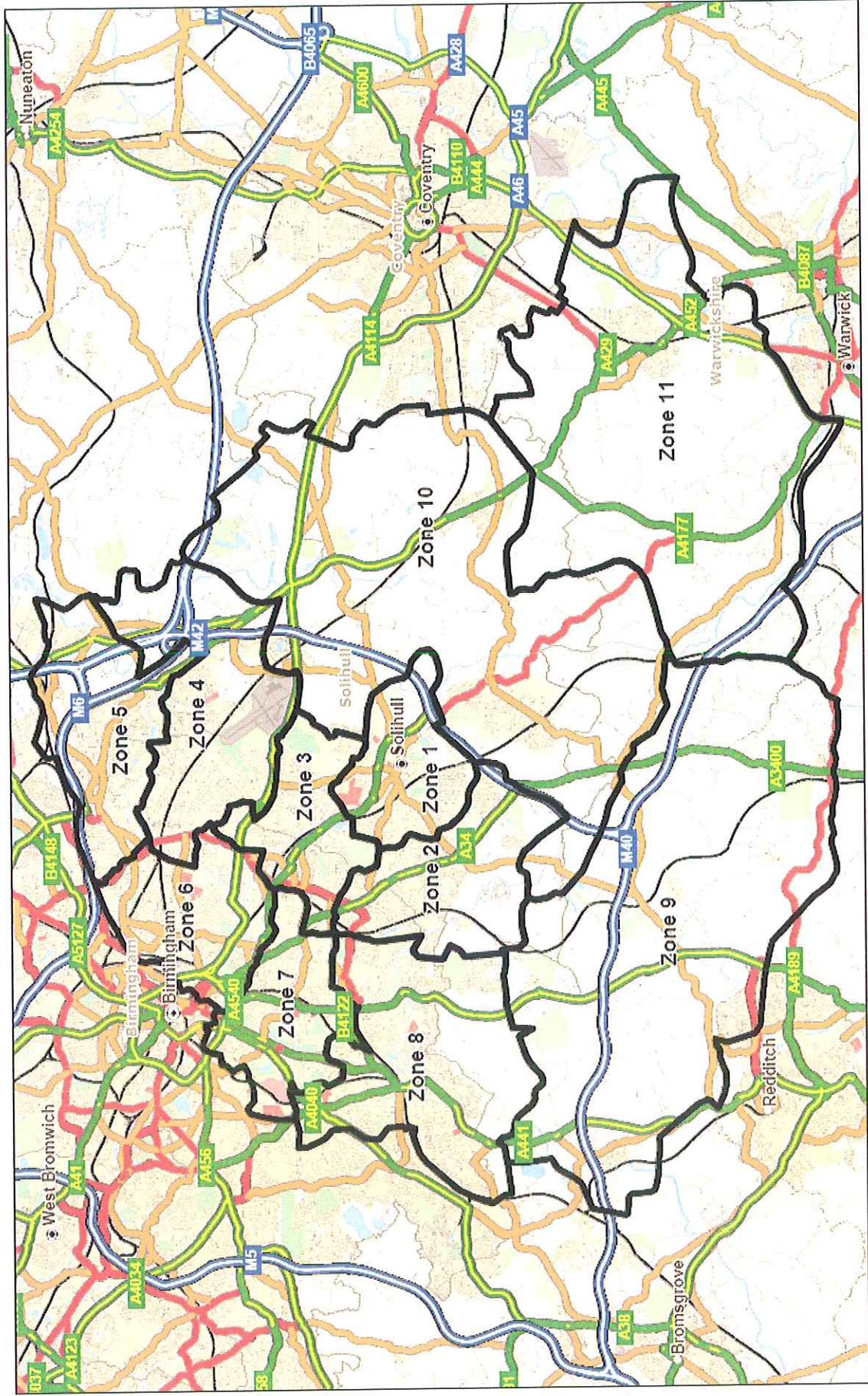




Appendix 1 Catchment Area Map





SOLIHULL ZONES 1 to 11

Source: Pitney Bowes MapInfo, 6th August 2008



Appendix 2
Results of the Household Interview Survey

Solihull Retail, Offices & Leisure Study - Household Interview Survey Results 2008

- Code
- 1 = Solihull Town Centre
 - 2 = Shirley Town Centre
 - 3 = Chelmsley Wood Town Centre
 - 4 = Knowle Town Centre
 - 5 = Non-central Solihull

Q2. At which food store do you do most of your household's main food and grocery shopping and where is that?

Code	Zone											
	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	120	100.00%	150	100.00%	154	100.00%	140	100.00%	151	100.00%	100	100.00%
5 Tesco Extra - 1505 Stratford Road, Monksmeath, Shirley, Solihull, B90 4EN	37	30.8%	36	23.9%	47	30.5%	2	1.4%	4	2.6%	5	3.1%
Asda - 859 Coventry Road, Small Heath, Birmingham, B10 0HH	67	55.8%	71	47.3%	13	8.4%	2	1.4%	12	7.9%	14	8.6%
5 Sainsbury - 545 Stratford Road, Marshall Lake Road, Shirley, Solihull, B90 4AJ	83	69.2%	28	18.7%	10	6.5%	0	0.0%	6	3.9%	6	3.7%
5 Morrisons - 28 Hurst Lane, Castle Bromwich, Birmingham, B34 7HR	79	65.8%	0	0.0%	0	0.0%	50	36.7%	0	0.0%	0	0.0%
1 J Sainsbury - Poplar Way, Solihull, B91 3BX	68	56.7%	0	0.0%	0	0.0%	0	0.0%	7	4.6%	3	1.9%
1 Morrisons - Warwick Road, George Road, Solihull, B91 3BQ	71	59.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 Morrisons - Warwick Road, Sheldon, Birmingham, B26 3DY	54	45.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 Morrisons - 280 Coventry Road, Small Heath, Birmingham, B10 0XA	52	43.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - 38-54 Alcester Road, Kings Heath, Birmingham, B14 798	41	34.2%	0	0.0%	0	0.0%	20	14.3%	4	2.6%	3	1.9%
J Sainsbury - 1059 Alcester Road, Maypole, Birmingham, B14 5TN	41	34.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - Warwick Road, Kenilworth, CV8 1TH	37	30.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 Redditch	37	30.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 Morrisons - Stratford Road, Shirley, Solihull, B90 3AR	35	29.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 Waitrose - 1332-1338 Stratford Road, Hall Green, Birmingham, B28 9EF	34	28.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
3 J Sainsbury - 1149 Warwick Road, Acecks Green, Birmingham, B27 6RA	33	27.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
4 Tesco Metro - 40-44 St Johns WALK, Knowle, Solihull, B93 0LE	27	22.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 Other food shops in SOLIHULL Town Centre	24	20.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 J Sainsbury - Chester Road, Castle Vale, Birmingham, B25 7QU	27	22.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 J Sainsbury - Chapel Lane, Selly Oak, Birmingham, B29 6SJ	24	20.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
5 Tesco - 2135 Stratford Road, Hall Green, Solihull, B90 3LU	33	27.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Extra Superstore (Co-op) - 4 Hazewall Street, Stretley, Birmingham, B30 2TY	17	14.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 1937 Stratford Road, Hall Green, Birmingham, B28 9AS	13	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
3 Somerfield - Chestnut Walk, CHELMSLEY WOOD, Birmingham, B37 5TT	14	11.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer - 52 Fox & Goose Centre, Washwood Heath, Birmingham, B8 2EP	13	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 Marks & Spencer - 37 Mill Lane, Solihull, B91 3AT	13	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - Frankley Breches Road, Northfield, Birmingham, B31 5AA	12	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 Aldi - 240-244 Stratford Road, Shirley, Solihull	11	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Supermarket - 2186 Coventry Road, Sheldon, Birmingham, B26 3JE	11	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - 330 Fletchamstead Highway, Canvey, Coventry, CV4 9BJ	11	9.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham City Centre	10	8.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
5 Aldi - CASTLE BROMWICH, Birmingham	7	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - The Shires Retail Park, Techbrook, Park Drive, LEAMINGTON SPA, CV34 6BH	7	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 1347/138 Alcester Road, Moseley, Birmingham, B13 8HS	6	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 Tesco - Embsay Road, WARWICK, CV34 5UJ	6	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland - 267-271 Stratford Road, Shirley, Solihull	6	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Extra Foodstore - 87 Pool Way, Kents Moat, BIRMINGHAM, B33 8NF	5	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Supermarket - 2 Yew Tree Retail Park, Yardley, Birmingham, B25 8YP	5	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
5 Co-op - 347 Kenilworth Rd, BALSALL COMMON, Solihull	4	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
3 Other food shops in CHELMSLEY WOOD Town Centre	4	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
J Sainsbury - 2 Park Street, Salford, WARWICK, CV34 4XU	4	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coventry City Centre	4	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
5 Somerfield - Unit 2, Farmhouse Way, Shelley Crescent, MONKSYPATH, Solihull, B90 4EH	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 1876 Pershore Road, Catteridge, BIRMINGHAM, B20 3AS	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 97-107 High Street, Kings Heath, Birmingham, B14 78W	3	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 18-24 The Scares, KENILWORTH, CV8 1EB	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
4 Other food shops in KNOWLE Local Centre	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2 M&S - Red Lion Precinct, 177 Stratford Road, Shirley, Solihull	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield - 1629 Coventry Road, South Yardley, Birmingham, B26 1DD	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons - Four Pound Avenue, Holyhead Road, Coventry, CV5 8BX	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other food shops in KENILWORTH Town Centre	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other food stores in LEAMINGTON SPA	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Code	Q4. When you do your household's main food shopping, how do you usually travel?											
	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Hall Green, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kingsfisher Centre, Redditch	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.79%	0	0.00%
One Stop Retail Park, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%
Pool Way Shopping Centre, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tanworth	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Touchwood Shopping Centre, Solihull	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%

Q4. When you do your household's main food shopping, how do you usually travel?

Code	Zone											
	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	1492	100.00%	117	100.00%	130	100.00%	150	100.00%	139	100.00%	150	100.00%
Car (as driver)	844	56.60%	81	69.20%	94	64.60%	66	44.00%	68	48.90%	71	46.70%
Car (as passenger)	750	50.40%	15	13.00%	21	15.20%	46	30.70%	30	21.60%	40	26.70%
Bus	190	12.70%	13	11.20%	14	10.00%	24	16.00%	17	12.30%	33	21.90%
Walk	123	8.20%	8	6.80%	5	3.60%	11	7.30%	10	7.20%	23	15.40%
Taxi	17	1.10%	0	0.00%	0	0.00%	2	1.30%	3	2.20%	2	1.30%
Bicycle	5	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.70%
Moped/motorcycle	2	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Other	7	0.50%	0	0.00%	2	1.50%	1	0.70%	2	1.40%	0	0.00%
	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%
	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods, including newspapers and tobacco products?

Code	Zone											
	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	3533	100.00%	120	100.00%	130	100.00%	154	100.00%	183	100.00%	151	100.00%
Don't do top-up shopping	232	16.70%	15	12.50%	21	16.20%	32	20.80%	31	17.20%	18	11.90%
Local convenience shops	40	10.10%	9	7.50%	4	3.10%	16	10.40%	9	4.90%	25	16.50%
1 Other food shops in SOLIHULL Town Centre	152	2.50%	13	10.80%	5	3.80%	7	4.60%	1	0.60%	1	0.70%
1 Sainsbury - Poplar Way, SOLIHULL B91 3BX	31	2.10%	0	0.00%	0	0.00%	1	0.60%	1	0.60%	2	1.30%
Asda - 855 Coventry Road, Sheldon, BIRMINGHAM, B26 3DQ	30	2.00%	0	0.00%	0	0.00%	1	0.70%	3	1.60%	2	1.30%
Tesco - Coventry Road, Sheldon, BIRMINGHAM, B10 0HH	2	0.05%	0	0.00%	1	0.80%	2	1.30%	1	0.60%	0	0.00%
4 Tesco Metro - 40-44 St. Johns Way, KNOWLE, Solihull, B93 0LE	28	1.90%	15	12.50%	2	1.50%	0	0.00%	1	0.60%	1	0.70%
1 Morrisons - Warwick Road/George Road, SOLIHULL, B91 3BQ	28	1.90%	15	12.50%	2	1.50%	0	0.00%	1	0.60%	1	0.70%
5 J Sainsbury - 1545 Stratford Road, Marshall Lake Road, SHIRLEY, Solihull, B90 4AJ	28	1.90%	3	2.50%	15	12.30%	2	1.30%	0	0.00%	0	0.00%
5 Morrisons - 20 Hurst Lane, CASTLE BROMWICH, Birmingham, B34 7HR	24	1.70%	0	0.00%	0	0.00%	4	2.60%	1	0.60%	0	0.00%
1 Sainsbury - 38-54 Alcester Road, Kings Heath, BIRMINGHAM, B14 7PB	24	1.70%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Other food shops in KENILWORTH Town Centre	23	1.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Morrisons - Stratford Road, SHIRLEY, Solihull, B90 3AR	22	1.60%	6	5.00%	9	6.90%	0	0.00%	0	0.00%	0	0.00%
2 Redditch	21	1.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
1 Marks & Spencer - 37 Mill Lane, SOLIHULL B91 3AT	18	1.20%	7	5.80%	3	2.30%	1	0.70%	2	1.30%	0	0.00%
1 Sainsbury - Warwick Road, KENILWORTH, CV8 1JH	18	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
1 Sainsbury - 1059 Alcester Road, Kayside, BIRMINGHAM, B14 5TN	17	1.10%	0	0.00%	1	0.80%	1	0.70%	1	0.70%	1	0.70%
Birmingham City Centre	17	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3 Other food shops in CHELMSLEY WOOD Town Centre	16	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tesco Metro - 2 Timberley Lane, CASTLE BROMWICH, Birmingham, B34 7EH	15	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons - 1037 Stratford Road, Hall Green, BIRMINGHAM, B28 8AS	15	1.00%	2	1.50%	3	2.00%	0	0.00%	0	0.00%	0	0.00%
Morrisons - 280 Coventry Road, Small Heath, BIRMINGHAM, B10 0XA	14	0.90%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
5 Tesco - 21-35 Stratford Road, Hall Green, SOLIHULL, B90 3LU	12	0.80%	0	0.00%	8	6.20%	1	0.70%	0	0.00%	0	0.00%
1 Sainsbury - 1 Chapel Lane, Selly Oak, BIRMINGHAM, B29 6SJ	12	0.80%	0	0.00%	0	0.00%	0	0.00%	3	2.00%	0	0.00%
Somerfield - 52 Fox & Goose Centre, Washwood Heath, BIRMINGHAM, B8 2EP	11	0.70%	0	0.00%	0	0.00%	5	3.60%	7	4.60%	0	0.00%
2 Aldi - 240-244 Stratford Road, SHIRLEY, Solihull	11	0.70%	2	1.70%	3	2.30%	1	0.70%	0	0.00%	1	0.70%
Extra Superstore (Co-op) - 4 Hazewell Street, Stirchley, BIRMINGHAM, B30 2YX	10	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Co-op - 347 Kenilworth Rd, BALSALL COMMON, Solihull	10	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Co-op Supermarket - 2186 Coventry Road, Sheldon, BIRMINGHAM, B26 3JE	10	0.70%	4	3.10%	2	1.50%	7	4.60%	0	0.00%	0	0.00%
Somerfield - Unit 2, Farmhouse Way, Shilley Crescent, MONKSPATH, Solihull, B90 4EH	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Waitrose - 1332-1338 Stratford Road, Hall Green, BIRMINGHAM, B28 2EP	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Somerfield - 97-107 High Street, Kings Heath, BIRMINGHAM, B14 7BW	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Somerfield - 18-24 The Square, KENILWORTH, CV8 1EB	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
4 Other food shops in KNOWLE Local Centre	8	0.50%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Somerfield - Chestnut Walk, CHELMSLEY WOOD, Birmingham, B37 5TT	6	0.40%	0	0.00%	0	0.00%	4	2.60%	2	1.30%	0	0.00%
Somerfield - 1629 Coventry Road, South Yardley, BIRMINGHAM, B26 1DD	6	0.40%	0	0.00%	5	3.30%	0	0.00%	1	0.60%	0	0.00%
5 Co-op - 345-349 Chester Rd, CASTLE BROMWICH, Birmingham	5	0.30%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%
5 Aldi - CASTLE BROMWICH, Birmingham	5	0.30%	0	0.00%	0	0.00%	1	0.60%	0	0.00%	0	0.00%

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

Code	Base: All respondents		Zone																	
	Num	%	1	2	3	4	5	6	7	8	9	10	11							
Base: All respondents	1511	100.00%	120	130	100.00%	154	100.00%	140	100.00%	180	100.00%	201	100.00%	52	100.00%	100	100.00%	91	100.00%	
Don't Buy	479	31.70%	32	26.70%	40	30.92%	44	28.70%	54	35.10%	46	32.50%	49	32.80%	28	30.40%	27	27.80%	22	24.20%
Birmingham City Centre	180	11.90%	9	7.00%	14	9.20%	19	12.50%	33	18.30%	20	14.40%	31	20.50%	10	10.00%	10	10.00%	11	11.00%
1 Solihull Town Centre	120	7.90%	26	20.40%	16	12.50%	19	12.50%	7	4.60%	6	4.40%	9	6.00%	3	3.00%	21	21.00%	5	5.50%
5 Retail Parks in Shirley	75	5.00%	11	8.30%	21	16.20%	15	10.50%	4	2.90%	5	3.40%	8	5.30%	4	4.50%	4	4.00%	0	0.00%
5 Solihull Retail Park	62	4.10%	10	8.30%	8	6.50%	13	10.50%	3	1.90%	4	2.90%	2	1.50%	4	4.50%	6	6.00%	0	0.00%
5 Marshall Lake Road (Solihull Gate and Sears) Retail Parks	32	2.10%	12	10.00%	7	5.40%	14	10.50%	2	1.50%	0	0.00%	4	2.90%	3	3.00%	3	3.00%	1	1.10%
Other retail parks in Birmingham	41	2.70%	2	1.70%	3	2.30%	8	5.20%	10	7.10%	8	4.40%	3	2.00%	7	3.50%	0	0.00%	0	0.00%
2 Shirley Town Centre	32	2.10%	4	3.30%	3	2.30%	3	2.30%	0	0.00%	3	1.90%	3	2.00%	2	1.60%	3	3.00%	4	4.00%
2 Kenilworth Town Centre	28	1.90%	0	0.00%	0	0.00%	1	0.70%	17	11.00%	4	2.90%	5	3.40%	0	0.00%	1	1.00%	0	0.00%
2 Mail Order	22	1.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Leamington Spa Town Centre	20	1.30%	0	0.00%	2	1.50%	2	1.50%	2	1.40%	2	1.40%	2	1.40%	2	1.90%	2	2.00%	19	20.50%
2 Internet	17	1.10%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%	0	0.00%
2 Coventry City Centre	15	1.00%	1	0.80%	0	0.00%	1	0.80%	3	2.10%	3	1.70%	3	2.00%	3	1.50%	2	2.20%	15	16.50%
2 Castle Vale Retail Park, Birmingham	13	0.90%	1	0.80%	0	0.00%	2	1.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.00%
2 Redditch Town Centre	15	1.00%	1	0.80%	0	0.00%	2	1.50%	10	7.10%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Other retail warehouses in Birmingham	14	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	11	12.00%	0	0.00%
5 The Fort Retail Park, Birmingham	13	0.90%	1	0.80%	1	0.80%	0	0.00%	1	0.70%	3	2.00%	2	1.50%	1	0.80%	0	0.00%	1	1.10%
5 Castle Bromwich District Centre	10	0.70%	0	0.00%	0	0.00%	1	0.80%	2	1.40%	4	2.90%	0	0.00%	1	0.80%	0	0.00%	4	4.00%
5 Retail Parks in Leamington Spa	9	0.60%	0	0.00%	0	0.00%	0	0.00%	2	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Retail Parks in Chelmsley Wood	8	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	3.00%
5 Avenide Retail Park, Birmingham	3	0.20%	1	0.80%	0	0.00%	2	1.50%	1	0.70%	1	0.80%	1	0.80%	1	0.80%	0	0.00%	0	0.00%
5 Other Retail Parks in Redditch	5	0.30%	1	0.80%	0	0.00%	0	0.00%	4	2.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 One Stop Retail Park, Birmingham	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.40%	1	0.80%	0	0.00%	0	0.00%	0	0.00%
5 Gallagher Retail Park, Coventry	4	0.30%	0	0.00%	0	0.00%	1	0.80%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Redditch Ringway Retail Park	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
5 Other retail warehouses in Solihull	3	0.20%	1	0.80%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	2	1.50%	0	0.00%	0	0.00%
4 Knowle Local Centre	3	0.20%	1	0.80%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.00%
5 Other retail warehouses in Shirley	3	0.20%	1	0.80%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Other retail warehouses in Redditch	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	3.00%	0	0.00%
1 Food supermarkets in Solihull	2	0.10%	0	0.00%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3 Chelmsley Wood Town Centre	2	0.10%	0	0.00%	0	0.00%	1	0.80%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
5 Other retail warehouses in Coventry	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
2 Retail Parks in Warwick	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.00%
2 Battery Retail Park, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Food supermarkets in Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Arena Shopping Park, Coventry	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Alvis Retail Park, Coventry	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
2 Other retail warehouses in Coventry	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
2 Other retail warehouses in Leamington Spa	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
2 Warwick Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Other retail warehouses in Warwick	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Bromsgrove Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%	0	0.00%
2 Nuneaton Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Other retail warehouses in Nuneaton	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Kings Heath, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
2 Ikea Park Lane, Wednesbury	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Small Heath, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	4	2.90%	8	4.40%	2	1.50%	0	0.00%	0	0.00%
2 Acocks Green, Birmingham	1	0.10%	0	0.00%	1	0.80%	4	2.90%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Sparkhill, Birmingham	1	0.10%	0	0.00%	2	1.50%	1	0.80%	0	0.00%	1	0.80%	0	0.00%	1	1.00%	0	0.00%	0	0.00%
2 Tyzeley	1	0.10%	0	0.00%	3	2.30%	1	0.80%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Varies	1	0.10%	0	0.00%	1	0.80%	0	0.00%	2	1.40%	2	1.40%	1	0.80%	2	2.00%	0	0.00%	0	0.00%
2 DFS, John Kempe Way, Camp Hill, Birmingham	1	0.10%	0	0.00%	0	0.00%	2	1.40%	1	0.80%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Selly Oak, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	2	1.40%	1	0.80%	0	0.00%	0	0.00%	0	0.00%
2 Cookes, Gosmeor Lane, Birmingham	1	0.10%	0	0.00%	0	0.00%	3	2.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Cousins, Warwick Road, Tyzeley, Birmingham	1	0.10%	1	0.80%	1	0.80%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2 Sparkbrook	1	0.10%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	3	1.90%	2	1.40%	0	0.00%	0	0.00%	0	0.00%
2 Moseley	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.80%	2	1.40%	0	0.00%	0	0.00%	0	0.00%

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

Code	Zone											
	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1311	100.00%	120	100.00%	152	100.00%	154	100.00%	140	100.00%	151	100.00%
Birmingham City Centre	307	23.40%	9	7.50%	39	25.64%	38	24.70%	29	18.80%	59	39.10%
Solihull Town Centre	283	18.90%	59	48.30%	43	28.30%	27	17.50%	7	4.00%	17	11.00%
Don't buy	715	17.50%	18	15.00%	20	22.20%	27	17.50%	30	21.00%	33	21.90%
Mail Order	55	3.90%	4	3.30%	4	2.60%	4	2.60%	5	3.60%	6	4.00%
Redditch Town Centre	40	2.60%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail Parks in Shirley	35	2.40%	3	1.70%	4	2.60%	2	1.30%	2	1.50%	3	2.00%
Solihull Retail Park	36	2.40%	9	6.70%	5	3.30%	4	2.60%	2	1.40%	1	0.70%
Marshall Lake Road (Solihull Gate and Sears) Retail Parks	29	1.90%	5	4.20%	7	4.90%	1	0.60%	0	0.00%	0	0.00%
Coventry City Centre	24	1.60%	0	0.00%	1	0.60%	4	2.60%	1	0.70%	0	0.00%
Internet	73	5.30%	0	0.00%	1	0.60%	1	0.60%	1	0.70%	0	0.00%
Other retail parks in Birmingham	21	1.40%	1	0.80%	2	1.30%	3	1.90%	1	0.70%	0	0.00%
Shirley Town Centre	18	1.20%	5	4.20%	2	1.30%	2	1.30%	1	0.70%	0	0.00%
Chemistry Wood Town Centre	18	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stechford Retail Park, Birmingham	13	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leamington Spa Town Centre	10	0.70%	0	0.00%	1	0.60%	1	0.60%	0	0.00%	0	0.00%
The Fort Retail Park, Birmingham	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail warehouses in Birmingham	8	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail warehouses in Castle Bromwich	7	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Vale Retail Park, Birmingham	7	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kenilworth Town Centre	6	0.40%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bavenside Retail Park, Birmingham	5	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail parks in Solihull	5	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail parks in Coventry	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail Parks in Leamington Spa	4	0.30%	1	0.80%	0	0.00%	2	1.30%	2	1.30%	0	0.00%
Other retail warehouses in Solihull	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food superstores in Birmingham	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gallagher Retail Park, Coventry	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail warehouses in Coventry	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Bromwich District Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail Parks in Kenilworth	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food superstores in Solihull	2	0.10%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%
Other retail warehouses in Shirley	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi Retail Park, Coventry	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retail Parks in Warwick	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other retail warehouses in Redditch	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food superstores in Redditch	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food superstores in Nuneaton	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food superstores in Shirley	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Battery Retail Park, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
One Stop Retail Park, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Central Six Fashion Park, Coventry	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other Retail Parks in Redditch	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunelm, Watery Lane, Bordesley, Birmingham	26	1.50%	0	0.00%	1	0.60%	5	3.30%	3	2.00%	3	2.00%
Kings Heath	24	1.50%	0	0.00%	2	1.50%	0	0.00%	0	0.00%	15	9.90%
Small Heath	14	0.80%	0	0.00%	1	0.60%	2	1.30%	1	0.60%	0	0.00%
Ikea, Park Lane, Wednesbury	12	0.80%	0	0.00%	0	0.00%	1	0.60%	2	1.40%	2	1.30%
Varies	9	0.60%	0	0.00%	1	0.60%	2	1.30%	0	0.00%	0	0.00%
Acoccs Green	7	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sparkhill, Birmingham	6	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dunelm, Ravenside Retail Park, Kingsbury	5	0.30%	1	0.80%	0	0.00%	1	0.60%	1	0.60%	0	0.00%
Road, Edlington	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Alum Rock	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
John Lewis, Station Road, Solihull	4	0.30%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Northfield	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stechford	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Yarley	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Edington	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sheldon	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stretford upon Avon Town Centre	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Yarley	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arags, Bristol Road South, Northfield	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arags, Elmestry Wood	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arags, Elmestry Wood	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aldi, Walmsley Ash Road, Sutton Coldfield	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
BHS, Park Walk, Redditch	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Code	Base: All respondents	Zone														
		1	2	3	4	5	6	7	8	9	10	11				
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
1	15,111	100.00%	120	0.80%	130	0.87%	154	1.02%	140	0.92%	180	1.19%	151	0.99%	100	0.66%
2	1,613	10.68%	9	0.06%	15	0.10%	15	0.10%	21	0.14%	26	0.17%	14	0.09%	7	0.05%
3	1,438	9.50%	32	2.16%	20	1.33%	24	1.54%	4	0.03%	4	0.03%	2	0.01%	24	1.54%
4	1,412	9.34%	21	1.49%	38	2.55%	23	1.50%	6	0.04%	5	0.03%	4	0.03%	10	0.66%
5	1,218	8.05%	3	0.20%	2	0.13%	8	0.53%	15	0.10%	11	0.72%	35	2.30%	1	0.01%
6	1,111	7.35%	20	1.41%	14	0.92%	18	1.18%	5	0.03%	6	0.04%	6	0.04%	12	0.79%
7	1,000	6.62%	130	12.99%	130	12.99%	154	15.39%	140	13.99%	180	17.99%	151	15.00%	100	9.99%
8	900	5.99%	9	0.09%	15	0.17%	15	0.17%	21	0.23%	26	0.29%	14	0.15%	7	0.08%
9	800	5.29%	32	4.00%	20	2.50%	24	3.00%	4	0.05%	4	0.05%	2	0.02%	24	3.00%
10	700	4.63%	21	3.00%	38	5.43%	23	3.29%	6	0.08%	5	0.07%	4	0.06%	10	1.43%
11	600	3.98%	3	0.50%	2	0.33%	8	1.33%	15	2.50%	11	1.83%	35	5.83%	1	0.17%
12	500	3.32%	20	4.00%	14	2.80%	18	3.60%	5	1.00%	6	1.20%	6	1.20%	12	2.40%
13	400	2.65%	120	30.00%	130	32.50%	154	38.50%	140	35.00%	180	45.00%	151	37.75%	100	25.00%
14	300	1.99%	9	3.00%	15	5.00%	15	5.00%	21	7.00%	26	8.67%	14	4.67%	7	2.33%
15	200	1.33%	32	16.00%	20	10.00%	24	12.00%	4	0.20%	4	0.20%	2	0.10%	24	12.00%
16	100	0.66%	21	21.00%	38	38.00%	23	23.00%	6	6.00%	5	5.00%	4	4.00%	10	10.00%
17	0	0.00%	3	3.00%	2	2.00%	8	8.00%	15	15.00%	11	11.00%	35	35.00%	1	1.00%
18	0	0.00%	20	20.00%	14	14.00%	18	18.00%	5	5.00%	6	6.00%	6	6.00%	12	12.00%
19	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
20	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
21	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
22	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
23	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
24	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
25	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
26	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
27	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
28	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
29	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
30	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
31	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
32	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
33	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
34	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
35	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
36	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
37	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
38	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
39	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
40	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
41	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
42	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
43	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
44	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
45	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
46	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
47	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
48	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
49	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
50	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
51	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
52	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
53	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
54	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
55	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
56	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
57	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
58	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
59	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
60	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
61	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
62	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
63	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
64	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
65	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
66	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
67	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
68	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
69	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
70	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
71	0	0.00%	3	0.30%	2	0.20%	8	0.80%	15	1.50%	11	1.10%	35	3.50%	1	0.10%
72	0	0.00%	20	2.00%	14	1.40%	18	1.80%	5	0.05%	6	0.06%	6	0.06%	12	1.20%
73	0	0.00%	130	13.00%	130	13.00%	154	15.40%	140	14.00%	180	18.00%	151	15.10%	100	10.00%
74	0	0.00%	9	0.09%	15	0.15%	15	0.15%	21	0.21%	26	0.26%	14	0.14%	7	0.07%
75	0	0.00%	32	3.20%	20	2.00%	24	2.40%	4	0.04%	4	0.04%	2	0.02%	24	2.40%
76	0	0.00%	21	2.10%	38	3.80%	23	2.30%	6	0.06%	5	0.05%	4	0.04%	10	1.00%
77	0	0.00%	3	0.30%												

Code	Zone	1		2		3		4		5		6		7		8		9		10		11			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
3	Currys, Maybrook Industrial Estate, Maybrook Road, Altrincham	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	0	0.00%
	Currys, Stratford Road, Shirley	0	0.00%	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%	0	0.00%	0	0.00%
	Sparkbrook	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Sutton Coldfield	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Argos, High Street, Kings Heath	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, High Street, Kings Heath	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Stratford Road, Kenilworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Stratford Road, Kenilworth	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Harborne	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Walsley, Amberley, Halesowen	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Sheldon Shopping Precinct, Walsall	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Sparkhill, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Apollonia, Grove Street, Redditch	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Apollonia, Newhall Walk, Queen Street, Sutton Coldfield	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Apollonia, Ringway, Redditch	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Barrt Green	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bromsgrove	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Dad's Lane, Kings Heath	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Stratford Road, Hall Green	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Sutherland Avenue, Coventry	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Star City, Watson Road, Netchells, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Coventry Road, Edmdon	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Coventry Road, Small Heath, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, Castle Vale	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, Kingsbury Road, Erdington	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, Mill Lane, Solihull	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, Princess Alice Drive, Sutton Coldfield	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, The Bullring, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Currys, Upper Conybere Street, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Dixons, Bristol Road, Selly Oak	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Domoco, Warwick Road, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Evesham centre	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Glebe Electrical, Glebe Farm Road, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Green Lane, Small Heath, Birmingham	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Kings Norton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Midlands Co-op, Warwick Road, Tyseley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Moseley	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Owens Radio & TV, Emscote Road, Warwick	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Scitland	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Sheldon	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Stourbridge	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Tesco, Birmingham Road, Stratford upon Avon	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Wednesbury	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	West Bromwich, Sandwell	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Wilkinson, Princess Parade, High Street, Northfield	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q10. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

Code	Zone	1		2		3		4		5		6		7		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Base: All respondents	1511	100.00%	120	100.00%	150	100.00%	152	100.00%	154	100.00%	140	100.00%	140	100.00%	151	100.00%	201	100.00%	100	100.00%	91	100.00%
	Don't buy	214	16.80%	13	10.80%	22	16.80%	25	16.40%	30	19.50%	28	20.00%	37	26.40%	32	21.20%	33	16.40%	10	10.40%	11	11.30%
1	Solihull Town Centre	38	31.70%	16	12.90%	30	19.70%	15	9.70%	4	2.60%	4	2.90%	7	4.60%	6	3.90%	12	6.00%	8	7.90%	29	28.00%
5	Retail Parks in Shirley	14	11.70%	24	26.20%	14	9.20%	4	2.60%	0	0.00%	0	0.00%	5	2.80%	6	4.00%	9	4.50%	13	13.00%	0	0.00%
	Birmingham City Centre	107	7.10%	1	0.80%	4	3.10%	6	4.30%	12	7.80%	6	4.30%	41	26.80%	19	12.60%	15	7.50%	1	1.00%	0	0.00%
	Inceston	104	6.90%	10	8.20%	4	3.10%	8	5.20%	10	6.50%	10	7.10%	7	4.60%	18	11.80%</						

	1	2	3	4	5	6	7	8	9	10	11
Hockley	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hollywood	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ikea, Croft Road, Coventry	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jewellery Quarter, Vyse Street, Hockley, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kings Norton, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
London	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rowington, Warwickshire	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Selly Oak, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sheldon	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stratford Road, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Trago Mills, Arwenae Street, Falmouth, Cornwall	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Heath, West Bromwich	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WH Smith, Union Street, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
WHSmith, Sutton Coldfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wilkinson, High Street, Stourbridge	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Q14a. Where do members of your household visit most often for CINEMA?

