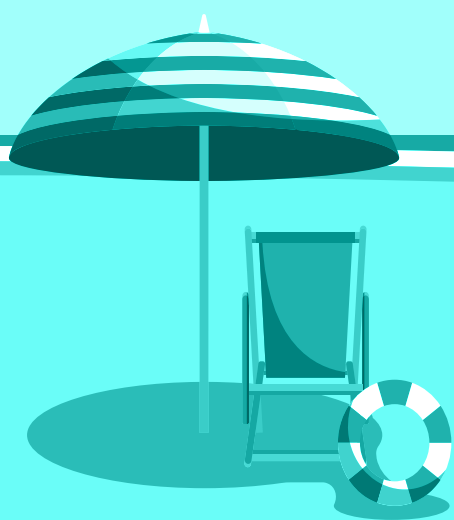


ST-ANNE'S-ON-THE-SEA

TOWN CENTRE MASTERPLAN: STAGE 1

FYLDE HEALTHCHECK AND CENTRES STUDY



NEXUS PLANNING
SEPTEMBER 2022

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1 Introduction

Instruction and Purpose

- 1.1 Nexus Planning is part of the BDP-led project team instructed to undertake the St Anne's Town Centre Strategy and Masterplan on behalf of Fylde Council. Our specific role is to undertake a Fylde Healthcheck and Centres Study (hereafter referred to as 'the Study') in order to provide baseline evidence to inform the Masterplan, and to ensure that future retail and leisure needs are met in a sustainable manner within St Anne's and across the wider Fylde area.
- 1.2 The supplied Request for Tender brief for the Masterplan commission sets out a number of workstreams for this Study¹, including:
- a review of the latest government policy on retail and town centres;
 - updated primary research in the form of a full consumer survey to provide an understanding of shopping and leisure habits;
 - the identification of projected convenience and comparison goods retail and leisure floorspace requirements up to 2032;
 - a review of the current proposals with planning permission for retail and leisure uses to ascertain the scale of residual requirements; and
 - healthcheck assessments to understand the current performance of key centres and their strengths, weaknesses, opportunities and threats, with particular reference to footfall and commercial sustainability.
- 1.3 Whilst the focus of the wider Masterplan commission is St Anne's town centre, it is necessary for this Study to consider retail and town centre provision across the Fylde authority area. This is because the Council's strategy in respect of the future scale and location of growth should be determined through consideration of the needs that arise in Fylde as a whole, and because the current role and function of the Fylde's three key town centres will impact on how growth is accommodated in practice.
- 1.4 In the above context, the principal purpose of this Study is to establish the current position in respect of the need for additional retail and other main town centre use facilities in Fylde, and to consider the vitality and viability of the key town centres at Lytham, Kirkham and St Anne's.

¹ These requirements all form part of Stage 1 of the Masterplan commission, which the Council's brief indicates relates to 'commercial potential and town centre healthcheck'.

- 1.5 This report supersedes the previous Fylde Coast Retail Study insofar as it applies to Fylde Borough. The previous Fylde Coast Study reported in August 2011 and was undertaken by Roger Tym and Partners on behalf of Blackpool, Fylde and Wyre Borough Councils as joint client. Given the time that has elapsed since the previous Study, it is necessary to prepare an entirely new Study – informed by a new household shopper survey – to guide future retail and main town centre use development. We anticipate that the Study will not only be of importance in determining the direction of the Masterplan commission, but that it will also assist the Council in its future consideration of planning applications for retail and leisure uses, and its general approach in supporting vital and viable town centres.
- 1.6 The Study is underpinned by empirical research in the form of a household shopper survey, and our site visits to survey and assess the health of the three town centres. The household survey was undertaken by NEMS Market Research in November 2021 and covers six separate zones. The overall Study Area has been defined to reflect the principal catchment area for retail and leisure facilities within Fylde. The zones are broadly consistent with those utilised in the previous 2011 Study in order to allow comparison of shopping patterns over time.
- 1.7 This Study draws on the findings of the Visitor Economy Report and the Property Market Review, both of which have been commissioned to inform the St Anne's Town Centre Strategy and Masterplan. We refer to these reports at Sections 5 and 8 of this Study, and in the healthcheck assessments provided at Appendix 3.

Structure of Report

- 1.8 Our report firstly provides an overview of prevailing retail and leisure trends, before then going on to consider the planning policy context for the Study. We then summarise the key findings of the new household shopper survey, before considering the vitality and viability of defined centres within the Fylde authority area. The remainder of the report is focussed around our assessment of retail and leisure needs.
- 1.9 Accordingly, our report is structured as follows:
- Section 2 identifies current retail and leisure trends, and considers their particular relevance in respect of Fylde;
 - Section 3 provides an overview of the national and local planning policy context;
 - Section 4 outlines the methodology applied in undertaking the household shopper survey and sets out its key findings;
 - Section 5 summarises our assessment of the vitality and viability of the defined centres;

- Section 6 provides an overview of forecast changes in Study Area population and expenditure;
- Section 7 sets out an updated assessment of retail needs;
- Section 8 sets out an updated assessment of leisure needs; and
- Section 9 provides a summary of our key findings and conclusions.

2 Current and Emerging Retail and Leisure Trends

- 2.1 In order to provide a context for this Study and help identify the sectors that are more likely to be the subject of additional development proposals, we provide an overview of current retail and leisure trends below. In reading the below review, it should be noted that the retail and leisure sectors are dynamic and, whilst online shopping has impacted on the retail sector, new retailers and formats continue to evolve to meet shoppers' needs.
- 2.2 The below commentary should therefore be taken as a 'snapshot' in respect of current market conditions; it will be necessary to judge future development proposals for main town centre uses with reference to the prevailing conditions at the time of a proposal's determination. Trading conditions continue to be impacted by the Covid-19 pandemic, albeit greater confidence is now returning to the retail and leisure sectors. We reflect further on the impact of the pandemic below.

The Current State of the UK Economy

- 2.3 The UK economy has clearly been substantially impacted over the past two years by the Covid-19 pandemic, and subsequent restrictions on movement and behaviour which have sought to mitigate its impact. This uncertain background caused business investment and expenditure to decline. Household spending fell by over 20% quarter-on-quarter in the second quarter of 2020 following the imposition of national lockdown measures². This is the largest quarterly contraction on record. Retail sales volumes also suffered double-digit falls in April 2020 as all but essential stores closed during the height of the lockdown.
- 2.4 However, as a result of the gradual reopening of businesses over summer 2020, the economy returned to growth, with this gathering momentum as a greater number of sectors reopened, including hospitality and leisure services followed by the full reopening of schools. A more pronounced resurgence in the number of cases of Covid-19 resulted in the Government reinstating a nationwide lockdown in early 2021. The outlook continues to be of concern at the time of reporting given the inflation rate and substantial increases in the general cost of living.
- 2.5 In January 2022, Experian published its Retail Planner Briefing Note 19 ('ERPBN19'), which provides a comprehensive overview of anticipated future growth in the retail sector, and considers likely changes in bricks and mortar retail floorspace and online sales.

² Coronavirus and the Impact on UK households and businesses: 2020' analysis, ONS, April 2021.

- 2.6 ERPBN19 anticipates that the post-pandemic recovery will be subdued in 2022, and indicates that the economy will not recover to pre-Covid levels until at least 2023. Although the medium term outlook in respect of gross domestic product ('GDP') will be shaped by the course of the pandemic, the long term outlook for GDP remains largely unchanged, albeit with growth expected to remain below historic averages due to slower population and productivity increases.
- 2.7 Overall retail sales are forecast to be volatile in the short term, but growth is less impacted over the medium and longer term. The outlook for special forms of trading (i.e. internet and mail order sales) has been revised upwards. As a consequence of relatively modest growth forecasts and the shift to online retailing, Experian forecasts that there will be a reduction in the stock of retail floorspace over the next few years.
- 2.8 In terms of inflation, Office for National Statistics data³ indicates that the rate of inflation (as measured by the consumer price index) increased from 0.3% at April 2016 to 2.4% at April 2018, before reducing to 0.8% at April 2020. The rate of inflation then increased to 5.5% at January 2022 and further to 9.0% at April 2022. Retail has been an industry under significant stress, as many retailers find themselves squeezed between rising costs and the increasing volume of sales over the internet. Such difficulties have, of course, been exacerbated by the Covid-19 pandemic.
- 2.9 There will still be the need and demand for physical stores, despite the increase in shopping online. This is particularly the case for convenience goods sales in light of the fact that the online shopping orders are typically picked from the shelves of physical stores. In respect of comparison goods, there is a need for the offer to become more 'experiential' in order to encourage shoppers onto the high street, and to ensure that shopping is viewed as a pleasurable pastime. The shopping experience needs to evolve and diversify both to attract footfall and convert increased activity into sales. Independents clearly have an important role to play in adding interest and in providing differentiation between shopping venues.
- 2.10 In considering the current strength of the retail and leisure sectors, it is important to recognise that different types of retailer have been the subject of different fortunes.
- 2.11 Non-essential retailers haven been impacted by enforced 'lockdown' closures in 2020 and 2021. However, dispensing chemists traded more strongly from March 2020, and their sales continued to in June 2022 even after restrictions were eased and other non-essential stores were allowed to

³ ONS 'Consumer price inflation tables' dataset, May 2022.

reopen. Non-specialised foodstores, which include supermarkets, also traded consistently above their pre-pandemic levels. This was initially due to a degree of stockpiling of grocery goods, but some ongoing benefit was evident due to the ongoing prevalence of working from home. Furniture and homeware retailers have also generally benefitted from people spending more time in their homes and wanting to improve their own environment.

Available Expenditure and the Impact of the Internet

2.12 Experian expenditure data and growth forecasts confirm that the pandemic has resulted in fairly turbulent short term growth in per capita convenience and comparison goods expenditure. In this regard, ERPBN19 identifies that per capita convenience goods expenditure growth in the convenience goods sector will decrease slightly in 2022 by 2.0%. This follows 8.7% convenience goods expenditure growth in 2020, followed by a contraction of 3.7% in 2021. The strong level of growth at 2020 is largely attributable to consumers spending more on such goods as a result of lockdown measures. However, this growth is forecast to unwind over the short to medium term, and Experian forecasts very limited per capita convenience goods growth beyond 2022.

2.13 As the below Table 2.1 indicates, forecast increases in per capita comparison goods spending are more optimistic following growth of 1.6% in 2020 and 1.9% in 2021. However, forecast per capita comparison goods expenditure increases going forward are still below the level apparent at the turn of the millennium. Experian identifies that per capita comparison goods expenditure growth dropped from 3.9% at 2017 to 1.0% at 2018, and forecasts that it will remain between 2.8% to 2.9% per annum in the medium to long term.

Table 2.1: Experian's Identified and Forecast Convenience and Comparison Goods Per Capita Expenditure Growth

Volume Growth per Head (%)	2017	2018	2019	2020	2021	2022	2023	2024-28	2029-40
Convenience goods	0.2	0.0	-1.2	8.7	-3.7	-2.0	0.1	0.1	0.1
Comparison goods	3.9	1.0	2.2	1.6	1.9	2.1	2.8	2.8	2.9

Source: Figure 1a and Figure 1b of Experian Retail Planner Briefing Note 19

2.14 Whilst the above figures relate to a level of growth which is significantly below that which has historically been available to retailers, the situation for high street stores is exacerbated through the increasing amount of expenditure which is committed through special forms of trading⁴ and, in particular, online.

⁴ Including internet sales, mail order, stalls and markets, door-to-door and telephone sales.

- 2.15 In this regard, Figure 5 of ERPBN19 indicates that special forms of trading accounted for just over 30% of total retail sales at 2021 as a consequence of Covid-19 and subsequent to very strong growth in online retailing over the past decade. Although the growth in special forms of trading is anticipated to drop back slightly in 2022, Experian believes that special forms of trading will again account for over 30% of retail sales by 2025, increasing to around 34% of retail expenditure by 2031.
- 2.16 The below Table 2.2 sets out Experian’s identified and forecast level of special forms of trading as a proportion of overall convenience and comparison goods expenditure. Experian estimates that special forms of trading will account for well over a third of comparison goods expenditure and almost a quarter of convenience goods expenditure at 2031.

Table 2.2: Experian’s Identified and Forecast Market Share of Non-Retail Sales for Convenience and Comparison Goods Sectors

Volume Growth Per Head (%)	2017	2018	2019	2020	2021	2022	2026	2031
Convenience goods	11.2	12.4	13.7	18.0	20.9	19.1	22.2	23.9
Comparison goods	20.8	22.8	24.3	34.1	35.5	31.9	35.6	38.1

Source: Figure 5 of Experian Retail Planner Briefing Note 19

- 2.17 The ongoing popularity of internet shopping continues to have clear implications in respect of the viability of some ‘bricks and mortar’ retailers. However, it is important to note that changes in how people shop also bring about some opportunities for retailers trading from the high street. In particular, many stores sell online but fulfil orders from regular stores rather than warehouses⁵, with purchases therefore helping to sustain tangible retail floorspace. As a consequence, Experian also provides an ‘adjusted’ estimate of special forms of trading, which relates to expenditure which is not available to actual stores.

Convenience Goods

- 2.18 Recent socio-economic conditions have led to significant shifts in convenience goods retailing, which have resulted in the ‘big four’ supermarket operators’ market share being cut. Mintel⁶ finds that the decline of the food superstore is well established and that this can be attributed to two matters.
- 2.19 Firstly, people are undertaking food shopping in different ways. More people are living in town and city centres and more people are having difficulties financing the purchase of their own home. Mintel indicates that such people are more likely to undertake food shopping on an ‘as needs’ basis and are

⁵ This is particularly the case with food shopping and speciality comparison goods purchases, where retailers often try to tap into a wider market through an online presence.

⁶ ‘UK Retail Rankings’, Mintel, April 2018.

more likely to eat out or use takeaways. As such, they are less likely to have need to undertake a 'main food shop'.

2.20 Secondly, the current uncertainty in the economy has made discount foodstore operators (namely Aldi and Lidl) a more attractive proposition, and may such stores are thriving given that shoppers are currently having to be 'money savvy'. Discounters have also made efforts to try to compete more directly with the 'big four' supermarket operators, with larger stores, greater ranges of goods, fresh foods and premium products becoming increasingly prevalent. It is clear that the likes of Aldi and Lidl are no longer 'hard discounters' in quite the same way they once were, as they are able to meet a wider range of customers' needs by offering a greater range of premium products.

2.21 The move towards the middle ground has allowed discounters to secure market share from both superstores and smaller convenience stores. In addition, we note that discount retailers are often happy to trade alongside more upmarket convenience goods retailers (such as M&S Foodhall) as, collectively, the two stores can meet many food shopping needs.

2.22 The shifts in the sector are illustrated with reference to changes in retailers' market share in recent years, as shown in Table 2.3.

Table 2.3: Market Share of Convenience Goods Operators

Operator	December 2016	December 2017	December 2018	December 2019	December 2020	December 2021
Tesco	28.4	28.1	27.8	27.4	27.3	27.9
Sainsbury's	16.5	16.5	16.1	16.0	15.9	15.7
Asda	15.3	15.3	15.2	14.8	14.3	14.2
Morrisons	10.8	10.8	10.6	10.3	10.4	10.1
Aldi	6.2	6.8	7.4	7.8	7.4	7.7
Co-op	6.3	5.8	5.9	6.1	6.0	5.8
Lidl	4.6	5.0	5.3	5.9	6.1	6.3
Waitrose	5.1	5.2	5.0	5.0	5.0	5.1
Iceland	2.2	2.2	2.2	2.3	2.5	2.4
Symbols & Independent	1.8	1.7	1.5	1.6	1.7	1.6
Other Outlets	1.7	1.6	1.7	1.6	1.8	1.8
Ocado	1.1	1.1	1.2	1.3	1.6	1.7

Source: KANTAR Grocery Market Share. Figures shown are for the final reporting period in each calendar year

2.23 The past few years has seen the closure of a number of unprofitable foodstores and the continuation of Aldi and Lidl's expansion programme. Aldi announced in September 2021 that it intends to open another 100 stores in the next two years⁷. Lidl's expansion plans are similar ambitious as it intends to

⁷ Article headlined 'Aldi to create 2,000 jobs in £1.3bn UK expansion plan', The Guardian, 27 September 2021.

open a further 220 stores in the period to 2025⁸. Whilst the 'big four' remain more cautious in respect of new openings, a limited number of proposals for mid-sized foodstores are currently being promoted by these operators in areas where there is a growing population or an obvious shortfall in existing provision. These stores are typically of a scale that is broadly comparable to that provided by Aldi and Lidl, which allows customers to shop in a convenient and efficient manner.

Comparison Goods

- 2.24 The comparison goods sector is currently being squeezed by a number of factors, the most substantial being the effects of Covid-19 and the efforts to contain it. Other factors include reduced expenditure growth, the ability of internet shopping to plug gaps in retailer representation, increases in the minimum wage, business rates changes and inflation.
- 2.25 Whilst the sector is continually evolving and there are a number of ongoing success stories (including Primark, Zara, Next, Boots, JD Sports and Joules), recent headlines have focussed on failing retailers and store closures. High profile retailers that have struggled include Debenhams, which announced the closure of all 124 stores in December 2020⁹, and the Arcadia Group, which owned Topshop Topman and Dorothy Perkins. Arcadia Group announced the closure of around 500 stores in February 2021¹⁰. Furthermore, Intu Properties, one of Britain's biggest shopping centre owners, fell into administration in June 2020 after failing to secure an agreement with its creditors¹¹.
- 2.26 Whilst the loss of the some of the above names will have significant repercussions for certain towns (particularly those that lose one or more of Debenhams, Marks & Spencer or House of Fraser from their high street), some well-known retailers have failed to 'move with the times' and update their offer, accommodation and online presence. This is partly a consequence of retailers struggling to reinvest in their business when margins are tight (or non-existent).
- 2.27 Many operators have also rationalised their portfolio with the aim of serving the UK by concentrating on larger centres supplemented by a strong online presence. It will be interesting to see whether any permanent change in respect of working from home may act to counterbalance this 'polarisation' trend, given the prospect of fewer commuters travelling to larger centres and greater numbers of people spending the working day in and around their home. The impact on larger centres may be to

⁸ Article headlined 'Lidl to ramp up UK store opening with 1,100 stores by 2025', BBC, 24 November 2021.

⁹ Article headlined 'Debenhams set to close putting 12,000 jobs at risk', BBC, 1 December 2020.

¹⁰ Article headlined 'After Topshop owner Arcadia's demise, what now for UK clothes shopping?' The Guardian, 13 February 2021.

¹¹ Article headlined 'Shopping centre owner Intu collapses into administration', The Guardian, 26 June 2020.

reduce footfall, particularly within the week, and result in the shift in expenditure being directed to the smaller town, district and local centres. Whilst this will be a positive for the smaller centres, larger centres may suffer as a result.

- 2.28 Whilst structural changes have had a material impact on the vitality and viability of many UK high streets, there are some beneficiaries. In particular, 'discount variety' operators, such as B&M Bargains, Poundland and Wilko, have taken advantage of lower rents and reoccupied a number of medium to large retail units. However, as evidenced by the failure of Poundworld, there is some evidence that this market may be approaching capacity.
- 2.29 It remains to be seen what additional long-term impacts will eventuate from retail closures resulting from Covid-19 containment measures. However, prior to the implementation of lockdown measures, trading conditions for retailers were challenging and many retailers were struggling to meet costs, including rents, resulting in a higher proportion of retailers restructuring or entering administration. As has been seen throughout 2020 and 2021, the conditions have only become more challenging.

Leisure and Food & Drink

- 2.30 The greater availability of high street units appears to have helped stoke an entrepreneurial spirit in recent years, with a number of centres beginning to benefit from a greater focus on independent retailers and also modern markets, which are frequently focussed around food and drink operators.
- 2.31 More generally, the food and drink sector has also been buoyed in recent years by the success of mid-market national multiples, which expanded quickly across the UK. However, this market has become saturated in many locations and a number of high profile operators have been in financial difficulty. Given the problems suffered by such operators, the market has become more cautious and mid-market operators are picking new sites carefully as a result. Instead, we have seen a number of independent operators flourish, both before and throughout the pandemic, and a desire for customers to choose local operators over larger regional and national brands.
- 2.32 A further significant recent high street success story has been the resurgence of the town centre leisure sector, which has resulted in new cinemas being developed close to the shopping core and 'competitive socialising' concepts, which include bowling, crazy golf, table tennis, darts, axe-throwing and other seemingly niche pursuits.
- 2.33 Cinema openings have been on the up in recent years and 'boutique' cinema operators – including Curzon, Everyman and The Light – are able to operate from smaller sites in town centres (partly as a

consequence of digital technology). Town centre cinema development has successfully underpinned wider mixed-use developments, as food and drink operators are typically keen to locate in close proximity to benefit from spin-off custom. New, innovative leisure operators have been particularly beneficial both in re-using existing difficult to let premises, and in driving the evening economy.

- 2.34 More generally, the gym market continues to perform well, with there now being around 7,200 health and fitness clubs across the UK, which are estimated to have a total turnover of approximately £2bn¹². Around one in every seven Britons has a gym membership¹³. Budget gyms are currently particularly popular, with operators such as Pure Gym, the Gym Group and easyGym utilising a format that is based on low costs and high volume.
- 2.35 The impact of the pandemic on the leisure industry is still to be determined. Support provided by the Treasury has helped support businesses in 2020 and 2021, and mitigated the effects of 'lockdown' restrictions to some degree. However, the full and ongoing impact will become clearer this year as more stable trading conditions return.

Planning Reform on the High Street

- 2.36 One of the most impactful planning reforms of the last year has been the consolidation of a number of separate Use Classes under a single Class E 'Commercial, Business and Service' use. This update to the Town and Country Planning (Use Classes) Order 1987 (the 'UCO') came into effect in September 2020. The new use class combines shops, restaurants, offices, gyms and nurseries (amongst other uses) such that planning permission is no longer required to switch uses.
- 2.37 Furthermore, in March 2021, an update was made to the General Permitted Development (England) Order 2015 (the 'GPDO'). This allows for the change of use from Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses). This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years and vacant for three months. An application to the determining authority for 'Prior Approval' is also required for limited consideration of impacts relating to transport, contamination, flood risk, noise, light, and neighbourhood amenity. Further limitations apply in Conservation Areas and for nurseries, as well as in areas covered by 'Article 4 directions' where the rights are extinguished.

¹² Article headlined 'Fitness industry in the United Kingdom (UK) – statistics & facts', Statista, 26 May 2021.

¹³ Ibid.

- 2.38 On 20 July 2021, paragraph 53 of the latest iteration of the National Planning Policy Framework ('NPPF') introduced new limitations on the use of Article 4 directions. The revised national policy significantly narrows the areas in which it is justified to introduce Article 4 directions, limiting local authorities' ability to control development.
- 2.39 The changes in the application of Article 4 directions were first put forward in the January 2021 consultation for draft revisions to the NPPF. However, the final updates differ from the initial consultation in a couple of key areas. The text recognises that the loss of the 'essential core of a primary shopping area' could result in wholly unacceptable adverse impacts on an area's vitality and viability. This is the Government's first acknowledgement of the potential for the permitted development rights to undermine the health of centres in the NPPF. The updated text also introduces a requirement for 'robust evidence'.
- 2.40 This can be seen as good news for local authorities concerned about the erosion of retail and service uses, and the need to protect vulnerable centres from potentially poor quality residential development. Protection of the vitality and viability of a high street or town centre against the adverse impacts of change of use is now established as justification for issuing an Article 4 direction.

Implications for Fylde Centres

- 2.41 The above trends have a number of potential implications for retail and leisure provision within Fylde.
- 2.42 In terms of the comparison goods sector, St Anne's town centre is the most substantial retail venue in the Borough and supports the greatest number of national multiples. The retail offer in St Anne's has already changed considerably in recent years, reflecting wider structural changes in the retail sector.
- 2.43 Whilst the closure of the JR Taylor department store in 2015 removed a key anchor tenant from the centre, St Anne's benefits from a relatively varied offer and is not substantially reliant on fashion retailers to underpin its future vitality and viability. Furthermore, we note that planning permission has recently been granted¹⁴ for the conversion of the JR Taylor building into a mixed-use leisure venue, which will include a spa, restaurant and bar, a four-suite hotel and roof top bar.
- 2.44 Whilst this investment is an important sign of confidence in St Anne's, it also has the potential to help further diversify the town centre's offer and attract additional leisure operators into the area. The

¹⁴ Application reference 21/0685, approved November 2021.

further modernisation of St Anne's' offer would help it to remain competitive in the regional market, and ensure that it can continue to attract 'the next generation' of visitors. The proposed JR Taylor development also has the potential to help ensure that St Anne's is able to attract visitors with a high level of disposable income, and to encourage visitors into the centre as part of a visit to existing attractions along the Promenade.

- 2.45 The conversion and repurposing of former retail floorspace into modern leisure uses is part of a wider trend and is something that St Anne's should be well positioned to benefit from given its tourism role. This could include the introduction of 'competitive socialising' concepts, whether this be in the town centre or on the seafront. Modern 'boutique' cinema concepts can act as a catalyst for increased demand from food and beverage operators; such interest could help attract new leisure formats and operators to the town.
- 2.46 Notwithstanding these changes, retail will remain an important element of all three town centres in Fylde. In St Anne's, the current comparison goods function includes a diverse range of 'day-to-day' retailers, such as charity shops, chemists and household goods retailers, and also a number of more specialist uses, including antique shops, which are more likely to draw from a wider catchment. Such uses can help differentiate town centres and provide an 'experiential' offer that is not directly replicable online. In addition, the high proportion of independent operators in St Anne's and Lytham, similarly helps to provide a distinct offer and provide a degree of resilience.
- 2.47 St Anne's is also relatively well served by centrally-located grocery operators that meet both main and top-up convenience goods shopping needs. The provision of grocery operators in the St Anne's area helps meet the needs of residents and visitors in a sustainable manner, and helps draw footfall into the town centre. A number of grocery operators remain acquisitional in the marketplace. We note that Lidl's website¹⁵ identifies that it has a requirement for Lytham St Anne's, and that the Requirement List website¹⁶ suggests that M&S Food has a requirement in both Lytham and St Anne's¹⁷. We note that press reports¹⁸ indicate that Aldi intends to submit a planning application for a new foodstore at an out of centre site in Lytham. It will be important that any such proposals are determined in accordance with 'town centre first' policy principles.

¹⁵ Consulted on 17 June 2022.

¹⁶ Consulted on 17 June 2022.

¹⁷ Whilst a requirement is listed for both Lytham and St Anne's, we believe that this is a single requirement and that M&S would likely consider sites in either location in practice.

¹⁸ Article headlined 'Aldi reveals plans for new Lytham store next to McDonald's and opposite Lidl in Preston Road', The Gazette, 1 July 2022.

- 2.48 Whilst we believe that further future growth in online retailing will most directly impact upon the performance of larger town and city centres, it will still be important for Fylde's centre to provide a greater experiential offer in order to encourage visitors to travel and to stay for longer periods. The independent and food and drink sectors will be an important part of this differentiation. There will also be a need to maintain the area's impressive programme of events, which help attract visitors on a regular basis.
- 2.49 There is a need for flexibility in centres, which needs to be adaptable to a number of uses to address a wide range of future needs. This is ever important subsequent to the Covid-19 pandemic in order to help sustain the recovery of high streets, and ensure that they are able to meet local needs in a sustainable manner. Fylde's centre are not principally sustained through an influx of office workers, and any longer-term trend to working from home may provide some benefits in terms of residents using their centres more during the week and, in particular, at lunchtime. This requirement for centres to adapt to potentially meet a wider range of local needs is consistent with Policy S1 of the adopted Fylde Local Plan, which seeks to support the full range of main town centre uses and provide for the repurposing of historic retail stock to accommodate residential, leisure and community uses.

3 Planning Policy Context

3.1 In order to shape the direction of this Study and the wider Masterplan commission, it is helpful to understand relevant retail and town centre planning policy at a national and local level. As such, we first summarise national planning policy of relevance to retail and town centres, before considering relevant development plan policy as set out in the Fylde Local Plan. We also consider changes to the Use Classes Order and the application of permitted development rights to town centre uses.

Revised National Planning Policy Framework

3.2 The most recent iteration of the NPPF was published in July 2021. The NPPF reflects the fact that the traditional role of town centres has been somewhat undermined by structural changes in the retail sector, and that there may be a need to plan for a more diverse range of uses going forward. As such, the NPPF advocates a more flexible policy framework to support the future vitality and viability of town centres.

3.3 NPPF policies are considered on a thematic basis below.

Plan-Making

3.4 Paragraph 20 of the NPPF indicates that development plans should set out an overall strategy for the pattern, scale and design quality of places, including policies to deliver retail, leisure and other commercial development. Paragraph 31 states that the preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be proportionate and take into account relevant market signals.

Building a Strong, Competitive Economy

3.5 Paragraph 81 of the NPPF indicates that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

Ensuring the Vitality of Town Centres

3.6 Paragraph 86 specifically relates to planning for town centres. It states that:

'Planning policies should:

a. define a network and hierarchy of town centres and promote their long-term vitality and viability –

- by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;**
- b. define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;**
 - c. retain and enhance existing markets and, where appropriate, re-introduce or create new ones;**
 - d. allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;**
 - e. where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and**
 - f. recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.'**
- 3.7 The requirement to plan to meet needs across a minimum ten year period represents a change from the previous NPPF, which required town centre needs to be met in full across the entire plan period.
- 3.8 In addition, it is notable that the NPPF Annex 2 Glossary fails to make any reference to the designation of primary and secondary frontages. Page 32 of the Government Response to the February 2019 Draft Revised National Planning Policy Framework Consultation¹⁹ indicates that, whilst the revised NPPF has removed the expectation in national planning policy that such frontages must be defined, this does not necessarily preclude authorities from doing so where their use can be justified. However, it is evident that the general intention is to provide for more flexibility through a less prescriptive approach to land use.
- 3.9 Paragraph 90 of the NPPF states that it is appropriate to identify thresholds for the scale of edge of centre and out of centre retail and leisure development that should be the subject of an impact assessment. Any such threshold policy applies only to the impact test. All planning applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date development plan will generally be the subject of the sequential test²⁰.

¹⁹ Published July 2018.

²⁰ With the exception (in accordance with paragraph 88 of the NPPF) of small scale rural office proposals and other small scale rural development.

Promoting Healthy and Safe Communities

- 3.10 Paragraph 93 seeks to support the social, recreational and cultural facilities and services the community needs.
- 3.11 As such, planning policies and decisions should:
- plan positively for the provision and use of shared spaced, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship), and other local services to enhance the sustainability of communities and residential environments;
 - take into account and support the delivery of local strategies to improve health, social and cultural well-being for all sections of the community;
 - guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs;
 - ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community; and
 - ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.
- 3.12 Paragraph 96 states that to ensure faster delivery of public service infrastructure such as hospitals and criminal justice accommodation, Local Planning Authorities should work closely with promoters, delivery partners and statutory bodies to plan for the required facilities.

Making Effective Use of Land

- 3.13 Paragraph 119 identifies a requirement to promote the effective use of land in meeting the needs for homes and other uses. It also indicates that strategic policies should set out a clear strategy for meeting objectively assessed needs, in a way that makes as much use as possible of previously developed or 'brownfield' land. The subsequent paragraph 120 goes on to note the potential redevelopment value of space above shops, car parks, lock-ups and railway infrastructure.

Achieving Appropriate Densities

- 3.14 Paragraph 124 indicates that planning policies and decisions should support development that makes efficient use of land, taking into account *inter alia* the potential to promote sustainable travel modes that limit the future use of cars.

Town Centres and Retail Planning Practice Guidance

- 3.15 The Town Centres and Retail Planning Practice Guidance ('the Town Centres PPG') was published in July 2019 and provides additional direction in respect of how retail and town centre planning policy should be applied in respect of plan-making and decision-taking. The Town Centres PPG affirms the Government's aspiration to support town centres in order to generate employment, promote beneficial competition and create attractive, diverse places where people want to live, work and visit.
- 3.16 Paragraph 004 of the Town Centres PPG indicates that a local planning authority's strategy for their town centres should include:
- The realistic role, function and hierarchy of town centres over the plan period. Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next five years), but will also need to take the lifetime of the plan into account and be regularly reviewed.
 - The vision for the future of each town centre, including the most appropriate mix of uses to enhance overall vitality and viability.
 - The ability of the town centre to accommodate the scale of assessed need for main town centre uses, and associated need for expansion, consolidation, restructuring or to enable new development or the redevelopment of under-utilised space.
 - How existing land can be used more effectively – for example, the scope to group particular uses such as retail, restaurant and leisure activities into hubs or for converting airspace above shops.
 - Opportunities for improvements to the accessibility and wider quality of town centre locations, including improvements to transport links in and around town centres, and enhancement of the public realm.
 - What complementary strategies are necessary or appropriate to enhance the town centre and help deliver the vision for its future, and how these can be planned and delivered. For example, this may include consideration of how parking charges and enforcement can be made proportionate.
 - The role that different stakeholders can play in delivering the vision. If appropriate, it can help establish the level of cross-boundary/strategic working or information sharing required between both public and private sector groups.
 - Appropriate policies to address environmental issues facing town centres, including opportunities to conserve and enhance the historic environment.

- 3.17 This particular commission provides a general Borough-wide retail strategy, which will inform both the St Anne's Masterplan and provide assistance to the Council in its consideration of other strategies and regeneration initiatives to support its centres. As such, many of the above detailed requirements could be addressed by other future centre-specific commissions.
- 3.18 Paragraph 006 of the Town Centres PPG identifies a series of key indicators of relevance in assessing the health of a centre over time. The indicators allow the role, performance and function of centres to be monitored and are considered in greater detail at Section 5 of this report (which specifically addresses the vitality and viability of Fylde's three town centres).

Use Classes Order

- 3.19 Significant changes to the Use Classes Order have been enacted through the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, which came into force on 1 September 2020.
- 3.20 The amendments include the revocation of Parts A and D, and the introduction of three new Use Classes, these being Classes E, F1 and F2. The Government's objective is that the changes will support the revival of the high street and allow for greater flexibility in changing uses within town centres without the need for planning permission.
- 3.21 In addition to the three new Use Classes, the changes also result in some changes in respect of uses classified as sui generis. In practical terms, the changes comprise:
- **Use Class E** – Commercial, business and service uses include: shops or retail; cafes or restaurants; financial services; professional services; any service appropriate to provide in a commercial, business or service locality; indoor sports, recreation or fitness; medical or health services; creche, day nursery or day centre; and, offices.
 - **Use Class F1** – Learning and non-residential institutions include any non-residential use for the: provision of education; display of works of art; museum; public library or public reading room; public hall or exhibition hall; for or in connection with public worship or religious instruction; or, as a law court.
 - **Use Class F2** – Local community uses include: a shop selling mostly essential goods, including food, no larger than 280 sq.m and where there is no other such facility within 1,000 metres radius of the shop's location. A hall or meeting place for the local community, an area or place for outdoor sport or recreation and an indoor or outdoor swimming pool or skating rink.

- **Sui Generis** – Use within this Class now include Public house, wine bar or drinking establishment; a drinking establishment with expanded food provision; as a hot food takeaway for the sale of hot food where consumption of that food is mostly undertaken off the premises; live music venue; cinema; concert hall; bingo hall; or, dance hall.
- 3.22 The introduction of Class E is significant and places a wide range of uses including retail, food, financial services, gyms, healthcare, nurseries, offices and light industry into a single use class. Unless restrictive planning conditions preclude otherwise, the ability to move within the Use Class E without planning permission allows centres to evolve in a flexible manner.
- 3.23 However, as ever, the provisions of the Use Classes Order are not linked to any spatial considerations. As such, the expanded Use Class E applies equally to both town centres and out of centre locations, and there may be unintended consequences in providing for additional flexibility across Class E outside of town centres. Accordingly, it may be necessary for the Council to apply restrictive conditions to certain forms of development in order to restrict the authorised use to that which has been justified in the application submission. This will help ensure that unacceptable impacts do not arise from future Class E development.

Town Centre Use Permitted Development Rights

- 3.24 An amendment was made to the General Permitted Development (England) Order 2015 (the 'GPDO') in March 2021. This allows for the change of use from Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses). This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years, and the property having been vacant for three months. In addition to this, 'prior approval' for the change of use must be sought from the planning authority. Restrictions on this right apply in conservation areas and for nurseries, as well as in areas that are covered by an Article 4 direction.

Local Planning Policy Context

Adopted Local Plan

- 3.25 The Adopted Development Plan is made up of the Fylde Local Plan (2011-2032) and Policies Map, which were adopted in October 2018.
- 3.26 Policy S1 'The Proposed Settlement Hierarchy' identifies that Lytham, St Anne's and Kirkham are the 'Key Service Centres' in the authority area. These centres perform a key role and serve a wider

catchment area, and their role will be maintained over the plan period, with existing services and facilities being enhanced, as well as housing, employment and key community services being delivered.

3.27 Policy S1 also designates lower tier centres, including:

- Local Service Centres: Freckleton, Warton, Wesham, Whitehills and Whyndyke;
- Larger Rural Settlements: Newton, Staining and Wrea Green; and,
- Smaller Rural Settlements: Clifton, Elswick, Singleton and Weeton.

3.28 Policy EC5 'Vibrant Town, District and Local Centres' sets out the hierarchy of *centres*, and designates Lytham, St Anne's and Kirkham as 'town centres', Ansdell as a 'district centre' and eight 'local centres'. The eight local centres include three proposed centres at Warton, Whitehills and Whyndyke.

3.29 Primary and secondary shopping frontages are designated in Lytham, St Anne's and Kirkham. Development proposals for retail, leisure and office development outside designated town centres, which propose additional floorspace of 750 sq.m or more, will be subject to the impact test. Paragraph 8.55 sets out that proposals for main town centre uses outside of designated town centres will be subject to the sequential approach as set out in the NPPF.

3.30 Policy EC6 'Leisure, Culture and Tourism Development' sets out the measures that the Council will take to plan for leisure, culture and tourism. These include: promoting St Anne's as a classic seaside resort; supporting the high quality regeneration of The Island Sea Front Area at St Anne's and the protection of seaside resort facilities; and, encouraging daytime and evening business, leisure, cultural and heritage based tourism facilities.

3.31 Policy EC7 'Tourism Accommodation' states that high quality tourism accommodation, such as hotels, will be encouraged in the designated 'Holiday Areas' in St Anne's. Loss of serviced tourism accommodation either to non-serviced accommodation or to other uses in these areas will be resisted. Holiday caravan pitches will be retained for holiday use. Proposals to allow residential use of existing holiday caravan pitches and holiday park homes will be resisted.

4 Market Research

Market Share Analysis: Household Survey Results

- 4.1 The NEMS household survey of November 2021 identifies where residents travel to undertake a range of shopping and leisure activities. An assessment of spending patterns is undertaken to identify where residents across the Study Area are currently undertaking their convenience and comparison goods shopping. This exercise establishes how much money is spent in centres within Fylde and how much ‘leaks’ to other destinations outside of the authority area.
- 4.2 In summarising and analysing the shopping patterns, it is necessary to have regard to the settlements located within each of the zones. In this regard, the Study Area is broken down into six zones which broadly reflect key settlements in Fylde and neighbouring areas. The zones are summarised below in Table 4.1 and the geography of the Study Area is identified by the plan provided at Appendix 1.

Table 4.1: Study Area Zones by Settlement

Survey Zone	Key Settlements
A	St Anne’s
B	Lytham
C	Kirkham, Wesham
D	North Preston
E	Blackpool Central
F	Blackpool South

- 4.3 The Fylde authority area is principally located within Zones A, B and C of the adopted Study Area, and this area is therefore of particular interest in considering market share.
- 4.4 In this regard, we expect Fylde’s convenience goods provision to secure the very large majority of the convenience goods turnover that originates within these three central zones (as grocery shopping is generally undertaken as close to home as possible). In respect of comparison goods, the role of Blackpool town centre and Preston city centre is such that it acts to attract a significant proportion of such expenditure away from the Study Area. This is an inevitable consequence of Fylde’s geography and the day-to-day role and function of its town centres.
- 4.5 The household survey is reproduced as part of Appendix 2 of this Study. In retail terms, the principal purpose of the survey is to establish:
- patterns of convenience goods spending, based on the location of:
 - a) the shop where the respondent last visited and visited ‘the time before last’ to undertake their

- main food shop; and
 - b) the shop where the respondent last visited and visited 'the time before last' to undertake their top-up food shop.
- patterns of comparison goods spending, based on the location of the respondent's last shopping trip to purchase the following types of comparison goods:
 - a) clothing and footwear;
 - b) books, CDs, DVDs and stationery;
 - c) small household goods, such as home furnishings, clocks, jewellery, glass and china;
 - d) toys, games, bicycles and recreational goods;
 - e) chemist goods, including health and beauty items;
 - f) electrical goods, such as televisions, washing machines and computers;
 - g) DIY and gardening goods; and
 - h) furniture, carpets and floor coverings.
- 4.6 The analysis that follows considers the market share of Study Area of *expenditure* claimed by existing retail destinations. The market shares are generated by the capacity tables provided at Appendix 5. Our detailed methodology in identifying the turnover of principal stores and centres in the Study Area is set out in Section 6 of this report. Where possible, we compare the identified current market share with the comparable figure from the 2011 Fylde Coast Retail Study.
- 4.7 This approach allows for commentary on the draw of expenditure to principal shopping destinations around the Fylde area, and provides an understanding in respect of how shopping habits have changed in the past decade. Our review seeks to provide a comprehensive understanding of the role of key centres in meeting residents' shopping needs, the competition provided by out of centre stores, and how such provision may have impacted on the performance of defined centres.
- 4.8 The market shares identified below relate to the share of expenditure claimed by destinations across the authority area. This is calculated with reference to Experian Micromarketer G3 data and with reference to the household shopper survey undertaken by NEMS in November 2021.

Convenience Goods Shopping Patterns

- 4.9 Table 4.1 below shows that convenience goods stores located within Fylde claim a total combined market share of 46% of all convenience goods expenditure that originates in the Study Area. This overall figure has increased by four percentage points since 2011.

4.10 Table 4.1 identifies that retail facilities in Fylde claim a strong market share of convenience goods expenditure that originates within Zones A, B and C. Fylde's convenience goods floorspace secures a particularly high share of expenditure originating within Zone A (90% of all such expenditure that originates within the zone) and Zone B (87%). Interestingly, there is a good uplift in the proportion of convenience goods expenditure claimed by Fylde's facilities in both Zones A and B, and a 20 percentage point increase in Fylde's market share in Zone C. Fylde's market share in Zone C increased from 52% in 2011 to 72% in 2022.

Table 4.1: Main Food Shopping Market Share of Expenditure to Fylde Facilities by Zone (%)

	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Total
2011	82%	83%	52%	6%	12%	35%	42%
2022	90%	87%	72%	14%	11%	29%	47%
Change	+8%	+3%	+20%	+7%	-1%	-6%	5%

Source: Spreadsheet 6 of Appendix 2 of the 2011 FCRS and Table 4 of Appendix 5

4.11 Table 4.2 identifies the market share of convenience goods expenditure claimed by operators located within and at the edge of St Anne's town centre, Lytham town centre and Kirkham town centre.

4.12 All three centres have largely maintained their overall convenience goods market over the eleven years to 2022. St Anne's town centre secured 10% of all Study Area convenience goods expenditure, and 51% of all such expenditure that originates inside Zone A, within which it sits. Whilst Lytham town centre secures 4% of all Study Area convenience goods expenditure, Lytham claims a particularly strong market share within Zone B. Whilst the market share attracted by Kirkham town centre has remained relatively consistent since 2011, the market share claimed by St Anne's and Lytham town centres has decreased by one and two percentage points respectively since 2011.

