



Town Centre and Economic Development Assessment

Volume 2 - Appendices

Boyer

Appendix One – Town Centre Health Check Information

Sutton

Key features:

Traffic: Congestion caused by busy traffic flows to north and south of town centre. Traffic flows along St Nicholas Way and Throwley Way are also significant, creating a barrier to pedestrian movement.

Character: Strong spatial character, with linear High Street running northwards down the hill. Range in building age and architectural style, with height, scale and massing of buildings varying throughout Sutton. Buildings positively contribute to the character and architectural quality of town centre. Includes number of listed buildings (often with landmark function in townscape). Modern buildings tend to be taller and have greater massing/footprint. Privatisation of some areas with shopping malls.

Public open space: Manor Park is the main central space within the town centre, but has limited visual presence from along the High Street. Presence of under-utilised open space at St.Nicholas Road, however this is a churchyard so has little scope for further activity and improvement. A desire line from the Gibson Road Car Park to the High Street crosses the churchyard.

Street environment: Pedestrianised High Street creates a people-friendly environment. However, this has knock-on effect with building alignment and exposed servicing areas creating intimidating pedestrian environment along St Nicholas Way and Throwley Way.

Sense of arrival: Strong sense of arrival from south at railway station; busy retail area creates high levels of activity. Arrival from north is less clear due to quieter shopping area. Development at gas works site is likely to alter this.

Street environment and public realm: Considerable mix of street furnishings and materials palette for hard surfacing. Creates a confused identity for the town centre, and does not create a sense of arrival. Detrimental to setting of buildings along High Street. Public realm along St Nicholas Way and Throwley Way is also of poor quality, with negative interface to street.

Opportunities:

- 1 Rationalise street furnishings and paving throughout, to create a clear identity to the town centre.
- 2 Identify opportunities to enhance the public realm and its interface along St Nicolas Way and Throwley Way by considering positive frontages, street enclosure, tree planting, rationalisation of street furnishings and consistent paving throughout. Provide pedestrian crossing points to accommodate desire lines into town centre.
- 3 New development should positively respond to local character and distinctiveness.
- 4 Reduce dominance of the highway by reducing road widths, incorporating raised surfacing to reduce vehicle speeds and providing additional pedestrian crossing points, particularly at arrival points. These should be part of an overall strategy for movement and public realm improvements.
- 5 Create a green link between the Council Offices and Manor Park, raising the profile, function and use of the small square at St Nicholas Road.
- 6 Consolidate the different functions and opportunities by focusing activities and uses within different ‘quarters’ along the High Street; this would reduce the perceived linear nature of the retail area and concentrate uses in the optimum locations.
- 7 Create a hierarchy of smaller, incidental spaces along the High Street, to create visual interest and complement the changing use and character.

LEGEND

Centre boundary

Character area

Positive building

Neutral building

Negative building

Arrival spaces

Gateway

Streetscape improvements

Public open space improvements

Movement corridors

Congestion

Views

Pedestrian crossing

Bus stops

Railway station

Negative frontage

Landmark building

Listed building

Trees

Green links

Change in levels



Goad Category Report

Sutton

Survey Date: 20/02/2014

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

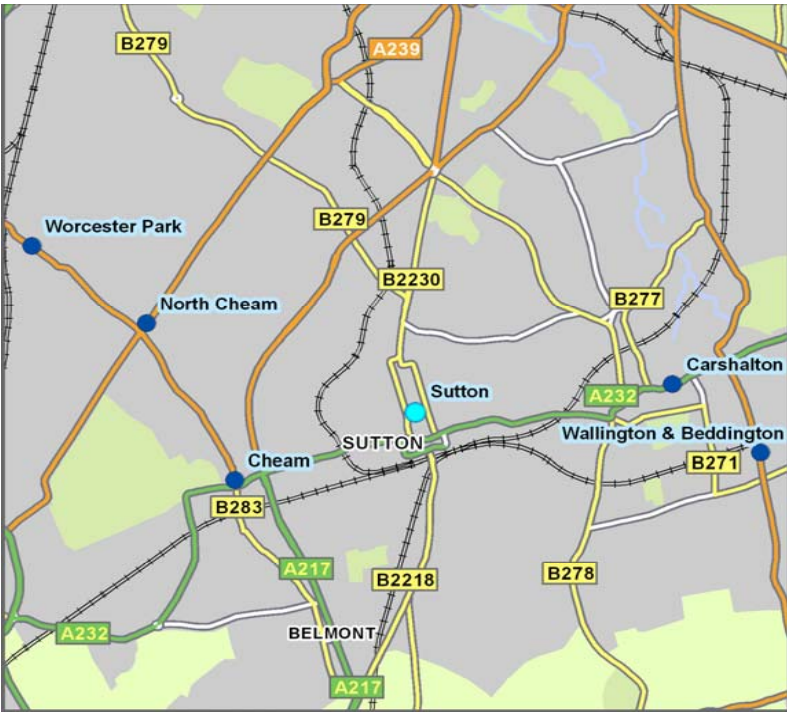
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location

Distance KM

Cheam	1.72
Carshalton	2.29
North Cheam	2.52
Wallington & Beddington	3.07
Worcester Park	3.74

Major Retailers Present

Department Stores

BhS	1
Debenhams	1
House of Fraser	0
John Lewis	0
Marks & Spencer	1

Mixed Goods Retailers

Argos	1
Boots the Chemist	1
T K Maxx	1
W H Smith	1
Wilkinson	1

Supermarkets

Sainsburys	0
Tesco	1
Waitrose	0

Clothing

Burton	1
Dorothy Perkins	1
H & M	0
New Look	2
Next	1
Primark	1
River Island	0
Topman	1
Topshop	1

Other Retailers

Carphone Warehouse	1
Clarks	1
Clintons	1
H M V	1
O2	1
Superdrug	1
Phones 4 U	1
Vodafone	1
Waterstones	1

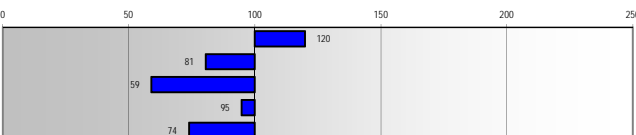
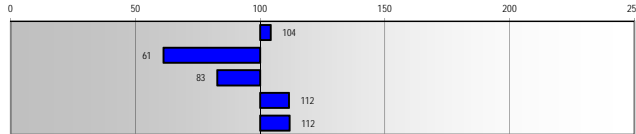
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	84	44.68	42.87	104
Convenience	13	6.91	11.30	61
Retail Service	15	7.98	9.63	83
Leisure Services	42	22.34	20.02	112
Financial & Business Services	34	18.09	16.17	112

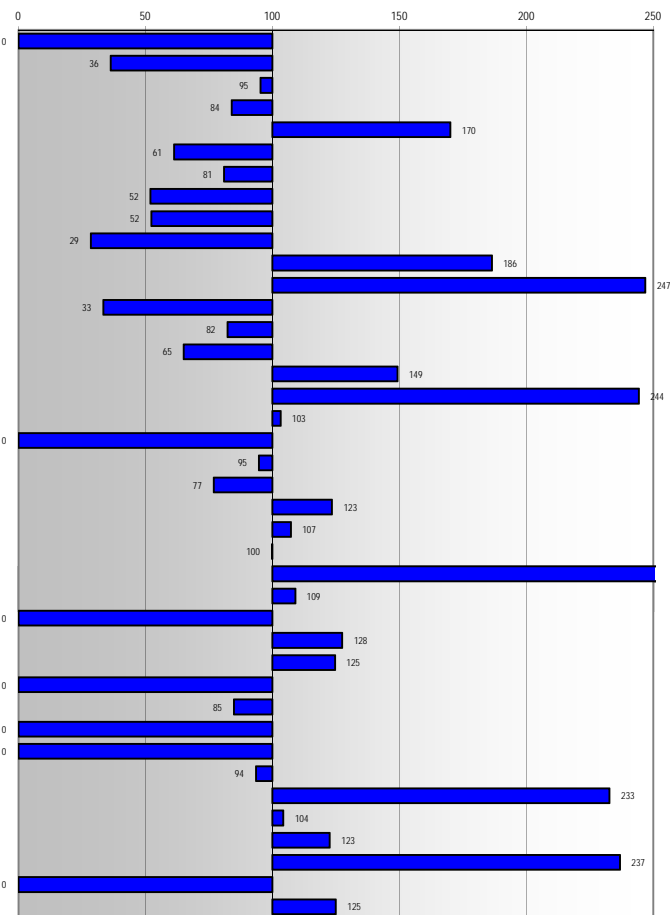
Total Multiple Outlets 188

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	629,300	57.35	47.81	120
Convenience	205,400	18.72	23.23	81
Retail Service	30,000	2.73	4.64	59
Leisure Services	161,200	14.69	15.51	95
Financial & Business Services	71,400	6.51	8.81	74

Total Multiple Floorspace 1,097,300



Base: All UK Centres					
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.41	0
	Art & Art Dealers	1	0.23	0.64	36
	Booksellers	2	0.46	0.48	95
	Carpets & Flooring	2	0.46	0.55	84
	Catalogue Showrooms	1	0.23	0.14	170
	Charity Shops	7	1.62	2.64	61
	Chemist & Drugstores	4	0.92	1.14	81
	Childrens & Infants Wear	1	0.23	0.44	52
	Clothing General	4	0.92	1.77	52
	Crafts, Gifts, China & Glass	2	0.46	1.62	29
	Cycles & Accessories	2	0.46	0.25	186
	Department & Variety Stores	4	0.92	0.37	247
	DIY & Home Improvement	1	0.23	0.69	33
	Electrical & Other Durable Goods	5	1.15	1.40	82
	Florists	2	0.46	0.71	65
	Footwear	7	1.62	1.08	149
	Furniture Fitted	4	0.92	0.38	244
	Furniture General	4	0.92	0.89	103
	Gardens & Equipment	0	0.00	0.05	0
	Greeting Cards	3	0.69	0.73	95
	Hardware & Household Goods	5	1.15	1.50	77
	Jewellery, Watches & Silver	9	2.08	1.68	123
	Ladies & Mens Wear & Acc.	7	1.62	1.51	107
	Ladies Wear & Accessories	11	2.54	2.54	100
	Leather & Travel Goods	2	0.46	0.17	273
	Mens Wear & Accessories	4	0.92	0.85	109
	Music & Musical Instruments	0	0.00	0.15	0
	Music & Video Recordings	1	0.23	0.18	128
	Newsagents & Stationers	7	1.62	1.30	125
	Office Supplies	0	0.00	0.03	0
	Other Comparison Goods	3	0.69	0.82	85
	Photographic & Optical	0	0.00	0.12	0
	Secondhand Goods, Books, etc.	0	0.00	0.33	0
	Sports, Camping & Leisure Goods	3	0.69	0.74	94
	Telephones & Accessories	13	3.00	1.29	233
	Textiles & Soft Furnishings	3	0.69	0.66	104
	Toiletries, Cosmetics & Beauty Products	5	1.15	0.94	123
	Toys, Games & Hobbies	8	1.85	0.78	237
	Vehicle & Motorcycle Sales	0	0.00	0.27	0
	Vehicle Accessories	1	0.23	0.18	125
	Totals	138	31.87	32.45	98



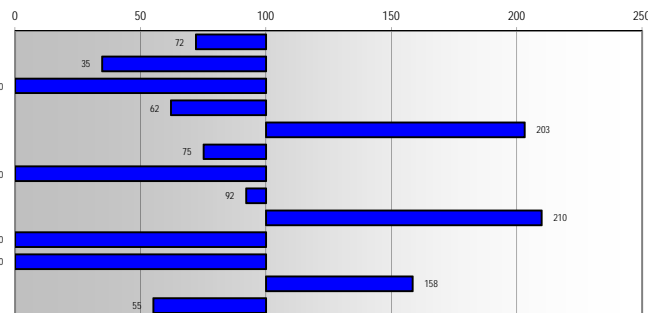
Outlet Counts

Centre:

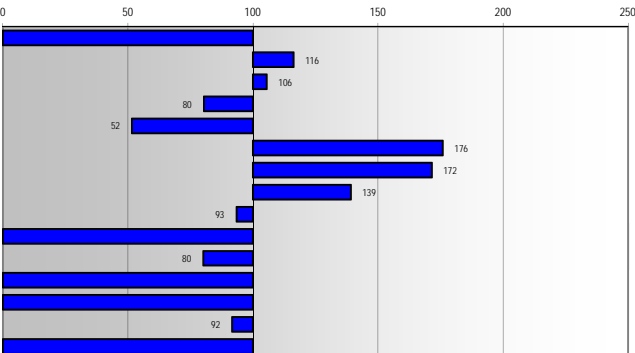
Sutton

Survey Date: 20/02/2014

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	6	1.39	1.92	72
Butchers	1	0.23	0.67	35
CTN	0	0.00	0.32	0
Convenience Stores	4	0.92	1.49	62
Fishmongers	1	0.23	0.11	203
Frozen Foods	1	0.23	0.31	75
Greengrocers	0	0.00	0.31	0
Grocers & Delicatessens	4	0.92	1.00	92
Health Foods	4	0.92	0.44	210
Markets	0	0.00	0.13	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	3	0.69	0.44	158
Supermarkets	2	0.46	0.84	55
Total Convenience	26	6.00	8.41	71



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	4	0.92	0.79	116
Filling Stations	1	0.23	0.22	106
Health & Beauty	30	6.93	8.62	80
Opticians	3	0.69	1.34	52
Other Retail Services	4	0.92	0.53	176
Photo Processing	1	0.23	0.13	172
Photo Studio	1	0.23	0.17	139
Post Offices	2	0.46	0.49	93
Repairs, Alterations & Restoration	0	0.00	0.23	0
Travel Agents	3	0.69	0.86	80
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	2	0.46	0.50	92
Video Tape Rental	0	0.00	0.06	0
Totals	51	11.78	14.14	83



Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.14	0



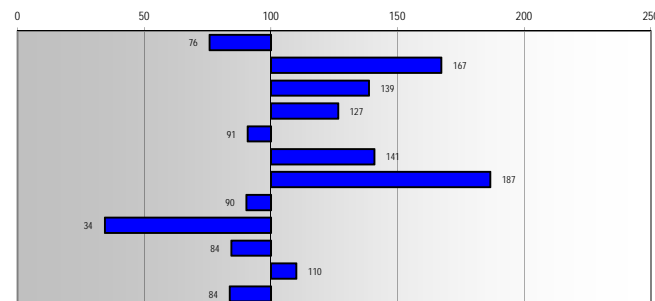
Outlet Counts

Centre:

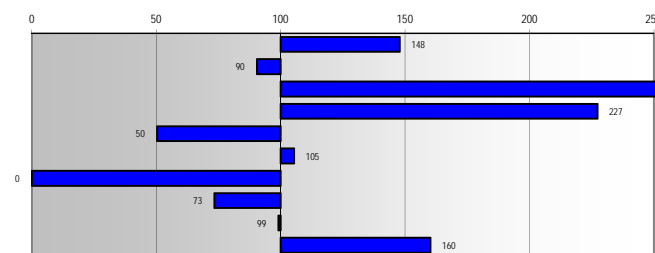
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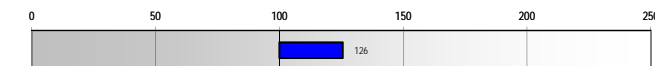
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	5	1.15	1.52	76
Bingo & Amusements	3	0.69	0.41	167
Cafes	25	5.77	4.16	139
Casinos & Betting Offices	8	1.85	1.46	127
Cinemas, Theatres & Concert Halls	1	0.23	0.25	91
Clubs	4	0.92	0.66	141
Disco, Dance & Nightclubs	2	0.46	0.25	187
Fast Food & Take Away	22	5.08	5.63	90
Hotels & Guest Houses	1	0.23	0.67	34
Public Houses	10	2.31	2.74	84
Restaurants	21	4.85	4.41	110
Sports & Leisure Facilities	1	0.23	0.28	84
Totals	103	23.79	22.43	106



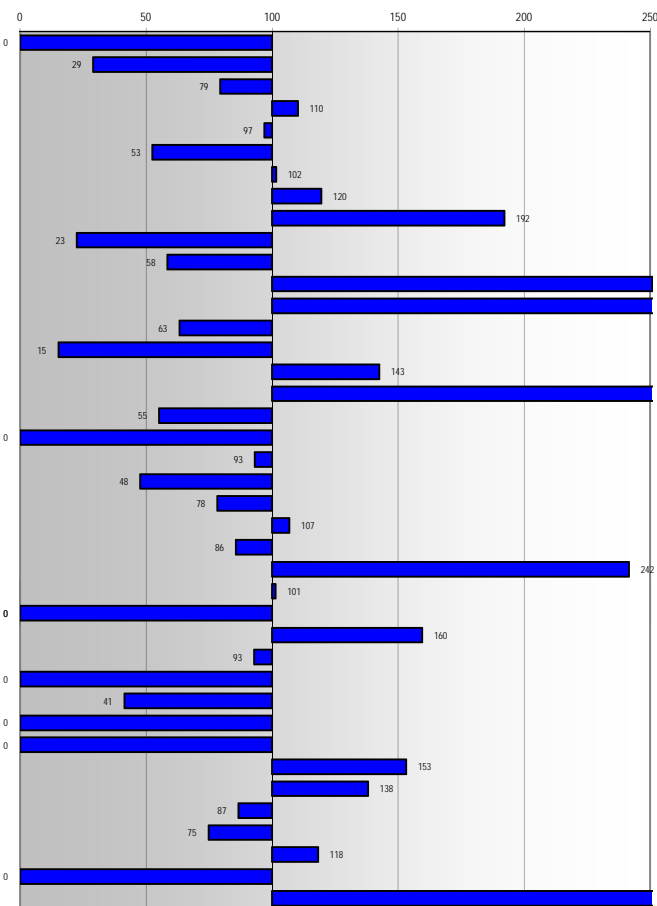
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	3	0.69	0.47	148
Building Supplies & Services	2	0.46	0.51	90
Business Goods & Services	1	0.23	0.03	887
Employment & Careers	4	0.92	0.41	227
Financial Services	3	0.69	1.38	50
Legal Services	5	1.15	1.10	105
Other Business Services	0	0.00	0.40	0
Printing & Copying	1	0.23	0.31	73
Property Services	15	3.46	3.50	99
Retail Banks	19	4.39	2.74	160
Totals	53	12.24	10.84	113



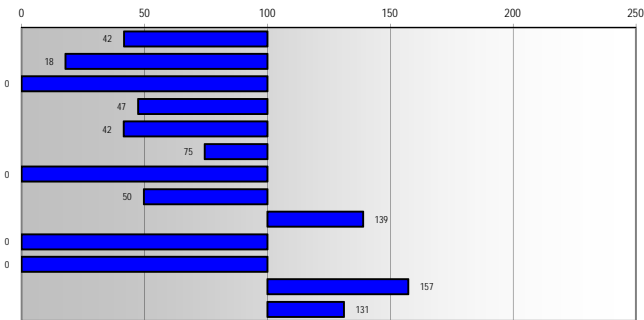
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	62	14.32	11.41	126
Total Number of Outlets	433			



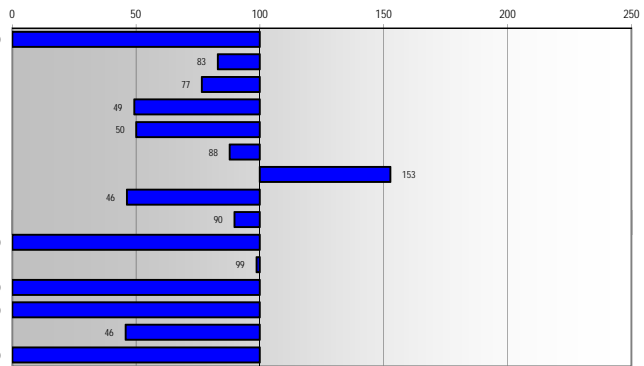
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.22	0
	Art & Art Dealers	1,600	0.11	0.36	29
	Booksellers	4,900	0.32	0.41	79
	Carpets & Flooring	9,000	0.59	0.54	110
	Catalogue Showrooms	7,600	0.50	0.52	97
	Charity Shops	13,700	0.90	1.72	53
	Chemist & Drugstores	24,000	1.58	1.56	102
	Childrens & Infants Wear	6,400	0.42	0.35	120
	Clothing General	94,700	6.25	3.25	192
	Crafts, Gifts, China & Glass	2,800	0.18	0.82	23
	Cycles & Accessories	1,700	0.11	0.19	58
	Department & Variety Stores	174,000	11.48	4.58	251
	DIY & Home Improvement	80,600	5.32	1.12	473
	Electrical & Other Durable Goods	10,800	0.71	1.13	63
	Florists	600	0.04	0.26	15
	Footwear	19,600	1.29	0.91	143
	Furniture Fitted	28,800	1.90	0.35	547
	Furniture General	11,800	0.78	1.41	55
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	7,000	0.46	0.50	93
	Hardware & Household Goods	26,600	1.75	3.68	48
	Jewellery, Watches & Silver	8,700	0.57	0.73	78
	Ladies & Mens Wear & Acc.	29,900	1.97	1.84	107
	Ladies Wear & Accessories	30,300	2.00	2.33	86
	Leather & Travel Goods	3,500	0.23	0.10	242
	Mens Wear & Accessories	10,700	0.71	0.70	101
	Music & Musical Instruments	0	0.00	0.10	0
	Music & Video Recordings	4,300	0.28	0.18	160
	Newsagents & Stationers	13,200	0.87	0.94	93
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	3,600	0.24	0.57	41
	Photographic & Optical	0	0.00	0.06	0
	Secondhand Goods, Books, etc.	0	0.00	0.16	0
	Sports, Camping & Leisure Goods	22,900	1.51	0.99	153
	Telephones & Accessories	14,100	0.93	0.67	138
	Textiles & Soft Furnishings	6,400	0.42	0.49	87
	Toiletries, Cosmetics & Beauty Products	10,000	0.66	0.88	75
	Toys, Games & Hobbies	11,700	0.77	0.65	118
	Vehicle & Motorcycle Sales	0	0.00	0.54	0
	Vehicle Accessories	9,100	0.60	0.22	274
	Totals	704,600	46.47	36.14	129



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	5,700	0.38	0.90	42
Butchers	900	0.06	0.33	18
CTN	0	0.00	0.14	0
Convenience Stores	11,600	0.77	1.61	47
Fishmongers	300	0.02	0.05	42
Frozen Foods	9,500	0.63	0.84	75
Greengrocers	0	0.00	0.15	0
Grocers & Delicatessens	4,100	0.27	0.54	50
Health Foods	5,400	0.36	0.26	139
Markets	0	0.00	0.91	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	2,800	0.18	0.12	157
Supermarkets	177,700	11.72	8.93	131
Total Convenience	218,000	14.38	15.03	96



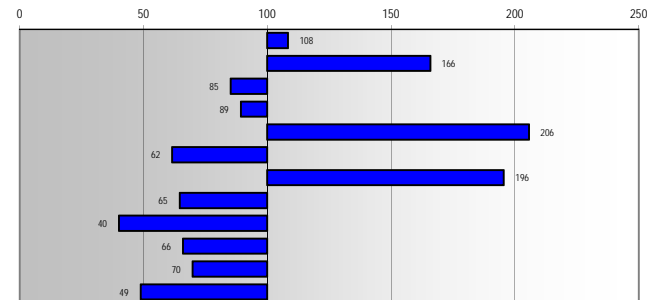
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	4,200	0.28	0.33	83
Filling Stations	1,400	0.09	0.12	77
Health & Beauty	28,900	1.91	3.87	49
Opticians	5,900	0.39	0.78	50
Other Retail Services	4,800	0.32	0.36	88
Photo Processing	1,100	0.07	0.05	153
Photo Studio	500	0.03	0.07	46
Post Offices	6,600	0.44	0.49	90
Repairs, Alterations & Restoration	0	0.00	0.07	0
Travel Agents	6,900	0.46	0.46	99
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	4,600	0.30	0.66	46
Video Tape Rental	0	0.00	0.04	0
Totals	64,900	4.28	7.41	58



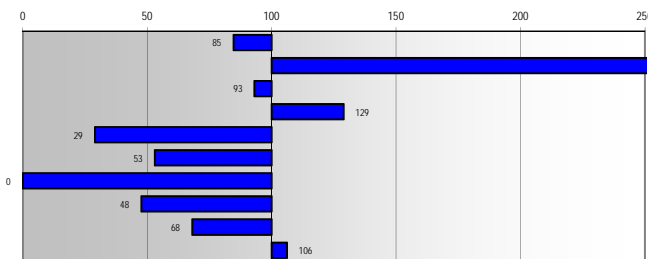
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	30,700	2.02	1.87	108
Bingo & Amusements	22,400	1.48	0.89	166
Cafes	28,500	1.88	2.21	85
Casinos & Betting Offices	15,100	1.00	1.11	89
Cinemas, Theatres & Concert Halls	52,800	3.48	1.69	206
Clubs	10,700	0.71	1.15	62
Disco, Dance & Nightclubs	15,100	1.00	0.51	196
Fast Food & Take Away	26,600	1.75	2.71	65
Hotels & Guest Houses	12,300	0.81	2.02	40
Public Houses	36,300	2.39	3.63	66
Restaurants	41,000	2.70	3.87	70
Sports & Leisure Facilities	11,900	0.78	1.61	49
Totals	303,400	20.01	23.27	86



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	4,500	0.30	0.35	85
Building Supplies & Services	19,600	1.29	0.46	283
Business Goods & Services	200	0.01	0.01	93
Employment & Careers	5,200	0.34	0.27	129
Financial Services	3,400	0.22	0.77	29
Legal Services	6,300	0.42	0.78	53
Other Business Services	0	0.00	0.44	0
Printing & Copying	1,300	0.09	0.18	48
Property Services	18,800	1.24	1.82	68
Retail Banks	49,900	3.29	3.10	106
Totals	109,200	7.20	8.19	88



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	116,100	7.66	9.23	83
Total Floorspace	1,516,200			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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

4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

Wallington

Key features:

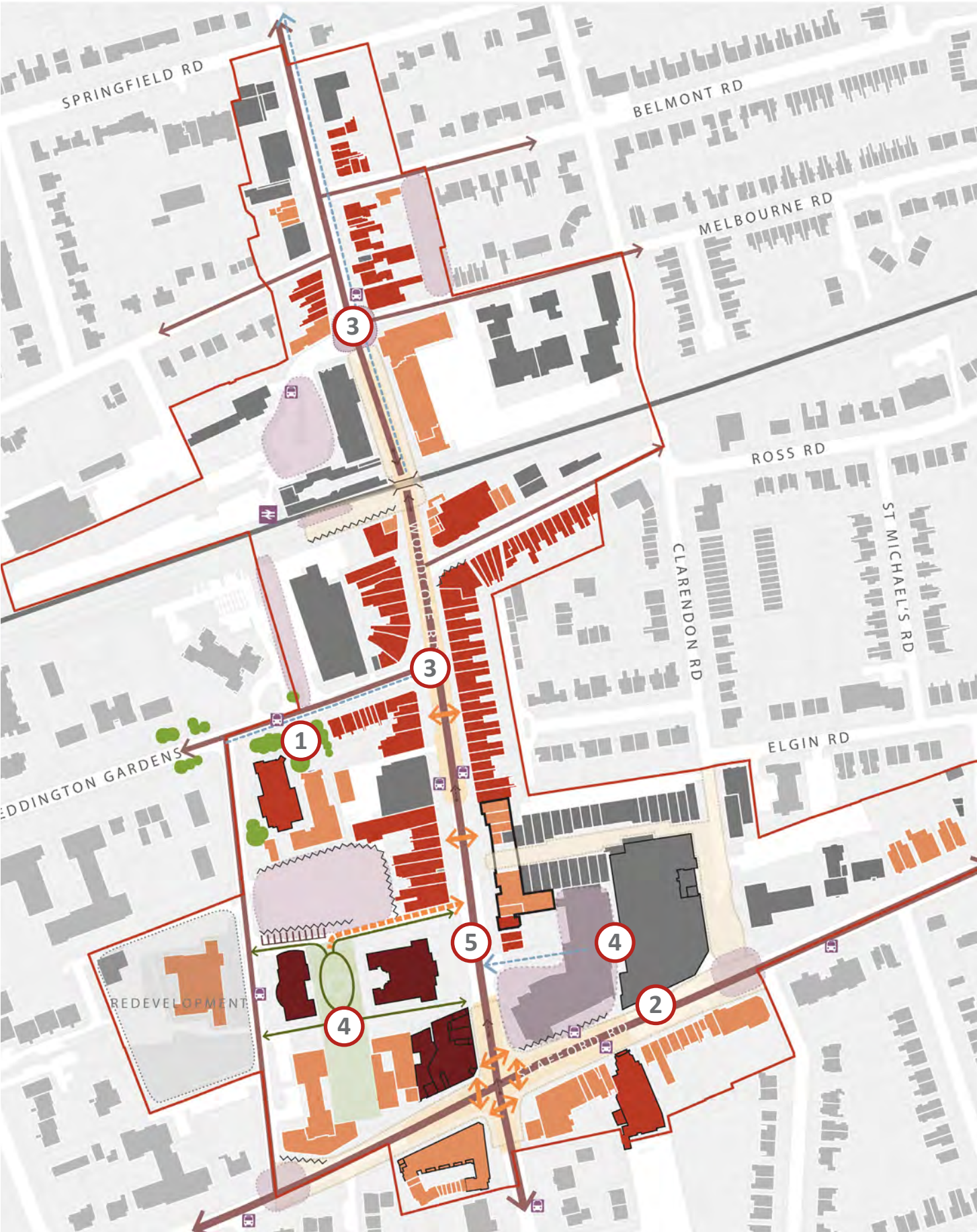
Traffic: Dominated by busy traffic route along Woodcote Road. Raised surfacing has helped reduce vehicle speeds in the central area. Congestion becomes more apparent beneath railway line.

Public realm: The central area has recently undergone public realm improvements, which have enhanced the area. Beyond Woodcote Road, the public realm has scope for considerable enhancements, including rationalisation of furnishings and improved surfacing materials.

Character: Established built character along Woodcote Road, comprising three storey nineteenth century buildings. These are dispersed with contrasting modern, larger structures.

Sense of arrival: poor sense of arrival from the railway station, both to the north and south. Car parking at Shotfield is backed onto by servicing areas. Limited sense of arrival at gateway points into town centre.

Open space: Open space at Wallington Library has little street presence, and is tucked behind main building frontage. Other areas of open space (e.g.. south of Clarendon Road) appear under used and fail to positively contribute to public realm.



Opportunities:

- 1 Open space:** Increase visual presence and useability of open spaces, encouraging pedestrian movement through and giving spaces a clear function.
- 2 Public realm improvements:** Create a more pedestrian-friendly environment, particularly along Stafford Road, with public realm improvements and additional pedestrian crossing points, to reduce traffic as a barrier to movement.
- 3 Additional crossing points** to accommodate pedestrian desire lines.
- 4 Improve building interface** with car park at Shotfield, as a key arrival point into the town.
- 5 Improve sense of arrival** at the centre, with changes in road surfacing and raised sections of road.



Goad Category Report

Wallington & Beddington

Survey Date:

06/09/2013

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

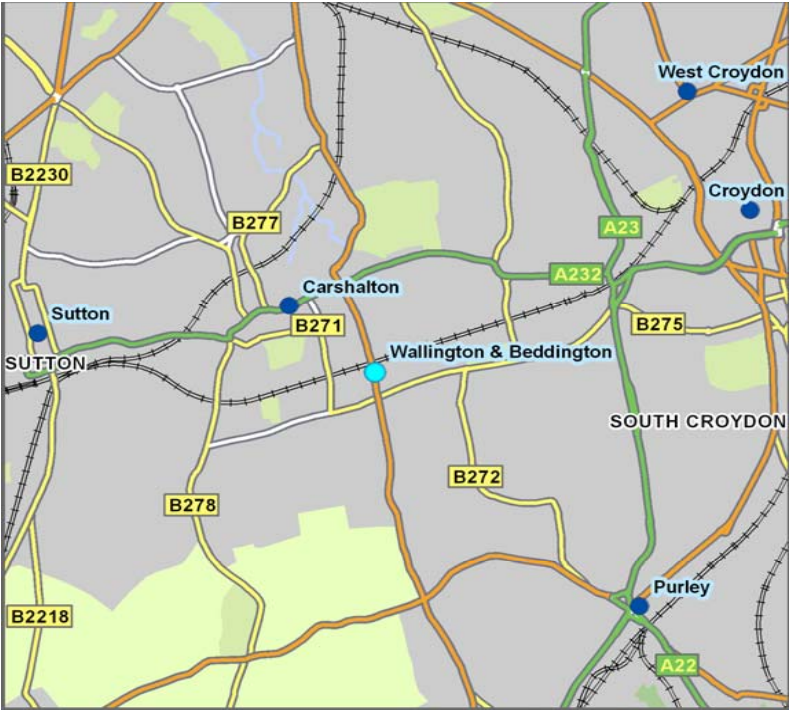
For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com

Nearest Centres and Major Retailers

Wallington & Beddington

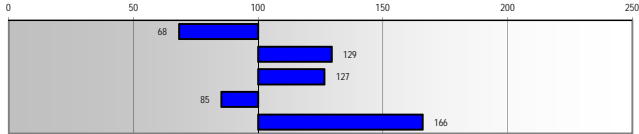


Nearest Location	Distance KM
Carshalton	1.01
Sutton	3.07
Purley	3.29
Croydon	3.74
West Croydon	3.93

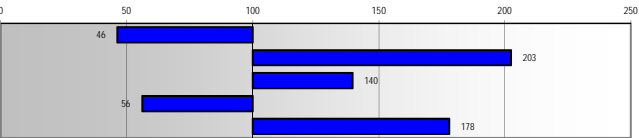
Major Retailers Present			
Department Stores		Clothing	
BhS	0	Burton	0
Debenhams	0	Dorothy Perkins	1
House of Fraser	0	H & M	0
John Lewis	0	New Look	0
Marks & Spencer	0	Next	0
Mixed Goods Retailers		Primark	0
Argos	0	River Island	0
Boots the Chemist	1	Topman	0
T K Maxx	0	Topshop	0
W H Smith	1	Other Retailers	
Wilkinson	0	Carphone Warehouse	0
Supermarkets		Clarks	1
Sainsburys	1	Clintons	1
Tesco	1	H M V	0
Waitrose	0	O2	0
		Superdrug	1
		Phones 4 U	0
		Vodafone	0
		Waterstones	0

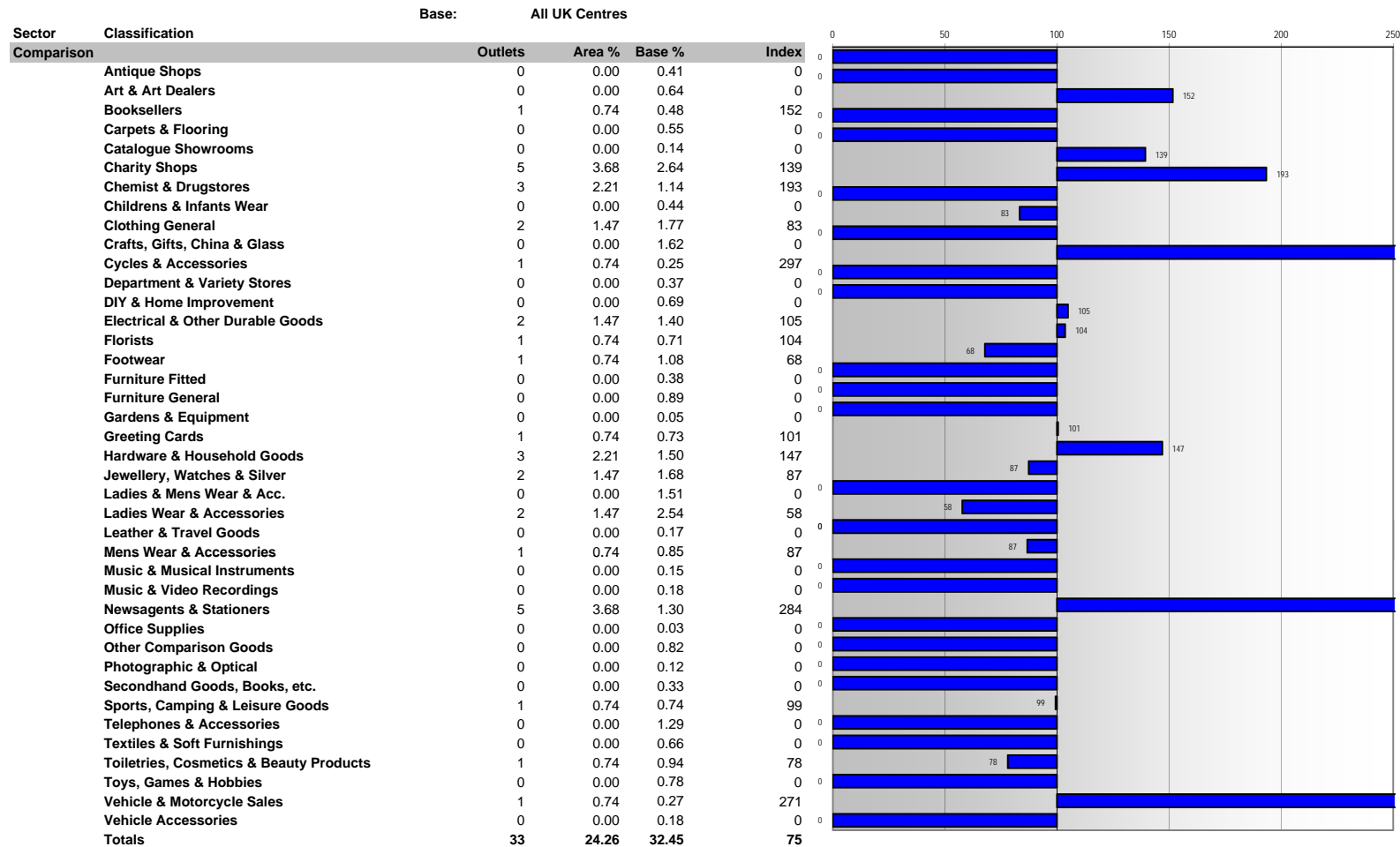
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	12	29.27	42.87	68
Convenience	6	14.63	11.30	129
Retail Service	5	12.20	9.63	127
Leisure Services	7	17.07	20.02	85
Financial & Business Services	11	26.83	16.17	166
Total Multiple Outlets		41		



Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	30,700	22.09	47.81	46
Convenience	65,400	47.05	23.23	203
Retail Service	9,000	6.47	4.64	140
Leisure Services	12,100	8.71	15.51	56
Financial & Business Services	21,800	15.68	8.81	178
Total Multiple Floorspace		139,000		





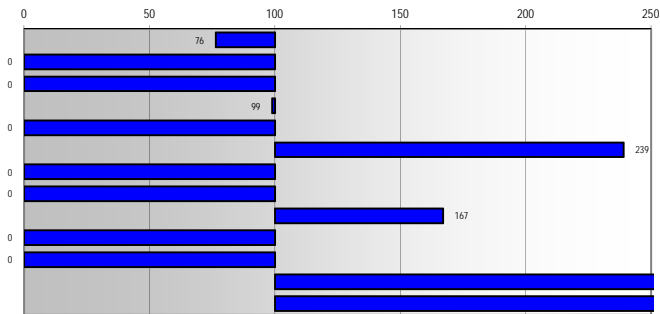
Outlet Counts

Centre:

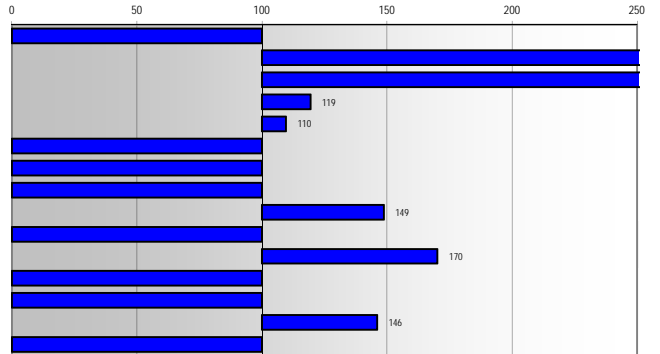
Wallington & Beddington

Survey Date: 06/09/2013

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	2	1.47	1.92	76
Butchers	0	0.00	0.67	0
CTN	0	0.00	0.32	0
Convenience Stores	2	1.47	1.49	99
Fishmongers	0	0.00	0.11	0
Frozen Foods	1	0.74	0.31	239
Greengrocers	0	0.00	0.31	0
Grocers & Delicatessens	0	0.00	1.00	0
Health Foods	1	0.74	0.44	167
Markets	0	0.00	0.13	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	2	1.47	0.44	336
Supermarkets	3	2.21	0.84	263
Total Convenience	11	8.09	8.41	96



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	3	2.21	0.79	278
Filling Stations	1	0.74	0.22	336
Health & Beauty	14	10.29	8.62	119
Opticians	2	1.47	1.34	110
Other Retail Services	0	0.00	0.53	0
Photo Processing	0	0.00	0.13	0
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.74	0.49	149
Repairs, Alterations & Restoration	0	0.00	0.23	0
Travel Agents	2	1.47	0.86	170
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	1	0.74	0.50	146
Video Tape Rental	0	0.00	0.06	0
Totals	24	17.65	14.14	125



Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.14	0



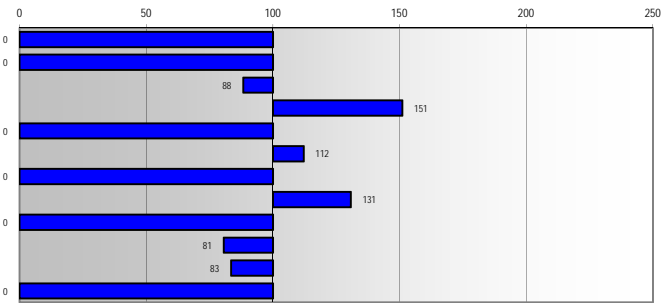
Outlet Counts

Centre:

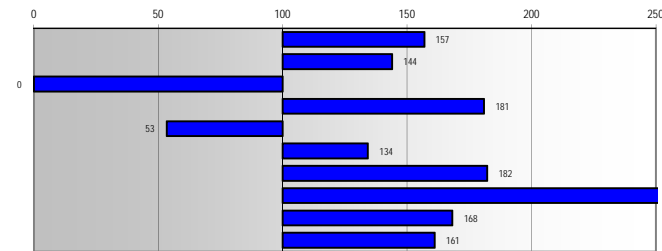
Wallington & Beddington

Survey Date: 06/09/2013

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.52	0
Bingo & Amusements	0	0.00	0.41	0
Cafes	5	3.68	4.16	88
Casinos & Betting Offices	3	2.21	1.46	151
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0
Clubs	1	0.74	0.66	112
Disco, Dance & Nightclubs	0	0.00	0.25	0
Fast Food & Take Away	10	7.35	5.63	131
Hotels & Guest Houses	0	0.00	0.67	0
Public Houses	3	2.21	2.74	81
Restaurants	5	3.68	4.41	83
Sports & Leisure Facilities	0	0.00	0.28	0
Totals	27	19.85	22.43	88

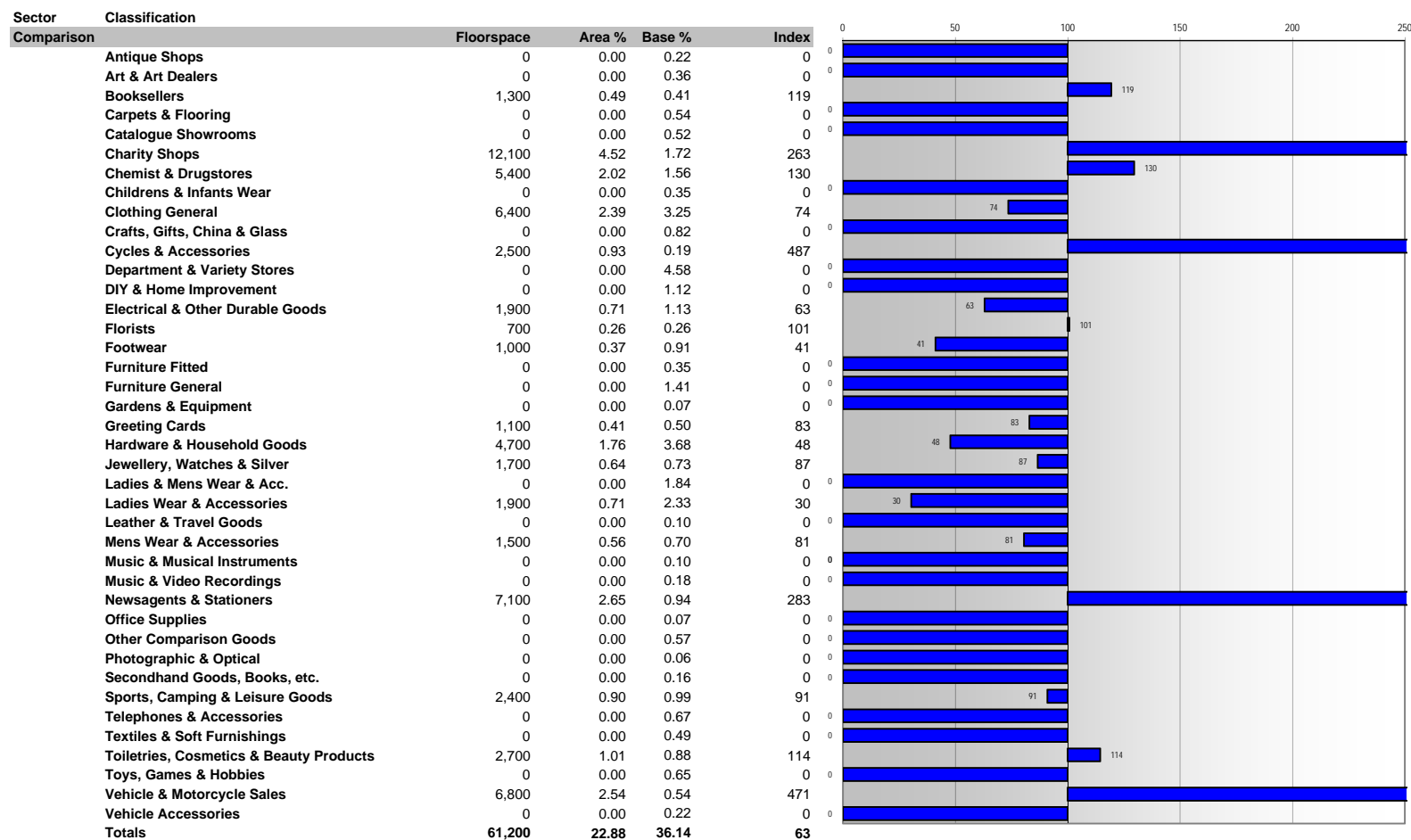


Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	1	0.74	0.47	157
Building Supplies & Services	1	0.74	0.51	144
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	1	0.74	0.41	181
Financial Services	1	0.74	1.38	53
Legal Services	2	1.47	1.10	134
Other Business Services	1	0.74	0.40	182
Printing & Copying	2	1.47	0.31	467
Property Services	8	5.88	3.50	168
Retail Banks	6	4.41	2.74	161
Totals	23	16.91	10.84	156

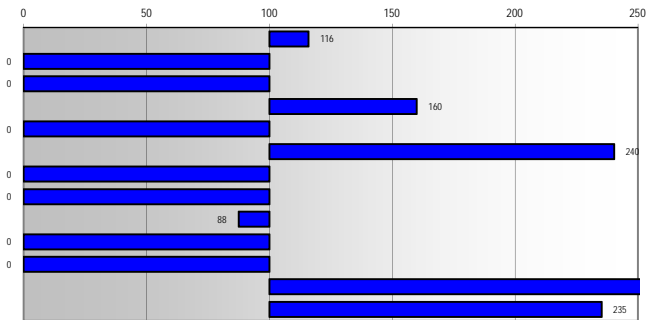


Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	18	13.24	11.41	116
Total Number of Outlets	136			

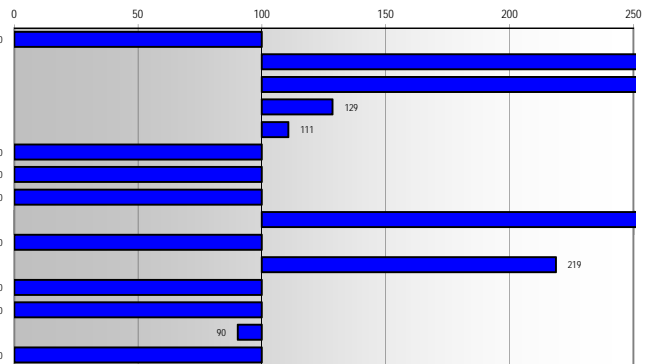




Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,800	1.05	0.90	116
Butchers	0	0.00	0.33	0
CTN	0	0.00	0.14	0
Convenience Stores	6,900	2.58	1.61	160
Fishmongers	0	0.00	0.05	0
Frozen Foods	5,400	2.02	0.84	240
Greengrocers	0	0.00	0.15	0
Grocers & Delicatessens	0	0.00	0.54	0
Health Foods	600	0.22	0.26	88
Markets	0	0.00	0.91	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	1,400	0.52	0.12	446
Supermarkets	56,200	21.01	8.93	235
Total Convenience	73,300	27.40	15.03	182



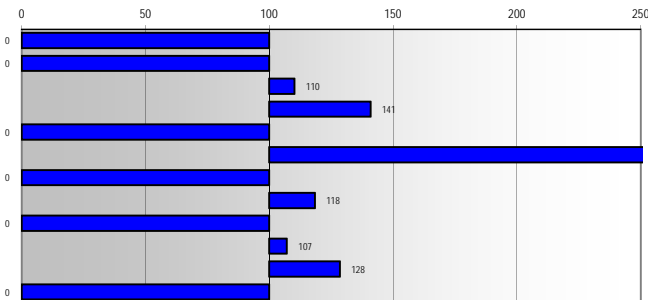
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	2,700	1.01	0.33	302
Filling Stations	1,400	0.52	0.12	434
Health & Beauty	13,300	4.97	3.87	129
Opticians	2,300	0.86	0.78	111
Other Retail Services	0	0.00	0.36	0
Photo Processing	0	0.00	0.05	0
Photo Studio	0	0.00	0.07	0
Post Offices	3,300	1.23	0.49	254
Repairs, Alterations & Restoration	0	0.00	0.07	0
Travel Agents	2,700	1.01	0.46	219
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	1,600	0.60	0.66	90
Video Tape Rental	0	0.00	0.04	0
Totals	27,300	10.21	7.41	138



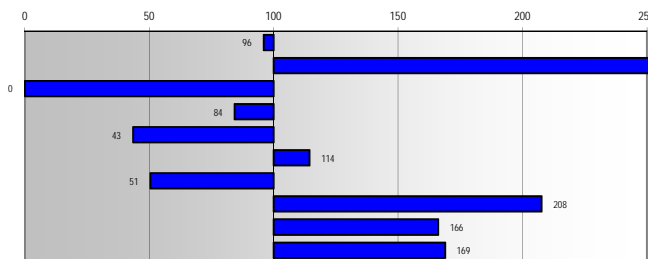
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.87	0
Bingo & Amusements	0	0.00	0.89	0
Cafes	6,500	2.43	2.21	110
Casinos & Betting Offices	4,200	1.57	1.11	141
Cinemas, Theatres & Concert Halls	0	0.00	1.69	0
Clubs	9,200	3.44	1.15	300
Disco, Dance & Nightclubs	0	0.00	0.51	0
Fast Food & Take Away	8,600	3.21	2.71	118
Hotels & Guest Houses	0	0.00	2.02	0
Public Houses	10,400	3.89	3.63	107
Restaurants	13,300	4.97	3.87	128
Sports & Leisure Facilities	0	0.00	1.61	0
Totals	52,200	19.51	23.27	84



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	900	0.34	0.35	96
Building Supplies & Services	4,000	1.50	0.46	327
Business Goods & Services	0	0.00	0.01	0
Employment & Careers	600	0.22	0.27	84
Financial Services	900	0.34	0.77	43
Legal Services	2,400	0.90	0.78	114
Other Business Services	600	0.22	0.44	51
Printing & Copying	1,000	0.37	0.18	208
Property Services	8,100	3.03	1.82	166
Retail Banks	14,000	5.23	3.10	169
Totals	32,500	12.15	8.19	148



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	21,000	7.85	9.23	85
Total Floorspace	267,500			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

Worcester Park

Key features:

Traffic: Dominated by busy traffic route through town centre, creating a barrier to movement across town centre despite relatively regular pedestrian crossing points.

Street furniture: Significant amount of street clutter. In particular, there is a high number of cycle racks given absence of cycle lanes.

Activity: Retail activity concentrated around northwestern part of Central Road, at bottom of hill and in close proximity to railway line.

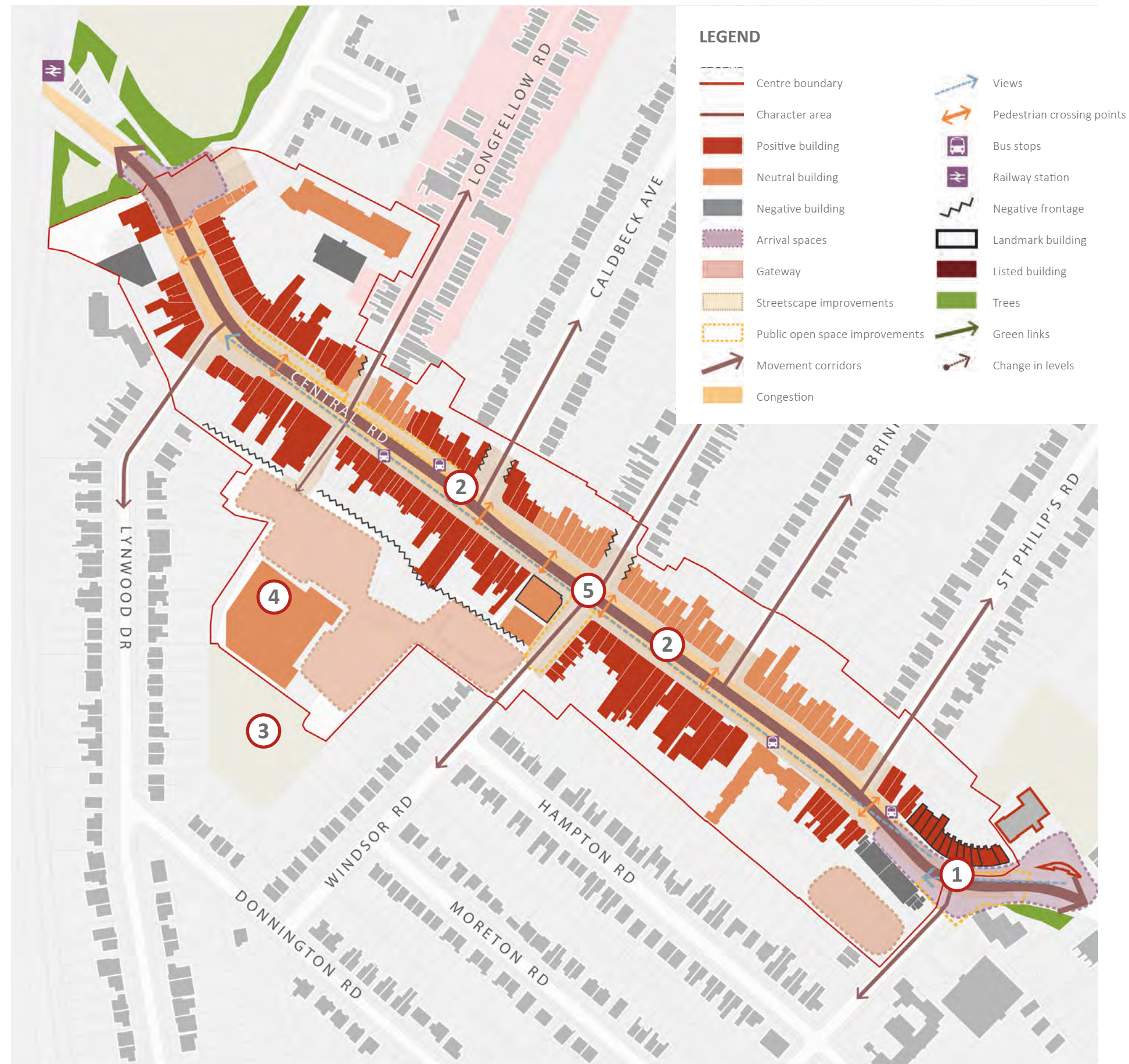
Interface with public realm: Waitrose car park suffers from servicing areas backing onto the space - a key arrival point into the town. Sides of buildings also create blank facades in places.

Character: Distinctive character, particularly to northwest of Central Street, predominantly comprising Victorian buildings and early/mid-twentieth century shopping parades. Character diluted by occasional poor quality building, side building facades and large advertising boards.

Public realm: Pavement widths vary considerably, creating incidental spaces where retail units and eateries make use of the pavement. Trees play key role in contributing to street environment. Litter in plant beds - potential maintenance issue. Inconsistent surfacing materials.

Opportunities:

- 1 Sense of arrival:** Improve sense of arrival from south to create gateway into district centre, making most of views and change in levels.
- 2 Public realm:** strengthen the user experience with consistent paving materials. De-clutter street with removal of unnecessary street furniture.
- 3 Incidental open spaces:** Strengthen quality of incidental south-facing spaces to encourage use of space. On-street car parking could potentially be located on the opposite side of the street.
- 4 Arrival points:** Improve interface onto Waitrose car park, recognising its role as a key arrival point.
- 5 Sense of arrival:** Improve sense of arrival into the centre through design of the public realm, with potential raised road surface to create a pedestrian-friendly environment.





Goad Category Report

Worcester Park

Survey Date: 20/02/2014

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

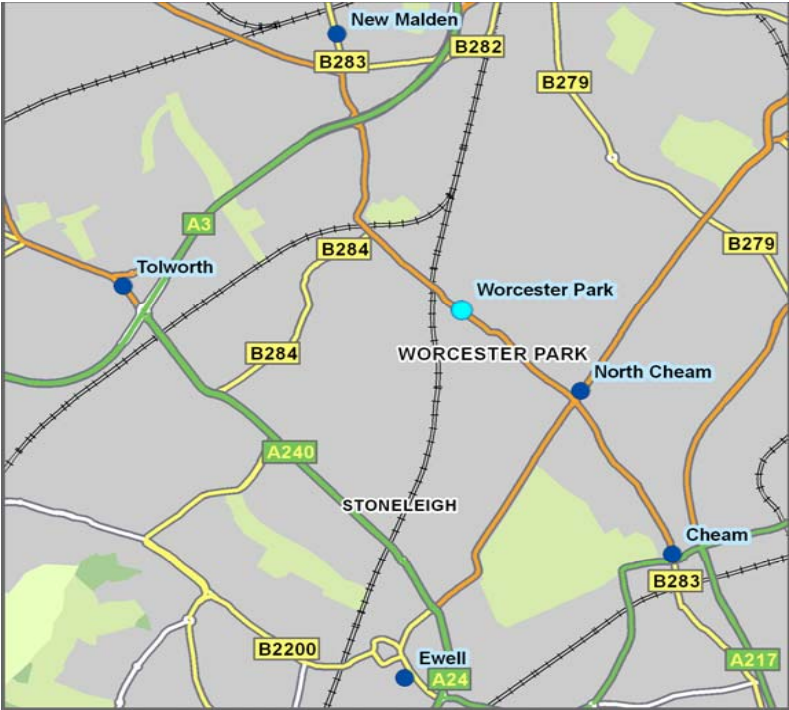
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location	Distance KM
North Cheam	1.25
New Malden	2.75
Cheam	2.86
Tolworth	2.88
Ewell	3.39

Major Retailers Present			
Department Stores		Clothing	
BhS	0	Burton	0
Debenhams	0	Dorothy Perkins	0
House of Fraser	0	H & M	0
John Lewis	0	New Look	0
Marks & Spencer	0	Next	0
		Primark	0
Mixed Goods Retailers		River Island	0
Argos	0	Topman	0
Boots the Chemist	1	Topshop	0
T K Maxx	0		
W H Smith	1	Other Retailers	
Wilkinson	0	Carphone Warehouse	0
Supermarkets		Clarks	1
Sainsburys	1	Clintons	0
Tesco	0	H M V	0
Waitrose	1	O2	0
		Superdrug	1
		Phones 4 U	0
		Vodafone	0
		Waterstones	0

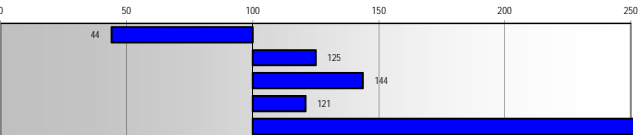
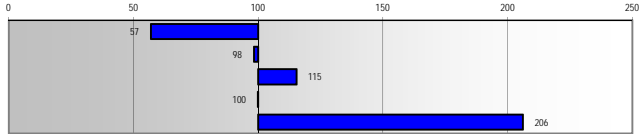
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	11	24.44	42.87	57
Convenience	5	11.11	11.30	98
Retail Service	5	11.11	9.63	115
Leisure Services	9	20.00	20.02	100
Financial & Business Services	15	33.33	16.17	206

Total Multiple Outlets 45

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	29,000	21.00	47.81	44
Convenience	40,100	29.04	23.23	125
Retail Service	9,200	6.66	4.64	144
Leisure Services	25,900	18.75	15.51	121
Financial & Business Services	33,900	24.55	8.81	279

Total Multiple Floorspace 138,100

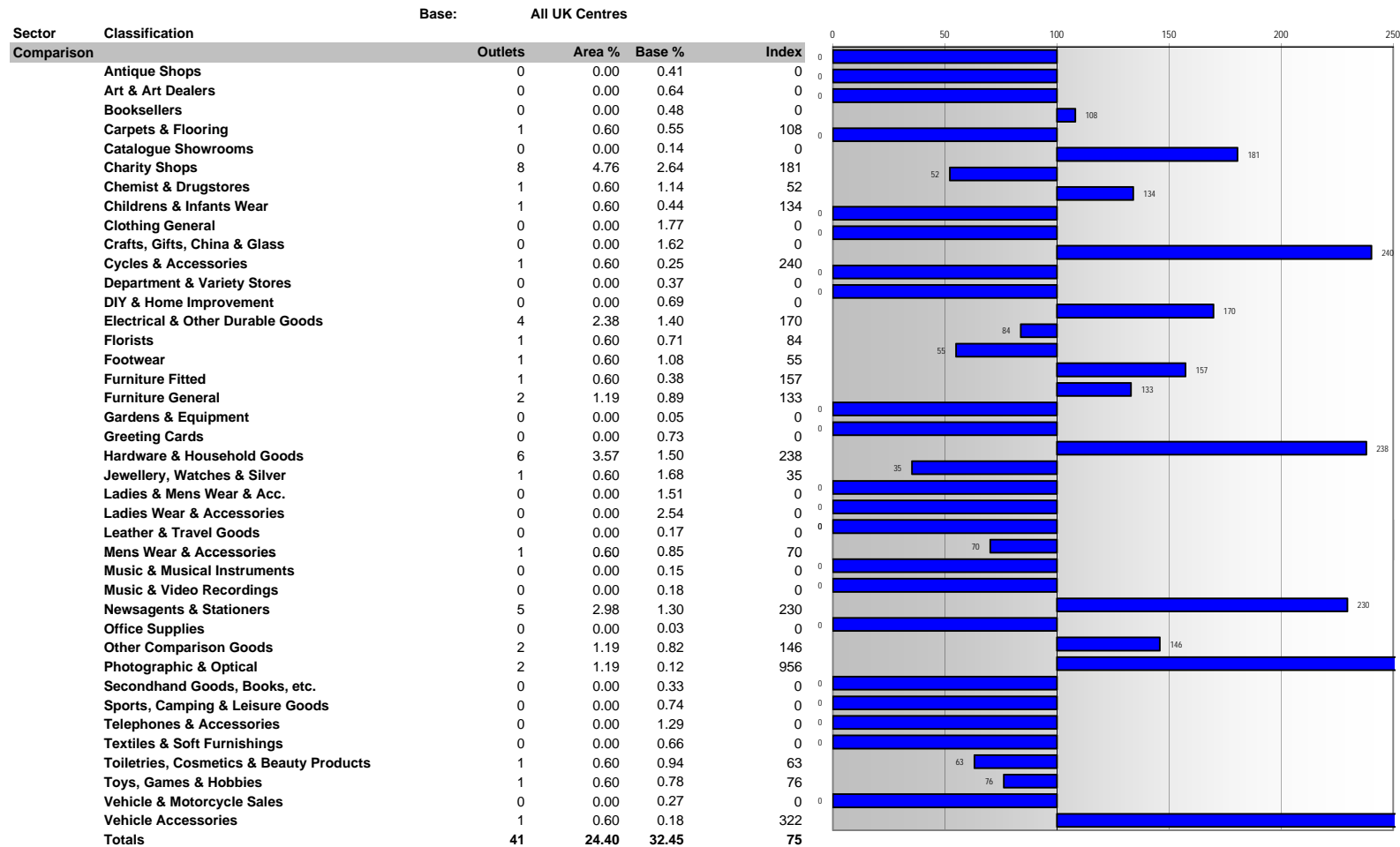


Outlet Counts

Centre:

Worcester Park

Survey Date: 20/02/2014



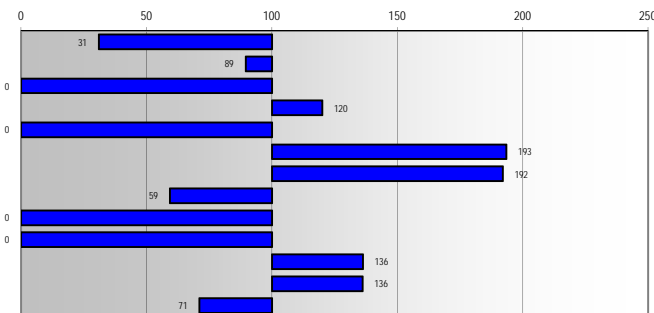
Outlet Counts

Centre:

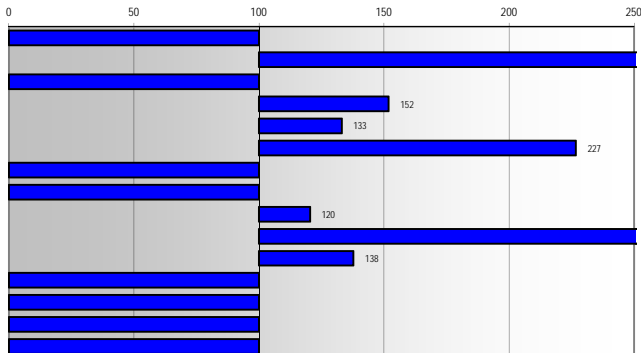
Worcester Park

Survey Date: 20/02/2014

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	1	0.60	1.92	31
Butchers	1	0.60	0.67	89
CTN	0	0.00	0.32	0
Convenience Stores	3	1.79	1.49	120
Fishmongers	0	0.00	0.11	0
Frozen Foods	1	0.60	0.31	193
Greengrocers	1	0.60	0.31	192
Grocers & Delicatessens	1	0.60	1.00	59
Health Foods	0	0.00	0.44	0
Markets	0	0.00	0.13	0
Off Licences	1	0.60	0.44	136
Shoe Repairs Etc	1	0.60	0.44	136
Supermarkets	1	0.60	0.84	71
Total Convenience	11	6.55	8.41	78



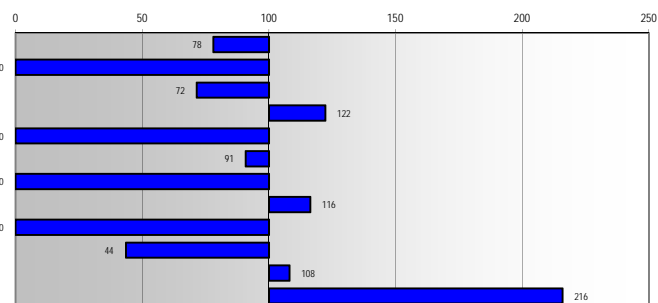
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	4	2.38	0.79	300
Filling Stations	0	0.00	0.22	0
Health & Beauty	22	13.10	8.62	152
Opticians	3	1.79	1.34	133
Other Retail Services	2	1.19	0.53	227
Photo Processing	0	0.00	0.13	0
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.60	0.49	120
Repairs, Alterations & Restoration	2	1.19	0.23	523
Travel Agents	2	1.19	0.86	138
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	0	0.00	0.50	0
Video Tape Rental	0	0.00	0.06	0
Totals	36	21.43	14.14	152



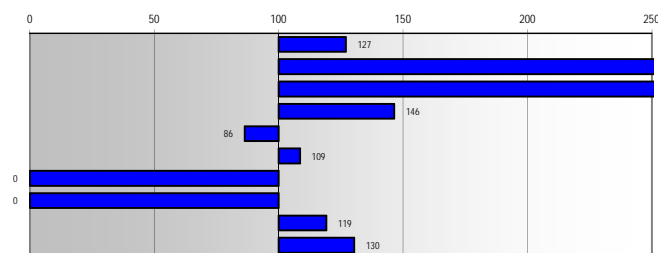
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.14	0



Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	2	1.19	1.52	78
Bingo & Amusements	0	0.00	0.41	0
Cafes	5	2.98	4.16	72
Casinos & Betting Offices	3	1.79	1.46	122
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0
Clubs	1	0.60	0.66	91
Disco, Dance & Nightclubs	0	0.00	0.25	0
Fast Food & Take Away	11	6.55	5.63	116
Hotels & Guest Houses	0	0.00	0.67	0
Public Houses	2	1.19	2.74	44
Restaurants	8	4.76	4.41	108
Sports & Leisure Facilities	1	0.60	0.28	216
Totals	33	19.64	22.43	88

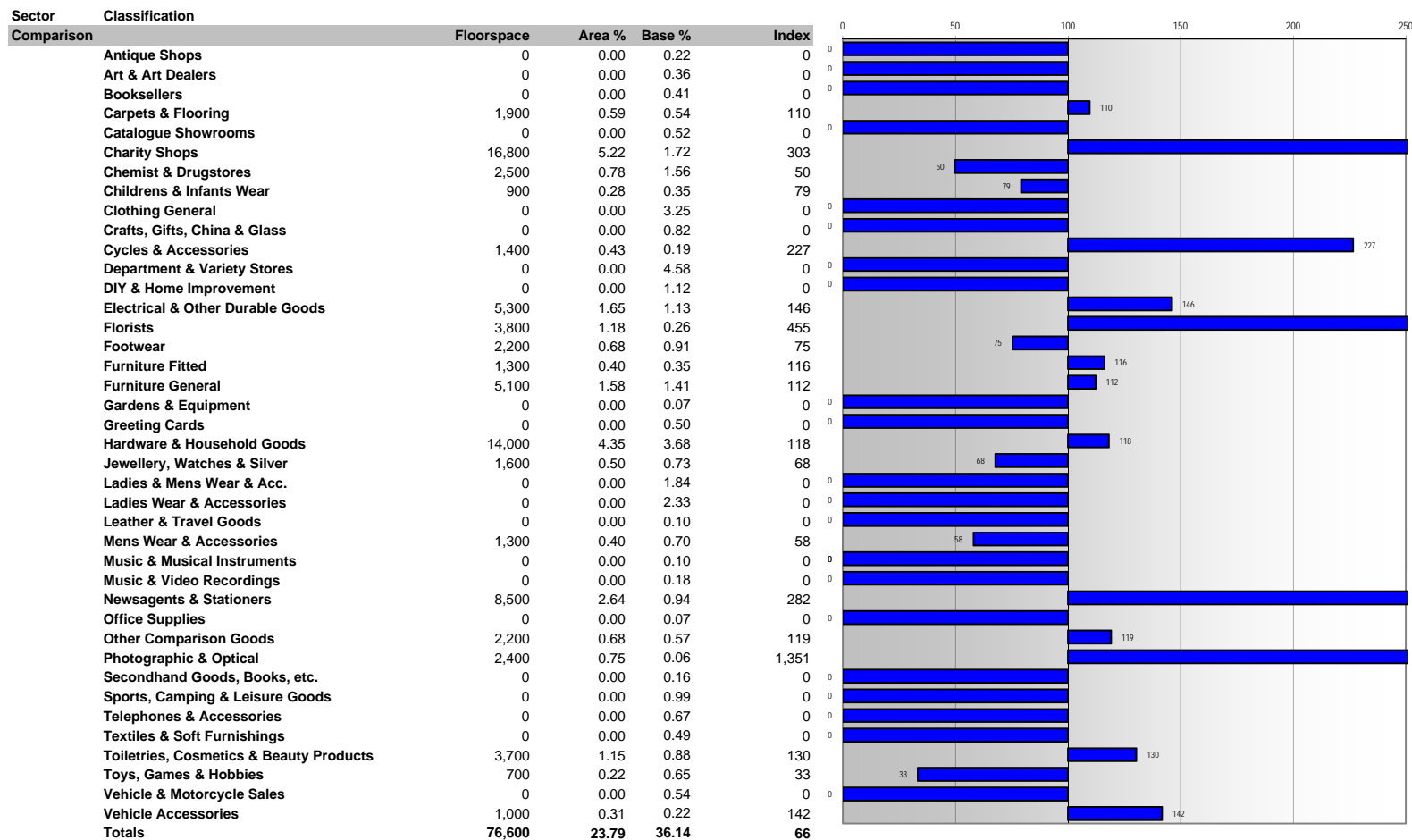


Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	1	0.60	0.47	127
Building Supplies & Services	7	4.17	0.51	816
Business Goods & Services	1	0.60	0.03	2,286
Employment & Careers	1	0.60	0.41	146
Financial Services	2	1.19	1.38	86
Legal Services	2	1.19	1.10	109
Other Business Services	0	0.00	0.40	0
Printing & Copying	0	0.00	0.31	0
Property Services	7	4.17	3.50	119
Retail Banks	6	3.57	2.74	130
Totals	27	16.07	10.84	148

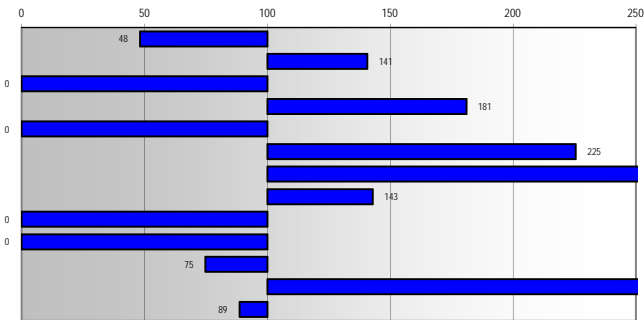


Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	20	11.90	11.41	104
Total Number of Outlets	168			

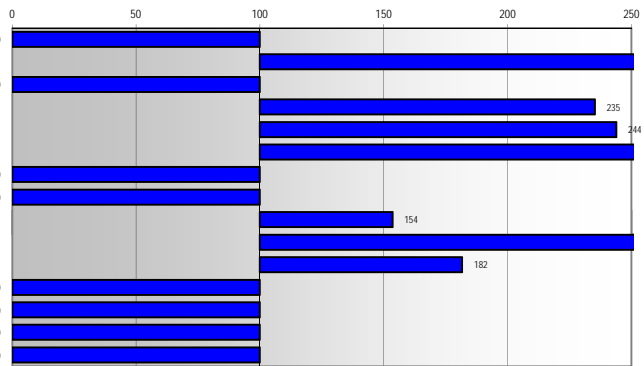




Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	1,400	0.43	0.90	48
Butchers	1,500	0.47	0.33	141
CTN	0	0.00	0.14	0
Convenience Stores	9,400	2.92	1.61	181
Fishmongers	0	0.00	0.05	0
Frozen Foods	6,100	1.89	0.84	225
Greengrocers	1,800	0.56	0.15	375
Grocers & Delicatessens	2,500	0.78	0.54	143
Health Foods	0	0.00	0.26	0
Markets	0	0.00	0.91	0
Off Licences	600	0.19	0.25	75
Shoe Repairs Etc	1,600	0.50	0.12	424
Supermarkets	25,500	7.92	8.93	89
Total Convenience	50,400	15.65	15.03	104



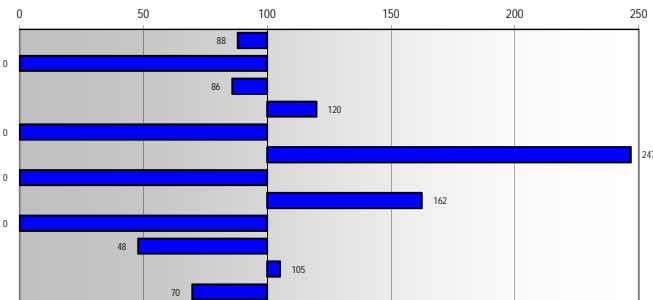
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	5,300	1.65	0.33	493
Filling Stations	0	0.00	0.12	0
Health & Beauty	29,300	9.10	3.87	235
Opticians	6,100	1.89	0.78	244
Other Retail Services	3,900	1.21	0.36	336
Photo Processing	0	0.00	0.05	0
Photo Studio	0	0.00	0.07	0
Post Offices	2,400	0.75	0.49	154
Repairs, Alterations & Restoration	1,100	0.34	0.07	459
Travel Agents	2,700	0.84	0.46	182
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.66	0
Video Tape Rental	0	0.00	0.04	0
Totals	50,800	15.78	7.41	213



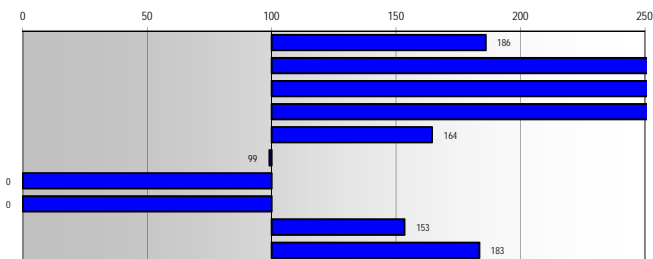
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	5,300	1.65	1.87	88
Bingo & Amusements	0	0.00	0.89	0
Cafes	6,100	1.89	2.21	86
Casinos & Betting Offices	4,300	1.34	1.11	120
Cinemas, Theatres & Concert Halls	0	0.00	1.69	0
Clubs	9,100	2.83	1.15	247
Disco, Dance & Nightclubs	0	0.00	0.51	0
Fast Food & Take Away	14,200	4.41	2.71	162
Hotels & Guest Houses	0	0.00	2.02	0
Public Houses	5,600	1.74	3.63	48
Restaurants	13,100	4.07	3.87	105
Sports & Leisure Facilities	3,600	1.12	1.61	70
Totals	61,300	19.04	23.27	82



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	2,100	0.65	0.35	186
Building Supplies & Services	11,100	3.45	0.46	754
Business Goods & Services	2,400	0.75	0.01	5,258
Employment & Careers	2,400	0.75	0.27	280
Financial Services	4,100	1.27	0.77	164
Legal Services	2,500	0.78	0.78	99
Other Business Services	0	0.00	0.44	0
Printing & Copying	0	0.00	0.18	0
Property Services	9,000	2.80	1.82	153
Retail Banks	18,300	5.68	3.10	183
Totals	51,900	16.12	8.19	197



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	31,000	9.63	9.23	104
Total Floorspace	322,000			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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

4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

North Cheam

Key features:

Quality of built form: Overall architectural quality is good, although occasional buildings detract from the streetscene (e.g. Victoria House). Size and scale of supermarket at odds with the surrounding buildings.

Public realm: Open space in front of retail units at junction form main open space. Includes both soft and hard landscaping.

Street environment: Recent street improvement works have enhanced the area, although there is a significant range in street furniture. Street lighting is disproportionately tall. Informal street parking on retail unit forecourts creates confusion with the function of the pavement. Some retail units use forecourts for as additional retail space.

Traffic: Situated at junction between two major routes. Heavy congestion and limited pedestrian permeability. London Road is open and has limited building enclosure, adding to the visual prominence of the road.

Identity: Architecture and arrangement of buildings around junction forms a local landmark.

Opportunities:

- 1 Open space:** Improve the quality of the main space, encouraging pedestrian movement across the roads and giving spaces a clear function. Roads to be treated as an integral part of the design, incorporating traffic calming measures such as raised surfacing. Rationalise street furniture, including benches.
- 2 Street environment:** Improve enclosure along London Road by planting street trees alongside the road, and clearly defining pavements and cycle paths. Rationalise street furniture, and introduce limited materials palette for hard surfacing.
- 3 Additional crossing points** to accommodate pedestrian desire lines.





Goad Category Report

North Cheam

Survey Date: 20/02/2014

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

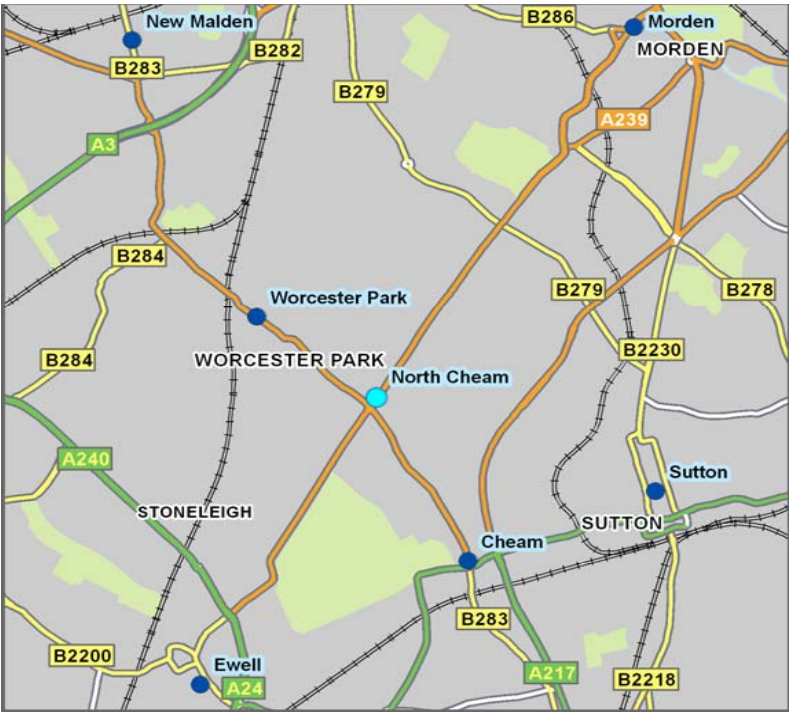
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location	Distance KM
Worcester Park	1.25
Cheam	1.68
Sutton	2.52
Ewell	3.01
New Malden	3.88

Major Retailers Present			
Department Stores		Clothing	
BhS	0	Burton	0
Debenhams	0	Dorothy Perkins	0
House of Fraser	0	H & M	0
John Lewis	0	New Look	0
Marks & Spencer	0	Next	0
		Primark	0
Mixed Goods Retailers			
Argos	0	River Island	0
Boots the Chemist	0	Topman	0
T K Maxx	0	Topshop	0
W H Smith	0	Other Retailers	
Wilkinson	0	Carphone Warehouse	0
Supermarkets		Clarks	0
Sainsburys	2	Clintons	0
Tesco	0	H M V	0
Waitrose	0	O2	0
		Superdrug	0
		Phones 4 U	0
		Vodafone	0
		Waterstones	0

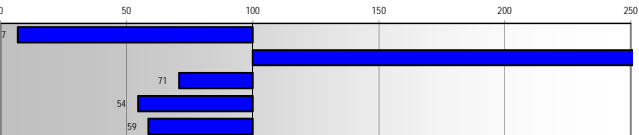
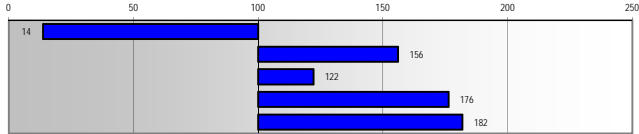
Multiple Counts & Floorspace by Sector

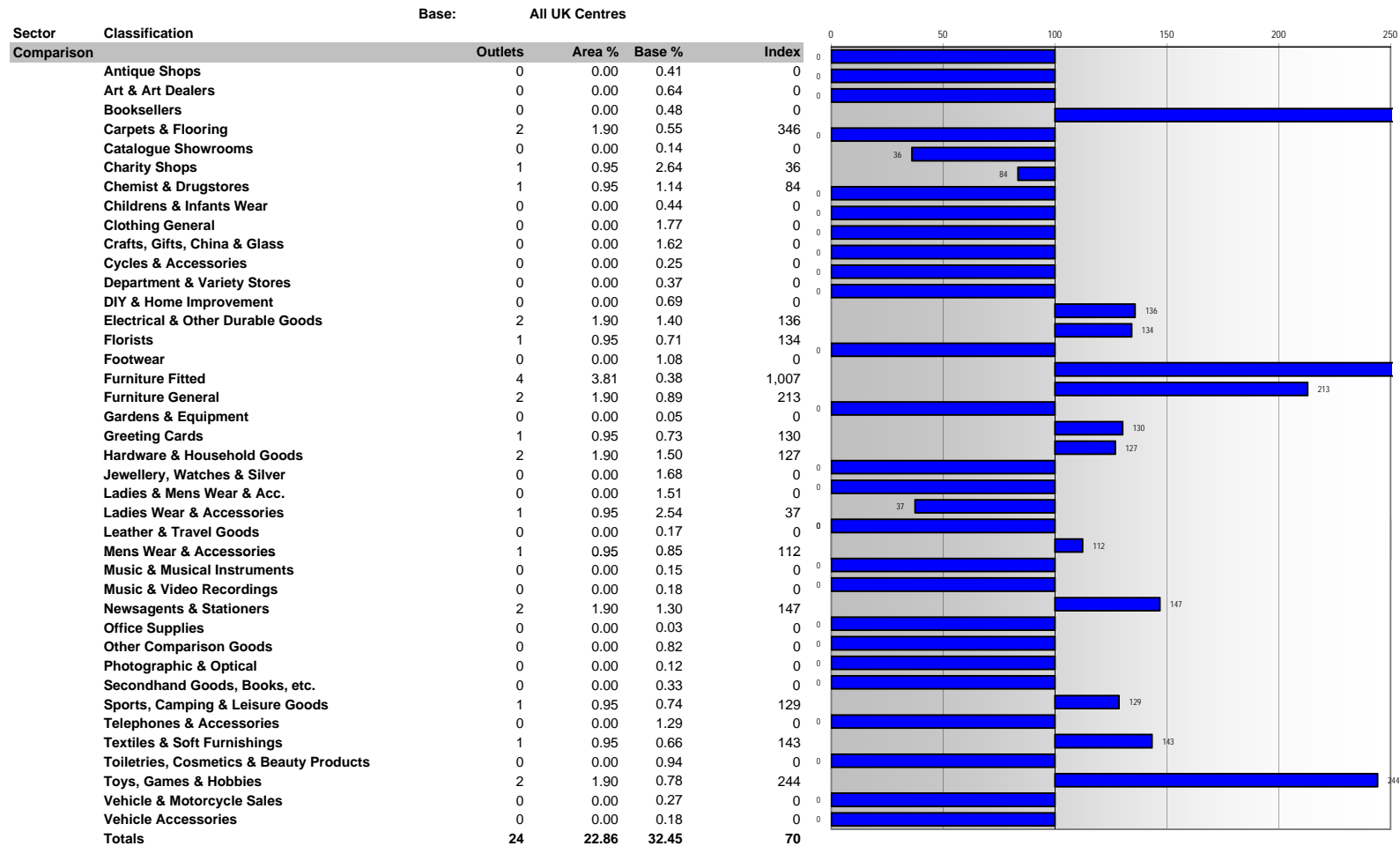
Counts	Outlets	Area %	Base %	Index
Comparison	1	5.88	42.87	14
Convenience	3	17.65	11.30	156
Retail Service	2	11.76	9.63	122
Leisure Services	6	35.29	20.02	176
Financial & Business Services	5	29.41	16.17	182

Total Multiple Outlets 17

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	4,100	3.20	47.81	7
Convenience	102,300	79.92	23.23	344
Retail Service	4,200	3.28	4.64	71
Leisure Services	10,800	8.44	15.51	54
Financial & Business Services	6,600	5.16	8.81	59

Total Multiple Floorspace 128,000





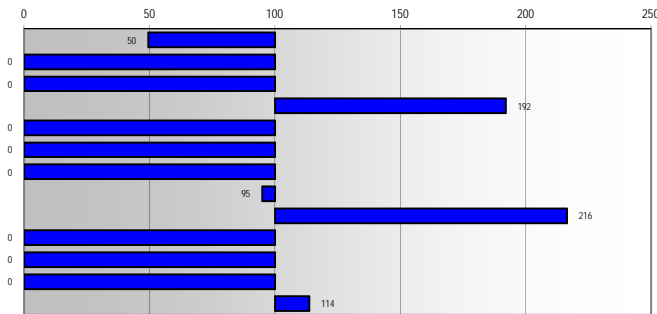
Outlet Counts

Centre:

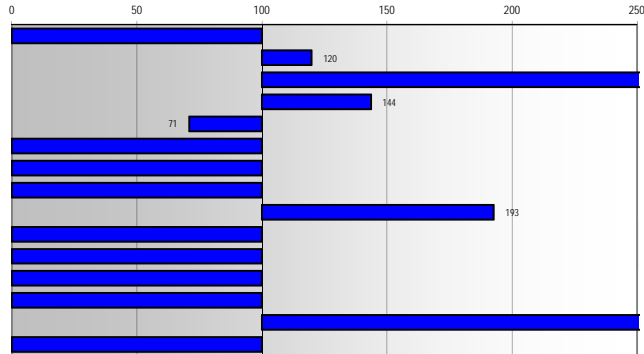
North Cheam

Survey Date: 20/02/2014

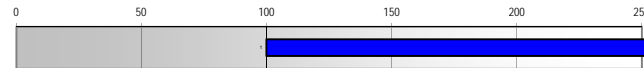
Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	1	0.95	1.92	50
Butchers	0	0.00	0.67	0
CTN	0	0.00	0.32	0
Convenience Stores	3	2.86	1.49	192
Fishmongers	0	0.00	0.11	0
Frozen Foods	0	0.00	0.31	0
Greengrocers	0	0.00	0.31	0
Grocers & Delicatessens	1	0.95	1.00	95
Health Foods	1	0.95	0.44	216
Markets	0	0.00	0.13	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	0	0.00	0.44	0
Supermarkets	1	0.95	0.84	114
Total Convenience	7	6.67	8.41	79



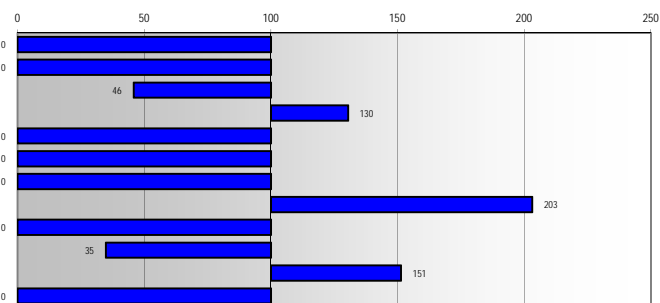
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	1	0.95	0.79	120
Filling Stations	1	0.95	0.22	435
Health & Beauty	13	12.38	8.62	144
Opticians	1	0.95	1.34	71
Other Retail Services	0	0.00	0.53	0
Photo Processing	0	0.00	0.13	0
Photo Studio	0	0.00	0.17	0
Post Offices	1	0.95	0.49	193
Repairs, Alterations & Restoration	0	0.00	0.23	0
Travel Agents	0	0.00	0.86	0
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	2	1.90	0.50	378
Video Tape Rental	0	0.00	0.06	0
Totals	19	18.10	14.14	128



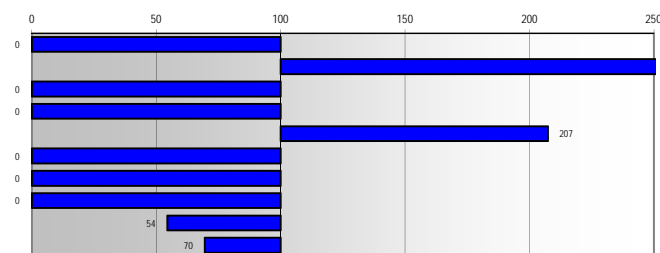
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	1	0.95	0.14	671



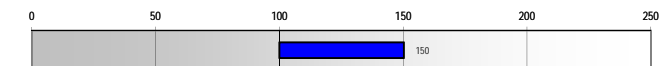
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.52	0
Bingo & Amusements	0	0.00	0.41	0
Cafes	2	1.90	4.16	46
Casinos & Betting Offices	2	1.90	1.46	130
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0
Clubs	0	0.00	0.66	0
Disco, Dance & Nightclubs	0	0.00	0.25	0
Fast Food & Take Away	12	11.43	5.63	203
Hotels & Guest Houses	0	0.00	0.67	0
Public Houses	1	0.95	2.74	35
Restaurants	7	6.67	4.41	151
Sports & Leisure Facilities	0	0.00	0.28	0
Totals	24	22.86	22.43	102



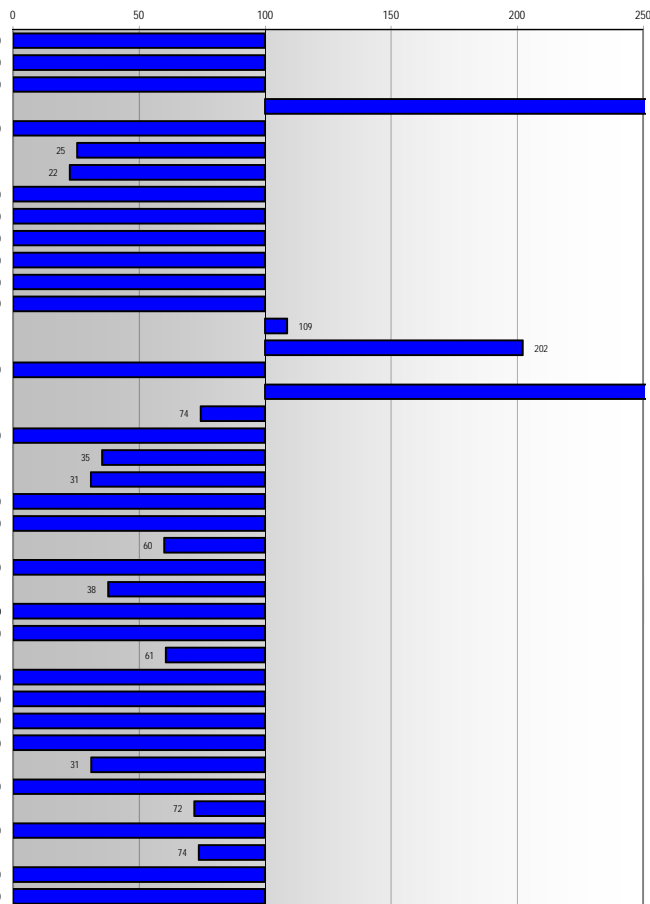
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	0	0.00	0.47	0
Building Supplies & Services	5	4.76	0.51	932
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	0	0.00	0.41	0
Financial Services	3	2.86	1.38	207
Legal Services	0	0.00	1.10	0
Other Business Services	0	0.00	0.40	0
Printing & Copying	0	0.00	0.31	0
Property Services	2	1.90	3.50	54
Retail Banks	2	1.90	2.74	70
Totals	12	11.43	10.84	105



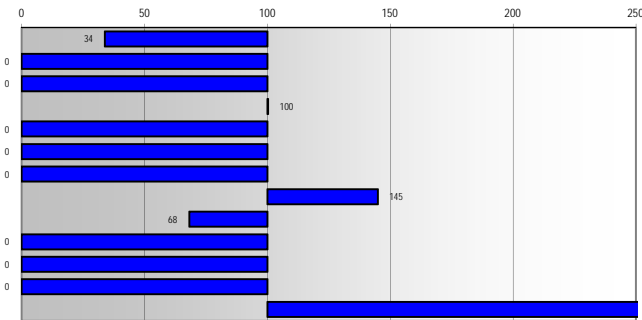
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	18	17.14	11.41	150
Total Number of Outlets	105			



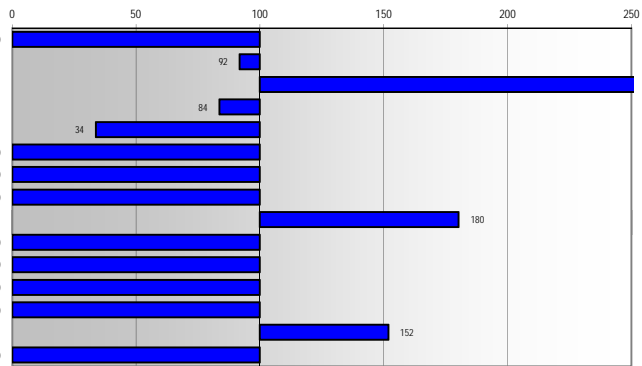
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.22	0
	Art & Art Dealers	0	0.00	0.36	0
	Booksellers	0	0.00	0.41	0
	Carpets & Flooring	7,500	3.28	0.54	610
	Catalogue Showrooms	0	0.00	0.52	0
	Charity Shops	1,000	0.44	1.72	25
	Chemist & Drugstores	800	0.35	1.56	22
	Childrens & Infants Wear	0	0.00	0.35	0
	Clothing General	0	0.00	3.25	0
	Crafts, Gifts, China & Glass	0	0.00	0.82	0
	Cycles & Accessories	0	0.00	0.19	0
	Department & Variety Stores	0	0.00	4.58	0
	DIY & Home Improvement	0	0.00	1.12	0
	Electrical & Other Durable Goods	2,800	1.22	1.13	109
	Florists	1,200	0.52	0.26	202
	Footwear	0	0.00	0.91	0
	Furniture Fitted	7,300	3.19	0.35	919
	Furniture General	2,400	1.05	1.41	74
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	400	0.17	0.50	35
	Hardware & Household Goods	2,600	1.14	3.68	31
	Jewellery, Watches & Silver	0	0.00	0.73	0
	Ladies & Mens Wear & Acc.	0	0.00	1.84	0
	Ladies Wear & Accessories	3,200	1.40	2.33	60
	Leather & Travel Goods	0	0.00	0.10	0
	Mens Wear & Accessories	600	0.26	0.70	38
	Music & Musical Instruments	0	0.00	0.10	0
	Music & Video Recordings	0	0.00	0.18	0
	Newsagents & Stationers	1,300	0.57	0.94	61
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	0	0.00	0.57	0
	Photographic & Optical	0	0.00	0.06	0
	Secondhand Goods, Books, etc.	0	0.00	0.16	0
	Sports, Camping & Leisure Goods	700	0.31	0.99	31
	Telephones & Accessories	0	0.00	0.67	0
	Textiles & Soft Furnishings	800	0.35	0.49	72
	Toiletries, Cosmetics & Beauty Products	0	0.00	0.88	0
	Toys, Games & Hobbies	1,100	0.48	0.65	74
	Vehicle & Motorcycle Sales	0	0.00	0.54	0
	Vehicle Accessories	0	0.00	0.22	0
	Totals	33,700	14.74	36.14	41



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	700	0.31	0.90	34
Butchers	0	0.00	0.33	0
CTN	0	0.00	0.14	0
Convenience Stores	3,700	1.62	1.61	100
Fishmongers	0	0.00	0.05	0
Frozen Foods	0	0.00	0.84	0
Greengrocers	0	0.00	0.15	0
Grocers & Delicatessens	1,800	0.79	0.54	145
Health Foods	400	0.17	0.26	68
Markets	0	0.00	0.91	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	0	0.00	0.12	0
Supermarkets	100,700	44.05	8.93	493
Total Convenience	107,300	46.94	15.03	312



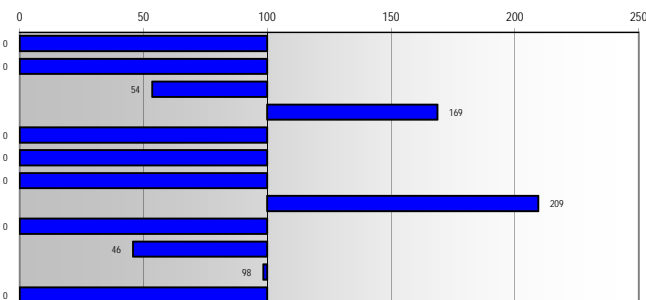
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	700	0.31	0.33	92
Filling Stations	2,200	0.96	0.12	798
Health & Beauty	7,400	3.24	3.87	84
Opticians	600	0.26	0.78	34
Other Retail Services	0	0.00	0.36	0
Photo Processing	0	0.00	0.05	0
Photo Studio	0	0.00	0.07	0
Post Offices	2,000	0.87	0.49	180
Repairs, Alterations & Restoration	0	0.00	0.07	0
Travel Agents	0	0.00	0.46	0
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	2,300	1.01	0.66	152
Video Tape Rental	0	0.00	0.04	0
Totals	15,200	6.65	7.41	90



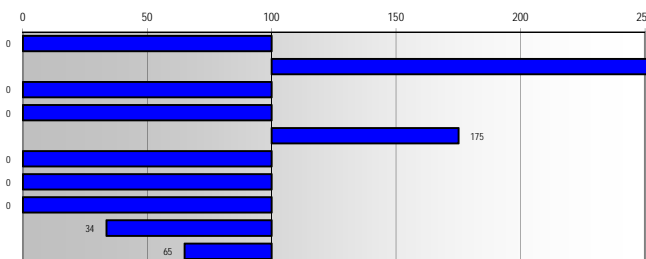
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	500	0.22	0.12	188



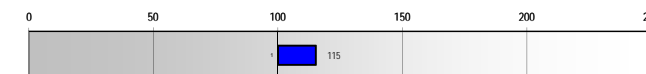
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.87	0
Bingo & Amusements	0	0.00	0.89	0
Cafes	2,700	1.18	2.21	54
Casinos & Betting Offices	4,300	1.88	1.11	169
Cinemas, Theatres & Concert Halls	0	0.00	1.69	0
Clubs	0	0.00	1.15	0
Disco, Dance & Nightclubs	0	0.00	0.51	0
Fast Food & Take Away	13,000	5.69	2.71	209
Hotels & Guest Houses	0	0.00	2.02	0
Public Houses	3,800	1.66	3.63	46
Restaurants	8,700	3.81	3.87	98
Sports & Leisure Facilities	0	0.00	1.61	0
Totals	32,500	14.22	23.27	61



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	0	0.00	0.35	0
Building Supplies & Services	6,000	2.62	0.46	574
Business Goods & Services	0	0.00	0.01	0
Employment & Careers	0	0.00	0.27	0
Financial Services	3,100	1.36	0.77	175
Legal Services	0	0.00	0.78	0
Other Business Services	0	0.00	0.44	0
Printing & Copying	0	0.00	0.18	0
Property Services	1,400	0.61	1.82	34
Retail Banks	4,600	2.01	3.10	65
Totals	15,100	6.61	8.19	81



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	24,300	10.63	9.23	115
Total Floorspace	228,600			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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

4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

Carshalton Village

Key features:

Local character: Located within a conservation area and includes several listed buildings. Range of architectural styles, with cluster of historic buildings to west of High Street and early twentieth century parade creates strong identity. Overall high quality built environment, with occasional buildings having negative impact

Traffic: High Street is dominated by traffic congestion. Enclosed street environment to west end of High Street exacerbates issue. Traffic and limited crossing points creates barrier to pedestrian movement.

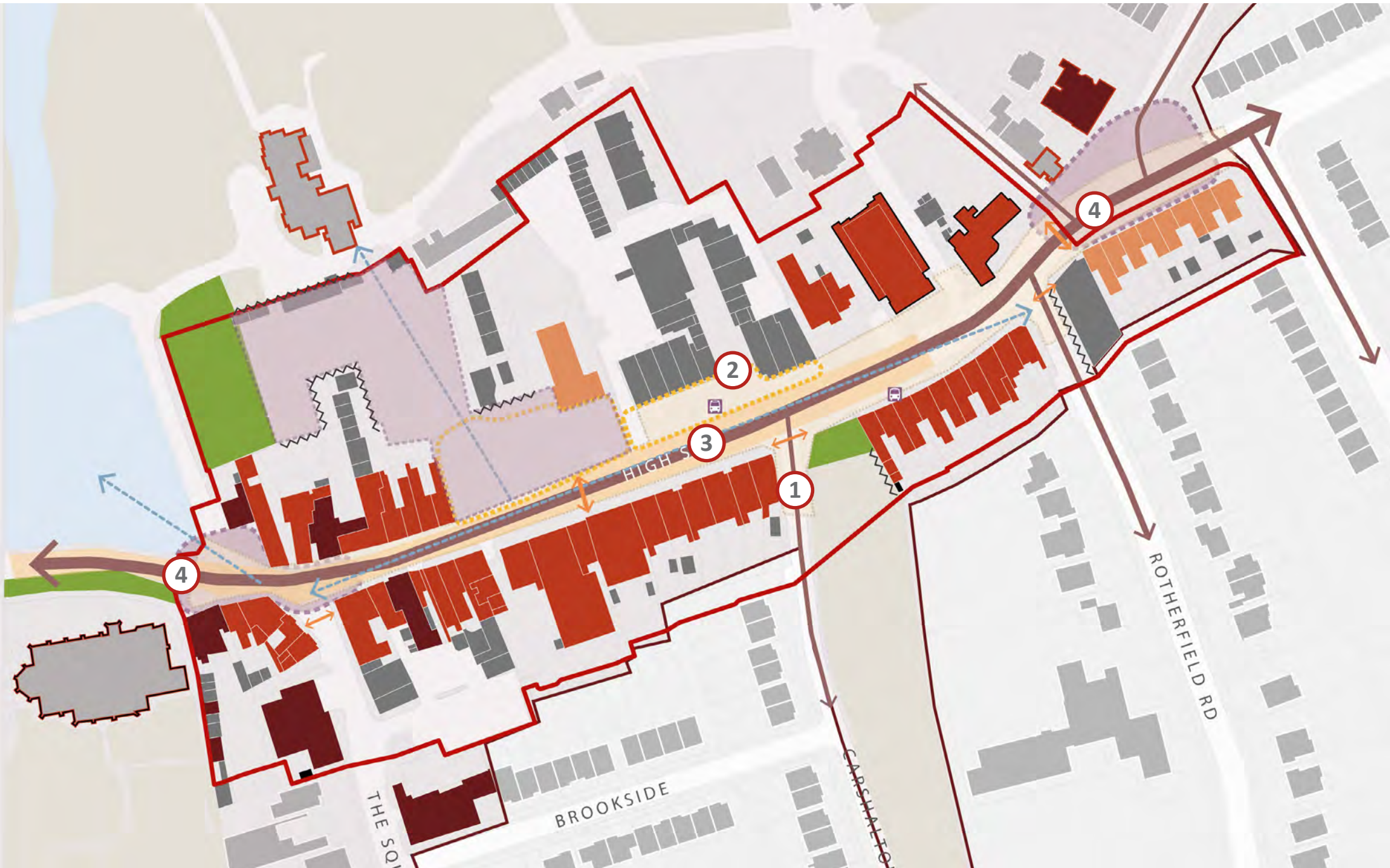
Arrival points: Building enclosure at west end of High Street create gateway into centre. Car park to north of High Street is main arrival point. Poor interface with car park due to servicing areas, garaging and blank walls.

Parkland and open spaces: Grove Park and Carshalton Park creates open setting to centre. Trees have important role in softening streetscene in places.

Public realm and streetscape: Paving is inconsistent, with cluttered pavements and considerable variations within the centre; detracts from built form. Units on north side of High Street utilise south-facing incidental space, with activity and uses spilling out into space.

