69% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne t/c** | 8 | 0.80% | 0 | 0.00% | 0 | 0.00% | 8 | 5.59% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Wincanton t/c** | 7 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 5 | 3.50% |
| Gillingham t/c | 15 | 1.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 12 | 8.39% |
| Taunton t/c | 195 | 19.48% | 58 | 40.56% | 3 | 2.10% | 62 | 43.36% | 8 | 5.59% | 61 | 42.66% | 0 | 0.00% | 3 | 2.10% |
| Bridgewater t/c | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Sherborne t/c | 31 | 3.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 27 | 18.88% | 3 | 2.10% |
| Dorchester t/c | 4 | 0.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% |
| Glastonbury t/c | 2 | 0.20% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Street - Clarkes Factory Outlet Village | 34 | 3.40% | 0 | 0.00% | 2 | 1.40% | 2 | 1.40% | 2 | 1.40% | 23 | 16.08% | 2 | 1.40% | 3 | 2.10% |
| Street t/c | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Babylon Hill Retail Park | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Bristol City Centre | 2 | 0.20% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| The Mall / Cribbs Causeway, Bristol | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% |
| Exeter City Centre | 5 | 0.50% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Bath city centre | 14 | 1.40% | 0 | 0.00% | 3 | 2.10% | 1 | 0.70% | 1 | 0.70% | 4 | 2.80% | 0 | 0.00% | 5 | 3.50% |
| Internet/Mail order | 43 | 4.30% | 3 | 2.10% | 4 | 2.80% | 9 | 6.29% | 3 | 2.10% | 5 | 3.50% | 11 | 7.69% | 8 | 5.59% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do | 29 | 2.90% | 5 | 3.50% | 4 | 2.80% | 6 | 4.20% | 1 | 0.70% | 4 | 2.80% | 4 | 2.80% | 5 | 3.50% |
| Don't know | 8 | 0.80% | 1 | 0.70% | 3 | 2.10% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% |
| Varies | 23 | 2.30% | 1 | 0.70% | 5 | 3.50% | 4 | 2.80% | 1 | 0.70% | 1 | 0.70% | 6 | 4.20% | 5 | 3.50% |
| London | 3 | 0.30% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| China Retailers | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Charity Shop, Catalogue | 2 | 0.20% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Cardiff | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Tiven | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Guildford | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Portsmouth | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Langport | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Blanford | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Southampton | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| Hospital Shop | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| London | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Bournemouth | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Castle Cary | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Frome | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Swindon | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Salisbury | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% |

Q7: Where do you buy most of your DIY goods (including paints wallpaper etc, tools, garden goods, etc, but not carpets)?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil t/c** | 391 | 39.06% | 7 | 4.90% | 89 | 62.24% | 19 | 13.29% | 114 | 79.72% | 26 | 18.18% | 74 | 51.75% | 62 | 43.36% |
| **Chard t/c** | 96 | 9.59% | 69 | 48.25% | 4 | 2.80% | 23 | 16.08% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Ilminster t/c** | 20 | 2.00% | 0 | 0.00% | 0 | 0.00% | 19 | 13.29% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne t/c** | 20 | 2.00% | 0 | 0.00% | 17 | 11.89% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Wincanton t/c** | 7 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 7 | 4.90% |
| Gillingham t/c | 41 | 4.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 38 | 26.57% |
| Taunton t/c | 145 | 14.49% | 38 | 26.57% | 2 | 1.40% | 53 | 37.06% | 1 | 0.70% | 51 | 35.66% | 0 | 0.00% | 0 | 0.00% |
| Bridgewater t/c | 3 | 0.30% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Sherborne t/c | 19 | 1.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 19 | 13.29% | 0 | 0.00% |
| Dorchester t/c | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Street t/c | 6 | 0.60% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 5 | 3.50% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury t/c | 14 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 14 | 9.79% | 0 | 0.00% | 0 | 0.00% |
| Houndstone Retail Park, Yeovil | 0 | 0.00% | | | | | | | | | | | | | | |
| *Carpetright* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Currys* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Comet* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Harveys* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Focus* | 15 | 1.50% | 4 | 2.80% | 5 | 3.50% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| Lysander Road Retail Park, Yeovil | 0 | 0.00% | | | | | | | | | | | | | | |
| *Allied Carpets* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *PC World* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *B&Q* | 24 | 2.40% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 12 | 8.39% | 2 | 1.40% | 3 | 2.10% | 3 | 2.10% |
| Lynx Trading Estate | 0 | 0.00% | | | | | | | | | | | | | | |
| *Wickes* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Old Creamery Pine Furniture* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Babylon Hill Retail Park, Dorset | 0 | 0.00% | | | | | | | | | | | | | | |
| *Matalan* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Argos* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *JBB Sports* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Furham Road, Chard | 0 | 0.00% | | | | | | | | | | | | | | |
| *Focus* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Westcombe Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton Business Park | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne | 0 | 0.00% | | | | | | | | | | | | | | |
| *Furniture Emporium* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Helibeds* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Office Wholesale* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Taunton | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Wickes* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *B&Q* | 11 | 1.10% | 1 | 0.70% | 4 | 2.80% | 2 | 1.40% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 1 | 0.70% |
| *Currys* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | | 2 | 1.40% | 0 | 0.00% | | 0.00% |
| *Homebase* | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Frome (Wessex Fields) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Homebase* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bridgwater Retail Park | 0 | 0.00% | | | | | | | | | | | | | | |
| *Currys* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Comet | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Wickes* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | 0 | 0.00% | | | | | | | | | | | | | | |
| *B&Q* | 9 | 0.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 7 | 4.90% | 0 | 0.00% | 2 | 1.40% |
| Street | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Clarks Villages* | 2 | 0.20% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Internet/Mail order | 4 | 0.40% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% |
| Other *please specify* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do | 115 | 11.49% | 16 | 11.19% | 9 | 6.29% | 16 | 11.19% | 9 | 6.29% | 16 | 11.19% | 24 | 16.78% | 25 | 17.48% |
| Don't know | 5 | 0.50% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Varies | 30 | 3.00% | 2 | 1.40% | 4 | 2.80% | 4 | 2.80% | 0 | 0.00% | 5 | 3.50% | 13 | 9.09% | 2 | 1.40% |
| London | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Langport | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Bristol | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Shurminster | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Poole | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Castle Cary | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q8: Where did you last buy furniture, carpets or other floor coverings?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil t/c** | 342 | 34.17% | 11 | 7.69% | 73 | 51.05% | 21 | 14.69% | 101 | 70.63% | 27 | 18.88% | 54 | 37.76% | 55 | 38.46% |
| **Chard t/c** | 54 | 5.39% | 46 | 32.17% | 2 | 1.40% | 5 | 3.50% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Ilminster t/c** | 16 | 1.60% | 0 | 0.00% | 1 | 0.70% | 14 | 9.79% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne t/c** | 13 | 1.30% | 0 | 0.00% | 10 | 6.99% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| **Wincanton t/c** | 7 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 7 | 4.90% |
| Gillingham t/c | 24 | 2.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 23 | 16.08% |
| Taunton t/c | 166 | 16.58% | 50 | 34.97% | 7 | 4.90% | 50 | 34.97% | 8 | 5.59% | 48 | 33.57% | 3 | 2.10% | 0 | 0.00% |
| Bridgewater t/c | 5 | 0.50% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Sherborne t/c | 22 | 2.20% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 17 | 11.89% | 3 | 2.10% |
| Dorchester t/c | 4 | 0.40% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Street t/c | 8 | 0.80% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 6 | 4.20% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury t/c | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| **Houndstone Retail Park, Yeovil** | | | | | | | | | | | | | | | | |
| *Carpetright* | 13 | 1.30% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 6 | 4.20% | 1 | 0.70% | 4 | 2.80% | 0 | 0.00% |
| *Harveys* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Focus* | 3 | 0.30% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Lysander Road Retail Park, Yeovil** | | | | | | | | | | | | | | | | |
| *Allied Carpets* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *B&Q* | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| **Lynx Trading Estate** | | | | | | | | | | | | | | | | |
| *Wickes* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Old Creamery Pine Furniture* | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Babylon Hill Retail Park, Dorset | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Matalan* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Argos* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *JBB Sports* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Furham Road, Chard** | | | | | | | | | | | | | | | | |
| *Focus* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Westcombe Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton Business Park | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne** | | | | | | | | | | | | | | | | |
| *Furniture Emporium* | 2 | 0.20% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Helibeds* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Office Wholesale* | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Taunton** | | | | | | | | | | | | | | | | |
| *Wickes* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *B&Q* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Homebase* | 5 | 0.50% | 0 | 0.00% | 2 | 1.40% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| **Frome (Wessex Fields)** | | | | | | | | | | | | | | | | |
| *Homebase* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Bridgwater Retail Park** | | | | | | | | | | | | | | | | |
| *Wickes* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *B&Q* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Street** | | | | | | | | | | | | | | | | |
| *Clarks Village* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Internet/Mail order | 14 | 1.40% | 1 | 0.70% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 5 | 3.50% | 2 | 1.40% | 3 | 2.10% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do | 188 | 18.78% | 19 | 13.29% | 22 | 15.38% | 34 | 23.78% | 11 | 7.69% | 27 | 18.88% | 40 | 27.97% | 35 | 24.48% |
| Don't know | 25 | 2.50% | 6 | 4.20% | 3 | 2.10% | 4 | 2.80% | 4 | 2.80% | 4 | 2.80% | 3 | 2.10% | 1 | 0.70% |
| Varies | 40 | 4.00% | 2 | 1.40% | 6 | 4.20% | 5 | 3.50% | 4 | 2.80% | 6 | 4.20% | 9 | 6.29% | 8 | 5.59% |
| London | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bristol t/c | 8 | 0.80% | 1 | 0.70% | 2 | 1.40% | 1 | 0.70% | 3 | 2.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Cardiff | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Martock | 3 | 0.30% | 0 | 0.00% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bridport | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Langport | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| Shepton Mallett | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% |
| Sturminster | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% |
| Swindon | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| Castle Cary | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| Poole | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Salisbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Bournemouth | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Cardiff | 1 | 0.10% | | | 1 | 0.70% | | | | | | | | | | |

Q9: Where did you last buy one the following large electrical items:- fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.0% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil t/c** | 382 | 38.16% | 10 | 6.99% | 85 | 59.44% | 20 | 13.99% | 107 | 74.83% | 28 | 19.58% | 70 | 48.95% | 62 | 43.36% |
| **Chard t/c** | 54 | 5.39% | 42 | 29.37% | 2 | 1.40% | 7 | 4.90% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% |
| **Ilminster t/c** | 25 | 2.50% | 0 | 0.00% | 0 | 0.00% | 22 | 15.38% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne t/c** | 11 | 1.10% | 0 | 0.00% | 7 | 4.90% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| **Wincanton t/c** | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% |
| **Gillingham t/c** | 21 | 2.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% | 17 | 11.89% |
| **Taunton t/c** | 173 | 17.28% | 61 | 42.66% | 4 | 2.80% | 58 | 40.56% | 5 | 3.50% | 44 | 30.77% | 0 | 0.00% | 1 | 0.70% |
| **Bridgewater t/c** | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| **Sherborne t/c** | 22 | 2.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 20 | 13.99% | 2 | 1.40% |
| **Dorchester t/c** | 4 | 0.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% |
| **Street t/c** | 8 | 0.80% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 6 | 4.20% | 0 | 0.00% | 0 | 0.00% |
| **Glastonbury t/c** | 6 | 0.60% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 5 | 3.50% | 1 | 0.70% | 0 | 0.00% |
| **Houndstone Retail Park, Yeovil** | | | | | | | | | | | | | | | | |
| *Currys* | 21 | 2.10% | 1 | 0.70% | 4 | 2.80% | 1 | 0.70% | 4 | 2.80% | 6 | 4.20% | 4 | 2.80% | 1 | 0.70% |
| *Comet* | 14 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 7 | 4.90% | 0 | 0.00% | 1 | 0.70% | 5 | 3.50% |
| *Focus* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Lysander Road Retail Park, Yeovil** | | | | | | | | | | | | | | | | |
| *B&Q* | 2 | 0.20% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Lynx Trading Estate** | | | | | | | | | | | | | | | | |
| *Wickes* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Babylon Hill Retail Park, Dorset | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Matalan* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Argos* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Furham Road, Chard** | | | | | | | | | | | | | | | | |
| *Focus* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Westcombe Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton Business Park | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne** | | | | | | | | | | | | | | | | |
| *Office Wholesale* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Taunton** | | | | | | | | | | | | | | | | |
| *Currys* | 8 | 0.80% | 2 | 1.40% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% |
| *Homebase* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Frome (Wessex Fields) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Homebase* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Bridgwater Retail Park** | | | | | | | | | | | | | | | | |
| *Currys* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Comet* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| *Wickes* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *B&Q* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Street** | | | | | | | | | | | | | | | | |
| *Clarks Village* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Internet/Mail order | 34 | 3.40% | 1 | 0.70% | 1 | 0.70% | 4 | 2.80% | 5 | 3.50% | 9 | 6.29% | 4 | 2.80% | 10 | 6.99% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do | 146 | 14.59% | 14 | 9.79% | 30 | 20.98% | 18 | 12.59% | 7 | 4.90% | 23 | 16.08% | 28 | 19.58% | 26 | 18.18% |
| Don't know | 19 | 1.90% | 4 | 2.80% | 2 | 1.40% | 4 | 2.80% | 4 | 2.80% | 1 | 0.70% | 1 | 0.70% | 3 | 2.10% |
| Varies | 24 | 2.40% | 3 | 2.10% | 1 | 0.70% | 3 | 2.10% | 1 | 0.70% | 5 | 3.50% | 6 | 4.20% | 5 | 3.50% |
| London | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Cardiff | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Martock | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bristol | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% |
| Oxford | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Castle Cary | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Bournemouth | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Salisbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Southampton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q10: Where did you last buy any of the following small electrical items:- radios, personal stereos, TV's, video/DVD players, Hi Fi equipment, computers or computer equipment?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 99.30% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Yeovil t/c | 399 | 39.86% | 11 | 7.69% | 90 | 62.94% | 19 | 13.29% | 113 | 79.02% | 32 | 22.38% | 72 | 50.35% | 62 | 43.36% |
| Chard t/c | 59 | 5.89% | 50 | 34.97% | 2 | 1.40% | 7 | 4.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Ilminster t/c | 18 | 1.80% | 0 | 0.00% | 0 | 0.00% | 15 | 10.49% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne t/c | 16 | 1.60% | 0 | 0.00% | 13 | 9.09% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton t/c | 6 | 0.60% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 6 | 4.20% |
| Gillingham t/c | 19 | 1.90% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 17 | 11.89% |
| Taunton t/c | 183 | 18.28% | 57 | 39.86% | 5 | 3.50% | 66 | 46.15% | 4 | 2.80% | 51 | 35.66% | 0 | 0.00% | 0 | 0.00% |
| Bridgewater t/c | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Sherborne t/c | 23 | 2.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 22 | 15.38% | 1 | 0.70% |
| Dorchester t/c | 3 | 0.30% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| Street t/c | 11 | 1.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 9 | 6.29% | 0 | 0.00% | 1 | 0.70% |
| Glastonbury t/c | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 1 | 0.70% | 0 | 0.00% |
| Houndstone Retail Park, Yeovil | | | | | | | | | | | | | | | | |
| *Currys* | 17 | 1.70% | 2 | 1.40% | 2 | 1.40% | 0 | 0.00% | 6 | 4.20% | 5 | 3.50% | 1 | 0.70% | 1 | 0.70% |
| *Comet* | 13 | 1.30% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 5 | 3.50% | 1 | 0.70% | 1 | 0.70% | 4 | 2.80% |
| Lysander Road Retail Park, Yeovil | | | | | | | | | | | | | | | | |
| *PC World* | 2 | 0.20% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Lynx Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Babylon Hill Retail Park, Dorset | | | | | | | | | | | | | | | | |
| *Matalan* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Argos* | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *JBB Sports* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Furham Road, Chard | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Westcombe Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton Business Park | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne | | | | | | | | | | | | | | | | |
| *Office Wholesale* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Taunton | | | | | | | | | | | | | | | | |
| *Currys* | 6 | 0.60% | 3 | 2.10% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | | 0.00% | 0 | 0.00% |
| Frome (Wessex Fields) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Bridgwater Retail Park | | | | | | | | | | | | | | | | |
| *Currys* | 2 | 0.20% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 1 | 0.70% |
| *Comet* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Street | | | | | | | | | | | | | | | | |
| *Clarks Village* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | | 0.00% | 0 | 0.00% |
| Internet/Mail order | 30 | 3.00% | 0 | 0.00% | 5 | 3.50% | 4 | 2.80% | 3 | 2.10% | 8 | 5.59% | 1 | 0.70% | 9 | 6.29% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Don't do | 141 | 14.09% | 16 | 11.19% | 16 | 11.19% | 22 | 15.38% | 9 | 6.29% | 19 | 13.29% | 29 | 20.28% | 30 | 20.98% |
| Don't know | 22 | 2.20% | 1 | 0.70% | 3 | 2.10% | 4 | 2.80% | 1 | | 4 | 2.80% | 4 | 2.80% | 5 | 3.50% |
| London | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Cardiff | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% |
| Barnstable - North Coast | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bristol | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oxford | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| South Petherton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Sturminster | 6 | 0.60% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 6 | 4.20% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Poole | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Shaftsbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Castle Cary | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Southampton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Salisbury | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Bournemouth | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q11: Where do you usually shop for other non-food items like books, jewellery, toys, and gifts?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| **Yeovil t/c** | 405 | 40.46% | 10 | 6.99% | 95 | 66.43% | 21 | 14.69% | 117 | 81.82% | 29 | 20.28% | 71 | 49.65% | 62 | 43.36% |
| **Chard t/c** | 89 | 8.89% | 77 | 53.85% | 3 | 2.10% | 9 | 6.29% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Ilminster t/c** | 32 | 3.20% | 0 | 0.00% | 1 | 0.70% | 27 | 18.88% | 1 | 0.70% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| **Crewkerne t/c** | 31 | 3.10% | 0 | 0.00% | 24 | 16.78% | 6 | 4.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| **Wincanton t/c** | 9 | 0.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 8 | 5.59% |
| Gillingham t/c | 21 | 2.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 20 | 13.99% |
| Taunton t/c | 162 | 16.18% | 43 | 30.07% | 2 | 1.40% | 56 | 39.16% | 7 | 4.90% | 52 | 36.36% | 0 | 0.00% | 2 | 1.40% |
| Bridgewater t/c | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Sherborne t/c | 40 | 4.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 35 | 24.48% | 2 | 1.40% |
| Dorchester t/c | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Street t/c | 14 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 14 | 9.79% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury t/c | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 1 | 0.70% | 0 | 0.00% |
| Houndstone Retail Park, Yeovil | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Lysander Road Retail Park, Yeovil | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Lynx Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Babylon Hill Retail Park, Dorset | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Furham Road, Chard | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Westcombe Trading Estate | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton Business Park | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Taunton | | | | | | | | | | | | | | | | |
| *Currys* | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bridgwater Retail Park | | | | | | | | | | | | | | | | |
| *Currys* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Comet* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Street | | | | | | | | | | | | | | | | |
| *Clarks Village* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Internet/Mail order | 31 | 3.10% | 1 | 0.70% | 6 | 4.20% | 2 | 1.40% | 3 | 2.10% | 9 | 6.29% | 3 | 2.10% | 7 | 4.90% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do | 89 | 8.89% | 0 | 0.00% | 5 | 3.50% | 17 | 11.89% | 4 | 2.80% | 17 | 11.89% | 17 | 11.89% | 29 | 20.28% |
| Don't know | 21 | 2.10% | 9 | 6.29% | 2 | 1.40% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 3 | 2.10% | 4 | 2.80% |
| Varies | 26 | 2.60% | 0 | 0.00% | 4 | 2.80% | 2 | 1.40% | 3 | 2.10% | 8 | 5.59% | 6 | 4.20% | 3 | 2.10% |
| London | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Waterstone | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Cardiff | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Exeter | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Bath | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Oval | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Somerton | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Bristol | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% |
| Sturminster | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Poole | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Frome | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Salisbury | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Castle Cary | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |

Q12:- Which of the following smaller centres is nearest to you?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Bruton | 22 | 2.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 20 | 13.99% |
| Castle Cary | 68 | 6.79% | 2 | 1.40% | 4 | 2.80% | 2 | 1.40% | 3 | 2.10% | 2 | 1.40% | 7 | 4.90% | 48 | 33.57% |
| Langport | 312 | 31.17% | 68 | 47.55% | 18 | 12.59% | 45 | 31.47% | 33 | 23.08% | 75 | 52.45% | 52 | 36.36% | 21 | 14.69% |
| Martock | 153 | 15.28% | 22 | 15.38% | 41 | 28.67% | 17 | 11.89% | 63 | 44.06% | 3 | 2.10% | 4 | 2.80% | 3 | 2.10% |
| Milborne Port | 124 | 12.39% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 7 | 4.90% | 1 | 0.70% | 69 | 48.25% | 46 | 32.17% |
| Somerton | 126 | 12.59% | 15 | 10.49% | 7 | 4.90% | 6 | 4.20% | 25 | 17.48% | 60 | 41.96% | 9 | 6.29% | 4 | 2.80% |
| South Petherton | 195 | 19.48% | 34 | 23.78% | 72 | 50.35% | 73 | 51.05% | 12 | 8.39% | 2 | 1.40% | 1 | 0.70% | 1 | 0.70% |
| Yeovil t/c | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

Q13:- What do you like about this centre (the centre in Q12)?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1190 | 100.00% | 180 | 100.00% | 169 | 100.00% | 184 | 100.00% | 145 | 100.00% | 199 | 100.00% | 151 | 100.00% | 162 | 81.41% |
| Nothing | 408 | 34.29% | 61 | 33.89% | 70 | 41.42% | 55 | 29.89% | 49 | 33.79% | 28 | 14.07% | 84 | 55.63% | 61 | 30.65% |
| Close to home | 170 | 14.29% | 16 | 8.89% | 23 | 13.61% | 21 | 11.41% | 21 | 14.48% | 56 | 28.14% | 8 | 5.30% | 25 | 12.56% |
| Close to work | 18 | 1.51% | 1 | 0.56% | 4 | 2.37% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 12 | 7.95% | 1 | 0.50% |
| Good choice/quality of shops | 133 | 11.18% | 20 | 11.11% | 22 | 13.02% | 30 | 16.30% | 10 | 6.90% | 29 | 14.57% | 1 | 0.66% | 21 | 10.55% |
| Low prices | 23 | 1.93% | 7 | 3.89% | 3 | 1.78% | 6 | 3.26% | 5 | 3.45% | 1 | 0.50% | 0 | 0.00% | 1 | 0.50% |
| A particular shop *please name* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Presence/convenience of banks, building societies and other services | 12 | 1.01% | 0 | 0.00% | 0 | 0.00% | 2 | 1.09% | 1 | 0.69% | 6 | 3.02% | 1 | 0.66% | 2 | 1.01% |
| Good choice of pubs/restaurants/eating places | 21 | 1.76% | 6 | 3.33% | 1 | 0.59% | 8 | 4.35% | 0 | 0.00% | 5 | 2.51% | 0 | 0.00% | 1 | 0.50% |
| Good leisure/sports facilities | 8 | 0.67% | 1 | 0.56% | 0 | 0.00% | 3 | 1.63% | 0 | 0.00% | 0 | 0.00% | 4 | 2.65% | 0 | 0.00% |
| Easy to get to by car | 55 | 4.62% | 8 | 4.44% | 5 | 2.96% | 14 | 7.61% | 6 | 4.14% | 13 | 6.53% | 2 | 1.32% | 7 | 3.52% |
| Easy/cheap/convenient to park | 34 | 2.86% | 4 | 2.22% | 9 | 5.33% | 4 | 2.17% | 3 | 2.07% | 10 | 5.03% | 0 | 0.00% | 4 | 2.01% |
| Good bus service to centre | 13 | 1.09% | 2 | 1.11% | 3 | 1.78% | 2 | 1.09% | 1 | 0.69% | 1 | 0.50% | 3 | 1.99% | 1 | 0.50% |
| Easy to get around | 52 | 4.37% | 8 | 4.44% | 5 | 2.96% | 8 | 4.35% | 6 | 4.14% | 8 | 4.02% | 9 | 5.96% | 8 | 4.02% |
| Attractive/pleasant environment/clean/litter free | 58 | 4.87% | 2 | 1.11% | 9 | 5.33% | 9 | 4.89% | 5 | 3.45% | 21 | 10.55% | 0 | 0.00% | 12 | 6.03% |
| Feels safe/personal security | 17 | 1.43% | 2 | 1.11% | 2 | 1.18% | 2 | 1.09% | 0 | 0.00% | 4 | 2.01% | 3 | 1.99% | 4 | 2.01% |
| Not too busy or crowded | 8 | 0.67% | 1 | 0.56% | 0 | 0.00% | 1 | 0.54% | 1 | 0.69% | 1 | 0.50% | 2 | 1.32% | 2 | 1.01% |
| Good facilities (e.g. seating, toilets) | 8 | 0.67% | 1 | 0.56% | 0 | 0.00% | 0 | 0.00% | 1 | 0.69% | 3 | 1.51% | 2 | 1.32% | 1 | 0.50% |
| Everything | 14 | 1.18% | 1 | 0.56% | 0 | 0.00% | 5 | 2.72% | 0 | 0.00% | 1 | 0.50% | 3 | 1.99% | 4 | 2.01% |
| Other (please write in) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| (None mentioned) | 37 | 3.11% | 18 | 10.00% | 2 | 1.18% | 3 | 1.63% | 3 | 2.07% | 0 | 0.00% | 6 | 3.97% | 5 | 2.51% |
| (Don't know) | 101 | 8.49% | 21 | 11.67% | 11 | 6.51% | 11 | 5.98% | 33 | 22.76% | 12 | 6.03% | 11 | 7.28% | 2 | 1.01% |

Q14:- What do you dislike about it?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1058 | 100.00% | 152 | 100.00% | 155 | 100.00% | 146 | 100.00% | 150 | 100.00% | 157 | 100.00% | 146 | 100.00% | 152 | 100.00% |
| Nothing | 665 | 62.85% | 98 | 64.47% | 100 | 64.52% | 88 | 60.27% | 88 | 58.67% | 90 | 57.32% | 103 | 70.55% | 98 | 64.47% |
| Too far from home | 48 | 4.54% | 7 | 4.61% | 4 | 2.58% | 15 | 10.27% | 3 | 2.00% | 3 | 1.91% | 12 | 8.22% | 4 | 2.63% |
| Not enough choice of shops/clothes shops | 49 | 4.63% | 1 | 0.66% | 7 | 4.52% | 9 | 6.16% | 8 | 5.33% | 17 | 10.83% | 2 | 1.37% | 5 | 3.29% |
| Poor quality shops/charity shops | 31 | 2.93% | 1 | 0.66% | 4 | 2.58% | 4 | 2.74% | 5 | 3.33% | 11 | 7.01% | 3 | 2.05% | 3 | 1.97% |
| Prices too high | 8 | 0.76% | 1 | 0.66% | 0 | 0.00% | 1 | 0.68% | 0 | 0.00% | 0 | 0.00% | 3 | 2.05% | 3 | 1.97% |
| Too few pubs/restaurants/eating places | 7 | 0.66% | 1 | 0.66% | 1 | 0.65% | 1 | 0.68% | 1 | 0.67% | 1 | 0.64% | 0 | 0.00% | 2 | 1.32% |
| Poor accessibility/difficult to get to | 10 | 0.95% | 0 | 0.00% | 6 | 3.87% | 0 | 0.00% | 0 | 0.00% | 3 | 1.91% | 1 | 0.68% | 0 | 0.00% |
| Traffic congestion | 15 | 1.42% | 2 | 1.32% | 6 | 3.87% | 1 | 0.68% | 2 | 1.33% | 2 | 1.27% | 1 | 0.68% | 1 | 0.66% |
| Lack/cost of parking | 22 | 2.08% | 0 | 0.00% | 8 | 5.16% | 0 | 0.00% | 2 | 1.33% | 5 | 3.18% | 3 | 2.05% | 4 | 2.63% |
| Poor bus services | 7 | 0.66% | 0 | 0.00% | 0 | 0.00% | 1 | 0.68% | 0 | 0.00% | 6 | 3.82% | 0 | 0.00% | 0 | 0.00% |
| Difficult to cross roads | 8 | 0.76% | 0 | 0.00% | 1 | 0.65% | 1 | 0.68% | 2 | 1.33% | 2 | 1.27% | 0 | 0.00% | 2 | 1.32% |
| Too busy/crowded | 10 | 0.95% | 4 | 2.63% | 2 | 1.29% | 1 | 0.68% | 0 | 0.00% | 1 | 0.64% | 0 | 0.00% | 2 | 1.32% |
| Unattractive environment/streets dirty/litter | 16 | 1.51% | 3 | 1.97% | 2 | 1.29% | 1 | 0.68% | 2 | 1.33% | 4 | 2.55% | 0 | 0.00% | 4 | 2.63% |
| Lack of safety/personal security/hooligans | 9 | 0.85% | 3 | 1.97% | 1 | 0.65% | 1 | 0.68% | 2 | 1.33% | 0 | 0.00% | 2 | 1.37% | 0 | 0.00% |
| Poor facilities (e.g. seating, toilets) | 4 | 0.38% | 2 | 1.32% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.32% |
| Poor sign posting | 2 | 0.19% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.68% | 1 | 0.66% |
| No covered areas/weather protection | 1 | 0.09% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.66% |
| Other ……(please write in) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| (None mentioned) | 39 | 3.69% | 8 | 5.26% | 7 | 4.52% | 6 | 4.11% | 3 | 2.00% | 3 | 1.91% | 6 | 4.11% | 6 | 3.95% |
| (Don't know) | 107 | 10.11% | 21 | 13.82% | 6 | 3.87% | 16 | 10.96% | 32 | 21.33% | 9 | 5.73% | 9 | 6.16% | 14 | 9.21% |

Q15: If we can turn to food shopping, how often do you do your main food shop?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| 2 or 3 times a week | 205 | 20.48% | 31 | 21.68% | 21 | 14.69% | 21 | 14.69% | 31 | 21.68% | 36 | 25.17% | 24 | 16.78% | 41 | 28.67% |
| Don't do | 3 | 0.30% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Don’t know | 3 | 0.30% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% |
| Everyday | 56 | 5.59% | 9 | 6.29% | 14 | 9.79% | 8 | 5.59% | 5 | 3.50% | 6 | 4.20% | 8 | 5.59% | 6 | 4.20% |
| Less frequently | 5 | 0.50% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Once a Fortnight | 79 | 7.89% | 11 | 7.69% | 9 | 6.29% | 18 | 12.59% | 12 | 8.39% | 9 | 6.29% | 9 | 6.29% | 11 | 7.69% |
| Once a month | 26 | 2.60% | 1 | 0.70% | 6 | 4.20% | 8 | 5.59% | 3 | 2.10% | 4 | 2.80% | 3 | 2.10% | 1 | 0.70% |
| Once a week | 624 | 62.34% | 87 | 60.84% | 92 | 64.34% | 87 | 60.84% | 91 | 63.64% | 86 | 60.14% | 98 | 68.53% | 83 | 58.04% |

Q16: Where did you last do your household's main food shopping?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Yeovil | | | | | | | | | | | | | | | | |
| *Somerfield, Middle Street* | 35 | 3.50% | 4 | 2.80% | 3 | 2.10% | 1 | 0.70% | 8 | 5.59% | 7 | 4.90% | 10 | 6.99% | 2 | 1.40% |
| *Tesco Extra, Queensway Place* | 103 | 10.29% | 1 | 0.70% | 14 | 9.79% | 8 | 5.59% | 53 | 37.06% | 9 | 6.29% | 9 | 6.29% | 9 | 6.29% |
| *Tesco Express, The Forum* | 20 | 2.00% | 1 | 0.70% | 7 | 4.90% | 0 | 0.00% | 6 | 4.20% | 3 | 2.10% | 2 | 1.40% | 1 | 0.70% |
| *Asda, Preston Road* | 105 | 10.49% | 1 | 0.70% | 26 | 18.18% | 3 | 2.10% | 52 | 36.36% | 4 | 2.80% | 9 | 6.29% | 10 | 6.99% |
| *Safeway, Lysander Road* | 19 | 1.90% | 0 | 0.00% | 7 | 4.90% | 1 | 0.70% | 6 | 4.20% | 2 | 1.40% | 0 | 0.00% | 3 | 2.10% |
| *Iceland, Quedam Centre* | 3 | 0.30% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *Lidl, Lyde Road* | 9 | 0.90% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 5 | 3.50% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Chard | | | | | | | | | | | | | | | | |
| *Somerfield, Holyrood Street* | 28 | 2.80% | 26 | 18.18% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Co-op Pioneer, Fore Street* | 16 | 1.60% | 14 | 9.79% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Tapstone Road* | 153 | 15.28% | 82 | 57.34% | 26 | 18.18% | 44 | 30.77% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Ilminster | | | | | | | | | | | | | | | | |
| *Co-op, Cornhill* | 34 | 3.40% | 0 | 0.00% | 0 | 0.00% | 32 | 22.38% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| *Spar, Station Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Key Store, East Street* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne | | | | | | | | | | | | | | | | |
| *Co-op, The George Centre* | 22 | 2.20% | 0 | 0.00% | 15 | 10.49% | 6 | 4.20% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *Somerfield, Falkland Square* | 36 | 3.60% | 0 | 0.00% | 31 | 21.68% | 4 | 2.80% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton | | | | | | | | | | | | | | | | |
| *Alldays, High Street* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *Cooper Foodstore, Camelot Shopping Centre* | 9 | 0.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 9 | 6.29% |
| *Safeway/Morrisons, Southgate Street* | 46 | 4.60% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 5 | 3.50% | 40 | 27.97% |
| Gillingham | | | | | | | | | | | | | | | | |
| *Waitrose, Chantry Fields* | 27 | 2.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 6 | 4.20% | 20 | 13.99% |
| *Somerfield, High Street* | 25 | 2.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 24 | 16.78% |
| Langport | | | | | | | | | | | | | | | | |
| *Tesco, North Road* | 50 | 5.00% | 1 | 0.70% | 1 | 0.70% | 1 | 0.70% | 1 | 0.70% | 46 | 32.17% | | 0.00% | | 0.00% |
| Taunton | | | | | | | | | | | | | | | | |
| *Sainsburys, Priory Fields* | 13 | 1.30% | 2 | 1.40% | 1 | 0.70% | 7 | 4.90% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| *Sainsburys, Town Centre* | 12 | 1.20% | 1 | 0.70% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 7 | 4.90% | 0 | 0.00% | 0 | 0.00% |
| *Asda, Creechbarrow Road* | 35 | 3.50% | 3 | 2.10% | 0 | 0.00% | 18 | 12.59% | 0 | 0.00% | 14 | 9.79% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, Priory Bridge Road* | 4 | 0.40% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *Tesco, Wellington Road* | 13 | 1.30% | 2 | 1.40% | 0 | 0.00% | 6 | 4.20% | 0 | 0.00% | 5 | 3.50% | 0 | 0.00% | 0 | 0.00% |
| Bridgwater | | | | | | | | | | | | | | | | |
| *Sainsburys, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Asda, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, The Broadway* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, The Redgate Centre* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | | | | | | | | | | | | | | | | |
| *Safeway/Morrisons. Street Road* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | | 1 | 0.70% | 0 | 0.00% | | 0.00% |
| Street | | | | | | | | | | | | | | | | |
| *Sainsburys, Gravachon Way* | 17 | 1.70% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 17 | 11.89% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Town Centre* | 11 | 1.10% | 1 | 0.70% | 0 | 0.00% | | 0.00% | 1 | 0.70% | 9 | 6.29% | 0 | 0.00% | 0 | 0.00% |
| Frome | | | | | | | | | | | | | | | | |
| *Sainsburys, Wessex Fields* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 1 | 0.70% |
| *Somerfield, Westway* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Sherborne | | | | | | | | | | | | | | | | |
| *Sainsburys,* | 27 | 2.70% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 1 | 0.70% | | 0.00% | 24 | 16.78% | 2 | 1.40% |
| *Somerfield, Cheap Street* | 38 | 3.80% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 36 | 25.17% | 2 | 1.40% |
| Dorchester | | | | | | | | | | | | | | | | |
| *Tesco, Weymouth Avenue* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 2 | 1.40% | 0 | 0.00% |
| *Waitrose, Tudor Arcade* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 2 | 1.40% | 0 | 0.00% |
| *Safeway/Morrisons, Manor Roundabout* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Trinity Square* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | | 0.00% | 0 | 0.00% | | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Axminster | | | | | | | | | | | | | | | | |
| *Tesco, Shand Park* | 2 | 0.20% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Shopping done by carer | 2 | 0.20% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Local convenience store | 34 | 3.40% | 1 | 0.70% | 4 | 2.80% | 3 | 2.10% | 1 | 0.70% | 2 | 1.40% | 19 | 13.29% | 4 | 2.80% |
| Yeovil - Morrisons | 5 | 0.50% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Yeovil - Marks & Spencers | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Lidford Cross | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Taunton - Co-op | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Yeovil - Costcutters | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Somerton - Costcutters | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% |
| Taunton - Morrisons | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Weston Super-mere - Asda | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Kingdons Stores | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Blanford - Tesco | 9 | 0.90% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 9 | 6.29% | 0 | 0.00% |
| Chelsea | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Shaftsbury - Tesco | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 3 | 2.10% |
| Castle Cary | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 4 | 2.80% |
| Internet Online | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% |
| Gillingham - Co-op | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Gillingham - Lidl | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Shepton Mallett | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% |
| Frome - Asda | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q17: How did you travel to this store to do your main food shopping?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Bus | 39 | 3.90% | 5 | 3.50% | 6 | 4.20% | 5 | 3.50% | 9 | 6.29% | 3 | 2.10% | 6 | 4.20% | 5 | 3.50% |
| Car/van (as driver) | 698 | 69.73% | 80 | 55.94% | 118 | 82.52% | 95 | 66.43% | 99 | 69.23% | 109 | 76.22% | 98 | 68.53% | 99 | 69.23% |
| Car/van (as passanger) | 112 | 11.19% | 18 | 12.59% | 7 | 4.90% | 26 | 18.18% | 19 | 13.29% | 16 | 11.19% | 15 | 10.49% | 11 | 7.69% |
| Cycle | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't know | 3 | 0.30% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Motocycle | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other (please write in) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Park and ride | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Taxi | 17 | 1.70% | 6 | 4.20% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 4 | 2.80% | 3 | 2.10% |
| Train | 1 | 0.10% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Walk | 118 | 11.79% | 29 | 20.28% | 7 | 4.90% | 13 | 9.09% | 15 | 10.49% | 14 | 9.79% | 18 | 12.59% | 22 | 15.38% |
| Internet Delivery | 4 | 0.40% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| I Don’t Go Out | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Family Deliver | 7 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 3 | 2.10% |