Table 4.2: Food Shopping Market Share of Expenditures by Centre

Centre	Year	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Total
St Anne's town centre	2011	52%	13%	1%	0%	0%	1%	11%
	2022	51%	16%	0%	1%	0%	1%	10%
Lytham town centre	2011	6%	48%	2%	0%	0%	0%	6%
	2022	1%	38%	5%	0%	0%	0%	4%
Kirkham town centre	2011	0%	2%	36%	7%	0%	0%	7%
	2022	0%	0%	38%	6%	0%	1%	8%

Source: Spreadsheet 6 of Appendix 2 of the 2011 FCRS and Table 4 of Appendix 5

Note: Town centres include edge of centre facilities for the purpose of this market share exercise

4.13 The single greatest change occurs in respect of Lytham town centre's market share of Zone B convenience goods expenditure. This can largely be attributed to the strong trading performance of the Lidl on Preston Road in Lytham, which opened since the reporting of the 2011 Study.

4.14 Table 4.3 below provides the top three main food destinations for residents in each of the three key zones located principally within Fylde Borough. We compare these with the top destinations from the 2011 Study to establish how shopping patterns have altered in the last eleven years.

Table 4.3: Food Shopping Destinations based on Market Share of Expenditure for Fylde Zones

Year		Zone A	Zone B	Zone C
2022	Principal Destination	Sainsbury's, St Andrews Road North, St Anne's (25%)	Booths, Haven Road, Lytham (30%)	Morrisons, Poulton Street, Kirkham (36%)
	Second Destination	Aldi, Clifton Drive North, St Anne's (23%)	Lidl, Preston Road, Saltcotes (17%)	Aldi, Coronation Way, Wesham (16%)
	Third Destination	Morrisons, Squires Gate Lane (9%)	Tesco Extra, Clifton Retail Park (9%)	Tesco Extra, Clifton Retail Park (6%)
2011	Principal Destination	Sainsbury's, St Andrews Road North, St Anne's (32%)	Booths, Haven Road, Lytham (31%)	Morrisons, Poulton Street, Kirkham (32%)
	Second Destination	Morrisons, Squires Gate Lane (21%)	Other stores, Lytham Town Centre (14%)	Tesco Extra, Clifton Retail Park (11%)
	Third Destination	Other stores, St Anne's Town Centre (12%)	Tesco Extra, Clifton Retail Park (11%)	Morrison, Mariners Way, Preston (10%)

Source: Spreadsheet 15 of Appendix 2 of the 2011 FCRS and Table 4 of Appendix 5

4.15 Key food shopping destinations for Zone A, which covers the St Anne's area, are the Sainsbury's on St Andrews Road North and Aldi on Clifton Drive North, which respectively claim 25% and 23% of the market share of convenience goods expenditure originating within the zone at 2022. The fact that both of these stores are located within the town centre is clearly a key driver in bringing custom into the town centre. It is notable that the Morrisons on Squires Gate Lane claims just 9% of the market share of expenditure within Zone A, which is substantially less than the market share of 21% recorded at 2011. The market share of Zone A expenditure claimed by the Sainsbury's on St Andrews Road North has also decreased, from 32% at 2011 to 25% at 2022. Both stores have been impacted by the opening of the Aldi store in St Anne's town centre.

4.16 In terms of Zone B, the Booths on Haven Road is by far the most popular store. Its market share of 17% of Zone B convenience goods expenditure is nearly double that achieved by the Lidl at Saltcotes. We note that the Tesco Extra at Clifton Retail Park is able to attract 9% of Zone B convenience goods expenditure. The performance of the Tesco Extra in respect of its claim on Zone B expenditure is perhaps reflective of there being no 'big four' food superstore within the zone.

4.17 Key food shopping destinations based on market share of expenditure for Zone C destinations include the Morrisons on Poulton Street in Kirkham (which claims 36% of zonal convenience goods

expenditure, up from 32% at 2011), the Aldi on Coronation Way (which claims 16% of such expenditure), and the Tesco Extra at Clifton Retail Park (6% of expenditure). Whilst the Morrisons store in Kirkham has remained the top destination for Zone C residents, the Tesco at Clifton Retail Park has dropped from second to third, with its market share also dropping five percentage points since 2011. Market shares within Zone C have also been impacted by the introduction of further discount operators, most notably the Aldi which forms part of the Mill Farm development, which is located just off the A585 to the north of Wesham.

Comparison Goods Shopping Patterns

4.18 Our approach in respect of comparison goods is similar to the above assessment of convenience goods shopping patterns. As such, we:

- identify the most popular comparison goods shopping destinations for residents of the Study Area; and
- then consider market share on a sectoral basis.

Dominant Comparison Goods Retail Destinations across the Study Area

4.19 Table 4.4 below identifies the market share of Study Area comparison goods expenditure claimed by key centres within Fylde and in neighbouring authority areas.

4.20 The table indicates that the principal destination for comparison goods shopping within the authority area, based on market share of expenditure, is Blackpool town centre, which attracts 15.7% of market share at 2022. However, this represents a significant decline in performance over the past eleven years, given that Blackpool secured a Study Area comparison goods market share of 37.7% at 2011.

Table 4.4: Most Popular Comparison Goods Destinations

Destination	Market Share of Study Area Expenditure at 2022	Market Share of Study Area Expenditure at 2011
Inside Study Area		
St Anne's town centre	8.0%	5.6%
Lytham town centre	7.5%	4.8%
Kirkham town centre	4.2%	1.5%
Outside Study Area		
Blackpool town centre	15.7%	37.7%
Blackpool Retail Park	12.5%	8.1%
Preston city centre	6.0%	11.6%

Source: Spreadsheet 6 of Appendix 2 of the 2011 FCRS and Table 25 of Appendix 5

4.21 The next most popular venue is Blackpool Retail Park at Squires Gate Lane, which attracts 12.5% of comparison goods expenditure (this represents an increase of four percentage points since 2011). In respect of destinations within Fylde, St Anne's town centre has a market share of 8.0%, followed by Lytham town centre at 7.5%, and then Kirkham town centre at 4.2%. Each of these figures represents an increase on the market share of comparison goods expenditure identified as being attracted to each centre at 2011.

Clothing and Footwear

4.22 The analysis that follows provides an overview of the eight separate sub-categories of comparison goods expenditure that survey respondents were questioned about. We provide a more detailed analysis of the clothing and footwear market, given that this sub-sector is the largest and most important in terms of expenditure. Approximately 24% of Study Area residents' expenditure is directed towards clothing and footwear goods.

4.23 Clothing and footwear retailing has traditionally been a fundamental element of town centres' retail offer and it can therefore be a useful barometer of the popularity of high streets. However, comparison goods purchases are generally made less often than convenience purchases, and residents are often willing to travel greater distances to meet their comparison shopping needs. As such, levels of zonal retention are often lower than those which are established by convenience goods. This is particularly the case in Fylde, given that its centres are relatively modest in scale and that its offer is supplemented by Blackpool (and by centres destinations further afield, including Preston).

4.24 Table 4.5 below identifies the proportion of clothing and footwear expenditure claimed by St Anne's, Lytham and Kirkham town centres, and confirms the level of expenditure which is directed to all other destinations. Looking principally at Fylde Zones A to C in the first instance, we note that both St Anne's and Lytham town centres are able to attract local clothing and footwear expenditure, with each attracting around a quarter of such expenditure originating within the zone in which the centres is located. The survey results suggest that St Anne's has improved penetration within Zone A, with its recorded clothing and footwear share increasing from 12% at 2011 to 24% at 2022.

4.25 Across the Study Area as a whole, the clothing and footwear expenditure claimed by Lytham (amounting to 7% of expenditure) and St Anne's (4%) is relatively modest. Furthermore, Kirkham's clothing and footwear role is rather limited, equating to an overall Study Area market share of 2%.

Overall, Fylde Borough secures a market share of 15% of all Study Area clothing and footwear expenditure at 2022.

Table 4.5: Clothing and Footwear Shopping Market Share of Expenditure Analysis by Zone (%) – Fylde Centres

	Year	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Total
St Anne's town centre	2011	12%	10%	2%	2%	0%	0%	3%
	2022	24%	0%	0%	0%	1%	0%	4%
Lytham town centre	2011	7%	24%	4%	0%	1%	1%	5%
	2022	10%	26%	11%	3%	0%	3%	7%
Kirkham town centre	2011	0%	0%	2%	2%	0%	0%	1%
	2022	0%	0%	7%	6%	0%	0%	2%
Other	2011	81%	66%	92%	95%	99%	99%	91%
	2022	66%	74%	82%	91%	99%	97%	87%

Source: Spreadsheet 10b of Appendix 2 of the 2011 FCRS and Table 10 of Appendix 5

4.26 It is clearly evident that other centres and retail parks also make an important contribution to meeting clothing and footwear retail needs. We provide a comparison below at Table 4.6 of the market share of expenditure of clothing and footwear claimed by Blackpool town centre, Preston city centre, and Clifton Retail Park.

4.27 Table 4.6 demonstrates that, across the Study Area as a whole, the market share of clothing and footwear expenditure claimed by Blackpool town centre has reduced from 38% in 2011 to 24% in 2021, with a reduction being evident across five of the six zones (the exception being Zone D).

Table 4.6 Clothing and Footwear Shopping Market Share of Expenditure Analysis by Zone (%) – Other Key Destinations

	Year	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Total
Clifton Retail Park	2011	6%	2%	4%	1%	8%	8%	6%
	2022	10%	5%	4%	2%	17%	20%	11%
Blackpool town centre	2011	34%	23%	19%	1%	56%	55%	38%
	2022	8%	15%	6%	1%	47%	42%	24%
Preston city centre	2011	13%	11%	35%	41%	6%	9%	16%
	2022	8%	12%	26%	31%	1%	3%	11%

Source: Spreadsheet 10b of Appendix 2 of the 2011 FCRS and Table 10 of Appendix 5

4.28 Our assessment identifies an increase in Clifton Retail Park's clothing and footwear, which improved five percentage points over the eleven years to 2022. The retail park now secures more than one in every ten pounds spent on clothing and footwear across the Study Area, and has a particular influence in Zones A, E and F.

Books, CDs and DVDs

- 4.29 Across the Study Area as a whole, St Anne's town centre attracts 13% of the total market share of expenditure within the printed and recorded media sector, followed by Lytham town centre, which secures 12% of all such expenditure. Outside of the Study Area, Blackpool town centre attracts 26% of printed and recorded media expenditure. In total, 37% of all Study Area expenditure on books, CDs and DVDs is claimed by retailers in Fylde Borough.
- 4.30 Looking in more detail at the shopping patterns within the zones located principally within the Borough, 73% of Zone A expenditure on books, CDs and DVDs is directed to St Anne's town centre. In terms of the market share of such expenditure that originates within Zone B, 50% is directed towards Lytham town centre. The popularity of these two centres in respect of the printed and recorded media sector is reflective of a good number of independent bookshops being located within both centres, and reflects the mainstream product lines stocked by the Sainsbury's in St Anne's.

Small Household Goods

- 4.31 Turning to small household goods shopping patterns, we note that the most popular destination across the Borough is Lytham town centre, which attracts 7% of all such expenditure. This is then followed St Anne's town centre, which attracts a 6% market share. The most popular destination for small household goods shopping across the Study Area is Blackpool Retail Park, which secures 25% of all such expenditure. This reflects its strong homeware offer and the presence of Next, Matalan and Tesco Extra. The total market share of small household goods expenditure attributed to the Borough's retail destinations is 18% at 2022.
- 4.32 The most popular destination to make small household goods purchases for Zone A residents is St Anne's town centre (accounting for 33% of such expenditure), followed then by Blackpool Retail Park (25%). For Zone B residents, the most popular destination is Lytham town centre (46%), followed then by Blackpool Retail Park (23%). The Tesco Extra at Clifton Retail Park is also the most popular destination for Zone C, with a market share of expenditure of small household goods of 23% at 2022. The market share data shows once again that residents of Lytham and St Anne's are able to secure some of their needs close to home.

Recreational Goods

- 4.33 Looking at shopping patterns for recreational goods across the Study Area as a whole, the most popular destination for Fylde's residents is Smyths on Vicarage Lane (which claims 32% of such expenditure), followed by Blackpool town centre (11% of expenditure). The total proportion of

recreational goods expenditure attracted to the Borough's retail destinations is 9% at 2022.

- 4.34 Focussing on the three central zones once more, it is evident that the most popular destination for Zone A residents is St Anne's town centre, which attracts 27% of this expenditure. However, for the other zones located within the Borough boundary, Smyths on Vicarage Lane is the principal destination for purchasing recreational goods. Its market share for expenditure is highest in Zone B (where it secures 28% of all such expenditure), followed then by Zone C (20%).

Chemist Goods

- 4.35 Turning to the final non-bulky comparison category of chemist and beauty goods, the most popular destination across the Study Area as a whole is Blackpool town centre (which secures 18% of such expenditure), followed by St Anne's town centre (13%).
- 4.36 In total, 44% of chemist goods shopping expenditure originating within the Study Area is attracted to facilities within Fylde Borough. However, within Zones A, B and C the Borough's market share is over 55%, which reflects the localised catchment area for purchasing such goods. Indeed, within Zones A and B the retention rate is over 96%.
- 4.37 The top destination for purchasing chemist goods in Zone A is St Anne's town centre (which secures a 61% share of expenditure), followed by Lytham town centre (8%). For Zone B residents, the principal destination for purchasing chemist goods is Lytham town centre (67% share of such expenditure), followed by St Anne's town centre (13%). For Zone C residents the principal destination for purchasing chemist goods is Kirkham town centre (28%).

Electrical Goods

- 4.38 Looking at the first of the three bulky categories of comparison goods of electrical goods, the household survey results demonstrate that the most popular destination across the Study Area as a whole for this type of retailing is Blackpool Retail Park (which attracts 54% of the market share of expenditure), followed by Blackpool town centre (6%), and then Tesco Extra at Clifton Retail Park (5%). In total, the Borough's retail facilities collectively secure 12% of all such spend at 2022. The relatively low market share secured is unsurprising given that such expenditure is often directed to retail parks.

DIY and Gardening Goods

- 4.39 B&Q at Whitehills Retail Park in Blackpool is the principal destination for DIY and gardening shopping expenditure across the Study Area, attracting a total market share of 49% of expenditure that

originates within the Study Area. The second most popular destination is Blackpool town centre, which attracts 6% of DIY and gardening goods expenditure. In total, 19% of DIY and gardening goods Study Area expenditure is claimed by destinations within Fylde Borough.

4.40 As would be expected given its popularity across the Study Area as a whole, the principal facility for residents of Zones A, B and C is the B&Q at Whitehills Retail Park in Blackpool, with the market share of expenditure across these zones being 42%, 41% and 51% respectively.

4.41 Whilst the Fylde's market share is notably low in respect of the DIY and gardening goods sector, the Whitehills B&Q is well located in terms of its accessibility for most of the Borough's residents.

Furniture Goods

4.42 Finally, turning to shopping patterns for furniture goods, the principal destination for residents across the Study Area as a whole is Blackpool town centre (which attracts a market share of expenditure of 11% in respect of furniture), followed by Terry's Carpets on Burton Road, in Blackpool, (which attracts 8% of market share). In total, 27% of spend from residents in the Study Area to purchase furniture goods are attracted to destinations within Fylde Borough at 2022.

4.43 The principal destination for Zone A residents is St Anne's town centre, which attracts a total market share of expenditure of 25% of furniture. Lytham town centre attracts the greatest market share of expenditure for furniture goods for Zone B residents; it secures 33% of such expenditure originating within this zone. A total of 31% of Zone C's furniture goods expenditure is directed to Kirkham town centre.

4.44 There is a notable range of independent interiors and furniture shops in Lytham and St Anne's, and the market share of local furniture goods expenditure is perhaps higher than might be expected.

Summary

4.45 The household survey results are provided in full at Appendix 2. In respect of convenience goods, the findings that are of greatest relevance to the future retail and centres strategy in Fylde are as follows:

- overall, the Fylde convenience destinations meet both main and top up food shopping requirements for Fylde residents in a satisfactory manner;
- for the most central Fylde zones (Zones A, B and C), destinations in these zones have a market share of expenditure of more than 70%; and
- there has been relatively little shift in convenience goods market share to St Anne's, Lytham and

Kirkham town centres, and a noticeable difference in shoppers' behaviour in those zones where new out of centre discount foodstores have commenced trading since 2011.

4.46 In terms of comparison goods, our assessment has identified that:

- the majority of Fylde's residents generally look to destinations beyond the authority area to meet their comparison goods shopping needs (principally at Blackpool town centre, Preston city centre and Clifton Retail Park);
- the overall clothing and footwear market share claimed by destinations in Fylde at 2022 is 15%, compared to 9% at 2011. Within Zone A, the market share of St Anne's town centre has increased significantly, from 12% at 2011 to 24% at 2022. Likewise, Lytham and Kirkham town centre's have increased their market share within the Zone in which they sit (Zones B and C respectively);
- Blackpool town centre is drawing a lower proportion of clothing and footwear expenditure market share at 2022 in Zones A, B and C; however, the market share for Clifton Retail Park has increased in these zones since 2011; and
- whilst the overall comparison goods market share claimed by St Anne's is modest, the survey does identify a significant retention of furniture expenditure and small household goods expenditure that originates in the local area.

5 Healthcheck Assessments

Introduction

- 5.1 Paragraph 86 of the NPPF indicates that planning policies should promote the long term vitality and viability of town centres by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries. The same paragraph also states that town centres should accommodate a suitable mix of uses (including housing) and provide for development that reflects a centre's distinctive character.
- 5.2 Paragraph 006 of the Town Centres and Retail PPG identifies a range of indicators that should be assessed over time in order to establish the health of a town centre. The indicators include the following:
- diversity of uses;
 - proportion of vacant street level property;
 - retailer representation and intentions to change representation;
 - pedestrian flows;
 - accessibility;
 - perception of safety and occurrence of crime;
 - the state of town centre environmental quality;
 - the balance between independent and national multiple retailers; and
 - the extent to which there is an evening and night time economy.
- 5.3 Updated healthcheck assessments have been undertaken for St Anne's, Lytham and Kirkham town centres. The assessments are based on site visits which were undertaken in November 2021. These assessments should be taken as a 'snapshot' of the performance of each centre at a moment in time, and further issues may subsequently become apparent in each centre as a consequence of the ongoing negative impacts arising from the Covid-19 pandemic.
- 5.4 Detailed healthchecks for each of the centres are provided at Appendix 4. However, we summarise the key conclusions from our healthcheck assessments below.

Property Market Report Summary

- 5.5 Robert Pinkus & Co's Property Market Review Report is provided at Appendix 3. This report provides an assessment of the property market in St Anne's, including information of rents and yields, lease

- lengths, recent transactions and property trends, and a comparison to nearby centres. The report supplements this with an appraisal of the commercial market informed through direct enquiries with named operators and companies. The Property Market Review Report therefore provides an understanding of the investment criteria and property requirements of key operators.
- 5.6 In respect of market analysis, the Property Market Review Report identifies that Zone A rents within The Square²¹ are typically within the £35-£40 per sq.ft range, with three identified recent transactions falling within this range. However, in more peripheral locations – such as at Orchard Road, Park Road and Wood Street – Zone A rental levels range from £25-£30 per sq.ft, with the top end of this range being achievable closer to the junction with St Anne's Road West.
- 5.7 Foodstore rents in St Anne's are considered comparable with those found in the wider region, with this being attributed to the consistency in construction costs and investment yields across settlements. It is now common for rents on leased foodstores to be inflation-linked as a means of providing certainty to investors. This sector is now regarded as a very attractive one by investors, and its appeal has been underpinned by the Covid-19 pandemic. There is significantly more variety in respect of high street rents, which vary significantly between towns due to factors such as vacancy rates, out-of-town competition, availability of parking, and variety of consumer choice.
- 5.8 Turning to investment yields, the Property Market Report refers to a Retail Submarket Report, prepared by Knight Frank/Costar. This report provides an analysis of investment yields in the Fylde area.
- 5.9 Within the past 12 months, a total of six transactions were recorded, which showed an average yield of 6.9% between them. These transactions were for a range of properties within the Fylde, and showed a slight relaxation in yield in the same geographical areas compared with the previous year where nine investment transactions took place (with an average yield of 6.6%). In the past 12 months, Fylde outperformed the national retail market, where average yields were 8.4%. However, historically yields in the Fylde have typically been consistent with the national picture.
- 5.10 The Property Market Report identifies that retail and leisure demand in St Anne's tends to be at a relatively low level, and arises from a combination of small, independent businesses as well as national operators. Operators with a current requirement for the town include Lidl, Marks and

²¹ The Square is the area of the town centre on St Anne's Road West.

Spencer and Premier Inn. However, given the size of the requirements identified and the lack of available opportunities, these are proving difficult to accommodate.

- 5.11 The office market in St Anne's tends to be very localised, the majority of supply comprising converted residential accommodation in and around Wood Street and Orchard Road, or at first floor above retail premises in and around The Square. St Anne's does not have a dedicated out-of-town, modern office park and most demand for better quality space tends to migrate to neighbouring Blackpool or Preston, where there is a much more active office market. These neighbouring towns have better connectivity and larger populations with a willing labour supply.
- 5.12 In respect of the leisure market, St Anne's' main attraction, particularly during the spring/summer season, is essentially the seaside and associated amusements. This, however, is all very weather dependent. Out of season, or if the weather is poor, the choice is limited, making it difficult to attract/retain visitors. St Anne's is very much a destination for families with young children, looking for a more intimate seaside experience than competing towns such as Blackpool and Southport offer. The leisure offer in St Anne's comprises a limited food and beverage offer, together with the recreational facilities provided at the Island site.

St Anne's Town Centre

- 5.13 St Anne's town centre is one of three of Fylde's top-tier town centres, as designated under Policy EC5 of the Fylde Local Plan Partial Review. It is the largest centre in the Fylde authority area in respect of unit numbers and floorspace. The centre consists of a range of retail, leisure and service operators, focussed around the independent sector with some national multiples present. An Aldi foodstore, which forms part of a mixed-use development is situated to the north off St George's Road, with the Sainsbury's foodstore located adjacent to the train station.
- 5.14 The town centre is situated on the seafront towards the south-western edge of the authority area. The principal commercial areas are located off the Promenade, St Anne's Road West, Clifton Drive North and the surrounding roads. St Anne's train station is situated at the north eastern extent of the town centre, with Ashton Gardens bordered the northern boundary.
- 5.15 St Anne's is a Victorian/Edwardian seaside resort with a number of historic and period buildings located throughout the centre, which reflect the heritage of the town. The centre serves both the local catchment's day-to-day retail, leisure and service needs, and a wider visitor catchment through

the provision of leisure activities, and a range of hoteliers, particularly along the Promenade. The centre also hosts a monthly farmers market.

5.16 The centre is an attractive and pleasant retail environment, with architectural elements and interesting shop fronts that create a high standard of environmental quality. It is accessible, with a good level of pedestrian safety particularly with wider footpaths outside of key commercial units along Orchard Road and St Anne’s Road.

5.17 There is a distinct geographic divide in the distribution of uses in the town centre, with comparison uses being predominant along St Anne’s Road West and services uses (including financial and business, leisure and retail operators) being located throughout the remainder of the town centre. Convenience operators are located in the north of the town centre, with these operators being dominated by Aldi and Sainsbury’s.

5.18 Table 5.1 shows the composition of retail units within St Anne’s Town Centre as at July 2022.

Table 5.1: St Anne’s Town Centre Unit Composition at July 2022

	Comparison	Convenience	Financial & Business Services	Leisure Services	Retail Services	Vacant
St Anne’s	31.3%	6.0%	9.1%	21.5%	20.8%	11.3%
National average	27.0%	9.3%	8.9%	25.0%	15.7%	13.8%

Source: Composition of St Anne’s town centre (as defined by Experian Goad) derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

5.19 There are 83 comparison goods operators in St Anne’s town centre, which equate to 31.3% of all units. These units account for 12,220 sq.m of floorspace, which equates to 28.9% of the total stock of retail floorspace in the town centre. This represents a significant decrease in the total stock of comparison goods retail floorspace since 2010, from 45.3% to 29.8% and is reflective of the changes in St Anne’s retail offer, in part due to the closure of the JR Taylor department store, M&Co and the Edinburgh Woollen Mill, which each occupied relatively large units within the centre. There has also been a significant increase in floorspace occupied by service operators, which has also had implications on the overarching floorspace composition in the centre.

5.20 Comparison goods operators in the town centre are relatively diverse, and include a range of national multiple retailers, such as Bonmarche, Boots, Home Bargains, New Look and Superdrug, alongside a number of independent operators. Within the independent sector are a range of gift shops, some of which’s offer clearly serve the tourist visitor custom to the centre.

- 5.21 Although the proportion of floorspace and units in convenience goods use is lower than the respective national average figure, the centre still accommodates a diverse range of convenience goods operators, including five confectionery, tobacco and newsagents, three convenience stores two bakers and confectioners alongside a delicatessen. In addition to these convenience operators, St Anne's hosts a monthly Farmers Market, which is held on the first Thursday of each month at the car parks throughout the town centre. Traders include a number of artisan food and drinks operators.
- 5.22 St Anne's town centre is dominated by service operators, particularly leisure and retail service operators. Service operators account for 51.3% of all operators in the town centre, and 45.5% of the total stock of retail floorspace, this is a significantly greater proportion of floorspace than the 29.4% recorded at 2010. Service operators are generally located in the more peripheral areas of the town centre away from St Anne's Road West along Wood Street.
- 5.23 The town centre was generally considered to be a vibrant town centre with relatively low levels of vacancy. This is evidenced in the composition figures, which show a vacancy rate lower than the current national averages in respect of both floorspace and units. There are 30 vacant units within the extent of St Anne's town centre as defined by Experian Goad. These units account for 11.3% of all units in the town centre and 11.1% of the total stock of retail floorspace, a slightly smaller proportion than the 11.5% of vacant floorspace observed in 2010, and 2.7 percentage points lower than the national UK average recorded at 13.8%.
- 5.24 Despite the increase in vacant units and floorspace in the last decade and the presence of some notable vacant units, the overarching town centre environment, offer and nature is considered to be relatively vital and viable. This is particularly the case in light of the current private sector investment into the former department store unit, delivering a new leisure use to meet both the needs of the catchment but also serving the visitor catchment.

Lytham Town Centre

- 5.25 Lytham town centre is situated on the northern edge of the Fylde authority area, located approximately 4.5km to the south east of St Anne's. Lytham is the second largest centre in the Fylde authority area in respect of unit numbers and floorspace.
- 5.26 The centre is broadly linear in function, and is situated in proximity to the seafront. Outside of the Goad centre boundary but within the defined town centre boundary to the north east is the Booths

- convenience foodstore, which provides for an important convenience function for the local catchment, meeting their top-up and main food shopping needs.
- 5.27 Lytham is an attractive town centre, with a high standard of environmental quality, and in particular, number of attractive shopfronts which add interest and vibrancy to the streetscene. Lytham is also well integrated into the transport network, in respect of both roads and public transport, with Lytham train station located towards the northern extent of the centre.
- 5.28 The town centre is focused around Clifton Street, with retail units, restaurants and cafés being concentrated along this road. Clifton Street is a tree-lined route, which provides a pleasant retail environment, with a range of listed buildings providing additional character.
- 5.29 The centre is dominated by a number of period buildings, which comprise small commercial units, accommodating a range of principally independent operators.
- 5.30 There are some national multiples present in the centre, consisting of a Sainsbury's Local, Boots, Fat Face and Bodycare. Additionally there are a relatively diverse range of comparison, leisure and service operators, with the town having a particularly strong food and beverage sector.
- 5.31 Our survey recorded 74 comparison goods units, which account for 10,020 sq.m of floorspace. This equates to 37.0% and 37.7% of all units and the total stock of retail floorspace respectively, a figure which in respect of floorspace has remained broadly constant since 2010, with only a two percentage point decrease in the proportion of comparison goods floorspace.
- 5.32 The operators are diverse and include those focused on the day-to-day needs of the local community, such as pharmacies, clothing stores and charity shops, as well as more specialist operators selling camping and sports goods, furniture and carpets and flooring. The town centre also accommodates an independent department store, Stringers. National multiple comparison operators with a presence in Lytham town centre include Bodycare, Boots, Clarks, Fat Face and Savers.
- 5.33 The proportion of convenience goods operators in Lytham is broadly similar to the current national average in respect of both floorspace and units, with the 15 convenience operators accounting for 1,890 sq.m of floorspace. These figures equate to 7.5% and 7.1% in respect of units and floorspace respectively. These figures represent a decrease in the total stock of convenience goods retail floorspace since 2011.
- 5.34 The convenience offer is anchored by Tesco Express and Sainsbury's Local on Clifton Street. Other operators in the town centre include six bakers and confectioners, three delicatessens, a

confectionary, tobacco and news store, a fishmonger and off-licence. Lytham hosts a monthly Farmers Market, which is held on the third Thursday of each month at Clifton Square. Traders include a number of artisan food and drinks operators. The large format Booths foodstore is situated outside of the Goad centre boundary but within the defined town centre to the north east. This store provides an important convenience function for residents, meeting both top-up and main food shopping needs.

5.35 Table 5.2 shows the composition of retail units within Lytham Town Centre as at July 2022.

Table 5.2: Lytham Town Centre Unit Composition at July 2022

	Comparison	Convenience	Financial & Business Services	Leisure Services	Retail Services	Vacant
Lytham	37.0%	7.5%	6.0%	26.5%	18.0%	5.0%
National average	27.0%	9.3%	8.9%	25.0%	15.7%	13.8%

Source: Composition of Lytham town centre (as defined by Experian Goad) derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

5.36 Lytham's vacancy rate at the time of our survey equates to 5.0% and 4.0% in respect of units and floorspace respectively, which represents a significant decrease on the 12.3% vacancy rate in respect of floorspace recorded at 2010. Both of these figures are lower than the current national averages, and as such are not considered to represent cause for concern.

5.37 Lytham town centre comprises a number of attractive shopfronts which add interest and vibrancy to the streetscene. It is also well integrated into the transport network, in respect of both roads and public transport.

5.38 In light of the above, and considering the current offer, character and environmental considerations in the town centre, Lytham is considered to be a vital and viable centre.

Kirkham Town Centre

5.39 Kirkham town centre is located in the centre of the Fylde authority area, and is an historic market town with a retail core which includes a number of period and heritage buildings which add character and interest to the town centre. By virtue of the town's historic status, Kirkham has hosted a market for a number of centuries.

5.40 The centre is focused along Poulton Street and includes a diverse range of goods and services which are considered capable of providing for the day-to-day needs of the local community. Kirkham is

anchored by a strong convenience and leisure service offer which reflect the centre's role as a key service centre to surrounding settlements in this part of Fylde, such as Wesham. The centre is generally well maintained and provides an attractive and pleasant retail environment, however the centre's environmental quality is somewhat impacted by vehicle movements along Poulton Street and through the town centre.

- 5.41 Convenience goods operators account for 8.0% of all units and 29.3% of the total stock of retail floorspace, with the proportion of convenience goods floorspace decreasing since 2011. Although these figures differ somewhat from current national averages, this level of convenience provision is considered to be generally appropriate for a centre with a profile and catchment such as Kirkham.
- 5.42 The convenience offer is anchored by Morrisons on Mill Street Road and a Co-operative foodstore at Market Square. Other operators include two grocers, two confectionary, tobacco and news stores, a confectioner and a butchers, focused more around the independent sector. The town also has a frequent market, as Kirkham hosts a monthly Farmers Market which is held on the second Saturday of each month at Market Square. Traders in attendance offer a range of goods, including home produced food and drink, arts and crafts.
- 5.43 In total, 31.8% of the total stock of retail floorspace and 31.9% of all units are occupied by comparison operators. Although the total stock of comparison goods retail floorspace represents a decrease on the figure at 2010, this is in the context of considerable change in the nature of retail centres since that time. Comparison operators include seven hardware and household goods shops and three charity shops, three clothing and footwear shops, three chemists, three electrical goods shops, two greeting card shops and three antiques/art dealers. In addition, there are a number of specialist retailers selling carpets and flooring, furniture, vehicle accessories and textiles and soft furnishings.
- 5.44 Kirkham's vacancy rate is lower than the current national average for both unit and floorspace composition. At the time of our visit, a vacancy rate in respect of floorspace and units of 6.9% and 8.8% respectively was recorded. Although these figures represent an increase on the 5.8% vacancy rate recorded at 2010, they are not considered to represent cause for concern. The majority of vacant units in Kirkham are relatively small, with the average vacant unit comprising 88 sq.m of floorspace.
- 5.45 Table 5.3 shows the composition of retail units within Kirkham Town Centre as at July 2022.

Table 5.3: Kirkham Town Centre Unit Composition at July 2022

	Comparison	Convenience	Financial & Business Services	Leisure Services	Retail Services	Vacant
Kirkham	31.9%	8.0%	6.2%	22.1%	23.0%	8.8%
National average	27.0%	9.3%	8.9%	25.0%	15.7%	13.8%

Source: Composition of Kirkham town centre (as defined by Experian Goad) derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

- 5.46 The centre is generally well maintained and provides an attractive and pleasant retail environment. The overarching pedestrian safety and environmental quality is somewhat impacted by vehicle movements along Poulton Street and through the town centre.
- 5.47 In light of the centre’s character, alongside its commercial offer and lower than average vacancy rate, we consider the centre to be vital and viable and meeting its function to primary serve the local catchment. In this regard, the centre’s retail offer is anchored by the Morrisons on Mill Street Road, which seeks to meet residents’ main and top-up convenience needs, alongside the wider convenience offer in the centre.

6 Population and Expenditure

Study Area and Survey

- 6.1 In November 2021, a survey of 600 households was undertaken by NEMS within the defined Study Area in order to ascertain where residents go to undertake a range of shopping and leisure activities. The defined Study Area is consistent with that used in undertaking the 2011 Fylde Coast Retail Study in respect of the three zones that broadly correspond to the Fylde authority boundary²². In order to concentrate surveys where they have greatest value, we have rationalised and combined the previously defined 2011 zones in the Blackpool authority area in order to also gain an understanding of how residents in the southern part of Blackpool use Fylde's facilities.
- 6.2 The Study Area therefore reflects the principal area where residents look to facilities within Fylde to help meet their retail and leisure needs. A plan of the Study Area is provided at Appendix 1.
- 6.3 The defined Study Area comprises six separate zones which are based on postcode sectors. The six zones are considered representative of geographic areas that may accommodate broadly similar patterns of shopping behaviour. The below Table 6.1 identifies the postcode sectors which define each of the zones.

Table 6.1: Study Area Zones by Postcode Sector

Survey Zone	Postcode Sectors
A - St Anne's	FY8 1, FY8 2, FY8 3
B - Lytham	FY8 4, FY8 5
C - Kirkham and Wesham	FY6 8, PR4 1, PR4 2, PR4 3
D - North Preston	PR3 5, PR4 0
E - Blackpool Central	FY1 4, FY1 5, FY1 6, FY3 0, FY3 7, FY3 8, FY3 9
F - Blackpool South	FY4 1, FY4 2, FY4 3, FY4 4, FY4 5

- 6.4 The zones were used as the basis for the NEMS household survey, which is used to inform our assessment of shopping patterns as set out at Section 4 of this report. A total of 100 surveys were undertaken in each zone.
- 6.5 The survey results underpin the quantitative retail capacity assessment, which follows at Section 7. However, in order to consider the performance of existing centres and retail destinations (and the

²² These being Zones A, B and C of the current Study Area, which were formerly referred to as Zones 12, 13 and 14 in the 2011 Fylde Coast Retail Study.

capacity that may existing to support further provision), it is first necessary to estimate the population and future convenience and comparison goods expenditure apparent in the Study Area.

Study Area Population

- 6.6 The population within each postcode sector and each zone at 2022 has been calculated using Experian Micromarketer G3 data (2020 estimate, which was issued in February 2022). In estimating the future population of the Study Area, consideration has been given to the authority's population projections across the period to 2032.
- 6.7 Table 6.2 below sets out Experian's population projections for each zone in the Study Area for reporting years 2022, 2027 and 2032.

Table 6.2: Estimated Study Area Population by Survey Zone

Zone	2022	2027	2032
A - St Anne's	29,292	30,043	30,608
B - Lytham	16,225	16,777	17,127
C - Kirkham, Wesham	35,934	37,404	38,578
D - North Preston	14,760	14,938	15,115
E - Blackpool Central	52,454	52,757	53,216
F - Blackpool South	45,130	45,234	45,465
Total	193,795	197,153	200,109

Source: Table 1 of Appendix 5

- 6.8 The Study Area population will increase from 193,795 persons at 2022 to 200,109 at 2032. This equates to an increase of 6,314 persons over the 10-year period.

Retail Expenditure

- 6.9 In order to calculate per capita convenience and comparison goods expenditure, we have utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes into consideration the socio-economic characteristics of the local population. The base year for the Experian expenditure data is 2020. Our methodology takes account of the fact that some special forms of trading expenditure is not available to support retail floorspace, and then allows for increases in per capita expenditure growth on an annual basis.
- 6.10 Figure 5 of Appendix 3 of ERPBN19 (January 2022) provides forecasts in respect of the proportion of convenience and comparison goods expenditure that will be committed through special forms of trading both now and in the future. We have 'stripped out' any survey responses which relate to expenditure committed via special forms of trading and have instead made an allowance derived

from Experian's recommendations (which we consider to be the most appropriate means by which to account for such expenditure).

- 6.11 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a store's shelves or stockroom (particularly in the case of convenience goods). As such, expenditure committed in this manner acts to sustain shops and can be considered 'available' to support floorspace within the Study Area.
- 6.12 Accordingly, in order not to overstate the influence of special forms of trading on retailers, our methodology utilises Experian's 'adjusted' allowance for special forms of trading (which is provided at Figure 5 of ERPBN19). This allowance indicates that 5.4% of convenience goods expenditure and 25.6% of comparison goods expenditure is 'lost' from shops at base year 2020 through special forms of trading purchases.
- 6.13 Having made an allowance for special forms of trading, we then take account of projected changes in expenditure in accordance with the recommendations provided by Figure 6 of Appendix 3 of ERPBN19. Experian provides overall growth rates and 'adjusted' rates, which account for any additional increases in expenditure lost to special forms of trading. Experian's forecast growth figures account for the anticipated impacts associated with Brexit and Covid-19.
- 6.14 We set out Experian's expenditure growth estimates at Table 6.3, which is provided over the page.
- 6.15 Our methodology utilises the 'adjusted' figures and our quantitative assessment therefore fully accounts for changes in online retailing that have occurred because of Covid-19, and those that will likely occur in the future as yet more expenditure is committed online.

Table 6.3: Experian Retail Planner Briefing Note 19 Convenience and Comparison Goods Annual Per Capita Growth Rates

Year	Convenience Goods	Convenience Goods 'Adjusted SFT'	Comparison Goods	Comparison Goods 'Adjusted SFT'
2021	-3.7	-4.6	1.9	0.5
2022	-2.0	-1.4	2.1	5.9
2023	0.1	-0.2	2.8	1.8
2024	0.1	-0.2	2.8	1.8
2025	0.1	-0.1	2.8	1.9
2026	0.1	-0.1	2.8	2.0
2027	0.1	-0.1	2.9	2.1
2028	0.1	0.0	2.9	2.3
2029	0.1	0.0	2.9	2.4
2030	0.1	0.0	2.9	2.4
2031	0.1	0.1	2.9	2.5
2032	0.2	0.1	2.9	2.6

Source: Figure 6 of Appendix 3, Experian Retail Planner Briefing Note 19 (January 2022)

- 6.16 For convenience goods, Experian forecasts very limited per capita expenditure growth across the entire period to 2032. The position is even more pessimistic when account is taken of future growth in special forms of trading, with Experian’s forecasts suggesting that the growth in convenience goods expenditure available to actual stores will not exceed 0.1% per annum across the entire period 2023 to 2032. Overall, it is evident that per capita convenience goods expenditure is not forecast to increase in the period to 2032.
- 6.17 The position in respect of comparison goods expenditure is more positive. Experian forecasts that per capita comparison goods expenditure growth will take place over the period to 2036, but, with the exception of growth of 5.9% in 2022, will not exceed 2.7% per annum in the period from 2022 to 2039. Experian’s forecast suggests that there will be relatively healthy growth in comparison goods even after accounting for expenditure lost to special forms of trading.
- 6.18 Growth in expenditure forecasts in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties associated with predicting the performance of the economy over time (particularly in the current economic, health and political climates). As such, assessments of this nature should be reviewed on a regular basis in order to ensure that forecasts over the medium and longer term reflect changing circumstances.
- 6.19 In this regard, we also note that paragraph 85 of the revised NPPF requires local planning authorities to allocate sites to meet likely needs ‘...**looking at least ten years ahead**’, which differs from the

previous requirement to meet needs across the entire plan period. We believe that this change directly reflects current economic conditions and changes in the retail sector in recent years. The timeframe of our assessment is consistent with this guidance.

Convenience Goods Expenditure

6.20 Taking into account the Study Area resident population and the available per capita convenience goods expenditure, we estimate that £474.9m²³ of convenience goods expenditure originates within the Study Area at 2022. The below Table 6.4 indicates that available Study Area convenience goods expenditure is forecast to decrease to £488.4m at 2032.

Table 6.4: Total Available Study Area Convenience Goods Expenditure

2022 (£m)	2027 (£m)	2032 (£m)
474.9	480.1	488.4

Source: Table 2a of Appendix 5
In 2020 Prices

6.21 Table 6.5 indicates that this represents a modest increase of £13.5m (or 2.8%) across the Study Area between 2022 and 2032. Given the modest increase in the Study Area’s population across the period, this decrease can be attributed to static growth in per capita expenditure.

Table 6.5: Growth in Available Study Area Convenience Goods Expenditure

Growth 2022-27 (£m)	Growth 2022-32 (£m)
5.2	13.5

Source: Table 2a of Appendix 5
In 2020 Prices

6.22 We have assumed that around 75% of available convenience goods expenditure would take the form of main food shopping and that around 25% would take the form of top-up shopping (which relates to smaller purchases, often including staple items such as milk and bread)²⁴. By applying this ratio, we estimate that main food shopping trips account for £356.2m of Study Area convenience goods expenditure at 2022, and top-up shopping trips account for £118.7m.

Comparison Goods Expenditure

6.23 For comparison goods, Table 6.6 sets out our estimate that the resident population of the Study Area will generate £594.8m of comparison goods expenditure at 2022. Available comparison goods

²³ In 2019 prices, as is every subsequent monetary reference.

²⁴ This is a relatively standard split applied in undertaking this exercise.

expenditure is then forecast to grow to £763.7m at 2032. The majority of this growth is forecast to occur in the medium to longer term (i.e. after 2027).

Table 6.6: Total Available Study Area Comparison Goods Expenditure

2022 (£m)	2027 (£m)	2032 (£m)
594.8	666.4	763.7

Source: Table 8 of Appendix 5
In 2020 Prices

- 6.24 As identified at Table 6.7, this represents an increase of £168.9m (or 28.4%) between 2022 and 2032.
- 6.25 Whilst the identified increase in comparison goods expenditure growth is substantial, it represents a level of annual growth that is more circumspect than that which has been achieved in the past. This is due to both a reduction in the overall level of growth when compared to that achieved in the early part of this millennium and as a consequence of further forecast increases in expenditure committed via special forms of trading (most obviously, internet shopping). Identified future population growth across the Study Area is also limited.