	Zone																	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%						
Base: All respondents	1311	100.00%	120	100.00%	152	100.00%	140	100.00%	160	100.00%	151	100.00%	201	100.00%	100	100.00%	51	100.00%
Don't visit	827	54.70%	58	48.30%	80	52.50%	93	66.40%	101	64.00%	73	48.30%	111	55.20%	58	58.00%	44	44.00%
Cineworld/Touchwood, Solihull	170	11.80%	35	29.20%	29	19.00%	14	10.00%	4	2.50%	10	6.60%	8	4.00%	8	8.00%	1	1.00%
Solihull town centre	100	7.20%	20	16.70%	22	14.50%	11	7.90%	3	1.90%	4	2.60%	4	2.00%	4	4.00%	19	19.00%
Birmingham City Centre	67	4.60%	2	1.70%	4	2.60%	11	7.90%	22	12.20%	25	16.20%	21	10.40%	1	1.00%	1	1.00%
Queen, Birmingham	28	1.80%	1	0.80%	3	2.00%	2	1.40%	9	5.60%	3	2.00%	4	2.00%	0	0.00%	0	0.00%
Showcase Cinema, Coventry	18	1.10%	0	0.00%	0	0.00%	4	2.90%	1	0.60%	1	0.60%	0	0.00%	0	0.00%	1	1.00%
Lineword, Birmingham	16	1.10%	0	0.00%	1	0.60%	1	0.70%	1	0.60%	2	1.10%	2	1.00%	1	1.00%	0	0.00%
AMC, Broadway Plaza, Birmingham	13	0.90%	0	0.00%	3	2.00%	2	1.50%	6	4.00%	6	4.00%	1	0.50%	0	0.00%	0	0.00%
Coventry City Centre	10	0.70%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	1	0.60%	0	0.00%	0	0.00%	0	0.00%
Redditch	9	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Solihull	6	0.40%	1	0.80%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.50%	0	0.00%	0	0.00%
Edgbaston, Birmingham	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Coventry	4	0.30%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	1	0.60%	0	0.00%	0	0.00%	0	0.00%
The Imax Cinema, Birmingham	3	0.20%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%	0	0.00%
Electric Cinema, Birmingham	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sally, Birmingham	3	0.20%	0	0.00%	0	0.00%	0	0.00%	2	1.10%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Symphony Hall, Birmingham	2	0.10%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sheldon, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%
Selly Oak, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Bromwich	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tuson Grange, Solihull	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Solihull Ice Rink	1	0.05%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Shirley town centre	1	0.05%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Shirley	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
National Indoor Arena (NIA)	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Brindleyplace, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stirley, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Moseley, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kenilworth	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Knowle, Solihull	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Balsall Common, Solihull	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Olton	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Star City, Birmingham	45	3.00%	0	0.00%	1	0.60%	4	2.90%	19	12.20%	7	4.50%	2	1.00%	0	0.00%	0	0.00%
Showcase Cinema, Kingsbury Road, Erdington	28	1.80%	0	0.00%	0	0.00%	2	1.40%	19	12.20%	2	1.10%	0	0.00%	0	0.00%	0	0.00%
Rubery, Birmingham	26	1.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Art Centre, Warwick University	12	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Empire Cinema, Bristol Road South, Great Park, Rednal	12	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apollo Cinema, Portland Place East, Leamington Spa	7	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%	0	0.00%
Leamington Spa	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Five Ways, Stratford Road, Sparkhill, Birmingham	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
UCC Cinema, Rubery, Birmingham	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%
Midlands Art Centre, Russell Road, Birmingham	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Other

	1	2	3	4	5	6	7	8	9	10	11	
	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	
	%	%	%	%	%	%	%	%	%	%	%	
Showcase Cinema, Castle Bromwich	2	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.05%	0	0.00%
Stratford upon Avon	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Apollo Cinema, Redditch	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arcadian Palace, Ladywell Walk, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aston, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Banbury, Oxfordshire	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Broadway Plaza, Ladywood Middle Way, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Marxton	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Norwichfield, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Queen Sky Domes, Croft Road, Coventry	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Odeon, St Davids Way, Bermuda Park, Nuneaton	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q1.4b. Where do members of your household visit most often for THEATRE OR CONCERTS?

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	
Base: All respondents	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	Num	
	%	%	%	%	%	%	%	%	%	%	%	
Base: All respondents	1311	130.00%	152	100.00%	140	100.00%	151	100.00%	201	100.00%	100	100.00%
Don't visit	652	49.70%	41	26.25%	58	41.43%	68	46.35%	82	48.80%	34	21.25%
Birmingham City Centre	371	28.29%	33	21.50%	40	26.88%	36	23.85%	54	31.84%	24	15.00%
National Exhibition Centre (NEC)	106	8.08%	12	7.69%	15	9.88%	14	9.26%	11	6.64%	6	3.75%
Symphony Hall, Birmingham	69	5.26%	9	5.75%	7	4.63%	7	4.63%	12	7.26%	4	2.50%
National Indoor Arena (NIA)	45	3.43%	0	0.00%	5	3.25%	2	1.30%	1	0.60%	4	2.50%
Solihull town centre	34	2.59%	9	5.75%	3	1.93%	6	3.99%	0	0.00%	1	0.60%
Alexandra Theatre, Birmingham	23	1.75%	1	0.63%	0	0.00%	1	0.63%	4	2.62%	7	4.35%
Coventry City Centre	10	0.76%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rep Theatre, Birmingham	9	0.68%	0	0.00%	2	1.50%	0	0.00%	1	0.63%	3	1.88%
Redditch	8	0.61%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.25%
Elsewhere in Solihull	7	0.53%	1	0.63%	3	1.93%	0	0.00%	0	0.00%	1	0.60%
Bedgrave Theatre, Coventry	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stratford, Birmingham	4	0.30%	0	0.00%	1	0.63%	0	0.00%	0	0.00%	0	0.00%
Kenilworth	3	0.23%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Odeon, Birmingham	3	0.23%	0	0.00%	1	0.63%	0	0.00%	0	0.00%	0	0.00%
Shirley town centre	2	0.15%	0	0.00%	1	0.63%	0	0.00%	0	0.00%	0	0.00%
Chelmsley Wood	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Coventry	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sally Heath, Birmingham	2	0.15%	1	0.63%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kingsley, Birmingham	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ladywood Road, Birmingham	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Dorridge, Solihull	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Cineworld/Touchwood, Solihull	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Showcase Cinema, Coventry	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Crescent Theatre, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Swan Yardley, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Strichley, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sally Oak, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Selly Oak, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Edgbaston, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	55	4.19%	2	1.25%	3	1.88%	0	0.00%	3	1.50%	3	1.88%
Hippodrome, Hurst Street, Birmingham	25	1.90%	3	1.93%	0	0.00%	2	1.30%	3	1.88%	3	1.88%
London	15	1.15%	2	1.25%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arts Centre, Warwick University, Coventry	10	0.76%	2	1.25%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stratford upon Avon	9	0.68%	2	1.25%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Royal Shakespeare Theatre, Waterside, Stratford upon Avon	5	0.38%	1	0.63%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Royal Spa Centre, Leamington Spa	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Arden Hall, Water Orton Road, Castle Bromwich, Birmingham	2	0.15%	1	0.63%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Cardiff	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leamington Spa	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Palace Theatre, Alcester Street, Redditch	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Grand Theatre, Litchfield Street, Wolverhampton	2	0.15%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Birmingham City F.C. St Andrews, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Huddersfield	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lichfield Garrison, Castle Dyke, Lichfield, Staffordshire	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ragley Hall, Worcester	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rubery, Birmingham	1	0.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

The Drum Theatre, Newtown

Q14c. Where do members of your household visit most often for BOWLING ALLEY OR ICE SKATING?

	Zone																					
	Base: All respondents																					
	1	2	3	4	5	6	7	8	9	10	11											
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1313	100.00%	120	100.00%	152	100.00%	154	100.00%	140	100.00%	190	100.00%	151	100.00%	201	100.00%	100	100.00%	91	100.00%	0	0.00%
Don't visit	1131	75.10%	100	83.30%	1061	80.00%	110	71.40%	1091	77.90%	125	66.40%	114	75.50%	149	74.10%	74	36.50%	65	71.40%	0	0.00%
Acocks Green, Birmingham	82	5.40%	9	7.50%	10	6.60%	12	7.80%	2	1.40%	10	6.60%	9	6.00%	3	1.50%	10	10.00%	1	1.10%	0	0.00%
Southall town centre	39	2.90%	4	3.30%	4	3.10%	8	5.20%	3	2.10%	2	1.30%	1	0.70%	3	1.50%	5	2.50%	0	0.00%	0	0.00%
Birmingham City Centre	30	2.30%	4	3.30%	4	3.10%	3	1.90%	3	2.10%	11	6.10%	7	4.60%	2	1.00%	2	1.00%	0	0.00%	0	0.00%
Southall Ice Rink	31	2.30%	2	1.70%	0	0.00%	4	2.60%	7	4.50%	3	2.10%	0	0.00%	5	2.50%	2	1.00%	1	1.10%	0	0.00%
Stirchley, Birmingham	20	1.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.30%	1	0.50%	1	0.50%	0	0.00%	0	0.00%
Elsewhere in Birmingham	19	1.40%	0	0.00%	3	2.00%	4	2.60%	4	2.90%	4	2.60%	1	0.70%	1	0.50%	1	0.50%	1	1.10%	0	0.00%
Coventry City Centre	4	0.30%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	2	2.20%	6	6.60%
AMC, Broadway Plaza, Birmingham	3	0.20%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Shirley	3	0.20%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chelmsley Wood	3	0.20%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Coventry	3	0.20%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sheldon, Birmingham	3	0.20%	0	0.00%	1	0.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kings Heath, Birmingham	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redditch	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tanworth	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fitness First, Hobs Moat	2	0.10%	0	0.00%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Shirley town centre	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fitness First	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fox and Goats, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Half Green, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Selly Oak, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Olton	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tudor Grange, Solihull	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
National Exhibition Centre (NEC)	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Showcase Cinema, Coventry	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Planet Ice Arena, Coventry	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Inkas Cinema, Birmingham	1	0.05%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rep Theatre, Birmingham	1	0.05%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Mailbox, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Salley, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Small Heath, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stechford, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Moseley, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Edgbaston, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bromsgrove	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Bromwich	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Star City, Birmingham	43	2.60%	0	0.00%	0	0.00%	1	0.70%	6	3.50%	13	9.30%	18	10.00%	4	2.00%	0	0.00%	0	0.00%	0	0.00%
Leamington Spa	17	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rubery	14	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Warwick	3	0.20%	0	0.00%	0	0.00%	2	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Earnewille, Birmingham	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Aston, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Vale	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Coventry	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Longbridge	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Stratford upon Avon	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Telford	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ten Pin Bowling, Avenue Road, Leamington Spa	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Ten Pin Bowling, Watson Road, Birmingham	1	0.05%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q14d. Where do members of your household visit most often for SPORTS CENTRE OR GYM?

	Zone																					
	Base: All respondents																					
	1	2	3	4	5	6	7	8	9	10	11											
Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	1131	100.00%	120	100.00%	152	100.00%	154	100.00%	140	100.00%	190	100.00%	151	100.00%	201	100.00%	100	100.00%	91	100.00%	0	0.00%
Don't visit	1085	78.50%	81	67.50%	69	45.40%	107	70.00%	66	47.10%	112	59.00%	102	67.50%	138	68.70%	71	35.50%	59	64.80%	68	74.70%
Southall town centre	55	3.90%	12	10.00%	8	5.30%	5	3.20%	4	2.90%	4	2.10%	1	0.60%	4	2.00%	4	2.00%	4	4.40%	1	1.10%
Birmingham City Centre	37	2.40%	0	0.00%	1	0.60%	2	1.30%	2	1.40%	16	8.40%	5	3.30%	6	3.00%	2	1.00%	2	2.20%	1	1.10%
Kings Heath, Birmingham	28	1.90%	0	0.00%	1	0.60%	1	0.70%	1	0.70%	1	0.50%	0	0.00%	13	6.50%	0	0.00%	0	0.00%	0	0.00%

	1	2	3	4	5	6	7	8	9	10	11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	
Forest of Arden, Maxstoke Lane, Meriden, Acocks Green, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hatchbrook Golf Club, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Hampton Leisure Centre, Muntz Street, Small Heath, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Spadbrook	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Johns Hotel, Warwick Road, Solihull	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Nicholas Park Leisure Centre, Banbury Road, Warwick	1	0.10%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
The Morris Centre, Selly Oak	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tiverton Pool & Fitness Centre, Tiverton Road, Selly Oak	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
University of Birmingham Sports Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Willcote Sports Centre, Birmingham	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Wyndley Leisure Centre, Clifton Road, Sutton Coldfield	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q14e. Where do members of your household visit most often for NIGHTCLUBS?

	Zone											
	Base: All respondents	1	2	3	4	5	6	7	8	9	10	11
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1511	100.00%	120	100.00%	152	100.00%	154	100.00%	140	100.00%	140	100.00%
Don't visit	1328	87.90%	110	91.70%	136	89.50%	124	80.50%	121	87.10%	134	88.70%
Birmingham City Centre	1	0.07%	5	4.20%	12	7.90%	21	13.60%	13	9.30%	13	8.50%
Solihull town centre	2	0.13%	4	3.30%	4	2.60%	5	3.20%	2	1.40%	2	1.30%
Shirley town centre	1	0.07%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Electric Cinema, Birmingham	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Sutton Coldfield	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Small Heath, Birmingham	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Redditch	2	0.13%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Edgbaston/Touchwood, Solihull	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Solihull	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Coventry City Centre	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Coventry	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Outdon, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
AMC, Broadway Plaza, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Acocks Green, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Kings Heath, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Moseley, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Selly Oak, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bromsgrove	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tamworth	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Bromwich	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Deeridge, Solihull	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Castle Vale	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Alipudromic, Hurst Street, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Leicester City Centre	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Reflex, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Reflex, Solihull	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rich Arena, Coventry	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rubery, Birmingham	1	0.07%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q14f. Where do members of your household visit most often for PUBS, CLUBS, CAFES OR RESTAURANTS?

	Zone											
	Base: All respondents	1	2	3	4	5	6	7	8	9	10	11
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1511	100.00%	120	100.00%	152	100.00%	154	100.00%	140	100.00%	140	100.00%
Don't visit	1394	92.26%	110	91.70%	136	89.50%	124	80.50%	121	87.10%	134	88.70%
Solihull town centre	246	16.30%	45	37.50%	47	30.90%	39	25.30%	31	20.10%	31	20.10%
Birmingham City Centre	278	18.40%	121	100.00%	158	104.00%	203	131.80%	203	131.80%	203	131.80%
Shirley town centre	48	3.20%	6	5.00%	7	4.60%	7	4.60%	7	4.60%	7	4.60%
Kenilworth	41	2.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Elsewhere in Solihull	38	2.50%	15	12.50%	1	0.60%	9	5.80%	2	1.40%	2	1.40%
Castle Bromwich	34	2.20%	0	0.00%	0	0.00%	6	3.90%	3	1.90%	3	1.90%
Shedden, Birmingham	27	1.80%	0	0.00%	0	0.00%	4	2.60%	1	0.60%	1	0.60%
Knowle, Solihull	25	1.70%	6	5.00%	3	2.00%	2	1.30%	1	0.60%	1	0.60%
Acocks Green, Birmingham	24	1.60%	0	0.00%	0	0.00%	13	8.60%	1	0.60%	1	0.60%
Kings Heath, Birmingham	24	1.60%	0	0.00%	0	0.00%	1	0.60%	0	0.00%	0	0.00%
Moseley, Birmingham	24	1.60%	0	0.00%	0	0.00%	0	0.00%	14	9.30%	1	0.60%
Redditch	22	1.50%	0	0.00%	0	0.00%	0	0.00%	2	1.40%	3	1.90%

	1	2	3	4	5	6	7	8	9	10	11
Maypole, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Selly Oak, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edgbaston, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
BJ's Luxury Bingo, MacLodown Lane, Birmingham	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rubery, Rednal, Birmingham	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Varnes	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gala Bingo, Kingsbury Road, Erdington	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mecca, Kettlehouse Road, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ward End	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Alvechurch	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Balsall Heath, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnes Hill, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sourville, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Conservative Club, Chemsley Wood	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gala Bingo, High Street, Harborne	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Glebe Farm Road, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harborne, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kings Norton, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leak Woodton	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sparkhill	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mecca Bingo, Castle Park, West Bromwich	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northfield	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Perry Common, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rowkeath Pavilion, Heath Road, Bourneville, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tysley	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Washwood Heath	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Willdare Sports Club, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wyeball, Birmingham	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yardley	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other											

Q15. What would make you and your household visit leisure facilities more often?

	Zone 6											
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1511	100.00%	152	100.00%	154	100.00%	151	100.00%	201	100.00%	92	100.00%
No improvements	173	34.70%	49	38.30%	54	35.50%	47	26.10%	69	33.80%	34	34.00%
Don't know or no answer	363	24.00%	28	23.30%	34	22.10%	38	25.20%	26	12.90%	22	25.00%
Don't use leisure facilities	169	11.20%	16	13.20%	21	13.60%	17	9.00%	13	6.40%	7	8.00%
More money	90	6.40%	4	3.30%	8	6.20%	17	11.00%	15	7.50%	6	6.50%
More spare time	85	5.60%	5	4.20%	5	3.30%	17	9.00%	14	7.00%	5	5.00%
Better range of leisure activities	48	3.20%	5	4.20%	3	1.90%	6	4.00%	4	2.00%	10	10.00%
Better bus services late in the evening	12	0.80%	0	0.00%	2	1.30%	2	1.40%	1	0.50%	2	2.00%
Car parking nearby	9	0.60%	0	0.00%	1	0.70%	0	0.00%	2	1.00%	1	1.00%
New leisure facilities which are not yet available	9	0.60%	0	0.00%	3	2.10%	1	0.70%	1	0.50%	1	1.00%
Free car parking in the evening	6	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Better security in the evening	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
More police presence in the evening	4	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Better car park security in the evening	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Lower admission charges	23	1.70%	2	1.70%	2	1.50%	2	1.40%	3	1.70%	4	4.00%
If I were fitter/younger	18	1.20%	2	1.70%	2	1.50%	2	1.40%	2	1.00%	2	2.00%
New swimming pool	18	1.20%	2	1.70%	2	1.50%	2	1.40%	2	1.00%	2	2.00%
Leisure facilities located closer to home	17	1.10%	1	0.80%	1	0.70%	5	2.90%	2	1.00%	1	1.00%
Promotions/offers/discounts	11	0.70%	2	1.70%	1	0.60%	1	0.60%	2	1.00%	1	1.00%
Facilities/safer facilities for younger children	10	0.70%	1	0.80%	0	0.00%	1	0.70%	1	0.50%	0	0.00%
Free/expensive annual membership	9	0.60%	2	1.50%	2	1.30%	3	2.00%	0	0.00%	0	0.00%
Free/disabled access	8	0.50%	0	0.00%	1	0.60%	2	1.30%	0	0.00%	1	1.00%
Easily accessible without a car	4	0.30%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Free facilities	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
Babysitter availability	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Better quality and value for money	3	0.20%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
More/improved cycle lanes	3	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Reduce overcrowding of leisure centres	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
A more relaxed atmosphere	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
A new/better leisure centre	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Having someone to go with	2	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
If I needed them more	2	0.10%	0	0.00%	0	0.00%	0	0.00%	1	0.50%	0	0.00%



RECAP

The Retail Capacity forecasting Model

Project: **Solihull Retail, Leisure and Offices Capacity Study** Number: 140546
Client: Solihull Borough Council
Date of Latest Revision: 19-Sep-08 File: Solihull RECAP Model 2008

Retail Locations Modelled:

Solihull Town Centre
Shirley Town Centre
Chelmsley Wood Town Centre
Knowle Local Centre
Non-Central Shopping in Solihull

Scenarios Modelled:

1	Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.
2	Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.
3	Increase in market shares of comparison goods expenditure attracted by Solihull Town Centre from 2016 as a result of the proposed new Mell Square redevelopment.

Notes:

Copyright:

DTZ

Catchment Area Population and Expenditure

Table: 1

CATCHMENT AREA POPULATION FORECASTS

Zone	Postcodes	Base Year	Forecasting Years			
		2008	2011	2016	2021	2026
1	B91 1, B91 2, B91 3	31,308	31,493	31,510	31,652	31,767
2	B28 0, B28 9, B90 1, B90 2, B90 3, B90 4	64,757	65,497	66,040	66,879	67,654
3	B26 1, B27 6, B27 7, B28 8, B92 7, B92 8, B92 9	72,594	72,781	71,911	71,547	71,075
4	B26 2, B26 3, B33 0, B33 8, B33 9, B37 5, B37 7, B46 3	82,987	83,692	83,440	83,800	84,028
5	B34 6, B34 7, B36 0, B36 8, B36 9, B37 6, B46 1	73,879	74,134	73,421	73,196	72,866
6	B8 1, B8 2, B8 3, B9 4, B9 5, B10 0, B10 9, B11 1, B11 2, B12 0, B25 8	117,366	117,990	116,732	116,459	115,975
7	B5 7, B11 3, B11 4, B12 8, B12 9, B13 8, B13 9, B14 7, B15 2, B29 7	99,700	100,862	100,525	101,162	101,591
8	B13 0, B14 4, B14 5, B14 6, B29 6, B30 1, B30 2, B30 3, B31 3, B31 4,	136,672	138,377	138,069	139,111	139,863
9	B48 7, B94 5, B95 5, B98 9, B47 6	22,703	23,055	23,326	23,732	24,110
10	B92 0, B93 0, B93 8, B93 9, B94 6, CV7 7, B40 1	38,414	38,831	39,172	39,665	40,125
11	CV8 1, CV8 2, CV35 7	35,212	37,351	39,967	42,990	45,925
TOTAL		775,592	784,063	784,113	790,192	794,980

Sources:

Pitney Bowes Mapinfo Ltd - Anysite Report, 6th August 2008

Notes:

Mapinfo population forecasts only until 2016. Forecasts for 2021 and 2026 extrapolated by trend projection.

Table: 2
PER CAPITA EXPENDITURE

Per Capita Expenditure in (year):	2005	Price Basis (Year):	2005
Including Special Forms of Trading:			
Convenience Goods (£):	1,490.00	Comparison Goods (£):	2,691.00

GROWTH IN PER CAPITA RETAIL EXPENDITURE:

Convenience Goods:	1.00	% 2005 to 2006	1.00	% pa	2006 to 2026
Comparison Goods:	5.48	% 2005 to 2006	3.90	% pa	2006 to 2026

PER CAPITA EXPENDITURE IN	Convenience Goods (£)					Comparison Goods (£)				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
(Including SFT)	1,535.15	1,581.67	1,662.35	1,747.14	1,836.26	3,064.18	3,436.86	4,161.40	5,038.68	6,100.91
Deduction for SFT (%)	4.0	5.0	6.0	7.0	8.0	7.0	12.0	13.0	14.0	15.0
Excluding SFT	1,473.74	1,502.58	1,562.61	1,624.84	1,689.36	2,849.69	3,024.43	3,620.42	4,333.27	5,185.78

COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE

Per Capita Comparison Goods Expenditure in 2005									
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden prdcts	Chemists, medcl & beauty goods	All other comprsn gds	Total comprsn gds
Including SFT (£)	649	256	119	70	321	213	345	718	2,691
Per Capita Comparison Goods Expenditure in 2008									
Including SFT	739.00	291.50	135.50	79.71	365.52	242.54	392.84	817.57	3,064.18
Deduction for SFT (%)	8.2	4.4	9.8	7.0	12.0	5.8	2.0	6.9	7.0
Excluding SFT (£)	678.40	278.68	122.22	74.13	321.65	228.47	384.99	761.16	2,849.70

Sources:

MapInfo Report. MapInfo/Oxford Economic Forecasting Information Brief 07/2. DTZ estimates for SFT based on 'UK e-retail 2008', Verdict Research Limited.

Notes:

Growth 2005 to 2006 is the actual national average growth. Growth projections 2006 to 2026 apply the 1998 to 2006 average annual trend to the actual 2006 expenditure (convenience goods); and the ultra-long term average annual trend 1964 to 2006 to the actual 2006 expenditure (comparison goods).

Table: 3

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment Zone	TOTAL RETAIL EXPENDITURE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	46,140	47,321	49,238	51,429	53,666	89,218	95,249	114,079	137,156	164,736
2	95,435	98,415	103,194	108,668	114,293	184,537	198,091	239,092	289,804	350,840
3	106,985	109,359	112,368	116,253	120,072	206,871	220,121	260,348	310,034	368,581
4	122,301	125,754	130,384	136,161	141,954	236,487	253,121	302,088	363,126	435,751
5	108,879	111,392	114,728	118,931	123,097	210,532	224,213	265,815	317,177	377,866
6	172,967	177,290	182,406	189,227	195,923	334,457	356,853	422,618	504,647	601,419
7	146,932	151,553	157,081	164,373	171,624	284,114	305,051	363,942	438,364	526,828
8	201,419	207,923	215,747	226,033	236,280	389,473	418,512	499,867	602,805	725,300
9	33,458	34,642	36,449	38,561	40,730	64,697	69,728	84,450	102,838	125,027
10	56,612	58,347	61,210	64,449	67,786	109,468	117,442	141,819	171,878	208,079
11	51,893	56,123	62,453	69,852	77,584	100,343	112,966	144,697	186,286	238,158
TOTALS	1,143,023	1,178,119	1,225,259	1,283,938	1,343,009	2,210,198	2,371,347	2,838,816	3,424,114	4,122,585

Sources: RECAP Tables 1 and 2

Table: 4

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN 2008

Catchment Zone	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden prdcts (£000)	Chemists, medcl & beauty goods (£000)	All other comprsn gds (£000)	Total comprsn gds (£000)
1	21,239	8,725	3,827	2,321	10,070	7,153	12,053	23,830	89,219
2	43,931	18,046	7,915	4,800	20,829	14,795	24,931	49,290	184,538
3	49,248	20,230	8,873	5,381	23,350	16,586	27,948	55,256	206,871
4	56,299	23,126	10,143	6,152	26,693	18,960	31,949	63,166	236,488
5	50,120	20,588	9,030	5,477	23,763	16,879	28,442	56,234	210,533
6	79,622	32,707	14,345	8,700	37,751	26,815	45,184	89,334	334,458
7	67,637	27,784	12,186	7,391	32,069	22,779	38,383	75,888	284,115
8	92,719	38,087	16,705	10,131	43,961	31,226	52,617	104,029	389,475
9	15,402	6,327	2,775	1,683	7,303	5,187	8,740	17,281	64,697
10	26,060	10,705	4,695	2,848	12,356	8,776	14,789	29,239	109,468
11	23,888	9,813	4,304	2,610	11,326	8,045	13,556	26,802	100,344
TOTALS	526,165	216,139	94,796	57,493	249,472	177,201	298,593	590,349	2,210,207

Sources: RECAP Tables 1 and 2

Scenario 1

Solihull Town Centre

Table: 5
CONVENIENCE GOODS MARKET SHARES IN 2008

2008 Allocations to Solihull Town Centre Indicated by household interview survey			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q2	Q5	
Expenditure weighting			
	75 (%)	25 (%)	100 (%)
1	45.0	42.5	44.4
2	10.8	12.3	11.2
3	15.1	11.2	14.1
4	7.8	3.9	6.8
5	0.7	1.4	0.9
6	1.1	3.3	1.7
7	6.0	3.3	5.3
8	4.0	3.0	3.8
9	4.3	3.3	4.1
10	34.0	16.0	29.5
11	1.1	1.1	1.1

Sources: Household Interview Survey.
 Expenditure weighting by DTZ.