Q18:- What other things did you do on this trip

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1121 | 100.00% | 158 | 100.00% | 169 | 100.00% | 156 | 100.00% | 160 | 100.00% | 157 | 100.00% | 164 | 100.00% | 157 | 100.00% |
| Special trip for main food shopping | 765 | 68.24% | 88 | 55.70% | 100 | 59.17% | 102 | 65.38% | 114 | 71.25% | 114 | 72.61% | 126 | 76.83% | 121 | 77.07% |
| Shopping for other food | 129 | 11.51% | 38 | 24.05% | 21 | 12.43% | 12 | 7.69% | 12 | 7.50% | 11 | 7.01% | 20 | 12.20% | 15 | 9.55% |
| Shopping for other goods | 92 | 8.21% | 5 | 3.16% | 16 | 9.47% | 16 | 10.26% | 15 | 9.38% | 15 | 9.55% | 15 | 9.15% | 10 | 6.37% |
| On way to or from visiting services (e.g Bank Hairdresser, Pharmacy) | 54 | 4.82% | 7 | 4.43% | 6 | 3.55% | 11 | 7.05% | 13 | 8.13% | 10 | 6.37% | 2 | 1.22% | 5 | 3.18% |
| On way to or from work | 23 | 2.05% | 7 | 4.43% | 3 | 1.78% | 9 | 5.77% | 4 | 2.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| On way to or from picking up children from school | 6 | 0.54% | 3 | 1.90% | 1 | 0.59% | 1 | 0.64% | 0 | 0.00% | 1 | 0.64% | 0 | 0.00% | 0 | 0.00% |
| On way to or from sport or leisure activities | 10 | 0.89% | 1 | 0.63% | 6 | 3.55% | 0 | 0.00% | 0 | 0.00% | 3 | 1.91% | 0 | 0.00% | 0 | 0.00% |
| Other | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don’t know | 42 | 3.75% | 9 | 5.70% | 16 | 9.47% | 5 | 3.21% | 2 | 1.25% | 3 | 1.91% | 1 | 0.61% | 6 | 3.82% |

Q19:- Is this your usual store? If not where do you normally go?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| No | 43 | 4.30% | 7 | 4.90% | 8 | 5.59% | 6 | 4.20% | 7 | 4.90% | 6 | 4.20% | 1 | 0.70% | 8 | 5.59% |
| Yes | 958 | 95.70% | 136 | 95.10% | 135 | 94.41% | 137 | 95.80% | 136 | 95.10% | 137 | 95.80% | 142 | 99.30% | 135 | 94.41% |

Q19:- Is this your usual store? If not where do you normally go?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 32 | 100.00% | 7 | 100.00% | 8 | 100.00% | 6 | 100.00% | 7 | 100.00% | 6 | 100.00% | 1 | 100.00% | 8 | 133.33% |
| Yeovil | | | | | | | | | | | | | | | | |
| *Somerfield, Middle Street* | 2 | 6.25% | 1 | 14.29% | 0 | 0.00% | 0 | 0.00% | 1 | 14.29% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco Extra, Queensway Place* | 4 | 12.50% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% | 1 | 14.29% | 0 | 0.00% | 0 | 0.00% | 2 | 33.33% |
| *Tesco Express, The Forum* | 1 | 3.13% | 0 | 0.00% | 1 | 12.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Asda, Preston Road* | 8 | 25.00% | 0 | 0.00% | 3 | 37.50% | 0 | 0.00% | 4 | 57.14% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% |
| *Safeway, Lysander Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Iceland, Quedam Centre* | 1 | 3.13% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 14.29% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Lidl, Lyde Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Chard | | | | | | | | | | | | | | | | |
| *Somerfield, Holyrood Street* | 3 | 9.38% | 3 | 42.86% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Co-op Pioneer, Fore Street* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Tapstone Road* | 2 | 6.25% | 2 | 28.57% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Ilminster | | | | | | | | | | | | | | | | |
| *Co-op, Cornhill* | 1 | 3.13% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Spar, Station Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Key Store, East Street* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne | | | | | | | | | | | | | | | | |
| *Co-op, The George Centre* | 2 | 6.25% | 0 | 0.00% | 2 | 25.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Falkland Square* | 4 | 12.50% | 0 | 0.00% | 2 | 25.00% | 2 | 33.33% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton | | | | | | | | | | | | | | | | |
| *Alldays, High Street* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Cooper Foodstore, Camelot Shopping Centre* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, Southgate Street* | 2 | 6.25% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 33.33% |
| Gillingham | | | | | | | | | | | | | | | | |
| *Waitrose, Chantry Fields* | 2 | 6.25% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 33.33% |
| *Somerfield, High Street* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Langport | | | | | | | | | | | | | | | | |
| *Tesco, North Road* | 2 | 6.25% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 33.33% | 0 | 0.00% | 0 | 0.00% |
| Taunton | | | | | | | | | | | | | | | | |
| *Sainsburys, Priory Fields* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Sainsburys, Town Centre* | 2 | 6.25% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% | 0 | 0.00% | 1 | 16.67% | 0 | 0.00% | 0 | 0.00% |
| *Asda, Creechbarrow Road* | 4 | 12.50% | 1 | 14.29% | 0 | 0.00% | 1 | 16.67% | 0 | 0.00% | 2 | 33.33% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, Priory Bridge Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Wellington Road* | 1 | 3.13% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% | 0 | 0.00% | 0 | 0.00% |
| Bridgwater | | | | | | | | | | | | | | | | |
| *Sainsburys, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Asda, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, The Broadway* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, The Redgate Centre* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | | | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Safeway/Morrisons. Street Road* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Street | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Sainsburys, Gravachon Way* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Town Centre* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Frome | | | | | | | | | | | | | | | | |
| *Sainsburys, Wessex Fields* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Westway* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Sherborne | | | | | | | | | | | | | | | | |
| *Sainsburys,* | 1 | 3.13% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 16.67% |
| *Somerfield, Cheap Street* | 1 | 3.13% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 100.00% | 0 | 0.00% |
| Dorchester | | | | | | | | | | | | | | | | |
| *Tesco, Weymouth Avenue* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Waitrose, Tudor Arcade* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, Manor Roundabout* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Trinity Square* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Axminster | | | | | | | | | | | | | | | | |
| *Tesco, Shand Park* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

Q20: Where do you do most of your top-up shopping (i.e. between main food shopping trips)?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Yeovil | | | | | | | | | | | | | | | | |
| *Somerfield, Middle Street* | 35 | 3.50% | 3 | 2.10% | 7 | 4.90% | 1 | 0.70% | 9 | 6.29% | 6 | 4.20% | 6 | 4.20% | 3 | 2.10% |
| *Tesco Extra, Queensway Place* | 60 | 5.99% | 1 | 0.70% | 4 | 2.80% | 10 | 6.99% | 31 | 21.68% | 6 | 4.20% | 5 | 3.50% | 3 | 2.10% |
| *Tesco Express, The Forum* | 16 | 1.60% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 11 | 7.69% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% |
| *Asda, Preston Road* | 49 | 4.90% | 0 | 0.00% | 12 | 8.39% | 0 | 0.00% | 26 | 18.18% | 1 | 0.70% | 6 | 4.20% | 4 | 2.80% |
| *Safeway, Lysander Road* | 12 | 1.20% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 7 | 4.90% | 2 | 1.40% | 0 | 0.00% | 2 | 1.40% |
| *Iceland, Quedam Centre* | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *Lidl, Lyde Road* | 7 | 0.70% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Chard | | | | | | | | | | | | | | | | |
| *Somerfield, Holyrood Street* | 35 | 3.50% | 34 | 23.78% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Co-op Pioneer, Fore Street* | 31 | 3.10% | 19 | 13.29% | 10 | 6.99% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Tapstone Road* | 92 | 9.19% | 63 | 44.06% | 9 | 6.29% | 20 | 13.99% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Ilminster | | | | | | | | | | | | | | | | |
| *Co-op, Cornhill* | 60 | 5.99% | 0 | 0.00% | 1 | 0.70% | 58 | 40.56% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| *Spar, Station Road* | 8 | 0.80% | 0 | 0.00% | 0 | 0.00% | 5 | 3.50% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| *Key Store, East Street* | 20 | 2.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% | 0 | 0.00% | 17 | 11.89% | 0 | 0.00% | 0 | 0.00% |
| Crewkerne | | | | | | | | | | | | | | | | |
| *Co-op, The George Centre* | 35 | 3.50% | 0 | 0.00% | 30 | 20.98% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *Somerfield, Falkland Square* | 22 | 2.20% | 0 | 0.00% | 19 | 13.29% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Wincanton | | | | | | | | | | | | | | | | |
| *Alldays, High Street* | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 3 | 2.10% |
| *Cooper Foodstore, Camelot Shopping Centre* | 8 | 0.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 8 | 5.59% |
| *Safeway/Morrisons, Southgate Street* | 25 | 2.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 24 | 16.78% |
| Gillingham | | | | | | | | | | | | | | | | |
| *Waitrose, Chantry Fields* | 12 | 1.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 10 | 6.99% |
| *Somerfield, High Street* | 28 | 2.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 28 | 19.58% |
| Langport | | | | | | | | | | | | | | | | |
| *Tesco, North Road* | 4 | 0.40% | 1 | 0.70% | 1 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Taunton | | | | | | | | | | | | | | | | |
| *Sainsburys, Priory Fields* | 8 | 0.80% | 1 | 0.70% | 2 | 1.40% | 1 | 0.70% | 0 | 0.00% | 4 | 2.80% | 0 | 0.00% | 0 | 0.00% |
| *Sainsburys, Town Centre* | 5 | 0.50% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% | 3 | 2.10% | 0 | 0.00% | 0 | 0.00% |
| *Asda, Creechbarrow Road* | 11 | 1.10% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 8 | 5.59% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, Priory Bridge Road* | 4 | 0.40% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| *Tesco, Wellington Road* | 7 | 0.70% | 1 | 0.70% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 5 | 3.50% | 0 | 0.00% | 0 | 0.00% |
| Bridgwater | | | | | | | | | | | | | | | | |
| *Sainsburys, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Asda, The Clink* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Safeway/Morrisons, The Broadway* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, The Redgate Centre* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Glastonbury | | | | | | | | | | | | | | | | |
| *Safeway/Morrisons. Street Road* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% |
| Street | | | | | | | | | | | | | | | | |
| *Sainsburys, Gravachon Way* | 5 | 0.50% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 5 | 3.50% | 0 | 0.00% | 0 | 0.00% |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Tesco, Town Centre* | 5 | 0.50% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 1 | 0.70% |
| Frome | | | | | | | | | | | | | | | | |
| *Sainsburys, Wessex Fields* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Westway* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Sherborne | | | | | | | | | | | | | | | | |
| *Sainsburys,* | 18 | 1.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 17 | 11.89% | 1 | 0.70% |
| *Somerfield, Cheap Street* | 31 | 3.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 31 | 21.68% | 0 | 0.00% |
| Dorchester | | | | | | | | | | | | | | | | |
| *Tesco, Weymouth Avenue* | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| *Waitrose, Tudor Arcade* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| *Safeway/Morrisons, Manor Roundabout* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| *Somerfield, Trinity Square* | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Axminster | | | | | | | | | | | | | | | | |
| *Tesco, Shand Park* | 1 | 0.10% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't do top-up shopping | 131 | 13.09% | 8 | 5.59% | 20 | 13.99% | 9 | 6.29% | 11 | 7.69% | 31 | 21.68% | 30 | 20.98% | 22 | 15.38% |
| Other *please specify* | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Local convenience store | 178 | 17.78% | 7 | 4.90% | 23 | 16.08% | 22 | 15.38% | 29 | 20.28% | 41 | 28.67% | 33 | 23.08% | 23 | 16.08% |
| Yeovil - Marks and Spencers | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Yeovil - Morrisons | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Ilchester - Spa | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Yeovil Spa | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Street - Spa | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Yeovil - Costcutters | 3 | 0.30% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| Shaftsbury - Tesco | 2 | 0.20% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% |
| Blanford - Tesco | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Sturminster Newton - Co-op | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |
| Castle Cary | 8 | 0.80% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 8 | 5.59% |
| Brunton - Alldays | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |
| Brunton - Co-op | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% |

Q21:- What was the main purpose of this trip?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Don't know | 128 | 12.79% | 12 | 8.39% | 22 | 15.38% | 8 | 5.59% | 12 | 8.39% | 29 | 20.28% | 26 | 18.18% | 19 | 13.29% |
| On way to or from picking up children from school | 9 | 0.90% | 2 | 1.40% | 4 | 2.80% | 1 | 0.70% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 1 | 0.70% |
| On way to or from sport or leisure activities | 7 | 0.70% | 0 | 0.00% | 4 | 2.80% | 1 | 0.70% | 0 | 0.00% | 2 | 1.40% | 0 | 0.00% | 0 | 0.00% |
| On way to or from visiting services (e.g Bank Hairdresser, Pharmacy) | 23 | 2.30% | 4 | 2.80% | 4 | 2.80% | 4 | 2.80% | 6 | 4.20% | 3 | 2.10% | 1 | 0.70% | 1 | 0.70% |
| On way to or from work | 31 | 3.10% | 3 | 2.10% | 8 | 5.59% | 5 | 3.50% | 11 | 7.69% | 0 | 0.00% | 3 | 2.10% | 1 | 0.70% |
| Other | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Shopping for other food | 111 | 11.09% | 28 | 19.58% | 21 | 14.69% | 14 | 9.79% | 13 | 9.09% | 11 | 7.69% | 12 | 8.39% | 12 | 8.39% |
| Shopping for other goods | 40 | 4.00% | 3 | 2.10% | 4 | 2.80% | 10 | 6.99% | 12 | 8.39% | 2 | 1.40% | 7 | 4.90% | 2 | 1.40% |
| Special trip for top up shopping | 651 | 65.03% | 91 | 63.64% | 76 | 53.15% | 100 | 69.93% | 89 | 62.24% | 96 | 67.13% | 92 | 64.34% | 107 | 74.83% |
| Online Shopping | 1 | 0.10% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% | 1 | 0.70% | 0 | 0.00% |

Q22: Sex of respondent?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| Female | 649 | 64.84% | 84 | 58.74% | 83 | 58.04% | 97 | 67.83% | 91 | 63.64% | 100 | 69.93% | 99 | 69.23% | 95 | 66.43% |
| Male | 352 | 35.16% | 59 | 41.26% | 60 | 41.96% | 46 | 32.17% | 52 | 36.36% | 43 | 30.07% | 44 | 30.77% | 48 | 33.57% |

Q23: Could I ask how old you are?