Table 6.7: Growth in Available Study Area Comparison Goods Expenditure

Growth 2022-27 (£m)	Growth 2022-32 (£m)
71.6	168.9

Source: Table 8 of Appendix 5
In 2020 prices

- 6.26 We sub-divide comparison goods expenditure into eight categories, these being: ‘DIY’, ‘Electrical’ and ‘Furniture’ (collectively referred to as bulky goods); and, ‘Clothing and Footwear’, ‘CDs, DVDs and Books’, ‘Health, Beauty and Chemist Goods’, ‘Small Household Goods’, and ‘Toys, Games, Bicycles and Recreational Goods’ (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zonal basis. Experian’s estimates are reflected in the detailed expenditure tables set out in the quantitative retail need assessment provided at Appendix 5.
- 6.27 In considering expenditure growth, it should be noted that not all growth arising within the Study Area will be to support additional floorspace. Instead, account needs to be taken of: the market share of expenditure secured by retailers within the city centre; the claim made by existing retailers on expenditure growth (the future efficiency of retail floorspace); and, the expenditure that will be claimed by committed retail developments.

7 Assessment of Retail Capacity

- 7.1 Our retail capacity tables set out our step-by-step approach to estimating the expenditure surplus that is available to support additional retail floorspace are provided at Appendix 5. A summary of our methodological approach, together with our findings, is provided below.

General Approach to Estimating Quantitative Capacity

- 7.2 Retail capacity modelling follows the basic principle that: Available Expenditure *minus* Expected Turnover of Existing and Committed Floorspace *equals* Expenditure Surplus or Deficit. An identified quantitative expenditure surplus indicates that there may be capacity to support additional retail floorspace (subject to there being no unacceptable impacts arising as a consequence of the increased provision). We summarise the key considerations relating to each component of the equation below.

Available Expenditure

- 7.3 As we set out in Section 6 of this report, available expenditure within a zone is calculated by multiplying the population at a given reporting year by the estimated per capita expenditure. The available expenditure takes into consideration: estimated population growth; forecast increases in per capita expenditure; and forecast increases in special forms of trading.

Anticipated Turnover of Fylde's Retail Floorspace

- 7.4 The anticipated turnover of provision equates to the expenditure that is claimed by existing retailers (and by retail commitments benefitting from an extant planning permission) to ensure that they trade viably. For convenience goods retailers, the expected 'benchmark' turnover of existing convenience goods facilities is calculated with reference to GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers and Mintel Retail Rankings data²⁵.

Surplus/Deficit

- 7.5 The expenditure surplus (or deficit) is calculated by subtracting the turnover of existing and committed floorspace from the available expenditure in the Fylde authority area. A surplus figure effectively represents an under-provision of retail facilities within the Borough (which may indicate that additional floorspace could be supported), whereas a deficit would suggest a quantitative over-provision of retail floorspace.

²⁵ This datasets provides independent analysis of key grocery retailers' declared turnover and the overall floorspace in their portfolio, in order to calculate national average sales densities.

7.6 Although a surplus is presented as a monetary figure, it can be converted to a floorspace requirement through the application of an appropriate sales density. In this regard, the floorspace requirement will vary according to operator and the likely sales density they could achieve. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector there is significant variation, with electrical retailers typically having higher sales densities than DIY or furniture retailers. The turnover of destinations is generally considered with reference to retailers' net sales areas and all of the following floorspace figures relate to net sales areas. Our assessment considers quantitative convenience and comparison goods need on an authority-wide basis, and then on a settlement-by-settlement basis, based on the market share of expenditure claimed by existing provision within the relevant area.

Capacity for Future Convenience Goods Floorspace

7.7 In order to identify the likely need for additional convenience goods floorspace in Fylde, it is first necessary to consider the performance of the current provision. In this respect the built up area of Fylde already accommodates a variety of foodstore operators. As such, we believe that many of the food shopping trips which originate within the Study Area, but are directed to facilities outside of Fylde, occur principally because the trip is convenient (i.e. close to home or work), rather than due to any significant deficiencies in Fylde's offer. Consideration of convenience goods shopping patterns on a zone-by-zone basis does not suggest that there is a particular problem with shoppers travelling outside the Borough to access convenience goods shopping facilities. Indeed, the only substantial main food shopping expenditure that 'leaks' from Zones A and B²⁶ to outside the Fylde authority area is claimed by the Tesco Extra at Clifton Retail Park. The Tesco Extra store is located just inside the Blackpool authority area and is well placed to meet some of the needs of residents of Lytham and St Anne's.

7.8 Given this, we believe that the Fylde's existing convenience goods market share of 46.5% of Study Area convenience goods expenditure is broadly in line with expectations and could well be sustained in the future.

7.9 Based on the existing market share, we estimate that £235.1m of convenience goods expenditure which originates within the Study Area will be claimed by retailers in Fylde at 2022. For each

²⁶ These zones equating to the Lytham St Anne's settlement area.

- convenience goods retail destination, consideration has been given as to whether any of its turnover is likely to be derived as 'inflow' from outside the Study Area.
- 7.10 Visitor spending has been estimated using data from the Fylde STEAM Final Trend Report for 2017 to 2019, prepared by Global Tourism Solutions (UK) Ltd. The STEAM report provides estimates of tourism spend in Fylde Borough at 2019. This is the most recent available data and, given that it pre-dates the pandemic, is considered an appropriate means by which to forecast future retail spending by tourists over the next ten years. We therefore take the STEAM estimate for 2019 to be an approximation of tourism expenditure at 2022.
- 7.11 The STEAM report estimates that a total of £57.0m was spent on goods by visitors to Fylde in 2019. We have confirmed with Global Tourism Solutions that it is appropriate to sub-divide this expenditure on the basis that approximately 75% of the total relates to comparison goods spending and 25% relates to convenience goods. This suggests that comparison goods inflow to Fylde Borough accounts for about £42.7m and that convenience goods inflow accounts for about £14.4m. In practice, we allow for a slightly higher level of convenience goods inflow to Fylde as we believe that some expenditure is attracted from the northern parts of Blackpool which fall outside our defined Study Area, but which would not be considered as tourism expenditure by STEAM²⁷.
- 7.12 In apportioning convenience goods inflow, we have assumed that larger stores (and those located within the Lytham St Anne's area) will secure the greatest level of inflow. Full details of our assumptions are provided at Table 5 of Appendix 5.
- 7.13 For each convenience goods retail destination, the identified survey derived turnover is compared to its expected benchmark performance (which is estimated with reference to company average sales densities and the estimated net sales areas of individual shops). Our assessment assumes a 'goods based' approach, which disaggregates expenditure by sector, as it is important to recognise that major foodstore operators generally also sell some comparison goods, such as clothing, household goods, books, video games, and so on. To account for this, the typical split between convenience and comparison goods provision for each operator has been identified²⁸ and this multiplier has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely

²⁷ STEAM's definition of tourism expenditure excludes regular shopping trips within neighbouring authorities.

²⁸ Generally sourced from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2020, except where the data is not likely representative of how a store trades in practice. Detailed notes in respect of our approach in calculating net convenience goods sales areas are provided at Table 5 of Appendix 5.

floorspace dedicated to the sale of convenience goods at each store and provides for an accurate estimation of convenience goods benchmark turnover.

- 7.14 The calculation of the benchmark turnover of individual stores allows an assessment to be made in respect of individual retailers’ trading performance and whether (on an aggregated basis) surplus expenditure exists to support additional floorspace. For smaller shops (where it is more difficult to collate accurate floorspace and sales density data), we assume that stores are trading ‘in equilibrium’. This means we assume that the survey-derived turnover equates to the anticipated benchmark turnover.
- 7.15 Our assessment is summarised below at Table 7.1 and identifies that convenience goods floorspace in Fylde has an expected benchmark turnover of £191.7 at 2022, which is less than the estimated survey derived turnover of £235.1m. We therefore estimate that, taken collectively, convenience goods floorspace is ‘over-trading’ by £43.4m at 2022.
- 7.16 In order to appraise the future need for additional convenience goods floorspace, it is necessary to consider how the performance of stores will be affected by forecast expenditure growth. Accordingly, Table 7.1 also sets out the anticipated increases in expenditure that will be available to the Borough’s convenience goods retailers, assuming its current market share is maintained. ERPBN19 forecasts that the sales efficiency of existing floorspace will not change over the ten years to 2032, and the forecast benchmark turnover of existing convenience goods floorspace in Fylde therefore remains static over this period.
- 7.17 Given the forecast (limited) reduction in available convenience goods expenditure to 2032, we believe that the identified surplus will reduce marginally over the coming decade. As Table 7.1 identifies, we estimate that the expenditure surplus will reduce slightly to £42.2m at 2027, and then increase marginally to £46.1m at 2032.

Table 7.1 Quantitative Need for Convenience Goods Floorspace in Fylde

Year	Benchmark Turnover (£m)	Available Expenditure (£m)	Surplus Expenditure (£m)
2022	191.7	235.1	43.4
2027	195.5	237.7	42.2
2032	195.7	241.8	46.1

Source: Table 6a of Appendix 5

Notes: Assumes constant market share (46.5%) of Study Area expenditure claimed by facilities in Fylde Borough; allows for changes in benchmark turnover sales efficiency in accordance with Table 4a of Experian Retail Planner Briefing Note 18 In 2020 prices

- 7.18 When considering the above assessment, it is necessary to consider the pipeline of retail commitments and their impact on identified capacity once trading.
- 7.19 We have consulted with the Council in respect of retail commitments and have been provided with a schedule of proposed development schemes. Based on our review of the available information, we believe that there is a single relevant retail scheme across the Borough that is genuinely 'committed'. This relates to planning application reference 21/0799, which seeks to provide for small-scale local facilities in association with new residential development at Whitehills, close to the boundary with Blackpool.
- 7.20 Whilst the planning application remains undetermined at the time of our reporting, the proposal is being actively pursued and the principle of 'main town centre use' development at this location is established by adopted Local Plan Policy EC5. We therefore account for the planning application proposal that is being pursued as a commitment.
- 7.21 The Planning and Affordable Housing Statement that accompanies planning application reference 21/0799 identifies that the proposal comprises three units, which would collectively provide 649 sq.m gross floorspace. The largest unit comprises 390 sq.m gross and has a net sales area of 245 sq.m. We understand that this unit will be a convenience store and account for it on this basis.
- 7.22 As Table 7.2 demonstrates, we assume that all the proposed sales area of the Whitehills local centre convenience store would be dedicated to the display of convenience goods and anticipate that the floorspace would secure a sales density in the order of £8,000 per sq.m²⁹. On this basis, we estimate that the commitment would have a convenience goods turnover of around £1.9m at 2022.

Table 7.2 Committed Convenience Goods Floorspace in Fylde

Zone	Location	Planning Application Reference	Proposal	Net Conv Sales (sq.m)	Conv Sales Density (£ per sq.m)	Estimate Turnover at 2022 (£m)	Status
F	Whitehills local centre	21/0799	Erection of three retail units	233	8,000	1.9	Current application and allocated by virtue of Local Plan Policy EC5
Total				233		1.9	

Source Table 6c of Appendix 5

Notes: Net sales area derived from application submission, estimated sales density is Nexus Planning's judgement In 2020 Prices

- 7.23 We return to the matter of the other two units below when considering comparison goods capacity.

²⁹ This is a generic figure (in the absence of an identified end operator), which we consider to be typical for the type of local-needs provision proposed.

7.24 Table 7.3 provides an updated assessment of convenience goods capacity across the Borough that accounts for the identified commitment. As Table 7.3 identifies, once the turnover of the commitment is accounted for, there remains an expenditure residual of £41.6m available at 2022, which increases slightly to £44.2m at 2032. This equates to a floorspace requirement of around 3,100 sq.m to 4,200 sq.m at 2022, which is broadly equivalent to the convenience goods sales area associated with two moderately-sized supermarkets.

Table 7.3 Quantitative Need for Convenience Goods Floorspace in Fylde after Commitments

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement	
				Minimum (sq.m)	Maximum (sq.m)
2022	43.4	1.9	41.6	3,100	4,200
2027	42.2	1.9	40.3	2,900	4,000
2032	46.1	1.9	44.2	3,200	4,400

Source: Table 6d of Appendix 5

Notes: Assumes constant market share (46.5%) of Study Area expenditure claimed by facilities in Fylde Borough; allows for changes in benchmark turnover sales efficiency in accordance with Table 4a of Experian Retail Planner Briefing Note 19; minimum floorspace requirement based on an assumed sales density of £13,434 per sq.m at 2022 (which equates to the average sales density of the 'big four' foodstore operators); maximum floorspace requirement based on an assumed sales density of £9,994 per sq.m at 2022 (which is the mid-point between Aldi and Lidl company average performance) In 2020 prices

Assessment of Convenience Goods Need on a Settlement Boundary Basis

7.25 In order to better consider where the identified floorspace requirement should be met in practice, we provide below an indicative capacity exercise for each of the three town centres in Fylde. The assessment reflects the market share of each of these settlements and the collective level of over-trading that is apparent, relative to the anticipated benchmark performance of provision. The market share is derived from the expenditure claimed by all convenience goods floorspace across the given settlement, as any need identified on this basis should generally be directed towards the relevant town centre in practice.

7.26 As can be seen from Table 7.4, we identify a positive potential future floorspace requirement at all three defined centres, which indicates that the existing provision currently trades well within each settlement. The requirement identified for each of these centres sums to slightly more than the Borough-wide requirement identified above, which is a consequence of some limited under-trading elsewhere in more rural parts of Fylde.

7.27 In St Anne's, we identify a current surplus of £14.9m at 2022, which would support around 1,100 sq.m to 1,500 sq.m of additional convenience goods floorspace. This is equivalent to the floorspace provided by a single moderately-sized supermarket, such as that operated by a discounter. The

capacity surplus in Lytham at 2022 is £9.3m, which equates to 700 sq.m to 900 sq.m. This requirement could also support a new entrant to the local grocery market, or could also be addressed through the extension or relocation of an existing operator.

7.28 In practice, it is appropriate to consider identified capacity in Lytham and St Anne's on an aggregated basis given the geographic proximity between the two centres and the ability for either centre to meet a broadly similar local need.

7.29 Table 7.4 identifies a substantial capacity surplus of £18.7m at 2022 for Kirkham. This surplus is principally attributable to the very strong performance of the Morrisons superstore at Poulton Street in Kirkham. Our assessment suggests that the actual convenience goods turnover of this store is around double its anticipated benchmark performance. As consequence, we estimate that there is a quantitative need for around 1,400 to 1,900 sq.m of additional convenience goods floorspace at 2022. This equates to a relatively substantial supermarket.

Table 7.4: Quantitative Need for Convenience Goods Floorspace in Fylde's Town Centres

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement	
				Minimum (sq.m)	Maximum (sq.m)
St Anne's					
2022	14.9	0.0	14.9	1,100	1,500
2027	14.5	0.0	14.5	1,100	1,400
2032	15.8	0.0	15.8	1,200	1,600
Lytham					
2022	9.3	0.0	9.3	700	900
2027	9.1	0.0	9.1	700	900
2032	9.8	0.0	9.8	700	1,000
Kirkham					
2022	18.7	0.0	18.7	1,400	1,900
2027	18.8	0.0	18.8	1,400	1,900
2032	19.4	0.0	19.4	1,400	1,900

Notes: Assumes constant market share (46.5%) of Study Area expenditure claimed by facilities in Fylde Borough; allows for changes in benchmark turnover sales efficiency in accordance with Table 4a of Experian Retail Planner Briefing Note 19; minimum floorspace requirement based on an assumed sales density of £13,434 per sq.m at 2022 (which equates to the average sales density of the 'big four' foodstore operators); maximum floorspace requirement based on an assumed sales density of £9,994 per sq.m at 2022 (which is the mid-point between Aldi and Lidl company average performance) In 2020 prices

Capacity for Future Comparison Goods Floorspace

7.30 Our methodology in calculating comparison goods capacity necessarily departs from that used in considering convenience goods needs. This is because it is difficult to accurately estimate a benchmark turnover for comparison goods floorspace due to the large number of operators and the

variation in the trading performance of floorspace, depending on its location, character and the nature of the catchment. As a consequence, we adopt the position for comparison goods floorspace that it is trading 'at equilibrium' at base year 2022 (i.e. our survey derived turnover estimate effectively acts as benchmark).

- 7.31 We assume that there is therefore a nil quantitative need for any additional comparison goods floorspace across the Borough at 2022.
- 7.32 Going forward, we again assume that the performance of comparison goods facilities will be commensurate with the identified current market share of facilities in Fylde Borough. This equates to 21.8% of all such expenditure originating within the Study Area. The lower market share (relative to convenience goods expenditure) is reflective of the fact that residents travel outside the Study Area to access higher order centres with a substantial comparison goods offer. As a result, Blackpool town centre and Preston city centre claim a substantial Study Area comparison goods market share.
- 7.33 Our assessment again accounts for Experian's forecasts in respect of future growth in comparison goods online retailing and in respect of the requirement for existing retailers to improve their sales efficiency in order to remain viable.
- 7.34 In order to calculate an inflow allowance, we again return to the data set out in the Fylde STEAM Final Trend Report for 2017 to 2019. STEAM indicates that 75% of the £57.0m in tourism retail expenditure claimed by Fylde was claimed by comparison goods operators. On this basis, we allow for £42.7m of comparison goods inflow into Fylde Borough.
- 7.35 The inflow allowance has the effect of increasing Fylde's estimated comparison goods turnover from £129.5m to £172.2m at 2022.
- 7.36 The £129.5m of comparison goods expenditure claimed by facilities within Fylde that originates from inside the Study Area equates to a market share of 21.8% of all such comparison goods expenditure. By making provision for inflow and 'rolling forward' this market share, our assessment finds that facilities in the Borough will attract £192.9m at 2027, increasing to £221.1m at 2032.
- 7.37 Given forecast increases in comparison goods expenditure and allowing for annual forecast changes in the productivity of existing floorspace, we estimate that there will be a very slight comparison goods surplus of £0.7m at 2027, which then increases further to £2.6m at 2032. Our assessment is summarised below at Table 7.5.

Table 7.5 Quantitative Need for Comparison Goods Floorspace in Fylde

Year	Benchmark Turnover (£m)	Available Expenditure (£m)	Surplus Expenditure (£m)
2022	172.2	172.2	0.0
2027	192.2	192.9	0.7
2032	218.5	221.1	2.6

Source: Table 26a of Appendix 5

Notes: Assumes constant market share (21.8%) of Study Area expenditure claimed by facilities in Fylde Borough; allows for changes in benchmark turnover sales efficiency in accordance with Table 4b of Experian Retail Planner Briefing Note 19 In 2020 Prices

7.38 Once more, the above assessment does not take into consideration existing commitments and the claim they will have on capacity. We assume that one of the three units provided for by the Whitehills commitment would be occupied by a comparison goods operator³⁰. Both of the smaller units provide 107 sq.m gross floorspace and we assume that net sales equates to 80% of this area (i.e. 86 sq.m). Based on an assumed generic sales density of £3,500 per sq.m for local centre comparison goods floorspace, we assume that the Whitehills commitment would could turn over around £0.3m at 2022. Our approach in estimating the turnover of the commitment is set out at Table 7.6.

Table 7.6 Committed Comparison Goods Floorspace in Fylde

Zone	Location	Planning Application Reference	Proposal	Net Conv Sales (sq.m)	Conv Sales Density (£ per sq.m)	Estimate Turnover at 2021 (£m)	Status
F	Whitehills local centre	21/0799	Erection of three retail units	86	3,500	0.3	Current application and allocated by virtue of Local Plan Policy EC5
Total				86		0.3	

Source Table 26c of Appendix 5

Notes: Net sales area and estimated sales density based on Nexus Planning's judgement In 2020 Prices

7.39 The turnover of this single identified commitment has a very limited impact on the comparison goods capacity exercise. As Table 7.7 identifies, after taking into account the commitment, a comparison goods expenditure deficit of -£0.3m is apparent at 2022, which grows to a surplus of £2.7m at 2032. In practical terms, this means that there is very little change in the need for further comparison goods floorspace across the Brough over the next decade. As Table 7.7 demonstrates, we estimate that this surplus will comprise between 300 sq.m to 500 sq.m of comparison goods net sales floorspace at 2032.

³⁰ In addition to the proposed convenience store, we assume that the third unit may be occupied by a service operator.

Table 7.7 Quantitative Need for Comparison Goods Floorspace in Fylde after Commitments

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement	
				Minimum (sq.m)	Maximum (sq.m)
2022	0.0	0.3	-0.3	0	-100
2027	0.7	0.3	0.4	100	100
2032	2.6	0.4	2.2	300	500

Source Table 26d of Appendix 5

Notes: Assumes constant market share (21.8%) of Study Area expenditure claimed by facilities in Fylde Borough; allows for changes in benchmark turnover sales efficiency in accordance with Table 4b of Experian Retail Planner Briefing Note 19; minimum floorspace requirement based on an assumed sales density of £6,000 per sq.m at 2022; maximum floorspace requirement based on an assumed sales density of £3,500 per sq.m at 2022

In 2020 prices

- 7.40 In considering comparison goods commitments, it is again relevant to note that the capacity assessment is based on the market share of the local authority area being maintained going forward. We are unaware of any significant proposed development across the Study Area and beyond that is likely to have a very significant impact on Fylde's future comparison goods market share.

Assessment of Comparison Goods Need on a Settlement Boundary Basis

- 7.41 As with convenience goods, we are able to consider how forecast changes in respect of comparison goods provision may impact on each of the three town centres within the Borough. Once again, our assessment is based on maintenance of each settlement's identified market share going forward. For comparison goods, we apportion tourism inflow on a pro rata basis; this is considered to be appropriate as Lytham and St Anne's account for the large majority of the Borough's comparison goods turnover.
- 7.42 As would be expected given the identified position across the Borough as a whole, we identify that there will be no requirement for any additional comparison goods floorspace within any of the centres in the period to 2022. Consideration has also been given to the residual comparison goods expenditure capacity in St Anne's and each of the Town Centres in Fylde taking account of the turnover requirements of the extant commitments for comparison floorspace. This is provided at Table 7.8 below which shows that there is very limited identified quantitative capacity for additional comparison floorspace within either of the three Town Centres.
- 7.43 Our assessment suggests that there could be a gain of between 100 sq.m and 200 sq.m of comparison goods net sales floorspace in both St Anne's and Lytham town centres at 2032. The forecast gain of comparison goods net floorspace in Kirkham is even more modest, equating to between 0 sq.m and 100 sq.m.

Table 7.8: Quantitative Need for Comparison Goods Floorspace in Fylde's Town Centres

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement	
				Minimum (sq.m)	Maximum (sq.m)
St Anne's					
2022	0.0	0.0	0.0	0	0
2027	0.2	0.0	0.2	0	100
2032	0.7	0.0	0.7	100	200
Lytham					
2022	0.0	0.0	0.0	0	0
2027	0.2	0.0	0.2	0	0
2032	0.7	0.0	0.7	100	200
Kirkham					
2022	0.0	0.0	0.0	0	0
2027	0.1	0.0	0.1	0	0
2032	0.4	0.0	0.4	0	100

Notes: Assumes constant market share (21.8%) of Study Area expenditure claimed by facilities in each respective settlement; allows for changes in benchmark turnover sales efficiency in accordance with Table 4b of Experian Retail Planner Briefing Note 19; minimum floorspace requirement based on an assumed sales density of £6,000 per sq.m at 2022; maximum floorspace requirement based on an assumed sales density of £3,500 per sq.m at 2022

In 2020 prices

Qualitative Need

- 7.44 As we set out at paragraph 7.15 of this section, convenience goods retail facilities in Fylde Borough have a collective estimated turnover of £235.1 at 2022, which is greater than their expected benchmark turnover of £191.7m. In examining the performance of specific stores, it is evident that most stores that perform main food shopping role are generally performing well.
- 7.45 The below Table 7.9 provides an overview of the current performance of existing larger foodstores (which provide an estimated net convenience goods sales area of 760 sq.m or more³¹) in the Fylde authority area with reference to their expected trading performance. There is a single food superstore³² located within the Borough, this being the Morrisons at Squires Gate Lane which has a convenience goods turnover of £41.4m, which is less than its anticipated benchmark turnover of £43.0m. Nevertheless, large superstores of this type have been generally impacted by changes in the retail sector and its identified turnover is reflective of a popular and viable store.
- 7.46 The other main food destinations in the area comprise discount foodstores (which typically have a convenience goods sales area of around 1,000 sq.m), and larger stores operated by Booths, Morrisons and Sainsbury's.

³¹ Which equates to the convenience goods net sales area of the smallest discount supermarket operated by either Aldi or Lidl, this being the Aldi at Clifton Drive in St Anne's.

³² Defined as having a net sales area greater than 2,500 sq.m.

7.47 The four discount foodstores have a collective convenience goods benchmark turnover of £37.6m, which is significantly above their combined estimated turnover of £66.8m. Whilst household shopping surveys can sometimes overstate the influence of such stores, we believe it to be clear that the existing discount foodstore provision in the area trades very strongly. As such, we are unsurprised that Lidl has a further requirement for the Lytham St Anne's area, which would help address the identified over-trading in respect of discount foodstores.

7.48 The two Booths stores (at St Anne's and at Lytham) perform broadly in line with expectations. The single best performing store is identified as being the Morrisons at Kirkham which has an estimated turnover of £36.7m, which is £20.2m above anticipated benchmark performance. In this context, we are a little surprised that the Aldi store at Wesham in Zone C hasn't diverted more trade away from Morrisons. However, the moderate performance of this store may be a consequence of its more peripheral location.

Table 7.9: Performance of Convenience Goods Floorspace at Principal Foodstores Within Fylde at 2022

Zone	Store	Gross Floorspace (sq.m)	Estimated Net Conv. Floorspace (sq.m)	Sales Density (£ per sq.m)	Bench-mark Turnover (£m)	Survey Derived Turnover (£m)	Over-trading (£m)
A	Aldi, Clifton Drive, St Anne's	1,342	760	11,017	8.4	21.2	12.8
	Booths, Main Drive, St Anne's	3,462	1,869	8,000	15.0	11.9	-3.1
	Lidl, Squires Gate Lane, Blackpool	2,382	1,216	8,739	10.6	12.8	2.2
	Sainsbury's, St Andrews Rd, St Anne's	3,364	1,309	12,479	16.3	24.9	8.5
B	Booths, Haven Road, Lytham	3,450	1,863	8,000	14.9	19.2	4.3
	Lidl, Preston Road, Lytham	1,717	876	8,739	7.7	15.4	7.7
C	Aldi, Coronation Way, Wesham	1,545	991	11,017	10.9	17.4	6.5
	Morrisons, Poulton Street, Kirkham	2,886	1,274	12,940	16.5	36.7	20.2
F	Morrisons, Squires Gate, Blackpool	7,534	3,325	12,940	43.0	41.4	-1.7

Source: Table 5 of Appendix 5

Notes: The above summary table provides details of the trading performance of foodstores with a net convenience goods sales area of 720 sq.m or above, which correlates to the estimated net sales area of the smallest discount store in both authority areas

In 2020 prices

7.49 Given the above, we believe that there may be a qualitative benefit in securing additional grocery representation in the St Anne's and Kirkham areas. The qualitative requirement in St Anne's could be satisfied through the development of an appropriately located discount foodstore. However, we recognise the clear importance of the convenience goods sector to Fylde's town centres and any additional provision should be appropriately located in accordance with 'town centre first' principles.

7.50 As we identify at Section 4 of this report, Fylde's centres generally have moderate comparison goods retail role. This is reflective of their scale and primary function in meeting day-to-day convenience goods and service needs. However, we note that the centres of Lytham and St Anne's secure a

reasonable proportion of furniture, small household goods and printed and recorded media expenditure that originates within the local area. Both Lytham and St Anne's also secure around a quarter of clothing and footwear expenditure that originates in the local zone within each sites.

- 7.51 It is evident that both of these centres support a burgeoning independent sector which should help ensure the resilience of each going forward. Whilst we believe it unlikely that either centre will require further retail floorspace across the short to medium term, there may be future growth in specialist, independent retail businesses. This has the potential to differentiate both centres, drive footfall, and provide more activity both during and outside the summer season.

8 Assessment of Leisure Capacity

- 8.1 Nexus Planning's assessment of leisure capacity is supplemented by a Visitor Economy Report prepared by Amion Consulting ('Amion'). This is provided at Appendix 6. This report provides a baseline assessment of the visitor economy, specifically looking at the historic volume and value of St. Anne's visitor economy and exploring potential development themes that could form part of the masterplan options. The key findings of this report are provided below.
- 8.2 We then turn to discussing the need for additional commercial leisure facilities, namely bingo halls, cinema screens, ten pin bowling alleys and casinos.

Visitor Economy Report Summary

- 8.3 The Visitor Economy Report prepared by Amion considers at the historic volume and value of St. Anne's visitor economy and explores some potential development themes that could form part of the Masterplan options in future stages.
- 8.4 The domestic tourist market – the most important market for St Anne's prior to the Covid-19 pandemic – grew by 6.1% from 2010 to 2019. As a result of the pandemic, Visit Britain estimates that there was an overall reduction of 63% in domestic tourism spending in 2020.
- 8.5 Tourism remains a central part of the economy in coastal areas, with tourism providing around 15-20% of direct employment in these communities. Whilst there is some evidence of seasonality reducing, July and August still accounted for 32% of all visits to the coast in 2018. Other long term trends include a reduction in the number of groups, coach market and business events being held on the coast, whereas opportunities for growth include off-peak active markets in the 55 and over age range.
- 8.6 In comparison to tourist growth nationwide, in the North West growth was less pronounced, with a 1.4% growth in trips and 3.3% in spend between 2010 and 2019. According to STEAM data, Lancashire's tourism economy grew every year from 2012 and 2018. Tourism employs around 10% of the county's working population and accounts for 7% of its gross value added ('GVA'). In 2020, national and local lockdowns resulted in a 70% reduction in day visits and 62% drop in staying visits.
- 8.7 In Fylde, overall visits remained relatively static between 2014 and 2019 at approximately 3.3 million. The combined economic impact of staying visitors and day visits in 2019 was £272m, up 3.2% from 2017, and supported 3,314 full-time equivalent jobs. Compared to 2019, Fylde saw a 65.2% decline

- in day visitors in 2020, recording just 980,000 day visitors. The number of staying visits only reached 210,000, down by 59% compared to 2019, with the majority of visits occurring during the first quarter.
- 8.8 In respect of St Anne's offer, the town's accommodation business profile is dominated by long-established, family-owned independent hotels, with these seemingly having weathered the Covid-19 pandemic relatively well. Leisure business has recovered extremely well from the pandemic although the midweek corporate market has collapsed.
- 8.9 However, there is a high level of confidence in the future and investment is either underway or planned for a number of businesses. St Anne's and the rest of the Fylde coast are largely complementary not competitive, with St Anne's providing high quality accommodation, a better environment for families, and an 'all day' beach which is not subject to tides. Indeed, Amion's report notes that St Anne's has traditionally focused its tourism offer on a more traditional-type resort, with a higher quality, family orientated offer.
- 8.10 Drawing on these findings, and consultations with local operators and businesses, the Visitor Economy Report identifies that there may be a need for a new approach in respect of the Island site. This is again borne out in the SWOT analysis presented at Paragraph 2.9 of Amion's report, which sees poor connectivity and linkages between the town and the beach/Island as a key weakness. However, the SWOT also identifies a number of key strengths, many of which reflect the more quality, traditional offer provided in St Anne's.
- 8.11 At Section 3 of the Visitor Economy Report, a number of potential development themes are identified which may form part of future masterplan options in respect of the visitor economy. Identified opportunities that could form part of St Anne's offer in the future could include: beach and wind-based sports, spa and wellness tourism, a continued but improved 'family' resort approach and/or a focus on the concentration of vintage and antique shops in St Anne's.

Commercial Leisure: Bingo, Cinemas, Ten Pin Bowling and Casinos

- 8.12 Our approach to the assessment of commercial leisure needs necessarily deviates from our retail methodology, in part because it is difficult to source some of the required information to undertake a similar exercise for the leisure sector³³. In addition, the commercial leisure sector is different to the retail sector; large-scale leisure uses are relatively limited in number and customers often expect to

³³ Experian does not forecast improvements in sales efficiency for leisure operators, which is a critical element in translating a monetary surplus into a floorspace requirement.

travel at least some distance in order to access them. As such, we believe it is sensible to consider the general appropriateness of provision on a Study Area basis, with reference to the typical number of persons required to support particular uses.

8.13 Our assessment considers the typical population required to support bingo halls, casinos, cinema screens and ten pin bowling alleys, and is based around three key stages.

8.14 We firstly calculate the expected Study Area and local authority population³⁴ for the relevant reporting years (2022, 2027 and 2032).

8.15 We then calculate the number of persons required to support a bingo hall, cinema screen and bowling alleys nationally, across the UK. We do this with reference to the UK population³⁵ and the provision of large-format leisure provision across country, with reference to the following sources:

- Mintel's Casinos and Bingo UK report (March 2019), which identifies that there are 350 bingo halls and 145 casinos across the UK;
- the UK Cinema Association website³⁶ which identifies that there are 4,596 cinema screens across the UK; and
- Mintel's Ten Pin Bowling UK report (May 2017), which identifies that there are 5,242 bowling lanes across the UK.

8.16 We then apply the respective ratio to the Study Area population and to Fylde's population in order to gauge the 'benchmark' level of provision. It is important to recognise that our approach reflects the needs that arise within the Study Area, and that Lytham St Anne's tourism role clearly provides further opportunities for leisure growth. This relates not only to the type of large format uses addressed by this quantitative capacity assessment, but also to other types of seaside leisure uses and emerging formats where the opportunity may be driven by the end operator and the particular concept they are able to offer.

8.17 In this context, the below assessment sets out minimum requirements arising from the resident population. In practice, these needs will be supplemented by tourism custom.

³⁴ Derived from Experian MMG3 data.

³⁵ Ibid.

³⁶ www.cinemauk.org.uk, consulted on 1 February 2022.

Bingo

- 8.18 Mintel's March 2019 Casinos and Bingo UK report identifies that there are 350 bingo halls across the UK, which equates to a bingo hall for every 195,377 persons or thereabouts³⁷. Accordingly, we estimate that the Study Area could theoretically support around 1.0 bingo hall at 2022, with this figure remaining static across the survey period to 2032 (this reflects the very limited anticipated population growth over this period).
- 8.19 Experian estimates that the population of Fylde is around 42.5% of that of the Study Area as a whole at 2022. Therefore, on a pro rata basis, we calculate a need for around 0.4 bingo halls in Fylde at 2022, with this figure again remaining unchanged to 2032.
- 8.20 At present, there are no bingo halls located within Fylde Borough. However, Haworth's Prize Bingo is located at Dale Street in Blackpool, within the wider Study Area. Furthermore, we note there are two further bingo halls – namely Mecca Bingo at Talbot Road in Blackpool and Club 3000 at New Hall Lane in Preston – which also serve Study Area residents.
- 8.21 As a consequence of the overall level of provision across the wider area, we do not believe that there is any requirement to plan for additional bingo hall provision across the plan period to 2032. Table 8.1 below confirms the bingo hall requirement in the Study Area and within Fylde across the plan period.
- 8.22 Furthermore, in considering the potential need for additional bingo facilities, it should also be noted that the sector was significantly affected by the ban on smoking in enclosed workplaces that came into force in 2007 as a consequence of the Health Act 2006. Subsequent to the Act being enforced, new bingo hall openings are few and far between, and we consider it highly unlikely that there will be any need for additional provision in the Study Area in the foreseeable future.

³⁷ Based on Experian MMG3's estimate that the UK population will be 68,381,957 at 2022.

Table 8.1: Bingo Hall Requirement in Study Area and Fylde

Year	Study Area Population	Typical Population Required to Support Hall	Potential Number of Halls Supported by Study Area	Proportion of Study Area Population in Fylde (%)	Potential Number of Halls Supported in Fylde	Existing Number of Halls in Fylde	Outstanding Potential Requirement in Fylde
2022	193,795	195,377	1.0	42.5%	0.4	0.4	193,795
2027	197,153	195,377	1.0	43.4%	0.4	0.4	197,153
2032	200,109	195,377	1.0	43.9%	0.4	0.4	200,109

Note: Typical population to support bingo hall calculated with reference to the Mintel Casinos and Bingo UK 2019 report and to the ONS 2020 mid-year population estimates for the UK, England and Wales, Scotland and Northern Ireland

Cinemas

8.23 The UK Cinema Association website estimates that there are 4,596 cinema screens in the UK, which equates to one screen for every 14,879 persons or thereabouts. On this basis, we estimate that the Study Area population could support around 13.0 cinema screens at 2022, increasing slightly to around 13.4 screens at 2032.

8.24 Once more, we estimate that the population of Fylde is around 42.5% of that of the Study Area at 2022. On a pro rata basis, this equates to a need for around 5.5 screens in Fylde at 2022, increasing to around 5.9 screens at 2032 . We confirm our calculations below at Table 8.2.

8.25 There is a single cinema within Fylde; the being The Island on South Promenade in St Anne's. The cinema provides a total of four screens. Accordingly, we estimate that there is a potential requirement for between one and two additional screens in Fylde with reference to national average levels of provision.

Table 8.2: Cinema Screen Requirement in Study Area and Fylde

Year	Study Area Population	Typical Population Required to Support Cinema Screen	Potential Number of Cinema Screens Supported by Study Area	Proportion of Study Area Population in Fylde (%)	Potential Number of Cinema Screens Supported in Fylde	Existing Number of Screens in Fylde	Outstanding Potential Requirement in Fylde
2022	193,795	14,879	13.0	42.5%	5.5	1.5	193,795
2027	197,153	14,879	13.3	43.4%	5.7	1.7	197,153
2032	200,109	14,879	13.4	43.9%	5.9	1.9	200,109

Note: Typical population to support a cinema screen calculated with reference to data provided by the UK Cinema Association website and to the ONS 2020 mid-year population estimates for the UK, England and Wales, Scotland and Northern Ireland

8.26 Although this would suggest that there is an existing under-supply of cinema screens in Fylde, it should be noted that just beyond the boundary of the Fylde authority area are a number of cinemas, including the Odeon and Regent Cinemas in Blackpool (the former of these is located within the

Study Area and the latter just outside), and the Odeon and Vue cinemas in Preston (both of which are outside the Study Area). As such, it is considered that any quantitative requirement for additional screens is relatively modest in practice.

8.27 However, in considering cinema provision, it is relevant to note that modern 'boutique' cinema operators³⁸ provide a qualitatively different offer, which may appeal to different parts of the market and increase usage. As such, it will be worth further exploring the potential for improved and modernised cinema provision in the St Anne's area particularly given that this, in turn, could help support other hospitality operators.

Ten Pin Bowling

8.28 Mintel's Ten Pin Bowling UK 2017 report identifies that there are 5,242 ten pin bowling lanes across the UK, which equates to a bowling lane for every 13,045 persons or thereabouts.

8.29 Accordingly, we estimate that the Study Area could support around 14.9 bowling lanes at 2022, increasing to around 15.3 lanes at 2032. Given that the estimated population of Fylde is around 42.5% of that of the Study Area at 2022, we calculate a need for around 6.3 bowling lanes in Fylde at 2022, increasing to 6.7 lanes at 2032.

8.30 Whilst there are currently no ten-pin bowling operators within Fylde, it should be noted that there are a total of 42 bowling lanes provided at MFA Bowl in Blackpool (at the edge of the Study Area), and at Red Rose Bowl in Preston and Ten Pin Bowling in Barton Grange (which are just outside the Study Area).

8.31 As such, there is an identified requirement of 6.3 lanes at 2022, increasing to 6.7 at 2032 within the Fylde authority area. This estimated surplus of bowling lanes should be viewed in the context of the three facilities outlined above which currently help service some of the needs of Fylde residents.

8.32 Whilst very few new ten-pin bowling alleys were built in the early part of this century, the market has picked up in recent years. This upturn in the sector has been partly assisted by a more modern type of offer, which is typically 'in centre' and aimed at those going out in the evening as much as families. As such, modern bowling alleys often incorporate other forms of leisure activity (most notably through a strong food and drink offer). There may be some potential for such a facility to be accommodated in the St Anne's area, subject to operator interest and site availability.

³⁸ Such as Everyman and Tivoli.

Table 8.3: Ten Pin Bowling Lane Requirement in Study Area and Fylde

Year	Study Area Population	Typical Population Required to Support Bowling Lane	Potential Number of Bowling Lanes Supported by Study Area	Proportion of Study Area Population in Fylde (%)	Potential Number of Bowling Lanes Supported in Fylde	Existing Number of Bowling Lanes in Fylde	Outstanding Potential Requirement in Fylde
2022	193,795	13,045	14.9	42.5%	6.3	6.3	193,795
2027	197,153	13,045	15.1	43.4%	6.6	6.6	197,153
2032	200,109	13,045	15.3	43.9%	6.7	6.7	200,109

Note: Typical population to support ten pin bowling alley calculated with reference to the Mintel Ten Pin Bowling UK 2017 report and to the ONS 2020 mid-year population estimates for the UK, England and Wales, Scotland and Northern Ireland

Casinos

8.33 Mintel's Casinos and Bingo UK 2019 report identifies that there are 145 bingo halls across the UK, which equates to a bingo hall for every 474,499 persons or thereabouts. Accordingly, we estimate that the Study Area as a whole could support around 0.4 casinos at 2022, a figure which remains constant throughout the next decade. Given that the estimated population of Fylde is around 42.5% of that of the Study Area at 2022, we calculate a need for around 0.2 casinos both at 2022 and looking forward to 2032.

8.34 Given this indicative potential casino provision in the authority area, it is unsurprising that there are no casinos within Fylde. However, there is considerable provision in proximity to Fylde, including Grosvenor Casino in Blackpool (which is located within the Study Area), Admiral Casino in Preston, the Casino at Coral Island in Blackpool, Slotszone Casino in Blackpool, and Genting Casino in Blackpool. Accordingly, the current level of provision is across the wider area is considered to be plentiful in meeting any locally-generated needs.

Table 8.4: Casino Requirement in Study Area and Fylde

Year	Study Area Population	Typical Population Required to Support a Casino	Potential Number of Casinos Supported by Study Area	Proportion of Study Area Population in Fylde (%)	Potential Number of Casinos Supported in Fylde	Existing Number of Casinos in Fylde	Outstanding Potential Requirement in Fylde
2022	193,795	471,600	0.4	42.5%	0.2	0.2	193,795
2027	197,153	471,600	0.4	43.4%	0.2	0.2	197,153
2032	200,109	471,600	0.4	43.9%	0.2	0.2	200,109

Note: Typical population to support casino calculated with reference to the Mintel Casinos and Bingo UK 2018 report and to the ONS 2020 mid-year population estimates for the UK, England and Wales, Scotland and Northern Ireland

9 Key Findings

9.1 We draw together below a series of key findings arising from the healthcheck work and our consideration of future retail and leisure needs across Fylde Borough (and in St Anne's in particular). The key findings will help focus additional work in terms of the direction of the St Anne's Town Centre Strategy and Masterplan, and are also of relevance in assisting the Council with its overall future strategy in supporting vital and viable town centres.

Key Findings: Principal Centres

St Anne's Town Centre

- 9.2 St Anne's town centre is the largest centre in the authority area and is generally considered to be a vibrant town centre with relatively low levels of vacancy. This is evidenced in our land use survey, which identifies a vacancy rate lower than the current national averages in respect of both floorspace and units.
- 9.3 The principal role of the centre is meeting residents' day-to-day shopping and service needs. The town centre accommodates two busy foodstores and a good range of services. Its comparison goods offer is focused around the independent sector, and there are signs of a niche offer in respect of antique furniture and bookstores, which provide local distinctiveness. The number of independents is considered to augur well in respect of St Anne's future prospects and to mitigate against further restructuring in the retail sector.
- 9.4 Whilst our healthcheck assessment was undertaken 'out of season' in October 2021, and activity in the centre was only moderate as a result. Much of the centre comprises attractive, purpose built Victorian/Edwardian properties and, as such, is generally a characterful retail destination. The majority of units are well-maintained, and a number of attractive shopfronts add interest and further character to St Anne's. A number of prominent vacant units, including the former Edinburgh Woollen Mill, detract from the overall appearance of the town centre, and it will be important to secure the re-use of these premises as quickly as possible.
- 9.5 We set out below at Table 9.1 a SWOT analysis which identifies the strengths, weaknesses, opportunities and threats which have been identified at St Anne's town centre.