Table: 6
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2008

2008 Allocations to Solihull Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
Expenditure weighting									
	678.40 (%)	278.68 (%)	122.22 (%)	74.13 (%)	321.65 (%)	228.47 (%)	384.99 (%)	761.16 (%)	2,849.70 (%)
1	87.3	28.4	61.2	30.8	39.6	41.7	76.3	85.7	68.0
2	61.2	18.0	40.8	18.0	15.5	24.8	22.0	55.8	40.2
3	67.2	17.9	36.7	18.2	28.0	23.7	40.5	59.6	46.2
4	38.1	8.2	22.2	8.3	14.2	10.9	11.3	35.2	24.4
5	11.1	2.2	7.0	3.7	4.0	4.6	4.0	11.8	7.8
6	11.1	6.1	8.3	2.8	6.1	6.3	5.4	10.9	8.5
7	11.8	6.4	5.6	9.1	9.2	9.2	5.5	9.4	8.9
8	15.0	8.5	14.6	7.2	8.6	8.6	10.9	15.6	12.5
9	20.2	4.9	23.3	8.8	12.0	6.0	10.1	16.9	14.2
10	75.0	28.8	61.9	29.4	38.0	37.5	39.4	84.5	59.3
11	11.4	7.5	8.8	6.3	11.6	2.7	4.5	9.1	8.6

Sources: Household Interview Survey.
 RECAP Table 2 for expenditure weights.

Table: 7

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1		Location: Solihull Town Centre								
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Market shares correction factors:					Convenience Goods:		100			% of survey indicated figures
					Comparison Goods:		100			% of survey indicated figures
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021	2026	2008 (%)	2011 (%)	2016 (%)	2021	2026
1	44	44	44	44	44	68	68	68	68	68
2	11	11	11	11	11	40	40	40	40	40
3	14	14	14	14	14	46	46	46	46	46
4	7	7	7	7	7	24	24	24	24	24
5	1	1	1	1	1	8	8	8	8	8
6	2	2	2	2	2	9	9	9	9	9
7	5	5	5	5	5	9	9	9	9	9
8	4	4	4	4	4	13	13	13	13	13
9	4	4	4	4	4	14	14	14	14	14
10	30	30	30	30	30	59	59	59	59	59
11	1	1	1	1	1	9	9	9	9	9

Sources: RECAP Model.
DTZ for market share corrections.

Table: 8
COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment Zones	2008 Sales in Solihull Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	18,542	2,478	2,342	715	3,988	2,983	9,197	20,423
2	26,886	3,248	3,229	864	3,229	3,669	5,485	27,504
3	33,095	3,621	3,256	979	6,538	3,931	11,319	32,932
4	21,450	1,896	2,252	511	3,790	2,067	3,610	22,235
5	5,563	453	632	203	951	776	1,138	6,636
6	8,838	1,995	1,191	244	2,303	1,689	2,440	9,737
7	7,981	1,778	682	673	2,950	2,096	2,111	7,133
8	13,908	3,237	2,439	729	3,781	2,685	5,735	16,229
9	3,111	310	647	148	876	311	883	2,920
10	19,545	3,083	2,906	837	4,695	3,291	5,827	24,707
11	2,723	736	379	164	1,314	217	610	2,439
TOTALS	161,642	22,836	19,955	6,067	34,415	23,716	48,354	172,895
MARKET SHARES	31%	11%	21%	11%	14%	13%	16%	29%

Sources: RECAP Model.

Table: 9
FORECAST RETAIL SALES

Scenario:	1		Location:		Solihull Town Centre					
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS									
	2008 (£000)	2011 (£000)	2016 (£000)	2021	2026	2008 (£000)	2011 (£000)	2016 (£000)	2021	2026
1	20,302	20,821	21,665	22,629	23,613	60,668	64,769	77,574	93,266	112,021
2	10,498	10,826	11,351	11,953	12,572	73,815	79,237	95,637	115,922	140,336
3	14,978	15,310	15,732	16,275	16,810	95,160	101,256	119,760	142,616	169,547
4	8,561	8,803	9,127	9,531	9,937	56,757	60,749	72,501	87,150	104,580
5	1,089	1,114	1,147	1,189	1,231	16,843	17,937	21,265	25,374	30,229
6	3,459	3,546	3,648	3,785	3,918	30,101	32,117	38,036	45,418	54,128
7	7,347	7,578	7,854	8,219	8,581	25,570	27,455	32,755	39,453	47,415
8	8,057	8,317	8,630	9,041	9,451	50,631	54,407	64,983	78,365	94,289
9	1,338	1,386	1,458	1,542	1,629	9,058	9,762	11,823	14,397	17,504
10	16,984	17,504	18,363	19,335	20,336	64,586	69,291	83,673	101,408	122,766
11	519	561	625	699	776	9,031	10,167	13,023	16,766	21,434
TOTALS	93,131	95,765	99,599	104,199	108,855	492,221	527,145	631,029	760,134	914,249

Sources: RECAP Model.

Table: 10

SALES CAPACITY OF EXISTING**MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN****2008**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Marks & Spencer 37 Mill Lane, Solihull B91 3AT	836	92	769	12,013	9,241
Morrisons Warwick Road, Solihull B91 3BQ	2,178	85	1,851	10,918	20,214
J Sainsbury Poplar Way, , Solihull B91 3BX	1,992	85	1,693	9,423	15,955
Other convenience goods shops in Solihull Town Centre	885	100	885	6,000	5,310
ALL STORES	5,891		5,199	9,756	50,720

Sources: IGD, DTZ, Verdict Research.

Table: 11

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: 12
FORECAST RETAIL CAPACITY

Scenario: 1		Location: Solihull Town Centre								
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Growth in sales per sq m from shop floorspace existing in 2008					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	93,131	95,765	99,599	104,199	108,855	492,221	527,145	631,029	760,134	914,249
Plus visitors' spending (%)	-	-	-	-	-	2.5	2.5	2.5	2.5	2.5
Total spending (£000)	93,131	95,765	99,599	104,199	108,855	504,526	540,324	646,805	779,138	937,105
Existing shop floorspace (sq m net)	5,199	5,199	5,199	5,199	5,199	83,346	83,346	83,346	83,346	83,346
Sales per sq m net (£)	17,914	9,756	9,756	9,756	9,756	6,053	6,330	6,819	7,346	7,914
Sales from extg flrspace (£000)	93,131	50,720	50,720	50,720	50,720	504,526	527,572	568,345	612,269	659,588
Available spending to support new shops (£000)	0	45,045	48,880	53,479	58,135	0	12,751	78,460	166,869	277,518
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	45,045	48,880	53,479	58,135	0	12,751	78,460	166,869	277,518
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,500	5,751	6,196	6,675	7,190
Capacity for new shop flrspace (sq m net)	0	3,754	4,073	4,457	4,845	0	2,217	12,664	25,001	38,596
Market Share of Catchment Area Expenditure	8.1%	8.1%	8.1%	8.1%	8.1%	22.3%	22.2%	22.2%	22.2%	22.2%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 1

Shirley Town Centre

Table: 13
CONVENIENCE GOODS MARKET SHARES IN 2008

2008 Allocations to			
Shirley Town Centre			
Indicated by household interview survey			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q2	Q5	
	Expenditure weighting		
	75 (%)	25 (%)	100 (%)
1	5.8	11.7	7.3
2	16.2	17.7	16.6
3	2.6	1.3	2.3
4	1.9	2.6	2.1
5	0.7	0.0	0.5
6	3.3	0.6	2.6
7	5.3	2.0	4.5
8	0.5	0.5	0.5
9	3.3	2.2	3.0
10	1.0	5.0	2.0
11	0.0	0.0	0.0

Sources: Household Interview Survey.
 Expenditure weighting by DTZ.

Table: 14
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2008

2008 Allocations to									
Shirley Town Centre									
Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medocl & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
	Expenditure weighting								
	678.40 (%)	278.68 (%)	122.22 (%)	74.13 (%)	321.65 (%)	228.47 (%)	384.99 (%)	761.16 (%)	2,849.70 (%)
1	1.8	4.5	6.1	1.9	5.2	6.5	4.2	1.2	3.2
2	9.5	10.1	5.1	7.2	5.8	12.4	40.2	9.3	13.2
3	1.5	2.8	2.5	2.3	5.1	2.2	2.7	0.0	1.9
4	0.0	1.0	1.6	1.5	2.7	0.7	1.3	0.0	0.7
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	1.2	2.6	0.8	1.4	0.8	0.0	1.2	0.0	0.9
7	0.7	3.2	0.0	0.0	1.0	2.5	0.7	3.1	1.7
8	1.2	1.7	0.6	3.0	2.6	2.9	2.1	0.8	1.6
9	2.4	4.9	1.4	7.5	5.3	6.0	5.6	2.8	3.9
10	0.0	5.5	1.2	0.0	1.3	1.1	1.1	1.4	1.3
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Sources: Household Interview Survey.
 RECAP Table 2 for expenditure weights.

Table: 15

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Shirley Town Centre							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Market shares correction factors:		Convenience Goods:					100% of survey indicated figures			
		Comparison Goods:					100% of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	7	7	7	7	7	3	3	3	3	3
2	17	17	17	17	17	13	13	13	13	13
3	2	2	2	2	2	2	2	2	2	2
4	2	2	2	2	2	1	1	1	1	1
5	1	1	1	1	1	0	0	0	0	0
6	3	3	3	3	3	1	1	1	1	1
7	4	4	4	4	4	2	2	2	2	2
8	1	1	1	1	1	2	2	2	2	2
9	3	3	3	3	3	4	4	4	4	4
10	2	2	2	2	2	1	1	1	1	1
11	0	0	0	0	0	0	0	0	0	0

Sources: RECAP Model.
DTZ for market share corrections.

Table: 18

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2008**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Morrisons 281 Stratford Road, Shirley, Solihull B90	1,858	85	1,579	10,918	17,243
M&S Simply Food 177 Stratford Road, Shirley, Birmingham B90 3AX	428	92	394	12,013	4,733
Somerfield 177 Stratford Road, Shirley, Solihull B90	416	90	375	6,654	2,492
Iceland 267-271 Stratford Road, Shirley, Solihull	836	94	786	5,291	4,158
Aldi 240-244 Stratford Road, Shirley, Solihull	703	74	520	5,691	2,961
Other convenience goods shops in Shirley Town Centre	1,065	100	1,065	5,000	5,325
ALL STORES	5,306		4,719	7,822	36,912

Sources: IGD, DTZ, Verdict Research.

Table: 19

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Asda - Shirley Advance/Parkgate, Stratford road/Haslucks Green Road, Shirley	3,902	60	2,341	14,410	33,737
ALL STORES	3,902		2,341	14,410	33,737
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Asda - Shirley Advance/Parkgate, Stratford road/Haslucks Green Road, Shirley	N/A	N/A	1,561	7,323	11,430
Shirley Advance/Parkgate, Stratford road/Haslucks Green Road, Shirley	N/A	N/A	6,039	4,500	27,176
ALL STORES AND SCHEMES	-		7,600	5,080	38,605

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: 20
FORECAST RETAIL CAPACITY

Scenario:	1	Location:	Shirley Town Centre							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Growth in sales per sq m from shop floorspace existing in					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	40,345	41,525	43,223	45,269	47,341	53,668	57,546	69,031	83,323	100,419
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	40,345	41,525	43,223	45,269	47,341	53,668	57,546	69,031	83,323	100,419
Existing shop floorspace (sq m net)	4,719	4,719	4,719	4,719	4,719	14,808	14,808	14,808	14,808	14,808
Sales per sq m net (£)	8,550	7,822	7,822	7,822	7,822	3,624	3,790	4,083	4,398	4,738
Sales from extg flrspace (£000)	40,345	36,912	36,912	36,912	36,912	53,668	56,119	60,456	65,128	70,162
Available spending to support new shops (£000)	0	4,613	6,310	8,357	10,429	0	1,427	8,575	18,195	30,257
Less sales capacity of committed new floorspace (£000)	0	33,737	33,737	33,737	33,737	0	38,605	41,589	44,803	48,266
Net available spending for new shops (£000)	0	(29,123)	(27,426)	(25,380)	(23,308)	0	(37,178)	(33,014)	(26,608)	(18,008)
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	6,537
Capacity for new shop flrspace (sq m net)	0	(2,427)	(2,286)	(2,115)	(1,942)	0	(7,111)	(5,861)	(4,385)	(2,755)
Market Share of Catchment Area Expenditure	3.5%	3.5%	3.5%	3.5%	3.5%	2.4%	2.4%	2.4%	2.4%	2.4%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 1

Chelmsley Wood Town Centre

Table: 21

CONVENIENCE GOODS MARKET SHARES IN

2008

2008 Allocations to			
Chelmsley Wood Town Centre			
Indicated by household interview survey			
Zones	Main Food Q2	Top-up convenience Q5	WEIGHTED AVERAGE
	Expenditure weighting		
	75 (%)	25 (%)	100 (%)
1	0.0	0.0	0.0
2	0.0	0.0	0.0
3	0.0	0.0	0.0
4	4.5	7.8	5.3
5	5.7	5.7	5.7
6	0.6	1.1	0.7
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	1.1	0.0	0.8
10	0.0	0.0	0.0
11	1.1	0.0	0.8

Sources: Household Interview Survey.
Expenditure weighting by DTZ.

Table: 22

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

2008 Allocations to									
Chelmsley Wood Town Centre									
Indicated by Household Interview Survey									
Zones	Clothing & footwear Q6	Furniture/ floorcrgs etc Q7	Household Textiles Q8	Household Appliances Q9	Audio-visual equipment Q10	Hardware, DIY, garden products Q11	Chemists, medcl & beauty goods Q12	All other comparison gds Q13	WEIGHTED AVERAGE
	Expenditure weighting								
	678.40 (%)	278.68 (%)	122.22 (%)	74.13 (%)	321.65 (%)	228.47 (%)	384.99 (%)	761.16 (%)	2,849.70 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.3
2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1
3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1
4	5.8	4.1	7.1	5.3	3.5	8.7	18.0	9.5	8.3
5	6.8	2.2	10.0	7.4	4.0	10.1	8.9	9.2	7.4
6	0.0	0.9	1.5	0.7	0.0	0.7	1.2	0.0	0.4
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.8	0.0	0.0	0.7	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
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Sources: Household Interview Survey.
RECAP Table 2 for expenditure weights.

Table: 23

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Chelmsley Wood Town Centre							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Market shares correction factors:		Convenience Goods:					100% of survey indicated figures			
		Comparison Goods:					100% of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	5	5	5	5	5	8	8	8	8	8
5	6	6	6	6	6	7	7	7	7	7
6	1	1	1	1	1	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	1	1	1	1	1	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0
11	1	1	1	1	1	0	0	0	0	0

Sources: RECAP Model.
DTZ for market share corrections.

Table: 24

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment Zones	2008 Sales in Chelmsley Wood Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/floorcvsr etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	0	0	0	0	0	0	0	286
2	0	0	0	0	0	0	199	0
3	0	0	0	0	0	0	196	0
4	3,265	948	720	326	934	1,650	5,751	6,001
5	3,408	453	903	405	951	1,705	2,531	5,173
6	0	294	215	61	0	188	542	0
7	0	0	0	0	0	0	0	0
8	0	305	0	0	308	0	0	0
9	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0
TOTALS	6,673	2,000	1,838	792	2,193	3,542	9,219	11,460
MARKET SHARES	1%	1%	2%	1%	1%	2%	3%	2%

Sources: RECAP Model.

Table: 25

FORECAST RETAIL SALES

Scenario:	1		Location:		Chelmsley Wood Town Centre					
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS									
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	6,115	6,288	6,519	6,808	7,098	18,919	20,250	24,167	29,050	34,860
5	6,533	6,684	6,884	7,136	7,386	14,737	15,695	18,607	22,202	26,451
6	1,730	1,773	1,824	1,892	1,959	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	335	346	364	386	407	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0
11	519	561	625	699	776	0	0	0	0	0
TOTALS	15,231	15,652	16,216	16,920	17,626	33,656	35,945	42,774	51,252	61,311

Sources: RECAP Model.

Table: 26

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2008**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Somerfield Chestnut Walk, Chelmsley Wood, Birmingham B37 5TT	1,083	83	899	6,654	5,981
Iceland - 39694 Chelmsley Wood Shopping Centre, Cedar Walk. B37 5TU	368	94	345	5,291	1,828
Other convenience goods shops in Chelmsley Wood Town Centre	533	100	533	5,000	2,665
ALL STORES	1,983		1,777	5,893	10,473

Sources: IGD, DTZ, Verdict Research.

Table: 27

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Asda - Chelmsley Wood Town Centre	5,432	54	2,933	14,410	42,271
ALL STORES	5,432		2,933	14,410	42,271
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Town Centre Extension - Chelmsley Wood Town Centre	3,058	75	2,294	4,000	9,174
Asda - Chelmsley Wood Town Centre	n/a	n/a	2,499	7,323	18,299
Net additional floorspace in existing malls	500	75	375	4,000	1,500
ALL STORES AND SCHEMES	3,558		5,167	5,607	28,973

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: 28

FORECAST RETAIL CAPACITY

Scenario: 1		Location: Chelmsley Wood Town Centre								
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Growth in sales per sq m from shop floorspace existing in 2008						Comparison Goods: 1.50 % pa 2008 to 2026				
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	15,231	15,652	16,216	16,920	17,626	33,656	35,945	42,774	51,252	61,311
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	15,231	15,652	16,216	16,920	17,626	33,656	35,945	42,774	51,252	61,311
Existing shop floorspace (sq m net)	1,777	1,777	1,777	1,777	1,777	8,414	8,414	8,414	8,414	8,414
Sales per sq m net (£)	8,570	5,893	5,893	5,893	5,893	4,000	4,183	4,506	4,854	5,229
Sales from extg flrspace (£000)	15,231	10,473	10,473	10,473	10,473	33,656	35,194	37,914	40,844	44,000
Available spending to support new shops (£000)	0	5,178	5,743	6,447	7,153	0	751	4,861	10,409	17,311
Less sales capacity of committed new floorspace (£000)	0	42,271	42,271	42,271	42,271	0	28,973	31,212	33,624	36,223
Net available spending for new shops (£000)	0	(37,092)	(36,528)	(35,823)	(35,118)	0	(28,222)	(26,352)	(23,216)	(18,912)
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	6,537
Capacity for new shop flrspace (sq m net)	0	(3,091)	(3,044)	(2,985)	(2,926)	0	(5,398)	(4,679)	(3,826)	(2,893)
Market Share of Catchment Area Expenditure	1.3%	1.3%	1.3%	1.3%	1.3%	1.5%	1.5%	1.5%	1.5%	1.5%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 1

Knowle Local Centre

Table: 29

CONVENIENCE GOODS MARKET SHARES IN

2008

2008 Allocations to			
Knowle Local Centre			
Indicated by household interview survey			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q2	Q5	
	Expenditure weighting		
	75 (%)	25 (%)	100 (%)
1	1.7	3.3	2.1
2	0.8	0.8	0.8
3	1.3	1.3	1.3
4	0.0	0.6	0.2
5	0.0	0.7	0.2
6	1.1	1.1	1.1
7	0.7	0.0	0.5
8	0.5	0.0	0.4
9	0.0	0.0	0.0
10	22.0	25.0	22.8
11	0.0	1.1	0.3

Sources: Household Interview Survey.
Expenditure weighting by DTZ.

Table: 30

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

2008 Allocations to									
Knowle Local Centre									
Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
	Expenditure weighting								
	678.40 (%)	278.68 (%)	122.22 (%)	74.13 (%)	321.65 (%)	228.47 (%)	384.99 (%)	761.16 (%)	2,849.70 (%)
1	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.3
2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1
3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	1.0	0.4
4	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.1
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	2.7	0.0	0.0	1.3	9.1	21.3	1.4	4.4
11	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.1

Sources: Household Interview Survey.
RECAP Table 2 for expenditure weights.

Table: 31

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Knowle Local Centre							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Market shares correction factors:		Convenience Goods:				100% of survey indicated figures				
		Comparison Goods:				150% of survey indicated figures				
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	2	2	2	2	2	0	0	0	0	0
2	1	1	1	1	1	0	0	0	0	0
3	1	1	1	1	1	1	1	1	1	1
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	1	1	1	1	1	0	0	0	0	0
7	1	1	1	1	1	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0
10	23	23	23	23	23	7	7	7	7	7
11	0	0	0	0	0	0	0	0	0	0

Sources: RECAP Model.
DTZ for market share corrections.

Table: 32
COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment Zones	2008 Sales in Knowle Local Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	287	0	0	0	0	0	145	0
2	0	0	0	0	0	0	299	0
3	0	273	0	0	0	0	0	829
4	0	0	0	0	360	0	0	0
5	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0
7	710	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0
10	0	434	0	0	241	1,198	4,725	614
11	0	0	0	0	0	0	224	0
TOTALS	997	707	0	0	601	1,198	5,393	1,443
MARKET SHARES	0%	0%	0%	0%	0%	1%	2%	0%

Sources: RECAP Model.

Table: 33
FORECAST RETAIL SALES

Scenario:	1	Location:	Knowle Local Centre							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS									
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	923	946	985	1,029	1,073	0	0	0	0	0
2	954	984	1,032	1,087	1,143	0	0	0	0	0
3	1,070	1,094	1,124	1,163	1,201	2,069	2,201	2,603	3,100	3,686
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	1,730	1,773	1,824	1,892	1,959	0	0	0	0	0
7	1,469	1,516	1,571	1,644	1,716	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0
10	13,021	13,420	14,078	14,823	15,591	7,663	8,221	9,927	12,031	14,566
11	0	0	0	0	0	0	0	0	0	0
TOTALS	19,167	19,732	20,614	21,637	22,683	9,731	10,422	12,531	15,132	18,251

Sources: RECAP Model.

Table: 34

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2008**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco Metro 40-44 St Johns Way, Knowle, Solihull B93 0LE	695	100	695	13,033	9,060
Other convenience goods shops in Knowle District Centre	908	100	908	4,500	4,084
ALL STORES	1,603		1,603	8,201	13,144

Sources: IGD, DTZ, Verdict Research.

Table: 35

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: 36
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Knowle Local Centre				
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.											
Growth in sales per sq m from shop floorspace existing in					2008	Comparison Goods:		1.50 % pa	2008 to	2026	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026	
Residents' Spending £000	19,167	19,732	20,614	21,637	22,683	9,731	10,422	12,531	15,132	18,251	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	19,167	19,732	20,614	21,637	22,683	9,731	10,422	12,531	15,132	18,251	
Existing shop floorspace (sq m net)	1,603	1,603	1,603	1,603	1,603	3,158	3,158	3,158	3,158	3,158	
Sales per sq m net (£)	11,959	8,201	8,201	8,201	8,201	3,082	3,223	3,472	3,740	4,029	
Sales from extg flrspace (£000)	19,167	13,144	13,144	13,144	13,144	9,731	10,176	10,962	11,810	12,722	
Available spending to support new shops (£000)	0	6,588	7,469	8,493	9,539	0	246	1,568	3,322	5,529	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	6,588	7,469	8,493	9,539	0	246	1,568	3,322	5,529	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,000	4,183	4,506	4,854	5,229	
Capacity for new shop flrspace (sq m net)	0	549	622	708	795	0	59	348	684	1,057	
Market Share of Catchment Area Expenditure	1.7%	1.7%	1.7%	1.7%	1.7%	0.4%	0.4%	0.4%	0.4%	0.4%	

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Table: 39

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1		Location: Non-Central Shopping in Solihull								
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Market shares correction factors:		Convenience Goods:					100 % of survey indicated figures			
		Comparison Goods:					100 % of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	32	32	32	32	32	20	20	20	20	20
2	51	51	51	51	51	24	24	24	24	24
3	16	16	16	16	16	15	15	15	15	15
4	15	15	15	15	15	7	7	7	7	7
5	38	38	38	38	38	5	5	5	5	5
6	4	4	4	4	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4	4
8	5	5	5	5	5	6	6	6	6	6
9	16	16	16	16	16	9	9	9	9	9
10	20	20	20	20	20	15	15	15	15	15
11	2	2	2	2	2	1	1	1	1	1

Sources: RECAP Model.
DTZ for market share corrections.

Table: 40

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment Zones	Sales in Non-Central Shopping in Solihull							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, modcl & beauty goods (£000)	All other comparison gds (£000)
1	191	3,664	662	1,495	5,458	3,576	1,844	572
2	1,142	8,103	2,343	3,331	14,955	8,167	4,512	2,317
3	0	8,962	1,482	2,895	9,690	6,021	1,509	1,105
4	0	3,330	1,045	1,298	5,445	2,199	1,054	1,200
5	451	1,853	813	608	3,089	3,713	910	0
6	955	3,434	545	1,270	4,908	2,065	1,356	0
7	0	3,251	573	916	4,907	957	806	0
8	0	6,437	635	2,371	9,012	3,404	842	1,664
9	554	1,139	266	316	1,658	1,110	297	484
10	287	3,083	948	1,674	6,252	2,896	784	409
11	0	147	0	99	159	0	0	402
TOTALS	3,581	43,403	9,311	16,274	65,533	34,108	13,915	8,154
MARKET SHARES	1%	20%	10%	28%	26%	19%	5%	1%

Sources: RECAP Model.

Table: 41

FORECAST RETAIL SALES

Scenario:	1		Location: Non-Central Shopping in Solihull							
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS									
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	14,765	15,143	15,756	16,457	17,173	17,844	19,050	22,816	27,431	32,947
2	48,672	50,191	52,629	55,420	58,289	44,289	47,542	57,382	69,553	84,202
3	17,118	17,498	17,979	18,601	19,212	31,031	33,018	39,052	46,505	55,287
4	18,345	18,863	19,558	20,424	21,293	16,554	17,718	21,146	25,419	30,503
5	41,374	42,329	43,597	45,194	46,777	10,527	11,211	13,291	15,859	18,893
6	6,919	7,092	7,296	7,569	7,837	13,378	14,274	16,905	20,186	24,057
7	5,877	6,062	6,283	6,575	6,865	11,365	12,202	14,558	17,535	21,073
8	10,071	10,396	10,787	11,302	11,814	23,368	25,111	29,992	36,168	43,518
9	5,353	5,543	5,832	6,170	6,517	5,823	6,276	7,600	9,255	11,252
10	11,322	11,669	12,242	12,890	13,557	16,420	17,616	21,273	25,782	31,212
11	1,038	1,122	1,249	1,397	1,552	1,003	1,130	1,447	1,863	2,382
TOTALS	180,854	185,908	193,208	201,999	210,885	191,601	205,147	245,462	295,556	355,326

Sources: RECAP Model.

Table: 42

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2008**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Morrisons 20 Hurst Lane, Castle Bromwich, BIRMINGHAM B34 7HR	2,550	85	2,168	10,918	23,667
J Sainsbury 545 Stratford Road, Marshall Lake Road, Shirley, SOLIHULL B90 4AJ	5,132	74	3,798	9,423	35,784
Somerfield Unit 2, Farmhouse Way, Shelley Crescent, Monkspath, SOLIHULL B90	426	90	383	6,654	2,549
Tesco Extra 1505 Stratford Road, Monkspath, Shirley, SOLIHULL B90 4EN	4,592	64	2,939	13,033	38,299
Co-op 8 till 8 Kenilworth Road, , BALSALL COMMON CV7 7EU	399	95	380	5,910	2,243
Co-op 245-349 Chester Road, Castle Bromwich	580	95	551	5,910	3,255
Aldi Castle Bromwich, BIRMINGHAM	606	74	448	5,691	2,552
Michaels Food Market 117 Hobs Moat Road, SOLIHULL B92	241	100	241	5,000	1,204
Tesco 21-35 Hall Green Road, Solihull B90 3LU	1,880	90	1,692	13,033	22,052
ALL STORES	16,405		12,598	10,446	131,604

Sources: IGD, DTZ, Verdict Research.

Table: 44

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources: DTZ, based on Verdict Research and Retail Rankings.

Table: 45
FORECAST RETAIL CAPACITY

Scenario: 1		Location: Non-Central Shopping in Solihull								
Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.										
Growth in sales per sq m from shop floorspace existing in 2008						Comparison Goods: 1.50 % pa 2008 to 2026				
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	180,854	185,908	193,208	201,999	210,885	191,601	205,147	245,462	295,556	355,326
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	180,854	185,908	193,208	201,999	210,885	191,601	205,147	245,462	295,556	355,326
Existing shop floorspace (sq m net)	12,598	12,598	12,598	12,598	12,598	48,258	48,258	48,258	48,258	48,258
Sales per sq m net (£)	14,355	10,446	10,446	10,446	10,446	3,970	4,152	4,473	4,818	5,191
Sales from extg flrspsc (£000)	180,854	131,604	131,604	131,604	131,604	191,601	200,354	215,838	232,518	250,488
Available spending to support new shops (£000)	0	54,304	61,604	70,395	79,281	0	4,794	29,624	63,037	104,837
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	54,304	61,604	70,395	79,281	0	4,794	29,624	63,037	104,837
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	3,500	3,660	3,943	4,247	4,576
Capacity for new shop flrspsc (sq m net)	0	4,525	5,134	5,866	6,607	0	1,310	7,514	14,841	22,912
Market Share of Catchment Area Expenditure	15.8%	15.8%	15.8%	15.7%	15.7%	8.7%	8.7%	8.6%	8.6%	8.6%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 2

Solihull Town Centre

Table: 46

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	2	Location:	Solihull Town Centre							
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.										
Market shares adjustment factors:		Convenience Goods:	100% of survey indicated figures							
		Comparison Goods:	100% of survey indicated figures							
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	44	41	41	41	41	68	68	68	68	68
2	11	8	8	8	8	40	39	39	39	39
3	14	14	14	14	14	46	46	46	46	46
4	7	4	4	4	4	24	24	24	24	24
5	1	1	1	1	1	8	8	8	8	8
6	2	2	2	2	2	9	9	9	9	9
7	5	5	5	5	5	9	9	9	9	9
8	4	4	4	4	4	13	13	13	13	13
9	4	4	4	4	4	14	14	14	14	14
10	30	30	30	30	30	59	59	59	59	59
11	1	1	1	1	1	9	9	9	9	9

Sources: RECAP Model.
DTZ for market share adjustments.

Table: 47

FORECAST RETAIL SALES

Scenario:	2	Location:	Solihull Town Centre							
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	20,302	19,402	20,187	21,086	22,003	60,668	64,769	77,574	93,266	112,021
2	10,498	7,873	8,256	8,693	9,143	73,815	77,256	93,246	113,024	136,828
3	14,978	15,310	15,732	16,275	16,810	95,160	101,256	119,760	142,616	169,547
4	8,561	5,030	5,215	5,446	5,678	56,757	60,749	72,501	87,150	104,580
5	1,089	1,114	1,147	1,189	1,231	16,843	17,937	21,265	25,374	30,229
6	3,459	3,546	3,648	3,785	3,918	30,101	32,117	38,036	45,418	54,128
7	7,347	7,578	7,854	8,219	8,581	25,570	27,455	32,755	39,453	47,415
8	8,057	8,317	8,630	9,041	9,451	50,631	54,407	64,983	78,365	94,289
9	1,338	1,386	1,458	1,542	1,629	9,058	9,762	11,823	14,397	17,504
10	16,984	17,504	18,363	19,335	20,336	64,586	69,291	83,673	101,408	122,766
11	519	561	625	699	776	9,031	10,167	13,023	16,766	21,434
TOTALS	93,131	87,620	91,115	95,311	99,557	492,221	525,164	628,638	757,236	910,741

Sources: RECAP Model.