| | Total | | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| | 1001 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% | 143 | 100.00% |
| 18-24 years | 38 | 3.80% | 7 | 4.90% | 7 | 4.90% | 7 | 4.90% | 9 | 6.29% | 1 | 0.70% | 4 | 2.80% | 3 | 2.10% |
| 25-34 years | 86 | 8.59% | 12 | 8.39% | 11 | 7.69% | 12 | 8.39% | 16 | 11.19% | 9 | 6.29% | 11 | 7.69% | 15 | 10.49% |
| 35-44 years | 125 | 12.49% | 23 | 16.08% | 18 | 12.59% | 11 | 7.69% | 27 | 18.88% | 10 | 6.99% | 12 | 8.39% | 24 | 16.78% |
| 45-54 years | 150 | 14.99% | 20 | 13.99% | 31 | 21.68% | 19 | 13.29% | 13 | 9.09% | 26 | 18.18% | 21 | 14.69% | 20 | 13.99% |
| 55-64 years | 171 | 17.08% | 17 | 11.89% | 29 | 20.28% | 19 | 13.29% | 33 | 23.08% | 31 | 21.68% | 21 | 14.69% | 21 | 14.69% |
| 65 + years | 373 | 37.26% | 51 | 35.66% | 43 | 30.07% | 64 | 44.76% | 36 | 25.17% | 57 | 39.86% | 64 | 44.76% | 58 | 40.56% |
| Refused | 58 | 5.79% | 13 | 9.09% | 4 | 2.80% | 11 | 7.69% | 9 | 6.29% | 9 | 6.29% | 10 | 6.99% | 2 | 1.40% |

# Appendix C

**Q1: What is the main purpose of your visit today?**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Shopping for food | 34 | 17.00% | 21 | 21.00% | 13 | 13.00% |
| Shopping for other goods | 50 | 25.00% | 16 | 16.00% | 34 | 34.00% |
| To visit a particular shop(Please specify) | 9 | 4.50% | 5 | 5.00% | 4 | 4.00% |
| Visiting centre for other work purposes | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Visiting personal services - e.g hairdressing, dentists | 12 | 6.00% | 7 | 7.00% | 5 | 5.00% |
| Visiting bank/building society ect. | 9 | 4.50% | 7 | 7.00% | 2 | 2.00% |
| Visiting other professional services - solicitors, accounts ect | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Visit hospital | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Working in centre | 21 | 10.50% | 12 | 12.00% | 9 | 9.00% |
| At school, college in the town | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To meet friends, family ect | 16 | 8.00% | 10 | 10.00% | 6 | 6.00% |
| To visit a cafe restaurant or pub | 6 | 3.00% | 3 | 3.00% | 3 | 3.00% |
| To visit the museum | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To visit swimming pool (Goldenstones) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To visit Cinema | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To go bowling | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To vist fitness centre/Gym | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| To visit library | 9 | 4.50% | 5 | 5.00% | 4 | 4.00% |
| To visit Market | 12 | 6.00% | 0 | 0.00% | 12 | 12.00% |
| To visit Councile Offices | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| To visit magistrates Court | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Just to have a look around | 5 | 2.50% | 3 | 3.00% | 2 | 2.00% |
| Tourism general | 3 | 1.50% | 1 | 1.00% | 2 | 2.00% |
| Tourism - a particular attraction(Please specify) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other(Please specify) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| No particular reason | 6 | 3.00% | 4 | 4.00% | 2 | 2.00% |
| Don't know | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |

**Q2: Do you regard this as your local town centre?**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Yes | 139 | 69.50% | 79 | 79.00% | 60 | 60.00% |
| No | 61 | 30.50% | 21 | 21.00% | 40 | 40.00% |

## Q2a:No - Please specify where you regard as your local town centre

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 61 | 100.00% | 21 | 100.00% | 40 | 100.00% |
| Bath | 1 | 1.64% | 0 | 0.00% | 1 | 2.50% |
| Bruton | 8 | 13.11% | 0 | 0.00% | 8 | 20.00% |
| Castle Cary | 9 | 14.75% | 0 | 0.00% | 9 | 22.50% |
| Chard | 2 | 3.28% | 0 | 0.00% | 2 | 5.00% |
| Crewkerne | 3 | 4.92% | 3 | 14.29% | 0 | 0.00% |
| Ditchit | 2 | 3.28% | 0 | 0.00% | 2 | 5.00% |
| Exeter | 2 | 3.28% | 2 | 9.52% | 0 | 0.00% |
| Frome | 4 | 6.56% | 0 | 0.00% | 4 | 10.00% |
| Glastonbury | 1 | 1.64% | 0 | 0.00% | 1 | 2.50% |
| Ilminster | 9 | 14.75% | 7 | 33.33% | 2 | 5.00% |
| Merriot | 1 | 1.64% | 1 | 4.76% | 0 | 0.00% |
| Sherbourne | 3 | 4.92% | 0 | 0.00% | 3 | 7.50% |
| Sparkford | 2 | 3.28% | 0 | 0.00% | 2 | 5.00% |
| Street | 2 | 3.28% | 0 | 0.00% | 2 | 5.00% |
| Taunton | 3 | 4.92% | 1 | 4.76% | 2 | 5.00% |
| Weymouth | 1 | 1.64% | 1 | 4.76% | 0 | 0.00% |
| Yeovil | 3 | 4.92% | 3 | 14.29% | 0 | 0.00% |
| Various | 5 | 8.20% | 3 | 14.29% | 2 | 5.00% |

## Q3: How often do you visit the centre during the day?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 139 | 100.00% | 79 | 100.00% | 60 | 100.00% |
| Most days | 42 | 30.22% | 17 | 21.52% | 25 | 41.67% |
| 2-3 times a week | 44 | 31.65% | 28 | 35.44% | 16 | 26.67% |
| Once a week | 25 | 17.99% | 15 | 18.99% | 10 | 16.67% |
| Once a fortnight | 13 | 9.35% | 8 | 10.13% | 5 | 8.33% |
| Once a month | 5 | 3.60% | 3 | 3.80% | 2 | 3.33% |
| Less frequently | 1 | 0.72% | 1 | 1.27% | 0 | 0.00% |
| Never | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't know | 9 | 6.47% | 7 | 8.86% | 2 | 3.33% |

## Q4: How do you usually travel here?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 139 | 100.00% | 79 | 100.00% | 60 | 100.00% |
| Car/Van - Driver | 46 | 33.09% | 29 | 36.71% | 17 | 28.33% |
| Car/Van - Passenger | 14 | 10.07% | 12 | 15.19% | 2 | 3.33% |
| Walk | 22 | 15.83% | 17 | 21.52% | 5 | 8.33% |
| Bus | 41 | 29.50% | 7 | 8.86% | 34 | 56.67% |
| Taxi | 7 | 5.04% | 7 | 8.86% | 0 | 0.00% |
| Cycle | 4 | 2.88% | 2 | 2.53% | 2 | 3.33% |
| Train | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Motorcycle | 3 | 2.16% | 3 | 3.80% | 0 | 0.00% |
| Park and Ride | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other(Please specify) | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't know | 2 | 1.44% | 2 | 2.53% | 0 | 0.00% |

**Q5: How often do you visit the town centre during the evening/night times?**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 139 | 100.00% | 79 | 100.00% | 60 | 100.00% |
| Most nights | 12 | 8.63% | 8 | 10.13% | 4 | 6.67% |
| 2-3 times a week | 30 | 21.58% | 13 | 16.46% | 17 | 28.33% |
| Once a week | 23 | 16.55% | 15 | 18.99% | 8 | 13.33% |
| Once a fortnight | 27 | 19.42% | 12 | 15.19% | 15 | 25.00% |
| Once a month | 5 | 3.60% | 5 | 6.33% | 0 | 0.00% |
| Less frequently | 16 | 11.51% | 7 | 8.86% | 9 | 15.00% |
| Don't know | 2 | 1.44% | 2 | 2.53% | 0 | 0.00% |
| Never - Go to Q8 | 24 | 17.27% | 17 | 21.52% | 7 | 11.67% |

**Q6: What is the main purpose for your trips to the town centre during the evening?**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 115 | 100.00% | 62 | 100.00% | 53 | 100.00% |
| Food shopping | 16 | 13.91% | 8 | 12.90% | 8 | 15.09% |
| Non-food shopping | 28 | 24.35% | 18 | 29.03% | 10 | 18.87% |
| To visit pubs | 32 | 27.83% | 14 | 22.58% | 18 | 33.96% |
| To visit night clubs | 2 | 1.74% | 0 | 0.00% | 2 | 3.77% |
| To visit restaurants | 19 | 16.52% | 10 | 16.13% | 9 | 16.98% |
| To visit take aways | 10 | 8.70% | 6 | 9.68% | 4 | 7.55% |
| To visit the cinema | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To go bowling | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| To visit fitness centre/Gym | 1 | 0.87% | 1 | 1.61% | 0 | 0.00% |
| To visit bingo | 2 | 1.74% | 0 | 0.00% | 2 | 3.77% |
| To visit the theatre | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Other(Please specify) | 5 | 4.35% | 5 | 8.06% | 0 | 0.00% |

**Q6a: Other**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 5 | 100.00% | 5 | 100.00% | 0 | 0.00% |
| Meet Friends/Family | 3 | 60.00% | 3 | 60.00% | 0 | 0.00% |
| Work | 2 | 40.00% | 2 | 40.00% | 0 | 0.00% |

**Q7: What else would you do when in the town centre in the evening?**
**(115 respondents with multiple answers per respondent)**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 115 | 220.00% | 62 | 161.29% | 53 | 288.68% |
| Visit Pubs | 47 | 40.87% | 31 | 50.00% | 16 | 30.19% |
| Visit Night clubs | 28 | 24.35% | 3 | 4.84% | 25 | 47.17% |
| Visit restaurants | 45 | 39.13% | 16 | 25.81% | 29 | 54.72% |
| Visit Takeaways | 47 | 40.87% | 27 | 43.55% | 20 | 37.74% |
| Visit the Cinema | 30 | 26.09% | 2 | 3.23% | 28 | 52.83% |
| Visit Bingo | 5 | 4.35% | 0 | 0.00% | 5 | 9.43% |
| Visit the Theatre | 5 | 4.35% | 0 | 0.00% | 5 | 9.43% |
| Go Bowling | 18 | 15.65% | 0 | 0.00% | 18 | 33.96% |
| Visit Fitness Centre / Gym | 3 | 2.61% | 2 | 3.23% | 1 | 1.89% |
| Nothing eles | 24 | 20.87% | 18 | 29.03% | 6 | 11.32% |
| Other(Please specify) | 1 | 0.87% | 1 | 1.61% | 0 | 0.00% |

### Q8: Which other town centre do you visit for shopping?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | **139** | **100.00%** | **79** | **100.00%** | **60** | **100.00%** |
| None | 35 | 25.18% | 25 | 31.65% | 10 | 16.67% |
| Name of town (Please specify) | 104 | 74.82% | 54 | 68.35% | 50 | 83.33% |

### Q8a: Other

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | **104** | **100.00%** | **54** | **100.00%** | **50** | **100.00%** |
| Bath | 7 | 6.73% | 3 | 5.56% | 4 | 8.00% |
| Bristol | 19 | 18.27% | 1 | 1.85% | 18 | 36.00% |
| Cribbs Causeway | 4 | 3.85% | 0 | 0.00% | 4 | 8.00% |
| Exeter | 8 | 7.69% | 4 | 7.41% | 4 | 8.00% |
| Sherbourne | 3 | 2.88% | 0 | 0.00% | 3 | 6.00% |
| Taunton | 30 | 28.85% | 20 | 37.04% | 10 | 20.00% |
| Weymouth | 9 | 8.65% | 2 | 3.70% | 7 | 14.00% |
| Yeovil | 24 | 23.08% | 24 | 44.44% | 0 | 0.00% |

### Q9: How often do you visit another town centre for shopping?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | **104** | **100.00%** | **54** | **100.00%** | **50** | **100.00%** |
| More than once a week | 3 | 2.88% | 3 | 5.56% | 0 | 0.00% |
| Once a week | 12 | 11.54% | 9 | 16.67% | 3 | 6.00% |
| Fortnightly | 32 | 30.77% | 19 | 35.19% | 13 | 26.00% |
| Monthly | 27 | 25.96% | 12 | 22.22% | 15 | 30.00% |
| Once ever 3 months or so | 22 | 21.15% | 10 | 18.52% | 12 | 24.00% |
| Once a year | 3 | 2.88% | 0 | 0.00% | 3 | 6.00% |
| Less frequently | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Never | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Don't know | 5 | 4.81% | 1 | 1.85% | 4 | 8.00% |

### Q9a: Why do you visit those centres? (104 respondents with multiple answers per respondent)

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | **104** | **184.62%** | **54** | **238.89%** | **50** | **126.00%** |
| Wider range of shops | 63 | 60.58% | 46 | 85.19% | 17 | 34.00% |
| Better quality of shops | 50 | 48.08% | 41 | 75.93% | 9 | 18.00% |
| Particular shop name(Please specify) | 12 | 11.54% | 12 | 22.22% | 0 | 0.00% |
| Nearer home/easier to get to | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| A more convenient centre to get use | 5 | 4.81% | 5 | 9.26% | 0 | 0.00% |
| Better parking | 8 | 7.69% | 8 | 14.81% | 0 | 0.00% |
| Better environment/Nicer place to be | 7 | 6.73% | 2 | 3.70% | 5 | 10.00% |
| For a change | 39 | 37.50% | 13 | 24.07% | 26 | 52.00% |
| Don't know | 6 | 5.77% | 0 | 0.00% | 6 | 12.00% |
| Other(Please specify) | 2 | 1.92% | 2 | 3.70% | 0 | 0.00% |

### Q9b: Speific shop please specify

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | **12** | **100.00%** | **12** | **100.00%** | **0** | **0.00%** |
| Game | 1 | 8.33% | 1 | 8.33% | 0 | 0.00% |
| HMV | 1 | 8.33% | 1 | 8.33% | 0 | 0.00% |
| Marks & Spencers | 3 | 25.00% | 3 | 25.00% | 0 | 0.00% |
| Mothercare | 2 | 16.67% | 2 | 16.67% | 0 | 0.00% |
| River Island | 1 | 8.33% | 1 | 8.33% | 0 | 0.00% |
| Topman | 1 | 8.33% | 1 | 8.33% | 0 | 0.00% |
| Topshop | 1 | 8.33% | 1 | 8.33% | 0 | 0.00% |
| Virgin | 2 | 16.67% | 2 | 16.67% | 0 | 0.00% |

**Q10: Coming back to this town centre, what do you like about it?**
**(200 respondents with multiple answers per respondent)**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 280.50% | 100 | 253.00% | 100 | 308.00% |
| Nothing | 7 | 3.50% | 3 | 3.00% | 4 | 4.00% |
| Close to home | 103 | 51.50% | 60 | 60.00% | 43 | 43.00% |
| Close to work | 49 | 24.50% | 22 | 22.00% | 27 | 27.00% |
| Good choice/quality of shops | 54 | 27.00% | 3 | 3.00% | 51 | 51.00% |
| Low prices | 17 | 8.50% | 7 | 7.00% | 10 | 10.00% |
| A particular shop(Please specify) | 11 | 5.50% | 2 | 2.00% | 9 | 9.00% |
| Presence/convenience of banks, building societies and other services | 44 | 22.00% | 19 | 19.00% | 25 | 25.00% |
| Good choice of pubs/restaurants/eating places | 28 | 14.00% | 7 | 7.00% | 21 | 21.00% |
| Good leisure/sports facilities | 9 | 4.50% | 1 | 1.00% | 8 | 8.00% |
| Easy to get to by car | 47 | 23.50% | 23 | 23.00% | 24 | 24.00% |
| Easy/cheap/convenient to park | 13 | 6.50% | 8 | 8.00% | 5 | 5.00% |
| Good bus service to centre | 39 | 19.50% | 4 | 4.00% | 35 | 35.00% |
| Easy to get around | 45 | 22.50% | 19 | 19.00% | 26 | 26.00% |
| Attractive/pleasant environment/clean/litter free | 28 | 14.00% | 26 | 26.00% | 2 | 2.00% |
| Feels safe/personal security | 22 | 11.00% | 20 | 20.00% | 2 | 2.00% |
| Not too buys or crowded | 20 | 10.00% | 20 | 20.00% | 0 | 0.00% |
| Good facilities (e.g. seating, toilets) | 12 | 6.00% | 1 | 1.00% | 11 | 11.00% |
| Everything | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Other(Please specify) | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| None mentioned | 7 | 3.50% | 2 | 2.00% | 5 | 5.00% |
| Don't know | 4 | 2.00% | 4 | 4.00% | 0 | 0.00% |

**Q11: What do you dislike about it (this town centre) ?**
**(200 respondents with multiple answers per respondent)**

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 173.50% | 100 | 173.00% | 100 | 174.00% |
| Nothing | 13 | 6.50% | 11 | 11.00% | 2 | 2.00% |
| Too far from home | 9 | 4.50% | 3 | 3.00% | 6 | 6.00% |
| Not enough choice of shops/clothes shops | 66 | 33.00% | 55 | 55.00% | 11 | 11.00% |
| Poor quality shops/charity shops | 28 | 14.00% | 16 | 16.00% | 12 | 12.00% |
| Prices too high | 14 | 7.00% | 1 | 1.00% | 13 | 13.00% |
| Too few pubs/restaurants/eating places | 21 | 10.50% | 19 | 19.00% | 2 | 2.00% |
| Poor accessibility/difficult to get to | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Traffic congestion | 8 | 4.00% | 3 | 3.00% | 5 | 5.00% |
| Lack/cost of parking | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| Poor bus service | 22 | 11.00% | 15 | 15.00% | 7 | 7.00% |
| Difficult to cross road | 0 | 0.00% | 0 | 0.00% | 0 | 0.00% |
| Too busy/crowded | 20 | 10.00% | 0 | 0.00% | 20 | 20.00% |
| Unattractive environment/streets dirty/litter | 20 | 10.00% | 0 | 0.00% | 20 | 20.00% |
| Lack of safety/personal security/hooligans | 45 | 22.50% | 1 | 1.00% | 44 | 44.00% |
| Poor facilities (e.g seating, toilets) | 19 | 9.50% | 3 | 3.00% | 16 | 16.00% |
| Poor sign posting | 6 | 3.00% | 6 | 6.00% | 0 | 0.00% |
| No covered areas/weather protection | 28 | 14.00% | 23 | 23.00% | 5 | 5.00% |
| Other(Please specify) | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| None mentioned | 5 | 2.50% | 3 | 3.00% | 2 | 2.00% |
| Don't know | 20 | 10.00% | 11 | 11.00% | 9 | 9.00% |