LEGEND

	Centre boundary		Views
	Character area		Pedestrian crossing points
	Positive building		Bus stops
	Neutral building		Railway station
	Negative building		Negative frontage
	Arrival spaces		Landmark building
	Gateway		Listed building
	Streetscape improvements		Trees
	Public open space improvements		Green links
	Movement corridors		Change in levels
	Congestion		



Opportunities:

- 1 Public realm:** Rationalise and improve public realm with new surfacing materials to enhance sense of identity. Declutter pavements and install consistent new street furnishings.
- 2 Regeneration opportunity:** Improve visual appearance of shopping parade at Beacon Grove.
- 3 Pedestrian crossings:** Improve pedestrian permeability with provision of additional crossing points to accommodate desire lines.
- 4 Sense of arrival:** Reduce traffic speeds and enhance sense of arrival with raised surfacing on street. Improve interface with main car park area.





Goad Category Report

Carshalton

Survey Date: 20/02/2014

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

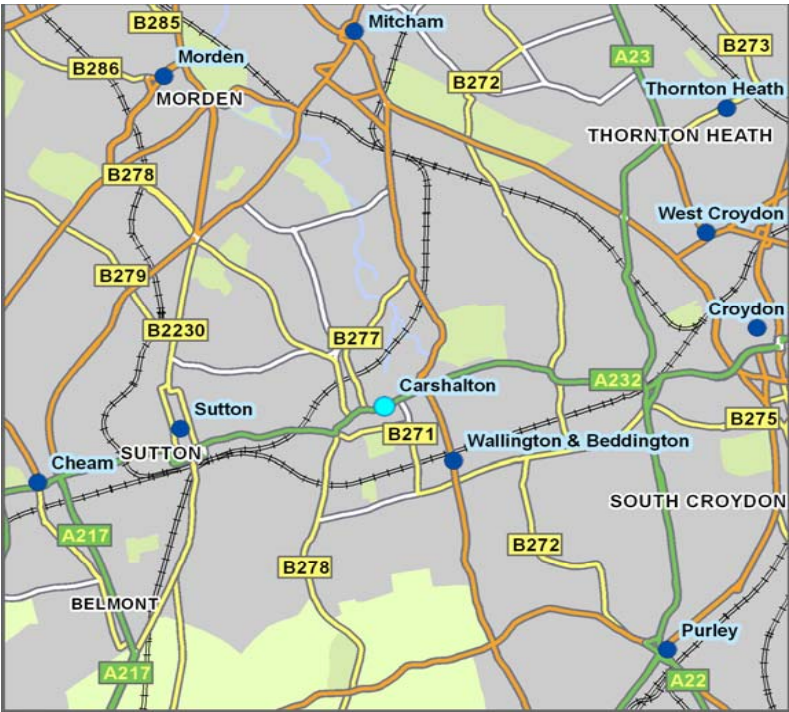
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location	Distance KM
Wallington & Beddington	1.01
Sutton	2.29
Cheam	3.97
West Croydon	4.16
Croydon	4.27

Major Retailers Present			
Department Stores		Clothing	
BhS	0	Burton	0
Debenhams	0	Dorothy Perkins	0
House of Fraser	0	H & M	0
John Lewis	0	New Look	0
Marks & Spencer	0	Next	0
		Primark	0
Mixed Goods Retailers		River Island	0
Argos	0	Topman	0
Boots the Chemist	0	Topshop	0
T K Maxx	0		
W H Smith	0	Other Retailers	
Wilkinson	0	Carphone Warehouse	0
		Clarks	0
Supermarkets		Clintons	0
Sainsburys	1	H M V	0
Tesco	0	O2	0
Waitrose	0	Superdrug	0
		Phones 4 U	0
		Vodafone	0
		Waterstones	0

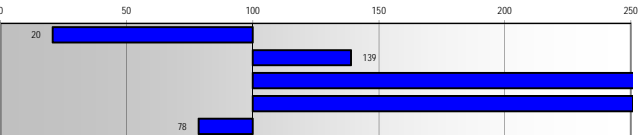
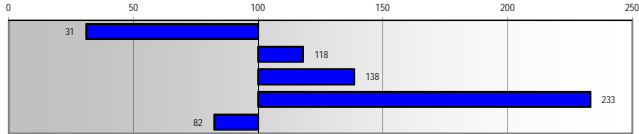
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	2	13.33	42.87	31
Convenience	2	13.33	11.30	118
Retail Service	2	13.33	9.63	138
Leisure Services	7	46.67	20.02	233
Financial & Business Services	2	13.33	16.17	82

Total Multiple Outlets 15

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	3,400	9.80	47.81	20
Convenience	11,200	32.28	23.23	139
Retail Service	4,200	12.10	4.64	261
Leisure Services	13,500	38.90	15.51	251
Financial & Business Services	2,400	6.92	8.81	78

Total Multiple Floorspace 34,700

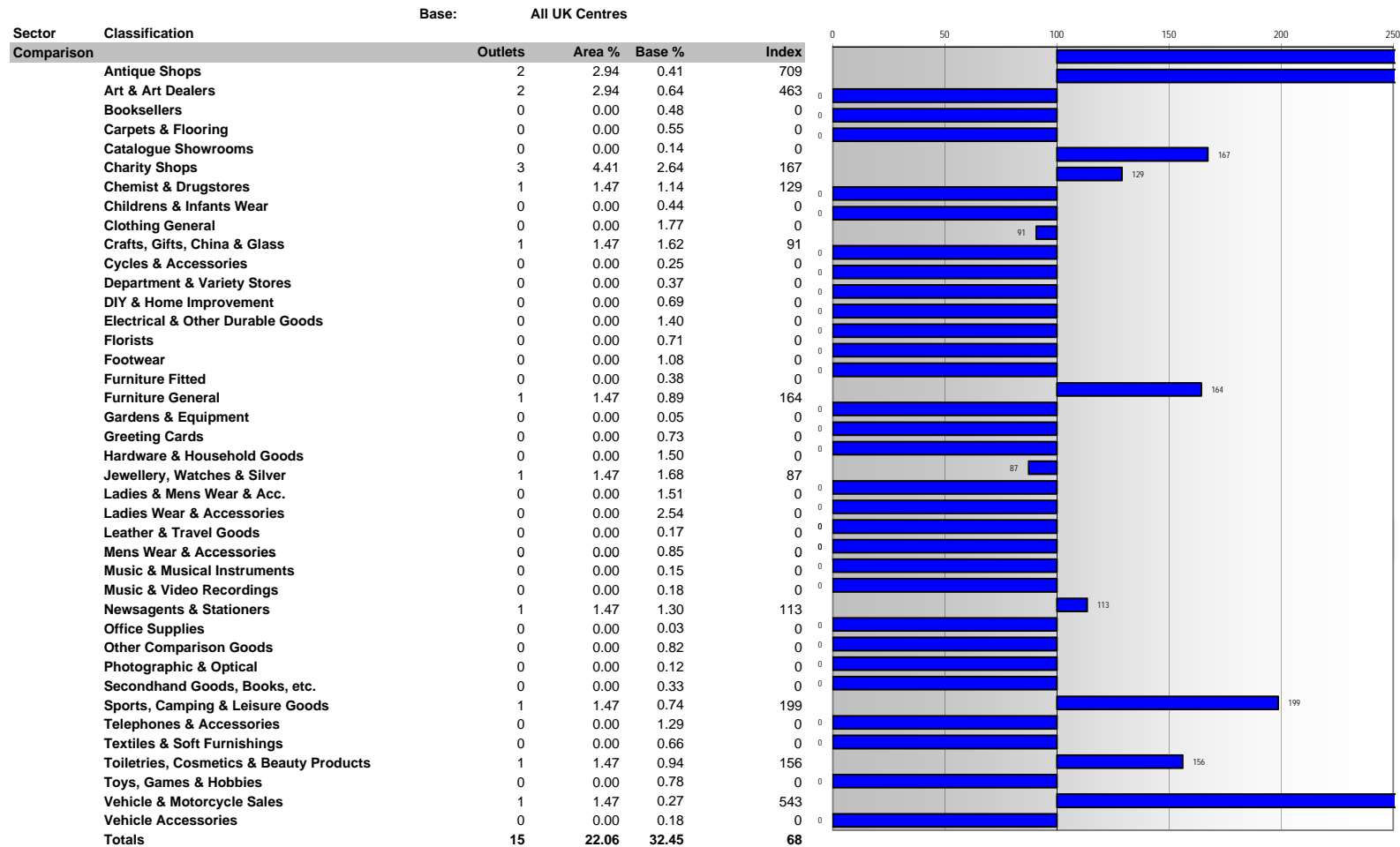


Outlet Counts

Centre:

Carshalton

Survey Date: 20/02/2014



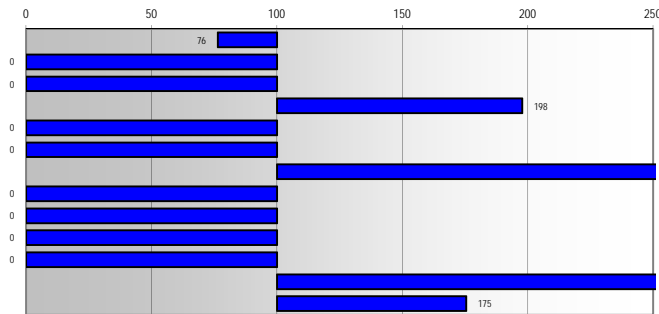
Outlet Counts

Centre:

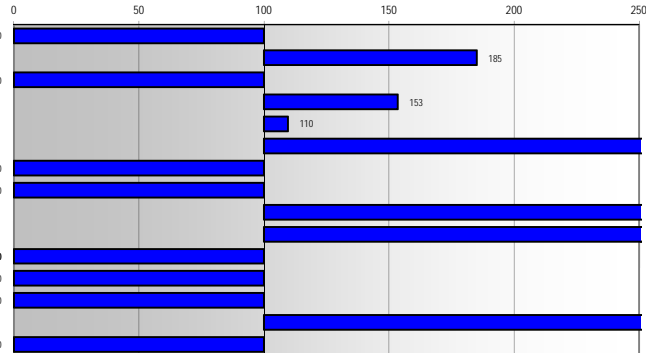
Carshalton

Survey Date: 20/02/2014

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	1	1.47	1.92	76
Butchers	0	0.00	0.67	0
CTN	0	0.00	0.32	0
Convenience Stores	2	2.94	1.49	198
Fishmongers	0	0.00	0.11	0
Frozen Foods	0	0.00	0.31	0
Greengrocers	1	1.47	0.31	475
Grocers & Delicatessens	0	0.00	1.00	0
Health Foods	0	0.00	0.44	0
Markets	0	0.00	0.13	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	1	1.47	0.44	336
Supermarkets	1	1.47	0.84	175
Total Convenience	6	8.82	8.41	105



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	1	1.47	0.79	185
Filling Stations	0	0.00	0.22	0
Health & Beauty	9	13.24	8.62	153
Opticians	1	1.47	1.34	110
Other Retail Services	1	1.47	0.53	280
Photo Processing	0	0.00	0.13	0
Photo Studio	0	0.00	0.17	0
Post Offices	1	1.47	0.49	297
Repairs, Alterations & Restoration	1	1.47	0.23	646
Travel Agents	0	0.00	0.86	0
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	1	1.47	0.50	292
Video Tape Rental	0	0.00	0.06	0
Totals	15	22.06	14.14	156



Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.14	0



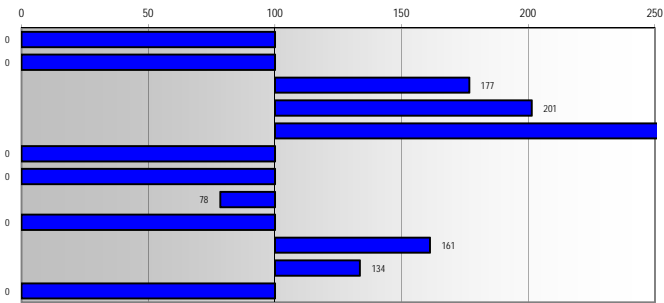
Outlet Counts

Centre:

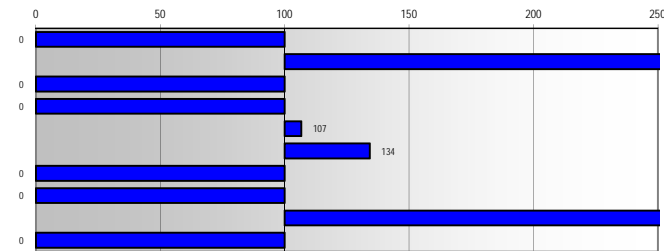
Carshalton

Survey Date: 20/02/2014

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.52	0
Bingo & Amusements	0	0.00	0.41	0
Cafes	5	7.35	4.16	177
Casinos & Betting Offices	2	2.94	1.46	201
Cinemas, Theatres & Concert Halls	1	1.47	0.25	579
Clubs	0	0.00	0.66	0
Disco, Dance & Nightclubs	0	0.00	0.25	0
Fast Food & Take Away	3	4.41	5.63	78
Hotels & Guest Houses	0	0.00	0.67	0
Public Houses	3	4.41	2.74	161
Restaurants	4	5.88	4.41	134
Sports & Leisure Facilities	0	0.00	0.28	0
Totals	18	26.47	22.43	118



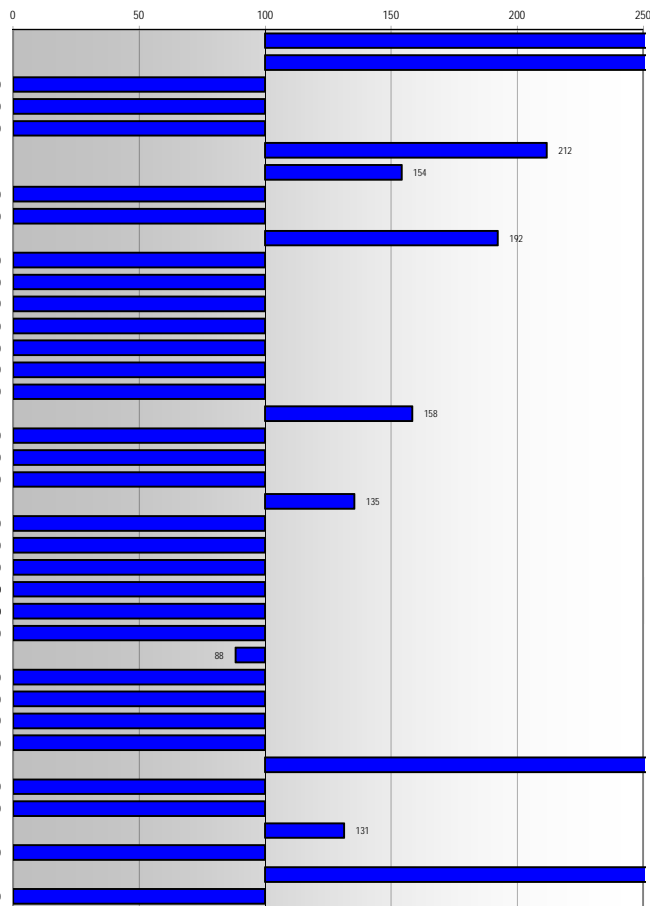
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	0	0.00	0.47	0
Building Supplies & Services	1	1.47	0.51	288
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	0	0.00	0.41	0
Financial Services	1	1.47	1.38	107
Legal Services	1	1.47	1.10	134
Other Business Services	0	0.00	0.40	0
Printing & Copying	0	0.00	0.31	0
Property Services	7	10.29	3.50	294
Retail Banks	0	0.00	2.74	0
Totals	10	14.71	10.84	136



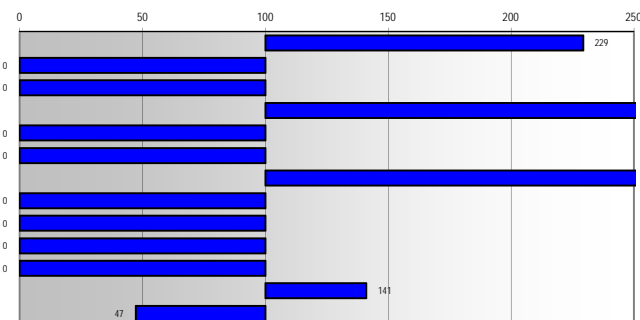
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	4	5.88	11.41	52
Total Number of Outlets	68			



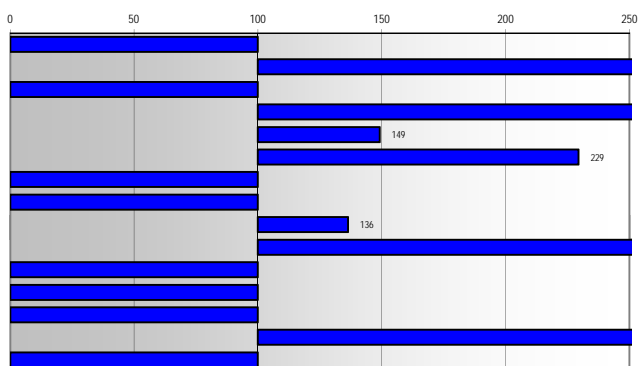
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	2,400	1.99	0.22	899
	Art & Art Dealers	3,700	3.06	0.36	842
	Booksellers	0	0.00	0.41	0
	Carpets & Flooring	0	0.00	0.54	0
	Catalogue Showrooms	0	0.00	0.52	0
	Charity Shops	4,400	3.64	1.72	212
	Chemist & Drugstores	2,900	2.40	1.56	154
	Childrens & Infants Wear	0	0.00	0.35	0
	Clothing General	0	0.00	3.25	0
	Crafts, Gifts, China & Glass	1,900	1.57	0.82	192
	Cycles & Accessories	0	0.00	0.19	0
	Department & Variety Stores	0	0.00	4.58	0
	DIY & Home Improvement	0	0.00	1.12	0
	Electrical & Other Durable Goods	0	0.00	1.13	0
	Florists	0	0.00	0.26	0
	Footwear	0	0.00	0.91	0
	Furniture Fitted	0	0.00	0.35	0
	Furniture General	2,700	2.24	1.41	158
	Gardens & Equipment	0	0.00	0.07	0
	Greeting Cards	0	0.00	0.50	0
	Hardware & Household Goods	0	0.00	3.68	0
	Jewellery, Watches & Silver	1,200	0.99	0.73	135
	Ladies & Mens Wear & Acc.	0	0.00	1.84	0
	Ladies Wear & Accessories	0	0.00	2.33	0
	Leather & Travel Goods	0	0.00	0.10	0
	Mens Wear & Accessories	0	0.00	0.70	0
	Music & Musical Instruments	0	0.00	0.10	0
	Music & Video Recordings	0	0.00	0.18	0
	Newsagents & Stationers	1,000	0.83	0.94	88
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	0	0.00	0.57	0
	Photographic & Optical	0	0.00	0.06	0
	Secondhand Goods, Books, etc.	0	0.00	0.16	0
	Sports, Camping & Leisure Goods	3,600	2.98	0.99	302
	Telephones & Accessories	0	0.00	0.67	0
	Textiles & Soft Furnishings	0	0.00	0.49	0
	Toiletries, Cosmetics & Beauty Products	1,400	1.16	0.88	131
	Toys, Games & Hobbies	0	0.00	0.65	0
	Vehicle & Motorcycle Sales	4,200	3.48	0.54	644
	Vehicle Accessories	0	0.00	0.22	0
	Totals	29,400	24.34	36.14	67



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,500	2.07	0.90	229
Butchers	0	0.00	0.33	0
CTN	0	0.00	0.14	0
Convenience Stores	8,200	6.79	1.61	421
Fishmongers	0	0.00	0.05	0
Frozen Foods	0	0.00	0.84	0
Greengrocers	800	0.66	0.15	445
Grocers & Delicatessens	0	0.00	0.54	0
Health Foods	0	0.00	0.26	0
Markets	0	0.00	0.91	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	200	0.17	0.12	141
Supermarkets	5,100	4.22	8.93	47
Total Convenience	16,800	13.91	15.03	93



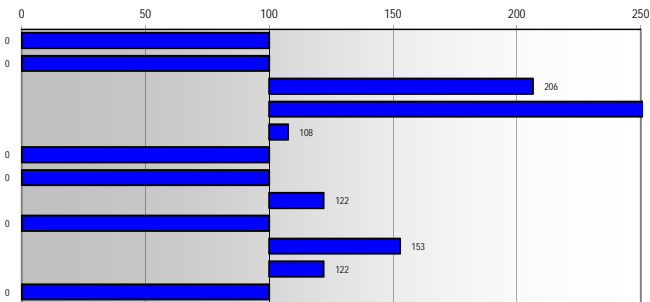
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	1,200	0.99	0.33	298
Filling Stations	0	0.00	0.12	0
Health & Beauty	16,500	13.66	3.87	353
Opticians	1,400	1.16	0.78	149
Other Retail Services	1,000	0.83	0.36	229
Photo Processing	0	0.00	0.05	0
Photo Studio	0	0.00	0.07	0
Post Offices	800	0.66	0.49	136
Repairs, Alterations & Restoration	300	0.25	0.07	334
Travel Agents	0	0.00	0.46	0
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	3,400	2.81	0.66	425
Video Tape Rental	0	0.00	0.04	0
Totals	24,600	20.36	7.41	275



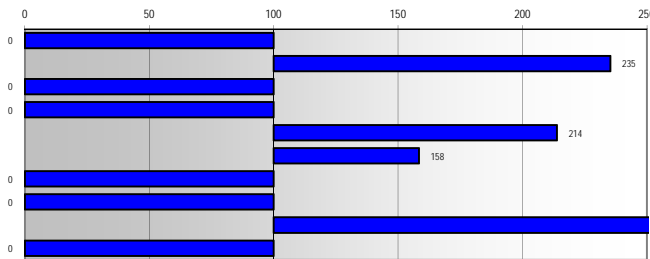
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.87	0
Bingo & Amusements	0	0.00	0.89	0
Cafes	5,500	4.55	2.21	206
Casinos & Betting Offices	3,900	3.23	1.11	290
Cinemas, Theatres & Concert Halls	2,200	1.82	1.69	108
Clubs	0	0.00	1.15	0
Disco, Dance & Nightclubs	0	0.00	0.51	0
Fast Food & Take Away	4,000	3.31	2.71	122
Hotels & Guest Houses	0	0.00	2.02	0
Public Houses	6,700	5.55	3.63	153
Restaurants	5,700	4.72	3.87	122
Sports & Leisure Facilities	0	0.00	1.61	0
Totals	28,000	23.18	23.27	100



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	0	0.00	0.35	0
Building Supplies & Services	1,300	1.08	0.46	235
Business Goods & Services	0	0.00	0.01	0
Employment & Careers	0	0.00	0.27	0
Financial Services	2,000	1.66	0.77	214
Legal Services	1,500	1.24	0.78	158
Other Business Services	0	0.00	0.44	0
Printing & Copying	0	0.00	0.18	0
Property Services	13,800	11.42	1.82	627
Retail Banks	0	0.00	3.10	0
Totals	18,600	15.40	8.19	188



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	3,400	2.81	9.23	30
Total Floorspace	120,800			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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

4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

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Key features:

Heritage: Centre is located within a conservation area and includes several listed buildings.

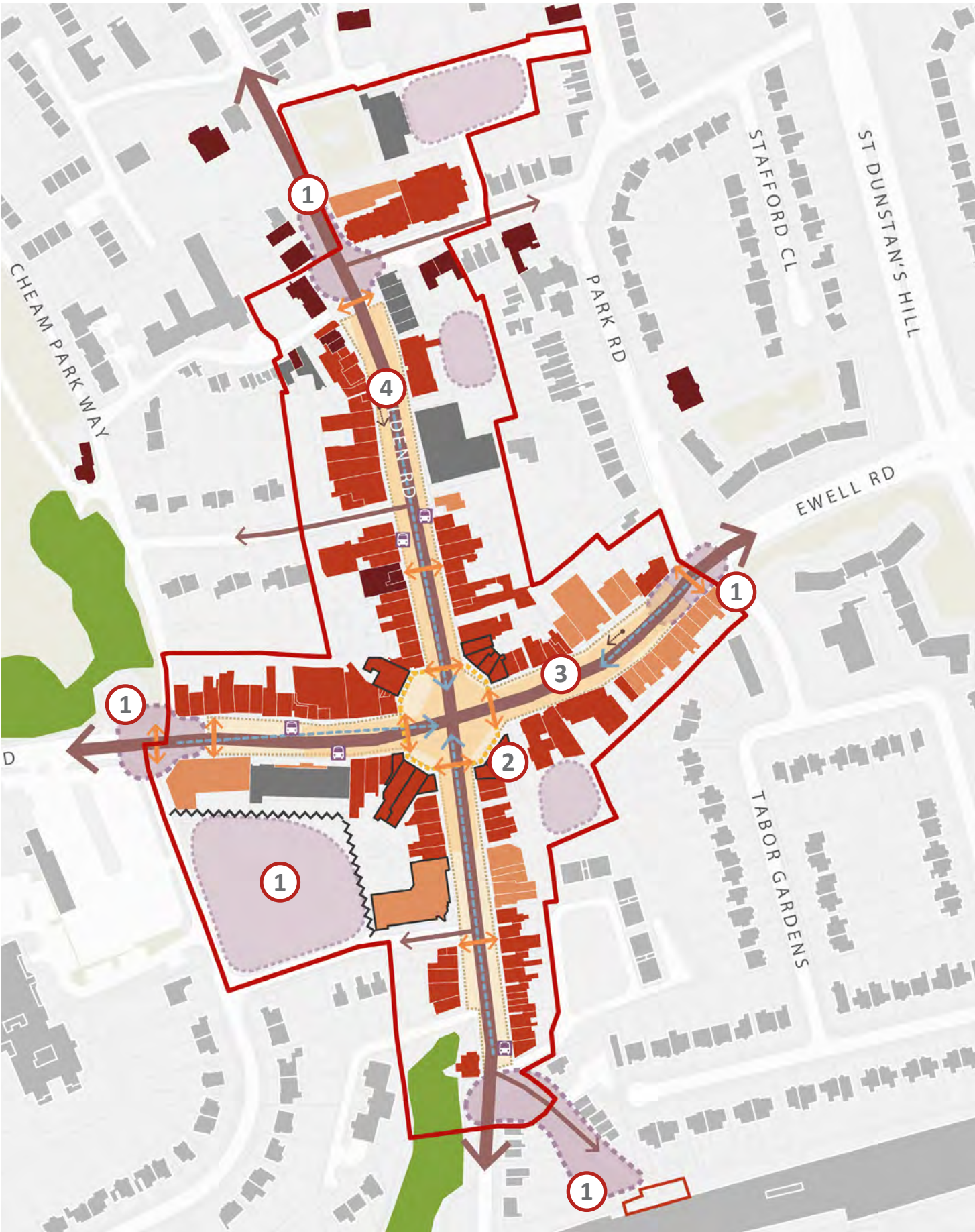
Local character: Distinctive architectural character, with historic buildings contributing to the strong local identity. Range of building ages, types and scales. Overall high quality built environment, with occasional buildings having negative impact upon streetscene.

Key spaces: Focal point of the centre is the intersection between Ewell Road, Malden Road and Station Way, with buildings arranged to positively respond to the junction. Space is used for occasional seating by visitors. Cheam Park creates an open and green backdrop to the centre in the west.

Traffic: Centre is dominated by the junction between Ewell Road, Station Way and Malden Road. Traffic lights create considerable congestion around this key space. Congestion creates barrier to pedestrian movement.

Arrival points: Car park adjacent to Kingsway Road is a key arrival point, but is fronted onto by service areas.

Public realm and streetscape: Quality of public realm and street environment detracts from high quality architecture. Cluttered pavements and poor quality surfacing materials detract from centre.



Opportunities:

- 1 Arrival:** Improve interface onto main car park to enhance sense of arrival. Consider change in road surfacing material in central area, to give the area a clear sense of identity.
- 2 Dominance of traffic:** Reduce dominance of traffic in central space and encourage pedestrian movement with public realm enhancements, potentially including raised surfaces to slow traffic, considering the design of the space as a whole.
- 3 Public realm improvements:** Create a more pedestrian-friendly street environment, de-cluttering the pavement areas from unnecessary street furniture. Introduce consistent, high quality surfacing materials to create an attractive setting to the buildings.
- 4 Pedestrian permeability:** Provide additional pedestrian crossing points across the roads, identifying desire lines around the centre.

LEGEND

	Centre boundary		Views
	Character area		Pedestrian crossing points
	Positive building		Bus stops
	Neutral building		Railway station
	Negative building		Negative frontage
	Arrival spaces		Landmark building
	Gateway		Listed building
	Streetscape improvements		Trees
	Public open space improvements		Green links
	Movement corridors		Change in levels
	Congestion		



Goad Category Report

Cheam

Survey Date: 20/02/2014

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

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

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

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

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

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

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

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

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

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

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

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

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

Goad Digital Plans

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

Tailored Plans and Extracts

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

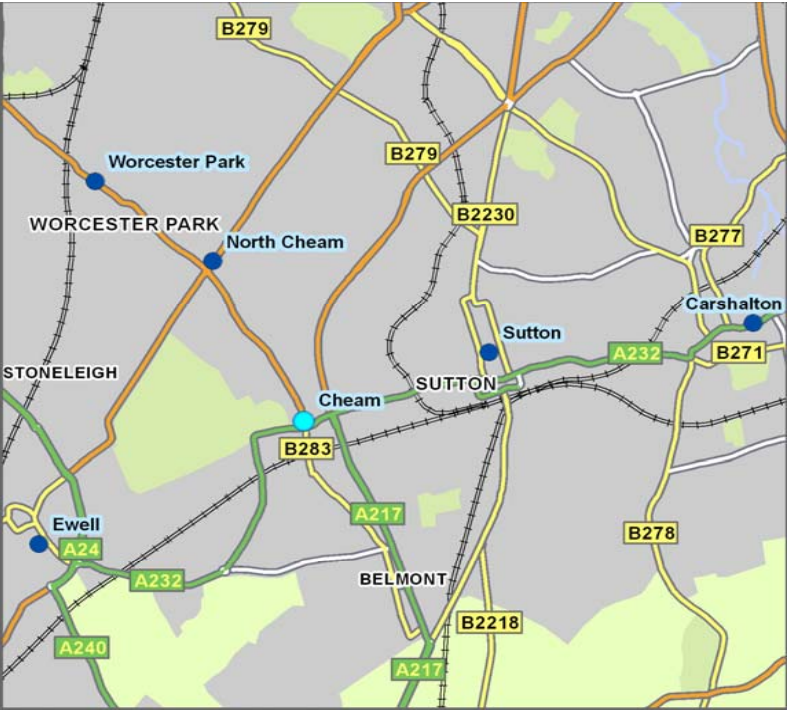
The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



Nearest Location

Distance KM

North Cheam	1.68
Sutton	1.72
Ewell	2.54
Worcester Park	2.86
Carshalton	3.97

Major Retailers Present

Department Stores

BhS	0
Debenhams	0
House of Fraser	0
John Lewis	0
Marks & Spencer	0

Mixed Goods Retailers

Argos	0
Boots the Chemist	1
T K Maxx	0
W H Smith	1
Wilkinson	0

Supermarkets

Sainsburys	1
Tesco	1
Waitrose	1

Clothing

Burton	0
Dorothy Perkins	0
H & M	0
New Look	0
Next	0
Primark	0
River Island	0
Topman	0
Topshop	0

Other Retailers

Carphone Warehouse	0
Clarks	0
Clintons	0
H M V	0
O2	0
Superdrug	0
Phones 4 U	0
Vodafone	0
Waterstones	0

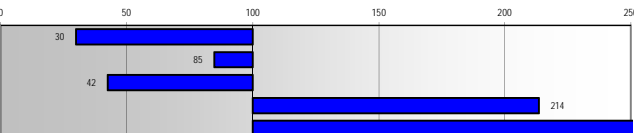
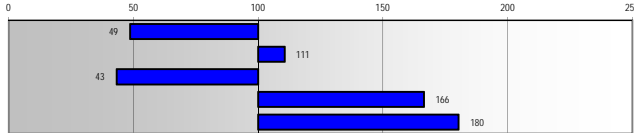
Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	5	20.83	42.87	49
Convenience	3	12.50	11.30	111
Retail Service	1	4.17	9.63	43
Leisure Services	8	33.33	20.02	166
Financial & Business Services	7	29.17	16.17	180

Total Multiple Outlets 24

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	8,700	14.26	47.81	30
Convenience	12,000	19.67	23.23	85
Retail Service	1,200	1.97	4.64	42
Leisure Services	20,200	33.11	15.51	214
Financial & Business Services	18,900	30.98	8.81	352

Total Multiple Floorspace 61,000

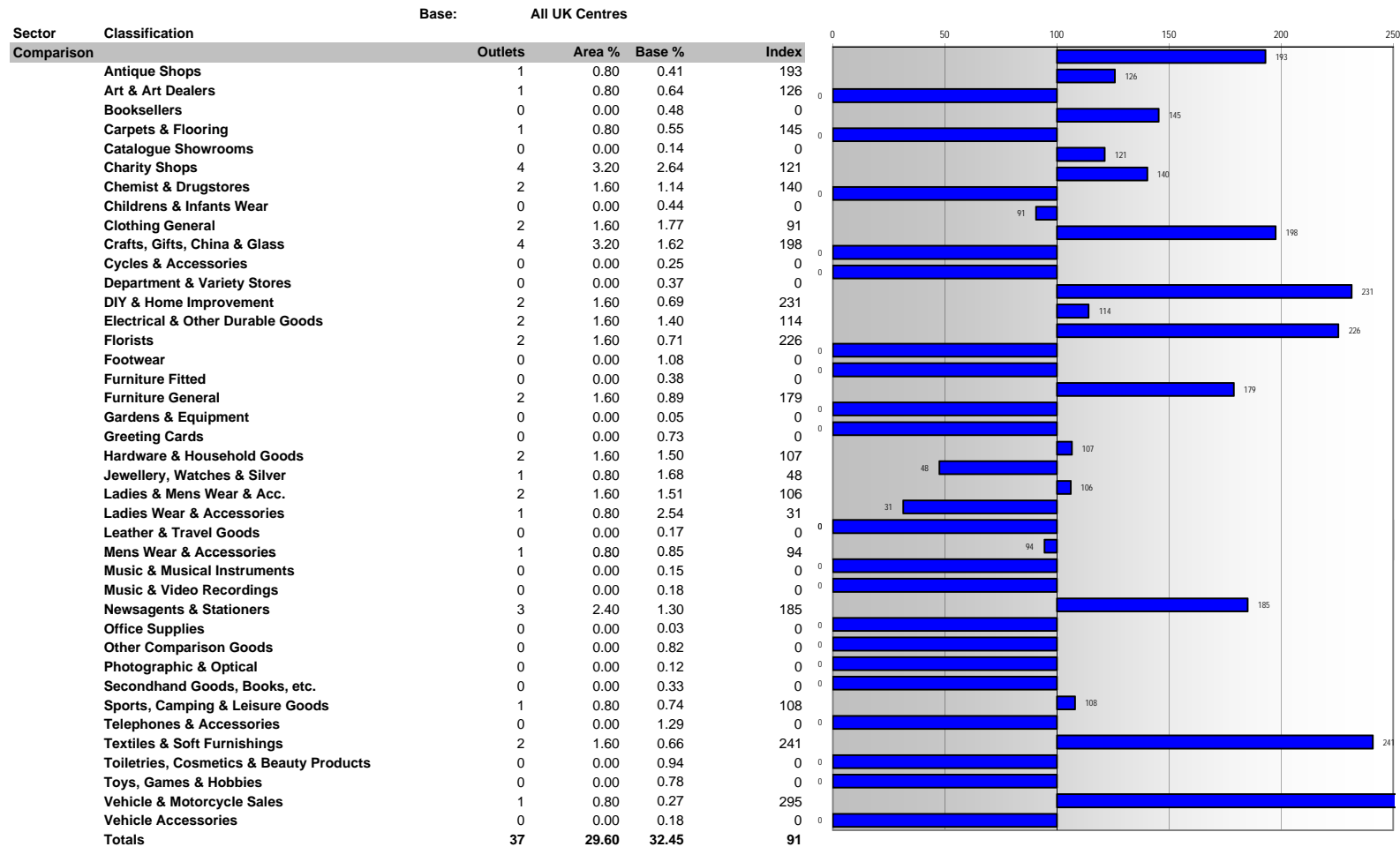


Outlet Counts

Centre:

Cheam

Survey Date: 20/02/2014



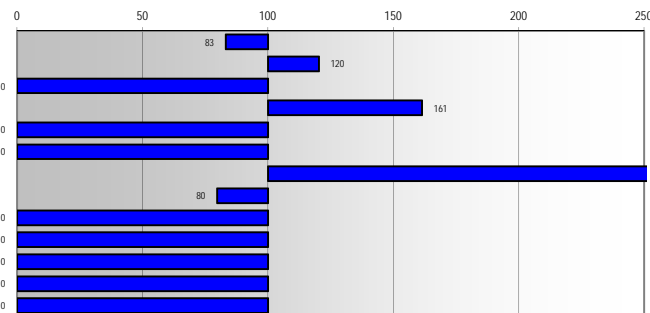
Outlet Counts

Centre:

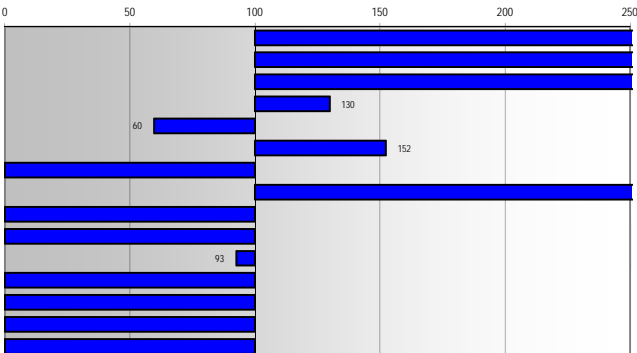
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Survey Date: 20/02/2014

Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	2	1.60	1.92	83
Butchers	1	0.80	0.67	120
CTN	0	0.00	0.32	0
Convenience Stores	3	2.40	1.49	161
Fishmongers	0	0.00	0.11	0
Frozen Foods	0	0.00	0.31	0
Greengrocers	1	0.80	0.31	258
Grocers & Delicatessens	1	0.80	1.00	80
Health Foods	0	0.00	0.44	0
Markets	0	0.00	0.13	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	0	0.00	0.44	0
Supermarkets	0	0.00	0.84	0
Total Convenience	8	6.40	8.41	76



Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	1	0.80	0.08	979
Dry Cleaners & Launderettes	3	2.40	0.79	302
Filling Stations	1	0.80	0.22	365
Health & Beauty	14	11.20	8.62	130
Opticians	1	0.80	1.34	60
Other Retail Services	1	0.80	0.53	152
Photo Processing	0	0.00	0.13	0
Photo Studio	1	0.80	0.17	482
Post Offices	0	0.00	0.49	0
Repairs, Alterations & Restoration	0	0.00	0.23	0
Travel Agents	1	0.80	0.86	93
TV, Cable & Video Rental	0	0.00	0.04	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	0	0.00	0.50	0
Video Tape Rental	0	0.00	0.06	0
Totals	23	18.40	14.14	130



Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.14	0



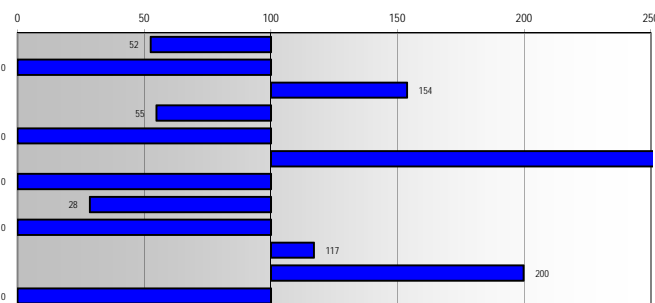
Outlet Counts

Centre:

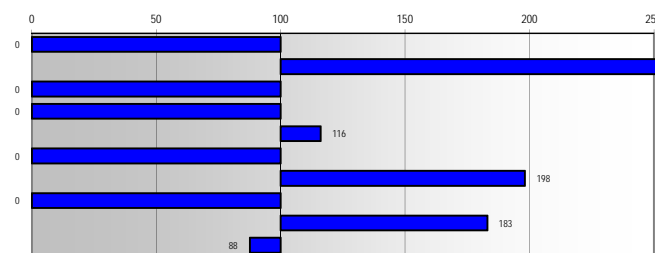
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Survey Date: 20/02/2014

Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	1	0.80	1.52	52
Bingo & Amusements	0	0.00	0.41	0
Cafes	8	6.40	4.16	154
Casinos & Betting Offices	1	0.80	1.46	55
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0
Clubs	4	3.20	0.66	488
Disco, Dance & Nightclubs	0	0.00	0.25	0
Fast Food & Take Away	2	1.60	5.63	28
Hotels & Guest Houses	0	0.00	0.67	0
Public Houses	4	3.20	2.74	117
Restaurants	11	8.80	4.41	200
Sports & Leisure Facilities	0	0.00	0.28	0
Totals	31	24.80	22.43	111

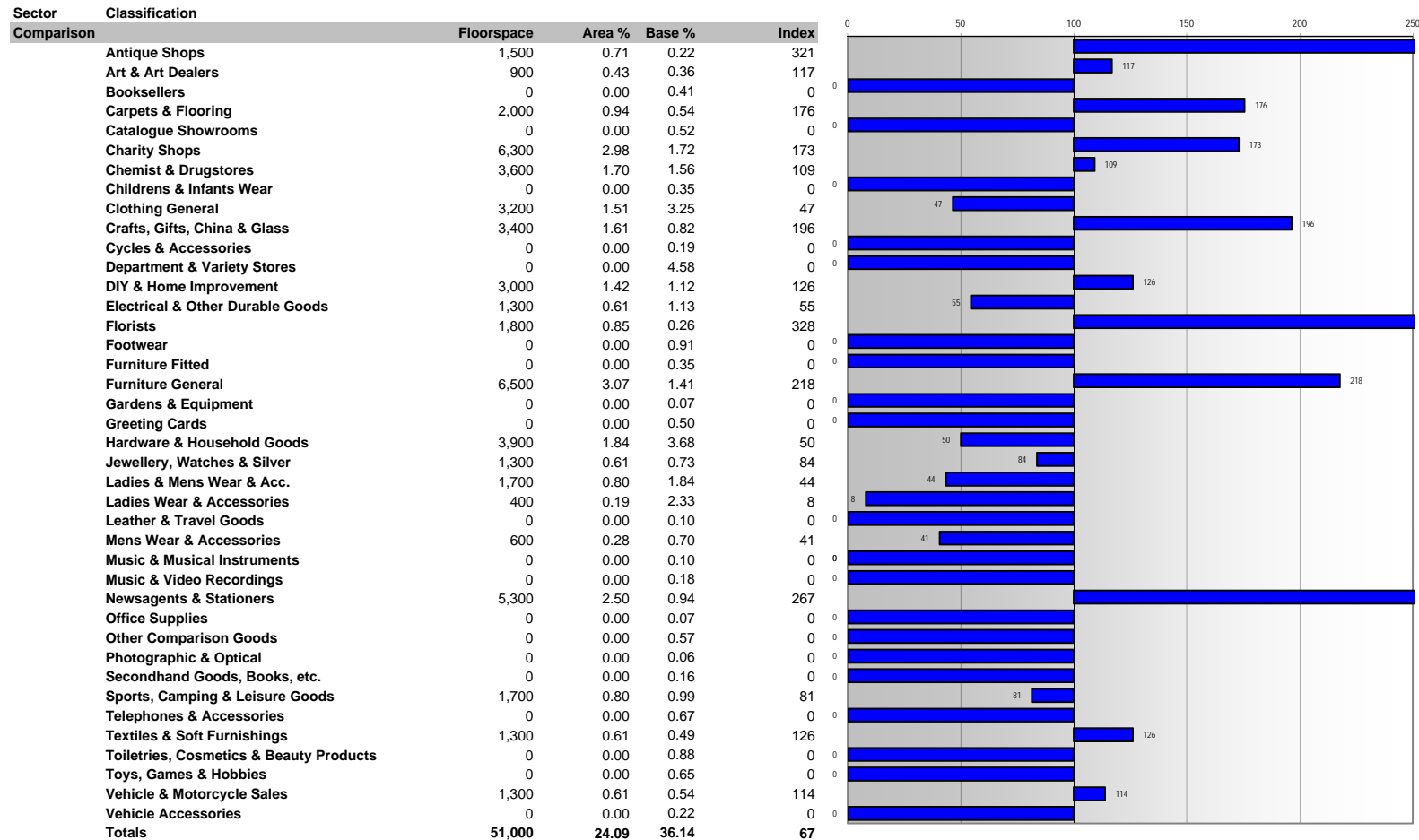


Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	0	0.00	0.47	0
Building Supplies & Services	7	5.60	0.51	1,096
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	0	0.00	0.41	0
Financial Services	2	1.60	1.38	116
Legal Services	0	0.00	1.10	0
Other Business Services	1	0.80	0.40	198
Printing & Copying	0	0.00	0.31	0
Property Services	8	6.40	3.50	183
Retail Banks	3	2.40	2.74	88
Totals	21	16.80	10.84	155

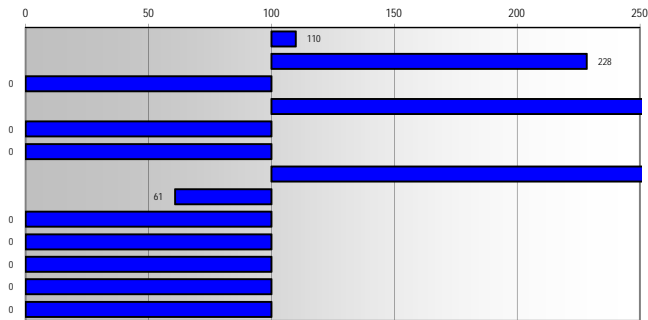


Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	5	4.00	11.41	35
Total Number of Outlets	125			

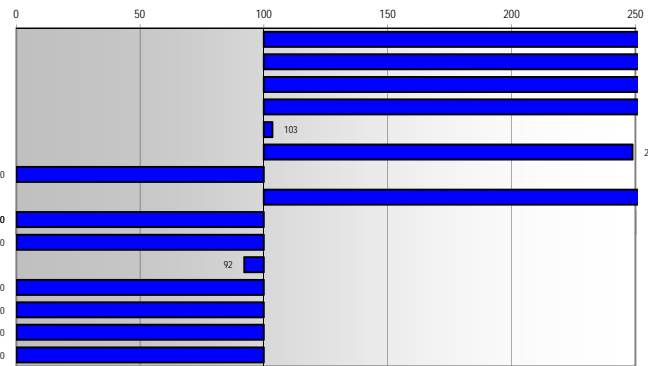




Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	2,100	0.99	0.90	110
Butchers	1,600	0.76	0.33	228
CTN	0	0.00	0.14	0
Convenience Stores	12,000	5.67	1.61	352
Fishmongers	0	0.00	0.05	0
Frozen Foods	0	0.00	0.84	0
Greengrocers	1,600	0.76	0.15	507
Grocers & Delicatessens	700	0.33	0.54	61
Health Foods	0	0.00	0.26	0
Markets	0	0.00	0.91	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	0	0.00	0.12	0
Supermarkets	0	0.00	8.93	0
Total Convenience	18,000	8.50	15.03	57



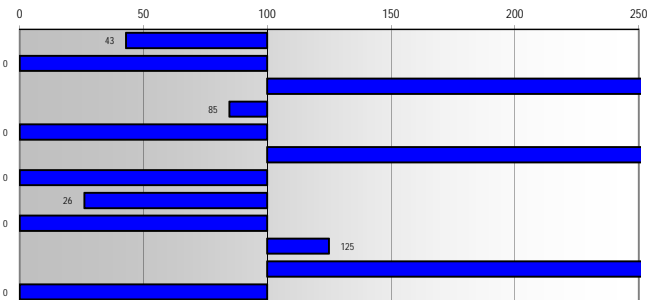
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	900	0.43	0.04	996
Dry Cleaners & Launderettes	2,100	0.99	0.33	297
Filling Stations	1,200	0.57	0.12	470
Health & Beauty	23,300	11.01	3.87	285
Opticians	1,700	0.80	0.78	103
Other Retail Services	1,900	0.90	0.36	249
Photo Processing	0	0.00	0.05	0
Photo Studio	1,400	0.66	0.07	927
Post Offices	0	0.00	0.49	0
Repairs, Alterations & Restoration	0	0.00	0.07	0
Travel Agents	900	0.43	0.46	92
TV, Cable & Video Rental	0	0.00	0.01	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	0	0.00	0.66	0
Video Tape Rental	0	0.00	0.04	0
Totals	33,400	15.78	7.41	213



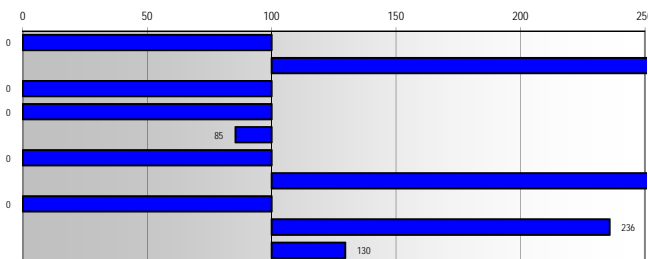
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.12	0



Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	1,700	0.80	1.87	43
Bingo & Amusements	0	0.00	0.89	0
Cafes	12,200	5.76	2.21	261
Casinos & Betting Offices	2,000	0.94	1.11	85
Cinemas, Theatres & Concert Halls	0	0.00	1.69	0
Clubs	18,500	8.74	1.15	763
Disco, Dance & Nightclubs	0	0.00	0.51	0
Fast Food & Take Away	1,500	0.71	2.71	26
Hotels & Guest Houses	0	0.00	2.02	0
Public Houses	9,600	4.53	3.63	125
Restaurants	23,500	11.10	3.87	287
Sports & Leisure Facilities	0	0.00	1.61	0
Totals	69,000	32.59	23.27	140



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	0	0.00	0.35	0
Building Supplies & Services	12,600	5.95	0.46	1,302
Business Goods & Services	0	0.00	0.01	0
Employment & Careers	0	0.00	0.27	0
Financial Services	1,400	0.66	0.77	85
Legal Services	0	0.00	0.78	0
Other Business Services	2,400	1.13	0.44	255
Printing & Copying	0	0.00	0.18	0
Property Services	9,100	4.30	1.82	236
Retail Banks	8,500	4.02	3.10	130
Totals	34,000	16.06	8.19	196



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	6,300	2.98	9.23	32
Total Floorspace	211,700			



TERMS AND CONDITIONS

1. DEFINITIONS

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

"Experian" means Experian Group Limited.

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

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

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

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

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

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

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

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

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

4. PROVISION OF THE SERVICES

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

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

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

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

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

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

6. COPYRIGHT

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

7. CONFIDENTIALITY

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

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

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

7.3.1 the Information; and/or

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

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

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

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

7.4.2 it has already come within the public domain

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

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

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

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

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

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

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

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

16. SEVERANCE

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

17. LAW

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

Hackbridge

Key features:

Traffic: Dominated by busy traffic route through district centre. Raised surfacing has helped reduce vehicle speeds in the core area.

Active frontages: Poor interface with the public realm in places, with rear gardens and services affecting the quality of the public realm.

Character: Mix of architectural ages, styles and uses, with early twentieth century parade of shops positively contributing to local character. Location of housing reduced the district centre's character and function.

Public realm: The central area has recently undergone public realm improvements, which have enhanced the area. Beyond this, the public realm is generally of poor quality.

Sense of arrival: poor sense of arrival from the railway station.

Views: Change in levels from bridge creates significant views into centre.



Interface with public realm



Parade of shops contributing to local identity



Opportunities:

- 1 Sense of arrival:** Improve sense of arrival from south to create gateway into district centre, making most of views and change in levels.
- 2 Railway station forecourt:** Improve pedestrian connections between railway station to centre through parking area, to strengthen sense of arrival.
- 3 Public realm improvements:** Extend public realm improvements beyond existing core area, with rationalisation of material and furniture palette.
- 4 Opportunity for regeneration:** Potential development increases the potential number of visitors to the district centre.
- 5 Public realm interface:** Consider opportunities to improve building interface with public realm, creating active frontages and opportunities for natural surveillance.

LEGEND

- | | | | |
|---|--------------------------------|---|----------------------------|
|  | Centre boundary |  | Views |
|  | Character area |  | Pedestrian crossing points |
|  | Positive building |  | Bus stops |
|  | Neutral building |  | Railway station |
|  | Negative building |  | Negative frontage |
|  | Arrival spaces |  | Landmark building |
|  | Gateway |  | Listed building |
|  | Streetscape improvements |  | Trees |
|  | Public open space improvements |  | Green links |
|  | Movement corridors |  | Change in levels |
|  | Congestion | | |

Rosehill

Key features:

Quality of built form: Mix of building age, scale and architectural styles, from early twentieth century shopping parades to modern apartment blocks. Overall architectural quality is good, although side elevations occasionally detract from the streetscene (e.g. Co-op).

Traffic: Situated adjacent to a major roundabout. Congestion associated with roundabout has significant impact on environmental quality, dominating the public realm and segregating shopping areas.

Public realm: Congestion dominates public realm, particularly along Wrythe Lane. Main open space in centre is in central area of roundabout. Rosehill Recreation Ground creates a green backdrop to the shopping area, but is not visible from Wrythe Lane.

Street environment: Surfacing and street furnishings appear tired and in need of updating/replacing. Surfacing is uneven and requires maintenance.

Character: Overall quality of built environment is good, with a listed building to the north. Most buildings positively contribute to local identity. However, traffic dominates

Arrival points: Co-op car park is main arrival point, but rear gardens, fences and blank building facades do not create a positive impression of centre.



Opportunities:

- 1 Street environment:** Improve street environment by rationalising street furniture and introduce limited materials palette for hard surfacing to enhance identity of Rosehill.
- 2 Highways layout:** Investigate wider opportunities to replace roundabout with signalised junction, to reduce inefficient use of land with roundabout. The additional land could then be used to create a more meaningful open space, which would be less influenced by traffic.
- 3 Arrival points:** Improve edges onto Co-op car park to enhance sense of arrival. Consider change in road surfacing material in central area to give the area a clearer sense of identity.
- 4 Pedestrian permeability:** Improve existing pedestrian crossings, and provide new (informal) crossing points to improve pedestrian permeability.

LEGEND

	Centre boundary		Views
	Character area		Pedestrian crossing points
	Positive building		Bus stops
	Neutral building		Railway station
	Negative building		Negative frontage
	Arrival spaces		Landmark building
	Gateway		Listed building
	Streetscape improvements		Trees
	Public open space improvements		Green links
	Movement corridors		Change in levels
	Congestion		

Centre: **Sutton**Survey Date: **19/03/2015**Surveyed By: **JRD/AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O No.	Address Street	Notes	Convenience	Unit Classification Comparison	Counts Service	Vacant	Other
1 Subsea 7	Offices	O	Midday Court Brighton Road	construction site	0	0	0	0	1
2 BP	Petrol Station	C	Midday Court Brighton Road		1	0	0	0	0
3 Centro	Estate Agency	S	Midday Court Brighton Road		0	0	1	0	0
4 Vacant	Vacant	V	Midday Court Brighton Road		0	0	0	1	0
5 Regal Dry Cleaners	Dry Cleaners	C	Brighton Road		1	0	0	0	0
6 Tesco Express	Convenience Store	C	14 Brighton Road		1	0	0	0	0
7 Dominos	Take Away	S	Brighton Road		0	0	1	0	0
8 Gowles	Estate Agency	S	Brighton Road		0	0	1	0	0
9 Chamaral	Hair Salon	S	Brighton Road		0	0	1	0	0
10 Northwood	Estate Agency	S	Brighton Road		0	0	1	0	0
11 Noor Jahan	Restaurant/Take Away	S	Brighton Road		0	0	1	0	0
12 Cubitt & West	Estate Agency	S	6 Brighton Road		0	0	1	0	0
13 Amai	Hair Salon	S	Brighton Road		0	0	1	0	0
14 The Friendly Dolphin	Take Away	S	Brighton Road		0	0	1	0	0
15 Your Move	Estate Agency	S	Brighton Road		0	0	1	0	0
16 Mi Move	Estate Agency	S	Brighton Road		0	0	1	0	0
17 Offices	Offices	O	Mulgrave Road		0	0	0	0	1
18 WA Truelove & Son Limited	Funeral Directors	S	22 Mulgrave Road		0	0	1	0	0
19 Willows	Florist	D	Mulgrave Road		0	1	0	0	0
20 Melbourne	Take Away	S	Mulgrave Road		0	0	1	0	0
21 Heens	Restaurant	S	14-16 Mulgrave Road		0	0	1	0	0
22 Vacant	Landmarks Lettings	V	Mulgrave Road		0	0	0	1	0
23 Angelos	Barbers	S	Mulgrave Road		0	0	1	0	0
24 Co-operative Funeral Care	Funeral Directors	S	10 Mulgrave Road		0	0	1	0	0
25 Casa Nostra	Restaurant	S	Mulgrave Road		0	0	1	0	0
26 Chums	Café	S	Mulgrave Road		0	0	1	0	0
27 Leaders	Estate Agency	S	Mulgrave Road		0	0	1	0	0
28 Headstart Employment	Recruitment Agency	S	Mulgrave Road		0	0	1	0	0
29 Coughlans Bakery	Bakery/ Café	C	High Street		1	0	0	0	0
30 Efes Kebab	Take Away	S	High Street		0	0	1	0	0
31 Dallas	Take Away	S	High Street		0	0	1	0	0
32 Rift & Co	Public House	S	High Street		0	0	1	0	0
33 Rush Beauty	Salon	S	High Street		0	0	1	0	0
34 Mama	Restaurant	S	High Street		0	0	1	0	0
35 Nandos	Restaurant	S	High Street		0	0	1	0	0
36 Zizzi	Restaurant	S	High Street	large unit with outdoo	0	0	1	0	0
37 Parry & Drewett	Estate Agency	S	Sutton Court Road		0	0	1	0	0
38 Coopers Pharmacy	Pharmacy	D	Sutton Court Road		0	1	0	0	0
39 The Business Too.	Hair Salon	S	Sutton Court Road		0	0	1	0	0
40 W H Matthews & Co	Solicitors	S	Sutton Court Road		0	0	1	0	0
41 Vacant	Estate Agency	V	Sutton Court Road		0	0	0	1	0
42 Post Office	Post Office	S	Sutton Court Road		0	0	1	0	0
43 Copthall House	Offices	O	9 Sutton Court Road		0	0	0	0	1
44 Bathstore	Bathrooms/Décor	D	Sutton Court Road		0	1	0	0	0
45 Ace Dry Cleaners	Dry Cleaners	S	Sutton Court Road		0	0	1	0	0
46 eleDent	Dentist	O	Sutton Court Road	A2 shopfront	0	0	0	0	1
47 RI Property	Estate Agency	S	Sutton Court Road		0	0	1	0	0
48 Kamsons Pharmacy	Estate Agency	S	Sutton Court Road		0	0	1	0	0
49 Shapers	Gym	S	Sutton Court Road		0	0	1	0	0
50 Vacant	Offices	V	Sutton Court Road		0	0	0	1	0
51 Quality Solicitors	Solicitors	S	Sutton Court Road		0	0	1	0	0
52 Quality Solicitors	Offices	O	36 Sutton Court Road		0	0	0	0	1
53 Multiyork	Furniture	D	Sutton Court Road		0	1	0	0	0
54 Offices	Offices	O	Sutton Court Road		0	0	0	0	1
55 Coral	Bookmaker	S	High Street		0	0	1	0	0
56 Uno	Restaurant	S	High Street	Non Food Element open 6-11 (10-4 Sun)	0	0	1	0	0
57 Cashino	Amusement Arcade	S	High Street		0	0	1	0	0
58 Alters	Take Away	S	High Street		0	0	1	0	0
59 Ladbrokes	Bookmaker	S	High Street		0	0	1	0	0
60 Morrisons	Supermarket	D	High Street		0	1	0	0	0
61 Morrisons	Supermarket	C	High Street		1	0	0	0	0
62 Ivory Lounge	Public House	S	High Street		0	0	1	0	0
63 O'Neills	Public House	S	High Street		0	0	1	0	0
64 Barclays	Bank	S	High Street		0	0	1	0	0
65 Number One	Take Away	S	1 Cheam Road		0	0	1	0	0

66 Key 2 Success	Tuition	S	1a Cheam Road	0	0	1	0	0
67 Perfect Kebab	Take Away	S	3 Cheam Road	0	0	1	0	0
68 Fuse	Hair Salon	S	Cheam Road	0	0	1	0	0
69 Papya	Restaurant/Take Away	S	Cheam Road	0	0	1	0	0
70 Vacant	Restaurant	V	Cheam Road	0	0	0	1	0
71 Wonderland	Nightclub	S	Cheam Road	0	0	1	0	0
72 Akos	Barbers	S	Cheam Road	0	0	1	0	0
73 Warrenders	Jewellers	D	Cheam Road	0	1	0	0	0
74 Press 2 Dress	Dry Cleaners	S	Cheam Road	0	0	1	0	0
75 Lloyds	Bank	S	Cheam Road/High Street	0	0	1	0	0
76 Betfred	Bookmaker	S	High Street	0	0	1	0	0
77 Tanning Shop	Salon	S	High Street	0	0	1	0	0
78 The Treasury	Public House	S	High Street	0	0	1	0	0
79 Nationwide	Bank	S	High Street	0	0	1	0	0
80 No Name	Household	D	High Street	0	1	0	0	0
81 Vacant	Public House	V	High Street	0	0	0	1	0
82 The Moon on the Hill	Public House	S	Hill Road/Trinity Square	0	0	1	0	0
83 All Bar One	Public House	S	Hill Road/Trinity Square	0	0	1	0	0
84 Waterstones	Book Shop	D	High Street	0	1	0	0	0
85 Maplin	Electronics	D	High Street	0	1	0	0	0
86 HSBC	Bank	S	High Street	0	0	1	0	0
87 The Works	Book Shop	D	High Street	0	1	0	0	0
88 Peacocks	Clothes Shop	D	High Street	0	1	0	0	0
89 Solaris Tanning	Salon	S	St Nicholas Road	0	0	1	0	0
90 Employment Plus	Recruitment Agency	S	St Nicholas Road	0	0	1	0	0
91 Riva Bingo	Bingo Hall	O	St Nicholas Road	0	0	0	0	1
92 Metro Bank	Bank	S	High Street	0	0	1	0	0
93 Vacant	Bank	V	High Street	0	0	0	1	0
94 O2	Phone Shop	D	High Street	0	1	0	0	0
95 Phones Gadgets	Phone Shop	D	High Street	0	1	0	0	0
96 Carphone Warehouse	Phone Shop	D	High Street	0	1	0	0	0
97 Warren James	Jewellers	D	High Street	0	1	0	0	0
98 Clarks	Shoe Shop	D	High Street	0	1	0	0	0
99 Boots	Pharmacy	D	High Street	0	1	0	0	0
100 Stan James	Bookmaker	S	High Street	0	0	1	0	0
101 The Fragrance Shop	Cosmetics	D	High Street	0	1	0	0	0
102 The Body Shop	Cosmetics	D	High Street	0	1	0	0	0
103 Vacant	John Broomfield	V	High Street	0	0	0	1	0
104 Ryman	Stationary	D	High Street	0	1	0	0	0
105 Café Nero	Café	S	High Street	0	0	1	0	0
106 Vacant	Sutton Superbowl	V	Church Street	0	0	0	1	0
107 Cancer Research	Charity Shop	D	High Street	0	1	0	0	0
108 Patricia Fancy Dress	Fancy Dress Shop	D	High Street	0	1	0	0	0
109 Card Factory	Card Shop	D	High Street	0	1	0	0	0
110 Flight Centre	Travel Agents	S	Ground Floor St Nicholas Centre	0	0	1	0	0
111 Vine Project	Charity Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
112 Supercuts	Hair Salon	S	Ground Floor St Nicholas Centre	0	0	1	0	0
113 Elegant Nail Bar	Nail Salon	S	Ground Floor St Nicholas Centre	0	0	1	0	0
114 Burger King	Restaurant/Take Away	S	Ground Floor St Nicholas Centre	0	0	1	0	0
115 GNC Nutrition	Healthfood	C	Ground Floor St Nicholas Centre	1	0	0	0	0
116 Sean Hanna Hair	Hair Salon	S	Ground Floor St Nicholas Centre	0	0	1	0	0
117 Pitch Blue	Jewellers	D	Ground Floor St Nicholas Centre	0	1	0	0	0
118 Barnes & Fadden	Furniture	D	Ground Floor St Nicholas Centre	0	1	0	0	0
119 Home Picture & Photography	Studio	S	Ground Floor St Nicholas Centre	0	0	1	0	0
120 Boros Luggage	Luggage Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
121 Sports Direct	Sports Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
122 Esquire Coffee	Café	S	Ground Floor St Nicholas Centre	0	0	1	0	0
123 Toy Barnhaus	Toy Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
124 Carpet World	Flooring	D	Ground Floor St Nicholas Centre	0	1	0	0	0
125 Robert Dyas	Homewear	D	Ground Floor St Nicholas Centre	0	1	0	0	0
126 Blue Inc	Clothes Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
127 Herbs and Accupuncture	Accupuncture	S	Ground Floor St Nicholas Centre	0	0	1	0	0
128 Vacant	Vacant	V	Ground Floor St Nicholas Centre	0	0	0	1	0
129 Empire	Cinema	O	Ground Floor St Nicholas Centre	0	0	0	0	1
130 Café Kiko	Café	S	Ground Floor St Nicholas Centre	0	0	1	0	0
131 News Express	Newsagent	C	Ground Floor St Nicholas Centre	1	0	0	0	0
132 Marc Jasons Shoeworld	Shoe Shop	D	Ground Floor St Nicholas Centre	0	1	0	0	0
133 Vacant	Opticians	V	Ground Floor St Nicholas Centre	0	0	0	1	0
134 Debenhams	Department Store	D	Ground Floor St Nicholas Centre	0	1	0	0	0
135 Little Lambs	Play Area	S	First Floor St Nicholas Centre	0	0	1	0	0
136 Bricks & Mortor	Clothes Shop	D	First Floor St Nicholas Centre	0	1	0	0	0

137 Vacant	Electrical	V	First Floor	St Nicholas Centre	0	0	0	1	0
138 Piece by Piece	Toy Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
139 Next	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
140 Thingz	Luggage	D	First Floor	St Nicholas Centre	0	1	0	0	0
141 Nipas Beauty	Salon	S	First Floor	St Nicholas Centre	0	0	1	0	0
142 Miss Prodigy	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
143 Anne Summers	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
144 Claires Accessories	Jewellery/ Accessories	D	First Floor	St Nicholas Centre	0	1	0	0	0
145 Framing Zone	Frame Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
146 Casa del Café	Café	S	First Floor	St Nicholas Centre	0	0	1	0	0
147 Goldsmiths	Jewellers	D	First Floor	St Nicholas Centre	0	1	0	0	0
148 Amere	Shoe Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
149 Party Superstore	Gift Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
150 Kaos	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
151 Perfume Shop	Cosmetics	D	First Floor	St Nicholas Centre	0	1	0	0	0
152 Accessorize	Jewellery/ Accessories	D	First Floor	St Nicholas Centre	0	1	0	0	0
153 Claybrookier	Jewellers	D	First Floor	St Nicholas Centre	0	1	0	0	0
154 Primark	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
155 The Scene	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
156 Pinc	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
157 Mothercare/ELC	Infants	D	First Floor	St Nicholas Centre	0	1	0	0	0
158 Home Living	Homewear	D	First Floor	St Nicholas Centre	0	1	0	0	0
159 Sai Hair & Beauty	Hair Salon	S	First Floor	St Nicholas Centre	0	0	1	0	0
160 Vacant	Vacant	V	First Floor	St Nicholas Centre	0	0	0	1	0
161 New Look	Clothes Shop	D	First Floor	St Nicholas Centre	0	1	0	0	0
162 Takeya	Take Away	S	Second Floor	St Nicholas Centre	0	0	1	0	0
163 Roti Masters	Restaurant	S	Second Floor	St Nicholas Centre	0	0	1	0	0
164 MB Accessories	Phone Shop	D	Second Floor	St Nicholas Centre	0	1	0	0	0
165 Bangkok Pad Thai	Restaurant/Take Away	S	Second Floor	St Nicholas Centre	0	0	1	0	0
166 My Rustic Pizza	Restaurant/Take Away	S	Second Floor	St Nicholas Centre	0	0	1	0	0
167 Beauty by Honey	Salon	S	Second Floor	St Nicholas Centre	0	0	1	0	0
168 SR Kay	Fishmonger	C	Second Floor	St Nicholas Centre	1	0	0	0	0
169 Topshop	Clothes Shop	D		High Street	0	1	0	0	0
170 Vision Express	Opticians	D		High Street	0	1	0	0	0
171 Santander	Bank	S		High Street	0	0	1	0	0
172 Vodaphone	Phone Shop	D		High Street	0	1	0	0	0
173 Charlies	Confectionaries	C		High Street	1	0	0	0	0
174 EE	Phone Shop	D		High Street	0	1	0	0	0
175 Virgin Media	Phone Shop/ Internet	D		High Street	0	1	0	0	0
176 Gallery Gifts	Gift Shop	D		High Street	0	1	0	0	0
177 Footlocker	Sports Shop	D		High Street	0	1	0	0	0
178 JD Sports	Sports Shop	D		High Street	0	1	0	0	0
179 Deichman	Shoe Shop	D		High Street	0	1	0	0	0
180 Subway	Take Away	S		High Street	0	0	1	0	0
181 Ecco	Shoe Shop	D		High Street	0	1	0	0	0
182 Chopstix	Take Away	S		High Street	0	0	1	0	0
183 Lycamobile	Phone Shop	D		High Street	0	1	0	0	0
184 Purchens	Jewellers	D		High Street	0	1	0	0	0
185 Natwest	Bank	S		High Street	0	0	1	0	0
186 Cash Converters	Electrical	D		High Street	0	1	0	0	0
187 Snappy Snaps	Photograph Printing	S		High Street	0	0	1	0	0
188 Thomas Cook	Travel Agents	S		High Street	0	0	1	0	0
189 Vacant	Vacant Site	V		High Street	0	0	0	1	0
190 Bon Marche	Clothes Shop	D		High Street	0	1	0	0	0
191 The Goodlife	Healthfood	C		High Street	1	0	0	0	0
192 Card Factory	Card Shop	D		High Street	0	1	0	0	0
193 CEX	Game Shop	D		High Street	0	1	0	0	0
194 Fones Fusion	Phone Shop	D		High Street	0	1	0	0	0
195 USA Nails	Nail Salon	S		High Street	0	0	1	0	0
196 Greggs	Bakery	C		High Street	1	0	0	0	0
197 The Project	Clothes Shop	D		High Street	0	1	0	0	0
198 Argos	Catalogue Store	D		High Street	0	1	0	0	0
199 Asda	Supermarket	D		High Street	0	1	0	0	0
200 Asda	Supermarket	C		High Street	1	0	0	0	0
201 The Winning	Public House	S		High Street	0	0	1	0	0
202 Kebab Planet	Take Away	S		High Street	0	0	1	0	0
203 Vacant	Vacant	V	271	High Street	0	0	0	1	0
204 Coral	Bookmaker	S		High Street	0	0	1	0	0
205 Supersave Express	Convenience Store	C		High Street	1	0	0	0	0
206 St Raphael's Hospice	Charity Shop	D		High Street	0	1	0	0	0
207 Age UK	Charity Shop	D		High Street	0	1	0	0	0

208 Merry Plaice	Take Away	S	High Street	0	0	1	0	0
209 The Crown	Public House	S	High Street	0	0	1	0	0
210 Halfords	Vehicle Parts/Accessories	D	Crown Road	0	1	0	0	0
211 Vacant	Gas Works Development Site	V	Crown Road/ High Street/ Vale Road	0	0	0	1	0
212 Café Delight	Café	S	Vale Road/ High Street	0	0	1	0	0
213 Mini Store	Convenience Store	C	High Street	1	0	0	0	0
214 Sutton Motorcycle Training	Offices	O	329 High Street	0	0	0	0	1
215 Dominos	Take Away	S	High Street	0	0	1	0	0
216 Noodle Bar	Take Away	S	High Street	0	0	1	0	0
217 Morrisons Local	Convenience Store	C	High Street	1	0	0	0	0
218 Peacock Food and Wine	Convenience Store	C	Oakhill Road/ High Street	1	0	0	0	0
219 Golden Lion	Restaurant	S	362-364 High Street	0	0	1	0	0
220 Sutton Kebab	Take Away	S	360 High Street	0	0	1	0	0
221 Quix	Off Licence	C	High Street	1	0	0	0	0
222 Nicks Barbers	Barbers	S	High Street	0	0	1	0	0
223 Indiya Indiya	Restaurant	S	High Street	0	0	1	0	0
224 Job Centre/ Driving Test Centre	Offices	O	Helena House High Street	0	0	0	0	1
225 The Prince Regent	Public House	S	High Street	0	0	1	0	0
226 Vacant	Development Site	V	High Street	0	0	0	1	0
227 The Raj	Take Away	S	320 High Street	0	0	1	0	0
228 The Thai Jasmine	Restaurant	S	318 High Street	0	0	1	0	0
229 Vacant	Vacant	V	High Street	0	0	0	1	0
230 Beautiful Nails	Nail Salon	S	High Street	0	0	1	0	0
231 Autoexpress	Garage	S	Burnell Road/ High Street	0	0	1	0	0
232 RSR	Garage	S	Burnell Road/ High Street	0	0	1	0	0
233 Eastern and Western	Convenience Store	C	High Street	1	0	0	0	0
234 Annamma Spices	Take Away	S	High Street	0	0	1	0	0
235 Sutton Drycleaners	Dry Cleaners	S	High Street	0	0	1	0	0
236 Barber	Barbers	S	302 High Street	0	0	1	0	0
237 Mangal	Restaurant/Take Away	S	High Street	0	0	1	0	0
238 Tops Pizza	Take Away	S	High Street	0	0	1	0	0
239 Gaiger Chemists	Pharmacy	D	High Street	0	1	0	0	0
240 Ladbrokes	Bookmaker	S	High Street	0	0	1	0	0
241 Sutton Halal Meat & Grocery	Convenience Store	C	High Street	1	0	0	0	0
242 Lesna Chata	Convenience Store	C	High Street	1	0	0	0	0
243 Dishen Properties	Estate Agency	S	288 High Street	0	0	1	0	0
244 Lahore Spices	Restaurant/Take Away	S	284-286 High Street	0	0	1	0	0
245 Sutton Cafe	Café	S	282a High Street	0	0	1	0	0
246 Patricia Shepherd	Estate Agency	S	High Street	0	0	1	0	0
247 WA Truelove & Son Limited	Funeral Directors	S	High Street	0	0	1	0	0
248 Sutton Private Hire	Cab Office	S	276 High Street	0	0	1	0	0
249 Champion for Timber	Hardware/ Building Supplies	D	High Street	0	1	0	0	0
250 Matalan	Clothes/ Homewear	D	High Street	0	1	0	0	0
251 Dallas	Take Away	S	High Street	0	0	1	0	0
252 Luce	Restaurant/Take Away	S	Marshalls Road	0	0	1	0	0
253 Chic	Hair Salon	S	Marshalls Road	0	0	1	0	0
254 K1 Barbers	Barbers	S	Marshalls Road	0	0	1	0	0
255 HIS Computers	Internet café	S	Marshalls Road	0	0	1	0	0
256 Elegant Nails	Nail Salon	S	Marshalls Road	0	0	1	0	0
257 Marshalls Court	Offices	O	Marshalls Road	0	0	0	0	1
258 London Mobility	Mobility Aids	D	Marshalls Road	0	1	0	0	0
259 The Ink Cartridge Warehouse	Printing Supplies	D	Marshalls Road	0	1	0	0	0
260 Vacant	Vacant	V	254 High Street	0	0	0	1	0
261 Montanna Café	Café	S	High Street	0	0	1	0	0
262 Vacant	Vacant	V	High Street	0	0	0	1	0
263 Vacant	Vacant	V	High Street	0	0	0	1	0
264 Vacant	Vacant	V	High Street	0	0	0	1	0
265 Vacant	Vacant	V	244 High Street	0	0	0	1	0
266 Surrey Beds	Bed Store	D	High Street	0	1	0	0	0
267 Princess Alice Hospice	Charity Shop	D	238 High Street	0	1	0	0	0
268 H & T Pawnbrokers	Pawn Broker	S	High Street	0	0	1	0	0
269 Chinese Herbs & Accupuncture	Accupuncture	S	230 High Street	0	0	1	0	0
270 Figaro	Barbers	S	High Street	0	0	1	0	0
271 Diamond Nails	Nail Salon	S	High Street	0	0	1	0	0
272 M. Manze Café	Café	S	High Street	0	0	1	0	0
273 Hi Heels	Shoe Repair/ Key Cutting	S	High Street	0	0	1	0	0
274 Tims Place	Café	S	High Street	0	0	1	0	0
275 RBS	Bank	S	High Street	0	0	1	0	0
276 Vacant	Pawn Broker	V	High Street	0	0	0	1	0
277 Betfred	Bookmaker	S	High Street	0	0	1	0	0
278 Oxfam	Charity Shop	D	High Street	0	1	0	0	0

279 Quicksilver	Amusement Arcade	S	High Street	0	0	1	0	0
280 KFC	Restaurant/Take Away	S	High Street	0	0	1	0	0
281 The Grapes	Public House	S	High Street	0	0	1	0	0
282 Money Shop	Pawn Broker	S	High Street	0	0	1	0	0
283 Vacant	Vacant	V	High Street	0	0	0	1	0
284 Lewins	Jewellers	D	High Street	0	1	0	0	0
285 Tazza Coffee	Café	S	High Street	0	0	1	0	0
286 Peckish Café	Café	S	Manor Place	0	0	1	0	0
287 Thomson	Travel Agents	S	High Street	0	0	1	0	0
288 Ryness	Electrical	D	High Street	0	1	0	0	0
289 Coral	Bookmaker	S	High Street	0	0	1	0	0
290 99p Stores	Household	D	High Street	0	1	0	0	0
291 Costa	Café	S	High Street	0	0	1	0	0
292 Savers	Household	D	High Street	0	1	0	0	0
293 McDonalds	Restaurant/Take Away	S	168-172 High Street	0	0	1	0	0
294 Sole Trader	Shoe Shop	D	High Street	0	1	0	0	0
295 Carpet Right	Flooring	D	Lodge Place	0	1	0	0	0
296 Farmfoods	Supermarket	C	Lodge Place	1	0	0	0	0
297 Exchange Point Plus	Phone Shop	D	High Street	0	1	0	0	0
298 Kokoro	Restaurant	S	High Street	0	0	1	0	0
299 Thorntons	Confectionaries	D	High Street	0	1	0	0	0
300 Co-operative Bank	Bank	S	High Street	0	0	1	0	0
301 Shoe Care	Shoe Repair/ Key Cutting	S	High Street	0	0	1	0	0
302 Vacant	Vacant	V	High Street	0	0	0	1	0
303 Burton/ Dorothy Perkins	Clothes Shop	D	High Street	0	1	0	0	0
304 Superdrug	Pharmacy/ Cosmetics	D	High Street	0	1	0	0	0
305 Holland and Barrett	Healthfood	D	High Street	0	1	0	0	0
306 Marks and Spencer	Clothes Shop	D	High Street	0	1	0	0	0
307 BHS	Clothes/ Homewear	D	High Street	0	1	0	0	0
308 Clintons	Card Shop	D	High Street	0	1	0	0	0
309 Starbucks	Café	S	High Street	0	0	1	0	0
310 Clarkes	Jewellers	D	Times Square	0	1	0	0	0
311 Ernest Jones	Jewellers	D	Times Square	0	1	0	0	0
312 Debra	Charity Shop	D	Times Square	0	1	0	0	0
313 Vacant	Vacant	V	Times Square	0	0	0	1	0
314 B Fashions	Clothes Shop/ Homewear	D	Times Square	0	1	0	0	0
315 Games Workshop	Game Shop	D	Times Square	0	1	0	0	0
316 Successful Sutton BID	Offices	O	Times Square	0	0	0	0	1
317 H. Sammuel	Jewellers	D	High Street	0	1	0	0	0
318 Pearson	Cycle Shop	D	High Street	0	1	0	0	0
319 Vacant	Vacant	V	High Street	0	0	0	1	0
320 Chelsea Building Society	Bank	S	High Street	0	0	1	0	0
321 WH Smiths	Books/Stationary	D	High Street	0	1	0	0	0
322 Patisserie Valerie	Café	S	High Street	0	0	1	0	0
323 Shoe Zone	Shoe Shop	D	High Street	0	1	0	0	0
324 3 Store	Phone Shop	D	High Street	0	1	0	0	0
325 Halifax	Bank	S	High Street	0	0	1	0	0
326 Times Square Shopping Centre	Development Site	V	High Street	0	0	0	1	0
327 Vacant	Vacant	V	High Street	0	0	0	1	0
328 TSB	Bank	S	High Street	0	0	1	0	0
329 Poundland	Household	D	High Street	0	1	0	0	0
330 Linens Direct	Fabrics	D	High Street	0	1	0	0	0
331 The Vape Hut	E Cigarettes	D	High Street	0	1	0	0	0
332 Game	Game Shop	D	High Street	0	1	0	0	0
333 Wilko	Household	D	High Street	0	1	0	0	0
334 Specsavers	Opticians	D	High Street	0	1	0	0	0
335 Shuropody	Shoe Shop	D	High Street	0	1	0	0	0
336 Greggs	Bakery	C	High Street	1	0	0	0	0
337 Poppins	Restaurant	S	High Street	0	0	1	0	0
338 Headmasters	Hair Salon	S	High Street	0	0	1	0	0
339 Hair Gaff	Hair Salon	S	High Street	0	0	1	0	0
340 Sutton Arms	Public House	S	High Street	0	0	1	0	0
341 Yorkshire Building Society	Bank	S	High Street	0	0	1	0	0
342 Vacant	Take Away	V	High Street	0	0	0	1	0
343 Vacant	Vacant	V	High Street	0	0	0	1	0
344 Sharps	Interior Décor	D	High Street	0	1	0	0	0
345 Vacant	Restaurant	V	High Street	0	0	0	1	0
346 No1 Sutton Gate	Offices	O	Carshalton Road	0	0	0	0	1
347 GT Cars	Cab Office	O	Carshalton Road	0	0	1	0	0
348 Vacant	Take Away	V	Carshalton Road	0	0	1	0	0
349 G4S	Offices	O	Carshalton Road	0	0	1	0	0

350 Sutton Police Station	Police Station	O	Carshalton Road	1	0	0	0	0
351 2 Carshalton Road	Offices	O	2 Carshalton Road	0	1	0	0	0
352 Choices	Estate Agency	S	Carshalton Road	0	0	1	0	0
353 Spacemaker	Furniture	D	Carshalton Road	0	1	0	0	0
354 SM1 Print Studio	Printing	S	2b Carshalton Road	0	0	1	0	0
355 Café Nero	Café	S	High Street/ Carshalton Road	0	1	0	0	0
356 Subway	Take Away	S	High Street	0	0	1	0	0
357 Mann Countrywide	Estate Agency	S	High Street	0	0	1	0	0
358 Nugent News	Newsagent	C	High Street	1	0	0	0	0
359 British Heart Foundation	Charity Shop	D	High Street	0	1	0	0	0
360 Haart	Estate Agency	S	High Street	0	0	1	0	0
361 Millimetre	Hair Salon	S	High Street/ Sutton Court Road	0	0	1	0	0
362 Cock and Bull	Public House	S	Sutton Court Road	0	0	1	0	0
363 Burn and Ware	Estate Agency	S	Sutton Court Road	0	0	1	0	0
364 Bank House	Residential	O	5 Sutton Court Road	0	0	0	0	1
365 Reed	Recruitment Agency	S	9 Sutton Court Road	0	0	1	0	0
366 Shoe Repairs	Shoe Repair/ Key Cutting	S	High Street	0	0	1	0	0
367 William Hill	Bookmaker	S	High Street	0	0	1	0	0
368 Brasserie Vacherin	Restaurant	S	High Street	0	0	1	0	0
369 Leightons Opticians	Opticians	D	High Street	0	1	0	0	0
370 Rush Hair	Hair Salon	S	High Street	0	0	1	0	0
371 Pizza Express	Restaurant	S	High Street	0	0	1	0	0
372 J Leon & Co	Estate Agency	S	High Street	0	0	1	0	0
373 Old Bank	Public House	S	High Street	0	0	1	0	0
374 M&S food to go	Convenience Store	C	High Street	1	0	0	0	0
375 Melo Café	Café	S	High Street	0	0	1	0	0
376 Magical Haircut	Barbers	S	High Street	0	0	1	0	0
377 Flowerscents	Florist	D	High Street	0	1	0	0	0
378 Vacant	Bed Store	V	Brighton Road	0	0	0	1	0
379 Your Move	Estate Agency	S	Brighton Road	0	0	1	0	0
380 Sutton Express	Newsagent	C	Brighton Road	1	0	0	0	0
381 Café Delight	Café	S	Brighton Road	0	0	1	0	0
382 Il Toscano	Restaurant	S	Brighton Road	0	0	1	0	0
383 Esquire Coffee	Restaurant	S	Brighton Road	0	0	1	0	0
384 Barnard Marcus	Estate Agency	S	Brighton Road	0	0	1	0	0
385 Tandoori	Restaurant/ Take Away	S	Brighton Road	0	0	1	0	0
386 Vacant	Vacant	V	Southerland House Brighton Road	0	0	0	1	0
387 Vacant	Vacant	V	Southerland House Brighton Road	0	0	0	1	0
388 Vacant	Vacant	V	Southerland House Brighton Road	0	0	0	1	0
389 Vacant	Barbers	V	Southerland House Brighton Road	0	0	0	1	0
390 Vacant	Vacant	V	Southerland House Brighton Road	0	0	0	1	0
391 Rose Café Bistro	Restaurant	S	Southerland House Brighton Road	0	0	1	0	0
392 Sofra Grill	Restaurant/ Take Away	S	Southerland House Brighton Road	0	0	1	0	0
				26	125	188	39	14
				6.6%	31.9%	48.0%	9.9%	3.6%

Centre: **Hackbridge**Survey Date: **19/03/2015** Surveyed By: **AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class <i>C, D, S, V, O</i>	Address No.	Street	Notes	Convenience	Unit Classification Comparison	Counts Service	Vacant	Other
1 Jhorna	Indian Take Away	S	148	London Road		0	0	1	0	0
2 Equinox	Fish and Chip Take Away	S	150	London Road		0	0	1	0	0
3 Mega Kebab	Take Away	S		London Road		0	0	1	0	0
4 Larry's	Barbers	S	154	London Road		0	0	1	0	0
5 William Hill	Bookmakers	S	156	London Road		0	0	1	0	0
6 Londis	Convenience Store	C		London Road		1	0	0	0	0
7 Hackbridge Wines	Off Licence	C		London Road		1	0	0	0	0
8 Tuck Inn	Take Away	S		London Road		0	0	1	0	0
9 Todays Local	Convenience Store	C		London Road	inc Post Office	1	0	0	0	0
10 Sainsbury Local	Convenience Store	C		Hackridge Road/London Road		1	0	0	0	0
11 Hackbridge Café	Café/Take Away	S	31	London Road		0	0	1	0	0
12 Hackbridge	Dry Cleaners	S		London Road		0	0	1	0	0
13 R K Pharmacy	Chemist	D	27	London Road		0	1	0	0	0
14 Helen's Nails	Nail Salon	S	25	London Road		0	0	1	0	0
15 Howards	Hair Salon	S		London Road		0	0	1	0	0
16 Asia Tandoori	Restaurant/Take Away	S	19	London Road		0	0	1	0	0
17 Hackbridge News	CTN	C		London Road		1	0	0	0	0
18 All Tile Ceramics	Tiles and Décor	D	13-15	London Road		0	1	0	0	0
19 Toni	Bridal Wear	D		London Road		0	1	0	0	0
						5	3	11	0	0
						26.3%	15.8%	57.9%	0.0%	0.0%

Centre: **Wallington**Survey Date: **19/03/2015**Surveyed By: **JRD/AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O	Address No.	Street	Notes	Convenience	Comparison	Unit Classification Service	Counts Vacant	Other
1 Fit4Less	Gym	S		Stanley Park Road		0	0	1	0	0
2 Elles House (McCarthy and Stone)	Retirement Homes	O		Shotfield		0	0	0	0	1
3 Jubilee Health Centre	Hospital	O		Shotfield		0	0	0	0	1
4 MedicX Pharmacy	Pharmacy	D		Shotfield/Stanley Park Road		0	1	0	0	0
5 East Building	Offices	O		Stanley Park Road		0	0	0	0	1
6 British Heart Foundation	Charity Shop (Furniture and Electrical)	D		Stanley Park Road/Woodcote Road		0	1	0	0	0
7 Mantles Newsagent	Newsagent	C		Woodcote Road		1	0	0	0	0
8 Wallington Opticians	Opticians	D		Woodcote Road		0	1	0	0	0
9 Wallington Town Hall	Town Hall and Library	O		Woodcote Road		0	0	0	0	1
10 Barclays	Bank	S		Woodcote Road		0	0	1	0	0
11 First Pharmacy	Pharmacy	D		Woodcote Road		0	1	0	0	0
12 WH Smith	Stationary/Book Shop and Post Office	D		Woodcote Road	inc Post Office	0	1	0	0	0
13 Dorothy Perkins	Clothes Shop	D		Woodcote Road		0	1	0	0	0
14 Greggs	Bakery	C		Woodcote Road		1	0	0	0	0
15 Iceland	Food Store	C		Woodcote Road		1	0	0	0	0
16 Tesco Express	Convenience Store	C		Woodcote Road		1	0	0	0	0
17 Specsavers	Opticians	D		Woodcote Road		0	1	0	0	0
18 Café Nero	Café	S		Woodcote Road		0	0	1	0	0
19 William Hill	Bookmakers	S		Woodcote Road		0	0	1	0	0
20 Subway	Take Away	S		Woodcote Road		0	0	1	0	0
21 Coughlans Bakery	Bakery/ Café	C		Woodcote Road		1	0	0	0	0
22 HSBC	Bank	S		Woodcote Road		0	0	1	0	0
23 Vacant	Off Licence	V		Beddington Gardens		0	0	0	1	0
24 J.G. Newsagent	Newsagent	C		Beddington Gardens		1	0	0	0	0
25 Leonardo's Barbers	Barbers	S		Beddington Gardens		0	0	1	0	0
26 Rumblin Tums Inn	Café	S		Beddington Gardens		0	0	1	0	0
27 Diamond Logistics	Cab Office	O		Beddington Gardens		0	0	0	0	1
28 McMillan Williams Solicitors	Solicitors	S		Beddington Gardens	Ground Floor A2 use	0	0	1	0	0
29 Lidl	Food Store	C		Beddington Gardens		1	0	0	0	0
30 Vacant	Florist	V		Beddington Gardens		0	0	0	1	0
31 Carpenter&Co Solicitors	Solicitors	S		Beddington Gardens	Ground Floor A2 use	0	0	1	0	0
32 TSB	Bank	S		Manor Road		0	0	1	0	0
33 Pricebusters	Household/DIY Store	D		Manor Road		0	1	0	0	0
34 Chick a Licious	Take Away	S		Manor Road		0	0	1	0	0
35 Touche	Hair Salon	S		Manor Road		0	0	1	0	0
36 Mazzi's Café II	Café	S		Manor Road		0	0	1	0	0
37 Halifax	Bank	S		Manor Road		0	0	1	0	0
38 CDS Volunteers	Offices	S		Manor Road		0	0	1	0	0
39 Wallington Arms	Public House	S		Manor Road		0	0	1	0	0
40 Altermedic	Accupuncture	S		Manor Road		0	0	1	0	0
41 Wallington Station	Train Station	O		Manor Road		0	0	0	0	1
42 Carew House	Offices	O		Manor Road		0	0	0	0	1
43 Wallington Station Cars	Cab Office	O		Railway Approach		0	0	0	0	1
44 Cantium House	Offices	O		Railway Approach		0	0	0	0	1
45 Vacant	Café	V		Railway Approach	Florist occupying soo	0	0	0	1	0
46 International Food Centre	Convenience Store	C		Manor Road		1	0	0	0	0
47 John Ring	Florist	D		Manor Road		0	1	0	0	0
48 Wallington's Grocery	Convenience Store	C		Manor Road		1	0	0	0	0
49 Manor Café	Café	S		Manor Road		0	0	1	0	0
50 Golden Grill	Take Away	S		Manor Road		0	0	1	0	0
51 Offices	Offices	O		110 Manor Road		0	0	0	0	1
52 Numbers, Works n Words	Tuition	O		Kensington Court Manor Road		0	0	0	0	1
53 R.O.C.K. Solicitors	Solicitors	S		Kensington Court Manor Road	Ground Floor A2 use	0	0	1	0	0
54 Shell deli2go	Petrol Station	C		Manor Road	inc deli2go and Costs	1	0	0	0	0
55 Vacant	Tuition	V		98-106 Manor Road	Marston House A2 us	0	0	0	1	0
56 BTS House	Offices	O		Manor Road		0	0	0	0	1
57 Kitchen Makeover	Kitchen/Décor	D		Manor Road		0	1	0	0	0
58 Medipharmacy Group	Pharmacy	D		Manor Road		0	1	0	0	0
59 Flutter Lounge	Salon	S		Manor Road		0	0	1	0	0
60 Maggi's Hair Studio	Hair Salon	S		Manor Road		0	0	1	0	0

61 Manor Fish Bar	Take Away	S	Manor Road	0	0	1	0	0
62 Cromwells	Estate Agent	S	Manor Road	0	0	1	0	0
63 Vacant	Café	V	Belmont Road	0	0	0	1	0
64 B&T Autos	Garage	O	Belmont Road	0	0	0	0	1
65 El Nido	Restaurant	S	Manor Road	0	0	1	0	0
66 Lovingly Restored	Home Furnishings	D	81 Manor Road	0	1	0	0	0
67 Wallington Physio	Physiotherapist	O	Manor Road	0	0	0	0	1
68 Seraffino	Restaurant	S	Manor Road	0	0	1	0	0
69 The Melbourne	Public House	S	Manor Road/Melbourne Road	0	0	1	0	0
70 Vacant	Commercial	V	Melbourne Road	0	0	0	1	0
71 Barnard Marcus	Estate Agents	S	Manor Road/Melbourne Road	0	0	1	0	0
72 Sainsburys Local	Convenience Store	C	93 Manor Road	1	0	0	0	0
73 Explore Learning	Tuition	O	Manor Road	0	0	0	0	1
74 Vacant	Commercial	V	Manor Road	0	0	0	1	0
75 Orchid Nails	Nail Salon	S	Manor Road	0	0	1	0	0
76 The Cutting Point	Barbers	S	Manor Road	0	0	1	0	0
77 Celebrations Forever	Cards and Gifts	D	Manor Road	0	1	0	0	0
78 The Whispering Moon	Public House	S	Manor Road/Ross Parade	0	0	1	0	0
79 Shanghai	Restaurant/ Take Away	S	Ross Parade	0	0	1	0	0
80 Mimosa Nails	Nail Salon	S	Ross Parade	0	0	1	0	0
81 Jays Drycleaner	Dry Cleaners	S	Ross Parade	0	0	1	0	0
82 Travis Perkins	Building Supplies	O	Ross Parade	0	0	0	0	1
83 Vacant	Wallington Lighting	V	17 Ross Parade	0	0	0	1	0
84 Spice Hut	Take Away	S	Ross Parade	0	0	1	0	0
85 Elite	Take Away	S	Ross Parade	0	0	1	0	0
86 The Bonanza	Restaurant	S	Ross Parade	0	0	1	0	0
87 First Stop Digital	Printing	S	Ross Parade	0	0	1	0	0
88 Clear	Financial Advisors	S	Ross Parade	0	0	1	0	0
89 Hi Power Sunbeds	Salon	S	Ross Parade	0	0	1	0	0
90 Ismails	Barbers	S	Ross Parade	0	0	1	0	0
91 Delicious House	Take Away	S	Ross Parade	0	0	1	0	0
92 Clay Oven Pizza	Take Away	S	Ross Parade	0	0	1	0	0
93 Danmir Group	Offices	O	Ross Parade	0	0	0	0	1
94 Byrnes	Restaurant	S	Ross Parade	0	0	1	0	0
95 Aston Convenience Store	Convenience Store	C	Ross Parade	1	0	0	0	0
96 Home Care	Estate Agents	S	Ross Parade	0	0	1	0	0
97 Vacant	Bank	V	7-11 Woodcote Road	0	0	0	1	0
98 Paddy Power	Bookmakers	S	Woodcote Road	0	0	1	0	0
99 ZAK Hairdressing	Hair Salon	S	Woodcote Road	0	0	1	0	0
100 Cactus Grill	Restaurant	S	Woodcote Road	0	0	1	0	0
101 Station	Dry Cleaners	S	17 Woodcote Road	0	0	1	0	0
102 Cancer Research	Charity Shop	D	19 Woodcote Road	0	1	0	0	0
103 Cubitt&West	Estate Agents	S	Woodcote Road	0	0	1	0	0
104 Cobblers AWL	Shoe Repair	S	Woodcote Road	0	0	1	0	0
105 Educational Resources	Tuition	O	Woodcote Road	0	0	0	0	1
106 Natwest	Bank	S	27 Woodcote Road	0	0	1	0	0
107 Cladish	Sports	D	29 Woodcote Road	0	1	0	0	0
108 Charlie Brown	Hair Salon	S	Woodcote Road	0	0	1	0	0
109 British Heart Foundation	Charity Shop	D	Woodcote Road	0	1	0	0	0
110 Zohan	Barbers	S	Woodcote Road	0	0	1	0	0
111 The Oasis	Books	D	Woodcote Road	0	1	0	0	0
112 Marie Curie	Charity Shop	D	Woodcote Road	0	1	0	0	0
113 KFC	Take Away	S	Woodcote Road	0	0	1	0	0
114 Oxfam	Charity Shop	D	Woodcote Road	0	1	0	0	0
115 Ladbrokes	Bookmakers	S	Woodcote Road	0	0	1	0	0
116 Santander	Bank	S	Woodcote Road	0	0	1	0	0
117 Clinton	Cards and Gifts	D	Woodcote Road	0	1	0	0	0
118 Andrews	Estate Agents	S	Woodcote Road	0	0	1	0	0
119 Paul Graham	Estate Agents	S	Woodcote Road	0	0	1	0	0
120 Nationwide	Bank	S	Woodcote Road	0	0	1	0	0
121 Schroder	Jewellers	D	Wallington Square	0	1	0	0	0
122 Clarks	Shoe Shop	D	Wallington Square	0	1	0	0	0
123 Thomas Cook	Travel Agent	S	Wallington Square	0	0	1	0	0
124 Superdrug	Pharmacy	D	Wallington Square	0	1	0	0	0
125 Richard Mark	Clothes Shop	D	Wallington Square	0	1	0	0	0
126 Peacocks	Clothes Shop	D	Wallington Square	0	1	0	0	0

127 Vacant	Vacant	V	Wallington Square	JP Retail/Winston Gr	0	0	0	1	0
128 Alvina Discount	Household/DIY Store	D	Wallington Square		0	1	0	0	0
129 Cox Pippin	Café	S	Wallington Square		0	0	1	0	0
130 Appearances	Hair Salon	S	Wallington Square		0	0	1	0	0
131 Olivias	Florist	D	Wallington Square		0	1	0	0	0
132 Sue Ryder	Charity Shop	D	Wallington Square		0	1	0	0	0
133 Angel Nails	Nail Salon	S	Wallington Square		0	0	1	0	0
134 Vacant		V	Wallington Square		0	0	0	0	0
135 Brightlight Electricals	Electrical Store	D	Wallington Square		0	1	0	0	0
136 Thomson	Travel Agent	S	Wallington Square		0	0	1	0	0
137 Vacant	Cab Office	V	Wallington Square		0	0	0	1	0
138 Boots	Pharmacy	D	Woodcote Road		0	1	0	0	0
139 K.J. Campbell	Jewellers	D	Woodcote Road		0	1	0	0	0
140 Your Move	Estate Agents	S	Woodcote Road		0	0	1	0	0
141 The White House	Hair Salon	S	Woodcote Road		0	0	1	0	0
142 Sainsburys Supermarket	Supermarket	C	Woodcote Road/Stafford Road		1	0	0	0	0
Sainsburys Supermarket	Supermarket	D	Woodcote Road/Stafford Road		0	1	0	0	0
143 Crosspoint House	Offices	O	Stafford Road		0	0	0	0	1
144 United Corporation Limited	Offices	O	30 Stafford Road		0	0	0	0	1
145 New Progress House	Offices	O	34 Stafford Road		0	0	0	0	1
146 BIG	Clothes Shop	D	36 Stafford Road		0	1	0	0	0
147 John Nash & Co	Solicitors	S	38 Stafford Road	Ground Floor A2 use	0	0	1	0	0
148 Pizza Express	Restaurant	S	Stafford Road		0	0	1	0	0
149 Parker House	Offices	O	Stafford Road		0	0	0	0	1
150 Monarch House	Offices	O	Onslow Gardens/Stafford Road		0	0	0	0	1
151 Kebab World	Take Away	S	Stafford Road		0	0	1	0	0
152 Laundrette	Laundrette	S	Stafford Road		0	0	1	0	0
153 Pin Point Personnel	Recruitment Agency	S	Stafford Road		0	0	1	0	0
154 Noahs Health Foods	Convenience Store	C	Stafford Road		1	0	0	0	0
155 Southern Safety Tools	Building Supplies	D	Stafford Road		0	1	0	0	0
156 Max's Thai	Restaurant	S	Stafford Road		0	0	1	0	0
157 Reed & Woods	Estate Agency	S	Stafford Road		0	0	1	0	0
158 Dynamic	Printing	S	Stafford Road		0	0	1	0	0
159 Wallington Hall	Community Centre	O	Stafford Road		0	0	0	0	1
160 The Tool Shop	Building Supplies	D	Stafford Road		0	1	0	0	0
161 Wallington Cycles	Cycle Shop	D	Stafford Road		0	1	0	0	0
162 Traditional Shoe Repairs	Shoe Repair	S	3 Stafford Road		0	0	1	0	0
163 Greyfords	Car Sales	S	Stafford Road/Woodcote Road		0	0	1	0	0
					14	36	78	11	24
					8.6%	22.1%	47.9%	6.7%	14.7%

Centre: **Rosehill**Survey Date: **19/03/2015**Surveyed By: **AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O	Address No.	Street	Notes	Convenience	Comparison	Unit Classification Service	Counts Vacant	Other
1 New World	Restaurant	S		Wrythe Lane		0	0	1	0	0
2 Tribaland	Tattoo Parlour	S		Wrythe Lane		0	0	1	0	0
3 Chysab	Laundrette	S		Wrythe Lane		0	0	1	0	0
4 Millers Florist	Florist	D		8 Wrythe Lane		0	1	0	0	0
5 Rosehill	Café	S		Wrythe Lane		0	0	1	0	0
6 Vacant	Vacant (Double Unit - was Money Shop)	V		Wrythe Lane		0	0	0	1	0
7 Rosehill Cars	Taxi Office	S		Wrythe Lane		0	0	1	0	0
8 Pets Corner	Pet Shop	D		Wrythe Lane		0	1	0	0	0
9 Rosies	House Clearance / 2nd Hand	D		Wrythe Lane		0	1	0	0	0
10 M&S Carpets	Carpets and Floorcovering	D	10-11	Wrythe Lane		0	1	0	0	0
11 Hair Location	Hair Salon	S		Wrythe Lane		0	0	1	0	0
12 Sita Ram	Convenience Store/Grocer	C		Wrythe Lane		1	0	0	0	0
13 Sureyan	Butcher	C		Wrythe Lane		1	0	0	0	0
14 Little Angels	Childrenswear	D		Wrythe Lane		0	1	0	0	0
15 Giggs	Convenience Store/Grocer	C		Wrythe Lane		1	0	0	0	0
16 FishRUs	T.A.Food	S		Wrythe Lane		0	0	1	0	0
17 St Raphael's Hospice	Charity	D		18 Wrythe Lane		0	1	0	0	0
18 Barnardos	Charity	D		19 Wrythe Lane		0	1	0	0	0
19 Sureyan Express	Convenience Store	C		Wrythe Lane		1	0	0	0	0
20 Favourite	T.A.Food	S		Wrythe Lane		0	0	1	0	0
21 Ladbroke's	Bookmakers	S		Wrythe Lane		0	0	1	0	0
22 Solaris	Tanning Salon	S		Wrythe Lane		0	0	1	0	0
23 Tip Top Nails	Beauty Salon	S		Wrythe Lane		0	0	1	0	0
24 Costcutter	Convenience Store/Grocer	C		25 Wrythe Lane		1	0	0	0	0
25 Papa Johns	T.A.Food	S		Wrythe Lane		0	0	1	0	0
26 Mikes Kitchen	Café	S		Wrythe Lane		0	0	1	0	0
27 Rosehill	Pharmacy	D		28 Wrythe Lane		0	1	0	0	0
28 Family Choice	Convenience Store/Grocer	C		29 Wrythe Lane		1	0	0	0	0
29 Superdrug	Chemist	D	30-31	Wrythe Lane		0	1	0	0	0
30 SAMS	Accountancy Office	O		Wrythe Lane		0	0	0	0	1
31 Optique	Opticians	D		Wrythe Lane		0	1	0	0	0
32 Rosehill	Dental Surgery	O		Wrythe Lane		0	0	0	0	1
33 M&N's	Butcher	C		Wrythe Lane		1	0	0	0	0
34 B&B Homecare	DIY and Household Goods	D		Wrythe Lane		0	1	0	0	0
35 Easy Choice	Convenience Store/Grocer	C		Wrythe Lane		1	0	0	0	0
36 Vacant	Vacant (Double Unit - Agent is Craddicks)	V		Wrythe Lane		0	0	0	1	0
37 BBQ Kebabs	T.A.Food	S		41 Wrythe Lane		0	0	1	0	0
38 Vacant	Vacant (Double unit - no agent)	V		Wrythe Lane		0	0	0	1	0
39 Webbs	Estate Agents	S		Rose Hill		0	0	1	0	0
40 Cleaners A Whistle	Dry Cleaners	S		Rose Hill		0	0	1	0	0
41 MPS	Pharmacy	D		Rose Hill		0	1	0	0	0
42 The Diner	Café	S		Rose Hill		0	0	1	0	0
43 The Money Shop	Financial Service	S		Rose Hill		0	0	1	0	0
44 F W Paine	Undertaker	S		Rose Hill		0	0	1	0	0
45 L'andrs	Furniture	D		52 Rose Hill		0	1	0	0	0
46 David, Rubie & Mitchell	Solicitors Office	O	53-54	Rose Hill		0	0	0	0	1
47 Best One	Convenience Store/Grocer/CTN	C		Rose Hill		1	0	0	0	0
48 KFC	T.A.Food	S		Rose Hill		0	0	1	0	0
49 Vacant	Vacant (was A3)	V		Rose Hill		0	0	0	1	0
50 Primeway Local	Convenience Store	C		Rose Hill		1	0	0	0	0
51 Wallis Chicken Take Away	T.A.Food	S		Rose Hill		0	0	1	0	0
52 Freshways	Supermarket	C		62 Rose Hill		1	0	0	0	0
53 99p Corner	Household Goods	D		Rosehill / Festival Corner		0	1	0	0	0
54 Carphone Warehouse	Telecoms and Computing	D		Rosehill / Festival Corner		0	1	0	0	0
55 Vacant	Vacant (small unit - Colliers)	V		Rosehill / Festival Corner		0	0	0	1	0
56 Harlequin Car Sales	Car Sales Used	O		Rosehill Court		0	0	0	0	1
57 Rosehill Court	Food and Wine	C		19 Rosehill Court		1	0	0	0	0
58 Eye Options	Opticians/Optometrists	D		Rosehill Court		0	1	0	0	0
59 No Name	Barbers	S		Rosehill Court		0	0	1	0	0
60 Joseph's Wigs	Wigs and Hair Pieces	D		24 Rosehill Court		0	1	0	0	0
61 Cash 4 Clothes	Charity	D		Rosehill Court		0	1	0	0	0
62 Vithus Textiles	Saree Shop	D		26 Rosehill Court		0	1	0	0	0