Table: 48
FORECAST RETAIL CAPACITY

Scenario: 2		Location: Solihull Town Centre								
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.										
Growth in sales per sq m from shop floorspace existing in 2008					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	93,131	87,620	91,115	95,311	99,557	492,221	525,164	628,638	757,236	910,741
Plus visitors' spending (%)	-	-	-	-	-	2.5	2.5	2.5	2.5	2.5
Total spending (£000)	93,131	87,620	91,115	95,311	99,557	504,526	538,293	644,354	776,167	933,509
Existing shop floorspace (sq m net)	5,199	5,199	5,199	5,199	5,199	83,346	83,346	83,346	83,346	83,346
Sales per sq m net (£)	17,914	9,756	9,756	9,756	9,756	6,053	6,330	6,819	7,346	7,914
Sales from extg flrspace (£000)	93,131	50,720	50,720	50,720	50,720	504,526	527,572	568,345	612,269	659,588
Available spending to support new shops (£000)	0	36,901	40,395	44,591	48,838	0	10,721	76,009	163,898	273,922
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	36,901	40,395	44,591	48,838	0	10,721	76,009	163,898	273,922
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,500	5,751	6,196	6,675	7,190
Capacity for new shop flrspace (sq m net)	0	3,075	3,366	3,716	4,070	0	1,864	12,268	24,556	38,096
Market Share of Catchment Area Expenditure	8.1%	7.4%	7.4%	7.4%	7.4%	22.3%	22.1%	22.1%	22.1%	22.1%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Table: 51
FORECAST RETAIL CAPACITY

Scenario: 2		Location: Shirley Town Centre								
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.										
Growth in sales per sq m from shop floorspace existing in 2008					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	40,345	69,633	72,583	76,092	79,657	53,668	86,130	103,370	124,820	150,489
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	40,345	69,633	72,583	76,092	79,657	53,668	86,130	103,370	124,820	150,489
Existing shop floorspace (sq m net)	4,719	4,719	4,719	4,719	4,719	14,808	14,808	14,808	14,808	14,808
Sales per sq m net (£)	8,550	7,822	7,822	7,822	7,822	3,624	3,790	4,083	4,398	4,738
Sales from extg flrspsc (£000)	40,345	36,912	36,912	36,912	36,912	53,668	56,119	60,456	65,128	70,162
Available spending to support new shops (£000)	0	32,721	35,671	39,180	42,745	0	30,011	42,914	59,691	80,327
Less sales capacity of committed new floorspace (£000)	0	33,737	33,737	33,737	33,737	0	38,605	41,589	44,803	48,266
Net available spending for new shops (£000)	0	(1,016)	1,934	5,443	9,009	0	(8,594)	1,325	14,888	32,061
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	6,537
Capacity for new shop flrspsc (sq m net)	0	(85)	161	454	751	0	(1,644)	235	2,454	4,905
Market Share of Catchment Area Expenditure	3.5%	5.9%	5.9%	5.9%	5.9%	2.4%	3.6%	3.6%	3.6%	3.7%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Table: 54

FORECAST RETAIL CAPACITY

Scenario: 2		Location: Chelmsley Wood Town Centre									
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.											
Growth in sales per sq m from shop floorspace existing in 2008						Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS					
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026	
Residents' Spending £000	15,231	51,883	53,659	55,887	58,112	33,656	62,343	74,190	88,899	106,349	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	15,231	51,883	53,659	55,887	58,112	33,656	62,343	74,190	88,899	106,349	
Existing shop floorspace (sq m net)	1,777	1,777	1,777	1,777	1,777	8,414	8,414	8,414	8,414	8,414	
Sales per sq m net (£)	8,570	5,893	5,893	5,893	5,893	4,000	4,183	4,506	4,854	5,229	
Sales from extg flrspace (£000)	15,231	10,473	10,473	10,473	10,473	33,656	35,194	37,914	40,844	44,000	
Available spending to support new shops (£000)	0	41,409	43,186	45,414	47,638	0	27,149	36,276	48,055	62,349	
Less sales capacity of committed new floorspace (£000)	0	42,271	42,271	42,271	42,271	0	28,973	31,212	33,624	36,223	
Net available spending for new shops (£000)	0	(861)	916	3,143	5,368	0	(1,824)	5,064	14,431	26,126	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	6,537	
Capacity for new shop flrspace (sq m net)	0	(72)	76	262	447	0	(349)	899	2,378	3,997	
Market Share of Catchment Area Expenditure	1.3%	4.4%	4.4%	4.4%	4.3%	1.5%	2.6%	2.6%	2.6%	2.6%	

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Table: 57

FORECAST RETAIL CAPACITY

Scenario: 2		Location: Non-Central Shopping in Solihull								
Increase in market shares of convenience and comparison goods expenditure attracted by Shirley and Chelmsley Wood Town Centres from 2011 as a result of committed new retail developments in each; and reduction in market shares attracted by Non-central retail warehouses and superstores.										
Growth in sales per sq m from shop floorspace existing in 2008					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	180,854	142,670	148,299	155,079	161,933	191,601	192,090	229,751	276,561	332,389
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	180,854	142,670	148,299	155,079	161,933	191,601	192,090	229,751	276,561	332,389
Existing shop floorspace (sq m net)	12,598	12,598	12,598	12,598	12,598	48,258	48,258	48,258	48,258	48,258
Sales per sq m net (£)	14,355	10,446	10,446	10,446	10,446	3,970	4,152	4,473	4,818	5,191
Sales from extg flrspace (£000)	180,854	131,604	131,604	131,604	131,604	191,601	200,354	215,838	232,518	250,488
Available spending to support new shops (£000)	0	11,066	16,695	23,475	30,330	0	(8,263)	13,914	44,042	81,901
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	11,066	16,695	23,475	30,330	0	(8,263)	13,914	44,042	81,901
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	3,500	3,660	3,943	4,247	4,576
Capacity for new shop flrspace (sq m net)	0	922	1,391	1,956	2,527	0	(2,258)	3,529	10,369	17,899
Market Share of Catchment Area Expenditure	15.8%	12.1%	12.1%	12.1%	12.1%	8.7%	8.1%	8.1%	8.1%	8.1%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Table: 60

FORECAST RETAIL CAPACITY

Scenario: 3		Location: Solihull Town Centre								
Increase in market shares of comparison goods expenditure attracted by Solihull Town Centre from 2016 as a result of the proposed new Mell Square redevelopment.										
Growth in sales per sq m from shop floorspace existing in 2008					Comparison Goods: 1.50 % pa 2008 to 2026					
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2026	2008	2011	2016	2021	2026
Residents' Spending £000	93,131	87,620	91,115	95,311	99,557	492,221	525,164	654,319	788,134	947,865
Plus visitors' spending (%)	-	-	-	-	-	2.5	2.5	2.5	2.5	2.5
Total spending (£000)	93,131	87,620	91,115	95,311	99,557	504,526	538,293	670,677	807,837	971,562
Existing shop floorspace (sq m net)	5,199	5,199	5,199	5,199	5,199	83,346	83,346	83,346	83,346	83,346
Sales per sq m net (£)	17,914	9,756	9,756	9,756	9,756	6,053	6,330	6,819	7,346	7,914
Sales from extg flrspace (£000)	93,131	50,720	50,720	50,720	50,720	504,526	527,572	568,345	612,269	659,588
Available spending to support new shops (£000)	0	36,901	40,395	44,591	48,838	0	10,721	102,332	195,568	311,974
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	36,901	40,395	44,591	48,838	0	10,721	102,332	195,568	311,974
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,500	5,751	6,196	6,675	7,190
Capacity for new shop flrspace (sq m net)	0	3,075	3,366	3,716	4,070	0	1,864	16,517	29,301	43,388
Market Share of Catchment Area Expenditure	8.1%	7.4%	7.4%	7.4%	7.4%	22.3%	22.1%	23.0%	23.0%	23.0%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Total Market Shares

Table: 61

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN 2008

SHOPPING LOCATION	COMPARISON GOODS TYPE							
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY & garden goods	Chemists, medical & beauty goods	All other comparison goods
Solihull Town Centre	31%	11%	21%	11%	14%	13%	16%	29%
Shirley Town Centre	2%	3%	1%	2%	2%	3%	5%	2%
Chelmsley Wood Town Centre	1%	1%	2%	1%	1%	2%	3%	2%
Sub-Totals 3 Town Centres	34%	14%	24%	14%	17%	18%	24%	33%
Knowle Local Centre	0%	0%	0%	0%	0%	1%	2%	0%
Non-Central Shopping in Solihull	1%	20%	10%	28%	26%	19%	5%	1%
Sub-Totals Knowle & Non-central Shopping	1%	20%	10%	28%	27%	20%	6%	2%
GRAND TOTALS	34%	35%	34%	42%	44%	38%	31%	34%

Sources: RECAP Model

Table: 62

Scenario: 1

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Solihull Borough

Catchment Zones	Town Centres, Knowle Local Centre, and Non-Central Foodstores and Retail Warehouses									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2008 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	85	85	85	85	85	91	91	91	91	91
2	80	80	80	80	80	77	77	77	77	77
3	33	33	33	33	33	64	64	64	64	64
4	29	29	29	29	29	40	40	40	40	40
5	46	46	46	46	46	20	20	20	20	20
6	11	11	11	11	11	14	14	14	14	14
7	14	14	14	14	14	15	15	15	15	15
8	10	10	10	10	10	21	21	21	21	21
9	24	24	24	24	24	27	27	27	27	27
10	75	75	75	75	75	82	82	82	82	82
11	4	4	4	4	4	10	10	10	10	10

Sources: RECAP Model

Table: 63

Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Solihull Borough

Catchment Zones	Town Centres, Knowle Local Centre, and Non-Central Foodstores and Retail Warehouses									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2011 (%)	2016 (%)	2016 (%)	2016 (%)	2007 (%)	2011 (%)	2016 (%)	2016 (%)	2016 (%)
1	85	85	85	85	85	91	91	91	91	91
2	80	81	81	81	81	77	80	80	80	80
3	33	34	34	34	34	64	65	65	65	65
4	29	32	32	32	32	40	45	45	45	45
5	46	47	47	47	47	20	25	25	25	25
6	11	13	13	13	13	14	14	14	14	14
7	14	15	15	15	15	15	16	16	16	16
8	10	10	10	10	10	21	22	22	22	22
9	24	25	25	25	25	27	28	28	28	28
10	75	76	76	76	76	82	82	82	82	82
11	4	4	4	4	4	10	10	10	10	10

Sources: RECAP Model

Table: 67

Scenario: 3

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Solihull Borough

Catchment Zones	Town Centres, Knowle Local Centre, and Non-Central Foodstores and Retail Warehouses									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2011 (%)	2016 (%)	2016 (%)	2016 (%)	2007 (%)	2011 (%)	2016 (%)	2016 (%)	2016 (%)
1	85	85	85	85	85	91	91	94	94	94
2	80	81	81	81	81	77	80	83	83	83
3	33	34	34	34	34	64	65	68	68	68
4	29	32	32	32	32	40	45	46	46	46
5	46	47	47	47	47	20	25	25	25	25
6	11	13	13	13	13	14	14	14	14	14
7	14	15	15	15	15	15	16	16	16	16
8	10	10	10	10	10	21	22	22	22	22
9	24	25	25	25	25	27	28	28	28	28
10	75	76	76	76	76	82	82	85	85	85
11	4	4	4	4	4	10	10	10	10	10

Sources: RECAP Model



Appendix 4
Results of the On-Street Interview Survey in
Solihull, Shirley and Chelmsley Wood town centres

Day of Interview

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Monday	70	14.5%	33	17.7%	37	12.5%
Tuesday	71	14.7%	38	20.4%	33	11.1%
Wednesday	44	9.1%	7	3.8%	37	12.5%
Thursday	103	21.4%	39	21.0%	64	21.6%
Friday	104	21.6%	31	16.7%	73	24.7%
Saturday	90	18.7%	38	20.4%	52	17.6%

Time of Interview

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Morning - Midday	180	37.3%	50	26.9%	130	43.9%
Midday - Afternoon	243	50.4%	103	55.4%	140	47.3%
Afternoon - Evening	59	12.2%	33	17.7%	26	8.8%

Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
AB54 6JD	1	.2%	0	.0%	1	.3%
B10 9EU	1	.2%	1	.5%	0	.0%
B13 0HU	1	.2%	0	.0%	1	.3%
B13 0JB	1	.2%	1	.5%	0	.0%
B13 0PG	1	.2%	1	.5%	0	.0%
B13 0QZ	1	.2%	0	.0%	1	.3%
B13 9XE	1	.2%	0	.0%	1	.3%
B14 4AH	1	.2%	0	.0%	1	.3%
B14 4AY	1	.2%	0	.0%	1	.3%
B14 4JE	1	.2%	1	.5%	0	.0%
B14 4LD	2	.4%	0	.0%	2	.7%
B14 4LG	1	.2%	0	.0%	1	.3%
B14 4QB	1	.2%	0	.0%	1	.3%
B14 5AA	1	.2%	1	.5%	0	.0%
B14 5EU	1	.2%	0	.0%	1	.3%
B14 5SA	1	.2%	1	.5%	0	.0%
B14 5SL	1	.2%	1	.5%	0	.0%
B14 5YL	1	.2%	1	.5%	0	.0%
B14 6DP	1	.2%	1	.5%	0	.0%
B14 6PA	1	.2%	0	.0%	1	.3%
B17 8DE	1	.2%	0	.0%	1	.3%
B20 2PH	1	.2%	0	.0%	1	.3%
B20 3YE	1	.2%	1	.5%	0	.0%
B24 OPE	1	.2%	0	.0%	1	.3%

nt.)

Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B24 9DH	1	.2%	1	.5%	0	.0%
B25 8BH	1	.2%	0	.0%	1	.3%
B25 8JR	1	.2%	0	.0%	1	.3%
B26 1	1	.2%	0	.0%	1	.3%
B26 1BY	1	.2%	1	.5%	0	.0%
B26 1EY	1	.2%	0	.0%	1	.3%
B26 1LP	1	.2%	1	.5%	0	.0%
B26 1LR	1	.2%	0	.0%	1	.3%
B26 1ND	1	.2%	1	.5%	0	.0%
B26 1PH	1	.2%	1	.5%	0	.0%
B26 1QJ	1	.2%	1	.5%	0	.0%
B26 1TG	1	.2%	0	.0%	1	.3%
B26 2EN	2	.4%	1	.5%	1	.3%
B26 2HR	1	.2%	1	.5%	0	.0%
B26 2JD	1	.2%	1	.5%	0	.0%
B26 2UL	1	.2%	1	.5%	0	.0%
B26 2UX	1	.2%	1	.5%	0	.0%
B26 3HY	1	.2%	1	.5%	0	.0%
B26 3LT	1	.2%	1	.5%	0	.0%
B26 3RE	1	.2%	1	.5%	0	.0%
B26 3RL	1	.2%	0	.0%	1	.3%
B26 3SP	1	.2%	0	.0%	1	.3%
B26 3ST	1	.2%	0	.0%	1	.3%
B26 3UH	1	.2%	1	.5%	0	.0%
B26 3YB	2	.4%	0	.0%	2	.7%
B26 3YR	1	.2%	1	.5%	0	.0%
B26 7HP	1	.2%	1	.5%	0	.0%
B27 6AE	1	.2%	1	.5%	0	.0%
B27 6AU	1	.2%	0	.0%	1	.3%
B27 6DS	1	.2%	0	.0%	1	.3%
B27 6JY	1	.2%	1	.5%	0	.0%
B27 6LX	1	.2%	0	.0%	1	.3%
B27 6NG	1	.2%	1	.5%	0	.0%
B27 6NP	1	.2%	0	.0%	1	.3%
B27 6RX	1	.2%	0	.0%	1	.3%
B27 6RY	1	.2%	1	.5%	0	.0%
B27 6SS	1	.2%	0	.0%	1	.3%
B27 6TR	1	.2%	1	.5%	0	.0%
B27 7AF	2	.4%	0	.0%	2	.7%
B27 7AJ	1	.2%	1	.5%	0	.0%
B27 7AY	1	.2%	0	.0%	1	.3%
B27 7BL	1	.2%	1	.5%	0	.0%
B27 7BT	1	.2%	0	.0%	1	.3%
B27 7DU	1	.2%	1	.5%	0	.0%
B27 7ER	1	.2%	1	.5%	0	.0%
B27 7SB	1	.2%	0	.0%	1	.3%
B27 7SU	1	.2%	0	.0%	1	.3%
B27 7TD	1	.2%	0	.0%	1	.3%
B27 7UZ	1	.2%	0	.0%	1	.3%
B28 ODT	1	.2%	1	.5%	0	.0%

nt.)

Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B28 0LE	2	.4%	0	.0%	2	.7%
B28 0LF	1	.2%	0	.0%	1	.3%
B28 0LN	1	.2%	1	.5%	0	.0%
B28 0PR	1	.2%	1	.5%	0	.0%
B28 0QR	1	.2%	0	.0%	1	.3%
B28 0QU	1	.2%	1	.5%	0	.0%
B28 0RP	1	.2%	0	.0%	1	.3%
B28 0TY	1	.2%	0	.0%	1	.3%
B28 0XN	1	.2%	0	.0%	1	.3%
B28 8DE	1	.2%	0	.0%	1	.3%
B28 8EA	1	.2%	1	.5%	0	.0%
B28 8NT	1	.2%	1	.5%	0	.0%
B28 8PX	1	.2%	0	.0%	1	.3%
B28 8TB	1	.2%	0	.0%	1	.3%
B28 9AJ	1	.2%	0	.0%	1	.3%
B28 9DS	1	.2%	1	.5%	0	.0%
B28 9JN	1	.2%	1	.5%	0	.0%
B28 9LJ	1	.2%	0	.0%	1	.3%
B28 9NQ	1	.2%	0	.0%	1	.3%
B28 9QD	1	.2%	0	.0%	1	.3%
B29 6BU	2	.4%	2	1.1%	0	.0%
B30 3QQ	1	.2%	0	.0%	1	.3%
B31 4PN	1	.2%	0	.0%	1	.3%
B32 2BN	1	.2%	0	.0%	1	.3%
B32 2EU	1	.2%	1	.5%	0	.0%
B32 3BD	1	.2%	0	.0%	1	.3%
B32 7JR	1	.2%	0	.0%	1	.3%
B33 0JA	1	.2%	0	.0%	1	.3%
B33 8DH	1	.2%	1	.5%	0	.0%
B33 9HE	1	.2%	0	.0%	1	.3%
B33 9SG	1	.2%	1	.5%	0	.0%
B34 6BU	1	.2%	0	.0%	1	.3%
B34 6QS	1	.2%	1	.5%	0	.0%
B34 6RX	1	.2%	0	.0%	1	.3%
B34 7HF	2	.4%	0	.0%	2	.7%
B34 7PZ	1	.2%	0	.0%	1	.3%
B36 0NP	1	.2%	1	.5%	0	.0%
B36 0PJ	1	.2%	0	.0%	1	.3%
B36 0TL	1	.2%	0	.0%	1	.3%
B36 6SN	1	.2%	0	.0%	1	.3%
B36 9GT	1	.2%	0	.0%	1	.3%
B36 9JD	1	.2%	1	.5%	0	.0%
B36 9JN	1	.2%	1	.5%	0	.0%
B37 5AA	1	.2%	1	.5%	0	.0%
B37 5AB	1	.2%	0	.0%	1	.3%
B37 5HS	1	.2%	1	.5%	0	.0%
B37 5JE	1	.2%	0	.0%	1	.3%
B37 5JP	1	.2%	1	.5%	0	.0%
B37 5LG	1	.2%	0	.0%	1	.3%
B37 5PB	1	.2%	0	.0%	1	.3%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B37 5RB	1	.2%	1	.5%	0	.0%
B37 5RP	1	.2%	1	.5%	0	.0%
B37 6JE	1	.2%	0	.0%	1	.3%
B37 6LB	1	.2%	1	.5%	0	.0%
B37 6PH	1	.2%	0	.0%	1	.3%
B37 6QQ	1	.2%	1	.5%	0	.0%
B37 6TB	1	.2%	0	.0%	1	.3%
B37 6UD	2	.4%	1	.5%	1	.3%
B37 7DX	1	.2%	0	.0%	1	.3%
B37 7FS	1	.2%	0	.0%	1	.3%
B37 7QH	2	.4%	2	1.1%	0	.0%
B38 9AR	1	.2%	0	.0%	1	.3%
B38 9HU	2	.4%	1	.5%	1	.3%
B44 8SR	1	.2%	0	.0%	1	.3%
B45 9HW	1	.2%	1	.5%	0	.0%
B46 1QE	1	.2%	1	.5%	0	.0%
B46 1SY	1	.2%	0	.0%	1	.3%
B46 2HY	1	.2%	1	.5%	0	.0%
B46 3LY	1	.2%	0	.0%	1	.3%
B47 5ED	1	.2%	0	.0%	1	.3%
B47 5NR	1	.2%	1	.5%	0	.0%
B47 5QA	1	.2%	0	.0%	1	.3%
B47 6EQ	1	.2%	0	.0%	1	.3%
B47 6HQ	1	.2%	0	.0%	1	.3%
B47 6LY	1	.2%	1	.5%	0	.0%
B48 7RJ	1	.2%	0	.0%	1	.3%
B60 2LJ	1	.2%	0	.0%	1	.3%
B64 7PN	1	.2%	0	.0%	1	.3%
B72 1LX	1	.2%	0	.0%	1	.3%
B75 5NJ	1	.2%	0	.0%	1	.3%
B75 6HS	1	.2%	0	.0%	1	.3%
B76 2PL	1	.2%	1	.5%	0	.0%
B76 9EP	1	.2%	0	.0%	1	.3%
B77 1EH	2	.4%	1	.5%	1	.3%
B77 1GR	1	.2%	1	.5%	0	.0%
B77 1HB	1	.2%	1	.5%	0	.0%
B77 2AH	1	.2%	0	.0%	1	.3%
B77 2DE	1	.2%	0	.0%	1	.3%
B77 2DU	1	.2%	1	.5%	0	.0%
B77 4HP	1	.2%	0	.0%	1	.3%
B78 1AP	1	.2%	1	.5%	0	.0%
B78 1BY	1	.2%	1	.5%	0	.0%
B8 1PA	1	.2%	0	.0%	1	.3%
B90	3	.6%	1	.5%	2	.7%
B90 1AD	1	.2%	1	.5%	0	.0%
B90 1BG	1	.2%	0	.0%	1	.3%
B90 1DR	1	.2%	0	.0%	1	.3%
B90 1DU	1	.2%	1	.5%	0	.0%
B90 1ET	1	.2%	0	.0%	1	.3%
B90 1HF	1	.2%	0	.0%	1	.3%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B90 1LY	1	.2%	0	.0%	1	.3%
B90 1NJ	1	.2%	0	.0%	1	.3%
B90 1PR	1	.2%	0	.0%	1	.3%
B90 1TA	1	.2%	0	.0%	1	.3%
B90 2AA	2	.4%	1	.5%	1	.3%
B90 2AB	1	.2%	0	.0%	1	.3%
B90 2BP	1	.2%	0	.0%	1	.3%
B90 2DD	1	.2%	1	.5%	0	.0%
B90 2DJ	1	.2%	0	.0%	1	.3%
B90 2HD	1	.2%	1	.5%	0	.0%
B90 2JT	1	.2%	0	.0%	1	.3%
B90 2NG	1	.2%	0	.0%	1	.3%
B90 2NX	1	.2%	0	.0%	1	.3%
B90 2PJ	1	.2%	1	.5%	0	.0%
B90 2PT	1	.2%	1	.5%	0	.0%
B90 2QJ	1	.2%	0	.0%	1	.3%
B90 2RS	1	.2%	1	.5%	0	.0%
B90 3AU	2	.4%	1	.5%	1	.3%
B90 3EE	1	.2%	0	.0%	1	.3%
B90 3ES	1	.2%	1	.5%	0	.0%
B90 3LB	1	.2%	0	.0%	1	.3%
B90 3LN	1	.2%	0	.0%	1	.3%
B90 3NA	1	.2%	0	.0%	1	.3%
B90 3NG	1	.2%	0	.0%	1	.3%
B90 3PL	1	.2%	0	.0%	1	.3%
B90 3PT	2	.4%	0	.0%	2	.7%
B90 3QS	1	.2%	1	.5%	0	.0%
B90 3RQ	1	.2%	0	.0%	1	.3%
B90 3SU	1	.2%	0	.0%	1	.3%
B90 4AJ	1	.2%	0	.0%	1	.3%
B90 4AR	1	.2%	1	.5%	0	.0%
B90 4BG	1	.2%	1	.5%	0	.0%
B90 4EB	1	.2%	1	.5%	0	.0%
B90 4EG	1	.2%	1	.5%	0	.0%
B90 4HR	1	.2%	0	.0%	1	.3%
B90 4HW	1	.2%	0	.0%	1	.3%
B90 4LT	1	.2%	0	.0%	1	.3%
B90 4PE	1	.2%	0	.0%	1	.3%
B90 4PT	1	.2%	1	.5%	0	.0%
B90 4PY	3	.6%	2	1.1%	1	.3%
B90 4QS	1	.2%	1	.5%	0	.0%
B90 4RG	1	.2%	0	.0%	1	.3%
B90 4RJ	2	.4%	1	.5%	1	.3%
B90 4ST	1	.2%	0	.0%	1	.3%
B90 4SX	1	.2%	1	.5%	0	.0%
B90 4UB	1	.2%	0	.0%	1	.3%
B90 4UJ	1	.2%	0	.0%	1	.3%
B90 4UZ	1	.2%	1	.5%	0	.0%
B90 4XA	1	.2%	1	.5%	0	.0%
B90 4XC	1	.2%	0	.0%	1	.3%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B91	1	.2%	1	.5%	0	.0%
B91 1AA	1	.2%	0	.0%	1	.3%
B91 1AG	2	.4%	1	.5%	1	.3%
B91 1AN	1	.2%	1	.5%	0	.0%
B91 1BL	1	.2%	0	.0%	1	.3%
B91 1ER	1	.2%	0	.0%	1	.3%
B91 1HP	1	.2%	0	.0%	1	.3%
B91 1JF	1	.2%	0	.0%	1	.3%
B91 1JJ	2	.4%	0	.0%	2	.7%
B91 1JP	1	.2%	0	.0%	1	.3%
B91 1LR	1	.2%	0	.0%	1	.3%
B91 1NL	1	.2%	0	.0%	1	.3%
B91 1QL	2	.4%	1	.5%	1	.3%
B91 1QS	1	.2%	0	.0%	1	.3%
B91 1RQ	1	.2%	1	.5%	0	.0%
B91 1RS	2	.4%	0	.0%	2	.7%
B91 1TE	1	.2%	0	.0%	1	.3%
B91 1TG	1	.2%	0	.0%	1	.3%
B91 1UE	1	.2%	0	.0%	1	.3%
B91 2AH	1	.2%	0	.0%	1	.3%
B91 2AX	1	.2%	0	.0%	1	.3%
B91 2BD	1	.2%	1	.5%	0	.0%
B91 2DJ	1	.2%	0	.0%	1	.3%
B91 2DQ	1	.2%	0	.0%	1	.3%
B91 2DX	1	.2%	0	.0%	1	.3%
B91 2GE	1	.2%	1	.5%	0	.0%
B91 2HU	1	.2%	0	.0%	1	.3%
B91 2JE	1	.2%	0	.0%	1	.3%
B91 2LA	1	.2%	1	.5%	0	.0%
B91 2LF	1	.2%	1	.5%	0	.0%
B91 2LN	1	.2%	0	.0%	1	.3%
B91 2LR	1	.2%	0	.0%	1	.3%
B91 2LY	1	.2%	0	.0%	1	.3%
B91 2LZ	1	.2%	0	.0%	1	.3%
B91 2NR	1	.2%	0	.0%	1	.3%
B91 2PL	1	.2%	0	.0%	1	.3%
B91 2QS	1	.2%	0	.0%	1	.3%
B91 2RH	1	.2%	0	.0%	1	.3%
B91 2SD	1	.2%	0	.0%	1	.3%
B91 3BG	2	.4%	0	.0%	2	.7%
B91 3DL	1	.2%	1	.5%	0	.0%
B91 3DU	1	.2%	0	.0%	1	.3%
B91 3EB	1	.2%	0	.0%	1	.3%
B91 3EY	2	.4%	1	.5%	1	.3%
B91 3FH	1	.2%	0	.0%	1	.3%
B91 3GD	1	.2%	0	.0%	1	.3%
B91 3GQ	1	.2%	1	.5%	0	.0%
B91 3HW	1	.2%	0	.0%	1	.3%
B91 3JS	1	.2%	0	.0%	1	.3%
B91 3JW	1	.2%	1	.5%	0	.0%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B91 3NX	1	.2%	1	.5%	0	.0%
B91 3RN	1	.2%	1	.5%	0	.0%
B91 3RQ	1	.2%	0	.0%	1	.3%
B91 3RW	1	.2%	0	.0%	1	.3%
B91 3TG	1	.2%	1	.5%	0	.0%
B91 3UU	2	.4%	0	.0%	2	.7%
B91 3XT	2	.4%	1	.5%	1	.3%
B91 3YP	1	.2%	0	.0%	1	.3%
B91 3YQ	1	.2%	0	.0%	1	.3%
B911	1	.2%	0	.0%	1	.3%
B92	1	.2%	1	.5%	0	.0%
B92 0AN	2	.4%	1	.5%	1	.3%
B92 0BE	1	.2%	0	.0%	1	.3%
B92 0EX	1	.2%	0	.0%	1	.3%
B92 0JP	1	.2%	1	.5%	0	.0%
B92 0PF	1	.2%	0	.0%	1	.3%
B92 0PS	1	.2%	1	.5%	0	.0%
B92 0PZ	1	.2%	0	.0%	1	.3%
B92 3AX	1	.2%	0	.0%	1	.3%
B92 4JP	1	.2%	1	.5%	0	.0%
B92 6NJ	1	.2%	1	.5%	0	.0%
B92 7AU	1	.2%	0	.0%	1	.3%
B92 7DN	1	.2%	0	.0%	1	.3%
B92 7DT	1	.2%	0	.0%	1	.3%
B92 7EA	2	.4%	1	.5%	1	.3%
B92 7EX	1	.2%	1	.5%	0	.0%
B92 7HB	1	.2%	1	.5%	0	.0%
B92 7JF	1	.2%	1	.5%	0	.0%
B92 7LH	1	.2%	1	.5%	0	.0%
B92 7NJ	1	.2%	0	.0%	1	.3%
B92 7NQ	2	.4%	1	.5%	1	.3%
B92 7NU	1	.2%	0	.0%	1	.3%
B92 7PD	1	.2%	1	.5%	0	.0%
B92 7QL	1	.2%	0	.0%	1	.3%
B92 7RH	1	.2%	0	.0%	1	.3%
B92 7RP	1	.2%	1	.5%	0	.0%
B92 8AE	1	.2%	1	.5%	0	.0%
B92 8AN	1	.2%	0	.0%	1	.3%
B92 8AR	1	.2%	0	.0%	1	.3%
B92 8BS	1	.2%	0	.0%	1	.3%
B92 8BX	1	.2%	0	.0%	1	.3%
B92 8BZ	1	.2%	0	.0%	1	.3%
B92 8EF	1	.2%	0	.0%	1	.3%
B92 8EL	1	.2%	0	.0%	1	.3%
B92 8HQ	1	.2%	1	.5%	0	.0%
B92 8JH	1	.2%	0	.0%	1	.3%
B92 8JQ	1	.2%	1	.5%	0	.0%
B92 8LW	1	.2%	0	.0%	1	.3%
B92 8NN	1	.2%	0	.0%	1	.3%
B92 8PA	1	.2%	0	.0%	1	.3%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B92 8PR	1	.2%	1	.5%	0	.0%
B92 8QA	1	.2%	0	.0%	1	.3%
B92 8QH	1	.2%	1	.5%	0	.0%
B92 8RJ	1	.2%	1	.5%	0	.0%
B92 8RN	1	.2%	1	.5%	0	.0%
B92 8RY	1	.2%	0	.0%	1	.3%
B92 8SA	1	.2%	0	.0%	1	.3%
B92 8SU	1	.2%	0	.0%	1	.3%
B92 8TL	1	.2%	0	.0%	1	.3%
B92 8UB	1	.2%	0	.0%	1	.3%
B92 9AU	2	.4%	1	.5%	1	.3%
B92 9DJ	1	.2%	0	.0%	1	.3%
B92 9DL	1	.2%	1	.5%	0	.0%
B92 9HN	1	.2%	0	.0%	1	.3%
B92 9JT	1	.2%	1	.5%	0	.0%
B92 9JX	1	.2%	0	.0%	1	.3%
B92 9LE	1	.2%	1	.5%	0	.0%
B92 9LF	1	.2%	1	.5%	0	.0%
B92 9LG	1	.2%	1	.5%	0	.0%
B92 9LZ	1	.2%	0	.0%	1	.3%
B92 9NW	1	.2%	0	.0%	1	.3%
B92 9PG	1	.2%	1	.5%	0	.0%
B92 9PJ	2	.4%	0	.0%	2	.7%
B92 9PN	1	.2%	1	.5%	0	.0%
B92 9PT	1	.2%	0	.0%	1	.3%
B92 9QG	1	.2%	1	.5%	0	.0%
B93 OPT	1	.2%	0	.0%	1	.3%
B93 6AE	1	.2%	0	.0%	1	.3%
B93 8AN	1	.2%	1	.5%	0	.0%
B93 8AU	1	.2%	0	.0%	1	.3%
B93 8DL	1	.2%	0	.0%	1	.3%
B93 8DW	1	.2%	0	.0%	1	.3%
B93 8JH	1	.2%	0	.0%	1	.3%
B93 8LD	1	.2%	0	.0%	1	.3%
B93 8LE	1	.2%	1	.5%	0	.0%
B93 8NN	1	.2%	0	.0%	1	.3%
B93 8NU	1	.2%	0	.0%	1	.3%
B93 8NZ	1	.2%	1	.5%	0	.0%
B93 8PG	1	.2%	0	.0%	1	.3%
B93 8PR	1	.2%	0	.0%	1	.3%
B93 9DL	1	.2%	0	.0%	1	.3%
B93 9DW	1	.2%	0	.0%	1	.3%
B93 9EH	1	.2%	0	.0%	1	.3%
B93 9JX	1	.2%	0	.0%	1	.3%
B93 9LP	1	.2%	0	.0%	1	.3%
B93 9NH	1	.2%	0	.0%	1	.3%
B93 9QR	1	.2%	1	.5%	0	.0%
B94 5DS	1	.2%	1	.5%	0	.0%
B94 5DY	1	.2%	0	.0%	1	.3%
B94 5HS	1	.2%	1	.5%	0	.0%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
B94 5JS	1	.2%	0	.0%	1	.3%
B94 5LL	1	.2%	1	.5%	0	.0%
B94 5QA	1	.2%	1	.5%	0	.0%
B94 6QT	1	.2%	0	.0%	1	.3%
B94 6QW	1	.2%	1	.5%	0	.0%
B95 5EJ	1	.2%	1	.5%	0	.0%
B95 5QA	1	.2%	1	.5%	0	.0%
B97 6UL	1	.2%	0	.0%	1	.3%
B98 0LR	1	.2%	1	.5%	0	.0%
B98 0QT	1	.2%	0	.0%	1	.3%
B98 7QZ	1	.2%	0	.0%	1	.3%
B98 7RN	1	.2%	0	.0%	1	.3%
B98 7UF	2	.4%	2	1.1%	0	.0%
B98 8SE	1	.2%	0	.0%	1	.3%
BI1 3RQ	1	.2%	0	.0%	1	.3%
CB6 3LL	1	.2%	0	.0%	1	.3%
CF38 2RP	1	.2%	1	.5%	0	.0%
CH1 3EX	1	.2%	1	.5%	0	.0%
CT15 6BZ	1	.2%	1	.5%	0	.0%
CV11	1	.2%	0	.0%	1	.3%
CV11 6PP	1	.2%	0	.0%	1	.3%
CV3 5PX	1	.2%	1	.5%	0	.0%
CV3 1GF	1	.2%	1	.5%	0	.0%
CV34 5TH	1	.2%	1	.5%	0	.0%
CV34 6QH	1	.2%	0	.0%	1	.3%
CV35 8DE	1	.2%	0	.0%	1	.3%
CV36 4BH	1	.2%	0	.0%	1	.3%
CV36 4GD	1	.2%	1	.5%	0	.0%
CV37 9FB	1	.2%	0	.0%	1	.3%
CV4 7AL	1	.2%	0	.0%	1	.3%
CV4 9AR	1	.2%	1	.5%	0	.0%
CV4 9RS	1	.2%	0	.0%	1	.3%
CV47 1GA	1	.2%	0	.0%	1	.3%
CV5 7FB	1	.2%	0	.0%	1	.3%
CV5 9AG	1	.2%	0	.0%	1	.3%
CV5 9AS	1	.2%	0	.0%	1	.3%
CV5 9GZ	1	.2%	0	.0%	1	.3%
CV6 6QU	1	.2%	0	.0%	1	.3%
CV7	1	.2%	1	.5%	0	.0%
CV7 7EG	1	.2%	0	.0%	1	.3%
CV7 7EN	1	.2%	0	.0%	1	.3%
CV7 7HD	2	.4%	0	.0%	2	.7%
CV7 7HF	1	.2%	0	.0%	1	.3%
CV7 7NB	1	.2%	1	.5%	0	.0%
CV7 7ND	1	.2%	1	.5%	0	.0%
CV7 8RA	1	.2%	0	.0%	1	.3%
CV8 1NP	1	.2%	0	.0%	1	.3%
CV8 2DY	1	.2%	1	.5%	0	.0%
DB8 3YD	1	.2%	0	.0%	1	.3%
DY12 1JS	1	.2%	0	.0%	1	.3%