Table 9.1: SWOT Analysis of St Anne's Town Centre

Strengths	Weaknesses
<ul style="list-style-type: none"> • Dual function as a tourist destination and local service centre helps underpin demand and provides for a balance of uses. • Strong convenience goods function which helps anchor the centre, particularly out of season. • Strong base of day-to-day service uses which cater for residents and tourists. • Good range of independent operators, with some niche sectors particularly well catered for. • Vacancy rate below the current national average. • Good accessibility by a range of transport modes. • Proximity to Blackpool and other attractions on the Fylde coast provides the potential for further tourism activities. 	<ul style="list-style-type: none"> • Retail and food and drink offer of the centre is somewhat less prestigious than in Lytham. • Limited number of large format units which could appeal to multiple operators. • Lack of vibrancy out-of-season due to limited tourist numbers and expenditure. • Reduced out-of-season vibrancy impacts on St Anne's' overall environmental quality. • Link between Island site and town centre is not as inviting as might be expected given the proximity of the two areas.
Opportunities	Threats
<ul style="list-style-type: none"> • Potential to expand leisure service offer (including food and drink). • In this regard, the redevelopment of the JR Taylor site provides the opportunity for a high-end hospitality venue, which could attract day and overnight visitors, as well as residents. • Repurposing of vacant units to support alternative uses, including pop-ups and start-ups. • A modernised leisure offer would create more activity in the evenings and could cater both for residents and tourists. • Niche independent retail offer could further develop and draw custom from a relatively wide area. • Clear opportunities to improve links between the town centre and beach/Promenade, and support additional linked visitor trips between the two. 	<ul style="list-style-type: none"> • Nearby centres provide a wider retail and leisure offer, resulting in expenditure being diverted away from St Anne's. • The local catchment area is relatively modest and is again constrained by the proximity of competing centres, principally Blackpool. • The centre does not provide much by way of modern, purpose built accommodation that appeals to national multiple retailers. • There is a lack of national multiple operators which provide a more comprehensive product mix of retailers in order to improve the consumer appeal of the centre

Lytham Town Centre

- 9.6 Lytham is the second largest centre in the Fylde authority area in respect of unit numbers and floorspace. The centre has a distinct independent offer and accommodates a significant number of high end retail and leisure operators, alongside more traditional day-to-day retail and service uses. The centre also benefits from a regular market.
- 9.7 The town centre is underpinned by a strong comparison goods offer, which accounts for a greater than national average proportion of floorspace and units. The proportion of convenience goods operators in Lytham is broadly similar to the current national average in respect of both floorspace

and units. However, the presence of Booths supermarket at Haven Road is of particular importance in helping to anchor the centre and drive footfall throughout the day and out of season.

- 9.8 The town centre is an attractive retail destination and has a high standard of environmental quality, with a number of attractive shopfronts which add interest and vibrancy to the streetscene. It is also well integrated into the transport network, in respect of both roads and public transport. Lytham's vacancy rate at the time of our survey equated to a much lower rate than the current national averages, which is not surprising given the quality of the environment and the relatively affluent catchment served. Given the above, we find Lytham to be a vital and viable centre.

Kirkham Town Centre

- 9.9 Kirkham is the smallest of the three town centres surveyed in the Fylde authority area. It is anchored by a strong convenience and leisure service offer, which reflects the centre's role as a key service centre to surrounding settlements in this part of Fylde, such as Wesham.
- 9.10 The convenience offer is anchored by Morrisons on Mill Street Road and a Co-operative foodstore at Market Square. The town also has a frequent market, as Kirkham hosts a monthly Farmers Market which is held on the second Saturday of each month at Market Square.
- 9.11 The comparison offer in Kirkham is varied, with a range of independent operators selling hardware and household goods, clothing, chemist goods and so on. Kirkham's vacancy rate is lower than the current national average for both unit and floorspace composition.
- 9.12 Although Kirkham is dominated by convenience and comparison goods operators, there are also a diverse range of service operators with a presence in the town centre. A search of The Requirement List has confirmed that two operators, Dominos and Lidl, have an outstanding requirement for new premises in Kirkham.
- 9.13 The centre is generally well maintained and provides an attractive and pleasant retail environment, however the centre's environmental quality is somewhat impacted by vehicle movements along Poulton Street and through the town centre. Kirkham's focus on providing for the local community and its strong, well-used provision mean that it is considered to be a vital and viable centre.

Key Findings: Retail

- 9.14 Our convenience goods capacity assessment identifies an estimated £41.6m surplus at 2022 to support new floorspace. This equates to a floorspace requirement of around 3,100 sq.m to 4,200 sq.m

- at 2022, which is broadly equivalent to the convenience goods sales area associated with two moderately-sized supermarkets.
- 9.15 On a more localised level, it is evident that this capacity is distributed across both the Lytham St Anne's and Kirkham areas, and that a further foodstore could likely be accommodate in both of these locations.
- 9.16 In St Anne's, both the Aldi and Sainsbury's foodstores in the town centre over-trade and we are aware of interest in the area from both Lidl and M&S Food. Given the importance of the convenience goods sector to St Anne's town centre, there is a need to carefully consider the potential location of any such further development in accordance with 'town centre first' principles. As set out in Section 2 of this report, we note Aldi's interest in bringing forward a foodstore on Preston Road in Lytham.
- 9.17 In Kirkham, the Morrisons foodstore trades particularly strongly, with its estimated survey-derived turnover of £36.7m at 2022 being substantially greater than its anticipated benchmark turnover of £16.5m. As such, whilst the Kirkham area benefits from the relatively new Aldi discount foodstore at Mill Farm in Wesham, we believe that further foodstore operator interest in the area may be forthcoming.
- 9.18 Given the limited population growth forecast across the Study Area to 2032, we anticipate that there will be a general (limited) increase in the overall quantum of comparison goods floorspace in Fylde's three town centres over this period. In St Anne's we estimate that this growth will equate to around 100 sq.m to 200 sq.m of comparison goods floorspace at 2032. However, notwithstanding the forecast limited growth in comparison floorspace, it is clear that the future strategy for St Anne's should be based around further diversification, in order that it remains relevant to both residents and visitors.

Key Findings: Leisure

- 9.19 As part of our assessment, we have undertaken a high-level quantitative assessment of key commercial leisure uses.
- 9.20 In terms of cinemas, we note a limited potential quantitative requirement for additional screens in Fylde, albeit we also note that the wider area (including Blackpool) is able to meet some residents' needs. However, the nature of the cinema market continues to evolve and 'boutique' operators are capitalising on digital technology and increasingly targeting smaller towns. Accordingly, we believe

that it may be worth further exploring the potential for new and improved cinema provision in Fylde. St Anne's would be the most likely location for any such further development.

- 9.21 Our assessment also notes a potential quantitative requirement for ten pin bowling lanes in Fylde. Whilst it is once again necessary to consider the contribution of Blackpool in servicing this need, the bowling sector has been the subject of a revival through developments focused in town centres. As with the cinema sector, such development generally accommodates a modern food and drink offer encourage patrons to stay longer and 'make a night of it'.
- 9.22 In addition, it is important to recognise that Lytham St Anne's tourism role clearly provides further opportunities for leisure growth, and that this may take the form of new concepts, which help create their own demand and draw customers in from a wider area.

Nexus Planning

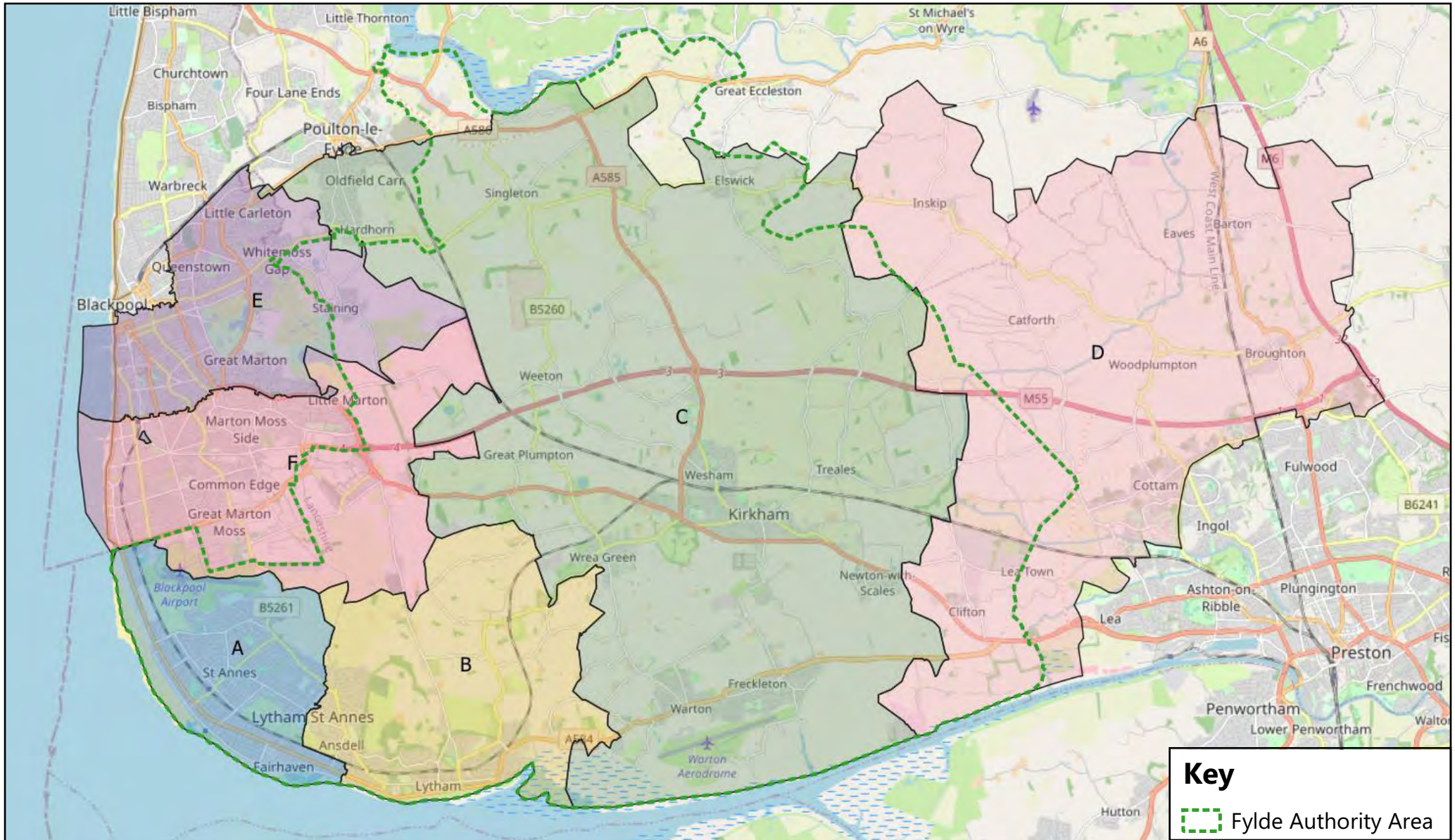
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Appendix 1 – Study Area Plan



Key
 Fylde Authority Area



Client
 Fylde Borough Council
Project
 St Annes Town Centre Strategy and Masterplan: Fylde Healthcheck and Centres Study
Description
 Study Area Plan

Map data © OpenStreetMap contributors

Appendix 2 – Household Survey Results

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q01 Where did you last undertake your main food and grocery shopping?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	3.8%	20	24.5%	18	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, St. Anne's Road West, St. Annes, FY8 1SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Alexandria Drive, St. Annes, FY8 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Whalley Place, St. Annes, FY8 3PU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	2.0%	11	9.2%	7	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Headroomgate Road, St. Annes, FY8 3BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Church Road, St. Annes, FY8 3TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, St. Anne's Road West, St. Annes, FY8 1SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	2.2%	12	2.5%	2	0.0%	0	0.7%	1	0.0%	0	0.8%	1	6.2%	8
Local shops, St. Annes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Clifton Drive South, St. Annes, FY8 1LP	0.9%	5	1.7%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
One Stop, St Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Wood Street Convenience Store), Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Andrews Road North, St. Annes, FY8 2DH	5.3%	29	33.7%	24	5.5%	3	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Shell Select, Heyhouses Lane, Ansdell, FY8 3RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Stores, Singleton Avenue, St. Annes, FY8 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whalley Place, Waddington Road, St. Annes, FY8 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kilnhouse Lane, St. Annes, FY8 3BN	0.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Davids Road North, St. Annes, FY8 2JU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Anne's Road West, Lytham, FY8 1SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Booths, Haven Road, Lytham, FY8 5EG	3.4%	19	0.8%	1	28.8%	14	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodlands Road, Ansdell, Lytham, FY8 4ER	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crofts Newsagent & Post Office, Warton Street, Lytham, FY8 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	3.3%	18	2.7%	2	25.6%	12	2.5%	2	3.7%	1	0.0%	0	0.0%	0
Local shops, Lytham Town Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembertons Farm Shop & Dairies, Birks Farm, Ballam Road, Lytham, FY8 4NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Premier (Bridge Court Stores), Saltcotes, Lytham, FY8 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Clifton Street, Lytham, FY8 5EN	0.2%	1	0.0%	0	2.0%	1	0.0%
Tesco Express, Clifton Street, Lytham, FY8 5EW	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	3.3%	18	0.8%	1	0.0%	0	15.2%
Co-op, Lytham Road, Freckleton, Preston, PR4 1XA	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Market Square, Kirkham, Preston, PR4 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Weeton Road, Wesham, Preston, PR4 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	1.3%	7	0.0%	0	0.0%	0	1.8%
Local shops, Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kirkham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Naze Lane, Freckleton, Preston, PR4 1RH	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Harbour Lane, Warton, Preston, PR4 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	8.2%	45	0.0%	0	0.0%	0	44.7%
Nisa Local, Lytham Road, Freckleton, PR4 1XA	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Kirkham, Preston, PR4 2HD	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Highcross Convenience Store), 170 Highcross Road, Poulton-le-Fylde, FY6 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Saswick House Farm Shop, Roseacre Road, Preston, PR4 3XD	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Mill Farm Service Station, Fleetwood Road, Wesham, Preston, PR4 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Ribby Road, Wrea Green, Preston, PR4 2PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Station Road, Wrea Green, Preston, PR4 2NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Westholme, Fleetwood Road, Kirkham, Preston, PR4 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
T R Snape Butchers, Kirkham Road, Freckleton, PR4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lytham Road, Warton, Preston, PR4 1AD	0.3%	2	0.0%	0	0.0%	0	1.8%
Zone 4							
Co-op, Garstang Road, Broughton, Preston, PR3 5HE	0.2%	1	0.0%	0	0.0%	0	3.1%

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Co-op, Merry Trees Lane, Cottam, Preston, PR4 0BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Post Office at Cottam Community Centre, Preston, PR4 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Honeywell's, Eaves Lane, Preston, PR4 0BH	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Leagate Convenience Store), Blackpool Road, Lea, Preston, PR4 0XB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Fivebarred Gate, Preston New Road, Clifton, Preston, PR4 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
B&M, Whitegate Drive, Blackpool, FY3 9JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Layton Road, Layton, Blackpool, FY3 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Normoss Road, Blackpool, FY3 8QP	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ribble Road, Blackpool, FY1 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Devonshire Road, Blackpool, FY3 8AN	0.7%	4	0.0%	0	0.0%	0	2.3%
Heron Foods, Bank Hey Street, Blackpool, FY1 4PX	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.2%	1	0.0%	0	0.0%	0	0.6%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	3.0%	16	0.9%	1	0.0%	0	9.2%
Lidl, Devonshire Road, Blackpool, FY3 8BL	1.8%	10	0.0%	0	0.0%	0	5.8%
Local shops, Ansdell Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Blackpool Town Centre	0.5%	3	0.0%	0	0.0%	0	1.6%
Local shops, Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Layton Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Preston Old Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Staining Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Whitegate Drive, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, 193-195 Preston Old Road, Blackpool, FY3 9SE (Next-door to Duo Hair & Beauty)	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, 225-227 Preston Old Road, Blackpool, FY3 9TF (opposite Mere Park Pub)	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Central Drive, Blackpool, FY1 5EB	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Chain Lane, Staining, Blackpool, FY3 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Coronation Street, Blackpool, FY1 4QE	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Easington Crescent, Blackpool, FY3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Essential Express),	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Talbot Road, Blackpool, FY3 7AZ							
Premier (Foxhall Convenience Store), Tyllesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Katy's Premier Store), Singleton Street, Blackpool, FY1 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Masons Convenience Store), Lytham Road, Blackpool, FY1 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Taylor's General Store), Park Road, Blackpool, FY1 5QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Top Shop Convenience Store), Preston Old Road, Blackpool, FY3 9QG	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Torsway Convenience Store), Torsway Avenue, Blackpool, FY3 8LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Wine Lodge Convenience Store), Whitegate Drive, Blackpool, FY3 9AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Spearmans Butchers, Central Drive, Blackpool, FY1 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express (Petrol Station), Whitegate Drive, Blackpool, FY3 9JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Central Drive, Blackpool, FY1 5DY	0.5%	3	0.0%	0	0.0%	0	1.6%
Tesco Express, Lytham Road, Blackpool, FY1 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Westcliffe Drive, Blackpool, FY3 7DR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Whitegate Drive, Blackpool, FY3 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	3.5%	19	0.8%	1	2.0%	1	0.8%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	3.6%	20	0.0%	0	0.0%	0	8.6%
Aldi, Waterloo Road, Blackpool, FY4 3AA	2.8%	15	0.0%	0	0.0%	0	4.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	11.4%	62	1.9%	1	0.0%	0	10.1%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.9%	5	0.0%	0	0.0%	0	1.6%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highfield Gardens, Highfield Road, Blackpool, FY4 5AP	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Blackpool Retail Park, Blackpool Airport, Blackpool, FY4 2QS	0.2%	1	0.0%	0	0.0%	0	0.6%
Iceland, South Shore	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Business Park, Vicarage Lane, Blackpool, FY4 4EF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Waterloo Road, South Shore, Blackpool, FY4 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Highfield Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lytham Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Squires Gate District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St. Anne's Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, St. Annes Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Harrowside, Blackpool, FY4 1QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	9.3%	51	8.9%	6	5.8%	3	1.6%	1	0.0%	0	7.7%	13	20.3%	27
One Stop, Daggers Hall Lane, Blackpool, FY4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pop-In Convenience Store, Newhouse Road, Blackpool, FY4 4JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Cherry Tree Convenience Store), Cherry Tree Road North, Blackpool, FY4 4NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Elan UK), Vicarage Lane, Great Barton, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Highfield Convenience Store), 146 Highfield Road, Blackpool, FY4 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Meraside Stores), Langdale Place, Blackpool, FY4 4TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Convenience Store), Bond Street, Blackpool, FY4 1EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Late Shop), Station Terrace, Blackpool, FY4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Smiley's One Stop Shop), Watson Road, Blackpool, FY4 2DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (St. Annes Convenience Store), St. Annes Road, Blackpool, FY4 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Waterloo Road, Blackpool, FY4 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highfield Road, South Shore, Blackpool, FY4 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marton Drive, Blackpool, FY4 3EU	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	1.6%	2
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	11.2%	61	4.7%	3	10.9%	5	8.3%	8	2.2%	1	18.7%	32	9.4%	13
Outside Survey Area														
Aldi, Blackpool Road, Preston, PR1 6AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Corporation Street, Preston, PR1 2UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Aldi, Fulwood, Preston, PR2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
9BQ							
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	1.0%	6	0.0%	0	0.0%	0	1.9%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1%	1	0.0%	0	0.0%	0	2.8%
Aldi, The Ridings, Longridge, Preston, PR3 2DD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	1.5%	8	1.9%	1	0.0%	0	3.4%
Asda, Back Cop Lane, Fleetwood, FY7 6NU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.8%	4	0.0%	0	0.0%	0	14.9%
B&M, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Cherestanc Square, Park Hill Road, Garstang, PR3 1EF	0.0%	0	0.0%	0	0.0%	0	0.9%
Booths, Sharoe Green Lane, Fulwood, Preston, PR2 9HD	0.3%	1	0.0%	0	0.0%	0	4.8%
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde, FY6 7DF	1.1%	6	0.0%	0	0.0%	0	3.4%
Budgens, Devonshire Road, Blackpool, FY2 0TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Abingdon Street, Blackpool, FY1 1DG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Cambridge Road, Churchtown, Southport, PR9 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Banks, Southport, PR9 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fylde Road, Marshside, Southport, PR9 9XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Granton Walk, Ingol, PR2 3YX	0.1%	0	0.0%	0	0.0%	0	1.0%
Co-op, North Drive, Anchorsholme, Cleveleys, FY5 3PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Old Bank, Warley Road, Blackpool, FY1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Thornton Centre, Victoria Road East, Thornton, FY5 5DX	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Blackpool Road, Carleton, Poulton-le-Fylde, FY6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Deansgate, Topping Street, Blackpool, FY1 3AX	0.6%	3	0.0%	0	0.0%	0	0.0%
Iceland, Lowthian House, Ring Way, Preston, PR1 2ES	0.1%	1	0.0%	0	0.0%	0	0.7%
Iceland, Victoria Road West, Cleveley, Cleveleys, FY5 1BS	0.4%	2	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Eastway, Fulwood, PR2 3FB	0.3%	2	0.0%	0	0.0%	0	5.3%
Lidl, West Strand, Preston, PR1 8UY	0.4%	2	0.0%	0	0.0%	0	0.9%
Local market, Preston City	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre							
Local shops, Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Poulton le Fylde Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Ashfield Road, Bispham, Blackpool, FY2 0BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Station Road, Poulton-le-Fylde, FY6 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Garstang Bypass, Preston, PR3 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Blackpool Road, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.6%	3	0.0%	0	0.0%	0	1.4%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.9%
McCull's, Anchorsholme Lane East, Cleveleys, FY5 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%
McCull's, Bispham Road, Blackpool, FY2 0NN	0.0%	0	0.0%	0	0.0%	0	0.0%
McCull's, Egerton Road, Blackpool, FY1 2NN	0.5%	3	0.0%	0	0.0%	0	1.6%
McCull's, Norbreck Road, Norbeck, Bispham, FY5 1RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail & Leisure Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons (Daily), Amounderness Way, Cleveleys, FY5 3TS	0.2%	1	0.0%	0	0.0%	0	0.9%
Morrisons, Riversway, Ashton-on-Ribble, Preston, PR2 2YN	1.7%	9	0.0%	0	0.0%	0	3.6%
Nisa Local, Chesham Street, Great Eccleston, Preston, PR3 0YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Holmfield Road, Blackpool, FY2 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Caunce Street, Blackpool, FY1 3ND	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Eastpines Drive, Anchorsholme, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rossendale Avenue South, Thornton, FY5 4LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rufford Road, Southport, PR9 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Hesketh Bank, Preston, PR4 6SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Convenience Store), Blackpool Old Road, Poulton-le-Fylde, FY6 7RS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Daily Savers Value), Dickson Road, Blackpool, FY1 2JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (J & R Conv Store), Cromwell Road, Blackpool, FY1 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Premier (M & P Convenience Store), Red Bank Road, Bispham, Blackpool, FY2 9DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Sam's Store), Eastpines Drive, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Smiley's One Stop Shop), Fleetwood Road, Anchorsholme, Cleveleys, FY5 1NL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Subramaniam Convenience Store), Cookson Street, Blackpool, FY1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Tag Lane, Ingol / Cottam, PR2 7AB	0.1%	1	0.0%	0	0.0%	0	1.8%
Sainsbury's Local, Victoria Road West, Cleveleys, FY5 3LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston, PR3 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Park Hill Road, Garstang, Preston, PR3 1EL	0.1%	1	0.0%	0	0.0%	0	2.8%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.5%	3	0.0%	0	0.0%	0	1.5%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.5%	8	0.0%	0	0.8%	0	4.7%
Sainsbury's, Flintoff Way, Preston, PR1 6PJ	0.9%	5	0.8%	1	0.0%	0	15.2%
Shell Select, Garstang Road East, Singleton, Poulton-le-Fylde, FY6 7SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Shell Select, Talbot Road, Blackpool, FY1 3QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bispham Road, Bispham, Blackpool, FY2 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Cambridge Road, Churchtown, Southport, PR9 9SB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Hambleton Service Station, Shard Lane, Hambleton, Poulton-le-Fylde, FY6 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Kinraig Road, Bispham, Blackpool, FY2 0HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lawsons Road, Thornton, FY5 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, All Hallows Road, Bispham, Blackpool, FY2 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Blackpool Road, Lea, Preston, PR2 1XJ	0.3%	2	0.0%	0	0.0%	0	1.8%
Tesco Express, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Marsh Mill Village, Thornton, FY5 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Churchtown, Southport, PR9 8PD							
Tesco Superstore, Liverpool Road, Penwortham, Preston, PR1 9XE	0.1%	1	0.0%	0	0.0%	0	0.7%
Tesco Superstore, Wyre Street, Padiham, Burnley, BB12 8DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Veg Garden, West End, Great Eccleston, Preston, PR3 0XP	0.0%	0	0.0%	0	0.0%	0	0.0%
The Winery, Victoria Road West, Thronton-Cleveleys, FY5 3LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Capitol Way, Centre, Walton-le-Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby, Liverpool, L37 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	543	71	49	93	28	169	133
Sample:	535	79	93	88	85	98	92

Q02 Which retailer did you purchase your main food internet / home delivery shopping from?*Those that said 'Internet / delivery' at Q01*

Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	26.0%	16	26.8%	6	10.2%	0	14.4%	2	16.1%	1	0.0%	0	63.5%	7
Iceland	1.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	4.8%	3	6.9%	1	10.2%	0	5.8%	1	5.5%	0	0.0%	0	0.0%	0
Ocado	3.2%	2	2.7%	1	8.6%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1
Sainsbury's	17.6%	11	15.7%	3	10.2%	0	14.3%	2	29.6%	2	39.5%	3	9.0%	1
Tesco	42.2%	25	37.9%	8	39.7%	2	59.6%	7	48.8%	3	60.5%	4	18.6%	2
Waitrose	2.8%	2	0.0%	0	21.2%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	2.4%	1	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	60	21	5	12	5	6	11							
Sample:	68	21	8	12	15	4	8							

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q03 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food and grocery shopping?							
Near to home	35.5%	214 17.0%	16 30.7%	16 36.6%	38 35.7%	12 40.0%	70 42.7%
Lower prices	10.3%	62 11.5%	11 15.6%	8 8.9%	9 11.2%	4 9.6%	17 9.2%
Quality of food goods available	9.5%	57 11.2%	10 11.3%	6 3.6%	4 4.7%	2 11.6%	20 10.4%
Choice of food goods available	6.5%	39 13.3%	12 6.8%	4 4.6%	5 4.3%	1 5.0%	9 5.6%
Value for money	6.4%	39 8.9%	8 4.7%	3 7.8%	8 3.5%	1 4.5%	8 7.4%
Habit / always use it / preference for retailer	5.7%	34 6.7%	6 7.4%	4 2.3%	2 4.7%	2 8.4%	15 3.7%
Online shopping is convenient	3.2%	19 4.9%	5 3.6%	2 6.2%	7 0.7%	0 2.2%	4 1.5%
Car parking provision	2.2%	13 4.1%	4 3.1%	2 2.3%	2 0.0%	0 3.0%	5 0.0%
Loyalty card / points scheme	2.1%	13 0.6%	1 0.9%	0 0.0%	0 2.6%	1 3.8%	7 2.9%
Delivery service	1.6%	10 5.1%	5 2.7%	1 0.0%	0 8.4%	3 0.0%	0 0.7%
Near to work	1.6%	10 0.0%	0 0.0%	0 3.3%	3 2.7%	1 0.7%	1 2.9%
Staff discount / work there	1.4%	9 0.6%	1 0.0%	0 2.4%	3 0.0%	0 1.5%	3 2.1%
Easy to get to by car	1.4%	8 4.5%	4 0.0%	0 2.3%	2 4.9%	2 0.0%	0 0.0%
Use online due to the pandemic / because it's covid safe	1.3%	8 1.2%	1 1.5%	1 1.4%	1 0.7%	0 0.7%	1 2.1%
Choice of shops selling food goods	0.8%	5 0.0%	0 0.0%	0 0.0%	0 1.8%	1 2.3%	4 0.0%
Quiet / not too busy	0.7%	4 0.0%	0 0.0%	0 0.8%	1 0.0%	0 1.5%	3 0.7%
Good internal layout	0.7%	4 0.0%	0 5.0%	3 0.0%	0 0.0%	0 0.7%	1 0.0%
Good Covid distancing / safety measures	0.6%	4 1.3%	1 0.0%	0 2.0%	2 0.7%	0 0.0%	0 0.0%
Large store	0.5%	3 0.6%	1 0.0%	0 0.7%	1 0.0%	0 0.0%	0 1.4%
Only one in the area / no other choice	0.5%	3 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.4%
Familiar / know where everything is	0.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	3 0.0%
Nice shopping environment	0.4%	2 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.6%	1 0.0%
Good Click & Collect service	0.3%	2 0.0%	0 0.7%	0 1.6%	2 0.0%	0 0.0%	0 0.0%
Provision of services nearby, such as banks and other financial services	0.2%	1 0.0%	0 0.0%	0 0.0%	0 4.4%	1 0.0%	0 0.0%
Get an NHS discount there	0.2%	1 0.0%	0 0.9%	0 0.0%	0 0.0%	0 0.0%	0 0.7%
Good opening hours	0.2%	1 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Accessibility by public transport	0.2%	1 0.0%	0 1.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Sell locally produced food	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%
Small store	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%
Quality of shops selling food goods	0.1%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Choice of non-food goods available	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%
Cleanliness	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%
Safety (during the day)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%
Near to family / friends	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	0 0.0%	0 0.0%
(No reason in particular)	3.4%	20 2.7%	2 2.6%	1 6.0%	6 5.2%	2 2.1%	4 3.3%
(Don't know / varies)	1.5%	9 0.7%	1 0.7%	0 7.2%	8 0.7%	0 0.0%	0 0.0%
Weighted base:	603	92	53	105	34	175	144
Sample:	603	100	101	100	100	102	100

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q04 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?														
Limited range of goods	10.7%	65	11.0%	10	10.0%	5	5.3%	6	9.0%	3	9.1%	16	17.1%	25
Expensive prices	5.3%	32	4.0%	4	11.2%	6	5.5%	6	6.0%	2	3.0%	5	6.3%	9
Too busy	2.0%	12	0.6%	1	1.8%	1	1.4%	1	0.9%	0	0.6%	1	5.4%	8
Poor quality goods	1.9%	12	3.7%	3	0.9%	0	3.0%	3	1.8%	1	0.0%	0	2.8%	4
Too far away	1.5%	9	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.1%	5	1.4%	2
Staff rude / unhelpful	1.3%	8	1.5%	1	0.0%	0	3.3%	3	0.0%	0	0.6%	1	1.4%	2
Too big	1.3%	8	0.0%	0	0.7%	0	1.6%	2	0.0%	0	2.3%	4	1.3%	2
Too small	1.1%	7	0.6%	1	0.0%	0	5.5%	6	0.7%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	1.0%	6	0.7%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Online - getting substitutions	0.7%	4	0.7%	1	2.6%	1	0.7%	1	1.8%	1	0.0%	0	0.7%	1
Queues at the tills	0.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.6%	1
Part of the store is closed	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Low stock / empty shelves	0.5%	3	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	2
Not enough staff	0.5%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Online - you can't choose the goods yourself	0.4%	3	0.6%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0	0.7%	1
Difficult to get to	0.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1
Online - missing items	0.4%	2	0.0%	0	0.9%	0	1.6%	2	0.7%	0	0.0%	0	0.0%	0
Don't like the self-service area	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Online - short use-by dates on items / unrefresh food	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
They stopped the loyalty scheme	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Not enough tills	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Cold	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1
No petrol station	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Online - they use too much packaging	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Online - you miss out on offers	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Don't like the area in which it's located	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality café	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of Covid distancing/safety measures	0.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	0	0.0%	0	0.0%	0
Too close	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Doesn't always have the offers which they should have on	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality trollys	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
They rush you through the checkouts too quickly	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a pharmacy	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small checkout area	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Untidy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Nothing)	63.0%	380	62.0%	57	62.7%	33	61.8%	65	70.7%	24	72.1%	126	51.8%	75
(Don't know / varies)	2.5%	15	7.5%	7	0.0%	0	0.7%	1	4.3%	1	1.6%	3	2.1%	3
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q05 How did you travel to (STORE MENTIONED AT Q01) to undertake your main food shop?														
<i>Not those that said 'Internet / delivery' at Q01</i>														
Car / van (as driver)	70.7%	384	68.4%	49	81.3%	39	71.4%	66	92.6%	26	66.4%	112	68.4%	91
Car / van (as passenger)	8.9%	48	6.1%	4	7.8%	4	8.9%	8	5.6%	2	6.8%	11	14.1%	19
Bus, minibus or coach	2.3%	13	2.0%	1	2.9%	1	1.5%	1	0.9%	0	3.0%	5	2.2%	3
Motorcycle, scooter or moped	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	15.2%	82	21.9%	16	7.2%	3	16.4%	15	0.9%	0	18.7%	32	12.1%	16
Taxi	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	3.1%	4
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	5	0.8%	1	0.0%	0	1.9%	2	0.0%	0	1.6%	3	0.0%	0
Mobility scooter / disability vehicle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Weighted base:		543		71		49		93		28		169		133
Sample:		535		79		93		88		85		98		92

Meanscore: [Time in minutes]**Q06 How long did your last journey to (STORE MENTIONED AT Q01) to undertake main food shopping take?***Not those that said 'Internet / delivery' at Q01*

1 - 10 minutes	76.7%	416	75.5%	54	74.5%	36	73.2%	68	52.4%	15	75.6%	127	87.2%	116
11 - 20 minutes	20.9%	114	22.2%	16	20.3%	10	22.4%	21	41.9%	12	23.8%	40	11.3%	15
21 - 30 minutes	1.3%	7	0.8%	1	2.4%	1	2.5%	2	4.0%	1	0.0%	0	1.6%	2
31 - 40 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over an hour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	6	1.6%	1	2.8%	1	1.9%	2	1.8%	1	0.6%	1	0.0%	0
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		8.83		8.91		8.74		9.11		12.39		9.33		7.26
Weighted base:		543		71		49		93		28		169		133
Sample:		535		79		93		88		85		98		92

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q07 When you undertook the main food shop at (STORE MENTIONED AT Q01), did you link your trip with any other activity?														
<i>Not those that said 'Internet / delivery' at Q01</i>														
Yes – NON-FOOD shopping	9.9%	54	11.2%	8	9.8%	5	6.1%	6	3.9%	1	11.0%	19	11.9%	16
Yes – other FOOD shopping	8.0%	43	9.7%	7	6.8%	3	6.7%	6	5.0%	1	8.1%	14	8.8%	12
Yes – visiting services such as banks and other financial institutions	1.0%	5	0.0%	0	1.0%	0	1.8%	2	0.0%	0	0.6%	1	1.5%	2
Yes – leisure activity	3.8%	21	4.5%	3	3.4%	2	0.9%	1	0.9%	0	4.7%	8	5.3%	7
Yes – visiting café / pub / restaurant	0.6%	3	0.0%	0	1.0%	0	0.0%	0	4.7%	1	0.0%	0	1.3%	2
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.4%	2	1.9%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Yes – travelling to / from work	3.9%	21	4.8%	3	1.8%	1	6.2%	6	5.0%	1	1.6%	3	5.4%	7
Yes – travelling to / from school / college / university	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.6%	3	0.0%	0
Yes – getting petrol	1.2%	6	0.0%	0	3.0%	1	0.0%	0	3.1%	1	0.0%	0	3.1%	4
Yes – visiting family / friends	2.3%	12	0.8%	1	0.8%	0	3.3%	3	1.9%	1	4.0%	7	0.7%	1
Yes – visiting health service such as doctor, dentist, hospital	0.7%	4	0.8%	1	2.6%	1	0.7%	1	4.0%	1	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – going for a walk / dog walking	0.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Yes – visiting church	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting train station	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – window shopping / browsing	0.3%	2	0.8%	1	0.0%	0	0.7%	1	2.2%	1	0.0%	0	0.0%	0
(No activity)	62.8%	341	55.4%	40	66.3%	32	71.0%	66	61.3%	17	62.4%	105	60.5%	81
(Don't know / varies)	3.8%	21	9.4%	7	2.8%	1	1.8%	2	5.0%	1	4.5%	8	1.5%	2
Weighted base:		543		71		49		93		28		169		133
Sample:		535		79		93		88		85		98		92

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q08 Where did you do this linked trip?														
<i>Those that said 'NON-FOOD shopping', 'Other FOOD shopping', 'Visiting services such as banks and other financial institutions', 'Leisure activity', 'Visiting café / pub / restaurant' or 'Visiting other service such as hairdressers, beautician, laundr</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	0.4%	0	0.0%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.3%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Alban's Road	1.9%	2	7.3%	1	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St. Annes TOWN CENTRE	14.2%	18	68.1%	13	11.8%	1	0.0%	0	0.0%	0	9.0%	4	0.0%	0
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ansdell Local Centre	0.8%	1	2.9%	1	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennets of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.3%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Haven Road, Lytham, FY8 5EG	0.6%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	1.1%	1	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Town Centre	4.9%	6	0.0%	0	39.7%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	1.9%	2	0.0%	0	0.0%	0	16.9%	2	0.0%	0	0.0%	0	0.0%	0
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkham Town Centre	0.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham Trading Park, Kirkham, PR4 3RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.6%	1	0.0%	0	0.0%	0	5.6%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.5%	1	0.0%	0	0.0%	0	4.7%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.5%	1	0.0%	0	0.0%	0	4.7%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	2.1%	3	0.0%	0	0.0%	0	6.7%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.8%	1	0.0%	0	0.0%	0	2.6%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Normoss Local Centre, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.6%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.1%	1	0.0%	0
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	10.2%	13	2.9%	1	8.1%	1	5.6%	1	0.0%	0	16.5%	7	10.7%	4
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Tree Road, Blackpool	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	5.4%	2
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	5.3%	7	0.0%	0	7.4%	1	0.0%	0	0.0%	0	12.1%	5	2.6%	1
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	11.0%	4
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	7
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palatine Leisure Centre, St.	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Anne's Road, Blackpool, FY4 2AP							
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	2.0%	3	0.0%	0	0.0%	0	6.4%
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	4.0%	5	0.0%	0	0.0%	0	2.6%
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithelbarn Street, Poulton-le-Fylde, FY6 7BX	0.8%	1	0.0%	0	0.0%	0	2.6%
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.4%	1	0.0%	0	0.0%	0	11.6%
Ashley Cottage Nurseries, St Michaels Road, Bilborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.2%	0	0.0%	0	0.0%	0	6.3%
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.2%	0	0.0%	0	0.0%	0	5.3%
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	9.1%	12	6.2%	1	0.0%	0	0.0%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	0.2%	0	0.0%	0	0.0%	0	6.3%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.4%	1	0.0%	0	0.0%	0	11.6%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	1.5%	2	0.0%	0	0.0%	0	11.6%	2	5.3%	0	0.0%	0	0.0%	0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	5.1%	7	0.0%	0	0.0%	0	34.7%	5	5.3%	0	3.1%	1	0.0%	0
Preston City Centre	2.2%	3	0.0%	0	0.0%	0	5.6%	1	42.0%	2	0.0%	0	0.0%	0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Flintoff Way, Preston, PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 IEL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	129	20	11	14	5	41	38
Sample:	126	22	24	14	15	25	26

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q09 Where did you undertake your main food and grocery shopping the time before last? Was it the same place or somewhere different?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	3.5%	18	22.2%	15	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, St. Anne's Road West, St. Annes, FY8 1SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Alexandria Drive, St. Annes, FY8 1JF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Whalley Place, St. Annes, FY8 3PU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	1.4%	7	6.9%	5	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Headroomgate Road, St. Annes, FY8 3BG	0.4%	2	2.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Church Road, St. Annes, FY8 3TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, St. Anne's Road West, St. Annes, FY8 1SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	3.2%	17	5.5%	4	0.0%	0	0.8%	1	0.0%	0	0.8%	1	9.0%	11
Local shops, St. Annes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Clifton Drive South, St. Annes, FY8 1LP	0.5%	3	1.6%	1	1.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, St Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Wood Street Convenience Store), Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Andrews Road North, St. Annes, FY8 2DH	3.9%	20	23.3%	16	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Shell Select, Heyhouses Lane, Ansdell, FY8 3RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Stores, Singleton Avenue, St. Annes, FY8 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whalley Place, Waddington Road, St. Annes, FY8 3PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kilnhouse Lane, St. Annes, FY8 3BN	0.4%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Davids Road North, St. Annes, FY8 2JU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St. Anne's Road West, Lytham, FY8 1SE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Booths, Haven Road, Lytham, FY8 5EG	4.1%	21	1.8%	1	35.6%	17	1.9%	2	0.0%	0	0.7%	1	0.0%	0
Co-op, Woodlands Road, Ansdell, Lytham, FY8 4ER	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crofts Newsagent & Post Office, Warton Street, Lytham, FY8 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	3.2%	17	3.6%	2	14.1%	7	7.1%	6	4.0%	1	0.0%	0	0.0%	0
Local shops, Lytham Town Centre	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembertons Farm Shop & Dairies, Birks Farm, Ballam Road, Lytham, FY8 4NL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Premier (Bridge Court Stores), Saltcotes, Lytham, FY8 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Street, Lytham, FY8 5EN	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Street, Lytham, FY8 5EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	4.2%	22	0.0%	0	0.0%	0	22.7%	21	1.0%	0	0.7%	1	0.0%	0
Co-op, Lytham Road, Freckleton, Preston, PR4 1XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Kirkham, Preston, PR4 2SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Weeton Road, Wesham, Preston, PR4 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	1.5%	8	0.0%	0	0.0%	0	1.9%	2	2.4%	1	3.2%	5	0.0%	0
Local shops, Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Naze Lane, Freckleton, Preston, PR4 1RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Harbour Lane, Warton, Preston, PR4 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	6.3%	33	0.0%	0	0.0%	0	33.8%	30	5.9%	2	0.0%	0	0.8%	1
Nisa Local, Lytham Road, Freckleton, PR4 1XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Kirkham, Preston, PR4 2HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Highcross Convenience Store), 170 Highcross Road, Poulton-le-Fylde, FY6 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saswick House Farm Shop, Roseacre Road, Preston, PR4 3XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Mill Farm Service Station, Fleetwood Road, Wesham, Preston, PR4 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ribby Road, Wrea Green, Preston, PR4 2PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Wrea Green, Preston, PR4 2NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Westholme, Fleetwood Road, Kirkham, Preston, PR4 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T R Snape Butchers, Kirkham Road, Freckleton, PR4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Warton, Preston, PR4 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Co-op, Garstang Road, Broughton, Preston, PR3 5HE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0

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Co-op, Merry Trees Lane, Cottam, Preston, PR4 0BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Post Office at Cottam Community Centre, Preston, PR4 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Honeywell's, Eaves Lane, Preston, PR4 0BH	0.0%	0	0.0%	0	0.0%	0	1.0%
Premier (Leagate Convenience Store), Blackpool Road, Lea, Preston, PR4 0XB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Fivebarred Gate, Preston New Road, Clifton, Preston, PR4 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
B&M, Whitegate Drive, Blackpool, FY3 9JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Layton Road, Layton, Blackpool, FY3 8EA	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Normoss Road, Blackpool, FY3 8QP	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ribble Road, Blackpool, FY1 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Devonshire Road, Blackpool, FY3 8AN	0.2%	1	0.0%	0	0.0%	0	0.7%
Heron Foods, Bank Hey Street, Blackpool, FY1 4PX	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.2%	1	0.0%	0	0.0%	0	0.7%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	2.4%	12	0.0%	0	0.0%	0	7.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	1.8%	9	0.0%	0	0.0%	0	5.7%
Local shops, Ansdell Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Blackpool Town Centre	0.5%	3	0.0%	0	0.0%	0	1.7%
Local shops, Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Layton Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Preston Old Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Staining Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Whitegate Drive, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, 193-195 Preston Old Road, Blackpool, FY3 9SE (Next-door to Duo Hair & Beauty)	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, 225-227 Preston Old Road, Blackpool, FY3 9TF (opposite Mere Park Pub)	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Central Drive, Blackpool, FY1 5EB	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Chain Lane, Staining, Blackpool, FY3 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Coronation Street, Blackpool, FY1 4QE	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Easington Crescent, Blackpool, FY3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Essential Express),	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Talbot Road, Blackpool, FY3 7AZ														
Premier (Foxhall Convenience Store), Tyllesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Katy's Premier Store), Singleton Street, Blackpool, FY1 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Masons Convenience Store), Lytham Road, Blackpool, FY1 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Taylor's General Store), Park Road, Blackpool, FY1 5QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Top Shop Convenience Store), Preston Old Road, Blackpool, FY3 9QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Torsway Convenience Store), Torsway Avenue, Blackpool, FY3 8LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Wine Lodge Convenience Store), Whitegate Drive, Blackpool, FY3 9AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spearmans Butchers, Central Drive, Blackpool, FY1 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Petrol Station), Whitegate Drive, Blackpool, FY3 9JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Central Drive, Blackpool, FY1 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Blackpool, FY1 6ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westcliffe Drive, Blackpool, FY3 7DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitegate Drive, Blackpool, FY3 9DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	4.8%	25	1.8%	1	5.0%	2	0.0%	0	0.0%	0	1.4%	2	15.3%	19
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	4.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	19	4.1%	5
Aldi, Waterloo Road, Blackpool, FY4 3AA	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	8	6.0%	7
Asda, Cherry Tree Road, Blackpool, FY4 4QH	9.7%	50	2.0%	1	2.9%	1	0.8%	1	0.0%	0	9.0%	15	25.8%	32
Asda, Welbeck Avenue, Blackpool, FY4 4ES	1.0%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	1.7%	2
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfield Gardens, Highfield Road, Blackpool, FY4 5AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Blackpool Retail Park, Blackpool Airport, Blackpool, FY4 2QS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Iceland, South Shore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Column %ges.