63 Mecca Bingo	Bingo Hall	O	Rosehill Court	0	0	0	0	1
64 Co-Op	Supermarket	C	Wrythe Lane	1	0	0	0	0
65 Star Express	Café	S	Wrythe Lane	0	0	1	0	0
66 G&G Enterprises	Convenience	C	324 Wrythe Lane	1	0	0	0	0
67 Choo	Restaurant/T.A. Food	S	Wrythe Lane	0	0	1	0	0
68 Johnny Ghurka	Restaurant/T.A. Food	S	Wrythe Lane	0	0	1	0	0
69 Boutique 4 U	Ladieswear	D	Wrythe Lane	0	1	0	0	0
70 Betfred	Bookmakers	S	Wrythe Lane	0	0	1	0	0
71 No Name	Hair Salon	S	Wrythe Lane	0	0	1	0	0
72 Christina's Nails	Beauty Salon	S	Wrythe Lane	0	0	1	0	0
73 Ranya	Hair Salon	S	Wrythe Lane	0	0	1	0	0
74 A Smith	Undertaker	S	Wrythe Lane	0	0	1	0	0
				14	20	30	5	5
				18.9%	27.0%	40.5%	6.8%	6.8%

Centre: **Cheam (Village)**Survey Date: **19/03/2015**Surveyed By: **AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O	Address No.	Street	Notes	Unit Classification Counts				
						Convenience	Comparison	Service	Vacant	Other
1 Anwick Homes	Office	O		58 High Street (South Side)		0	0	0	0	1
2 Cromwell	Estate Agents	S		High Street (South Side)		0	0	1	0	0
3 Village Charcoal Grill	Restaurant / T.A. Food	S		High Street (South Side)		0	0	1	0	0
4 Tasha's	Tea Room	S		High Street (South Side)		0	0	1	0	0
5 The Framery	Art Gallery / Picture Framers	D		46 High Street (South Side)		0	1	0	0	0
6 KG Associates	Mortgage and Finance Brokers	S		44 High Street (South Side)		0	0	1	0	0
7 Kudos	Beauty Salon	S		High Street (South Side)		0	0	1	0	0
8 Tone in 10	Beauty and Fitness Salon	S		High Street (South Side)		0	0	1	0	0
9 Washeteria	Laundrette and Dry Cleaner	S		High Street (South Side)		0	0	1	0	0
10 Precision	Chiropractors	S		High Street (South Side)		0	0	1	0	0
11 Peri Peri Grill	Restaurant / T.A. Food	S		High Street (South Side)		0	0	1	0	0
12 Love Crepe	Café	S		26 High Street (South Side)		0	0	1	0	0
13 The Harrow	Public House	S		High Street (South Side)		0	0	1	0	0
14 John F Ford	Jeweller	D		High Street (South Side)		0	1	0	0	0
15 Cheam Kitchen Showroom	Kitchen Showroom and Appliances	D		High Street (North Side)		0	1	0	0	0
16 St Raphael's Hospice	Charity	D		High Street (North Side)		0	1	0	0	0
17 Esterel	Beauty Salon	S		High Street (North Side)		0	0	1	0	0
18 Iconic	Hair Salon	S		High Street (North Side)		0	0	1	0	0
19 Greensleeves	Florist	D		High Street (North Side)		0	1	0	0	0
20 Costa Coffee	Café	S		High Street (North Side)		0	0	1	0	0
21 Sainsbury Local	Convenience Store	C		High Street (North Side)		1	0	0	0	0
22 Samsara	Restaurant	S		High Street (North Side)		0	0	1	0	0
23 W A Trulove and Sons	Undertaker	S		High Street (North Side)		0	0	1	0	0
24 Dragonfly	Gifts	D		1 Station Way (East Side)		0	1	0	0	0
25 Be Beautiful	Beauty Salon	S		3 Station Way (East Side)		0	0	1	0	0
26 AES	Locksmiths	D		Station Way (East Side)		0	1	0	0	0
27 Whichcraft	Craft and Knitting	D		Station Way (East Side)		0	1	0	0	0
28 The Closet	Ladieswear	D		Station Way (East Side)		0	1	0	0	0
29 Ali Barbers	Barber	S		Station Way (East Side)		0	0	1	0	0
30 Cheam	Chiropractor	S		Station Way (East Side)		0	0	1	0	0
31 Grate Look	Fireplace Centre	D		19 Station Way (East Side)		0	1	0	0	0
32 Vacant	Vacant (was Delicatessen)	V		Station Way (East Side)		0	0	0	1	0
33 Vacant	Vacant (was Sweet/Confectioner)	V		23 Station Way (East Side)		0	0	0	1	0
34 Ajour Design	Dancewear	D		25 Station Way (East Side)		0	1	0	0	0
35 Village Ceramics	Ceramic café	D		Station Way (East Side)		0	1	0	0	0
36 Cheam Village News	CTN	C		Station Way (East Side)		1	0	0	0	0
37 Cheam Motor Spares	Motor Accessories	D		Station Way (East Side)		0	1	0	0	0
38 The Star	Restaurant	S		Station Way (East Side)		0	0	1	0	0
39 Village Bakers	Baker	C		Station Way (East Side)		1	0	0	0	0
40 Winkworth	Estate Agents	S		Station Way (East Side)		0	0	1	0	0
41 Lal Akash	Restaurant	S		Station Way (East Side)		0	0	1	0	0
42 AES Security	Locksmith and Alarm Security	D		Station Way (East Side)		0	1	0	0	0
43 Forget me Not	Florist	D		Station Way (East Side)		0	1	0	0	0
44 Gordon Turner	Opticians	D		Station Way (East Side)		0	1	0	0	0
45 The Railway	Public House	S		Station Way (West Side)		0	0	1	0	0
46 William Harlow	Estate Agents	S		Station Way (West Side)		0	0	1	0	0
47 Prezzo	Restaurant	S		Station Way (West Side)		0	0	1	0	0
48 Graham Lee	Carpets	D	14-16	Station Way (West Side)		0	1	0	0	0
49 Home Sweet Home	Gifts	D		12 Station Way (West Side)		0	1	0	0	0
50 Coffee Zone	Café	S		Station Way (West Side)		0	0	1	0	0
51 Hair Moda	Salon	S		8 Station Way (West Side)		0	0	1	0	0
52 Quality	Dry Cleaners	S		6 Station Way (West Side)		0	0	1	0	0
53 W H Smith	Books Cards and News	D		Ewell Road (South Side)		0	1	0	0	0
54 Boots	Chemist	D		Ewell Road (South Side)		0	1	0	0	0
55 Lee Chapman	Estate Agents	S		Ewell Road (South Side)		0	0	1	0	0
56 Bee Bee	Dry Cleaners	S		Ewell Road (South Side)		0	0	1	0	0
57 The Clothes Rail	Ladieswear	D		Ewell Road (South Side)		0	1	0	0	0
58 William Hill	Bookmaker	S		Ewell Road (South Side)		0	0	1	0	0
59 Wallington Cars and Couriers	Taxi Office	S		Ewell Road (South Side)		0	0	1	0	0
60 Christies	Estate Agents	S		Ewell Road (North Side)		0	0	1	0	0

61 Fine & Country	Estate Agents	S	Ewell Road (South Side)	0	0	1	0	0
62 Crostini	Restaurant	S	Ewell Road (South Side)	0	0	1	0	0
63 S.M. Pineger	Butcher	C	Ewell Road (South Side)	1	0	0	0	0
64 Mimi E Coco	Restaurant	S	Ewell Road (South Side)	0	0	1	0	0
65 Crystal Clover	Fabric Shop	D	Ewell Road (South Side)	0	1	0	0	0
66 Vacant	Vacant (was Opticians)	S	Ewell Road (South Side)	0	0	1	0	0
67 The Boutique	Clothing	D	Ewell Road (South Side)	0	1	0	0	0
68 Dance Options	Dance Studio	S	Ewell Road (South Side)	0	0	1	0	0
69 Pizza Express	Restaurant	S	Ewell Road (South Side)	0	0	1	0	0
70 Goodfellows	Estate Agents	S	Ewell Road (South Side)	0	0	1	0	0
71 Lloyds	Bank	S	The Broadway (West Side)	0	0	1	0	0
72 Village Travel	Travel Agent	S	The Broadway (West Side)	0	0	1	0	0
73 Cheam Salone	Barbers	S	7 The Broadway (West Side)	0	0	1	0	0
74 Cheam Sports	Sports	D	The Broadway (West Side)	0	1	0	0	0
75 Frith	Pharmacy	D	11 The Broadway (West Side)	0	1	0	0	0
76 Michaels Greengrocer	Grocer	C	13 The Broadway (West Side)	1	0	0	0	0
77 Regional Thai Taste	Restaurant	S	The Broadway (West Side)	0	0	1	0	0
78 Cloud Nine	Bridal	D	The Broadway (West Side)	0	1	0	0	0
79 Rainbow Trust	Charity	D	The Broadway (West Side)	0	1	0	0	0
80 Vacant	Vacant (was Clothing store)	D	23 The Broadway (West Side)	0	1	0	0	0
81 Save the Children	Charity	D	The Broadway (West Side)	0	1	0	0	0
82 HSBC	Bank	S	The Broadway (West Side)	0	0	1	0	0
83 Arnots	Decorating Centre	D	31 The Broadway (West Side)	0	1	0	0	0
84 Claret	Wine Bar	S	The Broadway (West Side)	0	0	1	0	0
85 Village Hardware	Hardware/DIY	D	35 The Broadway (West Side)	0	1	0	0	0
86 Cheam	Bedding and Beds	D	The Broadway (West Side)	0	1	0	0	0
87 LDS Joinery	Widows and Home Improvements	D	The Broadway (West Side)	0	1	0	0	0
88 Aston Scott	Insurance Broker	D	41 The Broadway (West Side)	0	1	0	0	0
89 Vacant	Vacant (old building was bike shop)	V	The Broadway (West Side)	0	0	0	1	0
90 Entertainment Lighting CO	Trade Electrical and Lighting	O	The Broadway (West Side)	0	0	0	0	1
91 Jedakang Clinic	Alternative Therapies	S	The Broadway (West Side)	0	0	1	0	0
92 Fruit Bat	Juice Café	S	The Broadway (West Side)	0	0	1	0	0
93 Zig Zag	Tailors / Alterations	S	The Broadway (West Side)	0	0	1	0	0
94 Superfish	Restaurant / T.A. Food	S	64 The Broadway (East Side)	0	0	1	0	0
95 Songkran	Restaurant	S	62 The Broadway (East Side)	0	0	1	0	0
96 John Fraser Jenkins	Hair Salon	S	The Broadway (East Side)	0	0	1	0	0
97 Cavendish	Estate Agents	S	The Broadway (East Side)	0	0	1	0	0
98 Cheam Village Hall	Community	S	The Broadway (East Side)	0	0	1	0	0
99 American Way	Restaurant	S	38 The Broadway (East Side)	0	0	1	0	0
100 Total Home Solutions	Plumbing / home Improvement	D	The Broadway (East Side)	0	1	0	0	0
101 Vacant	Vacant	V	The Broadway (East Side)	0	0	0	1	0
102 Little Waitrose	Supermarket	C	The Broadway (East Side)	1	0	0	0	0
103 David Camerson	Hair Salon	S	24 The Broadway (East Side)	0	0	1	0	0
104 Nail Concept	Beauty Salon	S	The Broadway (East Side)	0	0	1	0	0
105 Cancer UK	Charity	D	The Broadway (East Side)	0	1	0	0	0
106 Vacant	Vacant (was CTN)	V	The Broadway (East Side)	0	0	0	1	0
107 Cats Protection	Charity	D	The Broadway (East Side)	0	1	0	0	0
108 Cheam Cottage	Café	S	14 The Broadway (East Side)	0	0	1	0	0
109 Britannia Photography	Photography Studio and Processing	D	The Broadway (East Side)	0	1	0	0	0
110 Homefix	Bathroom Studio	D	The Broadway (East Side)	0	1	0	0	0
111 No.10 Barbers	Barbers	S	10 The Broadway (East Side)	0	0	1	0	0
112 Santander	Bank	S	The Broadway (East Side)	0	0	1	0	0
113 Piggies	Café	S	The Broadway (East Side)	0	0	1	0	0
				6	39	61	5	2
				5%	35%	54%	4%	2%

Centre: **North Cheam**Survey Date: **27/03/2015**Surveyed By: **JRD**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O	Address No.	Street	Notes	Convenience	Unit Classification Comparison	Counts Service	Vacant	Other
1 Toka	Hair Salon	S		Malden Road		0	0	1	0	0
2 Surrey Bathrooms	Bathrooms/Décor	D		279-281 Malden Road		0	1	0	0	0
3 Naturcare	Accupuncture	S		Malden Road		0	0	1	0	0
4 Costcutter	Convenience Store	C		Malden Road		1	0	0	0	0
5 Vacant	Salon	V		London Road		0	0	0	1	0
6 Man Appeal	Clothes Shop	D		466 London Road		0	1	0	0	0
7 Allmobility	Mobility Aids	D		London Road		0	1	0	0	0
8 Aurora Bride	Bridal Wear	D		London Road		0	1	0	0	0
9 Wentworth Studios	Interior Décor	D		450 London Road		0	1	0	0	0
10 Waterhouse Designs	Interior Décor	D		London Road		0	1	0	0	0
11 Mandarin	Restaurant	S		London Road		0	0	1	0	0
12 Vacant	Vacant	V		483 London Road		0	0	0	1	0
13 Cotswood	Windows and Doors	D		London Road		0	1	0	0	0
14 Vacant	Vacant	V		London Road		0	0	0	1	0
15 Pizzeria Roma	Restaurant/ Take Away	S		London Road	being refurbished	0	0	1	0	0
16 Tasty China	Restaurant/ Take Away	S		London Road		0	0	1	0	0
17 Mamma's Pizza & Pasta	Take Away	S		London Road		0	0	1	0	0
18 Primes	Convenience Store	C		London Road		1	0	0	0	0
19 Your Move	Estate Agents	S		497-499 London Road		0	0	1	0	0
20 Cheam Windows	Windows and Doors	V		London Road	closed for refurb, link	0	0	0	1	0
21 Sam's	Take Away	S		London Road		0	0	1	0	0
22 Cheam Windows	Windows and Doors	D		Malden Road		0	1	0	0	0
23 The Children's Trust Tadworth	Charity Shop	D		Malden Road		0	1	0	0	0
24 Vacant	New A3 unit	V		Malden Road	Ward Homes develop	0	0	0	1	0
25 Sunray Motors	Garage	S		Malden Road		0	0	1	0	0
26 Vacant	Simply Beds	V		Malden Road		0	0	0	1	0
27 Blue Chip	Take Away	S		Malden Road		0	0	1	0	0
28 La Bella Luna	Restaurant	S		Malden Road		0	0	1	0	0
29 Drinks Express	Convenience Store	C		Malden Road		1	0	0	0	0
30 Stigma Studios	Tattoo Studio	S		Malden Road		0	0	1	0	0
31 Roots	Hair Salon	S		Malden Road		0	0	1	0	0
32 Golden Arrow Express Group	Cab Office	S		Malden Road		0	0	1	0	0
33 Delhi Chefs	Restaurant/ Take Away	S		Malden Road		0	0	1	0	0
34 Venue Centre	Internet Café	S		Malden Road		0	0	1	0	0
35 Lavender Clearances	Property Clearance	S		Malden Road		0	0	1	0	0
36 Lavender Corner Post Office	Post Office	D		Malden Road		0	1	0	0	0
37 Café Affair	Café	S		Malden Road		0	0	1	0	0
38 Sandwich Bar	Take Away	S		Malden Road	temporarily closed	0	0	1	0	0
39 Salute	Health Foods	C		Malden Road		1	0	0	0	0
40 El Desperado	Restaurant	S		Malden Road		0	0	1	0	0
41 Santander	Bank	S		Malden Road		0	0	1	0	0
42 Steves Card Shop	Cards and Gifts	D		London Road		0	1	0	0	0
43 Dry Cleaning etc	Dry Cleaners	S		London Road		0	0	1	0	0
44 Berry Electrical	Electrical	D		London Road		0	1	0	0	0
45 Dragon Inn	Restaurant/ Take Away	S		511 London Road		0	0	1	0	0
46 Fletchers, Thatchers & Dosanis	Accountants	S		513 London Road		0	0	1	0	0
47 Coral	Bookmakers	S		London Road		0	0	1	0	0
48 Vacant	Barclays bank	V		517-519 London Road		0	0	0	1	0
49 Londis	Convenience Store	C		London Road		1	0	0	0	0
50 Branswick Cars	Cab Office	S		London Road		0	0	1	0	0
51 Beeches Travel	Mini Bus Hire	S		London Road		0	0	1	0	0
52 Simply Grate Fireplaces	Interior Décor	D		London Road		0	1	0	0	0
53 The Corner Cut	Barbers	S		London Road		0	0	1	0	0
54 Vacant	Hair Salon	V		Lavender Avenue	rear of 'the corner cut	0	0	0	1	0
55 Asva Foods	Food Store	C		551 London Road		1	0	0	0	0
56 TAS	Restaurant	S		London Road		0	0	1	0	0
57 Brogan's	Barbers	S		London Road		0	0	1	0	0
58 Golden City	Take Away	S		London Road		0	0	1	0	0
59 Palmera	Take Away	S		London Road		0	0	1	0	0
60 Vacant	Indigo Office Design	V		563 London Road		0	0	0	1	0
61 Cheam Food Centre	Food Store	C		London Road		1	0	0	0	0
62 Flower Fayre	Florist	D		London Road		0	1	0	0	0
63 Kalms Associates	Computer Repair	S		London Road	first floor, with entranc	0	0	1	0	0
64 Vidal's	Barbers	S		London Road		0	0	1	0	0
65 Vacant	Annabel's Minatures Toy Shop	V		London Road		0	0	0	1	0

66 Cheam Hardware & DIY	Hardware & DIY	D	575 London Road		0	1	0	0	0
67 Expressions	Hair Salon	S	London Road		0	0	1	0	0
68 Property Point	Estate Agents	S	581 London Road		0	0	1	0	0
69 Vacant	Cheam Disability Solutions	V	London Road		0	0	0	1	0
70 McDonalds	Restaurant/ Take Away	S	London Road	drive through	0	0	1	0	0
71 SIG Roofing	Building Supplies	D	London Road		0	1	0	0	0
72 Bremakumars	Accountants	S	591 London Road		0	0	1	0	0
73 Dental Hygiene Centre	Dentist	O	London Road		0	0	0	0	1
74 Powerpoint	Electrical	D	London Road		0	1	0	0	0
75 Atlantis Swim School	Office	S	London Road		0	0	1	0	0
76 Classico Pizza	Take Away	S	London Road		0	0	1	0	0
77 Nicky's Restaurant	Restaurant	S	London Road		0	0	1	0	0
78 Chair Covers & Curtains	Interior Décor/ Fabric	D	London Road		0	1	0	0	0
79 Frean & Smyth	Vetirinary Surgery	O	London Road		0	0	0	0	1
80 North Cheam's Traditional Fish & Chips	Take Away	S	London Road		0	0	1	0	0
81 North Cheam Sports & Social Club	Sports Centre	S	London Road	inc 5aside pitches	0	0	1	0	0
82 Kids Unlimited	Nursery	S	London Road		0	0	1	0	0
83 Sainsbury's	Superstore	C	London Road	inc Starvucks and fue	1	0	0	0	0
84 Sainsbury's		D	London Road		0	1	0	0	0
85 Elmcroft Community Centre	Community Centre	O	London Road		0	0	0	0	1
86 The Nonsuch Inn	Public House	S	550 London Road		0	0	1	0	0
87 Reds	Hair Salon	S	London Road		0	0	1	0	0
88 Vacant	Vacant	V	548 London Road		0	0	0	1	0
89 New York Nails	Nail Salon	S	London Road		0	0	1	0	0
90 Pizza Hut	Take Away	S	London Road		0	0	1	0	0
91 Cash4Clothes	Clothes Recycling	S	London Road		0	0	1	0	0
92 Jordan's Woodfloor Warehouse	Flooring	D	London Road/Senhous Road		0	1	0	0	0
93 Trade Carpet	Flooring	D	Senhouse Road		0	1	0	0	0
94 Kingsbridge Local	Windows and Doors	D	Senhouse Road/ London Road		0	1	0	0	0
95 Andrews	Estate Agents	S	London Road		0	0	1	0	0
96 Vacant	A1 unit	V	London Road		0	0	0	1	0
97 Feedwell Cafe	Café	S	London Road		0	0	1	0	0
98 Anthony Opticians	Opticians	D	London Road		0	1	0	0	0
99 Victoria Chemists	Pharmacy	D	London Road		0	1	0	0	0
100 Greggs	Bakery	C	London Road		1	0	0	0	0
101 Vacant	Barbers	V	520 London Road		0	0	0	1	0
102 Costa	Café	S	London Road		0	0	1	0	0
103 Vacant	Carpetright	V	516 London Road		0	0	0	1	0
104 Vacant	Carpetright	V	London Road		0	0	0	1	0
105 Favorite chicken & Ribs	Take Away	S	London Road		0	0	1	0	0
106 Ladbrokes	Bookmakers	S	London Road		0	0	1	0	0
107 Vacant	Development Site	V	London Road/Malden road	Prominent corner dev	0	0	0	1	0
					9	24	54	17	3
					8.4%	22.4%	50.5%	15.9%	2.8%

Centre: **Carshalton**Survey Date: **01/04/2015** Surveyed By: **AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class <i>C, D, S, V, O</i>	Address No. Street	Notes	Unit Classification Counts				
					Convenience	Comparison	Service	Vacant	Other
1 Park Lane	CTN	C	High Street		1	0	0	0	0
2 Bengal	Restaurant	S	High Street		0	0	1	0	0
3 Charcoal Grill	T.A Food	S	High Street		0	0	1	0	0
4 Vacant	Vacant (was comparison)	V	High Street		0	0	0	1	0
5 Lamba	Motorcycles and Accessories	D	118 High Street		0	1	0	0	0
6 ATS Tyres	Tyre Fitting	O	High Street		0	0	0	0	1
7 The Eagle Gallery	Art and Picture Framing	D	High Street		0	1	0	0	0
8 Chipsmiths	T.A Food	S	106 High Street		0	0	1	0	0
9 Vacant	Vacant	V	High Street		0	0	0	1	0
10 Kenyons	Estate Agents	S	102 High Street		0	0	1	0	0
11 Roast & Ground	Café	S	100 High Street		0	0	1	0	0
12 Indian Oasis	Restaurant	S	High Street		0	0	1	0	0
13 Usher	Estate Agents	S	High Street		0	0	1	0	0
14 Hunters	Estate Agents	S	High Street		0	0	1	0	0
15 Elwyns	Doors and Conservatories	D	90 High Street		0	1	0	0	0
16 Akos	Barbers	S	High Street		0	0	1	0	0
17 Riddlingtons	Opticians	D	82 High Street		0	1	0	0	0
18 Galaxy	Café	S	High Street		0	0	1	0	0
19 Cancer UK	Charity	D	72-74 High Street		0	1	0	0	0
20 Pizza Go Go	T.A Food	S	High Street		0	0	1	0	0
21 Vacant	Vacant (small unit was CTN)	V	High Street		0	0	0	1	0
22 Paul Graham	Estate Agents	S	High Street		0	0	1	0	0
23 Ladbrokes	Bookmakers	S	High Street		0	0	1	0	0
24 Sainsbury Local	Convenience Store	C	High Street		1	0	0	0	0
25 St Raphael's Hospice	Charity	D	High Street		0	1	0	0	0
26 Co-Op	Supermarket	C	High Street		1	0	0	0	0
27 Andrews	Estate Agents	S	High Street		0	0	1	0	0
28 Mine	Arts and Crafts	D	High Street		0	1	0	0	0
29 Village Bakers	Baker	C	High Street		1	0	0	0	0
30 Village	Dry Cleaners	S	High Street		0	0	1	0	0
31 Calladoodles	Gifts	D	High Street		0	1	0	0	0
32 Creative	Hair and Beauty	S	High Street		0	0	1	0	0
33 Silverman Black	Estate Agents	S	High Street		0	0	1	0	0
34 Collectors Corenr	Antiques	D	The Square		0	1	0	0	0
35 Coach & Horses	Public House	S	High Street		0	0	1	0	0
36 The Woodman	Public House	S	High Street		0	0	1	0	0
37 The Mortgage Store	Financial Services	S	High Street		0	0	1	0	0
38 Carshalton Antique Galleries	Antiques	D	High Street		0	1	0	0	0
39 Naturally Thinking	Beauty Products	D	High Street		0	1	0	0	0
40 Pinks Gym and Gym Wear Store	Gym and Clothing	D	High Street		0	1	0	0	0
41 Rob & Tony's	Barbers	S	13 High Street		0	0	1	0	0
42 Five Star Nails	Beauty Salon	S	High Street		0	0	1	0	0
43 Sarah James	Jeweller	D	17 High Street		0	1	0	0	0
44 Village Tanning Studio	Beauty Salon	S	High Street		0	0	1	0	0
45 The Siam Orchid	Restaurant	S	High Street		0	0	1	0	0
46 Park Lane	Pharmacy	D	27-29 High Street		0	1	0	0	0
47 Costa Coffee	Café	S	High Street		0	0	1	0	0
48 Rubarb and Bramley	Florist/Grocer	C	High Street		1	0	0	0	0
49 Starline	Hair and Beauty	S	High Street		0	0	1	0	0
50 Grazie Mille	Restaurant	S	31-33 High Street		0	0	1	0	0
51 Chris and Jacks	Barbers	S	Beacon Grove		0	0	1	0	0
52 JR Shoe Repairs	Footwear Repairs	S	Beacon Grove		0	0	1	0	0
53 Vacant	Vacant	V	Beacon Grove		0	0	0	1	0
54 Bowls Wear Direct	Clothing and Accessories	D	Beacon Grove		0	1	0	0	0
55 Café Royale	Café	S	Beacon Grove		0	0	1	0	0
56 Carshalton Crafts	Knitting and Crafts	D	Beacon Grove		0	1	0	0	0
57 Jude	Gifts	D	Beacon Grove		0	1	0	0	0
58 Lee Richard	Upholstery	D	Beacon Grove		0	1	0	0	0
59 Oxfam	Charity	D	High Street		0	1	0	0	0

60 Frank D Lusso	Hair Salon	S	High Street	0	0	1	0	0
61 A Smith	Funeral Director	S	High Street	0	0	1	0	0
62 Gurner & Co	Solicitor Office	O	High Street	0	0	0	0	1
63 Maneeya	Restaurant	S	High Street	0	0	1	0	0
64 Charles Cryer Studio	Theatre	O	High Street	0	0	0	0	1
65 Fox and Hounds	Public House	S	High Street	0	0	1	0	0
				5	19	34	4	3
				7.7%	29.2%	52.3%	6.2%	4.6%

Centre: **Worcester Park**Survey Date: **27/03/2015**Surveyed By: **JRD/AJ**

----- ANALYSIS -----

Trader Name	Business Type	Goad Class C, D, S, V, O	Address No.	Street	Notes	Convenience	Unit Classification Comparison	Counts Service	Vacant	Other
1 Vacant	Bank Chambers	S		Green Lane		0	0	1	0	0
2 Kingfish	Restaurant/ Take Away	S		Central Road		0	0	1	0	0
3 Mr Ink	Printing Supplies	D		Central Road		0	1	0	0	0
4 ABI Express	Newsagent	C		Central Road		1	0	0	0	0
5 Vacant	A2 use	V	178	Central Road		0	0	0	1	0
6 Worcester Park Post Office	Post Office	D		Central Road		0	1	0	0	0
7 Ryan Gate	Convenience Store	C		Central Road		1	0	0	0	0
8 Lloyds	Bank	S		Central Road		0	0	1	0	0
9 PC Fix Centre	Computer Repair	S		Central Road		0	0	1	0	0
10 The Hair Boutique	Hair Salon	S		Central Road		0	0	1	0	0
11 Kim's	Barbour	S		Central Road		0	0	1	0	0
12 Boots	Pharmacy	D		Central Road		0	1	0	0	0
13 La Mamma	Restaurant	S		Central Road		0	0	1	0	0
14 Vacant	Worcester Park police Office	V	154	Central Road		0	0	0	1	0
15 HSBC	Bank	S		Central Road		0	0	1	0	0
16 H & T Pawnbrokers	Pawnbrokers	S		Central Road		0	0	1	0	0
17 Coral	Bookmakers	S		Central Road		0	0	1	0	0
18 Clarks	Shoe Shop	D		Central Road		0	1	0	0	0
19 Trutex Schoolwear	Clothes Shop	D	140	Central Road	2 floors	0	1	0	0	0
20 Halifax	Bank	S		Central Road		0	0	1	0	0
21 Frean & Smyth	Vetirinary Surgery	O		Central Road		0	0	0	0	1
22 Chinese Medicine Plus	Accupuncture	S		Central Road		0	0	1	0	0
23 William Hill	Bookmakers	S		Central Road		0	0	1	0	0
24 Ross Fruiterers	Greengrocer	C		Central Road		1	0	0	0	0
25 Checkers Café	Café	S		Central Road		0	0	1	0	0
26 Conservatory Florist	Florist	D		Central Road		0	1	0	0	0
27 British Heart Foundation	Charity Shop	D		Central Road		0	1	0	0	0
28 Seanhanna	Hair Salon	S		Central Road		0	0	1	0	0
29 Tarrant's Hardware	Hardware/DIY	D	120	Central Road		0	1	0	0	0
30 Boots Opticians	Opticians	D		Central Road		0	1	0	0	0
31 KFC	Restaurant/ Take Away	S		Central Road		0	0	1	0	0
32 Sularis	Tanning Salon	S	112	Central Road		0	0	1	0	0
33 Sue Ryder Care	Charity Shop	D		Central Road		0	1	0	0	0
34 Golden Images	Printing	S		Central Road		0	0	1	0	0
35 Hendy's Jewellers	Jewellers	D		Central Road		0	1	0	0	0
36 Read n Rite	Newsagents	C		Central Road		1	0	0	0	0
37 The Ross Spa	Salon	S		Central Road		0	0	1	0	0
38 Kimberley's Nail Designs	Nail Salon	S		Central Road		0	0	1	0	0
39 St Raphael's Hospice	Charity Shop	D		Central Road		0	1	0	0	0
40 Garner's	Funeral Directors	S		Central Road		0	0	1	0	0
41 Ladbroke's	Bookmakers	S		Central Road		0	0	1	0	0
42 Coversure	Insurance Office	S		Central Road		0	0	1	0	0
43 Surrey Door Centre	Windows and Doors	D		Central Road		0	1	0	0	0
44 Amy Nails	Nail Salon	S		Central Road		0	0	1	0	0
45 Sheesh Mangal	Restaurant	S		Central Road	Sheesh conjoined un	0	0	1	0	0
46 Sheesh Express	Takeaway	S		Central Road	Sheesh conjoined un	0	0	1	0	0
47 Graham Lee Carpets	Flooring	D		Central Road		0	1	0	0	0
48 Munal	Restaurant	S		Central Road		0	0	1	0	0
49 The Chef	Restaurant	S		Central Road		0	0	1	0	0
50 Preview Menswear	Clothes Shop	D		Central Road		0	1	0	0	0
51 Bellini	Restaurant	S		Central Road		0	0	1	0	0
52 Chinese Canteen	Take Away	S		Central Road		0	0	1	0	0
53 Connor Prince	Estate Agency	S		Central Road		0	0	1	0	0
54 D.G. Coles & Son	Building Supplies	D		Central Road		0	1	0	0	0
55 Central Locksmiths	Locksmith	S		Central Road		0	0	1	0	0
56 Vacant	Convenience Store	V		Central Road	WP Mini Mart under r	0	0	0	1	0
57 Ophthalmic	Opticians	D		Central Road		0	1	0	0	0
58 Dawsons	Electrical	D		Central Road		0	1	0	0	0
59 Chubby's	Take Away	S	52	Central Road		0	0	1	0	0
60 Haart	Estate Agency	S		Central Road		0	0	1	0	0
61 Beds, Sofas & Furniture	Furniture	D	48	Central Road		0	1	0	0	0
62 Perfect Property Maintenance Company	Office	S		Central Road		0	0	1	0	0
63 Vacant	A1	V		Central Road		0	0	0	1	0
64 Pedicure Plus	Salon	S		Central Road		0	0	1	0	0
65 Vacant	Newagent	V		Central Road		0	0	0	1	0

66	Laundrette	S	Central Road	0	0	1	0	0
67	Cut and Design	S	36 Central Road	0	0	1	0	0
68	Computer Repair	S	Central Road	0	0	1	0	0
69	Stitch Express	S	Central Road	0	0	1	0	0
70	More Than Group	D	Central Road	0	1	0	0	0
71	Frederick W Paine	S	Central Road	0	0	1	0	0
72	Star Barbers	S	Central Road	0	0	1	0	0
73	Classic Wok	S	Central Road	0	0	1	0	0
74	Klass	S	Central Road	0	0	1	0	0
75	Prestige Dry Cleaners	S	Central Road	0	0	1	0	0
76	Dual Tools	D	Central Road	0	1	0	0	0
77	My Travel Expert	S	Central Road	0	0	1	0	0
78	Amor Beauty	S	Central Road	0	0	1	0	0
79	Deb n Hair	S	Central Road	0	0	1	0	0
80	CDC Cars	S	Central Road	0	0	1	0	0
81	Ocean Fish Bar	S	6 Central Road	0	0	1	0	0
82	Johnson Investments	S	Central Road	0	0	1	0	0
83	StitchRight	S	Central Road	0	0	1	0	0
84	Sainsburys Local	C	Central Road	1	0	0	0	0
85	Vivash Hunt Solicitors	O	Central Road	0	0	0	0	1
86	Broadway Bargains	D	23 Central Road	0	1	0	0	0
87	Rumours Wine Bar	S	Central Road	0	0	1	0	0
88	Happy Garden	S	Central Road	0	0	1	0	0
89	Meghna	S	Central Road	0	0	1	0	0
90	Winkworth	S	Central Road	0	0	1	0	0
91	Cromwells	S	Central Road	0	0	1	0	0
92	Beds to Go	D	Central Road	0	1	0	0	0
93	Costcutter	C	Central Road	1	0	0	0	0
94	Vacant	V	Central Road	0	0	0	1	0
95	Designer Kitchen Studio	D	Central Road	0	1	0	0	0
96	Broncos BBQ	S	Central Road	0	0	1	0	0
97	Barnard Marcus	S	Central Road	0	0	1	0	0
98	Royal British Legion	O	Central Road	0	0	0	0	1
99	Cycle Power	D	77 Central Road	0	1	0	0	0
100	Papa Johns	S	Central Road	0	0	1	0	0
101	Camera Continental	D	Central Road	0	1	0	0	0
102	Discount Motor Spares	D	Central Road	0	1	0	0	0
103	Worcester Park Dentist	O	Central Road/ Windsor Road	0	0	0	0	1
104	Worcester Park Electrical	D	Windsor Road	0	1	0	0	0
105	Megabyte Computrs	D	Windsor Road	0	1	0	0	0
106	Toy Shed	D	Windsor Road	0	1	0	0	0
107	The Classic Hair Salon	S	Windsor Road	0	0	1	0	0
108	Worcester Park Cars	S	Windsor Road	0	0	1	0	0
109	Worcester Park Library	O	Windsor Road	0	0	0	0	1
110	Pizza Express	S	Central Road	0	0	1	0	0
111	Natwest	S	93 Central Road	0	0	1	0	0
112	QEF	D	Central Road	0	1	0	0	0
113	Santander	S	Central Road	0	0	1	0	0
114	Vacant	V	Central Road	0	0	0	1	0
115	Pets Place	D	Central Road	0	1	0	0	0
116	Superdrug	D	Central Road	0	1	0	0	0
117	Sunshine Café	S	Central Road	0	0	1	0	0
118	Gerramimm	D	Central Road	0	1	0	0	0
119	Food & Wine	C	Central Road	1	0	0	0	0
120	Princes Alice Hospice	D	177 Central Road	0	1	0	0	0
121	Stationary & Greetings Cards	D	Central Road	0	1	0	0	0
122	Dominos	S	Central Road	0	0	1	0	0
123	Cut & Blend	S	Central Road	0	0	1	0	0
124	Regewell Sewing Machines	D	123 Central Road	0	1	0	0	0
125	Greggs	C	Central Road	1	0	0	0	0
126	Quality Dry Cleaners	S	Central Road	0	0	1	0	0
127	Nationwide	S	Central Road	0	0	1	0	0
128	Vacant	V	Central Road	0	0	0	1	0
129	Woodward Bros	C	Central Road	1	0	0	0	0
130	Sole 2 Sole	S	Central Road	0	0	1	0	0
131	Waitrose	C	Stone Place	1	0	0	0	0
132	Iceland	C	Central Road	1	0	0	0	0
133	Thomas Cook	S	Central Road	0	0	1	0	0
134	Costa	S	Central Road	0	0	1	0	0
135	Marie Curie	D	Central Road	0	1	0	0	0
136	WH Smiths	D	Central Road	0	1	0	0	0

offices above (chang

137 UK Household	Household	D	Central Road	0	1	0	0	0
138 Vacant	John James Gardening	V	157 Central Road	0	0	0	1	0
139 R Woodfall Optometrists	Opticians	D	Central Road	0	1	0	0	0
140 Cache	Clothes Shop	D	Central Road	0	1	0	0	0
141 Moonlight	Hair Salon	S	Central Road	0	0	1	0	0
142 Barclays	Bank	S	Central Road	0	0	1	0	0
143 Gascoigne-Pees	Estate Agency	S	Central Road	0	0	1	0	0
144 Centrals	Public House	S	Central Road	0	0	1	0	0
145 Worcester Park Wines	Off Licence	C	Central Road	1	0	0	0	0
146 Surrey King Café	Café	S	Central Road	0	0	1	0	0
147 Nefis	Take Away	S	Central Road	0	0	1	0	0
148 Poundland	Household	D	Central Road	0	1	0	0	0
149 The Brook	Public House	S	Central Road	0	0	1	0	0
				12	43	80	9	5
				8.1%	28.9%	53.7%	6.0%	3.4%

Appendix Two – Household Telephone Survey Results

Sutton Household Survey
for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q01 Where did you last undertake your main food and grocery shopping?																						
Aldi, Kingston Road, New Malden (just opened)	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Beddington Lane, Beddington	4.8%	72	0.0%	0	4.9%	12	2.3%	3	0.8%	1	0.0%	0	1.3%	2	12.8%	20	17.2%	31	4.0%	4	0.0%	0
Asda, Reigate Road, Burgh Heath	2.9%	44	0.9%	2	0.4%	1	0.8%	1	0.5%	0	18.0%	26	7.5%	12	0.3%	1	0.0%	0	0.6%	1	0.6%	1
Asda, Roehampton Vale, Roehampton	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Way, Sutton Town Centre	8.3%	125	2.8%	6	14.2%	35	23.0%	26	30.8%	25	3.2%	5	3.5%	6	1.2%	2	2.5%	4	13.8%	15	2.0%	2
Cook, High Street, Banstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Banstead Road, Carshalton Beeches	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Grand Drive Morden Park	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Carshalton	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mollison Drive, Roundshaw, Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nork Way, Banstead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Malden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Stonecot Hill, Sutton	0.2%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wrythe Lane Rosehill Centre	0.4%	7	0.0%	0	2.1%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Costco, Imperial Way, Croydon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Erskine Road, Sutton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Farmfoods, Lodge Place, Sutton Town Centre	0.2%	3	0.0%	0	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Iceland, Aberconway Road, Morden	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, New Malden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Upper Green West, Mitcham	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodcote Road, Wallington	0.6%	9	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	1	2.5%	5	0.0%	0	0.0%	0
Iceland, Worcester Park	0.2%	4	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Morden	1.6%	24	1.5%	3	7.9%	19	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, Beddington Gardens, Wallington	3.5%	53	0.0%	0	0.8%	2	1.7%	2	0.0%	0	0.0%	0	4.7%	8	12.4%	19	5.9%	10	10.9%	12	0.0%	0
Lidl, Church Street, Croydon	0.1%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Road,	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Mitcham																						
Marks & Spencer, Centre Court Shopping Centre, Wimbledon	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Sutton Town Centre	0.7%	11	0.0%	0	0.2%	1	0.5%	1	0.9%	1	0.9%	1	0.4%	1	0.0%	0	3.5%	6	0.0%	0	0.6%	1
Marks & Spencer, Merton High Street, Colliers Wood	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, North End, Croydon	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0
M&S Simply Food / PFS, Brighton Road, Sutton	0.7%	10	0.2%	1	0.6%	2	1.2%	1	1.1%	1	0.0%	0	2.6%	4	0.0%	0	0.0%	0	1.4%	2	0.0%	0
M&S Simply Food, Banstead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Tolworth	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Morrisons (M Local), High Street, Sutton	4.7%	71	0.4%	1	1.8%	4	7.1%	8	8.5%	7	7.8%	11	12.0%	19	1.1%	2	5.0%	9	5.6%	6	4.2%	4
Morrisons (M Local), North End, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fiveways, Purley Way, Beddington	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.5%	4	0.0%	0	0.6%	1
Morrisons, High Street, Sutton Town Centre	3.7%	56	0.0%	0	2.0%	5	13.2%	15	8.2%	7	6.0%	9	5.2%	8	0.5%	1	1.8%	3	5.8%	6	2.0%	2
Morrisons, Reigate	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.3%	1	0.5%	1	0.0%	0	0.0%	0
Morrisons, St Marks Place, Mitcham	0.6%	9	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Broadway, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Central Road, Worcester Park Centre	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's Local, Cheam	1.3%	20	3.4%	7	0.4%	1	0.0%	0	2.8%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	7
Sainsbury's Local, Cheam Road, Ewell	0.3%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	0	2.1%	2
Sainsbury's Local, High Street, Carshalton	0.2%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Stanley Park, Carshalton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	0	0.0%	0
Sainsbury's, Colliers Wood	0.9%	13	0.7%	2	2.3%	6	0.8%	1	2.8%	2	0.4%	1	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0
Sainsbury's, Kiln Lane, Epsom	1.6%	24	1.6%	3	0.0%	0	0.0%	0	0.8%	1	8.1%	12	3.2%	5	0.3%	1	0.0%	0	0.0%	0	2.4%	2
Sainsbury's, London Road,	3.3%	49	5.3%	12	15.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Morden																						
Sainsbury's, London Road, North Cheam	9.5%	142	34.3%	75	4.6%	11	6.5%	7	2.4%	2	6.3%	9	2.8%	4	0.0%	0	1.6%	3	0.7%	1	28.8%	30
Sainsbury's, Manor Road (Wallington Station), Wallington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Purley Way	2.0%	31	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.7%	7	11.4%	20	0.8%	1	0.0%	0
Sainsbury's, Stafford Road, Wallington Town Centre	8.9%	134	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.5%	1	18.0%	29	27.4%	43	23.7%	42	17.0%	18	0.0%	0
Tesco Express, Angel Hill, Sutton	0.5%	7	0.4%	1	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	0	2.4%	2
Tesco Express, Brighton Road, Sutton	0.6%	9	0.0%	0	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	7.3%	8
Tesco Express, London Road, North Cheam	0.5%	7	0.0%	0	0.4%	1	0.0%	0	5.6%	5	0.5%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Road, Sutton	0.2%	3	0.0%	0	0.0%	0	1.7%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Malden Road, Sutton	0.5%	8	0.0%	0	2.8%	7	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Malden Road, Worcester Park	0.1%	2	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beverley Way, New Malden	0.9%	13	5.0%	11	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	10.1%	151	3.8%	8	16.2%	39	27.6%	31	23.5%	19	4.8%	7	4.5%	7	0.0%	0	0.4%	1	14.0%	15	22.9%	24
Tesco Extra, Purley	2.9%	44	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.5%	1	4.9%	8	16.2%	25	4.2%	7	0.8%	1	0.0%	0
Waitrose (Little), The Broadway, Cheam	0.8%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Waitrose, Brighton Road, Coulsdon	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	4.1%	6	0.0%	0	0.0%	0	0.0%	0
Waitrose, Coombe Lane, Raynes Park	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Banstead	3.2%	48	0.0%	0	0.0%	0	2.3%	3	0.9%	1	13.3%	19	11.9%	19	3.1%	5	0.4%	1	0.8%	1	0.0%	0
Waitrose, Stone Place, Worcester Park	3.4%	51	19.1%	42	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Local shops, Banstead	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Belmont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	0	0.0%	0
Local shops, Hackbridge	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosehill	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Wallington	0.1%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	24	0.5%	1	0.6%	1	0.0%	0	0.0%	0	2.3%	3	3.5%	5	0.7%	1	3.4%	6	4.1%	4	1.4%	1
Aldi, Addington Road, Selsdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, St James Estate, Bond	0.4%	7	0.0%	0	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Road, Mitcham																						
Lidl, Blagdon Road, New Malden	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worple Road, Wimbledon	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Waitrose, High Street, New Malden	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Limpsfield Road, Sanderstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0
Internet	7.5%	113	10.7%	23	5.4%	13	6.3%	7	2.7%	2	14.0%	20	4.7%	7	4.1%	6	7.9%	14	14.0%	15	4.6%	5
(Don't know)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Q02 Which retailer did you purchase your main food Internet / home delivery shopping from on that occasion?

Those who shop online at Q01

Asda	7.1%	8	3.3%	1	6.0%	1	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	5	4.4%	1	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	13.0%	15	3.3%	1	0.0%	0	38.0%	3	0.0%	0	30.9%	6	29.4%	2	0.0%	0	8.8%	1	10.9%	2	0.0%	0
Sainsbury's	20.0%	23	18.4%	4	27.9%	4	27.1%	2	0.0%	0	13.9%	3	13.5%	1	11.6%	1	28.5%	4	13.9%	2	45.3%	2
Tesco	54.9%	62	75.1%	17	62.0%	8	19.9%	1	71.0%	2	55.2%	11	33.4%	3	59.7%	4	28.7%	4	70.8%	10	36.5%	2
Waitrose	4.2%	5	0.0%	0	4.1%	1	0.0%	0	29.0%	1	0.0%	0	11.8%	1	28.7%	2	0.0%	0	0.0%	0	18.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford Organic Farms	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		113		23		13		7		2		20		7		6		14		15		5
Sample:		90		14		13		7		3		14		7		6		12		10		4

Q03 Is this where you normally undertake your main food and grocery shopping?

Yes	85.4%	1283	79.1%	172	85.6%	209	94.5%	108	83.4%	67	82.1%	119	86.1%	137	85.9%	135	88.8%	158	78.7%	83	93.2%	97
No	14.6%	220	20.9%	45	14.4%	35	5.5%	6	16.6%	13	17.9%	26	13.9%	22	14.1%	22	11.2%	20	21.3%	22	6.8%	7
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
Q04 Where do you normally undertake your main food and grocery shopping?												
<i>Those who said 'No' at Q03</i>												
Aldi, Kingston Road, New Malden (just opened)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Beddington Lane, Beddington	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Asda, Reigate Road, Burgh Heath	4.6%	10	0.0%	0	1.5%	1	0.0%	0	40.4%	5	7.0%	2
Asda, St Nicholas Way, Sutton Town Centre	7.4%	16	4.0%	2	13.9%	5	8.6%	1	17.0%	2	2.0%	1
Co-op, Grand Drive Morden Park	3.0%	7	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Carshalton	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wrythe Lane Rosehill Centre	0.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodcote Road, Wallington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Morden	1.7%	4	2.2%	1	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Beddington Gardens, Wallington	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Marks & Spencer, High Street, Sutton Town Centre	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Marks & Spencer, North End, Croydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food / PFS, Brighton Road, Sutton	1.6%	3	1.2%	1	1.5%	1	0.0%	0	3.2%	0	2.0%	1
Morrisons (M Local), High Street, Sutton	7.0%	15	0.0%	0	5.6%	2	14.2%	1	8.6%	1	32.5%	8
Morrisons, Fiveways, Purley Way, Beddington	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Morrisons, High Street, Sutton Town Centre	3.2%	7	0.0%	0	0.0%	0	24.9%	2	0.0%	0	19.2%	5
Morrisons, St Marks Place, Mitcham	2.2%	5	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Broadway, Wimbledon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Green Wrythe Lane, Carshalton	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cheam	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Colliers Wood	3.1%	7	0.0%	0	19.2%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Sainsbury's, London Road,	5.2%	11	9.2%	4	17.8%	6	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Morden																						
Sainsbury's, London Road, North Cheam	4.0%	9	10.7%	5	1.5%	1	8.6%	1	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Purley Way	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0
Sainsbury's, Stafford Road, Wallington Town Centre	11.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	34.3%	8	49.9%	11	14.0%	3	18.0%	4	0.0%	0
Tesco Express, Malden Road, Sutton	1.3%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woodcote Road, Wallington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beverley Way, New Malden	2.5%	6	12.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	8.4%	18	5.0%	2	2.9%	1	35.2%	2	5.3%	1	7.3%	2	2.8%	1	0.0%	0	2.5%	1	23.4%	5	56.4%	4
Tesco Extra, Purley	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	10.1%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), The Broadway, Cheam	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brighton Road, Coulsdon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Banstead	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	2.3%	1	0.0%	0	2.0%	0	8.5%	1
Waitrose, Stone Place, Worcester Park	3.4%	7	16.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Croydon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wallington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westmead Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Other	1.2%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.3%	1	0.0%	0	0.0%	0
Asda, St James Estate, Bond Road, Mitcham	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.2%	11	15.1%	7	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	4.9%	1	0.0%	0
(Don't know / varies)	4.4%	10	0.0%	0	2.5%	1	8.6%	1	25.5%	3	5.9%	2	0.0%	0	2.3%	1	0.0%	0	10.1%	2	8.5%	1
Weighted base:		220		45		35		6		13		26		22		22		20		22		7
Sample:		203		33		34		9		11		19		19		26		25		19		8

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q04AWhich retailer do you normally purchase your main food Internet / home delivery shopping from?																					
Those who shop online at Q04																					
Asda	7.8%	1	0.0%	0	53.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	36.6%	4	61.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco	32.9%	4	27.6%	2	46.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%
Waitrose	22.7%	3	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		11		7		2		0		0		0		0		2		0		1	
Sample:		8		3		2		0		0		0		0		1		0		2	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q05 What is the main reason you normally choose this location to do your main food and grocery shopping?																						
Clean store	0.4%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.9%	1	0.3%	1	0.8%	1	0.0%	0
Close to family / friends	0.5%	8	0.4%	1	2.1%	5	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Convenient to home	43.3%	651	46.0%	100	34.3%	83	31.9%	36	66.1%	53	46.0%	67	41.5%	66	50.2%	79	39.4%	70	32.2%	34	60.8%	63
Convenient to work	2.0%	30	0.8%	2	0.8%	2	6.7%	8	4.4%	4	1.7%	2	0.7%	1	1.5%	2	1.3%	2	1.2%	1	5.2%	5
Delivery service	4.8%	73	5.6%	12	3.9%	9	3.4%	4	0.9%	1	8.9%	13	2.8%	4	3.3%	5	6.2%	11	9.9%	10	2.5%	3
Easy to get to by car	0.7%	10	0.0%	0	1.1%	3	2.8%	3	0.9%	1	0.0%	0	0.4%	1	0.5%	1	0.8%	2	0.4%	0	0.0%	0
Easy to get to by foot	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Easy to get to by public transport	0.2%	3	0.2%	1	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	0.5%	8	0.2%	1	0.2%	1	1.6%	2	0.5%	0	0.4%	1	0.4%	1	1.0%	2	0.3%	1	0.8%	1	0.8%	1
Good layout / easy to get around	0.4%	5	0.4%	1	0.6%	2	0.7%	1	0.5%	0	0.4%	1	0.6%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Good offers	2.4%	36	1.7%	4	3.0%	7	4.3%	5	2.0%	2	1.3%	2	1.0%	2	6.6%	10	2.3%	4	0.0%	0	0.6%	1
Habit / always used it	3.6%	54	1.2%	3	5.5%	13	3.1%	4	1.1%	1	7.4%	11	2.7%	4	2.8%	4	5.0%	9	5.0%	5	0.6%	1
Has a café	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.3%	4	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Large store	1.1%	16	0.5%	1	0.7%	2	0.5%	1	0.5%	0	0.4%	1	1.4%	2	2.9%	5	0.5%	1	2.1%	2	1.8%	2
Long opening hours	0.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	10.8%	162	8.6%	19	17.9%	44	8.3%	9	6.8%	5	3.6%	5	12.3%	20	6.0%	9	12.0%	21	22.1%	23	5.3%	6
Loyalty scheme / reward points	1.3%	20	1.8%	4	1.0%	2	1.5%	2	0.8%	1	2.3%	3	1.1%	2	1.8%	3	1.4%	3	0.0%	0	0.6%	1
Online shopping is convenient	1.3%	20	3.7%	8	1.4%	3	2.4%	3	1.0%	1	2.9%	4	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Parking - easy to find a space	3.0%	45	1.3%	3	1.6%	4	7.6%	9	1.6%	1	5.7%	8	5.8%	9	0.3%	1	1.9%	3	5.6%	6	0.6%	1
Parking - is free / cheap	1.0%	15	0.2%	1	1.8%	4	0.8%	1	0.0%	0	1.7%	2	2.1%	3	0.0%	0	0.7%	1	1.0%	1	1.0%	1
Pleasant shopping environment	0.2%	3	0.0%	0	0.2%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	3.2%	48	5.1%	11	2.3%	6	8.8%	10	0.5%	0	2.6%	4	4.9%	8	3.3%	5	0.9%	2	0.0%	0	2.0%	2
Quality of food goods available	7.2%	109	6.5%	14	7.6%	19	4.3%	5	3.5%	3	5.5%	8	14.9%	24	9.8%	15	6.1%	11	6.0%	6	3.5%	4
Quality of non-food goods available	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	4.6%	70	8.5%	19	4.2%	10	2.8%	3	2.4%	2	1.8%	3	1.2%	2	2.9%	4	11.5%	20	1.7%	2	4.4%	5
Range of non-food goods available	0.2%	3	0.4%	1	0.2%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Safe shopping environment	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	0.3%	4	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Staff discount / work there	1.2%	19	0.7%	2	2.7%	7	0.7%	1	0.0%	0	1.0%	1	0.6%	1	1.0%	2	1.5%	3	1.3%	1	1.8%	2
Supporting local business	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.3%	5	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.4%	0	0.0%	0
Close to other stores	0.3%	5	0.0%	0	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Easy to access	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Can get everything I need there	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.6%	1	0.0%	0
Good layout	0.2%	2	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Vouchers to use	0.3%	5	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
(Don't know / no particular reason)	3.8%	57	3.7%	8	5.2%	13	1.3%	1	5.1%	4	4.4%	6	2.1%	3	1.4%	2	0.7%	1	8.6%	9	7.9%	8
Weighted base:	1503		217		244		114		80		145		159		157		178		105		104	
Sample:	1503		215		241		112		100		143		157		154		175		104		102	

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q06 How often do you normally do your main food and grocery shopping at your usual store?

Daily	1.9%	29	1.0%	2	1.2%	3	3.4%	4	4.3%	3	1.5%	2	2.1%	3	1.3%	2	1.4%	3	4.9%	5	1.2%	1
Two or three times a week	16.2%	243	13.5%	29	16.1%	39	21.1%	24	19.7%	16	15.9%	23	17.6%	28	19.3%	30	15.3%	27	8.6%	9	15.9%	16
Once a week	65.9%	990	68.3%	148	69.9%	170	58.6%	67	62.0%	50	69.3%	100	61.3%	97	61.8%	97	69.6%	124	66.2%	70	64.6%	67
Once a fortnight	9.8%	148	12.0%	26	7.6%	18	8.7%	10	6.1%	5	6.2%	9	13.2%	21	10.3%	16	8.5%	15	13.8%	15	11.8%	12
Once every three weeks	1.2%	18	2.1%	5	1.0%	3	1.4%	2	0.0%	0	1.6%	2	2.2%	4	0.0%	0	1.0%	2	1.4%	1	0.0%	0
Once a month	3.2%	49	2.5%	5	2.1%	5	4.6%	5	3.0%	2	4.8%	7	1.9%	3	5.4%	9	3.7%	7	3.8%	4	1.4%	1
Less often	0.3%	5	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.1%	2
(Don't know / no particular pattern)	1.5%	22	0.2%	1	1.6%	4	2.2%	3	5.0%	4	0.7%	1	1.7%	3	1.3%	2	0.4%	1	1.3%	1	3.0%	3
Mean:	1.28		1.17		1.25		1.45		1.53		1.25		1.30		1.28		1.24		1.32		1.23	
Weighted base:	1503		217		244		114		80		145		159		157		178		105		104	
Sample:	1503		215		241		112		100		143		157		154		175		104		102	

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Mean score [£]:																						
Q07 How much does your household normally spend on main food and grocery shopping per trip?																						
£1 - £5	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.9%	14	0.5%	1	1.0%	2	0.9%	1	1.9%	1	1.0%	1	0.4%	1	0.0%	0	0.7%	1	1.5%	2	2.6%	3
£11 - £15	1.3%	19	1.0%	2	3.4%	8	1.7%	2	4.8%	4	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£16 - £20	2.2%	34	0.6%	1	3.0%	7	5.2%	6	7.7%	6	3.3%	5	0.4%	1	1.6%	3	1.6%	3	0.8%	1	1.2%	1
£21 - £25	2.4%	36	1.8%	4	1.9%	5	0.0%	0	2.7%	2	0.4%	1	2.4%	4	4.2%	7	3.3%	6	5.7%	6	2.0%	2
£26 - £30	3.1%	47	1.4%	3	3.1%	7	0.8%	1	3.8%	3	4.0%	6	4.1%	7	3.9%	6	4.9%	9	2.0%	2	3.2%	3
£31 - £35	2.2%	32	2.1%	5	2.3%	6	1.8%	2	1.6%	1	1.3%	2	3.4%	5	1.0%	2	4.5%	8	1.2%	1	0.6%	1
£36 - £40	3.1%	46	2.7%	6	1.8%	4	1.3%	1	2.1%	2	3.7%	5	2.2%	4	4.3%	7	4.8%	9	0.4%	0	7.6%	8
£41 - £45	2.4%	37	0.7%	2	3.9%	9	1.2%	1	0.0%	0	2.6%	4	1.0%	2	1.8%	3	4.8%	9	5.4%	6	1.5%	2
£46 - £50	6.6%	99	8.6%	19	8.1%	20	7.4%	9	3.4%	3	6.9%	10	5.6%	9	4.8%	7	3.7%	7	8.7%	9	7.0%	7
£51 - £55	3.5%	53	2.0%	4	5.6%	14	7.9%	9	2.3%	2	3.7%	5	3.7%	6	1.2%	2	3.1%	5	3.6%	4	1.5%	2
£56 - £60	6.6%	100	7.1%	16	6.7%	16	3.1%	4	5.9%	5	10.5%	15	5.9%	9	6.9%	11	2.8%	5	10.5%	11	7.6%	8
£61 - £65	2.3%	35	0.2%	1	2.2%	5	0.9%	1	1.4%	1	4.0%	6	3.4%	5	3.5%	5	1.3%	2	3.8%	4	3.5%	4
£66 - £70	4.9%	74	2.9%	6	5.3%	13	9.8%	11	5.6%	5	3.5%	5	6.3%	10	5.8%	9	6.8%	12	0.4%	0	2.3%	2
£71 - £75	2.8%	42	0.4%	1	4.0%	10	2.0%	2	6.7%	5	0.7%	1	2.0%	3	5.0%	8	2.2%	4	6.3%	7	1.5%	2
£76 - £80	3.7%	55	4.6%	10	3.2%	8	4.0%	5	4.9%	4	2.0%	3	6.9%	11	1.5%	2	4.0%	7	2.8%	3	2.4%	2
£81 - £85	1.9%	28	1.1%	2	2.4%	6	0.0%	0	0.8%	1	0.6%	1	2.8%	4	2.7%	4	1.6%	3	3.5%	4	3.3%	3
£86 - £90	4.3%	64	4.2%	9	4.8%	12	4.9%	6	3.1%	2	5.0%	7	0.9%	1	1.3%	2	4.3%	8	7.8%	8	8.2%	9
£91 - £95	0.4%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.5%	1	0.4%	1	0.7%	1	1.0%	1
£96 - £100	14.2%	214	19.5%	42	10.2%	25	19.0%	22	18.2%	15	10.9%	16	16.0%	25	13.5%	21	15.2%	27	9.3%	10	10.8%	11
£101 - £120	3.9%	59	8.8%	19	5.1%	13	1.6%	2	1.6%	1	5.1%	7	3.5%	6	2.1%	3	1.5%	3	2.8%	3	1.8%	2
£121 - £140	3.6%	54	5.5%	12	3.2%	8	2.1%	2	4.3%	3	3.4%	5	7.8%	12	1.7%	3	2.2%	4	3.7%	4	0.8%	1
£141 - £160	4.1%	62	5.1%	11	2.5%	6	8.3%	9	2.7%	2	2.4%	3	4.6%	7	4.5%	7	4.7%	8	2.0%	2	4.9%	5
£161 - £180	1.0%	15	0.0%	0	0.3%	1	1.5%	2	0.5%	0	4.0%	6	0.6%	1	0.0%	0	1.3%	2	1.5%	2	1.7%	2
£181 - £200	1.3%	19	1.1%	2	1.7%	4	0.7%	1	0.0%	0	1.9%	3	2.0%	3	1.4%	2	0.8%	1	0.7%	1	1.4%	1
£201 - £250	0.7%	11	1.5%	3	0.0%	0	0.7%	1	0.5%	0	0.7%	1	0.0%	0	0.0%	0	2.3%	4	0.7%	1	0.8%	1
£250+	0.8%	12	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	2.3%	4	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	192	11.5%	25	13.8%	34	12.9%	15	9.4%	8	16.6%	24	7.4%	12	15.9%	25	10.8%	19	10.0%	11	19.5%	20
(Refused)	2.9%	44	3.5%	8	0.2%	1	0.5%	1	3.3%	3	0.9%	1	5.1%	8	6.5%	10	4.0%	7	4.1%	4	1.2%	1
Mean:	81.23		92.02		72.24		82.20		69.93		81.98		82.94		85.70		84.87		74.99		78.03	
Weighted base:	1503		217		244		114		80		145		159		157		178		105		104	
Sample:	1503		215		241		112		100		143		157		154		175		104		102	

Sutton Household Survey for Boyer Planning

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
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Q08 How do you normally travel to do your main food and grocery shopping?

Car (driver)	59.7%	897	57.2%	124	47.7%	116	59.6%	68	45.9%	37	71.0%	103	72.7%	115	67.6%	106	57.1%	101	61.6%	65	58.7%	61
Car (passenger)	10.9%	164	13.2%	29	18.0%	44	8.4%	10	13.3%	11	4.4%	6	5.4%	9	6.9%	11	12.0%	21	7.1%	8	16.4%	17
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	8.5%	127	6.3%	14	15.2%	37	4.3%	5	2.7%	2	3.3%	5	7.3%	12	10.4%	16	9.7%	17	10.8%	11	7.8%	8
Mobility scooter / disability vehicle	0.3%	4	0.6%	1	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.3%	1	0.5%	1	0.4%	0	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	9	1.2%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	1
Train	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.7%	176	6.9%	15	11.7%	29	21.4%	24	34.9%	28	9.9%	14	7.3%	12	8.1%	13	13.3%	24	5.6%	6	11.6%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	4	0.9%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
(Don't travel - goods delivered)	7.8%	118	13.5%	29	5.7%	14	6.3%	7	2.7%	2	11.1%	16	4.7%	7	5.3%	8	7.4%	13	14.5%	15	4.6%	5
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Q09 When do you normally do your main food and grocery shopping?

Weekday mornings (before 12 noon)	20.0%	300	16.1%	35	20.0%	49	22.7%	26	20.5%	16	16.8%	24	16.6%	26	14.9%	23	26.6%	47	20.3%	21	30.4%	32
Weekday afternoons (12pm-6pm)	17.3%	261	9.7%	21	19.2%	47	11.4%	13	22.3%	18	24.5%	35	22.1%	35	19.3%	30	14.9%	27	5.7%	6	27.4%	29
Weekday evenings (after 6pm)	11.7%	176	17.2%	37	9.3%	23	12.9%	15	6.8%	5	12.2%	18	7.3%	12	14.0%	22	12.6%	22	13.5%	14	7.7%	8
Saturday mornings (before 12 noon)	7.1%	106	7.1%	15	12.2%	30	3.9%	4	7.1%	6	5.8%	8	8.8%	14	5.7%	9	6.0%	11	7.2%	8	1.2%	1
Saturday afternoons (12pm-6pm)	4.8%	72	3.5%	8	5.4%	13	7.2%	8	2.9%	2	3.3%	5	5.2%	8	2.0%	3	5.5%	10	8.6%	9	5.5%	6
Saturday evenings (after 6pm)	1.0%	14	0.0%	0	1.8%	4	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	2	1.5%	3	1.5%	2	2.1%	2
Sunday mornings (before 12 noon)	1.7%	26	1.8%	4	0.2%	1	0.7%	1	7.5%	6	0.9%	1	0.4%	1	1.3%	2	0.8%	1	4.7%	5	4.1%	4
Sunday afternoons (12pm-6pm)	1.2%	17	2.0%	4	0.3%	1	2.4%	3	0.8%	1	0.5%	1	0.0%	0	0.5%	1	1.8%	3	2.2%	2	1.8%	2
(Don't know / varies / no particular pattern)	35.3%	530	42.6%	93	31.6%	77	38.2%	44	31.3%	25	36.1%	52	39.6%	63	40.9%	64	30.2%	54	36.3%	38	19.8%	21
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

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	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q10 When you go main food shopping, is your trip normally linked with another activity?																						
Yes - go shopping for non food items	4.8%	72	2.2%	5	4.3%	10	7.6%	9	3.5%	3	6.7%	10	10.4%	16	5.6%	9	3.0%	5	3.8%	4	0.6%	1
Yes - go shopping for other food items	3.3%	50	2.1%	5	4.1%	10	1.2%	1	0.5%	0	1.3%	2	1.8%	3	7.6%	12	3.9%	7	8.4%	9	1.0%	1
Yes - get fuel	2.6%	39	2.8%	6	0.8%	2	2.5%	3	1.3%	1	0.7%	1	2.8%	4	6.5%	10	4.5%	8	2.8%	3	0.6%	1
Yes - travel to / from school / college / university	1.2%	19	0.2%	1	3.9%	10	1.7%	2	0.0%	0	1.9%	3	0.6%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Yes - travel to / from work	2.2%	33	2.7%	6	0.6%	2	4.6%	5	3.4%	3	1.8%	3	2.9%	5	2.2%	3	1.3%	2	0.6%	1	3.6%	4
Yes - use sports / leisure or entertainments facilities	1.8%	27	1.9%	4	0.2%	1	8.9%	10	0.5%	0	1.8%	3	0.6%	1	0.9%	1	1.7%	3	1.0%	1	2.7%	3
Yes - visit café / pub / restaurant	2.8%	43	2.6%	6	2.6%	6	1.3%	1	3.4%	3	1.0%	1	4.2%	7	3.5%	6	3.1%	6	0.6%	1	6.3%	7
Yes - visit family / friends	1.2%	18	0.2%	1	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	1.0%	2	3.3%	3	8.1%	8
Yes - visit financial service such as bank, building society, Post Office	1.8%	27	0.9%	2	1.0%	2	1.2%	1	2.5%	2	2.9%	4	3.9%	6	0.8%	1	0.7%	1	4.0%	4	1.8%	2
Yes - visit health service such as doctor, dentist, hospital, opticians	0.6%	9	0.2%	1	0.9%	2	1.7%	2	0.5%	0	0.0%	0	0.9%	1	0.8%	1	0.4%	1	0.0%	0	0.8%	1
Yes - visit other service such as laundrette, hairdresser, recycling	1.3%	19	1.5%	3	3.4%	8	1.4%	2	1.3%	1	0.4%	1	0.0%	0	0.9%	1	1.4%	2	0.7%	1	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	72.7%	1093	79.9%	174	75.2%	183	63.9%	73	82.0%	66	75.5%	109	70.2%	111	66.6%	104	74.7%	133	62.8%	66	70.8%	74
(Don't know / varies)	3.6%	54	2.6%	6	1.8%	4	4.2%	5	1.0%	1	5.9%	9	1.4%	2	4.0%	6	2.5%	5	12.0%	13	3.7%	4
Weighted base:	1503		217		244		114		80		145		159		157		178		105		104	
Sample:	1503		215		241		112		100		143		157		154		175		104		102	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q11 Where do you normally do this linked trip?																						
Those who specified a linked trip at Q10																						
Asda, Beddington Lane, Beddington	1.4%	5	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	5.7%	2	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	1.3%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Purley	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	4	0.0%	0	0.0%	0
Purley Way Retail Parks	1.8%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.4%	1	4.8%	2	3.0%	1	6.1%	2	0.0%	0
Retail Parks, Colliers Wood	2.1%	7	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Banstead	3.7%	13	0.0%	0	0.0%	0	3.6%	1	0.0%	0	5.9%	2	17.6%	8	4.0%	2	1.2%	1	0.0%	0	0.0%	0
Carshalton	2.1%	7	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	10.5%	3
Central London / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cheam	4.1%	15	6.3%	2	1.8%	1	5.3%	2	6.3%	1	16.2%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	3
Colliers Wood	1.0%	4	0.0%	0	1.6%	1	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Couldson	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	15.7%	7	0.0%	0	0.0%	0	0.0%	0
Croydon	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.4%	2	3.0%	1	0.0%	0	0.0%	0
Epsom	1.9%	7	2.7%	1	0.0%	0	0.0%	0	16.6%	2	7.1%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Kingston	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	1.8%	6	0.0%	0	11.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	2.8%	10	1.4%	1	16.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	1.4%	5	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0
North Cheam	5.8%	21	37.6%	14	1.0%	1	4.6%	2	3.2%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	5.6%	1
Purley	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	4	6.5%	3	0.0%	0	0.0%	0
Reigate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.5%	2	0.0%	0	2.5%	1	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	36.4%	129	10.9%	4	33.5%	19	68.5%	25	66.2%	9	42.6%	11	35.6%	16	8.8%	4	25.0%	10	59.8%	16	56.4%	15
Wallington	13.3%	47	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	17.8%	8	47.7%	22	22.0%	9	25.1%	7	0.0%	0
Wimbledon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Worcester Park	3.5%	13	28.0%	11	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Heath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Beddington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Cobham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hackbridge	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, North Cheam	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surbiton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tooting	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Other	1.7%	6	1.4%	1	1.4%	1	5.3%	2	0.0%	0	0.0%	0	2.0%	1	2.1%	1	1.2%	1	0.0%	0	2.3%	1
(Don't know / varies)	1.7%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Weighted base:	356			38		56		36		14		27		45		46		40		27		27
Sample:	367			43		55		30		24		29		54		44		42		25		21

Sutton Household Survey
for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q12 Do you do 'top up' shopping for staple goods, such as bread and milk, in between your main food shopping?																						
Yes	68.4%	1028	71.0%	154	66.4%	162	66.9%	76	64.5%	52	60.9%	88	75.3%	119	69.6%	109	66.3%	118	73.2%	77	68.9%	72
No	31.6%	475	29.0%	63	33.6%	82	33.1%	38	35.5%	29	39.1%	57	24.7%	39	30.4%	48	33.7%	60	26.8%	28	31.1%	32
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q13 Where did you last undertake this ‘top-up’ shopping?																						
<i>Those who do top-up shopping at Q12</i>																						
Asda, Beddington Lane,Beddington	1.4%	15	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	3	7.2%	9	2.9%	2	0.0%	0
Asda, Reigate Road, Burgh Heath	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Asda, Roehampton Vale, Roehampton	0.2%	2	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Way, Sutton Town Centre	4.7%	48	0.5%	1	8.7%	14	4.0%	3	33.0%	17	1.0%	1	0.8%	1	4.6%	5	1.5%	2	4.6%	4	1.7%	1
Co-op, Banstead Road, Carshalton Beeches	1.4%	14	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.7%	1	0.0%	0	8.9%	7	0.0%	0
Co-op, Grand Drive Morden Park	1.4%	15	8.3%	13	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, High Street, Carshalton	1.7%	18	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	2.9%	3	1.7%	2	1.6%	2	9.4%	7	0.0%	0
Co-op, High Street, Ewell	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kingston Road, Wimbledon Chase	0.3%	4	1.8%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mollison Drive, Roundshaw, Wallington	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0	1.0%	1	0.0%	0
Co-op, Nork Way, Banstead	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Malden	0.4%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Plough Green, Worcester Park	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stonecot Hill, Sutton	1.2%	12	0.6%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	10
Co-op, Wrythe Lane Rosehill Centre	1.8%	19	0.0%	0	10.2%	17	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Central Road, Worcester Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Costcutter, Sutton Common Road, Sutton	0.4%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lodge Place,Sutton Town Centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Majestic Way, Mitcham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Aberconway Road, Morden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Upper Green West, Mitcham	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodcote Road, Wallington	0.6%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.7%	2	2.3%	3	1.0%	1	0.0%	0	0.0%	0
Iceland, Worcester Park	0.4%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Morden	1.0%	10	2.0%	3	3.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Beddington Gardens,	2.7%	28	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	12.7%	14	8.6%	10	0.8%	1	0.0%	0

Sutton Household Survey
for Boyer Planning

	Total		Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
Wallington												
Lidl, Church Street, Croydon	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Road, Mitcham	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis (Mellows Newsmart), Stafford Road, Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Londis (Powers), Manor Road North, Wallington Corner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Londis, Gander Green Lane, Sutton	0.2%	2	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Londis, Middleton Road, Carshalton	0.4%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Westmead Road, Sutton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Londis, Wrythe Lane, Carshalton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
M&S Simply Food / BP, Green Wrythe Lane, Carshalton	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ashley Centre, Epsom	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Centre Court Shopping Centre, Wimbledon	0.3%	4	1.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston Upon Thames	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Sutton Town Centre	0.8%	8	0.0%	0	0.9%	1	1.4%	1	2.6%	1	0.6%	1
Marks & Spencer, Merton High Street, Colliers Wood	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, North End, Croydon	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
M&S Simply Food / BP, Carshalton Road, Carshalton	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1
M&S Simply Food / PFS, Brighton Road, Sutton	2.0%	20	1.8%	3	0.0%	0	2.4%	2	3.9%	2	5.3%	5
M&S Simply Food, Banstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
M&S Simply Food, Tolworth	0.1%	1	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons (M Local), High Street, Sutton	4.1%	42	0.3%	1	0.8%	1	4.2%	3	16.5%	9	18.6%	16
Morrisons (M Local), North	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
End, Croydon																						
Morrisons, Fiveways, Purley Way, Beddington	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	4.1%	5	0.0%	0	0.0%	0
Morrisons, High Street, Sutton Town Centre	1.9%	20	0.0%	0	0.3%	1	2.2%	2	1.4%	1	6.4%	6	4.8%	6	0.0%	0	4.0%	5	0.0%	0	0.8%	1
Morrisons, St Marks Place, Mitcham	0.6%	7	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Broadway, Wimbledon	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nisa, Green Wrythe Lane, Carshalton	1.0%	10	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	9	0.0%	0
Nisa, London Road, Mitcham	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Central Road, Worcester Park Centre	1.2%	13	7.8%	12	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Cheam	0.5%	5	1.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Sainsbury's Local, Cheam Road, Ewell	0.4%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Carshalton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	3.5%	3	0.0%	0
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	1.2%	13	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.8%	1	0.0%	0
Sainsbury's Local, Stanley Park, Carshalton	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	14	0.0%	0	1.5%	2	0.6%	0	0.0%	0
Sainsbury's, Colliers Wood	0.3%	4	1.6%	2	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, London Road, Morden	2.0%	21	3.3%	5	8.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, London Road, North Cheam	2.3%	23	10.4%	16	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	5
Sainsbury's, Manor Road (Wallington Station), Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Purley Way	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Stafford Road, Wallington Town Centre	6.5%	67	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.6%	1	5.1%	6	21.1%	23	23.9%	28	9.3%	7	0.0%	0
Tesco Express, Angel Hill, Sutton	1.1%	11	0.0%	0	0.3%	1	10.8%	8	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, Brighton Road, Sutton	1.6%	16	0.0%	0	0.0%	0	2.5%	2	0.8%	0	0.0%	0	10.4%	12	0.0%	0	0.6%	1	0.0%	0	0.8%	1
Tesco Express, London Road, North Cheam	0.6%	6	2.2%	3	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Express, Lower Road, Sutton	0.8%	8	0.0%	0	0.0%	0	7.2%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Tesco Express, Malden Road, Sutton	0.9%	9	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Express, Malden Road, Worcester Park	0.4%	4	1.7%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woodcote Road, Wallington	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.6%	3	2.2%	2	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Beverley Way, New Malden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	3.0%	31	1.2%	2	2.8%	5	7.7%	6	9.6%	5	0.0%	0	2.8%	3	0.0%	0	0.0%	0	5.7%	4	7.8%	6
Tesco Extra, Purley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), The Broadway, Cheam	1.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7
Waitrose, Ashley Centre, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brighton Road, Coulsdon	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Coombe Lane, Raynes Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Banstead	3.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	16	17.1%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stone Place, Worcester Park	3.5%	36	22.4%	35	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Banstead	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	5.9%	6	0.0%	0	0.6%	0	0.0%	0
Local shops, Beddington	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.6%	0	0.0%	0
Local shops, Belmont	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Carshalton	2.1%	22	0.0%	0	4.5%	7	3.0%	2	0.0%	0	0.0%	0	2.4%	3	0.0%	0	3.1%	4	7.4%	6	0.0%	0
Local shops, Carshalton Beeches	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	1.4%	1	0.0%	0
Local shops, Cheam	1.3%	13	0.3%	1	0.0%	0	0.0%	0	1.7%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8
Local shops, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Epsom	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Hackbridge	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Local shops, Kingston upon Thames	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Mitcham	0.5%	5	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1
Local shops, Morden	0.8%	8	0.0%	0	5.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, North Cheam	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Purley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Rosehill	0.2%	2	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoneleigh	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton	3.3%	33	0.0%	0	5.4%	9	15.0%	11	10.2%	5	0.6%	1	1.5%	2	0.0%	0	0.4%	1	6.7%	5	0.0%	0
Local shops, Wallington	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	5.4%	6	0.0%	0	0.0%	0
Local shops, Worcester Park Plough Lane	1.0%	10	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Park Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Staneot Hill	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staneot Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Wrythe Green	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	4.8%	50	7.0%	11	10.4%	17	3.7%	3	5.3%	3	2.3%	2	5.4%	6	3.4%	4	1.9%	2	2.7%	2	0.0%	0
Sainsbury's, Worple Road, Wimbledon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.5%	5	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	2	0.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	5.0%	52	2.6%	4	3.1%	5	11.4%	9	7.9%	4	5.4%	5	2.6%	3	1.2%	1	4.8%	6	7.4%	6	13.3%	9
Weighted base:	1028		154		162		76		52		88		119		109		118		77		72	
Sample:	981		147		153		74		63		76		107		104		115		76		66	

Q14 Is this where you normally undertake your top-up food grocery shopping?*Those who do top-up shopping at Q12*

Yes	90.5%	930	93.3%	144	89.3%	145	88.1%	67	92.2%	48	86.5%	76	87.7%	105	92.4%	101	92.8%	109	87.1%	67	95.4%	68
No	9.5%	97	6.7%	10	10.7%	17	11.9%	9	7.8%	4	13.5%	12	12.3%	15	7.6%	8	7.2%	9	12.9%	10	4.6%	3
Weighted base:	1028			154		162		76		52		88		119		109		118		77		72
Sample:	981			147		153		74		63		76		107		104		115		76		66

Sutton Household Survey for Boyer Planning

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March 2015

	Total		Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
Q15 Where do you normally undertake your top-up food and grocery shopping?												
<i>Those who said 'No' at Q14</i>												
Aldi, Kingston Road, New Malden (just opened)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Way, Sutton Town Centre	4.0%	4	0.0%	0	11.3%	2	0.0%	0	33.3%	1	0.0%	0
Co-op, Banstead Road, Carshalton Beeches	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Carshalton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stonecot Hill, Sutton	0.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Co-op, Wrythe Lane Rosehill Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Iceland, Aberconway Road, Morden	0.6%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Woodcote Road, Wallington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Morden	1.5%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Beddington Gardens, Wallington	2.6%	3	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0
Lidl, Western Road, Mitcham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Marks & Spencer, High Street, Sutton Town Centre	1.8%	2	7.3%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1
M&S Simply Food / PFS, Brighton Road, Sutton	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1
Morrisons (M Local), High Street, Sutton	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Fiveways, Purley Way, Beddington	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Sutton Town Centre	2.9%	3	0.0%	0	11.3%	2	0.0%	0	0.0%	0	7.3%	1
Sainsbury's Local, Cheam	2.0%	2	7.3%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Sainsbury's Local, High Street, Carshalton	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Colliers Wood	0.9%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1
Sainsbury's, London Road, Morden	2.7%	3	25.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, North Cheam	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road (Wallington Station),	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Wallington																						
Sainsbury's, Purley Way	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stafford Road, Wallington Town Centre	5.7%	6	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	3	5.9%	1	0.0%	0	0.0%	0
Tesco Express, Brighton Road, Sutton	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Road, Sutton	0.9%	1	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Malden Road, Sutton	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Beverley Way, New Malden	1.9%	2	18.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	2.6%	3	0.0%	0	11.3%	2	0.0%	0	15.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), The Broadway, Cheam	2.6%	2	0.0%	0	0.0%	0	0.0%	0	15.6%	1	4.4%	1	4.1%	1	0.0%	0	8.6%	1	0.0%	0	0.0%	0
Waitrose, High Street, Banstead	3.6%	3	0.0%	0	0.0%	0	21.3%	2	0.0%	0	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Banstead	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Sutton	1.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1
Local shops, Wallington	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	8.6%	1	0.0%	0	0.0%	0
Local shops, Worcester Park	1.4%	1	13.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Common Road	2.0%	2	0.0%	0	11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.0%	5	0.0%	0	0.0%	0	0.0%	0	17.7%	1	14.6%	2	0.0%	0	19.1%	2	9.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	30.1%	29	19.7%	2	29.2%	5	53.2%	5	17.7%	1	6.4%	1	15.0%	2	34.6%	3	19.5%	2	77.2%	8	45.0%	1
Weighted base:		97		10		17		9		4		12		15		8		9		10		3
Sample:		95		11		14		6		6		11		12		9		13		8		5

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q16 How often do you undertake top-up food shopping trips?

Those who do top-up shopping at Q12

Daily	5.7%	59	11.2%	17	8.4%	14	2.9%	2	7.5%	4	2.2%	2	4.1%	5	4.5%	5	1.9%	2	5.8%	4	4.7%	3
Two or three times a week	41.6%	428	39.7%	61	31.1%	50	42.8%	33	58.2%	30	45.8%	40	35.2%	42	50.4%	55	41.5%	49	42.4%	33	47.6%	34
Once a week	36.2%	372	40.1%	62	36.3%	59	30.7%	23	28.6%	15	41.8%	37	45.6%	54	27.7%	30	40.1%	47	31.1%	24	29.1%	21
Once a fortnight	5.5%	57	5.1%	8	9.9%	16	5.3%	4	0.0%	0	3.6%	3	5.8%	7	2.9%	3	10.3%	12	2.9%	2	1.7%	1
Once every three weeks	0.6%	6	0.5%	1	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	2.7%	2	0.0%	0
Once a month	1.5%	15	0.6%	1	1.5%	2	0.7%	1	0.0%	0	0.0%	0	3.8%	5	1.1%	1	0.7%	1	0.0%	0	6.1%	4
Less often	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular pattern)	8.7%	90	2.9%	4	12.2%	20	16.9%	13	3.7%	2	6.6%	6	4.7%	6	12.6%	14	5.1%	6	15.1%	12	10.8%	8
Mean:		2.01		2.27		2.03		1.94		2.36		1.86		1.75		2.14		1.71		2.12		2.06
Weighted base:		1028		154		162		76		52		88		119		109		118		77		72
Sample:		981		147		153		74		63		76		107		104		115		76		66

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Mean score [£]:																						
Q17 How much does your household normally spend on top-up shopping per trip?																						
Those who do top-up shopping at Q12																						
£1 - £5	12.9%	132	8.7%	13	11.3%	18	19.4%	15	8.6%	4	14.7%	13	13.9%	17	11.1%	12	13.7%	16	16.5%	13	15.0%	11
£6 - £10	24.5%	252	28.2%	43	26.6%	43	34.5%	26	31.7%	16	27.1%	24	19.8%	24	29.8%	32	8.7%	10	23.8%	18	19.4%	14
£11 - £15	14.9%	154	11.5%	18	12.9%	21	7.7%	6	12.3%	6	20.6%	18	17.1%	20	8.1%	9	22.5%	27	8.6%	7	30.8%	22
£16 - £20	16.7%	171	17.4%	27	19.0%	31	6.7%	5	29.7%	15	16.7%	15	20.7%	25	15.0%	16	15.4%	18	16.3%	13	9.3%	7
£21 - £25	5.3%	54	6.3%	10	7.2%	12	5.1%	4	1.2%	1	1.8%	2	6.0%	7	6.1%	7	4.7%	6	6.9%	5	2.6%	2
£26 - £30	3.7%	38	8.5%	13	1.9%	3	4.1%	3	1.4%	1	2.1%	2	3.8%	5	2.2%	2	6.0%	7	2.1%	2	0.8%	1
£31 - £35	1.0%	11	1.0%	2	1.5%	2	0.0%	0	1.4%	1	3.0%	3	0.8%	1	0.8%	1	0.6%	1	1.0%	1	0.0%	0
£36 - £40	2.9%	29	3.0%	5	1.8%	3	3.6%	3	1.4%	1	1.5%	1	0.5%	1	8.3%	9	4.9%	6	2.1%	2	0.0%	0
£41 - £45	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.8%	1
£46 - £50	1.0%	10	1.1%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.8%	1	0.9%	1	1.0%	1	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.9%	143	10.3%	16	16.6%	27	17.5%	13	9.9%	5	11.1%	10	8.1%	10	14.6%	16	15.9%	19	17.3%	13	20.5%	15
(Refused)	2.2%	23	1.6%	3	0.6%	1	0.7%	1	1.7%	1	1.5%	1	3.3%	4	2.2%	2	5.2%	6	4.5%	3	0.8%	1
Mean:	16.06		18.08		15.32		13.82		15.03		14.00		17.46		17.24		17.92		14.75		12.92	
Weighted base:	1028		154		162		76		52		88		119		109		118		77		72	
Sample:	981		147		153		74		63		76		107		104		115		76		66	

Sutton Household Survey for Boyer Planning

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J											
Q18 Where did you last buy clothing or footwear goods?																						
Asda, Beddington Lane, Beddington	0.8%	12	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	6	2.4%	4	0.0%	0	0.0%	0
John Lewis at Home, Purley Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Purley Way	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	3.0%	5	0.4%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Malden	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.7%	10	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.3%	8
Tesco Extra, Purley	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	1.9%	29	0.0%	0	0.0%	0	2.9%	3	0.5%	0	0.5%	1	0.6%	1	1.9%	3	8.7%	15	4.6%	5	0.0%	0
Retail Parks, Colliers Wood	1.2%	18	2.4%	5	2.1%	5	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.3%	1	0.3%	1	0.6%	1	2.1%	2
Shannon Corner Retail Park, New Malden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Banstead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.1%	62	4.5%	10	2.6%	6	4.5%	5	5.9%	5	10.5%	15	1.3%	2	7.4%	12	1.0%	2	3.4%	4	1.7%	2
Cheam	0.3%	4	0.2%	1	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colliers Wood	2.4%	36	4.0%	9	4.5%	11	0.8%	1	1.9%	2	0.0%	0	2.8%	4	1.1%	2	1.3%	2	3.8%	4	1.5%	2
Couldson	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	8.7%	131	0.7%	2	6.9%	17	2.6%	3	0.0%	0	7.7%	11	10.0%	16	25.3%	40	20.7%	37	3.6%	4	2.7%	3
Epsom	2.3%	35	4.4%	10	0.8%	2	0.0%	0	1.1%	1	11.0%	16	1.3%	2	0.3%	1	0.0%	0	0.0%	0	3.8%	4
Guildford	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	5.9%	89	15.8%	34	4.1%	10	3.3%	4	7.1%	6	12.1%	18	4.5%	7	1.3%	2	0.0%	0	1.5%	2	7.0%	7
Kingston-upon-Thames	3.5%	52	15.0%	33	0.8%	2	2.4%	3	2.9%	2	2.4%	4	2.0%	3	1.3%	2	0.4%	1	1.4%	1	1.5%	2
Mitcham	0.3%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.6%	9	1.1%	2	2.4%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.2%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cheam	1.1%	17	4.7%	10	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6
Purley	0.8%	12	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.8%	8	1.0%	2	0.0%	0	0.0%	0
Redhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Reigate	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Rosehill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sutton	38.9%	585	16.0%	35	48.2%	117	62.9%	72	63.5%	51	34.2%	50	43.0%	68	19.9%	31	34.9%	62	55.3%	58	39.1%	41
Wallington	1.3%	20	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.4%	5	3.9%	7	1.5%	2	0.0%	0
Wimbledon	1.7%	25	3.8%	8	1.9%	5	1.3%	1	2.7%	2	0.4%	1	0.8%	1	0.3%	1	0.0%	0	0.0%	0	5.8%	6
Worcester Park	0.2%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	8	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	1.0%	2	2.1%	3	0.0%	0	0.0%	0	0.6%	1
Burgh Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ashford Designer Outlet, Ashford	0.6%	9	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Beddington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Bluewater, Greenhithe	0.2%	3	0.0%	0	0.2%	1	0.8%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order /	0.9%	13	1.0%	2	1.4%	3	0.5%	1	0.0%	0	0.7%	1	1.5%	2	0.7%	1	0.5%	1	0.4%	0	1.2%	1

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Telephone / TV																					
Cobham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crawley	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.5%	1	2.3%	4	0.0%	0	0.0%
Dorking	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Merton	0.3%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.6%
Putney	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, North Cheam	0.3%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%
Sainsbury's, Merton High Street, Merton	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tooting	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodcote Green Garden Centre, Woodmansterne Lane, Wallington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	9.3%	140	13.5%	29	8.3%	20	7.9%	9	8.3%	7	7.0%	10	11.7%	19	7.7%	12	8.0%	14	8.3%	9	10.7%
Other	2.3%	35	3.1%	7	1.6%	4	0.7%	1	0.9%	1	0.0%	0	4.7%	7	2.2%	3	3.3%	6	4.9%	5	0.8%
(Don't know / varies)	2.6%	38	2.5%	5	2.7%	7	3.8%	4	1.3%	1	1.3%	2	0.9%	1	2.6%	4	4.8%	8	2.6%	3	2.1%
(Don't buy these goods)	3.2%	48	1.5%	3	3.2%	8	2.2%	3	3.0%	2	1.4%	2	4.1%	7	9.2%	14	1.0%	2	4.1%	4	2.3%
Weighted base:	1503			217		244		114		80		145		159		157		178		105	
Sample:	1503			215		241		112		100		143		157		154		175		104	

Sutton Household Survey
for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q18AWhere else do you buy clothing or footwear? [MR]																						
Those who buy clothing or footwear at Q18																						
Asda, Beddington Lane, Beddington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.0%	0
IKEA, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's Purley Way	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Tesco Extra, New Malden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.1%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Purley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Kiln Lane Retail Park, Epsom	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	1.3%	18	0.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	2	2.9%	4	1.7%	3	5.6%	6	0.9%	1
Retail Parks, Colliers Wood	0.5%	7	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.4%	3	0.8%	1	0.0%	0
Shannon Corner Retail Park, New Malden	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banstead	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.8%	3	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1
Bromley	0.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carshalton	0.6%	8	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0
Central London / West End	5.0%	73	4.6%	10	0.9%	2	7.0%	8	9.9%	8	8.3%	12	10.8%	16	11.2%	16	0.9%	2	0.0%	0	0.0%	0
Cheam	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.5%	21	1.1%	2	6.0%	14	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Couldson	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	12.6%	184	0.8%	2	10.9%	26	13.3%	15	6.6%	5	6.4%	9	16.0%	24	25.6%	36	26.9%	47	17.8%	18	1.2%	1
Epsom	2.3%	34	2.6%	6	0.2%	1	0.8%	1	1.4%	1	9.4%	13	1.6%	2	1.2%	2	0.0%	0	2.5%	3	5.5%	6
Guildford	1.0%	15	1.4%	3	0.4%	1	0.8%	1	0.0%	0	5.0%	7	0.7%	1	0.5%	1	0.0%	0	0.7%	1	0.9%	1
Kingston	9.5%	138	22.1%	47	4.6%	11	1.7%	2	10.3%	8	16.2%	23	9.7%	15	2.2%	3	2.7%	5	7.4%	7	16.3%	17
Kingston-upon-Thames	3.5%	51	6.5%	14	3.9%	9	7.3%	8	1.1%	1	0.7%	1	7.8%	12	0.0%	0	0.3%	1	0.0%	0	4.9%	5
Mitcham	0.6%	9	0.0%	0	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.3%	4	1.1%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.4%	5	2.2%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cheam	0.5%	8	2.6%	6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Purley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	17.3%	251	21.4%	46	16.8%	40	8.4%	9	9.1%	7	25.0%	36	11.7%	18	15.0%	21	14.7%	26	21.4%	22	26.4%	27
Wallington	1.0%	14	0.0%	0	0.7%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	4.6%	8	1.6%	2	0.0%	0
Wimbledon	4.5%	65	10.9%	23	8.5%	20	3.9%	4	1.9%	1	0.6%	1	0.7%	1	1.2%	2	0.4%	1	2.9%	3	8.4%	9
Worcester Park	0.4%	6	2.5%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Burgh Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet, Ashford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bluewater, Greenhithe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.6%	1	1.3%	2	0.0%	0	1.0%	1
Catalogue / Mail order /	0.5%	8	0.0%	0	1.4%	3	1.0%	1	0.0%	0	0.4%	1	1.4%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Weighted:

Sutton Household Survey for Boyer Planning

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Telephone / TV																					
Crawley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horsham	0.1%	1	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Merton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Putney	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	5.6%	82	5.7%	12	1.3%	3	8.9%	10	14.7%	11	4.2%	6	4.7%	7	6.5%	9	7.2%	13	8.5%	9	1.7%
Other	1.1%	16	3.0%	6	0.8%	2	1.6%	2	0.0%	0	1.1%	2	0.7%	1	0.4%	1	0.4%	1	1.5%	1	0.9%
(Don't know / varies)	3.3%	47	3.4%	7	3.2%	7	3.6%	4	2.4%	2	1.7%	2	4.3%	6	5.7%	8	4.0%	7	1.4%	1	1.2%
(Nowhere else)	34.4%	501	22.3%	48	40.3%	95	41.4%	46	47.7%	37	28.4%	41	33.3%	51	30.7%	44	36.5%	64	33.6%	34	40.8%
Weighted base:		1455		214		236		112		78		143		152		142		176		101	
Sample:		1438		210		228		108		96		139		149		142		172		96	

Q19 When shopping for clothing and footwear at (LOCATION MENTIONED AT Q18), do you normally link this trip with another activity?