## Q12: Is there any way you think the centre could be improved?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 700.00% | 100 | 700.00% | 100 | 700.00% |
| Better Bus/Train Service | 7 | 3.50% | 0 | 0.00% | 7 | 7.00% |
| Better/More Parking | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Better Security | 3 | 1.50% | 0 | 0.00% | 3 | 3.00% |
| Larger Brand Chops | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Less Estate Agents | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| More Activities for the elderly | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| More Childrens Clothes Shops | 3 | 1.50% | 1 | 1.00% | 2 | 2.00% |
| More Clothes shops | 3 | 1.50% | 1 | 1.00% | 2 | 2.00% |
| More entertainment for young people | 4 | 2.00% | 4 | 4.00% | 0 | 0.00% |
| More Family Entertainment | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| More mans clothes Shops | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| More night clubs | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| More parks | 5 | 2.50% | 3 | 3.00% | 2 | 2.00% |
| More Soical clubs | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| Not sure | 162 | 81.00% | 84 | 84.00% | 78 | 78.00% |

## Q13: Post code or town/village

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| BA16 | 1 | 0.50% | 0 | 0.00% | 1 | 1.00% |
| BA7 | 4 | 2.00% | 0 | 0.00% | 4 | 4.00% |
| TA7 | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Bath | 1 | 0.50% | 0 | 0.00% | 1 | 1.00% |
| Bruton | 4 | 2.00% | 0 | 0.00% | 4 | 4.00% |
| Castle Cary | 5 | 2.50% | 0 | 0.00% | 5 | 5.00% |
| Chard | 70 | 35.00% | 68 | 68.00% | 2 | 2.00% |
| Crewkerne | 4 | 2.00% | 4 | 4.00% | 0 | 0.00% |
| Ditchit | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Exeter | 2 | 1.00% | 2 | 2.00% | 0 | 0.00% |
| Ilminster | 7 | 3.50% | 7 | 7.00% | 0 | 0.00% |
| Merriot | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Sparkford | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Taunton | 2 | 1.00% | 0 | 0.00% | 2 | 2.00% |
| Weymouth | 1 | 0.50% | 1 | 1.00% | 0 | 0.00% |
| Yeovil | 53 | 26.50% | 3 | 3.00% | 50 | 50.00% |
| Refused | 39 | 19.50% | 14 | 14.00% | 25 | 25.00% |

## Q14: Sex of respondent?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| Male | 87 | 43.50% | 47 | 47.00% | 40 | 40.00% |
| Female | 113 | 56.50% | 53 | 53.00% | 60 | 60.00% |

## Q15:Age of respondent?

| | Total | | Chard | | Yeovil | |
|---|---|---|---|---|---|---|
| | Count | % | Count | % | Count | % |
| | 200 | 100.00% | 100 | 100.00% | 100 | 100.00% |
| 18-24 | 49 | 24.50% | 22 | 22.00% | 27 | 27.00% |
| 25-34 | 55 | 27.50% | 25 | 25.00% | 30 | 30.00% |
| 35-44 | 46 | 23.00% | 26 | 26.00% | 20 | 20.00% |
| 55-64 | 19 | 9.50% | 15 | 15.00% | 4 | 4.00% |
| 65+ | 26 | 13.00% | 9 | 9.00% | 17 | 17.00% |
| Refused | 5 | 2.50% | 3 | 3.00% | 2 | 2.00% |

# Appendix D

## TABLE 1: GROWTH IN POPULATION 2005-2021

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 19570 | 19986 | 20520 | 21022 |
| 2 | 13520 | 13807 | 14176 | 14523 |
| 3 | 11047 | 11281 | 11583 | 11866 |
| 4 | 71237 | 72750 | 74695 | 76522 |
| 5 | 18184 | 18570 | 19067 | 19533 |
| 6 | 28072 | 28550 | 28839 | 29026 |
| 7 | 26830 | 27400 | 28132 | 28820 |
| **Total** | **188460** | **192343** | **197011** | **201312** |

Notes:
Base population data for each zone derived from 2001 Census
Population projections for Zones 1,2,3,4, 5 and 7 based on Somerset County Council's estimated growth rate for South Somerset District
Population projection for Zone 6 based on Dorset County Council's estimated growth rate for North Dorset District

## TABLE 2: PER CAPITA CONVENIENCE GOODS EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 1570 | 1625 | 1695 | 1755 |
| 2 | 1570 | 1625 | 1695 | 1755 |
| 3 | 1570 | 1625 | 1695 | 1755 |
| 4 | 1570 | 1625 | 1695 | 1755 |
| 5 | 1570 | 1625 | 1695 | 1755 |
| 6 | 1570 | 1625 | 1695 | 1755 |
| 7 | 1570 | 1625 | 1695 | 1755 |

Notes:
2003 based expenditure data from Experian
Growth rate: 0.7%p.a. (Source: Experian)
Special Forms of Trading excluded at 0.9% (Source: Experian)
2003 prices

**TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE**

| Zone | 2005 (£m) | 2010 (£m) | 2016 (£m) | 2021 (£m) | Change 2005-2010 (£m) | Change 2005-2010 (%) | Change 2005-2016 (£m) | Change 2005-2016 (%) | Change 2005-2021 (£m) | Change 2005-2021 (%) |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 30.7 | 32.5 | 34.8 | 36.9 | 1.8 | 5.7 | 4.1 | 13.2 | 6.2 | 20.1 |
| 2 | 21.2 | 22.4 | 24.0 | 25.5 | 1.2 | 5.7 | 2.8 | 13.2 | 4.3 | 20.1 |
| 3 | 17.3 | 18.3 | 19.6 | 20.8 | 1.0 | 5.7 | 2.3 | 13.2 | 3.5 | 20.1 |
| 4 | 111.8 | 118.2 | 126.6 | 134.3 | 6.4 | 5.7 | 14.8 | 13.2 | 22.5 | 20.1 |
| 5 | 28.5 | 30.2 | 32.3 | 34.3 | 1.6 | 5.7 | 3.8 | 13.2 | 5.7 | 20.1 |
| 6 | 44.1 | 46.4 | 48.9 | 50.9 | 2.3 | 5.3 | 4.8 | 10.9 | 6.9 | 15.6 |
| 7 | 42.1 | 44.5 | 47.7 | 50.6 | 2.4 | 5.7 | 5.6 | 13.2 | 8.5 | 20.1 |
| **Total** | **295.8** | **312.6** | **333.9** | **353.3** | **16.8** | **5.7** | **38.1** | **12.9** | **57.5** | **19.4** |

**TABLE 4: MAIN FOOD SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | 100.00% | 21.5 | 100.00% | 14.9 | 100.00% | 12.1 | 100.00% | 78.3 | 100.00% | 20.0 | 100.00% | 30.8 | 100.00% | 29.5 | 100% | 207.1 |
| | | | | | | | | | | | | | | | | |
| Yeovil - Tesco Extra, Queensway Place | 1% | 0.2 | 10% | 1.5 | 6% | 0.7 | 37% | 29.0 | 6% | 1.3 | 6% | 2.0 | 6% | 1.9 | 18% | 36.4 |
| Yeovil - Asda, Preston Road | 1% | 0.2 | 18% | 2.7 | 2% | 0.3 | 36% | 28.5 | 3% | 0.6 | 6% | 2.0 | 7% | 2.1 | 17% | 36.2 |
| Yeovil - Somerfield, Middle Street | 3% | 0.6 | 2% | 0.3 | 1% | 0.1 | 6% | 4.4 | 5% | 1.0 | 7% | 2.2 | 1% | 0.4 | 4% | 9.0 |
| Yeovil - Safeway/Morrisons, Lysander Road | 0% | 0.0 | 5% | 0.7 | 1% | 0.2 | 7% | 5.5 | 1% | 0.3 | 0% | 0.0 | 2% | 0.6 | 4% | 7.3 |
| Yeovil - Tesco Express, The Forum | 1% | 0.2 | 5% | 0.7 | 0% | 0.0 | 4% | 3.3 | 2% | 0.4 | 1% | 0.4 | 1% | 0.2 | 3% | 5.2 |
| Yeovil - Lidl, Lyde Road | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 3% | 2.7 | 0% | 0.0 | 1% | 0.4 | 0% | 0.0 | 2% | 3.4 |
| Yeovil - Marks & Spencers | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.1 |
| Yeovil - Iceland, Quedam Centre | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 1% | 0.5 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.9 |
| Yeovil - Costcutters | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Chard - Tesco, Tapstone Road | 58% | 12.4 | 18% | 2.7 | 31% | 3.7 | 1% | 0.5 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 9% | 19.4 |
| Chard - Somerfield, Holyrood Street | 18% | 3.9 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 4.1 |
| Chard - Co-op Pioneer, Fore Street | 10% | 2.1 | 1% | 0.1 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 2.3 |
| Crewkerne - Somerfield, Falkland Square | 0% | 0.0 | 22% | 3.2 | 3% | 0.3 | 1% | 0.5 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 4.1 |
| Crewkerne - Co-op, The George Centre | 0% | 0.0 | 11% | 1.6 | 4% | 0.5 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 1% | 2.3 |
| Wincanton - Safeway, Southgate Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 4% | 1.1 | 28% | 8.4 | 5% | 9.6 |
| Wincanton - Cooper Foodstore, Camelot Shopping Centre | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 1.9 | 1% | 1.9 |
| Wincanton - Alldays, High Street | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.3 |
| Langport - Tesco, North Road | 1% | 0.2 | 1% | 0.1 | 1% | 0.1 | 1% | 0.5 | 32% | 6.4 | 0% | 0.0 | 0% | 0.0 | 4% | 7.3 |
| Ilminster - Co-op, Cornhill | 0% | 0.0 | 0% | 0.0 | 22% | 2.7 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 1% | 3.0 |
| Castle Cary - Local Stores | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.8 | 0% | 0.8 |
| Somerton - Costcutters | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.6 | 0% | 0.0 | 0% | 0.0 | 0% | 0.6 |
| Gillingham - Waitrose, Chantry Fields | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 4% | 1.3 | 14% | 4.2 | 3% | 5.6 |
| Gillingham - Somerfield, High Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 17% | 5.0 | 3% | 5.2 |
| Gillingham - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.2 |
| Gillingham - Lidl | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.2 |
| Sherborne - Somerfield, Cheap Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 25% | 7.8 | 1% | 0.4 | 4% | 8.2 |
| Sherborne - Sainsburys, | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 | 0% | 0.0 | 17% | 5.2 | 1% | 0.4 | 3% | 6.2 |
| Taunton - Asda, Creechbarrow Road | 2% | 0.5 | 0% | 0.0 | 13% | 1.5 | 0% | 0.0 | 10% | 2.0 | 0% | 0.0 | 0% | 0.0 | 2% | 3.9 |
| Taunton - Sainsburys, Priory Fields | 1% | 0.3 | 1% | 0.1 | 5% | 0.6 | 0% | 0.0 | 2% | 0.4 | 0% | 0.0 | 0% | 0.0 | 1% | 1.4 |
| Taunton - Sainsburys, Town Centre | 1% | 0.2 | 0% | 0.0 | 3% | 0.3 | 0% | 0.0 | 5% | 1.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.5 |
| Taunton - Tesco, Wellington Road | 1% | 0.3 | 0% | 0.0 | 4% | 0.5 | 0% | 0.0 | 3% | 0.7 | 0% | 0.0 | 0% | 0.0 | 1% | 1.5 |
| Taunton - Safeway/Morrisons, Priory Bridge Road | 1% | 0.2 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 1% | 0.2 | 0% | 0.7 |
| Taunton - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury - Safeway/Morrisons. Street Road | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Street - Sainsburys, Gravachon Way | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 12% | 2.4 | 0% | 0.0 | 0% | 0.0 | 1% | 2.4 |
| Street - Tesco, Town Centre | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 | 6% | 1.3 | 0% | 0.0 | 0% | 0.0 | 1% | 2.0 |
| Frome - Sainsburys, Wessex Fields | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.2 |
| Dorchester - Tesco, Weymouth Avenue | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 | 0% | 0.0 | 0% | 0.4 |
| Dorchester - Waitrose, Tudor Arcade | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 | 0% | 0.0 | 0% | 0.4 |
| Dorchester - Somerfield, Trinity Square | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.2 |
| Local convenience store | 1% | 0.2 | 3% | 0.4 | 2% | 0.3 | 1% | 0.5 | 1% | 0.3 | 13% | 4.1 | 3% | 0.8 | 3% | 6.6 |
| Others Outside Survey Area | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.6 | 8% | 2.6 | 4% | 1.3 | 2% | 4.6 |

**TABLE 5: TOP UP FOOD SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | 100% | 9.2 | 100% | 6.4 | 100% | 5.2 | 100% | 33.5 | 100% | 8.6 | 100% | 13.2 | 100% | 12.6 | 100% | 88.7 |
| | | | | | | | | | | | | | | | | |
| Yeovil - Tesco Extra, Queensway Place | 1% | 0.1 | 3% | 0.2 | 7% | 0.4 | 23% | 7.9 | 5% | 0.5 | 4% | 0.6 | 2% | 0.3 | 11% | 9.9 |
| Yeovil - Asda, Preston Road | 0% | 0.0 | 10% | 0.6 | 0% | 0.0 | 20% | 6.6 | 1% | 0.1 | 5% | 0.7 | 3% | 0.4 | 9% | 8.4 |
| Yeovil - Somerfield, Middle Street | 2% | 0.2 | 6% | 0.4 | 1% | 0.0 | 7% | 2.3 | 5% | 0.5 | 5% | 0.7 | 2% | 0.3 | 5% | 4.4 |
| Yeovil - Tesco Express, The Forum | 1% | 0.1 | 1% | 0.1 | 0% | 0.0 | 8% | 2.8 | 1% | 0.1 | 2% | 0.2 | 0% | 0.0 | 4% | 3.2 |
| Yeovil - Safeway/Morrisons, Lysander Road | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 7% | 2.3 | 2% | 0.2 | 0% | 0.0 | 2% | 0.2 | 3% | 2.7 |
| Yeovil - Lidl, Lyde Road | 0% | 0.0 | 2% | 0.2 | 0% | 0.0 | 3% | 1.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.2 |
| Yeovil - Iceland, Quedam Centre | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.5 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 1% | 0.6 |
| Yeovil - Marks and Spencers | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.5 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 |
| Yeovil - Costcutters | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 2% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.4 |
| Yeovil - Spar | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Chard - Tesco, Tapstone Road | 47% | 4.3 | 7% | 0.5 | 15% | 0.8 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 5.5 |
| Chard - Somerfield, Holyrood Street | 25% | 2.3 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 2.4 |
| Chard - Co-op Pioneer, Fore Street | 14% | 1.3 | 8% | 0.5 | 1% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 2.1 |
| Ilminster - Co-op, Cornhill | 0% | 0.0 | 1% | 0.1 | 43% | 2.3 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 3% | 2.4 |
| Ilminster - Key Store, East Street | 0% | 0.0 | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 15% | 1.3 | 0% | 0.0 | 0% | 0.0 | 2% | 1.4 |
| Ilminster - Spar, Station Road | 0% | 0.0 | 0% | 0.0 | 4% | 0.2 | 1% | 0.3 | 2% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.6 |
| Crewkerne - Co-op, The George Centre | 0% | 0.0 | 24% | 1.6 | 3% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 2% | 1.8 |
| Crewkerne - Somerfield, Falkland Square | 0% | 0.0 | 15% | 1.0 | 1% | 0.1 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.3 |
| Wincanton - Safeway, Southgate Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 20% | 2.5 | 3% | 2.6 |
| Wincanton - Cooper Foodstore, Camelot Shopping Centre | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 7% | 0.8 | 1% | 0.8 |
| Wincanton - Alldays, High Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.3 | 0% | 0.3 |
| Langport - Tesco, North Road | 1% | 0.1 | 1% | 0.1 | 1% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 7% | 0.8 | 1% | 0.8 |
| Bruton - Alldays | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.1 |
| Bruton - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.1 |
| Gillingham - Waitrose, Chantry Fields | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.2 | 8% | 1.0 | 1% | 1.3 |
| Gillingham - Somerfield, High Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 23% | 2.9 | 3% | 2.9 |
| Sherborne - Sainsburys, | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 15% | 2.0 | 1% | 0.1 | 2% | 2.1 |
| Sherborne - Somerfield, Cheap Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 27% | 3.6 | 0% | 0.0 | 4% | 3.6 |
| Taunton - Asda, Creechbarrow Road | 1% | 0.1 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 7% | 0.6 | 0% | 0.0 | 0% | 0.0 | 1% | 0.8 |
| Taunton - Sainsburys, Priory Fields | 1% | 0.1 | 2% | 0.1 | 1% | 0.0 | 0% | 0.0 | 4% | 0.3 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 |
| Taunton - Sainsburys, Town Centre | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 1% | 0.3 | 3% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 |
| Taunton - Tesco, Wellington Road | 1% | 0.1 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 4% | 0.4 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 |
| Taunton - Safeway/Morrisons, Priory Bridge Road | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 2% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Glastonbury - Safeway/Morrisons. Street Road | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Street - Sainsburys, Gravachon Way | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 4% | 0.4 | 0% | 0.0 | 0% | 0.0 | 0% | 0.4 |
| Street - Tesco, Town Centre | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 2% | 0.2 | 0% | 0.0 | 1% | 0.1 | 1% | 0.6 |
| Frome - Somerfield, Westway | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.1 |
| Dorchester - Tesco, Weymouth Avenue | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.2 | 0% | 0.0 | 0% | 0.2 |
| Dorchester - Waitrose, Tudor Arcade | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.1 |
| Dorchester - Somerfield, Trinity Square | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.1 |
| Local convenience store | 5% | 0.5 | 19% | 1.2 | 16% | 0.9 | 22% | 7.4 | 37% | 3.1 | 29% | 3.9 | 19% | 2.4 | 22% | 19.3 |
| Others Outside Survey Area | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 2% | 0.5 | 2% | 0.2 | 4% | 0.5 | 0% | 0.0 | 1% | 1.2 |