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Business Park, Vicarage Lane, Blackpool, FY4 4EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterloo Road, South Shore, Blackpool, FY4 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Highfield Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lytham Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Squires Gate District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St. Anne's Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, St. Annes Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Harrowside, Blackpool, FY4 1QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	10.9%	57	14.2%	10	6.7%	3	2.4%	2	0.0%	0	10.0%	16	20.2%	25
One Stop, Daggers Hall Lane, Blackpool, FY4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pop-In Convenience Store, Newhouse Road, Blackpool, FY4 4JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Cherry Tree Convenience Store), Cherry Tree Road North, Blackpool, FY4 4NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Elan UK), Vicarage Lane, Great Barton, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Highfield Convenience Store), 146 Highfield Road, Blackpool, FY4 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Meraside Stores), Langdale Place, Blackpool, FY4 4TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Convenience Store), Bond Street, Blackpool, FY4 1EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Late Shop), Station Terrace, Blackpool, FY4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Smiley's One Stop Shop), Watson Road, Blackpool, FY4 2DD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (St. Annes Convenience Store), St. Annes Road, Blackpool, FY4 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Waterloo Road, Blackpool, FY4 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highfield Road, South Shore, Blackpool, FY4 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marton Drive, Blackpool, FY4 3EU	0.5%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	10.9%	57	4.9%	3	10.0%	5	7.5%	7	4.7%	1	19.1%	31	7.7%	10
Outside Survey Area														
Aldi, Blackpool Road, Preston, PR1 6AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Corporation Street, Preston, PR1 2UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Aldi, Fulwood, Preston, PR2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
9BQ							
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	1.8%	9	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.3%	2	0.0%	0	0.0%	0	6.3%
Aldi, The Ridings, Longridge, Preston, PR3 2DD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	1.5%	8	2.0%	1	0.0%	0	4.4%
Asda, Back Cop Lane, Fleetwood, FY7 6NU	0.5%	3	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.6%	3	0.0%	0	0.0%	0	12.4%
B&M, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Cherestanc Square, Park Hill Road, Garstang, PR3 1EF	0.3%	2	0.0%	0	0.0%	0	0.8%
Booths, Sharoe Green Lane, Fulwood, Preston, PR2 9HD	0.2%	1	0.0%	0	0.0%	0	4.3%
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde, FY6 7DF	0.7%	4	0.0%	0	0.0%	0	2.6%
Budgens, Devonshire Road, Blackpool, FY2 0TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Abingdon Street, Blackpool, FY1 1DG	0.2%	1	0.0%	0	0.0%	0	0.0%
Co-op, Cambridge Road, Churchtown, Southport, PR9 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Banks, Southport, PR9 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fylde Road, Marshside, Southport, PR9 9XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Granton Walk, Ingol, PR2 3YX	0.2%	1	0.0%	0	0.0%	0	3.5%
Co-op, North Drive, Anchorsholme, Cleveleys, FY5 3PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Old Bank, Warley Road, Blackpool, FY1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Thornton Centre, Victoria Road East, Thornton, FY5 5DX	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Blackpool Road, Carleton, Poulton-le-Fylde, FY6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Deansgate, Topping Street, Blackpool, FY1 3AX	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Lowthian House, Ring Way, Preston, PR1 2ES	0.1%	1	0.0%	0	0.0%	0	0.8%
Iceland, Victoria Road West, Cleveley, Cleveleys, FY5 1BS	0.4%	2	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Eastway, Fulwood, PR2 3FB	0.4%	2	0.0%	0	0.0%	0	7.6%
Lidl, West Strand, Preston, PR1 8UY	0.2%	1	0.0%	0	0.0%	0	4.5%
Local market, Preston City	0.1%	1	0.0%	0	0.0%	0	0.8%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre							
Local shops, Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Poulton le Fylde Town Centre	0.3%	2	0.0%	0	0.0%	0	1.9%
Londis, Ashfield Road, Bispham, Blackpool, FY2 0BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Station Road, Poulton-le-Fylde, FY6 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Garstang Bypass, Preston, PR3 0HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Blackpool Road, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.5%	2	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Anchorsholme Lane East, Cleveleys, FY5 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Bispham Road, Blackpool, FY2 0NN	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Egerton Road, Blackpool, FY1 2NN	0.5%	3	0.0%	0	0.0%	0	0.0%
McColl's, Norbreck Road, Norbeck, Bispham, FY5 1RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail & Leisure Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons (Daily), Amounderness Way, Cleveleys, FY5 3TS	1.0%	5	0.0%	0	0.0%	0	0.9%
Morrisons, Riversway, Ashton-on-Ribble, Preston, PR2 2YN	1.7%	9	0.0%	0	0.0%	0	5.6%
Nisa Local, Chesham Street, Great Eccleston, Preston, PR3 0YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Holmfield Road, Blackpool, FY2 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Caunce Street, Blackpool, FY1 3ND	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Eastpines Drive, Anchorsholme, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rossendale Avenue South, Thornton, FY5 4LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rufford Road, Southport, PR9 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Hesketh Bank, Preston, PR4 6SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Convenience Store), Blackpool Old Road, Poulton-le-Fylde, FY6 7RS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Daily Savers Value), Dickson Road, Blackpool, FY1 2JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (J & R Conv Store), Cromwell Road, Blackpool, FY1 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Premier (M & P Convenience Store), Red Bank Road, Bispham, Blackpool, FY2 9DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Sam's Store), Eastpines Drive, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Smiley's One Stop Shop), Fleetwood Road, Anchorsholme, Cleveleys, FY5 1NL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Subramaniam Convenience Store), Cookson Street, Blackpool, FY1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Tag Lane, Ingol / Cottam, PR2 7AB	0.0%	0	0.0%	0	0.0%	0	1.0%
Sainsbury's Local, Victoria Road West, Cleveleys, FY5 3LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston, PR3 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Park Hill Road, Garstang, Preston, PR3 1EL	0.1%	0	0.0%	0	0.0%	0	1.1%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.1%	1	0.8%	1	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.9%	10	0.0%	0	0.8%	0	0.0%
Sainsbury's, Flintoff Way, Preston, PR1 6PJ	0.7%	4	0.0%	0	0.0%	0	13.5%
Shell Select, Garstang Road East, Singleton, Poulton-le-Fylde, FY6 7SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Shell Select, Talbot Road, Blackpool, FY1 3QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bispham Road, Bispham, Blackpool, FY2 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Cambridge Road, Churchtown, Southport, PR9 9SB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Hambleton Service Station, Shard Lane, Hambleton, Poulton-le-Fylde, FY6 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Kinraig Road, Bispham, Blackpool, FY2 0HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lawsons Road, Thornton, FY5 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, All Hallows Road, Bispham, Blackpool, FY2 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Blackpool Road, Lea, Preston, PR2 1XJ	0.3%	2	0.0%	0	0.0%	0	1.9%
Tesco Express, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Marsh Mill Village, Thornton, FY5 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New	0.2%	1	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Churchtown, Southport, PR9 8PD							
Tesco Superstore, Liverpool Road, Penwortham, Preston, PR1 9XE	0.1%	1	0.0%	0	0.0%	0	0.8%
Tesco Superstore, Wyre Street, Padiham, Burnley, BB12 8DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Veg Garden, West End, Great Eccleston, Preston, PR3 0XP	0.0%	0	0.0%	0	0.0%	0	0.0%
The Winery, Victoria Road West, Thronton-Cleveleys, FY5 3LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Capitol Way, Centre, Walton-le-Dale, Preston, PR5 4AW	0.2%	1	0.0%	0	0.0%	0	3.3%
Waitrose, Three Tuns Lane, Formby, Liverpool, L37 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	521	68	48	90	26	164	124
Sample:	515	76	93	87	80	94	85

Q10 Which retailer did you purchase your main food internet / home delivery shopping from?*Those that said 'Internet / delivery' at Q09*

Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	22.8%	15	24.4%	6	0.0%	0	5.6%	1	13.9%	1	0.0%	0	56.6%	8
Iceland	3.5%	2	2.9%	1	0.0%	0	0.0%	0	10.2%	1	0.0%	0	7.2%	1
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	7.1%	5	6.3%	1	0.0%	0	0.0%	0	9.9%	1	34.1%	3	0.0%	0
Ocado	1.2%	1	2.4%	1	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Sainsbury's	18.5%	12	16.8%	4	0.0%	0	13.8%	2	29.5%	2	49.4%	4	7.2%	1
Tesco	35.7%	23	35.0%	8	64.8%	2	59.5%	7	32.5%	2	16.5%	1	22.0%	3
Waitrose	3.0%	2	0.0%	0	35.2%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gousto	4.3%	3	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	3	0.0%	0	0.0%	0	21.0%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	66	23	3	12	6	8	14							
Sample:	72	23	5	11	17	5	11							

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Meanscore: [£]							
Q11 Thinking more generally, how much does your household spend on average on main food and grocery shopping in a week?							
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.2%	1	0.0%	0	0.0%	0	0.6%
£11 - £15	1.6%	10	0.0%	0	1.8%	1	1.6%
£16 - £20	1.6%	10	0.6%	1	3.0%	2	3.1%
£21 - £25	0.6%	4	0.0%	0	0.0%	0	2.2%
£26 - £30	4.8%	29	5.4%	5	3.1%	2	4.9%
£31 - £35	4.5%	27	1.8%	2	3.1%	2	5.1%
£36 - £40	3.8%	23	1.2%	1	1.5%	1	8.2%
£41 - £45	3.4%	21	1.2%	1	5.0%	3	5.4%
£46 - £50	6.4%	38	6.8%	6	5.6%	3	7.1%
£51 - £60	7.7%	47	6.0%	6	6.9%	4	5.0%
£61 - £70	8.9%	53	3.2%	3	8.2%	4	10.4%
£71 - £80	12.5%	76	23.4%	22	10.1%	5	10.9%
£81 - £90	6.8%	41	5.1%	5	1.9%	1	6.7%
£91 - £100	14.4%	87	14.9%	14	12.2%	6	4.4%
£101 - £110	0.9%	6	0.0%	0	5.3%	3	0.0%
£111 - £120	2.6%	16	3.0%	3	8.8%	5	2.4%
£121 - £130	0.6%	4	0.0%	0	1.5%	1	0.0%
£131 - £140	0.6%	4	0.0%	0	0.0%	0	1.7%
£141 - £150	2.8%	17	1.5%	1	3.8%	2	3.0%
£151 - £175	0.3%	2	0.7%	1	0.7%	0	0.8%
£176 - £200	2.7%	16	2.8%	3	1.6%	1	2.3%
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%
£226 - £250	0.3%	2	1.5%	1	0.7%	0	0.0%
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%
£276 - £300	0.3%	2	0.0%	0	0.0%	0	1.6%
£301+	0.1%	1	0.0%	0	0.0%	0	0.8%
(Don't know / varies)	9.8%	59	18.1%	17	13.4%	7	7.7%
(Refused)	1.7%	10	2.8%	3	1.6%	1	1.7%
<i>Mean:</i>	<i>77.66</i>	<i>83.98</i>	<i>82.89</i>	<i>73.55</i>	<i>78.45</i>	<i>73.71</i>	<i>79.96</i>
Weighted base:	603	92	53	105	34	175	144
Sample:	603	100	101	100	100	102	100

Meanscore: [Number of times per week]**Q12 And still thinking more generally, how often does your household do a main food and grocery shop?**

7 times a week	1.1%	7	2.8%	3	1.6%	1	1.6%	2	0.7%	0	0.7%	1	0.0%	0
4-6 times a week	1.5%	9	0.6%	1	1.5%	1	0.8%	1	0.0%	0	2.9%	5	1.4%	2
2-3 times a week	12.1%	73	8.2%	8	15.6%	8	13.6%	14	5.8%	2	12.4%	22	13.2%	19
Once a week	63.9%	385	65.0%	60	65.4%	35	59.5%	62	81.7%	28	62.1%	109	63.7%	92
Once a fortnight	15.0%	91	14.9%	14	11.0%	6	15.5%	16	5.8%	2	17.5%	31	15.5%	22
Once a month	3.6%	22	4.2%	4	4.3%	2	5.3%	6	1.8%	1	4.3%	8	1.4%	2
Less than once a month	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	15	2.8%	3	0.7%	0	3.7%	4	4.1%	1	0.0%	0	4.8%	7
<i>Mean:</i>	<i>1.21</i>	<i>1.21</i>	<i>1.31</i>	<i>1.23</i>	<i>1.09</i>	<i>1.23</i>	<i>1.18</i>							
Weighted base:	603	92	53	105	34	175	144							
Sample:	603	100	101	100	100	102	100							

Q13 Do you make 'top up' shopping trips in between your main food shopping trips? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops. It could also include online food shopping.

Yes	75.2%	454	84.2%	78	71.7%	38	77.7%	81	65.0%	22	71.2%	125	76.3%	110
No	24.8%	149	15.8%	15	28.3%	15	22.3%	23	35.0%	12	28.8%	50	23.7%	34
Weighted base:	603	92	53	105	34	175	144							
Sample:	603	100	101	100	100	102	100							

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q14 Where did you last undertake your 'top up' shopping?														
<i>Those that do top-up shopping at Q13 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	3.6%	16	19.6%	15	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, St. Anne's Road West, St. Annes, FY8 1SB	0.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Alexandria Drive, St. Annes, FY8 1JF	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Whalley Place, St. Annes, FY8 3PU	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	3.4%	15	13.6%	10	12.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Headroomgate Road, St. Annes, FY8 3BG	2.3%	10	9.7%	7	6.5%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Costcutter, Church Road, St. Annes, FY8 3TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, St. Anne's Road West, St. Annes, FY8 1SB	0.5%	2	2.5%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	2.6%	11	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.7%	9
Local shops, St. Annes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Clifton Drive South, St. Annes, FY8 1LP	1.6%	7	4.1%	3	7.4%	3	1.1%	1	1.2%	0	0.0%	0	0.0%	0
One Stop, St Albans Road, St. Annes, FY8 1UY	0.4%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Wood Street Convenience Store), Wood Street, St. Annes, FY8 1QS	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Andrews Road North, St. Annes, FY8 2DH	2.8%	12	13.8%	11	3.2%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Shell Select, Heyhouses Lane, Ansdell, FY8 3RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Stores, Singleton Avenue, St. Annes, FY8 3JU	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whalley Place, Waddington Road, St. Annes, FY8 3PU	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kilnhouse Lane, St. Annes, FY8 3BN	1.7%	7	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Tesco Express, St Davids Road North, St. Annes, FY8 2JU	2.3%	10	9.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2
Tesco Express, St. Anne's Road West, Lytham, FY8 1SE	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Booths, Haven Road, Lytham, FY8 5EG	3.1%	14	0.0%	0	22.7%	8	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodlands Road, Ansdell, Lytham, FY8 4ER	2.4%	10	4.9%	4	16.4%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Crofts Newsagent & Post Office, Warton Street, Lytham, FY8 5DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	1.5%	6	1.5%	1	5.3%	2	4.0%	3	1.2%	0	0.0%	0	0.0%	0
Local shops, Lytham Town Centre	0.4%	2	0.0%	0	3.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Pembertons Farm Shop & Dairies, Birks Farm, Ballam Road, Lytham, FY8 4NL	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Premier (Bridge Court Stores), Saltcotes, Lytham, FY8 4HS	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Street, Lytham, FY8 5EN	0.7%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Street, Lytham, FY8 5EW	0.6%	3	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	1.1%	5	0.0%	0	0.0%	0	5.5%	4	4.2%	1	0.0%	0	0.0%	0
Co-op, Lytham Road, Freckleton, Preston, PR4 1XA	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Kirkham, Preston, PR4 2SD	1.9%	8	0.0%	0	0.0%	0	10.9%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Weeton Road, Wesham, Preston, PR4 3BQ	0.8%	4	0.0%	0	0.0%	0	4.1%	3	2.7%	1	0.0%	0	0.0%	0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.6%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.9%	1	0.0%	0
Local shops, Freckleton Village Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Naze Lane, Freckleton, Preston, PR4 1RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Harbour Lane, Warton, Preston, PR4 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	4.2%	19	0.0%	0	0.0%	0	23.9%	18	1.5%	0	0.0%	0	0.0%	0
Nisa Local, Lytham Road, Freckleton, PR4 1XA	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Kirkham, Preston, PR4 2HD	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Premier (Highcross Convenience Store), 170 Highcross Road, Poulton-le-Fylde, FY6 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saswick House Farm Shop, Roseacre Road, Preston, PR4 3XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Lytham Road, Freckleton, PR4 1AA	0.7%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Spar, Mill Farm Service Station, Fleetwood Road, Wesham, Preston, PR4 3BY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Spar, Ribby Road, Wrea Green, Preston, PR4 2PR	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Wrea Green, Preston, PR4 2NE	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Westholme, Fleetwood Road, Kirkham, Preston, PR4 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T R Snape Butchers, Kirkham Road, Freckleton, PR4 1HT	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Warton, Preston, PR4 1AD	1.1%	5	0.0%	0	0.0%	0	4.9%	4	0.0%	0	1.0%	1	0.0%	0
Zone 4														
Co-op, Garstang Road, Broughton, Preston, PR3 5HE	0.9%	4	0.0%	0	0.0%	0	0.0%	0	19.1%	4	0.0%	0	0.0%	0

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Co-op, Merry Trees Lane, Cottam, Preston, PR4 0BZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Cottam Post Office at Cottam Community Centre, Preston, PR4 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeywell's, Eaves Lane, Preston, PR4 0BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Leagate Convenience Store), Blackpool Road, Lea, Preston, PR4 0XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Fivebarred Gate, Preston New Road, Clifton, Preston, PR4 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
B&M, Whitegate Drive, Blackpool, FY3 9JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Layton Road, Layton, Blackpool, FY3 8EA	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Co-op, Normoss Road, Blackpool, FY3 8QP	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Costcutter, Ribble Road, Blackpool, FY1 4AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farmfoods, Devonshire Road, Blackpool, FY3 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Bank Hey Street, Blackpool, FY1 4PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	2.7%	3
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.8%	1
Local shops, Ansdell Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Blackpool Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Layton Road, Blackpool	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Local shops, Preston Old Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Staining Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Whitegate Drive, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
M&S Simply Food, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, 193-195 Preston Old Road, Blackpool, FY3 9SE (Next-door to Duo Hair & Beauty)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
McColl's, 225-227 Preston Old Road, Blackpool, FY3 9TF (opposite Mere Park Pub)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
McColl's, Central Drive, Blackpool, FY1 5EB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
McColl's, Chain Lane, Staining, Blackpool, FY3 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Coronation Street, Blackpool, FY1 4QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Easington Crescent, Blackpool, FY3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Essential Express),	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Talbot Road, Blackpool, FY3 7AZ							
Premier (Foxhall Convenience Store), Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Katy's Premier Store), Singleton Street, Blackpool, FY1 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Masons Convenience Store), Lytham Road, Blackpool, FY1 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Taylor's General Store), Park Road, Blackpool, FY1 5QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Top Shop Convenience Store), Preston Old Road, Blackpool, FY3 9QG	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Torsway Convenience Store), Torsway Avenue, Blackpool, FY3 8LD	0.6%	3	0.0%	0	0.0%	0	2.2%
Premier (Wine Lodge Convenience Store), Whitegate Drive, Blackpool, FY3 9AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Spearmans Butchers, Central Drive, Blackpool, FY1 5EE	0.6%	3	0.0%	0	0.0%	0	2.2%
Tesco Express (Petrol Station), Whitegate Drive, Blackpool, FY3 9JW	0.3%	1	0.0%	0	0.0%	0	1.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.8%	3	0.0%	0	0.0%	0	1.0%
Tesco Express, Central Drive, Blackpool, FY1 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lytham Road, Blackpool, FY1 6ET	1.1%	5	0.0%	0	0.0%	0	2.1%
Tesco Express, Westcliffe Drive, Blackpool, FY3 7DR	1.1%	5	0.0%	0	0.0%	0	4.1%
Tesco Express, Whitegate Drive, Blackpool, FY3 9DA	2.3%	10	0.0%	0	0.0%	0	8.2%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	1.4%	6	0.0%	0	0.0%	0	5.6%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	3.8%	17	0.0%	0	0.0%	0	10.2%
Aldi, Waterloo Road, Blackpool, FY4 3AA	3.7%	16	0.0%	0	0.0%	0	7.7%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	3.4%	15	0.0%	0	2.2%	2	12.2%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	1.5%	7	0.0%	0	0.0%	0	2.2%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Highfield Gardens, Highfield Road, Blackpool, FY4 5AP	1.6%	7	0.0%	0	0.0%	0	6.3%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.4%	2	0.0%	0	0.0%	0	1.7%
Iceland, Blackpool Retail Park, Blackpool Airport, Blackpool, FY4 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Shore	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Business Park, Vicarage Lane, Blackpool, FY4 4EF	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.9%	1
Iceland, Waterloo Road, South Shore, Blackpool, FY4 1AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Highfield Road, Blackpool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Local shops, Lytham Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Squires Gate District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St. Anne's Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Londis, St. Annes Road, Blackpool, FY4 2QL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
McColl's, Harrowside, Blackpool, FY4 1QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	3.7%	16	3.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	10.1%	11
One Stop, Daggers Hall Lane, Blackpool, FY4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pop-In Convenience Store, Newhouse Road, Blackpool, FY4 4JL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Premier (Cherry Tree Convenience Store), Cherry Tree Road North, Blackpool, FY4 4NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Elan UK), Vicarage Lane, Great Barton, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Highfield Convenience Store), 146 Highfield Road, Blackpool, FY4 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Meraside Stores), Langdale Place, Blackpool, FY4 4TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Premier (Premier Convenience Store), Bond Street, Blackpool, FY4 1EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Late Shop), Station Terrace, Blackpool, FY4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Smiley's One Stop Shop), Watson Road, Blackpool, FY4 2DD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Premier (St. Annes Convenience Store), St. Annes Road, Blackpool, FY4 2AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Premier, Waterloo Road, Blackpool, FY4 1AB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Express, Highfield Road, South Shore, Blackpool, FY4 2JD	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	5
Tesco Express, Marton Drive, Blackpool, FY4 3EU	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.9%	1
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.0%	4	0.0%	0	1.1%	0	0.9%	1	1.2%	0	1.7%	2	0.9%	1
Outside Survey Area														
Aldi, Blackpool Road, Preston, PR1 6AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Aldi, Corporation Street, Preston, PR1 2UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2	1.3%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	1	2.1%	3	1.9%	2

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
9BQ							
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, The Ridings, Longridge, Preston, PR3 2DD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithelbarn Street, Poulton-le-Fylde, FY6 7BX	0.8%	4	1.8%	1	0.0%	0	3.0%
Asda, Back Cop Lane, Fleetwood, FY7 6NU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.2%	1	0.0%	0	0.0%	0	3.9%
B&M, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.1%	0	0.0%	0	0.0%	0	1.2%
Booths, Cherestanc Square, Park Hill Road, Garstang, PR3 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Sharoe Green Lane, Fulwood, Preston, PR2 9HD	0.1%	1	0.0%	0	0.0%	0	2.7%
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde, FY6 7DF	0.5%	2	0.0%	0	0.0%	0	1.1%
Budgens, Devonshire Road, Blackpool, FY2 0TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Abingdon Street, Blackpool, FY1 1DG	0.3%	1	0.0%	0	0.0%	0	0.0%
Co-op, Cambridge Road, Churchtown, Southport, PR9 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Banks, Southport, PR9 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fylde Road, Marshside, Southport, PR9 9XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Granton Walk, Ingol, PR2 3YX	0.2%	1	0.0%	0	0.0%	0	4.5%
Co-op, North Drive, Anchorsholme, Cleveleys, FY5 3PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Old Bank, Warley Road, Blackpool, FY1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Thornton Centre, Victoria Road East, Thornton, FY5 5DX	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Blackpool Road, Carleton, Poulton-le-Fylde, FY6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Deansgate, Topping Street, Blackpool, FY1 3AX	0.6%	3	0.0%	0	0.0%	0	0.0%
Iceland, Lowthian House, Ring Way, Preston, PR1 2ES	0.2%	1	0.0%	0	0.0%	0	0.9%
Iceland, Victoria Road West, Cleveley, Cleveleys, FY5 1BS	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Eastway, Fulwood, PR2 3FB	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.1%	0	0.0%	0	0.0%	0	1.2%
Local market, Preston City	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre							
Local shops, Cleveleys Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Local shops, Great Eccleston Village Centre	0.1%	0	0.0%	0	0.0%	0	1.2%
Local shops, Poulton le Fylde Town Centre	0.4%	2	0.0%	0	0.0%	0	2.3%
Londis, Ashfield Road, Bispham, Blackpool, FY2 0BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Station Road, Poulton-le-Fylde, FY6 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Garstang Bypass, Preston, PR3 0HQ	0.6%	2	0.0%	0	0.0%	0	3.3%
M&S Simply Food, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Blackpool Road, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	1.3%	6	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.1%	1	0.0%	0	0.0%	0	3.2%
McColl's, Anchorsholme Lane East, Cleveleys, FY5 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Bispham Road, Blackpool, FY2 0NN	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Egerton Road, Blackpool, FY1 2NN	0.6%	3	0.0%	0	0.0%	0	0.0%
McColl's, Norbreck Road, Norbeck, Bispham, FY5 1RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail & Leisure Park, The Linkway, Horwich, Bolton, BL6 6JA	0.2%	1	0.0%	0	0.0%	0	0.0%
Morrisons (Daily), Amounderness Way, Cleveleys, FY5 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Ashton-on-Ribble, Preston, PR2 2YN	0.8%	4	0.0%	0	0.0%	0	3.1%
Nisa Local, Chesham Street, Great Eccleston, Preston, PR3 0YD	0.1%	0	0.0%	0	0.0%	0	1.2%
Nisa Local, Holmfield Road, Blackpool, FY2 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Caunce Street, Blackpool, FY1 3ND	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Eastpines Drive, Anchorsholme, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rossendale Avenue South, Thornton, FY5 4LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rufford Road, Southport, PR9 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Hesketh Bank, Preston, PR4 6SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Convenience Store), Blackpool Old Road, Poulton-le-Fylde, FY6 7RS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Daily Savers Value), Dickson Road, Blackpool, FY1 2JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (J & R Conv Store), Cromwell Road, Blackpool, FY1 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Premier (M & P Convenience Store), Red Bank Road, Bispham, Blackpool, FY2 9DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Sam's Store), Eastpines Drive, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Smiley's One Stop Shop), Fleetwood Road, Anchorsholme, Cleveleys, FY5 1NL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Subramaniam Convenience Store), Cookson Street, Blackpool, FY1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Tag Lane, Ingol / Cottam, PR2 7AB	0.8%	4	0.0%	0	0.0%	0	18.0%
Sainsbury's Local, Victoria Road West, Cleveleys, FY5 3LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston, PR3 2NA	0.1%	0	0.0%	0	0.0%	0	1.2%
Sainsbury's Superstore, Park Hill Road, Garstang, Preston, PR3 1EL	0.1%	0	0.0%	0	0.0%	0	1.2%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.8%	3	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.4%	6	0.0%	0	0.0%	0	0.0%
Sainsbury's, Flintoff Way, Preston, PR1 6PJ	0.2%	1	0.0%	0	0.0%	0	4.5%
Shell Select, Garstang Road East, Singleton, Poulton-le-Fylde, FY6 7SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Shell Select, Talbot Road, Blackpool, FY1 3QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bispham Road, Bispham, Blackpool, FY2 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Cambridge Road, Churchtown, Southport, PR9 9SB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Hambleton Service Station, Shard Lane, Hambleton, Poulton-le-Fylde, FY6 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Kinraig Road, Bispham, Blackpool, FY2 0HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lawsons Road, Thornton, FY5 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, All Hallows Road, Bispham, Blackpool, FY2 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Blackpool Road, Lea, Preston, PR2 1XJ	0.1%	1	0.0%	0	0.0%	0	2.7%
Tesco Express, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.2%	1	0.0%	0	0.0%	0	0.9%
Tesco Express, Marsh Mill Village, Thornton, FY5 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Churchtown, Southport, PR9 8PD							
Tesco Superstore, Liverpool Road, Penwortham, Preston, PR1 9XE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Wyre Street, Padiham, Burnley, BB12 8DQ	0.2%	1	0.0%	0	0.0%	0	0.9%
The Veg Garden, West End, Great Eccleston, Preston, PR3 0XP	0.4%	2	0.0%	0	0.0%	0	2.2%
The Winery, Victoria Road West, Thornton-Cleveleys, FY5 3LG	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Capitol Way, Centre, Walton-le-Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby, Liverpool, L37 4AJ	0.1%	0	0.0%	0	1.1%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	442	76	37	76	20	123	108
Sample:	427	81	74	71	59	70	72

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q15 Where did you undertake your 'top up' food shopping the time before last?														
<i>Those that do top-up shopping at Q13 excluding those that said '(Don't know / varies)' at Q14 AND Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	4.0%	17	19.7%	15	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, St. Anne's Road West, St. Annes, FY8 1SB	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Alexandria Drive, St. Annes, FY8 1JF	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Whalley Place, St. Annes, FY8 3PU	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	3.7%	15	12.7%	9	16.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Headroomgate Road, St. Annes, FY8 3BG	2.1%	9	8.1%	6	6.7%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Costcutter, Church Road, St. Annes, FY8 3TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, St. Anne's Road West, St. Annes, FY8 1SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	1.7%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	5
Local shops, St. Annes Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Clifton Drive South, St. Annes, FY8 1LP	1.1%	4	2.6%	2	6.2%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0
One Stop, St Albans Road, St. Annes, FY8 1UY	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Wood Street Convenience Store), Wood Street, St. Annes, FY8 1QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St. Andrews Road North, St. Annes, FY8 2DH	3.9%	16	17.2%	13	2.2%	1	0.0%	0	3.1%	1	0.0%	0	2.2%	2
Shell Select, Heyhouses Lane, Ansdell, FY8 3RQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Stores, Singleton Avenue, St. Annes, FY8 3JU	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Whalley Place, Waddington Road, St. Annes, FY8 3PU	0.4%	2	1.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kilnhouse Lane, St. Annes, FY8 3BN	1.4%	6	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Express, St Davids Road North, St. Annes, FY8 2JU	1.8%	7	8.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, St. Anne's Road West, Lytham, FY8 1SE	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Booths, Haven Road, Lytham, FY8 5EG	2.7%	11	0.0%	0	11.7%	4	9.1%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodlands Road, Ansdell, Lytham, FY8 4ER	2.8%	12	5.8%	4	15.0%	5	0.9%	1	0.0%	0	1.2%	1	0.0%	0
Crofts Newsagent & Post Office, Warton Street, Lytham, FY8 5DG	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	1.5%	6	0.8%	1	7.0%	3	4.1%	3	1.3%	0	0.0%	0	0.0%	0
Local shops, Lytham Town Centre	0.5%	2	0.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pembertons Farm Shop & Dairies, Birks Farm, Ballam Road, Lytham, FY8 4NL	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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Premier (Bridge Court Stores), Saltcotes, Lytham, FY8 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clifton Street, Lytham, FY8 5EN	0.8%	3	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clifton Street, Lytham, FY8 5EW	1.1%	4	0.0%	0	10.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	1.7%	7	0.0%	0	0.0%	0	8.8%	7	2.7%	1	0.0%	0	0.0%	0
Co-op, Lytham Road, Freckleton, Preston, PR4 1XA	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Square, Kirkham, Preston, PR4 2SD	1.8%	8	0.0%	0	0.0%	0	10.1%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Weeton Road, Wesham, Preston, PR4 3BQ	1.1%	4	0.0%	0	0.0%	0	5.1%	4	2.7%	1	0.0%	0	0.0%	0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kirkham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Londis, Naze Lane, Freckleton, Preston, PR4 1RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Harbour Lane, Warton, Preston, PR4 1YA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	4.6%	19	0.0%	0	0.0%	0	24.6%	18	3.1%	1	0.0%	0	0.0%	0
Nisa Local, Lytham Road, Freckleton, PR4 1XA	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Station Road, Kirkham, Preston, PR4 2HD	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Premier (Highcross Convenience Store), 170 Highcross Road, Poulton-le-Fylde, FY6 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saswick House Farm Shop, Roseacre Road, Preston, PR4 3XD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Spar, Lytham Road, Freckleton, PR4 1AA	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Mill Farm Service Station, Fleetwood Road, Wesham, Preston, PR4 3BY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Spar, Ribby Road, Wrea Green, Preston, PR4 2PR	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Station Road, Wrea Green, Preston, PR4 2NE	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Westholme, Fleetwood Road, Kirkham, Preston, PR4 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
T R Snape Butchers, Kirkham Road, Freckleton, PR4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lytham Road, Warton, Preston, PR4 1AD	1.1%	4	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Co-op, Garstang Road, Broughton, Preston, PR3 5HE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Co-op, Merry Trees Lane, Cottam, Preston, PR4 0BZ	0.1%	0	0.0%	0	0.0%	0	0.0%
Cottam Post Office at Cottam Community Centre, Preston, PR4 0NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Honeywell's, Eaves Lane, Preston, PR4 0BH	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Leagate Convenience Store), Blackpool Road, Lea, Preston, PR4 0XB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Fivebarred Gate, Preston New Road, Clifton, Preston, PR4 0XQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
B&M, Whitegate Drive, Blackpool, FY3 9JS	0.6%	3	0.0%	0	0.0%	0	0.0%
Co-op, Layton Road, Layton, Blackpool, FY3 8EA	0.3%	1	0.0%	0	0.0%	0	0.0%
Co-op, Normoss Road, Blackpool, FY3 8QP	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Ribble Road, Blackpool, FY1 4AB	0.3%	1	0.0%	0	0.0%	0	0.0%
Farmfoods, Devonshire Road, Blackpool, FY3 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Bank Hey Street, Blackpool, FY1 4PX	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.8%	3	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Ansdell Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Blackpool Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Local shops, Layton District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Layton Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Preston Old Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Staining Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Whitegate Drive, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NR	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, 193-195 Preston Old Road, Blackpool, FY3 9SE (Next-door to Duo Hair & Beauty)	0.3%	1	0.0%	0	0.0%	0	0.0%
McColl's, 225-227 Preston Old Road, Blackpool, FY3 9TF (opposite Mere Park Pub)	0.3%	1	0.0%	0	0.0%	0	0.0%
McColl's, Central Drive, Blackpool, FY1 5EB	0.6%	3	0.0%	0	0.0%	0	0.0%
McColl's, Chain Lane, Staining, Blackpool, FY3 0DB	0.0%	0	0.0%	0	0.0%	0	0.0%
McColl's, Coronation Street, Blackpool, FY1 4QE	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa Local, Easington Crescent, Blackpool, FY3 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Essential Express),	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Talbot Road, Blackpool, FY3 7AZ							
Premier (Foxhall Convenience Store), Tyllesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Katy's Premier Store), Singleton Street, Blackpool, FY1 5BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Masons Convenience Store), Lytham Road, Blackpool, FY1 6EU	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Taylor's General Store), Park Road, Blackpool, FY1 5QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Top Shop Convenience Store), Preston Old Road, Blackpool, FY3 9QG	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Torsway Convenience Store), Torsway Avenue, Blackpool, FY3 8LD	0.7%	3	0.0%	0	0.0%	0	2.5%
Premier (Wine Lodge Convenience Store), Whitegate Drive, Blackpool, FY3 9AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Spearmans Butchers, Central Drive, Blackpool, FY1 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express (Petrol Station), Whitegate Drive, Blackpool, FY3 9JW	0.3%	1	0.0%	0	0.0%	0	1.2%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.3%	1	0.0%	0	0.0%	0	1.2%
Tesco Express, Central Drive, Blackpool, FY1 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Lytham Road, Blackpool, FY1 6ET	1.8%	7	0.0%	0	0.0%	0	4.8%
Tesco Express, Westcliffe Drive, Blackpool, FY3 7DR	2.4%	10	0.0%	0	1.1%	0	6.9%
Tesco Express, Whitegate Drive, Blackpool, FY3 9DA	1.8%	7	0.0%	0	0.0%	0	6.7%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	2.7%	11	0.0%	0	0.0%	0	11.5%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	4.1%	17	0.0%	0	0.0%	0	7.8%
Aldi, Waterloo Road, Blackpool, FY4 3AA	3.1%	13	0.0%	0	0.0%	0	6.1%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	3.8%	16	0.0%	0	0.0%	2	4.5%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	2.4%	10	0.0%	0	0.0%	0	2.4%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.7%	3	0.0%	0	0.0%	0	0.0%
Co-op, Highfield Gardens, Highfield Road, Blackpool, FY4 5AP	1.4%	6	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Blackpool Retail Park, Blackpool Airport, Blackpool, FY4 2QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Shore	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Business Park, Vicarage Lane, Blackpool, FY4 4EF	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Iceland, Waterloo Road, South Shore, Blackpool, FY4 1AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Highfield Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Lytham Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Squires Gate District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Local shops, St. Anne's Road, Blackpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Londis, St. Annes Road, Blackpool, FY4 2QL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
McColl's, Harrowside, Blackpool, FY4 1QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	3.7%	15	2.7%	2	1.1%	0	0.0%	0	0.0%	0	2.5%	3	10.2%	10
One Stop, Daggers Hall Lane, Blackpool, FY4 4AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pop-In Convenience Store, Newhouse Road, Blackpool, FY4 4JL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Premier (Cherry Tree Convenience Store), Cherry Tree Road North, Blackpool, FY4 4NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Elan UK), Vicarage Lane, Great Barton, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Highfield Convenience Store), 146 Highfield Road, Blackpool, FY4 2HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Meraside Stores), Langdale Place, Blackpool, FY4 4TR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Premier (Premier Convenience Store), Bond Street, Blackpool, FY4 1EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Premier Late Shop), Station Terrace, Blackpool, FY4 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Smiley's One Stop Shop), Watson Road, Blackpool, FY4 2DD	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Premier (St. Annes Convenience Store), St. Annes Road, Blackpool, FY4 2AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Waterloo Road, Blackpool, FY4 1AB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco Express, Highfield Road, South Shore, Blackpool, FY4 2JD	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.1%	5
Tesco Express, Marton Drive, Blackpool, FY4 3EU	1.0%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.3%	6	0.0%	0	1.1%	0	0.9%	1	1.3%	0	2.9%	3	1.0%	1
Outside Survey Area														
Aldi, Blackpool Road, Preston, PR1 6AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Corporation Street, Preston, PR1 2UZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2	1.1%	4	0.0%	0	0.0%	0	0.0%	0	8.9%	2	2.4%	3	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
9BQ							
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1%	0	0.0%	0	0.0%	0	1.3%
Aldi, The Ridings, Longridge, Preston, PR3 2DD	0.1%	0	0.0%	0	0.0%	0	1.3%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.8%	3	0.0%	0	0.0%	0	4.3%
Asda, Back Cop Lane, Fleetwood, FY7 6NU	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.2%	1	0.0%	0	0.0%	0	4.5%
B&M, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Cherestanc Square, Park Hill Road, Garstang, PR3 1EF	0.1%	0	0.0%	0	0.0%	0	1.3%
Booths, Sharoe Green Lane, Fulwood, Preston, PR2 9HD	0.1%	1	0.0%	0	0.0%	0	2.7%
Booths, Teanlowe Centre, Blackpool Old Road, Poulton-le-Fylde, FY6 7DF	0.5%	2	0.0%	0	0.0%	0	1.1%
Budgens, Devonshire Road, Blackpool, FY2 0TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Abingdon Street, Blackpool, FY1 1DG	0.3%	1	0.0%	0	0.0%	0	0.0%
Co-op, Cambridge Road, Churchtown, Southport, PR9 9RZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Church Road, Banks, Southport, PR9 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Fylde Road, Marshside, Southport, PR9 9XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Granton Walk, Ingol, PR2 3YX	0.1%	0	0.0%	0	0.0%	0	1.5%
Co-op, North Drive, Anchorsholme, Cleveleys, FY5 3PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Old Bank, Warley Road, Blackpool, FY1 2AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Thornton Centre, Victoria Road East, Thornton, FY5 5DX	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Blackpool Road, Carleton, Poulton-le-Fylde, FY6 7QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Heron Foods, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Deansgate, Topping Street, Blackpool, FY1 3AX	1.1%	5	0.0%	0	0.0%	0	0.0%
Iceland, Lowthian House, Ring Way, Preston, PR1 2ES	0.2%	1	0.0%	0	0.0%	0	0.9%
Iceland, Victoria Road West, Cleveley, Cleveleys, FY5 1BS	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.3%	1	1.9%	1	0.0%	0	0.0%
Lidl, Eastway, Fulwood, PR2 3FB	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Local market, Preston City	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre							
Local shops, Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Great Eccleston Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%
Local shops, Poulton le Fylde Town Centre	0.6%	3	0.0%	0	0.0%	0	3.4%
Londis, Ashfield Road, Bispham, Blackpool, FY2 0BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Station Road, Poulton-le-Fylde, FY6 7HU	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S (BP Garage), Garstang Bypass, Preston, PR3 0HQ	0.6%	2	0.0%	0	0.0%	0	3.3%
M&S Simply Food, Victoria Road West, Cleveleys, FY5 1AG	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Blackpool Road, Deepdale Shopping Centre, Preston, PR1 6QY	0.1%	0	0.0%	0	0.0%	0	1.5%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.6%	3	0.0%	0	0.0%	0	2.3%
M&S, Fishergate, Preston, PR1 2BT	0.2%	1	0.0%	0	0.0%	0	3.2%
McCull's, Anchorsholme Lane East, Cleveleys, FY5 3QL	0.0%	0	0.0%	0	0.0%	0	0.0%
McCull's, Bispham Road, Blackpool, FY2 0NN	0.0%	0	0.0%	0	0.0%	0	0.0%
McCull's, Egerton Road, Blackpool, FY1 2NN	0.6%	3	0.0%	0	0.0%	0	2.4%
McCull's, Norbreck Road, Norbeck, Bispham, FY5 1RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail & Leisure Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons (Daily), Amounderness Way, Cleveleys, FY5 3TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Ashton-on-Ribble, Preston, PR2 2YN	0.3%	1	0.0%	0	0.0%	0	5.8%
Nisa Local, Chesham Street, Great Eccleston, Preston, PR3 0YD	0.1%	0	0.0%	0	0.0%	0	1.3%
Nisa Local, Holmfield Road, Blackpool, FY2 9RT	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Caunce Street, Blackpool, FY1 3ND	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Eastpines Drive, Anchorsholme, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rossendale Avenue South, Thornton, FY5 4LZ	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Rufford Road, Southport, PR9 8LP	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Station Road, Hesketh Bank, Preston, PR4 6SQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Convenience Store), Blackpool Old Road, Poulton-le-Fylde, FY6 7RS	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Daily Savers Value), Dickson Road, Blackpool, FY1 2JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (J & R Conv Store), Cromwell Road, Blackpool, FY1 2QQ	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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Premier (M & P Convenience Store), Red Bank Road, Bispham, Blackpool, FY2 9DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Sam's Store), Eastpines Drive, Cleveleys, FY5 3RX	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Smiley's One Stop Shop), Fleetwood Road, Anchorsholme, Cleveleys, FY5 1NL	0.0%	0	0.0%	0	0.0%	0	0.0%
Premier (Subramaniam Convenience Store), Cookson Street, Blackpool, FY1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Tag Lane, Ingol / Cottam, PR2 7AB	1.2%	5	0.0%	0	0.0%	0	24.5%
Sainsbury's Local, Victoria Road West, Cleveleys, FY5 3LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Inglewhite Road, Longridge, Preston, PR3 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Park Hill Road, Garstang, Preston, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.8%	3	0.0%	0	0.0%	0	1.2%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.6%	7	0.8%	1	0.0%	0	3.6%
Sainsbury's, Flintoff Way, Preston, PR1 6PJ	0.1%	1	0.0%	0	0.0%	0	2.5%
Shell Select, Garstang Road East, Singleton, Poulton-le-Fylde, FY6 7SX	0.0%	0	0.0%	0	0.0%	0	0.0%
Shell Select, Talbot Road, Blackpool, FY1 3QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bispham Road, Bispham, Blackpool, FY2 0NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Cambridge Road, Churchtown, Southport, PR9 9SB	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Hambleton Service Station, Shard Lane, Hambleton, Poulton-le-Fylde, FY6 9BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Kinraig Road, Bispham, Blackpool, FY2 0HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Lawsons Road, Thornton, FY5 4PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, All Hallows Road, Bispham, Blackpool, FY2 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Blackpool Road, Lea, Preston, PR2 1XJ	0.2%	1	0.0%	0	0.0%	0	4.0%
Tesco Express, Garstang Road East, Poulton-le-Fylde, FY6 7EP	0.2%	1	0.0%	0	0.9%	1	0.0%
Tesco Express, Marsh Mill Village, Thornton, FY5 4JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Preston New	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Road, Churchtown, Southport, PR9 8PD							
Tesco Superstore, Liverpool Road, Penwortham, Preston, PR1 9XE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Wyre Street, Padiham, Burnley, BB12 8DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Veg Garden, West End, Great Eccleston, Preston, PR3 0XP	0.4%	2	0.0%	0	0.0%	0	2.3%
The Winery, Victoria Road West, Thornton-Cleveleys, FY5 3LG	0.4%	2	0.0%	0	0.0%	0	2.4%
Waitrose, Capitol Way, Centre, Walton-le-Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Three Tuns Lane, Formby, Liverpool, L37 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	413	74	36	75	20	111	99
Sample:	405	78	71	70	58	63	65

Meanscore: [£]

Q16 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.