Those who buy clothing & footwear, but not those who shop online at Q18

Yes - go shopping for other non-food items	6.0%	79	3.4%	6	8.2%	18	5.5%	6	5.3%	4	4.9%	7	9.2%	12	4.0%	5	6.7%	11	5.5%	5	6.1%	5
Yes - go shopping for food items	4.6%	60	4.1%	8	5.1%	11	5.7%	6	0.0%	0	2.2%	3	6.4%	9	4.1%	5	5.1%	8	9.6%	9	1.9%	2
Yes - get fuel	0.6%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.2%	4	0.0%	0	1.4%	2	0.3%	1	0.0%	0	0.0%	0
Yes - travel to / from school / college / university	0.4%	5	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	2	0.5%	1	0.0%	0	0.0%	0
Yes - travel to / from work	2.1%	28	3.4%	6	1.1%	2	0.0%	0	0.0%	0	0.4%	1	2.3%	3	0.6%	1	6.1%	10	1.7%	2	3.4%	3
Yes - use sports / leisure or entertainments facilities	2.4%	31	5.8%	11	3.8%	8	0.0%	0	4.7%	3	2.8%	4	2.8%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Yes - visit café / pub / restaurant	16.1%	212	15.7%	29	8.4%	18	11.3%	12	16.9%	12	19.4%	26	18.5%	25	19.9%	26	20.6%	33	17.3%	16	17.1%	15
Yes - visit family / friends	2.6%	34	1.4%	3	1.8%	4	0.9%	1	4.8%	3	2.2%	3	5.8%	8	2.8%	4	4.0%	6	0.8%	1	1.6%	1
Yes - visit financial service such as bank, building society, Post Office	1.7%	23	1.0%	2	0.7%	1	3.4%	4	0.9%	1	3.8%	5	2.3%	3	0.0%	0	0.8%	1	3.9%	4	2.4%	2
Yes - visit health service such as doctor, dentist, hospital, opticians	0.3%	4	0.3%	1	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Yes - visit other service such as laundrette, hairdresser, recycling	0.6%	8	1.0%	2	1.4%	3	1.4%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.2%	778	62.5%	115	67.1%	145	58.3%	60	64.9%	46	54.6%	72	51.8%	69	62.1%	81	48.8%	79	58.7%	54	62.0%	56
(Don't know / varies)	3.5%	46	1.4%	3	1.3%	3	12.5%	13	0.6%	0	6.2%	8	0.9%	1	3.3%	4	4.2%	7	2.5%	2	5.4%	5
Weighted base:		1315		185		216		103		71		133		134		130		162		92		90
Sample:		1306		188		211		98		90		129		131		128		156		88		87

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q20 Where did you last buy books, CDs or DVDs?																						
Asda, Beddington Lane, Beddington	1.0%	15	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.9%	6	1.8%	3	3.8%	4	0.0%	0
John Lewis at Home, Purley Way	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Purley Way	0.4%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1	1.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.5%	7	0.6%	1	0.2%	1	0.7%	1	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Purley Way Retail Parks	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.9%	2	0.0%	0	0.0%	0
Banstead	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Carshalton	0.2%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Central London / West End	1.0%	16	2.2%	5	0.2%	1	0.8%	1	0.8%	1	1.1%	2	0.8%	1	1.2%	2	1.6%	3	0.6%	1	0.8%	1
Cheam	0.5%	7	0.5%	1	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	3.8%	4
Colliers Wood	0.3%	4	0.9%	2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	3.5%	52	0.0%	0	3.5%	9	0.5%	1	0.0%	0	0.5%	1	1.3%	2	5.3%	8	17.4%	31	0.4%	0	0.6%	1
Epsom	0.5%	8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Guildford	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.4%	21	5.0%	11	0.0%	0	2.5%	3	0.0%	0	1.6%	2	2.0%	3	0.3%	1	0.0%	0	0.4%	0	1.0%	1
Kingston-upon-Thames	0.9%	14	4.6%	10	0.4%	1	0.7%	1	1.3%	1	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.2%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.2%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cheam	0.7%	10	1.6%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Purley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0
Redhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Reigate	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	17.2%	259	10.9%	24	24.0%	59	37.6%	43	24.8%	20	17.8%	26	15.9%	25	7.7%	12	12.5%	22	12.8%	14	14.3%	15
Wallington	1.7%	25	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.3%	4	5.2%	8	5.9%	10	0.6%	1	0.0%	0
Wimbledon	1.5%	23	5.7%	12	3.3%	8	0.5%	1	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Worcester Park	0.8%	12	5.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Burgh Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order / Telephone / TV	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Crawley	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Sainsbury's, London Road, North Cheam	0.1%	1	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcote Green Garden Centre, Woodmansterne Lane, Wallington	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey
for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Internet	38.3%	576	39.4%	86	25.2%	61	26.2%	30	51.9%	42	46.9%	68	46.4%	74	39.9%	63	32.5%	58	49.0%	52	41.6%	43
Other	0.8%	12	0.2%	1	0.0%	0	2.5%	3	0.9%	1	4.5%	7	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	44	4.4%	10	3.7%	9	4.0%	5	1.6%	1	1.3%	2	0.9%	1	0.7%	1	2.4%	4	4.5%	5	5.5%	6
(Don't buy these goods)	23.6%	355	17.8%	39	33.1%	81	21.3%	24	16.3%	13	16.6%	24	25.5%	40	32.3%	51	19.4%	35	21.0%	22	25.4%	26
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q21 Where did you last buy small household goods, such as home furnishings, glass and china items?																						
Asda, Beddington Lane, Beddington	0.4%	6	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0
Costco, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Reigate Road, Ewell	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croydon	6.0%	91	5.2%	11	8.7%	21	6.1%	7	13.3%	11	5.5%	8	5.3%	8	4.9%	8	5.8%	10	3.7%	4	2.3%	2
John Lewis at Home, Purley Way	2.0%	29	0.2%	1	1.1%	3	0.0%	0	0.8%	1	5.6%	8	6.8%	11	0.9%	1	0.8%	2	3.5%	4	0.0%	0
Sainsbury's Purley Way	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.7%	10	0.0%	0	0.0%	0	3.0%	3	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.1%	2	2.9%	3
Tesco Extra, Purley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	6.3%	94	1.6%	3	7.0%	17	5.0%	6	1.1%	1	8.1%	12	4.5%	7	8.1%	13	12.5%	22	12.1%	13	0.6%	1
Retail Parks, Colliers Wood	0.6%	9	0.6%	1	0.7%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shannon Corner Retail Park, New Malden	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banstead	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	3	1.9%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Carshalton	0.2%	3	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Central London / West End	0.7%	10	0.0%	0	0.3%	1	0.0%	0	0.9%	1	1.1%	2	1.6%	3	1.6%	3	0.7%	1	0.6%	1	0.0%	0
Cheam	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Colliers Wood	1.2%	17	0.4%	1	4.0%	10	0.0%	0	0.0%	0	2.2%	3	0.7%	1	1.2%	2	0.0%	0	0.4%	0	0.0%	0
Couldson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Croydon	4.5%	68	1.2%	3	2.8%	7	3.5%	4	3.4%	3	2.1%	3	7.9%	13	7.3%	11	9.4%	17	3.4%	4	4.5%	5
Epsom	0.9%	13	1.5%	3	0.0%	0	0.0%	0	0.5%	0	1.1%	2	1.2%	2	0.9%	1	0.0%	0	3.4%	4	0.8%	1
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	3.5%	53	10.7%	23	1.1%	3	1.4%	2	2.4%	2	5.8%	8	4.4%	7	0.0%	0	0.0%	0	1.7%	2	5.8%	6
Kingston-upon-Thames	2.6%	39	8.6%	19	1.4%	3	1.5%	2	2.9%	2	2.0%	3	4.7%	8	0.0%	0	0.4%	1	0.0%	0	2.0%	2
Mitcham	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	6	1.9%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.6%	9	3.9%	8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cheam	1.6%	24	6.4%	14	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	9
Purley	2.0%	30	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.9%	4	4.2%	7	2.8%	4	4.8%	9	4.5%	5	0.0%	0
Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	17.6%	264	8.1%	18	20.4%	50	31.1%	36	30.1%	24	13.3%	19	18.1%	29	6.1%	10	13.0%	23	22.8%	24	31.5%	33
Wallington	1.7%	26	0.0%	0	0.0%	0	2.5%	3	1.9%	2	0.0%	0	0.9%	1	10.8%	17	1.0%	2	1.4%	1	0.0%	0
Wimbledon	0.6%	10	1.8%	4	1.3%	3	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Worcester Park	0.3%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Abroad	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Heath	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beddington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.5%	2	0.0%	0
Catalogue / Mail order / Telephone / TV	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Crawley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Merton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, London Road, North Cheam	0.5%	8	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Sainsbury's, Merton High Street, Merton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet	10.4%	156	14.5%	32	9.1%	22	9.3%	11	7.2%	6	7.9%	11	13.7%	22	9.2%	14	12.9%	23	8.8%	9	6.0%	6
Other	0.6%	10	1.6%	4	0.2%	1	1.7%	2	0.0%	0	0.4%	1	0.6%	1	0.9%	1	0.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	8.1%	122	8.2%	18	9.7%	24	5.2%	6	2.7%	2	12.7%	18	5.3%	8	9.4%	15	7.1%	13	9.5%	10	7.8%	8
(Don't buy these goods)	23.1%	348	18.5%	40	26.8%	65	28.5%	33	29.5%	24	20.3%	29	14.4%	23	34.7%	54	22.0%	39	16.2%	17	22.5%	23
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q22 Where did you last buy goods such as toys, games, bicycles and recreation goods?																						
Asda, Beddington Lane, Beddington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0
IKEA, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
John Lewis at Home, Purley Way	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Purley Way	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Extra, Purley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiln Lane Retail Park, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	6.1%	92	1.2%	3	2.9%	7	11.1%	13	0.0%	0	3.4%	5	3.8%	6	10.4%	16	14.3%	25	12.5%	13	3.9%	4
Retail Parks, Colliers Wood	1.7%	25	1.6%	4	7.4%	18	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	2	0.7%	1	0.0%	0
Banstead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	3	0.0%	0	0.0%	0	0.8%	1	1.4%	1
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carshalton	0.4%	7	0.2%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Central London / West End	0.5%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Cheam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Colliers Wood	2.3%	35	2.7%	6	7.9%	19	3.8%	4	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.0%	1
Croydon	2.7%	41	2.3%	5	0.8%	2	1.5%	2	0.8%	1	1.8%	3	1.8%	3	6.6%	10	5.6%	10	1.5%	2	3.6%	4
Epsom	1.2%	18	1.3%	3	0.0%	0	0.0%	0	0.9%	1	5.3%	8	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.7%	26	5.1%	11	0.0%	0	0.0%	0	0.5%	0	3.4%	5	2.8%	4	0.0%	0	0.5%	1	2.2%	2	1.5%	2
Kingston-upon-Thames	1.2%	18	5.0%	11	0.7%	2	0.9%	1	3.3%	3	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.3%	4	0.0%	0	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.4%	5	2.1%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Cheam	0.3%	4	0.7%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Purley	1.7%	26	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.2%	2	3.9%	6	4.3%	8	7.6%	8	1.0%	1
Redhill	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sutton	14.1%	212	11.8%	26	15.0%	37	18.1%	21	28.0%	22	13.5%	20	8.7%	14	6.9%	11	13.9%	25	14.0%	15	21.5%	22
Wallington	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	2	1.0%	2	0.4%	0	0.0%	0
Wimbledon	0.7%	11	1.8%	4	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Worcester Park	0.4%	6	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beddington	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater, Greenhithe	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Carshalton Beeches	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / Mail order / Telephone / TV	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Horsham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, North Cheam	0.1%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surbiton	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	18.4%	276	21.8%	47	10.5%	26	19.8%	23	14.2%	11	10.3%	15	21.7%	34	25.3%	40	19.6%	35	22.7%	24	20.7%	22

Sutton Household Survey
for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Other	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	52	4.0%	9	2.1%	5	2.6%	3	1.3%	1	9.3%	14	4.9%	8	1.1%	2	4.6%	8	1.3%	1	1.4%	1
(Don't buy these goods)	39.2%	590	34.0%	74	46.8%	114	39.2%	45	43.3%	35	46.2%	67	38.6%	61	43.3%	68	30.7%	55	27.6%	29	41.1%	43
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q23 Where did you last buy chemist goods, including health and beauty products?																						
Asda, Beddington Lane, Beddington	0.5%	7	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.6%	1	0.0%	0
Sainsbury's Purley Way	0.6%	9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	4.0%	7	0.4%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Malden	0.4%	6	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	1.0%	16	0.6%	1	1.4%	3	5.6%	6	1.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	1.4%	1
Tesco Extra, Purley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiln Lane Retail Park, Epsom	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	1.1%	16	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	4	5.7%	10	0.4%	0	0.0%	0
Retail Parks, Colliers Wood	1.0%	16	0.4%	1	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	2
Shannon Corner Retail Park, New Malden	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banstead	3.1%	47	0.0%	0	0.0%	0	0.7%	1	0.0%	0	16.3%	24	12.4%	20	0.5%	1	0.0%	0	1.5%	2	0.0%	0
Carshalton	2.8%	42	0.0%	0	5.8%	14	4.6%	5	0.0%	0	0.0%	0	5.0%	8	0.0%	0	1.6%	3	11.5%	12	0.0%	0
Central London / West End	1.7%	25	3.0%	7	1.1%	3	1.6%	2	0.8%	1	3.4%	5	1.2%	2	1.6%	3	0.9%	2	0.6%	1	1.7%	2
Cheam	1.9%	29	0.0%	0	0.4%	1	0.0%	0	3.2%	3	8.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	13
Colliers Wood	0.8%	12	0.7%	2	3.1%	7	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Couldson	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	15	4.1%	6	0.0%	0	0.0%	0	0.0%	0
Croydon	3.1%	47	0.4%	1	0.5%	1	0.7%	1	0.8%	1	3.3%	5	1.0%	2	9.3%	15	12.4%	22	0.4%	0	0.0%	0
Epsom	1.1%	16	0.5%	1	0.7%	2	0.0%	0	0.0%	0	7.5%	11	0.4%	1	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Guildford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.3%	19	4.9%	11	0.8%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Kingston-upon-Thames	0.5%	7	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mitcham	1.5%	23	0.0%	0	8.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Morden	3.1%	46	5.6%	12	12.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.0%	3
New Malden	0.7%	11	3.5%	8	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
North Cheam	3.2%	47	13.8%	30	1.4%	3	0.7%	1	0.0%	0	0.7%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	11
Purley	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	16.7%	26	0.3%	1	1.5%	2	0.0%	0
Rosehill	1.4%	21	0.0%	0	6.3%	15	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sutton	33.6%	505	11.2%	24	30.3%	74	64.6%	74	78.1%	63	44.2%	64	41.8%	66	10.8%	17	18.1%	32	43.5%	46	43.6%	45
Wallington	11.3%	169	0.0%	0	1.1%	3	1.7%	2	0.0%	0	1.3%	2	11.8%	19	45.3%	71	35.4%	63	9.6%	10	0.0%	0
Wimbledon	1.1%	17	5.2%	11	1.2%	3	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0
Worcester Park	4.5%	68	29.3%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Abroad	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beddington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Belmont	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carshalton Beeches	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Catalogue / Mail order / Telephone / TV	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.7%	1	0.4%	1	0.0%	0	1.0%	2	1.5%	2	0.6%	1
Hackbridge	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	12	0.0%	0	0.0%	0
Putney	0.2%	3	0.0%	0	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Sainsbury's, London Road, North Cheam	0.6%	9	2.3%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Stoneleigh	0.0%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surbiton	0.1%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Internet	3.0%	45	3.0%	6	3.7%	9	3.5%	4	0.8%	1	1.8%	3	5.7%	9	2.0%	3	2.6%	5	4.3%	5	1.4%	1
Other	0.6%	9	1.7%	4	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.9%	1	0.4%	1	1.5%	2	0.0%	0
(Don't know / varies)	1.8%	28	2.4%	5	0.9%	2	1.8%	2	1.0%	1	0.9%	1	2.8%	4	0.8%	1	1.3%	2	5.1%	5	2.7%	3
(Don't buy these goods)	7.0%	105	5.5%	12	12.9%	31	7.8%	9	8.6%	7	4.8%	7	3.3%	5	3.9%	6	5.5%	10	11.6%	12	5.4%	6
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q24 Where did you last buy electrical items, such as televisions, washing machines and computers?																						
Asda, Beddington Lane, Beddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Costco, Croydon	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Reigate Road, Ewell	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
John Lewis at Home, Purley Way	2.6%	38	0.0%	0	1.5%	4	3.2%	4	1.3%	1	3.5%	5	7.6%	12	1.9%	3	2.7%	5	5.0%	5	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, New Malden	0.2%	4	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton / Cheam	0.8%	12	0.2%	1	1.2%	3	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.4%	2
Tesco Extra, Purley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Kiln Lane Retail Park, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	12.0%	181	0.0%	0	6.0%	15	11.9%	14	3.0%	2	10.0%	14	13.1%	21	23.8%	37	31.6%	56	15.6%	16	5.2%	5
Retail Parks, Colliers Wood	1.6%	25	1.0%	2	7.3%	18	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.1%	3
Shannon Corner Retail Park, New Malden	1.6%	24	8.9%	19	0.7%	2	0.8%	1	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banstead	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.5%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Carshalton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.6%	1	0.7%	1	0.0%	0
Cheam	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.4%	21	2.1%	5	4.5%	11	0.0%	0	1.9%	2	1.3%	2	0.0%	0	0.0%	0	0.3%	1	0.0%	0	1.7%	2
Couldson	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	4.2%	63	0.5%	1	2.3%	6	4.8%	5	3.0%	2	2.3%	3	4.5%	7	12.8%	20	6.7%	12	3.6%	4	2.3%	2
Epsom	0.7%	11	1.4%	3	0.0%	0	0.0%	0	0.9%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.6%	1
Kingston	3.8%	57	10.5%	23	0.3%	1	0.5%	1	0.5%	0	12.5%	18	5.0%	8	0.7%	1	0.0%	0	0.4%	0	4.7%	5
Kingston-upon-Thames	1.9%	29	6.0%	13	2.2%	5	0.8%	1	1.1%	1	2.1%	3	1.4%	2	0.3%	1	0.0%	0	0.0%	0	2.6%	3
Mitcham	0.1%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.3%	4	0.9%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	2.3%	35	9.5%	21	3.3%	8	0.5%	1	1.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.5%	4
North Cheam	1.0%	15	2.3%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	8
Purley	2.6%	39	0.0%	0	0.8%	2	1.3%	1	1.7%	1	0.0%	0	6.6%	10	3.2%	5	6.0%	11	8.0%	8	0.0%	0
Redhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Roschill	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	13.2%	198	8.0%	17	17.8%	43	22.9%	26	25.5%	20	9.1%	13	7.8%	12	5.7%	9	10.5%	19	12.6%	13	23.8%	25
Wallington	1.9%	29	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	6.6%	10	6.2%	11	3.1%	3	0.8%	1
Wimbledon	0.7%	11	0.2%	1	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5
Worcester Park	0.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hesterman Way, Valley Park, Croydon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
B&Q, Sutton Court Road, Sutton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%
Burlington Retail Park, Burlington Road, New Malden	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue / Mail order / Telephone / TV	0.6%	9	0.2%	1	0.9%	2	0.0%	0	6.7%	5	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0	0.0%
Merton	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, London Road, North Cheam	0.1%	2	0.7%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoneleigh	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Tooting	0.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	22.0%	331	28.3%	61	15.6%	38	27.7%	32	27.6%	22	24.6%	36	24.4%	39	18.9%	30	19.8%	35	19.9%	21	17.1%
Other	0.4%	6	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	1.2%	2	0.0%	0	2.0%	2	0.6%
(Don't know / varies)	3.9%	59	2.1%	4	6.4%	16	5.8%	7	3.3%	3	4.4%	6	2.2%	4	2.0%	3	3.6%	6	5.7%	6	4.4%
(Don't buy these goods)	16.5%	248	13.6%	30	22.1%	54	16.7%	19	16.0%	13	18.2%	26	17.7%	28	20.9%	33	11.3%	20	10.9%	12	13.0%
Weighted base:	1503			217		244		114		80		145		159		157		178		105	
Sample:	1503			215		241		112		100		143		157		154		175		104	

Sutton Household Survey
for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q25 Where did you last buy DIY and garden goods?																						
Asda, Beddington Lane, Beddington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Homebase, Reigate Road, Ewell	2.3%	35	6.0%	13	0.0%	0	0.0%	0	0.0%	0	8.9%	13	3.1%	5	0.0%	0	0.8%	1	0.0%	0	2.9%	3
IKEA, Croydon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
John Lewis at Home, Purley Way	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kiln Lane, Epsom	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kiln Lane Retail Park, Epsom	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Parks	4.9%	74	0.0%	0	1.8%	4	0.5%	1	0.0%	0	0.0%	0	4.0%	6	15.9%	25	20.6%	37	1.1%	1	0.0%	0
Retail Parks, Colliers Wood	0.7%	10	0.5%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	4.7%	5
Shannon Corner Retail Park, New Malden	2.0%	30	11.8%	26	0.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Banstead	0.3%	4	0.2%	1	0.2%	1	0.0%	0	0.0%	0	1.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Carshalton	0.5%	7	0.2%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	2.6%	3	0.0%	0
Central London / West End	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheam	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Colliers Wood	0.1%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Couldson	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	2.0%	31	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	7.0%	11	9.3%	16	0.4%	0	0.0%	0
Epsom	1.2%	18	1.6%	4	0.3%	1	0.0%	0	1.6%	1	3.7%	5	0.0%	0	1.7%	3	0.0%	0	0.0%	0	3.8%	4
Kingston	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Kingston-upon-Thames	0.4%	7	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.1%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	1.4%	21	3.0%	6	3.9%	9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4
New Malden	4.2%	63	27.0%	59	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
North Cheam	0.1%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	1.2%	2	0.9%	2	1.5%	2	0.6%	1
Redhill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Rosehill	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	40.8%	613	14.8%	32	46.8%	114	48.5%	55	69.2%	56	45.1%	65	46.8%	74	31.5%	49	33.9%	60	60.4%	64	41.5%	43
Wallington	2.6%	39	0.4%	1	1.7%	4	1.2%	1	3.5%	3	1.1%	2	3.5%	6	9.1%	14	3.2%	6	2.9%	3	0.0%	0
Wimbledon	0.3%	4	0.7%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Worcester Park	0.4%	7	2.2%	5	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Hesterman Way, Valley Park, Croydon	0.3%	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	1.7%	3	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, Beverley Way, New Malden	0.5%	7	3.0%	6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Sutton Court Road, Sutton	2.1%	32	2.5%	6	2.5%	6	4.4%	5	2.2%	2	4.8%	7	1.8%	3	0.3%	1	0.4%	1	0.0%	0	2.7%	3
Beddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0
Belmont	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Catalogue / Mail order / Telephone / TV	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.2%	2	0.2%	1	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodcote Green Garden Centre, Woodmansterne Lane, Wallington	1.1%	16	0.7%	2	0.4%	1	0.5%	1	0.0%	0	1.5%	2	2.8%	5	2.2%	3	0.6%	1	2.0%	2	0.0%	0
Internet	2.5%	37	2.8%	6	2.3%	6	0.8%	1	0.0%	0	1.1%	2	9.1%	14	0.9%	1	2.6%	5	1.7%	2	0.6%	1
Other	1.7%	26	1.5%	3	1.4%	3	3.8%	4	0.0%	0	0.0%	0	1.5%	2	0.3%	1	0.8%	1	0.0%	0	10.0%	10
(Don't know / varies)	3.6%	53	4.0%	9	4.0%	10	2.8%	3	1.9%	2	3.8%	6	5.2%	8	1.6%	3	1.5%	3	4.5%	5	6.2%	6
(Don't buy these goods)	21.0%	316	12.2%	27	30.0%	73	32.1%	37	18.9%	15	21.8%	32	11.7%	19	26.3%	41	19.1%	34	18.6%	20	18.4%	19
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q26 Where did you last buy furniture, carpets and floor coverings?																						
Asda, Beddington Lane, Beddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Costco, Croydon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Reigate Road, Ewell	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croydon	4.8%	72	3.5%	8	6.7%	16	3.0%	3	1.6%	1	7.8%	11	1.9%	3	4.9%	8	5.7%	10	6.7%	7	3.4%	4
John Lewis at Home, Purley Way	1.0%	14	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	2	3.9%	6	0.5%	1	0.4%	1	2.0%	2	0.8%	1
Kiln Lane Retail Park, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Purley Way Retail Parks	11.1%	166	1.2%	3	10.9%	27	10.0%	11	6.8%	5	7.6%	11	14.9%	24	10.9%	17	27.6%	49	14.8%	16	3.5%	4
Retail Parks, Colliers Wood	0.5%	8	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	4.7%	5
Shannon Corner Retail Park, New Malden	1.3%	20	6.3%	14	1.3%	3	1.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Banstead	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Carshalton	0.3%	4	0.2%	1	0.7%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Central London / West End	0.6%	8	0.2%	1	0.6%	1	1.7%	2	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cheam	1.1%	16	0.9%	2	0.0%	0	0.0%	0	5.8%	5	4.0%	6	1.4%	2	0.0%	0	0.4%	1	0.0%	0	1.0%	1
Colliers Wood	0.2%	4	0.0%	0	0.8%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	4.9%	73	0.8%	2	5.7%	14	6.5%	7	10.7%	9	0.4%	1	5.1%	8	4.7%	7	8.6%	15	4.3%	5	5.1%	5
Epsom	0.2%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingston	2.0%	29	6.4%	14	0.0%	0	1.2%	1	2.5%	2	3.1%	5	1.7%	3	0.9%	1	0.4%	1	0.4%	0	2.3%	2
Kingston-upon-Thames	1.6%	25	4.3%	9	0.8%	2	3.5%	4	0.5%	0	2.4%	3	1.8%	3	0.0%	0	0.0%	0	0.4%	0	2.1%	2
Mitcham	0.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.5%	7	1.0%	2	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
New Malden	2.0%	29	8.7%	19	2.1%	5	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.2%	1	1.9%	2
North Cheam	1.0%	15	2.5%	5	1.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Purley	1.6%	25	0.0%	0	0.9%	2	0.0%	0	1.6%	1	3.4%	5	2.6%	4	2.6%	4	1.6%	3	4.0%	4	1.0%	1
Reigate	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.1%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	12.1%	182	10.0%	22	11.5%	28	19.9%	23	27.4%	22	11.2%	16	8.7%	14	5.3%	8	5.1%	9	21.3%	22	17.1%	18
Wallington	2.4%	36	0.0%	0	1.0%	2	2.5%	3	0.0%	0	0.0%	0	5.0%	8	6.9%	11	4.7%	8	3.4%	4	0.0%	0
Wimbledon	0.3%	5	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Worcester Park	1.1%	16	6.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Catalogue / Mail order / Telephone / TV	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Stoneleigh	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.2%	2	0.9%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.9%	89	4.6%	10	7.1%	17	5.3%	6	2.2%	2	3.8%	5	4.2%	7	6.6%	10	11.9%	21	5.1%	5	4.9%	5
Other	1.8%	28	1.9%	4	1.0%	2	3.2%	4	0.8%	1	3.4%	5	1.1%	2	2.0%	3	1.7%	3	1.7%	2	2.1%	2
(Don't know / varies)	7.5%	113	9.4%	21	9.3%	23	10.9%	12	3.2%	3	4.6%	7	10.1%	16	3.7%	6	6.3%	11	4.3%	5	10.2%	11
(Don't buy these goods)	32.3%	486	27.0%	59	34.1%	83	29.0%	33	32.8%	26	37.2%	54	32.1%	51	50.6%	79	23.0%	41	27.6%	29	29.2%	30
Weighted base:	1503			217		244		114		80		145		159		157		178		105		104
Sample:	1503			215		241		112		100		143		157		154		175		104		102

Sutton Household Survey
for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q27 Do you ever visit any of the following town centres? [PR]																						
Sutton																						
Yes	83.0%	1247	59.4%	129	87.8%	214	97.1%	111	96.7%	78	84.3%	122	84.6%	134	74.2%	116	81.6%	145	92.1%	97	97.3%	101
No	17.0%	255	40.6%	88	12.2%	30	2.9%	3	3.3%	3	15.7%	23	15.4%	24	25.8%	40	18.4%	33	7.9%	8	2.7%	3
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
Wallington																						
Yes	42.7%	642	2.5%	6	34.1%	83	29.9%	34	25.2%	20	12.3%	18	60.3%	96	92.9%	146	85.3%	152	69.9%	74	14.2%	15
No	57.3%	861	97.5%	212	65.9%	161	70.1%	80	74.8%	60	87.7%	127	39.7%	63	7.1%	11	14.7%	26	30.1%	32	85.8%	89
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
Worcester Park																						
Yes	21.0%	316	78.8%	171	10.2%	25	8.6%	10	18.7%	15	14.3%	21	4.7%	7	0.5%	1	4.8%	9	7.5%	8	47.3%	49
No	79.0%	1187	21.2%	46	89.8%	219	91.4%	104	81.3%	65	85.7%	124	95.3%	151	99.5%	156	95.2%	169	92.5%	98	52.7%	55
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
North Cheam																						
Yes	27.6%	415	61.7%	134	20.7%	50	23.8%	27	41.4%	33	20.0%	29	12.0%	19	13.8%	22	11.1%	20	14.2%	15	63.1%	66
No	72.4%	1088	38.3%	83	79.3%	193	76.2%	87	58.6%	47	80.0%	116	88.0%	140	86.2%	135	88.9%	158	85.8%	90	36.9%	38
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
Rosehill																						
Yes	19.4%	292	7.6%	17	56.4%	138	37.9%	43	18.5%	15	2.9%	4	6.6%	11	7.7%	12	9.5%	17	25.9%	27	8.7%	9
No	80.6%	1211	92.4%	201	43.6%	106	62.1%	71	81.5%	65	97.1%	141	93.4%	148	92.3%	145	90.5%	161	74.1%	78	91.3%	95
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
Cheam																						
Yes	29.2%	439	38.6%	84	16.8%	41	36.8%	42	51.9%	42	45.5%	66	21.9%	35	16.2%	25	11.0%	19	19.4%	21	62.3%	65
No	70.8%	1064	61.4%	133	83.2%	203	63.2%	72	48.1%	39	54.5%	79	78.1%	124	83.8%	131	89.0%	158	80.6%	85	37.7%	39
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Carshalton																						
Yes	34.8%	522	2.3%	5	35.9%	88	50.0%	57	17.1%	14	17.0%	25	38.5%	61	46.1%	72	57.2%	102	84.2%	89	10.1%	11
No	65.2%	981	97.7%	212	64.1%	156	50.0%	57	82.9%	67	83.0%	120	61.5%	98	53.9%	85	42.8%	76	15.8%	17	89.9%	93
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Q28 Which centre do you visit the most? [PR]*Those who visit more than one centre at Q27*

Sutton	51.1%	576	27.7%	46	74.1%	132	70.6%	56	81.9%	49	78.2%	62	66.7%	71	16.6%	21	32.1%	49	51.7%	52	47.1%	40
Wallington	22.2%	251	0.0%	0	3.2%	6	10.0%	8	1.4%	1	3.7%	3	26.6%	29	76.0%	94	62.2%	94	15.7%	16	0.7%	1
Worcester Park	8.8%	99	53.2%	88	1.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	6.8%	6
North Cheam	4.2%	48	17.6%	29	1.3%	2	1.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.3%	1	0.0%	0	14.7%	12
Rosehill	2.2%	24	0.0%	0	11.9%	21	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Cheam	5.2%	59	1.5%	2	3.7%	7	1.0%	1	14.9%	9	14.6%	12	2.0%	2	0.0%	0	0.5%	1	0.0%	0	30.6%	26
Carshalton	6.3%	71	0.0%	0	4.3%	8	15.5%	12	0.0%	0	2.4%	2	2.9%	3	7.5%	9	4.9%	7	29.0%	29	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1128		165		178		79		59		79		107		124		152		100		85
Sample:		1123		163		173		81		72		73		103		120		148		100		90

Q28X Which centre do you visit the most? Q27 and Q28 combined*Those who mentioned a centre at Q27*

Sutton	54.5%	782	27.4%	58	74.8%	174	77.9%	89	86.5%	69	79.3%	106	69.5%	101	16.1%	24	32.7%	52	50.5%	53	54.6%	56
Wallington	19.7%	282	0.0%	0	2.8%	7	6.9%	8	1.0%	1	2.2%	3	23.7%	34	77.7%	116	60.9%	97	15.0%	16	0.6%	1
Worcester Park	9.3%	134	56.7%	121	1.1%	3	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	7.1%	7
North Cheam	3.6%	52	14.8%	31	1.4%	3	1.3%	1	0.0%	0	0.4%	1	1.3%	2	0.0%	0	0.3%	1	0.0%	0	12.6%	13
Rosehill	2.3%	33	0.0%	0	12.9%	30	0.8%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Cheam	5.0%	72	1.1%	2	2.8%	7	2.4%	3	11.2%	9	15.5%	21	2.8%	4	0.0%	0	0.5%	1	0.0%	0	25.1%	26
Carshalton	5.5%	79	0.0%	0	4.1%	10	10.7%	12	0.0%	0	2.0%	3	2.7%	4	6.2%	9	5.6%	9	31.1%	33	0.0%	0
Weighted base:		1435		213		233		114		79		134		145		150		159		105		103
Sample:		1433		207		227		111		98		133		149		145		159		103		101

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1																						
Q29 How often do you visit Sutton Town Centre?																						
Those who visit Sutton Town Centre at Q27																						
Daily	4.9%	61	1.7%	2	2.8%	6	8.1%	9	11.3%	9	4.8%	6	8.3%	11	2.4%	3	3.5%	5	6.0%	6	4.6%	5
Two or three times a week	17.1%	213	4.6%	6	20.7%	44	45.4%	50	38.9%	30	10.5%	13	17.5%	24	6.0%	7	12.7%	18	9.6%	9	11.0%	11
Once a week	26.9%	335	28.1%	36	28.5%	61	25.1%	28	26.8%	21	34.5%	42	27.4%	37	15.6%	18	22.3%	32	29.0%	28	31.2%	32
Once a fortnight	18.1%	225	16.6%	21	18.2%	39	7.5%	8	8.6%	7	23.7%	29	15.9%	21	23.2%	27	21.0%	30	18.2%	18	24.5%	25
Once every three weeks	2.8%	36	1.9%	2	1.3%	3	0.8%	1	2.5%	2	4.2%	5	2.6%	4	1.5%	2	3.2%	5	10.0%	10	2.7%	3
Once a month	15.7%	196	27.3%	35	15.0%	32	5.2%	6	7.9%	6	12.7%	15	10.2%	14	21.6%	25	18.7%	27	16.3%	16	19.3%	20
Less often	12.7%	159	16.5%	21	11.0%	24	4.3%	5	4.0%	3	8.8%	11	17.0%	23	27.7%	32	17.8%	26	9.3%	9	5.1%	5
(Don't know / no particular pattern)	1.8%	22	3.3%	4	2.5%	5	3.5%	4	0.0%	0	0.9%	1	0.9%	1	2.0%	2	0.8%	1	1.7%	2	1.6%	2
Mean:	1.22		0.73		1.18		2.09		2.11		1.13		1.45		0.70		0.98		1.15		1.12	
Weighted base:	1247		129		214		111		78		122		134		116		145		97		101	
Sample:	1278		134		212		109		97		125		136		120		147		100		98	

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q30 What are the main reasons for visiting Sutton? [MR]																						
<i>Those who visit Sutton Town Centre at Q27</i>																						
Go shopping for non food items	70.5%	880	77.6%	100	71.7%	153	61.9%	69	65.5%	51	73.6%	90	64.1%	86	70.1%	82	75.2%	109	77.7%	76	64.0%	65
Go shopping for other food items	50.1%	625	47.8%	62	56.0%	120	66.4%	74	39.9%	31	50.8%	62	51.6%	69	41.0%	48	49.4%	72	45.1%	44	43.3%	44
Get fuel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Travel to / from school / college / university	2.0%	25	0.0%	0	2.5%	5	7.4%	8	1.4%	1	0.4%	1	0.0%	0	1.6%	2	4.9%	7	0.0%	0	0.9%	1
Travel to / from work	3.7%	46	0.6%	1	2.6%	6	2.2%	2	7.6%	6	2.0%	2	3.4%	5	2.1%	2	6.4%	9	6.5%	6	6.2%	6
Use sports / leisure or entertainments facilities	3.3%	42	1.2%	2	3.5%	7	3.9%	4	2.5%	2	3.4%	4	7.8%	10	0.9%	1	5.2%	8	1.9%	2	1.2%	1
Visit café / pub / restaurant	8.3%	103	7.9%	10	6.7%	14	13.2%	15	8.7%	7	6.4%	8	5.8%	8	9.9%	12	7.8%	11	5.9%	6	12.9%	13
Visit family / friends	4.7%	59	7.9%	10	2.1%	4	4.0%	4	7.9%	6	4.3%	5	2.1%	3	7.2%	8	6.5%	9	2.7%	3	4.8%	5
Visit financial service such as bank, building society, post office	8.8%	109	3.7%	5	8.1%	17	16.3%	18	10.0%	8	7.9%	10	11.8%	16	6.1%	7	6.9%	10	14.6%	14	4.6%	5
Visit health service such as doctor, dentist, hospital, opticians	2.1%	26	1.8%	2	1.0%	2	2.1%	2	2.2%	2	2.0%	2	3.1%	4	4.7%	5	2.9%	4	0.9%	1	0.6%	1
Visit other service such as laundrette, hairdresser, recycling	2.0%	25	2.3%	3	1.3%	3	0.0%	0	1.4%	1	2.1%	3	3.5%	5	2.0%	2	3.1%	5	2.0%	2	2.3%	2
Window shopping / browsing	2.1%	26	2.9%	4	0.7%	2	0.0%	0	0.8%	1	0.0%	0	2.7%	4	0.4%	1	1.9%	3	4.6%	4	8.7%	9
Close to home	0.9%	11	0.0%	0	0.6%	1	1.2%	1	3.3%	3	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Go for a walk	0.9%	11	0.8%	1	0.3%	1	1.8%	2	1.1%	1	3.4%	4	0.9%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1
Passing through	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Visit church	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	20	0.6%	1	1.2%	3	2.9%	3	0.9%	1	0.6%	1	1.6%	2	1.2%	1	1.5%	2	4.6%	4	1.6%	2
Weighted base:		1247		129		214		111		78		122		134		116		145		97		101
Sample:		1278		134		212		109		97		125		136		120		147		100		98

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q31 Are there any measures that would encourage you to visit Sutton more often? [MR]																						
<i>Those who visit Sutton Town Centre at Q27</i>																						
No changes / improvements needed	49.0%	611	53.0%	68	60.7%	130	37.0%	41	55.5%	43	36.0%	44	35.0%	47	56.2%	65	50.0%	73	37.3%	36	63.0%	64
Better disabled access	0.4%	4	0.7%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1
Better lighting	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	1.6%	19	0.0%	0	1.4%	3	3.9%	4	0.0%	0	3.9%	5	2.0%	3	1.1%	1	0.6%	1	2.6%	3	0.0%	0
Better range of non-food shops	2.9%	36	9.4%	12	0.8%	2	1.6%	2	1.5%	1	0.6%	1	3.6%	5	2.3%	3	4.1%	6	2.4%	2	2.5%	2
Better security / safety	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Better services (e.g. bank, library, hairdressers etc.)	0.1%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.3%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Less charity shops	0.5%	7	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	1.2%	2	0.0%	0	0.5%	1	0.0%	0	1.6%	2
Less cheap shops	1.6%	20	0.0%	0	1.0%	2	7.4%	8	0.0%	0	3.1%	4	1.9%	3	0.0%	0	0.5%	1	0.7%	1	1.6%	2
Less takeaways	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.9%	12	1.5%	2	0.3%	1	0.0%	0	4.4%	3	0.0%	0	1.9%	3	0.7%	1	0.8%	1	1.4%	1	0.0%	0
Less vacant / empty shops	2.7%	33	4.2%	5	2.0%	4	2.3%	3	3.2%	2	0.6%	1	3.9%	5	3.6%	4	3.6%	5	2.4%	2	0.6%	1
Longer opening hours	0.2%	2	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	3.4%	42	5.9%	8	1.9%	4	4.8%	5	2.7%	2	5.0%	6	4.0%	5	2.3%	3	3.2%	5	3.1%	3	1.2%	1
More / better places to eat	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2	1.3%	1	2.8%	4	0.7%	1	0.0%	0
More chain / well known stores	5.7%	71	2.8%	4	3.9%	8	10.0%	11	2.2%	2	5.6%	7	8.0%	11	6.1%	7	5.6%	8	9.1%	9	4.6%	5
More clothing shops	7.2%	90	5.9%	8	4.7%	10	6.4%	7	4.8%	4	15.5%	19	5.7%	8	10.5%	12	8.6%	12	7.1%	7	3.0%	3
More food stores	1.8%	23	0.4%	1	2.0%	4	0.5%	1	2.4%	2	2.2%	3	0.5%	1	4.2%	5	2.4%	3	0.8%	1	3.0%	3
More independent / specialised stores	5.3%	67	2.4%	3	3.0%	6	14.2%	16	4.9%	4	13.2%	16	3.8%	5	4.0%	5	3.6%	5	3.8%	4	2.8%	3
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	1.0%	13	1.5%	2	2.0%	4	2.2%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	1.7%	2	0.9%	1
More national high-street chain stores	4.8%	59	2.5%	3	4.7%	10	9.4%	10	6.8%	5	6.8%	8	9.8%	13	0.0%	0	2.4%	4	2.1%	2	3.3%	3
More quality shops	5.7%	71	0.6%	1	3.0%	6	6.5%	7	9.1%	7	12.8%	16	5.9%	8	3.1%	4	1.7%	2	9.1%	9	10.6%	11
More road crossings	0.2%	2	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More shops for old people	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
More shops for young people	0.7%	8	0.0%	0	0.0%	0	2.5%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.7%	4	0.0%	0
More shops open on a Sunday	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.7%	9	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.4%	4	0.7%	1	0.4%	1	0.0%	0	0.7%	1	2.2%	2
Parking - make it cheaper	5.3%	66	6.2%	8	1.7%	4	4.0%	4	1.9%	1	6.2%	8	14.3%	19	6.1%	7	3.2%	5	6.1%	6	3.6%	4
Parking - make it free	3.2%	40	5.9%	8	2.5%	5	1.8%	2	0.9%	1	4.2%	5	1.2%	2	2.8%	3	2.4%	3	7.4%	7	4.0%	4
Parking - make more spaces	4.1%	51	4.2%	5	3.0%	6	1.5%	2	4.2%	3	3.9%	5	6.9%	9	3.3%	4	5.4%	8	5.9%	6	3.0%	3

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
available																						
Pedestrianised shopping area(s)	0.5%	7	0.7%	1	0.3%	1	0.7%	1	0.0%	0	2.0%	2	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0
Update / refurbish the shopping area	5.8%	72	4.6%	6	3.2%	7	10.9%	12	9.3%	7	6.2%	8	8.2%	11	3.7%	4	2.0%	3	10.3%	10	3.8%	4
Improve the pavements	0.6%	8	0.4%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	2	1.7%	2	0.0%	0	1.3%	2	0.7%	1	0.0%	0
John Lewis	0.6%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	1.6%	2	1.6%	2	0.0%	0	2.9%	3	0.0%	0
Cleaner / tidier shopping area	0.8%	10	1.7%	2	0.7%	2	2.2%	2	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.6%	1	0.7%	1	0.0%	0
TK Maxx	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Less groups loitering / anti social behaviour	0.3%	3	0.6%	1	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less coffee shops / cafés	0.7%	9	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2	0.7%	1	0.0%	0
H&M	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the people	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.4%	5	0.7%	1	0.4%	1	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0
More / improved public toilets	0.2%	2	0.6%	1	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.4%	1	0.0%	0	0.0%	0	0.9%	1
(Don't know)	4.1%	51	1.4%	2	5.7%	12	4.0%	4	1.6%	1	1.6%	2	5.4%	7	4.7%	5	5.8%	8	3.7%	4	4.2%	4
Weighted base:	1247		129		214		111		78		122		134		116		145		97		101	
Sample:	1278		134		212		109		97		125		136		120		147		100		98	

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q32 How often do you visit Wallington Town Centre?

Those who visit Wallington Town Centre at Q27

Daily	6.9%	44	0.0%	0	1.9%	2	3.0%	1	7.7%	2	0.0%	0	0.6%	1	16.4%	24	8.5%	13	1.2%	1	13.5%	2
Two or three times a week	20.7%	133	0.0%	0	6.0%	5	6.2%	2	17.1%	3	5.9%	1	15.5%	15	39.0%	57	29.1%	44	6.0%	4	5.9%	1
Once a week	26.5%	170	0.0%	0	11.8%	10	11.1%	4	6.2%	1	16.5%	3	31.2%	30	28.2%	41	34.3%	52	37.8%	28	10.0%	1
Once a fortnight	11.3%	73	13.8%	1	13.9%	12	12.2%	4	3.1%	1	18.4%	3	16.3%	16	2.9%	4	10.4%	16	21.1%	16	8.2%	1
Once every three weeks	2.6%	17	0.0%	0	5.1%	4	4.9%	2	0.0%	0	0.0%	0	0.9%	1	3.0%	4	2.0%	3	3.5%	3	0.0%	0
Once a month	13.2%	85	9.5%	1	24.4%	20	19.1%	7	32.4%	7	22.7%	4	13.3%	13	6.7%	10	5.7%	9	15.6%	12	29.7%	4
Less often	16.0%	103	76.7%	4	30.4%	25	39.3%	13	33.6%	7	36.6%	7	20.5%	20	3.0%	4	5.6%	8	13.8%	10	28.6%	4
(Don't know / no particular pattern)	2.7%	17	0.0%	0	6.5%	5	4.2%	1	0.0%	0	0.0%	0	1.7%	2	0.7%	1	4.4%	7	1.0%	1	4.1%	1
Mean:	1.42		0.17		0.63		0.68		1.17		0.51		0.90		2.47		1.83		0.80		1.41	
Weighted base:	642		6		83		34		20		18		96		146		152		74		15	
Sample:	647		7		86		39		23		22		92		138		148		75		17	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q33 What are the main reasons for visiting Wallington? [MR]																						
<i>Those who visit Wallington Town Centre at Q27</i>																						
Go shopping for non food items	43.1%	277	61.0%	3	39.5%	33	21.0%	7	31.4%	6	31.5%	6	27.6%	26	54.7%	80	50.3%	76	46.0%	34	34.2%	5
Go shopping for other food items	54.7%	351	9.5%	1	37.9%	31	44.3%	15	10.4%	2	31.6%	6	46.7%	45	69.9%	102	68.9%	105	57.5%	42	20.8%	3
Travel to / from school / college / university	0.6%	4	0.0%	0	1.6%	1	0.0%	0	4.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Travel to / from work	4.5%	29	0.0%	0	5.4%	5	5.3%	2	41.8%	8	4.3%	1	0.0%	0	4.2%	6	2.2%	3	1.2%	1	19.4%	3
Use sports / leisure or entertainments facilities	2.7%	18	0.0%	0	3.6%	3	2.3%	1	0.0%	0	0.0%	0	2.7%	3	3.5%	5	3.1%	5	1.0%	1	4.1%	1
Visit café / pub / restaurant	8.1%	52	0.0%	0	6.0%	5	13.0%	4	11.3%	2	0.0%	0	12.1%	12	8.5%	12	8.1%	12	4.2%	3	5.9%	1
Visit family / friends	5.1%	33	15.7%	1	6.1%	5	15.6%	5	2.1%	0	22.3%	4	9.0%	9	0.7%	1	2.3%	4	4.2%	3	4.1%	1
Visit financial service such as bank, building society, post office	16.8%	108	0.0%	0	9.8%	8	20.3%	7	5.2%	1	4.3%	1	18.2%	17	23.0%	34	15.5%	24	22.5%	17	0.0%	0
Visit health service such as doctor, dentist, hospital, opticians	4.1%	26	13.8%	1	1.3%	1	1.6%	1	4.3%	1	10.6%	2	6.7%	6	2.1%	3	6.9%	10	1.2%	1	4.1%	1
Visit other service such as laundrette, hairdresser, recycling	5.4%	34	0.0%	0	6.8%	6	4.6%	2	0.0%	0	0.0%	0	4.5%	4	7.8%	11	5.4%	8	2.2%	2	11.9%	2
Window shopping / browsing	1.2%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.6%	1	0.0%	0	0.0%	0	6.4%	5	5.9%	1
Close to home	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.2%	2	0.0%	0	0.0%	0
Go for a walk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit the farmers market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Passing through	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.2%	2	0.0%	0	4.1%	1
Visit church	0.2%	1	0.0%	0	0.6%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know)	2.8%	18	0.0%	0	8.7%	7	4.2%	1	9.7%	2	4.3%	1	4.7%	5	0.0%	0	0.3%	1	1.0%	1	4.1%	1
Weighted base:		642		6		83		34		20		18		96		146		152		74		15
Sample:		647		7		86		39		23		22		92		138		148		75		17

Sutton Household Survey for Boyer Planning

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
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Q34 Are there any measures that would encourage you to visit Wallington more often? [MR]*Those who visit Wallington Town Centre at Q27*

No changes / improvements needed	61.3%	394	100.0%	6	72.2%	60	63.9%	22	69.3%	14	51.8%	9	60.8%	58	60.0%	87	57.1%	87	53.4%	39	79.5%	12
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Better public transport links	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	1.4%	9	0.0%	0	0.6%	1	0.0%	0	3.5%	1	10.6%	2	0.0%	0	0.7%	1	1.3%	2	4.4%	3	0.0%	0
Better security / safety	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better services (e.g. bank, library, hairdressers etc.)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.7%	4	0.0%	0	0.0%	0
Less charity shops	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	4.2%	6	4.9%	4	0.0%	0
Less cheap shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.9%	1	0.0%	0
Less takeaways	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	4.9%	4	0.0%	0
Less traffic congestion / improved access	1.0%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	2	4.1%	3	0.0%	0
Less vacant / empty shops	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	1.1%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	1.9%	12	0.0%	0	0.0%	0	4.9%	2	3.5%	1	4.3%	1	2.7%	3	2.5%	4	1.7%	3	0.0%	0	0.0%	0
More / better places to eat	2.2%	14	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	5.8%	9	0.0%	0	7.8%	1
More chain / well known stores	5.3%	34	0.0%	0	9.6%	8	1.6%	1	0.0%	0	0.0%	0	3.5%	3	5.2%	8	6.9%	10	4.3%	3	7.8%	1
More clothing shops	8.5%	54	0.0%	0	3.9%	3	8.0%	3	0.0%	0	0.0%	0	13.7%	13	8.8%	13	9.7%	15	8.9%	7	7.8%	1
More food stores	3.6%	23	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	7	4.2%	6	2.7%	4	1.0%	1	7.8%	1
More independent / specialised stores	2.7%	17	0.0%	0	0.6%	1	0.0%	0	3.5%	1	0.0%	0	6.4%	6	2.4%	3	1.3%	2	6.0%	4	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.7%	4	0.0%	0	0.0%	0
More national high-street chain stores	2.6%	17	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	3.9%	6	3.2%	2	0.0%	0
More quality shops	1.3%	8	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	1.9%	2	1.7%	3	1.0%	1	0.0%	0	5.9%	1
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	1.7%	2	4.0%	6	1.9%	1	0.0%	0
Parking - make it free	2.6%	17	0.0%	0	0.0%	0	2.3%	1	0.0%	0	13.5%	2	1.1%	1	5.2%	8	2.7%	4	1.5%	1	0.0%	0
Parking - make more spaces available	9.7%	63	0.0%	0	4.2%	4	13.2%	5	3.1%	1	19.7%	4	9.2%	9	14.3%	21	8.6%	13	9.0%	7	6.7%	1
Pedestrianised shopping area(s)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Update / refurbish the shopping area	1.1%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	3	2.1%	3	0.0%	0	0.0%	0
Cleaner / tidier shopping area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Improve road signage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.1%	20	0.0%	0	5.5%	5	0.0%	0	20.6%	4	0.0%	0	3.5%	3	0.7%	1	1.0%	1	7.6%	6	0.0%	0
Weighted base:		642		6		83		34		20		18		96		146		152		74		15
Sample:		647		7		86		39		23		22		92		138		148		75		17

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q35 How often do you visit Worcester Park Town Centre?

Those who visit Worcester Park Town Centre at Q27

Daily	13.2%	42	22.2%	38	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	2.0%	1
Two or three times a week	18.4%	58	31.1%	53	6.3%	2	9.0%	1	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Once a week	22.3%	71	26.1%	45	8.9%	2	43.9%	4	2.9%	0	13.4%	3	0.0%	0	0.0%	0	0.0%	0	20.4%	2	29.3%	14
Once a fortnight	9.4%	30	6.1%	10	23.2%	6	5.5%	1	14.5%	2	11.8%	2	0.0%	0	0.0%	0	8.5%	1	45.2%	4	8.3%	4
Once every three weeks	2.2%	7	1.5%	3	0.0%	0	0.0%	0	0.0%	0	20.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	10.0%	31	6.5%	11	14.0%	3	14.5%	1	14.1%	2	6.2%	1	8.1%	1	100.1%	1	8.5%	1	0.0%	0	20.4%	10
Less often	23.3%	74	5.8%	10	39.8%	10	27.1%	3	63.8%	10	48.3%	10	83.7%	6	0.0%	0	74.4%	6	34.4%	3	33.0%	16
(Don't know / no particular pattern)	1.2%	4	0.8%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Mean:	1.74		2.67		0.99		0.76		0.22		0.32		0.31		0.30		0.74		0.46		0.69	
Weighted base:	316		171		25		10		15		21		7		1		9		8		49	
Sample:	329		172		30		8		19		18		9		1		8		7		57	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q36 What are the main reasons for visiting Worcester Park? [MR]																						
<i>Those who visit Worcester Park Town Centre at Q27</i>																						
Go shopping for non food items	37.2%	117	43.5%	75	33.5%	8	14.5%	1	4.2%	1	26.8%	6	24.4%	2	0.0%	0	14.4%	1	15.0%	1	45.8%	22
Go shopping for other food items	53.6%	169	70.2%	120	38.6%	10	18.1%	2	47.4%	7	25.5%	5	8.1%	1	0.0%	0	5.9%	1	13.8%	1	46.4%	23
Travel to / from school / college / university	1.0%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	10.1%	32	13.5%	23	7.8%	2	0.0%	0	23.0%	3	0.0%	0	0.0%	0	0.0%	0	8.5%	1	20.4%	2	2.0%	1
Use sports / leisure or entertainments facilities	2.0%	6	1.3%	2	0.0%	0	0.0%	0	0.0%	0	20.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit café / pub / restaurant	10.7%	34	12.7%	22	8.5%	2	0.0%	0	18.0%	3	2.5%	1	37.6%	3	0.0%	0	5.9%	1	0.0%	0	6.6%	3
Visit family / friends	9.6%	30	0.9%	2	9.5%	2	58.4%	6	11.8%	2	25.4%	5	29.8%	2	100.1%	1	71.2%	6	50.8%	4	1.2%	1
Visit financial service such as bank, building society, post office	13.4%	42	17.1%	29	0.0%	0	0.0%	0	7.0%	1	8.7%	2	29.5%	2	0.0%	0	0.0%	0	0.0%	0	16.2%	8
Visit health service such as doctor, dentist, hospital, opticians	1.9%	6	2.4%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Visit other service such as laundrette, hairdresser, recycling	3.1%	10	4.4%	8	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Window shopping / browsing	0.8%	2	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close to home	1.5%	5	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	1.3%	4	0.4%	1	3.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Free parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Good prices	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	6	0.4%	1	3.2%	1	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Weighted base:		316		171		25		10		15		21		7		1		9		8		49
Sample:		329		172		30		8		19		18		9		1		8		7		57

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q37 Are there any measures that would encourage you to visit Worcester Park more often? [MR]																						
<i>Those who visit Worcester Park Town Centre at Q27</i>																						
No changes / improvements needed	56.5%	178	51.2%	88	65.3%	16	91.0%	9	48.0%	7	51.4%	11	75.6%	6	100.1%	1	91.5%	8	94.4%	7	53.1%	26
Better disabled access	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0
Better public transport links	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	2.4%	7	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Better services (e.g. bank, library, hairdressers etc.)	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	2.8%	9	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Less cheap shops	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Less traffic congestion / improved access	10.8%	34	10.3%	18	5.3%	1	0.0%	0	38.9%	6	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	7
Less vacant / empty shops	1.0%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Make it more attractive / nicer environment	1.9%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places to eat	2.9%	9	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	3.0%	9	3.9%	7	11.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	5.8%	18	6.2%	11	7.8%	2	0.0%	0	0.0%	0	20.3%	4	8.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
More food stores	0.9%	3	1.1%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialised stores	3.9%	12	6.4%	11	3.6%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	1.8%	6	1.7%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
More quality shops	2.3%	7	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
More road crossings	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for old people	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	1.5%	5	1.1%	2	0.0%	0	0.0%	0	4.7%	1	2.5%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Parking - make it free	1.8%	6	1.9%	3	0.0%	0	0.0%	0	4.7%	1	5.1%	1	8.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	8.6%	27	10.8%	19	6.3%	2	9.0%	1	4.7%	1	4.2%	1	0.0%	0	0.0%	0	8.5%	1	0.0%	0	7.6%	4
Pedestrianised shopping area(s)	1.5%	5	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	1.2%	4	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Improve the pavements	0.4%	1	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner / tidier shopping area	0.6%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less groups loitering / anti social behaviour	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less coffee shops / cafés	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
(Don't know)	2.6%	8	0.7%	1	9.5%	2	0.0%	0	5.5%	1	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Weighted base:	316		171		25		10		15		21		7		1		9		8		49	
Sample:	329		172		30		8		19		18		9		1		8		7		57	

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q38 How often do you visit North Cheam Town Centre?

Those who visit North Cheam Town Centre at Q27

Daily	4.3%	18	6.2%	8	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	7
Two or three times a week	9.6%	40	14.9%	20	1.1%	1	6.2%	2	0.0%	0	0.0%	0	3.2%	1	29.6%	6	0.0%	0	0.0%	0	16.1%	11
Once a week	16.0%	67	20.5%	27	12.7%	6	4.0%	1	18.5%	6	12.0%	3	13.8%	3	0.0%	0	9.2%	2	0.0%	0	26.8%	18
Once a fortnight	10.1%	42	13.8%	18	8.7%	4	0.0%	0	6.6%	2	3.6%	1	5.3%	1	0.0%	0	11.3%	2	23.8%	4	13.9%	9
Once every three weeks	1.5%	6	0.4%	1	2.1%	1	7.2%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	1.3%	1
Once a month	18.8%	78	18.5%	25	24.9%	13	21.9%	6	42.0%	14	19.0%	5	9.6%	2	2.4%	1	33.3%	7	4.3%	1	8.4%	6
Less often	34.5%	143	22.1%	30	39.4%	20	58.9%	16	22.3%	7	61.8%	18	62.0%	12	63.3%	14	46.2%	9	59.0%	9	13.6%	9
(Don't know / no particular pattern)	5.2%	22	3.7%	5	6.2%	3	2.0%	1	9.2%	3	3.6%	1	6.1%	1	4.7%	1	0.0%	0	4.9%	1	9.1%	6
Mean:	0.89		1.20		0.71		0.35		0.41		0.27		0.36		0.85		0.30		0.23		1.69	
Weighted base:	415		134		50		27		33		29		19		22		20		15		66	
Sample:	396		140		55		23		30		22		17		9		18		13		69	

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q39 What are the main reasons for visiting North Cheam? [MR]																						
Those who visit North Cheam Town Centre at Q27																						
Go shopping for non food items	26.2%	109	35.0%	47	20.2%	10	13.0%	4	23.1%	8	11.7%	3	26.4%	5	18.9%	4	23.1%	5	20.6%	3	31.0%	20
Go shopping for other food items	54.9%	228	69.1%	93	60.1%	30	41.2%	11	46.2%	15	71.1%	21	51.3%	10	18.9%	4	25.9%	5	32.2%	5	51.8%	34
Get fuel	3.8%	16	5.1%	7	1.1%	1	0.0%	0	1.3%	0	0.0%	0	5.3%	1	0.0%	0	3.7%	1	23.8%	4	3.8%	2
Travel to / from school / college / university	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	3.9%	16	0.6%	1	3.9%	2	2.9%	1	10.4%	3	0.0%	0	0.0%	0	29.6%	6	0.0%	0	0.0%	0	4.2%	3
Use sports / leisure or entertainments facilities	2.9%	12	0.0%	0	1.1%	1	31.8%	9	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Visit café / pub / restaurant	8.8%	37	11.5%	15	8.7%	4	9.2%	2	8.7%	3	0.0%	0	0.0%	0	10.9%	2	6.7%	1	0.0%	0	11.8%	8
Visit family / friends	8.5%	35	5.9%	8	7.9%	4	3.3%	1	0.0%	0	1.8%	1	0.0%	0	35.9%	8	38.8%	8	26.8%	4	4.0%	3
Visit financial service such as bank, building society, post office	4.9%	20	5.3%	7	1.1%	1	2.9%	1	0.0%	0	2.6%	1	6.4%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	10
Visit health service such as doctor, dentist, hospital, opticians	1.1%	4	0.6%	1	1.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	4.3%	1	0.9%	1
Visit other service such as laundrette, hairdresser, recycling	1.2%	5	1.0%	1	0.0%	0	2.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	3.0%	0	0.9%	1
Window shopping / browsing	1.0%	4	2.4%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	0.6%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Go for a walk	1.2%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	14.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	2.0%	8	0.4%	1	0.0%	0	0.0%	0	16.2%	5	1.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.8%	1
Free parking	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to on public transport	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.1%	21	2.6%	3	1.6%	1	9.2%	2	2.5%	1	0.0%	0	31.8%	6	4.7%	1	9.2%	2	4.9%	1	5.8%	4
Weighted base:		415		134		50		27		33		29		19		22		20		15		66
Sample:		396		140		55		23		30		22		17		9		18		13		69

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q40 Are there any measures that would encourage you to visit North Cheam more often? [MR]																						
<i>Those who visit North Cheam Town Centre at Q27</i>																						
No changes / improvements needed	66.9%	277	59.4%	80	71.4%	36	71.7%	19	70.7%	23	87.5%	25	53.4%	10	97.6%	21	73.0%	14	95.1%	14	51.5%	34
Better range of non-food shops	2.4%	10	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	5.5%	4
Better services (e.g. bank, library, hairdressers etc.)	0.5%	2	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Less traffic congestion / improved access	1.8%	8	2.7%	4	1.8%	1	3.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Less vacant / empty shops	1.4%	6	3.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	2.9%	12	3.9%	5	3.9%	2	0.0%	0	4.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
More / better places to eat	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
More chain / well known stores	2.9%	12	2.8%	4	4.7%	2	0.0%	0	0.0%	0	0.0%	0	30.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	3.2%	13	4.2%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	25.7%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	2
More food stores	2.5%	11	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialised stores	4.6%	19	4.2%	6	0.0%	0	0.0%	0	2.1%	1	0.0%	0	34.1%	6	0.0%	0	0.0%	0	0.0%	0	9.3%	6
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
More national high-street chain stores	2.9%	12	1.8%	2	0.0%	0	5.8%	2	0.0%	0	2.6%	1	25.7%	5	0.0%	0	4.2%	1	0.0%	0	2.4%	2
More quality shops	1.7%	7	0.0%	0	8.6%	4	2.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
More road crossings	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for old people	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it free	0.6%	2	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	3.8%	16	6.9%	9	3.3%	2	2.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Update / refurbish the shopping area	4.0%	17	8.0%	11	0.0%	0	2.9%	1	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Improve the pavements	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner / tidier shopping area	0.6%	3	0.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Knock down the Queen Vic / improve the corner	4.8%	20	5.2%	7	0.0%	0	4.9%	1	2.6%	1	1.8%	1	3.2%	1	0.0%	0	3.7%	1	0.0%	0	13.2%	9
(Don't know)	3.8%	16	2.1%	3	3.8%	2	14.4%	4	4.6%	2	0.0%	0	6.1%	1	2.4%	1	16.6%	3	4.9%	1	0.0%	0
Weighted base:		415		134		50		27		33		29		19		22		20		15		66
Sample:		396		140		55		23		30		22		17		9		18		13		69

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1																						
Q41 How often do you visit Rosehill Town Centre?																						
Those who visit Rosehill Town Centre at Q27																						
Daily	7.3%	21	0.0%	0	12.5%	17	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Two or three times a week	8.1%	24	0.0%	0	12.1%	17	11.9%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	9.7%	1
Once a week	12.1%	35	0.0%	0	17.6%	24	4.3%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	23.9%	7	11.0%	1
Once a fortnight	15.3%	45	5.2%	1	17.4%	24	21.1%	9	4.8%	1	20.9%	1	0.0%	0	0.0%	0	13.7%	2	20.6%	6	13.3%	1
Once every three weeks	1.5%	4	0.0%	0	2.8%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	17.7%	52	35.1%	6	13.4%	18	15.9%	7	25.3%	4	45.6%	2	32.6%	3	34.0%	4	10.7%	2	17.4%	5	9.7%	1
Less often	30.5%	89	55.1%	9	16.7%	23	22.4%	10	54.4%	8	33.5%	1	56.4%	6	66.0%	8	60.4%	10	31.7%	9	56.2%	5
(Don't know / no particular pattern)	7.5%	22	4.6%	1	7.4%	10	15.4%	7	8.4%	1	0.0%	0	11.1%	1	0.0%	0	7.3%	1	2.4%	1	0.0%	0
Mean:	1.08		0.20		1.63		1.26		0.32		0.28		0.17		0.17		0.26		0.65		0.51	
Weighted base:	292		17		138		43		15		4		11		12		17		27		9	
Sample:	272		15		126		40		20		4		10		6		15		25		11	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q42 What are the main reasons for visiting Rosehill? [MR]																						
Those who visit Rosehill Town Centre at Q27																						
Go shopping for non food items	32.5%	95	50.2%	8	41.3%	57	28.9%	13	16.1%	2	45.6%	2	8.4%	1	40.2%	5	10.7%	2	20.2%	6	0.0%	0
Go shopping for other food items	52.2%	153	61.6%	10	65.0%	89	44.4%	19	31.6%	5	0.0%	0	47.9%	5	34.0%	4	27.3%	5	40.2%	11	48.2%	4
Travel to / from school / college / university	0.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Travel to / from work	3.2%	9	0.0%	0	2.4%	3	0.0%	0	23.2%	3	0.0%	0	9.6%	1	0.0%	0	0.0%	0	2.4%	1	9.7%	1
Use sports / leisure or entertainments facilities	0.5%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Visit café / pub / restaurant	2.9%	8	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	19.1%	5	6.7%	1
Visit family / friends	6.9%	20	0.0%	0	2.1%	3	1.8%	1	10.6%	2	20.9%	1	21.0%	2	4.2%	1	9.8%	2	26.8%	7	24.4%	2
Visit financial service such as bank, building society, post office	7.5%	22	5.2%	1	13.0%	18	3.9%	2	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Visit health service such as doctor, dentist, hospital, opticians	15.5%	45	17.6%	3	3.6%	5	21.1%	9	23.5%	3	20.9%	1	25.8%	3	55.6%	7	48.3%	8	15.5%	4	22.1%	2
Visit other service such as laundrette, hairdresser, recycling	5.3%	16	0.0%	0	6.5%	9	13.1%	6	2.9%	0	12.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.7%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	0.4%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passing through	0.9%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	9.7%	1
Visit church	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.4%	16	0.0%	0	3.3%	5	18.1%	8	8.4%	1	0.0%	0	11.1%	1	0.0%	0	3.0%	1	1.6%	0	0.0%	0
Weighted base:		292		17		138		43		15		4		11		12		17		27		9
Sample:		272		15		126		40		20		4		10		6		15		25		11

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q43 Are there any measures that would encourage you to visit Rosehill more often? [MR]																						
<i>Those who visit Rosehill Town Centre at Q27</i>																						
No changes / improvements needed	59.8%	175	79.8%	13	57.7%	79	50.9%	22	46.9%	7	79.1%	3	56.4%	6	68.1%	8	67.7%	11	61.3%	17	83.6%	8
Better lighting	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.5%	1	0.0%	0	0.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	0.3%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.6%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1
Better services (e.g. bank, library, hairdressers etc.)	2.8%	8	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Less betting shops	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Less charity shops	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Less cheap shops	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Less traffic congestion / improved access	4.6%	14	5.2%	1	3.3%	5	4.5%	2	23.2%	3	0.0%	0	0.0%	0	0.0%	0	12.2%	2	2.4%	1	0.0%	0
Less vacant / empty shops	1.7%	5	0.0%	0	2.7%	4	0.0%	0	4.2%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	3.5%	10	0.0%	0	1.9%	3	9.9%	4	9.0%	1	0.0%	0	5.8%	1	0.0%	0	4.3%	1	3.1%	1	0.0%	0
More / better places to eat	0.6%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More chain / well known stores	4.0%	12	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	21.4%	6	0.0%	0
More clothing shops	3.6%	10	0.0%	0	4.0%	6	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	4	0.0%	0
More food stores	3.0%	9	0.0%	0	3.2%	4	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	4	0.0%	0
More independent / specialised stores	4.1%	12	0.0%	0	3.3%	4	4.1%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	5	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	1.6%	5	0.0%	0	2.0%	3	0.0%	0	2.9%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	2.4%	1	0.0%	0
More quality shops	3.5%	10	0.0%	0	3.8%	5	6.9%	3	4.8%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	2.4%	1	0.0%	0
More shops for old people	0.5%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
New / better shopping mall	0.7%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make it cheaper	0.6%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more spaces available	6.1%	18	0.0%	0	5.8%	8	5.7%	2	4.8%	1	0.0%	0	26.8%	3	0.0%	0	12.2%	2	6.7%	2	0.0%	0
Update / refurbish the shopping area	5.2%	15	9.8%	2	0.8%	1	12.0%	5	0.0%	0	20.9%	1	0.0%	0	0.0%	0	4.3%	1	21.3%	6	0.0%	0
Cleaner / tidier shopping area	1.0%	3	0.0%	0	0.6%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	6.2%	1	0.0%	0	2.4%	1	0.0%	0
Less groups loitering / anti social behaviour	0.9%	3	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
More seating	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better prices	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
(Don't know)	3.3%	10	0.0%	0	2.8%	4	2.1%	1	0.0%	0	0.0%	0	11.1%	1	19.6%	2	7.9%	1	0.0%	0	0.0%	0
Weighted base:		292		17		138		43		15		4		11		12		17		27		9
Sample:		272		15		126		40		20		4		10		6		15		25		11

Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q44 How often do you visit Cheam Town Centre?

Those who visit Cheam Town Centre at Q27

Daily	5.8%	26	0.0%	0	1.9%	1	0.0%	0	7.3%	3	2.1%	1	2.9%	1	0.0%	0	3.7%	1	0.0%	0	28.7%	19
Two or three times a week	13.2%	58	7.9%	7	11.7%	5	6.8%	3	15.7%	7	27.2%	18	3.5%	1	25.2%	6	0.0%	0	0.0%	0	17.8%	12
Once a week	14.0%	62	16.0%	13	15.4%	6	4.0%	2	27.8%	12	19.3%	13	8.2%	3	0.0%	0	3.7%	1	0.0%	0	19.1%	12
Once a fortnight	8.2%	36	10.0%	8	0.0%	0	7.8%	3	3.8%	2	13.3%	9	9.7%	3	0.0%	0	0.0%	0	21.1%	4	9.7%	6
Once every three weeks	1.5%	7	2.2%	2	0.0%	0	1.3%	1	6.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Once a month	21.2%	93	32.6%	27	24.7%	10	25.4%	11	11.6%	5	13.3%	9	30.5%	11	9.3%	2	28.1%	5	25.2%	5	12.0%	8
Less often	32.6%	143	27.3%	23	45.0%	18	52.9%	22	25.4%	11	17.5%	12	41.8%	15	63.5%	16	64.4%	13	40.5%	8	9.0%	6
(Don't know / no particular pattern)	3.5%	15	4.1%	3	1.3%	1	1.9%	1	2.0%	1	6.4%	4	3.4%	1	2.0%	1	0.0%	0	13.2%	3	1.9%	1
Mean:	1.06		0.56		0.71		0.39		1.31		1.23		0.57		0.74		0.45		0.26		2.80	
Weighted base:	439		84		41		42		42		66		35		25		19		21		65	
Sample:	412		84		36		35		50		55		35		14		17		18		68	

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q45 What are the main reasons for visiting Cheam? [MR]																						
<i>Those who visit Cheam Town Centre at Q27</i>																						
Go shopping for non food items	29.0%	127	27.5%	23	37.6%	15	15.3%	6	21.9%	9	33.0%	22	31.4%	11	5.3%	1	12.6%	2	20.6%	4	50.6%	33
Go shopping for other food items	32.6%	143	19.7%	16	27.5%	11	21.1%	9	45.8%	19	49.5%	33	32.4%	11	23.0%	6	6.3%	1	16.8%	3	50.9%	33
Travel to / from school / college / university	2.4%	11	8.2%	7	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Travel to / from work	5.2%	23	0.9%	1	4.8%	2	1.9%	1	11.3%	5	2.9%	2	5.8%	2	25.2%	6	0.0%	0	7.9%	2	4.3%	3
Use sports / leisure or entertainments facilities	8.0%	35	16.9%	14	6.7%	3	21.4%	9	2.5%	1	2.3%	2	11.0%	4	2.0%	1	7.5%	1	0.0%	0	1.5%	1
Visit café / pub / restaurant	23.1%	102	25.1%	21	31.7%	13	17.2%	7	27.7%	12	18.2%	12	22.6%	8	17.5%	4	21.8%	4	30.6%	6	21.5%	14
Visit family / friends	11.0%	48	5.7%	5	1.9%	1	12.4%	5	7.3%	3	9.7%	6	6.0%	2	28.1%	7	58.1%	11	11.5%	2	7.9%	5
Visit financial service such as bank, building society, post office	2.0%	9	1.0%	1	1.9%	1	1.9%	1	4.4%	2	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Visit health service such as doctor, dentist, hospital, opticians	1.0%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Visit other service such as laundrette, hairdresser, recycling	4.7%	21	2.7%	2	0.0%	0	6.1%	3	9.8%	4	10.5%	7	6.0%	2	2.9%	1	0.0%	0	0.0%	0	3.2%	2
Window shopping / browsing	3.1%	13	6.2%	5	1.3%	1	1.3%	1	2.1%	1	7.7%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Close to home	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Go for a walk	1.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.9%	2	6.0%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Passing through	0.6%	3	1.5%	1	2.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit church	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Visit the market	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to on public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	32	6.5%	5	5.8%	2	11.7%	5	3.0%	1	9.3%	6	5.1%	2	5.8%	1	0.0%	0	29.5%	6	4.3%	3
Weighted base:		439		84		41		42		42		66		35		25		19		21		65
Sample:		412		84		36		35		50		55		35		14		17		18		68

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q46 Are there any measures that would encourage you to visit Cheam more often? [MR]																						
<i>Those who visit Cheam Town Centre at Q27</i>																						
No changes / improvements needed	69.2%	304	72.0%	60	64.6%	26	71.0%	30	72.8%	30	69.1%	46	50.4%	18	65.6%	17	88.3%	17	70.1%	14	70.8%	46
Better lighting	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of non-food shops	1.1%	5	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	1.4%	1
Better security / safety	0.3%	1	0.0%	0	1.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Less cheap shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Less traffic congestion / improved access	2.6%	11	1.0%	1	0.0%	0	8.4%	4	2.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	7.0%	5
Less vacant / empty shops	0.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	0.4%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better places to eat	0.9%	4	0.0%	0	2.5%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More chain / well known stores	1.7%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	5	0.0%	0	0.0%	0	3.6%	1	1.5%	1
More clothing shops	1.2%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food stores	1.3%	6	3.3%	3	0.0%	0	0.0%	0	1.5%	1	2.9%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialised stores	3.5%	16	3.2%	3	4.8%	2	0.0%	0	3.4%	1	6.2%	4	15.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national high-street chain stores	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More quality shops	2.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.4%	4	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for old people	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Parking - make it cheaper	4.7%	21	2.9%	2	10.6%	4	0.0%	0	0.0%	0	4.4%	3	0.0%	0	32.4%	8	4.3%	1	0.0%	0	2.9%	2
Parking - make it free	4.5%	20	3.2%	3	7.0%	3	9.3%	4	0.0%	0	6.4%	4	7.6%	3	0.0%	0	4.3%	1	3.6%	1	2.9%	2
Parking - make more spaces available	11.6%	51	11.3%	9	17.3%	7	6.8%	3	7.5%	3	14.6%	10	5.9%	2	25.2%	6	4.3%	1	16.3%	3	9.4%	6
Pedestrianised shopping area(s)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner / tidier shopping area	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road signage	0.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.7%	1	3.2%	1	0.9%	1
(Don't know)	3.5%	15	1.8%	2	4.1%	2	4.6%	2	5.5%	2	0.0%	0	17.2%	6	2.0%	1	0.0%	0	0.0%	0	2.3%	1
Weighted base:		439		84		41		42		42		66		35		25		19		21		65
Sample:		412		84		36		35		50		55		35		14		17		18		68

Sutton Household Survey for Boyer Planning

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
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Mean score [Times per week]: Daily = 7, Two or three times a week = 2.5, Once a week = 1, Once a fortnight = 0.5, Once every three weeks = 0.33, Once a month = 0.25, Less often = 0.1

Q47 How often do you visit Carshalton Town Centre?

Those who visit Carshalton Town Centre at Q27

Daily	5.2%	27	0.0%	0	6.1%	5	1.6%	1	29.8%	4	3.1%	1	7.0%	4	4.3%	3	1.0%	1	8.7%	8	0.0%	0
Two or three times a week	12.6%	66	0.0%	0	9.7%	8	25.0%	14	25.2%	3	9.8%	2	5.6%	3	12.4%	9	10.5%	11	15.7%	14	0.0%	0
Once a week	14.8%	77	0.0%	0	15.4%	13	11.2%	6	4.6%	1	7.7%	2	5.4%	3	17.8%	13	14.7%	15	26.6%	24	0.0%	0
Once a fortnight	10.8%	56	0.0%	0	8.5%	7	14.1%	8	0.0%	0	3.5%	1	7.3%	4	7.0%	5	18.1%	18	11.1%	10	23.5%	2
Once every three weeks	1.4%	7	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0	2.0%	1	2.6%	2	1.7%	2	1.6%	1	0.0%	0
Once a month	22.7%	119	0.0%	0	12.9%	11	23.5%	13	14.6%	2	26.8%	7	22.8%	14	35.1%	25	24.9%	25	18.8%	17	38.5%	4
Less often	28.4%	149	80.1%	4	39.2%	34	23.7%	13	25.8%	4	41.6%	10	46.0%	28	18.4%	13	24.0%	24	15.5%	14	32.3%	3
(Don't know / no particular pattern)	4.1%	22	20.0%	1	7.8%	7	0.0%	0	0.0%	0	7.4%	2	3.9%	2	2.6%	2	5.2%	5	2.1%	2	5.7%	1
Mean:	1.02		0.10		1.02		1.01		2.83		0.73		0.87		0.98		0.71		1.43		0.28	
Weighted base:	522		5		88		57		14		25		61		72		102		89		11	
Sample:	501		6		76		53		14		23		58		68		108		83		12	

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q48 What are the main reasons for visiting Carshalton? [MR]																						
Those who visit Carshalton Town Centre at Q27																						
Go shopping for non food items	32.8%	171	34.5%	2	44.5%	39	26.9%	15	10.9%	1	26.6%	7	20.3%	12	32.1%	23	43.9%	45	27.5%	24	23.5%	2
Go shopping for other food items	32.0%	167	0.0%	0	25.6%	22	31.4%	18	7.7%	1	10.5%	3	28.2%	17	23.9%	17	37.4%	38	55.6%	49	9.5%	1
Travel to / from school / college / university	2.4%	12	0.0%	0	4.4%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.5%	3	1.8%	2	0.0%	0
Travel to / from work	5.6%	29	0.0%	0	3.1%	3	6.3%	4	55.0%	8	10.8%	3	6.1%	4	1.7%	1	3.2%	3	2.5%	2	23.5%	2
Use sports / leisure or entertainments facilities	14.8%	77	10.4%	1	20.4%	18	27.4%	16	0.0%	0	7.7%	2	9.6%	6	27.3%	20	8.1%	8	7.0%	6	11.4%	1
Visit café / pub / restaurant	14.9%	78	20.0%	1	10.1%	9	9.3%	5	25.8%	4	3.1%	1	8.2%	5	16.9%	12	30.4%	31	8.1%	7	30.1%	3
Visit family / friends	8.1%	42	15.2%	1	9.7%	9	4.5%	3	11.5%	2	14.3%	4	11.6%	7	10.8%	8	4.5%	5	5.9%	5	5.7%	1
Visit financial service such as bank, building society, post office	3.4%	18	0.0%	0	4.8%	4	1.6%	1	0.0%	0	0.0%	0	4.4%	3	1.0%	1	4.5%	5	5.2%	5	0.0%	0
Visit health service such as doctor, dentist, hospital, opticians	2.1%	11	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.5%	1	1.5%	1	4.8%	3	4.6%	5	1.0%	1	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	4.2%	22	0.0%	0	1.5%	1	1.8%	1	3.1%	0	20.2%	5	9.5%	6	3.2%	2	2.9%	3	3.7%	3	0.0%	0
Window shopping / browsing	2.5%	13	0.0%	0	4.1%	4	2.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	1	6.6%	6	5.7%	1
Close to home	1.5%	8	0.0%	0	1.6%	1	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Go for a walk	1.3%	7	0.0%	0	0.6%	1	4.7%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Passing through	1.3%	7	0.0%	0	2.8%	2	2.7%	2	0.0%	0	3.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	15.2%	2
Visit church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0
(Don't know)	5.5%	29	20.0%	1	4.6%	4	1.8%	1	0.0%	0	6.4%	2	11.1%	7	5.1%	4	4.9%	5	6.6%	6	0.0%	0
Weighted base:		522		5		88		57		14		25		61		72		102		89		11
Sample:		501		6		76		53		14		23		58		68		108		83		12

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q49 Are there any measures that would encourage you to visit Carshalton more often? [MR]																						
Those who visit Carshalton Town Centre at Q27																						
No changes / improvements needed	66.4%	347	80.1%	4	76.9%	67	62.9%	36	46.9%	6	68.5%	17	45.3%	28	68.1%	49	77.4%	79	58.6%	52	82.2%	9
Better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Better public transport links	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Better range of non-food shops	1.6%	8	0.0%	0	0.0%	0	3.4%	2	5.2%	1	7.7%	2	0.0%	0	0.0%	0	1.5%	2	2.5%	2	0.0%	0
Less betting shops	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0
Less charity shops	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	2	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion / improved access	3.8%	20	0.0%	0	3.7%	3	6.1%	3	30.4%	4	3.1%	1	1.0%	1	2.1%	2	1.9%	2	3.2%	3	9.5%	1
Less vacant / empty shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Make it more attractive / nicer environment	2.5%	13	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	9.9%	6	0.0%	0	0.7%	1	5.0%	4	0.0%	0
More / better places to eat	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
More chain / well known stores	4.8%	25	0.0%	0	7.0%	6	1.6%	1	0.0%	0	0.0%	0	8.0%	5	2.3%	2	2.1%	2	10.8%	10	0.0%	0
More clothing shops	2.7%	14	0.0%	0	2.6%	2	1.6%	1	0.0%	0	0.0%	0	8.0%	5	0.7%	1	0.5%	1	5.8%	5	0.0%	0
More food stores	2.0%	10	0.0%	0	3.1%	3	1.6%	1	0.0%	0	0.0%	0	8.0%	5	0.7%	1	1.3%	1	0.0%	0	0.0%	0
More independent / specialised stores	3.0%	16	0.0%	0	1.9%	2	6.5%	4	0.0%	0	0.0%	0	3.6%	2	0.0%	0	3.1%	3	5.5%	5	0.0%	0
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc.)	3.4%	18	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	15.2%	11	4.0%	4	0.7%	1	0.0%	0
More national high-street chain stores	1.6%	8	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.5%	1	2.5%	2	0.0%	0
More quality shops	0.5%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More shops for young people	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / better shopping mall	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Parking - make it cheaper	2.8%	15	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	9.2%	6	1.0%	1	2.8%	3	5.4%	5	0.0%	0
Parking - make it free	1.6%	8	0.0%	0	1.0%	1	0.0%	0	4.6%	1	0.0%	0	4.1%	3	1.2%	1	1.7%	2	2.1%	2	0.0%	0
Parking - make more spaces available	7.0%	37	0.0%	0	8.4%	7	10.0%	6	9.8%	1	6.6%	2	15.8%	10	4.5%	3	2.8%	3	5.5%	5	0.0%	0
Pedestrianised shopping area(s)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Update / refurbish the shopping area	1.1%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
John Lewis	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	8.3%	1
Less coffee shops / cafés	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
More seating	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know)	3.3%	17	20.0%	1	0.0%	0	4.6%	3	4.6%	1	6.4%	2	8.2%	5	3.6%	3	1.8%	2	2.2%	2	0.0%	0
Weighted base:		522		5		88		57		14		25		61		72		102		89		11

by Zone (Weighted)
Weighted:

Sutton Household Survey
for Boyer Planning

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
Sample:	501	6	76	53	14	23	58	68	108	83	12

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50 Why don't you visit Sutton Town Centre? [MR]																						
Those who do not visit Sutton Town Centre at Q27																						
Nothing / very little	36.9%	94	28.5%	25	30.8%	9	0.0%	0	0.0%	0	71.4%	16	46.5%	11	49.0%	20	23.4%	8	42.9%	4	43.0%	1
It's rundown / needs a revamp	9.0%	23	10.5%	9	3.0%	1	83.5%	3	59.6%	2	6.1%	1	15.5%	4	1.3%	1	5.6%	2	0.0%	0	35.5%	1
Lack of cafes / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of chain / well known stores	4.6%	12	5.7%	5	0.0%	0	59.6%	2	24.0%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0
Lack of foodstores	2.2%	6	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Lack of independent stores	4.2%	11	4.9%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	6	0.0%	0	0.0%	0
Litter / unclean	2.2%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.1%	1	0.0%	0	0.0%	0	42.9%	4	0.0%	0
Not a nice environment	6.4%	16	10.6%	9	2.6%	1	24.0%	1	0.0%	0	6.1%	1	11.4%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Parking is expensive	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Parking is hard / lack of spaces	2.5%	6	3.3%	3	3.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.3%	1	2.2%	1	8.8%	1	0.0%	0
Parking is too far from shops	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by foot / cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by public transport	0.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Poor access for disabled	1.2%	3	0.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.5%	1	0.0%	0	0.0%	0
Poor quality market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	3.1%	8	1.6%	1	6.5%	2	24.0%	1	0.0%	0	6.1%	1	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	6.4%	16	3.0%	3	29.2%	9	0.0%	0	0.0%	0	0.0%	0	12.6%	3	2.1%	1	1.5%	1	0.0%	0	21.5%	1
Poor range of services (e.g. bank, library, hairdresser etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	1.2%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
There is nothing to do there	2.2%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Too busy / noisy	0.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.5%	1	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	21.7%	55	27.3%	24	4.4%	1	16.5%	1	0.0%	0	2.3%	1	6.6%	2	34.2%	14	38.7%	13	8.8%	1	0.0%	0
Too many betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cheap shops	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.8%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vacant / empty shops	1.4%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / hard to walk	3.0%	8	0.0%	0	9.0%	3	0.0%	0	16.5%	0	8.4%	2	0.0%	0	3.3%	1	2.5%	1	5.3%	0	0.0%	0
Not familiar with it	2.5%	6	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Can get everything I need locally	0.7%	2	1.0%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the area	1.0%	3	2.1%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer to shop online	0.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
(Don't know)	2.0%	5	4.2%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255		88		30		3		3		23		24		40		33		8		3	
Sample:	225		81		29		3		3		18		21		34		28		4		4	

Q50A Why don't you visit Wallington Town Centre? [MR]

Those who do not visit Wallington Town Centre at Q27

Nothing / very little	51.1%	440	49.9%	106	45.9%	74	44.8%	36	49.1%	29	61.6%	78	54.4%	34	60.2%	7	50.0%	13	39.7%	13	56.8%	51
It's rundown / needs a revamp	0.7%	6	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.6%	1	4.2%	3	0.0%	0	0.0%	0	1.4%	0	0.7%	1
Lack of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Lack of chain / well known stores	1.8%	15	0.0%	0	3.2%	5	5.8%	5	4.6%	3	0.7%	1	1.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Lack of foodstores	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independent stores	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Not a nice environment	0.9%	8	0.2%	1	0.0%	0	0.0%	0	3.1%	2	3.4%	4	1.0%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.3%	3	0.0%	0	0.3%	1	1.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is hard / lack of spaces	3.2%	28	1.6%	3	1.7%	3	1.7%	1	9.0%	5	1.8%	2	4.9%	3	0.0%	0	3.2%	1	12.2%	4	5.2%	5
Parking is to far from shops	0.8%	7	0.0%	0	1.0%	2	0.0%	0	5.8%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Poor access by public transport	0.8%	7	0.9%	2	2.4%	4	1.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access for disabled	0.3%	3	0.2%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	1.3%	11	0.0%	0	1.0%	2	0.0%	0	1.2%	1	4.4%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Poor range of non-food shops	1.4%	12	0.4%	1	2.3%	4	1.0%	1	0.0%	0	1.3%	2	5.8%	4	0.0%	0	1.9%	1	0.0%	0	0.7%	1
Poor security / feels unsafe	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	5.7%	49	4.0%	8	2.9%	5	13.4%	11	6.6%	4	2.9%	4	12.7%	8	4.6%	1	3.2%	1	10.2%	3	5.1%	5
Too busy / noisy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	2.8%	1	0.0%	0	0.0%	0
Too long / inconvenient journey	28.0%	241	35.8%	76	36.0%	58	29.7%	24	26.5%	16	14.5%	18	9.4%	6	13.8%	2	33.9%	9	36.4%	12	24.4%	22
Too many charity shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	2.1%	2
Vacant / empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Disabled / hard to walk	0.9%	8	0.2%	1	2.3%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	12.2%	1	3.2%	1	1.4%	0	0.7%	1
Not familiar with it	1.7%	14	4.8%	10	0.6%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Can get everything I need locally	1.1%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.0%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Dislike the area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	2
(Don't know)	2.2%	19	2.9%	6	1.5%	2	3.6%	3	0.0%	0	3.3%	4	1.9%	1	0.0%	0	0.0%	0	3.7%	1	0.7%	1
Weighted base:		861		212		161		80		60		127		63		11		26		32		89
Sample:		856		208		155		73		77		121		65		16		27		29		85

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50BWhy don't you visit Worcester Park Town Centre? [MR]																						
Those who do not visit Worcester Park Town Centre at Q27																						
Nothing / very little	46.8%	556	51.3%	24	43.9%	96	44.1%	46	42.4%	28	59.2%	73	53.3%	81	48.4%	76	35.8%	61	40.7%	40	59.7%	33
It's rundown / needs a revamp	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	3	1.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lack of cafes / restaurants	0.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of chain / well known stores	0.9%	11	2.8%	1	0.0%	0	1.8%	2	2.3%	1	0.7%	1	2.4%	4	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Lack of foodstores	0.2%	2	0.0%	0	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independent stores	0.4%	5	0.0%	0	0.2%	1	0.0%	0	1.6%	1	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not a nice environment	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	1.0%	1	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Parking is expensive	0.4%	4	1.7%	1	0.2%	1	2.4%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is hard / lack of spaces	2.3%	28	3.5%	2	1.0%	2	1.6%	2	2.4%	2	7.6%	9	2.1%	3	1.5%	2	0.7%	1	4.5%	4	0.0%	0
Parking is to far from shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by public transport	0.5%	6	1.7%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Poor access for disabled	0.3%	3	1.1%	1	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Poor quality shops	1.3%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.4%	5	0.0%	0	0.0%	0	1.1%	2	0.0%	0	13.8%	8
Poor range of non-food shops	1.3%	15	1.7%	1	1.1%	2	0.0%	0	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	16.7%	9
Poor range of services (e.g. bank, library, hairdresser etc.)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Poor security / feels unsafe	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	4.0%	48	13.2%	6	1.3%	3	12.5%	13	15.9%	10	5.3%	7	2.4%	4	1.0%	1	0.7%	1	0.5%	0	4.0%	2
Too busy / noisy	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	2	0.0%	0	0.5%	1	0.0%	0	8.8%	5
Too long / inconvenient journey	37.9%	450	10.7%	5	45.4%	99	33.4%	35	23.1%	15	17.5%	22	34.3%	52	45.0%	70	58.6%	99	51.6%	50	4.5%	2
Too many charity shops	0.1%	1	1.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	2.2%	26	0.0%	0	0.2%	1	4.7%	5	7.3%	5	2.1%	3	4.2%	6	0.5%	1	2.4%	4	0.0%	0	2.9%	2
Disabled / hard to walk	0.7%	8	1.1%	1	1.7%	4	0.0%	0	0.7%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.5%	0	0.0%	0
Not familiar with it	1.0%	12	4.1%	2	1.8%	4	0.5%	1	0.0%	0	1.5%	2	0.0%	0	1.7%	3	0.0%	0	0.7%	1	0.0%	0
Can get everything I need locally	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Dislike the area	0.6%	7	0.0%	0	0.2%	1	3.1%	3	0.7%	0	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	16	7.1%	3	1.8%	4	2.0%	2	0.0%	0	0.4%	1	1.2%	2	0.6%	1	2.0%	3	0.0%	0	0.0%	0
Weighted base:		1187		46		219		104		65		124		151		156		169		98		55
Sample:		1174		43		211		104		81		125		148		153		167		97		45

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50CWhy don't you visit North Cheam Town Centre? [MR]																						
Those who do not visit North Cheam Town Centre at Q27																						
Nothing / very little	47.9%	521	42.2%	35	46.4%	90	39.5%	34	54.9%	26	59.6%	69	53.4%	75	50.3%	68	37.8%	60	47.8%	43	55.0%	21
It's rundown / needs a revamp	1.5%	17	1.0%	1	0.0%	0	2.0%	2	4.1%	2	1.9%	2	3.3%	5	0.0%	0	0.8%	1	0.7%	1	9.6%	4
Lack of cafes / restaurants	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of chain / well known stores	2.6%	28	14.0%	12	0.5%	1	6.4%	6	5.4%	3	1.2%	1	3.3%	5	0.0%	0	0.0%	0	0.7%	1	3.1%	1
Lack of foodstores	0.5%	5	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.7%	1	0.9%	1	0.4%	1	0.0%	0	0.7%	1	1.6%	1
Lack of independent stores	1.0%	11	3.5%	3	0.7%	1	1.5%	1	2.2%	1	1.3%	2	1.3%	2	0.0%	0	0.0%	0	0.7%	1	1.6%	1
Litter / unclean	0.8%	9	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	4.5%	4	1.6%	1
Not a nice environment	1.4%	15	2.3%	2	0.5%	1	3.1%	3	0.0%	0	3.4%	4	1.2%	2	0.0%	0	0.5%	1	1.8%	2	4.2%	2
Parking is expensive	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is hard / lack of spaces	1.2%	13	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.7%	3	1.2%	2	0.0%	0	1.2%	2	3.2%	3	1.6%	1
Parking is to far from shops	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by foot / cycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.0%	0
Poor access by public transport	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.9%	0	0.0%	0	0.6%	1	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Poor access for disabled	0.3%	3	0.6%	1	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.8%	9	0.9%	1	0.5%	1	0.0%	0	0.0%	0	4.7%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of non-food shops	1.2%	13	2.3%	2	0.3%	1	0.9%	1	4.2%	2	2.4%	3	0.0%	0	0.6%	1	0.6%	1	4.0%	4	0.0%	0
Poor range of services (e.g. bank, library, hairdresser etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	7.2%	79	21.8%	18	4.8%	9	10.5%	9	11.3%	5	7.9%	9	5.9%	8	3.1%	4	1.2%	2	2.6%	2	29.0%	11
Too busy / noisy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Too expensive	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	31.3%	340	3.6%	3	38.7%	75	30.8%	27	18.0%	8	10.4%	12	26.6%	37	40.2%	54	57.1%	90	36.1%	33	1.6%	1
Too many charity shops	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Traffic congestion	0.4%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vacant / empty shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Disabled / hard to walk	0.5%	6	0.6%	1	1.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	0	0.0%	0
Not familiar with it	0.6%	6	0.6%	1	1.8%	4	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Can get everything I need locally	1.0%	11	0.9%	1	0.7%	1	0.0%	0	0.0%	0	3.6%	4	1.4%	2	0.0%	0	1.1%	2	0.8%	1	0.0%	0
Dislike the area	0.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	20	6.9%	6	2.5%	5	3.0%	3	0.0%	0	1.2%	1	1.9%	3	1.8%	2	0.5%	1	0.0%	0	0.0%	0
Weighted base:		1088		83		193		87		47		116		140		135		158		90		38
Sample:		1107		75		186		89		70		121		140		145		157		91		33

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50DWhy don't you visit Rosehill Town Centre? [MR]																						
Those who do not visit Rosehill Town Centre at Q27																						
Nothing / very little	46.3%	561	49.7%	100	44.2%	47	33.3%	24	40.0%	26	55.8%	79	49.7%	74	47.7%	69	37.9%	61	38.2%	30	55.3%	52
It's rundown / needs a revamp	5.3%	64	5.0%	10	4.4%	5	5.1%	4	13.6%	9	2.7%	4	6.1%	9	2.5%	4	3.5%	6	13.3%	10	4.8%	5
Lack of chain / well known stores	2.0%	25	3.8%	8	2.0%	2	1.3%	1	1.0%	1	1.6%	2	1.4%	2	0.9%	1	1.1%	2	3.6%	3	3.4%	3
Lack of foodstores	0.8%	10	0.3%	1	0.8%	1	2.2%	2	1.0%	1	0.6%	1	0.0%	0	0.6%	1	2.5%	4	0.8%	1	0.0%	0
Lack of independent stores	0.7%	9	2.1%	4	0.0%	0	1.1%	1	1.0%	1	1.2%	2	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Litter / unclean	0.9%	10	1.8%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	5.5%	4	0.0%	0
Not a nice environment	4.2%	50	4.4%	9	3.6%	4	4.6%	3	8.4%	6	5.0%	7	5.7%	9	2.7%	4	2.3%	4	5.0%	4	2.0%	2
Parking is expensive	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is hard / lack of spaces	2.9%	35	2.6%	5	0.5%	1	3.1%	2	6.6%	4	3.4%	5	2.7%	4	2.6%	4	2.1%	3	5.4%	4	3.0%	3
Parking is to far from shops	0.2%	3	0.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Poor access by foot / cycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0
Poor access by public transport	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor access for disabled	0.2%	2	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	1.4%	16	0.3%	1	4.3%	5	1.9%	1	0.0%	0	1.5%	2	2.8%	4	0.5%	1	0.3%	1	0.6%	0	2.3%	2
Poor range of non-food shops	2.3%	28	2.9%	6	8.6%	9	1.1%	1	1.7%	1	3.6%	5	1.9%	3	0.9%	1	0.5%	1	0.9%	1	0.6%	1
Poor range of services (e.g. bank, library, hairdresser etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	1.1%	14	0.4%	1	0.0%	0	5.5%	4	0.0%	0	0.0%	0	1.9%	3	3.9%	6	0.0%	0	0.9%	1	0.0%	0
There is nothing to do there	8.9%	108	6.8%	14	8.6%	9	15.7%	11	13.8%	9	9.7%	14	9.2%	14	4.5%	7	7.3%	12	3.7%	3	17.3%	16
Too busy / noisy	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Too expensive	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	23.0%	279	23.4%	47	13.5%	14	26.1%	19	15.6%	10	12.9%	18	18.7%	28	31.1%	45	44.5%	72	22.3%	17	9.6%	9
Too many charity shops	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Too many cheap shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.9%	1	0.0%	0
Traffic congestion	0.6%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.8%	4	0.5%	1	0.0%	0	0.0%	0	1.3%	1
Vacant / empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / hard to walk	0.5%	6	0.3%	1	3.0%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.6%	0	0.0%	0
Not familiar with it	0.5%	6	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Can get everything I need locally	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1
Dislike the area	0.4%	5	0.0%	0	0.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	0.8%	1	0.0%	0
Too small	0.7%	8	0.9%	2	1.6%	2	1.3%	1	0.7%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	1.7%	2
(Don't know)	2.2%	26	4.5%	9	2.8%	3	3.5%	2	2.2%	1	0.7%	1	1.5%	2	1.3%	2	1.6%	3	0.0%	0	2.4%	2
Weighted base:		1211		201		106		71		65		141		148		145		161		78		95
Sample:		1231		200		115		72		80		139		147		148		160		79		91

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50E Why don't you visit Cheam Town Centre? [MR]																						
Those who do not visit Cheam Town Centre at Q27																						
Nothing / very little	52.1%	554	55.1%	73	51.3%	104	48.8%	35	54.3%	21	67.4%	53	61.4%	76	51.6%	68	35.8%	57	49.0%	42	63.0%	25
It's rundown / needs a revamp	0.5%	5	0.7%	1	1.0%	2	1.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lack of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.7%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of chain / well known stores	1.6%	17	3.4%	5	0.3%	1	3.8%	3	5.7%	2	1.0%	1	3.0%	4	0.0%	0	0.8%	1	0.0%	0	2.9%	1
Lack of foodstores	0.6%	6	0.4%	1	0.7%	1	0.0%	0	2.7%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independent stores	0.6%	6	0.4%	1	0.7%	1	0.0%	0	1.6%	1	0.0%	0	2.5%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Litter / unclean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not a nice environment	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.3%	1	0.0%	0	0.0%	0
Parking is hard / lack of spaces	2.0%	21	3.0%	4	0.0%	0	4.1%	3	1.1%	0	2.4%	2	1.7%	2	1.0%	1	3.1%	5	3.5%	3	1.5%	1
Parking is to far from shops	0.4%	4	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Poor access by foot / cycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.3%	1	0.0%	0	0.0%	0
Poor access by public transport	0.5%	6	0.4%	1	1.2%	2	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Poor access for disabled	0.2%	2	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Poor range of non-food shops	1.7%	18	4.8%	6	1.9%	4	1.1%	1	1.8%	1	6.0%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1
Poor range of services (e.g. bank, library, hairdresser etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	5.9%	62	13.6%	18	1.6%	3	2.2%	2	18.0%	7	6.1%	5	5.0%	6	4.0%	5	1.1%	2	6.1%	5	23.4%	9
Too busy / noisy	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	29.6%	315	11.2%	15	33.9%	69	26.9%	19	7.9%	3	11.8%	9	21.8%	27	38.4%	50	55.1%	87	39.9%	34	1.5%	1
Too many charity shops	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vacant / empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / hard to walk	0.6%	7	0.4%	1	1.9%	4	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	0	0.0%	0
Not familiar with it	0.8%	8	2.8%	4	0.9%	2	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Can get everything I need locally	0.3%	4	1.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the area	0.6%	7	0.6%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1	0.7%	1	1.6%	2	0.0%	0	0.9%	1	0.0%	0
Prefer to shop online	0.8%	8	0.0%	0	1.0%	2	6.0%	4	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	27	4.3%	6	2.3%	5	3.6%	3	3.2%	1	1.3%	1	3.9%	5	2.1%	3	1.6%	3	0.0%	0	4.5%	2
Weighted base:		1064		133		203		72		39		79		124		131		158		85		39
Sample:		1091		131		205		77		50		88		122		140		158		86		34

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q50F Why don't you visit Carshalton Town Centre? [MR]																						
Those who do not visit Carshalton Town Centre at Q27																						
Nothing / very little	53.8%	528	54.7%	116	57.3%	89	37.7%	22	47.6%	32	54.9%	66	58.8%	57	53.9%	46	51.7%	39	33.6%	6	59.3%	55
It's rundown / needs a revamp	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lack of cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of chain / well known stores	2.6%	26	2.0%	4	1.4%	2	1.9%	1	2.8%	2	3.7%	4	0.9%	1	1.0%	1	10.7%	8	13.3%	2	0.0%	0
Lack of foodstores	1.0%	9	0.2%	1	0.6%	1	2.9%	2	0.6%	0	2.3%	3	0.0%	0	1.0%	1	1.9%	1	4.4%	1	0.0%	0
Lack of independent stores	0.8%	7	0.6%	1	0.5%	1	0.0%	0	0.6%	0	2.2%	3	0.0%	0	1.0%	1	1.9%	1	0.0%	0	0.0%	0
Litter / unclean	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not a nice environment	0.3%	3	0.4%	1	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.5%	5	0.4%	1	0.3%	1	0.0%	0	2.0%	1	0.6%	1	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Parking is hard / lack of spaces	3.8%	37	2.5%	5	1.4%	2	2.5%	1	8.0%	5	11.3%	14	3.6%	4	2.2%	2	0.7%	1	3.9%	1	2.7%	2
Parking is too far from shops	0.5%	5	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.6%	1	0.0%	0	2.7%	0	0.0%	0
Poor access by foot / cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Poor access by public transport	0.5%	5	0.4%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.4%	1	0.0%	0
Poor access for disabled	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Poor range of non-food shops	2.3%	23	1.1%	2	1.6%	3	1.4%	1	2.9%	2	5.9%	7	5.0%	5	1.6%	1	1.0%	1	2.7%	0	0.6%	1
Poor range of services (e.g. bank, library, hairdresser etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	0.7%	7	0.2%	1	0.0%	0	3.4%	2	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	9.3%	91	6.1%	13	4.4%	7	9.2%	5	19.8%	13	9.5%	11	10.1%	10	15.0%	13	8.4%	6	0.0%	0	13.2%	12
Too busy / noisy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	21.3%	209	26.1%	55	24.0%	38	28.0%	16	13.1%	9	14.8%	18	15.5%	15	21.6%	18	23.3%	18	15.1%	3	21.0%	20
Too many charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cheap shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Traffic congestion	0.8%	8	1.3%	3	0.7%	1	0.0%	0	2.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Vacant / empty shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / hard to walk	0.6%	6	0.2%	1	2.1%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	2.7%	0	0.0%	0
Not familiar with it	0.9%	9	2.8%	6	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can get everything I need locally	0.3%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	0.6%	1
Too small	1.3%	12	0.0%	0	1.9%	3	7.6%	4	1.1%	1	1.1%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know)	2.3%	22	3.4%	7	1.9%	3	1.8%	1	1.2%	1	0.4%	1	1.9%	2	3.0%	3	1.0%	1	21.5%	4	1.2%	1
Weighted base:		981		212		156		57		67		120		98		85		76		17		93
Sample:		1002		209		165		59		86		120		99		86		67		21		90

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q51 Do you make use of electronic shopping? [MR]																						
Home Internet shopping	65.1%	978	71.2%	155	51.6%	126	60.5%	69	66.1%	53	79.0%	114	67.7%	107	65.5%	103	71.0%	126	70.9%	75	48.2%	50
Portable Internet shopping through a mobile phone	17.0%	256	17.4%	38	13.4%	33	33.3%	38	13.7%	11	9.3%	13	16.0%	25	8.6%	13	27.6%	49	20.7%	22	12.4%	13
TV shopping	2.9%	43	1.8%	4	1.9%	5	2.1%	2	1.7%	1	1.5%	2	1.3%	2	2.7%	4	7.0%	12	4.1%	4	5.7%	6
(None of these)	32.1%	482	28.4%	62	45.8%	112	27.4%	31	31.1%	25	21.0%	30	28.9%	46	34.5%	54	27.6%	49	26.0%	27	43.9%	46
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Q52 Which goods or services do you currently purchase via electronic (home / mobile) shopping? [MR]*Those who use electronic shopping at Q51*

Books	41.9%	427	48.4%	75	33.8%	45	26.5%	22	33.3%	18	59.0%	68	45.8%	52	38.5%	40	37.4%	48	50.3%	39	35.8%	21
CDs, DVDs, music, computer games	34.6%	353	33.5%	52	31.1%	41	25.3%	21	40.3%	22	41.1%	47	37.6%	42	33.4%	34	35.1%	45	41.6%	32	26.9%	16
Clothes & shoes	41.1%	419	48.5%	75	34.9%	46	38.9%	32	40.6%	22	47.5%	54	39.6%	45	40.0%	41	45.0%	58	33.6%	26	32.6%	19
Concert / theatre tickets	2.1%	21	1.0%	2	2.2%	3	0.6%	1	4.3%	2	8.2%	9	0.0%	0	0.0%	0	2.1%	3	0.8%	1	1.5%	1
Craft / hobby items & stationery	3.9%	40	4.9%	8	5.2%	7	5.8%	5	6.6%	4	6.5%	7	4.1%	5	0.8%	1	2.6%	3	0.8%	1	0.0%	0
DIY goods	4.2%	43	2.7%	4	1.9%	2	1.1%	1	5.6%	3	9.5%	11	11.5%	13	2.3%	2	4.1%	5	0.8%	1	1.0%	1
Food	14.7%	150	17.1%	27	14.6%	19	13.0%	11	6.0%	3	21.4%	24	10.2%	11	6.7%	7	18.3%	24	24.7%	19	8.3%	5
Furniture, soft furnishings and floor coverings	8.5%	87	10.0%	16	6.2%	8	3.9%	3	7.5%	4	15.4%	18	8.6%	10	8.1%	8	7.7%	10	5.0%	4	11.1%	6
Garden items	2.3%	23	1.7%	3	0.4%	1	2.0%	2	4.3%	2	6.2%	7	2.7%	3	2.0%	2	1.2%	2	0.0%	0	4.3%	2
Gifts	7.1%	73	5.6%	9	1.2%	2	5.8%	5	5.4%	3	13.2%	15	10.5%	12	5.4%	6	9.4%	12	7.5%	6	6.8%	4
Health and beauty, chemist items	5.0%	52	3.2%	5	7.2%	9	2.7%	2	4.3%	2	8.6%	10	3.4%	4	5.6%	6	2.4%	3	6.2%	5	8.6%	5
Holiday / travel tickets	3.6%	37	7.2%	11	1.0%	1	1.7%	1	4.3%	2	10.2%	12	0.9%	1	1.4%	1	2.5%	3	0.9%	1	4.3%	2
Jewellery	1.7%	18	1.7%	3	0.7%	1	0.9%	1	4.3%	2	5.8%	7	0.0%	0	0.8%	1	2.9%	4	0.0%	0	0.0%	0
Major electrical items	16.3%	166	18.3%	28	11.2%	15	23.1%	19	19.6%	11	19.2%	22	15.7%	18	18.5%	19	4.9%	6	21.0%	16	19.7%	11
Small electrical items	24.5%	250	29.8%	46	10.0%	13	34.9%	29	17.0%	9	24.6%	28	29.4%	33	31.8%	33	17.3%	22	26.9%	21	25.5%	15
Small household goods	7.3%	74	8.1%	13	5.8%	8	7.6%	6	4.9%	3	4.9%	6	12.8%	14	5.7%	6	9.4%	12	2.2%	2	9.0%	5
Sports goods	2.0%	21	2.6%	4	1.0%	1	3.3%	3	2.3%	1	1.1%	1	4.2%	5	1.5%	2	1.6%	2	2.1%	2	0.0%	0
Toys	11.7%	120	22.8%	35	10.7%	14	14.1%	12	8.9%	5	9.1%	10	4.7%	5	7.1%	7	10.1%	13	17.4%	14	6.6%	4
Vehicle parts	0.6%	6	1.1%	2	0.0%	0	0.0%	0	3.9%	2	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / equipment	1.5%	15	1.8%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.7%	1	0.0%	0	7.6%	6	0.0%	0
(Don't know / can't remember)	6.6%	68	5.1%	8	4.1%	5	9.9%	8	8.0%	4	4.1%	5	6.9%	8	8.0%	8	4.4%	6	6.0%	5	18.4%	11
Weighted base:		1021		156		132		83		55		114		113		103		129		78		58
Sample:		927		135		112		77		63		97		108		87		120		71		57

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	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q53A Do you normally have books delivered, or do you normally use Click & Collect?																						
<i>Those who said books at Q52</i>																						
Delivered (incl. downloads)	91.3%	390	83.6%	63	100.0%	45	100.0%	22	100.0%	18	83.8%	57	91.7%	47	98.7%	39	91.4%	44	89.7%	35	95.8%	20
Click & Collect	2.9%	12	2.2%	2	0.0%	0	0.0%	0	0.0%	0	13.7%	9	1.2%	1	1.3%	1	0.0%	0	1.1%	0	0.0%	0
Varies	5.8%	25	14.3%	11	0.0%	0	0.0%	0	0.0%	0	2.6%	2	7.1%	4	0.0%	0	8.6%	4	9.1%	4	4.2%	1
Weighted base:		427		75		45		22		18		68		52		40		48		39		21
Sample:		389		65		36		26		23		52		51		35		47		32		22
Q53B Do you normally have CDs, DVDs, music delivered, or do you normally use Click & Collect?																						
<i>Those who said CDs, DVDs, music at Q52</i>																						
Delivered (incl. downloads)	88.3%	312	93.2%	49	97.8%	40	95.8%	20	97.2%	22	80.1%	38	94.1%	40	86.6%	30	70.9%	32	87.6%	28	88.1%	14
Click & Collect	6.0%	21	1.5%	1	0.0%	0	0.0%	0	2.8%	1	18.0%	8	2.4%	1	11.9%	4	10.5%	5	1.4%	0	6.4%	1
Varies	5.7%	20	5.3%	3	2.2%	1	4.2%	1	0.0%	0	1.8%	1	3.5%	1	1.5%	1	18.6%	8	11.0%	4	5.6%	1
Weighted base:		353		52		41		21		22		47		42		34		45		32		16
Sample:		304		49		38		17		24		32		36		28		36		30		14
Q53C Do you normally have clothes & shoes delivered, or do you normally use Click & Collect?																						
<i>Those who said clothes & shoes at Q52</i>																						
Delivered (incl. downloads)	75.1%	315	74.0%	56	67.8%	31	79.2%	26	93.7%	21	74.7%	41	79.4%	35	79.6%	33	75.0%	43	45.2%	12	90.1%	17
Click & Collect	11.0%	46	17.6%	13	5.3%	2	4.1%	1	3.2%	1	13.1%	7	14.4%	6	15.8%	7	12.6%	7	0.0%	0	5.3%	1
Varies	14.0%	59	8.4%	6	26.9%	12	16.7%	5	3.2%	1	12.2%	7	6.2%	3	4.5%	2	12.4%	7	54.9%	14	4.6%	1
Weighted base:		419		75		46		32		22		54		45		41		58		26		19
Sample:		345		60		38		32		20		40		45		23		46		21		20
Q53D Do you normally have concert / theatre tickets delivered, or do you normally use Click & Collect?																						
<i>Those who said concert / theatre tickets at Q52</i>																						
Delivered (incl. downloads)	90.5%	19	100.0%	2	100.0%	3	0.0%	0	100.0%	2	100.0%	9	0.0%	0	0.0%	0	45.8%	1	100.0%	1	100.0%	1
Click & Collect	2.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.2%	1	0.0%	0	0.0%	0
Weighted base:		21		2		3		1		2		9		0		0		3		1		1
Sample:		19		2		2		1		2		6		0		0		4		1		1
Q53E Do you normally have craft / hobby items & stationery delivered, or do you normally use Click & Collect?																						
<i>Those who said craft / hobby items & stationery at Q52</i>																						
Delivered (incl. downloads)	90.2%	36	100.0%	8	100.0%	7	81.5%	4	82.8%	3	88.4%	7	78.3%	4	100.0%	1	84.8%	3	100.0%	1	0.0%	0
Click & Collect	1.6%	1	0.0%	0	0.0%	0	0.0%	0	17.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	8.2%	3	0.0%	0	0.0%	0	18.5%	1	0.0%	0	11.6%	1	21.7%	1	0.0%	0	15.2%	1	0.0%	0	0.0%	0
Weighted base:		40		8		7		5		4		7		5		1		3		1		0
Sample:		40		7		7		5		4		5		5		1		5		1		0

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Q53F Do you normally have DIY goods delivered, or do you normally use Click & Collect?*Those who said DIY goods at Q52*

Delivered (incl. downloads)	94.3%	41	79.1%	3	100.0%	2	0.0%	0	77.0%	2	100.0%	11	100.0%	13	100.0%	2	100.0%	5	100.0%	1	100.1%	1
Click & Collect	3.6%	2	20.9%	1	0.0%	0	0.0%	0	23.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	2.1%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		43		4		2		1		3		11		13		2		5		1		1
Sample:		36		4		2		1		3		9		6		2		7		1		1

Q53G Do you normally have food delivered, or do you normally use Click & Collect?*Those who said food at Q52*

Delivered (incl. downloads)	89.1%	134	90.0%	24	85.8%	16	67.3%	7	100.0%	3	95.9%	23	92.3%	11	100.0%	7	82.9%	20	96.6%	19	81.8%	4
Click & Collect	2.5%	4	0.0%	0	0.0%	0	25.4%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	8.4%	13	10.0%	3	14.2%	3	7.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	17.1%	4	3.4%	1	18.2%	1
Weighted base:		150		27		19		11		3		24		11		7		24		19		5
Sample:		125		20		18		12		5		18		10		8		16		14		4

Q53H Do you normally have furniture, soft furnishings and floor coverings delivered, or do you normally use Click & Collect?*Those who said furniture, soft furnishings and floor coverings at Q52*

Delivered (incl. downloads)	81.7%	71	76.8%	12	76.1%	6	83.5%	3	100.0%	4	100.0%	18	72.7%	7	51.1%	4	92.7%	9	80.9%	3	75.3%	5
Click & Collect	8.5%	7	0.0%	0	0.0%	0	16.5%	1	0.0%	0	0.0%	0	18.2%	2	48.9%	4	0.0%	0	0.0%	0	15.4%	1
Varies	9.8%	9	23.2%	4	23.9%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	7.3%	1	19.1%	1	9.3%	1
Weighted base:		87		16		8		3		4		18		10		8		10		4		6
Sample:		76		11		8		3		5		10		10		5		9		6		9

Q53I Do you normally have garden items delivered, or do you normally use Click & Collect?*Those who said garden items at Q52*

Delivered (incl. downloads)	93.6%	22	100.0%	3	100.1%	1	100.0%	2	100.0%	2	100.0%	7	100.0%	3	100.0%	2	66.7%	1	0.0%	0	59.8%	1
Click & Collect	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	1
Varies	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Weighted base:		23		3		1		2		2		7		3		2		2		0		2
Sample:		26		3		1		2		2		5		4		3		3		0		3

Q53J Do you normally have gifts delivered, or do you normally use Click & Collect?*Those who said gifts at Q52*

Delivered (incl. downloads)	86.8%	63	91.3%	8	100.0%	2	65.0%	3	100.0%	3	69.2%	10	91.5%	11	90.9%	5	100.0%	12	100.0%	6	74.8%	3
Click & Collect	5.0%	4	8.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	1
Varies	8.2%	6	0.0%	0	0.0%	0	35.1%	2	0.0%	0	18.3%	3	8.5%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		73		9		2		5		3		15		12		6		12		6		4
Sample:		69		8		2		6		3		10		14		7		11		3		5

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Q53K Do you normally have health and beauty, chemist items delivered, or do you normally use Click & Collect?*Those who said health and beauty, chemist items at Q52*

Delivered (incl. downloads)	93.7%	48	100.0%	5	100.0%	9	59.8%	1	100.0%	2	100.0%	10	100.0%	4	87.1%	5	100.0%	3	66.6%	3	100.0%	5
Click & Collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	6.3%	3	0.0%	0	0.0%	0	40.3%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	1	0.0%	0	33.4%	2	0.0%	0
Weighted base:		52		5		9		2		2		10		4		6		3		5		5
Sample:		49		5		6		3		2		7		5		6		4		6		5