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Q1. Postcode

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
DY4 8QG	1	.2%	1	.5%	0	.0%
E14 6HN	1	.2%	0	.0%	1	.3%
G29	1	.2%	1	.5%	0	.0%
GU35 8JZ	1	.2%	0	.0%	1	.3%
LE3 3RD	1	.2%	0	.0%	1	.3%
M41 9HS	1	.2%	0	.0%	1	.3%
ME4 6UU	1	.2%	1	.5%	0	.0%
NE2 3NT	1	.2%	1	.5%	0	.0%
NN11 9YS	1	.2%	0	.0%	1	.3%
PE23 4BL	1	.2%	1	.5%	0	.0%
Refused	8	1.7%	4	2.2%	4	1.4%
SA67 7DQ	1	.2%	1	.5%	0	.0%
SO45 5ER	1	.2%	1	.5%	0	.0%
TR27 4ND	1	.2%	0	.0%	1	.3%
WL7 4EW	1	.2%	0	.0%	1	.3%
WS11 9FT	1	.2%	1	.5%	0	.0%
WS9 0JR	1	.2%	1	.5%	0	.0%

Q2. How did you travel here today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Car (as driver)	195	40.5%	69	37.1%	126	42.6%
Bus	142	29.5%	60	32.3%	82	27.7%
Car (as passenger)	75	15.6%	33	17.7%	42	14.2%
Walk	47	9.8%	14	7.5%	33	11.1%
Taxi	6	1.2%	2	1.1%	4	1.4%
Cycle	5	1.0%	4	2.2%	1	.3%
Moped/ Motorcycle	5	1.0%	0	.0%	5	1.7%
Other	7	1.5%	4	2.2%	3	1.0%
Train						

Q3. What is the main purpose of your visit to Solihull town centre today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Non-food shopping (in shops)	233	48.3%	86	46.2%	147	49.7%
Food shopping (in shops)	50	10.4%	20	10.8%	30	10.1%
Meeting friends or family	45	9.3%	18	9.7%	27	9.1%
Work in or near town centre	35	7.3%	17	9.1%	18	6.1%
Using financial services	28	5.8%	10	5.4%	18	6.1%
Other social or leisure reasons	23	4.8%	4	2.2%	19	6.4%
Visit John Lewis	10	2.1%	5	2.7%	5	1.7%
Using other services	7	1.5%	3	1.6%	4	1.4%
Education	7	1.5%	5	2.7%	2	.7%
Visiting restaurant, cafe or public house	6	1.2%	3	1.6%	3	1.0%
Business	6	1.2%	4	2.2%	2	.7%
Tourism or sight-seeing	2	.4%	0	.0%	2	.7%
Visiting the library	2	.4%	1	.5%	1	.3%
Visiting Solihull Connect/ Civic Centre	1	.2%	1	.5%	0	.0%
Visit the park	1	.2%	0	.0%	1	.3%
Access to transport services	1	.2%	0	.0%	1	.3%
Browsing	12	2.5%	4	2.2%	8	2.7%
To return goods	6	1.2%	1	.5%	5	1.7%
Other						
Job hunting	4	.8%	2	1.1%	2	.7%
Visiting doctors/dentist	3	.6%	2	1.1%	1	.3%

Q4 What else, if anything, will you be doing in the town centre today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square		
	Num	%	Num	%	Num	%	
Base: All respondents	482	100.0%	186	100.0%	296	100.0%	
Food shopping (in shops)	71	14.7%	21	11.3%	50	16.9%	
Non-food shopping (in shops)	158	32.8%	63	33.9%	95	32.1%	
Visit John Lewis	22	4.6%	11	5.9%	11	3.7%	
Shopping in the market	0	.0%	0	.0%	0	.0%	
Using financial services	38	7.9%	20	10.8%	18	6.1%	
Using other services	4	.8%	0	.0%	4	1.4%	
Visiting restaurant, cafe , public house	73	15.1%	34	18.3%	39	13.2%	
Work in or near town centre	6	1.2%	3	1.6%	3	1.0%	
Tourism or sight-seeing	1	.2%	0	.0%	1	.3%	
Visiting Solihull Connect/ Civic Centre	1	.2%	1	.5%	0	.0%	
Visiting the library	6	1.2%	4	2.2%	2	.7%	
Visiting Sports Centre	0	.0%	0	.0%	0	.0%	
Visit the park	0	.0%	0	.0%	0	.0%	
Meeting friends or family	28	5.8%	9	4.8%	19	6.4%	
Other social or leisure reasons	10	2.1%	4	2.2%	6	2.0%	
Business	2	.4%	0	.0%	2	.7%	
Education	2	.4%	1	.5%	1	.3%	
Access to transport	1	.2%	0	.0%	1	.3%	
Other							
	Browsing/window shopping	23	4.8%	10	5.4%	13	4.4%
	Hospital appointment	1	.2%	0	.0%	1	.3%

Q5. Why did you choose to come here for shopping or services today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Close to home/ live here	241	50.0%	81	43.5%	160	54.1%
Good range of non-food shops which I like	57	11.8%	20	10.8%	37	12.5%
Attractive environment/ nice place	47	9.8%	16	8.6%	31	10.5%
Close to work	46	9.5%	18	9.7%	28	9.5%
Close to friends or relatives	15	3.1%	6	3.2%	9	3.0%
To visit Touchwood Court Shopping Centre	9	1.9%	6	3.2%	3	1.0%
Easy to get to by car	7	1.5%	4	2.2%	3	1.0%
Easy/ good car parking	6	1.2%	2	1.1%	4	1.4%
Easy to get to by public transport	6	1.2%	5	2.7%	1	.3%
Visiting Solihull as a tourist	6	1.2%	4	2.2%	2	.7%
Good food stores	4	.8%	3	1.6%	1	.3%
To visit John Lewis	4	.8%	2	1.1%	2	.7%
Market day/ to visit the market	1	.2%	0	.0%	1	.3%
Close to college	5	1.0%	3	1.6%	2	.7%
Job seeking	4	.8%	3	1.6%	1	.3%
Given a lift	4	.8%	2	1.1%	2	.7%
Close to doctors/dentist	3	.6%	0	.0%	3	1.0%
Returning goods	3	.6%	1	.5%	2	.7%
Other						
Baby friendly	1	.2%	1	.5%	0	.0%
Car dealership	1	.2%	0	.0%	1	.3%
Child escort	1	.2%	1	.5%	0	.0%
Familiar	1	.2%	0	.0%	1	.3%
Business appointment	1	.2%	1	.5%	0	.0%
Visiting bank/building society	3	.6%	2	1.1%	1	.3%
Marks & Spencer	2	.4%	1	.5%	1	.3%
Other particular shop or service						
Visit optician	2	.4%	1	.5%	1	.3%
Beatties	1	.2%	1	.5%	0	.0%
Various	1	.2%	1	.5%	0	.0%

5. What have you bought or do you expect to buy in Solihull town centre today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Food/ groceries	160	33.2%	51	27.4%	109	36.8%
Confectionery/ tobacco/ newspapers	65	13.5%	24	12.9%	41	13.9%
Clothes and shoes	228	47.3%	86	46.2%	142	48.0%
Household textiles and soft furnishings	8	1.7%	5	2.7%	3	1.0%
Furniture, carpets & other	0	.0%	0	.0%	0	.0%
Household appliances	9	1.9%	6	3.2%	3	1.0%
Audio-visual equipment	20	4.1%	5	2.7%	15	5.1%
Hardware, DIY & decorating supplies	10	2.1%	5	2.7%	5	1.7%
Chemists goods, cosmetics & beauty products	77	16.0%	28	15.1%	49	16.6%
Leisure & luxury goods	74	15.4%	27	14.5%	47	15.9%
Financial services	25	5.2%	9	4.8%	16	5.4%
Personal services	3	.6%	2	1.1%	1	.3%
Nothing	54	11.2%	29	15.6%	25	8.4%

7. Approximately how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants etc)?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Nothing/Don't know	286	59.3%	120	64.5%	166	56.1%
1	2	.4%	0	.0%	2	.7%
2	8	1.7%	4	2.2%	4	1.4%
3	4	.8%	1	.5%	3	1.0%
4	4	.8%	0	.0%	4	1.4%
5	31	6.4%	13	7.0%	18	6.1%
6	7	1.5%	2	1.1%	5	1.7%
7	4	.8%	0	.0%	4	1.4%
8	4	.8%	1	.5%	3	1.0%
10	51	10.6%	19	10.2%	32	10.8%
13	1	.2%	0	.0%	1	.3%
14	1	.2%	0	.0%	1	.3%
15	10	2.1%	3	1.6%	7	2.4%
18	1	.2%	0	.0%	1	.3%
Amount in £	20	5.4%	11	5.9%	15	5.1%
25	3	.6%	1	.5%	2	.7%
27	1	.2%	1	.5%	0	.0%
30	8	1.7%	2	1.1%	6	2.0%
40	8	1.7%	1	.5%	7	2.4%
50	8	1.7%	2	1.1%	6	2.0%
60	4	.8%	0	.0%	4	1.4%
69	1	.2%	1	.5%	0	.0%
70	2	.4%	1	.5%	1	.3%
80	3	.6%	1	.5%	2	.7%
81	1	.2%	1	.5%	0	.0%
88	1	.2%	0	.0%	1	.3%
100	1	.2%	1	.5%	0	.0%
150	1	.2%	0	.0%	1	.3%

3. Approximately how much have you spent or do you expect to spend on non-food goods in the town centre today?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Nothing/Don't know	98	20.3%	44	23.7%	54	18.2%
1	10	2.1%	3	1.6%	7	2.4%
2	5	1.0%	3	1.6%	2	.7%
3	5	1.0%	3	1.6%	2	.7%
4	4	.8%	0	.0%	4	1.4%
5	21	4.4%	8	4.3%	13	4.4%
6	5	1.0%	3	1.6%	2	.7%
7	1	.2%	0	.0%	1	.3%
8	4	.8%	3	1.6%	1	.3%
10	26	5.4%	7	3.8%	19	6.4%
12	3	.6%	2	1.1%	1	.3%
13	1	.2%	0	.0%	1	.3%
15	12	2.5%	3	1.6%	9	3.0%
18	1	.2%	1	.5%	0	.0%
20	53	11.0%	22	11.8%	31	10.5%
22	1	.2%	1	.5%	0	.0%
25	19	3.9%	3	1.6%	16	5.4%
30	40	8.3%	16	8.6%	24	8.1%
34	2	.4%	1	.5%	1	.3%
35	5	1.0%	3	1.6%	2	.7%
36	1	.2%	0	.0%	1	.3%
37	1	.2%	1	.5%	0	.0%
40	18	3.7%	8	4.3%	10	3.4%
45	1	.2%	0	.0%	1	.3%
48	1	.2%	0	.0%	1	.3%
50	54	11.2%	17	9.1%	37	12.5%
55	1	.2%	1	.5%	0	.0%
56	1	.2%	0	.0%	1	.3%
60	14	2.9%	6	3.2%	8	2.7%
65	2	.4%	0	.0%	2	.7%
66	1	.2%	1	.5%	0	.0%
70	9	1.9%	3	1.6%	6	2.0%
75	3	.6%	1	.5%	2	.7%
80	13	2.7%	5	2.7%	8	2.7%
85	1	.2%	1	.5%	0	.0%
90	1	.2%	1	.5%	0	.0%
100	24	5.0%	8	4.3%	16	5.4%
120	2	.4%	2	1.1%	0	.0%
130	1	.2%	1	.5%	0	.0%
140	1	.2%	0	.0%	1	.3%
150	7	1.5%	2	1.1%	5	1.7%
200	5	1.0%	0	.0%	5	1.7%
250	1	.2%	0	.0%	1	.3%
300	1	.2%	1	.5%	0	.0%
400	1	.2%	0	.0%	1	.3%
450	1	.2%	1	.5%	0	.0%

Amount in £

3. How often do you visit Solihull town centre for FOOD SHOPPING?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Everyday	16	3.3%	8	4.3%	8	2.7%
2-3 times a week	59	12.2%	13	7.0%	46	15.5%
Once a week	74	15.4%	25	13.4%	49	16.6%
Once fortnight	33	6.8%	10	5.4%	23	7.8%
Once a month	27	5.6%	9	4.8%	18	6.1%
Less often	44	9.1%	21	11.3%	23	7.8%
First visit	5	1.0%	3	1.6%	2	.7%
Never	224	46.5%	97	52.2%	127	42.9%

3. How often do you visit Solihull town centre for NON-FOOD SHOPPING?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Everyday	18	3.7%	8	4.3%	10	3.4%
2-3 times a week	76	15.8%	21	11.3%	55	18.6%
Once a week	131	27.2%	48	25.8%	83	28.0%
Once fortnight	79	16.4%	33	17.7%	46	15.5%
Once a month	82	17.0%	33	17.7%	49	16.6%
Less often	68	14.1%	27	14.5%	41	13.9%
First visit	8	1.7%	5	2.7%	3	1.0%
Never	20	4.1%	11	5.9%	9	3.0%

3. How often do you visit Solihull town centre for SERVICES (e. HAIRDRESSER, BANK OR BUILDING SOCIETY, DRY CLEANERS)?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Everyday	1	.2%	0	.0%	1	.3%
2-3 times a week	23	4.8%	4	2.2%	19	6.4%
Once a week	100	20.7%	39	21.0%	61	20.6%
Once fortnight	43	8.9%	16	8.6%	27	9.1%
Once a month	53	11.0%	20	10.8%	33	11.1%
Less often	50	10.4%	17	9.1%	33	11.1%
First visit	5	1.0%	2	1.1%	3	1.0%
Never	207	42.9%	88	47.3%	119	40.2%

7). How often do you visit Solihull town centre for LEISURE FACILITIES (e.g. LEISURE CENTRE OR CINEMA)?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Everyday	1	.2%	0	.0%	1	.3%
2-3 times a week	5	1.0%	3	1.6%	2	.7%
Once a week	26	5.4%	11	5.9%	15	5.1%
Once fortnight	20	4.1%	8	4.3%	12	4.1%
Once a month	53	11.0%	17	9.1%	36	12.2%
Less often	87	18.0%	30	16.1%	57	19.3%
First visit	6	1.2%	4	2.2%	2	.7%
Never	284	58.9%	113	60.8%	171	57.8%

8). How often do you visit Solihull town centre for PUBS, CAFES, RESTAURANTS, NIGHTCLUBS?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Everyday	2	.4%	1	.5%	1	.3%
2-3 times a week	26	5.4%	11	5.9%	15	5.1%
Once a week	73	15.1%	33	17.7%	40	13.5%
Once fortnight	47	9.8%	19	10.2%	28	9.5%
Once a month	67	13.9%	27	14.5%	40	13.5%
Less often	60	12.4%	24	12.9%	36	12.2%
First visit	7	1.5%	4	2.2%	3	1.0%
Never	200	41.5%	67	36.0%	133	44.9%

Q10. What do you like about Solihull town centre for shopping or services?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Good food shops	73	15.1%	34	18.3%	39	13.2%
Good non-food shops	216	44.8%	88	47.3%	128	43.2%
Good market	13	2.7%	4	2.2%	9	3.0%
Good range of financial or personal services	20	4.1%	10	5.4%	10	3.4%
Good cafes, restaurants or public houses	42	8.7%	14	7.5%	28	9.5%
The John Lewis store	49	10.2%	23	12.4%	26	8.8%
The Touchwood Court Shopping Centre	87	18.0%	34	18.3%	53	17.9%
Attractive environment/ nice place	221	45.9%	81	43.5%	140	47.3%
Traffic free pedestrian areas	129	26.8%	51	27.4%	78	26.4%
Clean streets	108	22.4%	49	26.3%	59	19.9%
Well maintained streets	63	13.1%	29	15.6%	34	11.5%
Easy to park the car	42	8.7%	10	5.4%	32	10.8%
Good public transport	12	2.5%	2	1.1%	10	3.4%
Easy to get to from home	88	18.3%	23	12.4%	65	22.0%
Easy to get to from work	10	2.1%	3	1.6%	7	2.4%
Good safety/ security	39	8.1%	13	7.0%	26	8.8%
Nothing or very little	10	2.1%	3	1.6%	7	2.4%
Other						
Compact	52	10.8%	15	8.1%	37	12.5%
Friendly staff	7	1.5%	0	.0%	7	2.4%
Has all we need	5	1.0%	3	1.6%	2	.7%
Not too busy	3	.6%	1	.5%	2	.7%
Baby friendly	2	.4%	0	.0%	2	.7%
Marks & Spencer	1	.2%	0	.0%	1	.3%
Good baby stores	1	.2%	1	.5%	0	.0%
Marks & Spencer	4	.8%	1	.5%	3	1.0%
Bravissimo	1	.2%	1	.5%	0	.0%
Other particular shops or services						
Beatties	1	.2%	0	.0%	1	.3%
Ann Summers	1	.2%	0	.0%	1	.3%

Q11. What do you dislike about Solihull town centre for shopping or services?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Too busy/ crowded	8	1.7%	2	1.1%	6	2.0%
Traffic congestion/ difficult to get to by car	1	.2%	1	.5%	0	.0%
Poor range of shops	16	3.3%	7	3.8%	9	3.0%
Poor range of services	0	.0%	0	.0%	0	.0%
Poor market	0	.0%	0	.0%	0	.0%
Danger from vehicles/ not	0	.0%	0	.0%	0	.0%
Difficult to park near shops	5	1.0%	2	1.1%	3	1.0%
Car parking too expensive	38	7.9%	12	6.5%	26	8.8%
Streets dirty	5	1.0%	2	1.1%	3	1.0%
Streets/ badly maintained	2	.4%	1	.5%	1	.3%
Unattractive environment/ not a very nice place	6	1.2%	1	.5%	5	1.7%
Not enough seats/ litter bins/ public phones/ toilets	14	2.9%	3	1.6%	11	3.7%
Poor access for the disabled	0	.0%	0	.0%	0	.0%
Nothing very little	356	73.9%	135	72.6%	221	74.7%
Expensive shops	11	2.3%	5	2.7%	6	2.0%
Crowds of youths hanging around	7	1.5%	4	2.2%	3	1.0%
Need larger stores	4	.8%	2	1.1%	2	.7%
Poor bus service	4	.8%	1	.5%	3	1.0%
Too few young fashion stores	2	.4%	2	1.1%	0	.0%
Spaces too small in free car park	2	.4%	2	1.1%	0	.0%
Baby wear goods	1	.2%	0	.0%	1	.3%
Mell Square needs modernising	1	.2%	1	.5%	0	.0%
Mens clothing stores	1	.2%	1	.5%	0	.0%
Womens clothes stores	1	.2%	0	.0%	1	.3%
Too many charity shops	1	.2%	0	.0%	1	.3%
Access difficult for pushchairs	1	.2%	1	.5%	0	.0%
No market	1	.2%	1	.5%	0	.0%
Cafes/restaurants poor	1	.2%	1	.5%	0	.0%
No late night shopping	1	.2%	0	.0%	1	.3%
Too many undesirables/homeless people	1	.2%	0	.0%	1	.3%
No Halal food stores	1	.2%	0	.0%	1	.3%
Baby wear goods	2	.4%	2	1.1%	0	.0%
Womens clothes stores	2	.4%	1	.5%	1	.3%
Cafes/restaurants poor	2	.4%	1	.5%	1	.3%
Too few young fashion stores	1	.2%	1	.5%	0	.0%
Evans	1	.2%	0	.0%	1	.3%
New Look	1	.2%	1	.5%	0	.0%
Hardware store	1	.2%	0	.0%	1	.3%
Electrical store	1	.2%	0	.0%	1	.3%

12. What improvements, if any, would make you shop or use services in the town centre more often?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
More/ better car parking	8	1.7%	6	3.2%	2	.7%
Lower car park charges	46	9.5%	16	8.6%	30	10.1%
Better public transport	8	1.7%	3	1.6%	5	1.7%
More/ better shops	38	7.9%	18	9.7%	20	6.8%
More better financial or personal	0	.0%	0	.0%	0	.0%
More/ better cafes/ restaurants/ or public houses	5	1.0%	3	1.6%	2	.7%
Particular shop or shops	85	17.6%	32	17.2%	53	17.9%
More traffic free pedestrian streets	1	.2%	1	.5%	0	.0%
Fewer traffic free pedestrian streets	2	.4%	1	.5%	1	.3%
Cleaner streets	4	.8%	1	.5%	3	1.0%
More/ better leisure/ entertainment or cultural facilities	1	.2%	1	.5%	0	.0%
More/ better seats or floral displays	12	2.5%	4	2.2%	8	2.7%
Better disabled access	1	.2%	0	.0%	1	.3%
Shops and services open later in the evening	5	1.0%	4	2.2%	1	.3%
More shops and services open on	0	.0%	0	.0%	0	.0%
Better signposting	0	.0%	0	.0%	0	.0%
No improvements	308	63.9%	120	64.5%	188	63.5%
Other						
More public toilets	9	1.9%	1	.5%	8	2.7%
Better pavements	8	1.7%	4	2.2%	4	1.4%
Modernise Mell Square	5	1.0%	1	.5%	4	1.4%
More police presence	3	.6%	1	.5%	2	.7%
More clothes shops	3	.6%	1	.5%	2	.7%
Keep independent traders	3	.6%	1	.5%	2	.7%
Indoor market	2	.4%	1	.5%	1	.3%
Better baby changing facilities	2	.4%	0	.0%	2	.7%
Reduce traffic congestion	1	.2%	0	.0%	1	.3%
Less undesirables/homeless people	1	.2%	0	.0%	1	.3%
More cycle paths	1	.2%	1	.5%	0	.0%
Fewer mobile phone shops	1	.2%	0	.0%	1	.3%

13. You mentioned 'more/ better shops' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning more/ better shops		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those mentioning more/ better shops	38	100.0%	18	100.0%	20	100.0%
Cheap shops	6	15.8%	3	16.7%	3	15.0%
Clothes stores	5	13.2%	1	5.6%	4	20.0%
Young womens clothes	4	10.5%	4	22.2%	0	.0%
Independent shops	4	10.5%	2	11.1%	2	10.0%
Department stores	3	7.9%	0	.0%	3	15.0%
Improved diversity of stores	3	7.9%	0	.0%	3	15.0%
Childrens clothes store	3	7.9%	2	11.1%	1	5.0%
Sports shop	2	5.3%	2	11.1%	0	.0%
Electronic retailers	1	2.6%	1	5.6%	0	.0%
DVD/CD store	1	2.6%	0	.0%	1	5.0%
Mature women clothes shops	1	2.6%	1	5.6%	0	.0%
More eco friendly shops	1	2.6%	1	5.6%	0	.0%
Craft shop	1	2.6%	1	5.6%	0	.0%
Bakery	1	2.6%	0	.0%	1	5.0%
Halal food store	1	2.6%	0	.0%	1	5.0%
Butchers	1	2.6%	1	5.6%	0	.0%
Computer store	1	2.6%	0	.0%	1	5.0%

14. You mentioned 'a particular shop' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning particular shop(s)		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those mentioning particular shop(s)	85	100.0%	32	100.0%	53	100.0%
New look	30	35.3%	14	43.8%	16	30.2%
Primark	28	32.9%	15	46.9%	13	24.5%
Debenhams	11	12.9%	1	3.1%	10	18.9%
Evans	4	4.7%	1	3.1%	3	5.7%
Wilkinsons	4	4.7%	1	3.1%	3	5.7%
Mothercare	3	3.5%	1	3.1%	2	3.8%
Selfridges	3	3.5%	0	.0%	3	5.7%
Matalan	3	3.5%	0	.0%	3	5.7%
Beatties	3	3.5%	1	3.1%	2	3.8%
Urban Outfitters	2	2.4%	1	3.1%	1	1.9%
Footlocker	2	2.4%	1	3.1%	1	1.9%
Edinburgh Woolen Mill	2	2.4%	1	3.1%	1	1.9%
Jigsaw	2	2.4%	0	.0%	2	3.8%
Baby wear/goods	1	1.2%	1	3.1%	0	.0%
Top man/Top shop	1	1.2%	1	3.1%	0	.0%
Childrens clothes	1	1.2%	0	.0%	1	1.9%
Ann Summers	1	1.2%	0	.0%	1	1.9%
Russel & Bromley	1	1.2%	0	.0%	1	1.9%
TK Maxx	1	1.2%	0	.0%	1	1.9%
All Saints	1	1.2%	0	.0%	1	1.9%
Diesel	1	1.2%	0	.0%	1	1.9%
Aldi	1	1.2%	1	3.1%	0	.0%
Asda	1	1.2%	0	.0%	1	1.9%
Past Times	1	1.2%	0	.0%	1	1.9%
Waitrose	1	1.2%	0	.0%	1	1.9%