Those that do top-up shopping at Q13

£1 - £5	10.8%	49	5.8%	5	2.1%	1	9.4%	8	12.9%	3	16.8%	21	11.2%	12
£6 - £10	16.4%	74	21.7%	17	22.1%	8	23.8%	19	25.7%	6	10.9%	14	9.4%	10
£11 - £15	11.8%	53	6.7%	5	12.4%	5	6.9%	6	7.1%	2	15.6%	19	15.4%	17
£16 - £20	15.8%	72	15.4%	12	15.6%	6	15.4%	13	14.9%	3	16.1%	20	16.2%	18
£21 - £25	9.2%	42	11.2%	9	8.0%	3	7.4%	6	5.7%	1	10.2%	13	9.0%	10
£26 - £30	5.9%	27	8.6%	7	7.1%	3	8.9%	7	3.4%	1	4.3%	5	3.7%	4
£31 - £35	1.4%	6	0.7%	1	2.3%	1	0.8%	1	3.6%	1	1.0%	1	1.9%	2
£36 - £40	3.8%	17	2.6%	2	3.1%	1	2.1%	2	2.3%	1	6.3%	8	3.8%	4
£41 - £45	1.5%	7	0.0%	0	2.3%	1	1.0%	1	0.0%	0	0.0%	0	4.6%	5
£46 - £50	2.4%	11	2.6%	2	6.3%	2	3.7%	3	1.4%	0	0.9%	1	1.9%	2
£51 - £60	1.6%	7	0.0%	0	2.3%	1	2.2%	2	1.1%	0	3.0%	4	0.8%	1
£61 - £70	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.6%	3
£71 - £80	1.5%	7	1.8%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.9%	2
£81 - £90	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	2.6%	12	0.0%	0	1.0%	0	0.0%	0	2.8%	1	2.1%	3	7.6%	8
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
£121 - £130	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.9%	2
£131 - £140	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.6%	48	18.8%	15	10.8%	4	10.4%	8	15.6%	3	8.4%	10	6.2%	7
(Refused)	1.4%	6	3.3%	3	3.5%	1	2.2%	2	3.4%	1	0.0%	0	0.0%	0
<i>Mean:</i>	26.43	21.34	24.55	26.50	19.23	24.35	33.50							
Weighted base:	454	78	38	81	22	125	110							
Sample:	441	82	75	75	64	71	74							

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Meanscore: [Number of times per week]														
Q17 And still thinking more generally, how often does your household do a top-up food and grocery shop?														
<i>Those that do top-up shopping at Q13</i>														
7 times a week	2.8%	13	3.0%	2	2.1%	1	3.9%	3	1.4%	0	4.0%	5	0.9%	1
4-6 times a week	3.3%	15	1.8%	1	3.1%	1	5.2%	4	2.3%	1	2.0%	3	4.5%	5
2-3 times a week	32.5%	148	39.4%	31	34.2%	13	25.6%	21	36.8%	8	32.0%	40	32.1%	35
Once a week	46.3%	210	44.0%	34	46.4%	18	51.9%	42	35.8%	8	45.6%	57	46.5%	51
Once a fortnight	4.8%	22	1.4%	1	4.7%	2	5.0%	4	4.6%	1	3.2%	4	9.0%	10
Once a month	0.9%	4	0.7%	1	0.0%	0	1.7%	1	5.2%	1	0.0%	0	0.8%	1
Less than once a month	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1
(Don't know / varies)	9.2%	42	9.7%	8	9.5%	4	6.7%	5	12.8%	3	13.2%	16	5.5%	6
<i>Mean:</i>		<i>1.83</i>		<i>1.92</i>		<i>1.82</i>		<i>1.85</i>		<i>1.75</i>		<i>1.91</i>		<i>1.69</i>
Weighted base:		454		78		38		81		22		125		110
Sample:		441		82		75		75		64		71		74

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q18 So, excluding Christmas shopping - Where did you last buy clothing or footwear goods?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.4%	1	2.6%	1	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	4.2%	14	24.4%	13	0.0%	0	0.0%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.1%	0	0.0%	0	1.7%	0	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.1%	0	0.0%	0	1.4%	0	0.0%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	6.4%	21	9.7%	5	26.4%	7	11.0%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	1.6%	5	0.0%	0	0.0%	0	7.2%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham, PR4 3RB							
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.6%	2	0.0%	0	1.4%	0	1.2%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Blackpool														
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.9%	3	1.3%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	3.0%	10	6.5%	3	11.5%	3	0.0%	0	0.0%	0	1.3%	1	2.7%	2
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Tree Road, Blackpool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	12.5%	41	9.8%	5	4.8%	1	3.7%	2	1.5%	0	16.8%	16	20.4%	16
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.7%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
FY4 2AP														
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	5.4%	18	5.3%	3	3.1%	1	8.4%	5	3.2%	1	6.6%	6	3.3%	3
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	3.0%	10	1.1%	1	3.6%	1	5.5%	3	1.3%	0	2.4%	2	3.6%	3
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Asda, Fulwood, Preston, PR2 9NP	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.7%	3	0.0%	0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	27.6%	91	8.2%	4	15.0%	4	5.6%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	1.7%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.6%	2	2.2%	1	0.0%	0	1.2%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.3%	1	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.5%	2	0.0%	0	0.0%	0	3.1%
Chester City Centre	0.1%	0	0.0%	0	1.7%	0	0.0%
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.8%	3	1.1%	1	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	5.3%	17	8.0%	4	1.4%	0	8.2%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	1.1%	4	0.0%	0	0.0%	0	1.2%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%
Glasgow City Centre	0.4%	1	2.7%	1	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.2%	1	1.1%	1	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Ashton in Ribble, Preston, PR2 2YN														
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Leeds City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	2
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Church Street, London Road, Blackpool, FY1 1HT	3.3%	11	0.0%	0	2.9%	1	2.9%	2	0.0%	0	4.2%	4	5.4%	4
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
M&S, Fishergate, Preston, PR1 2BT	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	3.7%	12	7.8%	4	3.6%	1	3.1%	2	1.5%	0	2.2%	2	3.8%	3
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Preston City Centre	9.5%	31	8.3%	4	11.9%	3	26.3%	15	30.7%	6	1.3%	1	2.6%	2
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Flintoff Way, Preston,	0.3%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.1%	0	0.0%	0	0.0%	0	1.3%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	1.2%	4	0.0%	0	1.4%	0	3.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.5%	2	0.0%	0	0.0%	0	3.2%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	330	52	28	55	20	97	79
Sample:	341	57	51	59	61	56	57

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
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Meanscore: [Number of visits per month]**Q19 How often do you generally make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q18)?**

Not those that said 'Abroad', 'Internet / delivery', 'Mail order / catalogue', 'TV shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q18

Daily	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
At least two times a week	0.2%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
At least once a week	0.8%	3	0.0%	0	1.4%	0	0.0%	0	2.6%	1	1.1%	1	1.1%	1
At least once a fortnight	2.5%	8	0.0%	0	5.0%	1	3.0%	2	4.4%	1	0.0%	0	5.3%	4
At least once a month	20.1%	66	21.6%	11	8.4%	2	19.8%	11	20.1%	4	16.6%	16	27.7%	22
At least every two months	11.0%	36	19.2%	10	13.1%	4	15.6%	9	13.2%	3	4.9%	5	8.6%	7
At least every 3 months	15.6%	51	12.6%	6	22.5%	6	17.3%	10	11.7%	2	15.8%	15	14.7%	12
At least every 6 months	21.5%	71	24.1%	12	23.4%	6	18.9%	10	18.0%	4	22.6%	22	20.6%	16
Less often than once every 6 months	12.2%	40	13.2%	7	13.9%	4	15.8%	9	9.4%	2	9.3%	9	12.8%	10
Have only visited once	3.8%	13	3.2%	2	2.9%	1	1.2%	1	3.2%	1	7.2%	7	2.3%	2
(Don't know / varies)	11.5%	38	6.1%	3	8.1%	2	8.2%	5	16.1%	3	19.8%	19	7.0%	6
<i>Mean:</i>		<i>0.80</i>		<i>0.45</i>		<i>0.62</i>		<i>0.49</i>		<i>0.79</i>		<i>1.50</i>		<i>0.62</i>
Weighted base:		330		52		28		55		20		97		79
Sample:		341		57		51		59		61		56		57

Q20 How do you normally travel to (LOCATION MENTIONED AT Q18)?

Not those that said 'Abroad', 'Internet / delivery', 'Mail order / catalogue', 'TV shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q18

Car / van (as driver)	66.6%	220	67.7%	35	74.8%	21	72.6%	40	84.4%	17	60.2%	58	62.2%	49
Car / van (as passenger)	8.5%	28	6.3%	3	6.0%	2	11.3%	6	6.6%	1	6.2%	6	12.3%	10
Bus, minibus or coach	8.5%	28	7.7%	4	8.0%	2	7.1%	4	5.1%	1	7.8%	8	12.1%	10
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.3%	28	15.6%	8	11.3%	3	4.5%	2	1.3%	0	10.0%	10	4.9%	4
Taxi	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Train	3.5%	12	2.7%	1	0.0%	0	3.1%	2	0.0%	0	3.7%	4	6.2%	5
Bicycle	1.9%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	5.6%	5	0.0%	0
Mobility scooter / disability vehicle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.1%	1
(Don't know / can't remember)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.2%	1
Weighted base:		330		52		28		55		20		97		79
Sample:		341		57		51		59		61		56		57

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q21 When you last went shopping for clothing or footwear at (LOCATION MENTIONED AT Q18), did you link this trip with another activity?														
<i>Not those that said 'Abroad', 'Internet / delivery', 'Mail order / catalogue', 'TV shopping', '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q18</i>														
Yes – NON-FOOD shopping	13.5%	45	7.8%	4	6.0%	2	9.8%	5	10.7%	2	18.1%	18	17.6%	14
Yes – FOOD shopping	7.6%	25	11.1%	6	8.1%	2	9.7%	5	1.3%	0	7.8%	8	5.2%	4
Yes – visiting services such as banks and other financial institutions	1.5%	5	1.1%	1	1.4%	0	0.0%	0	4.1%	1	3.3%	3	0.0%	0
Yes – leisure activity	4.3%	14	0.0%	0	8.7%	2	7.4%	4	3.8%	1	0.0%	0	9.0%	7
Yes – visiting café / pub / restaurant	10.2%	34	10.5%	5	17.2%	5	9.5%	5	8.4%	2	3.5%	3	16.7%	13
Yes – visiting other service such as hairdressers, beautician, laundrette etc	0.7%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	1
Yes – travelling to / from work	1.3%	4	0.0%	0	7.0%	2	2.7%	1	4.4%	1	0.0%	0	0.0%	0
Yes – travelling to / from school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	2.9%	10	6.1%	3	1.7%	0	1.2%	1	4.1%	1	2.4%	2	2.6%	2
Yes – visiting health service such as doctor, dentist, hospital	0.3%	1	0.0%	0	1.7%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – charging electric car	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – going for a walk / dog walking	0.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Yes – visiting church	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Yes – visiting library	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Yes – window shopping / browsing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(No activity)	51.0%	169	59.5%	31	41.7%	11	52.9%	29	53.7%	11	55.3%	54	41.4%	33
(Don't know / varies)	4.3%	14	0.0%	0	2.9%	1	4.4%	2	3.8%	1	8.3%	8	2.7%	2
Weighted base:		330		52		28		55		20		97		79
Sample:		341		57		51		59		61		56		57

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q22 Where did you last buy books, CDs, DVDs or video games?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.7%	1	0.0%	0	0.0%	0	3.2%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	16.0%	22	73.5%	20	10.9%	1	3.2%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.6%	1	0.0%	0	6.9%	1	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	11.2%	15	6.2%	2	50.3%	6	6.5%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	5.6%	8	0.0%	0	32.6%	7	0.0%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham, PR4 3RB							
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	1.2%	2	0.0%	0	0.0%	0	8.4%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.2%	0	0.0%	0	0.0%	0	2.9%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	6.6%	9	0.0%	0	0.0%	0	17.0%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.3%	0	0.0%	0	3.1%	0	0.0%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
FY4 2AP														
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	8.6%	12	5.1%	1	3.1%	0	3.4%	1	0.0%	0	18.7%	7	6.8%	2
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulwood, Preston, PR2 9NP	1.0%	1	0.0%	0	0.0%	0	0.0%	0	15.8%	1	0.0%	0	0.0%	0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	29.6%	41	12.7%	3	0.0%	0	8.1%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.5%	1	2.5%	1	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	1.2%	2	0.0%	0	0.0%	0	8.5%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.0%	1	0.0%	0	0.0%	0	4.1%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.5%	1	0.0%	0	0.0%	0	3.4%
Fleetwood Town Centre	0.3%	0	0.0%	0	3.1%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.2%	0	0.0%	0	0.0%	0	2.9%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.3%	0	0.0%	0	3.7%	0	0.0%
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.9%	1	0.0%	0	0.0%	0	3.3%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.6%	1	0.0%	0	4.1%	1	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	1.5%	2	0.0%	0	0.0%	0	6.6%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	1.6%	2	0.0%	0	0.0%	0	5.6%
Preston City Centre	5.2%	7	0.0%	0	7.4%	1	2.7%
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.4%	1	0.0%	0	0.0%	0	6.4%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	1.5%	2	0.0%	0	0.0%	0	6.6%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	1.5%	2	0.0%	0	0.0%	0	6.6%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.3%	0	0.0%	3.7%	0	0.0%	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	138	27	13	20	9	39	31
Sample:	143	26	26	19	27	23	22

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q23 Where did you last buy small household goods such as home furnishings, clocks, jewellery, glass and china items?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.2%	1	1.1%	1	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	1.2%	3	5.7%	3	0.0%	0	0.0%
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	7.5%	18	32.5%	16	12.6%	2	0.0%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.6%	1	2.8%	1	0.0%	0	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.7%	2	0.0%	0	0.0%	0	6.2%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	5.4%	13	4.0%	2	45.6%	7	8.8%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.7%	2	0.0%	0	0.0%	0	5.6%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

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November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham, PR4 3RB							
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.5%	1	0.0%	0	0.0%	0	1.7%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	2.7%	7	0.0%	0	0.0%	0	2.5%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	2.2%	5	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	29.3%	70	24.7%	12	22.8%	4	11.8%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Tree Road, Blackpool	0.4%	1	0.0%	0	0.0%	0	0.0%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	3.3%	8	4.2%	2	0.0%	0	0.0%
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	1.4%	3	2.8%	1	0.0%	0	3.0%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.9%	2	0.0%	0	0.0%	0	0.0%
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
FY4 2AP														
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	6.1%	15	0.0%	0	0.0%	0	23.1%	6	0.0%	0	10.0%	6	2.5%	2
The Range, Parkinson Way, Blackpool, FY4 2AZ	5.5%	13	4.3%	2	0.0%	0	3.0%	1	0.0%	0	8.5%	6	6.3%	5
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vicarage Lane, Blackpool	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulwood, Preston, PR2 9NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Centre, Garstang Road, Brock, Preston, PR3 0BT														
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	11.2%	27	10.9%	5	0.0%	0	0.0%	0	0.0%	0	19.4%	13	11.9%	9
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	2.4%	6	0.0%	0	5.0%	1	2.5%	1	6.2%	1	4.1%	3	1.3%	1
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	1.5%	4	2.8%	1	0.0%	0	6.2%	2	6.7%	1	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Clitheroe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.4%	3	0.0%	0	3.0%	0	0.0%	0	21.6%	2	1.7%	1	0.0%	0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood Local Centre	0.7%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	4.7%	11	0.0%	0	0.0%	0	6.3%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.9%	2	0.0%	0	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.1%	0	0.0%	0	0.0%	0	3.1%
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.3%	1	0.0%	0	0.0%	0	7.6%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Preston, PR2 2YN	0.1%	0	0.0%	0	0.0%	0	3.1%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	2.3%	5	1.4%	1	0.0%	0	5.1%
Queens Shopping Park, London Road, Preston, PR1 4HZ	1.1%	3	1.4%	1	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.3%	1	0.0%	0	0.0%	0	3.0%
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.2%	0	0.0%	0	2.5%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.2%	0	0.0%	0	2.5%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.3%	1	0.0%	0	3.0%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.7%	2	0.0%	0	0.0%	0	6.2%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	238	49	16	27	8	65	74
Sample:	211	45	31	25	25	36	49

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q24 Where did you last buy toys, games, bicycles and recreational goods?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	1.1%	2	4.3%	1	5.9%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	5.5%	9	27.4%	9	5.9%	0	0.0%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	1.0%	2	0.0%	0	25.8%	2	0.0%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.4%	1	0.0%	0	0.0%	0	2.9%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham, PR4 3RB							
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.4%	1	0.0%	0	0.0%	0	2.9%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.6%	1	0.0%	0	0.0%	0	1.9%
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Blackpool														
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	11.6%	19	19.1%	6	15.1%	1	0.0%	0	0.0%	0	9.0%	4	15.2%	8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	2.1%	4	8.9%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
FY4 2AP							
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Smyths, Vicarage Lane, Blackpool, FY4 4NB	35.6%	59	8.4%	3	28.5%	2	20.4%
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	3.4%	6	0.0%	0	0.0%	0	16.1%
The Range, Parkinson Way, Blackpool, FY4 2AZ	1.7%	3	0.0%	0	0.0%	0	0.0%
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.2%	0	0.0%	0	0.0%	0	4.3%
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.8%	1	0.0%	0	0.0%	0	2.9%
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.3%	1	0.0%	0	0.0%	0	9.3%
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.7%	1	0.0%	0	0.0%	0	2.5%
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Grange Garden	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.2%	0	0.0%	0	5.9%	0	0.0%
Blackpool Town Centre	11.6%	19	17.1%	5	0.0%	0	17.7%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.2%	0	0.0%	0	0.0%	0	5.1%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.2%	0	0.0%	0	0.0%	0	4.3%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.2%	0	0.0%	0	0.0%	0	5.1%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	3.5%	6	8.6%	3	7.0%	0	0.0%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	1.1%	2	0.0%	0	0.0%	0	7.3%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.2%	0	0.0%	0	5.9%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Preston City Centre	4.1%	7	4.5%	1	0.0%	0	12.8%
Queens Shopping Park, London Road, Preston, PR1 4HZ	1.6%	3	1.7%	1	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.2%	2	0.0%	0	0.0%	0	7.0%
Rotherham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	4.9%	8	0.0%	0	0.0%	0	9.1%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.5%	1	0.0%	0	0.0%	0	3.4%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	165	32	7	24	6	43	53
Sample:	141	30	13	22	18	25	33

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q25 Where did you last buy chemist goods (including health and beauty products)?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.4%	2	1.7%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	1.0%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.5%	2	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
St. Annes: Alexandria Drive	1.1%	5	5.3%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
St. Annes: Headroomgate Road	0.6%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Leach Lane	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Alban's Road	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St David's Road North	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St. Annes TOWN CENTRE	13.3%	62	60.9%	49	13.5%	6	0.0%	0	0.0%	0	0.0%	0	6.4%	7
St. Annes: Whalley Place	0.9%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ansdell Local Centre	1.0%	5	2.4%	2	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Haven Road, Lytham, FY8 5EG	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Town Centre	9.7%	45	7.9%	6	67.3%	30	10.7%	8	0.0%	0	0.0%	0	0.8%	1
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.5%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkham Town Centre	4.5%	21	0.0%	0	0.0%	0	28.1%	20	3.5%	1	0.0%	0	0.0%	0
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kirkham, PR4 3RB														
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, off Poulton Street, Kirkham, Preston, PR4 2AN	1.7%	8	0.0%	0	0.0%	0	10.1%	7	1.9%	1	0.0%	0	0.0%	0
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treales Village Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrea Green Village Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lea Town Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.9%	1
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Little Carleton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normoss Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.5%	2	0.0%	0	0.0%	0	1.8%
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.2%	1	0.0%	0	0.0%	0	0.9%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	5.1%	24	1.7%	1	0.0%	0	16.9%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.4%	2	0.0%	0	0.0%	0	0.8%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Tree Road, Blackpool	0.4%	2	0.0%	0	0.0%	0	1.9%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.4%	2	0.0%	0	0.0%	0	1.9%
Common Edge Local Centre	0.7%	3	0.0%	0	0.0%	0	2.8%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.9%	4	0.8%	1	0.0%	0	2.8%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	3.6%	17	3.3%	3	1.0%	0	12.5%
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
FY4 2AP														
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	7.4%	35	0.7%	1	0.0%	0	8.5%	6	2.4%	1	15.6%	21	6.1%	7
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulwood, Preston, PR2 9NP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	2	2.0%	3	0.0%	0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	21.9%	102	0.7%	1	0.0%	0	2.4%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.2%	1	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.4%	2	0.0%	0	0.0%	0	2.4%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.6%	7	0.0%	0	0.0%	0	2.1%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.9%	4	0.0%	0	0.0%	0	2.4%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.2%	1	0.0%	0	0.0%	0	2.9%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Ecclestone Village Centre	0.8%	4	0.0%	0	0.0%	0	3.5%
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.2%	1	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingol Local Centre	0.4%	2	0.0%	0	0.0%	0	6.8%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.1%	1	0.0%	0	0.0%	0	2.4%
Liverpool City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.2%	1	0.0%	0	0.0%	0	1.1%
Manchester City Centre	0.4%	2	0.0%	0	0.0%	0	2.3%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.1%	1	0.0%	0	0.0%	0	2.4%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Preston, PR2 2YN	0.3%	2	0.0%	0	0.0%	0	1.1%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	1.4%	6	0.0%	0	0.0%	0	8.8%
Preston City Centre	3.6%	17	0.0%	0	0.0%	0	11.7%
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.4%	2	0.0%	0	0.0%	0	6.9%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 IEL	0.1%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	1.0%	5	0.0%	0	0.0%	0	1.9%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.6%	8	0.0%	0	0.0%	0	2.6%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	464	80	45	72	26	132	110
Sample:	464	82	85	70	75	77	75

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q26 Where did you last buy electrical items, such as televisions, washing machines and computers?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.2%	1	1.3%	1	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0%	0	0.0%	0	0.0%	0	0.0%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.8%	2	2.6%	1	1.6%	0	1.8%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	1.5%	4	7.0%	3	3.2%	1	0.0%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.2%	0	0.0%	0	1.6%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.2%	1	1.3%	1	0.0%	0	0.0%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	0.3%	1	0.0%	0	3.2%	1	0.0%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.9%	2	0.0%	0	0.0%	0	6.2%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	3.8%	10	1.3%	1	1.9%	0	15.0%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Kirkham, PR4 3RB							
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	1.1%	3	0.0%	0	0.0%	0	7.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.4%	1	0.0%	0	0.0%	0	1.9%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.8%	5	0.0%	0	0.0%	0	2.2%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	1.1%	3	0.0%	0	1.9%	0	2.1%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	59.2%	154	56.7%	25	69.8%	17	43.1%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Euronics, Preston New Road, Blackpool, FY4 4HQ	1.4%	4	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Mythop Local Centre	1.2%	3	1.3%	1	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
FY4 2AP							
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.2%	0	0.0%	0	1.6%	0	0.0%
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	4.9%	13	1.3%	1	1.6%	0	10.4%
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0%	0	0.0%	0	0.0%	0	0.0%
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.2%	1	0.0%	0	0.0%	0	4.3%
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashton on Ribble Local Centre	0.5%	1	0.0%	0	0.0%	0	11.0%
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Grange Garden	0.2%	1	1.3%	1	0.0%	0	0.0%

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Centre, Garstang Road, Brock, Preston, PR3 0BT														
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	6.0%	16	16.3%	7	7.4%	2	4.3%	2	0.0%	0	1.9%	1	4.9%	4
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.4%	1	0.0%	0	0.0%	0	1.8%	1	2.1%	0	0.0%	0	0.0%	0
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	6.1%	16	6.5%	3	0.0%	0	10.4%	4	37.1%	4	4.6%	3	2.5%	2
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Fulwood Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Ashton in Ribble, Preston, PR2 2YN														
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Preston City Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	1	4.1%	2	0.0%	0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Flintoff Way, Preston,	0.8%	2	0.0%	0	4.0%	1	0.0%	0	9.5%	1	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	2.1%	5	0.0%	0	0.0%	0	5.9%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.2%	0	0.0%	0	1.9%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	261	43	24	39	12	58	85
Sample:	266	47	46	40	36	38	59

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q27 Where did you last buy DIY or gardening goods?														
<i>Excl. Nulls & SFT</i>														
Zone 1														
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.8%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Headroomgate Road	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Alban's Road	0.4%	2	1.7%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St Davids Road South	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: St. Annes TOWN CENTRE	4.7%	18	21.4%	15	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2														
Ansdell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.2%	1	0.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham Town Centre	4.5%	18	3.8%	3	34.1%	13	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkham Town Centre	2.2%	9	0.0%	0	0.0%	0	12.1%	8	3.3%	1	0.0%	0	0.0%	0
Kirkham Trading Park,	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kirkham, PR4 3RB														
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	2.2%	9	0.8%	1	1.0%	0	7.9%	5	7.9%	2	0.0%	0	1.0%	1
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Layton District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	2.4%	9	0.0%	0	0.0%	0	2.3%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool, FY3 9TN	1.8%	7	0.0%	0	0.0%	0	2.2%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.2%	1	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	1.1%	4	0.8%	1	0.0%	0	1.2%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	52.2%	207	41.9%	30	41.1%	16	51.3%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.2%	1	0.0%	0	0.0%	0	0.0%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Cherry Tree Road, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.4%	1	2.0%	1	0.0%	0	0.0%
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.7%	3	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.2%	1	0.0%	0	0.0%	0	1.2%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.2%	1	0.0%	0	0.0%	0	0.0%
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
FY4 2AP							
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	3.3%	13	0.0%	0	2.5%	1	0.0%
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Parkinson Way, Blackpool, FY4 2AZ	1.9%	7	0.9%	1	0.0%	0	0.0%
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	1.2%	5	0.0%	0	0.0%	0	1.0%
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	2.6%	10	2.3%	2	7.6%	3	0.0%
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Fulwood, Preston, PR2 9NP	0.1%	0	0.0%	0	0.0%	0	1.3%
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.2%	1	0.9%	1	0.0%	0	1.3%
Ashton on Ribble Local Centre	0.1%	0	0.0%	0	0.0%	0	1.3%
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	1.1%	4	0.0%	0	0.0%	0	22.3%
Barton Grange Garden	0.6%	3	0.0%	0	0.0%	0	1.0%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	5.8%	23	5.9%	4	3.5%	1	10.6%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.4%	2	0.0%	0	0.0%	0	2.7%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0%	0	0.0%	0	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.2%	1	0.0%	0	0.0%	0	1.2%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	0.5%	2	2.0%	1	0.0%	0	0.0%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.1%	0	0.0%	0	0.0%	0	1.5%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.1%	0	0.0%	0	0.0%	0	1.5%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.1%	0	0.0%	0	0.0%	0	1.3%

Column %ges.

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.1%	0	0.0%	0	0.0%	0	1.3%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Riversway, Preston, PR2 2YN	0.2%	1	0.0%	0	0.0%	0	3.8%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.1%	0	0.0%	0	0.0%	0	1.3%
Nantwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.1%	0	0.0%	0	0.0%	0	1.3%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.7%	3	0.0%	0	0.0%	0	2.7%
Preston City Centre	0.1%	1	0.0%	0	0.0%	0	2.8%
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.2%	1	0.9%	1	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.2%	1	0.0%	0	0.0%	0	3.2%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0%	0	0.0%	0	0.0%	0	0.0%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	1.4%	5	1.9%	1	0.0%	0	20.5%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	396	71	39	66	20	99	102
Sample:	389	72	73	64	58	55	67

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q28 Where did you last buy furniture, carpets and floor coverings?							
<i>Excl. Nulls & SFT</i>							
Zone 1							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Main Drive, St. Annes, FY8 3UT	0.0%	0	0.0%	0	0.0%	0	0.0%
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.2%	1	1.2%	1	0.0%	0	0.0%
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	1.1%	3	1.4%	1	0.0%	0	3.3%
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Leach Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.8%	2	4.6%	2	0.0%	0	0.0%
St. Annes: St David's Road North	0.3%	1	1.4%	1	0.0%	0	0.0%
St. Annes: St Davids Road South	0.6%	1	3.0%	1	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	6.1%	15	25.3%	12	7.0%	1	1.7%
St. Annes: Whalley Place	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.6%	1	0.0%	0	7.8%	1	0.0%
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Booths, Haven Road, Lytham, FY8 5EG	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	2.8%	7	0.0%	0	11.3%	2	2.0%
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	5.2%	13	8.7%	4	33.4%	6	7.0%
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.6%	1	0.0%	0	0.0%	0	3.3%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	5.4%	13	0.0%	0	0.0%	0	30.6%
Kirkham Trading Park,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Kirkham, PR4 3RB														
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.2%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Singleton Village Centre Spar, Lytham Road, Freckleton, PR4 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lea Town Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Great Marton Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Normoss Local Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Blackpool							
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Preston New Road, Blackpool, FY3 9TN	0.8%	2	0.0%	0	0.0%	0	3.3%
Zone 6							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	1.1%	3	0.0%	0	5.7%	2	2.0%
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	1.1%	3	1.4%	1	0.0%	0	3.2%
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	8.6%	21	7.4%	3	10.2%	2	8.1%
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	3.1%	8	5.8%	3	0.0%	0	7.7%
Cherry Tree Road, Blackpool	0.8%	2	0.0%	0	0.0%	0	3.3%
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.9%	5	0.0%	0	2.2%	0	6.6%
Common Edge Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.3%	1	0.0%	0	0.0%	0	1.3%
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.9%	2	0.0%	0	0.0%	0	3.3%
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Hawes Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Marton Moss Side Local Centre	0.3%	1	0.0%	0	2.0%	1	0.0%
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Mythop Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Palatine Leisure Centre, St. Anne's Road, Blackpool,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
FY4 2AP														
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	1.0%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	10.1%	25	11.7%	5	0.0%	0	1.7%	1	0.0%	0	4.1%	3	25.5%	16
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Vicarage Lane, Blackpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Fulwood, Preston, PR2 9NP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.5%	1	0.0%	0	0.0%	0	2.0%	1	2.4%	0	0.0%	0	0.0%	0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Centre, Garstang Road, Brock, Preston, PR3 0BT							
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	11.4%	28	2.7%	1	11.7%	2	7.6%
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0%	0	0.0%	0	0.0%	0	0.0%
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.5%	1	0.0%	0	2.2%	0	1.7%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.1%	0	0.0%	0	0.0%	0	2.4%
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Chorley Town Centre	0.8%	2	0.0%	0	0.0%	0	4.1%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.1%	0	0.0%	0	0.0%	0	2.4%
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	5.0%	12	0.0%	0	2.6%	0	4.2%
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.1%	0	0.0%	0	0.0%	0	2.0%
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fleetwood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Local Centre	0.4%	1	0.0%	0	0.0%	0	7.4%
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.3%	1	0.0%	0	0.0%	0	0.0%
Garstang Town Centre	0.2%	1	0.0%	0	0.0%	0	4.0%
Glasgow City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.3%	1	0.0%	0	0.0%	0	1.7%
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Mariners Way,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Ashton in Ribble, Preston, PR2 2YN							
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	8.4%	21	4.2%	2	0.0%	0	5.8%
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.3%	1	1.4%	1	0.0%	0	0.0%
IKEA, West Quay Road, Southampton, SO15 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.2%	1	1.2%	1	0.0%	0	0.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.2%	1	1.2%	1	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Strand, Preston, PR1 8UY	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Longridge Town Centre	0.2%	1	0.0%	0	0.0%	0	4.4%
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S, Fishergate, Preston, PR1 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester Airport, Manchester, M90 1QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	1.0%	2	0.0%	0	0.0%	0	2.4%
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0%	0	0.0%	0	0.0%	0	0.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	1.5%	4	0.0%	0	0.0%	0	5.8%
Morrisons, Riversway, Preston, PR2 2YN	0.0%	0	0.0%	0	0.0%	0	0.0%
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%
Nantwich Town Centre	0.2%	0	0.0%	0	2.6%	0	0.0%
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Preston City Centre	4.9%	12	5.7%	3	4.4%	1	3.3%
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.8%	2	3.1%	1	0.0%	0	0.0%
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0%	0	0.0%	0	0.0%	0	0.0%
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.6%	4	2.9%	1	2.2%	0	4.1%
Rotherham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Flintoff Way, Preston,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
PR1 6PJ							
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Staveley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Business Park, Longridge Road, Ribbleson, Preston, PR2 5BQ	0.5%	1	0.0%	0	0.0%	0	9.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.5%	1	0.0%	0	2.0%	1	2.4%
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.2%	1	0.0%	0	0.0%	0	4.4%
Whalley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Aqueduct Street, Preston, PR1 7RF	0.1%	0	0.0%	0	0.0%	0	2.0%
Windermere Town Centre	0.7%	2	0.0%	0	4.1%	2	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail order / catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%
TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	246	46	18	41	12	65	63
Sample:	242	48	37	43	38	38	38

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q30 Which of those centres do you visit the most?							
<i>Not those that said 'Don't visit any of these centres' at Q29</i>							
St Annes Town Centre	37.2% 162	76.9% 68	16.8% 9	10.1% 10	10.3% 2	36.0% 34	46.7% 40
Lytham Town Centre	46.8% 204	23.1% 20	83.2% 44	30.3% 29	48.1% 10	61.7% 57	50.9% 44
Kirkham Town Centre	16.0% 70	0.0% 0	0.0% 0	59.6% 57	41.5% 9	2.3% 2	2.4% 2
Weighted base:	436	88	52	95	21	93	86
Sample:	468	95	99	91	65	58	60

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q31 What do you like MOST about (CENTRE MENTIONED AT Q30)? [MR]														
<i>Not those that said '(Don't visit any of these centres)' at Q29</i>														
Attractive environment / nice place	26.0%	113	38.2%	34	18.6%	10	9.3%	9	26.3%	6	35.4%	33	25.9%	22
Close to home	22.6%	99	38.0%	34	38.8%	20	26.5%	25	19.9%	4	6.6%	6	10.6%	9
Good cafés / restaurants	16.8%	73	15.6%	14	17.7%	9	7.4%	7	19.5%	4	17.4%	16	26.5%	23
Shops - good range of independent shops	14.9%	65	14.4%	13	24.2%	13	9.7%	9	20.2%	4	17.5%	16	11.0%	9
Shops - good range of non-food shops generally	10.6%	46	2.0%	2	14.4%	8	13.5%	13	9.0%	2	13.4%	12	11.4%	10
Nice atmosphere / friendly people	8.2%	36	7.6%	7	8.5%	4	9.9%	9	3.8%	1	11.1%	10	4.8%	4
Parking - it's easy to find a space	6.2%	27	5.8%	5	8.0%	4	3.2%	3	3.6%	1	5.1%	5	10.8%	9
Quiet / not busy	6.0%	26	8.0%	7	0.8%	0	9.0%	9	1.2%	0	2.8%	3	8.3%	7
Clean streets / well maintained	5.1%	22	9.5%	8	4.6%	2	1.8%	2	0.0%	0	7.1%	7	3.5%	3
Shops - good range of 'high street' retailers	4.4%	19	9.0%	8	0.8%	0	5.0%	5	1.4%	0	5.3%	5	1.2%	1
Good layout / shops close together	4.1%	18	5.2%	5	5.9%	3	3.0%	3	3.8%	1	1.4%	1	5.9%	5
Familiar / know where everything is	3.8%	16	6.4%	6	3.0%	2	2.3%	2	1.2%	0	2.8%	3	4.8%	4
Easy to get to by car	3.6%	16	5.5%	5	0.0%	0	0.9%	1	2.9%	1	0.0%	0	10.9%	9
Shops - good range of affordable shops	3.0%	13	8.6%	8	1.6%	1	0.0%	0	2.4%	1	0.0%	0	4.6%	4
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.8%	12	6.3%	6	3.8%	2	0.0%	0	0.0%	0	2.8%	3	2.4%	2
Shops - good range of supermarkets	2.3%	10	0.6%	1	2.6%	1	4.1%	4	1.4%	0	1.2%	1	3.4%	3
Good pubs / bars	2.2%	10	1.6%	1	4.2%	2	1.8%	2	0.0%	0	2.9%	3	1.9%	2
Good for financial services (e.g. banks / building societies)	1.8%	8	1.5%	1	2.8%	1	0.7%	1	0.0%	0	0.0%	0	4.9%	4
You can get everything you need there	1.8%	8	1.9%	2	1.5%	1	1.4%	1	2.6%	1	1.4%	1	2.3%	2
Shops - good range of quality shops	1.7%	7	0.0%	0	1.6%	1	2.2%	2	2.4%	1	1.4%	1	3.1%	3
Close to family / friends	1.6%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	7.2%	6
Shops - good range of clothing shops	1.2%	5	0.0%	0	0.0%	0	5.1%	5	2.8%	1	0.0%	0	0.0%	0
Good market	1.2%	5	1.6%	1	0.8%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Nice for a day out / walk	1.0%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.2%	1
Traditional / quaint	0.9%	4	1.6%	1	0.8%	0	0.0%	0	1.2%	0	1.2%	1	1.2%	1
Good for a day out	0.9%	4	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.4%	2
Shops - good range of bakers / butchers / greengrocers	0.9%	4	3.4%	3	0.0%	0	0.7%	1	1.2%	0	0.0%	0	0.0%	0
Parking - it's free	0.9%	4	0.0%	0	1.9%	1	0.7%	1	1.2%	0	0.0%	0	2.4%	2
Close to work / en route to work	0.9%	4	2.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shops - good range of charity shops	0.9%	4	0.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	3.4%	3
Nice park / gardens	0.7%	3	0.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Feel safe there / good security	0.5%	2	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.5%	2	1.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food store	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.4%	2	1.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
On school run	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.0%	1
Good Covid distancing / safety measures	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have any beggars	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Busy / vibrant	0.3%	1	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wheelchair friendly	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Traffic free areas /	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
pedestrianisation							
Quiet / not too busy	0.1% 0	0.0% 0	0.0% 0	0.0% 0	1.2% 0	0.0% 0	0.0% 0
(Nothing)	6.0% 26	1.4% 1	4.3% 2	10.6% 10	6.0% 1	11.4% 11	1.0% 1
(Don't know)	0.5% 2	0.0% 0	0.8% 0	0.7% 1	1.2% 0	0.0% 0	1.2% 1
Weighted base:	436	88	52	95	21	93	86
Sample:	468	95	99	91	65	58	60