Q53L Do you normally have holiday / travel tickets delivered, or do you normally use Click & Collect?*Those who said holiday / travel tickets at Q52*

Delivered (incl. downloads)	93.6%	34	100.0%	11	100.0%	1	37.7%	1	100.0%	2	100.0%	12	100.0%	1	100.0%	1	54.3%	2	100.0%	1	100.0%	2
Click & Collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	6.4%	2	0.0%	0	0.0%	0	62.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	1	0.0%	0	0.0%	0
Weighted base:		37		11		1		1		2		12		1		1		3		1		2
Sample:		33		6		2		2		2		9		1		2		5		1		3

Q53M Do you normally have jewellery delivered, or do you normally use Click & Collect?*Those who said jewellery at Q52*

Delivered (incl. downloads)	95.6%	17	100.0%	3	100.0%	1	0.0%	0	100.0%	2	100.0%	7	0.0%	0	100.0%	1	100.0%	4	0.0%	0	0.0%	0
Click & Collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	4.4%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		18		3		1		1		2		7		0		1		4		0		0
Sample:		17		3		1		1		2		4		0		1		5		0		0

Q53N Do you normally have major electrical items delivered, or do you normally use Click & Collect?*Those who said major electrical items at Q52*

Delivered (incl. downloads)	84.7%	141	74.0%	21	87.0%	13	95.4%	18	96.0%	10	92.1%	20	85.0%	15	80.5%	15	71.2%	4	81.7%	13	83.7%	10
Click & Collect	3.3%	6	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	4.4%	1	0.0%	0	0.0%	0	8.7%	1
Varies	12.0%	20	19.4%	6	13.0%	2	4.6%	1	4.0%	0	7.9%	2	5.0%	1	15.1%	3	28.8%	2	18.3%	3	7.6%	1
Weighted base:		166		28		15		19		11		22		18		19		6		16		11
Sample:		143		23		11		18		10		18		18		14		7		12		12

Q53O Do you normally have small electrical items delivered, or do you normally use Click & Collect?*Those who said small electrical items at Q52*

Delivered (incl. downloads)	84.0%	210	75.8%	35	100.0%	13	88.3%	26	95.4%	9	78.9%	22	90.2%	30	90.2%	29	72.2%	16	84.0%	18	79.3%	12
Click & Collect	3.1%	8	4.1%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	7.2%	2	2.6%	1	3.3%	1	2.1%	0	6.7%	1
Varies	12.9%	32	20.2%	9	0.0%	0	9.8%	3	4.6%	0	21.1%	6	2.7%	1	7.2%	2	24.6%	5	13.9%	3	14.0%	2
Weighted base:		250		46		13		29		9		28		33		33		22		21		15
Sample:		221		36		16		23		11		23		32		22		23		20		15

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Q53P Do you normally have small household goods delivered, or do you normally use Click & Collect?*Those who said small household goods at Q52*

Delivered (incl. downloads)	81.1%	60	65.8%	8	100.0%	8	85.8%	5	100.0%	3	24.9%	1	100.0%	14	100.0%	6	65.4%	8	74.4%	1	100.0%	5
Click & Collect	5.3%	4	15.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	2	25.6%	0	0.0%	0
Varies	13.7%	10	19.2%	2	0.0%	0	14.2%	1	0.0%	0	75.1%	4	0.0%	0	0.0%	0	21.8%	3	0.0%	0	0.0%	0
Weighted base:		74		13		8		6		3		6		14		6		12		2		5
Sample:		78		12		9		7		3		3		13		7		16		3		5

Q53Q Do you normally have sports goods delivered, or do you normally use Click & Collect?*Those who said sports goods at Q52*

Delivered (incl. downloads)	93.8%	19	68.2%	3	100.0%	1	100.0%	3	100.0%	1	100.0%	1	100.0%	5	100.0%	2	100.0%	2	100.0%	2	0.0%	0
Click & Collect	3.7%	1	18.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	2.5%	1	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		21		4		1		3		1		1		5		2		2		2		0
Sample:		22		4		2		2		2		2		4		2		3		1		0

Q53R Do you normally have toys delivered, or do you normally use Click & Collect?*Those who said toys at Q52*

Delivered (incl. downloads)	77.8%	93	89.3%	32	72.5%	10	85.7%	10	55.4%	3	73.5%	8	76.9%	4	100.0%	7	55.3%	7	61.9%	8	100.0%	4
Click & Collect	5.5%	7	0.0%	0	13.8%	2	0.0%	0	44.6%	2	18.2%	2	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	16.6%	20	10.7%	4	13.8%	2	14.3%	2	0.0%	0	8.3%	1	11.5%	1	0.0%	0	44.7%	6	38.1%	5	0.0%	0
Weighted base:		120		35		14		12		5		10		5		7		13		14		4
Sample:		85		20		9		7		7		12		8		4		8		6		4

Q53S Do you normally have vehicle parts delivered, or do you normally use Click & Collect?*Those who said vehicle parts at Q52*

Delivered (incl. downloads)	88.8%	6	100.0%	2	0.0%	0	0.0%	0	66.6%	1	100.0%	2	99.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click & Collect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	11.2%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		6		2		0		0		2		2		1		0		0		0		0
Sample:		7		2		0		0		3		1		1		0		0		0		0

Q53T Do you normally have pet food / equipment delivered, or do you normally use Click & Collect?*Those who said pet food / equipment at Q52*

Delivered (incl. downloads)	74.4%	11	81.2%	2	48.5%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	100.1%	1	0.0%	0	72.8%	4	0.0%	0
Click & Collect	15.1%	2	18.9%	1	51.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	2	0.0%	0
Weighted base:		15		3		3		0		0		0		2		1		0		6		0
Sample:		15		4		4		0		0		0		3		1		0		3		0

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
Q54 Which of these activities do you (or other members of your household) participate in? [MR/PR]																						
Health & fitness / leisure centre activities	29.4%	442	31.9%	69	20.5%	50	26.8%	31	32.9%	26	31.3%	45	32.1%	51	34.3%	54	23.4%	42	36.0%	38	34.4%	36
Cinema	50.4%	758	55.6%	121	46.9%	114	49.5%	56	52.5%	42	53.8%	78	48.8%	77	43.6%	68	55.1%	98	48.3%	51	49.3%	51
Restaurants, bars, pubs etc.	74.2%	1115	78.3%	170	62.0%	151	76.4%	87	78.3%	63	83.8%	121	84.0%	133	69.3%	109	76.5%	136	67.3%	71	70.5%	73
Ten-pin bowling	15.3%	230	16.6%	36	17.4%	42	12.7%	14	21.3%	17	16.9%	24	5.3%	8	10.8%	17	23.1%	41	14.9%	16	12.7%	13
Bingo	3.4%	51	1.4%	3	6.4%	16	6.4%	7	8.0%	6	2.9%	4	1.4%	2	0.6%	1	3.8%	7	2.0%	2	2.0%	2
Theatre / concert halls / museums / art galleries	48.4%	727	59.7%	130	34.5%	84	48.4%	55	44.7%	36	52.8%	77	59.2%	94	46.3%	73	47.3%	84	44.4%	47	46.1%	48
(None of these)	14.2%	213	10.5%	23	23.6%	58	14.4%	16	12.3%	10	8.7%	13	10.2%	16	16.3%	26	9.5%	17	18.9%	20	14.6%	15
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q55 Which centre / facility did you last visit for indoor sports or health and fitness activity?																						
<i>Those who participate in health & fitness or leisure centre activities at Q54</i>																						
Cheam Leisure Centre	3.2%	14	6.0%	4	1.6%	1	2.6%	1	2.7%	1	1.2%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	15.1%	5
David Lloyd, Cheam	3.5%	15	6.2%	4	3.9%	2	0.0%	0	4.0%	1	1.7%	1	0.0%	0	1.6%	1	0.0%	0	3.4%	1	14.7%	5
David Lloyd, Epsom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Raynes Park	0.9%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Weir Leisure Centre, Carshalton	2.9%	13	0.0%	0	6.5%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	3	3.0%	1	12.6%	5	0.0%	0
Energie Fitness, Epsom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Fitness First, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Future Fitness, Epsom	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Gym, Sutton	1.3%	6	0.0%	0	0.0%	0	2.6%	1	13.1%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Gym 4 All, Waddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
LA Fitness, Epsom	0.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health & Wellbeing, Sutton	4.2%	19	0.8%	1	0.0%	0	6.4%	2	5.9%	2	14.0%	6	8.0%	4	3.9%	2	3.7%	2	0.0%	0	1.7%	1
Phoenix Centre, Wallington	2.3%	10	1.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.3%	1	12.9%	7	1.8%	1	0.0%	0	0.0%	0
Pink's Gym, Carshalton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.9%	1	0.0%	0
Pulse, Carshalton	5.6%	25	0.0%	0	6.1%	3	25.9%	8	2.4%	1	0.0%	0	5.5%	3	0.0%	0	15.2%	6	10.6%	4	0.0%	0
Shapers, Croydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Shapers, Sutton	0.9%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.6%	2	1.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Spirit Health and Fitness, Sutton	0.9%	4	0.0%	0	3.9%	2	2.9%	1	2.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Colliers Wood	2.5%	11	0.0%	0	13.5%	7	8.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	1
Virgin Active, Waddon, Croydon	4.6%	20	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	15.1%	8	8.1%	3	3.4%	1	0.0%	0
Westcroft Leisure Centre, Carshalton	15.6%	69	0.0%	0	8.3%	4	35.7%	11	7.5%	2	0.0%	0	16.5%	8	20.9%	11	40.3%	17	38.4%	15	2.5%	1
Wimbledon Leisure Centre	0.6%	3	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Other	15.3%	68	22.5%	16	7.5%	4	0.0%	0	4.3%	1	21.9%	10	26.2%	13	15.1%	8	16.8%	7	15.4%	6	7.9%	3
Banstead	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banstead Sports Centre, Epsom	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	10	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canons Leisure Centre, Madeira Road, Mitcham	1.8%	8	0.8%	1	14.0%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carshalton	1.1%	5	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Cheam	0.7%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Croydon	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.9%	1	1.8%	1	0.0%	0	0.0%	0
Dorking Sports Centre, Reigate Road, Dorking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.5%	2	0.8%	1	0.0%	0	0.0%	0	1.6%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4Less, Gander Green Lane, Sutton	2.4%	11	1.1%	1	0.0%	0	0.0%	0	20.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	2.5%	1
LA Fitness, Banstead Road,	0.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Banstead																						
Malden Centre, Blagdon Road, New Malden	2.9%	13	16.1%	11	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Morden	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden Hall Park, Morden Hall Road, Morden	0.9%	4	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden Park Pool, London Road, Morden	0.6%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Nuffield Health Fitness & Wellbeing Centre, Colonnades, Purley Way, Croydon	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	8	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Centre, Peaches Close, Cheam	1.6%	7	0.0%	0	3.9%	2	0.0%	0	2.7%	1	5.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1
St Helier Hospital, Wrythe Lane, Carshalton	0.7%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0	2.8%	1
Sutton	2.8%	12	0.0%	0	1.8%	1	0.0%	0	11.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	21.2%	8
Sutton Arena Leisure Centre, Middleton Road, Carshalton	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Tennis Academy, Rosehill Recreation Ground, Sutton	0.5%	2	0.0%	0	1.6%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
The River Club, Old Malden Lane, Worcester Park	1.0%	5	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Zone Health & Fitness, Rosehill Recreation Ground, Sutton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Worcester Park	1.1%	5	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosehill Recreation Ground, Sutton	0.8%	3	0.0%	0	1.8%	1	5.5%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.3%	24	12.2%	8	6.8%	3	1.8%	1	15.4%	4	3.6%	2	3.2%	2	2.3%	1	0.0%	0	1.9%	1	5.3%	2
Weighted base:	442			69		50		31		26		45		51		54		42		38		36
Sample:	375			57		37		25		24		41		51		41		39		31		29

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Q56 Which centre / facility did you last visit to go the cinema?																						
Those who go to the cinema at Q54																						
Empire, St Nicholas Centre, Sutton	37.6%	285	21.8%	26	47.3%	54	63.0%	36	69.2%	29	27.4%	21	38.5%	30	21.7%	15	21.7%	21	66.7%	34	36.6%	19
Odeon, Streatham High Road, Streatham	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, The Broadway, Wimbledon	11.9%	90	29.9%	36	26.8%	31	5.3%	3	9.2%	4	1.0%	1	0.0%	0	3.3%	2	0.7%	1	1.3%	1	23.6%	12
Odeon, The Rotunda, Kingston	3.9%	29	19.2%	23	3.3%	4	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Odeon, Upper High Street, Epsom	18.2%	138	23.0%	28	2.4%	3	12.6%	7	13.6%	6	52.4%	41	32.7%	25	6.3%	4	3.9%	4	5.7%	3	33.3%	17
The David Lean Cinema, Katharine Street, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Vue, High Street, Croydon Central	1.2%	9	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	5.1%	5	1.3%	1	0.0%	0
Vue, Valley Park, Croydon	20.0%	152	0.0%	0	11.6%	13	9.9%	6	1.5%	1	7.5%	6	15.7%	12	59.8%	41	62.3%	61	24.2%	12	0.0%	0
Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Carshalton Methodist Church, Ruskin Road, Carshalton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.3%	10	0.9%	1	0.7%	1	1.6%	1	1.5%	1	3.4%	3	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Crawley Leisure Park, London Road, Crawley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Haymarket, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Southside Shopping Centre, Wandsworth High Street, Wandsworth	0.5%	4	0.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	1.9%	2	0.0%	0	0.0%	0
Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Dorking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Empire, Leisure World, Jarman Park, Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman Reigate, Bancroft Road, Reigate	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairfield Halls, Park Lane, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV Curzon Cinema, The Broadway, Wimbledon	0.6%	4	0.7%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Morden	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, High Street, Esher	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Leicester Square, London	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Panton Street, London	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Putney High Street, Putney	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Odeon, Upper High Street, Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Prince Charles Cinema, Leicester Place, London	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Barbican Centre, Silk Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Cranbourn Street, Leicester Square, London	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Fulham Broadway Retail Centre, Fulham Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%	1
(Don't know / can't remember)	1.4%	10	0.7%	1	0.7%	1	3.4%	2	0.0%	0	1.3%	1	3.6%	3	1.5%	1	0.5%	1	0.9%	0	1.7%
Weighted base:	758			121		114		56		42		78		77		68		98		51	
Sample:	681			108		93		52		46		65		78		65		83		48	

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Zone I	Zone J
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Q57 Which centre / facility did you last visit to go to for restaurants, bars and pubs?*Those who go to restaurants / pubs / bars at Q54*

Banstead	4.6%	51	0.0%	0	0.6%	1	3.9%	3	0.0%	0	16.4%	20	13.3%	18	3.7%	4	0.7%	1	5.7%	4	0.0%	0
Belmont	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Carshalton	4.8%	53	0.0%	0	2.9%	4	4.1%	4	6.2%	4	0.0%	0	5.4%	7	4.3%	5	5.3%	7	30.3%	22	1.4%	1
Central London / West End	8.9%	100	9.9%	17	7.4%	11	5.6%	5	10.3%	6	4.3%	5	17.2%	23	13.6%	15	3.9%	5	10.9%	8	5.9%	4
Cheam	9.0%	100	11.7%	20	2.2%	3	4.1%	4	14.6%	9	14.4%	18	5.1%	7	0.5%	1	3.3%	5	6.7%	5	41.5%	30
Colliers Wood	0.2%	3	0.4%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Couldson	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Croydon	5.8%	65	0.0%	0	5.2%	8	2.2%	2	0.0%	0	0.4%	1	1.7%	2	19.0%	21	20.7%	28	4.5%	3	0.0%	0
Epsom	1.9%	21	1.7%	3	2.1%	3	2.4%	2	2.1%	1	4.7%	6	1.1%	1	0.0%	0	0.7%	1	1.0%	1	3.4%	2
Guildford	0.2%	3	0.0%	0	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.9%	21	6.2%	11	1.8%	3	2.2%	2	6.2%	4	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kingston-upon-Thames	0.9%	10	3.3%	6	1.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	0	0.0%	0
Mitcham	0.8%	9	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0
Morden	1.8%	21	1.9%	3	11.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.7%	8	3.1%	5	1.3%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
North Cheam	1.1%	13	3.1%	5	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.8%	1
Purley	1.4%	15	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.4%	1	1.3%	2	6.3%	7	3.1%	4	0.0%	0	0.0%	0
Redhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.9%	10	0.3%	1	0.0%	0	0.0%	0	1.1%	1	3.5%	4	1.8%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Rosehill	0.0%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stonecot Hill	0.2%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sutton	21.8%	243	5.1%	9	17.5%	26	53.5%	47	39.6%	25	24.1%	29	25.7%	34	12.7%	14	23.7%	32	24.8%	18	13.0%	10
Sutton Common Road	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Wallington	5.1%	57	0.0%	0	1.9%	3	2.2%	2	0.0%	0	0.0%	0	6.3%	8	19.6%	21	14.0%	19	2.9%	2	1.2%	1
Wimbledon	6.1%	68	10.2%	17	23.4%	35	0.0%	0	8.6%	5	3.5%	4	2.4%	3	0.0%	0	0.5%	1	1.8%	1	1.2%	1
Worcester Park	4.1%	45	23.4%	40	0.6%	1	0.6%	1	0.7%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	2.6%	2
Other	3.9%	44	6.7%	11	3.3%	5	6.9%	6	0.7%	0	2.6%	3	4.2%	6	4.2%	5	2.5%	3	0.0%	0	5.7%	4
Beddington	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.9%	1	0.0%	0
Chipstead	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Dorking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewell	1.1%	13	0.6%	1	1.2%	2	0.9%	1	2.1%	1	1.1%	1	0.5%	1	0.0%	0	0.5%	1	0.9%	1	6.0%	4
Hackbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Raynes Park	0.2%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.3%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surbiton	0.3%	4	1.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadworth	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tooting	0.9%	10	1.6%	3	1.1%	2	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Valley Leisure Park, Croydon	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
(Don't know / can't remember)	7.9%	88	5.3%	9	5.0%	8	4.0%	4	3.9%	2	16.6%	20	4.7%	6	11.0%	12	8.1%	11	7.0%	5	14.4%	11
Weighted base:	1115			170		151		87		63		121		133		109		136		71		73
Sample:	1069			166		147		81		71		111		129		100		127		67		70

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q58 Which centre / facility did you last visit to go ten-pin bowling?																						
<i>Those who go ten-pin bowling at Q54</i>																						
AMF, Purley	7.7%	18	0.0%	0	1.8%	1	19.6%	3	0.0%	0	0.0%	0	11.9%	1	20.8%	4	19.8%	8	8.8%	1	0.0%	0
Hollywood Bowl, Tolworth	14.6%	33	46.1%	17	5.8%	2	9.1%	1	31.1%	5	9.9%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	0	37.5%	5
Lloyd's Lanes, Wimbledon	6.5%	15	18.3%	7	4.6%	2	0.0%	0	7.8%	1	0.0%	0	0.0%	0	24.1%	4	0.0%	0	0.0%	0	6.7%	1
Tenpin, The Rotunda, Kingston	7.8%	18	7.7%	3	26.1%	11	0.0%	0	0.0%	0	17.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Valley Park, Croydon	30.1%	69	4.2%	2	34.7%	15	18.9%	3	2.5%	0	28.1%	7	43.3%	4	22.5%	4	64.3%	26	43.2%	7	16.6%	2
Central London	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0
Centre Parcs, Sherwood Forest, Newark	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
Charrington Bowl, Kingston Road, Surbiton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0
Croydon	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0	0.0%	0
David Lloyd Lanes, Bushey Road, Raynes Park	2.5%	6	14.0%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Guildford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford	1.8%	4	5.3%	2	0.0%	0	0.0%	0	9.1%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Crawley Leisure Park, Crawley Avenue, Crawley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Sports Club, The Ridge, Purley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Sutton	5.8%	13	0.0%	0	14.8%	6	6.2%	1	4.8%	1	4.1%	1	11.9%	1	4.4%	1	6.2%	3	0.0%	0	0.0%	0
Sutton Superbowl, St Nicholas Way, Sutton	8.9%	20	0.0%	0	1.8%	1	10.8%	2	31.9%	5	37.6%	9	10.5%	1	5.0%	1	0.0%	0	0.0%	0	13.3%	2
Tolworth	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.4%	22	2.4%	1	8.5%	4	35.3%	5	9.1%	2	0.0%	0	0.0%	0	5.0%	1	9.8%	4	20.5%	3	18.3%	2
Weighted base:		230		36		42		14		17		24		8		17		41		16		13
Sample:		163		32		21		11		14		11		9		15		26		11		13

Sutton Household Survey for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q59 Which centre / facility did you last visit to play bingo?																						
Those who go to Bingo at Q54																						
Gala Bingo, Tooting	6.8%	3	25.0%	1	9.2%	1	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0
Mecca Bingo, Croydon	3.4%	2	0.0%	0	0.0%	0	12.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0
Mecca Bingo, Morden	18.4%	9	0.0%	0	17.0%	3	57.3%	4	16.4%	1	0.0%	0	27.3%	1	0.0%	0	0.0%	0	0.0%	0	42.1%	1
Mecca Bingo, Sutton	18.8%	10	25.0%	1	6.9%	1	23.1%	2	6.7%	0	0.0%	0	0.0%	0	100.0%	1	59.1%	4	0.0%	0	29.0%	1
Riva Bingo, Sutton	29.6%	15	25.0%	1	41.9%	7	0.0%	0	70.2%	5	0.0%	0	27.3%	1	0.0%	0	7.4%	1	100.0%	2	0.0%	0
Kingston-upon-Thames	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	1
Online	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0
Sutton	0.8%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting Conservative & Unionist Club, Ashvale Road, London	1.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	18.0%	9	0.0%	0	25.0%	4	0.0%	0	0.0%	0	100.0%	4	45.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		51		3		16		7		6		4		2		1		7		2		2
Sample:		48		4		14		8		7		1		3		1		5		2		3

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q60 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?																						
<i>Those who visit theatres / concert halls / museums / art galleries at Q54</i>																						
Charles Cryer Studio Theatre, Carshalton	1.6%	12	0.0%	0	1.7%	1	1.0%	1	0.0%	0	2.5%	2	0.6%	1	8.9%	6	0.0%	0	0.0%	0	1.8%	1
Collyer Hall Theatre, Wimbledon	0.5%	4	1.5%	2	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Colour House Theatre, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Epsom Playhouse	1.1%	8	2.3%	3	0.0%	0	1.4%	1	0.0%	0	3.1%	2	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fairfield Halls, Croydon	3.3%	24	0.0%	0	1.3%	1	2.4%	1	0.0%	0	0.0%	0	3.2%	3	3.7%	3	15.5%	13	1.0%	0	4.3%	2
Rose Theatre, Kingston	0.3%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	0	0.0%	0
Secombe Theatre, Sutton	2.7%	20	0.0%	0	4.3%	4	5.2%	3	6.1%	2	8.9%	7	1.6%	1	1.0%	1	1.5%	1	0.0%	0	1.3%	1
Shed Theatre, Epsom	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3
Wimbledon Theatre, Wimbledon	11.6%	84	15.2%	20	28.7%	24	6.4%	4	11.4%	4	8.9%	7	6.0%	6	8.2%	6	1.5%	1	6.7%	3	20.7%	10
Bourne Hall, Museum, Epsom	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeywood Museum, Carshalton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Painted.org.uk, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	6	1.4%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0
Croydon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Theatre, Little Green, Richmond	0.6%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton United Football Club, The Borough Sports Ground, Gander Green Lane, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Friends of Whitehall, Malden Road, Sutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Miller Centre Theatre & Club, Caterham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Central London / West End	68.2%	496	69.3%	90	60.4%	51	76.5%	42	75.7%	27	60.8%	46	81.9%	77	61.1%	44	69.4%	58	78.2%	37	47.5%	23
(Don't know / can't remember)	7.1%	51	6.1%	8	2.5%	2	4.5%	3	2.4%	1	11.7%	9	4.0%	4	7.0%	5	9.8%	8	8.8%	4	16.5%	8
Weighted base:		727		130		84		55		36		77		94		73		84		47		48
Sample:		734		117		92		53		46		70		99		70		88		48		51

Sutton Household Survey for Boyer Planning

Weighted:

March 2015

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
Q61 Which leisure facilities would you like to see more of in the Sutton area? [MR]																						
Bars / pubs	1.5%	22	1.2%	3	1.3%	3	3.8%	4	0.0%	0	3.5%	5	1.2%	2	0.3%	1	0.5%	1	3.4%	4	0.0%	0
Better shopping facilities	2.7%	41	2.0%	4	2.9%	7	6.0%	7	3.8%	3	1.3%	2	4.8%	8	3.2%	5	0.8%	1	1.0%	1	2.1%	2
Bowling alley	3.1%	47	1.4%	3	2.8%	7	7.1%	8	6.2%	5	6.6%	10	2.7%	4	0.8%	1	1.6%	3	3.7%	4	2.0%	2
Cinema	3.7%	56	2.2%	5	1.2%	3	13.9%	16	3.9%	3	7.2%	10	3.7%	6	3.0%	5	1.3%	2	5.1%	5	0.6%	1
Hotels	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	2.3%	34	1.9%	4	2.6%	6	6.4%	7	5.1%	4	1.6%	2	2.8%	4	0.9%	1	0.4%	1	1.5%	2	1.5%	2
Health & fitness facilities (e.g. gym)	5.6%	84	6.8%	15	4.5%	11	5.5%	6	0.5%	0	7.2%	10	6.2%	10	4.4%	7	6.6%	12	8.5%	9	4.2%	4
Theatre	1.8%	27	1.6%	4	1.1%	3	4.5%	5	1.1%	1	2.2%	3	3.5%	6	0.9%	1	1.0%	2	0.0%	0	2.4%	2
Concert hall / venue	0.9%	14	1.1%	2	0.8%	2	0.7%	1	0.8%	1	0.4%	1	1.2%	2	3.2%	5	0.0%	0	0.0%	0	0.6%	1
Bingo	0.3%	5	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More children's facilties / activities	5.9%	88	5.9%	13	4.1%	10	8.8%	10	6.3%	5	6.3%	9	4.8%	8	2.9%	5	7.0%	12	12.7%	13	3.1%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	5.0%	75	8.3%	18	4.0%	10	5.3%	6	8.5%	7	11.8%	17	4.6%	7	1.5%	2	0.9%	2	0.0%	0	5.8%	6
More elderly facilities / activities	0.3%	4	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	1	1.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Dance facilities	0.3%	4	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Art gallery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.1%	16	0.4%	1	1.1%	3	1.3%	1	1.9%	2	0.0%	0	1.4%	2	1.6%	3	1.4%	3	0.0%	0	2.1%	2
Bicycle facilities / cycle paths	0.3%	4	1.2%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks / gardens / green spcae	0.6%	10	0.0%	0	0.2%	1	0.8%	1	1.3%	1	0.6%	1	2.8%	4	0.9%	1	0.0%	0	0.6%	1	0.0%	0
Climbing facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Community centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Fishing lake	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go karting track	0.3%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest	0.2%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Mini golf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Model aeroplane club	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
(Don't know)	8.8%	133	10.1%	22	9.7%	24	6.6%	8	5.8%	5	6.5%	9	10.6%	17	12.9%	20	6.5%	11	8.8%	9	7.7%	8
(None / nothing)	62.1%	933	63.3%	137	67.8%	165	51.7%	59	53.9%	43	51.4%	74	53.1%	84	70.5%	110	71.3%	127	59.1%	62	67.2%	70
Weighted base:	1503		217		244		114		80		145		159		157		178		105		104	
Sample:	1503		215		241		112		100		143		157		154		175		104		102	

GEN Gender of respondent.

Male	33.9%	510	33.6%	73	20.6%	50	42.8%	49	43.0%	35	41.3%	60	38.3%	61	35.7%	56	34.8%	62	33.4%	35	28.3%	29
Female	66.1%	993	66.4%	144	79.4%	193	57.2%	65	57.0%	46	58.7%	85	61.7%	98	64.3%	101	65.2%	116	66.6%	70	71.7%	74
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey for Boyer Planning

	Total		Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J	
AGE Could I ask how old you are?																						
18 to 24	4.8%	72	3.0%	7	8.3%	20	0.0%	0	6.7%	5	4.5%	7	0.0%	0	12.2%	19	3.5%	6	0.0%	0	7.3%	8
25 to 34	17.0%	255	13.5%	29	12.4%	30	18.9%	22	17.2%	14	26.1%	38	12.3%	20	15.6%	25	22.6%	40	27.2%	29	9.3%	10
35 to 44	19.9%	298	28.7%	62	20.0%	49	20.5%	23	15.5%	12	13.1%	19	15.3%	24	16.5%	26	19.4%	34	29.1%	31	16.8%	17
45 to 54	17.4%	262	16.4%	36	15.8%	38	20.6%	23	16.4%	13	15.8%	23	17.9%	28	14.2%	22	25.4%	45	14.8%	16	16.0%	17
55 to 64	16.4%	246	14.7%	32	15.7%	38	19.5%	22	18.6%	15	13.8%	20	21.6%	34	16.7%	26	13.5%	24	14.7%	15	18.2%	19
65 +	20.7%	311	19.5%	42	22.3%	54	17.0%	19	22.5%	18	23.9%	35	24.9%	40	20.5%	32	14.9%	27	12.7%	13	29.0%	30
(Refused)	3.9%	59	4.1%	9	5.5%	13	3.6%	4	3.1%	2	2.8%	4	8.1%	13	4.4%	7	0.5%	1	1.6%	2	3.3%	3
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?																						
One	18.5%	278	15.7%	34	23.5%	57	18.2%	21	17.4%	14	16.8%	24	17.2%	27	19.3%	30	17.7%	31	17.3%	18	20.2%	21
Two	50.2%	755	56.3%	122	47.3%	115	51.6%	59	50.4%	41	55.8%	81	53.5%	85	46.1%	72	46.2%	82	53.4%	56	40.1%	42
Three	16.5%	248	15.4%	33	14.4%	35	21.2%	24	14.9%	12	15.6%	23	14.0%	22	16.8%	26	20.0%	36	17.5%	18	17.4%	18
Four or more	11.1%	167	8.8%	19	11.5%	28	6.4%	7	15.2%	12	8.7%	13	9.7%	15	15.0%	24	12.4%	22	10.3%	11	15.1%	16
(Refused)	3.6%	55	3.8%	8	3.4%	8	2.7%	3	2.1%	2	3.0%	4	5.6%	9	2.8%	4	3.7%	7	1.5%	2	7.2%	7
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
CHI How many children aged under 16 are there living in your household?																						
None	62.0%	932	57.8%	126	59.3%	145	58.5%	67	70.9%	57	67.4%	98	69.7%	111	61.3%	96	56.5%	100	55.2%	58	72.4%	75
One	13.0%	196	14.7%	32	11.6%	28	14.6%	17	12.3%	10	11.8%	17	12.6%	20	17.3%	27	12.9%	23	17.1%	18	3.5%	4
Two	17.1%	257	19.8%	43	19.7%	48	20.3%	23	14.8%	12	17.8%	26	12.1%	19	13.5%	21	17.1%	30	19.7%	21	13.0%	14
Three	3.5%	53	3.8%	8	4.2%	10	3.9%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	8	7.8%	14	3.5%	4	3.9%	4
Four or more	0.7%	11	0.0%	0	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	3.1%	3	0.0%	0
(Refused)	3.6%	54	3.8%	8	3.4%	8	2.7%	3	2.1%	2	3.0%	4	5.6%	9	2.5%	4	3.7%	7	1.5%	2	7.2%	7
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102
CAR How many cars does your household own or have the use of?																						
None	13.8%	208	12.8%	28	23.0%	56	16.2%	18	13.4%	11	9.9%	14	6.0%	10	11.1%	17	16.8%	30	15.6%	16	7.2%	8
One	46.7%	702	49.4%	107	49.1%	120	48.7%	56	43.2%	35	49.0%	71	41.4%	66	43.0%	67	51.6%	92	42.4%	45	42.0%	44
Two	25.8%	388	24.1%	52	20.4%	50	27.2%	31	31.4%	25	26.0%	38	36.9%	59	21.4%	34	23.2%	41	26.2%	28	30.4%	32
Three or more	10.2%	153	10.2%	22	4.2%	10	5.2%	6	9.1%	7	13.0%	19	10.8%	17	22.0%	35	5.2%	9	13.6%	14	12.7%	13
(Refused)	3.5%	52	3.6%	8	3.4%	8	2.7%	3	2.8%	2	2.1%	3	4.9%	8	2.5%	4	3.3%	6	2.2%	2	7.8%	8
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey
for Boyer Planning

	Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
QUOTA Zone:																						
Zone A	14.5%	217	100.0%	217	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B	16.2%	244	0.0%	0	100.0%	244	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C	7.6%	114	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone D	5.3%	80	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone E	9.6%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F	10.6%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone G	10.4%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	157	0.0%	0	0.0%	0	0.0%	0
Zone H	11.8%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	178	0.0%	0	0.0%	0
Zone I	7.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105	0.0%	0
Zone J	6.9%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104
Sample:		1503		215		241		112		100		143		157		154		175		104		102

Sutton Household Survey
for Boyer Planning

		Total	Zone A		Zone B		Zone C		Zone D		Zone E		Zone F		Zone G		Zone H		Zone I		Zone J		
PC	Postcode sector:																						
CR0 4		2.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	43	0.0%	0	0.0%	0
CR4 4		3.2%	48	0.0%	0	19.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CR5 2		1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CR8 2		0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0
CR8 3		1.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	28	0.0%	0	0.0%	0	0.0%	0
KT4 7		3.2%	49	22.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KT4 8		7.6%	114	52.3%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM1 1		1.1%	16	0.0%	0	0.0%	0	0.0%	0	20.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM1 2		4.2%	64	0.0%	0	0.0%	0	0.0%	0	79.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM1 3		4.7%	70	0.0%	0	0.0%	0	61.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM1 4		2.9%	44	0.0%	0	0.0%	0	38.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM2 5		3.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM2 6		4.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM2 7		1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM3 8		2.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	44
SM3 9		4.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.7%	60
SM4 4		3.7%	55	25.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM4 5		2.0%	31	0.0%	0	12.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM4 6		5.8%	87	0.0%	0	35.7%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM5 1		5.2%	78	0.0%	0	31.9%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM5 2		4.9%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.4%	73	0.0%	0
SM5 3		2.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	32	0.0%	0
SM5 4		3.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM6 0		2.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	39	0.0%	0	0.0%	0	0.0%	0
SM6 7		3.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	49	0.0%	0	0.0%	0
SM6 8		5.7%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.2%	86	0.0%	0	0.0%	0
SM6 9		5.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	82	0.0%	0	0.0%	0	0.0%	0
SM7 1		1.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM7 2		1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SM7 3		1.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1503		217		244		114		80		145		159		157		178		105		104	
Sample:		1503		215		241		112		100		143		157		154		175		104		102	

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Town Centres and Economic Development Assessment

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London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 1: Population

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	45,098	47,322	23,653	17,011	31,210	35,636	33,585	38,440	21,217	22,499	315,671
2021	48,038	50,378	25,325	18,170	33,261	37,932	35,724	40,875	22,661	24,080	336,444
2026	50,672	53,063	26,863	19,258	35,134	40,050	37,679	43,124	23,988	25,527	355,358
2031	52,972	55,372	28,225	20,181	36,727	41,901	39,385	45,090	25,139	26,803	371,795

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 2: Convenience Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£2,194	£1,895	£2,156	£2,096	£2,583	£2,580	£2,499	£1,989	£2,262	£2,206
2016	£2,185	£1,887	£2,147	£2,088	£2,573	£2,570	£2,489	£1,981	£2,253	£2,253
2021	£2,216	£1,914	£2,178	£2,117	£2,609	£2,606	£2,524	£2,009	£2,285	£2,228
2026	£2,283	£1,972	£2,244	£2,181	£2,688	£2,685	£2,601	£2,070	£2,354	£2,296
2031	£2,348	£2,028	£2,307	£2,243	£2,764	£2,761	£2,674	£2,128	£2,421	£2,361

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 3: Convenience Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£94.98	£86.17	£48.91	£34.23	£77.49	£88.46	£80.82	£73.62	£46.08	£47.61	£678.37
2016	£98.55	£89.31	£50.79	£35.51	£80.29	£91.57	£83.59	£76.15	£47.80	£50.69	£704.25
2021	£106.45	£96.42	£55.15	£38.46	£86.77	£98.84	£90.17	£82.11	£51.77	£53.65	£759.79
2026	£115.69	£104.64	£60.27	£42.01	£94.44	£107.53	£97.99	£89.26	£56.47	£58.60	£826.90
2031	£124.37	£112.29	£65.12	£45.27	£101.52	£115.68	£105.32	£95.97	£60.85	£63.27	£889.67

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 4:

Convenience Goods Shopping Patterns - Main Food

[illegible]

[illegible]

Wrythe Green	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.76%	16.16%	27.56%	23.97%	4.81%	4.54%	0.00%	0.41%	13.98%	22.93%
Asda, Beddington Lane, Beddington	0.00%	4.92%	2.31%	0.80%	0.00%	1.27%	12.84%	17.16%	4.03%	0.00%
Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.80%	0.00%	0.00%	0.53%	4.91%	16.23%	4.22%	0.81%	0.00%
Sainsbury's, Purley Way	0.00%	0.37%	0.00%	0.00%	0.00%	0.77%	4.66%	11.43%	0.85%	0.00%
Tesco Extra, Beverley Way, New Malden	5.04%	0.44%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.59%	0.00%	0.00%	0.80%	8.08%	3.22%	0.33%	0.00%	0.00%	2.39%
Sainsbury's, London Road, Morden	5.34%	15.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	2.31%	0.90%	13.35%	11.88%	3.13%	0.41%	0.85%	0.00%
Asda, Reigate Road, Burgh Heath	0.87%	0.37%	0.78%	0.55%	18.01%	7.48%	0.33%	0.00%	0.62%	0.58%
Lidl, Aberconway Road, Morden	1.53%	7.91%	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	2.46%	0.00%	0.58%
Sainsbury's, Colliers Wood	0.75%	2.30%	0.78%	2.88%	0.36%	0.00%	0.00%	1.02%	0.62%	0.00%
OTHERS Total	6.33%	8.85%	1.72%	0.55%	4.75%	5.02%	9.73%	2.45%	1.27%	4.20%
Internet	10.71%	5.36%	6.29%	2.74%	13.98%	4.71%	4.10%	7.85%	14.04%	4.63%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 5:

Convenience Goods Shopping Patterns - Top Up

[illegible]

Costcutter, Central Road, Worcester Park Local shops, Worcester Park	Costcutter, Central Road, Worcester Park Local shops, Worcester Park	0.00% 6.93%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.74% 0.00%	0.00% 0.00%	0.00% 0.00%
Worcester Park Non Town Centre Co-op, Plough Green, Worcester Park Tesco Express, Malden Road, Worcester Park	Worcester Park Non Town Centre Co-op, Plough Green, Worcester Park Tesco Express, Malden Road, Worcester Park	0.51% 1.75%	0.00% 0.00%	0.00% 2.47%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
Cheam Town Centre Waitrose (Little), The Broadway, Cheam Sainsbury's Local, Cheam Local shops, Cheam	Cheam Town Centre Waitrose (Little), The Broadway, Cheam Sainsbury's Local, Cheam Local shops, Cheam	0.00% 1.26% 0.35%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	1.31% 0.90% 1.81%	6.58% 0.00% 4.54%	0.00% 0.52% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	11.83% 3.99% 12.42%
North Cheam Town Centre Sainsbury's, London Road, North Cheam Local shops, North Cheam	North Cheam Town Centre Sainsbury's, London Road, North Cheam Local shops, North Cheam	10.70% 0.85%	0.34% 0.00%	0.00% 0.00%	1.31% 0.00%	0.00% 0.00%	0.76% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	8.23% 0.97%
North Cheam Non Town Centre Tesco Express, London Road, North Cheam	North Cheam Non Town Centre Tesco Express, London Road, North Cheam	2.27%	0.00%	0.00%	1.49%	0.91%	0.00%	0.00%	0.00%	0.00%	1.41%
Carshalton Town Centre Co-op, High Street, Carshalton Sainsbury's Local, High Street, Carshalton Local shops, Carshalton	Co-op, High Street, Carshalton Sainsbury's Local, High Street, Carshalton Local shops, Carshalton	0.00% 0.00% 0.00%	0.00% 0.00% 4.59%	4.99% 0.00% 3.42%	0.00% 0.00% 0.00%	0.00% 0.00% 0.00%	2.96% 0.00% 2.43%	1.71% 3.80% 0.00%	1.63% 0.00% 3.22%	10.12% 3.79% 8.02%	0.00% 0.00% 0.00%
Rosehill Town Centre Co-op, Wrythe Lane Rosehill Centre Local shops, Rosehill	Rosehill Town Centre Co-op, Wrythe Lane Rosehill Centre Local shops, Rosehill	0.00% 0.00%	10.52% 0.84%	3.42% 1.52%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
Hackbridge Town Centre Sainsbury's Local, London Road (Hackbridge Station), Hackbridge Local shops, Hackbridge	Hackbridge Town Centre Sainsbury's Local, London Road (Hackbridge Station), Hackbridge Local shops, Hackbridge	0.00% 0.00%	1.57% 1.03%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	8.42% 1.62%	0.91% 0.00%	0.00% 0.00%
Other Centres in Borough Co-op, Banstead Road, Carshalton Beeches Local shops, Carshalton Beeches Local shops, Beddington Local shops, Belmont Plough Lane Stanley Park Road Stonecot Hill Wrythe Green	Other Centres in Borough Co-op, Banstead Road, Carshalton Beeches Local shops, Carshalton Beeches Local shops, Beddington Local shops, Belmont Plough Lane Stanley Park Road Stonecot Hill Wrythe Green	0.00% 0.00% 0.00% 0.00% 0.00% 0.35% 0.00% 0.00%	2.76% 0.00% 0.50% 0.00% 0.00% 0.00% 0.00% 1.24%	0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 0.00% 1.67% 0.00% 0.00% 0.00% 0.00%	1.91% 0.76% 0.00% 0.00% 0.00% 0.86% 0.00% 0.00%	0.69% 0.69% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0.00% 0.00% 1.63% 0.00% 0.00% 0.00% 0.00% 0.00%	9.63% 1.53% 0.62% 0.00% 0.00% 0.00% 0.00% 1.03%	0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%

Free-Standing Stores In Borough	Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	Tesco Extra, Oldfields Road, Sutton / Cheam	1.27%	2.89%	8.66%	10.43%	0.00%	2.89%	0.00%	0.00%	6.17%	8.96%
Asda, Beddington Lane,Beddington	Asda, Beddington Lane,Beddington	0.00%	0.50%	0.00%	1.31%	0.00%	0.00%	2.51%	7.58%	3.17%	0.00%
Large Stores Outside Borough	Large Stores Outside Borough										
Tesco Extra, Purley	Tesco Extra, Purley	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	3.35%	0.00%	0.00%	0.00%
Sainsbury's, Purley Way	Sainsbury's, Purley Way	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.95%	1.10%	0.00%	0.00%
Tesco Extra, Beverley Way, New Malden	Tesco Extra, Beverley Way, New Malden	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	Sainsbury's, Kiln Lane, Epsom	0.51%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.91%	0.00%
Sainsbury's, London Road, Morden	Sainsbury's, London Road, Morden	3.42%	9.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%
Waitrose, High Street, Banstead	Waitrose, High Street, Banstead	0.00%	0.00%	0.00%	0.00%	18.86%	17.59%	0.47%	0.00%	0.00%	0.00%
Asda, Reigate Road, Burgh Heath	Asda, Reigate Road, Burgh Heath	0.00%	0.00%	0.00%	0.00%	11.75%	0.00%	0.00%	0.00%	0.00%	3.52%
Lidl, Aberconway Road, Morden	Lidl, Aberconway Road, Morden	2.01%	3.40%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Morrisons, Fiveways, Purley Way, Beddington	Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	4.30%	0.00%	0.00%
Sainsbury's, Colliers Wood	Sainsbury's, Colliers Wood	1.61%	0.34%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHERS Total	OTHERS Total	28.79%	32.75%	9.77%	5.79%	15.18%	25.36%	16.53%	15.66%	25.98%	5.60%
Internet	Internet	0.00%	1.24%	0.00%	0.00%	0.00%	0.86%	1.71%	0.45%	0.00%	0.00%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 6:

Convenience Goods Shopping Patterns - Combined (Main and Top Up)

Centre / Store	Zone									
	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %
Sutton Town Centre										
Marks & Spencer, High Street, Sutton Town Centre	0.00%	0.43%	0.81%	1.47%	0.81%	0.74%	0.00%	2.61%	0.00%	1.12%
Morrisons, High Street, Sutton Town Centre	0.00%	1.48%	9.99%	6.33%	6.22%	5.12%	0.33%	2.56%	4.08%	1.70%
Asda, St Nicholas Way, Sutton Town Centre	2.08%	12.64%	17.41%	32.76%	2.57%	2.70%	2.23%	2.21%	11.15%	1.95%
Morrisons (M Local), High Street, Sutton	0.38%	1.51%	6.40%	11.49%	11.38%	9.94%	1.07%	3.79%	4.39%	4.32%
Farmfoods, Lodge Place, Sutton Town Centre	0.00%	0.23%	0.39%	0.38%	0.00%	0.39%	0.00%	0.29%	0.00%	0.00%
Local shops, Sutton	0.00%	1.66%	5.09%	3.72%	0.61%	1.24%	0.00%	0.13%	2.60%	0.00%
Sutton (Non Town Centre)										
Co-op, Stonecot Hill, Sutton	0.17%	0.66%	0.00%	0.00%	0.00%	0.16%	0.44%	0.00%	0.00%	4.82%
Costcutter, Sutton Common Road, Sutton	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Erskine Road, Sutton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
Londis, Gander Green Lane, Sutton	0.00%	0.15%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Londis, Westmead Road, Sutton	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
M&S Simply Food / PFS, Brighton Road, Sutton	0.73%	0.45%	1.63%	2.02%	1.68%	2.41%	0.38%	0.40%	1.18%	1.64%
Tesco Express, Angel Hill, Sutton	0.25%	0.66%	3.66%	0.56%	0.27%	0.16%	0.00%	0.20%	0.30%	2.15%
Tesco Express, Brighton Road, Sutton	0.00%	0.15%	0.86%	0.65%	0.00%	3.20%	0.00%	0.20%	0.30%	5.38%
Tesco Express, Lower Road, Sutton	0.00%	0.00%	3.62%	0.63%	0.64%	0.00%	0.00%	0.20%	0.00%	0.29%
Tesco Express, Malden Road, Sutton	0.00%	3.23%	0.55%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	1.20%
Wallington Town Centre										
Sainsbury's, Stafford Road, Wallington Town Centre	0.00%	0.62%	0.86%	0.00%	0.56%	14.19%	25.56%	24.11%	14.88%	0.00%
Lidl, Beddington Gardens, Wallington	0.00%	0.81%	1.19%	0.00%	0.00%	3.73%	12.52%	6.81%	7.94%	0.00%
Iceland, Woodcote Road, Wallington	0.00%	0.78%	0.35%	0.00%	0.00%	0.91%	0.92%	2.11%	0.00%	0.00%
Sainsbury's, Manor Road (Wallington Station), Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.39%	0.00%	0.00%
Tesco Express, Woodcote Road, Wallington	0.00%	0.00%	0.35%	0.00%	0.00%	0.80%	0.66%	0.22%	0.00%	0.00%
Local shops, Wallington	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	2.11%	1.69%	0.00%	0.00%
Walington Non Town Centre										
Co-op, Mollison Drive, Roundshaw, Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.05%	0.00%	0.31%	0.00%
Londis (Mellows Newsmart), Stafford Road, Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%
Londis (Powers), Manor Road North, Wallington Corner	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%

Waitrose, Stone Place, Worcester Park	20.27%	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.69%
Iceland, Worcester Park	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, Central Road, Worcester Park Centre	2.73%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%
Costcutter, Central Road, Worcester Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%
Local shops, Worcester Park	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Worcester Park Non Town Centre										
Co-op, Plough Green, Worcester Park	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Malden Road, Worcester Park	0.52%	0.15%	1.07%	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%
Cheam Town Centre										
Waitrose (Little), The Broadway, Cheam	0.00%	0.00%	0.00%	1.16%	6.19%	0.00%	0.00%	0.00%	0.00%	4.77%
Sainsbury's Local, Cheam	2.78%	0.30%	0.00%	2.29%	0.67%	0.55%	0.00%	0.00%	0.00%	5.65%
Local shops, Cheam	0.10%	0.00%	0.00%	0.54%	1.36%	0.00%	0.00%	0.00%	0.00%	3.73%
North Cheam Town Centre										
Sainsbury's, London Road, North Cheam	27.21%	3.34%	4.54%	2.10%	4.41%	2.19%	0.00%	1.11%	0.49%	22.60%
Local shops, North Cheam	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%
North Cheam Non Town Centre										
Tesco Express, London Road, North Cheam	0.68%	0.26%	0.00%	4.46%	0.64%	0.27%	0.00%	0.00%	0.00%	0.42%
Carshalton Town Centre										
Co-op, High Street, Carshalton	0.00%	0.15%	1.50%	0.00%	0.00%	0.89%	0.51%	0.49%	3.03%	0.00%
Sainsbury's Local, High Street, Carshalton	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.33%	1.14%	0.00%
Local shops, Carshalton	0.00%	1.38%	1.03%	0.00%	0.00%	0.73%	0.00%	0.97%	2.41%	0.00%
Rosehill Town Centre										
Co-op, Wrythe Lane Rosehill Centre	0.00%	4.64%	1.03%	0.56%	0.00%	0.00%	0.00%	0.00%	0.49%	0.00%
Local shops, Rosehill	0.00%	0.41%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hackbridge Town Centre										
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.27%	0.00%
Local shops, Hackbridge	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.00%
Other Centres in Borough										
Co-op, Banstead Road, Carshalton Beeches	0.00%	0.83%	0.00%	0.00%	0.00%	0.57%	0.21%	0.00%	3.61%	0.00%
Local shops, Carshalton Beeches	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.21%	0.00%	0.46%	0.00%
Local shops, Beddington	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%	0.19%	0.00%
Local shops, Belmont	0.00%	0.00%	0.00%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%

Plough Lane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%
Stanley Park Road	0.10%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%
Stonecot Hill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%
Wrythe Green	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%

Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.01%	12.18%	21.89%	19.91%	3.37%	4.05%	0.00%	0.29%	11.64%	18.74%
Asda, Beddington Lane, Beddington	0.00%	3.60%	1.62%	0.95%	0.00%	0.89%	9.74%	14.28%	3.77%	0.00%

Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.56%	0.00%	0.00%	0.37%	4.16%	12.37%	2.95%	0.57%	0.00%
Sainsbury's, Purley Way	0.00%	0.26%	0.00%	0.00%	0.00%	1.10%	3.54%	8.33%	0.59%	0.00%
Tesco Extra, Beverley Way, New Malden	3.70%	0.31%	0.00%	0.00%	0.00%	0.00%	0.33%	0.13%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.27%	0.00%	0.00%	0.56%	6.43%	2.25%	0.23%	0.00%	0.27%	1.67%
Sainsbury's, London Road, Morden	4.77%	13.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	1.62%	0.63%	15.00%	13.59%	2.34%	0.29%	0.59%	0.00%
Asda, Reigate Road, Burgh Heath	0.61%	0.26%	0.55%	0.38%	16.13%	5.24%	0.23%	0.00%	0.43%	1.46%
Lidl, Aberconway Road, Morden	1.67%	6.55%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.12%	3.01%	0.00%	0.41%
Sainsbury's, Colliers Wood	1.01%	1.71%	0.55%	2.41%	0.25%	0.00%	0.00%	0.71%	0.43%	0.00%

OTHERS Total	13.39%	16.43%	4.14%	2.12%	9.47%	13.55%	12.23%	8.77%	11.55%	5.62%
Internet	7.49%	4.13%	4.40%	1.92%	9.79%	3.56%	3.38%	5.63%	9.83%	3.24%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 7: Convenience Goods Shopping Market Share Turnovers 2016

Centre / Store	Zone										Total £m
	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.382	£0.410	£0.523	£0.651	£0.676	£0.000	£1.986	£0.000	£0.569	£5.198
Morrisons, High Street, Sutton Town Centre	£0.000	£1.324	£5.073	£2.249	£4.991	£4.692	£0.277	£1.948	£1.951	£0.859	£23.365
Asda, St Nicholas Way, Sutton Town Centre	£2.054	£11.289	£8.841	£11.634	£2.066	£2.468	£1.861	£1.681	£5.332	£0.989	£48.214
Morrisons (M Local), High Street, Sutton	£0.377	£1.346	£3.252	£4.079	£9.141	£9.098	£0.894	£2.889	£2.098	£2.192	£35.367
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.201	£0.200	£0.136	£0.000	£0.358	£0.000	£0.219	£0.000	£0.000	£1.114
Local shops, Sutton	£0.000	£1.484	£2.587	£1.320	£0.487	£1.133	£0.000	£0.102	£1.243	£0.000	£8.357
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.170	£0.592	£0.000	£0.000	£0.000	£0.143	£0.364	£0.000	£0.000	£2.443	£3.712
Costcutter, Sutton Common Road, Sutton	£0.000	£0.738	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.738
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.206	£0.206
Londis, Gander Green Lane, Sutton	£0.000	£0.134	£0.176	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.310
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.121	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.121
M&S Simply Food / PFS, Brighton Road, Sutton	£0.719	£0.403	£0.830	£0.719	£1.346	£2.203	£0.315	£0.306	£0.566	£0.830	£8.235
Tesco Express, Angel Hill, Sutton	£0.241	£0.592	£1.857	£0.198	£0.220	£0.143	£0.000	£0.150	£0.142	£1.091	£4.635
Tesco Express, Brighton Road, Sutton	£0.000	£0.138	£0.438	£0.232	£0.000	£2.931	£0.000	£0.148	£0.142	£2.729	£6.758
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.840	£0.225	£0.510	£0.000	£0.000	£0.150	£0.000	£0.148	£2.873
Tesco Express, Malden Road, Sutton	£0.000	£2.885	£0.277	£0.000	£0.000	£0.246	£0.000	£0.000	£0.000	£0.607	£4.015
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.553	£0.438	£0.000	£0.447	£12.992	£21.366	£18.356	£7.114	£0.000	£61.267
Lidl, Beddington Gardens, Wallington	£0.000	£0.726	£0.606	£0.000	£0.000	£3.412	£10.467	£5.188	£3.793	£0.000	£24.192
Iceland, Woodcote Road, Wallington	£0.000	£0.701	£0.176	£0.000	£0.000	£0.833	£0.773	£1.606	£0.000	£0.000	£4.089
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.978	£0.301	£0.000	£0.000	£1.279
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.176	£0.000	£0.000	£0.729	£0.552	£0.169	£0.000	£0.000	£1.625
Local shops, Wallington	£0.000	£0.000	£0.606	£0.000	£0.000	£0.000	£1.767	£1.289	£0.000	£0.000	£3.663
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.547	£0.000	£0.148	£0.000	£2.696
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.148	£0.000	£0.000	£0.148
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.169	£0.000	£0.000	£0.169

Worcester Park Town Centre

Waitrose, Stone Place, Worcester Park	£19.979	£0.730	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.379	£23.087
Iceland, Worcester Park	£1.942	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.942
Sainsbury's Local, Central Road, Worcester Park Centre	£2.690	£0.092	£0.000	£0.000	£0.000	£0.000	£0.000	£0.150	£0.000	£0.000	£2.932
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.169	£0.000	£0.000	£0.169
Local shops, Worcester Park	£2.049	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.049
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.150	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.150
Tesco Express, Malden Road, Worcester Park	£0.516	£0.138	£0.544	£0.000	£0.336	£0.000	£0.000	£0.000	£0.000	£0.000	£1.535
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.411	£4.972	£0.000	£0.000	£0.000	£0.000	£2.417	£7.801
Sainsbury's Local, Cheam	£2.737	£0.264	£0.000	£0.812	£0.540	£0.501	£0.000	£0.000	£0.000	£2.864	£7.719
Local shops, Cheam	£0.103	£0.000	£0.000	£0.192	£1.093	£0.000	£0.000	£0.000	£0.000	£1.889	£3.276
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£26.817	£2.979	£2.304	£0.745	£3.541	£2.006	£0.000	£0.844	£0.234	£11.454	£50.924
Local shops, North Cheam	£0.252	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.148	£0.400
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.671	£0.229	£0.000	£1.582	£0.516	£0.246	£0.000	£0.000	£0.000	£0.215	£3.459
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.138	£0.760	£0.000	£0.000	£0.812	£0.429	£0.373	£1.451	£0.000	£3.962
Sainsbury's Local, High Street, Carshalton	£0.600	£0.000	£0.000	£0.000	£0.000	£0.000	£0.952	£0.248	£0.544	£0.000	£2.344
Local shops, Carshalton	£0.000	£1.231	£0.522	£0.000	£0.000	£0.668	£0.000	£0.736	£1.151	£0.000	£4.308
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.143	£0.522	£0.198	£0.000	£0.000	£0.000	£0.000	£0.234	£0.000	£5.097
Local shops, Rosehill	£0.000	£0.364	£0.232	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.596
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.822	£0.000	£0.000	£0.000	£0.000	£0.000	£2.172	£0.130	£0.000	£3.124
Local shops, Hackbridge	£0.000	£0.414	£0.000	£0.000	£0.000	£0.000	£0.000	£0.369	£0.000	£0.000	£0.783
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.738	£0.000	£0.000	£0.000	£0.525	£0.173	£0.000	£1.728	£0.000	£3.163
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.209	£0.173	£0.000	£0.220	£0.000	£0.602
Local shops, Beddington	£0.000	£0.134	£0.000	£0.000	£0.000	£0.000	£0.000	£0.373	£0.089	£0.000	£0.596
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.605	£0.000	£0.000	£0.000	£0.000	£0.000	£0.605

Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.102	£0.000	£0.000	£0.102
Stanley Park Road	£0.103	£0.000	£0.000	£0.000	£0.000	£0.237	£0.000	£0.000	£0.000	£0.000	£0.340
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.244	£0.244
Wrythe Green	£0.000	£0.333	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.148	£0.000	£0.481
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.969	£10.880	£11.119	£7.070	£2.705	£3.707	£0.000	£0.219	£5.564	£9.497	£53.728
Asda, Beddington Lane, Beddington	£0.000	£3.212	£0.823	£0.337	£0.000	£0.813	£8.145	£10.876	£1.803	£0.000	£26.010
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.500	£0.000	£0.000	£0.296	£3.810	£10.338	£2.247	£0.271	£0.000	£17.462
Sainsbury's, Purley Way	£0.000	£0.229	£0.000	£0.000	£0.000	£1.011	£2.962	£6.341	£0.283	£0.000	£10.826
Tesco Extra, Beverley Way, New Malden	£3.647	£0.276	£0.000	£0.000	£0.000	£0.000	£0.277	£0.102	£0.000	£0.000	£4.302
Sainsbury's, Kiln Lane, Epsom	£1.247	£0.000	£0.000	£0.198	£5.161	£2.061	£0.190	£0.000	£0.130	£0.846	£9.834
Sainsbury's, London Road, Morden	£4.698	£12.009	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.379	£0.000	£17.085
Waitrose, High Street, Banstead	£0.000	£0.000	£0.823	£0.225	£12.044	£12.443	£1.952	£0.219	£0.283	£0.000	£27.989
Asda, Reigate Road, Burgh Heath	£0.600	£0.229	£0.277	£0.136	£12.954	£4.797	£0.190	£0.000	£0.206	£0.741	£20.130
Lidl, Aberconway Road, Morden	£1.649	£5.854	£0.344	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.638	£8.485
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.607	£2.295	£0.000	£0.206	£5.108
Sainsbury's, Colliers Wood	£0.991	£1.531	£0.277	£0.856	£0.203	£0.000	£0.000	£0.544	£0.206	£0.000	£4.609
Other Locations											
OTHERS Total	£13.194	£14.676	£2.101	£0.752	£7.605	£12.404	£10.220	£6.676	£5.519	£2.847	£75.995
Internet	£7.385	£3.684	£2.236	£0.682	£7.859	£3.259	£2.825	£4.287	£4.697	£1.644	£38.559
	£98.550	£89.319	£50.790	£35.510	£80.291	£91.567	£83.594	£76.149	£47.798	£50.690	£704.258

Retail Capacity Analysis

Table 8:

Convenience Goods Shopping Market Share Turnovers 2021

	Zone										Total
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	£m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.413	£0.445	£0.567	£0.703	£0.730	£0.000	£2.142	£0.000	£0.602	£5.602
Morrisons, High Street, Sutton Town Centre	£0.000	£1.429	£5.508	£2.436	£5.394	£5.065	£0.299	£2.101	£2.113	£0.909	£25.254
Asda, St Nicholas Way, Sutton Town Centre	£2.218	£12.187	£9.599	£12.601	£2.233	£2.664	£2.008	£1.813	£5.775	£1.046	£52.145
Morrisons (M Local), High Street, Sutton	£0.408	£1.453	£3.531	£4.418	£9.879	£9.821	£0.965	£3.115	£2.273	£2.320	£38.182
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.217	£0.218	£0.147	£0.000	£0.386	£0.000	£0.236	£0.000	£0.000	£1.204
Local shops, Sutton	£0.000	£1.602	£2.809	£1.430	£0.527	£1.223	£0.000	£0.110	£1.347	£0.000	£9.048
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.184	£0.639	£0.000	£0.000	£0.000	£0.155	£0.393	£0.000	£0.000	£2.585	£3.956
Costcutter, Sutton Common Road, Sutton	£0.000	£0.797	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.797
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.218	£0.218
Londis, Gander Green Lane, Sutton	£0.000	£0.145	£0.191	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.336
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.132	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.132
M&S Simply Food / PFS, Brighton Road, Sutton	£0.776	£0.435	£0.901	£0.779	£1.454	£2.378	£0.339	£0.330	£0.613	£0.878	£8.884
Tesco Express, Angel Hill, Sutton	£0.261	£0.639	£2.017	£0.214	£0.238	£0.155	£0.000	£0.162	£0.153	£1.154	£4.993
Tesco Express, Brighton Road, Sutton	£0.000	£0.149	£0.476	£0.251	£0.000	£3.164	£0.000	£0.160	£0.153	£2.888	£7.242
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.998	£0.243	£0.551	£0.000	£0.000	£0.162	£0.000	£0.156	£3.111
Tesco Express, Malden Road, Sutton	£0.000	£3.115	£0.301	£0.000	£0.000	£0.265	£0.000	£0.000	£0.000	£0.643	£4.323
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.597	£0.476	£0.000	£0.484	£14.024	£23.047	£19.794	£7.705	£0.000	£66.126
Lidl, Beddington Gardens, Wallington	£0.000	£0.784	£0.658	£0.000	£0.000	£3.683	£11.290	£5.594	£4.109	£0.000	£26.118
Iceland, Woodcote Road, Wallington	£0.000	£0.757	£0.191	£0.000	£0.000	£0.899	£0.834	£1.732	£0.000	£0.000	£4.413
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.055	£0.324	£0.000	£0.000	£1.379
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.191	£0.000	£0.000	£0.786	£0.595	£0.182	£0.000	£0.000	£1.755
Local shops, Wallington	£0.000	£0.000	£0.658	£0.000	£0.000	£0.000	£1.906	£1.390	£0.000	£0.000	£3.955
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.748	£0.000	£0.160	£0.000	£2.908
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.160	£0.000	£0.000	£0.160
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.182	£0.000	£0.000	£0.182

Worcester Park Town Centre

Waitrose, Stone Place, Worcester Park	£21.581	£0.788	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.518	£24.887
Iceland, Worcester Park	£2.097	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.097
Sainsbury's Local, Central Road, Worcester Park Centre	£2.906	£0.100	£0.000	£0.000	£0.000	£0.000	£0.000	£0.162	£0.000	£0.000	£3.167
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.182	£0.000	£0.000	£0.182
Local shops, Worcester Park	£2.213	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.213
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.162	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.162
Tesco Express, Malden Road, Worcester Park	£0.558	£0.149	£0.591	£0.000	£0.363	£0.000	£0.000	£0.000	£0.000	£0.000	£1.661
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.446	£5.373	£0.000	£0.000	£0.000	£0.000	£2.558	£8.378
Sainsbury's Local, Cheam	£2.956	£0.285	£0.000	£0.880	£0.584	£0.541	£0.000	£0.000	£0.000	£3.031	£8.278
Local shops, Cheam	£0.111	£0.000	£0.000	£0.208	£1.181	£0.000	£0.000	£0.000	£0.000	£1.999	£3.499
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£28.967	£3.216	£2.501	£0.807	£3.827	£2.165	£0.000	£0.910	£0.254	£12.124	£54.771
Local shops, North Cheam	£0.273	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.156	£0.429
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.725	£0.247	£0.000	£1.714	£0.558	£0.265	£0.000	£0.000	£0.000	£0.227	£3.737
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.149	£0.825	£0.000	£0.000	£0.876	£0.463	£0.402	£1.571	£0.000	£4.286
Sainsbury's Local, High Street, Carshalton	£0.648	£0.000	£0.000	£0.000	£0.000	£0.000	£1.027	£0.268	£0.589	£0.000	£2.532
Local shops, Carshalton	£0.000	£1.329	£0.566	£0.000	£0.000	£0.721	£0.000	£0.794	£1.246	£0.000	£4.657
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.473	£0.566	£0.214	£0.000	£0.000	£0.000	£0.000	£0.254	£0.000	£5.507
Local shops, Rosehill	£0.000	£0.393	£0.252	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.645
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.887	£0.000	£0.000	£0.000	£0.000	£0.000	£2.342	£0.141	£0.000	£3.370
Local shops, Hackbridge	£0.000	£0.447	£0.000	£0.000	£0.000	£0.000	£0.000	£0.398	£0.000	£0.000	£0.845
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.797	£0.000	£0.000	£0.000	£0.566	£0.186	£0.000	£1.871	£0.000	£3.421
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.226	£0.186	£0.000	£0.238	£0.000	£0.650
Local shops, Beddington	£0.000	£0.145	£0.000	£0.000	£0.000	£0.000	£0.000	£0.402	£0.097	£0.000	£0.644
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.654	£0.000	£0.000	£0.000	£0.000	£0.000	£0.654

Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.110	£0.000	£0.000	£0.110
Stanley Park Road	£0.111	£0.000	£0.000	£0.000	£0.000	£0.256	£0.000	£0.000	£0.000	£0.000	£0.367
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.259	£0.259
Wrythe Green	£0.000	£0.359	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.160	£0.000	£0.520
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.207	£11.745	£12.073	£7.658	£2.923	£4.001	£0.000	£0.236	£6.026	£10.052	£57.921
Asda, Beddington Lane, Beddington	£0.000	£3.468	£0.893	£0.365	£0.000	£0.878	£8.785	£11.728	£1.953	£0.000	£28.071
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.540	£0.000	£0.000	£0.320	£4.113	£11.151	£2.423	£0.293	£0.000	£18.840
Sainsbury's, Purley Way	£0.000	£0.247	£0.000	£0.000	£0.000	£1.091	£3.195	£6.838	£0.307	£0.000	£11.678
Tesco Extra, Beverley Way, New Malden	£3.939	£0.298	£0.000	£0.000	£0.000	£0.000	£0.299	£0.110	£0.000	£0.000	£4.646
Sainsbury's, Kiln Lane, Epsom	£1.347	£0.000	£0.000	£0.214	£5.578	£2.224	£0.205	£0.000	£0.141	£0.896	£10.606
Sainsbury's, London Road, Morden	£5.074	£12.964	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.411	£0.000	£18.449
Waitrose, High Street, Banstead	£0.000	£0.000	£0.893	£0.243	£13.016	£13.431	£2.106	£0.236	£0.307	£0.000	£30.233
Asda, Reigate Road, Burgh Heath	£0.648	£0.247	£0.301	£0.147	£13.999	£5.178	£0.205	£0.000	£0.223	£0.784	£21.733
Lidl, Aberconway Road, Morden	£1.781	£6.320	£0.373	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.676	£9.150
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.812	£2.475	£0.000	£0.218	£5.504
Sainsbury's, Colliers Wood	£1.070	£1.653	£0.301	£0.927	£0.220	£0.000	£0.000	£0.586	£0.223	£0.000	£4.981
OTHERS Total	£14.252	£15.844	£2.282	£0.815	£8.219	£13.388	£11.024	£7.199	£5.977	£3.014	£82.014
Internet	£7.977	£3.978	£2.428	£0.739	£8.493	£3.518	£3.047	£4.623	£5.087	£1.740	£41.630
	£106.45	£96.425	£55.146	£38.464	£86.772	£98.839	£90.170	£82.112	£51.770	£53.654	£759.802

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 9:

Convenience Goods Shopping Market Share Turnovers 2026

	Zone										
Centre / Store	1	2	3	4	5	6	7	8	9	10	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.448	£0.486	£0.619	£0.766	£0.794	£0.000	£2.328	£0.000	£0.658	£6.099
Morrisons, High Street, Sutton Town Centre	£0.000	£1.551	£6.020	£2.660	£5.871	£5.510	£0.324	£2.284	£2.305	£0.993	£27.518
Asda, St Nicholas Way, Sutton Town Centre	£2.411	£13.226	£10.491	£13.761	£2.430	£2.898	£2.182	£1.970	£6.299	£1.143	£56.813
Morrisons (M Local), High Street, Sutton	£0.443	£1.577	£3.859	£4.825	£10.752	£10.684	£1.048	£3.386	£2.479	£2.534	£41.587
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.236	£0.238	£0.161	£0.000	£0.420	£0.000	£0.257	£0.000	£0.000	£1.311
Local shops, Sutton	£0.000	£1.739	£3.070	£1.562	£0.573	£1.331	£0.000	£0.119	£1.469	£0.000	£9.863
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.200	£0.694	£0.000	£0.000	£0.000	£0.168	£0.427	£0.000	£0.000	£2.824	£4.313
Costcutter, Sutton Common Road, Sutton	£0.000	£0.865	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.865
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.238	£0.238
Londis, Gander Green Lane, Sutton	£0.000	£0.157	£0.209	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.366
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.144	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.144
M&S Simply Food / PFS, Brighton Road, Sutton	£0.844	£0.472	£0.985	£0.850	£1.583	£2.587	£0.369	£0.359	£0.669	£0.959	£9.676
Tesco Express, Angel Hill, Sutton	£0.283	£0.694	£2.204	£0.234	£0.259	£0.168	£0.000	£0.176	£0.167	£1.261	£5.447
Tesco Express, Brighton Road, Sutton	£0.000	£0.162	£0.520	£0.274	£0.000	£3.442	£0.000	£0.174	£0.167	£3.155	£7.894
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.183	£0.266	£0.600	£0.000	£0.000	£0.176	£0.000	£0.171	£3.396
Tesco Express, Malden Road, Sutton	£0.000	£3.380	£0.329	£0.000	£0.000	£0.288	£0.000	£0.000	£0.000	£0.702	£4.699
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.648	£0.520	£0.000	£0.526	£15.257	£25.046	£21.517	£8.404	£0.000	£71.918
Lidl, Beddington Gardens, Wallington	£0.000	£0.851	£0.719	£0.000	£0.000	£4.007	£12.270	£6.081	£4.481	£0.000	£28.408
Iceland, Woodcote Road, Wallington	£0.000	£0.821	£0.209	£0.000	£0.000	£0.978	£0.906	£1.883	£0.000	£0.000	£4.797
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.147	£0.352	£0.000	£0.000	£1.499
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.209	£0.000	£0.000	£0.856	£0.647	£0.198	£0.000	£0.000	£1.909
Local shops, Wallington	£0.000	£0.000	£0.719	£0.000	£0.000	£0.000	£2.072	£1.511	£0.000	£0.000	£4.302
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.986	£0.000	£0.175	£0.000	£3.161
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.174	£0.000	£0.000	£0.174
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.198	£0.000	£0.000	£0.198

Waitrose, Stone Place, Worcester Park	£23.455	£0.855	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.750	£27.061
Iceland, Worcester Park	£2.280	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.280
Sainsbury's Local, Central Road, Worcester Park Centre	£3.158	£0.108	£0.000	£0.000	£0.000	£0.000	£0.000	£0.176	£0.000	£0.000	£3.442
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.198	£0.000	£0.000	£0.198
Local shops, Worcester Park	£2.406	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.406
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.176	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.176
Tesco Express, Malden Road, Worcester Park	£0.606	£0.162	£0.646	£0.000	£0.395	£0.000	£0.000	£0.000	£0.000	£0.000	£1.809
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.487	£5.848	£0.000	£0.000	£0.000	£0.000	£2.794	£9.130
Sainsbury's Local, Cheam	£3.213	£0.310	£0.000	£0.961	£0.635	£0.588	£0.000	£0.000	£0.000	£3.311	£9.019
Local shops, Cheam	£0.121	£0.000	£0.000	£0.227	£1.285	£0.000	£0.000	£0.000	£0.000	£2.184	£3.817
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£31.483	£3.490	£2.734	£0.881	£4.165	£2.355	£0.000	£0.990	£0.277	£13.243	£59.618
Local shops, North Cheam	£0.296	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.171	£0.467
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.788	£0.268	£0.000	£1.872	£0.607	£0.288	£0.000	£0.000	£0.000	£0.248	£4.072
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.162	£0.902	£0.000	£0.000	£0.953	£0.503	£0.437	£1.714	£0.000	£4.670
Sainsbury's Local, High Street, Carshalton	£0.705	£0.000	£0.000	£0.000	£0.000	£0.000	£1.116	£0.291	£0.642	£0.000	£2.754
Local shops, Carshalton	£0.000	£1.442	£0.619	£0.000	£0.000	£0.785	£0.000	£0.863	£1.359	£0.000	£5.068
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.854	£0.619	£0.234	£0.000	£0.000	£0.000	£0.000	£0.277	£0.000	£5.984
Local shops, Rosehill	£0.000	£0.427	£0.275	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.702
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.963	£0.000	£0.000	£0.000	£0.000	£0.000	£2.546	£0.154	£0.000	£3.663
Local shops, Hackbridge	£0.000	£0.485	£0.000	£0.000	£0.000	£0.000	£0.000	£0.433	£0.000	£0.000	£0.918
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.865	£0.000	£0.000	£0.000	£0.616	£0.203	£0.000	£2.041	£0.000	£3.724
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.245	£0.203	£0.000	£0.260	£0.000	£0.708
Local shops, Beddington	£0.000	£0.157	£0.000	£0.000	£0.000	£0.000	£0.000	£0.437	£0.106	£0.000	£0.700
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.712	£0.000	£0.000	£0.000	£0.000	£0.000	£0.712

Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.119	£0.000	£0.000	£0.119
Stanley Park Road	£0.121	£0.000	£0.000	£0.000	£0.000	£0.279	£0.000	£0.000	£0.000	£0.000	£0.400
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.283	£0.283
Wrythe Green	£0.000	£0.390	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.175	£0.000	£0.565
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.485	£12.747	£13.195	£8.363	£3.181	£4.353	£0.000	£0.257	£6.573	£10.979	£63.133
Asda, Beddington Lane, Beddington	£0.000	£3.764	£0.976	£0.399	£0.000	£0.955	£9.547	£12.749	£2.130	£0.000	£30.521
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.586	£0.000	£0.000	£0.348	£4.475	£12.118	£2.634	£0.320	£0.000	£20.480
Sainsbury's, Purley Way	£0.000	£0.268	£0.000	£0.000	£0.000	£1.187	£3.472	£7.433	£0.334	£0.000	£12.695
Tesco Extra, Beverley Way, New Malden	£4.281	£0.324	£0.000	£0.000	£0.000	£0.000	£0.324	£0.119	£0.000	£0.000	£5.049
Sainsbury's, Kiln Lane, Epsom	£1.464	£0.000	£0.000	£0.234	£6.071	£2.420	£0.223	£0.000	£0.154	£0.978	£11.544
Sainsbury's, London Road, Morden	£5.515	£14.069	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.448	£0.000	£20.033
Waitrose, High Street, Banstead	£0.000	£0.000	£0.976	£0.266	£14.167	£14.612	£2.288	£0.257	£0.334	£0.000	£32.900
Asda, Reigate Road, Burgh Heath	£0.705	£0.268	£0.329	£0.161	£15.237	£5.633	£0.223	£0.000	£0.243	£0.856	£23.655
Lidl, Aberconway Road, Morden	£1.936	£6.859	£0.408	£0.000	£0.000	£0.000	£0.000	£0.000	£0.738		£9.940
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£3.056	£2.690	£0.000	£0.238	£5.984
Sainsbury's, Colliers Wood	£1.163	£1.794	£0.329	£1.013	£0.239	£0.000	£0.000	£0.637	£0.243	£0.000	£5.419
OTHERS Total	£15.490	£17.195	£2.494	£0.890	£8.945	£14.565	£11.980	£7.826	£6.520	£3.292	£89.196
Internet	£8.670	£4.317	£2.653	£0.807	£9.244	£3.827	£3.312	£5.026	£5.549	£1.901	£45.304
	£115.698	£104.648	£60.271	£42.005	£94.441	£107.526	£97.992	£89.261	£56.466	£58.605	£826.910

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 10:

Convenience Goods Shopping Market Share Turnovers 2031

Centre / Store	Zone										Total £m
	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.481	£0.525	£0.667	£0.823	£0.854	£0.000	£2.503	£0.000	£0.710	£6.564
Morrisons, High Street, Sutton Town Centre	£0.000	£1.664	£6.505	£2.866	£6.311	£5.928	£0.349	£2.456	£2.484	£1.073	£29.635
Asda, St Nicholas Way, Sutton Town Centre	£2.592	£14.193	£11.335	£14.829	£2.612	£3.118	£2.345	£2.119	£6.788	£1.234	£61.165
Morrisons (M Local), High Street, Sutton	£0.476	£1.693	£4.169	£5.199	£11.557	£11.494	£1.127	£3.641	£2.671	£2.736	£44.764
Farmfoods, Lodge Place, Sutton Town Centre	£0.000	£0.253	£0.257	£0.173	£0.000	£0.452	£0.000	£0.276	£0.000	£0.000	£1.411
Local shops, Sutton	£0.000	£1.866	£3.317	£1.683	£0.616	£1.432	£0.000	£0.128	£1.583	£0.000	£10.625
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.215	£0.745	£0.000	£0.000	£0.000	£0.181	£0.459	£0.000	£0.000	£3.049	£4.648
Costcutter, Sutton Common Road, Sutton	£0.000	£0.928	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.928
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.257	£0.257
Londis, Gander Green Lane, Sutton	£0.000	£0.168	£0.226	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.394
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.155	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.155
M&S Simply Food / PFS, Brighton Road, Sutton	£0.907	£0.506	£1.064	£0.916	£1.701	£2.783	£0.397	£0.386	£0.721	£1.036	£10.417
Tesco Express, Angel Hill, Sutton	£0.305	£0.745	£2.381	£0.252	£0.278	£0.181	£0.000	£0.189	£0.180	£1.361	£5.873
Tesco Express, Brighton Road, Sutton	£0.000	£0.174	£0.562	£0.295	£0.000	£3.703	£0.000	£0.187	£0.180	£3.406	£8.508
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.359	£0.286	£0.645	£0.000	£0.000	£0.189	£0.000	£0.185	£3.664
Tesco Express, Malden Road, Sutton	£0.000	£3.627	£0.356	£0.000	£0.000	£0.310	£0.000	£0.000	£0.000	£0.758	£5.051
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.695	£0.562	£0.000	£0.566	£16.414	£26.921	£23.135	£9.057	£0.000	£77.349
Lidl, Beddington Gardens, Wallington	£0.000	£0.913	£0.777	£0.000	£0.000	£4.311	£13.188	£6.538	£4.829	£0.000	£30.556
Iceland, Woodcote Road, Wallington	£0.000	£0.881	£0.226	£0.000	£0.000	£1.052	£0.974	£2.025	£0.000	£0.000	£5.158
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.232	£0.379	£0.000	£0.000	£1.611
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.226	£0.000	£0.000	£0.920	£0.695	£0.212	£0.000	£0.000	£2.054
Local shops, Wallington	£0.000	£0.000	£0.777	£0.000	£0.000	£0.000	£2.227	£1.625	£0.000	£0.000	£4.629
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£3.210	£0.000	£0.189	£0.000	£3.398
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.187	£0.000	£0.000	£0.187
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.212	£0.000	£0.000	£0.212

Worcester Park Town Centre

Waitrose, Stone Place, Worcester Park	£25.214	£0.918	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.970	£29.101
Iceland, Worcester Park	£2.450	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.450
Sainsbury's Local, Central Road, Worcester Park Centre	£3.395	£0.116	£0.000	£0.000	£0.000	£0.000	£0.000	£0.189	£0.000	£0.000	£3.700
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.212	£0.000	£0.000	£0.212
Local shops, Worcester Park	£2.586	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.586
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.189	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.189
Tesco Express, Malden Road, Worcester Park	£0.652	£0.174	£0.698	£0.000	£0.425	£0.000	£0.000	£0.000	£0.000	£0.000	£1.948
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.524	£6.287	£0.000	£0.000	£0.000	£0.000	£3.017	£9.828
Sainsbury's Local, Cheam	£3.454	£0.332	£0.000	£1.036	£0.683	£0.633	£0.000	£0.000	£0.000	£3.575	£9.713
Local shops, Cheam	£0.130	£0.000	£0.000	£0.245	£1.381	£0.000	£0.000	£0.000	£0.000	£2.358	£4.114
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£33.844	£3.745	£2.954	£0.950	£4.477	£2.534	£0.000	£1.064	£0.298	£14.299	£64.164
Local shops, North Cheam	£0.319	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.185	£0.503
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.847	£0.288	£0.000	£2.017	£0.653	£0.310	£0.000	£0.000	£0.000	£0.268	£4.383
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.174	£0.974	£0.000	£0.000	£1.026	£0.541	£0.470	£1.847	£0.000	£5.031
Sainsbury's Local, High Street, Carshalton	£0.757	£0.000	£0.000	£0.000	£0.000	£0.000	£1.199	£0.313	£0.692	£0.000	£2.962
Local shops, Carshalton	£0.000	£1.548	£0.669	£0.000	£0.000	£0.844	£0.000	£0.928	£1.465	£0.000	£5.454
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£5.209	£0.669	£0.252	£0.000	£0.000	£0.000	£0.000	£0.298	£0.000	£6.428
Local shops, Rosehill	£0.000	£0.458	£0.297	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.755
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£1.033	£0.000	£0.000	£0.000	£0.000	£0.000	£2.737	£0.166	£0.000	£3.936
Local shops, Hackbridge	£0.000	£0.521	£0.000	£0.000	£0.000	£0.000	£0.000	£0.465	£0.000	£0.000	£0.986
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.928	£0.000	£0.000	£0.000	£0.663	£0.218	£0.000	£2.199	£0.000	£4.008
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.264	£0.218	£0.000	£0.280	£0.000	£0.761
Local shops, Beddington	£0.000	£0.168	£0.000	£0.000	£0.000	£0.000	£0.000	£0.470	£0.114	£0.000	£0.752
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.765	£0.000	£0.000	£0.000	£0.000	£0.000	£0.765

Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.128	£0.000	£0.000	£0.128
Stanley Park Road	£0.130	£0.000	£0.000	£0.000	£0.000	£0.300	£0.000	£0.000	£0.000	£0.000	£0.430
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.305	£0.305
Wrythe Green	£0.000	£0.418	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.189	£0.000	£0.607
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.747	£13.678	£14.256	£9.011	£3.420	£4.683	£0.000	£0.276	£7.083	£11.855	£68.009
Asda, Beddington Lane, Beddington	£0.000	£4.039	£1.055	£0.430	£0.000	£1.028	£10.262	£13.708	£2.295	£0.000	£32.816
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.629	£0.000	£0.000	£0.374	£4.814	£13.025	£2.832	£0.345	£0.000	£22.019
Sainsbury's, Purley Way	£0.000	£0.288	£0.000	£0.000	£0.000	£1.277	£3.732	£7.992	£0.360	£0.000	£13.649
Tesco Extra, Beverley Way, New Malden	£4.602	£0.347	£0.000	£0.000	£0.000	£0.000	£0.349	£0.128	£0.000	£0.000	£5.427
Sainsbury's, Kiln Lane, Epsom	£1.574	£0.000	£0.000	£0.252	£6.526	£2.603	£0.240	£0.000	£0.166	£1.056	£12.417
Sainsbury's, London Road, Morden	£5.929	£15.097	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.483	£0.000	£21.509
Waitrose, High Street, Banstead	£0.000	£0.000	£1.055	£0.286	£15.228	£15.720	£2.460	£0.276	£0.360	£0.000	£35.386
Asda, Reigate Road, Burgh Heath	£0.757	£0.288	£0.356	£0.173	£16.379	£6.060	£0.240	£0.000	£0.262	£0.925	£25.439
Lidl, Aberconway Road, Morden	£2.081	£7.360	£0.441	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.797	£10.678
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£3.284	£2.892	£0.000	£0.257	£6.434
Sainsbury's, Colliers Wood	£1.250	£1.925	£0.356	£1.091	£0.257	£0.000	£0.000	£0.685	£0.262	£0.000	£5.827
OTHERS Total	£16.652	£18.451	£2.694	£0.959	£9.616	£15.670	£12.877	£8.414	£7.026	£3.554	£95.913
Internet	£9.320	£4.632	£2.867	£0.869	£9.937	£4.117	£3.560	£5.403	£5.980	£2.052	£48.737
	£124.374	£112.294	£65.119	£45.264	£101.518	£115.681	£105.329	£95.972	£60.850	£63.276	£889.677

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 11: Convenience Goods Turnovers - Main Town Centres and Free Standing Stores in the Borough

	<i>Year</i>			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£121.615	£131.434	£143.191	£154.164
Wallington	£96.115	£103.745	£112.834	£121.357
Worcester Park	£30.179	£32.546	£35.385	£38.050
Cheam	£18.796	£20.155	£21.965	£23.656
North Cheam	£51.324	£55.200	£60.085	£64.667
Carshalton	£10.614	£11.475	£12.493	£13.446
Rosehill	£5.692	£6.151	£6.685	£7.183
Hackbridge	£3.907	£4.215	£4.581	£4.922
 LB Sutton Freestanding Stores/Locations				
Tesco Extra, Sutton	£53.728	£57.921	£63.133	£68.009
Asda Beddington	£26.010	£28.071	£30.521	£32.816

Notes:

Summary of estimated market share turnovers (from Tables 7 to 10)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 12: Convenience Goods Benchmark Turnovers - Main Town Centres and Free Standing Stores in the Borough

	Convenience Sales Floorspace sqm	Trading Density £/sqm	Benchmark Turnover £m
Sutton Town Centre			
Marks & Spencer, High Street, Sutton Town Centre	550	£13,500	£7.425
Morrisons, High Street, Sutton Town Centre	3,500	£13,500	£47.250
Asda, St Nicholas Way, Sutton Town Centre	3,250	£13,500	£43.875
Morrisons (M Local), High Street, Sutton	350	£13,500	£4.725
Farmfoods, Lodge Place, Sutton Town Centre	450	£7,500	£3.375
Local shops, Sutton	600	£5,000	£3.000
Total			£109.650
Wallington Town Centre			
Sainsbury's, Stafford Road, Wallington Town Centre	2,550	£13,500	£34.425
Lidl, Beddington Gardens, Wallington	850	£7,500	£6.375
Iceland, Woodcote Road, Wallington	300	£7,500	£2.250
Sainsbury's, Manor Road (Wallington Station), Wallington	280	£13,500	£3.780
Tesco Express, Woodcote Road, Wallington	225	£13,500	£3.038
Local shops, Wallington	830	£5,000	£4.150
Total			£54.018
Worcester Park Town Centre			
Waitrose, Stone Place, Worcester Park	1,710	£13,500	£23.085
Iceland, Worcester Park	330	£7,500	£2.475
Sainsbury's Local, Central Road, Worcester Park Centre	295	£13,500	£3.983
Costcutter, Central Road, Worcester Park	75	£5,000	£0.375
Local shops, Worcester Park	255	£5,000	£1.275
Total			£31.193
Cheam Town Centre			
Waitrose (Little), The Broadway, Cheam	310	£13,500	£4.185
Sainsbury's Local, Cheam	255	£13,500	£3.443
Local shops, Cheam	155	£5,000	£0.775
Total			£8.403
North Cheam Town Centre			
Sainsbury's, London Road, North Cheam	3,510	£13,500	£47.385

Local shops, North Cheam	450	£5,000	£2.250
Total			£49.635
Carshalton Town Centre			
Co-op, High Street, Carshalton	355	£7,500	£2.663
Sainsbury's Local, High Street, Carshalton	270	£13,500	£3.645
Local shops, Carshalton	250	£5,000	£1.250
Total			£7.558
Rosehill Town Centre			
Co-op, Wrythe Lane Rosehill Centre	675	£7,500	£5.063
Local shops, Rosehill	810	£5,000	£4.050
Total			£9.113
Hackbridge Town Centre			
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	215	£13,500	£2.903
Local shops, Hackbridge	157	£5,000	£0.785
Total			£3.688
LB Sutton Freestanding Stores/Locations			
Tesco Extra, Sutton	3,800	£13,500	£51.300
Asda Beddington	3,600	£13,500	£48.600
			£99.900

Notes:

Convenience sales floorspace from IGD, Boyer surveys and LB Sutton Data

Trading Densities:

Main Grocer Operated Stores	£13,500/sqm
Discounters, Co-Op and Symbol Groups	£7,500/sqm
Local stores	£5,000/sqm

Benchmark turnover is product of sales area and trading density

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 13: Convenience Goods Capacity Market Share -v- Benchmark Turnovers at Main Town Centres and Free Standing Stores in the Borough

	2016			2021			2026			2031		
	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£121.615	£109.650	£11.965	£131.434	£111.027	£20.407	£143.191	£112.422	£30.769	£154.164	£113.835	£40.329
Wallington	£96.115	£54.018	£42.098	£103.745	£54.696	£49.049	£112.834	£55.383	£57.451	£121.357	£56.079	£65.278
Worcester Park	£30.179	£31.193	-£1.013	£32.546	£31.584	£0.962	£35.385	£31.981	£3.404	£38.050	£32.383	£5.667
Cheam	£18.796	£8.403	£10.394	£20.155	£8.508	£11.647	£21.965	£8.615	£13.350	£23.656	£8.723	£14.932
North Cheam	£51.324	£49.635	£1.689	£55.200	£50.259	£4.942	£60.085	£50.890	£9.195	£64.667	£51.529	£13.138
Carshalton	£10.614	£7.558	£3.057	£11.475	£7.652	£3.823	£12.493	£7.749	£4.744	£13.446	£7.846	£5.600
Rosehill	£5.692	£9.113	-£3.420	£6.151	£9.227	-£3.076	£6.685	£9.343	-£2.658	£7.183	£9.460	-£2.278
Hackbridge	£3.907	£3.688	£0.220	£4.215	£3.734	£0.482	£4.581	£3.781	£0.800	£4.922	£3.828	£1.094
LB Sutton Freestanding Stores/Locations												
Tesco Extra, Sutton	£53.728	£51.300	£2.428	£57.921	£51.944	£5.976	£63.133	£52.597	£10.536	£68.009	£53.258	£14.751
Asda Beddington	£26.010	£48.600	-£22.590	£28.071	£49.211	-£21.140	£30.521	£49.829	-£19.308	£32.816	£50.455	-£17.638

Notes:

Market Share Turnovers from Table 12

Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.

Capacity is difference between implied turnover and benchmark turnover

Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 14: Convenience Goods Capacity Converted to Floorspace

	2016			2021			2026			2031		
	Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark	
	£M	£/sqm	sqm	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£11.965	£13,500	886	£20.407	£13,669.596	1,493	£30.769	£13,841.322	2,223	£40.329	£14,015.206	2,878
Wallington	£42.098	£13,500	3,118	£49.049	£13,669.596	3,588	£57.451	£13,841.322	4,151	£65.278	£14,015.206	4,658
Worcester Park	-£1.013	£13,500	-75	£0.962	£13,669.596	70	£3.404	£13,841.322	246	£5.667	£14,015.206	404
Cheam	£10.394	£13,500	770	£11.647	£13,669.596	852	£13.350	£13,841.322	965	£14.932	£14,015.206	1,065
North Cheam	£1.689	£13,500	125	£4.942	£13,669.596	362	£9.195	£13,841.322	664	£13.138	£14,015.206	937
Carshalton	£3.057	£13,500	226	£3.823	£13,669.596	280	£4.744	£13,841.322	343	£5.600	£14,015.206	400
Rosehill	-£3.420	£13,500	-253	-£3.076	£13,669.596	-225	-£2.658	£13,841.322	-192	-£2.278	£14,015.206	-163
Hackbridge	£0.220	£13,500	16	£0.482	£13,669.596	35	£0.800	£13,841.322	58	£1.094	£14,015.206	78
			4,798			6,420			8,399			10,180

Notes:

Market Share Turnovers from Table 12

Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.