**TABLE 6: COMBINED MAIN & TOP UP FOOD SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | 100% | 30.7 | 100% | 21.2 | 100% | 17.3 | 100% | 111.8 | 100% | 28.5 | 100% | 44.1 | 100% | 42.1 | 100% | 295.8 |
| | | | | | | | | | | | | | | | | |
| Yeovil - Tesco Extra, Queensway Place | 1% | 0.2 | 8% | 1.7 | 6% | 1.1 | 33% | 36.9 | 6% | 1.7 | 6% | 2.5 | 5% | 2.2 | 16% | 46.3 |
| Yeovil - Asda, Preston Road | 0% | 0.2 | 16% | 3.3 | 1% | 0.3 | 31% | 35.1 | 2% | 0.6 | 6% | 2.7 | 6% | 2.5 | 15% | 44.6 |
| Yeovil - Somerfield, Middle Street | 3% | 0.8 | 3% | 0.7 | 1% | 0.1 | 6% | 6.7 | 5% | 1.4 | 7% | 2.9 | 2% | 0.7 | 5% | 13.3 |
| Yeovil - Safeway/Morrisons, Lysander Road | 0% | 0.0 | 3% | 0.7 | 1% | 0.2 | 7% | 7.8 | 2% | 0.4 | 0% | 0.0 | 2% | 0.8 | 3% | 10.0 |
| Yeovil - Tesco Express, The Forum | 1% | 0.2 | 4% | 0.8 | 0% | 0.0 | 5% | 6.1 | 2% | 0.5 | 2% | 0.7 | 0% | 0.2 | 3% | 8.5 |
| Yeovil - Lidl, Lyde Road | 0% | 0.0 | 2% | 0.4 | 0% | 0.0 | 3% | 3.8 | 0% | 0.0 | 1% | 0.4 | 0% | 0.0 | 2% | 4.6 |
| Yeovil - Marks and Spencers | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.6 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.6 |
| Yeovil - Iceland, Quedam Centre | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 1% | 1.1 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 1% | 1.5 |
| Yeovil - Costcutters | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.5 |
| Yeovil - Spar | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Chard - Tesco, Tapstone Road | 54% | 16.7 | 15% | 3.2 | 26% | 4.5 | 0% | 0.5 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 8% | 25.0 |
| Chard - Somerfield, Holyrood Street | 20% | 6.3 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 6.5 |
| Chard - Co-op Pioneer, Fore Street | 11% | 3.4 | 3% | 0.6 | 1% | 0.1 | 0% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 4.4 |
| Ilminster - Co-op, Cornhill | 0% | 0.0 | 0% | 0.1 | 29% | 5.0 | 0% | 0.0 | 1% | 0.4 | 0% | 0.0 | 0% | 0.0 | 2% | 5.4 |
| Ilminster - Key Store, East Street | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 5% | 1.3 | 0% | 0.0 | 0% | 0.0 | 0% | 1.4 |
| Ilminster - Spar, Station Road | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.3 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.6 |
| Crewkerne - Somerfield, Falkland Square | 0% | 0.0 | 20% | 4.2 | 2% | 0.4 | 1% | 0.8 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 5.4 |
| Crewkerne - Co-op, The George Centre | 0% | 0.0 | 15% | 3.1 | 4% | 0.7 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 1% | 4.1 |
| Wincanton - Safeway, Southgate Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 3% | 1.2 | 26% | 10.9 | 4% | 12.2 |
| Wincanton - Cooper Foodstore, Camelot Shopping Centre | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 2.7 | 1% | 2.7 |
| Wincanton - Alldays, High Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 | 0% | 0.6 |
| Langport - Tesco, North Road | 1% | 0.2 | 1% | 0.2 | 1% | 0.1 | 0% | 0.5 | 23% | 6.5 | 0% | 0.0 | 0% | 0.0 | 3% | 7.6 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 4% | 1.7 | 1% | 1.7 |
| Somerton - Costcutters | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.6 | 0% | 0.0 | 0% | 0.0 | 0% | 0.6 |
| Bruton - Alldays | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.1 |
| Bruton - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.1 |
| Gillingham - Somerfield, High Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 | 19% | 7.9 | 3% | 8.2 |
| Gillingham - Waitrose, Chantry Fields | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 1.5 | 12% | 5.2 | 2% | 6.9 |
| Gillingham - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 | 0% | 0.2 |
| Gillingham - Lidl | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 | 0% | 0.2 |
| Sherborne - Somerfield, Cheap Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 26% | 11.4 | 1% | 0.4 | 4% | 11.9 |
| Sherborne - Sainsburys, | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.5 | 0% | 0.0 | 16% | 7.2 | 1% | 0.5 | 3% | 8.3 |
| Taunton - Asda, Creechbarrow Road | 2% | 0.6 | 0% | 0.0 | 9% | 1.6 | 0% | 0.0 | 9% | 2.6 | 0% | 0.0 | 0% | 0.0 | 2% | 4.7 |
| Taunton - Sainsburys, Town Centre | 0% | 0.2 | 0% | 0.0 | 2% | 0.4 | 0% | 0.3 | 4% | 1.2 | 0% | 0.0 | 0% | 0.0 | 1% | 2.0 |
| Taunton - Tesco, Wellington Road | 1% | 0.4 | 0% | 0.0 | 3% | 0.5 | 0% | 0.0 | 4% | 1.1 | 0% | 0.0 | 0% | 0.0 | 1% | 2.0 |
| Taunton - Sainsburys, Priory Fields | 1% | 0.4 | 1% | 0.2 | 4% | 0.6 | 0% | 0.0 | 3% | 0.7 | 0% | 0.0 | 0% | 0.0 | 1% | 1.9 |
| Taunton - Safeway/Morrisons, Priory Bridge Road | 0% | 0.2 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.2 | 0% | 0.9 |
| Taunton - Co-op | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury - Safeway/Morrisons. Street Road | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Street - Sainsburys, Gravachon Way | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 10% | 2.8 | 0% | 0.0 | 0% | 0.0 | 1% | 2.8 |
| Street - Tesco, Town Centre | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.8 | 5% | 1.4 | 0% | 0.0 | 0% | 0.1 | 1% | 2.5 |
| Local convenience store | 2% | 0.6 | 8% | 1.6 | 6% | 1.1 | 7% | 7.9 | 12% | 3.4 | 18% | 8.0 | 8% | 3.2 | 9% | 25.9 |
| Others Outside Survey Area | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.5 | 2% | 0.7 | 11% | 4.6 | 4% | 1.6 | 3% | 7.6 |

**TABLE 7: BENCHMARK / SURVEY DERIVED TURNOVERS OF NATIONAL MULTIPLE SUPERMARKETS**

| | Sales area (sq.m.net) | Convenience Goods Sales Area (sq.m.net) | Typical Sales Density (Convenience Goods Floorspace Only) (£/sq.m.net) | Benchmark Turnover (£m) | Survey Derived Turnover (£m) | Difference (£m) | (%) |
|---|---|---|---|---|---|---|---|
| Yeovil - Tesco Extra | 5395 | 3507 | 13516 | 47.4 | 46.3 | -1.1 | -2 |
| Yeovil - Asda | 3237 | 2428 | 13989 | 34.0 | 44.6 | 10.7 | 31 |
| Yeovil - Somerfield | 1492 | 1268 | 7028 | 8.9 | 13.3 | 4.4 | 49 |
| Yeovil - Morrisons | 2787 | 2090 | 12091 | 25.3 | 10.0 | -15.3 | -61 |
| Yeovil - Lidl | 1330 | 1264 | 4047 | 5.1 | 4.6 | -0.6 | -11 |
| Yeovil Sub Total | | | | | | -1.9 | |
| Chard - Tesco | 2000 | 1700 | 13516 | 23.0 | 25.0 | 2.0 | 9 |
| Chard - Somerfield | 1116 | 1060 | 7028 | 7.5 | 6.5 | -0.9 | -13 |
| Chard - Co-op | 944 | 897 | 6469 | 5.8 | 4.4 | -1.4 | -24 |
| Chard Sub Total | | | | | | -0.3 | |
| Crewkerne - Co-op | 926 | 880 | 6469 | 5.7 | 4.1 | -1.6 | -28 |
| Crewkerne - Somerfield | 500 | 475 | 7028 | 3.3 | 5.4 | 2.1 | 63 |
| Crewkerne Sub Total | | | | | | 0.5 | |
| Wincanton - Safeway | 2555 | 1916 | 12091 | 23.2 | 12.2 | -11.0 | -47 |
| Langport - Tesco | 1102 | 937 | 13516 | 12.7 | 7.6 | -5.1 | -40 |
| Ilminster - Co-op | 450 | 428 | 6469 | 2.8 | 5.4 | 2.6 | 94 |
| Total | | | | | | -15.2 | |

Notes:
Sales areas from IGD Directory or South Somerset District Council
Convenience goods sales areas are DPDS estimates
Typical sales densities derived from Retail Rankings 2005 & Verdict Grocery Retailers 2005
Morrisons sales density used for Safeway store in Wincanton

2003 prices

**TABLE 8: CONVENIENCE GOODS EXPENDITURE CAPACITY - YEOVIL**

***YEOVIL***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Survey Area (£m) | 295.8 | 312.6 | 333.9 | 353.3 |
| Turnover (£m) | 131.1 | 131.8 | 132.6 | 133.2 |
| Market share (%) | 44 | 44 | 44 | 44 |
| Turnover potential (£m) | 131.1 | 138.6 | 148.0 | 156.6 |
| Expenditure capacity (£m) | 0.0 | 6.8 | 15.4 | 23.4 |
| Floorspace capacity assuming £10,000/sq.m. sales density (superstore format) | | 679 | 1543 | 2337 |
| Floorspace capacity assuming £5,000/sq.m. sales density (small store format) | | 1359 | 3086 | 4673 |

Notes:
Turnover is survey area-derived turnover of all facilities in Yeovil urban area, assuming increase in floorspace efficiencies of 0.1%p.a.
Market share is current market share of expenditure within survey area held as a constant
Expenditure capacity is the difference between the potential turnover (based on maintaining the current market share) and the current turnover (assuming 0.1%p.a. increase in floorspace efficiency)
Sales densities of new floorspace are DPDS estimates

**TABLE 9a: CONVENIENCE GOODS EXPENDITURE CAPACITY - OTHER PRINCIPAL TOWNS**

***CHARD (CONSTANT MARKET SHARE)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 1, 2 & 3 (£m) | 69.3 | 73.3 | 78.4 | 83.2 |
| Turnover (£m) | 35.9 | 36.1 | 36.3 | 36.5 |
| Market share (%) | 52 | 52 | 52 | 52 |
| Turnover potential (£m) | 35.9 | 38.0 | 40.6 | 43.1 |
| Expenditure capacity (£m) | 0.0 | 1.9 | 4.3 | 6.6 |
| Floorspace capacity assuming £7,500/sq.m. sales density | | 251 | 580 | 885 |

***ILMINSTER (CONSTANT MARKET SHARE)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 3 & 5 (£m) | 45.9 | 48.5 | 51.9 | 55.1 |
| Turnover (£m) | 7.1 | 7.1 | 7.2 | 7.2 |
| Market share (%) | 15 | 15 | 15 | 15 |
| Turnover potential (£m) | 7.1 | 7.5 | 8.0 | 8.5 |
| Expenditure capacity (£m) | 0.0 | 0.4 | 0.9 | 1.3 |
| Floorspace capacity assuming £7,500/sq.m. sales density | | 50 | 114 | 175 |

***CREWKERNE (CONSTANT MARKET SHARE)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 2 & 3 (£m) | 38.6 | 40.8 | 43.7 | 46.3 |
| Turnover (£m) | 8.7 | 8.7 | 8.8 | 8.8 |
| Market share (%) | 23 | 23 | 23 | 23 |
| Turnover potential (£m) | 8.7 | 9.2 | 9.9 | 10.5 |
| Expenditure capacity (£m) | 0.0 | 0.5 | 1.1 | 1.6 |
| Floorspace capacity assuming £7,500/sq.m. sales density | | 61 | 141 | 215 |

***WINCANTON (CONSTANT MARKET SHARE)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 6 & 7 (£m) | 86.2 | 90.9 | 96.6 | 101.5 |
| Turnover (£m) | 15.3 | 15.4 | 15.5 | 15.6 |
| Market share (%) | 18 | 18 | 18 | 18 |
| Turnover potential (£m) | 15.3 | 16.2 | 17.2 | 18.0 |
| Expenditure capacity (£m) | 0.0 | 0.8 | 1.7 | 2.5 |
| Floorspace capacity assuming £7,500/sq.m. sales density | | 103 | 223 | 331 |

Notes:
Turnover is survey-derived turnover from Zones indicated of all facilities in each town's urban area, assuming increase in floorspace efficiencies of 0.1%p.a.
Market share is current market share of expenditure within zones indicated held as a constant
Expenditure capacity is the difference between the potential turnover (based on maintaining the current market share) and the current turnover (assuming 0.1%p.a. increase in floorspace efficiency)
Sales densities of new floorspace are DPDS estimates

## TABLE 9b: CONVENIENCE GOODS EXPENDITURE CAPACITY - OTHER PRINCIPAL TOWNS (ALTERNATIVE SCENARIOS)

***ILMINSTER (NEW STORE OF 1,500SQ.M.NET)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 3 & 5 (£m) | 45.9 | 48.5 | 51.9 | 55.1 |
| Turnover of existing stores (£m) | 7.1 | 7.1 | 7.2 | 7.2 |
| Convenience floorspace of new store trading at £7,500/sq.m. sales density (sq.m.net) | | 800 | 800 | 800 |
| Turnover of stores in Ilminster (£m) | 7.1 | 13.1 | 13.2 | 13.2 |
| Market share (%) | 15 | 27 | 25 | 24 |

***CREWKERNE (NEW STORE OF 2,000SQ.M.GROSS)***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 2 & 3 (£m) | 38.6 | 40.8 | 43.7 | 46.3 |
| Turnover (£m) | 8.7 | 8.7 | 8.8 | 8.8 |
| Convenience floorspace of new store trading at £7,500/sq.m. sales density (sq.m.net) | | 1000 | 1000 | 1000 |
| Turnover of stores in Crewkerne (£m) | 8.7 | 16.2 | 16.3 | 16.3 |
| Market share (%) | 23 | 40 | 37 | 35 |

Notes:
Turnover is survey-derived turnover from Zones indicated of all facilities in each town's urban area, assuming increase in floorspace efficiencies of 0.1%p.a.
Market share is current market share of expenditure within zones indicated and adjusted in 2010 assuming an increase in the attractiveness of the destination for food shopping
Expenditure capacity is the difference between the potential turnover (based on the market share as indicated) and the current turnover (assuming 0.1%p.a. increase in floorspace efficiency)
Sales densities of new floorspace are DPDS estimates

## TABLE 10a: COMPARISON GOODS PER CAPITA EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 2302 | 2761 | 3433 | 4117 |
| 2 | 2302 | 2761 | 3433 | 4117 |
| 3 | 2302 | 2761 | 3433 | 4117 |
| 4 | 2302 | 2761 | 3433 | 4117 |
| 5 | 2302 | 2761 | 3433 | 4117 |
| 6 | 2302 | 2761 | 3433 | 4117 |
| 7 | 2302 | 2761 | 3433 | 4117 |

## TABLE 10b: NON-BULKY COMPARISON GOODS PER CAPITA EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 1604 | 1924 | 2393 | 2869 |
| 2 | 1604 | 1924 | 2393 | 2869 |
| 3 | 1604 | 1924 | 2393 | 2869 |
| 4 | 1604 | 1924 | 2393 | 2869 |
| 5 | 1604 | 1924 | 2393 | 2869 |
| 6 | 1604 | 1924 | 2393 | 2869 |
| 7 | 1604 | 1924 | 2393 | 2869 |

## TABLE 10c: BULKY COMPARISON GOODS PER CAPITA EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 698 | 836 | 1040 | 1247 |
| 2 | 698 | 836 | 1040 | 1247 |
| 3 | 698 | 836 | 1040 | 1247 |
| 4 | 698 | 836 | 1040 | 1247 |
| 5 | 698 | 836 | 1040 | 1247 |
| 6 | 698 | 836 | 1040 | 1247 |
| 7 | 698 | 836 | 1040 | 1247 |

Notes:
2003 based expenditure data from Experian
Growth rate: 3.7%p.a. (Source: Experian)
Special Forms of Trading excluded at 6.4% (Source: Experian)
2003 prices

**TABLE 10d: CLOTHING AND FASHION GOODS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 472 | 566 | 704 | 844 |
| 2 | 472 | 566 | 704 | 844 |
| 3 | 472 | 566 | 704 | 844 |
| 4 | 472 | 566 | 704 | 844 |
| 5 | 472 | 566 | 704 | 844 |
| 6 | 472 | 566 | 704 | 844 |
| 7 | 472 | 566 | 704 | 844 |

**TABLE 10e: OTHER NON-BULKY GOODS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 1132 | 1358 | 1689 | 2025 |
| 2 | 1132 | 1358 | 1689 | 2025 |
| 3 | 1132 | 1358 | 1689 | 2025 |
| 4 | 1132 | 1358 | 1689 | 2025 |
| 5 | 1132 | 1358 | 1689 | 2025 |
| 6 | 1132 | 1358 | 1689 | 2025 |
| 7 | 1132 | 1358 | 1689 | 2025 |