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q32 Why do you like least about (CENTRE MENTIONED IN Q30)? [MR]														
<i>Not those that said '(Don't visit any of these centres)' at Q29</i>														
Parking - not enough spaces available	16.3%	71	11.2%	10	15.2%	8	12.4%	12	17.5%	4	17.2%	16	25.2%	22
Shops - need more / better range of non-food shops generally	7.2%	31	9.8%	9	6.0%	3	12.2%	12	9.0%	2	2.3%	2	4.5%	4
Too many empty shops	5.4%	24	10.9%	10	1.5%	1	2.4%	2	2.6%	1	8.1%	8	3.1%	3
Too busy / noisy	5.0%	22	2.8%	2	7.8%	4	2.5%	2	2.6%	1	7.0%	6	7.0%	6
Too many charity shops	4.6%	20	7.8%	7	5.3%	3	8.0%	8	1.4%	0	0.0%	0	3.1%	3
Parking - expensive parking	3.9%	17	2.3%	2	7.0%	4	0.0%	0	0.0%	0	4.3%	4	8.4%	7
Shops - need more / better clothes shops	3.8%	17	7.7%	7	1.9%	1	5.0%	5	0.0%	0	0.0%	0	4.9%	4
Shops - need more 'high street' retailers	3.2%	14	3.8%	3	0.0%	0	3.5%	3	0.0%	0	5.8%	5	2.4%	2
Parking - no free parking	2.9%	13	1.5%	1	5.9%	3	0.7%	1	0.0%	0	1.4%	1	7.2%	6
Traffic congestion	2.0%	9	2.8%	2	4.2%	2	2.2%	2	0.0%	0	0.0%	0	2.5%	2
Shops - need more independent shops	1.9%	8	2.8%	2	0.0%	0	5.1%	5	0.0%	0	0.0%	0	1.0%	1
Shops - need more affordable shops	1.8%	8	0.0%	0	2.7%	1	1.4%	1	1.2%	0	2.8%	3	2.5%	2
Dirty streets / poorly maintained	1.2%	5	2.2%	2	0.8%	0	0.7%	1	1.2%	0	0.0%	0	2.4%	2
Not enough / poor quality cafés / restaurants	1.2%	5	0.6%	1	0.8%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Not enough financial services (e.g. banks / building societies)	1.1%	5	0.0%	0	1.9%	1	2.3%	2	3.6%	1	1.2%	1	0.0%	0
Poor atmosphere / unfriendly people	1.0%	4	1.5%	1	0.8%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Shops - need more / better range of supermarkets	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.4%	3
Needs an update / revamp	0.9%	4	0.0%	0	0.8%	0	0.9%	1	2.6%	1	0.0%	0	2.4%	2
Too many hairdressers / barbers	0.7%	3	0.6%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Lack of security / don't feel safe	0.6%	3	0.6%	1	0.8%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Shops - need more quality shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.5%	2
Poor disabled access	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Not enough / poor quality public toilets	0.5%	2	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Parking - not enough free parking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Expensive	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Lack of pedestrianised areas	0.4%	2	1.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Not enough long stay parking	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Shops - need longer opening hours / more open on Sundays	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Too many restaurants	0.4%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Don't like the undercover shopping	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of undercover shopping	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / shops too far apart	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No parking permits for residents	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Too hilly	0.2%	1	0.0%	0	0.0%	0	0.9%	1	1.2%	0	0.0%	0	0.0%	0
Too many tourists	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many wine bars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cafes make it look out of place	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like the bandstand	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many takeaways	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Not attractive / poor environment	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
High business rates	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Too many homeless	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor enforcement of parking rules	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a M&Co store	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Home Bargains store	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor market	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - need more bakers / butchers / greengrocers	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of Covid distancing/safety measures	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a B&M store	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too windy	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many cafes	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many clothes shops	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many vape shops	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	44.4%	193	32.9%	29	45.5%	24	42.0%	40	62.2%	13	57.5%	54	39.5%	34
(Don't know)	2.9%	13	12.8%	11	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		436		88		52		95		21		93		86
Sample:		468		95		99		91		65		58		60

Q33 Why don't you visit those centres? [MR]*Those that said 'Don't visit any of these centres' at Q29*

Too far away from home	39.6%	66	14.6%	1	0.0%	0	16.6%	2	37.3%	5	56.6%	46	22.2%	13
Lack of choice and range of non-food shops	9.5%	16	0.0%	0	0.0%	0	8.3%	1	0.0%	0	3.4%	3	21.0%	12
Lack of choice and range of food shops	5.5%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	0	4.9%	4	8.4%	5
Not accessible by public transport	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	3.5%	2
Disabled / health reasons	3.5%	6	0.0%	0	100.1%	1	7.0%	1	4.0%	1	0.0%	0	6.6%	4
Poor choice of leisure facilities (cinema, gym, pubs etc)	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	1.4%	1
Inconveniently located car parking	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	3.4%	3	0.0%	0
Prefer going online	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Too far away from work	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Expensive car parking	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Too many vacant shops	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Difficult to get there	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Not visiting towns due to Covid	1.0%	2	17.3%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.4%	1
Poor environmental quality of centre	1.0%	2	0.0%	0	0.0%	0	17.4%	2	0.0%	0	0.0%	0	0.0%	0
Don't have the time	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Poor choice of services (hairdressers, banks etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Prefer to use other better centres instead	0.4%	1	17.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Not familiar with what's there	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Don't drive anymore	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	35.9%	60	50.8%	2	0.0%	0	50.6%	5	44.2%	6	34.3%	28	33.5%	20
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.4%	1
Weighted base:		167		4		1		10		13		82		59
Sample:		135		5		2		9		35		44		40

Q34 Do you do any of these types of electronic shopping? [MR/PR]

Internet shopping	54.0%	325	67.2%	62	59.1%	31	54.5%	57	61.1%	21	43.8%	77	54.0%	78
Portable internet shopping, through mobile phone	51.1%	308	31.7%	29	50.1%	27	40.4%	42	39.9%	13	57.7%	101	66.3%	96
TV Shopping	3.5%	21	4.8%	4	0.7%	0	3.0%	3	0.9%	0	3.9%	7	4.0%	6
(No)	23.0%	139	15.9%	15	25.9%	14	29.1%	31	29.6%	10	25.2%	44	17.9%	26
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q35 Which goods or services do you currently purchase via electronic shopping? [MR]							
<i>Not those that said '(No)' at Q34</i>							
Antiques / ornaments / collectibles / paintings / frames	0.0%	0	0.0%	0	0.0%	0	0.0%
Baby items	3.4%	16	3.5%	3	0.0%	0	2.3%
Banking / finance / insurance / utilities	7.8%	36	21.6%	17	0.0%	0	1.1%
Batteries	0.3%	2	1.8%	1	0.0%	0	0.0%
Books	25.0%	116	18.0%	14	37.1%	15	13.5%
CDs, DVDs, Vinyl (physical products)	13.6%	63	6.9%	5	23.3%	9	9.1%
Cleaning products	0.9%	4	0.7%	1	0.0%	0	0.0%
Clothes / shoes	51.2%	237	39.4%	31	63.6%	25	42.4%
Computer / printer accessories	8.3%	39	21.7%	17	3.4%	1	9.1%
Console / PC games	5.6%	26	16.4%	13	2.6%	1	0.0%
Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.)	0.8%	3	1.8%	1	0.0%	0	0.0%
Craft / hobby items (including stationary and cards)	8.3%	38	8.7%	7	16.1%	6	10.9%
DIY / hardware goods / tools	9.1%	42	15.8%	12	6.4%	3	6.1%
Domestic electrical appliances (white goods)	9.5%	44	16.9%	13	11.9%	5	6.5%
Downloadable / streaming content (e.g. music / movies / tv / games / apps)	5.1%	24	11.9%	9	0.0%	0	3.3%
Food / groceries / alcohol / coffee pods (not takeaways)	11.5%	53	19.0%	15	5.5%	2	12.4%
Furniture / soft furnishings / floor coverings	10.0%	46	15.7%	12	14.9%	6	12.2%
Garden items / flowers / plants	5.1%	24	6.1%	5	7.1%	3	7.1%
Gifts	24.4%	113	30.2%	23	26.8%	11	18.1%
Health / beauty / chemist goods	12.1%	56	10.6%	8	4.4%	2	11.4%
Holiday and / or Travel / Event Tickets	4.5%	21	16.3%	13	2.6%	1	0.9%
Jewellery / watches	3.5%	16	4.3%	3	0.0%	0	1.8%
Mobile phone / tablet / pad accessories	3.8%	18	4.5%	4	0.0%	0	4.2%
Musical instruments / accessories	0.2%	1	0.0%	0	0.0%	0	1.1%
Pet food / products	7.1%	33	4.3%	3	6.7%	3	6.3%
Photographs	0.8%	4	3.7%	3	0.0%	0	0.9%
Small electrical items (e.g. kettles / toasters / hairdryers etc.)	20.2%	94	31.7%	25	20.1%	8	18.1%
Small household goods	17.1%	79	28.7%	22	18.1%	7	11.0%
Sports goods (includes fishing & cycling items)	4.1%	19	7.0%	5	8.2%	3	6.4%
Takeaway food	4.0%	19	16.4%	13	2.6%	1	0.0%
Toys	13.6%	63	14.0%	11	17.1%	7	9.3%
TVs, Hi-Fi's, computers	7.3%	34	10.3%	8	13.2%	5	6.5%
Vehicle parts	1.6%	7	0.0%	0	0.0%	0	2.3%
Vehicles	0.6%	3	0.0%	0	0.0%	0	0.0%
Wood / Coal / Gas bottles (e.g. home fuel items)	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	5.4%	25	2.4%	2	4.6%	2	12.6%
	2.1%	10	3.9%	3	0.0%	0	4.6%
Weighted base:	464		78		39		74
Sample:	433		79		71		73

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q36 For your last electronic shopping order, how did you receive your goods?														
<i>Not those that said '(No)' at Q34</i>														
Home delivery	92.1%	427	90.7%	70	95.4%	38	88.0%	65	96.1%	23	90.8%	119	95.0%	112
Delivery to place of work	1.3%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Collection at store	3.2%	15	4.3%	3	1.0%	0	4.2%	3	1.3%	0	2.0%	3	4.3%	5
Collection at click and collect hub	1.9%	9	3.5%	3	1.0%	0	3.2%	2	0.0%	0	2.0%	3	0.7%	1
Collection at other location	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Downloaded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	6	0.9%	1	2.6%	1	4.6%	3	2.7%	1	0.0%	0	0.0%	0
Weighted base:		464		78		39		74		24		131		118
Sample:		433		79		71		73		66		71		73

Q37 Which of these leisure activities do you participate in? [MR/PR]

Pubs, bars, nightclubs or social clubs	45.8%	276	30.6%	28	42.2%	22	50.4%	53	42.7%	14	49.6%	87	49.5%	71
Restaurants	69.3%	418	64.4%	59	76.6%	41	65.6%	69	76.5%	26	73.9%	129	64.9%	94
Theatres, concert halls, museums, art galleries or other cultural facilities	37.9%	228	36.6%	34	44.0%	23	35.0%	37	42.5%	14	41.4%	72	33.1%	48
Indoor sports or health and fitness activity	23.0%	138	19.5%	18	27.3%	14	28.3%	30	19.8%	7	17.3%	30	27.3%	39
Cinema	38.8%	234	28.5%	26	46.6%	25	43.0%	45	41.0%	14	42.5%	74	34.4%	50
Ten pin bowling	11.1%	67	10.3%	10	5.4%	3	11.7%	12	9.4%	3	13.6%	24	10.6%	15
Bingo	6.0%	36	8.0%	7	0.0%	0	3.9%	4	6.6%	2	3.6%	6	11.1%	16
Casino	5.4%	33	0.7%	1	0.7%	0	0.0%	0	1.8%	1	7.5%	13	12.5%	18
(None mentioned)	10.2%	62	10.5%	10	10.5%	6	8.4%	9	11.5%	4	11.2%	20	9.8%	14
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q38 Where did you last go to visit a pub, bar or club?							
<i>Those that said 'Pubs, bars, nightclubs or social clubs' at Q37 AND Excl. Nulls & SFT</i>							
Zone 1							
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Miller & Carter, Blackpool Road North, St. Annes, FY8 3RU	0.2%	1	2.1%	1	0.0%	0	0.0%
Royal Lytham & St. Annes Golf Club, Links Gate, St. Annes, FY8 3LQ	0.2%	0	0.0%	0	1.8%	0	0.0%
St. Annes Ex Service Mens Club, Alexandra Road, St. Annes, FY8 1YE	0.3%	1	2.5%	1	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.5%	1	5.1%	1	0.0%	0	0.0%
St. Annes: South Promenade, FY8 1LX	1.1%	3	2.1%	1	0.0%	0	2.3%
St. Annes: St Alban's Road	0.8%	2	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	7.1%	19	38.6%	10	8.2%	2	1.5%
Water's Edge, Heyhouses Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.7%	2	5.3%	1	2.1%	0	0.0%
Lytham Bowling Club, Station Square, Lytham, FY8 5NE	0.2%	0	0.0%	0	1.8%	0	0.0%
Lytham Town Centre	13.7%	36	22.3%	6	80.3%	18	13.6%
The Lowther Pavilion, Lowther Terrace, Lytham, FY8 5QQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Elswick Village Centre	0.2%	1	0.0%	0	0.0%	0	4.8%
Freckleton Village Centre	2.2%	6	0.0%	0	0.0%	0	12.5%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	6.1%	16	0.0%	0	0.0%	0	34.6%
Mill Farm Sports Village, Coronation Way, Wesham, Preston, PR4 3JZ	0.3%	1	0.0%	0	0.0%	0	1.5%
Newton-with-Scales Village Centre	1.1%	3	0.0%	0	0.0%	0	6.5%
Rigby's Farmhouse, Carr Lane, Preston, PR4 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	1.2%	3	0.0%	0	0.0%	0	6.6%
Weeton Local Centre	2.0%	5	0.0%	0	0.0%	0	3.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	1.3%	3	0.0%	0	0.0%	0	5.0%
Zone 4							
Bartle Hall Hotel, Lea Lane, Bartle, Preston, PR4 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Village Centre	0.1%	0	0.0%	0	0.0%	0	2.3%
Broughton Village Centre	0.2%	1	0.0%	0	0.0%	0	3.8%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.5%	1	0.0%	0	0.0%	0	10.9%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Hand & Dagger Inn, Treales Road, Preston, PR4 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%
The Italian Orchard, Whittingham Lane, off M6, Broughton, PR3 5DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.3%	1	0.0%	0	0.0%	0	5.8%
Zone 5							

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Blackpool Subscription Bowling Club, Somerset Avenue, Blackpool, FY1 5QU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Festival Park, Rigby Road, Blackpool, FY1 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Zone 6														
Dahlias Kitchen, Cropper Road, Blackpool, FY4 5LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Way House, St Anne's Road, Blackpool, FY4 2QL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Highfield Road District Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Institute, Oxford Square, Blackpool, FY4 4DR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Marton Moss Side Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Plum Tree Farm, Hallam Way, Blackpool, FY4 5NZ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
South Shore District Centre	3.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	9.9%	7
St. Annes Road, Blackpool, FY4 2QL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waterloo Road	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Outside Survey Area														
Aberdeen City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Backbarrow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bay Horse, Bay Horse Bridge, off M6, Lancaster, LA2 0HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beamish Museum, Beamish, DH9 0RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsborrow Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Promenade, Blackpool, FY1 1AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	30.5%	80	5.1%	1	2.1%	0	1.5%	1	1.9%	0	48.4%	41	51.7%	37
Bolton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowness-on-Windermere Town Centre, LA23 3EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carleton Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Central London	1.6%	4	2.5%	1	3.8%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Chester City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	1.7%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Clitheroe Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Downham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwood Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Garstang Town Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Goosnargh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haighton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Ingol Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Hoole Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Longridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parbold Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	7.5%	20	0.0%	0	0.0%	0	8.9%	4	6.1%	1	16.8%	14	1.2%	1
Preston City Centre	3.0%	8	10.4%	3	0.0%	0	1.5%	1	33.3%	4	0.0%	0	0.0%	0
Royal Albert Dock, Liverpool, L3 4BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salford Quays, Manchester, M50 3AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Village Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Lancaster Road, Morecambe, LA4 5TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitewell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	264	27	22	46	13	84	71							
Sample:	246	29	38	47	41	46	45							

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q39 Where did you last go to visit a restaurant?							
<i>Those that said 'Restaurants' at Q37 AND Excl. Nulls & SFT</i>							
Zone 1							
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Miller & Carter, Blackpool Road North, St. Annes, FY8 3RU	1.0%	4	0.0%	0	0.0%	0	4.4%
Royal Lytham & St. Annes Golf Club, Links Gate, St. Annes, FY8 3LQ	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes Ex Service Mens Club, Alexandra Road, St. Annes, FY8 1YE	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.4%	1	2.6%	1	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: South Promenade, FY8 1LX	0.1%	0	0.0%	0	1.0%	0	0.0%
St. Annes: St Alban's Road	0.2%	1	1.0%	1	1.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	11.7%	45	47.6%	26	12.9%	5	3.7%
Water's Edge, Heyhouses Lane	0.2%	1	1.2%	1	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.2%	1	0.0%	0	2.2%	1	0.0%
Lytham Bowling Club, Station Square, Lytham, FY8 5NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	22.4%	87	36.9%	20	74.8%	29	21.3%
The Lowther Pavilion, Lowther Terrace, Lytham, FY8 5QQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3							
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	1.2%	5	0.0%	0	0.0%	0	6.8%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	3.5%	13	0.0%	0	0.0%	0	20.4%
Mill Farm Sports Village, Coronation Way, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.6%	2	0.0%	0	0.0%	0	3.7%
Rigby's Farmhouse, Carr Lane, Preston, PR4 1TL	0.2%	1	0.0%	0	0.0%	0	1.1%
Singleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.2%	1	0.0%	0	0.0%	0	2.6%
Weeton Local Centre	1.1%	4	0.0%	0	0.0%	0	1.1%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.9%	4	0.0%	0	0.0%	0	3.7%
Zone 4							
Bartle Hall Hotel, Lea Lane, Bartle, Preston, PR4 0HA	0.1%	0	0.0%	0	0.0%	0	1.0%
Barton Village Centre	0.4%	1	0.0%	0	0.0%	0	5.9%
Broughton Village Centre	1.2%	5	0.0%	0	0.0%	0	1.3%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.1%	1	0.0%	0	0.0%	0	2.3%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.2%	1	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Hand & Dagger Inn, Treales Road, Preston, PR4 0SA	0.1%	0	0.0%	0	0.0%	0	1.0%
The Italian Orchard, Whittingham Lane, off M6, Broughton, PR3 5DB	0.2%	1	0.0%	0	0.0%	0	1.1%
Woodplumpton Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Zone 5							

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Blackpool Subscription Bowling Club, Somerset Avenue, Blackpool, FY1 5QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Rigby Road, Blackpool, FY1 5EP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton District Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Zone 6														
Dahlias Kitchen, Cropper Road, Blackpool, FY4 5LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Way House, St Anne's Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Institute, Oxford Square, Blackpool, FY4 4DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plum Tree Farm, Hallam Way, Blackpool, FY4 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	1.6%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5
St. Annes Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Aberdeen City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Backbarrow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bay Horse, Bay Horse Bridge, off M6, Lancaster, LA2 0HR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Beamish Museum, Beamish, DH9 0RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilsborrow Village Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Blackburn Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Blackpool Promenade, Blackpool, FY1 1AP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Blackpool Town Centre	21.5%	84	0.0%	0	0.0%	0	3.9%	2	1.0%	0	42.7%	52	33.0%	29
Bolton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Bowness-on-Windermere Town Centre, LA23 3EB	0.6%	2	0.0%	0	0.0%	0	2.7%	2	2.6%	1	0.0%	0	0.0%	0
Brighton Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	3	1.2%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Chester City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Churchtown Village Centre	0.9%	4	0.0%	0	0.0%	0	5.4%	3	1.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	1.0%	4	1.2%	1	1.0%	0	0.0%	0	0.0%	0	1.8%	2	1.0%	1
Clitheroe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Village Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Fulwood Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Garstang Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0
Goosnargh Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Grasmere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Ecclestone Village Centre	0.9%	3	0.0%	0	0.0%	0	3.5%
Haighton Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Ingol Local Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Hoole Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	1.0%
Longridge Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Longton Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%
Manchester City Centre	0.3%	1	0.0%	0	0.0%	0	1.0%
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.3%	1	0.0%	0	0.0%	0	0.9%
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Parbold Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%
Penwortham Town Centre	0.1%	1	0.0%	0	0.0%	0	2.3%
Poulton-le-Fylde Town Centre	9.0%	35	0.0%	0	0.0%	0	8.1%
Preston City Centre	3.7%	14	2.5%	1	3.7%	1	2.6%
Royal Albert Dock, Liverpool, L3 4BB	0.0%	0	0.0%	0	0.0%	0	0.0%
Salford Quays, Manchester, M50 3AZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Sandhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	1.2%
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Skipton Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%
Southport Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	1.2%	5	0.0%	0	0.0%	0	2.8%
Thornton Village Centre	0.1%	0	0.0%	0	0.0%	0	1.2%
Toby Carvery, Lancaster Road, Morecambe, LA4 5TP	0.5%	2	0.0%	0	0.0%	0	0.0%
Walton-le-Dale Village Centre	0.1%	0	0.0%	0	1.2%	0	0.0%
Warrington Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%
Whitechapel Village Centre	0.2%	1	0.0%	0	0.0%	0	1.1%
Whitewell Village Centre	0.1%	0	0.0%	0	0.0%	0	1.2%
Whittingham Village Centre	0.1%	0	0.0%	0	0.0%	0	1.2%
Wigan Town Centre	0.2%	1	1.0%	1	1.0%	0	0.0%
York City Centre	1.4%	5	0.0%	0	0.0%	0	0.0%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	389	54	39	62	24	122	87
Sample:	396	59	75	65	69	69	59

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q40 Where did you last go to visit a theatre, concert hall, museum, art gallery or other cultural facility?							
<i>Those that said 'Theatres, concert halls, museums, art galleries or other cultural facilities' at Q37 AND Excl. Nulls & SFT</i>							
Zone 1							
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Miller & Carter, Blackpool Road North, St. Annes, FY8 3RU	0.0%	0	0.0%	0	0.0%	0	0.0%
Royal Lytham & St. Annes Golf Club, Links Gate, St. Annes, FY8 3LQ	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes Ex Service Mens Club, Alexandra Road, St. Annes, FY8 1YE	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: South Promenade, FY8 1LX	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	1.4%	3	4.8%	1	2.1%	0	2.4%
Water's Edge, Heyhouses Lane	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2							
Ansdell Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Bowling Club, Station Square, Lytham, FY8 5NE	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	7.6%	16	23.1%	7	9.4%	2	7.3%
The Lowther Pavilion, Lowther Terrace, Lytham, FY8 5QQ	0.2%	0	0.0%	0	1.8%	0	0.0%
Zone 3							
Elswick Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Mill Farm Sports Village, Coronation Way, Wesham, Preston, PR4 3JZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Newton-with-Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Rigby's Farmhouse, Carr Lane, Preston, PR4 1TL	0.0%	0	0.0%	0	0.0%	0	0.0%
Singleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Warton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrea Green Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4							
Bartle Hall Hotel, Lea Lane, Bartle, Preston, PR4 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Broughton Village Centre	0.1%	0	0.0%	0	0.0%	0	2.1%
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0%	0	0.0%	0	0.0%	0	0.0%
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
The Hand & Dagger Inn, Treales Road, Preston, PR4 0SA	0.0%	0	0.0%	0	0.0%	0	0.0%
The Italian Orchard, Whittingham Lane, off M6, Broughton, PR3 5DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5							

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Blackpool Subscription Bowling Club, Somerset Avenue, Blackpool, FY1 5QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Park, Rigby Road, Blackpool, FY1 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Dahlias Kitchen, Cropper Road, Blackpool, FY4 5LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Half Way House, St Anne's Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Institute, Oxford Square, Blackpool, FY4 4DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton Moss Side Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plum Tree Farm, Hallam Way, Blackpool, FY4 5NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shore District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Annes Road, Blackpool, FY4 2QL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Aberdeen City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Backbarrow Village Centre	0.2%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bay Horse, Bay Horse Bridge, off M6, Lancaster, LA2 0HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beamish Museum, Beamish, DH9 0RG	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Bilsborrow Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn Town Centre	0.7%	1	0.0%	0	0.0%	0	2.4%	1	5.2%	1	0.0%	0	0.0%	0
Blackpool Promenade, Blackpool, FY1 1AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	49.6%	103	45.6%	14	31.7%	7	58.6%	20	16.5%	2	67.2%	45	36.2%	15
Bolton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowness-on-Windermere Town Centre, LA23 3EB	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.2%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	7.0%	14	8.7%	3	10.1%	2	2.4%	1	12.3%	1	7.8%	5	4.9%	2
Chester City Centre	0.5%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clitheroe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conwy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh City Centre	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fulwood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garstang Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goosnargh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Grasmere Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Great Ecclestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haighton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingol Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Lancaster City Centre	1.1%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0
Little Hoole Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	6.1%	13	4.6%	1	1.8%	0	2.0%	1	5.2%	1	1.9%	1	19.8%	8
Longridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	14.8%	31	8.7%	3	25.4%	6	9.3%	3	16.7%	2	13.3%	9	19.6%	8
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.5%	3	0.0%	0	2.1%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Parbold Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poulton-le-Fylde Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	2.8%	6	0.0%	0	0.0%	0	7.3%	2	28.2%	3	0.0%	0	0.0%	0
Royal Albert Dock, Liverpool, L3 4BB	0.8%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Salford Quays, Manchester, M50 3AZ	0.5%	1	0.0%	0	3.5%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Sandhurst Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Scorton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skipton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, Lancaster Road, Morecambe, LA4 5TP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-le-Dale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitewell Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	1.1%	2	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	207	30		23		34		12		66		42		
Sample:	213	35		41		36		33		41		27		

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q41 Where did you last go for indoor sports or health and fitness?							
<i>Those that said 'Indoor sports or health and fitness activity' at Q37 AND Excl. Nulls & SFT</i>							
Zone 1							
Clifton Academy of Dance, St. Albans Road, St. Annes, FY8 1TH	1.3%	2	0.0%	0	0.0%	0	5.9%
Clifton Park Hotel, Clifton Drive South, Lytham, FY8 1HN	0.4%	1	3.2%	1	0.0%	0	0.0%
Delmeny Hotel, South Promenade, St. Annes, FY8 1LX	0.3%	0	0.0%	0	2.7%	0	0.0%
Fairhaven Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Helio Fitness, St. Albans Road, St. Annes, FY8 1TG	0.0%	0	0.0%	0	0.0%	0	0.0%
ProFitness, Fieldway, St. Annes, FY8 3BL	0.0%	0	0.0%	0	0.0%	0	0.0%
St Thomas's Church Hall, St Thomas's Road, FY8 1JL	1.1%	1	8.2%	1	0.0%	0	0.0%
St. Annes Lawn Tennis & Squash Club, Wyredale Road, St. Annes, FY8 2QH	0.9%	1	7.0%	1	0.0%	0	0.0%
St. Annes: Alexandria Drive	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: Headroomgate Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St Alban's Road	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St David's Road North	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Annes: St. Annes TOWN CENTRE	1.0%	1	7.6%	1	0.0%	0	0.0%
YMCA St Annes Swimming Pool & Gym, South Promenade, St. Annes, FY8 1SW	13.1%	18	50.2%	9	30.5%	4	5.2%
Zone 2							
Ansdell Local Centre	0.7%	1	0.0%	0	6.7%	1	0.0%
Hello Fit, Lidun Park Industrial Estate, Saltcotes, Lytham, FY8 5LT	0.0%	0	0.0%	0	0.0%	0	0.0%
Lytham Cricket & Sports Club, Church Road, Lytham, FY8 5QD	0.3%	0	0.0%	0	3.2%	0	0.0%
Lytham Fitness Personal Training, Woodlands Road, Ansdell, Lytham, FY8 4BX	0.3%	0	0.0%	0	3.2%	0	0.0%
Lytham St. Annes High School, Worsley Road, Ansdell, FY8 4DG	1.5%	2	0.0%	0	0.0%	0	0.0%
Lytham Town Centre	2.9%	4	7.9%	1	17.9%	3	0.0%
Physique Gym, Lidun Park Industrial Estate, Saltcotes, Lytham, FY8 5LT	0.0%	0	0.0%	0	0.0%	0	0.0%
YMCA, Mythop Road, Lytham, FY8 4HB	0.7%	1	0.0%	0	6.7%	1	0.0%
Your Gym, Preston Road, Saltcotes, Lytham, FY8 5FP	1.1%	1	0.0%	0	10.2%	1	0.0%
Zone 3							
Adam Little Boxing, The Arches, Kirkham, PR4 2HY	0.0%	0	0.0%	0	0.0%	0	0.0%
Elswick Village Centre Fitness 4 All Ages, Ribby Hall Village, Ribby Road, Wrea Green, PR4 2PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Freckleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Plumpton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Inspired Fitness, Progress Business Park, Orders Lane, Kirkham, PR4 2TZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Kirkham Town Centre	4.4%	6	0.0%	0	6.7%	1	17.1%

Column %ges.

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Mill Farm Sports Village, Fleetwood Road, Wesham, PR4 3JZ	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Newton with Scales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ribby Hall Village, Ribby Road, Wrea Green, PR4 2PR	0.9%	1	0.0%	0	2.7%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Singleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Health Club at Ribby Hall Village, Ribby Road, Wrea Green, Preston, PR4 2PR	5.1%	7	7.9%	1	0.0%	0	16.2%	5	11.9%	1	0.0%	0	0.0%	0
Treales Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warton Village Centre	2.6%	3	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0
Weeton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrea Green Village Centre	1.4%	2	0.0%	0	2.7%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
YMCA, Station Road, Kirkham, Preston, PR4 2HA	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Barton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catforth Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottam Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lea Town Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Grasshoppers Rugby Football Club, Lightfoot Green Lane, Preston, PR4 0AP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0
Preston Marriott Leisure Club, Garstang Road, Broughton, Preston, PR3 5JB	0.5%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Woodplumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Bannatyne Health Club & Spa, Rigby Road, Blackpool, FY1 5EP	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	12.4%	5
Blackpool Sports Cnetre, West Park Drive, Blackpool, FY3 9HQ	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	10.4%	4
Great Marton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helio Fitness, Newton Drive, Blackpool, FY3 8ER	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0
Layton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Carleton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PlayFootball, Garstang Road West, Blackpool, FY3 7JH	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Stanley Park Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
The Blackpool Sixth Form College, Blackpool Old Road, Blackpool, FY3 7LR	1.3%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Village Gym (Village Hotel), East Park Drive, Blackpool, FY3 8LL	5.1%	7	0.0%	0	0.0%	0	8.4%	2	0.0%	0	8.4%	2	5.2%	2
Whitegate Drive District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Burn X Fitness Studio, Squires Gate Industrial Estate, Blackpool, FY4 3RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossfit Blackpool, Whitehills Business Park, Barrow Court, Blackpool, FY4 5PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Davies Boxing Gym, Mitcham Road, Blackpool, FY4 4QN	0.0%	0	0.0%	0	0.0%	0	0.0%
Fanatical Fitness, Spen Business Park, Ashworth Road, Blackpool, FY4 5LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Marton Moss Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Gym IT, Waterloo Road, Blackpool, FY4 1AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Highfield Road District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
JD Gyms Blackpool, Vicarage lane, Blackpool, FY4 4XL	4.5%	6	0.0%	0	6.7%	1	0.0%
Kelly Amelia Fitness Studio, Lynx House, Brinwell Road, Blackpool, FY4 4QU	1.0%	1	0.0%	0	0.0%	0	4.5%
Little Marton Village Centre Men's Hub, FlexSpace, Amy Johnson Way, Blackpool, FY4 2RF	0.0%	2	0.0%	0	0.0%	0	5.8%
Palatine Leisure Centre, St. Annes Road, Blackpool, FY4 2AP	11.8%	16	7.9%	1	0.0%	0	0.0%
Sargent Fitness, Constellation House, Lockheed Court, Blackpool, FY4 2RN	0.0%	0	0.0%	0	0.0%	0	0.0%
South Shore District Centre T12 Body Transformers, Barrow Court, Blackpool, FY4 5PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitehills Business Park, Brooklands Way, Blackpool, FY4 5QN	2.0%	3	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Ashton on Ribble Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Bispham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool Town Centre	2.9%	4	0.0%	0	0.0%	0	0.0%
Churchtown Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Clayton Green Sports Centre, Centre Drive, Clayton Green, PR6 7TL	0.5%	1	0.0%	0	0.0%	0	0.0%
Cleveleys Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulwood Leisure Centre, Black Bull Lane, Fulwood, PR2 9YA	0.2%	0	0.0%	0	0.0%	0	4.5%
Fulwood Local Centre	1.7%	2	0.0%	0	0.0%	0	2.8%
Great Eccleston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Gymetc, Garstang Road East, Poulton-le-Fylde, FY6 7SY	0.9%	1	0.0%	0	0.0%	0	0.0%
GymWorks, Pittman Way, Fulwood, Preston, PR2 9ZD	0.2%	0	0.0%	0	0.0%	0	4.5%
Penwortham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Poulton-le-Fylde Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Preston City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%
Pure Gym, North Road Retail Park, North Road, Preston, PR1 1NQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Robin Park Leisure Centre, Loire Drive, Newtown, Wigan, WN5 0UL	0.6%	1	0.0%	0	0.0%	0	2.8%
Samlesbury Preston Hotel, Preston New Road, Samlesbury, Preston, PR5 0UL	0.6%	1	0.0%	0	0.0%	0	2.8%

Column %ges.

St. Annes Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Smart Fit, Campbell Street, Preston, PR1 5LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spindles Health & Leisure, Queens Promenade, Blackpool, FY2 9AA	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
The Gym Gorup, Cookson Street, Blackpool, FY1 3AJ	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	5	0.0%	0
Thornton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Total Fitness, Strand Road, Preston, PR1 8UY	1.2%	2	0.0%	0	0.0%	0	2.4%	1	13.6%	1	0.0%	0	0.0%	0
YMCA Garstang Leisure Centre, Windsor Road, Garstang, PR3 1ED	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0
YMCA, Breck Road, Poulton-le-Fylde, FY6 7HJ	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	135	17	14	29	7	28	39							
Sample:	129	18	26	27	18	16	24							

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Q42 Which cinema did you last visit?														
<i>Those that said 'Cinema' at Q37 AND Excl. Nulls & SFT</i>														
Zone 1														
The Island, South Promenade, St. Annes, FY8 1SW	16.4%	37	50.7%	13	46.6%	11	20.1%	9	1.8%	0	0.0%	0	8.9%	4
Zone 5														
Odeon, Rigby Road, Blackpool, FY1 5EP	45.7%	104	47.1%	12	35.5%	9	15.5%	7	0.0%	0	61.3%	46	68.2%	31
Zone 6														
Blackpool Outdoor Cinema, Preston New Road, Blackpool, FY4 4XQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Mitchell & Kenyon Cinema, University of Central Lancashire, Corporation Street, Preston, PR1 2HE	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Port Way, Ashton-on-Ribble, Preston, PR2 2YQ	6.7%	15	0.0%	0	3.8%	1	17.5%	8	32.2%	4	0.0%	0	4.5%	2
Odeon, The Dome, Barton Dock Road, The Trafford Centre, M17 8DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Savoy Cinema, Victoria Road West, Cleveleys, FY5 1BS	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
The Flower Bowl Entertainment Centre, Garstang Road, Preston, PR3 0BT	11.5%	26	0.0%	0	3.8%	1	17.5%	8	46.4%	6	12.3%	9	4.5%	2
The Regent Cinema, Church Street, Blackpool, FY1 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, DL1 Leisure, Darlington, DL1 5AD	0.7%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Vue, North Promenade, Cleveleys, FY5 1DB	9.5%	21	0.0%	0	8.3%	2	5.6%	2	0.0%	0	22.8%	17	0.0%	0
Vue, The Printworks, Manchester, M4 2BS	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	4.5%	2
Vue, Walton-Le-Dale, Preston, PR5 4AW	6.9%	16	2.2%	1	1.9%	0	18.4%	8	13.1%	2	3.6%	3	4.7%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	227	25	24	44	14	74	45							
Sample:	220	29	41	43	38	42	27							

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q43 Which ten-pin bowling venue did you last visit?							
<i>Those that said 'Ten pin bowling' at Q37 AND Excl. Nulls & SFT</i>							
Outside Survey Area							
Lane7, Wharfside Street, Birmingham, B1 1RN	1.4%	1	0.0%	0	0.0%	0	6.6%
LeVel, Lancaster Road, Preston (Guild Hall), PR1 1HT	8.2%	5	22.1%	1	0.0%	0	6.6%
MFA Bowl, Market Street, Blackpool, FY1 1EX	23.7%	14	55.9%	3	40.1%	1	0.0%
Namco Funscape, The Trafford Centre, Manchester, M17 8ED	4.7%	3	0.0%	0	0.0%	0	0.0%
Red Rose Bowl, Green Bank Street, Preston, PR1 7PH	4.5%	3	0.0%	0	0.0%	0	13.8%
The Flower Bowl Entertainment Centre, Garstang Road, Preston, PR3 0BT	30.3%	18	0.0%	0	59.9%	1	59.1%
YMCA Thornton Health & Fitness Centre, Victoria Road East, Thornton, FY5 3SX	27.1%	16	22.1%	1	0.0%	0	13.8%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	58	6	2	12	2	20	15
Sample:	41	5	3	10	6	8	9

Q44 Which bingo venue did you last visit?

Those that said 'Bingo' at Q37 AND Excl. Nulls & SFT

Zone 4							
Barton Village Hall, A6, Barton, PR3 5AA	0.8%	0	0.0%	0	0.0%	0	0.0%
Zone 5							
Pats Bingo, The Promenade, Blackpool, FY1 5BE	6.5%	2	0.0%	0	0.0%	0	0.0%
Zone 6							
Marton Institute, Oxford Square, Blackpool, FY4 4DR	2.5%	1	0.0%	0	0.0%	0	0.0%
Outside Survey Area							
Club 3000, New Hall Lane, Preston, PR1 4DT	15.9%	5	0.0%	0	0.0%	0	56.3%
Mecca Bingo, Talbot Road, Blackpool, FY1 3QX	69.2%	23	100.0%	7	0.0%	0	50.3%
The Centre, High Street, Great Eccleston, PR3 0YB	5.1%	2	0.0%	0	0.0%	0	49.7%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	33	7	0	3	2	6	14
Sample:	26	7	0	2	5	3	9

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Q45 Which casino did you last visit?							
<i>Those that said 'Casino' at Q37 AND Excl. Nulls & SFT</i>							
Zone 5							
The Casino at Coral Island, New Bonny Street, Blackpool, FY1 5DW	9.2%	3	0.0%	0	0.0%	0	0.0%
Zone 6							
Grosvenor Casino, The Sandcastle, Promenade, Blackpool, FY4 1BB	76.2%	23	99.9%	1	100.1%	0	0.0%
Outside Survey Area							
Admiral Casino, Orchard Street, Preston, PR1 2EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Genting Casino, Queens Promenade, Blackpool, FY2 9QG	14.6%	4	0.0%	0	0.0%	0	100.1%
Others							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	30	1	0	0	1	13	15
Sample:	19	1	1	0	1	6	10

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q46 Which leisure facilities would you like to see more of in the area? [MR]														
Leisure facilities / activities for young children	6.7%	40	9.8%	9	1.6%	1	7.8%	8	4.6%	2	7.7%	14	5.0%	7
Indoor swimming pool	6.4%	39	5.7%	5	6.3%	3	4.8%	5	9.9%	3	7.4%	13	6.2%	9
Better shopping facilities	5.1%	31	4.1%	4	0.7%	0	3.0%	3	4.3%	1	3.8%	7	10.6%	15
Leisure facilities / activities for teenagers (including youth clubs)	4.9%	30	3.6%	3	2.6%	1	6.9%	7	3.7%	1	3.0%	5	7.7%	11
Restaurants	4.1%	24	4.5%	4	0.0%	0	5.4%	6	4.6%	2	4.5%	8	3.6%	5
Leisure facilities / activities for families	3.8%	23	12.1%	11	2.6%	1	3.0%	3	3.2%	1	3.1%	6	0.6%	1
Cinema	2.9%	18	0.0%	0	0.9%	0	4.5%	5	0.0%	0	3.0%	5	5.0%	7
Play spaces / park facilities	2.2%	13	1.5%	1	0.0%	0	0.0%	0	0.9%	0	3.1%	5	4.3%	6
Food / farmers markets	2.1%	13	6.7%	6	0.9%	0	2.4%	3	0.0%	0	1.5%	3	0.6%	1
Ice rink	2.1%	12	0.0%	0	0.0%	0	5.7%	6	0.0%	0	3.7%	6	0.0%	0
Bowling alley (ten-pin bowling)	2.1%	12	3.0%	3	4.5%	2	0.0%	0	1.9%	1	2.1%	4	2.0%	3
Leisure / sports centre	1.9%	11	1.5%	1	2.7%	1	1.4%	1	3.1%	1	0.0%	0	4.0%	6
Cycle paths / area	1.8%	11	4.5%	4	6.1%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Health and fitness venues (including gyms)	1.6%	9	2.2%	2	0.0%	0	3.2%	3	1.6%	1	1.5%	3	0.6%	1
Pubs / bars	1.4%	9	1.5%	1	0.0%	0	0.7%	1	2.5%	1	1.6%	3	2.1%	3
Indoor soft play areas	1.3%	8	1.5%	1	0.0%	0	1.7%	2	0.0%	0	1.6%	3	1.4%	2
Outdoor festivals / events	1.2%	7	5.3%	5	0.9%	0	1.7%	2	0.9%	0	0.0%	0	0.0%	0
Theatres	1.2%	7	3.4%	3	1.5%	1	0.0%	0	1.8%	1	1.6%	3	0.0%	0
Bars / pubs	1.0%	6	0.6%	1	0.0%	0	3.0%	3	4.4%	1	0.6%	1	0.0%	0
Outdoor swimming pool	1.0%	6	0.0%	0	2.6%	1	2.3%	2	0.0%	0	0.0%	0	1.4%	2
Coffee shops / cafes	1.0%	6	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0
Karting	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.1%	5	0.0%	0
Leisure facilities / activities for the elderly	0.9%	6	0.0%	0	0.0%	0	3.7%	4	2.6%	1	0.0%	0	0.6%	1
More sports facilities (football pitches, tennis courts)	0.9%	6	0.0%	0	1.8%	1	0.0%	0	4.3%	1	0.6%	1	1.4%	2
Indoor trampoline parks	0.9%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Lower prices to access leisure facilities	0.9%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Museums	0.9%	5	2.1%	2	0.0%	0	0.7%	1	0.0%	0	1.6%	3	0.0%	0
Leisure facilities / activities for disabled people	0.9%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	3	1.4%	2
Comedy clubs	0.8%	5	0.6%	1	0.0%	0	1.7%	2	0.0%	0	1.6%	3	0.0%	0
Indoor tennis courts	0.8%	5	3.1%	3	0.9%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Skateboarding	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	1.4%	2
Street carnivals	0.8%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Art galleries	0.7%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.6%	3	0.6%	1
Concert hall / venue	0.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.6%	1
Better public transport links to leisure facilities	0.5%	3	0.6%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.6%	1
Dance facilities	0.5%	3	0.6%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Climbing centres	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Better takeaway restaurants	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Obstacle courses	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ski centre	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Dry ski slope	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Better parking at leisure facilities	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
More public footpaths / walking areas	0.3%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Spas	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor gyms	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More beach activities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Liver music venues	0.2%	1	0.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art classes	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing facilities	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better swimming pool	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.4%	322	45.9%	42	70.2%	37	49.3%	52	58.7%	20	56.4%	99	50.2%	72
(Don't know)	7.6%	46	9.1%	8	3.7%	2	8.9%	9	4.1%	1	5.5%	10	10.3%	15
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

Column %ges.