Capacity is difference between implied turnover and benchmark turnover

Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table A: Population

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	45,098	47,322	23,653	17,011	31,210	35,636	33,585	38,440	21,217	22,499	315,671
2021	48,038	50,378	25,325	18,170	33,261	37,932	35,724	40,875	22,661	24,080	336,444
2026	50,672	53,063	26,863	19,258	35,134	40,050	37,679	43,124	23,988	25,527	355,358
2031	52,972	55,372	28,225	20,181	36,727	41,901	39,385	45,090	25,139	26,803	371,795

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table B: Comparison Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£3,554	£2,582	£3,490	£3,395	£4,492	£4,542	£4,286	£3,096	£3,726	£3,638
2016	£3,944	£2,865	£3,873	£3,767	£4,984	£5,040	£4,756	£3,435	£4,134	£4,134
2021	£4,449	£3,232	£4,368	£4,250	£5,623	£5,685	£5,365	£3,875	£4,664	£4,554
2026	£5,233	£3,802	£5,138	£4,999	£6,614	£6,687	£6,310	£4,558	£5,486	£5,356
2031	£6,185	£4,493	£6,073	£5,908	£7,817	£7,904	£7,459	£5,388	£6,484	£6,331

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table C: Comparison Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£153.85	£117.40	£79.17	£55.44	£134.76	£155.72	£138.61	£114.60	£75.91	£78.52	£1,103.99
2016	£177.84	£135.58	£91.60	£64.08	£155.56	£179.60	£159.72	£132.05	£87.72	£93.02	£1,276.77
2021	£213.70	£162.82	£110.63	£77.21	£187.02	£215.65	£191.65	£158.40	£105.69	£109.65	£1,532.43
2026	£265.15	£201.72	£138.03	£96.26	£232.37	£267.83	£237.77	£196.57	£131.60	£136.73	£1,904.03
2031	£327.62	£248.80	£171.42	£119.23	£287.10	£331.19	£293.76	£242.93	£163.00	£169.69	£2,354.75

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table D: Comparison Goods Shopping Patterns - Combined Market Share %

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
LB Sutton Main Town Centres										
Sutton	15.5%	35.0%	46.2%	51.3%	29.9%	27.5%	15.5%	21.9%	36.8%	38.3%
Wallington	0.0%	1.0%	1.5%	0.5%	0.3%	3.6%	13.8%	9.5%	3.6%	0.1%
Worcester Park	7.6%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.1%	0.8%
Cheam	0.2%	0.3%	0.0%	1.5%	2.0%	0.4%	0.0%	0.1%	0.0%	3.3%
North Cheam	5.5%	0.5%	0.2%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	7.2%
Carshalton	0.1%	1.3%	1.7%	0.0%	0.1%	1.2%	0.0%	1.0%	2.9%	0.0%
Rosehill	0.0%	1.3%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Hackbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
LB Sutton Other Centres										
Beddington	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.8%	0.4%	0.0%
Belmont	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Carshalton Beeches	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
LB Sutton Freestanding Stores/Locations										
Asda Beddington	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	1.1%	0.0%
Tesco Extra, Sutton	0.4%	0.4%	2.0%	0.7%	0.0%	0.4%	0.0%	0.0%	1.4%	2.5%
Sainsbury, North Cheam	1.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	1.5%
B&Q Sutton Court Road	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%
Main Competing Centres										
Croydon	1.2%	5.9%	5.8%	4.1%	4.2%	8.0%	17.9%	17.2%	5.7%	3.4%
Kingston	20.6%	3.9%	4.7%	7.2%	10.9%	8.3%	1.3%	0.8%	2.8%	9.3%
Wimbledon	4.4%	3.9%	1.2%	1.0%	0.2%	0.4%	0.3%	0.2%	0.9%	3.2%
Central London	2.2%	1.4%	2.8%	3.6%	4.7%	3.1%	4.3%	0.9%	1.3%	0.7%
Epsom	2.1%	0.3%	0.2%	1.0%	7.3%	1.9%	0.7%	0.0%	1.7%	2.2%
Banstead	0.0%	0.0%	0.3%	0.2%	4.4%	4.0%	0.3%	0.0%	0.6%	0.6%
Mitcham	0.0%	3.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Morden	2.0%	3.6%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Competing Retail Parks/Freestanding Stores										
Sainsbury Purley Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	2.9%	0.2%	0.0%
Tesco Purley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.1%	0.0%
Colliers Wood inc Sainsbury and Retail Park	3.3%	11.2%	1.4%	2.7%	1.7%	1.0%	0.7%	0.9%	2.0%	3.2%
Ikea Purley	1.4%	2.7%	1.6%	2.7%	2.2%	1.1%	2.0%	1.8%	1.7%	0.9%
Purley Way Retail Parks	1.1%	5.6%	8.1%	2.8%	8.4%	11.5%	18.4%	19.7%	15.7%	2.8%
Others	12.4%	3.5%	3.8%	1.9%	8.0%	4.7%	4.4%	2.6%	3.0%	3.3%
Internet	18.4%	13.0%	16.9%	17.3%	14.1%	19.4%	18.9%	16.2%	16.9%	15.2%
Catalogue / Mail order / Telephone / TV	0.3%	0.8%	0.4%	0.9%	0.4%	0.8%	0.2%	0.3%	0.4%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table E: Comparison Goods Shopping Patterns - 2016 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£27.598	£47.392	£42.290	£32.883	£46.558	£49.361	£24.692	£28.880	£32.248	£35.618	£367.521
Wallington	£0.027	£1.375	£1.370	£0.326	£0.398	£6.491	£21.999	£12.554	£3.139	£0.092	£47.771
Worcester Park	£13.552	£0.060	£0.021	£0.000	£0.412	£0.163	£0.000	£0.000	£0.086	£0.787	£15.082
Cheam	£0.407	£0.424	£0.000	£0.979	£3.098	£0.691	£0.000	£0.092	£0.000	£3.036	£8.727
North Cheam	£9.807	£0.731	£0.139	£0.218	£0.498	£0.502	£0.000	£0.000	£0.000	£6.734	£18.629
Carshalton	£0.246	£1.701	£1.538	£0.000	£0.116	£2.185	£0.000	£1.321	£2.539	£0.000	£9.646
Rosehill	£0.000	£1.812	£0.609	£0.044	£0.000	£0.000	£0.000	£0.000	£0.474	£0.000	£2.939
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.448	£0.000	£0.000	£1.448
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.106	£0.000	£0.000	£0.126	£0.125	£1.083	£0.386	£0.000	£1.826
Belmont	£0.000	£0.000	£0.036	£0.000	£0.369	£0.182	£0.000	£0.000	£0.000	£0.000	£0.586
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.539	£0.000	£0.000	£0.097	£0.000	£0.637
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.467	£0.000	£0.000	£0.060	£0.000	£1.929	£2.783	£0.934	£0.000	£6.173
Tesco Extra, Sutton	£0.734	£0.584	£1.860	£0.429	£0.000	£0.774	£0.000	£0.000	£1.255	£2.280	£7.915
Sainsbury, North Cheam	£1.937	£0.328	£0.000	£0.000	£0.000	£0.194	£0.000	£0.000	£0.000	£1.431	£3.890
B&Q Sutton Court Road	£0.174	£0.232	£0.198	£0.058	£0.325	£0.125	£0.023	£0.022	£0.000	£0.108	£1.266
Main Competing Centres											
Croydon	£2.142	£7.971	£5.305	£2.643	£6.591	£14.440	£28.622	£22.732	£4.994	£3.209	£98.648
Kingston	£36.710	£5.307	£4.304	£4.634	£16.961	£14.924	£2.060	£1.099	£2.435	£8.605	£97.038
Wimbledon	£7.823	£5.258	£1.141	£0.624	£0.388	£0.749	£0.450	£0.304	£0.832	£2.962	£20.531
Central London	£3.895	£1.921	£2.561	£2.328	£7.261	£5.526	£6.904	£1.160	£1.160	£0.627	£33.344
Epsom	£3.758	£0.469	£0.142	£0.641	£11.330	£3.479	£1.097	£0.000	£1.487	£2.013	£24.416
Banstead	£0.017	£0.015	£0.276	£0.107	£6.781	£7.168	£0.411	£0.000	£0.499	£0.520	£15.793
Mitcham	£0.027	£4.818	£0.000	£0.000	£0.000	£0.099	£0.000	£0.000	£0.000	£0.319	£5.263
Morden	£3.478	£4.888	£0.269	£0.035	£0.060	£0.000	£0.000	£0.000	£0.067	£0.829	£9.625
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.070	£0.000	£0.051	£0.000	£0.060	£1.427	£0.000	£3.895	£0.140	£0.000	£5.643
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.417	£0.238	£0.000	£0.066	£0.000	£1.721
Colliers Wood inc Sainsbury and Retail Park	£5.870	£15.159	£1.240	£1.733	£2.700	£1.711	£1.068	£1.141	£1.775	£2.949	£35.345
Ikea Purley	£2.428	£3.688	£1.456	£1.728	£3.424	£2.009	£3.229	£2.328	£1.465	£0.815	£22.570
Purley Way Retail Parks	£1.868	£7.530	£7.402	£1.765	£13.075	£20.652	£29.414	£25.978	£13.800	£2.625	£124.108
Others	£22.071	£4.773	£3.466	£1.235	£12.482	£8.503	£6.959	£3.491	£2.671	£3.054	£68.705
Internet	£32.732	£17.575	£15.478	£11.100	£22.007	£34.790	£30.174	£21.340	£14.853	£14.111	£214.159
Catalogue / Mail order / Telephone / TV	£0.476	£1.103	£0.337	£0.573	£0.604	£1.372	£0.328	£0.404	£0.315	£0.296	£5.809
	£177.846	£135.577	£91.597	£64.082	£155.559	£179.600	£159.723	£132.054	£87.719	£93.021	£1,276.776

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

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Retail Capacity Analysis

Table F: Comparison Goods Shopping Patterns - 2021 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£33.163	£56.914	£51.079	£39.622	£55.973	£59.270	£29.628	£34.643	£38.854	£41.988	£441.134
Wallington	£0.033	£1.651	£1.655	£0.392	£0.478	£7.795	£26.397	£15.059	£3.782	£0.109	£57.350
Worcester Park	£16.284	£0.073	£0.026	£0.000	£0.495	£0.196	£0.000	£0.000	£0.104	£0.928	£18.106
Cheam	£0.489	£0.509	£0.000	£1.180	£3.724	£0.830	£0.000	£0.111	£0.000	£3.579	£10.421
North Cheam	£11.784	£0.878	£0.168	£0.263	£0.599	£0.603	£0.000	£0.000	£0.000	£7.939	£22.233
Carshalton	£0.295	£2.043	£1.858	£0.000	£0.140	£2.624	£0.000	£1.584	£3.059	£0.000	£11.603
Rosehill	£0.000	£2.176	£0.736	£0.053	£0.000	£0.000	£0.000	£0.000	£0.571	£0.000	£3.536
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.736	£0.000	£0.000	£1.736
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.129	£0.000	£0.000	£0.151	£0.150	£1.299	£0.466	£0.000	£2.194
Belmont	£0.000	£0.000	£0.043	£0.000	£0.443	£0.219	£0.000	£0.000	£0.000	£0.000	£0.705
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.648	£0.000	£0.000	£0.117	£0.000	£0.765
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.561	£0.000	£0.000	£0.072	£0.000	£2.315	£3.339	£1.125	£0.000	£7.412
Tesco Extra, Sutton	£0.882	£0.701	£2.247	£0.517	£0.000	£0.929	£0.000	£0.000	£1.512	£2.688	£9.475
Sainsbury, North Cheam	£2.327	£0.394	£0.000	£0.000	£0.000	£0.233	£0.000	£0.000	£0.000	£1.687	£4.641
B&Q Sutton Court Road	£0.210	£0.278	£0.240	£0.070	£0.391	£0.150	£0.028	£0.027	£0.000	£0.127	£1.519
Main Competing Centres											
Croydon	£2.573	£9.573	£6.407	£3.185	£7.923	£17.339	£34.344	£27.268	£6.017	£3.783	£118.412
Kingston	£44.111	£6.373	£5.198	£5.584	£20.390	£17.920	£2.472	£1.318	£2.934	£10.143	£116.444
Wimbledon	£9.400	£6.314	£1.378	£0.752	£0.466	£0.900	£0.540	£0.364	£1.003	£3.492	£24.610
Central London	£4.681	£2.307	£3.093	£2.805	£8.729	£6.636	£8.285	£1.392	£1.398	£0.740	£40.064
Epsom	£4.515	£0.563	£0.172	£0.772	£13.622	£4.177	£1.316	£0.000	£1.792	£2.374	£29.302
Banstead	£0.020	£0.018	£0.334	£0.129	£8.153	£8.607	£0.493	£0.000	£0.601	£0.612	£18.967
Mitcham	£0.033	£5.786	£0.000	£0.000	£0.000	£0.118	£0.000	£0.000	£0.000	£0.376	£6.313
Morden	£4.179	£5.870	£0.325	£0.042	£0.072	£0.000	£0.000	£0.000	£0.081	£0.977	£11.545
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.084	£0.000	£0.061	£0.000	£0.072	£1.714	£0.000	£4.672	£0.169	£0.000	£6.772
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.702	£0.285	£0.000	£0.080	£0.000	£2.067
Colliers Wood inc Sainsbury and Retail Park	£7.053	£18.205	£1.498	£2.088	£3.245	£2.055	£1.282	£1.368	£2.139	£3.477	£42.409
Ikea Purley	£2.918	£4.429	£1.759	£2.082	£4.116	£2.413	£3.874	£2.793	£1.765	£0.961	£27.109
Purley Way Retail Parks	£2.245	£9.043	£8.941	£2.126	£15.718	£24.798	£35.295	£31.162	£16.627	£3.094	£149.048
Others	£26.521	£5.732	£4.186	£1.488	£15.007	£10.210	£8.351	£4.187	£3.218	£3.600	£82.499
Internet	£39.332	£21.106	£18.694	£13.375	£26.457	£41.774	£36.206	£25.598	£17.896	£16.634	£257.071
Catalogue / Mail order / Telephone / TV	£0.572	£1.325	£0.407	£0.691	£0.727	£1.647	£0.394	£0.484	£0.380	£0.349	£6.976
	£213.702	£162.818	£110.632	£77.214	£187.014	£215.655	£191.655	£158.403	£105.688	£109.656	£1,532.438

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table G: Comparison Goods Shopping Patterns - 2026 Market Share Based Turnover £M

Year	Zone										
	1	2	3	4	5	6	7	8	9	10	TOTAL
LB Sutton Main Town Centres											
Sutton	£41.147	£70.513	£63.731	£49.396	£69.546	£73.610	£36.757	£42.991	£48.378	£52.356	£548.424
Wallington	£0.041	£2.045	£2.065	£0.489	£0.594	£9.680	£32.748	£18.688	£4.709	£0.135	£71.196
Worcester Park	£20.204	£0.090	£0.032	£0.000	£0.615	£0.243	£0.000	£0.000	£0.130	£1.157	£22.472
Cheam	£0.607	£0.631	£0.000	£1.471	£4.628	£1.030	£0.000	£0.137	£0.000	£4.463	£12.966
North Cheam	£14.621	£1.088	£0.210	£0.328	£0.744	£0.748	£0.000	£0.000	£0.000	£9.899	£27.637
Carshalton	£0.366	£2.531	£2.318	£0.000	£0.174	£3.258	£0.000	£1.966	£3.809	£0.000	£14.423
Rosehill	£0.000	£2.696	£0.918	£0.067	£0.000	£0.000	£0.000	£0.000	£0.711	£0.000	£4.392
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.155	£0.000	£0.000	£2.155
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.160	£0.000	£0.000	£0.188	£0.186	£1.612	£0.580	£0.000	£2.726
Belmont	£0.000	£0.000	£0.054	£0.000	£0.550	£0.272	£0.000	£0.000	£0.000	£0.000	£0.876
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.804	£0.000	£0.000	£0.146	£0.000	£0.950
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.695	£0.000	£0.000	£0.090	£0.000	£2.872	£4.143	£1.401	£0.000	£9.200
Tesco Extra, Sutton	£1.094	£0.868	£2.804	£0.645	£0.000	£1.154	£0.000	£0.000	£1.883	£3.351	£11.798
Sainsbury, North Cheam	£2.888	£0.488	£0.000	£0.000	£0.000	£0.290	£0.000	£0.000	£0.000	£2.103	£5.768
B&Q Sutton Court Road	£0.260	£0.345	£0.299	£0.087	£0.485	£0.186	£0.035	£0.033	£0.000	£0.159	£1.889
Main Competing Centres											
Croydon	£3.193	£11.860	£7.994	£3.970	£9.845	£21.534	£42.608	£33.838	£7.492	£4.717	£147.051
Kingston	£54.731	£7.896	£6.485	£6.961	£25.335	£22.255	£3.067	£1.636	£3.653	£12.648	£144.668
Wimbledon	£11.663	£7.823	£1.719	£0.938	£0.580	£1.118	£0.670	£0.452	£1.249	£4.355	£30.565
Central London	£5.808	£2.858	£3.859	£3.497	£10.846	£8.241	£10.278	£1.727	£1.741	£0.922	£49.777
Epsom	£5.603	£0.697	£0.214	£0.962	£16.925	£5.188	£1.633	£0.000	£2.231	£2.960	£36.412
Banstead	£0.025	£0.022	£0.416	£0.161	£10.130	£10.689	£0.612	£0.000	£0.749	£0.764	£23.567
Mitcham	£0.041	£7.168	£0.000	£0.000	£0.000	£0.147	£0.000	£0.000	£0.000	£0.469	£7.825
Morden	£5.185	£7.272	£0.405	£0.052	£0.090	£0.000	£0.000	£0.000	£0.100	£1.219	£14.323
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.104	£0.000	£0.076	£0.000	£0.090	£2.128	£0.000	£5.798	£0.210	£0.000	£8.407
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£2.114	£0.354	£0.000	£0.099	£0.000	£2.567
Colliers Wood inc Sainsbury and Retail Park	£8.751	£22.554	£1.869	£2.603	£4.032	£2.552	£1.590	£1.698	£2.663	£4.335	£52.648
Ikea Purley	£3.620	£5.487	£2.194	£2.596	£5.115	£2.996	£4.806	£3.466	£2.197	£1.199	£33.676
Purley Way Retail Parks	£2.785	£11.203	£11.155	£2.651	£19.530	£30.797	£43.788	£38.671	£20.703	£3.858	£185.141
Others	£32.905	£7.102	£5.223	£1.855	£18.645	£12.680	£10.360	£5.196	£4.006	£4.489	£102.462
Internet	£48.801	£26.149	£23.325	£16.674	£32.873	£51.880	£44.918	£31.766	£22.283	£20.741	£319.410
Catalogue / Mail order / Telephone / TV	£0.710	£1.641	£0.508	£0.861	£0.903	£2.046	£0.489	£0.601	£0.473	£0.435	£8.667
	£265.150	£201.722	£138.034	£96.262	£232.363	£267.829	£237.772	£196.574	£131.596	£136.734	£1,904.035

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table H: Comparison Goods Shopping Patterns - 2031 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£50.841	£86.970	£79.146	£61.182	£85.927	£91.025	£45.413	£53.130	£59.925	£64.976	£678.535
Wallington	£0.050	£2.523	£2.564	£0.606	£0.734	£11.970	£40.460	£23.096	£5.833	£0.168	£88.004
Worcester Park	£24.965	£0.111	£0.040	£0.000	£0.760	£0.301	£0.000	£0.000	£0.161	£1.436	£27.773
Cheam	£0.750	£0.778	£0.000	£1.822	£5.718	£1.274	£0.000	£0.170	£0.000	£5.538	£16.049
North Cheam	£18.065	£1.342	£0.261	£0.406	£0.920	£0.925	£0.000	£0.000	£0.000	£12.285	£34.203
Carshalton	£0.452	£3.121	£2.879	£0.000	£0.215	£4.029	£0.000	£2.430	£4.719	£0.000	£17.846
Rosehill	£0.000	£3.325	£1.140	£0.083	£0.000	£0.000	£0.000	£0.000	£0.880	£0.000	£5.428
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.663	£0.000	£0.000	£2.663
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.199	£0.000	£0.000	£0.232	£0.230	£1.992	£0.718	£0.000	£3.371
Belmont	£0.000	£0.000	£0.067	£0.000	£0.680	£0.336	£0.000	£0.000	£0.000	£0.000	£1.082
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.994	£0.000	£0.000	£0.181	£0.000	£1.175
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.857	£0.000	£0.000	£0.111	£0.000	£3.548	£5.120	£1.735	£0.000	£11.371
Tesco Extra, Sutton	£1.352	£1.071	£3.482	£0.799	£0.000	£1.427	£0.000	£0.000	£2.332	£4.159	£14.620
Sainsbury, North Cheam	£3.568	£0.602	£0.000	£0.000	£0.000	£0.358	£0.000	£0.000	£0.000	£2.610	£7.138
B&Q Sutton Court Road	£0.321	£0.425	£0.371	£0.107	£0.600	£0.231	£0.043	£0.041	£0.000	£0.197	£2.336
Main Competing Centres											
Croydon	£3.945	£14.628	£9.928	£4.918	£12.163	£26.629	£52.641	£41.819	£9.280	£5.854	£181.804
Kingston	£67.626	£9.739	£8.054	£8.622	£31.302	£27.520	£3.790	£2.022	£4.525	£15.697	£178.897
Wimbledon	£14.411	£9.649	£2.135	£1.162	£0.716	£1.382	£0.828	£0.558	£1.547	£5.404	£37.791
Central London	£7.176	£3.525	£4.792	£4.331	£13.401	£10.191	£12.699	£2.134	£2.156	£1.145	£61.550
Epsom	£6.923	£0.860	£0.266	£1.192	£20.911	£6.415	£2.017	£0.000	£2.763	£3.673	£45.020
Banstead	£0.030	£0.027	£0.517	£0.199	£12.516	£13.218	£0.756	£0.000	£0.927	£0.948	£29.138
Mitcham	£0.050	£8.841	£0.000	£0.000	£0.000	£0.182	£0.000	£0.000	£0.000	£0.582	£9.656
Morden	£6.407	£8.970	£0.503	£0.064	£0.111	£0.000	£0.000	£0.000	£0.124	£1.513	£17.692
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.128	£0.000	£0.095	£0.000	£0.111	£2.632	£0.000	£7.166	£0.261	£0.000	£10.392
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£2.614	£0.437	£0.000	£0.123	£0.000	£3.174
Colliers Wood inc Sainsbury and Retail Park	£10.813	£27.818	£2.321	£3.224	£4.982	£3.156	£1.964	£2.099	£3.299	£5.380	£65.056
Ikea Purley	£4.473	£6.767	£2.725	£3.215	£6.319	£3.705	£5.938	£4.283	£2.722	£1.488	£41.635
Purley Way Retail Parks	£3.442	£13.818	£13.853	£3.283	£24.130	£38.083	£54.098	£47.791	£25.645	£4.788	£228.931
Others	£40.658	£8.760	£6.486	£2.297	£23.037	£15.680	£12.800	£6.422	£4.963	£5.572	£126.674
Internet	£60.298	£32.252	£28.966	£20.652	£40.616	£64.155	£55.496	£39.258	£27.601	£25.741	£395.035
Catalogue / Mail order / Telephone / TV	£0.877	£2.024	£0.631	£1.067	£1.115	£2.530	£0.604	£0.743	£0.586	£0.540	£10.717
	£327.622	£248.802	£171.423	£119.230	£287.096	£331.193	£293.761	£242.934	£163.004	£169.692	£2,354.758

Notes:

The market share turnovers are calculated from percentage market share for each centre (from Table D) multiplied by comparison goods expenditure generated (from Table C) . The turnovers are built up on a zone by zone basis. Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table I: Comparison Goods Shopping Patterns - Summary Market Share Based Turnover £M (2016 - 2031)

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£367.521	£441.134	£548.424	£678.535
Wallington	£47.771	£57.350	£71.196	£88.004
Worcester Park	£15.082	£18.106	£22.472	£27.773
Cheam	£8.727	£10.421	£12.966	£16.049
North Cheam	£18.629	£22.233	£27.637	£34.203
Carshalton	£9.646	£11.603	£14.423	£17.846
Rosehill	£2.939	£3.536	£4.392	£5.428
Hackbridge	£1.448	£1.736	£2.155	£2.663
LB Sutton Other Centres				
Beddington	£1.826	£2.194	£2.726	£3.371
Belmont	£0.586	£0.705	£0.876	£1.082
Carshalton Beeches	£0.637	£0.765	£0.950	£1.175
LB Sutton Freestanding Stores/Locations				
Asda Beddington	£6.173	£7.412	£9.200	£11.371
Tesco Extra, Sutton	£7.915	£9.475	£11.798	£14.620
Sainsbury, North Cheam	£3.890	£4.641	£5.768	£7.138
B&Q Sutton Court Road	£1.266	£1.519	£1.889	£2.336
Main Competing Centres				
Croydon	£98.648	£118.412	£147.051	£181.804
Kingston	£97.038	£116.444	£144.668	£178.897
Wimbledon	£20.531	£24.610	£30.565	£37.791
Central London	£33.344	£40.064	£49.777	£61.550
Epsom	£24.416	£29.302	£36.412	£45.020
Banstead	£15.793	£18.967	£23.567	£29.138
Mitcham	£5.263	£6.313	£7.825	£9.656
Morden	£9.625	£11.545	£14.323	£17.692
Competing Retail Parks/Freestanding Stores				
Sainsbury Purley Way	£5.643	£6.772	£8.407	£10.392
Tesco Purley	£1.721	£2.067	£2.567	£3.174
Colliers Wood inc Sainsbury and Retail Park	£35.345	£42.409	£52.648	£65.056
Ikea Purley	£22.570	£27.109	£33.676	£41.635
Purley Way Retail Parks	£124.108	£149.048	£185.141	£228.931
Others	£68.705	£82.499	£102.462	£126.674
Internet	£214.159	£257.071	£319.410	£395.035
Catalogue / Mail order / Telephone / TV	£5.809	£6.976	£8.667	£10.717
	£1,276.776	£1,532.438	£1,904.035	£2,354.758

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table J: Comparison Goods Shopping Turnover and Floorspace Analysis

	<i>Year</i>			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Market Share Turnover	£367.521	£441.134	£548.424	£678.535
Comparison Goods Sales Floorspace	42,547			
Implied Sales Density	£8,638.00			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£319.103	£361.04	£408.48	£433.58
Capacity for Additional Comparison Goods Shopping (Turnover)	£48.419	£80.098	£139.946	£244.953
Wallington				
Market Share Turnover	£47.771	£57.350	£71.196	£88.004
Comparison Goods Sales Floorspace	4,450			
Implied Sales Density	£10,735.09			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£33.375	£37.76	£42.72	£45.35
Capacity for Additional Comparison Goods Shopping (Turnover)	£14.396	£19.590	£28.473	£42.656
Worcester Park				
Market Share Turnover	£15.082	£18.106	£22.472	£27.773
Comparison Goods Sales Floorspace	4225			
Implied Sales Density	£3,569.75			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	31.6875	£35.85	£40.56	£43.06
Capacity for Additional Comparison Goods Shopping (Turnover)	-£16.605	-£17.746	-£18.091	-£15.282
Cheam				
Market Share Turnover	£8.727	£10.421	£12.966	£16.049
Comparison Goods Sales Floorspace	2,100			
Implied Sales Density	£4,155.76			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	11.55	£13.07	£14.78	£15.69
Capacity for Additional Comparison Goods Shopping (Turnover)	-£2.823	-£2.646	-£1.819	£0.355
North Cheam				
Market Share Turnover	£18.629	£22.233	£27.637	£34.203
Comparison Goods Sales Floorspace	3699			
Implied Sales Density	£5,036.32			

Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	27.7425	£31.39	£35.51	£37.70
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.113	-£9.155	-£7.875	-£3.492
Carshalton				
Market Share Turnover	£9.646	£11.603	£14.423	£17.846
Comparison Goods Sales Floorspace	1,600			
Implied Sales Density	£6,029.00			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	£8.80	£9.96	£11.26	£11.96
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.846	£1.647	£3.158	£5.888
Rosehill				
Market Share Turnover	£2.939	£3.536	£4.392	£5.428
Comparison Goods Sales Floorspace	1390			
Implied Sales Density	£2,114.70			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	7.645	£8.65	£9.79	£10.39
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.706	-£5.113	-£5.395	-£4.959
Hackbridge				
Market Share Turnover	£1.448	£1.736	£2.155	£2.663
Comparison Goods Sales Floorspace	225			
Implied Sales Density	£6,433.43			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	1.2375	£1.40	£1.58	£1.68
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.210	£0.336	£0.571	£0.981

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table K: Comparison Goods Shopping Floorspace Need Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£48,419	£80,098	£139,946	£244,953
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	6,456	9,439	14,577	22,551
Less Committed Floorspace	4,000	4,000	4,000	4,000
Revised Floorspace Need	2,456	5,439	10,577	18,551
Wallington				
Capacity for Additional Comparison Goods Shopping (Turnover)	£14,396	£19,590	£28,473	£42,656
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	1,919	2,309	2,966	3,927
Less Committed Floorspace	850	850	850	850
Revised Floorspace Need	1,069	1,459	2,116	3,077
Worcester Park				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£16,605	-£17,746	-£18,091	-£15,282
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	-2,214	-2,091	-1,884	-1,407
Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£2,823	-£2,646	-£1,819	£0.355
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-513	-425	-258	45
North Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9,113	-£9,155	-£7,875	-£3,492
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-1,657	-1,471	-1,119	-438
Carshalton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.846	£1.647	£3.158	£5.888
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	154	265	449	739
Rosehill				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4,706	-£5,113	-£5,395	-£4,959

Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-856	-822	-766	-623
Hackbridge				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.210	£0.336	£0.571	£0.981
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	38	54	81	123
Less Committed Floorspace	2,000	2,000	2,000	2,000
Revised Floorspace Need	-1,962	-1,946	-1,919	-1,877

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

Appendix Four – Leisure Spend Analysis

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC1: Population

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	45,098	47,322	23,653	17,011	31,210	35,636	33,585	38,440	21,217	22,499	315,671
2021	48,038	50,378	25,325	18,170	33,261	37,932	35,724	40,875	22,661	24,080	336,444
2026	50,672	53,063	26,863	19,258	35,134	40,050	37,679	43,124	23,988	25,527	355,358
2031	52,972	55,372	28,225	20,181	36,727	41,901	39,385	45,090	25,139	26,803	371,795

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC2: Leisure Spend Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
Accommodation Services										
2013	£165	£111	£176	£172	£246	£248	£237	£146	£187	£171
2016	£172	£115	£183	£179	£256	£258	£246	£152	£194	£178
2021	£183	£123	£195	£191	£273	£275	£263	£162	£207	£190
2026	£195	£131	£208	£203	£291	£293	£280	£173	£221	£202
2031	£208	£140	£222	£217	£310	£313	£299	£184	£236	£216
Cultural Services										
2013	£357	£281	£349	£338	£405	£409	£372	£323	£353	£363
2016	£371	£292	£363	£351	£421	£425	£387	£336	£367	£377
2021	£396	£312	£387	£375	£449	£454	£412	£358	£391	£403
2026	£422	£332	£413	£400	£479	£484	£440	£382	£418	£429
2031	£450	£355	£440	£426	£511	£516	£469	£408	£445	£458
Games of Chance										
2013	£158	£136	£148	£125	£130	£141	£129	£143	£137	£176
2016	£164	£141	£154	£130	£135	£147	£134	£149	£142	£183
2021	£175	£151	£164	£139	£144	£156	£143	£159	£152	£195
2026	£187	£161	£175	£148	£154	£167	£153	£169	£162	£208
2031	£199	£172	£187	£158	£164	£178	£163	£180	£173	£222
Hairdressing and Personal Grooming										
2013	£123	£60	£100	£94	£157	£157	£149	£84	£121	£132
2016	£128	£62	£104	£98	£163	£163	£155	£87	£126	£137
2021	£136	£67	£111	£104	£174	£174	£165	£93	£134	£146
2026	£145	£71	£118	£111	£186	£186	£176	£99	£143	£156
2031	£155	£76	£126	£119	£198	£198	£188	£106	£153	£167
Recreation and Sport										
2013	£148	£97	£148	£148	£227	£227	£213	£119	£169	£153
2016	£154	£101	£154	£154	£236	£236	£221	£124	£176	£159
2021	£164	£108	£164	£164	£252	£252	£236	£132	£187	£170
2026	£175	£115	£175	£175	£269	£269	£252	£141	£200	£181
2031	£187	£122	£187	£187	£286	£286	£269	£150	£213	£193
Restaurants and Cafes										
2013	£1,486	£1,009	£1,458	£1,473	£1,829	£1,915	£1,880	£1,275	£1,600	£1,533
2016	£1,545	£1,049	£1,516	£1,531	£1,901	£1,991	£1,954	£1,325	£1,663	£1,594
2021	£1,648	£1,119	£1,617	£1,633	£2,028	£2,123	£2,085	£1,414	£1,774	£1,700
2026	£1,758	£1,193	£1,725	£1,742	£2,163	£2,265	£2,224	£1,508	£1,893	£1,813
2031	£1,875	£1,273	£1,840	£1,859	£2,308	£2,416	£2,372	£1,609	£2,019	£1,934

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC3: Leisure Spend Per Head

Year	Zone										Total £M
	1 £M	2 £M	3 £M	4 £M	5 £M	6 £M	7 £M	8 £M	9 £M	10 £M	
Accomodation Services											
2013	£7.143	£5.047	£3.993	£2.809	£7.380	£8.503	£7.665	£5.404	£3.810	£3.691	£55.444
2016	£7.735	£5.460	£4.327	£3.041	£7.981	£9.187	£8.274	£5.834	£4.124	£3.999	£59.964
2021	£8.789	£6.201	£4.942	£3.465	£9.073	£10.431	£9.388	£6.617	£4.699	£4.566	£68.172
2026	£9.890	£6.967	£5.592	£3.918	£10.223	£11.748	£10.563	£7.447	£5.306	£5.163	£76.817
2031	£11.028	£7.755	£6.268	£4.380	£11.400	£13.111	£11.777	£8.306	£5.931	£5.783	£85.740
Cultural Services											
2013	£15.455	£12.777	£7.917	£5.520	£12.150	£14.023	£12.030	£11.956	£7.192	£7.834	£106.854
2016	£16.736	£13.823	£8.581	£5.977	£13.139	£15.151	£12.987	£12.907	£7.786	£8.490	£115.577
2021	£19.016	£15.697	£9.801	£6.810	£14.937	£17.203	£14.736	£14.640	£8.870	£9.693	£131.403
2026	£21.397	£17.637	£11.089	£7.699	£16.831	£19.375	£16.579	£16.476	£10.016	£10.960	£148.060
2031	£23.861	£19.632	£12.429	£8.607	£18.768	£21.623	£18.486	£18.376	£11.197	£12.276	£165.254
Games of Chance											
2013	£6.840	£6.184	£3.358	£2.041	£3.900	£4.834	£4.172	£5.293	£2.791	£3.798	£43.212
2016	£7.407	£6.690	£3.639	£2.210	£4.218	£5.223	£4.504	£5.714	£3.022	£4.116	£46.743
2021	£8.416	£7.597	£4.156	£2.518	£4.795	£5.931	£5.110	£6.481	£3.443	£4.699	£53.147
2026	£9.470	£8.536	£4.703	£2.847	£5.402	£6.680	£5.749	£7.294	£3.887	£5.314	£59.883
2031	£10.560	£9.502	£5.271	£3.183	£6.024	£7.454	£6.410	£8.136	£4.345	£5.952	£66.838
Hairdressing and Personal Grooming											
2013	£5.325	£2.728	£2.269	£1.535	£4.710	£5.383	£4.819	£3.109	£2.465	£2.849	£35.191
2016	£5.766	£2.951	£2.459	£1.662	£5.094	£5.816	£5.202	£3.357	£2.669	£3.087	£38.062
2021	£6.552	£3.352	£2.808	£1.894	£5.790	£6.604	£5.902	£3.807	£3.040	£3.525	£43.274
2026	£7.372	£3.766	£3.177	£2.141	£6.525	£7.437	£6.641	£4.285	£3.433	£3.986	£48.763
2031	£8.221	£4.192	£3.561	£2.394	£7.275	£8.300	£7.404	£4.779	£3.838	£4.464	£54.429
Recreation and Sport											
2013	£6.407	£4.411	£3.358	£2.417	£6.810	£7.783	£6.888	£4.405	£3.443	£3.302	£49.223
2016	£6.938	£4.772	£3.639	£2.617	£7.365	£8.409	£7.436	£4.755	£3.727	£3.578	£53.236
2021	£7.884	£5.419	£4.156	£2.982	£8.372	£9.548	£8.438	£5.394	£4.247	£4.085	£60.523
2026	£8.871	£6.088	£4.703	£3.371	£9.434	£10.754	£9.493	£6.070	£4.795	£4.620	£68.198
2031	£9.892	£6.777	£5.271	£3.769	£10.519	£12.001	£10.585	£6.770	£5.360	£5.174	£76.118
Restaraunts and Cafes											
2013	£64.329	£45.879	£33.076	£24.056	£54.870	£65.656	£60.799	£47.195	£32.597	£33.085	£461.542
2016	£69.663	£49.634	£35.849	£26.047	£59.338	£70.939	£65.634	£50.947	£35.288	£35.854	£499.195
2021	£79.155	£56.365	£40.943	£29.678	£67.457	£80.547	£74.472	£57.789	£40.204	£40.933	£567.543
2026	£89.066	£63.329	£46.327	£33.553	£76.009	£90.718	£83.788	£65.036	£45.398	£46.288	£639.511
2031	£99.320	£70.494	£51.923	£37.507	£84.756	£101.243	£93.424	£72.537	£50.750	£51.844	£713.797

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC4: Pattern of Food and Beverage Visits

	Zone										
	A	B	C	D	E	F	G	H	I	J	Total
Sutton	5.10%	17.47%	53.47%	39.57%	24.11%	25.70%	12.75%	23.69%	24.80%	13.04%	21.83%
Wallington	0.00%	1.88%	2.23%	0.00%	0.00%	6.32%	19.60%	14.05%	2.90%	1.20%	5.07%
Worcester Park	23.45%	0.59%	0.62%	0.68%	0.00%	0.76%	0.68%	0.00%	0.00%	2.56%	4.07%
North Cheam	3.07%	0.95%	0.00%	0.00%	0.43%	0.00%	0.00%	3.49%	0.00%	0.82%	1.12%
Cheam	11.70%	2.18%	4.15%	14.62%	14.43%	5.09%	0.47%	3.31%	6.68%	41.52%	9.01%
Carshalton	0.00%	2.89%	4.15%	6.18%	0.00%	5.45%	4.25%	5.27%	30.32%	1.36%	4.79%
Rosehill	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
LB Sutton Town Centres	43.32%	26.31%	64.61%	61.05%	38.96%	43.31%	37.75%	49.81%	64.70%	60.50%	45.95%
Hackbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.00%	0.00%	0.07%
Main Others Outside Borough											
Croydon	0.00%	5.19%	2.23%	0.00%	0.43%	1.67%	19.04%	20.74%	4.55%	0.00%	5.80%
Central London / West End	9.92%	7.41%	5.63%	10.30%	4.25%	17.21%	13.63%	3.92%	10.85%	5.85%	8.94%
Wimbledon	10.16%	23.42%	0.00%	8.62%	3.47%	2.41%	0.00%	0.54%	1.83%	1.20%	6.13%
Banstead	0.00%	0.59%	3.87%	0.00%	16.40%	13.35%	3.73%	0.74%	5.67%	0.00%	4.58%
Kingston	9.52%	3.69%	3.13%	6.18%	0.63%	0.46%	0.47%	0.00%	0.63%	1.36%	2.84%
Others	21.77%	28.37%	16.49%	9.92%	19.25%	16.89%	14.36%	15.56%	4.75%	16.65%	17.82%
(Don't know / can't remember)	5.32%	5.03%	4.05%	3.95%	16.61%	4.72%	11.02%	8.09%	7.03%	14.45%	7.86%

Source: Household Telephone Survey, Question 57.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC5:

Pattern of Cinema Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Empire, St Nicholas Centre, Sutton	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
LB Sutton Facilities	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
Main Others Outside Borough											
Vue, Valley Park, Croydon	0.00%	11.59%	9.85%	1.49%	7.48%	15.73%	59.84%	62.33%	24.19%	0.00%	20.02%
Odeon, Upper High Street, Epsom	22.98%	2.41%	12.62%	13.61%	52.36%	32.66%	6.32%	3.88%	5.72%	33.26%	18.16%
Odeon, The Broadway, Wimbledon	29.94%	26.80%	5.30%	9.21%	0.98%	0.00%	3.32%	0.75%	1.28%	23.56%	11.90%
Odeon, The Rotunda, Kingston	19.20%	3.26%	1.39%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	3.85%
Vue, High Street, Croydon Central	0.00%	1.71%	0.00%	0.00%	0.00%	1.14%	0.75%	5.13%	1.28%	0.00%	1.19%
Others	5.32%	6.26%	4.35%	4.46%	10.46%	8.43%	6.54%	5.71%	0.00%	3.66%	5.88%
(Don't know / can't remember)	0.72%	0.69%	3.45%	0.00%	1.35%	3.59%	1.49%	0.51%	0.88%	1.71%	1.36%

Source: Household Telephone Survey, Question 56.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC5:

Pattern of Arts and Culture Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Secombe Theatre, Sutton	0.00%	4.31%	5.17%	6.13%	8.87%	1.59%	1.02%	1.46%	0.00%	1.26%	2.69%
Charles Crier Studio Theatre, Carshalton	0.00%	1.70%	0.97%	0.00%	2.48%	0.65%	8.87%	0.00%	0.00%	1.83%	1.62%
Honeywood Museum, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.22%
Painted.org.uk, Sutton	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.14%
Sutton United Football Club, The Borough Sports Ground, Gander C	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
The Friends of Whitehall, Malden Road, Sutton	0.00%	0.00%	0.00%	1.20%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%
Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	0.08%
LB Sutton Facilities	0.00%	6.01%	6.14%	9.31%	13.83%	3.31%	9.89%	1.46%	3.45%	4.35%	5.17%
Main Others Outside Borough											
Central London / West End	69.28%	60.44%	76.50%	75.74%	60.78%	81.94%	61.07%	69.45%	78.19%	47.53%	68.21%
Wimbledon Theatre, Wimbledon	15.18%	28.69%	6.44%	11.36%	8.94%	6.03%	8.22%	1.46%	6.74%	20.67%	11.59%
Fairfield Halls, Croydon	0.00%	1.28%	2.39%	0.00%	0.00%	3.18%	3.72%	15.50%	0.95%	4.35%	3.26%
Epsom Playhouse	2.26%	0.00%	1.42%	0.00%	3.05%	1.59%	0.70%	0.00%	0.00%	0.00%	1.11%
Others	7.17%	1.06%	2.58%	1.20%	1.68%	0.00%	9.39%	2.33%	1.91%	6.63%	3.60%
(Don't know / can't remember)	6.10%	2.51%	4.53%	2.40%	11.72%	3.96%	7.00%	9.80%	8.76%	16.47%	7.07%

Source: Household Telephone Survey, Question 60.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

Table LC7:

LB Sutton Food and Drink Leisure Capacity and Need Analysis

		Year			
		2016	2021	2026	2031
Sectors Spend Potential (Study Area)	£M	£499.195	£567.543	£639.511	£713.797
LB Sutton - Town Centres Share	%	45.95%	45.95%	45.95%	45.95%
LB Sutton - Town Centres Share	£M	£229.36	£260.76	£293.82	£327.95
LB Sutton - Growth in Retained Spend (Capacity)	£M	0	£31.40	£64.47	£98.60
Assumed Trading Density (gross)	£/sqm	6,500	6,664	6,832	7,005
Borough wide Food and Drink Floorspace Requirement		0	4,712	9,436	14,076
Borough Need Appropriated by Centre based on Usage					
Sutton	21.83%	-	1,028	2,059	3,072
Wallington	5.07%	-	239	479	714
Worcester Park	4.07%	-	192	384	573
North Cheam	1.12%	-	53	106	158
Cheam	9.01%	-	425	850	1,268
Carshalton	4.79%	-	226	452	675
Rosehill	0.05%	-	2	5	7

Source: Tables LC3 and LC4

Notes:

Borough's market share is held constant over study period for this theoretical exercise;

Trading density is an estimate and allowance is made for the density to grow by 0.5% per annum.

Q57 Which centre / facility did you last visit to go to for restaurants, bars and pubs?
Those who go to restaurants / pubs / bars at Q54

[illegible]

Weighted base:
Sample:

Q58 Which centre / facility did you last visit to go ten-pin bowling?
Those who are ten-pin bowling at Q54

[illegible]

Which centre / facility did you last visit to go to the cinema?

[illegible]

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC1: Population **363 dwellings per annum**

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,509	45,908	23,124	17,644	30,219	34,504	32,778	37,673	20,592	21,801	307,751
2021	44,457	46,637	26,188	16,915	30,584	35,452	34,091	37,600	20,957	22,166	315,046
2026	44,238	47,367	24,583	22,022	30,948	35,233	34,237	39,861	21,321	22,530	322,342
2031	44,603	48,097	25,313	24,211	31,313	35,598	34,967	40,956	21,686	22,895	329,638

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC2:

Leisure Spend Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
Accommodation Services										
2013	£165	£111	£176	£172	£246	£248	£237	£146	£187	£171
2016	£172	£115	£183	£179	£256	£258	£246	£152	£194	£178
2021	£183	£123	£195	£191	£273	£275	£263	£162	£207	£190
2026	£195	£131	£208	£203	£291	£293	£280	£173	£221	£202
2031	£208	£140	£222	£217	£310	£313	£299	£184	£236	£216
Cultural Services										
2013	£357	£281	£349	£338	£405	£409	£372	£323	£353	£363
2016	£371	£292	£363	£351	£421	£425	£387	£336	£367	£377
2021	£396	£312	£387	£375	£449	£454	£412	£358	£391	£403
2026	£422	£332	£413	£400	£479	£484	£440	£382	£418	£429
2031	£450	£355	£440	£426	£511	£516	£469	£408	£445	£458
Games of Chance										
2013	£158	£136	£148	£125	£130	£141	£129	£143	£137	£176
2016	£164	£141	£154	£130	£135	£147	£134	£149	£142	£183
2021	£175	£151	£164	£139	£144	£156	£143	£159	£152	£195
2026	£187	£161	£175	£148	£154	£167	£153	£169	£162	£208
2031	£199	£172	£187	£158	£164	£178	£163	£180	£173	£222
Hairdressing and Personal Grooming										
2013	£123	£60	£100	£94	£157	£157	£149	£84	£121	£132
2016	£128	£62	£104	£98	£163	£163	£155	£87	£126	£137
2021	£136	£67	£111	£104	£174	£174	£165	£93	£134	£146
2026	£145	£71	£118	£111	£186	£186	£176	£99	£143	£156
2031	£155	£76	£126	£119	£198	£198	£188	£106	£153	£167
Recreation and Sport										
2013	£148	£97	£148	£148	£227	£227	£213	£119	£169	£153
2016	£154	£101	£154	£154	£236	£236	£221	£124	£176	£159
2021	£164	£108	£164	£164	£252	£252	£236	£132	£187	£170
2026	£175	£115	£175	£175	£269	£269	£252	£141	£200	£181
2031	£187	£122	£187	£187	£286	£286	£269	£150	£213	£193
Restaurants and Cafes										
2013	£1,486	£1,009	£1,458	£1,473	£1,829	£1,915	£1,880	£1,275	£1,600	£1,533
2016	£1,545	£1,049	£1,516	£1,531	£1,901	£1,991	£1,954	£1,325	£1,663	£1,594
2021	£1,648	£1,119	£1,617	£1,633	£2,028	£2,123	£2,085	£1,414	£1,774	£1,700
2026	£1,758	£1,193	£1,725	£1,742	£2,163	£2,265	£2,224	£1,508	£1,893	£1,813
2031	£1,875	£1,273	£1,840	£1,859	£2,308	£2,416	£2,372	£1,609	£2,019	£1,934

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC3: Leisure Spend Per Head

Year	Zone										Total £M
	1 £M	2 £M	3 £M	4 £M	5 £M	6 £M	7 £M	8 £M	9 £M	10 £M	
Accomodation Services											
2013	£7.143	£5.047	£3.993	£2.809	£7.380	£8.503	£7.665	£5.404	£3.810	£3.691	£55.444
2016	£7.463	£5.297	£4.231	£3.155	£7.728	£8.895	£8.075	£5.718	£4.003	£3.875	£58.438
2021	£8.134	£5.740	£5.111	£3.226	£8.343	£9.749	£8.959	£6.087	£4.345	£4.203	£63.898
2026	£8.634	£6.219	£5.118	£4.480	£9.005	£10.335	£9.598	£6.884	£4.716	£4.557	£69.546
2031	£9.286	£6.736	£5.621	£5.254	£9.719	£11.139	£10.456	£7.545	£5.117	£4.940	£75.813
Cultural Services											
2013	£15.455	£12.777	£7.917	£5.520	£12.150	£14.023	£12.030	£11.956	£7.192	£7.834	£106.854
2016	£16.146	£13.410	£8.389	£6.199	£12.722	£14.670	£12.675	£12.649	£7.556	£8.226	£112.643
2021	£17.599	£14.532	£10.135	£6.340	£13.735	£16.078	£14.062	£13.467	£8.203	£8.922	£123.072
2026	£18.681	£15.744	£10.148	£8.804	£14.826	£17.045	£15.065	£15.229	£8.903	£9.674	£134.118
2031	£20.091	£17.053	£11.146	£10.325	£16.001	£18.371	£16.412	£16.691	£9.659	£10.486	£146.235
Games of Chance											
2013	£6.840	£6.184	£3.358	£2.041	£3.900	£4.834	£4.172	£5.293	£2.791	£3.798	£43.212
2016	£7.146	£6.490	£3.558	£2.293	£4.084	£5.057	£4.395	£5.600	£2.933	£3.989	£45.544
2021	£7.789	£7.033	£4.298	£2.344	£4.409	£5.543	£4.876	£5.962	£3.184	£4.326	£49.764
2026	£8.268	£7.620	£4.303	£3.256	£4.759	£5.876	£5.224	£6.742	£3.455	£4.690	£54.194
2031	£8.892	£8.253	£4.727	£3.818	£5.136	£6.333	£5.691	£7.390	£3.749	£5.084	£59.073
Hairdressing and Personal Grooming											
2013	£5.325	£2.728	£2.269	£1.535	£4.710	£5.383	£4.819	£3.109	£2.465	£2.849	£35.191
2016	£5.563	£2.863	£2.404	£1.724	£4.932	£5.631	£5.077	£3.290	£2.590	£2.991	£37.065
2021	£6.064	£3.103	£2.904	£1.763	£5.324	£6.172	£5.633	£3.502	£2.812	£3.244	£40.520
2026	£6.436	£3.362	£2.908	£2.449	£5.747	£6.543	£6.034	£3.961	£3.052	£3.518	£44.008
2031	£6.922	£3.641	£3.194	£2.871	£6.203	£7.052	£6.574	£4.341	£3.311	£3.813	£47.922
Recreation and Sport											
2013	£6.407	£4.411	£3.358	£2.417	£6.810	£7.783	£6.888	£4.405	£3.443	£3.302	£49.223
2016	£6.694	£4.629	£3.558	£2.715	£7.131	£8.142	£7.258	£4.660	£3.618	£3.467	£51.870
2021	£7.296	£5.016	£4.298	£2.776	£7.698	£8.924	£8.052	£4.961	£3.927	£3.761	£56.709
2026	£7.744	£5.435	£4.303	£3.855	£8.310	£9.460	£8.626	£5.611	£4.262	£4.077	£61.684
2031	£8.329	£5.886	£4.727	£4.521	£8.969	£10.196	£9.397	£6.149	£4.624	£4.420	£67.219
Restaraunts and Cafes											
2013	£64.329	£45.879	£33.076	£24.056	£54.870	£65.656	£60.799	£47.195	£32.597	£33.085	£461.542
2016	£67.209	£48.151	£35.046	£27.017	£57.454	£68.685	£64.057	£49.930	£34.249	£34.741	£486.539
2021	£73.255	£52.180	£42.338	£27.628	£62.027	£75.282	£71.068	£53.158	£37.181	£37.679	£531.795
2026	£77.757	£56.531	£42.395	£38.369	£66.954	£79.808	£76.133	£60.115	£40.351	£40.854	£579.269
2031	£83.629	£61.231	£46.565	£44.996	£72.262	£86.014	£82.943	£65.886	£43.780	£44.285	£631.592

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC4:

Pattern of Food and Beverage Visits

	Zone										
	A	B	C	D	E	F	G	H	I	J	Total
Sutton	5.10%	17.47%	53.47%	39.57%	24.11%	25.70%	12.75%	23.69%	24.80%	13.04%	21.83%
Wallington	0.00%	1.88%	2.23%	0.00%	0.00%	6.32%	19.60%	14.05%	2.90%	1.20%	5.07%
Worcester Park	23.45%	0.59%	0.62%	0.68%	0.00%	0.76%	0.68%	0.00%	0.00%	2.56%	4.07%
North Cheam	3.07%	0.95%	0.00%	0.00%	0.43%	0.00%	0.00%	3.49%	0.00%	0.82%	1.12%
Cheam	11.70%	2.18%	4.15%	14.62%	14.43%	5.09%	0.47%	3.31%	6.68%	41.52%	9.01%
Carshalton	0.00%	2.89%	4.15%	6.18%	0.00%	5.45%	4.25%	5.27%	30.32%	1.36%	4.79%
Rosehill	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
LB Sutton Town Centres	43.32%	26.31%	64.61%	61.05%	38.96%	43.31%	37.75%	49.81%	64.70%	60.50%	45.95%
Hackbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.00%	0.00%	0.07%
Main Others Outside Borough											
Croydon	0.00%	5.19%	2.23%	0.00%	0.43%	1.67%	19.04%	20.74%	4.55%	0.00%	5.80%
Central London / West End	9.92%	7.41%	5.63%	10.30%	4.25%	17.21%	13.63%	3.92%	10.85%	5.85%	8.94%
Wimbledon	10.16%	23.42%	0.00%	8.62%	3.47%	2.41%	0.00%	0.54%	1.83%	1.20%	6.13%
Banstead	0.00%	0.59%	3.87%	0.00%	16.40%	13.35%	3.73%	0.74%	5.67%	0.00%	4.58%
Kingston	9.52%	3.69%	3.13%	6.18%	0.63%	0.46%	0.47%	0.00%	0.63%	1.36%	2.84%
Others	21.77%	28.37%	16.49%	9.92%	19.25%	16.89%	14.36%	15.56%	4.75%	16.65%	17.82%
(Don't know / can't remember)	5.32%	5.03%	4.05%	3.95%	16.61%	4.72%	11.02%	8.09%	7.03%	14.45%	7.86%

Source: Household Telephone Survey, Question 57.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC5:

Pattern of Cinema Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Empire, St Nicholas Centre, Sutton	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
LB Sutton Facilities	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
Main Others Outside Borough											
Vue, Valley Park, Croydon	0.00%	11.59%	9.85%	1.49%	7.48%	15.73%	59.84%	62.33%	24.19%	0.00%	20.02%
Odeon, Upper High Street, Epsom	22.98%	2.41%	12.62%	13.61%	52.36%	32.66%	6.32%	3.88%	5.72%	33.26%	18.16%
Odeon, The Broadway, Wimbledon	29.94%	26.80%	5.30%	9.21%	0.98%	0.00%	3.32%	0.75%	1.28%	23.56%	11.90%
Odeon, The Rotunda, Kingston	19.20%	3.26%	1.39%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	3.85%
Vue, High Street, Croydon Central	0.00%	1.71%	0.00%	0.00%	0.00%	1.14%	0.75%	5.13%	1.28%	0.00%	1.19%
Others	5.32%	6.26%	4.35%	4.46%	10.46%	8.43%	6.54%	5.71%	0.00%	3.66%	5.88%
(Don't know / can't remember)	0.72%	0.69%	3.45%	0.00%	1.35%	3.59%	1.49%	0.51%	0.88%	1.71%	1.36%

Source: Household Telephone Survey, Question 56.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC5:

Pattern of Arts and Culture Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Secombe Theatre, Sutton	0.00%	4.31%	5.17%	6.13%	8.87%	1.59%	1.02%	1.46%	0.00%	1.26%	2.69%
Charles Cryer Studio Theatre, Carshalton	0.00%	1.70%	0.97%	0.00%	2.48%	0.65%	8.87%	0.00%	0.00%	1.83%	1.62%
Honeywood Museum, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.22%
Painted.org.uk, Sutton	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.14%
Sutton United Football Club, The Borough Sports Ground, Gander Gr	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
The Friends of Whitehall, Malden Road, Sutton	0.00%	0.00%	0.00%	1.20%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%
Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	0.08%
LB Sutton Facilities	0.00%	6.01%	6.14%	9.31%	13.83%	3.31%	9.89%	1.46%	3.45%	4.35%	5.17%
Main Others Outside Borough											
Central London / West End	69.28%	60.44%	76.50%	75.74%	60.78%	81.94%	61.07%	69.45%	78.19%	47.53%	68.21%
Wimbledon Theatre, Wimbledon	15.18%	28.69%	6.44%	11.36%	8.94%	6.03%	8.22%	1.46%	6.74%	20.67%	11.59%
Fairfield Halls, Croydon	0.00%	1.28%	2.39%	0.00%	0.00%	3.18%	3.72%	15.50%	0.95%	4.35%	3.26%
Epsom Playhouse	2.26%	0.00%	1.42%	0.00%	3.05%	1.59%	0.70%	0.00%	0.00%	0.00%	1.11%
Others	7.17%	1.06%	2.58%	1.20%	1.68%	0.00%	9.39%	2.33%	1.91%	6.63%	3.60%
(Don't know / can't remember)	6.10%	2.51%	4.53%	2.40%	11.72%	3.96%	7.00%	9.80%	8.76%	16.47%	7.07%

Source: Household Telephone Survey, Question 60.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

LOW GROWTH

Table LC7:

LB Sutton Food and Drink Leisure Capacity and Need Analysis

		Year			
		2016	2021	2026	2031
Sectors Spend Potential (Study Area)	£M	£486.539	£531.795	£579.269	£631.592
LB Sutton - Town Centres Share	%	45.95%	45.95%	45.95%	45.95%
LB Sutton - Town Centres Share	£M	£223.54	£244.33	£266.14	£290.18
LB Sutton - Growth in Retained Spend (Capacity)	£M	0	£20.79	£42.60	£66.64
Assumed Trading Density (gross)	£/sqm	6,500	6,664	6,832	7,005
Borough wide Food and Drink Floorspace Requirement		0	3,120	6,236	9,514
Borough Need Appropriated by Centre based on Usage					
Sutton	21.83%	-	681	1,361	2,077
Wallington	5.07%	-	158	316	483
Worcester Park	4.07%	-	127	254	387
North Cheam	1.12%	-	35	70	107
Cheam	9.01%	-	281	562	857
Carshalton	4.79%	-	150	299	456
Rosehill	0.05%	-	1	3	5

Source: Tables LC3 and LC4

Notes:

Borough's market share is held constant over study period for this theoretical exercise;

Trading density is an estimate and allowance is made for the density to grow by 0.5% per annum.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC1: Population **423 dwellings per annum**

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,527	45,944	23,160	17,752	30,237	34,522	32,814	37,727	20,610	21,819	308,111
2021	44,553	46,733	26,476	16,963	30,632	35,548	34,235	37,648	21,005	22,214	316,006
2026	44,316	47,523	24,739	22,490	31,026	35,311	34,393	40,095	21,399	22,608	323,902
2031	44,711	48,313	25,529	24,859	31,421	35,706	35,183	41,280	21,794	23,003	331,798

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC2:

Leisure Spend Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
Accommodation Services										
2013	£165	£111	£176	£172	£246	£248	£237	£146	£187	£171
2016	£172	£115	£183	£179	£256	£258	£246	£152	£194	£178
2021	£183	£123	£195	£191	£273	£275	£263	£162	£207	£190
2026	£195	£131	£208	£203	£291	£293	£280	£173	£221	£202
2031	£208	£140	£222	£217	£310	£313	£299	£184	£236	£216
Cultural Services										
2013	£357	£281	£349	£338	£405	£409	£372	£323	£353	£363
2016	£371	£292	£363	£351	£421	£425	£387	£336	£367	£377
2021	£396	£312	£387	£375	£449	£454	£412	£358	£391	£403
2026	£422	£332	£413	£400	£479	£484	£440	£382	£418	£429
2031	£450	£355	£440	£426	£511	£516	£469	£408	£445	£458
Games of Chance										
2013	£158	£136	£148	£125	£130	£141	£129	£143	£137	£176
2016	£164	£141	£154	£130	£135	£147	£134	£149	£142	£183
2021	£175	£151	£164	£139	£144	£156	£143	£159	£152	£195
2026	£187	£161	£175	£148	£154	£167	£153	£169	£162	£208
2031	£199	£172	£187	£158	£164	£178	£163	£180	£173	£222
Hairdressing and Personal Grooming										
2013	£123	£60	£100	£94	£157	£157	£149	£84	£121	£132
2016	£128	£62	£104	£98	£163	£163	£155	£87	£126	£137
2021	£136	£67	£111	£104	£174	£174	£165	£93	£134	£146
2026	£145	£71	£118	£111	£186	£186	£176	£99	£143	£156
2031	£155	£76	£126	£119	£198	£198	£188	£106	£153	£167
Recreation and Sport										
2013	£148	£97	£148	£148	£227	£227	£213	£119	£169	£153
2016	£154	£101	£154	£154	£236	£236	£221	£124	£176	£159
2021	£164	£108	£164	£164	£252	£252	£236	£132	£187	£170
2026	£175	£115	£175	£175	£269	£269	£252	£141	£200	£181
2031	£187	£122	£187	£187	£286	£286	£269	£150	£213	£193
Restaurants and Cafes										
2013	£1,486	£1,009	£1,458	£1,473	£1,829	£1,915	£1,880	£1,275	£1,600	£1,533
2016	£1,545	£1,049	£1,516	£1,531	£1,901	£1,991	£1,954	£1,325	£1,663	£1,594
2021	£1,648	£1,119	£1,617	£1,633	£2,028	£2,123	£2,085	£1,414	£1,774	£1,700
2026	£1,758	£1,193	£1,725	£1,742	£2,163	£2,265	£2,224	£1,508	£1,893	£1,813
2031	£1,875	£1,273	£1,840	£1,859	£2,308	£2,416	£2,372	£1,609	£2,019	£1,934

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROV

Table LC3: Leisure Spend Per Head

Year	Zone										Total £M
	1 £M	2 £M	3 £M	4 £M	5 £M	6 £M	7 £M	8 £M	9 £M	10 £M	
Accomodation Services											
2013	£7.143	£5.047	£3.993	£2.809	£7.380	£8.503	£7.665	£5.404	£3.810	£3.691	£55.444
2016	£7.466	£5.301	£4.237	£3.174	£7.732	£8.900	£8.084	£5.726	£4.006	£3.878	£58.505
2021	£8.152	£5.752	£5.167	£3.235	£8.356	£9.776	£8.997	£6.095	£4.355	£4.212	£64.096
2026	£8.649	£6.239	£5.150	£4.575	£9.028	£10.358	£9.641	£6.924	£4.733	£4.573	£69.872
2031	£9.308	£6.766	£5.669	£5.395	£9.753	£11.173	£10.521	£7.604	£5.142	£4.963	£76.295
Cultural Services											
2013	£15.455	£12.777	£7.917	£5.520	£12.150	£14.023	£12.030	£11.956	£7.192	£7.834	£106.854
2016	£16.153	£13.420	£8.402	£6.237	£12.730	£14.677	£12.689	£12.667	£7.563	£8.233	£112.772
2021	£17.637	£14.562	£10.246	£6.358	£13.756	£16.122	£14.122	£13.484	£8.222	£8.941	£123.449
2026	£18.714	£15.795	£10.212	£8.991	£14.863	£17.083	£15.133	£15.319	£8.935	£9.707	£134.753
2031	£20.140	£17.129	£11.241	£10.601	£16.056	£18.426	£16.514	£16.823	£9.707	£10.536	£147.174
Games of Chance											
2013	£6.840	£6.184	£3.358	£2.041	£3.900	£4.834	£4.172	£5.293	£2.791	£3.798	£43.212
2016	£7.149	£6.495	£3.563	£2.307	£4.086	£5.060	£4.400	£5.608	£2.935	£3.992	£45.595
2021	£7.806	£7.048	£4.345	£2.351	£4.416	£5.558	£4.897	£5.970	£3.191	£4.335	£49.916
2026	£8.282	£7.645	£4.331	£3.325	£4.771	£5.889	£5.248	£6.782	£3.468	£4.707	£54.447
2031	£8.913	£8.290	£4.767	£3.921	£5.154	£6.352	£5.726	£7.448	£3.767	£5.108	£59.448
Hairdressing and Personal Grooming											
2013	£5.325	£2.728	£2.269	£1.535	£4.710	£5.383	£4.819	£3.109	£2.465	£2.849	£35.191
2016	£5.565	£2.866	£2.407	£1.735	£4.935	£5.634	£5.082	£3.294	£2.592	£2.994	£37.105
2021	£6.077	£3.109	£2.936	£1.768	£5.333	£6.189	£5.656	£3.507	£2.818	£3.251	£40.644
2026	£6.448	£3.373	£2.926	£2.501	£5.762	£6.557	£6.061	£3.984	£3.063	£3.530	£44.204
2031	£6.939	£3.657	£3.221	£2.948	£6.224	£7.073	£6.614	£4.375	£3.327	£3.831	£48.211
Recreation and Sport											
2013	£6.407	£4.411	£3.358	£2.417	£6.810	£7.783	£6.888	£4.405	£3.443	£3.302	£49.223
2016	£6.696	£4.633	£3.563	£2.731	£7.135	£8.146	£7.265	£4.667	£3.621	£3.470	£51.928
2021	£7.312	£5.027	£4.345	£2.784	£7.710	£8.948	£8.086	£4.968	£3.936	£3.769	£56.884
2026	£7.758	£5.453	£4.331	£3.937	£8.331	£9.481	£8.665	£5.644	£4.278	£4.092	£61.968
2031	£8.349	£5.913	£4.767	£4.642	£9.000	£10.227	£9.455	£6.198	£4.647	£4.441	£67.639
Restaraunts and Cafes											
2013	£64.329	£45.879	£33.076	£24.056	£54.870	£65.656	£60.799	£47.195	£32.597	£33.085	£461.542
2016	£67.236	£48.189	£35.101	£27.182	£57.488	£68.721	£64.127	£50.002	£34.279	£34.770	£487.096
2021	£73.413	£52.287	£42.804	£27.706	£62.124	£75.486	£71.368	£53.226	£37.266	£37.761	£533.440
2026	£77.894	£56.717	£42.664	£39.184	£67.123	£79.985	£76.480	£60.468	£40.499	£40.995	£582.011
2031	£83.831	£61.506	£46.963	£46.201	£72.512	£86.275	£83.455	£66.408	£43.998	£44.494	£635.642

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC4:

Pattern of Food and Beverage Visits

	Zone										
	A	B	C	D	E	F	G	H	I	J	Total
Sutton	5.10%	17.47%	53.47%	39.57%	24.11%	25.70%	12.75%	23.69%	24.80%	13.04%	21.83%
Wallington	0.00%	1.88%	2.23%	0.00%	0.00%	6.32%	19.60%	14.05%	2.90%	1.20%	5.07%
Worcester Park	23.45%	0.59%	0.62%	0.68%	0.00%	0.76%	0.68%	0.00%	0.00%	2.56%	4.07%
North Cheam	3.07%	0.95%	0.00%	0.00%	0.43%	0.00%	0.00%	3.49%	0.00%	0.82%	1.12%
Cheam	11.70%	2.18%	4.15%	14.62%	14.43%	5.09%	0.47%	3.31%	6.68%	41.52%	9.01%
Carshalton	0.00%	2.89%	4.15%	6.18%	0.00%	5.45%	4.25%	5.27%	30.32%	1.36%	4.79%
Rosehill	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
LB Sutton Town Centres	43.32%	26.31%	64.61%	61.05%	38.96%	43.31%	37.75%	49.81%	64.70%	60.50%	45.95%
Hackbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.00%	0.00%	0.07%
Main Others Outside Borough											
Croydon	0.00%	5.19%	2.23%	0.00%	0.43%	1.67%	19.04%	20.74%	4.55%	0.00%	5.80%
Central London / West End	9.92%	7.41%	5.63%	10.30%	4.25%	17.21%	13.63%	3.92%	10.85%	5.85%	8.94%
Wimbledon	10.16%	23.42%	0.00%	8.62%	3.47%	2.41%	0.00%	0.54%	1.83%	1.20%	6.13%
Banstead	0.00%	0.59%	3.87%	0.00%	16.40%	13.35%	3.73%	0.74%	5.67%	0.00%	4.58%
Kingston	9.52%	3.69%	3.13%	6.18%	0.63%	0.46%	0.47%	0.00%	0.63%	1.36%	2.84%
Others	21.77%	28.37%	16.49%	9.92%	19.25%	16.89%	14.36%	15.56%	4.75%	16.65%	17.82%
(Don't know / can't remember)	5.32%	5.03%	4.05%	3.95%	16.61%	4.72%	11.02%	8.09%	7.03%	14.45%	7.86%

Source: Household Telephone Survey, Question 57.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC5:

Pattern of Cinema Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Empire, St Nicholas Centre, Sutton	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
LB Sutton Facilities	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
Main Others Outside Borough											
Vue, Valley Park, Croydon	0.00%	11.59%	9.85%	1.49%	7.48%	15.73%	59.84%	62.33%	24.19%	0.00%	20.02%
Odeon, Upper High Street, Epsom	22.98%	2.41%	12.62%	13.61%	52.36%	32.66%	6.32%	3.88%	5.72%	33.26%	18.16%
Odeon, The Broadway, Wimbledon	29.94%	26.80%	5.30%	9.21%	0.98%	0.00%	3.32%	0.75%	1.28%	23.56%	11.90%
Odeon, The Rotunda, Kingston	19.20%	3.26%	1.39%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	3.85%
Vue, High Street, Croydon Central	0.00%	1.71%	0.00%	0.00%	0.00%	1.14%	0.75%	5.13%	1.28%	0.00%	1.19%
Others	5.32%	6.26%	4.35%	4.46%	10.46%	8.43%	6.54%	5.71%	0.00%	3.66%	5.88%
(Don't know / can't remember)	0.72%	0.69%	3.45%	0.00%	1.35%	3.59%	1.49%	0.51%	0.88%	1.71%	1.36%

Source: Household Telephone Survey, Question 56.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC5:

Pattern of Arts and Culture Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Secombe Theatre, Sutton	0.00%	4.31%	5.17%	6.13%	8.87%	1.59%	1.02%	1.46%	0.00%	1.26%	2.69%
Charles Cryer Studio Theatre, Carshalton	0.00%	1.70%	0.97%	0.00%	2.48%	0.65%	8.87%	0.00%	0.00%	1.83%	1.62%
Honeywood Museum, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.22%
Painted.org.uk, Sutton	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.14%
Sutton United Football Club, The Borough Sports Ground, Gander Gr	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
The Friends of Whitehall, Malden Road, Sutton	0.00%	0.00%	0.00%	1.20%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%
Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	0.08%
LB Sutton Facilities	0.00%	6.01%	6.14%	9.31%	13.83%	3.31%	9.89%	1.46%	3.45%	4.35%	5.17%
Main Others Outside Borough											
Central London / West End	69.28%	60.44%	76.50%	75.74%	60.78%	81.94%	61.07%	69.45%	78.19%	47.53%	68.21%
Wimbledon Theatre, Wimbledon	15.18%	28.69%	6.44%	11.36%	8.94%	6.03%	8.22%	1.46%	6.74%	20.67%	11.59%
Fairfield Halls, Croydon	0.00%	1.28%	2.39%	0.00%	0.00%	3.18%	3.72%	15.50%	0.95%	4.35%	3.26%
Epsom Playhouse	2.26%	0.00%	1.42%	0.00%	3.05%	1.59%	0.70%	0.00%	0.00%	0.00%	1.11%
Others	7.17%	1.06%	2.58%	1.20%	1.68%	0.00%	9.39%	2.33%	1.91%	6.63%	3.60%
(Don't know / can't remember)	6.10%	2.51%	4.53%	2.40%	11.72%	3.96%	7.00%	9.80%	8.76%	16.47%	7.07%

Source: Household Telephone Survey, Question 60.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

MEDIUM GROWTH

Table LC7:

LB Sutton Food and Drink Leisure Capacity and Need Analysis

		Year			
		2016	2021	2026	2031
Sectors Spend Potential (Study Area)	£M	£487.096	£533.440	£582.011	£635.642
LB Sutton - Town Centres Share	%	45.95%	45.95%	45.95%	45.95%
LB Sutton - Town Centres Share	£M	£223.80	£245.09	£267.40	£292.05
LB Sutton - Growth in Retained Spend (Capacity)	£M	0	£21.29	£43.61	£68.25
Assumed Trading Density (gross)	£/sqm	6,500	6,664	6,832	7,005
Borough wide Food and Drink Floorspace Requirement		0	3,195	6,383	9,743
Borough Need Appropriated by Centre based on Usage					
Sutton	21.83%	-	697	1,393	2,127
Wallington	5.07%	-	162	324	494
Worcester Park	4.07%	-	130	260	397
North Cheam	1.12%	-	36	72	110
Cheam	9.01%	-	288	575	878
Carshalton	4.79%	-	153	306	467
Rosehill	0.05%	-	2	3	5

Source: Tables LC3 and LC4

Notes:

Borough's market share is held constant over study period for this theoretical exercise;

Trading density is an estimate and allowance is made for the density to grow by 0.5% per annum.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC1: Population **500 dwellings per annum**

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,550	45,990	23,206	17,891	30,260	34,545	32,860	37,796	20,633	21,842	308,573
2021	44,677	46,857	26,846	17,024	30,693	35,672	34,420	37,709	21,066	22,275	317,238
2026	44,417	47,723	24,939	23,090	31,127	35,412	34,593	40,396	21,500	22,709	325,904
2031	44,850	48,590	25,806	25,690	31,560	35,845	35,460	41,696	21,933	23,142	334,570

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC2:

Leisure Spend Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
Accommodation Services										
2013	£165	£111	£176	£172	£246	£248	£237	£146	£187	£171
2016	£172	£115	£183	£179	£256	£258	£246	£152	£194	£178
2021	£183	£123	£195	£191	£273	£275	£263	£162	£207	£190
2026	£195	£131	£208	£203	£291	£293	£280	£173	£221	£202
2031	£208	£140	£222	£217	£310	£313	£299	£184	£236	£216
Cultural Services										
2013	£357	£281	£349	£338	£405	£409	£372	£323	£353	£363
2016	£371	£292	£363	£351	£421	£425	£387	£336	£367	£377
2021	£396	£312	£387	£375	£449	£454	£412	£358	£391	£403
2026	£422	£332	£413	£400	£479	£484	£440	£382	£418	£429
2031	£450	£355	£440	£426	£511	£516	£469	£408	£445	£458
Games of Chance										
2013	£158	£136	£148	£125	£130	£141	£129	£143	£137	£176
2016	£164	£141	£154	£130	£135	£147	£134	£149	£142	£183
2021	£175	£151	£164	£139	£144	£156	£143	£159	£152	£195
2026	£187	£161	£175	£148	£154	£167	£153	£169	£162	£208
2031	£199	£172	£187	£158	£164	£178	£163	£180	£173	£222
Hairdressing and Personal Grooming										
2013	£123	£60	£100	£94	£157	£157	£149	£84	£121	£132
2016	£128	£62	£104	£98	£163	£163	£155	£87	£126	£137
2021	£136	£67	£111	£104	£174	£174	£165	£93	£134	£146
2026	£145	£71	£118	£111	£186	£186	£176	£99	£143	£156
2031	£155	£76	£126	£119	£198	£198	£188	£106	£153	£167
Recreation and Sport										
2013	£148	£97	£148	£148	£227	£227	£213	£119	£169	£153
2016	£154	£101	£154	£154	£236	£236	£221	£124	£176	£159
2021	£164	£108	£164	£164	£252	£252	£236	£132	£187	£170
2026	£175	£115	£175	£175	£269	£269	£252	£141	£200	£181
2031	£187	£122	£187	£187	£286	£286	£269	£150	£213	£193
Restaurants and Cafes										
2013	£1,486	£1,009	£1,458	£1,473	£1,829	£1,915	£1,880	£1,275	£1,600	£1,533
2016	£1,545	£1,049	£1,516	£1,531	£1,901	£1,991	£1,954	£1,325	£1,663	£1,594
2021	£1,648	£1,119	£1,617	£1,633	£2,028	£2,123	£2,085	£1,414	£1,774	£1,700
2026	£1,758	£1,193	£1,725	£1,742	£2,163	£2,265	£2,224	£1,508	£1,893	£1,813
2031	£1,875	£1,273	£1,840	£1,859	£2,308	£2,416	£2,372	£1,609	£2,019	£1,934

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC3: Leisure Spend Per Head

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
Accommodation Services											
2013	£7.143	£5.047	£3.993	£2.809	£7.380	£8.503	£7.665	£5.404	£3.810	£3.691	£55.444
2016	£7.470	£5.307	£4.246	£3.199	£7.738	£8.906	£8.095	£5.736	£4.011	£3.883	£58.589
2021	£8.174	£5.767	£5.239	£3.247	£8.372	£9.810	£9.045	£6.105	£4.368	£4.224	£64.352
2026	£8.669	£6.266	£5.192	£4.698	£9.057	£10.388	£9.698	£6.976	£4.755	£4.593	£70.291
2031	£9.337	£6.805	£5.731	£5.575	£9.796	£11.216	£10.604	£7.681	£5.175	£4.993	£76.913
Cultural Services											
2013	£15.455	£12.777	£7.917	£5.520	£12.150	£14.023	£12.030	£11.956	£7.192	£7.834	£106.854
2016	£16.162	£13.434	£8.419	£6.286	£12.739	£14.687	£12.707	£12.690	£7.571	£8.242	£112.937
2021	£17.686	£14.600	£10.389	£6.381	£13.784	£16.178	£14.198	£13.506	£8.246	£8.966	£123.933
2026	£18.756	£15.862	£10.295	£9.231	£14.911	£17.131	£15.221	£15.433	£8.977	£9.750	£135.569
2031	£20.202	£17.227	£11.363	£10.956	£16.127	£18.498	£16.644	£16.993	£9.769	£10.599	£148.379
Games of Chance											
2013	£6.840	£6.184	£3.358	£2.041	£3.900	£4.834	£4.172	£5.293	£2.791	£3.798	£43.212
2016	£7.153	£6.502	£3.570	£2.325	£4.089	£5.063	£4.406	£5.618	£2.938	£3.996	£45.661
2021	£7.827	£7.066	£4.406	£2.360	£4.424	£5.577	£4.923	£5.979	£3.200	£4.347	£50.111
2026	£8.301	£7.677	£4.366	£3.414	£4.786	£5.906	£5.278	£6.833	£3.484	£4.727	£54.772
2031	£8.941	£8.338	£4.819	£4.052	£5.177	£6.377	£5.772	£7.523	£3.791	£5.139	£59.928
Hairdressing and Personal Grooming											
2013	£5.325	£2.728	£2.269	£1.535	£4.710	£5.383	£4.819	£3.109	£2.465	£2.849	£35.191
2016	£5.568	£2.868	£2.412	£1.748	£4.939	£5.638	£5.090	£3.300	£2.595	£2.997	£37.156
2021	£6.093	£3.117	£2.977	£1.774	£5.343	£6.210	£5.687	£3.512	£2.826	£3.260	£40.802
2026	£6.462	£3.387	£2.950	£2.567	£5.780	£6.576	£6.097	£4.014	£3.077	£3.546	£44.456
2031	£6.960	£3.678	£3.256	£3.047	£6.252	£7.101	£6.666	£4.419	£3.349	£3.854	£48.583
Recreation and Sport											
2013	£6.407	£4.411	£3.358	£2.417	£6.810	£7.783	£6.888	£4.405	£3.443	£3.302	£49.223
2016	£6.700	£4.637	£3.570	£2.752	£7.140	£8.152	£7.276	£4.675	£3.625	£3.474	£52.002
2021	£7.332	£5.040	£4.406	£2.794	£7.726	£8.979	£8.129	£4.976	£3.948	£3.779	£57.108
2026	£7.776	£5.475	£4.366	£4.042	£8.358	£9.508	£8.715	£5.686	£4.298	£4.110	£62.334
2031	£8.375	£5.947	£4.819	£4.797	£9.039	£10.267	£9.530	£6.260	£4.677	£4.467	£68.178
Restaurants and Cafes											
2013	£64.329	£45.879	£33.076	£24.056	£54.870	£65.656	£60.799	£47.195	£32.597	£33.085	£461.542
2016	£67.272	£48.237	£35.171	£27.394	£57.532	£68.767	£64.217	£50.094	£34.317	£34.807	£487.809
2021	£73.616	£52.425	£43.402	£27.807	£62.249	£75.747	£71.753	£53.313	£37.375	£37.865	£535.552
2026	£78.070	£56.956	£43.009	£40.231	£67.339	£80.211	£76.926	£60.921	£40.689	£41.177	£585.529
2031	£84.091	£61.859	£47.473	£47.746	£72.831	£86.610	£84.113	£67.076	£44.278	£44.762	£640.839

Source: Experian Retail Planner Data 2013 in 2013 prices

Growth of 1.3% per annum applied based on long term trends as outlined in Experian Retail Planner Briefing Note 12.1, October 2014

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC4:

Pattern of Food and Beverage Visits

	Zone										
	A	B	C	D	E	F	G	H	I	J	Total
Sutton	5.10%	17.47%	53.47%	39.57%	24.11%	25.70%	12.75%	23.69%	24.80%	13.04%	21.83%
Wallington	0.00%	1.88%	2.23%	0.00%	0.00%	6.32%	19.60%	14.05%	2.90%	1.20%	5.07%
Worcester Park	23.45%	0.59%	0.62%	0.68%	0.00%	0.76%	0.68%	0.00%	0.00%	2.56%	4.07%
North Cheam	3.07%	0.95%	0.00%	0.00%	0.43%	0.00%	0.00%	3.49%	0.00%	0.82%	1.12%
Cheam	11.70%	2.18%	4.15%	14.62%	14.43%	5.09%	0.47%	3.31%	6.68%	41.52%	9.01%
Carshalton	0.00%	2.89%	4.15%	6.18%	0.00%	5.45%	4.25%	5.27%	30.32%	1.36%	4.79%
Rosehill	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
LB Sutton Town Centres	43.32%	26.31%	64.61%	61.05%	38.96%	43.31%	37.75%	49.81%	64.70%	60.50%	45.95%
Hackbridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.00%	0.00%	0.07%
Main Others Outside Borough											
Croydon	0.00%	5.19%	2.23%	0.00%	0.43%	1.67%	19.04%	20.74%	4.55%	0.00%	5.80%
Central London / West End	9.92%	7.41%	5.63%	10.30%	4.25%	17.21%	13.63%	3.92%	10.85%	5.85%	8.94%
Wimbledon	10.16%	23.42%	0.00%	8.62%	3.47%	2.41%	0.00%	0.54%	1.83%	1.20%	6.13%
Banstead	0.00%	0.59%	3.87%	0.00%	16.40%	13.35%	3.73%	0.74%	5.67%	0.00%	4.58%
Kingston	9.52%	3.69%	3.13%	6.18%	0.63%	0.46%	0.47%	0.00%	0.63%	1.36%	2.84%
Others	21.77%	28.37%	16.49%	9.92%	19.25%	16.89%	14.36%	15.56%	4.75%	16.65%	17.82%
(Don't know / can't remember)	5.32%	5.03%	4.05%	3.95%	16.61%	4.72%	11.02%	8.09%	7.03%	14.45%	7.86%

Source: Household Telephone Survey, Question 57.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC5:

Pattern of Cinema Visits

	Zone										
	1	2	3	4	5	6	7	8	9	10	Total
Empire, St Nicholas Centre, Sutton	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
LB Sutton Facilities	21.85%	47.29%	63.04%	69.19%	27.38%	38.45%	21.75%	21.70%	66.67%	36.63%	37.64%
Main Others Outside Borough											
Vue, Valley Park, Croydon	0.00%	11.59%	9.85%	1.49%	7.48%	15.73%	59.84%	62.33%	24.19%	0.00%	20.02%
Odeon, Upper High Street, Epsom	22.98%	2.41%	12.62%	13.61%	52.36%	32.66%	6.32%	3.88%	5.72%	33.26%	18.16%
Odeon, The Broadway, Wimbledon	29.94%	26.80%	5.30%	9.21%	0.98%	0.00%	3.32%	0.75%	1.28%	23.56%	11.90%
Odeon, The Rotunda, Kingston	19.20%	3.26%	1.39%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	3.85%
Vue, High Street, Croydon Central	0.00%	1.71%	0.00%	0.00%	0.00%	1.14%	0.75%	5.13%	1.28%	0.00%	1.19%
Others	5.32%	6.26%	4.35%	4.46%	10.46%	8.43%	6.54%	5.71%	0.00%	3.66%	5.88%
(Don't know / can't remember)	0.72%	0.69%	3.45%	0.00%	1.35%	3.59%	1.49%	0.51%	0.88%	1.71%	1.36%

Source: Household Telephone Survey, Question 56.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC5:

Pattern of Arts and Culture Visits

	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
Secombe Theatre, Sutton	0.00%	4.31%	5.17%	6.13%	8.87%	1.59%	1.02%	1.46%	0.00%	1.26%	2.69%
Charles Crier Studio Theatre, Carshalton	0.00%	1.70%	0.97%	0.00%	2.48%	0.65%	8.87%	0.00%	0.00%	1.83%	1.62%
Honeywood Museum, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.45%	0.00%	0.22%
Painted.org.uk, Sutton	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.00%	0.00%	0.14%
Sutton United Football Club, The Borough Sports Ground, Gander Gr	0.00%	0.00%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%
The Friends of Whitehall, Malden Road, Sutton	0.00%	0.00%	0.00%	1.20%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%
Wallington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	0.08%
LB Sutton Facilities	0.00%	6.01%	6.14%	9.31%	13.83%	3.31%	9.89%	1.46%	3.45%	4.35%	5.17%
Main Others Outside Borough											
Central London / West End	69.28%	60.44%	76.50%	75.74%	60.78%	81.94%	61.07%	69.45%	78.19%	47.53%	68.21%
Wimbledon Theatre, Wimbledon	15.18%	28.69%	6.44%	11.36%	8.94%	6.03%	8.22%	1.46%	6.74%	20.67%	11.59%
Fairfield Halls, Croydon	0.00%	1.28%	2.39%	0.00%	0.00%	3.18%	3.72%	15.50%	0.95%	4.35%	3.26%
Epsom Playhouse	2.26%	0.00%	1.42%	0.00%	3.05%	1.59%	0.70%	0.00%	0.00%	0.00%	1.11%
Others	7.17%	1.06%	2.58%	1.20%	1.68%	0.00%	9.39%	2.33%	1.91%	6.63%	3.60%
(Don't know / can't remember)	6.10%	2.51%	4.53%	2.40%	11.72%	3.96%	7.00%	9.80%	8.76%	16.47%	7.07%

Source: Household Telephone Survey, Question 60.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Leisure Capacity Analysis

HIGH GROWTH

Table LC7:

LB Sutton Food and Drink Leisure Capacity and Need Analysis

		Year			
		2016	2021	2026	2031
Sectors Spend Potential (Study Area)	£M	£487.809	£535.552	£585.529	£640.839
LB Sutton - Town Centres Share	%	45.95%	45.95%	45.95%	45.95%
LB Sutton - Town Centres Share	£M	£224.12	£246.06	£269.02	£294.43
LB Sutton - Growth in Retained Spend (Capacity)	£M	0	£21.94	£44.90	£70.31
Assumed Trading Density (gross)	£/sqm	6,500	6,664	6,832	7,005
Borough wide Food and Drink Floorspace Requirement		0	3,292	6,571	10,037
Borough Need Appropriated by Centre based on Usage					
Sutton	21.83%	-	718	1,434	2,191
Wallington	5.07%	-	167	333	509
Worcester Park	4.07%	-	134	267	409
North Cheam	1.12%	-	37	74	113
Cheam	9.01%	-	297	592	904
Carshalton	4.79%	-	158	315	481
Rosehill	0.05%	-	2	3	5

Source: Tables LC3 and LC4

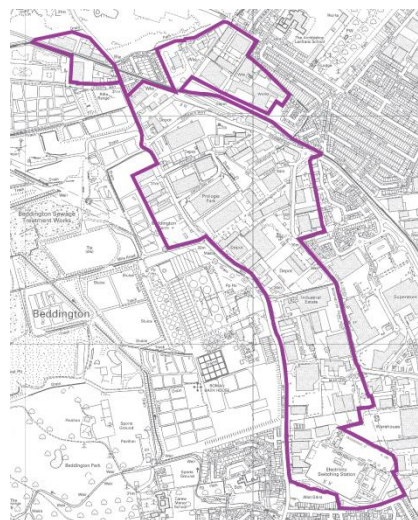
Notes:

Borough's market share is held constant over study period for this theoretical exercise;

Trading density is an estimate and allowance is made for the density to grow by 0.5% per annum.

Appendix Five – Employment Land Analysis

Site Name	Beddington Strategic Industrial Area	NLP Reference 1
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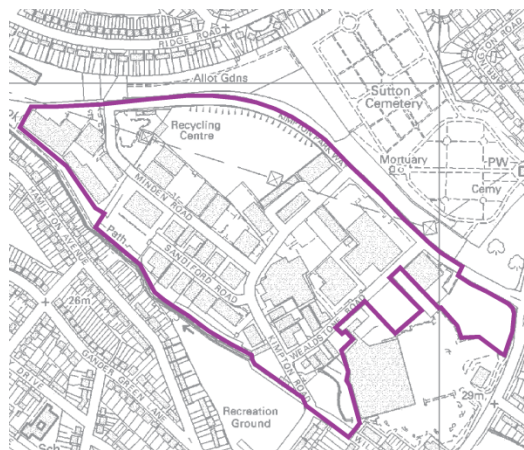


Source: LB Button 100008655X 2012

Total Site Area (ha):	105.8	Current uses	A1, B1, B2, B8
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Strategic Industrial Area Major industrial area	Density	Medium

Criteria	Comment	Score
Strategic Access	Distant from M25 (approx. 13km) via A327, a good single carriageway road but passing through residential areas Boyer comment – no change	1
Local accessibility (local road access and public transport)	Numerous direct and site specific entry/exit points onto relatively free flowing local roads, with access to 3 tram stations and 2 bus routes. Adequate parking/loading provision within individual sites. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	Distant from any town centre services but location near two supermarkets. Large Boyer comment – no change	3
Compatibility of adjoining uses	Adjacent Beddington Sewage Treatment Works to wet and residential areas to north east and south west, although these are separated from site by roads. Boyer comment – no change	3
Development and environmental constraints	Very large, fully developed, level site, with pylons running across some areas. No obvious development constraints Boyer comment – no change	4
Market attractiveness	Very large and high profile site with varying building ages, condition and quality. Variable quality of environmental with some open storage/bad neighbour uses but still has very low levels of vacancy. Boyer comment – no change in profile, building age, condition or quality. Vacancy levels still extremely low and market demand still high. Only one storage yard visibly being advertised. Large vacant unit (formerly Brakes Professional foods) recently closed but no marketing as yet.	4
Planning factors	Identified in Core Strategy as a Strategic Industrial Local; not within an area of high flood risk. Boyer comment – no change	
Barriers to delivery	Site is already developed with few vacant units but potential to intensify/improve some parts of site. Boyer comment – no change	
Potential uses	A2, B1, B2, B8 Boyer comment – no change	
Timescale/availability	Boyer comment – no change	
Total Score		19

Site Name	Kimpton Industrial Estate	NLP Reference 2
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Source: LB Button 100008655X 2012

Total Site Area (ha):	18.79	Current uses	A1, B1, B2, B8
Undeveloped land (ha)	0.42ha (approx)	Sequential status	
Site status	Strategic Industrial Area Major industrial area	Density	Medium

Criteria	Comment	Score
Strategic Access	Distant from M25 (approx. 12 km) but close to unconstrained A217 (dual carriageway) which runs to M25 Boyer comment – no change	3
Local accessibility (local road access and public transport)	Shared but good quality access to estate with Tesco foodstore close to A217. Good quality free-moving roads within the site and in surrounding area. Parking on internal road and verges suggests shortage of parking within site. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	Distant from district centre but adjoins large supermarket and McDonalds. Within larger residential area with access to local labour. Dedicated bus stop nearby with 3 routes and 1.6km from Sutton Common Train Station. Boyer comment – no change	4
Compatibility of adjoining uses	Residential area to the south and east (but separated by local road) and open land/cemetery to the north. Boyer comment – no change	3
Development and environmental constraints	Large, level, regularly shaped site. No obvious constraints to undeveloped plots but overhead pylons cross north of the site. Boyer comment – most plots now developed	4
Market attractiveness	High profile location of major dual carriageway with good quality, modern buildings and some recent investment. Low vacancy across the site although high in recently developed IO entre. Reasonable environment although affected by on-site Waste to Recycling Centre. Boyer comment – Still some vacancy in IO centre although agents report that interest is increasing as economy recovers. Recently completed developments on site all occupied showing high attractiveness.	4
Planning factors	Identified in the Core Strategy as a Strategic Industrial Location; not within an area of high flood risk. Boyer comment – no change	
Barriers to delivery	Overhead pylons in one area of site but no obvious barriers to developing vacant plots. Boyer comment – no change although few remaining plots (approx 0.42 ha)	
Potential uses	B1, B2, B8 uses	
Timescale/availability	Immediate for undeveloped plots. Boyer comment – only one remaining.	
Total Score		22

Site Name	Felnex Trading Estate	NLP Reference 3
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Total Site Area (ha):	7.69	Current uses	Vacant (demolished)
Undeveloped land (ha)	7.69	Sequential status	n/a
Site status	Existing Industrial Estate	Density	n/a

Criteria	Comment	Score
Strategic Access	Over 15km from M25 via A237, a reasonably good, free flowing, single carriageway road but passing through residential areas. Boyer comment – no change	n/a
Local accessibility (local road access and public transport)	Site access through tight access junction off A237. Adequate parking/loading area within site. Internal roads in moderate condition. Hackbridge train station and bus park close to the site but only served by one route. Boyer comment – industrial buildings now demolished	n/a
Proximity to urban areas and access to labour & services	The site adjoins Hackbridge local centre, providing access to services but isolated from any substantial urban centre. Close to residential areas for local labour supply. Boyer comment – no change	n/a
Compatibility of adjoining uses	The site is bounded by railway line and some residential and retail uses along with a primary school but these are separated from site by roads. Boyer comment – no change	n/a
Development and environmental constraints	Very large, level site, with regular shape; site largely developed although with a poor quality of existing buildings and some cleared plots; river runs along site boundary but no obvious development constraints. Boyer comment – industrial buildings now demolished	n/a
Market attractiveness	Reasonably good profile location off A237; large older 1940s-70s units with poor environment and some in poor condition; at least 25% of units vacant, with one unit already demolished. New mixed use scheme and office near site suggests attractive for other employment uses. Boyer comment – site now demolished. Planning permission granted for mixed use redevelopment which includes 6,100m² B1 floorspace	n/a
Planning factors	Identified in the Core Strategy as a centre of Regeneration and Growth and an area for developing mixed uses, retaining 25% for employment uses, and phased for 2015-20. Within flood risk Zone 2. Recent outline permission for mixed development including residential, retail, offices, workshops Boyer comment – Permission now granted. Site not scored as does not currently exist and is being redevelopment for other uses	
Barriers to delivery	None	
Potential uses	B1-B8 Mixed-use development	
Timescale/availability	Re-development potential in the short to mid term	
Total Score		n/a

Site Name	Imperial Way Strategic Industrial Location	NLP Reference 4
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Source: LB Button 100008655X 2012

Total Site Area (ha):	5.92	Current uses	B1-B8
Undeveloped land (ha)	0	Sequential status	Out-of-centre
Site status	Mixed industrial/office business park; identified in Core Strategy as Strategic Industrial Location	Density	High

Criteria	Comment	Score
Strategic Access	Over 12km from M23 and M25 via A232 and A23, which are good, single carriageway roads Boyer comment – no change	2
Local accessibility (local road access and public transport)	Good access junction and security controlled entry/exit point off Stafford Rd (B271), a reasonable free moving road. Adequate car parking/loading areas within site; 2 bus routes run along Stafford Road and within 0.5km of Waddon rail station. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	Remote from any significant town centre, with two bus routes operating along Stafford road; not near any rail stations. Close proximity of residential areas provides access to labour. Boyer comment – no change	2
Compatibility of adjoining uses	Adjoining uses are a mix of industrial, residential and playing fields but residential separated by roads. Boyer comment – no change	4
Development and environmental constraints	Large, level, regularly shaped site; fully developed with no scope to extending existing buildings without compromising parking provision. No obvious development constraints. Boyer comment – no change	4
Market attractiveness	Good profile location of Stafford Road; good quality, modern buildings and units in a medium profile location with low levels of vacancy; managed estate with landscaping and good environment. Boyer comment – Most of site still fully occupied however there are currently 2 vacant industrial units and a vacant office building which has prior approval for conversion to residential	4
Planning factors	Identified in the Core Strategy as Strategic Industrial Location; not within an area of high flood risk. Boyer comment – no change	
Barriers to delivery	Site contains modern, occupied buildings; redevelopment unlikely to be significant higher or yield more employment space. Boyer comment – no change	
Potential uses	B1-B8 Boyer comment – Potentially C3 if prior approval is implemented. Boundary of site may need to be reviewed	
Timescale/availability	No redevelopment potential in short/medium term Boyer comment – no change	
Total Score		20

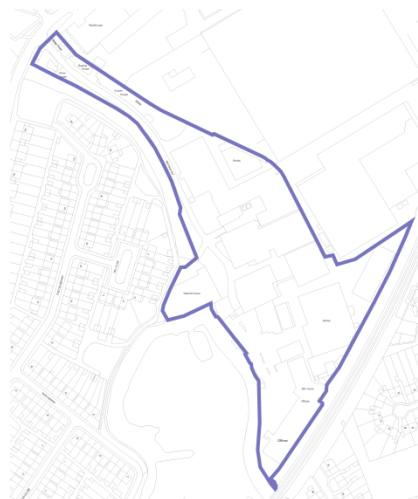
Site Name	Croydon Road Industrial Area	NLP Reference 5
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Source: LB Button 100008655X 2012

Total Site Area (ha):	3.92	Current uses	B1-B8, Sui generis
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Recently completed IO Centre and car dealership	Density	Medium

Criteria	Comment	Score
Strategic Access	Approx 12km from M25 via A23, a good single carriageway road passing through residential areas or A237 via Wallington district centre. Boyer comment – no change	1
Local accessibility (local road access and public transport)	Very good access junction off A232, a good free moving road. Adequate onsite parking and loading within site. Within 1km of Waddon Rail Station and 2 buses run near site. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	Near Waddon local centre with reasonable level of services; good access to local labour in the surrounding residential area. Boyer comment – no change	3
Compatibility of adjoining uses	Adjoining uses are residential immediately to east and west and playing fields to south. Boyer comment – no change	2
Development and environmental constraints	Large, level, regular shaped site and fully developed. No obvious development constraints. Boyer comment – no change	4
Market attractiveness	High quality, modern small units; medium profile location; good environment; high vacancy (13 units out of 22 units) but these are new build and still to be let. Boyer comment – Still some vacancy (7 units) but agents report that interest is picking up.	3
Planning factors	Not within an area of high flood risk Boyer comment – no change	
Barriers to delivery	Site fully developed with modern units Boyer comment – no change	
Potential uses	B1-B8 Boyer comment – no change	
Timescale/availability	No scope for redevelopment Boyer comment – no change	
Total Score		17



Source: LB Button 100008655X 2012

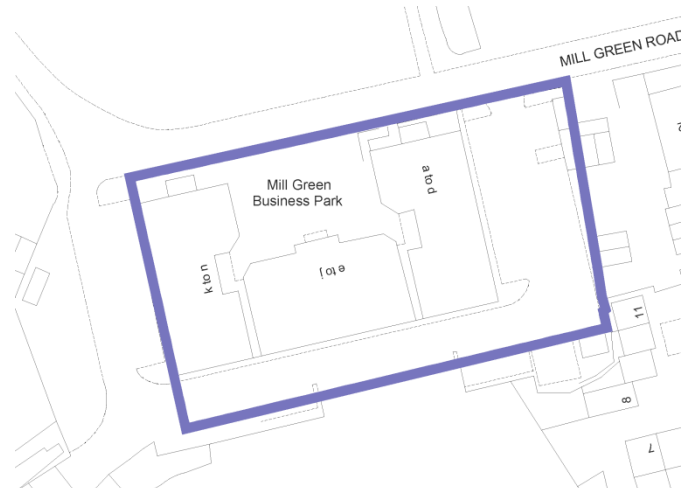
Total Site Area (ha):	3.56	Current uses	B1, B2, B8
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Existing Industrial Location	Density	High

Criteria	Comment	Score
Strategic Access	Over 14km from M25 via the busy A327, a good single carriageway road but passing through Wallington centre and residential areas Boyer comment – no change	1
Local accessibility (local road access and public transport)	Local accessibility is off residential road (B277) with a good site access junction. Adequate parking/loading areas within site. Hackbridge rail station and a bus stop lie near the site. Boyer comment – no change	3
Proximity to urban areas and access to labour & services	Near Hackbridge local centre and nearby residential area, providing access to services and labour but distant from any substantial urban centres. Boyer comment – no change	3
Compatibility of adjoining uses	The site adjoins a railway line and the Felnex Industrial Estate with residential area to east but screened by Site of Interest for Nature Conservation. Boyer comment – no change	4
Development and environmental constraints	Large, level site with regular shape; site fully developed with 1970s industrial units; no obvious development constraints Boyer comment – no change	4
Market attractiveness	Within proven industrial location; moderate quality older industrial units; low vacancy; contains Sutton Business Centre, which provides small low cost units for start-ups/small businesses. Recent mixed use development nearby indicates some investment interest. Boyer comment – No obvious vacancies although Vulcan House has temporary permission for educational use and an outstanding prior approval for conversion to residential. If implemented the boundary of employment area may need to be reviewed.	3
Planning factors	Identified in Core Strategy as centre of Regeneration & Growth and area for developing mixed uses. Located within Flood Zone 2. Boyer comment – no change	
Barriers to delivery	Occupied industrial units and small business centre within site. Boyer comment – no change	
Potential uses	B1/B2/B8; mixed-use development Boyer comment – and C3 if prior approval implemented	
Timescale/availability	Re-development potential in short to mid-term Boyer comment – no change	
Total Score		18



Total Site Area (ha):	1.11	Current uses	B1c/B2/B8
Undeveloped land (ha)	TBC	Sequential status	n/a
Site status	Existing Industrial Estate	Density	Medium

Criteria	Comment	Score
Strategic Access	Approx 15km from M25 via A327, a good single carriageway road but passing through Wallington district centre and residential areas. Boyer comment – no change	n/a
Local accessibility (local road access and public transport)	Adequate site access junction off free-moving single lane residential road; adequate on-site parking and loading space within site; limited public transport with 2 bus routes operate from outside the entrance but no rail station nearby. Boyer comment – no change	n/a
Proximity to urban areas and access to labour & services	Edge of urban area and distant from any local centre or area of service provision. Good access to labour in surrounding mixed residential/business area. Boyer comment – no change	n/a
Compatibility of adjoining uses	Residential uses adjoin immediately to east and on other sides but separated by trees/road Boyer comment – no change	n/a
Development and environmental constraints	Medium sized, regularly shaped, level site; fully developed; not obvious development constraints; electricity pylons cross site; any intensification may compromise the provision of on-site car parking Boyer comment – Large part of the site now demolished	n/a
Market attractiveness	Moderate profile location, and older (1940s-70s) in reasonable condition; lower quality environment with open storage, scrap yard and noisy uses; no noticeable vacancy. Boyer comment – Large part of the site now demolished. Small part by riverside still occupied although condition is fairly poor. Planning permission for mixed use redevelopment including 1,150m² B1 floorspace	n/a
Planning factors	Allocated for mixed use in Sites Development Policies DPD (employment, residential, open space but retaining 40% of site for employment uses; development phased for 2020-25; located in area of moderate/high flood risk. Boyer comment –see comment above. Site not	
Barriers to delivery	Site fully developed and occupied and located in area of moderate/high flood risk. Boyer comment – Two large parts of the site now demolished	
Potential uses	Mixed use	
Timescale/availability	Potential for redevelopment in the mid to long term. Boyer comment – Likely to be now be available short to mid term	
Total Score		n/a



Source: LB Button 100008655X 2012

Total Site Area (ha):	0.34	Current uses	B1a Offices
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Existing Industrial Estate	Density	High

Criteria	Comment	Score
Strategic Access	Some 15km from M25 via good quality but relatively congested single carriageway A327 and passing through residential areas. Boyer comment – no change	1
Local accessibility (local road access and public transport)	Dedicated, good quality access junction off free-moving single land residential road. Adequate parking within site. Limited access to public transport (2 bus routes pass the entrance) and 1.5km from Hackbridge rail station. Boyer comment – no change	3
Proximity to urban areas and access to labour & services	Distant from any local centre of significant urban area. Good access to labour in surrounding residential areas. Boyer comment – no change	2
Compatibility of adjoining uses	Adjoined by mix of residential area and open green space with a large industrial estate 100m to the north but separated by open land. Boyer comment – majority of industrial estate now demolished	4
Development and environmental constraints	Small, level, regularly shaped site. Fully developed with no scope for further expansion or development. No obvious development constraints. Boyer comment – building now vacant with prior approval outstanding for conversion to residential	3
Market attractiveness	Low profile location, isolated from services; managed, landscaped site with good quality environment and good quality 1990s office buildings but significant levels of vacancy. Boyer comment – building now completely vacant and likely to be converted to residential. No visible marketing for office use.	1
Planning factors	Located within an area of moderate flood risk. Boyer comment – no change	
Barriers to delivery	Site is fully development with reasonably modern premises. Boyer comment – see above	
Potential uses	B1 offices Boyer comment – (C3 residential if prior approval implemented). Allocation as employment site will need to be reviewed if implemented.	
Timescale/availability	Redevelopment potential only in long term Boyer comment – now short term	
Total Score		14

Site Name	Land adjoining Hackbridge Station	NLP Reference 11
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Total Site Area (ha):	1.22	Current uses	B1/B2/B8
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Existing industrial estate	Density	Medium

Criteria	Comment	Score
Strategic Access	Over 14km from M25 via relatively congested A327 which passes through Wallington district centre. Boyer comment – no change	1
Local accessibility (local road access and public transport)	Local site access through local residential roads off A327 via shared access to site. Adequate parking/loading areas within site; Hackbridge rail station and a bus stop adjoin site. Boyer comment – no change	3
Proximity to urban areas and access to labour & services	Within Hackbridge local centre, providing access to services and labour but distant from any major urban centre; on edge of residential area. Boyer comment – no change	4
Compatibility of adjoining uses	The site is bounded by residential uses to north; railway line to east; other residential uses separated by roads or screened by trees. Boyer comment – no change	3
Development and environmental constraints	Medium sized, level site of regular shape. Largely developed although some vacant land. Any potential expansion constrained by adjoining railway line and road infrastructure. Boyer comment – no change	3
Market attractiveness	Low profile location behind existing high street but with reasonable quality buildings and low vacancy; local environment affected by proximity to railway line, and some high vacancy in nearby office buildings. Boyer comment – still appears to be fully occupied	3
Planning factors	Identified in Core Strategy as centre of Regeneration & Growth. Allocated for mixed residential and employment uses, retaining 30% for employment uses and phased 2015-20. Within Area of Taller Building Potential but not in area of high flood risk. Boyer comment – no change	
Barriers to delivery	Proximity to rail line and much vacant office space in the area. Boyer comment – no change	
Potential uses	B1/B2/B8 uses Boyer comment – no change	
Timescale/availability	Potential for redevelopment in the longer term. Boyer comment – no change	
Total Score		17

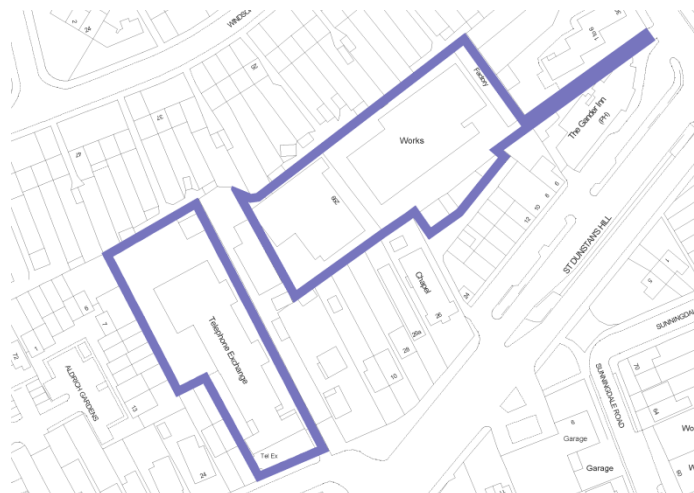
Site Name	Plumpton Way Industrial Estate	NLP Reference 20
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Total Site Area (ha):	0.59	Current uses	B1c/B2/B8
Undeveloped land (ha)	0	Sequential status	n/a
Site status	Existing industrial estate	Density	Medium

Criteria	Comment	Score
Strategic Access	Over 10km from M25 via B278 and A232, which pass through Wallington district centre and residential areas. Boyer comment – no change	1
Local accessibility (local road access and public transport)	Good quality, unrestricted site access junction via local but good free-moving road. Some parking/loading areas within site. Two bus routes operate near site and approximately 650m to Carshalton rail centre. Boyer comment – no change	3
Proximity to urban areas and access to labour & services	Located in close proximity to Wrythe Green larger local centre and good access to labour in the surrounding residential area. Boyer comment – no change	2
Compatibility of adjoining uses	Adjoining uses are residential to north and west, school playing fields to north west and Carshalton Gasholder Station to east. Boyer comment – no change	2
Development and environmental constraints	Small, level, regularly shaped site; fully developed with no scope for significant expansion without compromising existing operational activities. Potential constraints from gas holder on adjoining site (no surplus to operational requirements and need for remediation) Boyer comment – no change	3
Market attractiveness	Low profile location outside of any local centres; low quality environment beside gasholder but reasonable quality industrial buildings (1970s) which are fully occupied. Boyer comment – no change	3
Planning factors	Allocated for industrial use in Sites Development Policies DPD for 2020-2025. Not within an area of high flood risk. Boyer comment – no change	
Barriers to delivery	Site is fully developed with occupied reasonably modern buildings. Boyer comment – no change	
Potential uses	B1c/B2/B8 Boyer comment – no change	
Timescale/availability	Quality of existing buildings limits scope for redevelopment to the long-term beyond plan period. Boyer comment – no change	
Total Score		14

Site Name	Gander Green Lane and Abbots Road Industrial Area	NLP Reference 17
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Source: LB Button 100008655X 2012

Total Site Area (ha):	0.73	Current uses	B1/B2
Undeveloped land (ha)	0	Sequential status	Out of centre
Site status	Fully developed; existing BT offices/exchange	Density	High

Criteria	Comment	Score
Strategic Access	Distant from M25 (approx 12km) although via relatively unconstrained A217 (dual carriageway) Boyer comment – no change	2
Local accessibility (local road access and public transport)	Good access entrance/exit with adequate on-site parking via free moving local residential roads. Two bus routes pass near the site. Within walking distance of West Sutton and Sutton Common rail stations. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	On edge of small local centre, within a predominately residential area providing access to local labour. Boyer comment – no change	3
Compatibility of adjoining uses	Largely residential, with small retail units adjacent and office premises across road. Boyer comment – no change	3
Development and environmental constraints	Level, regularly shaped site. Site fully developed with no scope for extending buildings. No obvious development constraints. Boyer comment – no change	3
Market attractiveness	Reasonable profile of busy A217 road. Large, purpose built BT 1970s building in reasonable condition but may be difficult to re-let to other occupiers; assorted small industrial units. Fully occupied at present. Boyer comment – no change	3
Planning factors	Not within an area of flood risk. Boyer comment – no change Boyer comment – no change	
Barriers to delivery	Site densely developed with occupied buildings in reasonable condition. Boyer comment – no change	
Potential uses	B1 Boyer comment – no change	
Timescale/availability	Re-development potential only in long term. Boyer comment – no change	
Total Score		18

Site Name	Oldfields Industrial Area	NLP Reference 17
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Source: LB Button 100008655X 2012

Total Site Area (ha):	0.61	Current uses	Under Construction
Undeveloped land (ha)	0 (currently under construction)	Sequential status	n/a
Site status	Under Construction	Density	n/a

Criteria	Comment	Score
Strategic Access	Approximately 12km from M25 via A217, a good free flowing road which is partly dual carriageway; within 6km of A3 but via local roads Boyer comment – no change	2
Local accessibility (local road access and public transport)	Direct site entry/exit point onto A217. Adequate car parking/loading possible within site. 3 bus routes run near the site and within 1km from Sutton Common train station. Boyer comment – no change	4
Proximity to urban areas and access to labour & services	Distant from any centre and services but Tesco supermarket nearby; access to local labour pool in surrounding residential area. Boyer comment – no change	2
Compatibility of adjoining uses	Bounded by residential on 3 sides with school to south and warehouse adjoining. Boyer comment – no change	2
Development and environmental constraints	Medium sized, level site with narrow irregular shape; small stream runs along the northern boundary; now cleared but previous industrial use and no obvious development constraints. Boyer comment – Construction of new B1 and B8 units now underway	3
Market attractiveness	High profile location on A217; cleared brownfield site near attractive industrial site at Kimpton Park. Boyer comment – Construction of new B1 and B8 units now underway	4
Planning factors	Brownfield site, within an area of moderate flood risk. Boyer comment – no change	
Barriers to delivery	No significant barriers to delivery Boyer comment – no change	
Potential uses	B1 Boyer comment – no change	
Timescale/availability	Immediately available Boyer comment – no further development opportunities once completed	
Total Score		17

Employment Floorspace Methodology and calculations

As the employment sections of this document are an update/validation of the 2013 Employment Land Review, the same methodology for calculating floorspace requirements has been used for consistency.

Jobs to Floorspace Methodology

For the scenarios which required the number of jobs to be converted to net floorspace, typical ratios of jobs to floorspace for the different B uses were used unless stated otherwise. The estimate space needs, an average ratio of 1 job per 43m² is assumed for manufacturing space and 1 job per 65m² is used for general, smaller scale warehousing which is assumed to account for most distribution jobs in this area. Business and financial service jobs are taken to be the main requirements for B1 office space, at a general office ratio of 12.5m² per job, although this is reduced as part of the updated assessment.

An allowance of 10% is added to all floorspace requirements to reflect a normal level of market vacancy in employment space. In addition, where the floorspace requirement is negative, this figure is halved to reflect that some firms, particularly industrial firms, can shed jobs without necessarily losing space.

Safety Margin

To estimate the overall requirement of employment space that should be planning for in allocating sites, and to give some flexibility of provision, it is normal to add an allowance as a safety margin for factors such as delays in sites coming forward for development. This margin is a contingency factor, providing a modest additional land buffer so that supply is not too tightly matched to estimate demand, and so that shortages of land do not arise if future demand turns out to be greater than the forecasts. Such flexibility is sensible given the uncertainties in the forecasting process and the scope for delays in developing employment space. The SEEPB guidance of employment land assessments recommends an allowance this is equivalent to the average time for a site to gain planning permission and be developed, typically about two years. For consistency the same margins were used as the 2013 ELR.

Conversion to gross floorspace

To convert the net requirement of employment space into a gross requirement (the amount of employment space or land to be allocated), an allowance is also typically made for some replacement of losses of existing employment space that may be developed for other, non B Class uses in future. This is a widely accepted approach in planning for future employment land needs.

Judgements were therefore made on the suitability and degree of the allowance for future losses which it would be appropriate to apply here based on the consultants' understanding of supply-side deliverability factors in Sutton and current trends in the market. Not all losses need to be replaced as some will reflect restructuring in the local economy as less space may be needed in some sectors in future. However, some replacement is needed to avoid employment land supply continually declining. In this case, Sutton has had significant losses of office space to non B class uses in the past 10 years. A replacement factor equivalent to about one quarter of past losses (or 1,000m²) has been assumed. For industrial space, to allow for some future losses occurring and to provide the ability to replace/decant older stock, a loss replacement allowance of 500m² per annum has been used.

Land Requirement Methodology

The final step, for all scenarios, was to translate floorspace into land requirements for both office and industrial uses. This has been calculated by applying appropriate plot ratio assumptions to the floorspace estimates using the following assumptions:

Industrial – a plot ratio of 0.4 was applied so that a 1 ha site would be needed to accommodate 4,000m² of employment floorspace; and

Office – assumed that only 10% of the floorspace requirement would be met in lower density developments with a plot ratio of 0.8 and 90% would be in higher density urban locations/town centres at 2.0 plot ratio.

These plot ratios are taken from the ODPM Guidance on Employment Land Reviews and reflect typical development

Experian Job Forecasts

	Jobs 2016	Jobs 2031	Jobs Change 2016-2021	Job/sqm ratio	Floorspace	Reduce loss by 50% if negative	Add 10% vacancy	Net floorspace required	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	5,612	5,453	-159	43.0	-6,826	-3,413	0	-3,413	0	3,750	337	0.4	0.1
Warehouse Jobs	5,204	6,247	1,043	65.0	67,763	67,763	6,776	74,539	8,260	3,750	86,549	0.4	21.6
Office Jobs	13,653	17,412	3,759	12.5	46,984	46,984	4,698	51,683	2,400	15,000	69,083	10% @ 0.8	4.0
												90% @ 2.0	
All B class jobs	24,469	29,112	4,643		107,921			122,808	10,660	22,500	155,968	1	26

GLA Job Forecasts Updated

	Jobs 2016	Jobs 2031	Jobs Change 2016-2031	Job/sqm ratio	Floorspace	Reduce loss by 50% if negative	Add 10% vacancy	Net floorspace required	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Industrial	10057	8169	-1,888	54	-101,925	-50,963	0	-50,963	8,260	7,500	-35,203	0.4	-8.8
Office Jobs	13000	16,000	3,000	12.5	37,500	37,500	3,750	41,250	2,400	15,000	58,650	10% @ 0.8	3.4
												90% @ 2.0	
All B class jobs	23056.67	24169.1667	1112.5	66.5	-64425	-13462.5	3750	-9712.5	10660	22500	23447.5	0.4	-5.42825

GLA Job Forecasts Updated 9sqm

	Jobs 2016	Jobs 2031	Jobs Change 2016-2031	Job/sqm ratio	Floorspace	Reduce loss by 50% if negative	Add 8% vacancy	Net floorspace required	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Industrial	10057	8169	-1888	54	-101925	-50963	0	-50963	8260	7500	-35203	0	-8.8
Office Jobs	13,000	16,000	3,000	9	27,000	27,000	2,160	29,160	2,400	15,000	46,560	10% @ 0.8	2.7
												90% @ 2.0	
All B class jobs	23056.67	24169.1667	1112.5	63	-74925	-23962.5	2160	-21802.5	10660	22500	11357.5	0.4	-6.12343

Past Take-up rates continue updated

	Average annual take up	Take up 2016-2031 (x 15 years)	Net floorspace required	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	3150	47250	47250	0	3750	51000	0.4	12.8
Warehouse Jobs	3100	46500	46500	8,260	3750	58510	0.4	14.6
Office Jobs	-2248	-33720	-33720	2,400	15,000	-16,320	10% @ 0.8	-0.9
							90% @ 2.0	
All B class jobs	4002	60030	60030	10660	22500	93190		26.4391

Higher Future Take-up rates

	Average annual take up	Take up 2016-2031 (x 15 years)	Net floorspace required	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	3465	51975	51975	0	3750	55725	0.4	13.9
Warehouse Jobs	3100	46500	46500	8,260	3750	58510	0.4	14.6
Office Jobs	0	0	0	2,400	15,000	17,400	10% @ 0.8	1.0
							90% @ 2.0	
All B class jobs		98475	98475	10660	22500	131635		29.55925

Labour Supply Growth – Annual Housing Target of 363 p.a.

	Annual Housing Target	Additional dwellings 2016 to 2031	Average HH Size	Additional residents	% Working Age	Ec Activity Rate	% non-commuters	Labour Supply	New Jobs Needed	% B Class jobs	No of B Jobs	% of B Jobs
Manufacturing Jobs	363	5445	2.43	13231	66.20%	78.20%	43.00%	2945	2945	29.00%	854	21%
Warehouse Jobs	363	5445	2.43	13231	66.20%	78.20%	43.00%	2945	2945	29.00%	854	21%
Office Jobs	363	5445	2.43	13231	66.20%	78.20%	43.00%	2945	2945	29.00%	854	58%
All B class jobs	1089	16335						8836	8836		2562	

Labour Supply Growth – Annual Housing Target of 363 p.a. continued

	No of jobs	Job/sq m ratio	Net floorspace required	Add 10% Vacancy	Net Floorspace with vacancy	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	179	43.0	7713	771	8484	0	3750	12234	0.4	3.1
Warehouse Jobs	179	65.0	11659	1166	12825	8,260	3750	24835	0.4	6.2
Office Jobs	495	12.5	6193	619	6812	2,400	15,000	24212	10% @ 0.8	1.4
									90% @ 2.0	
All B class jobs	854.1	120.5	25564	2556	28121.	10660	22500	61281		10.7

Labour Supply Growth – Annual Housing Target of 423 p.a.

	Annual Housing Target	Additional dwellings 2016 to 2031	Average HH Size	Additional residents	% Working Age	Ec Activity Rate	% non-commuters	Labour Supply	New Jobs Needed	% B Class jobs	No of B Jobs	% of B Jobs
Manufacturing Jobs	423	6345	2.43	15418	66.20%	78.20%	43.00%	3432	3432	29.00%	995	21%
Warehouse Jobs	423	6345	2.43	15418	66.20%	78.20%	43.00%	3432	3432	29.00%	995	21%
Office Jobs	423	6345	2.43	15418	66.20%	78.20%	43.00%	3432	3432	29.00%	995	58%
All B class jobs	1269	19035						10296.56	10296.56		2986.004	

	No of jobs	Job/sq m ratio	Net floorspace required	Add 10% Vacancy	Net Floorspace with vacancy	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	209	43.0	8988	899	9887	0	3750	13637	0.4	3.4
Warehouse Jobs	209	65.0	13586	1359	14945	8,260	3750	26955	0.4	6.7
Office Jobs	577	12.5	7216	722	7938	2,400	15,000	25338	10% @ 0.8	1.5
									90% @ 2.0	
All B class jobs	995.3346	120.5	29790.36421	2979.036	32769.4	10660	22500	65929		11.6

Labour Supply Growth – Annual Housing Target of 500 p.a.