**TABLE 10f: DIY GOODS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 176 | 211 | 263 | 315 |
| 2 | 176 | 211 | 263 | 315 |
| 3 | 176 | 211 | 263 | 315 |
| 4 | 176 | 211 | 263 | 315 |
| 5 | 176 | 211 | 263 | 315 |
| 6 | 176 | 211 | 263 | 315 |
| 7 | 176 | 211 | 263 | 315 |

**TABLE 10g: LARGE ELECTRICAL GOODS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 71 | 86 | 107 | 128 |
| 2 | 71 | 86 | 107 | 128 |
| 3 | 71 | 86 | 107 | 128 |
| 4 | 71 | 86 | 107 | 128 |
| 5 | 71 | 86 | 107 | 128 |
| 6 | 71 | 86 | 107 | 128 |
| 7 | 71 | 86 | 107 | 128 |

**TABLE 10h: SMALL ELECTRICAL GOODS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 175 | 210 | 261 | 313 |
| 2 | 175 | 210 | 261 | 313 |
| 3 | 175 | 210 | 261 | 313 |
| 4 | 175 | 210 | 261 | 313 |
| 5 | 175 | 210 | 261 | 313 |
| 6 | 175 | 210 | 261 | 313 |
| 7 | 175 | 210 | 261 | 313 |

**TABLE 10i: FURNITURE AND FLOOR COVERINGS PER CAPITA EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 275 | 330 | 410 | 491 |
| 2 | 275 | 330 | 410 | 491 |
| 3 | 275 | 330 | 410 | 491 |
| 4 | 275 | 330 | 410 | 491 |
| 5 | 275 | 330 | 410 | 491 |
| 6 | 275 | 330 | 410 | 491 |
| 7 | 275 | 330 | 410 | 491 |

Notes:
2003 based expenditure data from Experian
Growth rate: 3.7%p.a. (Source: Experian)
Special Forms of Trading excluded at 6.4% (Source: Experian)
2003 prices

## TABLE 11a: COMPARISON GOODS EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 45.0 | 55.2 | 70.4 | 86.5 |
| 2 | 31.1 | 38.1 | 48.7 | 59.8 |
| 3 | 25.4 | 31.1 | 39.8 | 48.9 |
| 4 | 164.0 | 200.8 | 256.4 | 315.0 |
| 5 | 41.9 | 51.3 | 65.5 | 80.4 |
| 6 | 64.6 | 78.8 | 99.0 | 119.5 |
| 7 | 61.8 | 75.6 | 96.6 | 118.6 |
| Total | 433.8 | 531.0 | 676.3 | 828.8 |

## TABLE 11b: NON-BULKY COMPARISON GOODS EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 31.4 | 38.5 | 49.1 | 60.3 |
| 2 | 21.7 | 26.6 | 33.9 | 41.7 |
| 3 | 17.7 | 21.7 | 27.7 | 34.0 |
| 4 | 114.3 | 140.0 | 178.7 | 219.6 |
| 5 | 29.2 | 35.7 | 45.6 | 56.0 |
| 6 | 45.0 | 54.9 | 69.0 | 83.3 |
| 7 | 43.0 | 52.7 | 67.3 | 82.7 |
| Total | 302.4 | 370.1 | 471.4 | 577.6 |

## TABLE 11c: BULKY COMPARISON GOODS EXPENDITURE

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 13.7 | 16.7 | 21.3 | 26.2 |
| 2 | 9.4 | 11.5 | 14.7 | 18.1 |
| 3 | 7.7 | 9.4 | 12.0 | 14.8 |
| 4 | 49.7 | 60.9 | 77.7 | 95.5 |
| 5 | 12.7 | 15.5 | 19.8 | 24.4 |
| 6 | 19.6 | 23.9 | 30.0 | 36.2 |
| 7 | 18.7 | 22.9 | 29.3 | 36.0 |
| Total | 131.5 | 160.9 | 204.9 | 251.1 |

**TABLE 11d: CLOTHING AND FASHION EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 9.2 | 11.3 | 14.4 | 17.7 |
| 2 | 6.4 | 7.8 | 10.0 | 12.3 |
| 3 | 5.2 | 6.4 | 8.2 | 10.0 |
| 4 | 33.6 | 41.2 | 52.6 | 64.6 |
| 5 | 8.6 | 10.5 | 13.4 | 16.5 |
| 6 | 13.3 | 16.2 | 20.3 | 24.5 |
| 7 | 12.7 | 15.5 | 19.8 | 24.3 |
| Total | 89.0 | 108.9 | 138.7 | 170.0 |

**TABLE 11e: OTHER NON-BULKY GOODS EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 22.2 | 27.1 | 34.7 | 42.6 |
| 2 | 15.3 | 18.7 | 23.9 | 29.4 |
| 3 | 12.5 | 15.3 | 19.6 | 24.0 |
| 4 | 80.7 | 98.8 | 126.1 | 155.0 |
| 5 | 20.6 | 25.2 | 32.2 | 39.6 |
| 6 | 31.8 | 38.8 | 48.7 | 58.8 |
| 7 | 30.4 | 37.2 | 47.5 | 58.4 |
| Total | 213.4 | 261.2 | 332.7 | 407.7 |

**TABLE 11f: DIY GOODS EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 3.4 | 4.2 | 5.4 | 6.6 |
| 2 | 2.4 | 2.9 | 3.7 | 4.6 |
| 3 | 1.9 | 2.4 | 3.0 | 3.7 |
| 4 | 12.5 | 15.4 | 19.6 | 24.1 |
| 5 | 3.2 | 3.9 | 5.0 | 6.2 |
| 6 | 4.9 | 6.0 | 7.6 | 9.1 |
| 7 | 4.7 | 5.8 | 7.4 | 9.1 |
| Total | 33.2 | 40.6 | 51.8 | 63.4 |

**TABLE 11g: LARGE ELECTRICAL GOODS EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 1.4 | 1.7 | 2.2 | 2.7 |
| 2 | 1.0 | 1.2 | 1.5 | 1.9 |
| 3 | 0.8 | 1.0 | 1.2 | 1.5 |
| 4 | 5.1 | 6.2 | 8.0 | 9.8 |
| 5 | 1.3 | 1.6 | 2.0 | 2.5 |
| 6 | 2.0 | 2.4 | 3.1 | 3.7 |
| 7 | 1.9 | 2.3 | 3.0 | 3.7 |
| Total | 13.5 | 16.5 | 21.0 | 25.7 |

**TABLE 11h: SMALL ELECTRICAL GOODS EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 3.4 | 4.2 | 5.4 | 6.6 |
| 2 | 2.4 | 2.9 | 3.7 | 4.5 |
| 3 | 1.9 | 2.4 | 3.0 | 3.7 |
| 4 | 12.5 | 15.3 | 19.5 | 24.0 |
| 5 | 3.2 | 3.9 | 5.0 | 6.1 |
| 6 | 4.9 | 6.0 | 7.5 | 9.1 |
| 7 | 4.7 | 5.8 | 7.3 | 9.0 |
| Total | 33.0 | 40.4 | 51.5 | 63.1 |

**TABLE 11i: FURNITURE AND FLOOR COVERINGS EXPENDITURE**

| Zone | 2005 | 2010 | 2016 | 2021 |
|---|---|---|---|---|
| 1 | 5.4 | 6.6 | 8.4 | 10.3 |
| 2 | 3.7 | 4.5 | 5.8 | 7.1 |
| 3 | 3.0 | 3.7 | 4.7 | 5.8 |
| 4 | 19.6 | 24.0 | 30.6 | 37.6 |
| 5 | 5.0 | 6.1 | 7.8 | 9.6 |
| 6 | 7.7 | 9.4 | 11.8 | 14.3 |
| 7 | 7.4 | 9.0 | 11.5 | 14.2 |
| Total | 51.8 | 63.4 | 80.7 | 98.9 |

**TABLE 12: CLOTHING AND FASHION SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | £m | | £m | | £m | | £m | | £m | | £m | | £m | | £m |
| | **100%** | **9.2** | **100%** | **6.4** | **100%** | **5.2** | **100%** | **33.6** | **100%** | **8.6** | **100%** | **13.3** | **100%** | **12.7** | **100%** | **91.2** |
| Yeovil t/c | 6% | 0.6 | 75% | 4.8 | 15% | 0.8 | 88% | 29.5 | 27% | 2.3 | 68% | 9.0 | 63% | 8.0 | 60% | 54.9 |
| Chard t/c | 43% | 4.0 | 4% | 0.3 | 4% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 5% | 4.5 |
| Ilminster t/c | 0% | 0.0 | 12% | 0.8 | 17% | 0.9 | 1% | 0.2 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 2% | 1.9 |
| Crewkerne t/c | 0% | 0.0 | 0% | 0.0 | 6% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Wincanton t/c | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 4% | 0.5 | 1% | 0.7 |
| Somerton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.2 | 0% | 0.2 |
| Langport | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Taunton t/c | 44% | 4.0 | 2% | 0.2 | 50% | 2.6 | 6% | 2.0 | 46% | 4.0 | 0% | 0.0 | 2% | 0.3 | 14% | 13.0 |
| Street - Clarkes Factory Outlet Villag | 0% | 0.0 | 2% | 0.1 | 2% | 0.1 | 1% | 0.5 | 17% | 1.5 | 2% | 0.2 | 2% | 0.3 | 3% | 2.7 |
| Sherborne t/c | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 22% | 2.9 | 2% | 0.3 | 4% | 3.3 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 2% | 0.2 | 10% | 1.2 | 2% | 1.5 |
| Dorchester t/c | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.3 | 0% | 0.0 | 0% | 0.4 |
| Bridgewater t/c | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury t/c | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Street t/c | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 1% | 0.5 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 1% | 0.6 |
| Babylon Hill Retail Park | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Bristol City Centre | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| The Mall / Cribbs Causeway, Bristol | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 1% | 0.1 | 0% | 0.0 | 1% | 0.1 | 0% | 0.4 |
| Exeter City Centre | 2% | 0.1 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Bath city centre | 0% | 0.0 | 2% | 0.2 | 1% | 0.0 | 1% | 0.2 | 3% | 0.3 | 0% | 0.0 | 4% | 0.5 | 1% | 1.2 |
| Others Outside Survey Area | 2% | 0.2 | 2% | 0.1 | 4% | 0.2 | 1% | 0.2 | 1% | 0.1 | 3% | 0.4 | 7% | 0.9 | 2% | 2.2 |

**TABLE 13: DIY / HARDWARE SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | **100%** | **3.4** | **100%** | **2.4** | **100%** | **1.9** | **100%** | **12.5** | **100%** | **3.2** | **100%** | **4.9** | **100%** | **4.7** | **100%** | **33.2** |
| Yeovil t/c | 6% | 0.2 | 70% | 1.7 | 16% | 0.3 | 86% | 10.8 | 22% | 0.7 | 70% | 3.5 | 53% | 2.5 | 59% | 19.6 |
| Yeovil Retail Warehousing | 3% | 0.1 | 7% | 0.2 | 0% | 0.0 | 12% | 1.5 | 2% | 0.1 | 4% | 0.2 | 3% | 0.2 | 7% | 2.2 |
| Chard t/c | 56% | 1.9 | 3% | 0.1 | 19% | 0.4 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 7% | 2.4 |
| Focus, Chard | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Ilminster t/c | 0% | 0.0 | 0% | 0.0 | 16% | 0.3 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 |
| Crewkerne t/c | 0% | 0.0 | 13% | 0.3 | 2% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 |
| Helibeds, Crewkerne | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 0.3 | 1% | 0.3 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 |
| Langport | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.1 | 33% | 1.5 | 5% | 1.7 |
| Sherborne t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 18% | 0.9 | 0% | 0.0 | 3% | 0.9 |
| Taunton t/c | 31% | 1.1 | 2% | 0.0 | 43% | 0.8 | 1% | 0.1 | 43% | 1.4 | 0% | 0.0 | 0% | 0.0 | 10% | 3.4 |
| Taunton Retail Warehousing | 1% | 0.0 | 3% | 0.1 | 3% | 0.1 | 0% | 0.0 | 6% | 0.2 | 0% | 0.0 | 1% | 0.0 | 1% | 0.4 |
| Bridgewater t/c | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Bridgewater Retail Warehousing | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Dorchester t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Street t/c | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 4% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 12% | 0.4 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 |
| Argos, Babylon Hill | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 |
| B&Q, Glastonbury | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 0.2 | 0% | 0.0 | 2% | 0.1 | 1% | 0.3 |
| Clarks Villages | 0% | 0.0 | 2% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Others Outside Survey Area | 1% | 0.0 | 0% | 0.0 | 1% | 0.0 | 1% | 0.1 | 2% | 0.1 | 4% | 0.2 | 0% | 0.0 | 1% | 0.4 |

**TABLE 14: FURNITURE / FLOOR COVERING SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | **100%** | **5.4** | **100%** | **3.7** | **100%** | **3.0** | **100%** | **19.6** | **100%** | **5.0** | **100%** | **7.7** | **100%** | **7.4** | **100%** | **51.8** |
| Yeovil t/c | 10% | 0.5 | 67% | 2.5 | 21% | 0.6 | 81% | 15.9 | 27% | 1.3 | 61% | 4.7 | 57% | 4.2 | 58% | 29.8 |
| Retail Warehouses, Yeovil | 2% | 0.1 | 2% | 0.1 | 0% | 0.0 | 8% | 1.6 | 1% | 0.0 | 7% | 0.5 | 1% | 0.1 | 5% | 2.4 |
| Chard t/c | 40% | 2.2 | 2% | 0.1 | 5% | 0.2 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 5% | 2.5 |
| Ilminster t/c | 0% | 0.0 | 1% | 0.0 | 14% | 0.4 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.5 |
| Crewkerne t/c | 0% | 0.0 | 9% | 0.3 | 1% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 1% | 0.6 |
| Furniture Emporium, Crewkerne | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 7% | 0.5 | 1% | 0.5 |
| Somerton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Martock | 0% | 0.0 | 2% | 0.1 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Langport | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 1% | 0.1 | 0% | 0.2 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 24% | 1.8 | 4% | 1.9 |
| Taunton t/c | 44% | 2.4 | 6% | 0.2 | 51% | 1.5 | 6% | 1.3 | 48% | 2.4 | 3% | 0.3 | 0% | 0.0 | 16% | 8.0 |
| Taunton Retail Warehouses | 0% | 0.0 | 2% | 0.1 | 4% | 0.1 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Bridgewater t/c | 1% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Sherborne t/c | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 19% | 1.5 | 3% | 0.2 | 3% | 1.8 |
| Dorchester t/c | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.2 | 0% | 0.0 | 1% | 0.3 |
| Street t/c | 0% | 0.0 | 2% | 0.1 | 0% | 0.0 | 0% | 0.0 | 6% | 0.3 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.1 | 0% | 0.0 | 1% | 0.1 | 0% | 0.2 |
| Street, Clarks Village | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Others Outside Survey Area | 2% | 0.1 | 3% | 0.1 | 3% | 0.1 | 2% | 0.5 | 6% | 0.3 | 6% | 0.4 | 4% | 0.3 | 3% | 1.8 |

**TABLE 15: LARGE ELECTRICAL GOODS SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | **100%** | **1.4** | **100%** | **1.0** | **100%** | **0.8** | **100%** | **5.1** | **100%** | **1.3** | **100%** | **2.0** | **100%** | **1.9** | **100%** | **13.5** |
| Yeovil t/c | 8% | 0.1 | 78% | 0.8 | 18% | 0.1 | 85% | 4.3 | 27% | 0.3 | 67% | 1.4 | 63% | 1.2 | 61% | 8.2 |
| Yeovil Retail Warehouses | 1% | 0.0 | 6% | 0.1 | 1% | 0.0 | 9% | 0.4 | 6% | 0.1 | 5% | 0.1 | 6% | 0.1 | 6% | 0.8 |
| Chard t/c | 35% | 0.5 | 2% | 0.0 | 6% | 0.0 | 1% | 0.0 | 1% | 0.0 | 0% | 0.0 | 1% | 0.0 | 5% | 0.6 |
| Focus, Chard | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Ilminster t/c | 0% | 0.0 | 0% | 0.0 | 19% | 0.2 | 1% | 0.0 | 2% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.2 |
| Crewkerne t/c | 0% | 0.0 | 6% | 0.1 | 2% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 1% | 0.1 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 4% | 0.1 | 1% | 0.1 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 4% | 0.1 | 17% | 0.3 | 3% | 0.4 |
| Taunton t/c | 50% | 0.7 | 4% | 0.0 | 51% | 0.4 | 4% | 0.2 | 42% | 0.5 | 0% | 0.0 | 1% | 0.0 | 14% | 1.9 |
| Bridgewater t/c | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Sherborne t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 19% | 0.4 | 2% | 0.0 | 3% | 0.4 |
| Dorchester t/c | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.1 | 0% | 0.0 | 0% | 0.1 |
| Street t/c | 0% | 0.0 | 0% | 0.0 | 2% | 0.0 | 0% | 0.0 | 6% | 0.1 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 5% | 0.1 | 1% | 0.0 | 0% | 0.0 | 1% | 0.1 |
| Argos, Babylon Hill Retail Park | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Wincanton Business Park | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Currys, Taunton | 2% | 0.0 | 1% | 0.0 | 1% | 0.0 | 0% | 0.0 | 4% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 |
| Comet, Bridgwater | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Others Outside Survey Area | 1% | 0.0 | 2% | 0.0 | 1% | 0.0 | 0% | 0.0 | 7% | 0.1 | 1% | 0.0 | 5% | 0.1 | 2% | 0.2 |