15. When you come to the town centre during the day, how would you rate CAR PARKING?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	67	13.9%	21	11.3%	46	15.5%
Good	195	40.5%	76	40.9%	119	40.2%
Neither good nor poor	80	16.6%	33	17.7%	47	15.9%
Poor	22	4.6%	10	5.4%	12	4.1%
Very poor	9	1.9%	2	1.1%	7	2.4%
Don't know	109	22.6%	44	23.7%	65	22.0%

15. When you come to the town centre during the day, how would you rate BUS SERVICES?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	67	13.9%	29	15.6%	38	12.8%
Good	187	38.8%	83	44.6%	104	35.1%
Neither good nor poor	53	11.0%	14	7.5%	39	13.2%
Poor	12	2.5%	7	3.8%	5	1.7%
Very poor	4	.8%	2	1.1%	2	.7%
Don't know	159	33.0%	51	27.4%	108	36.5%

15. When you come to the town centre during the day, how would you rate SAFETY AND SECURITY?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	117	24.3%	44	23.7%	73	24.7%
Good	322	66.8%	132	71.0%	190	64.2%
Neither good nor poor	38	7.9%	8	4.3%	30	10.1%
Poor	1	.2%	0	.0%	1	.3%
Don't know	4	.8%	2	1.1%	2	.7%

15. When you come to the town centre during the day, how would you rate the RANGE OF SHOPS?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	178	36.9%	58	31.2%	120	40.5%
Good	267	55.4%	112	60.2%	155	52.4%
Neither good nor poor	32	6.6%	13	7.0%	19	6.4%
Poor	4	.8%	2	1.1%	2	.7%
Don't know	1	.2%	1	.5%	0	.0%

15. When you come to the town centre during the day, how would you rate the RANGE OF SERVICES?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	124	25.7%	48	25.8%	76	25.7%
Good	268	55.6%	113	60.8%	155	52.4%
Neither good nor poor	56	11.6%	13	7.0%	43	14.5%
Poor	2	.4%	1	.5%	1	.3%
Don't know	32	6.6%	11	5.9%	21	7.1%

15. When you come to the town centre during the day, how would you rate the CLEANLINESS OF STREETS?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	160	33.2%	56	30.1%	104	35.1%
Good	291	60.4%	117	62.9%	174	58.8%
Neither good nor poor	26	5.4%	11	5.9%	15	5.1%
Poor	3	.6%	1	.5%	2	.7%
Very poor	1	.2%	0	.0%	1	.3%
Don't know	1	.2%	1	.5%	0	.0%

15. When you come to the town centre during the day, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Very good	168	34.9%	62	33.3%	106	35.8%
Good	282	58.5%	115	61.8%	167	56.4%
Neither good nor poor	28	5.8%	7	3.8%	21	7.1%
Poor	2	.4%	1	.5%	1	.3%
Very poor	1	.2%	0	.0%	1	.3%
Don't know	1	.2%	1	.5%	0	.0%

16. How often do you visit Solihull town centre in the evening?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
2-3 times a week	10	2.1%	4	2.2%	6	2.0%
Once a week	22	4.6%	9	4.8%	13	4.4%
Once fortnight	22	4.6%	9	4.8%	13	4.4%
Once a month	55	11.4%	19	10.2%	36	12.2%
Less often	73	15.1%	32	17.2%	41	13.9%
Don't know	1	.2%	0	.0%	1	.3%
Never	299	62.0%	113	60.8%	186	62.8%

Q17. What are your main reasons for visiting the town centre in the evening?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Pubs/ bars	105	57.4%	50	68.5%	55	50.0%
Cafes/ restaurants	99	54.1%	40	54.8%	59	53.6%
Nightclub	12	6.6%	7	9.6%	5	4.5%
Place of worship	1	.5%	0	.0%	1	.9%
Library	3	1.6%	1	1.4%	2	1.8%
Sports Centre	0	.0%	0	.0%	0	.0%
Other health and fitness centre	1	.5%	1	1.4%	0	.0%
Cinema	49	26.8%	15	20.5%	34	30.9%
Other Theatre	6	3.3%	2	2.7%	4	3.6%
Work	3	1.6%	2	2.7%	1	.9%

Q18. What do you like about the town centre in the evening?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Good cafes, restaurants or bars	104	56.8%	41	56.2%	63	57.3%
Good leisure, entertainment or cultural facilities	65	35.5%	22	30.1%	43	39.1%
Attractive environment/ nice place	40	21.9%	21	28.8%	19	17.3%
Easy to get to by car	32	17.5%	14	19.2%	18	16.4%
Good car parking	9	4.9%	5	6.8%	4	3.6%
Easy to get to by public transport	12	6.6%	5	6.8%	7	6.4%
Clean streets	13	7.1%	6	8.2%	7	6.4%
Good street lighting	6	3.3%	5	6.8%	1	.9%
Good safety/ security	25	13.7%	11	15.1%	14	12.7%
Nothing/ very little	16	8.7%	4	5.5%	12	10.9%

Q19. What do you dislike about the town centre in the evening?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Difficult to park	2	1.1%	1	1.4%	1	.9%
Poor public transport	3	1.6%	2	2.7%	1	.9%
Feels unsafe	17	9.3%	12	16.4%	5	4.5%
Poor street lighting	3	1.6%	0	.0%	3	2.7%
Poor cafes, restaurants or bars	3	1.6%	1	1.4%	2	1.8%
Poor leisure, entertainment or cultural facilities	8	4.4%	2	2.7%	6	5.5%
Streets dirty	4	2.2%	1	1.4%	3	2.7%
Vandalism	1	.5%	1	1.4%	0	.0%
Graffiti	1	.5%	0	.0%	1	.9%
Nothing/ very little	130	71.0%	51	69.9%	79	71.8%
Other						
			Youths hanging around			
			Having to pay to park			
			17	9.3%	4	5.5%
			1	.5%	0	.0%
			13	11.8%	1	.9%

Q20. When you come to the town centre in the evening, how would you rate CAR PARKING?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	23	12.6%	1	1.4%	22	20.0%
Good	101	55.2%	47	64.4%	54	49.1%
Neither good nor poor	17	9.3%	7	9.6%	10	9.1%
Poor	6	3.3%	2	2.7%	4	3.6%
Very poor	1	.5%	0	.0%	1	.9%
Don't know	35	19.1%	16	21.9%	19	17.3%

Q20. When you come to the town centre in the evening, how would you rate BUS SERVICES?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	7	3.8%	2	2.7%	5	4.5%
Good	68	37.2%	32	43.8%	36	32.7%
Neither good nor poor	29	15.8%	10	13.7%	19	17.3%
Poor	8	4.4%	7	9.6%	1	.9%
Very poor	5	2.7%	1	1.4%	4	3.6%
Don't know	66	36.1%	21	28.8%	45	40.9%

20. When you come to the town centre in the evening, how would you rate SAFETY AND SECURITY?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	24	13.1%	7	9.6%	17	15.5%
Good	115	62.8%	50	68.5%	65	59.1%
Neither good nor poor	33	18.0%	8	11.0%	25	22.7%
Poor	10	5.5%	8	11.0%	2	1.8%
Don't know	1	.5%	0	.0%	1	.9%

20. When you come to the town centre in the evening, how would you rate the RANGE OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	30	16.4%	6	8.2%	24	21.8%
Good	117	63.9%	51	69.9%	66	60.0%
Neither good nor poor	27	14.8%	12	16.4%	15	13.6%
Poor	6	3.3%	3	4.1%	3	2.7%
Very poor	1	.5%	1	1.4%	0	.0%
Don't know	2	1.1%	0	.0%	2	1.8%

20. When you come to the town centre in the evening, how would you rate the QUALITY OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	35	19.1%	7	9.6%	28	25.5%
Good	118	64.5%	51	69.9%	67	60.9%
Neither good nor poor	23	12.6%	12	16.4%	11	10.0%
Poor	5	2.7%	3	4.1%	2	1.8%
Don't know	2	1.1%	0	.0%	2	1.8%

20. When you come to the town centre in the evening, how would you rate the CLEANLINESS OF STREETS?

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	35	19.1%	9	12.3%	26	23.6%
Good	130	71.0%	60	82.2%	70	63.6%
Neither good nor poor	12	6.6%	3	4.1%	9	8.2%
Poor	4	2.2%	0	.0%	4	3.6%
Very poor	1	.5%	1	1.4%	0	.0%
Don't know	1	.5%	0	.0%	1	.9%

20. When you come to the town centre in the evening, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE

	Base: Those visiting in the evening		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	183	100.0%	73	100.0%	110	100.0%
Very good	37	20.2%	10	13.7%	27	24.5%
Good	126	68.9%	56	76.7%	70	63.6%
Neither good nor poor	16	8.7%	6	8.2%	10	9.1%
Poor	3	1.6%	1	1.4%	2	1.8%
Don't know	1	.5%	0	.0%	1	.9%

Q22. SEG

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
A/B	113	23.4%	36	19.4%	77	26.0%
C1	188	39.0%	71	38.2%	117	39.5%
C2	98	20.3%	46	24.7%	52	17.6%
D/E	81	16.8%	32	17.2%	49	16.6%
Refused	2	.4%	1	.5%	1	.3%

Q23. Age band of respondent

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
18 - 24 years	89	18.5%	49	26.3%	40	13.5%
25 - 34 years	85	17.6%	29	15.6%	56	18.9%
35 - 44 years	83	17.2%	32	17.2%	51	17.2%
45 - 54 years	64	13.3%	22	11.8%	42	14.2%
55 - 64 years	77	16.0%	26	14.0%	51	17.2%
65 years or above	80	16.6%	26	14.0%	54	18.2%
Refused	4	.8%	2	1.1%	2	.7%

Q24. Household employment status

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square		
	Num	%	Num	%	Num	%	
Base: All respondents	482	100.0%	186	100.0%	296	100.0%	
0	351	72.8%	135	72.6%	216	73.0%	
1	108	22.4%	38	20.4%	70	23.6%	
In part-time employment	2	18	3.7%	9	4.8%	9	3.0%
3	4	.8%	3	1.6%	1	.3%	
4	1	.2%	1	.5%	0	.0%	
0	150	31.1%	52	28.0%	98	33.1%	
1	173	35.9%	66	35.5%	107	36.1%	
2	127	26.3%	53	28.5%	74	25.0%	
In full-time employment	3	24	5.0%	12	6.5%	12	4.1%
4	5	1.0%	2	1.1%	3	1.0%	
5	1	.2%	0	.0%	1	.3%	
10	1	.2%	1	.5%	0	.0%	
32	1	.2%	0	.0%	1	.3%	
0	400	83.0%	152	81.7%	248	83.8%	
1	66	13.7%	30	16.1%	36	12.2%	
Unemployed but available for/ seeking employment	2	14	2.9%	3	1.6%	11	3.7%
3	1	.2%	1	.5%	0	.0%	
4	1	.2%	0	.0%	1	.3%	

Q25. Number of cars in household

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
None	78	16.2%	29	15.6%	49	16.6%
One	176	36.5%	79	42.5%	97	32.8%
Two	179	37.1%	60	32.3%	119	40.2%
Three or more	44	9.1%	18	9.7%	26	8.8%
Refused	5	1.0%	0	.0%	5	1.7%

Q26. Gender of respondent

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Male	117	24.3%	43	23.1%	74	25.0%
Female	365	75.7%	143	76.9%	222	75.0%

27. Would you be willing to be recontacted as part of our quality procedures?

	Base: All respondents		On High Street (outside Touchwood Court)		Mell Square	
	Num	%	Num	%	Num	%
Base: All respondents	482	100.0%	186	100.0%	296	100.0%
Yes	169	35.1%	49	26.3%	120	40.5%
No	313	64.9%	137	73.7%	176	59.5%

Day of Interview

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Monday	25	12.5%	25	29.8%	0	.0%
Tuesday	33	16.5%	13	15.5%	20	17.2%
Wednesday	53	26.5%	28	33.3%	25	21.6%
Thursday	28	14.0%	18	21.4%	10	8.6%
Friday	16	8.0%	0	.0%	16	13.8%
Saturday	45	22.5%	0	.0%	45	38.8%

Time of Interview

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Morning - Midday	92	46.0%	49	58.3%	43	37.1%
Midday - Afternoon	103	51.5%	35	41.7%	68	58.6%
Afternoon - Evening	5	2.5%	0	.0%	5	4.3%

Q1. Postcode

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
B90 2AZ	3	1.5%	1	1.2%	2	1.7%
Refused	3	1.5%	2	2.4%	1	.9%
B28 OTG	2	1.0%	0	.0%	2	1.7%
B90 2NW	2	1.0%	1	1.2%	1	.9%
B90 3EA	2	1.0%	0	.0%	2	1.7%
B90 3PT	2	1.0%	2	2.4%	0	.0%
B90 3QA	2	1.0%	2	2.4%	0	.0%
B90 3SA	2	1.0%	1	1.2%	1	.9%
B90 3SD	2	1.0%	2	2.4%	0	.0%
B90 4BD	2	1.0%	0	.0%	2	1.7%
B90 4PH	2	1.0%	1	1.2%	1	.9%
B13 OBU	1	.5%	0	.0%	1	.9%
B13 OBZ	1	.5%	0	.0%	1	.9%
B13 OHD	1	.5%	0	.0%	1	.9%
B13 OQY	1	.5%	1	1.2%	0	.0%
B13 9XL	1	.5%	1	1.2%	0	.0%
B14 4EJ	1	.5%	1	1.2%	0	.0%
B14 4LH	1	.5%	0	.0%	1	.9%
B14 4PG	1	.5%	1	1.2%	0	.0%
B14 4QE	1	.5%	1	1.2%	0	.0%
B14 4TL	1	.5%	0	.0%	1	.9%
B14 5HE	1	.5%	1	1.2%	0	.0%
B14 5PB	1	.5%	0	.0%	1	.9%
B14 5UE	1	.5%	0	.0%	1	.9%

nt.)

Q1. Postcode

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	B14 6PA	1	.5%	0	.0%	1
B22 7AS	1	.5%	1	1.2%	0	.0%
B27 7AZ	1	.5%	0	.0%	1	.9%
B27 7JW	1	.5%	1	1.2%	0	.0%
B27 7QJ	1	.5%	1	1.2%	0	.0%
B27 7UH	1	.5%	1	1.2%	0	.0%
B28 0AX	1	.5%	1	1.2%	0	.0%
B28 0BL	1	.5%	0	.0%	1	.9%
B28 0DD	1	.5%	0	.0%	1	.9%
B28 0EX	1	.5%	0	.0%	1	.9%
B28 0HG	1	.5%	0	.0%	1	.9%
B28 0HP	1	.5%	1	1.2%	0	.0%
B28 0LT	1	.5%	0	.0%	1	.9%
B28 0NG	1	.5%	0	.0%	1	.9%
B28 0PE	1	.5%	1	1.2%	0	.0%
B28 0PL	1	.5%	0	.0%	1	.9%
B28 0QB	1	.5%	0	.0%	1	.9%
B28 0QH	1	.5%	1	1.2%	0	.0%
B28 0RG	1	.5%	0	.0%	1	.9%
B28 0RT	1	.5%	0	.0%	1	.9%
B28 7SD	1	.5%	0	.0%	1	.9%
B28 8AT	1	.5%	0	.0%	1	.9%
B28 8BQ	1	.5%	0	.0%	1	.9%
B28 8EH	1	.5%	1	1.2%	0	.0%
B28 9BB	1	.5%	0	.0%	1	.9%
B28 9BX	1	.5%	0	.0%	1	.9%
B28 9DS	1	.5%	0	.0%	1	.9%
B28 9HR	1	.5%	0	.0%	1	.9%
B28 9ND	1	.5%	1	1.2%	0	.0%
B28 9PN	1	.5%	0	.0%	1	.9%
B28 9RH	1	.5%	0	.0%	1	.9%
B30 1EU	1	.5%	1	1.2%	0	.0%
B32 1JX	1	.5%	0	.0%	1	.9%
B36 0ND	1	.5%	1	1.2%	0	.0%
B36 8AN	1	.5%	1	1.2%	0	.0%
B37 6TU	1	.5%	1	1.2%	0	.0%
B38 0BQ	1	.5%	0	.0%	1	.9%
B38 8TJ	1	.5%	0	.0%	1	.9%
B38 9JQ	1	.5%	0	.0%	1	.9%
B47 5PH	1	.5%	0	.0%	1	.9%
B47 5PT	1	.5%	0	.0%	1	.9%
B47 6EY	1	.5%	0	.0%	1	.9%
B73 5NQ	1	.5%	1	1.2%	0	.0%
B90	1	.5%	1	1.2%	0	.0%
B90 1AB	1	.5%	1	1.2%	0	.0%
B90 1AU	1	.5%	1	1.2%	0	.0%
B90 1BE	1	.5%	0	.0%	1	.9%
B90 1BT	1	.5%	0	.0%	1	.9%
B90 1BX	1	.5%	0	.0%	1	.9%
B90 1DQ	1	.5%	0	.0%	1	.9%

nt.)

Q1. Postcode

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	B90 1DY	1	.5%	1	1.2%	0
B90 1ED	1	.5%	0	.0%	1	.9%
B90 1HD	1	.5%	0	.0%	1	.9%
B90 1HS	1	.5%	1	1.2%	0	.0%
B90 1JM	1	.5%	1	1.2%	0	.0%
B90 1JQ	1	.5%	0	.0%	1	.9%
B90 1JX	1	.5%	1	1.2%	0	.0%
B90 1LX	1	.5%	1	1.2%	0	.0%
B90 1LY	1	.5%	0	.0%	1	.9%
B90 1NB	1	.5%	1	1.2%	0	.0%
B90 1NE	1	.5%	1	1.2%	0	.0%
B90 1NF	1	.5%	1	1.2%	0	.0%
B90 1NH	1	.5%	0	.0%	1	.9%
B90 1NY	1	.5%	0	.0%	1	.9%
B90 1PB	1	.5%	0	.0%	1	.9%
B90 1QT	1	.5%	0	.0%	1	.9%
B90 1SN	1	.5%	1	1.2%	0	.0%
B90 1TQ	1	.5%	0	.0%	1	.9%
B90 2AF	1	.5%	0	.0%	1	.9%
B90 2BY	1	.5%	0	.0%	1	.9%
B90 2DB	1	.5%	1	1.2%	0	.0%
B90 2DD	1	.5%	0	.0%	1	.9%
B90 2DE	1	.5%	0	.0%	1	.9%
B90 2DU	1	.5%	1	1.2%	0	.0%
B90 2EH	1	.5%	1	1.2%	0	.0%
B90 2EZ	1	.5%	0	.0%	1	.9%
B90 2HA	1	.5%	1	1.2%	0	.0%
B90 2HB	1	.5%	1	1.2%	0	.0%
B90 2LL	1	.5%	0	.0%	1	.9%
B90 2LS	1	.5%	0	.0%	1	.9%
B90 2NT	1	.5%	1	1.2%	0	.0%
B90 2PE	1	.5%	0	.0%	1	.9%
B90 2PQ	1	.5%	0	.0%	1	.9%
B90 2RB	1	.5%	0	.0%	1	.9%
B90 2RR	1	.5%	0	.0%	1	.9%
B90 2RX	1	.5%	1	1.2%	0	.0%
B90 3AY	1	.5%	1	1.2%	0	.0%
B90 3BW	1	.5%	0	.0%	1	.9%
B90 3BZ	1	.5%	0	.0%	1	.9%
B90 3EB	1	.5%	0	.0%	1	.9%
B90 3EJ	1	.5%	1	1.2%	0	.0%
B90 3HT	1	.5%	1	1.2%	0	.0%
B90 3JE	1	.5%	1	1.2%	0	.0%
B90 3JN	1	.5%	0	.0%	1	.9%
B90 3JP	1	.5%	0	.0%	1	.9%
B90 3JR	1	.5%	0	.0%	1	.9%
B90 3JU	1	.5%	1	1.2%	0	.0%
B90 3JW	1	.5%	0	.0%	1	.9%
B90 3JX	1	.5%	0	.0%	1	.9%
B90 3JZ	1	.5%	0	.0%	1	.9%

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Q1. Postcode

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	B90 3LJ	1	.5%	0	.0%	1
B90 3LR	1	.5%	1	1.2%	0	.0%
B90 3LZ	1	.5%	1	1.2%	0	.0%
B90 3ND	1	.5%	1	1.2%	0	.0%
B90 3NG	1	.5%	0	.0%	1	.9%
B90 3NJ	1	.5%	0	.0%	1	.9%
B90 3NP	1	.5%	1	1.2%	0	.0%
B90 3NY	1	.5%	0	.0%	1	.9%
B90 3PN	1	.5%	0	.0%	1	.9%
B90 3PZ	1	.5%	1	1.2%	0	.0%
B90 3QH	1	.5%	0	.0%	1	.9%
B90 3QL	1	.5%	1	1.2%	0	.0%
B90 3QT	1	.5%	0	.0%	1	.9%
B90 3QY	1	.5%	0	.0%	1	.9%
B90 3RD	1	.5%	0	.0%	1	.9%
B90 3RN	1	.5%	1	1.2%	0	.0%
B90 3RR	1	.5%	0	.0%	1	.9%
B90 4BE	1	.5%	0	.0%	1	.9%
B90 4DE	1	.5%	0	.0%	1	.9%
B90 4HT	1	.5%	0	.0%	1	.9%
B90 4PT	1	.5%	1	1.2%	0	.0%
B90 4RG	1	.5%	1	1.2%	0	.0%
B90 4RW	1	.5%	0	.0%	1	.9%
B90 4TB	1	.5%	0	.0%	1	.9%
B90 4TJ	1	.5%	0	.0%	1	.9%
B90 4TL	1	.5%	1	1.2%	0	.0%
B90 4TQ	1	.5%	1	1.2%	0	.0%
B90 4UN	1	.5%	1	1.2%	0	.0%
B90 4UU	1	.5%	0	.0%	1	.9%
B90 4XQ	1	.5%	0	.0%	1	.9%
B90 4XX	1	.5%	1	1.2%	0	.0%
B90 4YQ	1	.5%	0	.0%	1	.9%
B91 1HW	1	.5%	0	.0%	1	.9%
B91 1JU	1	.5%	1	1.2%	0	.0%
B91 1NN	1	.5%	0	.0%	1	.9%
B91 1QE	1	.5%	0	.0%	1	.9%
B91 1TX	1	.5%	1	1.2%	0	.0%
B91 2HT	1	.5%	1	1.2%	0	.0%
B91 3FL	1	.5%	0	.0%	1	.9%
B91 3NA	1	.5%	0	.0%	1	.9%
B91 3TW	1	.5%	0	.0%	1	.9%
B91 3XT	1	.5%	1	1.2%	0	.0%
B91 3YL	1	.5%	0	.0%	1	.9%
B92 2PB	1	.5%	1	1.2%	0	.0%
B92 3NB	1	.5%	0	.0%	1	.9%
B92 7ES	1	.5%	0	.0%	1	.9%
B92 7RS	1	.5%	0	.0%	1	.9%
B92 8QG	1	.5%	0	.0%	1	.9%
B92 9AA	1	.5%	1	1.2%	0	.0%
B92 9BB	1	.5%	0	.0%	1	.9%

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Q1. Postcode

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
B92 9JE	1	.5%	1	1.2%	0	.0%
B93 0JE	1	.5%	0	.0%	1	.9%
B93 8RR	1	.5%	1	1.2%	0	.0%
B93 9ER	1	.5%	1	1.2%	0	.0%
B94 4DU	1	.5%	0	.0%	1	.9%
B94 5LN	1	.5%	1	1.2%	0	.0%
B94 6PA	1	.5%	1	1.2%	0	.0%
CV23 0NE	1	.5%	0	.0%	1	.9%
CV37 9DZ	1	.5%	0	.0%	1	.9%
CV37 9PB	1	.5%	1	1.2%	0	.0%
DY2 8HS	1	.5%	1	1.2%	0	.0%
WR11 7SW	1	.5%	1	1.2%	0	.0%
WS9 0PP	1	.5%	0	.0%	1	.9%

Q2. How did you travel here today?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Car (as driver)	101	50.5%	48	57.1%	53	45.7%
Walk	50	25.0%	20	23.8%	30	25.9%
Bus	28	14.0%	11	13.1%	17	14.7%
Car (as passenger)	17	8.5%	4	4.8%	13	11.2%
Taxi	2	1.0%	0	.0%	2	1.7%
Cycle	2	1.0%	1	1.2%	1	.9%

Q3. What is the main purpose of your visit to Shirley town centre today?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)		
	Num	%	Num	%	Num	%	
Base: All respondents	200	100.0%	84	100.0%	116	100.0%	
Food shopping (in other shops)	45	22.5%	22	26.2%	23	19.8%	
Using financial services	40	20.0%	18	21.4%	22	19.0%	
Non-food shopping (in shops)	39	19.5%	17	20.2%	22	19.0%	
Food shopping in superstores	30	15.0%	13	15.5%	17	14.7%	
Work in or near town centre	21	10.5%	10	11.9%	11	9.5%	
Using public or civic services	4	2.0%	1	1.2%	3	2.6%	
Using other services	4	2.0%	0	.0%	4	3.4%	
Meeting friends or family	4	2.0%	3	3.6%	1	.9%	
Other social or leisure reasons	3	1.5%	0	.0%	3	2.6%	
Visit the park	2	1.0%	0	.0%	2	1.7%	
Business	2	1.0%	0	.0%	2	1.7%	
Visiting restaurant, cafe or public house	1	.5%	0	.0%	1	.9%	
Access to transport services	1	.5%	0	.0%	1	.9%	
Other							
	Browsing	3	1.5%	0	.0%	3	2.6%
	Job hunting	1	.5%	0	.0%	1	.9%

Q4 What else, if anything, will you be doing in the town centre today?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)		
	Num	%	Num	%	Num	%	
Base: All respondents	200	100.0%	84	100.0%	116	100.0%	
Food shopping in superstores	15	7.5%	5	6.0%	10	8.6%	
Food shopping (in other shops)	39	19.5%	16	19.0%	23	19.8%	
Non-food shopping (in shops)	55	27.5%	23	27.4%	32	27.6%	
Using financial services	30	15.0%	15	17.9%	15	12.9%	
Using public or civic services	0	.0%	0	.0%	0	.0%	
Using other services	10	5.0%	4	4.8%	6	5.2%	
Visiting restaurant, cafe , public house	9	4.5%	1	1.2%	8	6.9%	
Work in or near town centre	2	1.0%	2	2.4%	0	.0%	
Tourism or sight-seeing	0	.0%	0	.0%	0	.0%	
Visiting the library	0	.0%	0	.0%	0	.0%	
Visit the park	0	.0%	0	.0%	0	.0%	
Visiting Sports Centre	0	.0%	0	.0%	0	.0%	
Visiting the out of centre retail parks	1	.5%	0	.0%	1	.9%	
Meeting friends or family	4	2.0%	1	1.2%	3	2.6%	
Other social or leisure reasons	3	1.5%	2	2.4%	1	.9%	
Business	3	1.5%	1	1.2%	2	1.7%	
Education	0	.0%	0	.0%	0	.0%	
Access to transport	0	.0%	0	.0%	0	.0%	
Nothing else	77	38.5%	33	39.3%	44	37.9%	
Other							
	Browsing/window shopping	3	1.5%	3	3.6%	0	.0%

Q5. Why did you choose to come here for shopping or services today?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Close to home/ live here	117	58.5%	46	54.8%	71	61.2%
Easy to get to by car	25	12.5%	13	15.5%	12	10.3%
Close to work	14	7.0%	8	9.5%	6	5.2%
Good range of non-food shops which I like	10	5.0%	5	6.0%	5	4.3%
Close to friends or relatives	6	3.0%	2	2.4%	4	3.4%
Good food stores	4	2.0%	2	2.4%	2	1.7%
Easy/ good car parking	4	2.0%	3	3.6%	1	.9%
Easy to get to by public transport	4	2.0%	3	3.6%	1	.9%
To visit a superstore	3	1.5%	1	1.2%	2	1.7%
Attractive environment/ nice place	2	1.0%	0	.0%	2	1.7%
Given a lift	1	.5%	0	.0%	1	.9%
Car dealership	1	.5%	0	.0%	1	.9%
Other						
Close to doctors/dentist	1	.5%	0	.0%	1	.9%
Child escort	1	.5%	0	.0%	1	.9%
Charity shops	1	.5%	0	.0%	1	.9%
Visit bank/building society	3	1.5%	1	1.2%	2	1.7%
Car dealership	1	.5%	0	.0%	1	.9%
Other particular shop or service						
Visit Optician	1	.5%	0	.0%	1	.9%
Post office	1	.5%	0	.0%	1	.9%

6. What have you bought or do you expect to buy in Shirley town centre today?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Food/ groceries	116	58.0%	46	54.8%	70	60.3%
Confectionery/ tobacco/ newspapers	39	19.5%	13	15.5%	26	22.4%
Clothes and shoes	17	8.5%	9	10.7%	8	6.9%
Household textiles and soft furnishings	4	2.0%	2	2.4%	2	1.7%
Furniture, carpets & other	0	.0%	0	.0%	0	.0%
Household appliances	0	.0%	0	.0%	0	.0%
Audio-visual equipt	2	1.0%	1	1.2%	1	.9%
Hardware, DIY & decorating supplies	13	6.5%	7	8.3%	6	5.2%
Chemists goods, cosmetics & beauty products	21	10.5%	6	7.1%	15	12.9%
Leisure & luxury goods	11	5.5%	5	6.0%	6	5.2%
Financial services	7	3.5%	3	3.6%	4	3.4%
Personal services	9	4.5%	2	2.4%	7	6.0%
Nothing	35	17.5%	17	20.2%	18	15.5%

7. Approximately how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants etc)?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)		
	Num	%	Num	%	Num	%	
Base: All respondents	200	100.0%	84	100.0%	116	100.0%	
Nothing/Don't know	83	41.5%	37	44.0%	46	39.7%	
1	3	1.5%	1	1.2%	2	1.7%	
2	6	3.0%	2	2.4%	4	3.4%	
3	6	3.0%	1	1.2%	5	4.3%	
5	12	6.0%	5	6.0%	7	6.0%	
6	4	2.0%	3	3.6%	1	.9%	
7	5	2.5%	3	3.6%	2	1.7%	
8	1	.5%	1	1.2%	0	.0%	
10	21	10.5%	8	9.5%	13	11.2%	
15	12	6.0%	5	6.0%	7	6.0%	
Amount in £	16	1	.5%	0	.0%	1	.9%
20	14	7.0%	7	8.3%	7	6.0%	
25	7	3.5%	3	3.6%	4	3.4%	
30	11	5.5%	3	3.6%	8	6.9%	
35	2	1.0%	1	1.2%	1	.9%	
40	3	1.5%	1	1.2%	2	1.7%	
50	2	1.0%	0	.0%	2	1.7%	
60	2	1.0%	0	.0%	2	1.7%	
70	3	1.5%	1	1.2%	2	1.7%	
90	1	.5%	1	1.2%	0	.0%	
100	1	.5%	1	1.2%	0	.0%	