	Annual Housing Target	Additional dwellings 2016 to 2031	Average HH Size	Additional residents	% Working Age	Ec Activity Rate	% non-commuters	Labour Supply	New Jobs Needed	% B Class jobs
Manufacturing Jobs	500	7500	2.43	18225	66.20%	78.20%	43.00%	4057	4057	29.00%
Warehouse Jobs	500	7500	2.43	18225	66.20%	78.20%	43.00%	4057	4057	29.00%
Office Jobs	500	7500	2.43	18225	66.20%	78.20%	43.00%	4057	4057	29.00%
All B class jobs	1500	22500						12170.88	12170.88	

	No of jobs	Job/sq m ratio	Net floorspace required	Add 10% Vacancy	Net Floorspace with vacancy	Add safety margin	Add loss allowances	Gross floorspace required	Plot ratio	Land required (ha)
Manufacturing Jobs	247	43.0	10624	1062	11686	0	3750	15436	0.4	3.9
Warehouse Jobs	247	65.0	16059	1606	17665	8,260	3750	29675	0.4	7.4
Office Jobs	682	12.5	8530	853	9383	2,400	15,000	26783	10% @ 0.8	1.5
									90% @ 2.0	
All B class jobs	1176.5	120.5	35213.2	3521.3	38734.5	10660.0	22500.0	71894.5		12.8

Appendix Six – Retail Capacity Analysis with Low, Medium and High Housing based Population Growth

London Borough Of Sutton

Town Centres and Economic Development Assessment

Retail Capacity Tables

LOW GROWTH SCENARIO

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London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 1: Population Constrained to 363 dwellings per annum

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,509	45,908	23,124	17,644	30,219	34,504	32,778	37,673	20,592	21,801	307,751
2021	44,457	46,637	26,188	16,915	30,584	35,452	34,091	37,600	20,957	22,166	315,046
2026	44,238	47,367	24,583	22,022	30,948	35,233	34,237	39,861	21,321	22,530	322,342
2031	44,603	48,097	25,313	24,211	31,313	35,598	34,967	40,956	21,686	22,895	329,638

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 2: Convenience Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£2,194	£1,895	£2,156	£2,096	£2,583	£2,580	£2,499	£1,989	£2,262	£2,206
2016	£2,185	£1,887	£2,147	£2,088	£2,573	£2,570	£2,489	£1,981	£2,253	£2,253
2021	£2,216	£1,914	£2,178	£2,117	£2,609	£2,606	£2,524	£2,009	£2,285	£2,228
2026	£2,283	£1,972	£2,244	£2,181	£2,688	£2,685	£2,601	£2,070	£2,354	£2,296
2031	£2,348	£2,028	£2,307	£2,243	£2,764	£2,761	£2,674	£2,128	£2,421	£2,361



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 3: Convenience Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£94.98	£86.17	£48.91	£34.23	£77.49	£88.46	£80.82	£73.62	£46.08	£47.61	£678.37
2016	£95.07	£86.64	£49.65	£36.83	£77.74	£88.66	£81.58	£74.63	£46.39	£49.11	£686.33
2021	£98.51	£89.26	£57.03	£35.81	£79.79	£92.38	£86.04	£75.53	£47.88	£49.39	£711.62
2026	£101.01	£93.41	£55.16	£48.03	£83.19	£94.60	£89.04	£82.51	£50.19	£51.72	£748.85
2031	£104.72	£97.53	£58.40	£54.30	£86.55	£98.28	£93.51	£87.17	£52.49	£54.05	£787.02

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 4:

Convenience Goods Shopping Patterns - Main Food

[illegible]

LOW GROWTH SCENARIO

Iceland, Worcester Park	1.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, Central Road, Worcester Park Centre	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%
Costcutter, Central Road, Worcester Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Worcester Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Worcester Park Non Town Centre										
Co-op, Plough Green, Worcester Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Malden Road, Worcester Park	0.00%	0.22%	0.47%	0.00%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%
Cheam Town Centre										
Waitrose (Little), The Broadway, Cheam	0.00%	0.00%	0.00%	1.09%	6.03%	0.00%	0.00%	0.00%	0.00%	1.74%
Sainsbury's Local, Cheam	3.43%	0.42%	0.00%	2.88%	0.96%	0.56%	0.00%	0.00%	0.00%	6.36%
Local shops, Cheam	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
North Cheam Town Centre										
Sainsbury's, London Road, North Cheam	34.29%	4.62%	6.48%	2.44%	6.30%	2.80%	0.00%	1.58%	0.70%	28.75%
Local shops, North Cheam	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Carshalton										
Co-op, High Street, Carshalton	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, High Street, Carshalton	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%
Local shops, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
North Cheam Non Town Centre										
Tesco Express, London Road, North Cheam	0.00%	0.37%	0.00%	5.73%	0.53%	0.38%	0.00%	0.00%	0.00%	0.00%
Rosehill Town Centre										
Co-op, Wrythe Lane Rosehill Centre	0.00%	2.12%	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%
Local shops, Rosehill	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hackbridge Town Centre										
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	0.00%	0.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%
Local shops, Hackbridge	0.00%	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Centres in Borough										
Co-op, Banstead Road, Carshalton Beeches	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	0.00%
Local shops, Carshalton Beeches	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Belmont	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%
Plough Lane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stanley Park Road	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stonecot Hill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

LOW GROWTH SCENARIO

Wrythe Green	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.76%	16.16%	27.56%	23.97%	4.81%	4.54%	0.00%	0.41%	13.98%	22.93%
Asda, Beddington Lane,Beddington	0.00%	4.92%	2.31%	0.80%	0.00%	1.27%	12.84%	17.16%	4.03%	0.00%
Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.80%	0.00%	0.00%	0.53%	4.91%	16.23%	4.22%	0.81%	0.00%
Sainsbury's, Purley Way	0.00%	0.37%	0.00%	0.00%	0.00%	0.77%	4.66%	11.43%	0.85%	0.00%
Tesco Extra, Beverley Way, New Malden	5.04%	0.44%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.59%	0.00%	0.00%	0.80%	8.08%	3.22%	0.33%	0.00%	0.00%	2.39%
Sainsbury's, London Road, Morden	5.34%	15.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	2.31%	0.90%	13.35%	11.88%	3.13%	0.41%	0.85%	0.00%
Asda, Reigate Road, Burgh Heath	0.87%	0.37%	0.78%	0.55%	18.01%	7.48%	0.33%	0.00%	0.62%	0.58%
Lidl, Aberconway Road, Morden	1.53%	7.91%	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	2.46%	0.00%	0.58%
Sainsbury's, Colliers Wood	0.75%	2.30%	0.78%	2.88%	0.36%	0.00%	0.00%	1.02%	0.62%	0.00%
OTHERS Total	6.33%	8.85%	1.72%	0.55%	4.75%	5.02%	9.73%	2.45%	1.27%	4.20%
Internet	10.71%	5.36%	6.29%	2.74%	13.98%	4.71%	4.10%	7.85%	14.04%	4.63%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 5:

Convenience Goods Shopping Patterns - Top Up

[illegible]

LOW GROWTH SCENARIO

[illegible]

LOW GROWTH SCENARIO

Wrythe Green	Wrythe Green	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Free-Standing Stores In Borough	Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	Tesco Extra, Oldfields Road, Sutton / Cheam	1.27%	2.89%	8.66%	10.43%	0.00%	2.89%	0.00%	0.00%	6.17%	8.96%
Asda, Beddington Lane,Beddington	Asda, Beddington Lane,Beddington	0.00%	0.50%	0.00%	1.31%	0.00%	0.00%	2.51%	7.58%	3.17%	0.00%
Large Stores Outside Borough	Large Stores Outside Borough										
Tesco Extra, Purley	Tesco Extra, Purley	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	3.35%	0.00%	0.00%	0.00%
Sainsbury's, Purley Way	Sainsbury's, Purley Way	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.95%	1.10%	0.00%	0.00%
Tesco Extra, Beverley Way, New Malden	Tesco Extra, Beverley Way, New Malden	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	Sainsbury's, Kiln Lane, Epsom	0.51%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.91%	0.00%
Sainsbury's, London Road, Morden	Sainsbury's, London Road, Morden	3.42%	9.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%
Waitrose, High Street, Banstead	Waitrose, High Street, Banstead	0.00%	0.00%	0.00%	0.00%	18.86%	17.59%	0.47%	0.00%	0.00%	0.00%
Asda, Reigate Road, Burgh Heath	Asda, Reigate Road, Burgh Heath	0.00%	0.00%	0.00%	0.00%	11.75%	0.00%	0.00%	0.00%	0.00%	3.52%
Lidl, Aberconway Road, Morden	Lidl, Aberconway Road, Morden	2.01%	3.40%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Morrisons, Fiveways, Purley Way, Beddington	Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	4.30%	0.00%	0.00%
Sainsbury's, Colliers Wood	Sainsbury's, Colliers Wood	1.61%	0.34%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHERS Total	OTHERS Total	28.79%	32.75%	9.77%	5.79%	15.18%	25.36%	16.53%	15.66%	25.98%	5.60%
Internet	Internet	0.00%	1.24%	0.00%	0.00%	0.00%	0.86%	1.71%	0.45%	0.00%	0.00%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 6: Convenience Goods Shopping Patterns - Combined (Main and Top Up)

[illegible]

LOW GROWTH SCENARIO

[illegible]

Wrythe Green	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	3.01%	12.18%	21.89%	19.91%	3.37%	4.05%	0.00%	0.29%	11.64%	18.74%	
Asda, Beddington Lane,Beddington	0.00%	3.60%	1.62%	0.95%	0.00%	0.89%	9.74%	14.28%	3.77%	0.00%	
Large Stores Outside Borough											
Tesco Extra, Purley	0.00%	0.56%	0.00%	0.00%	0.37%	4.16%	12.37%	2.95%	0.57%	0.00%	
Sainsbury's, Purley Way	0.00%	0.26%	0.00%	0.00%	0.00%	1.10%	3.54%	8.33%	0.59%	0.00%	
Tesco Extra, Beverley Way, New Malden	3.70%	0.31%	0.00%	0.00%	0.00%	0.00%	0.33%	0.13%	0.00%	0.00%	
Sainsbury's, Kiln Lane, Epsom	1.27%	0.00%	0.00%	0.56%	6.43%	2.25%	0.23%	0.00%	0.27%	1.67%	
Sainsbury's, London Road, Morden	4.77%	13.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	
Waitrose, High Street, Banstead	0.00%	0.00%	1.62%	0.63%	15.00%	13.59%	2.34%	0.29%	0.59%	0.00%	
Asda, Reigate Road, Burgh Heath	0.61%	0.26%	0.55%	0.38%	16.13%	5.24%	0.23%	0.00%	0.43%	1.46%	
Lidl, Aberconway Road, Morden	1.67%	6.55%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.12%	3.01%	0.00%	0.41%	
Sainsbury's, Colliers Wood	1.01%	1.71%	0.55%	2.41%	0.25%	0.00%	0.00%	0.71%	0.43%	0.00%	
OTHERS Total	13.39%	16.43%	4.14%	2.12%	9.47%	13.55%	12.23%	8.77%	11.55%	5.62%	
Internet	7.49%	4.13%	4.40%	1.92%	9.79%	3.56%	3.38%	5.63%	9.83%	3.24%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 7: Convenience Goods Shopping Market Share Turnovers 2016

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.371	£0.401	£0.543	£0.630	£0.655	£0.000	£1.947	£0.000	£0.551	£5.097
Morrisons, High Street, Sutton Town Centre	£0.000	£1.284	£4.960	£2.332	£4.833	£4.543	£0.270	£1.909	£1.894	£0.833	£22.858
Asda, St Nicholas Way, Sutton Town Centre	£1.981	£10.952	£8.643	£12.067	£2.001	£2.390	£1.817	£1.647	£5.175	£0.958	£47.630
Morrisons (M Local), High Street, Sutton	£0.364	£1.306	£3.179	£4.231	£8.851	£8.809	£0.873	£2.831	£2.036	£2.124	£34.604
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.195	£0.196	£0.141	£0.000	£0.346	£0.000	£0.215	£0.000	£0.000	£1.093
Local shops, Sutton	£0.000	£1.440	£2.529	£1.370	£0.472	£1.097	£0.000	£0.100	£1.207	£0.000	£8.214
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.164	£0.575	£0.000	£0.000	£0.000	£0.139	£0.355	£0.000	£0.000	£2.367	£3.599
Costcutter, Sutton Common Road, Sutton	£0.000	£0.716	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.716
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.200	£0.200
Londis, Gander Green Lane, Sutton	£0.000	£0.130	£0.172	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.302
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.118	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.118
M&S Simply Food / PFS, Brighton Road, Sutton	£0.693	£0.391	£0.811	£0.746	£1.303	£2.133	£0.307	£0.300	£0.550	£0.804	£8.037
Tesco Express, Angel Hill, Sutton	£0.233	£0.575	£1.816	£0.205	£0.213	£0.139	£0.000	£0.147	£0.137	£1.057	£4.522
Tesco Express, Brighton Road, Sutton	£0.000	£0.134	£0.428	£0.240	£0.000	£2.838	£0.000	£0.146	£0.137	£2.644	£6.568
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.799	£0.233	£0.494	£0.000	£0.000	£0.147	£0.000	£0.143	£2.816
Tesco Express, Malden Road, Sutton	£0.000	£2.799	£0.271	£0.000	£0.000	£0.238	£0.000	£0.000	£0.000	£0.588	£3.896
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.536	£0.428	£0.000	£0.433	£12.580	£20.853	£17.990	£6.904	£0.000	£59.724
Lidl, Beddington Gardens, Wallington	£0.000	£0.704	£0.593	£0.000	£0.000	£3.304	£10.215	£5.084	£3.682	£0.000	£23.582
Iceland, Woodcote Road, Wallington	£0.000	£0.680	£0.172	£0.000	£0.000	£0.806	£0.754	£1.574	£0.000	£0.000	£3.987
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.955	£0.295	£0.000	£0.000	£1.249
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.172	£0.000	£0.000	£0.705	£0.539	£0.165	£0.000	£0.000	£1.582
Local shops, Wallington	£0.000	£0.000	£0.593	£0.000	£0.000	£0.000	£1.725	£1.264	£0.000	£0.000	£3.581
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.486	£0.000	£0.144	£0.000	£2.630
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.146	£0.000	£0.000	£0.146
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.165	£0.000	£0.000	£0.165
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£19.275	£0.708	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.305	£22.288

LOW GROWTH SCENARIO

Iceland, Worcester Park	£1.873	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.873
Sainsbury's Local, Central Road, Worcester Park Centre	£2.595	£0.089	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.147	£0.000	£2.832
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.165	£0.000	£0.165
Local shops, Worcester Park	£1.977	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.977
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.145	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.145
Tesco Express, Malden Road, Worcester Park	£0.498	£0.134	£0.532	£0.000	£0.325	£0.000	£0.000	£0.000	£0.000	£0.000	£1.490
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.427	£4.814	£0.000	£0.000	£0.000	£0.000	£2.342	£7.583
Sainsbury's Local, Cheam	£2.640	£0.257	£0.000	£0.843	£0.523	£0.485	£0.000	£0.000	£0.000	£2.775	£7.523
Local shops, Cheam	£0.099	£0.000	£0.000	£0.199	£1.058	£0.000	£0.000	£0.000	£0.000	£1.830	£3.187
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£25.872	£2.890	£2.252	£0.773	£3.428	£1.942	£0.000	£0.827	£0.227	£11.099	£49.311
Local shops, North Cheam	£0.244	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.143	£0.387
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.648	£0.222	£0.000	£1.641	£0.500	£0.238	£0.000	£0.000	£0.000	£0.208	£3.457
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.134	£0.743	£0.000	£0.000	£0.786	£0.419	£0.365	£1.408	£0.000	£3.855
Sainsbury's Local, High Street, Carshalton	£0.579	£0.000	£0.000	£0.000	£0.000	£0.000	£0.929	£0.243	£0.528	£0.000	£2.279
Local shops, Carshalton	£0.000	£1.194	£0.510	£0.000	£0.000	£0.647	£0.000	£0.722	£1.117	£0.000	£4.190
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.019	£0.510	£0.205	£0.000	£0.000	£0.000	£0.000	£0.227	£0.000	£4.962
Local shops, Rosehill	£0.000	£0.353	£0.227	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.580
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.797	£0.000	£0.000	£0.000	£0.000	£0.000	£2.129	£0.126	£0.000	£3.052
Local shops, Hackbridge	£0.000	£0.402	£0.000	£0.000	£0.000	£0.000	£0.000	£0.362	£0.000	£0.000	£0.764
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.716	£0.000	£0.000	£0.000	£0.508	£0.169	£0.000	£1.677	£0.000	£3.069
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.202	£0.169	£0.000	£0.213	£0.000	£0.584
Local shops, Beddington	£0.000	£0.130	£0.000	£0.000	£0.000	£0.000	£0.000	£0.365	£0.087	£0.000	£0.582
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.586	£0.000	£0.000	£0.000	£0.000	£0.000	£0.586
Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.100	£0.000	£0.000	£0.100
Stanley Park Road	£0.099	£0.000	£0.000	£0.000	£0.000	£0.230	£0.000	£0.000	£0.000	£0.000	£0.329
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.237	£0.237

Wrythe Green	£0.000	£0.323	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.144	£0.000	£0.467
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.864	£10.555	£10.870	£7.333	£2.619	£3.589	£0.000	£0.215	£5.400	£9.202	£52.646
Asda, Beddington Lane,Beddington	£0.000	£3.116	£0.804	£0.350	£0.000	£0.788	£7.949	£10.659	£1.750	£0.000	£25.416
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.485	£0.000	£0.000	£0.287	£3.689	£10.089	£2.202	£0.263	£0.000	£17.015
Sainsbury's, Purley Way	£0.000	£0.222	£0.000	£0.000	£0.000	£0.979	£2.891	£6.214	£0.275	£0.000	£10.581
Tesco Extra, Beverley Way, New Malden	£3.518	£0.268	£0.000	£0.000	£0.000	£0.000	£0.270	£0.100	£0.000	£0.000	£4.156
Sainsbury's, Kiln Lane, Epsom	£1.203	£0.000	£0.000	£0.205	£4.998	£1.995	£0.186	£0.000	£0.126	£0.820	£9.533
Sainsbury's, London Road, Morden	£4.532	£11.650	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.368	£0.000	£16.550
Waitrose, High Street, Banstead	£0.000	£0.000	£0.804	£0.233	£11.662	£12.048	£1.905	£0.215	£0.275	£0.000	£27.142
Asda, Reigate Road, Burgh Heath	£0.579	£0.222	£0.271	£0.141	£12.542	£4.645	£0.186	£0.000	£0.200	£0.718	£19.503
Lidl, Aberconway Road, Morden	£1.591	£5.679	£0.336	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.618	£8.224
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.544	£2.249	£0.000	£0.200	£4.993
Sainsbury's, Colliers Wood	£0.956	£1.486	£0.271	£0.888	£0.197	£0.000	£0.000	£0.533	£0.200	£0.000	£4.530
Other Locations											
OTHERS Total	£12.729	£14.237	£2.054	£0.780	£7.364	£12.009	£9.974	£6.543	£5.356	£2.759	£73.807
Internet	£7.124	£3.574	£2.186	£0.707	£7.609	£3.155	£2.757	£4.202	£4.559	£1.593	£37.468
	£95.077	£86.649	£49.653	£36.832	£77.741	£88.658	£81.585	£74.629	£46.390	£49.117	£686.333



Retail Capacity Analysis

Table 8:

Convenience Goods Shopping Market Share Turnovers 2021

[illegible]

LOW GROWTH SCENARIO

[illegible]

Wrythe Green	£0.000	£0.333	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.148	£0.000	£0.481
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.968	£10.873	£12.484	£7.129	£2.688	£3.740	£0.000	£0.217	£5.573	£9.253	£54.924
Asda, Beddington Lane,Beddington	£0.000	£3.211	£0.924	£0.340	£0.000	£0.821	£8.384	£10.788	£1.806	£0.000	£26.273
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.500	£0.000	£0.000	£0.294	£3.844	£10.641	£2.229	£0.271	£0.000	£17.779
Sainsbury's, Purley Way	£0.000	£0.229	£0.000	£0.000	£0.000	£1.020	£3.049	£6.290	£0.284	£0.000	£10.871
Tesco Extra, Beverley Way, New Malden	£3.646	£0.276	£0.000	£0.000	£0.000	£0.000	£0.285	£0.101	£0.000	£0.000	£4.308
Sainsbury's, Kiln Lane, Epsom	£1.247	£0.000	£0.000	£0.199	£5.129	£2.079	£0.196	£0.000	£0.130	£0.824	£9.805
Sainsbury's, London Road, Morden	£4.696	£12.001	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.380	£0.000	£17.077
Waitrose, High Street, Banstead	£0.000	£0.000	£0.924	£0.227	£11.969	£12.553	£2.009	£0.217	£0.284	£0.000	£28.183
Asda, Reigate Road, Burgh Heath	£0.600	£0.229	£0.311	£0.137	£12.873	£4.840	£0.196	£0.000	£0.206	£0.722	£20.113
Lidl, Aberconway Road, Morden	£1.648	£5.851	£0.386	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.622	£8.507
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.683	£2.276	£0.000	£0.201	£5.160
Sainsbury's, Colliers Wood	£0.990	£1.530	£0.311	£0.863	£0.202	£0.000	£0.000	£0.539	£0.206	£0.000	£4.643
OTHERS Total	£13.190	£14.667	£2.359	£0.759	£7.557	£12.513	£10.520	£6.622	£5.528	£2.774	£76.490
Internet	£7.382	£3.682	£2.510	£0.688	£7.810	£3.288	£2.908	£4.253	£4.705	£1.602	£38.827
	£98.52	£89.266	£57.025	£35.806	£79.787	£92.377	£86.048	£75.533	£47.877	£49.388	£711.623



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 9:

Convenience Goods Shopping Market Share Turnovers 2026

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.400	£0.445	£0.708	£0.674	£0.699	£0.000	£2.152	£0.000	£0.580	£5.658
Morrisons, High Street, Sutton Town Centre	£0.000	£1.385	£5.509	£3.041	£5.171	£4.847	£0.295	£2.111	£2.049	£0.877	£25.285
Asda, St Nicholas Way, Sutton Town Centre	£2.105	£11.807	£9.600	£15.736	£2.141	£2.550	£1.983	£1.821	£5.599	£1.009	£54.350
Morrisons (M Local), High Street, Sutton	£0.387	£1.408	£3.531	£5.517	£9.471	£9.399	£0.953	£3.130	£2.203	£2.237	£38.236
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.211	£0.218	£0.184	£0.000	£0.369	£0.000	£0.237	£0.000	£0.000	£1.219
Local shops, Sutton	£0.000	£1.552	£2.809	£1.786	£0.505	£1.171	£0.000	£0.110	£1.305	£0.000	£9.239
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.174	£0.619	£0.000	£0.000	£0.000	£0.148	£0.388	£0.000	£0.000	£2.492	£3.822
Costcutter, Sutton Common Road, Sutton	£0.000	£0.772	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.772
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.210	£0.210
Londis, Gander Green Lane, Sutton	£0.000	£0.140	£0.191	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.332
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.132	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.132
M&S Simply Food / PFS, Brighton Road, Sutton	£0.736	£0.421	£0.901	£0.972	£1.394	£2.276	£0.335	£0.331	£0.595	£0.847	£8.809
Tesco Express, Angel Hill, Sutton	£0.247	£0.619	£2.017	£0.267	£0.228	£0.148	£0.000	£0.163	£0.149	£1.113	£4.952
Tesco Express, Brighton Road, Sutton	£0.000	£0.145	£0.476	£0.313	£0.000	£3.028	£0.000	£0.161	£0.149	£2.784	£7.056
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.998	£0.304	£0.528	£0.000	£0.000	£0.163	£0.000	£0.151	£3.144
Tesco Express, Malden Road, Sutton	£0.000	£3.017	£0.301	£0.000	£0.000	£0.254	£0.000	£0.000	£0.000	£0.619	£4.192
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.578	£0.476	£0.000	£0.464	£13.422	£22.758	£19.889	£7.470	£0.000	£65.056
Lidl, Beddington Gardens, Wallington	£0.000	£0.759	£0.658	£0.000	£0.000	£3.525	£11.149	£5.621	£3.983	£0.000	£25.695
Iceland, Woodcote Road, Wallington	£0.000	£0.733	£0.191	£0.000	£0.000	£0.860	£0.823	£1.741	£0.000	£0.000	£4.349
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.042	£0.326	£0.000	£0.000	£1.368
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.191	£0.000	£0.000	£0.753	£0.588	£0.183	£0.000	£0.000	£1.715
Local shops, Wallington	£0.000	£0.000	£0.658	£0.000	£0.000	£0.000	£1.882	£1.397	£0.000	£0.000	£3.938
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.713	£0.000	£0.156	£0.000	£2.869
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.161	£0.000	£0.000	£0.161
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.183	£0.000	£0.000	£0.183
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£20.477	£0.763	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.427	£23.666

LOW GROWTH SCENARIO

[illegible]

Wrythe Green	£0.000	£0.348	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.156	£0.000	£0.504
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.043	£11.379	£12.075	£9.563	£2.802	£3.829	£0.000	£0.237	£5.842	£9.690	£58.461
Asda, Beddington Lane,Beddington	£0.000	£3.360	£0.893	£0.456	£0.000	£0.840	£8.675	£11.785	£1.893	£0.000	£27.903
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.523	£0.000	£0.000	£0.307	£3.936	£11.011	£2.434	£0.284	£0.000	£18.496
Sainsbury's, Purley Way	£0.000	£0.239	£0.000	£0.000	£0.000	£1.045	£3.155	£6.870	£0.297	£0.000	£11.607
Tesco Extra, Beverley Way, New Malden	£3.738	£0.289	£0.000	£0.000	£0.000	£0.000	£0.295	£0.110	£0.000	£0.000	£4.432
Sainsbury's, Kiln Lane, Epsom	£1.279	£0.000	£0.000	£0.267	£5.348	£2.129	£0.203	£0.000	£0.137	£0.864	£10.225
Sainsbury's, London Road, Morden	£4.815	£12.559	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.398	£0.000	£17.772
Waitrose, High Street, Banstead	£0.000	£0.000	£0.893	£0.304	£12.479	£12.855	£2.079	£0.237	£0.297	£0.000	£29.145
Asda, Reigate Road, Burgh Heath	£0.615	£0.239	£0.301	£0.184	£13.422	£4.956	£0.203	£0.000	£0.216	£0.756	£20.891
Lidl, Aberconway Road, Morden	£1.690	£6.123	£0.373	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.651	£8.837
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.777	£2.486	£0.000	£0.210	£5.473
Sainsbury's, Colliers Wood	£1.016	£1.602	£0.301	£1.158	£0.211	£0.000	£0.000	£0.589	£0.216	£0.000	£5.092
OTHERS Total	£13.523	£15.349	£2.282	£1.018	£7.880	£12.814	£10.886	£7.234	£5.795	£2.905	£79.685
Internet	£7.569	£3.853	£2.428	£0.923	£8.143	£3.367	£3.009	£4.645	£4.932	£1.677	£40.546
	£101.008	£93.415	£55.155	£48.033	£83.190	£94.594	£89.040	£82.507	£50.189	£51.725	£748.856



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 10:

Convenience Goods Shopping Market Share Turnovers 2031

[illegible]

LOW GROWTH SCENARIO

[illegible]

Wrythe Green	£0.000	£0.363	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.163	£0.000	£0.526
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.155	£11.881	£12.785	£10.811	£2.915	£3.979	£0.000	£0.251	£6.110	£10.126	£62.013
Asda, Beddington Lane,Beddington	£0.000	£3.508	£0.946	£0.516	£0.000	£0.873	£9.111	£12.451	£1.980	£0.000	£29.385
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.546	£0.000	£0.000	£0.319	£4.090	£11.564	£2.572	£0.297	£0.000	£19.389
Sainsbury's, Purley Way	£0.000	£0.250	£0.000	£0.000	£0.000	£1.085	£3.314	£7.259	£0.311	£0.000	£12.219
Tesco Extra, Beverley Way, New Malden	£3.875	£0.302	£0.000	£0.000	£0.000	£0.000	£0.310	£0.117	£0.000	£0.000	£4.603
Sainsbury's, Kiln Lane, Epsom	£1.326	£0.000	£0.000	£0.302	£5.564	£2.212	£0.213	£0.000	£0.143	£0.902	£10.662
Sainsbury's, London Road, Morden	£4.992	£13.114	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.416	£0.000	£18.522
Waitrose, High Street, Banstead	£0.000	£0.000	£0.946	£0.344	£12.984	£13.355	£2.184	£0.251	£0.311	£0.000	£30.374
Asda, Reigate Road, Burgh Heath	£0.638	£0.250	£0.319	£0.208	£13.964	£5.149	£0.213	£0.000	£0.226	£0.790	£21.756
Lidl, Aberconway Road, Morden	£1.752	£6.393	£0.395	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.681	£9.221
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.916	£2.627	£0.000	£0.220	£5.763
Sainsbury's, Colliers Wood	£1.053	£1.672	£0.319	£1.309	£0.219	£0.000	£0.000	£0.622	£0.226	£0.000	£5.421
OTHERS Total	£14.021	£16.027	£2.416	£1.150	£8.198	£13.313	£11.433	£7.643	£6.061	£3.036	£83.297
Internet	£7.847	£4.024	£2.571	£1.043	£8.472	£3.498	£3.160	£4.908	£5.158	£1.753	£42.434
	£104.725	£97.539	£58.400	£54.302	£86.554	£98.280	£93.512	£87.173	£52.493	£54.051	£787.028



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 11: Convenience Goods Turnovers - Main Town Centres and Free Standing Stores in the Borough

	<i>Year</i>			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£119.496	£124.241	£133.987	£142.535
Wallington	£93.705	£97.370	£102.120	£107.176
Worcester Park	£29.135	£30.106	£30.957	£32.129
Cheam	£18.293	£18.586	£19.780	£20.775
North Cheam	£49.698	£51.294	£53.110	£55.372
Carshalton	£10.324	£10.818	£11.212	£11.748
Rosehill	£5.541	£5.784	£6.045	£6.348
Hackbridge	£3.816	£3.886	£4.183	£4.402
LB Sutton Freestanding Stores/Locations				
Tesco Extra, Sutton	£52.646	£54.924	£58.461	£62.013
Asda Beddington	£25.416	£26.273	£27.903	£29.385

Notes:

Summary of estimated market share turnovers (from Tables 7 to 10)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 12: Convenience Goods Benchmark Turnovers - Main Town Centres and Free Standing Stores in the Borough

	Convenience Sales Floorspace sqm	Trading Density £/sqm	Benchmark Turnover £m
Sutton Town Centre			
Marks & Spencer, High Street, Sutton Town Centre	550	£13,500	£7.425
Morrisons, High Street, Sutton Town Centre	3,500	£13,500	£47.250
Asda, St Nicholas Way, Sutton Town Centre	3,250	£13,500	£43.875
Morrisons (M Local), High Street, Sutton	350	£13,500	£4.725
Farmfoods, Lodge Place, Sutton Town Centre	450	£7,500	£3.375
Local shops, Sutton	600	£5,000	£3.000
Total			£109.650
Wallington Town Centre			
Sainsbury's, Stafford Road, Wallington Town Centre	2,550	£13,500	£34.425
Lidl, Beddington Gardens, Wallington	850	£7,500	£6.375
Iceland, Woodcote Road, Wallington	300	£7,500	£2.250
Sainsbury's, Manor Road (Wallington Station), Wallington	280	£13,500	£3.780
Tesco Express, Woodcote Road, Wallington	225	£13,500	£3.038
Local shops, Wallington	830	£5,000	£4.150
Total			£54.018
Worcester Park Town Centre			
Waitrose, Stone Place, Worcester Park	1,710	£13,500	£23.085
Iceland, Worcester Park	330	£7,500	£2.475
Sainsbury's Local, Central Road, Worcester Park Centre	295	£13,500	£3.983
Costcutter, Central Road, Worcester Park	75	£5,000	£0.375
Local shops, Worcester Park	255	£5,000	£1.275
Total			£31.193
Cheam Town Centre			
Waitrose (Little), The Broadway, Cheam	310	£13,500	£4.185
Sainsbury's Local, Cheam	255	£13,500	£3.443
Local shops, Cheam	155	£5,000	£0.775
Total			£8.403
North Cheam Town Centre			
Sainsbury's, London Road, North Cheam	3,510	£13,500	£47.385

Local shops, North Cheam	450	£5,000	£2.250
Total			£49.635
Carshalton Town Centre			
Co-op, High Street, Carshalton	355	£7,500	£2.663
Sainsbury's Local, High Street, Carshalton	270	£13,500	£3.645
Local shops, Carshalton	250	£5,000	£1.250
Total			£7.558
Rosehill Town Centre			
Co-op, Wrythe Lane Rosehill Centre	675	£7,500	£5.063
Local shops, Rosehill	810	£5,000	£4.050
Total			£9.113
Hackbridge Town Centre			
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	215	£13,500	£2.903
Local shops, Hackbridge	157	£5,000	£0.785
Total			£3.688
LB Sutton Freestanding Stores/Locations			
Tesco Extra, Sutton	3,800	£13,500	£51.300
Asda Beddington	3,600	£13,500	£48.600
			£99.900

Notes:
Convenience sales floorspace from IGD, Boyer surveys and LB Sutton Data

Trading Densities:	
Main Grocer Operated Stores	£13,500/sqm
Discounters, Co-Op and Symbol Groups	£7,500/sqm
Local stores	£5,000/sqm

Benchmark turnover is product of sales area and trading density

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 13: Convenience Goods Capacity Market Share -v- Benchmark Turnovers at Main Town Centres and Free Standing Stores in the Borough

	2016			2021			2026			2031		
	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£119.496	£109.650	£9.846	£124.241	£111.027	£13.214	£133.987	£112.422	£21.565	£142.535	£113.835	£28.700
Wallington	£93.705	£54.018	£39.687	£97.370	£54.696	£42.674	£102.120	£55.383	£46.736	£107.176	£56.079	£51.097
Worcester Park	£29.135	£31.193	-£2.058	£30.106	£31.584	-£1.478	£30.957	£31.981	-£1.024	£32.129	£32.383	-£0.254
Cheam	£18.293	£8.403	£9.890	£18.586	£8.508	£10.078	£19.780	£8.615	£11.165	£20.775	£8.723	£12.052
North Cheam	£49.698	£49.635	£0.063	£51.294	£50.259	£1.035	£53.110	£50.890	£2.220	£55.372	£51.529	£3.842
Carshalton	£10.324	£7.558	£2.766	£10.818	£7.652	£3.166	£11.212	£7.749	£3.463	£11.748	£7.846	£3.902
Rosehill	£5.541	£9.113	-£3.571	£5.784	£9.227	-£3.443	£6.045	£9.343	-£3.298	£6.348	£9.460	-£3.113
Hackbridge	£3.816	£3.688	£0.128	£3.886	£3.734	£0.152	£4.183	£3.781	£0.402	£4.402	£3.828	£0.573
LB Sutton Freestanding Stores/Locations												
Tesco Extra, Sutton	£52.646	£51.300	£1.346	£54.924	£51.944	£2.979	£58.461	£52.597	£5.864	£62.013	£53.258	£8.755
Asda Beddington	£25.416	£48.600	-£23.184	£26.273	£49.211	-£22.938	£27.903	£49.829	-£21.926	£29.385	£50.455	-£21.070

Notes:
Market Share Turnovers from Table 12
Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.
Capacity is difference between implied turnover and benchmark turnover
Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 14: Convenience Goods Capacity Converted to Floorspace

	2016			2021			2026			2031		
	Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark	
	£M	£/sqm	sqm	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£9.846	£13,500	729	£13.214	£13,669.596	967	£21.565	£13,841.322	1,558	£28.700	£14,015.206	2,048
Wallington	£39.687	£13,500	2,940	£42.674	£13,669.596	3,122	£46.736	£13,841.322	3,377	£51.097	£14,015.206	3,646
Worcester Park	-£2.058	£13,500	-152	-£1.478	£13,669.596	-108	-£1.024	£13,841.322	-74	-£0.254	£14,015.206	-18
Cheam	£9.890	£13,500	733	£10.078	£13,669.596	737	£11.165	£13,841.322	807	£12.052	£14,015.206	860
North Cheam	£0.063	£13,500	5	£1.035	£13,669.596	76	£2.220	£13,841.322	160	£3.842	£14,015.206	274
Carshalton	£2.766	£13,500	205	£3.166	£13,669.596	232	£3.463	£13,841.322	250	£3.902	£14,015.206	278
Rosehill	-£3.571	£13,500	-265	-£3.443	£13,669.596	-252	-£3.298	£13,841.322	-238	-£3.113	£14,015.206	-222
Hackbridge	£0.128	£13,500	10	£0.152	£13,669.596	11	£0.402	£13,841.322	29	£0.573	£14,015.206	41
			4,194			4,773			5,840			6,866

Notes:
Market Share Turnovers from Table 12
Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.
Capacity is difference between implied turnover and benchmark turnover
Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table A: Population Constrained to 363 dwellings per annum

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,509	45,908	23,124	17,644	30,219	34,504	32,778	37,673	20,592	21,801	307,751
2021	44,457	46,637	26,188	16,915	30,584	35,452	34,091	37,600	20,957	22,166	315,046
2026	44,238	47,367	24,583	22,022	30,948	35,233	34,237	39,861	21,321	22,530	322,342
2031	44,603	48,097	25,313	24,211	31,313	35,598	34,967	40,956	21,686	22,895	329,638

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table B: Comparison Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£3,554	£2,582	£3,490	£3,395	£4,492	£4,542	£4,286	£3,096	£3,726	£3,638
2016	£3,944	£2,865	£3,873	£3,767	£4,984	£5,040	£4,756	£3,435	£4,134	£4,134
2021	£4,449	£3,232	£4,368	£4,250	£5,623	£5,685	£5,365	£3,875	£4,664	£4,554
2026	£5,233	£3,802	£5,138	£4,999	£6,614	£6,687	£6,310	£4,558	£5,486	£5,356
2031	£6,185	£4,493	£6,073	£5,908	£7,817	£7,904	£7,459	£5,388	£6,484	£6,331

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table C: Comparison Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£153.85	£117.40	£79.17	£55.44	£134.76	£155.72	£138.61	£114.60	£75.91	£78.52	£1,103.99
2016	£171.58	£131.53	£89.55	£66.47	£150.62	£173.89	£155.88	£129.42	£85.13	£90.13	£1,244.20
2021	£197.77	£150.73	£114.40	£71.88	£171.96	£201.56	£182.89	£145.71	£97.74	£100.94	£1,435.58
2026	£231.48	£180.07	£126.32	£110.08	£204.68	£235.62	£216.05	£181.70	£116.97	£120.68	£1,723.65
2031	£275.86	£216.11	£153.73	£143.04	£244.78	£281.37	£260.80	£220.66	£140.62	£144.95	£2,081.92

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table D: Comparison Goods Shopping Patterns - Combined Market Share %

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
LB Sutton Main Town Centres										
Sutton	15.5%	35.0%	46.2%	51.3%	29.9%	27.5%	15.5%	21.9%	36.8%	38.3%
Wallington	0.0%	1.0%	1.5%	0.5%	0.3%	3.6%	13.8%	9.5%	3.6%	0.1%
Worcester Park	7.6%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.1%	0.8%
Cheam	0.2%	0.3%	0.0%	1.5%	2.0%	0.4%	0.0%	0.1%	0.0%	3.3%
North Cheam	5.5%	0.5%	0.2%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	7.2%
Carshalton	0.1%	1.3%	1.7%	0.0%	0.1%	1.2%	0.0%	1.0%	2.9%	0.0%
Rosehill	0.0%	1.3%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Hackbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
LB Sutton Other Centres										
Beddington	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.8%	0.4%	0.0%
Belmont	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Carshalton Beeches	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
LB Sutton Freestanding Stores/Locations										
Asda Beddington	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	1.1%	0.0%
Tesco Extra, Sutton	0.4%	0.4%	2.0%	0.7%	0.0%	0.4%	0.0%	0.0%	1.4%	2.5%
Sainsbury, North Cheam	1.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	1.5%
B&Q Sutton Court Road	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%
Main Competing Centres										
Croydon	1.2%	5.9%	5.8%	4.1%	4.2%	8.0%	17.9%	17.2%	5.7%	3.4%
Kingston	20.6%	3.9%	4.7%	7.2%	10.9%	8.3%	1.3%	0.8%	2.8%	9.3%
Wimbledon	4.4%	3.9%	1.2%	1.0%	0.2%	0.4%	0.3%	0.2%	0.9%	3.2%
Central London	2.2%	1.4%	2.8%	3.6%	4.7%	3.1%	4.3%	0.9%	1.3%	0.7%
Epsom	2.1%	0.3%	0.2%	1.0%	7.3%	1.9%	0.7%	0.0%	1.7%	2.2%
Banstead	0.0%	0.0%	0.3%	0.2%	4.4%	4.0%	0.3%	0.0%	0.6%	0.6%
Mitcham	0.0%	3.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Morden	2.0%	3.6%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Competing Retail Parks/Freestanding Stores										
Sainsbury Purley Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	2.9%	0.2%	0.0%
Tesco Purley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.1%	0.0%
Colliers Wood inc Sainsbury and Retail Park	3.3%	11.2%	1.4%	2.7%	1.7%	1.0%	0.7%	0.9%	2.0%	3.2%
Ikea Purley	1.4%	2.7%	1.6%	2.7%	2.2%	1.1%	2.0%	1.8%	1.7%	0.9%
Purley Way Retail Parks	1.1%	5.6%	8.1%	2.8%	8.4%	11.5%	18.4%	19.7%	15.7%	2.8%
Others	12.4%	3.5%	3.8%	1.9%	8.0%	4.7%	4.4%	2.6%	3.0%	3.3%
Internet	18.4%	13.0%	16.9%	17.3%	14.1%	19.4%	18.9%	16.2%	16.9%	15.2%
Catalogue / Mail order / Telephone / TV	0.3%	0.8%	0.4%	0.9%	0.4%	0.8%	0.2%	0.3%	0.4%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table E: Comparison Goods Shopping Patterns - 2016 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£26.626	£45.975	£41.344	£34.107	£45.080	£47.793	£24.098	£28.304	£31.298	£34.513	£359.138
Wallington	£0.026	£1.333	£1.339	£0.338	£0.385	£6.285	£21.470	£12.304	£3.047	£0.089	£46.617
Worcester Park	£13.074	£0.059	£0.021	£0.000	£0.399	£0.158	£0.000	£0.000	£0.084	£0.763	£14.557
Cheam	£0.393	£0.411	£0.000	£1.015	£3.000	£0.669	£0.000	£0.090	£0.000	£2.942	£8.520
North Cheam	£9.461	£0.709	£0.136	£0.226	£0.482	£0.486	£0.000	£0.000	£0.000	£6.525	£18.026
Carshalton	£0.237	£1.650	£1.504	£0.000	£0.113	£2.116	£0.000	£1.295	£2.464	£0.000	£9.378
Rosehill	£0.000	£1.758	£0.596	£0.046	£0.000	£0.000	£0.000	£0.000	£0.460	£0.000	£2.859
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.419	£0.000	£0.000	£1.419
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.104	£0.000	£0.000	£0.122	£0.122	£1.061	£0.375	£0.000	£1.784
Belmont	£0.000	£0.000	£0.035	£0.000	£0.357	£0.176	£0.000	£0.000	£0.000	£0.000	£0.568
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.522	£0.000	£0.000	£0.095	£0.000	£0.617
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.453	£0.000	£0.000	£0.058	£0.000	£1.883	£2.728	£0.906	£0.000	£6.028
Tesco Extra, Sutton	£0.708	£0.566	£1.819	£0.445	£0.000	£0.749	£0.000	£0.000	£1.218	£2.209	£7.714
Sainsbury, North Cheam	£1.869	£0.318	£0.000	£0.000	£0.000	£0.188	£0.000	£0.000	£0.000	£1.386	£3.761
B&Q Sutton Court Road	£0.168	£0.225	£0.194	£0.060	£0.315	£0.121	£0.023	£0.022	£0.000	£0.105	£1.232
Main Competing Centres											
Croydon	£2.066	£7.733	£5.186	£2.741	£6.381	£13.981	£27.934	£22.278	£4.847	£3.109	£96.257
Kingston	£35.417	£5.148	£4.207	£4.807	£16.422	£14.450	£2.011	£1.077	£2.363	£8.338	£94.239
Wimbledon	£7.547	£5.101	£1.115	£0.648	£0.376	£0.726	£0.439	£0.298	£0.808	£2.871	£19.927
Central London	£3.758	£1.863	£2.503	£2.415	£7.030	£5.351	£6.738	£1.137	£1.126	£0.608	£32.530
Epsom	£3.625	£0.455	£0.139	£0.664	£10.971	£3.368	£1.070	£0.000	£1.443	£1.951	£23.687
Banstead	£0.016	£0.014	£0.270	£0.111	£6.566	£6.940	£0.401	£0.000	£0.484	£0.503	£15.306
Mitcham	£0.026	£4.674	£0.000	£0.000	£0.000	£0.095	£0.000	£0.000	£0.000	£0.309	£5.105
Morden	£3.355	£4.742	£0.263	£0.036	£0.058	£0.000	£0.000	£0.000	£0.065	£0.803	£9.322
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.067	£0.000	£0.049	£0.000	£0.058	£1.382	£0.000	£3.817	£0.136	£0.000	£5.510
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.372	£0.232	£0.000	£0.064	£0.000	£1.668
Colliers Wood inc Sainsbury and Retail Park	£5.663	£14.706	£1.212	£1.797	£2.614	£1.657	£1.042	£1.118	£1.723	£2.858	£34.390
Ikea Purley	£2.343	£3.578	£1.423	£1.792	£3.315	£1.945	£3.151	£2.282	£1.421	£0.790	£22.041
Purley Way Retail Parks	£1.802	£7.305	£7.237	£1.830	£12.659	£19.996	£28.707	£25.459	£13.394	£2.543	£120.933
Others	£21.293	£4.631	£3.388	£1.281	£12.086	£8.233	£6.792	£3.421	£2.592	£2.959	£66.676
Internet	£31.579	£17.050	£15.131	£11.513	£21.308	£33.685	£29.449	£20.914	£14.416	£13.673	£208.716
Catalogue / Mail order / Telephone / TV	£0.459	£1.070	£0.330	£0.595	£0.585	£1.328	£0.321	£0.396	£0.306	£0.287	£5.676
	£171.579	£131.525	£89.547	£66.467	£150.619	£173.894	£155.884	£129.418	£85.134	£90.135	£1,244.202

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table F: Comparison Goods Shopping Patterns - 2021 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£30.691	£52.688	£52.820	£36.885	£51.467	£55.396	£28.274	£31.867	£35.932	£38.650	£414.668
Wallington	£0.030	£1.528	£1.711	£0.365	£0.440	£7.285	£25.190	£13.853	£3.498	£0.100	£54.000
Worcester Park	£15.070	£0.067	£0.027	£0.000	£0.455	£0.183	£0.000	£0.000	£0.096	£0.854	£16.753
Cheam	£0.453	£0.471	£0.000	£1.098	£3.425	£0.775	£0.000	£0.102	£0.000	£3.294	£9.618
North Cheam	£10.905	£0.813	£0.174	£0.245	£0.551	£0.563	£0.000	£0.000	£0.000	£7.307	£20.558
Carshalton	£0.273	£1.891	£1.921	£0.000	£0.129	£2.452	£0.000	£1.457	£2.829	£0.000	£10.953
Rosehill	£0.000	£2.015	£0.761	£0.050	£0.000	£0.000	£0.000	£0.000	£0.528	£0.000	£3.353
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.597	£0.000	£0.000	£1.597
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.133	£0.000	£0.000	£0.141	£0.143	£1.195	£0.431	£0.000	£2.043
Belmont	£0.000	£0.000	£0.044	£0.000	£0.407	£0.204	£0.000	£0.000	£0.000	£0.000	£0.656
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.605	£0.000	£0.000	£0.109	£0.000	£0.714
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.519	£0.000	£0.000	£0.066	£0.000	£2.209	£3.071	£1.040	£0.000	£6.906
Tesco Extra, Sutton	£0.816	£0.649	£2.324	£0.481	£0.000	£0.868	£0.000	£0.000	£1.398	£2.474	£9.010
Sainsbury, North Cheam	£2.154	£0.364	£0.000	£0.000	£0.000	£0.218	£0.000	£0.000	£0.000	£1.553	£4.289
B&Q Sutton Court Road	£0.194	£0.258	£0.248	£0.065	£0.359	£0.140	£0.027	£0.024	£0.000	£0.117	£1.432
Main Competing Centres											
Croydon	£2.382	£8.862	£6.626	£2.965	£7.285	£16.206	£32.774	£25.083	£5.564	£3.482	£111.228
Kingston	£40.823	£5.900	£5.375	£5.198	£18.749	£16.748	£2.359	£1.213	£2.713	£9.337	£108.416
Wimbledon	£8.699	£5.845	£1.425	£0.700	£0.429	£0.841	£0.515	£0.335	£0.928	£3.215	£22.932
Central London	£4.332	£2.135	£3.198	£2.611	£8.027	£6.202	£7.906	£1.280	£1.293	£0.681	£37.665
Epsom	£4.179	£0.521	£0.177	£0.719	£12.525	£3.904	£1.256	£0.000	£1.657	£2.185	£27.123
Banstead	£0.018	£0.016	£0.345	£0.120	£7.496	£8.044	£0.471	£0.000	£0.556	£0.564	£17.631
Mitcham	£0.030	£5.356	£0.000	£0.000	£0.000	£0.111	£0.000	£0.000	£0.000	£0.346	£5.844
Morden	£3.868	£5.434	£0.336	£0.039	£0.066	£0.000	£0.000	£0.000	£0.075	£0.900	£10.717
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.078	£0.000	£0.063	£0.000	£0.066	£1.602	£0.000	£4.298	£0.156	£0.000	£6.263
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.591	£0.272	£0.000	£0.074	£0.000	£1.936
Colliers Wood inc Sainsbury and Retail Park	£6.527	£16.853	£1.549	£1.943	£2.984	£1.920	£1.223	£1.259	£1.978	£3.200	£39.437
Ikea Purley	£2.700	£4.100	£1.819	£1.938	£3.785	£2.255	£3.697	£2.569	£1.632	£0.885	£25.380
Purley Way Retail Parks	£2.078	£8.371	£9.245	£1.979	£14.453	£23.177	£33.681	£28.665	£15.377	£2.848	£139.874
Others	£24.544	£5.307	£4.329	£1.385	£13.799	£9.542	£7.969	£3.852	£2.976	£3.314	£77.016
Internet	£36.400	£19.539	£19.331	£12.451	£24.327	£39.043	£34.551	£23.546	£16.550	£15.312	£241.051
Catalogue / Mail order / Telephone / TV	£0.529	£1.226	£0.421	£0.643	£0.668	£1.540	£0.376	£0.446	£0.351	£0.321	£6.522
	£197.773	£150.728	£114.402	£71.880	£171.961	£201.558	£182.894	£145.710	£97.739	£100.938	£1,435.584

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table G: Comparison Goods Shopping Patterns - 2026 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£35.922	£62.944	£58.321	£56.485	£61.261	£64.757	£33.399	£39.739	£43.000	£46.210	£502.039
Wallington	£0.036	£1.826	£1.890	£0.559	£0.524	£8.516	£29.757	£17.274	£4.186	£0.119	£64.686
Worcester Park	£17.639	£0.080	£0.030	£0.000	£0.542	£0.214	£0.000	£0.000	£0.115	£1.021	£19.641
Cheam	£0.530	£0.563	£0.000	£1.682	£4.076	£0.906	£0.000	£0.127	£0.000	£3.939	£11.823
North Cheam	£12.764	£0.971	£0.192	£0.375	£0.656	£0.658	£0.000	£0.000	£0.000	£8.737	£24.353
Carshalton	£0.320	£2.259	£2.122	£0.000	£0.153	£2.866	£0.000	£1.818	£3.386	£0.000	£12.923
Rosehill	£0.000	£2.407	£0.840	£0.076	£0.000	£0.000	£0.000	£0.000	£0.632	£0.000	£3.955
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.992	£0.000	£0.000	£1.992
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.147	£0.000	£0.000	£0.165	£0.169	£1.490	£0.515	£0.000	£2.486
Belmont	£0.000	£0.000	£0.049	£0.000	£0.485	£0.239	£0.000	£0.000	£0.000	£0.000	£0.773
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.708	£0.000	£0.000	£0.130	£0.000	£0.837
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.620	£0.000	£0.000	£0.079	£0.000	£2.610	£3.830	£1.245	£0.000	£8.384
Tesco Extra, Sutton	£0.955	£0.775	£2.566	£0.737	£0.000	£1.015	£0.000	£0.000	£1.673	£2.958	£10.679
Sainsbury, North Cheam	£2.521	£0.435	£0.000	£0.000	£0.000	£0.255	£0.000	£0.000	£0.000	£1.856	£5.068
B&Q Sutton Court Road	£0.227	£0.308	£0.274	£0.099	£0.428	£0.164	£0.032	£0.030	£0.000	£0.140	£1.701
Main Competing Centres											
Croydon	£2.788	£10.587	£7.316	£4.540	£8.672	£18.944	£38.716	£31.278	£6.659	£4.163	£133.662
Kingston	£47.782	£7.048	£5.935	£7.960	£22.317	£19.579	£2.787	£1.512	£3.247	£11.163	£129.330
Wimbledon	£10.182	£6.983	£1.573	£1.072	£0.511	£0.983	£0.609	£0.418	£1.110	£3.843	£27.284
Central London	£5.070	£2.551	£3.531	£3.999	£9.554	£7.250	£9.339	£1.596	£1.547	£0.814	£45.252
Epsom	£4.891	£0.622	£0.196	£1.100	£14.908	£4.564	£1.483	£0.000	£1.983	£2.612	£32.361
Banstead	£0.022	£0.020	£0.381	£0.184	£8.923	£9.404	£0.556	£0.000	£0.665	£0.674	£20.828
Mitcham	£0.036	£6.399	£0.000	£0.000	£0.000	£0.129	£0.000	£0.000	£0.000	£0.414	£6.978
Morden	£4.527	£6.492	£0.371	£0.059	£0.079	£0.000	£0.000	£0.000	£0.089	£1.076	£12.693
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.091	£0.000	£0.070	£0.000	£0.079	£1.872	£0.000	£5.360	£0.187	£0.000	£7.658
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.860	£0.321	£0.000	£0.088	£0.000	£2.269
Colliers Wood inc Sainsbury and Retail Park	£7.640	£20.133	£1.710	£2.976	£3.552	£2.245	£1.445	£1.570	£2.367	£3.826	£47.464
Ikea Purley	£3.160	£4.898	£2.008	£2.968	£4.505	£2.636	£4.367	£3.203	£1.953	£1.058	£30.758
Purley Way Retail Parks	£2.432	£10.001	£10.208	£3.031	£17.203	£27.093	£39.787	£35.745	£18.402	£3.405	£167.308
Others	£28.728	£6.340	£4.780	£2.121	£16.424	£11.155	£9.414	£4.803	£3.561	£3.962	£91.287
Internet	£42.605	£23.342	£21.345	£19.067	£28.956	£45.641	£40.815	£29.362	£19.806	£18.307	£289.246
Catalogue / Mail order / Telephone / TV	£0.619	£1.465	£0.465	£0.985	£0.795	£1.800	£0.444	£0.556	£0.420	£0.384	£7.934
	£231.486	£180.068	£126.318	£110.076	£204.682	£235.619	£216.051	£181.701	£116.967	£120.683	£1,723.651

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table H: Comparison Goods Shopping Patterns - 2031 Market Share Based Turnover £M

Year	Zone										
	1	2	3	4	5	6	7	8	9	10	TOTAL
LB Sutton Main Town Centres											
Sutton	£42.809	£75.543	£70.979	£73.398	£73.261	£77.333	£40.318	£48.259	£51.694	£55.503	£609.097
Wallington	£0.042	£2.191	£2.300	£0.727	£0.626	£10.170	£35.921	£20.978	£5.032	£0.144	£78.130
Worcester Park	£21.021	£0.096	£0.036	£0.000	£0.648	£0.255	£0.000	£0.000	£0.138	£1.227	£23.422
Cheam	£0.632	£0.675	£0.000	£2.185	£4.875	£1.082	£0.000	£0.154	£0.000	£4.731	£14.335
North Cheam	£15.211	£1.165	£0.234	£0.487	£0.784	£0.786	£0.000	£0.000	£0.000	£10.494	£29.161
Carshalton	£0.381	£2.711	£2.582	£0.000	£0.183	£3.423	£0.000	£2.207	£4.071	£0.000	£15.558
Rosehill	£0.000	£2.888	£1.023	£0.099	£0.000	£0.000	£0.000	£0.000	£0.759	£0.000	£4.769
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.419	£0.000	£0.000	£2.419
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.179	£0.000	£0.000	£0.197	£0.204	£1.809	£0.619	£0.000	£3.009
Belmont	£0.000	£0.000	£0.060	£0.000	£0.580	£0.285	£0.000	£0.000	£0.000	£0.000	£0.925
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.845	£0.000	£0.000	£0.156	£0.000	£1.001
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.744	£0.000	£0.000	£0.094	£0.000	£3.150	£4.651	£1.497	£0.000	£10.137
Tesco Extra, Sutton	£1.138	£0.930	£3.123	£0.958	£0.000	£1.212	£0.000	£0.000	£2.012	£3.553	£12.925
Sainsbury, North Cheam	£3.004	£0.523	£0.000	£0.000	£0.000	£0.304	£0.000	£0.000	£0.000	£2.230	£6.061
B&Q Sutton Court Road	£0.271	£0.369	£0.333	£0.129	£0.511	£0.196	£0.038	£0.037	£0.000	£0.168	£2.052
Main Competing Centres											
Croydon	£3.322	£12.706	£8.904	£5.899	£10.370	£22.623	£46.736	£37.984	£8.005	£5.000	£161.550
Kingston	£56.942	£8.459	£7.223	£10.344	£26.688	£23.381	£3.364	£1.836	£3.903	£13.408	£155.549
Wimbledon	£12.134	£8.381	£1.914	£1.393	£0.611	£1.174	£0.735	£0.507	£1.334	£4.616	£32.800
Central London	£6.042	£3.062	£4.298	£5.196	£11.425	£8.658	£11.274	£1.939	£1.860	£0.978	£54.732
Epsom	£5.829	£0.747	£0.239	£1.430	£17.829	£5.450	£1.791	£0.000	£2.384	£3.138	£38.835
Banstead	£0.026	£0.023	£0.464	£0.239	£10.671	£11.230	£0.671	£0.000	£0.800	£0.810	£24.933
Mitcham	£0.042	£7.680	£0.000	£0.000	£0.000	£0.155	£0.000	£0.000	£0.000	£0.497	£8.374
Morden	£5.395	£7.791	£0.451	£0.077	£0.094	£0.000	£0.000	£0.000	£0.107	£1.292	£15.208
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.108	£0.000	£0.085	£0.000	£0.094	£2.236	£0.000	£6.509	£0.225	£0.000	£9.257
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£2.221	£0.388	£0.000	£0.106	£0.000	£2.715
Colliers Wood inc Sainsbury and Retail Park	£9.104	£24.163	£2.081	£3.867	£4.248	£2.681	£1.744	£1.906	£2.846	£4.596	£57.237
Ikea Purley	£3.766	£5.878	£2.444	£3.857	£5.388	£3.148	£5.272	£3.890	£2.348	£1.271	£37.262
Purley Way Retail Parks	£2.898	£12.003	£12.424	£3.939	£20.573	£32.354	£48.029	£43.409	£22.122	£4.090	£201.841
Others	£34.235	£7.609	£5.817	£2.756	£19.642	£13.321	£11.364	£5.833	£4.281	£4.759	£109.616
Internet	£50.772	£28.014	£25.977	£24.776	£34.629	£54.504	£49.270	£35.658	£23.810	£21.988	£349.399
Catalogue / Mail order / Telephone / TV	£0.738	£1.758	£0.566	£1.280	£0.951	£2.149	£0.536	£0.675	£0.505	£0.461	£9.620
	£275.863	£216.111	£153.734	£143.037	£244.777	£281.375	£260.805	£220.660	£140.616	£144.952	£2,081.929

Notes:

The market share turnovers are calculated from percentage market share for each centre (from Table D) multiplied by comparison goods expenditure generated (from Table C) . The turnovers are built up on a zone by zone basis. Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table I: Comparison Goods Shopping Patterns - Summary Market Share Based Turnover £M (2016 - 2031)

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£359.138	£414.668	£502.039	£609.097
Wallington	£46.617	£54.000	£64.686	£78.130
Worcester Park	£14.557	£16.753	£19.641	£23.422
Cheam	£8.520	£9.618	£11.823	£14.335
North Cheam	£18.026	£20.558	£24.353	£29.161
Carshalton	£9.378	£10.953	£12.923	£15.558
Rosehill	£2.859	£3.353	£3.955	£4.769
Hackbridge	£1.419	£1.597	£1.992	£2.419
LB Sutton Other Centres				
Beddington	£1.784	£2.043	£2.486	£3.009
Belmont	£0.568	£0.656	£0.773	£0.925
Carshalton Beeches	£0.617	£0.714	£0.837	£1.001
LB Sutton Freestanding Stores/Locations				
Asda Beddington	£6.028	£6.906	£8.384	£10.137
Tesco Extra, Sutton	£7.714	£9.010	£10.679	£12.925
Sainsbury, North Cheam	£3.761	£4.289	£5.068	£6.061
B&Q Sutton Court Road	£1.232	£1.432	£1.701	£2.052
Main Competing Centres				
Croydon	£96.257	£111.228	£133.662	£161.550
Kingston	£94.239	£108.416	£129.330	£155.549
Wimbledon	£19.927	£22.932	£27.284	£32.800
Central London	£32.530	£37.665	£45.252	£54.732
Epsom	£23.687	£27.123	£32.361	£38.835
Banstead	£15.306	£17.631	£20.828	£24.933
Mitcham	£5.105	£5.844	£6.978	£8.374
Morden	£9.322	£10.717	£12.693	£15.208
Competing Retail Parks/Freestanding Stores				
Sainsbury Purley Way	£5.510	£6.263	£7.658	£9.257
Tesco Purley	£1.668	£1.936	£2.269	£2.715
Colliers Wood inc Sainsbury and Retail Park	£34.390	£39.437	£47.464	£57.237
Ikea Purley	£22.041	£25.380	£30.758	£37.262
Purley Way Retail Parks	£120.933	£139.874	£167.308	£201.841
Others	£66.676	£77.016	£91.287	£109.616
Internet	£208.716	£241.051	£289.246	£349.399
Catalogue / Mail order / Telephone / TV	£5.676	£6.522	£7.934	£9.620
	£1,244.202	£1,435.584	£1,723.651	£2,081.929

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table J: Comparison Goods Shopping Turnover and Floorspace Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Market Share Turnover	£359.138	£414.668	£502.039	£609.097
Comparison Goods Sales Floorspace	42,547			
Implied Sales Density	£8,440.97			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£319.103	£361.04	£408.48	£433.58
Capacity for Additional Comparison Goods Shopping (Turnover)	£40.035	£53.633	£93.560	£175.515
Wallington				
Market Share Turnover	£46.617	£54.000	£64.686	£78.130
Comparison Goods Sales Floorspace	4,450			
Implied Sales Density	£10,475.73			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£33.375	£37.76	£42.72	£45.35
Capacity for Additional Comparison Goods Shopping (Turnover)	£13.242	£16.240	£21.963	£32.782
Worcester Park				
Market Share Turnover	£14.557	£16.753	£19.641	£23.422
Comparison Goods Sales Floorspace	4225			
Implied Sales Density	£3,445.48			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£1.6875	£35.85	£40.56	£43.06
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17.130	-£19.099	-£20.921	-£19.634
Cheam				
Market Share Turnover	£8.520	£9.618	£11.823	£14.335
Comparison Goods Sales Floorspace	2,100			
Implied Sales Density	£4,057.21			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	11.55	£13.07	£14.78	£15.69
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3.030	-£3.449	-£2.962	-£1.359
North Cheam				
Market Share Turnover	£18.026	£20.558	£24.353	£29.161
Comparison Goods Sales Floorspace	3699			
Implied Sales Density	£4,873.26			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	27.7425	£31.39	£35.51	£37.70
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.716	-£10.830	-£11.160	-£8.534
Carshalton				
Market Share Turnover	£9.378	£10.953	£12.923	£15.558
Comparison Goods Sales Floorspace	1,600			
Implied Sales Density	£5,861.38			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	£8.80	£9.96	£11.26	£11.96
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.578	£0.997	£1.659	£3.601
Rosehill				
Market Share Turnover	£2.859	£3.353	£3.955	£4.769
Comparison Goods Sales Floorspace	1390			
Implied Sales Density	£2,057.08			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	7.645	£8.65	£9.79	£10.39
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.786	-£5.296	-£5.831	-£5.618
Hackbridge				
Market Share Turnover	£1.419	£1.597	£1.992	£2.419
Comparison Goods Sales Floorspace	225			
Implied Sales Density	£6,305.00			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	1.2375	£1.40	£1.58	£1.68
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.181	£0.197	£0.408	£0.737

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table K: Comparison Goods Shopping Floorspace Need Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£40,035	£53,633	£93,560	£175,515
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	5,338	6,321	9,745	16,158
Less Committed Floorspace	4,000	4,000	4,000	4,000
Revised Floorspace Need	1,338	2,321	5,745	12,158
Wallington				
Capacity for Additional Comparison Goods Shopping (Turnover)	£13,242	£16,240	£21,963	£32,782
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	1,766	1,914	2,288	3,018
Less Committed Floorspace	850	850	850	850
Revised Floorspace Need	916	1,064	1,438	2,168
Worcester Park				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17,130	-£19,099	-£20,921	-£19,634
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	-2,284	-2,251	-2,179	-1,808
Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3,030	-£3,449	-£2,962	-£1,359
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-551	-554	-421	-171
North Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9,716	-£10,830	-£11,160	-£8,534
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-1,767	-1,740	-1,585	-1,071
Carshalton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0,578	£0,997	£1,659	£3,601
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	105	160	236	452
Rosehill				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4,786	-£5,296	-£5,831	-£5,618
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-870	-851	-828	-705
Hackbridge				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0,181	£0,197	£0,408	£0,737
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	33	32	58	93
Less Committed Floorspace	2,000	2,000	2,000	2,000
Revised Floorspace Need	-1,967	-1,968	-1,942	-1,907

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton

Town Centres and Economic Development Assessment

Retail Capacity Tables

Medium Growth Scenario

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Retail Capacity Analysis

Table 1: Population Constrained to 423 dwellings per annum

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,527	45,944	23,160	17,752	30,237	34,522	32,814	37,727	20,610	21,819	308,111
2021	44,553	46,733	26,476	16,963	30,632	35,548	34,235	37,648	21,005	22,214	316,006
2026	44,316	47,523	24,739	22,490	31,026	35,311	34,393	40,095	21,399	22,608	323,902
2031	44,711	48,313	25,529	24,859	31,421	35,706	35,183	41,280	21,794	23,003	331,798

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 2: Convenience Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£2,194	£1,895	£2,156	£2,096	£2,583	£2,580	£2,499	£1,989	£2,262	£2,206
2016	£2,185	£1,887	£2,147	£2,088	£2,573	£2,570	£2,489	£1,981	£2,253	£2,253
2021	£2,216	£1,914	£2,178	£2,117	£2,609	£2,606	£2,524	£2,009	£2,285	£2,228
2026	£2,283	£1,972	£2,244	£2,181	£2,688	£2,685	£2,601	£2,070	£2,354	£2,296
2031	£2,348	£2,028	£2,307	£2,243	£2,764	£2,761	£2,674	£2,128	£2,421	£2,361



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Retail Capacity Analysis

Table 3: Convenience Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£94.98	£86.17	£48.91	£34.23	£77.49	£88.46	£80.82	£73.62	£46.08	£47.61	£678.37
2016	£95.11	£86.71	£49.73	£37.06	£77.79	£88.71	£81.67	£74.74	£46.43	£49.16	£687.11
2021	£98.73	£89.44	£57.65	£35.91	£79.91	£92.63	£86.41	£75.63	£47.99	£49.49	£713.79
2026	£101.18	£93.72	£55.51	£49.05	£83.40	£94.81	£89.44	£82.99	£50.37	£51.90	£752.38
2031	£104.97	£97.97	£58.90	£55.76	£86.85	£98.58	£94.09	£87.86	£52.76	£54.30	£792.04

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 4:

Convenience Goods Shopping Patterns - Main Food

[illegible]

Medium Growth Scenario

[illegible]

Medium Growth Scenario										
Wrythe Green	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.76%	16.16%	27.56%	23.97%	4.81%	4.54%	0.00%	0.41%	13.98%	22.93%
Asda, Beddington Lane,Beddington	0.00%	4.92%	2.31%	0.80%	0.00%	1.27%	12.84%	17.16%	4.03%	0.00%
Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.80%	0.00%	0.00%	0.53%	4.91%	16.23%	4.22%	0.81%	0.00%
Sainsbury's, Purley Way	0.00%	0.37%	0.00%	0.00%	0.00%	0.77%	4.66%	11.43%	0.85%	0.00%
Tesco Extra, Beverley Way, New Malden	5.04%	0.44%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.59%	0.00%	0.00%	0.80%	8.08%	3.22%	0.33%	0.00%	0.00%	2.39%
Sainsbury's, London Road, Morden	5.34%	15.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	2.31%	0.90%	13.35%	11.88%	3.13%	0.41%	0.85%	0.00%
Asda, Reigate Road, Burgh Heath	0.87%	0.37%	0.78%	0.55%	18.01%	7.48%	0.33%	0.00%	0.62%	0.58%
Lidl, Aberconway Road, Morden	1.53%	7.91%	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	2.46%	0.00%	0.58%
Sainsbury's, Colliers Wood	0.75%	2.30%	0.78%	2.88%	0.36%	0.00%	0.00%	1.02%	0.62%	0.00%
OTHERS Total	6.33%	8.85%	1.72%	0.55%	4.75%	5.02%	9.73%	2.45%	1.27%	4.20%
Internet	10.71%	5.36%	6.29%	2.74%	13.98%	4.71%	4.10%	7.85%	14.04%	4.63%

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 5:

Convenience Goods Shopping Patterns - Top Up

[illegible]

										Medium Growth Scenario	
		2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Iceland, Worcester Park	Iceland, Worcester Park	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, Central Road, Worcester Park Centre	Sainsbury's Local, Central Road, Worcester Park Centre	7.98%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Central Road, Worcester Park	Costcutter, Central Road, Worcester Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%	0.00%
Local shops, Worcester Park	Local shops, Worcester Park	6.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Worcester Park Non Town Centre	Worcester Park Non Town Centre										
Co-op, Plough Green, Worcester Park	Co-op, Plough Green, Worcester Park	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Malden Road, Worcester Park	Tesco Express, Malden Road, Worcester Park	1.75%	0.00%	2.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cheam Town Centre	Cheam Town Centre										
Waitrose (Little), The Broadway, Cheam	Waitrose (Little), The Broadway, Cheam	0.00%	0.00%	0.00%	1.31%	6.58%	0.00%	0.00%	0.00%	0.00%	11.83%
Sainsbury's Local, Cheam	Sainsbury's Local, Cheam	1.26%	0.00%	0.00%	0.90%	0.00%	0.52%	0.00%	0.00%	0.00%	3.99%
Local shops, Cheam	Local shops, Cheam	0.35%	0.00%	0.00%	1.81%	4.54%	0.00%	0.00%	0.00%	0.00%	12.42%
North Cheam Town Centre	North Cheam Town Centre										
Sainsbury's, London Road, North Cheam	Sainsbury's, London Road, North Cheam	10.70%	0.34%	0.00%	1.31%	0.00%	0.76%	0.00%	0.00%	0.00%	8.23%
Local shops, North Cheam	Local shops, North Cheam	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.97%
North Cheam Non Town Centre	North Cheam Non Town Centre										
Tesco Express, London Road, North Cheam	Tesco Express, London Road, North Cheam	2.27%	0.00%	0.00%	1.49%	0.91%	0.00%	0.00%	0.00%	0.00%	1.41%
Carshalton Town Centre	Carshalton Town Centre										
Co-op, High Street, Carshalton	Co-op, High Street, Carshalton	0.00%	0.00%	4.99%	0.00%	0.00%	2.96%	1.71%	1.63%	10.12%	0.00%
Sainsbury's Local, High Street, Carshalton	Sainsbury's Local, High Street, Carshalton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.80%	0.00%	3.79%	0.00%
Local shops, Carshalton	Local shops, Carshalton	0.00%	4.59%	3.42%	0.00%	0.00%	2.43%	0.00%	3.22%	8.02%	0.00%
Rosehill Town Centre	Rosehill Town Centre										
Co-op, Wrythe Lane Rosehill Centre	Co-op, Wrythe Lane Rosehill Centre	0.00%	10.52%	3.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Rosehill	Local shops, Rosehill	0.00%	0.84%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hackbridge Town Centre	Hackbridge Town Centre										
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	0.00%	1.57%	0.00%	0.00%	0.00%	0.00%	0.00%	8.42%	0.91%	0.00%
Local shops, Hackbridge	Local shops, Hackbridge	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.62%	0.00%	0.00%
Other Centres in Borough	Other Centres in Borough										
Co-op, Banstead Road, Carshalton Beeches	Co-op, Banstead Road, Carshalton Beeches	0.00%	2.76%	0.00%	0.00%	0.00%	1.91%	0.69%	0.00%	9.63%	0.00%
Local shops, Carshalton Beeches	Local shops, Carshalton Beeches	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.69%	0.00%	1.53%	0.00%
Local shops, Beddington	Local shops, Beddington	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	1.63%	0.62%	0.00%
Local shops, Belmont	Local shops, Belmont	0.00%	0.00%	0.00%	0.00%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%
Plough Lane	Plough Lane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%
Stanley Park Road	Stanley Park Road	0.35%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%
Stonecot Hill	Stonecot Hill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%

Medium Growth Scenario											
Wrythe Green	Wrythe Green	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Free-Standing Stores In Borough	Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	Tesco Extra, Oldfields Road, Sutton / Cheam	1.27%	2.89%	8.66%	10.43%	0.00%	2.89%	0.00%	0.00%	6.17%	8.96%
Asda, Beddington Lane,Beddington	Asda, Beddington Lane,Beddington	0.00%	0.50%	0.00%	1.31%	0.00%	0.00%	2.51%	7.58%	3.17%	0.00%
Large Stores Outside Borough	Large Stores Outside Borough										
Tesco Extra, Purley	Tesco Extra, Purley	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	3.35%	0.00%	0.00%	0.00%
Sainsbury's, Purley Way	Sainsbury's, Purley Way	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.95%	1.10%	0.00%	0.00%
Tesco Extra, Beverley Way, New Malden	Tesco Extra, Beverley Way, New Malden	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	Sainsbury's, Kiln Lane, Epsom	0.51%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.91%	0.00%
Sainsbury's, London Road, Morden	Sainsbury's, London Road, Morden	3.42%	9.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%
Waitrose, High Street, Banstead	Waitrose, High Street, Banstead	0.00%	0.00%	0.00%	0.00%	18.86%	17.59%	0.47%	0.00%	0.00%	0.00%
Asda, Reigate Road, Burgh Heath	Asda, Reigate Road, Burgh Heath	0.00%	0.00%	0.00%	0.00%	11.75%	0.00%	0.00%	0.00%	0.00%	3.52%
Lidl, Aberconway Road, Morden	Lidl, Aberconway Road, Morden	2.01%	3.40%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Morrisons, Fiveways, Purley Way, Beddington	Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	4.30%	0.00%	0.00%
Sainsbury's, Colliers Wood	Sainsbury's, Colliers Wood	1.61%	0.34%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHERS Total	OTHERS Total	28.79%	32.75%	9.77%	5.79%	15.18%	25.36%	16.53%	15.66%	25.98%	5.60%
Internet	Internet	0.00%	1.24%	0.00%	0.00%	0.00%	0.86%	1.71%	0.45%	0.00%	0.00%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 6: Convenience Goods Shopping Patterns - Combined (Main and Top Up)

[illegible]

Medium Growth Scenario

[illegible]

Medium Growth Scenario

Wrythe Green	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%
Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.01%	12.18%	21.89%	19.91%	3.37%	4.05%	0.00%	0.29%	11.64%	18.74%
Asda, Beddington Lane, Beddington	0.00%	3.60%	1.62%	0.95%	0.00%	0.89%	9.74%	14.28%	3.77%	0.00%
Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.56%	0.00%	0.00%	0.37%	4.16%	12.37%	2.95%	0.57%	0.00%
Sainsbury's, Purley Way	0.00%	0.26%	0.00%	0.00%	0.00%	1.10%	3.54%	8.33%	0.59%	0.00%
Tesco Extra, Beverley Way, New Malden	3.70%	0.31%	0.00%	0.00%	0.00%	0.00%	0.33%	0.13%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.27%	0.00%	0.00%	0.56%	6.43%	2.25%	0.23%	0.00%	0.27%	1.67%
Sainsbury's, London Road, Morden	4.77%	13.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	1.62%	0.63%	15.00%	13.59%	2.34%	0.29%	0.59%	0.00%
Asda, Reigate Road, Burgh Heath	0.61%	0.26%	0.55%	0.38%	16.13%	5.24%	0.23%	0.00%	0.43%	1.46%
Lidl, Aberconway Road, Morden	1.67%	6.55%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.12%	3.01%	0.00%	0.41%
Sainsbury's, Colliers Wood	1.01%	1.71%	0.55%	2.41%	0.25%	0.00%	0.00%	0.71%	0.43%	0.00%
OTHERS Total	13.39%	16.43%	4.14%	2.12%	9.47%	13.55%	12.23%	8.77%	11.55%	5.62%
Internet	7.49%	4.13%	4.40%	1.92%	9.79%	3.56%	3.38%	5.63%	9.83%	3.24%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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Retail Capacity Analysis

Table 7: Convenience Goods Shopping Market Share Turnovers 2016

	Zone										
Centre / Store	1	2	3	4	5	6	7	8	9	10	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.371	£0.401	£0.546	£0.631	£0.655	£0.000	£1.949	£0.000	£0.552	£5.105
Morrisons, High Street, Sutton Town Centre	£0.000	£1.285	£4.968	£2.346	£4.836	£4.545	£0.270	£1.912	£1.895	£0.833	£22.892
Asda, St Nicholas Way, Sutton Town Centre	£1.982	£10.960	£8.656	£12.141	£2.002	£2.391	£1.819	£1.650	£5.179	£0.959	£47.739
Morrisons (M Local), High Street, Sutton	£0.364	£1.307	£3.184	£4.257	£8.856	£8.814	£0.874	£2.835	£2.038	£2.126	£34.655
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.195	£0.196	£0.142	£0.000	£0.346	£0.000	£0.215	£0.000	£0.000	£1.095
Local shops, Sutton	£0.000	£1.441	£2.533	£1.378	£0.472	£1.098	£0.000	£0.100	£1.208	£0.000	£8.229
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.164	£0.575	£0.000	£0.000	£0.000	£0.139	£0.356	£0.000	£0.000	£2.369	£3.602
Costcutter, Sutton Common Road, Sutton	£0.000	£0.717	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.717
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.200	£0.200
Londis, Gander Green Lane, Sutton	£0.000	£0.130	£0.173	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.303
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.119	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.119
M&S Simply Food / PFS, Brighton Road, Sutton	£0.693	£0.391	£0.813	£0.750	£1.304	£2.134	£0.307	£0.300	£0.550	£0.805	£8.047
Tesco Express, Angel Hill, Sutton	£0.233	£0.575	£1.819	£0.206	£0.213	£0.139	£0.000	£0.148	£0.137	£1.058	£4.528
Tesco Express, Brighton Road, Sutton	£0.000	£0.134	£0.429	£0.242	£0.000	£2.840	£0.000	£0.146	£0.137	£2.646	£6.574
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.801	£0.235	£0.494	£0.000	£0.000	£0.148	£0.000	£0.143	£2.821
Tesco Express, Malden Road, Sutton	£0.000	£2.801	£0.272	£0.000	£0.000	£0.238	£0.000	£0.000	£0.000	£0.589	£3.899
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.537	£0.429	£0.000	£0.434	£12.586	£20.875	£18.016	£6.911	£0.000	£59.787
Lidl, Beddington Gardens, Wallington	£0.000	£0.705	£0.594	£0.000	£0.000	£3.306	£10.226	£5.091	£3.685	£0.000	£23.607
Iceland, Woodcote Road, Wallington	£0.000	£0.680	£0.173	£0.000	£0.000	£0.807	£0.755	£1.577	£0.000	£0.000	£3.992
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.956	£0.295	£0.000	£0.000	£1.251
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.173	£0.000	£0.000	£0.706	£0.539	£0.165	£0.000	£0.000	£1.583
Local shops, Wallington	£0.000	£0.000	£0.594	£0.000	£0.000	£0.000	£1.727	£1.265	£0.000	£0.000	£3.586
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.489	£0.000	£0.144	£0.000	£2.633
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.146	£0.000	£0.000	£0.146
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.165	£0.000	£0.000	£0.165
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£19.283	£0.709	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.307	£22.298

Medium Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.323	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.144	£0.000	£0.467
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.865	£10.563	£10.887	£7.378	£2.620	£3.591	£0.000	£0.215	£5.405	£9.209	£52.734
Asda, Beddington Lane, Beddington	£0.000	£3.119	£0.806	£0.352	£0.000	£0.788	£7.958	£10.675	£1.751	£0.000	£25.448
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.486	£0.000	£0.000	£0.287	£3.691	£10.100	£2.205	£0.263	£0.000	£17.032
Sainsbury's, Purley Way	£0.000	£0.222	£0.000	£0.000	£0.000	£0.980	£2.894	£6.223	£0.275	£0.000	£10.594
Tesco Extra, Beverley Way, New Malden	£3.520	£0.268	£0.000	£0.000	£0.000	£0.000	£0.270	£0.100	£0.000	£0.000	£4.158
Sainsbury's, Kiln Lane, Epsom	£1.204	£0.000	£0.000	£0.206	£5.001	£1.996	£0.186	£0.000	£0.126	£0.821	£9.540
Sainsbury's, London Road, Morden	£4.534	£11.659	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.368	£0.000	£16.561
Waitrose, High Street, Banstead	£0.000	£0.000	£0.806	£0.235	£11.669	£12.054	£1.907	£0.215	£0.275	£0.000	£27.160
Asda, Reigate Road, Burgh Heath	£0.579	£0.222	£0.272	£0.142	£12.550	£4.647	£0.186	£0.000	£0.200	£0.718	£19.516
Lidl, Aberconway Road, Morden	£1.591	£5.684	£0.337	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.619	£8.231
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.547	£2.252	£0.000	£0.200	£4.999
Sainsbury's, Colliers Wood	£0.956	£1.487	£0.272	£0.893	£0.197	£0.000	£0.000	£0.534	£0.200	£0.000	£4.539
Other Locations											
OTHERS Total	£12.735	£14.248	£2.058	£0.785	£7.368	£12.016	£9.985	£6.552	£5.361	£2.761	£73.869
Internet	£7.127	£3.577	£2.189	£0.712	£7.614	£3.157	£2.760	£4.208	£4.563	£1.594	£37.502
	£95.116	£86.717	£49.731	£37.058	£77.787	£88.704	£81.674	£74.736	£46.431	£49.158	£687.113

Medium Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.333	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.149	£0.000	£0.482
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.974	£10.896	£12.621	£7.149	£2.692	£3.750	£0.000	£0.218	£5.586	£9.273	£55.158
Asda, Beddington Lane, Beddington	£0.000	£3.217	£0.934	£0.341	£0.000	£0.823	£8.419	£10.802	£1.810	£0.000	£26.346
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.501	£0.000	£0.000	£0.295	£3.855	£10.686	£2.231	£0.272	£0.000	£17.839
Sainsbury's, Purley Way	£0.000	£0.229	£0.000	£0.000	£0.000	£1.023	£3.062	£6.298	£0.284	£0.000	£10.896
Tesco Extra, Beverley Way, New Malden	£3.653	£0.277	£0.000	£0.000	£0.000	£0.000	£0.286	£0.101	£0.000	£0.000	£4.317
Sainsbury's, Kiln Lane, Epsom	£1.250	£0.000	£0.000	£0.200	£5.137	£2.085	£0.197	£0.000	£0.131	£0.826	£9.825
Sainsbury's, London Road, Morden	£4.706	£12.026	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.381	£0.000	£17.113
Waitrose, High Street, Banstead	£0.000	£0.000	£0.934	£0.227	£11.987	£12.587	£2.018	£0.218	£0.284	£0.000	£28.256
Asda, Reigate Road, Burgh Heath	£0.601	£0.229	£0.315	£0.137	£12.893	£4.853	£0.197	£0.000	£0.207	£0.723	£20.154
Lidl, Aberconway Road, Morden	£1.652	£5.863	£0.390	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.623	£8.528
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.695	£2.279	£0.000	£0.201	£5.175
Sainsbury's, Colliers Wood	£0.993	£1.534	£0.315	£0.866	£0.202	£0.000	£0.000	£0.540	£0.207	£0.000	£4.656
OTHERS Total	£13.218	£14.697	£2.385	£0.761	£7.569	£12.547	£10.564	£6.630	£5.541	£2.780	£76.694
Internet	£7.398	£3.690	£2.538	£0.690	£7.822	£3.297	£2.920	£4.258	£4.716	£1.605	£38.933
	£98.73	£89.449	£57.652	£35.908	£79.912	£92.628	£86.411	£75.629	£47.986	£49.495	£713.800

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 9:

Convenience Goods Shopping Market Share Turnovers 2026

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.401	£0.448	£0.723	£0.676	£0.700	£0.000	£2.165	£0.000	£0.582	£5.695
Morrisons, High Street, Sutton Town Centre	£0.000	£1.389	£5.544	£3.106	£5.185	£4.858	£0.296	£2.123	£2.056	£0.880	£25.438
Asda, St Nicholas Way, Sutton Town Centre	£2.109	£11.846	£9.661	£16.071	£2.146	£2.555	£1.992	£1.832	£5.619	£1.012	£54.843
Morrisons (M Local), High Street, Sutton	£0.388	£1.413	£3.554	£5.634	£9.495	£9.420	£0.957	£3.149	£2.211	£2.244	£38.464
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.211	£0.219	£0.187	£0.000	£0.370	£0.000	£0.239	£0.000	£0.000	£1.227
Local shops, Sutton	£0.000	£1.557	£2.827	£1.824	£0.506	£1.173	£0.000	£0.111	£1.310	£0.000	£9.309
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.175	£0.622	£0.000	£0.000	£0.000	£0.148	£0.389	£0.000	£0.000	£2.501	£3.835
Costcutter, Sutton Common Road, Sutton	£0.000	£0.775	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.775
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.211	£0.211
Londis, Gander Green Lane, Sutton	£0.000	£0.141	£0.193	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.333
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.132	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.132
M&S Simply Food / PFS, Brighton Road, Sutton	£0.738	£0.422	£0.907	£0.993	£1.398	£2.281	£0.337	£0.333	£0.597	£0.850	£8.855
Tesco Express, Angel Hill, Sutton	£0.248	£0.622	£2.030	£0.273	£0.229	£0.148	£0.000	£0.164	£0.149	£1.117	£4.979
Tesco Express, Brighton Road, Sutton	£0.000	£0.145	£0.479	£0.320	£0.000	£3.035	£0.000	£0.162	£0.149	£2.794	£7.084
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.011	£0.310	£0.530	£0.000	£0.000	£0.164	£0.000	£0.151	£3.166
Tesco Express, Malden Road, Sutton	£0.000	£3.027	£0.303	£0.000	£0.000	£0.254	£0.000	£0.000	£0.000	£0.622	£4.206
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.580	£0.479	£0.000	£0.465	£13.452	£22.862	£20.006	£7.497	£0.000	£65.340
Lidl, Beddington Gardens, Wallington	£0.000	£0.762	£0.662	£0.000	£0.000	£3.533	£11.199	£5.654	£3.998	£0.000	£25.808
Iceland, Woodcote Road, Wallington	£0.000	£0.735	£0.193	£0.000	£0.000	£0.862	£0.827	£1.751	£0.000	£0.000	£4.368
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.047	£0.328	£0.000	£0.000	£1.374
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.193	£0.000	£0.000	£0.754	£0.591	£0.184	£0.000	£0.000	£1.721
Local shops, Wallington	£0.000	£0.000	£0.662	£0.000	£0.000	£0.000	£1.891	£1.405	£0.000	£0.000	£3.959
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.726	£0.000	£0.156	£0.000	£2.882
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.162	£0.000	£0.000	£0.162
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.184	£0.000	£0.000	£0.184
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£20.513	£0.766	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.436	£23.711

Medium Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.349	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.156	£0.000	£0.505
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.048	£11.416	£12.151	£9.766	£2.809	£3.838	£0.000	£0.239	£5.864	£9.724	£58.855
Asda, Beddington Lane, Beddington	£0.000	£3.371	£0.899	£0.466	£0.000	£0.842	£8.715	£11.854	£1.900	£0.000	£28.047
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.525	£0.000	£0.000	£0.308	£3.945	£11.061	£2.449	£0.285	£0.000	£18.573
Sainsbury's, Purley Way	£0.000	£0.240	£0.000	£0.000	£0.000	£1.047	£3.170	£6.911	£0.298	£0.000	£11.666
Tesco Extra, Beverley Way, New Malden	£3.744	£0.290	£0.000	£0.000	£0.000	£0.000	£0.296	£0.111	£0.000	£0.000	£4.441
Sainsbury's, Kiln Lane, Epsom	£1.281	£0.000	£0.000	£0.273	£5.361	£2.134	£0.203	£0.000	£0.137	£0.867	£10.256
Sainsbury's, London Road, Morden	£4.824	£12.601	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.400	£0.000	£17.824
Waitrose, High Street, Banstead	£0.000	£0.000	£0.899	£0.310	£12.511	£12.883	£2.089	£0.239	£0.298	£0.000	£29.229
Asda, Reigate Road, Burgh Heath	£0.616	£0.240	£0.303	£0.187	£13.455	£4.967	£0.203	£0.000	£0.217	£0.758	£20.948
Lidl, Aberconway Road, Morden	£1.693	£6.143	£0.376	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.653	£8.865
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.789	£2.501	£0.000	£0.211	£5.501
Sainsbury's, Colliers Wood	£1.017	£1.607	£0.303	£1.183	£0.211	£0.000	£0.000	£0.593	£0.217	£0.000	£5.131
OTHERS Total	£13.547	£15.399	£2.296	£1.039	£7.900	£12.842	£10.935	£7.276	£5.816	£2.915	£79.967
Internet	£7.582	£3.866	£2.444	£0.942	£8.163	£3.374	£3.023	£4.673	£4.950	£1.683	£40.700
	£101.187	£93.722	£55.505	£49.053	£83.400	£94.804	£89.446	£82.992	£50.372	£51.904	£752.385

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 10:

Convenience Goods Shopping Market Share Turnovers 2031

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.419	£0.475	£0.822	£0.704	£0.728	£0.000	£2.292	£0.000	£0.609	£6.050
Morrisons, High Street, Sutton Town Centre	£0.000	£1.452	£5.883	£3.530	£5.399	£5.051	£0.312	£2.248	£2.153	£0.920	£26.950
Asda, St Nicholas Way, Sutton Town Centre	£2.188	£12.383	£10.252	£18.266	£2.235	£2.657	£2.095	£1.940	£5.885	£1.059	£58.960
Morrisons (M Local), High Street, Sutton	£0.402	£1.477	£3.771	£6.404	£9.888	£9.795	£1.007	£3.333	£2.316	£2.348	£40.741
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.221	£0.232	£0.213	£0.000	£0.385	£0.000	£0.253	£0.000	£0.000	£1.304
Local shops, Sutton	£0.000	£1.628	£3.000	£2.073	£0.527	£1.220	£0.000	£0.118	£1.372	£0.000	£9.938
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.181	£0.650	£0.000	£0.000	£0.000	£0.154	£0.410	£0.000	£0.000	£2.617	£4.012
Costcutter, Sutton Common Road, Sutton	£0.000	£0.810	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.810
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.221	£0.221
Londis, Gander Green Lane, Sutton	£0.000	£0.147	£0.204	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.351
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.140	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.140
M&S Simply Food / PFS, Brighton Road, Sutton	£0.765	£0.442	£0.963	£1.129	£1.455	£2.371	£0.354	£0.353	£0.625	£0.889	£9.347
Tesco Express, Angel Hill, Sutton	£0.257	£0.650	£2.154	£0.310	£0.238	£0.154	£0.000	£0.173	£0.156	£1.168	£5.262
Tesco Express, Brighton Road, Sutton	£0.000	£0.152	£0.508	£0.364	£0.000	£3.156	£0.000	£0.171	£0.156	£2.923	£7.430
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.133	£0.353	£0.552	£0.000	£0.000	£0.173	£0.000	£0.158	£3.370
Tesco Express, Malden Road, Sutton	£0.000	£3.165	£0.322	£0.000	£0.000	£0.264	£0.000	£0.000	£0.000	£0.650	£4.401
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.606	£0.508	£0.000	£0.484	£13.987	£24.049	£21.180	£7.852	£0.000	£68.666
Lidl, Beddington Gardens, Wallington	£0.000	£0.796	£0.703	£0.000	£0.000	£3.674	£11.781	£5.985	£4.187	£0.000	£27.126
Iceland, Woodcote Road, Wallington	£0.000	£0.769	£0.204	£0.000	£0.000	£0.896	£0.870	£1.854	£0.000	£0.000	£4.593
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.101	£0.347	£0.000	£0.000	£1.448
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.204	£0.000	£0.000	£0.784	£0.621	£0.195	£0.000	£0.000	£1.805
Local shops, Wallington	£0.000	£0.000	£0.703	£0.000	£0.000	£0.000	£1.989	£1.488	£0.000	£0.000	£4.180
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.867	£0.000	£0.163	£0.000	£3.031
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.171	£0.000	£0.000	£0.171
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.195	£0.000	£0.000	£0.195
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£21.282	£0.801	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.549	£24.631

Medium Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.365	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.163	£0.000	£0.529
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.162	£11.934	£12.894	£11.100	£2.926	£3.991	£0.000	£0.253	£6.141	£10.174	£62.575
Asda, Beddington Lane, Beddington	£0.000	£3.524	£0.954	£0.530	£0.000	£0.876	£9.167	£12.549	£1.990	£0.000	£29.590
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.549	£0.000	£0.000	£0.320	£4.102	£11.636	£2.592	£0.299	£0.000	£19.498
Sainsbury's, Purley Way	£0.000	£0.251	£0.000	£0.000	£0.000	£1.089	£3.334	£7.316	£0.312	£0.000	£12.302
Tesco Extra, Beverley Way, New Malden	£3.885	£0.303	£0.000	£0.000	£0.000	£0.000	£0.312	£0.118	£0.000	£0.000	£4.617
Sainsbury's, Kiln Lane, Epsom	£1.329	£0.000	£0.000	£0.310	£5.583	£2.219	£0.214	£0.000	£0.144	£0.907	£10.705
Sainsbury's, London Road, Morden	£5.004	£13.173	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.418	£0.000	£18.595
Waitrose, High Street, Banstead	£0.000	£0.000	£0.954	£0.353	£13.029	£13.396	£2.197	£0.253	£0.312	£0.000	£30.494
Asda, Reigate Road, Burgh Heath	£0.639	£0.251	£0.322	£0.213	£14.012	£5.164	£0.214	£0.000	£0.227	£0.793	£21.837
Lidl, Aberconway Road, Morden	£1.756	£6.422	£0.399	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.684	£9.260
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.934	£2.648	£0.000	£0.221	£5.803
Sainsbury's, Colliers Wood	£1.055	£1.680	£0.322	£1.344	£0.220	£0.000	£0.000	£0.627	£0.227	£0.000	£5.476
OTHERS Total	£14.055	£16.099	£2.437	£1.181	£8.227	£13.353	£11.503	£7.703	£6.091	£3.050	£83.699
Internet	£7.866	£4.042	£2.593	£1.071	£8.501	£3.509	£3.180	£4.947	£5.184	£1.761	£42.653
	£104.978	£97.977	£58.898	£55.755	£86.852	£98.578	£94.090	£87.862	£52.754	£54.306	£792.052

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 11: Convenience Goods Turnovers - Main Town Centres and Free Standing Stores in the Borough

	<i>Year</i>			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£119.714	£124.724	£134.976	£143.942
Wallington	£93.804	£97.664	£102.570	£107.817
Worcester Park	£29.149	£30.171	£31.019	£32.217
Cheam	£18.313	£18.623	£19.870	£20.904
North Cheam	£49.733	£51.426	£53.268	£55.596
Carshalton	£10.334	£10.857	£11.257	£11.812
Rosehill	£5.547	£5.804	£6.072	£6.387
Hackbridge	£3.820	£3.892	£4.204	£4.432
 LB Sutton Freestanding Stores/Locations				
Tesco Extra, Sutton	£52.734	£55.158	£58.855	£62.575
Asda Beddington	£25.448	£26.346	£28.047	£29.590

Notes:

Summary of estimated market share turnovers (from Tables 7 to 10)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 12: Convenience Goods Benchmark Turnovers - Main Town Centres and Free Standing Stores in the Borough

	Convenience Sales Floorspace sqm	Trading Density £/sqm	Benchmark Turnover £m
Sutton Town Centre			
Marks & Spencer, High Street, Sutton Town Centre	550	£13,500	£7.425
Morrisons, High Street, Sutton Town Centre	3,500	£13,500	£47.250
Asda, St Nicholas Way, Sutton Town Centre	3,250	£13,500	£43.875
Morrisons (M Local), High Street, Sutton	350	£13,500	£4.725
Farmfoods, Lodge Place, Sutton Town Centre	450	£7,500	£3.375
Local shops, Sutton	600	£5,000	£3.000
Total			£109.650
Wallington Town Centre			
Sainsbury's, Stafford Road, Wallington Town Centre	2,550	£13,500	£34.425
Lidl, Beddington Gardens, Wallington	850	£7,500	£6.375
Iceland, Woodcote Road, Wallington	300	£7,500	£2.250
Sainsbury's, Manor Road (Wallington Station), Wallington	280	£13,500	£3.780
Tesco Express, Woodcote Road, Wallington	225	£13,500	£3.038
Local shops, Wallington	830	£5,000	£4.150
Total			£54.018
Worcester Park Town Centre			
Waitrose, Stone Place, Worcester Park	1,710	£13,500	£23.085
Iceland, Worcester Park	330	£7,500	£2.475
Sainsbury's Local, Central Road, Worcester Park Centre	295	£13,500	£3.983
Costcutter, Central Road, Worcester Park	75	£5,000	£0.375
Local shops, Worcester Park	255	£5,000	£1.275
Total			£31.193
Cheam Town Centre			
Waitrose (Little), The Broadway, Cheam	310	£13,500	£4.185
Sainsbury's Local, Cheam	255	£13,500	£3.443
Local shops, Cheam	155	£5,000	£0.775
Total			£8.403
North Cheam Town Centre			
Sainsbury's, London Road, North Cheam	3,510	£13,500	£47.385

Local shops, North Cheam	450	£5,000	£2.250
Total			£49.635
Carshalton Town Centre			
Co-op, High Street, Carshalton	355	£7,500	£2.663
Sainsbury's Local, High Street, Carshalton	270	£13,500	£3.645
Local shops, Carshalton	250	£5,000	£1.250
Total			£7.558
Rosehill Town Centre			
Co-op, Wrythe Lane Rosehill Centre	675	£7,500	£5.063
Local shops, Rosehill	810	£5,000	£4.050
Total			£9.113
Hackbridge Town Centre			
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	215	£13,500	£2.903
Local shops, Hackbridge	157	£5,000	£0.785
Total			£3.688
LB Sutton Freestanding Stores/Locations			
Tesco Extra, Sutton	3,800	£13,500	£51.300
Asda Beddington	3,600	£13,500	£48.600
			£99.900

Notes:
Convenience sales floorspace from IGD, Boyer surveys and LB Sutton Data

Trading Densities:	
Main Grocer Operated Stores	£13,500/sqm
Discounters, Co-Op and Symbol Groups	£7,500/sqm
Local stores	£5,000/sqm

Benchmark turnover is product of sales area and trading density

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Retail Capacity Analysis

Table 13: Convenience Goods Capacity Market Share -v- Benchmark Turnovers at Main Town Centres and Free Standing Stores in the Borough

	2016			2021			2026			2031		
	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£119.714	£109.650	£10.064	£124.724	£111.027	£13.696	£134.976	£112.422	£22.554	£143.942	£113.835	£30.108
Wallington	£93.804	£54.018	£39.787	£97.664	£54.696	£42.968	£102.570	£55.383	£47.187	£107.817	£56.079	£51.738
Worcester Park	£29.149	£31.193	-£2.044	£30.171	£31.584	-£1.414	£31.019	£31.981	-£0.963	£32.217	£32.383	-£0.166
Cheam	£18.313	£8.403	£9.910	£18.623	£8.508	£10.115	£19.870	£8.615	£11.255	£20.904	£8.723	£12.181
North Cheam	£49.733	£49.635	£0.098	£51.426	£50.259	£1.167	£53.268	£50.890	£2.378	£55.596	£51.529	£4.067
Carshalton	£10.334	£7.558	£2.776	£10.857	£7.652	£3.205	£11.257	£7.749	£3.509	£11.812	£7.846	£3.967
Rosehill	£5.547	£9.113	-£3.565	£5.804	£9.227	-£3.423	£6.072	£9.343	-£3.270	£6.387	£9.460	-£3.074
Hackbridge	£3.820	£3.688	£0.133	£3.892	£3.734	£0.158	£4.204	£3.781	£0.423	£4.432	£3.828	£0.603
LB Sutton Freestanding Stores/Locations												
Tesco Extra, Sutton	£52.734	£51.300	£1.434	£55.158	£51.944	£3.213	£58.855	£52.597	£6.258	£62.575	£53.258	£9.317
Asda Beddington	£25.448	£48.600	-£23.152	£26.346	£49.211	-£22.864	£28.047	£49.829	-£21.782	£29.590	£50.455	-£20.865

Notes:

Market Share Turnovers from Table 12

Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.