**TABLE 16: SMALL ELECTRICAL GOODS SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | **100%** | **3.4** | **100%** | **2.4** | **100%** | **1.9** | **100%** | **12.5** | **100%** | **3.2** | **100%** | **4.9** | **100%** | **4.7** | **100%** | **33.0** |
| Yeovil t/c | 9% | 0.3 | 76% | 1.8 | 17% | 0.3 | 87% | 10.8 | 29% | 0.9 | 66% | 3.2 | 63% | 2.9 | 62% | 20.4 |
| Yeovil Retail Warehouses | 2% | 0.1 | 3% | 0.1 | 1% | 0.0 | 9% | 1.2 | 5% | 0.2 | 2% | 0.1 | 5% | 0.2 | 5% | 1.8 |
| Chard t/c | 40% | 1.4 | 2% | 0.0 | 6% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 5% | 1.5 |
| Ilminster t/c | 0% | 0.0 | 0% | 0.0 | 13% | 0.3 | 0% | 0.0 | 3% | 0.1 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 |
| Crewkerne t/c | 0% | 0.0 | 11% | 0.3 | 2% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.4 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 0.3 | 1% | 0.3 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 |
| Somerton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| South Petherton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 17% | 0.8 | 3% | 0.9 |
| Taunton t/c | 45% | 1.6 | 4% | 0.1 | 58% | 1.1 | 3% | 0.4 | 46% | 1.5 | 0% | 0.0 | 0% | 0.0 | 14% | 4.6 |
| Bridgewater t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Sherborne t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 20% | 1.0 | 1% | 0.0 | 3% | 1.0 |
| Dorchester t/c | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 1% | 0.0 | 0% | 0.1 |
| Street t/c | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 8% | 0.3 | 0% | 0.0 | 1% | 0.0 | 1% | 0.3 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.1 | 1% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Argos, Babylon Hill Retail Park | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.1 |
| Currys, Taunton | 2% | 0.1 | 2% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Currys, Bridgwater | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.1 |
| Clarks Village, Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 |
| Others Outside Survey Area | 1% | 0.0 | 1% | 0.0 | 2% | 0.0 | 0% | 0.0 | 3% | 0.1 | 9% | 0.5 | 3% | 0.1 | 2% | 0.8 |

**TABLE 17: OTHER NON-BULKY GOODS SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | **100%** | **22.2** | **100%** | **15.3** | **100%** | **12.5** | **100%** | **80.7** | **100%** | **20.6** | **100%** | **31.8** | **100%** | **30.4** | **100%** | **213.4** |
| Yeovil t/c | 8% | 1.7 | 75% | 11.5 | 17% | 2.2 | 89% | 72.0 | 27% | 5.5 | 62% | 19.8 | 62% | 18.8 | 62% | 131.5 |
| Chard t/c | 58% | 12.8 | 2% | 0.4 | 7% | 0.9 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 7% | 14.1 |
| Ilminster t/c | 0% | 0.0 | 1% | 0.1 | 22% | 2.8 | 1% | 0.6 | 3% | 0.6 | 0% | 0.0 | 0% | 0.0 | 2% | 4.1 |
| Crewkerne t/c | 0% | 0.0 | 19% | 2.9 | 5% | 0.6 | 1% | 0.6 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 4.2 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 8% | 2.4 | 1% | 2.6 |
| Somerton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.6 | 0% | 0.6 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 20% | 6.1 | 3% | 6.4 |
| Taunton t/c | 32% | 7.2 | 2% | 0.2 | 46% | 5.8 | 5% | 4.3 | 48% | 9.8 | 0% | 0.0 | 2% | 0.6 | 13% | 27.9 |
| Sherborne t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.6 | 31% | 9.8 | 2% | 0.6 | 5% | 10.9 |
| Dorchester t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.3 |
| Street t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 13% | 2.6 | 0% | 0.0 | 0% | 0.0 | 1% | 2.6 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 3% | 0.6 | 1% | 0.3 | 0% | 0.0 | 0% | 0.8 |
| Currys, Taunton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 1.8 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 1.8 |
| Bridgwater Retail Park | 1% | 0.2 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Others Outside Survey Area | 2% | 0.3 | 1% | 0.1 | 1% | 0.1 | 2% | 1.2 | 3% | 0.6 | 4% | 1.4 | 4% | 1.2 | 2% | 5.0 |

**TABLE 18: NON BULKY COMPARISON GOODS SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | 100% | 31.4 | 100% | 21.7 | 100% | 17.7 | 100% | 114.3 | 100% | 29.2 | 100% | 45.0 | 100% | 43.0 | 100% | 302.4 |
| Yeovil t/c | 7% | 2.2 | 75% | 16.3 | 17% | 2.9 | 89% | 101.5 | 27% | 7.8 | 64% | 28.8 | 62% | 26.9 | 62% | 186.4 |
| Chard t/c | 53% | 16.8 | 3% | 0.6 | 6% | 1.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 6% | 18.6 |
| Ilminster t/c | 0% | 0.0 | 4% | 0.9 | 21% | 3.7 | 1% | 0.9 | 2% | 0.6 | 0% | 0.0 | 0% | 0.0 | 2% | 6.0 |
| Crewkerne t/c | 0% | 0.0 | 13% | 2.9 | 5% | 1.0 | 1% | 0.6 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 4.5 |
| Wincanton t/c | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.1 | 7% | 2.9 | 1% | 3.3 |
| Somerton | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.3 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Castle Cary | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.8 | 0% | 0.8 |
| Langport | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Taunton t/c | 36% | 11.2 | 2% | 0.4 | 47% | 8.4 | 5% | 6.3 | 47% | 13.8 | 0% | 0.0 | 2% | 0.9 | 14% | 41.0 |
| Street - Clarkes Factory Outlet Village | 0% | 0.0 | 0% | 0.1 | 0% | 0.1 | 0% | 0.5 | 5% | 1.5 | 0% | 0.2 | 1% | 0.3 | 1% | 2.7 |
| Sherborne t/c | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.6 | 28% | 12.7 | 2% | 0.9 | 5% | 14.2 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 1% | 0.5 | 17% | 7.3 | 3% | 7.9 |
| Dorchester t/c | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.6 | 0% | 0.0 | 0% | 0.7 |
| Bridgewater t/c | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury t/c | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.6 | 1% | 0.3 | 0% | 0.0 | 0% | 1.0 |
| Street t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.5 | 9% | 2.6 | 0% | 0.0 | 0% | 0.1 | 1% | 3.3 |
| Babylon Hill Retail Park | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Bristol City Centre | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| The Mall / Cribbs Causeway, Bristol | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.2 | 0% | 0.1 | 0% | 0.0 | 0% | 0.1 | 0% | 0.4 |
| Exeter City Centre | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Bath city centre | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.2 | 1% | 0.3 | 0% | 0.0 | 1% | 0.5 | 0% | 1.2 |
| Others Outside Survey Area | 2% | 0.7 | 1% | 0.2 | 2% | 0.4 | 3% | 3.3 | 2% | 0.6 | 4% | 1.8 | 5% | 2.1 | 3% | 9.3 |

**TABLE 19: BULKY COMPARISON GOODS SHOPPING PATTERNS**

| | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m | % | £m |
| | 100% | 13.7 | 100% | 9.4 | 100% | 7.7 | 100% | 49.7 | 100% | 12.6 | 100% | 19.6 | 100% | 18.7 | 100% | 131.4 |
| Yeovil t/c | 8% | 1.1 | 71% | 6.7 | 18% | 1.4 | 84% | 41.9 | 26% | 3.3 | 65% | 12.8 | 58% | 10.9 | 59% | 78.1 |
| Yeovil Retail Warehouses | 2% | 0.3 | 4% | 0.4 | 0% | 0.0 | 9% | 4.7 | 3% | 0.3 | 5% | 0.9 | 3% | 0.6 | 5% | 7.2 |
| Chard t/c | 43% | 5.9 | 2% | 0.2 | 9% | 0.7 | 0% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 5% | 7.1 |
| Ilminster t/c | 0% | 0.0 | 0% | 0.0 | 15% | 1.1 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 1% | 1.4 |
| Crewkerne t/c | 0% | 0.0 | 10% | 1.0 | 1% | 0.1 | 1% | 0.4 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 1% | 1.6 |
| Wincanton t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 6% | 1.2 | 1% | 1.2 |
| Gillingham t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.4 | 24% | 4.5 | 4% | 4.8 |
| Sherborne t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 19% | 3.7 | 2% | 0.3 | 3% | 4.1 |
| Taunton t/c | 42% | 5.7 | 4% | 0.4 | 51% | 3.9 | 4% | 1.9 | 45% | 5.7 | 1% | 0.3 | 0% | 0.0 | 14% | 17.9 |
| Taunton Retail Warehouses | 1% | 0.1 | 2% | 0.2 | 3% | 0.2 | 0% | 0.0 | 2% | 0.3 | 0% | 0.0 | 0% | 0.0 | 1% | 0.9 |
| Bridgewater t/c | 1% | 0.1 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 1% | 0.2 | 0% | 0.0 | 0% | 0.0 | 0% | 0.3 |
| Bridgwater Retail Warehouses | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Dorchester t/c | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 2% | 0.3 | 0% | 0.0 | 0% | 0.5 |
| Street t/c | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 6% | 0.8 | 0% | 0.0 | 0% | 0.0 | 1% | 0.9 |
| Clarks Village, Street | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 |
| Glastonbury t/c | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 5% | 0.6 | 0% | 0.0 | 0% | 0.1 | 1% | 0.7 |
| Argos, Babylon Hill Retail Park | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.0 | 0% | 0.1 | 0% | 0.1 |
| Others Within Survey Area | 0% | 0.1 | 1% | 0.1 | 0% | 0.0 | 0% | 0.0 | 2% | 0.3 | 0% | 0.1 | 1% | 0.2 | 1% | 0.8 |
| Others Outside Survey Area | 1% | 0.2 | 1% | 0.1 | 2% | 0.1 | 1% | 0.6 | 6% | 0.7 | 6% | 1.1 | 3% | 0.6 | 3% | 3.4 |

## TABLE 20: COMPARISON GOODS EXPENDITURE CAPACITY - YEOVIL

***YEOVIL NON BULKY GOODS***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure (£m) | 302.4 | 370.1 | 471.4 | 577.6 |
| Turnover (£m) | 186.4 | 200.8 | 219.6 | 236.5 |
| Market share (%) | 62 | 62 | 62 | 62 |
| Turnover potential (£m) | 186.4 | 228.1 | 290.6 | 356.1 |
| Expenditure capacity (£m) | 0.0 | 27.3 | 71.0 | 119.6 |
| Floorspace capacity assuming £4,000/sq.m. sales density | | 6833 | 17756 | 29888 |

***YEOVIL BULKY GOODS***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure | 131.5 | 160.9 | 204.9 | 251.1 |
| Turnover (£m) | 85.2 | 91.8 | 100.4 | 108.2 |
| Market share (%) | 65 | 65 | 65 | 65 |
| Turnover potential (£m) | 85.2 | 104.3 | 132.9 | 162.8 |
| Expenditure capacity (£m) | 0.0 | 12.5 | 32.5 | 54.7 |
| Floorspace capacity assuming £2,000/sq.m. sales density | | 6250 | 16240 | 27336 |

***YEOVIL COMBINED COMPARISON GOODS***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Floorspace capacity | | 13083 | 33996 | 57225 |

Notes:
Turnover is survey area-derived turnover of all facilities in Yeovil urban area, assuming increase in floorspace efficiencies of 1.5%p.a.
Market share is current market share of expenditure within survey area held as a constant
Expenditure capacity is the difference between the potential turnover (based on maintaining the current market share) and the current turnover (assuming 1.5%p.a. increase in floorspace efficiency)
Sales densities of new floorspace are DPDS estimates
2003 prices

**TABLE 21: COMPARISON GOODS EXPENDITURE CAPACITY - OTHER PRINCIPAL TOWNS**

***CHARD***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 1, 2 & 3 (£m) | 101.6 | 124.4 | 158.9 | 195.2 |
| Turnover (£m) | 25.4 | 27.3 | 29.9 | 32.2 |
| Market share (%) | 25 | 25 | 25 | 25 |
| Turnover potential (£m) | 25.4 | 31.1 | 39.7 | 48.7 |
| Expenditure capacity (£m) | 0.0 | 3.7 | 9.8 | 16.5 |
| Floorspace capacity assuming £2,500/sq.m. sales density | | 1496 | 3914 | 6617 |

***ILMINSTER***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 2, 3, 4 & 5 (£m) | 262.4 | 321.3 | 410.3 | 504.1 |
| Turnover (£m) | 7.4 | 8.0 | 8.8 | 9.4 |
| Market share (%) | 3 | 3 | 3 | 3 |
| Turnover potential (£m) | 7.4 | 9.1 | 11.6 | 14.3 |
| Expenditure capacity (£m) | 0.0 | 1.1 | 2.9 | 4.9 |
| Floorspace capacity assuming £2,000/sq.m. sales density | | 549 | 1436 | 2427 |

***CREWKERNE***

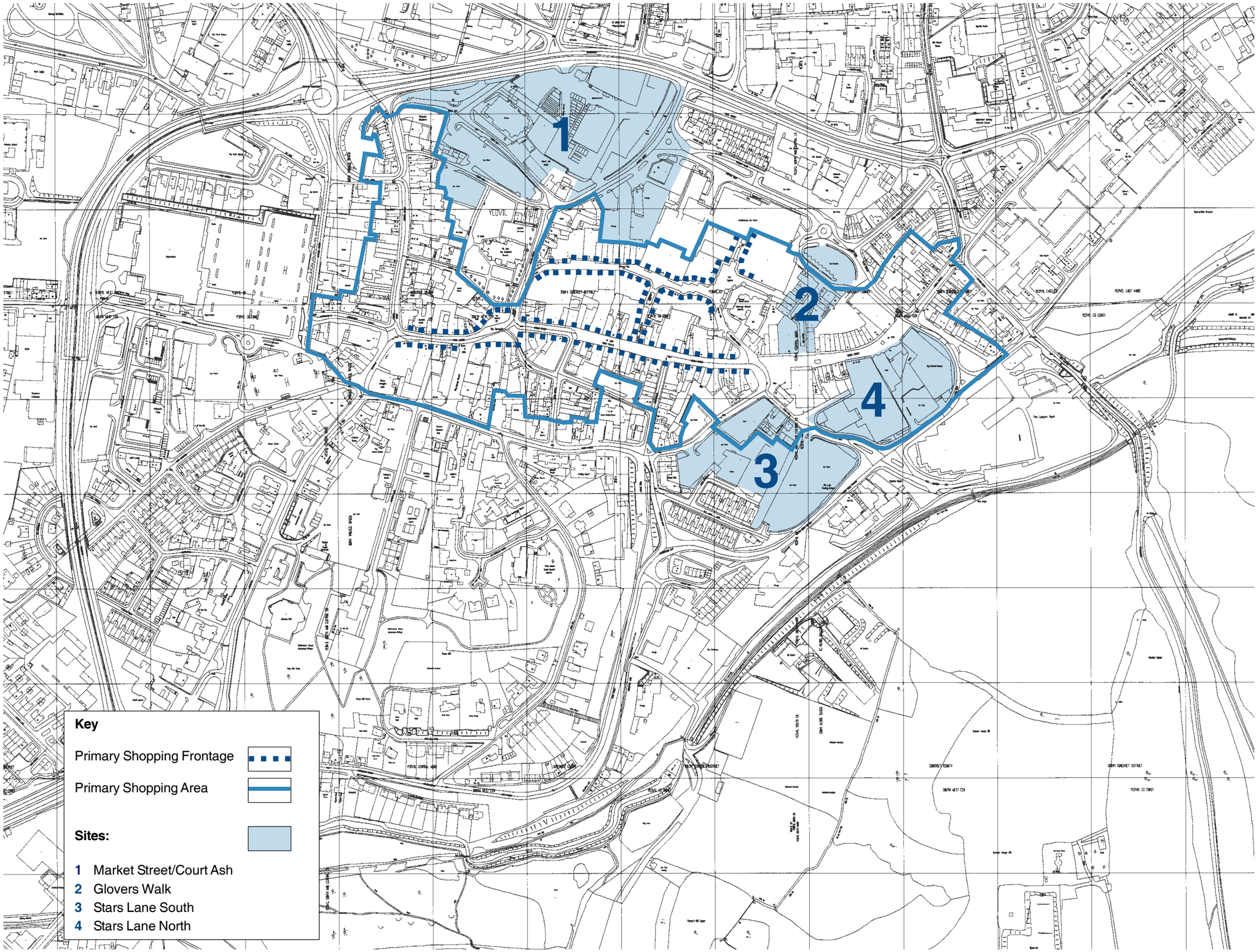
| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 2, 3 & 4 (£m) | 220.5 | 270.1 | 344.9 | 423.7 |
| Turnover (£m) | 6.0 | 6.4 | 7.0 | 7.6 |
| Market share (%) | 3 | 3 | 3 | 3 |
| Turnover potential (£m) | 6.0 | 7.3 | 9.3 | 11.5 |
| Expenditure capacity (£m) | 0.0 | 0.9 | 2.3 | 3.9 |
| Floorspace capacity assuming £2,000/sq.m. sales density | | 440 | 1151 | 1946 |

***WINCANTON***

| | ***2005*** | ***2010*** | ***2016*** | ***2021*** |
|---|---|---|---|---|
| Total Available Expenditure in Zones 5, 6 & 7 (£m) | 168.2 | 205.7 | 261.0 | 318.6 |
| Turnover (£m) | 4.4 | 4.8 | 5.2 | 5.6 |
| Market share (%) | 3 | 3 | 3 | 3 |
| Turnover potential (£m) | 4.4 | 5.4 | 6.9 | 8.4 |
| Expenditure capacity (£m) | 0.0 | 0.6 | 1.7 | 2.8 |
| Floorspace capacity assuming £2,000/sq.m. sales density | | 322 | 827 | 1383 |

Notes:
Turnover is survey-derived turnover from Zones indicated of all facilities in each town's urban area, assuming increase in floorspace efficiencies of 1.5%p.a.
Market share is current market share of expenditure within zones indicated held as a constant
Expenditure capacity is the difference between the potential turnover (based on maintaining the current market share) and the current turnover (assuming 1.5%p.a. increase in floorspace efficiency)
Sales densities of new floorspace are DPDS estimates
2003 prices

# Appendix E




NORTH

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Project

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Yeovil Town Centre

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