3. Approximately how much have you spent or do you expect to spend on non-food goods in the town centre today?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Nothing/Don't know	94	47.0%	42	50.0%	52	44.8%
1	5	2.5%	1	1.2%	4	3.4%
2	7	3.5%	3	3.6%	4	3.4%
3	3	1.5%	1	1.2%	2	1.7%
4	5	2.5%	2	2.4%	3	2.6%
5	15	7.5%	7	8.3%	8	6.9%
6	5	2.5%	4	4.8%	1	.9%
7	2	1.0%	0	.0%	2	1.7%
8	2	1.0%	2	2.4%	0	.0%
10	13	6.5%	5	6.0%	8	6.9%
12	4	2.0%	2	2.4%	2	1.7%
13	1	.5%	1	1.2%	0	.0%
15	8	4.0%	0	.0%	8	6.9%
20	14	7.0%	6	7.1%	8	6.9%
25	1	.5%	1	1.2%	0	.0%
30	10	5.0%	4	4.8%	6	5.2%
40	1	.5%	0	.0%	1	.9%
45	1	.5%	1	1.2%	0	.0%
46	1	.5%	0	.0%	1	.9%
50	4	2.0%	1	1.2%	3	2.6%
55	1	.5%	0	.0%	1	.9%
60	1	.5%	1	1.2%	0	.0%
800	1	.5%	0	.0%	1	.9%
2000	1	.5%	0	.0%	1	.9%

3). How often do you visit Shirley town centre for FOOD SHOPPING?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Everyday	15	7.5%	5	6.0%	10	8.6%
2-3 times a week	66	33.0%	31	36.9%	35	30.2%
Once a week	62	31.0%	21	25.0%	41	35.3%
Once fortnight	14	7.0%	5	6.0%	9	7.8%
Once a month	8	4.0%	3	3.6%	5	4.3%
Less often	8	4.0%	5	6.0%	3	2.6%
First visit	1	.5%	1	1.2%	0	.0%
Never	26	13.0%	13	15.5%	13	11.2%

8. How often do you visit Shirley town centre for NON-FOOD SHOPPING?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Everyday	8	4.0%	4	4.8%	4	3.4%
2-3 times a week	44	22.0%	24	28.6%	20	17.2%
Once a week	70	35.0%	19	22.6%	51	44.0%
Once fortnight	21	10.5%	11	13.1%	10	8.6%
Once a month	18	9.0%	13	15.5%	5	4.3%
Less often	21	10.5%	4	4.8%	17	14.7%
First visit	1	.5%	1	1.2%	0	.0%
Never	17	8.5%	8	9.5%	9	7.8%

9. How often do you visit Shirley town centre for SERVICES (e. HAIRDRESSER, BANK OR BUILDING SOCIETY, DRY CLEANERS)?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Everyday	3	1.5%	2	2.4%	1	.9%
2-3 times a week	25	12.5%	8	9.5%	17	14.7%
Once a week	77	38.5%	31	36.9%	46	39.7%
Once fortnight	26	13.0%	11	13.1%	15	12.9%
Once a month	29	14.5%	14	16.7%	15	12.9%
Less often	16	8.0%	4	4.8%	12	10.3%
First visit	1	.5%	1	1.2%	0	.0%
Never	23	11.5%	13	15.5%	10	8.6%

10. How often do you visit Shirley town centre for LEISURE FACILITIES (e.g. LEISURE CENTRE OR CINEMA)?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Everyday	1	.5%	1	1.2%	0	.0%
2-3 times a week	4	2.0%	1	1.2%	3	2.6%
Once a week	5	2.5%	1	1.2%	4	3.4%
Once fortnight	4	2.0%	1	1.2%	3	2.6%
Once a month	1	.5%	1	1.2%	0	.0%
Less often	2	1.0%	0	.0%	2	1.7%
First visit	1	.5%	1	1.2%	0	.0%
Never	182	91.0%	78	92.9%	104	89.7%

3. How often do you visit Shirley town centre for PUBS, CAFES, RESTAURANTS, NIGHTCLUBS?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Everyday	3	1.5%	2	2.4%	1	.9%
2-3 times a week	5	2.5%	1	1.2%	4	3.4%
Once a week	22	11.0%	9	10.7%	13	11.2%
Once fortnight	12	6.0%	4	4.8%	8	6.9%
Once a month	36	18.0%	12	14.3%	24	20.7%
Less often	17	8.5%	4	4.8%	13	11.2%
First visit	1	.5%	1	1.2%	0	.0%
Never	104	52.0%	51	60.7%	53	45.7%

Q10. What do you like about Shirley town centre for shopping or services?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)				
	Num	%	Num	%	Num	%			
Base: All respondents	200	100.0%	84	100.0%	116	100.0%			
Good non-food shops	66	33.0%	28	33.3%	38	32.8%			
Good superstores	73	36.5%	34	40.5%	39	33.6%			
Good food shops	90	45.0%	41	48.8%	49	42.2%			
Good retail parks	65	32.5%	32	38.1%	33	28.4%			
Good range of financial or personal services	54	27.0%	25	29.8%	29	25.0%			
Good cafes, restaurants or public houses	11	5.5%	4	4.8%	7	6.0%			
Attractive environment/ nice place	16	8.0%	7	8.3%	9	7.8%			
Traffic free pedestrian areas	2	1.0%	0	.0%	2	1.7%			
Clean streets	12	6.0%	4	4.8%	8	6.9%			
Well maintained streets	5	2.5%	1	1.2%	4	3.4%			
Easy to park the car	33	16.5%	12	14.3%	21	18.1%			
Good public transport	4	2.0%	1	1.2%	3	2.6%			
Easy to get to from home	61	30.5%	22	26.2%	39	33.6%			
Easy to get to from work	4	2.0%	3	3.6%	1	.9%			
Good safety/ security	5	2.5%	4	4.8%	1	.9%			
Nothing or very little	11	5.5%	4	4.8%	7	6.0%			
			Compact	5	2.5%	0	.0%	5	4.3%
			Free parking	5	2.5%	3	3.6%	2	1.7%
			Not too busy	4	2.0%	1	1.2%	3	2.6%
			Has all we need	3	1.5%	1	1.2%	2	1.7%
Other			Good charity shops	1	.5%	0	.0%	1	.9%
			Small independent shops	1	.5%	0	.0%	1	.9%
			Friendly staff	1	.5%	1	1.2%	0	.0%
			Community atmosphere	1	.5%	0	.0%	1	.9%
			Good charity shops	1	.5%	0	.0%	1	.9%
Other particular shops or services			Marks & Spencer	1	.5%	0	.0%	1	.9%
			Cheap shops	1	.5%	1	1.2%	0	.0%

Q11. What do you dislike about Shirley town centre for shopping or services?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Too busy/ crowded	4	2.0%	2	2.4%	2	1.7%
Traffic congestion/ difficult to get to by car	80	40.0%	41	48.8%	39	33.6%
Poor range of shops	22	11.0%	9	10.7%	13	11.2%
Poor range of services	1	.5%	0	.0%	1	.9%
Poor market	2	1.0%	0	.0%	2	1.7%
Danger from vehicles/ not full pedestrianised	5	2.5%	3	3.6%	2	1.7%
Difficult to park near shops	8	4.0%	2	2.4%	6	5.2%
Car parking too expensive	2	1.0%	0	.0%	2	1.7%
Streets dirty	1	.5%	0	.0%	1	.9%
Streets badly maintained	1	.5%	0	.0%	1	.9%
Unattractive environment/ not a very nice place	3	1.5%	3	3.6%	0	.0%
Not enough seats/ litter bins/ public phones/ toilets	5	2.5%	1	1.2%	4	3.4%
Poor access for the disabled	1	.5%	1	1.2%	0	.0%
Nothing very little	66	33.0%	27	32.1%	39	33.6%
Too many charity shops	5	2.5%	2	2.4%	3	2.6%
Traffic congestion	4	2.0%	0	.0%	4	3.4%
Some stores closing	4	2.0%	2	2.4%	2	1.7%
Cycle lanes	2	1.0%	0	.0%	2	1.7%
Too few young fashion shops	1	.5%	0	.0%	1	.9%
Other						
Too many supermarkets	1	.5%	0	.0%	1	.9%
Small spaces in free car park	1	.5%	0	.0%	1	.9%
No decent childrens clothing	1	.5%	0	.0%	1	.9%
Cafes/restaurants poor	1	.5%	0	.0%	1	.9%
Too many estate agents	1	.5%	0	.0%	1	.9%
Too few young fashion shops	1	.5%	0	.0%	1	.9%
Mens clothing stores	1	.5%	0	.0%	1	.9%
Other particular shops or services not in Shirley						
Womens clothes stores	1	.5%	0	.0%	1	.9%
Cafes/restaurants poor	1	.5%	1	1.2%	0	.0%
Bookshops	1	.5%	1	1.2%	0	.0%

12. What improvements, if any, would make you shop or use services in the town centre more often?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtrfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
More/ better car parking	52	26.0%	30	35.7%	22	19.0%
Lower car park charges	4	2.0%	1	1.2%	3	2.6%
Better public transport	3	1.5%	1	1.2%	2	1.7%
More/ better shops	26	13.0%	10	11.9%	16	13.8%
More better financial or personal services	1	.5%	0	.0%	1	.9%
More/ better cafes/ restaurants/ or public houses	14	7.0%	6	7.1%	8	6.9%
Particular shop or shops	13	6.5%	6	7.1%	7	6.0%
More traffic free pedestrian streets	3	1.5%	2	2.4%	1	.9%
Fewer traffic free pedestrian streets	1	.5%	1	1.2%	0	.0%
Cleaner streets	1	.5%	0	.0%	1	.9%
More/ better leisure/ entertainment or cultural facilities	31	15.5%	15	17.9%	16	13.8%
More/ better seats or floral displays	7	3.5%	4	4.8%	3	2.6%
Better disabled access	0	.0%	0	.0%	0	.0%
Shops and services open later in	0	.0%	0	.0%	0	.0%
More shops and services open on Sunday	6	3.0%	2	2.4%	4	3.4%
Better signposting	0	.0%	0	.0%	0	.0%
No improvements	59	29.5%	20	23.8%	39	33.6%
Better pavements	3	1.5%	1	1.2%	2	1.7%
More public toilets	2	1.0%	0	.0%	2	1.7%
Reduce traffic congestion	2	1.0%	1	1.2%	1	.9%
Replace cheap/pound shops	1	.5%	0	.0%	1	.9%
Other						
More clothes shops	1	.5%	0	.0%	1	.9%
Shop fronts need facelift	1	.5%	0	.0%	1	.9%
Keep independent traders	1	.5%	0	.0%	1	.9%
Fewer charity shops	1	.5%	1	1.2%	0	.0%

13. You mentioned 'more/ better shops' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning more/ better shops		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those mentioning more/ better shops	26	100.0%	10	100.0%	16	100.0%
Clothes stores	18	69.2%	7	70.0%	11	68.8%
Improve diversity of stores	3	11.5%	0	.0%	3	18.8%
DVD/CD store	3	11.5%	0	.0%	3	18.8%
Mature women clothes stores	2	7.7%	2	20.0%	0	.0%
Department stores	1	3.8%	0	.0%	1	6.3%
A large retail park	1	3.8%	0	.0%	1	6.3%
Card shops	1	3.8%	1	10.0%	0	.0%
Shoe shops	1	3.8%	0	.0%	1	6.3%
Book shops	1	3.8%	1	10.0%	0	.0%
Supermarket	1	3.8%	1	10.0%	0	.0%
Ironmonger	1	3.8%	1	10.0%	0	.0%
Larger chemist	1	3.8%	0	.0%	1	6.3%

14. You mentioned 'a particular shop' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning particular shop(s)		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those mentioning particular shop(s)	13	100.0%	6	100.0%	7	100.0%
Clothes stores	6	46.2%	1	16.7%	5	71.4%
Marks & Spencer	2	15.4%	2	33.3%	0	.0%
Next	2	15.4%	1	16.7%	1	14.3%
Top Man/Top Shop	1	7.7%	0	.0%	1	14.3%
Childrens clothes	1	7.7%	0	.0%	1	14.3%
Asda	1	7.7%	1	16.7%	0	.0%
River Island	1	7.7%	1	16.7%	0	.0%
Waterstones	1	7.7%	1	16.7%	0	.0%
Lidl	1	7.7%	1	16.7%	0	.0%

15. When you come to the town centre during the day, how would you rate CAR PARKING?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Very good	24	12.0%	9	10.7%	15	12.9%
Good	73	36.5%	25	29.8%	48	41.4%
Neither good nor poor	63	31.5%	29	34.5%	34	29.3%
Poor	24	12.0%	15	17.9%	9	7.8%
Very poor	2	1.0%	1	1.2%	1	.9%
Don't know	14	7.0%	5	6.0%	9	7.8%

15. When you come to the town centre during the day, how would you rate BUS SERVICES?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Very good	54	27.0%	22	26.2%	32	27.6%
Good	65	32.5%	27	32.1%	38	32.8%
Neither good nor poor	28	14.0%	14	16.7%	14	12.1%
Poor	4	2.0%	2	2.4%	2	1.7%
Don't know	49	24.5%	19	22.6%	30	25.9%

15. When you come to the town centre during the day, how would you rate SAFETY AND SECURITY?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Very good	24	12.0%	14	16.7%	10	8.6%
Good	107	53.5%	48	57.1%	59	50.9%
Neither good nor poor	50	25.0%	14	16.7%	36	31.0%
Poor	9	4.5%	4	4.8%	5	4.3%
Very poor	1	.5%	1	1.2%	0	.0%
Don't know	9	4.5%	3	3.6%	6	5.2%

15. When you come to the town centre during the day, how would you rate the RANGE OF SHOPS?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Very good	7	3.5%	4	4.8%	3	2.6%
Good	62	31.0%	27	32.1%	35	30.2%
Neither good nor poor	108	54.0%	48	57.1%	60	51.7%
Poor	20	10.0%	3	3.6%	17	14.7%
Very poor	3	1.5%	2	2.4%	1	.9%

15. When you come to the town centre during the day, how would you rate the RANGE OF SERVICES?

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
Very good	11	5.5%	8	9.5%	3	2.6%
Good	120	60.0%	50	59.5%	70	60.3%
Neither good nor poor	59	29.5%	24	28.6%	35	30.2%
Poor	7	3.5%	2	2.4%	5	4.3%
Very poor	2	1.0%	0	.0%	2	1.7%
Don't know	1	.5%	0	.0%	1	.9%

15. When you come to the town centre during the day, how would you rate the CLEANLINESS OF STREETS?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Very good	20	10.0%	8	9.5%	12	10.3%
Good	84	42.0%	31	36.9%	53	45.7%
Neither good nor poor	88	44.0%	43	51.2%	45	38.8%
Poor	6	3.0%	2	2.4%	4	3.4%
Very poor	2	1.0%	0	.0%	2	1.7%

15. When you come to the town centre during the day, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Very good	12	6.0%	4	4.8%	8	6.9%
Good	60	30.0%	25	29.8%	35	30.2%
Neither good nor poor	103	51.5%	47	56.0%	56	48.3%
Poor	23	11.5%	8	9.5%	15	12.9%
Very poor	2	1.0%	0	.0%	2	1.7%

16. How often do you visit Shirley town centre in the evening?

	Base: All respondents		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: All respondents	200	100.0%	84	100.0%	116
Everyday	1	.5%	0	.0%	1	.9%
2-3 times a week	2	1.0%	0	.0%	2	1.7%
Once a week	12	6.0%	4	4.8%	8	6.9%
Once fortnight	6	3.0%	1	1.2%	5	4.3%
Once a month	13	6.5%	8	9.5%	5	4.3%
Less often	6	3.0%	3	3.6%	3	2.6%
Never	160	80.0%	68	81.0%	92	79.3%

Q17. What are your main reasons for visiting the town centre in the evening?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
	Base: Those visiting in the evening	40	100.0%	16	100.0%	24
Pubs/ bars	21	52.5%	6	37.5%	15	62.5%
Cafes/ restaurants	22	55.0%	10	62.5%	12	50.0%
Place of worship	2	5.0%	0	.0%	2	8.3%
Library	0	.0%	0	.0%	0	.0%
Health and fitness centre	2	5.0%	2	12.5%	0	.0%

Q18. What do you like about the town centre in the evening?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Good cafes, restaurants or bars	29	72.5%	13	81.3%	16	66.7%
Good leisure, entertainment or cultural facilities	2	5.0%	2	12.5%	0	.0%
Attractive environment/ nice place	4	10.0%	2	12.5%	2	8.3%
Easy to get to by car	0	.0%	0	.0%	0	.0%
Good car parking	2	5.0%	1	6.3%	1	4.2%
Easy to get to by public transport	2	5.0%	0	.0%	2	8.3%
Clean streets	1	2.5%	1	6.3%	0	.0%
Good street lighting	0	.0%	0	.0%	0	.0%
Good safety/ security	1	2.5%	1	6.3%	0	.0%
Nothing/ very little	5	12.5%	0	.0%	5	20.8%

Q19. What do you dislike about the town centre in the evening?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Difficult to park	0	.0%	0	.0%	0	.0%
Poor public transport	0	.0%	0	.0%	0	.0%
Feels unsafe	1	2.5%	0	.0%	1	4.2%
Poor street lighting	0	.0%	0	.0%	0	.0%
Poor cafes, restaurants or bars	0	.0%	0	.0%	0	.0%
Poor leisure, entertainment or cultural facilities	1	2.5%	1	6.3%	0	.0%
Streets dirty	0	.0%	0	.0%	0	.0%
Vandalism	1	2.5%	1	6.3%	0	.0%
Graffiti	0	.0%	0	.0%	0	.0%
Nothing/ very little	29	72.5%	13	81.3%	16	66.7%
Other Youths hanging around	6	15.0%	1	6.3%	5	20.8%

Q20. When you come to the town centre in the evening, how would you rate CAR PARKING?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	7	17.5%	1	6.3%	6	25.0%
Good	17	42.5%	8	50.0%	9	37.5%
Neither good nor poor	10	25.0%	4	25.0%	6	25.0%
Poor	2	5.0%	1	6.3%	1	4.2%
Don't know	4	10.0%	2	12.5%	2	8.3%

20. When you come to the town centre in the evening, how would you rate BUS SERVICES?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	4	10.0%	1	6.3%	3	12.5%
Good	19	47.5%	7	43.8%	12	50.0%
Neither good nor poor	9	22.5%	4	25.0%	5	20.8%
Poor	1	2.5%	1	6.3%	0	.0%
Don't know	7	17.5%	3	18.8%	4	16.7%

20. When you come to the town centre in the evening, how would you rate SAFETY AND SECURITY?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	4	10.0%	2	12.5%	2	8.3%
Good	22	55.0%	11	68.8%	11	45.8%
Neither good nor poor	10	25.0%	1	6.3%	9	37.5%
Poor	4	10.0%	2	12.5%	2	8.3%

20. When you come to the town centre in the evening, how would you rate the RANGE OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	2	5.0%	0	.0%	2	8.3%
Good	14	35.0%	7	43.8%	7	29.2%
Neither good nor poor	21	52.5%	7	43.8%	14	58.3%
Poor	3	7.5%	2	12.5%	1	4.2%

20. When you come to the town centre in the evening, how would you rate the QUALITY OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	2	5.0%	0	.0%	2	8.3%
Good	19	47.5%	5	31.3%	14	58.3%
Neither good nor poor	15	37.5%	8	50.0%	7	29.2%
Poor	3	7.5%	2	12.5%	1	4.2%
Don't know	1	2.5%	1	6.3%	0	.0%

20. When you come to the town centre in the evening, how would you rate the CLEANLINESS OF STREETS?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	4	10.0%	1	6.3%	3	12.5%
Good	17	42.5%	7	43.8%	10	41.7%
Neither good nor poor	17	42.5%	7	43.8%	10	41.7%
Poor	1	2.5%	1	6.3%	0	.0%
Very poor	1	2.5%	0	.0%	1	4.2%

20. When you come to the town centre in the evening, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE?

	Base: Those visiting in the evening		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: Those visiting in the evening	40	100.0%	16	100.0%	24	100.0%
Very good	3	7.5%	0	.0%	3	12.5%
Good	14	35.0%	6	37.5%	8	33.3%
Neither good nor poor	22	55.0%	10	62.5%	12	50.0%
Very poor	1	2.5%	0	.0%	1	4.2%

Q22. SEG

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
A/B	49	24.5%	17	20.2%	32	27.6%
C1	62	31.0%	24	28.6%	38	32.8%
C2	55	27.5%	28	33.3%	27	23.3%
D/E	34	17.0%	15	17.9%	19	16.4%

Q23. Age band of respondent

	Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
	Num	%	Num	%	Num	%
Base: All respondents	200	100.0%	84	100.0%	116	100.0%
18 - 24 years	21	10.5%	10	11.9%	11	9.5%
25 - 34 years	26	13.0%	14	16.7%	12	10.3%
35 - 44 years	41	20.5%	18	21.4%	23	19.8%
45 - 54 years	40	20.0%	10	11.9%	30	25.9%
55 - 64 years	35	17.5%	14	16.7%	21	18.1%
65 years or above	37	18.5%	18	21.4%	19	16.4%

Q24. Household employment status

		Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		
		Num	%	Num	%	Num	%	
Base: All respondents		200	100.0%	84	100.0%	116	100.0%	
In part-time employment	None	135	67.5%	56	66.7%	79	68.1%	
		1	56	28.0%	25	29.8%	31	26.7%
In full-time employment		2	9	4.5%	3	3.6%	6	5.2%
	None	61	30.5%	27	32.1%	34	29.3%	
		1	81	40.5%	32	38.1%	49	42.2%
		2	49	24.5%	23	27.4%	26	22.4%
Unemployed but available for/ seeking employment		3	8	4.0%	2	2.4%	6	5.2%
		4	1	.5%	0	.0%	1	.9%
	None	183	91.5%	80	95.2%	103	88.8%	
		1	12	6.0%	4	4.8%	8	6.9%
	2	4	2.0%	0	.0%	4	3.4%	
	4	1	.5%	0	.0%	1	.9%	

Q25. Number of cars in household

		Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
		Num	%	Num	%	Num	%
Base: All respondents		200	100.0%	84	100.0%	116	100.0%
None		33	16.5%	18	21.4%	15	12.9%
One		80	40.0%	27	32.1%	53	45.7%
Two		71	35.5%	37	44.0%	34	29.3%
Three or more		16	8.0%	2	2.4%	14	12.1%

Q26. Gender of respondent

		Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
		Num	%	Num	%	Num	%
Base: All respondents		200	100.0%	84	100.0%	116	100.0%
Male		54	27.0%	24	28.6%	30	25.9%
Female		146	73.0%	60	71.4%	86	74.1%

27. Would you be willing to be recontacted as part of our quality procedures?

		Base: All respondents		Side of Stratford Rd (betwn jcnctn Haslucks Grn/Solihull Rd)		Other side Strtfd Rd (betwn jcnctn Haslucks Grn/Solihull Rd)	
		Num	%	Num	%	Num	%
Base: All respondents		200	100.0%	84	100.0%	116	100.0%
Yes		61	30.5%	12	14.3%	49	42.2%
No		139	69.5%	72	85.7%	67	57.8%

Day of Interview

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Monday	30	14.9%
Tuesday	25	12.4%
Wednesday	50	24.8%
Thursday	25	12.4%
Friday	25	12.4%
Saturday	43	21.3%
Sunday	4	2.0%

Time of Interview

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Morning - Midday	97	48.0%
Midday - Afternoon	105	52.0%

Location of Interview

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Pedestrianised shopping area inside Chelmsley Circle	202	100.0%

Q1. Postcode

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
B37	4	2.0%
B37 7RD	3	1.5%
B36 0TB	2	1.0%
B36 9LP	2	1.0%
B37 5AD	2	1.0%
B37 5DQ	2	1.0%
B37 5JD	2	1.0%
B37 5LB	2	1.0%
B37 5QB	2	1.0%
B37 6DH	2	1.0%
B37 6PU	2	1.0%
B37 6SY	2	1.0%
B37 7JH	2	1.0%
B37 7LH	2	1.0%
B37 7NE	2	1.0%
B37 7PA	2	1.0%
B37 7PR	2	1.0%
B37 7QD	2	1.0%
B37 7QH	2	1.0%

nt.)

Q1. Postcode

	Base: All respondents	
	Num	%
B37 7UB	2	1.0%
B26 2EE	1	.5%
B26 2QD	1	.5%
B26 3LD	1	.5%
B27 6SD	1	.5%
B33 0BN	1	.5%
B33 0BZ	1	.5%
B33 0EG	1	.5%
B33 0EQ	1	.5%
B33 0HG	1	.5%
B33 0HY	1	.5%
B33 0LS	1	.5%
B33 0NZ	1	.5%
B33 0PB	1	.5%
B33 0QJ	1	.5%
B33 0QQ	1	.5%
B33 0RS	1	.5%
B33 8DP	1	.5%
B33 8JE	1	.5%
B33 8UH	1	.5%
B33 9EQ	1	.5%
B33 9EZ	1	.5%
B33 9LB	1	.5%
B33 9PP	1	.5%
B33 9RT	1	.5%
B33 9SG	1	.5%
B33 9SY	1	.5%
B33 9TG	1	.5%
B33 9TR	1	.5%
B34 6LD	1	.5%
B34 6TE	1	.5%
B34 6TR	1	.5%
B34 7HX	1	.5%
B34 7NJ	1	.5%
B34 7QB	1	.5%
B34 7RU	1	.5%
B34 7SA	1	.5%
B34 7SH	1	.5%
B34 7SQ	1	.5%
B36 0LX	1	.5%
B36 0LY	1	.5%
B36 0ND	1	.5%
B36 0PB	1	.5%
B36 0PF	1	.5%
B36 0PS	1	.5%
B36 0PX	1	.5%
B36 0SA	1	.5%
B36 0TJ	1	.5%
B36 8TX	1	.5%
B36 9JP	1	.5%
B36 9JZ	1	.5%

nt.)

Q1. Postcode

	Base: All respondents	
	Num	%
B36 9LQ	1	.5%
B37 0WT	1	.5%
B37 5AH	1	.5%
B37 5AR	1	.5%
B37 5BJ	1	.5%
B37 5BP	1	.5%
B37 5BZ	1	.5%
B37 5DD	1	.5%
B37 5DE	1	.5%
B37 5DL	1	.5%
B37 5DW	1	.5%
B37 5DX	1	.5%
B37 5EG	1	.5%
B37 5EH	1	.5%
B37 5EU	1	.5%
B37 5HY	1	.5%
B37 5JE	1	.5%
B37 5JN	1	.5%
B37 5KS	1	.5%
B37 5NQ	1	.5%
B37 5NT	1	.5%
B37 5NW	1	.5%
B37 5NY	1	.5%
B37 5PG	1	.5%
B37 5PR	1	.5%
B37 5QH	1	.5%
B37 5QU	1	.5%
B37 5RL	1	.5%
B37 5RR	1	.5%
B37 5RU	1	.5%
B37 5SD	1	.5%
B37 6BS	1	.5%
B37 6DP	1	.5%
B37 6EB	1	.5%
B37 6EY	1	.5%
B37 6HB	1	.5%
B37 6HX	1	.5%
B37 6LL	1	.5%
B37 6NL	1	.5%
B37 6NN	1	.5%
B37 6PD	1	.5%
B37 6PX	1	.5%
B37 6PY	1	.5%
B37 6QD	1	.5%
B37 6RL	1	.5%
B37 6RS	1	.5%
B37 6RU	1	.5%
B37 6RY	1	.5%
B37 6SR	1	.5%
B37 6TA	1	.5%
B37 6TS	1	.5%

nt.)

Q1. Postcode

	Base: All respondents	
	Num	%
B37 6TU	1	.5%
B37 6UB	1	.5%
B37 7AB	1	.5%
B37 7AY	1	.5%
B37 7BA	1	.5%
B37 7BT	1	.5%
B37 7DJ	1	.5%
B37 7DX	1	.5%
B37 7FS	1	.5%
B37 7FX	1	.5%
B37 7HY	1	.5%
B37 7JB	1	.5%
B37 7JE	1	.5%
B37 7JL	1	.5%
B37 7LJ	1	.5%
B37 7LN	1	.5%
B37 7LP	1	.5%
B37 7LR	1	.5%
B37 7LY	1	.5%
B37 7NG	1	.5%
B37 7NJ	1	.5%
B37 7NL	1	.5%
B37 7NP	1	.5%
B37 7NY	1	.5%
B37 7PF	1	.5%
B37 7PL	1	.5%
B37 7PW	1	.5%
B37 7PX	1	.5%
B37 7QN	1	.5%
B37 7QT	1	.5%
B37 7RA	1	.5%
B37 7RE	1	.5%
B37 7SH	1	.5%
B37 7SJ	1	.5%
B37 7SQ	1	.5%
B37 7SS	1	.5%
B37 7TD	1	.5%
B37 7TE	1	.5%
B37 7UA	1	.5%
B37 7UF	1	.5%
B37 7US	1	.5%
B37 7UY	1	.5%
B37 8UH	1	.5%
B39 0QI	1	.5%
B44 0RU	1	.5%
B44 8JU	1	.5%
B46 1NW	1	.5%
B63 1BH	1	.5%
B72 7RA	1	.5%
B77 7NL	1	.5%
B8 3JL	1	.5%

nt.)