Capacity is difference between implied turnover and benchmark turnover

Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

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Retail Capacity Analysis

Table 14: Convenience Goods Capacity Converted to Floorspace

	2016			2021			2026			2031		
	Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark	
	£M	£/sqm	sqm	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£10.064	£13,500	746	£13.696	£13,669.596	1,002	£22.554	£13,841.322	1,629	£30.108	£14,015.206	2,148
Wallington	£39.787	£13,500	2,947	£42.968	£13,669.596	3,143	£47.187	£13,841.322	3,409	£51.738	£14,015.206	3,692
Worcester Park	-£2.044	£13,500	-151	-£1.414	£13,669.596	-103	-£0.963	£13,841.322	-70	-£0.166	£14,015.206	-12
Cheam	£9.910	£13,500	734	£10.115	£13,669.596	740	£11.255	£13,841.322	813	£12.181	£14,015.206	869
North Cheam	£0.098	£13,500	7	£1.167	£13,669.596	85	£2.378	£13,841.322	172	£4.067	£14,015.206	290
Carshalton	£2.776	£13,500	206	£3.205	£13,669.596	234	£3.509	£13,841.322	253	£3.967	£14,015.206	283
Rosehill	-£3.565	£13,500	-264	-£3.423	£13,669.596	-250	-£3.270	£13,841.322	-236	-£3.074	£14,015.206	-219
Hackbridge	£0.133	£13,500	10	£0.158	£13,669.596	12	£0.423	£13,841.322	31	£0.603	£14,015.206	43
			4,224			4,851			5,971			7,051

Notes:
Market Share Turnovers from Table 12
Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.
Capacity is difference between implied turnover and benchmark turnover
Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

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Retail Capacity Analysis

Table A: Population Constrained to 423 dwellings per annum

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,527	45,944	23,160	17,752	30,237	34,522	32,814	37,727	20,610	21,819	308,111
2021	44,553	46,733	26,476	16,963	30,632	35,548	34,235	37,648	21,005	22,214	316,006
2026	44,316	47,523	24,739	22,490	31,026	35,311	34,393	40,095	21,399	22,608	323,902
2031	44,711	48,313	25,529	24,859	31,421	35,706	35,183	41,280	21,794	23,003	331,798

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table B: Comparison Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£3,554	£2,582	£3,490	£3,395	£4,492	£4,542	£4,286	£3,096	£3,726	£3,638
2016	£3,944	£2,865	£3,873	£3,767	£4,984	£5,040	£4,756	£3,435	£4,134	£4,134
2021	£4,449	£3,232	£4,368	£4,250	£5,623	£5,685	£5,365	£3,875	£4,664	£4,554
2026	£5,233	£3,802	£5,138	£4,999	£6,614	£6,687	£6,310	£4,558	£5,486	£5,356
2031	£6,185	£4,493	£6,073	£5,908	£7,817	£7,904	£7,459	£5,388	£6,484	£6,331

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Retail Capacity Analysis

Table C: Comparison Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£153.85	£117.40	£79.17	£55.44	£134.76	£155.72	£138.61	£114.60	£75.91	£78.52	£1,103.99
2016	£171.65	£131.63	£89.69	£66.87	£150.71	£173.98	£156.05	£129.60	£85.21	£90.21	£1,245.61
2021	£198.20	£151.04	£115.66	£72.08	£172.23	£202.10	£183.67	£145.90	£97.96	£101.16	£1,440.00
2026	£231.89	£180.66	£127.12	£112.42	£205.20	£236.14	£217.03	£182.77	£117.40	£121.10	£1,731.72
2031	£276.53	£217.08	£155.05	£146.87	£245.62	£282.23	£262.41	£222.41	£141.32	£145.63	£2,095.14

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Retail Capacity Analysis

Table D: Comparison Goods Shopping Patterns - Combined Market Share %

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
LB Sutton Main Town Centres										
Sutton	15.5%	35.0%	46.2%	51.3%	29.9%	27.5%	15.5%	21.9%	36.8%	38.3%
Wallington	0.0%	1.0%	1.5%	0.5%	0.3%	3.6%	13.8%	9.5%	3.6%	0.1%
Worcester Park	7.6%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.1%	0.8%
Cheam	0.2%	0.3%	0.0%	1.5%	2.0%	0.4%	0.0%	0.1%	0.0%	3.3%
North Cheam	5.5%	0.5%	0.2%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	7.2%
Carshalton	0.1%	1.3%	1.7%	0.0%	0.1%	1.2%	0.0%	1.0%	2.9%	0.0%
Rosehill	0.0%	1.3%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Hackbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
LB Sutton Other Centres										
Beddington	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.8%	0.4%	0.0%
Belmont	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Carshalton Beeches	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
LB Sutton Freestanding Stores/Locations										
Asda Beddington	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	1.1%	0.0%
Tesco Extra, Sutton	0.4%	0.4%	2.0%	0.7%	0.0%	0.4%	0.0%	0.0%	1.4%	2.5%
Sainsbury, North Cheam	1.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	1.5%
B&Q Sutton Court Road	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%
Main Competing Centres										
Croydon	1.2%	5.9%	5.8%	4.1%	4.2%	8.0%	17.9%	17.2%	5.7%	3.4%
Kingston	20.6%	3.9%	4.7%	7.2%	10.9%	8.3%	1.3%	0.8%	2.8%	9.3%
Wimbledon	4.4%	3.9%	1.2%	1.0%	0.2%	0.4%	0.3%	0.2%	0.9%	3.2%
Central London	2.2%	1.4%	2.8%	3.6%	4.7%	3.1%	4.3%	0.9%	1.3%	0.7%
Epsom	2.1%	0.3%	0.2%	1.0%	7.3%	1.9%	0.7%	0.0%	1.7%	2.2%
Banstead	0.0%	0.0%	0.3%	0.2%	4.4%	4.0%	0.3%	0.0%	0.6%	0.6%
Mitcham	0.0%	3.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Morden	2.0%	3.6%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Competing Retail Parks/Freestanding Stores										
Sainsbury Purley Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	2.9%	0.2%	0.0%
Tesco Purley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.1%	0.0%
Colliers Wood inc Sainsbury and Retail Park	3.3%	11.2%	1.4%	2.7%	1.7%	1.0%	0.7%	0.9%	2.0%	3.2%
Ikea Purley	1.4%	2.7%	1.6%	2.7%	2.2%	1.1%	2.0%	1.8%	1.7%	0.9%
Purley Way Retail Parks	1.1%	5.6%	8.1%	2.8%	8.4%	11.5%	18.4%	19.7%	15.7%	2.8%
Others	12.4%	3.5%	3.8%	1.9%	8.0%	4.7%	4.4%	2.6%	3.0%	3.3%
Internet	18.4%	13.0%	16.9%	17.3%	14.1%	19.4%	18.9%	16.2%	16.9%	15.2%
Catalogue / Mail order / Telephone / TV	0.3%	0.8%	0.4%	0.9%	0.4%	0.8%	0.2%	0.3%	0.4%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

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Retail Capacity Analysis

Table E: Comparison Goods Shopping Patterns - 2016 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£26.637	£46.011	£41.408	£34.316	£45.107	£47.818	£24.125	£28.345	£31.325	£34.542	£359.633
Wallington	£0.026	£1.335	£1.342	£0.340	£0.386	£6.288	£21.493	£12.321	£3.049	£0.089	£46.670
Worcester Park	£13.080	£0.059	£0.021	£0.000	£0.399	£0.158	£0.000	£0.000	£0.084	£0.763	£14.564
Cheam	£0.393	£0.411	£0.000	£1.022	£3.001	£0.669	£0.000	£0.090	£0.000	£2.944	£8.532
North Cheam	£9.465	£0.710	£0.136	£0.228	£0.483	£0.486	£0.000	£0.000	£0.000	£6.531	£18.038
Carshalton	£0.237	£1.651	£1.506	£0.000	£0.113	£2.117	£0.000	£1.296	£2.467	£0.000	£9.387
Rosehill	£0.000	£1.759	£0.597	£0.046	£0.000	£0.000	£0.000	£0.000	£0.460	£0.000	£2.862
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.421	£0.000	£0.000	£1.421
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.104	£0.000	£0.000	£0.122	£0.122	£1.062	£0.375	£0.000	£1.786
Belmont	£0.000	£0.000	£0.035	£0.000	£0.357	£0.176	£0.000	£0.000	£0.000	£0.000	£0.568
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.522	£0.000	£0.000	£0.095	£0.000	£0.617
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.453	£0.000	£0.000	£0.058	£0.000	£1.885	£2.732	£0.907	£0.000	£6.035
Tesco Extra, Sutton	£0.708	£0.567	£1.822	£0.448	£0.000	£0.749	£0.000	£0.000	£1.219	£2.211	£7.724
Sainsbury, North Cheam	£1.869	£0.318	£0.000	£0.000	£0.000	£0.188	£0.000	£0.000	£0.000	£1.388	£3.763
B&Q Sutton Court Road	£0.168	£0.225	£0.194	£0.060	£0.315	£0.121	£0.023	£0.022	£0.000	£0.105	£1.233
Main Competing Centres											
Croydon	£2.067	£7.739	£5.194	£2.758	£6.385	£13.989	£27.965	£22.310	£4.851	£3.112	£96.370
Kingston	£35.431	£5.152	£4.214	£4.836	£16.432	£14.457	£2.013	£1.079	£2.365	£8.344	£94.324
Wimbledon	£7.550	£5.105	£1.117	£0.651	£0.376	£0.726	£0.440	£0.298	£0.809	£2.873	£19.944
Central London	£3.760	£1.865	£2.507	£2.429	£7.035	£5.354	£6.746	£1.139	£1.127	£0.608	£32.569
Epsom	£3.627	£0.455	£0.139	£0.669	£10.977	£3.370	£1.072	£0.000	£1.444	£1.953	£23.705
Banstead	£0.016	£0.014	£0.270	£0.112	£6.570	£6.944	£0.402	£0.000	£0.485	£0.504	£15.316
Mitcham	£0.026	£4.678	£0.000	£0.000	£0.000	£0.096	£0.000	£0.000	£0.000	£0.310	£5.109
Morden	£3.357	£4.745	£0.263	£0.036	£0.058	£0.000	£0.000	£0.000	£0.065	£0.804	£9.329
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.067	£0.000	£0.050	£0.000	£0.058	£1.383	£0.000	£3.823	£0.136	£0.000	£5.517
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.373	£0.232	£0.000	£0.064	£0.000	£1.669
Colliers Wood inc Sainsbury and Retail Park	£5.665	£14.717	£1.214	£1.808	£2.615	£1.658	£1.044	£1.120	£1.725	£2.860	£34.426
Ikea Purley	£2.344	£3.580	£1.426	£1.803	£3.317	£1.947	£3.155	£2.285	£1.423	£0.791	£22.070
Purley Way Retail Parks	£1.803	£7.311	£7.248	£1.841	£12.667	£20.006	£28.739	£25.496	£13.405	£2.545	£121.061
Others	£21.302	£4.634	£3.394	£1.289	£12.093	£8.237	£6.800	£3.426	£2.594	£2.962	£66.730
Internet	£31.592	£17.063	£15.155	£11.584	£21.321	£33.702	£29.481	£20.944	£14.428	£13.684	£208.953
Catalogue / Mail order / Telephone / TV	£0.459	£1.071	£0.330	£0.598	£0.585	£1.329	£0.321	£0.396	£0.306	£0.287	£5.684
	£171.650	£131.628	£89.687	£66.874	£150.709	£173.985	£156.055	£129.603	£85.209	£90.209	£1,245.608

Notes:
The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table F: Comparison Goods Shopping Patterns - 2021 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£30.757	£52.796	£53.401	£36.989	£51.548	£55.546	£28.393	£31.908	£36.014	£38.734	£416.086
Wallington	£0.030	£1.531	£1.730	£0.366	£0.441	£7.305	£25.296	£13.870	£3.506	£0.100	£54.176
Worcester Park	£15.103	£0.067	£0.027	£0.000	£0.456	£0.183	£0.000	£0.000	£0.096	£0.856	£16.789
Cheam	£0.454	£0.472	£0.000	£1.101	£3.430	£0.777	£0.000	£0.102	£0.000	£3.301	£9.638
North Cheam	£10.929	£0.815	£0.176	£0.245	£0.552	£0.565	£0.000	£0.000	£0.000	£7.323	£20.604
Carshalton	£0.274	£1.895	£1.943	£0.000	£0.129	£2.459	£0.000	£1.459	£2.836	£0.000	£10.994
Rosehill	£0.000	£2.019	£0.769	£0.050	£0.000	£0.000	£0.000	£0.000	£0.529	£0.000	£3.367
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.599	£0.000	£0.000	£1.599
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.134	£0.000	£0.000	£0.142	£0.144	£1.196	£0.432	£0.000	£2.048
Belmont	£0.000	£0.000	£0.045	£0.000	£0.408	£0.205	£0.000	£0.000	£0.000	£0.000	£0.658
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.607	£0.000	£0.000	£0.109	£0.000	£0.716
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.520	£0.000	£0.000	£0.066	£0.000	£2.219	£3.075	£1.043	£0.000	£6.923
Tesco Extra, Sutton	£0.818	£0.650	£2.349	£0.483	£0.000	£0.871	£0.000	£0.000	£1.401	£2.479	£9.051
Sainsbury, North Cheam	£2.159	£0.365	£0.000	£0.000	£0.000	£0.219	£0.000	£0.000	£0.000	£1.556	£4.298
B&Q Sutton Court Road	£0.194	£0.258	£0.251	£0.065	£0.360	£0.141	£0.027	£0.024	£0.000	£0.117	£1.437
Main Competing Centres											
Croydon	£2.387	£8.880	£6.699	£2.973	£7.297	£16.249	£32.913	£25.115	£5.577	£3.490	£111.579
Kingston	£40.912	£5.912	£5.434	£5.213	£18.778	£16.794	£2.369	£1.214	£2.719	£9.357	£108.703
Wimbledon	£8.718	£5.857	£1.440	£0.702	£0.430	£0.843	£0.518	£0.335	£0.930	£3.222	£22.995
Central London	£4.341	£2.140	£3.233	£2.619	£8.039	£6.219	£7.939	£1.282	£1.296	£0.682	£37.790
Epsom	£4.188	£0.522	£0.179	£0.721	£12.545	£3.915	£1.261	£0.000	£1.661	£2.190	£27.181
Banstead	£0.018	£0.016	£0.349	£0.120	£7.508	£8.066	£0.473	£0.000	£0.557	£0.565	£17.673
Mitcham	£0.030	£5.367	£0.000	£0.000	£0.000	£0.111	£0.000	£0.000	£0.000	£0.347	£5.856
Morden	£3.876	£5.445	£0.340	£0.039	£0.066	£0.000	£0.000	£0.000	£0.075	£0.902	£10.742
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.078	£0.000	£0.064	£0.000	£0.066	£1.606	£0.000	£4.303	£0.157	£0.000	£6.274
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.595	£0.273	£0.000	£0.074	£0.000	£1.942
Colliers Wood inc Sainsbury and Retail Park	£6.541	£16.888	£1.566	£1.949	£2.989	£1.926	£1.228	£1.260	£1.983	£3.207	£39.537
Ikea Purley	£2.706	£4.108	£1.839	£1.944	£3.791	£2.261	£3.713	£2.572	£1.636	£0.887	£25.456
Purley Way Retail Parks	£2.082	£8.389	£9.347	£1.985	£14.476	£23.239	£33.824	£28.701	£15.412	£2.854	£140.309
Others	£24.597	£5.318	£4.376	£1.389	£13.820	£9.568	£8.003	£3.857	£2.982	£3.321	£77.231
Internet	£36.478	£19.579	£19.544	£12.486	£24.366	£39.149	£34.697	£23.576	£16.588	£15.345	£241.808
Catalogue / Mail order / Telephone / TV	£0.530	£1.229	£0.426	£0.645	£0.669	£1.544	£0.378	£0.446	£0.352	£0.322	£6.541
	£198.200	£151.039	£115.660	£72.084	£172.230	£202.103	£183.667	£145.896	£97.963	£101.157	£1,440.000

Notes:
The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table G: Comparison Goods Shopping Patterns - 2026 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£35.986	£63.151	£58.691	£57.685	£61.415	£64.900	£33.552	£39.972	£43.158	£46.370	£504.880
Wallington	£0.036	£1.832	£1.902	£0.571	£0.525	£8.535	£29.892	£17.376	£4.201	£0.120	£64.989
Worcester Park	£17.670	£0.081	£0.030	£0.000	£0.543	£0.214	£0.000	£0.000	£0.116	£1.025	£19.679
Cheam	£0.531	£0.565	£0.000	£1.717	£4.087	£0.908	£0.000	£0.128	£0.000	£3.952	£11.888
North Cheam	£12.787	£0.974	£0.193	£0.383	£0.657	£0.660	£0.000	£0.000	£0.000	£8.767	£24.421
Carshalton	£0.320	£2.266	£2.135	£0.000	£0.154	£2.873	£0.000	£1.828	£3.398	£0.000	£12.975
Rosehill	£0.000	£2.415	£0.846	£0.078	£0.000	£0.000	£0.000	£0.000	£0.634	£0.000	£3.972
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.003	£0.000	£0.000	£2.003
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.148	£0.000	£0.000	£0.166	£0.170	£1.498	£0.517	£0.000	£2.499
Belmont	£0.000	£0.000	£0.049	£0.000	£0.486	£0.239	£0.000	£0.000	£0.000	£0.000	£0.775
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.709	£0.000	£0.000	£0.130	£0.000	£0.839
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.622	£0.000	£0.000	£0.079	£0.000	£2.622	£3.852	£1.250	£0.000	£8.425
Tesco Extra, Sutton	£0.957	£0.778	£2.582	£0.753	£0.000	£1.017	£0.000	£0.000	£1.679	£2.968	£10.734
Sainsbury, North Cheam	£2.525	£0.437	£0.000	£0.000	£0.000	£0.255	£0.000	£0.000	£0.000	£1.863	£5.081
B&Q Sutton Court Road	£0.227	£0.309	£0.275	£0.101	£0.429	£0.164	£0.032	£0.031	£0.000	£0.140	£1.709
Main Competing Centres											
Croydon	£2.793	£10.622	£7.362	£4.637	£8.694	£18.986	£38.892	£31.462	£6.683	£4.178	£134.307
Kingston	£47.867	£7.072	£5.973	£8.129	£22.373	£19.622	£2.800	£1.521	£3.259	£11.202	£129.816
Wimbledon	£10.200	£7.006	£1.583	£1.095	£0.512	£0.985	£0.612	£0.420	£1.114	£3.857	£27.384
Central London	£5.079	£2.560	£3.554	£4.084	£9.578	£7.266	£9.382	£1.606	£1.553	£0.817	£45.478
Epsom	£4.900	£0.624	£0.197	£1.124	£14.946	£4.574	£1.490	£0.000	£1.990	£2.621	£32.467
Banstead	£0.022	£0.020	£0.383	£0.188	£8.945	£9.425	£0.558	£0.000	£0.668	£0.676	£20.885
Mitcham	£0.036	£6.420	£0.000	£0.000	£0.000	£0.130	£0.000	£0.000	£0.000	£0.415	£7.001
Morden	£4.535	£6.513	£0.373	£0.061	£0.079	£0.000	£0.000	£0.000	£0.090	£1.079	£12.730
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.091	£0.000	£0.070	£0.000	£0.079	£1.877	£0.000	£5.391	£0.188	£0.000	£7.696
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.864	£0.323	£0.000	£0.088	£0.000	£2.275
Colliers Wood inc Sainsbury and Retail Park	£7.653	£20.200	£1.721	£3.039	£3.561	£2.250	£1.451	£1.579	£2.376	£3.839	£47.670
Ikea Purley	£3.166	£4.914	£2.021	£3.031	£4.517	£2.642	£4.387	£3.222	£1.960	£1.062	£30.922
Purley Way Retail Parks	£2.436	£10.034	£10.273	£3.095	£17.247	£27.153	£39.969	£35.955	£18.469	£3.417	£168.048
Others	£28.778	£6.361	£4.810	£2.166	£16.466	£11.180	£9.456	£4.831	£3.574	£3.976	£91.598
Internet	£42.680	£23.419	£21.480	£19.472	£29.029	£45.742	£41.001	£29.535	£19.878	£18.370	£290.607
Catalogue / Mail order / Telephone / TV	£0.621	£1.470	£0.468	£1.006	£0.797	£1.804	£0.446	£0.559	£0.422	£0.385	£7.978
	£231.894	£180.661	£127.120	£112.416	£205.197	£236.140	£217.035	£182.768	£117.395	£121.101	£1,731.728

Notes:
The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table H: Comparison Goods Shopping Patterns - 2031 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£42.913	£75.882	£71.585	£75.363	£73.514	£77.567	£40.567	£48.641	£51.952	£55.765	£613.747
Wallington	£0.043	£2.201	£2.319	£0.746	£0.628	£10.201	£36.142	£21.144	£5.057	£0.144	£78.626
Worcester Park	£21.071	£0.097	£0.036	£0.000	£0.651	£0.256	£0.000	£0.000	£0.139	£1.232	£23.483
Cheam	£0.633	£0.679	£0.000	£2.244	£4.892	£1.086	£0.000	£0.155	£0.000	£4.753	£14.441
North Cheam	£15.248	£1.171	£0.236	£0.500	£0.787	£0.789	£0.000	£0.000	£0.000	£10.543	£29.273
Carshalton	£0.382	£2.723	£2.604	£0.000	£0.184	£3.433	£0.000	£2.225	£4.091	£0.000	£15.642
Rosehill	£0.000	£2.901	£1.031	£0.102	£0.000	£0.000	£0.000	£0.000	£0.763	£0.000	£4.798
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.438	£0.000	£0.000	£2.438
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.180	£0.000	£0.000	£0.198	£0.206	£1.823	£0.622	£0.000	£3.029
Belmont	£0.000	£0.000	£0.060	£0.000	£0.582	£0.286	£0.000	£0.000	£0.000	£0.000	£0.928
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.847	£0.000	£0.000	£0.157	£0.000	£1.004
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.747	£0.000	£0.000	£0.095	£0.000	£3.170	£4.688	£1.504	£0.000	£10.204
Tesco Extra, Sutton	£1.141	£0.934	£3.149	£0.984	£0.000	£1.216	£0.000	£0.000	£2.022	£3.569	£13.015
Sainsbury, North Cheam	£3.012	£0.525	£0.000	£0.000	£0.000	£0.305	£0.000	£0.000	£0.000	£2.240	£6.082
B&Q Sutton Court Road	£0.271	£0.371	£0.336	£0.132	£0.513	£0.196	£0.038	£0.037	£0.000	£0.169	£2.064
Main Competing Centres											
Croydon	£3.330	£12.763	£8.980	£6.057	£10.406	£22.692	£47.024	£38.285	£8.045	£5.024	£162.606
Kingston	£57.080	£8.497	£7.285	£10.621	£26.780	£23.452	£3.385	£1.851	£3.923	£13.472	£156.345
Wimbledon	£12.163	£8.418	£1.931	£1.431	£0.613	£1.178	£0.740	£0.511	£1.341	£4.638	£32.964
Central London	£6.057	£3.076	£4.334	£5.335	£11.465	£8.684	£11.344	£1.954	£1.870	£0.982	£55.100
Epsom	£5.843	£0.750	£0.241	£1.468	£17.890	£5.467	£1.802	£0.000	£2.396	£3.152	£39.009
Banstead	£0.026	£0.024	£0.468	£0.245	£10.708	£11.264	£0.675	£0.000	£0.804	£0.813	£25.026
Mitcham	£0.043	£7.714	£0.000	£0.000	£0.000	£0.155	£0.000	£0.000	£0.000	£0.500	£8.411
Morden	£5.408	£7.826	£0.455	£0.079	£0.095	£0.000	£0.000	£0.000	£0.108	£1.298	£15.269
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.108	£0.000	£0.086	£0.000	£0.095	£2.243	£0.000	£6.560	£0.226	£0.000	£9.318
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£2.227	£0.390	£0.000	£0.106	£0.000	£2.724
Colliers Wood inc Sainsbury and Retail Park	£9.127	£24.272	£2.099	£3.971	£4.262	£2.689	£1.755	£1.921	£2.860	£4.617	£57.573
Ikea Purley	£3.775	£5.905	£2.465	£3.960	£5.406	£3.158	£5.305	£3.921	£2.359	£1.277	£37.531
Purley Way Retail Parks	£2.905	£12.057	£12.530	£4.044	£20.644	£32.453	£48.326	£43.752	£22.233	£4.109	£203.052
Others	£34.318	£7.643	£5.867	£2.830	£19.709	£13.361	£11.434	£5.879	£4.302	£4.782	£110.125
Internet	£50.895	£28.140	£26.199	£25.439	£34.748	£54.670	£49.574	£35.940	£23.929	£22.092	£351.627
Catalogue / Mail order / Telephone / TV	£0.740	£1.766	£0.571	£1.314	£0.954	£2.156	£0.540	£0.680	£0.508	£0.463	£9.692
	£276.531	£217.082	£155.046	£146.865	£245.621	£282.229	£262.416	£222.405	£141.316	£145.636	£2,095.146

Notes:
The market share turnovers are calculated from percentage market share for each centre (from Table D) multiplied by comparison goods expenditure generated (from Table C) . The turnovers a built up on a zone by zone basis.
Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

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Retail Capacity Analysis

Table I: Comparison Goods Shopping Patterns - Summary Market Share Based Turnover £M (2016 - 2031)

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£359.633	£416.086	£504.880	£613.747
Wallington	£46.670	£54.176	£64.989	£78.626
Worcester Park	£14.564	£16.789	£19.679	£23.483
Cheam	£8.532	£9.638	£11.888	£14.441
North Cheam	£18.038	£20.604	£24.421	£29.273
Carshalton	£9.387	£10.994	£12.975	£15.642
Rosehill	£2.862	£3.367	£3.972	£4.798
Hackbridge	£1.421	£1.599	£2.003	£2.438
LB Sutton Other Centres				
Beddington	£1.786	£2.048	£2.499	£3.029
Belmont	£0.568	£0.658	£0.775	£0.928
Carshalton Beeches	£0.617	£0.716	£0.839	£1.004
LB Sutton Freestanding Stores/Locations				
Asda Beddington	£6.035	£6.923	£8.425	£10.204
Tesco Extra, Sutton	£7.724	£9.051	£10.734	£13.015
Sainsbury, North Cheam	£3.763	£4.298	£5.081	£6.082
B&Q Sutton Court Road	£1.233	£1.437	£1.709	£2.064
Main Competing Centres				
Croydon	£96.370	£111.579	£134.307	£162.606
Kingston	£94.324	£108.703	£129.816	£156.345
Wimbledon	£19.944	£22.995	£27.384	£32.964
Central London	£32.569	£37.790	£45.478	£55.100
Epsom	£23.705	£27.181	£32.467	£39.009
Banstead	£15.316	£17.673	£20.885	£25.026
Mitcham	£5.109	£5.856	£7.001	£8.411
Morden	£9.329	£10.742	£12.730	£15.269
Competing Retail Parks/Freestanding Stores				
Sainsbury Purley Way	£5.517	£6.274	£7.696	£9.318
Tesco Purley	£1.669	£1.942	£2.275	£2.724
Colliers Wood inc Sainsbury and Retail Park	£34.426	£39.537	£47.670	£57.573
Ikea Purley	£22.070	£25.456	£30.922	£37.531
Purley Way Retail Parks	£121.061	£140.309	£168.048	£203.052
Others	£66.730	£77.231	£91.598	£110.125
Internet	£208.953	£241.808	£290.607	£351.627
Catalogue / Mail order / Telephone / TV	£5.684	£6.541	£7.978	£9.692
	£1,245.608	£1,440.000	£1,731.728	£2,095.146

Notes:
Summary of estimated market share turnovers from Tables E to H)
Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table J: Comparison Goods Shopping Turnover and Floorspace Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Market Share Turnover	£359.633	£416.086	£504.880	£613.747
Comparison Goods Sales Floorspace	42,547			
Implied Sales Density	£8,452.60			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£319.103	£361.04	£408.48	£433.58
Capacity for Additional Comparison Goods Shopping (Turnover)	£40.530	£55.050	£96.402	£180.165
Wallington				
Market Share Turnover	£46.670	£54.176	£64.989	£78.626
Comparison Goods Sales Floorspace	4,450			
Implied Sales Density	£10,487.56			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£33.375	£37.76	£42.72	£45.35
Capacity for Additional Comparison Goods Shopping (Turnover)	£13.295	£16.415	£22.266	£33.277
Worcester Park				
Market Share Turnover	£14.564	£16.789	£19.679	£23.483
Comparison Goods Sales Floorspace	4225			
Implied Sales Density	£3,447.02			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	31.6875	£35.85	£40.56	£43.06
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17.124	-£19.062	-£20.884	-£19.573
Cheam				
Market Share Turnover	£8.532	£9.638	£11.888	£14.441
Comparison Goods Sales Floorspace	2,100			
Implied Sales Density	£4,062.64			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	11.55	£13.07	£14.78	£15.69
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3.018	-£3.430	-£2.897	-£1.252
North Cheam				
Market Share Turnover	£18.038	£20.604	£24.421	£29.273
Comparison Goods Sales Floorspace	3699			
Implied Sales Density	£4,876.51			
Anticipated Benchmark Sales Density	7500			

Medium Growth Scenario

Anticipated Benchmark Turnover	27.7425	£31.39	£35.51	£37.70
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.704	-£10.784	-£11.092	-£8.422
Carshalton				
Market Share Turnover	£9.387	£10.994	£12.975	£15.642
Comparison Goods Sales Floorspace	1,600			
Implied Sales Density	£5,866.95			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	£8.80	£9.96	£11.26	£11.96
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.587	£1.038	£1.710	£3.685
Rosehill				
Market Share Turnover	£2.862	£3.367	£3.972	£4.798
Comparison Goods Sales Floorspace	1390			
Implied Sales Density	£2,059.23			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	7.645	£8.65	£9.79	£10.39
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.783	-£5.283	-£5.814	-£5.590
Hackbridge				
Market Share Turnover	£1.421	£1.599	£2.003	£2.438
Comparison Goods Sales Floorspace	225			
Implied Sales Density	£6,314.04			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	1.2375	£1.40	£1.58	£1.68
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.183	£0.199	£0.419	£0.756

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table K: Comparison Goods Shopping Floorspace Need Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£40.530	£55.050	£96.402	£180.165
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	5,404	6,488	10,041	16,586
Less Committed Floorspace	4,000	4,000	4,000	4,000
Revised Floorspace Need	1,404	2,488	6,041	12,586
Wallington				
Capacity for Additional Comparison Goods Shopping (Turnover)	£13.295	£16.415	£22.266	£33.277
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	1,773	1,935	2,319	3,064
Less Committed Floorspace	850	850	850	850
Revised Floorspace Need	923	1,085	1,469	2,214
Worcester Park				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17.124	-£19.062	-£20.884	-£19.573
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	-2,283	-2,246	-2,175	-1,802
Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3.018	-£3.430	-£2.897	-£1.252
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-549	-551	-411	-157
North Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.704	-£10.784	-£11.092	-£8.422
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-1,764	-1,733	-1,575	-1,057
Carshalton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.587	£1.038	£1.710	£3.685
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	107	167	243	463
Rosehill				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.783	-£5.283	-£5.814	-£5.590
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966

Medium Growth Scenario

Theoretical Floorspace Need	-870	-849	-826	-702
Hackbridge				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.183	£0.199	£0.419	£0.756
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	33	32	60	95
Less Committed Floorspace	2,000	2,000	2,000	2,000
Revised Floorspace Need	-1,967	-1,968	-1,940	-1,905

Notes:
Summary of estimated market share turnovers from Tables E to H)
Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton

Town Centres and Economic Development Assessment

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High Growth Scenario

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Retail Capacity Analysis

Table 1: Population Constrained to 500 dwellings per annum

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,550	45,990	23,206	17,891	30,260	34,545	32,860	37,796	20,633	21,842	308,573
2021	44,677	46,857	26,846	17,024	30,693	35,672	34,420	37,709	21,066	22,275	317,238
2026	44,417	47,723	24,939	23,090	31,127	35,412	34,593	40,396	21,500	22,709	325,904
2031	44,850	48,590	25,806	25,690	31,560	35,845	35,460	41,696	21,933	23,142	334,570

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 2: Convenience Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£2,194	£1,895	£2,156	£2,096	£2,583	£2,580	£2,499	£1,989	£2,262	£2,206
2016	£2,185	£1,887	£2,147	£2,088	£2,573	£2,570	£2,489	£1,981	£2,253	£2,253
2021	£2,216	£1,914	£2,178	£2,117	£2,609	£2,606	£2,524	£2,009	£2,285	£2,228
2026	£2,283	£1,972	£2,244	£2,181	£2,688	£2,685	£2,601	£2,070	£2,354	£2,296
2031	£2,348	£2,028	£2,307	£2,243	£2,764	£2,761	£2,674	£2,128	£2,421	£2,361

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 3: Convenience Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£94.98	£86.17	£48.91	£34.23	£77.49	£88.46	£80.82	£73.62	£46.08	£47.61	£678.37
2016	£95.16	£86.80	£49.83	£37.35	£77.85	£88.77	£81.79	£74.87	£46.48	£49.21	£688.11
2021	£99.00	£89.68	£58.46	£36.04	£80.07	£92.95	£86.87	£75.75	£48.13	£49.63	£716.59
2026	£101.41	£94.11	£55.95	£50.36	£83.67	£95.08	£89.96	£83.61	£50.61	£52.13	£756.91
2031	£105.30	£98.53	£59.54	£57.62	£87.24	£98.96	£94.83	£88.75	£53.09	£54.63	£798.49



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 4:

Convenience Goods Shopping Patterns - Main Food

[illegible]

High Growth Scenario

[illegible]

High Growth Scenario										
Wrythe Green	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	3.76%	16.16%	27.56%	23.97%	4.81%	4.54%	0.00%	0.41%	13.98%	22.93%
Asda, Beddington Lane,Beddington	0.00%	4.92%	2.31%	0.80%	0.00%	1.27%	12.84%	17.16%	4.03%	0.00%
Large Stores Outside Borough										
Tesco Extra, Purley	0.00%	0.80%	0.00%	0.00%	0.53%	4.91%	16.23%	4.22%	0.81%	0.00%
Sainsbury's, Purley Way	0.00%	0.37%	0.00%	0.00%	0.00%	0.77%	4.66%	11.43%	0.85%	0.00%
Tesco Extra, Beverley Way, New Malden	5.04%	0.44%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	1.59%	0.00%	0.00%	0.80%	8.08%	3.22%	0.33%	0.00%	0.00%	2.39%
Sainsbury's, London Road, Morden	5.34%	15.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.42%	0.00%
Waitrose, High Street, Banstead	0.00%	0.00%	2.31%	0.90%	13.35%	11.88%	3.13%	0.41%	0.85%	0.00%
Asda, Reigate Road, Burgh Heath	0.87%	0.37%	0.78%	0.55%	18.01%	7.48%	0.33%	0.00%	0.62%	0.58%
Lidl, Aberconway Road, Morden	1.53%	7.91%	0.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	2.46%	0.00%	0.58%
Sainsbury's, Colliers Wood	0.75%	2.30%	0.78%	2.88%	0.36%	0.00%	0.00%	1.02%	0.62%	0.00%
OTHERS Total	6.33%	8.85%	1.72%	0.55%	4.75%	5.02%	9.73%	2.45%	1.27%	4.20%
Internet	10.71%	5.36%	6.29%	2.74%	13.98%	4.71%	4.10%	7.85%	14.04%	4.63%

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 5:

Convenience Goods Shopping Patterns - Top Up

[illegible]

High Growth Scenario

[illegible]

High Growth Scenario

Wrythe Green	Wrythe Green	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Free-Standing Stores In Borough	Free-Standing Stores In Borough										
Tesco Extra, Oldfields Road, Sutton / Cheam	Tesco Extra, Oldfields Road, Sutton / Cheam	1.27%	2.89%	8.66%	10.43%	0.00%	2.89%	0.00%	0.00%	6.17%	8.96%
Asda, Beddington Lane,Beddington	Asda, Beddington Lane,Beddington	0.00%	0.50%	0.00%	1.31%	0.00%	0.00%	2.51%	7.58%	3.17%	0.00%
Large Stores Outside Borough	Large Stores Outside Borough										
Tesco Extra, Purley	Tesco Extra, Purley	0.00%	0.00%	0.00%	0.00%	0.00%	2.41%	3.35%	0.00%	0.00%	0.00%
Sainsbury's, Purley Way	Sainsbury's, Purley Way	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.95%	1.10%	0.00%	0.00%
Tesco Extra, Beverley Way, New Malden	Tesco Extra, Beverley Way, New Malden	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%
Sainsbury's, Kiln Lane, Epsom	Sainsbury's, Kiln Lane, Epsom	0.51%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.91%	0.00%
Sainsbury's, London Road, Morden	Sainsbury's, London Road, Morden	3.42%	9.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	0.00%
Waitrose, High Street, Banstead	Waitrose, High Street, Banstead	0.00%	0.00%	0.00%	0.00%	18.86%	17.59%	0.47%	0.00%	0.00%	0.00%
Asda, Reigate Road, Burgh Heath	Asda, Reigate Road, Burgh Heath	0.00%	0.00%	0.00%	0.00%	11.75%	0.00%	0.00%	0.00%	0.00%	3.52%
Lidl, Aberconway Road, Morden	Lidl, Aberconway Road, Morden	2.01%	3.40%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Morrisons, Fiveways, Purley Way, Beddington	Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	4.30%	0.00%	0.00%
Sainsbury's, Colliers Wood	Sainsbury's, Colliers Wood	1.61%	0.34%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHERS Total	OTHERS Total	28.79%	32.75%	9.77%	5.79%	15.18%	25.36%	16.53%	15.66%	25.98%	5.60%
Internet	Internet	0.00%	1.24%	0.00%	0.00%	0.00%	0.86%	1.71%	0.45%	0.00%	0.00%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 6: Convenience Goods Shopping Patterns - Combined (Main and Top Up)

[illegible]

High Growth Scenario

[illegible]

Wrythe Green	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.00%
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	3.01%	12.18%	21.89%	19.91%	3.37%	4.05%	0.00%	0.29%	11.64%	18.74%	
Asda, Beddington Lane,Beddington	0.00%	3.60%	1.62%	0.95%	0.00%	0.89%	9.74%	14.28%	3.77%	0.00%	
Large Stores Outside Borough											
Tesco Extra, Purley	0.00%	0.56%	0.00%	0.00%	0.37%	4.16%	12.37%	2.95%	0.57%	0.00%	
Sainsbury's, Purley Way	0.00%	0.26%	0.00%	0.00%	0.00%	1.10%	3.54%	8.33%	0.59%	0.00%	
Tesco Extra, Beverley Way, New Malden	3.70%	0.31%	0.00%	0.00%	0.00%	0.00%	0.33%	0.13%	0.00%	0.00%	
Sainsbury's, Kiln Lane, Epsom	1.27%	0.00%	0.00%	0.56%	6.43%	2.25%	0.23%	0.00%	0.27%	1.67%	
Sainsbury's, London Road, Morden	4.77%	13.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	
Waitrose, High Street, Banstead	0.00%	0.00%	1.62%	0.63%	15.00%	13.59%	2.34%	0.29%	0.59%	0.00%	
Asda, Reigate Road, Burgh Heath	0.61%	0.26%	0.55%	0.38%	16.13%	5.24%	0.23%	0.00%	0.43%	1.46%	
Lidl, Aberconway Road, Morden	1.67%	6.55%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.26%	
Morrisons, Fiveways, Purley Way, Beddington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.12%	3.01%	0.00%	0.41%	
Sainsbury's, Colliers Wood	1.01%	1.71%	0.55%	2.41%	0.25%	0.00%	0.00%	0.71%	0.43%	0.00%	
OTHERS Total	13.39%	16.43%	4.14%	2.12%	9.47%	13.55%	12.23%	8.77%	11.55%	5.62%	
Internet	7.49%	4.13%	4.40%	1.92%	9.79%	3.56%	3.38%	5.63%	9.83%	3.24%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 7: Convenience Goods Shopping Market Share Turnovers 2016

	Zone										
Centre / Store	1	2	3	4	5	6	7	8	9	10	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.372	£0.402	£0.551	£0.631	£0.656	£0.000	£1.953	£0.000	£0.552	£5.116
Morrisons, High Street, Sutton Town Centre	£0.000	£1.287	£4.978	£2.365	£4.839	£4.549	£0.271	£1.916	£1.897	£0.834	£22.935
Asda, St Nicholas Way, Sutton Town Centre	£1.983	£10.971	£8.674	£12.235	£2.003	£2.392	£1.821	£1.653	£5.185	£0.960	£47.878
Morrisons (M Local), High Street, Sutton	£0.364	£1.308	£3.190	£4.290	£8.863	£8.820	£0.875	£2.841	£2.041	£2.128	£34.719
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.196	£0.197	£0.143	£0.000	£0.347	£0.000	£0.215	£0.000	£0.000	£1.097
Local shops, Sutton	£0.000	£1.442	£2.538	£1.389	£0.473	£1.098	£0.000	£0.100	£1.209	£0.000	£8.249
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.164	£0.576	£0.000	£0.000	£0.000	£0.139	£0.356	£0.000	£0.000	£2.371	£3.606
Costcutter, Sutton Common Road, Sutton	£0.000	£0.717	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.717
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.200	£0.200
Londis, Gander Green Lane, Sutton	£0.000	£0.130	£0.173	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.303
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.119	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.119
M&S Simply Food / PFS, Brighton Road, Sutton	£0.694	£0.391	£0.814	£0.756	£1.305	£2.135	£0.308	£0.301	£0.551	£0.806	£8.061
Tesco Express, Angel Hill, Sutton	£0.233	£0.576	£1.822	£0.208	£0.213	£0.139	£0.000	£0.148	£0.138	£1.059	£4.536
Tesco Express, Brighton Road, Sutton	£0.000	£0.134	£0.430	£0.244	£0.000	£2.842	£0.000	£0.146	£0.138	£2.649	£6.582
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£1.805	£0.236	£0.494	£0.000	£0.000	£0.148	£0.000	£0.143	£2.827
Tesco Express, Malden Road, Sutton	£0.000	£2.804	£0.272	£0.000	£0.000	£0.238	£0.000	£0.000	£0.000	£0.589	£3.903
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.537	£0.430	£0.000	£0.434	£12.595	£20.905	£18.049	£6.918	£0.000	£59.867
Lidl, Beddington Gardens, Wallington	£0.000	£0.706	£0.595	£0.000	£0.000	£3.308	£10.241	£5.101	£3.689	£0.000	£23.639
Iceland, Woodcote Road, Wallington	£0.000	£0.681	£0.173	£0.000	£0.000	£0.807	£0.756	£1.580	£0.000	£0.000	£3.997
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.957	£0.296	£0.000	£0.000	£1.253
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.173	£0.000	£0.000	£0.706	£0.540	£0.166	£0.000	£0.000	£1.585
Local shops, Wallington	£0.000	£0.000	£0.595	£0.000	£0.000	£0.000	£1.729	£1.268	£0.000	£0.000	£3.592
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.492	£0.000	£0.144	£0.000	£2.636
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.146	£0.000	£0.000	£0.146
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.166	£0.000	£0.000	£0.166
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£19.293	£0.709	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.309	£22.312

High Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.323	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.144	£0.000	£0.467
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.867	£10.574	£10.909	£7.435	£2.622	£3.593	£0.000	£0.215	£5.411	£9.219	£52.846
Asda, Beddington Lane,Beddington	£0.000	£3.122	£0.807	£0.355	£0.000	£0.789	£7.969	£10.694	£1.753	£0.000	£25.489
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.486	£0.000	£0.000	£0.287	£3.694	£10.114	£2.209	£0.263	£0.000	£17.054
Sainsbury's, Purley Way	£0.000	£0.222	£0.000	£0.000	£0.000	£0.980	£2.898	£6.235	£0.275	£0.000	£10.611
Tesco Extra, Beverley Way, New Malden	£3.522	£0.269	£0.000	£0.000	£0.000	£0.000	£0.271	£0.100	£0.000	£0.000	£4.161
Sainsbury's, Kiln Lane, Epsom	£1.205	£0.000	£0.000	£0.208	£5.004	£1.998	£0.186	£0.000	£0.127	£0.822	£9.549
Sainsbury's, London Road, Morden	£4.537	£11.671	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.369	£0.000	£16.576
Waitrose, High Street, Banstead	£0.000	£0.000	£0.807	£0.236	£11.678	£12.062	£1.910	£0.215	£0.275	£0.000	£27.184
Asda, Reigate Road, Burgh Heath	£0.580	£0.222	£0.272	£0.143	£12.560	£4.650	£0.186	£0.000	£0.200	£0.719	£19.532
Lidl, Aberconway Road, Morden	£1.592	£5.689	£0.337	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.620	£8.238
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.550	£2.256	£0.000	£0.200	£5.007
Sainsbury's, Colliers Wood	£0.957	£1.488	£0.272	£0.900	£0.197	£0.000	£0.000	£0.535	£0.200	£0.000	£4.550
Other Locations											
OTHERS Total	£12.741	£14.263	£2.062	£0.791	£7.374	£12.024	£9.999	£6.564	£5.367	£2.764	£73.949
Internet	£7.131	£3.581	£2.194	£0.717	£7.620	£3.159	£2.764	£4.216	£4.568	£1.596	£37.545
	£95.167	£86.805	£49.830	£37.347	£77.847	£88.764	£81.789	£74.873	£46.483	£49.210	£688.114



Retail Capacity Analysis

Table 8:

Convenience Goods Shopping Market Share Turnovers 2021

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.384	£0.472	£0.531	£0.649	£0.686	£0.000	£1.976	£0.000	£0.557	£5.255
Morrisons, High Street, Sutton Town Centre	£0.000	£1.329	£5.839	£2.282	£4.978	£4.763	£0.288	£1.938	£1.964	£0.841	£24.223
Asda, St Nicholas Way, Sutton Town Centre	£2.063	£11.335	£10.175	£11.807	£2.061	£2.505	£1.935	£1.672	£5.369	£0.968	£49.890
Morrisons (M Local), High Street, Sutton	£0.379	£1.352	£3.743	£4.139	£9.116	£9.236	£0.929	£2.874	£2.113	£2.146	£36.027
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.202	£0.231	£0.138	£0.000	£0.363	£0.000	£0.218	£0.000	£0.000	£1.152
Local shops, Sutton	£0.000	£1.490	£2.978	£1.340	£0.486	£1.150	£0.000	£0.101	£1.252	£0.000	£8.797
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.171	£0.595	£0.000	£0.000	£0.000	£0.146	£0.378	£0.000	£0.000	£2.392	£3.681
Costcutter, Sutton Common Road, Sutton	£0.000	£0.741	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.741
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.202	£0.202
Londis, Gander Green Lane, Sutton	£0.000	£0.135	£0.203	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.337
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.139	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.139
M&S Simply Food / PFS, Brighton Road, Sutton	£0.722	£0.404	£0.955	£0.730	£1.342	£2.236	£0.327	£0.304	£0.570	£0.812	£8.403
Tesco Express, Angel Hill, Sutton	£0.243	£0.595	£2.138	£0.201	£0.220	£0.146	£0.000	£0.150	£0.143	£1.068	£4.901
Tesco Express, Brighton Road, Sutton	£0.000	£0.139	£0.504	£0.235	£0.000	£2.976	£0.000	£0.148	£0.143	£2.672	£6.816
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.118	£0.228	£0.509	£0.000	£0.000	£0.150	£0.000	£0.145	£3.148
Tesco Express, Malden Road, Sutton	£0.000	£2.897	£0.319	£0.000	£0.000	£0.249	£0.000	£0.000	£0.000	£0.594	£4.060
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.555	£0.504	£0.000	£0.446	£13.188	£22.205	£18.261	£7.163	£0.000	£62.323
Lidl, Beddington Gardens, Wallington	£0.000	£0.729	£0.698	£0.000	£0.000	£3.464	£10.878	£5.161	£3.819	£0.000	£24.748
Iceland, Woodcote Road, Wallington	£0.000	£0.704	£0.203	£0.000	£0.000	£0.845	£0.803	£1.598	£0.000	£0.000	£4.153
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.017	£0.299	£0.000	£0.000	£1.316
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.203	£0.000	£0.000	£0.740	£0.574	£0.168	£0.000	£0.000	£1.684
Local shops, Wallington	£0.000	£0.000	£0.698	£0.000	£0.000	£0.000	£1.837	£1.283	£0.000	£0.000	£3.817
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.647	£0.000	£0.149	£0.000	£2.797
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.148	£0.000	£0.000	£0.148
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.168	£0.000	£0.000	£0.168
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£20.071	£0.733	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.329	£23.133

High Growth Scenario

[illegible]

Wrythe Green	£0.000	£0.334	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.149	£0.000	£0.483
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£2.982	£10.924	£12.797	£7.175	£2.697	£3.763	£0.000	£0.218	£5.602	£9.298	£55.458
Asda, Beddington Lane,Beddington	£0.000	£3.226	£0.947	£0.342	£0.000	£0.826	£8.465	£10.820	£1.815	£0.000	£26.440
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.502	£0.000	£0.000	£0.295	£3.868	£10.744	£2.235	£0.273	£0.000	£17.917
Sainsbury's, Purley Way	£0.000	£0.230	£0.000	£0.000	£0.000	£1.026	£3.079	£6.308	£0.285	£0.000	£10.928
Tesco Extra, Beverley Way, New Malden	£3.663	£0.277	£0.000	£0.000	£0.000	£0.000	£0.288	£0.101	£0.000	£0.000	£4.330
Sainsbury's, Kiln Lane, Epsom	£1.253	£0.000	£0.000	£0.201	£5.147	£2.092	£0.198	£0.000	£0.131	£0.829	£9.850
Sainsbury's, London Road, Morden	£4.719	£12.058	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.382	£0.000	£17.159
Waitrose, High Street, Banstead	£0.000	£0.000	£0.947	£0.228	£12.012	£12.631	£2.029	£0.218	£0.285	£0.000	£28.349
Asda, Reigate Road, Burgh Heath	£0.603	£0.230	£0.319	£0.138	£12.919	£4.870	£0.198	£0.000	£0.207	£0.725	£20.208
Lidl, Aberconway Road, Morden	£1.656	£5.878	£0.396	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.625	£8.555
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.709	£2.283	£0.000	£0.202	£5.194
Sainsbury's, Colliers Wood	£0.995	£1.538	£0.319	£0.869	£0.203	£0.000	£0.000	£0.541	£0.207	£0.000	£4.672
OTHERS Total	£13.255	£14.736	£2.419	£0.763	£7.584	£12.591	£10.622	£6.641	£5.557	£2.788	£76.956
Internet	£7.419	£3.700	£2.573	£0.692	£7.838	£3.308	£2.936	£4.265	£4.729	£1.610	£39.070
	£99.00	£89.685	£58.457	£36.038	£80.073	£92.949	£86.878	£75.753	£48.127	£49.633	£716.594



London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 9:

Convenience Goods Shopping Market Share Turnovers 2026

	Zone										
Centre / Store	1 £m	2 £m	3 £m	4 £m	5 £m	6 £m	7 £m	8 £m	9 £m	10 £m	Total £m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.403	£0.451	£0.742	£0.678	£0.702	£0.000	£2.181	£0.000	£0.585	£5.743
Morrisons, High Street, Sutton Town Centre	£0.000	£1.395	£5.589	£3.189	£5.201	£4.872	£0.298	£2.139	£2.066	£0.884	£25.633
Asda, St Nicholas Way, Sutton Town Centre	£2.114	£11.895	£9.740	£16.500	£2.153	£2.562	£2.003	£1.846	£5.645	£1.017	£55.475
Morrisons (M Local), High Street, Sutton	£0.388	£1.419	£3.582	£5.785	£9.525	£9.447	£0.963	£3.172	£2.222	£2.254	£38.757
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.212	£0.221	£0.192	£0.000	£0.371	£0.000	£0.241	£0.000	£0.000	£1.237
Local shops, Sutton	£0.000	£1.564	£2.850	£1.873	£0.508	£1.177	£0.000	£0.112	£1.316	£0.000	£9.399
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.175	£0.624	£0.000	£0.000	£0.000	£0.149	£0.392	£0.000	£0.000	£2.512	£3.852
Costcutter, Sutton Common Road, Sutton	£0.000	£0.778	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.778
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.212	£0.212
Londis, Gander Green Lane, Sutton	£0.000	£0.141	£0.194	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.335
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.133	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.133
M&S Simply Food / PFS, Brighton Road, Sutton	£0.739	£0.424	£0.914	£1.020	£1.402	£2.287	£0.339	£0.336	£0.600	£0.853	£8.915
Tesco Express, Angel Hill, Sutton	£0.248	£0.624	£2.046	£0.280	£0.229	£0.149	£0.000	£0.165	£0.150	£1.122	£5.014
Tesco Express, Brighton Road, Sutton	£0.000	£0.146	£0.483	£0.329	£0.000	£3.044	£0.000	£0.163	£0.150	£2.806	£7.120
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.027	£0.319	£0.531	£0.000	£0.000	£0.165	£0.000	£0.152	£3.194
Tesco Express, Malden Road, Sutton	£0.000	£3.040	£0.306	£0.000	£0.000	£0.255	£0.000	£0.000	£0.000	£0.624	£4.225
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.582	£0.483	£0.000	£0.466	£13.490	£22.995	£20.156	£7.532	£0.000	£65.704
Lidl, Beddington Gardens, Wallington	£0.000	£0.765	£0.668	£0.000	£0.000	£3.543	£11.265	£5.696	£4.016	£0.000	£25.953
Iceland, Woodcote Road, Wallington	£0.000	£0.738	£0.194	£0.000	£0.000	£0.865	£0.832	£1.764	£0.000	£0.000	£4.393
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.053	£0.330	£0.000	£0.000	£1.383
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.194	£0.000	£0.000	£0.756	£0.594	£0.185	£0.000	£0.000	£1.730
Local shops, Wallington	£0.000	£0.000	£0.668	£0.000	£0.000	£0.000	£1.902	£1.416	£0.000	£0.000	£3.985
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.742	£0.000	£0.157	£0.000	£2.898
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.163	£0.000	£0.000	£0.163
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.185	£0.000	£0.000	£0.185
Worcester Park Town Centre											
Waitrose, Stone Place, Worcester Park	£20.560	£0.769	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.447	£23.775

High Growth Scenario

Iceland, Worcester Park	£1.998	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.998
Sainsbury's Local, Central Road, Worcester Park Centre	£2.768	£0.097	£0.000	£0.000	£0.000	£0.000	£0.000	£0.165	£0.000	£0.000	£3.030
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.185	£0.000	£0.000	£0.185
Local shops, Worcester Park	£2.109	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.109
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.154	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.154
Tesco Express, Malden Road, Worcester Park	£0.531	£0.146	£0.600	£0.000	£0.350	£0.000	£0.000	£0.000	£0.000	£0.000	£1.627
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.584	£5.181	£0.000	£0.000	£0.000	£0.000	£2.486	£8.251
Sainsbury's Local, Cheam	£2.817	£0.279	£0.000	£1.152	£0.563	£0.520	£0.000	£0.000	£0.000	£2.946	£8.276
Local shops, Cheam	£0.106	£0.000	£0.000	£0.273	£1.139	£0.000	£0.000	£0.000	£0.000	£1.942	£3.460
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£27.596	£3.139	£2.538	£1.057	£3.690	£2.083	£0.000	£0.927	£0.248	£11.781	£53.058
Local shops, North Cheam	£0.260	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.152	£0.412
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.691	£0.241	£0.000	£2.244	£0.538	£0.255	£0.000	£0.000	£0.000	£0.221	£4.190
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.146	£0.837	£0.000	£0.000	£0.843	£0.462	£0.409	£1.536	£0.000	£4.233
Sainsbury's Local, High Street, Carshalton	£0.618	£0.000	£0.000	£0.000	£0.000	£0.000	£1.024	£0.273	£0.576	£0.000	£2.490
Local shops, Carshalton	£0.000	£1.297	£0.575	£0.000	£0.000	£0.694	£0.000	£0.808	£1.218	£0.000	£4.593
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.366	£0.575	£0.280	£0.000	£0.000	£0.000	£0.000	£0.248	£0.000	£5.469
Local shops, Rosehill	£0.000	£0.384	£0.255	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.639
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.866	£0.000	£0.000	£0.000	£0.000	£0.000	£2.385	£0.138	£0.000	£3.389
Local shops, Hackbridge	£0.000	£0.436	£0.000	£0.000	£0.000	£0.000	£0.000	£0.405	£0.000	£0.000	£0.842
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.778	£0.000	£0.000	£0.000	£0.545	£0.186	£0.000	£1.829	£0.000	£3.338
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.217	£0.186	£0.000	£0.233	£0.000	£0.636
Local shops, Beddington	£0.000	£0.141	£0.000	£0.000	£0.000	£0.000	£0.000	£0.409	£0.095	£0.000	£0.645

Wrythe Green	£0.000	£0.351	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.157	£0.000	£0.507
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.055	£11.464	£12.250	£10.027	£2.818	£3.849	£0.000	£0.241	£5.891	£9.767	£59.361
Asda, Beddington Lane,Beddington	£0.000	£3.385	£0.906	£0.479	£0.000	£0.845	£8.765	£11.943	£1.909	£0.000	£28.231
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.527	£0.000	£0.000	£0.309	£3.956	£11.126	£2.467	£0.287	£0.000	£18.671
Sainsbury's, Purley Way	£0.000	£0.241	£0.000	£0.000	£0.000	£1.050	£3.188	£6.962	£0.300	£0.000	£11.741
Tesco Extra, Beverley Way, New Malden	£3.753	£0.291	£0.000	£0.000	£0.000	£0.000	£0.298	£0.112	£0.000	£0.000	£4.454
Sainsbury's, Kiln Lane, Epsom	£1.284	£0.000	£0.000	£0.280	£5.379	£2.140	£0.205	£0.000	£0.138	£0.870	£10.295
Sainsbury's, London Road, Morden	£4.834	£12.654	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.401	£0.000	£17.889
Waitrose, High Street, Banstead	£0.000	£0.000	£0.906	£0.319	£12.551	£12.920	£2.101	£0.241	£0.300	£0.000	£29.337
Asda, Reigate Road, Burgh Heath	£0.618	£0.241	£0.306	£0.192	£13.499	£4.981	£0.205	£0.000	£0.218	£0.762	£21.021
Lidl, Aberconway Road, Morden	£1.697	£6.169	£0.379	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.656	£8.901
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.805	£2.520	£0.000	£0.212	£5.537
Sainsbury's, Colliers Wood	£1.020	£1.614	£0.306	£1.214	£0.212	£0.000	£0.000	£0.597	£0.218	£0.000	£5.180
OTHERS Total	£13.578	£15.464	£2.315	£1.067	£7.925	£12.878	£10.999	£7.330	£5.843	£2.928	£80.329
Internet	£7.599	£3.882	£2.463	£0.967	£8.190	£3.384	£3.041	£4.708	£4.973	£1.691	£40.898
	£101.415	£94.117	£55.954	£50.363	£83.669	£95.073	£89.966	£83.613	£50.608	£52.134	£756.913



London Borough Of Sutton - Town Centres and Economic Development Assessment

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Table 10:

Convenience Goods Shopping Market Share Turnovers 2031

	Zone										
Centre / Store	1	2	3	4	5	6	7	8	9	10	Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sutton Town Centre											
Marks & Spencer, High Street, Sutton Town Centre	£0.000	£0.422	£0.480	£0.849	£0.707	£0.731	£0.000	£2.315	£0.000	£0.613	£6.117
Morrisons, High Street, Sutton Town Centre	£0.000	£1.460	£5.947	£3.649	£5.423	£5.071	£0.314	£2.271	£2.167	£0.926	£27.228
Asda, St Nicholas Way, Sutton Town Centre	£2.195	£12.454	£10.363	£18.877	£2.245	£2.667	£2.112	£1.959	£5.922	£1.066	£59.860
Morrisons (M Local), High Street, Sutton	£0.403	£1.485	£3.812	£6.618	£9.931	£9.833	£1.015	£3.367	£2.331	£2.362	£41.158
Farmfoods, Lodge Place,Sutton Town Centre	£0.000	£0.222	£0.235	£0.220	£0.000	£0.387	£0.000	£0.255	£0.000	£0.000	£1.319
Local shops, Sutton	£0.000	£1.637	£3.033	£2.143	£0.530	£1.225	£0.000	£0.119	£1.381	£0.000	£10.066
Sutton (Non Town Centre)											
Co-op, Stonecot Hill, Sutton	£0.182	£0.653	£0.000	£0.000	£0.000	£0.155	£0.413	£0.000	£0.000	£2.633	£4.036
Costcutter, Sutton Common Road, Sutton	£0.000	£0.814	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.814
Costcutter, Erskine Road, Sutton	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.222	£0.222
Londis, Gander Green Lane, Sutton	£0.000	£0.148	£0.207	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.354
Londis, Westmead Road, Sutton	£0.000	£0.000	£0.142	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.142
M&S Simply Food / PFS, Brighton Road, Sutton	£0.768	£0.444	£0.973	£1.167	£1.462	£2.381	£0.357	£0.356	£0.629	£0.894	£9.431
Tesco Express, Angel Hill, Sutton	£0.258	£0.653	£2.177	£0.321	£0.239	£0.155	£0.000	£0.175	£0.157	£1.175	£5.311
Tesco Express, Brighton Road, Sutton	£0.000	£0.152	£0.514	£0.376	£0.000	£3.168	£0.000	£0.173	£0.157	£2.941	£7.482
Tesco Express, Lower Road, Sutton	£0.000	£0.000	£2.157	£0.365	£0.554	£0.000	£0.000	£0.175	£0.000	£0.159	£3.410
Tesco Express, Malden Road, Sutton	£0.000	£3.183	£0.325	£0.000	£0.000	£0.265	£0.000	£0.000	£0.000	£0.654	£4.428
Wallington Town Centre											
Sainsbury's, Stafford Road, Wallington Town Centre	£0.000	£0.610	£0.514	£0.000	£0.486	£14.041	£24.238	£21.393	£7.902	£0.000	£69.184
Lidl, Beddington Gardens, Wallington	£0.000	£0.801	£0.711	£0.000	£0.000	£3.688	£11.874	£6.046	£4.213	£0.000	£27.332
Iceland, Woodcote Road, Wallington	£0.000	£0.773	£0.207	£0.000	£0.000	£0.900	£0.877	£1.872	£0.000	£0.000	£4.629
Sainsbury's, Manor Road (Wallington Station), Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.110	£0.350	£0.000	£0.000	£1.460
Tesco Express, Woodcote Road, Wallington	£0.000	£0.000	£0.207	£0.000	£0.000	£0.787	£0.626	£0.196	£0.000	£0.000	£1.817
Local shops, Wallington	£0.000	£0.000	£0.711	£0.000	£0.000	£0.000	£2.005	£1.503	£0.000	£0.000	£4.218
Walington Non Town Centre											
Co-op, Mollison Drive, Roundshaw, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.890	£0.000	£0.165	£0.000	£3.054
Londis (Mellows Newsmart), Stafford Road, Wallington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.173	£0.000	£0.000	£0.173
Londis (Powers), Manor Road North, Wallington Corner	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.196	£0.000	£0.000	£0.196

High Growth Scenario

Iceland, Worcester Park	£2.075	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.075
Sainsbury's Local, Central Road, Worcester Park Centre	£2.874	£0.102	£0.000	£0.000	£0.000	£0.000	£0.000	£0.175	£0.000	£0.000	£3.151
Costcutter, Central Road, Worcester Park	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.196	£0.000	£0.000	£0.196
Local shops, Worcester Park	£2.190	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.190
Worcester Park Non Town Centre											
Co-op, Plough Green, Worcester Park	£0.160	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.160
Tesco Express, Malden Road, Worcester Park	£0.552	£0.152	£0.638	£0.000	£0.365	£0.000	£0.000	£0.000	£0.000	£0.000	£1.707
Cheam Town Centre											
Waitrose (Little), The Broadway, Cheam	£0.000	£0.000	£0.000	£0.668	£5.402	£0.000	£0.000	£0.000	£0.000	£2.605	£8.675
Sainsbury's Local, Cheam	£2.925	£0.292	£0.000	£1.318	£0.587	£0.542	£0.000	£0.000	£0.000	£3.087	£8.750
Local shops, Cheam	£0.110	£0.000	£0.000	£0.312	£1.187	£0.000	£0.000	£0.000	£0.000	£2.036	£3.645
North Cheam Town Centre											
Sainsbury's, London Road, North Cheam	£28.655	£3.286	£2.701	£1.209	£3.847	£2.168	£0.000	£0.984	£0.260	£12.345	£55.455
Local shops, North Cheam	£0.270	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.159	£0.429
North Cheam Non Town Centre											
Tesco Express, London Road, North Cheam	£0.717	£0.252	£0.000	£2.568	£0.561	£0.265	£0.000	£0.000	£0.000	£0.232	£4.595
Carshalton Town Centre											
Co-op, High Street, Carshalton	£0.000	£0.152	£0.891	£0.000	£0.000	£0.877	£0.487	£0.435	£1.611	£0.000	£4.453
Sainsbury's Local, High Street, Carshalton	£0.641	£0.000	£0.000	£0.000	£0.000	£0.000	£1.080	£0.289	£0.604	£0.000	£2.614
Local shops, Carshalton	£0.000	£1.358	£0.612	£0.000	£0.000	£0.722	£0.000	£0.858	£1.278	£0.000	£4.828
Rosehill Town Centre											
Co-op, Wrythe Lane Rosehill Centre	£0.000	£4.571	£0.612	£0.321	£0.000	£0.000	£0.000	£0.000	£0.260	£0.000	£5.763
Local shops, Rosehill	£0.000	£0.402	£0.272	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.673
Hackbridge Town Centre											
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	£0.000	£0.907	£0.000	£0.000	£0.000	£0.000	£0.000	£2.531	£0.145	£0.000	£3.583
Local shops, Hackbridge	£0.000	£0.457	£0.000	£0.000	£0.000	£0.000	£0.000	£0.430	£0.000	£0.000	£0.887
Other Centres in Borough											
Co-op, Banstead Road, Carshalton Beeches	£0.000	£0.814	£0.000	£0.000	£0.000	£0.567	£0.196	£0.000	£1.919	£0.000	£3.496
Local shops, Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.226	£0.196	£0.000	£0.244	£0.000	£0.666
Local shops, Beddington	£0.000	£0.148	£0.000	£0.000	£0.000	£0.000	£0.000	£0.435	£0.099	£0.000	£0.682
Local shops, Belmont	£0.000	£0.000	£0.000	£0.000	£0.658	£0.000	£0.000	£0.000	£0.000	£0.000	£0.658
Plough Lane	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.119	£0.000	£0.000	£0.119
Stanley Park Road	£0.110	£0.000	£0.000	£0.000	£0.000	£0.257	£0.000	£0.000	£0.000	£0.000	£0.366
Stonecot Hill	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.263	£0.263

Wrythe Green	£0.000	£0.367	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.165	£0.000	£0.532
Free-Standing Stores In Borough											
Tesco Extra, Oldfields Road, Sutton / Cheam	£3.172	£12.003	£13.034	£11.471	£2.938	£4.006	£0.000	£0.255	£6.180	£10.235	£63.296
Asda, Beddington Lane,Beddington	£0.000	£3.544	£0.964	£0.547	£0.000	£0.879	£9.239	£12.676	£2.002	£0.000	£29.853
Large Stores Outside Borough											
Tesco Extra, Purley	£0.000	£0.552	£0.000	£0.000	£0.322	£4.118	£11.727	£2.618	£0.301	£0.000	£19.638
Sainsbury's, Purley Way	£0.000	£0.252	£0.000	£0.000	£0.000	£1.093	£3.360	£7.390	£0.314	£0.000	£12.410
Tesco Extra, Beverley Way, New Malden	£3.897	£0.305	£0.000	£0.000	£0.000	£0.000	£0.314	£0.119	£0.000	£0.000	£4.634
Sainsbury's, Kiln Lane, Epsom	£1.333	£0.000	£0.000	£0.321	£5.608	£2.227	£0.216	£0.000	£0.145	£0.912	£10.761
Sainsbury's, London Road, Morden	£5.020	£13.248	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.421	£0.000	£18.689
Waitrose, High Street, Banstead	£0.000	£0.000	£0.964	£0.365	£13.086	£13.448	£2.215	£0.255	£0.314	£0.000	£30.647
Asda, Reigate Road, Burgh Heath	£0.641	£0.252	£0.325	£0.220	£14.074	£5.185	£0.216	£0.000	£0.229	£0.798	£21.940
Lidl, Aberconway Road, Morden	£1.762	£6.459	£0.403	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.688	£9.311
Morrisons, Fiveways, Purley Way, Beddington	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.957	£2.674	£0.000	£0.222	£5.854
Sainsbury's, Colliers Wood	£1.059	£1.689	£0.325	£1.389	£0.221	£0.000	£0.000	£0.634	£0.229	£0.000	£5.546
OTHERS Total	£14.099	£16.191	£2.463	£1.221	£8.263	£13.405	£11.594	£7.781	£6.130	£3.069	£84.214
Internet	£7.891	£4.065	£2.621	£1.107	£8.539	£3.522	£3.205	£4.997	£5.217	£1.772	£42.935
	£105.304	£98.539	£59.538	£57.620	£87.235	£98.961	£94.831	£88.747	£53.090	£54.633	£798.499



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Table 11: Convenience Goods Turnovers - Main Town Centres and Free Standing Stores in the Borough

	<i>Year</i>			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£119.995	£125.343	£136.244	£145.749
Wallington	£93.932	£98.041	£103.148	£108.640
Worcester Park	£29.166	£30.254	£31.097	£32.329
Cheam	£18.339	£18.671	£19.987	£21.069
North Cheam	£49.778	£51.596	£53.470	£55.884
Carshalton	£10.347	£10.907	£11.316	£11.895
Rosehill	£5.555	£5.829	£6.108	£6.436
Hackbridge	£3.826	£3.900	£4.230	£4.470
 LB Sutton Freestanding Stores/Locations				
Tesco Extra, Sutton	£52.846	£55.458	£59.361	£63.296
Asda Beddington	£25.489	£26.440	£28.231	£29.853

Notes:

Summary of estimated market share turnovers (from Tables 7 to 10)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

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Table 12: Convenience Goods Benchmark Turnovers - Main Town Centres and Free Standing Stores in the Borough

	Convenience Sales Floorspace sqm	Trading Density £/sqm	Benchmark Turnover £m
Sutton Town Centre			
Marks & Spencer, High Street, Sutton Town Centre	550	£13,500	£7.425
Morrisons, High Street, Sutton Town Centre	3,500	£13,500	£47.250
Asda, St Nicholas Way, Sutton Town Centre	3,250	£13,500	£43.875
Morrisons (M Local), High Street, Sutton	350	£13,500	£4.725
Farmfoods, Lodge Place, Sutton Town Centre	450	£7,500	£3.375
Local shops, Sutton	600	£5,000	£3.000
Total			£109.650
Wallington Town Centre			
Sainsbury's, Stafford Road, Wallington Town Centre	2,550	£13,500	£34.425
Lidl, Beddington Gardens, Wallington	850	£7,500	£6.375
Iceland, Woodcote Road, Wallington	300	£7,500	£2.250
Sainsbury's, Manor Road (Wallington Station), Wallington	280	£13,500	£3.780
Tesco Express, Woodcote Road, Wallington	225	£13,500	£3.038
Local shops, Wallington	830	£5,000	£4.150
Total			£54.018
Worcester Park Town Centre			
Waitrose, Stone Place, Worcester Park	1,710	£13,500	£23.085
Iceland, Worcester Park	330	£7,500	£2.475
Sainsbury's Local, Central Road, Worcester Park Centre	295	£13,500	£3.983
Costcutter, Central Road, Worcester Park	75	£5,000	£0.375
Local shops, Worcester Park	255	£5,000	£1.275
Total			£31.193
Cheam Town Centre			
Waitrose (Little), The Broadway, Cheam	310	£13,500	£4.185
Sainsbury's Local, Cheam	255	£13,500	£3.443
Local shops, Cheam	155	£5,000	£0.775
Total			£8.403
North Cheam Town Centre			
Sainsbury's, London Road, North Cheam	3,510	£13,500	£47.385

Local shops, North Cheam	450	£5,000	£2.250
Total			£49.635
Carshalton Town Centre			
Co-op, High Street, Carshalton	355	£7,500	£2.663
Sainsbury's Local, High Street, Carshalton	270	£13,500	£3.645
Local shops, Carshalton	250	£5,000	£1.250
Total			£7.558
Rosehill Town Centre			
Co-op, Wrythe Lane Rosehill Centre	675	£7,500	£5.063
Local shops, Rosehill	810	£5,000	£4.050
Total			£9.113
Hackbridge Town Centre			
Sainsbury's Local, London Road (Hackbridge Station), Hackbridge	215	£13,500	£2.903
Local shops, Hackbridge	157	£5,000	£0.785
Total			£3.688
LB Sutton Freestanding Stores/Locations			
Tesco Extra, Sutton	3,800	£13,500	£51.300
Asda Beddington	3,600	£13,500	£48.600
			£99.900

Notes:
Convenience sales floorspace from IGD, Boyer surveys and LB Sutton Data

Trading Densities:	
Main Grocer Operated Stores	£13,500/sqm
Discounters, Co-Op and Symbol Groups	£7,500/sqm
Local stores	£5,000/sqm

Benchmark turnover is product of sales area and trading density

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Table 13: Convenience Goods Capacity Market Share -v- Benchmark Turnovers at Main Town Centres and Free Standing Stores in the Borough

	2016			2021			2026			2031		
	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity	Market Share	Benchmark	Capacity
	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£119.995	£109.650	£10.345	£125.343	£111.027	£14.316	£136.244	£112.422	£23.822	£145.749	£113.835	£31.914
Wallington	£93.932	£54.018	£39.914	£98.041	£54.696	£43.345	£103.148	£55.383	£47.764	£108.640	£56.079	£52.561
Worcester Park	£29.166	£31.193	-£2.026	£30.254	£31.584	-£1.331	£31.097	£31.981	-£0.884	£32.329	£32.383	-£0.054
Cheam	£18.339	£8.403	£9.936	£18.671	£8.508	£10.163	£19.987	£8.615	£11.372	£21.069	£8.723	£12.346
North Cheam	£49.778	£49.635	£0.143	£51.596	£50.259	£1.337	£53.470	£50.890	£2.580	£55.884	£51.529	£4.355
Carshalton	£10.347	£7.558	£2.789	£10.907	£7.652	£3.255	£11.316	£7.749	£3.567	£11.895	£7.846	£4.050
Rosehill	£5.555	£9.113	-£3.557	£5.829	£9.227	-£3.398	£6.108	£9.343	-£3.235	£6.436	£9.460	-£3.024
Hackbridge	£3.826	£3.688	£0.139	£3.900	£3.734	£0.166	£4.230	£3.781	£0.450	£4.470	£3.828	£0.642
LB Sutton Freestanding Stores/Locations												
Tesco Extra, Sutton	£52.846	£51.300	£1.546	£55.458	£51.944	£3.513	£59.361	£52.597	£6.764	£63.296	£53.258	£10.038
Asda Beddington	£25.489	£48.600	-£23.111	£26.440	£49.211	-£22.770	£28.231	£49.829	-£21.597	£29.853	£50.455	-£20.602

Notes:

Market Share Turnovers from Table 12

Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.

Capacity is difference between implied turnover and benchmark turnover

Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table 14: Convenience Goods Capacity Converted to Floorspace

	2016			2021			2026			2031		
	Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark		Capacity	Benchmark	
	£M	£/sqm	sqm	£M	£M	£M	£M	£M	£M	£M	£M	£M
LB Sutton Main Town Centres												
Sutton	£10.345	£13,500	766	£14.316	£13,669.596	1,047	£23.822	£13,841.322	1,721	£31.914	£14,015.206	2,277
Wallington	£39.914	£13,500	2,957	£43.345	£13,669.596	3,171	£47.764	£13,841.322	3,451	£52.561	£14,015.206	3,750
Worcester Park	-£2.026	£13,500	-150	-£1.331	£13,669.596	-97	-£0.884	£13,841.322	-64	-£0.054	£14,015.206	-4
Cheam	£9.936	£13,500	736	£10.163	£13,669.596	743	£11.372	£13,841.322	822	£12.346	£14,015.206	881
North Cheam	£0.143	£13,500	11	£1.337	£13,669.596	98	£2.580	£13,841.322	186	£4.355	£14,015.206	311
Carshalton	£2.789	£13,500	207	£3.255	£13,669.596	238	£3.567	£13,841.322	258	£4.050	£14,015.206	289
Rosehill	-£3.557	£13,500	-264	-£3.398	£13,669.596	-249	-£3.235	£13,841.322	-234	-£3.024	£14,015.206	-216
Hackbridge	£0.139	£13,500	10	£0.166	£13,669.596	12	£0.450	£13,841.322	32	£0.642	£14,015.206	46
			4,262			4,952			6,140			7,288

Notes:
Market Share Turnovers from Table 12
Benchmark Turnovers from Table 13. Annual growth of 0.25% applied to reflect potential for trading improvements and allowance for existing facilities to share in expenditure growth.
Capacity is difference between implied turnover and benchmark turnover
Asda Beddington is shown as undertrading but as this store lies on the very edge of the Study Area it is anticipated that its turnover is underestimated by the market share information.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table A: Population

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
2013	43,290	45,470	22,686	16,331	30,000	34,285	32,340	37,016	20,373	21,582	303,373
2016	43,550	45,990	23,206	17,891	30,260	34,545	32,860	37,796	20,633	21,842	308,573
2021	44,677	46,857	26,846	17,024	30,693	35,672	34,420	37,709	21,066	22,275	317,238
2026	44,417	47,723	24,939	23,090	31,127	35,412	34,593	40,396	21,500	22,709	325,904
2031	44,850	48,590	25,806	25,690	31,560	35,845	35,460	41,696	21,933	23,142	334,570

Source: Experian Retail Planner Data based on ONS Population Projections

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table B: Comparison Goods Expenditure Per Head

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
2013	£3,554	£2,582	£3,490	£3,395	£4,492	£4,542	£4,286	£3,096	£3,726	£3,638
2016	£3,944	£2,865	£3,873	£3,767	£4,984	£5,040	£4,756	£3,435	£4,134	£4,134
2021	£4,449	£3,232	£4,368	£4,250	£5,623	£5,685	£5,365	£3,875	£4,664	£4,554
2026	£5,233	£3,802	£5,138	£4,999	£6,614	£6,687	£6,310	£4,558	£5,486	£5,356
2031	£6,185	£4,493	£6,073	£5,908	£7,817	£7,904	£7,459	£5,388	£6,484	£6,331

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table C: Comparison Goods Expenditure Generated

Year	Zone										Total
	1	2	3	4	5	6	7	8	9	10	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2013	£153.85	£117.40	£79.17	£55.44	£134.76	£155.72	£138.61	£114.60	£75.91	£78.52	£1,103.99
2016	£171.74	£131.76	£89.87	£67.40	£150.83	£174.10	£156.27	£129.84	£85.30	£90.30	£1,247.41
2021	£198.75	£151.44	£117.27	£72.35	£172.58	£202.80	£184.66	£146.13	£98.25	£101.44	£1,445.66
2026	£232.42	£181.42	£128.15	£115.42	£205.86	£236.81	£218.30	£184.14	£117.94	£121.63	£1,742.09
2031	£277.39	£218.33	£156.73	£151.78	£246.71	£283.32	£264.48	£224.65	£142.22	£146.51	£2,112.10

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table D: Comparison Goods Shopping Patterns - Combined Market Share %

Year	Zone									
	1	2	3	4	5	6	7	8	9	10
LB Sutton Main Town Centres										
Sutton	15.5%	35.0%	46.2%	51.3%	29.9%	27.5%	15.5%	21.9%	36.8%	38.3%
Wallington	0.0%	1.0%	1.5%	0.5%	0.3%	3.6%	13.8%	9.5%	3.6%	0.1%
Worcester Park	7.6%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.1%	0.8%
Cheam	0.2%	0.3%	0.0%	1.5%	2.0%	0.4%	0.0%	0.1%	0.0%	3.3%
North Cheam	5.5%	0.5%	0.2%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	7.2%
Carshalton	0.1%	1.3%	1.7%	0.0%	0.1%	1.2%	0.0%	1.0%	2.9%	0.0%
Rosehill	0.0%	1.3%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Hackbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
LB Sutton Other Centres										
Beddington	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.8%	0.4%	0.0%
Belmont	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%
Carshalton Beeches	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
LB Sutton Freestanding Stores/Locations										
Asda Beddington	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	1.1%	0.0%
Tesco Extra, Sutton	0.4%	0.4%	2.0%	0.7%	0.0%	0.4%	0.0%	0.0%	1.4%	2.5%
Sainsbury, North Cheam	1.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	1.5%
B&Q Sutton Court Road	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%
Main Competing Centres										
Croydon	1.2%	5.9%	5.8%	4.1%	4.2%	8.0%	17.9%	17.2%	5.7%	3.4%
Kingston	20.6%	3.9%	4.7%	7.2%	10.9%	8.3%	1.3%	0.8%	2.8%	9.3%
Wimbledon	4.4%	3.9%	1.2%	1.0%	0.2%	0.4%	0.3%	0.2%	0.9%	3.2%
Central London	2.2%	1.4%	2.8%	3.6%	4.7%	3.1%	4.3%	0.9%	1.3%	0.7%
Epsom	2.1%	0.3%	0.2%	1.0%	7.3%	1.9%	0.7%	0.0%	1.7%	2.2%
Banstead	0.0%	0.0%	0.3%	0.2%	4.4%	4.0%	0.3%	0.0%	0.6%	0.6%
Mitcham	0.0%	3.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Morden	2.0%	3.6%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Competing Retail Parks/Freestanding Stores										
Sainsbury Purley Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	2.9%	0.2%	0.0%
Tesco Purley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.1%	0.0%
Colliers Wood inc Sainsbury and Retail Park	3.3%	11.2%	1.4%	2.7%	1.7%	1.0%	0.7%	0.9%	2.0%	3.2%
Ikea Purley	1.4%	2.7%	1.6%	2.7%	2.2%	1.1%	2.0%	1.8%	1.7%	0.9%
Purley Way Retail Parks	1.1%	5.6%	8.1%	2.8%	8.4%	11.5%	18.4%	19.7%	15.7%	2.8%
Others	12.4%	3.5%	3.8%	1.9%	8.0%	4.7%	4.4%	2.6%	3.0%	3.3%
Internet	18.4%	13.0%	16.9%	17.3%	14.1%	19.4%	18.9%	16.2%	16.9%	15.2%
Catalogue / Mail order / Telephone / TV	0.3%	0.8%	0.4%	0.9%	0.4%	0.8%	0.2%	0.3%	0.4%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table E: Comparison Goods Shopping Patterns - 2016 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£26.651	£46.058	£41.491	£34.584	£45.141	£47.850	£24.159	£28.397	£31.360	£34.578	£360.268
Wallington	£0.026	£1.336	£1.344	£0.342	£0.386	£6.293	£21.524	£12.344	£3.053	£0.089	£46.737
Worcester Park	£13.087	£0.059	£0.021	£0.000	£0.399	£0.158	£0.000	£0.000	£0.084	£0.764	£14.572
Cheam	£0.393	£0.412	£0.000	£1.030	£3.004	£0.670	£0.000	£0.091	£0.000	£2.947	£8.546
North Cheam	£9.470	£0.711	£0.137	£0.229	£0.483	£0.486	£0.000	£0.000	£0.000	£6.538	£18.054
Carshalton	£0.237	£1.653	£1.509	£0.000	£0.113	£2.118	£0.000	£1.299	£2.469	£0.000	£9.399
Rosehill	£0.000	£1.761	£0.598	£0.047	£0.000	£0.000	£0.000	£0.000	£0.461	£0.000	£2.866
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.423	£0.000	£0.000	£1.423
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.104	£0.000	£0.000	£0.122	£0.122	£1.064	£0.376	£0.000	£1.789
Belmont	£0.000	£0.000	£0.035	£0.000	£0.357	£0.177	£0.000	£0.000	£0.000	£0.000	£0.569
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.523	£0.000	£0.000	£0.095	£0.000	£0.617
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.454	£0.000	£0.000	£0.058	£0.000	£1.888	£2.737	£0.908	£0.000	£6.044
Tesco Extra, Sutton	£0.708	£0.567	£1.825	£0.451	£0.000	£0.750	£0.000	£0.000	£1.220	£2.213	£7.736
Sainsbury, North Cheam	£1.870	£0.319	£0.000	£0.000	£0.000	£0.188	£0.000	£0.000	£0.000	£1.389	£3.766
B&Q Sutton Court Road	£0.168	£0.225	£0.195	£0.061	£0.315	£0.121	£0.023	£0.022	£0.000	£0.105	£1.235
Main Competing Centres											
Croydon	£2.068	£7.747	£5.205	£2.780	£6.390	£13.998	£28.004	£22.351	£4.856	£3.115	£96.514
Kingston	£35.450	£5.158	£4.222	£4.874	£16.444	£14.467	£2.016	£1.081	£2.368	£8.353	£94.432
Wimbledon	£7.554	£5.110	£1.119	£0.657	£0.376	£0.726	£0.440	£0.298	£0.810	£2.876	£19.967
Central London	£3.762	£1.867	£2.512	£2.448	£7.040	£5.357	£6.755	£1.141	£1.129	£0.609	£32.620
Epsom	£3.629	£0.455	£0.139	£0.674	£10.986	£3.372	£1.073	£0.000	£1.446	£1.955	£23.729
Banstead	£0.016	£0.014	£0.271	£0.112	£6.575	£6.949	£0.402	£0.000	£0.485	£0.504	£15.329
Mitcham	£0.026	£4.682	£0.000	£0.000	£0.000	£0.096	£0.000	£0.000	£0.000	£0.310	£5.114
Morden	£3.358	£4.750	£0.264	£0.036	£0.058	£0.000	£0.000	£0.000	£0.065	£0.805	£9.337
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.067	£0.000	£0.050	£0.000	£0.058	£1.384	£0.000	£3.830	£0.136	£0.000	£5.525
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.374	£0.232	£0.000	£0.064	£0.000	£1.671
Colliers Wood inc Sainsbury and Retail Park	£5.668	£14.732	£1.217	£1.822	£2.617	£1.659	£1.045	£1.122	£1.727	£2.863	£34.471
Ikea Purley	£2.345	£3.584	£1.429	£1.817	£3.320	£1.948	£3.159	£2.289	£1.424	£0.792	£22.106
Purley Way Retail Parks	£1.804	£7.318	£7.262	£1.856	£12.677	£20.019	£28.779	£25.543	£13.420	£2.548	£121.227
Others	£21.313	£4.639	£3.400	£1.299	£12.103	£8.242	£6.809	£3.432	£2.597	£2.965	£66.799
Internet	£31.609	£17.080	£15.185	£11.674	£21.337	£33.725	£29.523	£20.982	£14.444	£13.699	£209.257
Catalogue / Mail order / Telephone / TV	£0.460	£1.072	£0.331	£0.603	£0.586	£1.330	£0.321	£0.397	£0.307	£0.287	£5.694
	£171.741	£131.761	£89.865	£67.396	£150.824	£174.101	£156.275	£129.841	£85.304	£90.305	£1,247.413

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

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Retail Capacity Analysis

Table F: Comparison Goods Shopping Patterns - 2021 Market Share Based Turnover £M

Year	Zone										
	1	2	3	4	5	6	7	8	9	10	TOTAL
LB Sutton Main Town Centres											
Sutton	£30.842	£52.935	£54.146	£37.124	£51.652	£55.738	£28.546	£31.960	£36.120	£38.841	£417.904
Wallington	£0.031	£1.535	£1.754	£0.368	£0.441	£7.330	£25.433	£13.893	£3.516	£0.100	£54.402
Worcester Park	£15.145	£0.068	£0.028	£0.000	£0.457	£0.184	£0.000	£0.000	£0.097	£0.858	£16.836
Cheam	£0.455	£0.473	£0.000	£1.105	£3.437	£0.780	£0.000	£0.102	£0.000	£3.311	£9.663
North Cheam	£10.959	£0.817	£0.178	£0.246	£0.553	£0.567	£0.000	£0.000	£0.000	£7.344	£20.663
Carshalton	£0.274	£1.900	£1.970	£0.000	£0.129	£2.467	£0.000	£1.462	£2.844	£0.000	£11.046
Rosehill	£0.000	£2.024	£0.780	£0.050	£0.000	£0.000	£0.000	£0.000	£0.531	£0.000	£3.385
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£1.602	£0.000	£0.000	£1.602
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.136	£0.000	£0.000	£0.142	£0.145	£1.198	£0.433	£0.000	£2.054
Belmont	£0.000	£0.000	£0.046	£0.000	£0.409	£0.206	£0.000	£0.000	£0.000	£0.000	£0.660
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.609	£0.000	£0.000	£0.109	£0.000	£0.718
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.521	£0.000	£0.000	£0.067	£0.000	£2.230	£3.080	£1.046	£0.000	£6.945
Tesco Extra, Sutton	£0.820	£0.652	£2.382	£0.485	£0.000	£0.874	£0.000	£0.000	£1.406	£2.486	£9.103
Sainsbury, North Cheam	£2.164	£0.366	£0.000	£0.000	£0.000	£0.219	£0.000	£0.000	£0.000	£1.560	£4.310
B&Q Sutton Court Road	£0.195	£0.259	£0.254	£0.065	£0.361	£0.141	£0.027	£0.024	£0.000	£0.118	£1.444
Main Competing Centres											
Croydon	£2.393	£8.903	£6.792	£2.984	£7.312	£16.306	£33.090	£25.156	£5.593	£3.499	£112.029
Kingston	£41.025	£5.928	£5.510	£5.232	£18.816	£16.852	£2.382	£1.216	£2.727	£9.383	£109.071
Wimbledon	£8.742	£5.873	£1.460	£0.705	£0.430	£0.846	£0.520	£0.336	£0.932	£3.230	£23.076
Central London	£4.353	£2.146	£3.278	£2.628	£8.055	£6.240	£7.982	£1.284	£1.300	£0.684	£37.951
Epsom	£4.199	£0.523	£0.182	£0.723	£12.570	£3.928	£1.268	£0.000	£1.665	£2.196	£27.255
Banstead	£0.018	£0.016	£0.354	£0.121	£7.523	£8.094	£0.475	£0.000	£0.559	£0.567	£17.727
Mitcham	£0.031	£5.381	£0.000	£0.000	£0.000	£0.111	£0.000	£0.000	£0.000	£0.348	£5.871
Morden	£3.887	£5.460	£0.344	£0.039	£0.067	£0.000	£0.000	£0.000	£0.075	£0.904	£10.775
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.078	£0.000	£0.065	£0.000	£0.067	£1.612	£0.000	£4.310	£0.157	£0.000	£6.288
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.601	£0.275	£0.000	£0.074	£0.000	£1.949
Colliers Wood inc Sainsbury and Retail Park	£6.559	£16.932	£1.588	£1.956	£2.995	£1.932	£1.235	£1.262	£1.989	£3.216	£39.664
Ikea Purley	£2.713	£4.119	£1.864	£1.951	£3.799	£2.269	£3.733	£2.576	£1.640	£0.889	£25.554
Purley Way Retail Parks	£2.088	£8.411	£9.477	£1.992	£14.505	£23.320	£34.006	£28.748	£15.457	£2.862	£140.867
Others	£24.665	£5.332	£4.437	£1.394	£13.848	£9.601	£8.046	£3.863	£2.991	£3.331	£77.508
Internet	£36.579	£19.631	£19.817	£12.531	£24.415	£39.285	£34.885	£23.615	£16.637	£15.387	£242.781
Catalogue / Mail order / Telephone / TV	£0.532	£1.232	£0.432	£0.647	£0.670	£1.549	£0.380	£0.447	£0.353	£0.323	£6.565
	£198.748	£151.437	£117.275	£72.345	£172.577	£202.804	£184.658	£146.135	£98.251	£101.438	£1,445.667

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparison goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table G: Comparison Goods Shopping Patterns - 2026 Market Share Based Turnover £M

Year	Zone										
	1	2	3	4	5	6	7	8	9	10	TOTAL
LB Sutton Main Town Centres											
Sutton	£36.067	£63.417	£59.166	£59.226	£61.613	£65.084	£33.747	£40.271	£43.359	£46.575	£508.527
Wallington	£0.036	£1.839	£1.917	£0.587	£0.527	£8.559	£30.066	£17.506	£4.221	£0.120	£65.378
Worcester Park	£17.710	£0.081	£0.030	£0.000	£0.545	£0.215	£0.000	£0.000	£0.116	£1.029	£19.727
Cheam	£0.532	£0.567	£0.000	£1.763	£4.100	£0.911	£0.000	£0.128	£0.000	£3.970	£11.972
North Cheam	£12.816	£0.978	£0.195	£0.393	£0.659	£0.662	£0.000	£0.000	£0.000	£8.806	£24.509
Carshalton	£0.321	£2.276	£2.152	£0.000	£0.154	£2.881	£0.000	£1.842	£3.414	£0.000	£13.040
Rosehill	£0.000	£2.425	£0.852	£0.080	£0.000	£0.000	£0.000	£0.000	£0.637	£0.000	£3.994
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.018	£0.000	£0.000	£2.018
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.149	£0.000	£0.000	£0.166	£0.171	£1.510	£0.520	£0.000	£2.515
Belmont	£0.000	£0.000	£0.050	£0.000	£0.488	£0.240	£0.000	£0.000	£0.000	£0.000	£0.778
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.711	£0.000	£0.000	£0.131	£0.000	£0.842
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.625	£0.000	£0.000	£0.079	£0.000	£2.637	£3.881	£1.256	£0.000	£8.478
Tesco Extra, Sutton	£0.959	£0.781	£2.603	£0.773	£0.000	£1.020	£0.000	£0.000	£1.687	£2.981	£10.804
Sainsbury, North Cheam	£2.531	£0.439	£0.000	£0.000	£0.000	£0.256	£0.000	£0.000	£0.000	£1.871	£5.097
B&Q Sutton Court Road	£0.228	£0.310	£0.278	£0.104	£0.430	£0.165	£0.032	£0.031	£0.000	£0.141	£1.718
Main Competing Centres											
Croydon	£2.799	£10.666	£7.422	£4.760	£8.722	£19.040	£39.119	£31.697	£6.715	£4.196	£135.136
Kingston	£47.975	£7.101	£6.021	£8.347	£22.445	£19.677	£2.816	£1.532	£3.274	£11.252	£130.440
Wimbledon	£10.223	£7.036	£1.596	£1.124	£0.514	£0.988	£0.615	£0.423	£1.119	£3.874	£27.512
Central London	£5.091	£2.570	£3.582	£4.193	£9.609	£7.287	£9.436	£1.618	£1.560	£0.820	£45.767
Epsom	£4.911	£0.627	£0.199	£1.154	£14.994	£4.587	£1.499	£0.000	£1.999	£2.633	£32.603
Banstead	£0.022	£0.020	£0.386	£0.193	£8.974	£9.451	£0.562	£0.000	£0.671	£0.679	£20.958
Mitcham	£0.036	£6.447	£0.000	£0.000	£0.000	£0.130	£0.000	£0.000	£0.000	£0.417	£7.030
Morden	£4.545	£6.541	£0.376	£0.062	£0.079	£0.000	£0.000	£0.000	£0.090	£1.084	£12.778
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.091	£0.000	£0.071	£0.000	£0.079	£1.882	£0.000	£5.431	£0.189	£0.000	£7.743
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£1.869	£0.325	£0.000	£0.089	£0.000	£2.283
Colliers Wood inc Sainsbury and Retail Park	£7.671	£20.285	£1.735	£3.121	£3.572	£2.256	£1.460	£1.591	£2.387	£3.856	£47.934
Ikea Purley	£3.173	£4.935	£2.037	£3.112	£4.531	£2.649	£4.413	£3.246	£1.969	£1.066	£31.133
Purley Way Retail Parks	£2.442	£10.076	£10.356	£3.178	£17.302	£27.230	£40.201	£36.224	£18.556	£3.432	£168.997
Others	£28.843	£6.387	£4.849	£2.224	£16.519	£11.211	£9.512	£4.867	£3.591	£3.994	£91.997
Internet	£42.776	£23.518	£21.654	£19.992	£29.123	£45.872	£41.240	£29.756	£19.971	£18.451	£292.353
Catalogue / Mail order / Telephone / TV	£0.622	£1.476	£0.472	£1.033	£0.800	£1.809	£0.449	£0.563	£0.424	£0.387	£8.034
	£232.418	£181.422	£128.148	£115.418	£205.860	£236.810	£218.299	£184.137	£117.944	£121.637	£1,742.092

Notes:

The combined comparison goods shopping patterns have been derived from the market share for each comparion goods category (from the household survey) weighted in accordance with the proportion of consumer spending on each good category

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table H: Comparison Goods Shopping Patterns - 2031 Market Share Based Turnover £M

Year	Zone										TOTAL
	1	2	3	4	5	6	7	8	9	10	
LB Sutton Main Town Centres											
Sutton	£43.046	£76.317	£72.362	£77.884	£73.838	£77.868	£40.887	£49.131	£52.282	£56.101	£619.716
Wallington	£0.043	£2.214	£2.344	£0.771	£0.631	£10.240	£36.427	£21.357	£5.089	£0.145	£79.262
Worcester Park	£21.137	£0.097	£0.037	£0.000	£0.653	£0.257	£0.000	£0.000	£0.140	£1.240	£23.561
Cheam	£0.635	£0.682	£0.000	£2.319	£4.913	£1.090	£0.000	£0.157	£0.000	£4.782	£14.578
North Cheam	£15.295	£1.177	£0.238	£0.517	£0.790	£0.792	£0.000	£0.000	£0.000	£10.607	£29.416
Carshalton	£0.383	£2.739	£2.632	£0.000	£0.185	£3.447	£0.000	£2.247	£4.117	£0.000	£15.750
Rosehill	£0.000	£2.918	£1.042	£0.105	£0.000	£0.000	£0.000	£0.000	£0.768	£0.000	£4.834
Hackbridge	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£0.000	£2.462	£0.000	£0.000	£2.462
LB Sutton Other Centres											
Beddington	£0.000	£0.000	£0.182	£0.000	£0.000	£0.199	£0.207	£1.842	£0.626	£0.000	£3.056
Belmont	£0.000	£0.000	£0.061	£0.000	£0.584	£0.287	£0.000	£0.000	£0.000	£0.000	£0.933
Carshalton Beeches	£0.000	£0.000	£0.000	£0.000	£0.000	£0.851	£0.000	£0.000	£0.158	£0.000	£1.009
LB Sutton Freestanding Stores/Locations											
Asda Beddington	£0.000	£0.752	£0.000	£0.000	£0.095	£0.000	£3.195	£4.735	£1.514	£0.000	£10.290
Tesco Extra, Sutton	£1.144	£0.940	£3.183	£1.017	£0.000	£1.220	£0.000	£0.000	£2.034	£3.591	£13.130
Sainsbury, North Cheam	£3.021	£0.528	£0.000	£0.000	£0.000	£0.306	£0.000	£0.000	£0.000	£2.254	£6.109
B&Q Sutton Court Road	£0.272	£0.373	£0.340	£0.137	£0.515	£0.197	£0.039	£0.038	£0.000	£0.170	£2.080
Main Competing Centres											
Croydon	£3.340	£12.836	£9.077	£6.260	£10.452	£22.780	£47.395	£38.671	£8.096	£5.054	£163.961
Kingston	£57.257	£8.546	£7.364	£10.976	£26.898	£23.543	£3.412	£1.869	£3.947	£13.553	£157.365
Wimbledon	£12.201	£8.467	£1.952	£1.479	£0.615	£1.182	£0.745	£0.516	£1.350	£4.666	£33.173
Central London	£6.076	£3.093	£4.381	£5.514	£11.515	£8.718	£11.433	£1.974	£1.881	£0.988	£55.573
Epsom	£5.861	£0.755	£0.243	£1.517	£17.969	£5.488	£1.816	£0.000	£2.411	£3.171	£39.231
Banstead	£0.026	£0.024	£0.473	£0.253	£10.755	£11.308	£0.681	£0.000	£0.809	£0.818	£25.146
Mitcham	£0.043	£7.758	£0.000	£0.000	£0.000	£0.156	£0.000	£0.000	£0.000	£0.503	£8.459
Morden	£5.424	£7.871	£0.460	£0.082	£0.095	£0.000	£0.000	£0.000	£0.109	£1.306	£15.347
Competing Retail Parks/Freestanding Stores											
Sainsbury Purley Way	£0.109	£0.000	£0.087	£0.000	£0.095	£2.252	£0.000	£6.626	£0.227	£0.000	£9.396
Tesco Purley	£0.000	£0.000	£0.000	£0.000	£0.000	£2.236	£0.393	£0.000	£0.107	£0.000	£2.737
Colliers Wood inc Sainsbury and Retail Park	£9.155	£24.411	£2.122	£4.104	£4.281	£2.700	£1.769	£1.941	£2.878	£4.645	£58.005
Ikea Purley	£3.787	£5.939	£2.491	£4.093	£5.430	£3.170	£5.346	£3.961	£2.374	£1.284	£37.876
Purley Way Retail Parks	£2.914	£12.126	£12.666	£4.179	£20.735	£32.579	£48.707	£44.193	£22.374	£4.134	£204.606
Others	£34.424	£7.687	£5.930	£2.925	£19.796	£13.413	£11.524	£5.938	£4.330	£4.811	£110.778
Internet	£51.053	£28.302	£26.484	£26.290	£34.902	£54.882	£49.965	£36.302	£24.081	£22.225	£354.485
Catalogue / Mail order / Telephone / TV	£0.742	£1.776	£0.577	£1.358	£0.958	£2.164	£0.544	£0.687	£0.511	£0.466	£9.784
	£277.388	£218.327	£156.729	£151.779	£246.704	£283.324	£264.483	£224.646	£142.215	£146.513	£2,112.109

Notes:
The market share turnovers are calculated from percentage market share for each centre (from Table D) multiplied by comparison goods expenditure generated (from Table C) . The turnovers a built up on a zone by zone basis.
Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table I: Comparison Goods Shopping Patterns - Summary Market Share Based Turnover £M (2016 - 2031)

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton	£360.268	£417.904	£508.527	£619.716
Wallington	£46.737	£54.402	£65.378	£79.262
Worcester Park	£14.572	£16.836	£19.727	£23.561
Cheam	£8.546	£9.663	£11.972	£14.578
North Cheam	£18.054	£20.663	£24.509	£29.416
Carshalton	£9.399	£11.046	£13.040	£15.750
Rosehill	£2.866	£3.385	£3.994	£4.834
Hackbridge	£1.423	£1.602	£2.018	£2.462
LB Sutton Other Centres				
Beddington	£1.789	£2.054	£2.515	£3.056
Belmont	£0.569	£0.660	£0.778	£0.933
Carshalton Beeches	£0.617	£0.718	£0.842	£1.009
LB Sutton Freestanding Stores/Locations				
Asda Beddington	£6.044	£6.945	£8.478	£10.290
Tesco Extra, Sutton	£7.736	£9.103	£10.804	£13.130
Sainsbury, North Cheam	£3.766	£4.310	£5.097	£6.109
B&Q Sutton Court Road	£1.235	£1.444	£1.718	£2.080
Main Competing Centres				
Croydon	£96.514	£112.029	£135.136	£163.961
Kingston	£94.432	£109.071	£130.440	£157.365
Wimbledon	£19.967	£23.076	£27.512	£33.173
Central London	£32.620	£37.951	£45.767	£55.573
Epsom	£23.729	£27.255	£32.603	£39.231
Banstead	£15.329	£17.727	£20.958	£25.146
Mitcham	£5.114	£5.871	£7.030	£8.459
Morden	£9.337	£10.775	£12.778	£15.347
Competing Retail Parks/Freestanding Stores				
Sainsbury Purley Way	£5.525	£6.288	£7.743	£9.396
Tesco Purley	£1.671	£1.949	£2.283	£2.737
Colliers Wood inc Sainsbury and Retail Park	£34.471	£39.664	£47.934	£58.005
Ikea Purley	£22.106	£25.554	£31.133	£37.876
Purley Way Retail Parks	£121.227	£140.867	£168.997	£204.606
Others	£66.799	£77.508	£91.997	£110.778
Internet	£209.257	£242.781	£292.353	£354.485
Catalogue / Mail order / Telephone / TV	£5.694	£6.565	£8.034	£9.784
	£1,247.413	£1,445.667	£1,742.092	£2,112.109

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

Table J: Comparison Goods Shopping Turnover and Floorspace Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Market Share Turnover	£360.268	£417.904	£508.527	£619.716
Comparison Goods Sales Floorspace	42,547			
Implied Sales Density	£8,467.53			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£319.103	£361.04	£408.48	£433.58
Capacity for Additional Comparison Goods Shopping (Turnover)	£41.165	£56.869	£100.049	£186.133
Wallington				
Market Share Turnover	£46.737	£54.402	£65.378	£79.262
Comparison Goods Sales Floorspace	4,450			
Implied Sales Density	£10,502.75			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	£33.375	£37.76	£42.72	£45.35
Capacity for Additional Comparison Goods Shopping (Turnover)	£13.362	£16.641	£22.655	£33.913
Worcester Park				
Market Share Turnover	£14.572	£16.836	£19.727	£23.561
Comparison Goods Sales Floorspace	4225			
Implied Sales Density	£3,449.00			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	31.6875	£35.85	£40.56	£43.06
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17.115	-£19.016	-£20.836	-£19.494
Cheam				
Market Share Turnover	£8.546	£9.663	£11.972	£14.578
Comparison Goods Sales Floorspace	2,100			
Implied Sales Density	£4,069.60			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	11.55	£13.07	£14.78	£15.69
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3.004	-£3.404	-£2.813	-£1.115
North Cheam				
Market Share Turnover	£18.054	£20.663	£24.509	£29.416
Comparison Goods Sales Floorspace	3699			
Implied Sales Density	£4,880.67			
Anticipated Benchmark Sales Density	7500			
Anticipated Benchmark Turnover	27.7425	£31.39	£35.51	£37.70
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.689	-£10.725	-£11.004	-£8.279
Carshalton				
Market Share Turnover	£9.399	£11.046	£13.040	£15.750
Comparison Goods Sales Floorspace	1,600			
Implied Sales Density	£5,874.10			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	£8.80	£9.96	£11.26	£11.96
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.599	£1.090	£1.776	£3.793
Rosehill				
Market Share Turnover	£2.866	£3.385	£3.994	£4.834
Comparison Goods Sales Floorspace	1390			
Implied Sales Density	£2,061.99			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	7.645	£8.65	£9.79	£10.39
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.779	-£5.265	-£5.792	-£5.554
Hackbridge				
Market Share Turnover	£1.423	£1.602	£2.018	£2.462
Comparison Goods Sales Floorspace	225			
Implied Sales Density	£6,325.63			
Anticipated Benchmark Sales Density	5500			
Anticipated Benchmark Turnover	1.2375	£1.40	£1.58	£1.68
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.186	£0.202	£0.434	£0.781

Notes:
Summary of estimated market share turnovers from Tables E to H)
Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.

London Borough Of Sutton - Town Centres and Economic Development Assessment

Retail Capacity Analysis

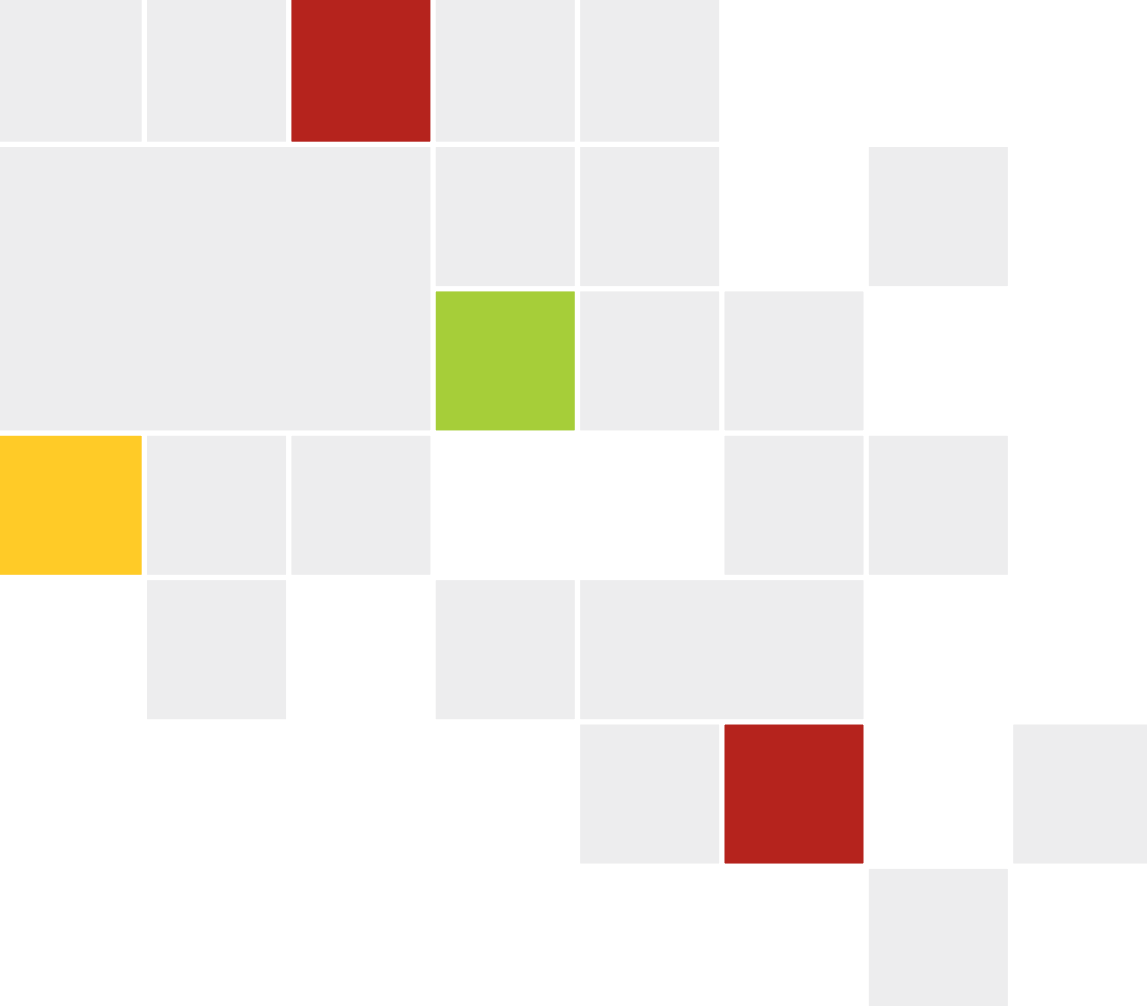
Table K: Comparison Goods Shopping Floorspace Need Analysis

	Year			
	2016	2021	2026	2031
LB Sutton Main Town Centres				
Sutton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£41.165	£56.869	£100.049	£186.133
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	5,489	6,702	10,421	17,136
Less Committed Floorspace	4,000	4,000	4,000	4,000
Revised Floorspace Need	1,489	2,702	6,421	13,136
Wallington				
Capacity for Additional Comparison Goods Shopping (Turnover)	£13.362	£16.641	£22.655	£33.913
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	1,782	1,961	2,360	3,122
Less Committed Floorspace	850	850	850	850
Revised Floorspace Need	932	1,111	1,510	2,272
Worcester Park				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£17.115	-£19.016	-£20.836	-£19.494
Anticipated Benchmark Sales Density	£7,500	£8,486	£9,601	£10,862
Theoretical Floorspace Need	-2,282	-2,241	-2,170	-1,795
Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£3.004	-£3.404	-£2.813	-£1.115
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-546	-547	-400	-140
North Cheam				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£9.689	-£10.725	-£11.004	-£8.279
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-1,762	-1,723	-1,563	-1,039
Carshalton				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.599	£1.090	£1.776	£3.793
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	109	175	252	476
Rosehill				
Capacity for Additional Comparison Goods Shopping (Turnover)	-£4.779	-£5.265	-£5.792	-£5.554
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	-869	-846	-823	-697
Hackbridge				
Capacity for Additional Comparison Goods Shopping (Turnover)	£0.186	£0.202	£0.434	£0.781
Anticipated Benchmark Sales Density	£5,500	£6,223	£7,040	£7,966
Theoretical Floorspace Need	34	32	62	98
Less Committed Floorspace	2,000	2,000	2,000	2,000
Revised Floorspace Need	-1,966	-1,968	-1,938	-1,902

Notes:

Summary of estimated market share turnovers from Tables E to H)

Turnover estimates given relate only to the share of expenditure available within the adopted Study Area.



Boyer

24 Southwark Bridge Road, London, SE1 9HF | 0203 268 2018
london@boyerplanning.co.uk | boyerplanning.co.uk