Q1. Postcode

	Base: All respondents	
	Num	%
B90 1BS	1	.5%
B90 3LJ	1	.5%
B92 8EP	1	.5%
B92 8HU	1	.5%
B92 9AD	1	.5%
BB7 6NA	1	.5%
CV7 9HX	1	.5%

Q2. How did you travel here today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Bus	69	34.2%
Walk	66	32.7%
Car (as driver)	52	25.7%
Car (as passenger)	11	5.4%
Taxi	3	1.5%
Other Disability scooter	1	.5%

3. What is the main purpose of your visit to Chelmsley Wood town centre today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Food shopping in superstores	64	31.7%
Non-food shopping (in shops)	44	21.8%
Food shopping (in other shops)	26	12.9%
Other social or leisure reasons	20	9.9%
Using financial services	17	8.4%
Meeting friends or family	8	4.0%
Using other services	7	3.5%
Work in or near town centre	4	2.0%
Business	4	2.0%
Visiting restaurant, cafe or public house	1	.5%
Other Browsing	7	3.5%

4 What else, if anything, will you be doing in the town centre today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Food shopping in superstore	23	11.4%
Food shopping (in other shops)	18	8.9%
Non-food shopping (in shops)	55	27.2%
Using financial services	20	9.9%
Using public or civic services	1	.5%
Using other services	5	2.5%
Visiting restaurant, cafe , public house	7	3.5%
Work in or near town centre	0	.0%
Tourism or sight-seeing	0	.0%
Visiting the library	3	1.5%
Meeting friends or family	1	.5%
Other social or leisure reasons	6	3.0%
Business	0	.0%
Education	0	.0%
Access to transport services	0	.0%
Nothing else	92	45.5%
Other		
	Browsing/window shopping	2 1.0%
	Visiting childrens centre	1 .5%

5. Why did you choose to come here for shopping or services today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Close to home/ live here	145	71.8%
Easy to get to by public transport	13	6.4%
Close to work	8	4.0%
Easy to get to by car	8	4.0%
Good range of non-food shops which I like	6	3.0%
Close to friends or relatives	3	1.5%
Good food stores	1	.5%
To visit a supermarket	1	.5%
Attractive environment/ nice place	1	.5%
Other		
	Low prices	3 1.5%
	Job seeking	1 .5%
	Familiar	1 .5%
	To see progression of alterations	1 .5%
	Not overcrowded	1 .5%
	Visit bank/building society	2 1.0%
	Wilkinsons	2 1.0%
	Optician	1 .5%
Other particular shop or service	Sunbed shop	1 .5%
	Iceland	1 .5%
	Hairdresser	1 .5%
	Jeweller	1 .5%

5. What have you bought or do you expect to buy in Chelmsley Wood town centre today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Food/ groceries	125	61.9%
Confectionery/ tobacco/ newspapers	20	9.9%
Clothes and shoes	37	18.3%
Household textiles and soft furnishings	10	5.0%
Furniture, carpets, other	0	.0%
Household appliances	0	.0%
Audio-visual equipment	3	1.5%
Hardware, DIY & decorating supplies	29	14.4%
Chemists goods, cosmetics & beauty products	27	13.4%
Leisure & luxury goods e.g. books, jewellery, gifts	17	8.4%
Financial services	8	4.0%
Personal services	5	2.5%
Nothing	26	12.9%

7. Approximately how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants etc)?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Don't know/Nothing	77	38.1%
2	4	2.0%
3	5	2.5%
4	2	1.0%
5	8	4.0%
6	2	1.0%
9	1	.5%
10	21	10.4%
12	2	1.0%
13	1	.5%
15	9	4.5%
16	1	.5%
20	21	10.4%
Amount in £	25	3.5%
30	14	6.9%
40	6	3.0%
44	1	.5%
45	2	1.0%
46	1	.5%
50	7	3.5%
60	2	1.0%
70	1	.5%
80	1	.5%
100	2	1.0%
120	2	1.0%
130	1	.5%
150	1	.5%

3. Approximately how much have you spent or do you expect to spend on non-food goods in the town centre today?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Don't know/Nothing	78	38.6%
1	3	1.5%
2	7	3.5%
3	3	1.5%
4	4	2.0%
5	15	7.4%
6	1	.5%
8	3	1.5%
9	1	.5%
10	13	6.4%
11	1	.5%
12	3	1.5%
14	1	.5%
15	6	3.0%
20	8	4.0%
25	4	2.0%
29	1	.5%
30	16	7.9%
32	1	.5%
35	1	.5%
40	6	3.0%
50	8	4.0%
58	1	.5%
60	3	1.5%
70	2	1.0%
80	4	2.0%
84	1	.5%
100	4	2.0%
140	1	.5%
150	2	1.0%

3. How often do you visit Chelmsley Wood town centre for FOOD SHOPPING?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Everyday	17	8.4%
2-3 times a week	70	34.7%
Once a week	49	24.3%
Once fortnight	11	5.4%
Once a month	10	5.0%
Less often	18	8.9%
Never	26	12.9%
Don't know	1	.5%

8. How often do you visit Chelmsley Wood town centre for NON-FOOD SHOPPING?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Everyday	10	5.0%
2-3 times a week	73	36.1%
Once a week	65	32.2%
Once fortnight	13	6.4%
Once a month	15	7.4%
Less often	19	9.4%
Never	7	3.5%

9. How often do you visit Chelmsley Wood town centre for SERVICES (e.g. HAIRDRESSER, BANK OR BUILDING SOCIETY, DRY CLEANERS)?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Everyday	2	1.0%
2-3 times a week	26	12.9%
Once a week	79	39.1%
Once fortnight	19	9.4%
Once a month	19	9.4%
Less often	13	6.4%
Never	43	21.3%
Don't know	1	.5%

10. How often do you visit Chelmsley Wood town centre for LEISURE FACILITIES (e.g. LEISURE CENTRE OR CINEMA)?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
2-3 times a week	3	1.5%
Once a week	5	2.5%
Once a month	2	1.0%
Less often	4	2.0%
Never	187	92.6%
Don't know	1	.5%

11. How often do you visit Chelmsley Wood town centre for PUBS, CAFES, RESTAURANTS, NIGHTCLUBS?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Everyday	3	1.5%
2-3 times a week	9	4.5%
Once a week	13	6.4%
Once fortnight	9	4.5%
Once a month	4	2.0%
Less often	2	1.0%
Never	161	79.7%
Don't know	1	.5%

10. What do you like about Chelmsley Wood town centre for shopping or services?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Good non-food shops	43	21.3%
Good superstore	7	3.5%
Good food shops	28	13.9%
Good range of financial or personal services	9	4.5%
Good cafes, restaurants or public houses	3	1.5%
Attractive environment/ nice place	11	5.4%
Traffic free pedestrian areas	6	3.0%
Clean streets	5	2.5%
Well maintained pedestrian areas	3	1.5%
Easy to park the car	9	4.5%
Good public transport	6	3.0%
Easy to get to from home	79	39.1%
Easy to get to from work	2	1.0%
Good safety/ security	2	1.0%
Nothing or very little	64	31.7%
Other		
Friendly staff/people	9	4.5%
Compact	6	3.0%
Cheap shops	2	1.0%
Free parking	1	.5%
Community atmosphere	1	.5%
Ease access with disability scooter	1	.5%
The Market	1	.5%
Other particular shops or services		
Wilkinsons	2	1.0%
Poundland	1	.5%

L1. What do you dislike about Chelmsley Wood town centre for shopping or services?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Too busy/ crowded	6	3.0%
Traffic congestion/ difficult to get to by car	1	.5%
Poor range of shops	43	21.3%
Poor range of services	5	2.5%
Difficult to park near shops	12	5.9%
Car parking too expensive	0	.0%
Pedestrian areas dirty	2	1.0%
Pedestrian areas badly maintained	3	1.5%
Unattractive environment/ not a very nice place	17	8.4%
Not enough seats/ litter bins/ public phones/ toilets	7	3.5%
Poor access for the disabled	1	.5%
Nothing very little	87	43.1%
Other		
Building work creating mess/access problems	11	5.4%
Crowds of youths hanging around	8	4.0%
Too many dogs	6	3.0%
Attracts a bad crowd of people/rough	6	3.0%
Poor range of cafes/ restaurants	3	1.5%
Some stores closing	2	1.0%
Traffic congestion	1	.5%
Men's clothing stores	1	.5%
Expensive shops	1	.5%
Decent supermarkets	1	.5%
Not enough disabled parking	1	.5%
Too many fast food outlets	1	.5%
Layout needs improvement	1	.5%
Men's clothing stores	4	2.0%
Women's clothes stores	3	1.5%
Other particular shops or services not in Chelmsley Wood		
Decent supermarkets	2	1.0%
Poor range of cafes/ restaurants	1	.5%
WH Smith	1	.5%

12. What improvements, if any, would make you shop or use services in the town centre more often?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
More/ better car parking	13	6.4%
Lower car park charges	0	.0%
Better public transport	3	1.5%
More/ better shops	56	27.7%
More better financial or personal services	1	.5%
More/ better cafes/ restaurants/ or public houses	16	7.9%
Particular shop or shops	39	19.3%
Fewer traffic free pedestrian	0	.0%
Cleaner pedestrian areas	6	3.0%
More/ better leisure/ entertainment or cultural facilities	3	1.5%
More/ better seats or floral displays	4	2.0%
Better disabled access	2	1.0%
Shops and services open later in	0	.0%
More shops and services open on Sunday	1	.5%
Better signposting	1	.5%
No improvements	80	39.6%
	More police presence	9 4.5%
	The new complex	6 3.0%
	More public toilets	5 2.5%
	Reduce traffic congestion	2 1.0%
Other	Replace cheap/pound shops	1 .5%
	Fewer charity shops	1 .5%
	Better baby changing facilities	1 .5%
	More disabled parking spaces	1 .5%
	Improved access for pushchairs	1 .5%

13. You mentioned 'more/ better shops' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning more/ better shops	
	Num	%
Base: Those mentioning more/ better shops	56	100.0%
Supermarket	16	28.6%
Clothes stores	14	25.0%
Mens clothes	12	21.4%
More food stores	7	12.5%
Department stores	5	8.9%
DIY/wallpaper store	3	5.4%
A range of quality shops	3	5.4%
Household goods	2	3.6%
Newsagent	2	3.6%
Shoe shops	1	1.8%
Childrens clothes store	1	1.8%
Bookshops	1	1.8%

14. You mentioned 'a particular shop' would make you shop or use services in the town centre more often; which shops or types of shops would you like to see (Combined response)?

	Base: Those mentioning particular shop(s)	
	Num	%
Base: Those mentioning particular shop(s)	39	100.0%
Asda	14	35.9%
Marks & Spencer	11	28.2%
Next	4	10.3%
BHS	3	7.7%
Charity shops	2	5.1%
Tesco	2	5.1%
Wetherspoons	2	5.1%
Top Man	1	2.6%
Lidl	1	2.6%
Laundrette	1	2.6%
Hugo Boss	1	2.6%
Doroth Perkins	1	2.6%
B&Q	1	2.6%
Currys	1	2.6%
Body shop	1	2.6%
Clarks shoes	1	2.6%
Sainsbury's	1	2.6%

15. When you come to the town centre during the day, how would you rate CAR PARKING?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	14	6.9%
Good	29	14.4%
Neither good nor poor	19	9.4%
Poor	18	8.9%
Very poor	19	9.4%
Don't know	103	51.0%

15. When you come to the town centre during the day, how would you rate BUS SERVICES?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	39	19.3%
Good	71	35.1%
Neither good nor poor	17	8.4%
Poor	7	3.5%
Very poor	10	5.0%
Don't know	58	28.7%

15. When you come to the town centre during the day, how would you rate SAFETY AND SECURITY?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	22	10.9%
Good	100	49.5%
Neither good nor poor	40	19.8%
Poor	20	9.9%
Very poor	10	5.0%
Don't know	10	5.0%

15. When you come to the town centre during the day, how would you rate the RANGE OF SHOPS?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	25	12.4%
Good	81	40.1%
Neither good nor poor	49	24.3%
Poor	29	14.4%
Very poor	18	8.9%

15. When you come to the town centre during the day, how would you rate the RANGE OF SERVICES?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	18	8.9%
Good	105	52.0%
Neither good nor poor	50	24.8%
Poor	17	8.4%
Very poor	9	4.5%
Don't know	3	1.5%

15. When you come to the town centre during the day, how would you rate the CLEANLINESS OF PEDESTRIAN AREAS?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	33	16.3%
Good	106	52.5%
Neither good nor poor	43	21.3%
Poor	16	7.9%
Very poor	4	2.0%

15. When you come to the town centre during the day, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Very good	6	3.0%
Good	67	33.2%
Neither good nor poor	56	27.7%
Poor	38	18.8%
Very poor	35	17.3%

16. How often do you visit Chelmsley Wood town centre in the evening?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
2-3 times a week	1	.5%
Once fortnight	1	.5%
Never	200	99.0%

17. What are your main reasons for visiting the town centre in the evening?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Pubs/ bars	0	.0%
Cafes/ restaurants	0	.0%
Library	0	.0%
Health and fitness centre	1	50.0%
Other	1	50.0%
	Work	

18. What do you like about the town centre in the evening?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Good cafes, restaurants or bars	0	.0%
Good leisure, entertainment or	0	.0%
Attractive environment/ nice place	0	.0%
Easy to get to by car	0	.0%
Good car parking	0	.0%
Easy to get to by public transport	0	.0%
Clean pedestrian areas	0	.0%
Good street lighting	0	.0%
Good safety/ security	0	.0%
Nothing/ very little	2	100.0%

19. What do you dislike about the town centre in the evening?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Difficult to park	0	.0%
Poor public transport	0	.0%
Feels unsafe	1	50.0%
Poor street lighting	0	.0%
Poor cafes, restaurants or bars	0	.0%
Poor leisure, entertainment or	0	.0%
Pedestrian areas dirty	0	.0%
Vandalism	0	.0%
Graffiti	0	.0%
Nothing/ very little	1	50.0%

20. When you come to the town centre in the evening, how would you rate CAR PARKING?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Good	1	50.0%
Very poor	1	50.0%

20. When you come to the town centre in the evening, how would you rate BUS SERVICES?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Neither good nor poor	1	50.0%
Don't know	1	50.0%

20. When you come to the town centre in the evening, how would you rate SAFETY AND SECURITY?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Poor	1	50.0%
Very poor	1	50.0%

20. When you come to the town centre in the evening, how would you rate the RANGE OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Very poor	2	100.0%

20. When you come to the town centre in the evening, how would you rate the QUALITY OF EVENING ATTRACTIONS?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Very poor	2	100.0%

20. When you come to the town centre in the evening, how would you rate the CLEANLINESS OF PEDESTRIAN AREAS?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Good	1	50.0%
Neither good nor poor	1	50.0%

20. When you come to the town centre in the evening, how would you rate the ATTRACTIVENESS OF THE TOWN CENTRE?

	Base: Those visiting in the evening	
	Num	%
Base: Those visiting in the evening	2	100.0%
Poor	1	50.0%
Very poor	1	50.0%

Q22. SEG

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
A/B	2	1.0%
C1	33	16.3%
C2	63	31.2%
D/E	101	50.0%
Refused	3	1.5%

23. Age band of respondent

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
18 - 24 years	17	8.4%
25 - 34 years	23	11.4%
35 - 44 years	42	20.8%
45 - 54 years	40	19.8%
55 - 64 years	46	22.8%
65 years or above	34	16.8%

Q24. Household employment status

		Base: All respondents	
		Num	%
Base: All respondents		202	100.0%
In part-time employment	None	171	84.7%
		28	13.9%
In full-time employment		3	1.5%
	None	101	50.0%
		63	31.2%
		27	13.4%
		6	3.0%
		4	2.0%
Unemployed but available for/ seeking employment		1	.5%
	None	162	80.2%
		26	12.9%
		12	5.9%
	2	1.0%	

25. Number of cars in household

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
None	92	45.5%
One	69	34.2%
Two	40	19.8%
Three or more	1	.5%

26. Gender of respondent

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Male	50	24.8%
Female	152	75.2%

27. Would you be willing to be recontacted as part of our quality procedures?

	Base: All respondents	
	Num	%
Base: All respondents	202	100.0%
Yes	160	79.2%
No	42	20.8%



Appendix 5
Solihull Retailer Demand Schedule

Appendix 5 – Full List of Comparison Good Requirements for Solihull Town Centre

Name	Min Size (sq m)	Max Size (sq m)	Date listed
Clothing			
Austin Reed	149	232	09/11/07
Quiz Clothing	140	232	14/04/08
First Dragon Limited	47	140	07/02/08
Bonita	93	186	14/04/08
Profile Clothing	93	557	30/05/08
Billabong	130	465	23/05/08
Suits You	204	232	08/05/08
Charles Clinkard	93	302	24/04/08
Gerry Weber	232	372	12/06/08
Dept Store			
TJ Hughes	2323	13935	17/06/08
Desire by Debenhams	1858	2323	19/06/08
DIY			
Tile Choice	279	929	25/03/08
Footwear			
Varanni Shoes	93	232	20/05/08
Furniture			
New Heights	186	465	20/02/08
Starplan Furniture	372	929	05/06/08
Homewares			
Homeflair	465	1394	01/04/08
Linens Direct	372	186	07/03/08
Steamer Trading Ltd	84	372	16/05/08
The Pier	186	650	12/06/08
Music and Video			
Virgin	93	139	09/05/08
Sports Goods			
Mountain Warehouse	167	232	13/05/08
Miscellaneous			
Shaw Trust	37	93	03/03/08
Champneys	65	111	21/05/08
99p Stores Ltd	279	557	20/06/08
The Fragrance Shop	22	58	30/06/08
Glitz Accezzoriez	37	93	20/06/08
British Heart Foundation	60	557	07/04/08
Hawkin's Bazaar	93	279	12/06/08
Muse	51	79	15/11/07
Blue cross	46	93	29/05/08
Machine Mart Limited	186	1394	28/04/08
Leia	121	186	18/02/08
HPJ Retailing	65	111	26/03/08
Magnolia	26	68	10/07/08
Oliver Bonas	23	93	11/03/08
Klaussner	465	929	17/06/08
YMCA Shops	74	279	09/05/08

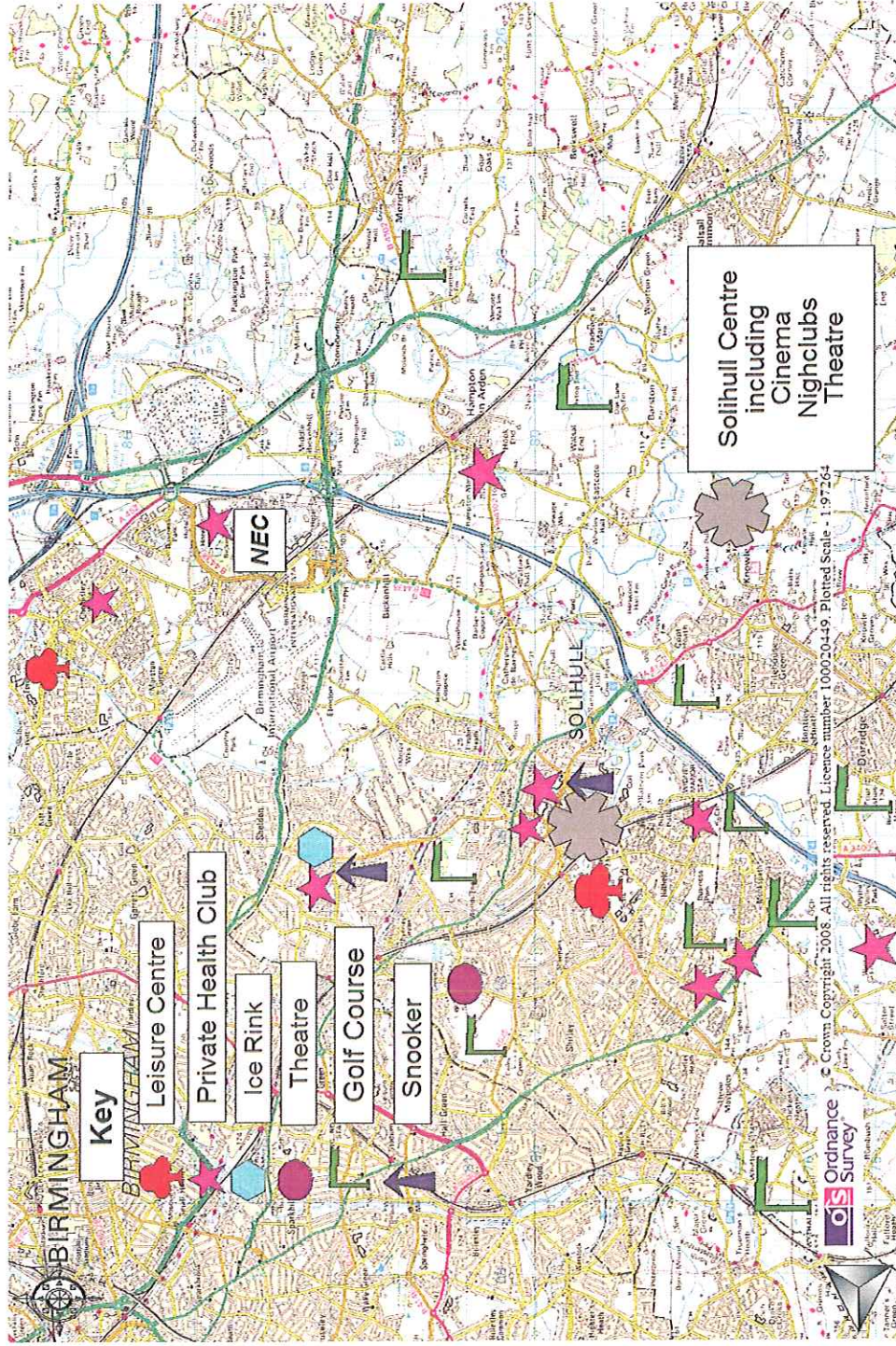
Barnardos	74	111	14/04/08
Bags etc	93	139	17/06/08
Rituals	55	111	19/06/08
A1 Service			
Umberto Giannini	65	111	07/03/08
Headmasters	93	186	03/10/07
Fuel Juice Bars	19	47	07/02/08
Optical Express	465	743	15/08/08
Essentials Hairdressing	74	111	16/06/08

Source: Shopperty Professional, September 2008



Appendix 6
Commercial Leisure Facilities Plan

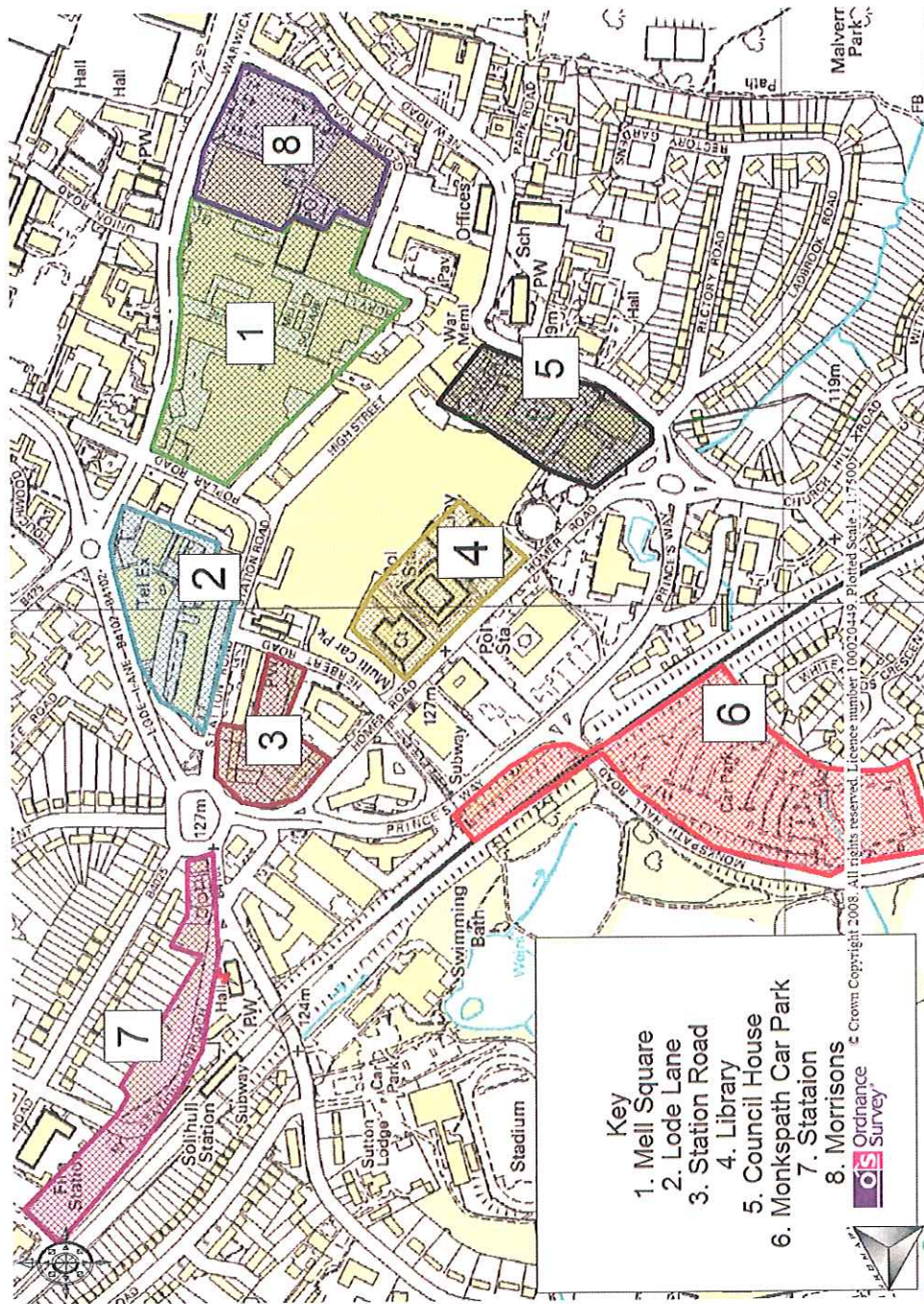
Appendix 6 – Leisure Activities Within Solihull Borough



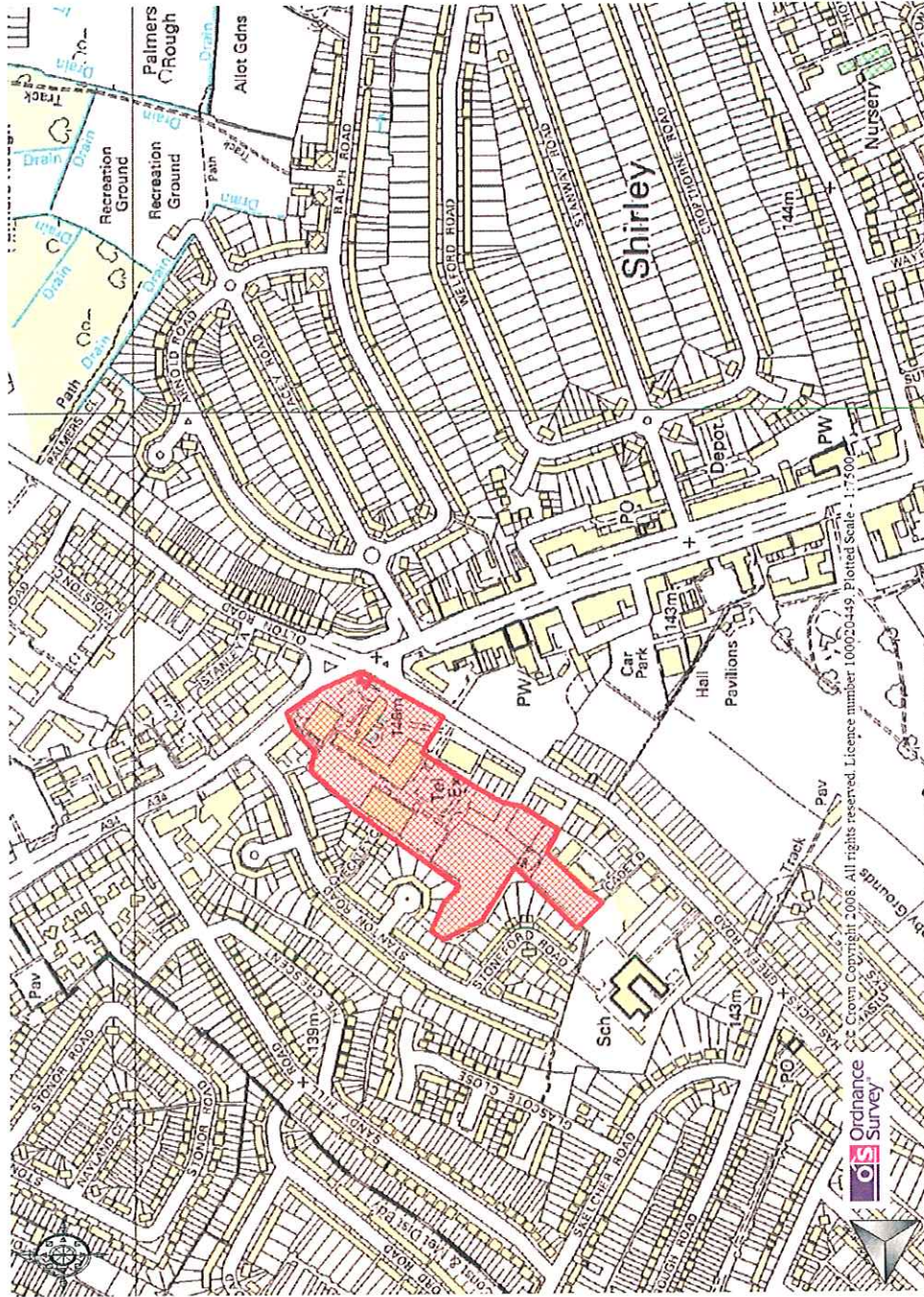


Appendix 7 Potential Development Sites

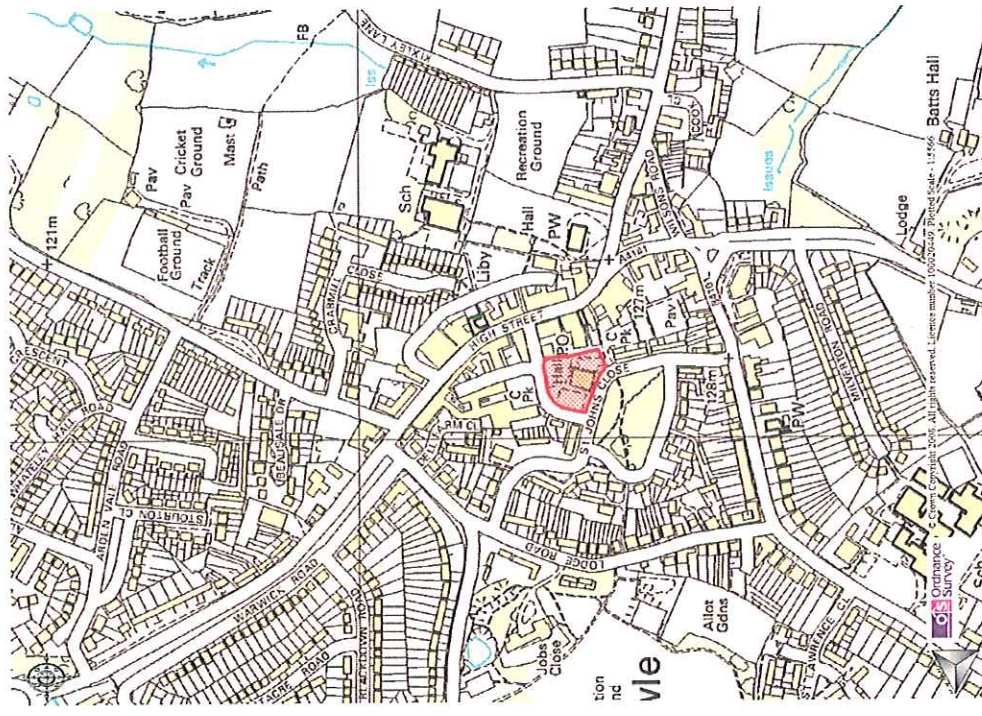
Appendix 7 – Potential Development Sites, Solihull Town Centre



Appendix 7 – Potential Development Site in Shirley



Appendix 7 – Potential Development Site in Knowle



Appendix 7 – Potential Development Site in Dorridge