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Q47 How do you normally travel when visiting leisure destinations?														
<i>Not those that said '(None mentioned)' at Q37</i>														
Car / van (as driver)	60.9%	330	57.3%	47	71.2%	34	60.3%	58	77.9%	23	55.5%	86	62.3%	81
Car / van (as passenger)	9.4%	51	8.5%	7	4.5%	2	17.1%	16	9.9%	3	8.3%	13	7.1%	9
Bus, minibus or coach	4.9%	27	0.7%	1	3.8%	2	0.7%	1	2.9%	1	9.1%	14	6.7%	9
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	13.6%	74	25.5%	21	17.8%	8	16.8%	16	6.7%	2	13.2%	20	4.4%	6
Taxi	4.4%	24	2.5%	2	1.8%	1	0.0%	0	0.0%	0	3.6%	6	11.7%	15
Train	0.5%	3	1.7%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	6	0.7%	1	0.0%	0	1.8%	2	0.0%	0	1.8%	3	0.8%	1
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.2%	28	3.3%	3	0.0%	0	2.5%	2	2.5%	1	8.5%	13	7.1%	9
Weighted base:		541		83		48		96		30		155		130
Sample:		534		86		90		92		89		90		87

GEN Gender of respondent.

Male	36.1%	218	40.8%	38	33.8%	18	37.0%	39	37.8%	13	38.8%	68	29.5%	43
Female	63.9%	386	59.2%	55	66.2%	35	63.0%	66	62.2%	21	61.2%	107	70.5%	102
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

AGE Could I ask how old you are please?

18 – 24 years	5.8%	35	4.6%	4	3.8%	2	8.4%	9	1.9%	1	6.3%	11	5.9%	9
25 – 34 years	14.2%	86	23.2%	21	7.6%	4	13.4%	14	3.8%	1	17.3%	30	10.3%	15
35 – 44 years	17.6%	106	19.3%	18	9.1%	5	14.4%	15	7.3%	2	16.6%	29	25.5%	37
45 – 54 years	18.5%	112	15.0%	14	14.7%	8	16.2%	17	25.7%	9	16.8%	29	24.3%	35
55 – 64 years	18.8%	113	15.0%	14	25.5%	14	20.2%	21	16.7%	6	19.7%	34	17.1%	25
65+ years	25.0%	151	23.0%	21	39.3%	21	27.5%	29	44.6%	15	23.4%	41	16.8%	24
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

QUOTA Zone

Zone 1	15.3%	92	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.8%	53	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.4%	105	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.6%	34	0.0%	0	0.0%	0	0.0%	0	100.0%	34	0.0%	0	0.0%	0
Zone 5	29.0%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	175	0.0%	0
Zone 6	23.9%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

St. Annes Household Survey for Nexus Planning

Weighted:

November 2021

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
PC Postcode Sector														
FY1 4	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	19	0.0%	0
FY1 5	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	23	0.0%	0
FY1 6	4.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	25	0.0%	0
FY3 0	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	10	0.0%	0
FY3 7	6.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	39	0.0%	0
FY3 8	3.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	21	0.0%	0
FY3 9	6.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	37	0.0%	0
FY4 1	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	30
FY4 2	3.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	24
FY4 3	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	14
FY4 4	7.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	43
FY4 5	5.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	33
FY6 8	1.7%	10	0.0%	0	0.0%	0	9.8%	10	0.0%	0	0.0%	0	0.0%	0
FY8 1	5.8%	35	38.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FY8 2	4.9%	30	32.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FY8 3	4.6%	27	29.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FY8 4	6.4%	38	0.0%	0	72.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
FY8 5	2.4%	15	0.0%	0	27.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR3 5	1.2%	7	0.0%	0	0.0%	0	0.0%	0	21.7%	7	0.0%	0	0.0%	0
PR4 0	4.4%	26	0.0%	0	0.0%	0	0.0%	0	78.3%	26	0.0%	0	0.0%	0
PR4 1	3.9%	24	0.0%	0	0.0%	0	22.5%	24	0.0%	0	0.0%	0	0.0%	0
PR4 2	7.0%	42	0.0%	0	0.0%	0	40.3%	42	0.0%	0	0.0%	0	0.0%	0
PR4 3	4.8%	29	0.0%	0	0.0%	0	27.4%	29	0.0%	0	0.0%	0	0.0%	0
Weighted base:		603		92		53		105		34		175		144
Sample:		603		100		101		100		100		102		100

Appendix 3 – Property Market Report, Robert Pinkus & Co

Appendix 4 – Healthcheck Assessment

St Anne's Town Centre

Description

St Anne's town centre is one of three of Fylde's top-tier town centres, as designated under Policy EC5 of the Fylde Local Plan Partial Review.

The centre is situated on the seafront towards the south-western edge of the authority area. The principal commercial areas are located off the Promenade, St Anne's Road West, Clifton Drive North and the surrounding roads. St Anne's train station is situated at the north eastern extent of the town centre, with Ashton Gardens bordered the northern boundary.

St Anne's is the largest centre in the Fylde authority area in respect of unit numbers and floorspace. The centre consists of a range of retail, leisure and service operators, focussed around the independent sector with some national multiples present. An Aldi foodstore, which forms part of a mixed-use development is situated to the north off St George's Road, with the Sainsbury's foodstore located adjacent to the train station.

It is a Victorian/Edwardian seaside resort with a number of historic and period buildings located throughout the centre, which reflect the heritage of the town. The centre serves both the local catchment's day-to-day retail, leisure and service needs, and a wider visitor catchment through the provision of leisure activities, and a range of hoteliers, particularly along the Promenade. The centre also hosts a monthly farmers market.

St Anne's is an attractive and pleasant retail environment, with architectural elements and interesting shop fronts that create a high standard of environmental quality. It is accessible, with a good level of pedestrian safety particularly with wider footpaths outside of key commercial units along Orchard Road and St Anne's Road.



Figure 1: The public realm throughout the town centre, as shown here on St Anne's Road West, is attractive and generally well-maintained



Figure 2: There are a number of high quality, attractive shopfronts throughout St Anne's which add to the town's overall character and appearance



Figure 3: St Anne's has a strong convenience goods offer, anchored by Sainsbury's and Aldi.



Figure 4: The former Taylor's store closed in January 2015, and is being converted into a spa/hotel which will be operated by 'Sanctuary'.

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Floorspace at 2011 (sq.m)	Floorspace at 2011 (%)
Comparison	12,220	28.9%	30.2%	17,510	45.3%
Convenience	6,140	14.5%	15.5%	5,340	13.8%
Financial	3,330	7.9%	6.7%	11,340	29.4%
Leisure	9,050	21.4%	25.9%		
Retail Service	6,880	16.3%	7.2%		
Vacant	4,700	11.1%	13.8%	4,430	11.5%
TOTAL	42,320	100%	100	38,620	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units UK Average at 2022 (%)
Comparison	83	31.3%	27.0%
Convenience	16	6.0%	9.3%
Financial	24	9.1%	8.9%
Leisure	57	21.5%	25.0%
Retail Service	55	20.8%	15.7%
Vacant	30	11.3%	13.8%
TOTAL	265	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Table 3 Multiple and Independent Composition of St Anne's Town Centre

Operator	Floorspace (sq.m)	Proportion of Floorspace (%)	Units	Proportion of Units (%)
Independent	23,540	55.6%	185	69.8%
Multiple	14,080	33.3%	50	18.9%
Vacant	4,700	11.1%	30	11.3%
Total	42,320	100%	265	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022

Uses

There is a distinct geographic divided in the distribution of uses in the town centre, with comparison uses being predominant along St Anne's Road West and services uses (including financial and business, leisure and retail operators) being located throughout the remainder of the town centre. Convenience operators are located in the north of the town centre, with two key operators meeting main-food shopping requirements being Aldi and Sainsbury's.

There are 83 comparison goods operators in St Anne's town centre, which equate to 31.3% of all units. These units account for 12,220 sq.m of floorspace, which equates to 28.9% of the total stock of commercial floorspace. This represents a significant decrease in the total stock of comparison goods retail floorspace since 2011 and is reflective of the changes in St Anne's retail offer, in part due to the closure of the JR Taylor department store, which comprises a total of 540 sq.m, but is also reflective of a significant increase in floorspace occupied by service operators, as we set out in more detail below.

Within the defined town centre, there are 12 charity shops, 11 clothing shops, nine crafts, gifts, china & glass shops and a number of other operators including antique shops, booksellers, florists, hardware and household goods shops and a jewellers.

Comparison goods operators in the town centre are relatively diverse, and include a range of national multiple retailers, such as Bonmarche, Boots, Home Bargains, New Look and Superdrug, alongside a number of independent operators. Within the independent sector are a range of gift shops, some of which's offer clearly serve the tourist visitor custom to the centre. The table below provides a breakdown of identified comparison goods operators by Experian Goad sub-category.

Table 4 Breakdown of Comparison Good Operators by Experian Goad Sub-Category

Operator	Floorspace (sq.m)	Units
Antique Shops	610	2
Art & Art Dealers	60	1
Booksellers	270	2
Carpets & Flooring	490	4
Charity Shops	1,280	12
Chemist & Drugstores	600	2
Childrens & Infants Wear	70	1
Clothing General	150	2
Crafts, Gifts, China & Glass	700	9
Diy & Home Improvement	600	4
Electrical & Other Durable Goods	820	5
Florists	200	2
Footwear	160	1
Furniture Fitted	250	2
Furniture General	270	2
Gardens & Equipment	80	1
Greeting Cards	110	1

Hardware & Household Goods	1,310	2
Jewellery, Watches & Silver	180	2
Ladies & Mens Wear & Acc.	1,110	8
Music & Video Recordings	230	2
Newsagents & Stationers	380	1
Other Comparison Goods	250	4
Secondhand Goods, Books, Etc.	470	3
Telephones & Accessories	190	2
Textiles & Soft Furnishings	330	3
Toiletries, Cosmetics & Beauty Products	210	1
Toys, Games & Hobbies	70	1
Vehicle & Motorcycle Sales	770	1
Total	12,220	83

There are also a number of convenience goods retailers in the town centre, comprising a total of 16 units, which account for 6.0% of all of the available units in the centre. The convenience operators equate to 6,140 sq.m, or 14.5% of the total stock of retail floorspace. These include Aldi and Sainsbury's as well as a number of smaller retailers including Tesco Express, Premier and Holland and Barrett. In total, there are five confectionery, tobacco and newsagents, three convenience stores, two bakers and confectioners alongside a delicatessen. In addition to these convenience operators, St Anne's hosts a monthly Farmers Market, which is held on the first Thursday of each month at the car parks throughout the town centre. Traders include a number of artisan food and drink operators.

Overall, the range of convenience retailers is considered commensurate to St Anne's role and we do not believe there to be any fundamental omissions in respect of serving the day-to-day needs of the community. The table below provides a breakdown of convenience goods operators in St Anne's town centre.

Table 5 Breakdown of Convenience Good Operators by Experian Good Sub-Category

Operator	Floorspace (sq.m)	Units
Bakers & Confectioners	230	2
Confectionery, Tobacco & News	390	5
Convenience Stores	1140	3
Grocers & Delicatessens	50	1
Health Foods	190	1
Markets	390	1
Shoe Repairs & Key Cutting	100	1
Supermarkets	3650	2
Total	6,140	16

St Anne's town centre is dominated by service operators, particularly leisure and retail service operators. Service operators account for 51.3% of all operators in the town centre, and 45.5% of the total stock of retail floorspace, this is a significantly greater proportion of floorspace than the 29.4% recorded at 2011. Service operators are generally located in the more peripheral areas of the town centre away from St Anne's Road West along Wood Street.

In total, there are 57 leisure service operators (which equates to 21.5% of all units in the town centre), comprising 9,050 sq.m of floorspace (which equates to 21.4% of the total stock of retail floorspace). Operators include 14 cafés, 14 hot-food takeaways (including Papa John's and Subway), 10 restaurants, nine bars, five public houses and hotels and guest houses (including Travelodge).

There are 55 retail service operators in the town centre, which account for 20.8% of all units and 16.3% of the total stock of retail floorspace. Operators include hairdressers and beauty salons, car repair garages, a laundrette, opticians, a Post Office, travel agents and a tattooist. Financial and business service operators account for 9.1 % of all units and 7.9% of the total stock of retail floorspace. These operators mainly include retail banks, such as HSBC, NatWest, Halifax and Barclays, and estate agents, solicitors and financial advisors. However, this offer is anticipated to change in Summer 2022 with the closure of the HSBC bank.

A search of The Requirement List has confirmed that a number of operators, including The Range, Premier Inn and M&S Food have an outstanding requirement for new premises in St Anne's.

In respect of independent and national multiple operators, as set out at Table 3, St Anne's town centre is dominated by independent operators, with these accounting for 55.6% of the total stock of retail floorspace in the town centre, and 69.8% of all retail units in the centre. Conversely, multiple operators account for 33.3% of the total stock of retail floorspace and 18.9% of all units in the town centre. This disparity can be attributed to a smaller number of multiple operators trading from units with a limited floorplate; these operators generally offer a wider product range or have more specific floorspace requirements that can only be met at larger, purpose-built retail units. Indeed, this disparity is more apparent when vacant units are discarded from the figures. When vacant units are excluded, independent operators account for 62.6% of the total stock of retail floorspace and 78.7% of units.

Vacancies

Our site visit was undertaken in early July, when activity in the town centre was likely to be at its greatest levels due to the seasonal increase in tourism. As such, the town centre was generally considered to be a vibrant town centre with relatively low levels of vacancy. This is evidenced in the composition figures, which show a vacancy rate lower than the current national averages in respect of both floorspace and units.

Our survey identified a total of 30 vacant units within the extent of St Anne's town centre as defined by Experian Goad. The 30 units account for 11.3% of all commercial units in the town centre and the 4,700 sq.m of vacant floorspace accounts for 11.1% of the total stock of retail floorspace, slightly lower than the 11.5% of vacant floorspace observed in 2011.

Vacant units are generally located throughout the town centre, however a particularly prominent concentration of vacant units was observed along St

Anne's Road West between Park Road and Clifton Drive. These units include the former Taylor's store which closed in January 2015, although it is understood that permission has been granted for to convert the unit into a spa, restaurant, bar and hotel which will be operated by 'Sanctuary'.

At the time of our visit, this unit constituted the largest single vacant unit in St Anne's and extended to approximately 540 sq.m. The average size of vacant units in the town centre is 157 sq.m.

Market Summary

According to analysis from Costar, the average market rent per sq.ft currently achieved in St Anne's is £14.03, with this figure representing a decrease on the £14.36 per sq.ft achieved in the previous 12 month period. Likewise, the average market sale price per sq.ft has decreased since the past 12 month period, down 5.8% to £131 per sq.ft. Notwithstanding this, Costar currently predict market rents to increase to circa £14.90 per sq.ft by 2026.

In respect of yields, Costar find that the current market yield is 8.0%, with this figure representing an increase on the 7.8% market yield recorded in the previous 12 month period. The current market yield is forecast to barely change over the period to 2026 in St Anne's.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be leased within 8.3 months on the market, with approximately 70% of premises being let within 12 months.

Pedestrian Flows

Pedestrian activity varied considerably throughout St Anne's town centre at the time of our visit.

The greatest levels of activity were observed along St Anne's Road West, with this road accommodating a high proportion of retail units in the town centre. Other focal points for pedestrian activity were also the Sainsbury's and Aldi foodstores.

The significant levels of activity observed around the two largest convenience food shopping destinations in the town centre is to be expected, as these two operators act as 'anchors' of the centre for the local catchment, and provide opportunities for shoppers to link their trips between these operators and the wider town centre. In this regard, shoppers linking their trips were observed on the day of our visit.

Lower levels of activity were observed in the areas of Wood Street, Park Road and St Andrew's Road South.

Accessibility

St Anne's town centre benefits from a relatively high level of accessibility. The town is well integrated into the surrounding road network, with easy road access into Blackpool to the north and Lytham, Kirkham and Preston to the east.

Public transport is readily available from St Anne's town centre. St Anne's-on-the-Sea train station is located in the north-west of the town centre.

Hourly services to Blackpool South and Preston can be alighted from the station, with Blackpool South accessible in approximately eight minutes. The last train departing from the station to Blackpool is at 23:03, and to Preston at 23:32. The first train to Preston is at 05:22.

There are a number of bus stops located throughout St Anne's town centre, including those along St Anne's Road West. Bus services 7, 11, 17, 68, 76 and 78 provide frequent services to Blackpool, Lytham and Preston.

In respect of vehicle parking, there are a number of car parks located throughout the town centre including 204 spaces at North Promenade, which provides two hours of parking for £2.20, and 280 spaces at St George's Road multi-storey. Additional car parking facilities are available on-street throughout the centre, which provide up to 90 minutes of free, short-term car parking. There are no EV charging points located within the town centre. There are cycle parking facilities located throughout the town centre. A taxi rank outside of the train station further increases the range of transport modes available.

Pedestrian accessibility is also considered to be good, with the town centre being formed by easily walkable streets with wide pavements. The grid layout of the town also improves permeability. Furthermore, as a limited volume of traffic passes through the town centre the ease of pedestrian movement is relatively good. However the volume of traffic does at times limit safe pedestrian movement, particularly at pinch points around St Anne's Road West and The Crescent. Likewise, parked vehicles along more peripheral streets can limit safe pedestrian crossing, with poor visibility of oncoming vehicles provided. Notwithstanding this, there are a considerable number of crossing points located throughout the town centre, although observations in the centre may suggest these are not located to reflect pedestrian desire lines and along the preferred route of people waling through the town centre.

Perception of Safety

St Anne's is considered to be a safe and secure town centre, with a high perception of safety and little visible evidence of crime in terms of anti-social behaviour, graffiti or loitering, particularly during day-time hours both in and out of season. According to the website UKCrimeStats, 168 crimes were reported within a mile radius of St Anne's town centre in April 2022. This compares with 194 crimes reported in the same area in April 2021 and 227 in April 2020.

Although more central areas around St Anne's Road West benefit from a good standard of natural and passive surveillance, and high levels of pedestrian activity, areas further from the centre, including Wood Street, Park Road and St Andrew's Road South feel less secure due to the lower levels of pedestrian activity in these areas, and thus less surveillance. However, the standard of safety even in these areas is still considered to be good.

Conversely, rear streets with considerably lower levels of footfall, such as Back St Anne's Road West, feel comparatively much less safe and secure than streets with greater levels of activity. This perception is anticipated to be greater during evening hours throughout much of the town, when by virtue of reduced levels of activity there is less surveillance and perhaps poorer lighting, which may further negatively impact the overall perception of safety.

Pedestrian safety is also somewhat compromised by the considerable amount of traffic that moves through the centre, however the relatively wide and setback footways which line the roads in the centre somewhat improve the overall perception of pedestrian safety.

Environmental Quality

St Anne's is an attractive, purpose built Victorian/Edwardian resort town and as such is generally a characterful retail destination. The town's architecture is generally attractive and adds to the pleasant environment of the centre. The majority of units are well-maintained, and a number of attractive shopfronts add interest and further character to the town centre.

Public realm throughout the town is of a high standard, particularly along St Anne's Road West. More peripheral areas, such as Wood Street, have a slightly lower standard of environmental quality. The environment and appearance of these locations is primarily functional compared to the more attractive and period appearance of areas along St Anne's Road West.

The area between St Anne's Pier and the retail core of the town centre is relatively unattractive and could benefit from some investment, particularly in respect of improving the pedestrian link.

A number of prominent vacant units, including the former Edinburgh Woollen Mill, detract from the overall appearance of the town centre and would benefit from a new occupant being identified in order to bring vibrancy to these units. Likewise, removal of unnecessary street clutter, such as unused tables and chairs and large refuse bins would be beneficial to improve the overall appearance of the town.

In general, St Anne's town centre is considered to be a clean and generally attractive centre, which is well-maintained if in need of additional investment to improve the appearance of parts of the town centre.

Conclusions

St Anne's is the largest centre in the Fylde authority area as defined by Experian Goad, and as such is a key retail and service destination. The town centre is primarily focused around St Anne's Road West and Wood Street. The town is also a key tourist destination, and accordingly much of its retail and service offer is geared towards meeting the needs of the seasonal tourist population.

The town centre is located immediately adjacent to the Fylde Coast and St Anne's seafront, which includes the Pier and Beach. St Anne's is an attractive, purpose built Victorian/Edwardian resort town and as such is

generally a characterful retail destination. The majority of units are well-maintained, and a number of attractive shopfronts add interest and further character to St Anne's.

Since 2011 the town centre has seen a significant contraction in the proportion of comparison goods floorspace, from 45.3% to 28.9% at 2022, but a substantial increase in the level of service floorspace in the centre which has increased from 11,340 sq.m to a total of 19,260 sq.m at 2022. The 2011 Fylde Coast Retail Study identified a lack in comparison operators and a particular shortfall in clothing and footwear operators. This overarching offer has reduced further since 2011 with the closure of some key operators. However, the remaining clothing and footwear offer is of good quality, with some higher end operators present within the centre.

The retail service offer is focused around hairdressers and other health & beauty salons. There are also a variety of independent restaurants throughout the centre, providing a good food and drink offer for visitors and the local catchment.

As a result of this contraction, a number of prominent vacant units, including the former Edinburgh Woollen Mill, the former M&Co unit and Taylor's department store, currently detract from the overall appearance of the town centre. There are current investment plans to repurpose the former department store which will considerably enhance this part of the town centre, and improve the environmental aesthetics in terms of the shopfronts at street level.

The repurposing and reuse of the vacant units and floorspace within the centre would assist in securing the centre's future vitality and viability, and seek to diversify the overall offer.

St Anne's town centre is considered to be a clean and generally attractive centre, which is well-maintained if in need of additional investment to improve the appearance of parts of the town centre.

Despite the increase in vacant units and floorspace in the last decade and the presence of some notable vacant units, the overarching town centre environment, offer and nature is considered to be relatively vital and viable. This is particularly the case in light of the current private sector investment into the former department store unit, delivering a new leisure use to meet both the needs of the catchment but also serving the visitor catchment.



St Annes town centre

St Annes Town Centre Strategy and Masterplan: Fylde Healthcheck and Centres Study

Survey Date - July 2022

Lytham Town Centre

Description

Lytham town centre is situated on the northern edge of the Fylde authority area, located approximately 4.5km to the south east of St Anne's. The centre is broadly linear in function, and is situated in proximity to the seafront. Outside of the Goad centre boundary to the north east, is the Boots convenience foodstore, which provides for an important convenience function for the local catchment, meeting their top-up and main food shopping needs.

Lytham is an attractive town centre, with a high standard of environmental quality, and in particular, number of attractive shopfronts which add interest and vibrancy to the streetscene. Lytham is also well integrated into the transport network, in respect of both roads and public transport, with Lytham train station located towards the northern extent of the centre.

The town centre is focused Clifton Street, with retail units, restaurants and cafés being concentrated in this location. Clifton Street is a tree-lined route, which provides a pleasant retail environment, with a range of listed buildings providing additional character. Lytham is the second largest centre in the Fylde authority area in respect of unit numbers and floorspace.

The centre is dominated by a number of period buildings, which comprise small commercial units, accommodating a range of principally independent operators.

There are some national multiples present in the centre, consisting of a Sainsbury's Local, Boots, Fat Face and Bodycare. Additionally there are a relatively diverse range of comparison, leisure and service operators, with the town having a particularly strong food and beverage sector.



Figure 1: Stringers department store occupies a key retail unit in the town



Figure 2: The public realm throughout Lytham is generally attractive and well-maintained



Figure 3: Areas of seasonal planting and trees throughout the town provide a sense of character to the town centre



Figure 4: Clifton Street is the main route through the town centre, and provides for considerable on-street car parking

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Floorspace at 2011 (sq.m)	Floorspace at 2011 (%)
Comparison	10,020	37.7%	30.2%	9,750	39.9%
Convenience	1,890	7.1%	15.5%	3,130	12.8%
Financial	1,340	5.0%	6.7%	8,520	34.9%
Leisure	9,180	34.6%	25.9%		
Retail Service	3,070	11.6%	7.2%	3,010	12.3%
Vacant	1,060	4.0%	13.8%		
TOTAL	26,560	100%	100	24,410	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units UK Average at 2022 (%)
Comparison	74	37.0%	27.0%
Convenience	15	7.5%	9.3%
Financial	12	6.0%	8.9%
Leisure	53	26.5%	25.0%
Retail Service	36	18.0%	15.7%
Vacant	10	5.0%	13.8%
TOTAL	200	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Uses

Lytham is the second largest retail centre in Fylde, but unlike St Anne's it is less focused on providing for the needs of the seasonal tourist population. Instead, the town centre provides a more 'traditional' retail make-up, focused on comparison and convenience goods, with a strong range of supporting service operators which appeal to both local residents and tourists alike.

The town centre is underpinned by a strong comparison goods offer, which is greater than the current national average in terms of both floorspace and units. Our survey recorded 74 comparison goods units, which account for 10,080 sq.m of floorspace. This equates to 37.0% and 37.7% of all units and the total stock of retail floorspace respectively, a figure which in respect of the proportion of floorspace has witnessed a two percentage point decrease since 2011, but has increased in the total provision of floorspace by 270 sq.m.

The operators are diverse and include those focused on the day-to-day needs of the local community, such as pharmacies, clothing stores and charity shops, as well as more specialist operators selling camping and sports goods, furniture and carpets and flooring. The town centre also accommodates an independent department store, Stringers. National multiple comparison operators with a presence in Lytham town centre include Bodycare, Boots, Clarks, Fat Face and Savers.

The proportion of convenience goods operators in Lytham is broadly similar to the current national average in respect of both floorspace and units, with the 15 convenience operators accounting for 1,890 sq.m of floorspace. These figures equate to 7.5% and 7.1% in respect of units and floorspace respectively. These figures represent a decrease in the total stock of convenience goods retail floorspace since 2011.

The convenience offer is anchored by Tesco Express and Sainsbury's Local on Clifton Street. Other operators in the town centre include six bakers and confectioners, three delicatessens, a confectionary, tobacco and news store, a fishmonger and off-licence. Lytham hosts a monthly Farmers Market, which is held on the third Thursday of each month at Clifton Square. Traders include a number of artisan food and drinks operators. The large format Booths foodstore is situated outside of the Goad centre boundary but within the defined town centre to the north east. This store provides an important convenience function for residents, meeting both top-up and main food shopping needs.

Lytham's service offer is relatively strong, and accounts for around half of all operators and the total stock of retail floorspace in the town centre, up from just over a third at 2011. There are 53 leisure service operators, which account for 26.5% of all units in the town centre and equates to 9,180 sq.m of retail floorspace or 34.6% of the total stock of retail floorspace. In addition to this, there are 36 retail service operators (18.0% of all units) which account for 3,070 sq.m of floorspace.

Financial and business service operators account for 6.0% of all units in Lytham town centre. These units equate to 5.0% of the total stock of retail floorspace in the town centre. Operators are diverse and include a single retail bank, Lloyds, building societies, alongside a number of estate agents and professional services such as surveyors and solicitors.

A search of The Requirement List has confirmed that a number of operators, including The Range, Premier Inn, KFC, Lidl and M&S Food have an outstanding requirement for new premises in Lytham.

Vacancies

Lytham's vacancy rate at the time of our survey equates to 5.0% and 4.0% in respect of units and floorspace respectively. Both of these figures are substantially lower than the current national averages, and as such are not considered to represent cause for concern. Furthermore, the proportion of vacant floorspace represents a significant decrease on the 12.3% vacancy rate recorded at 2011, reducing the level of vacant floorspace by more than half of that which was recorded a decade ago.

Vacant units are generally located throughout the town centre, with no one part of the town centre being dominated by a concentration of vacant properties.

The largest vacant units in the town centre are located at 8 Market Square and 75 and 48 Clifton Street. These units extend to approximately 190 and 160 sq.m. The average size of the vacant units in the town centre is approximately 106 sq.m.

Market Summary

According to analysis from Costar, the average market rent per sq.ft currently achieved in Lytham is £18.88, with this figure representing a decrease on the £19.15 per sq.ft achieved in the previous 12 month period. Likewise, the average market sale price per sq.ft has decreased since the past 12 month period, down 5.3% to £175 per sq.ft. Notwithstanding this, Costar currently predict market rents to increase to circa £20.40 per sq.ft by 2026.

In respect of yields, Costar find that the current market yield is 7.8%, with this figure representing an increase on the 7.5% market yield recorded in the previous 12 month period. The current market yield is forecast to barely change over the period to 2026 in Lytham.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be leased within 8 months on the market, with approximately 60% of premises being let within 12 months.

Pedestrian Flows

Pedestrian activity was strong throughout the main retail centre of Lytham at the time of our visit. Activity was particularly strong along Clifton Street, between Stringers department store and Bannister Street. The town's strong comparison and leisure service offer were clear generators of pedestrian activity in Lytham. Relatively limited pedestrian flows were observed between the town centre and the Booths foodstore on Park View Road, suggesting there is a low instance of linked-trips between the centre and the foodstore.

Limited pedestrian movements were noted between Clifton Street and the more peripheral areas of the town centre, such as North and South Clifton Street and The Green. These peripheral areas, which have fewer retail units

and therefore fewer features which are considered likely to drive footfall, were observed as having a particularly lower level of pedestrian activity.

Clifton Street, which is the main vehicular thoroughfare in the town, forms a key barrier to pedestrian movements. Although there are a limited number of crossing points in the town centre, pedestrian movement is restricted in the town by virtue of vehicular movements. These restrictions are particularly pronounced between Bannister Street and Pleasant Street due to the lack of a crossing point in this location.

Accessibility

Lytham town centre is well-connected to surrounding destinations by road and public transport options.

The town centre is located adjacent to the A584 which links Blackpool and Preston along the Fylde Coast. There are a number of pay-and-display car parks located throughout Lytham. These include 135 spaces at Pleasant Street and 100 spaces at Lytham Station, as well as spaces at along the promenade at Dicconson Terrace and Bath Street. These charge between 80p and £1.20 for up to 2 hours of car parking. On-street car parking is also located throughout the town centre, such as at Clifton Street where up to one-hour of parking is available between 9am and 6pm. There are two EV charging points located at the Booths car park on Park View Road. There are a number of cycle parking stands located throughout the town centre.

Lytham town centre is well served by public transport, particularly bus and train transport. Lytham train station is located approximately 150 metres to the northwest of the town centre on Station Square. Direct services between Preston and Blackpool South, including St Anne's, can be accessed. There is a single service per hour to Preston and Blackpool South, with Preston accessible in 20 minutes and Blackpool South in 13 minutes. The last service to Blackpool South departs at 22:56, and to Preston at 23:38 and the earliest service departs the station at 05:29 to Preston and 06:50 to Blackpool South.

The primary bus interchanges in Lytham town centre are located at Clifton Street, from which services 11, 17, 68, 68C, 76, 78, 639, 853, 916 and 959 can be alighted. These services provide access to Preston, Blackpool, Saltcotes and St Anne's. Blackpool town centre can be accessed via bus in a little over an hour, and Preston can be accessed in approximately 40 minutes.

Lytham town centre is considered to be easily accessible by a variety of means, including public transport, and pedestrian accessibility is also considered to be generally good.

Perception of Safety

Lytham is a safe and secure centre. The generally linear nature of the town centre, particularly along Clifton Street, and the volume of passing traffic through the centre, ensures that a high standard of natural and passive surveillance is maintained. However, a number of back streets, such as North and South Clifton Streets, benefit from less obvious levels of surveillance, and as such feel less safe in comparison to more central

locations. It should be noted that this does not mean that these areas feel unsafe.

Clifton Street, the main retail thoroughfare in Lytham, benefits from wide pedestrian footpaths on either side of the road. This separation ensures that pedestrian activity is removed from passing vehicles, and so pedestrian safety is of a good level. However, there are few pedestrian crossing points in the town centre. According to the website UKCrimeStats, 42 crimes were reported within a mile radius of Lytham town centre in April 2022. This compares with 79 crimes reported in the same area in April 2021 and 61 in April 2020.

Environmental Quality

Lytham town centre is considered to be an attractive town which provides a pleasant retail environment. Many of the buildings within the town centre are of a historic nature and a considerable number are listed. Lytham town centre is almost wholly located within the Lytham (Town Centre) Conservation Area, with this status being considered to be reflective of both the historic and attractive nature of the town. Specific buildings and locations, including St Peter's Church at the eastern end of the town and Clifton Square and Lytham Memorial Garden in the west provide a positive contribution towards the centre's overall environmental quality.

The centre is generally well maintained, as are the retail units themselves. Retail shopfronts in the town are largely attractive, and a number of them have unique appearances by virtue of being operated by independent operators. There are seasonal planters and areas of planting located throughout the centre, and the trees which line Clifton Street add a positive aspect to the town. The public realm in the surroundings is again well planned and maintained, with clear signposting around the centre. These areas are of a simple design and provide opportunities for seating and café culture. No apparent environmental issues relating to anti-social behaviour or vandalism were observed.

To the south of the town centre is The Green, which is a strip of grassland located between the shore and the A584 coast road between Blackpool and Preston. The Green overlooks the River Ribble, and is the location of a key landmark in the town; the restored Lytham Windmill.

Conclusions

Lytham town centre is considered to be an attractive town which provides a pleasant retail environment. Many of the buildings within the town centre are of a historic nature and a considerable number are listed.

Lytham is the second largest centre in the Fylde authority area in respect of unit numbers and floorspace. The town accommodates a significant number of high end and independent retailers alongside more traditional day-to-day retail and service operators. The centre also hosts a frequent market and a number of specialist food and drink shops.

Lytham town centre comprises a number of attractive shopfronts which add interest and vibrancy to the streetscene. It is also well integrated into the transport network, in respect of both roads and public transport.

Lytham's vacancy rate at the time of our survey is substantially lower when compared to the current national averages, and as such are not considered to represent cause for concern.

Accordingly, Lytham is considered to be a vital and viable centre.



Lytham town centre

St Annes Town Centre Strategy and Masterplan: Fylde Healthcheck and Centres Study

Survey Date - July 2022

Kirkham Town Centre

Description

Kirkham town centre is located in the centre of the Fylde authority area, and is an historic market town with a retail core which includes a number of period and heritage buildings which add character and interest to the town centre. By virtue of the town's historic status, Kirkham has hosted a market for a number of centuries.

The centre is focused along Poulton Street and includes a diverse range of goods and services which are considered easily capable of providing for the day-to-day needs of the local community. Kirkham is anchored by a strong convenience and leisure service offer which reflect the centre's role as a key service centre to surrounding settlements in this part of Fylde, such as Wesham. The centre is generally well maintained and provides an attractive and pleasant retail environment, however the centre's environmental quality is somewhat impacted by vehicle movements along Poulton Street and through the town centre.



Figure 1: The Morrisons food store on Mill Street underpins the convenience offer in Kirkham



Figure 2: Market Square accommodates two markets, the Outdoor Market on a Thursday and the monthly Artisan Market on Saturdays



Figure 3: Poulton Street is the main retail thoroughfare in Kirkham, and is dominated by vehicular movements



Figure 4: The NatWest branch in Kirkham closed in July 2017

Table 1 Town Centre Floorspace Composition

GOAD Category	Floorspace at 2022 (sq.m)	Floorspace at 2022 (%)	Floorspace UK Average at 2022 (%)	Floorspace at 2011 (sq.m)	Floorspace at 2011 (%)
Comparison	4,060	31.8%	30.2%	4,510	37.8%
Convenience	3,740	29.3%	15.5%	3,770	31.6%
Financial	480	3.8%	6.7%	2,970	24.9%
Leisure	2,270	17.8%	25.9%		
Retail Service	1,350	10.6%	7.2%		
Vacant	880	6.9%	13.8%	690	5.8%
TOTAL	12,780	100%	100	38,620	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Table 2 Town Centre Unit Composition

GOAD Category	Units at 2022	Units at 2022 (%)	Units UK Average at 2022 (%)
Comparison	36	31.9%	27.0%
Convenience	9	8.0%	9.3%
Financial	7	6.2%	8.9%
Leisure	25	22.1%	25.0%
Retail Service	26	23.0%	15.7%
Vacant	10	8.8%	13.8%
TOTAL	113	100%	100%

Source: Composition of town centre derived from Nexus Planning Survey of July 2022; UK Average from Experian Goad Report May 2022

Uses

Kirkham's retail offer is underpinned by a reasonably strong provision of convenience and comparison goods operators.

In this regard, convenience goods operators account for 8.0% of all units and 29.3% of the total stock of retail floorspace, with the proportion of convenience goods floorspace decreasing by three percentage points since 2011. Although these figures differ somewhat from current national averages, this level of convenience provision is considered to be generally appropriate for a centre with a profile and catchment such as Kirkham.

The convenience goods offer is relatively diverse, and is anchored by Morrisons on Mill Street Road and a Co-operative foodstore at Market Square. Other operators include two grocers, two confectionary, tobacco and news stores, a confectioner and a butchers, focused more around the independent sector.

The town also has a frequent market, as Kirkham hosts a monthly Farmers Market which is held on the second Saturday of each month at Market Square. Traders in attendance offer a range of goods, including home produced food and drink, arts and crafts.

The town has a range of comparison goods operators. In total, 31.8% of the total stock of retail floorspace and 31.9% of all units are occupied by

comparison operators. The total proportion of comparison goods retail floorspace recorded in 2021 represents a decrease on the figure at 2011, but is above the UK national average at 30.2%.

Comparison operators include seven hardware and household goods shops and three charity shops, three clothing and footwear shops, three chemists, three electrical goods shops, two greeting card shops and three antiques/art dealers. In addition, there are a number of specialist retailers selling carpets and flooring, furniture, vehicle accessories and textiles and soft furnishings.

Although Kirkham is largely dominated by convenience and comparison goods operators, there are a diverse range of service operators in the town centre. Leisure service operators account for 22.1% of all units and 17.8% of the total stock of commercial floorspace. Operators include 12 hot-food takeaways, five cafés, two public houses as well as bars, betting offices and a restaurant.

Retail service operators are similarly diverse, equating to 23.0% of all units and 10.6% of the total stock of retail floorspace. These 26 operators include eight hairdressers and five beauty salons. Specialist retail services operators include a Post Office, dry cleaners, a dog groomers and travel agents. There are seven financial and business service operators, accounting for 6.2% of all units. These include two estate agents, two solicitors and a building society.

A search of The Requirement List has confirmed that two operators, Dominos and Lidl, have an outstanding requirement for new premises in Kirkham.

Vacancies

Kirkham's vacancy rate is lower than the current national average for both unit and floorspace composition. At the time of our visit, a vacancy rate in respect of floorspace and units of 6.9% and 8.8% respectively was recorded, compared to the commensurate UK averages at 13.8% and 13.8% respectively.

Although these figures represent an increase on the 5.8% vacancy rate recorded at 2011, they are not considered to represent a substantial cause for concern, particularly in light of both figures falling below the UK national average. However, ongoing monitoring of the centre's vacancy rate is recommended.

Vacant units in the town are concentrated along Poulton Street around the junctions of Birley Street and Kirkgate. These units include the former Natwest branch, which has been vacant since approximately June 2017.

Vacant units at 32A and the former Lloyds Bank on Poulton Street are the two largest vacant units in the town, extending to 230 sq.m and 180 sq.m respectively. The majority of vacant units in Kirkham are relatively small, with the average vacant unit comprising 88 sq.m of floorspace.

Market Summary

According to analysis from Costar, the average market rent per sq.ft currently achieved in Kirkham is £15.25, with this figure representing a decrease on the £15.55 per sq.ft achieved in the previous 12 month period. Likewise, the average market sale price per sq.ft has decreased since the past 12 month period, down 5.8% to £128 per sq.ft. Notwithstanding this, Costar currently predict market rents to increase to circa £16.20 per sq.ft by 2026.

In respect of yields, Costar find that the current market yield is 8.0%, with this figure representing an increase on the 7.7% market yield recorded in the previous 12 month period. The current market yield is forecast to barely change over the period to 2026 in Kirkham.

In respect of the probability of leasing vacant premises, 50% of premises can be anticipated to be leased within 8.5 months on the market, with 80% of premises being let within 12 months.

Pedestrian Flows

At the time of our visit, pedestrian activity was generally strong throughout the town centre but was particularly concentrated around Mill Street and the Morrisons foodstore in the west of the town centre, and Market Square in the east. Although some linked trips were observed between these two destinations, generally it was noted that most visits were concentrated in these two locations with most arriving and departing by car from these locations and not linking their trip to other destinations in the town.

Limited pedestrian movements were noted between areas surrounding the town centre and the town centre itself. Peripheral areas, which have fewer retail units and therefore fewer features which are considered likely to drive footfall, were observed as having a particularly lower level of pedestrian activity.

Poulton Street, which is the main vehicular thoroughfare in the town, forms a key barrier to pedestrian movement. Although there are crossing points in the centre of the town and at the junction of Poulton Street and Moor Street, pedestrian movement is restricted in the town by virtue of vehicular movements.

These restrictions are particularly pronounced at the eastern end of the town centre at the roundabout on Poulton Street. The lack of pedestrian crossing islands represent a barrier to movement, and the wide vehicular carriageways can be challenging to cross due to high levels of vehicular movements.

Accessibility

Kirkham is considered to benefit from a high level of accessibility. In respect of public transport, there are a number of bus stops located along Poulton Street, with bus services including 61, 61C, 75, 76 and 78 providing direct services to St Anne's, Lytham, Preston City Centre, Blackpool town centre, Fleetwood and a number of surrounding villages.

Kirkham and Wesham train station is located approximately 750 metres to the north-west of the town centre, from which frequent services to Blackpool, Manchester, Preston and Liverpool can be accessed. Blackpool North train station can be accessed in approximately 14 minutes from Kirkham and Wesham.

In respect of vehicular accessibility, Kirkham is well integrated and related to the local and national road network. The M55 motorway runs to the north of the town, and is accessed by the A585 through Wesham. The A583 to the south of the town provides access to Preston and Blackpool. Within Fylde, Lytham St Anne's is located to the southwest of Kirkham and can be accessed via a number of less direct routes.

There is a considerable amount of free car parking available in Kirkham town centre, with 140 free spaces provided at Mill Street for up to two hours. Additionally, there is on-street car parking available along Poulton Street. There are no EV charging points located in the town centre.

Perception of Safety

Although Kirkham town centre is set out in a largely linear manner along Poulton Street, the centre is relatively dispersed and includes a number of non-retail uses within the defined centre boundary. The town centre is also bisected by Poulton Street, which has a relatively high, and constant, volume of traffic moving along it. As such Kirkham benefits from a high standard of both natural and passive surveillance. Due to the varied activity through the centre, and the residential properties within it, this surveillance is likely to continue at all hours of the day thereby providing a good standard of safety.

According to the website UKCrimeStats, 95 crimes were reported within a mile radius of Kirkham town centre in April 2022. This compares with 113 crimes reported in the same area in April 2021 and 122 in April 2020.

Although the perception of safety in Kirkham is generally of a high standard, the centre lacks any pedestrianised areas which could help to improve the overall perception of safety, particularly for pedestrians. This situation is exacerbated by the volume of traffic that moves through the centre along Poulton Street.

Environmental Quality

In general, Kirkham is a reasonably pleasant town centre. The eastern end of the town centre is located within a Conservation Area, and there are a number of heritage and period buildings located throughout the centre, which add character to the town centre.

A number of the retail units are well maintained and have modern, functional shopfronts. However, there are a number of vacant units in the town centre which impact negatively on the overall vibrancy of Kirkham. With the exception of the public realm around the junction of Mill Street, the public realm throughout the rest of the town centre is generally considered to be poor and in need of investment.

By virtue of the town centre's location along a key route, the centre is relatively dominated by vehicular movements. The result of this is to negatively impact the centre's overall environmental quality. Notwithstanding this, the environmental quality of Kirkham is considered to be good although essentially functional.

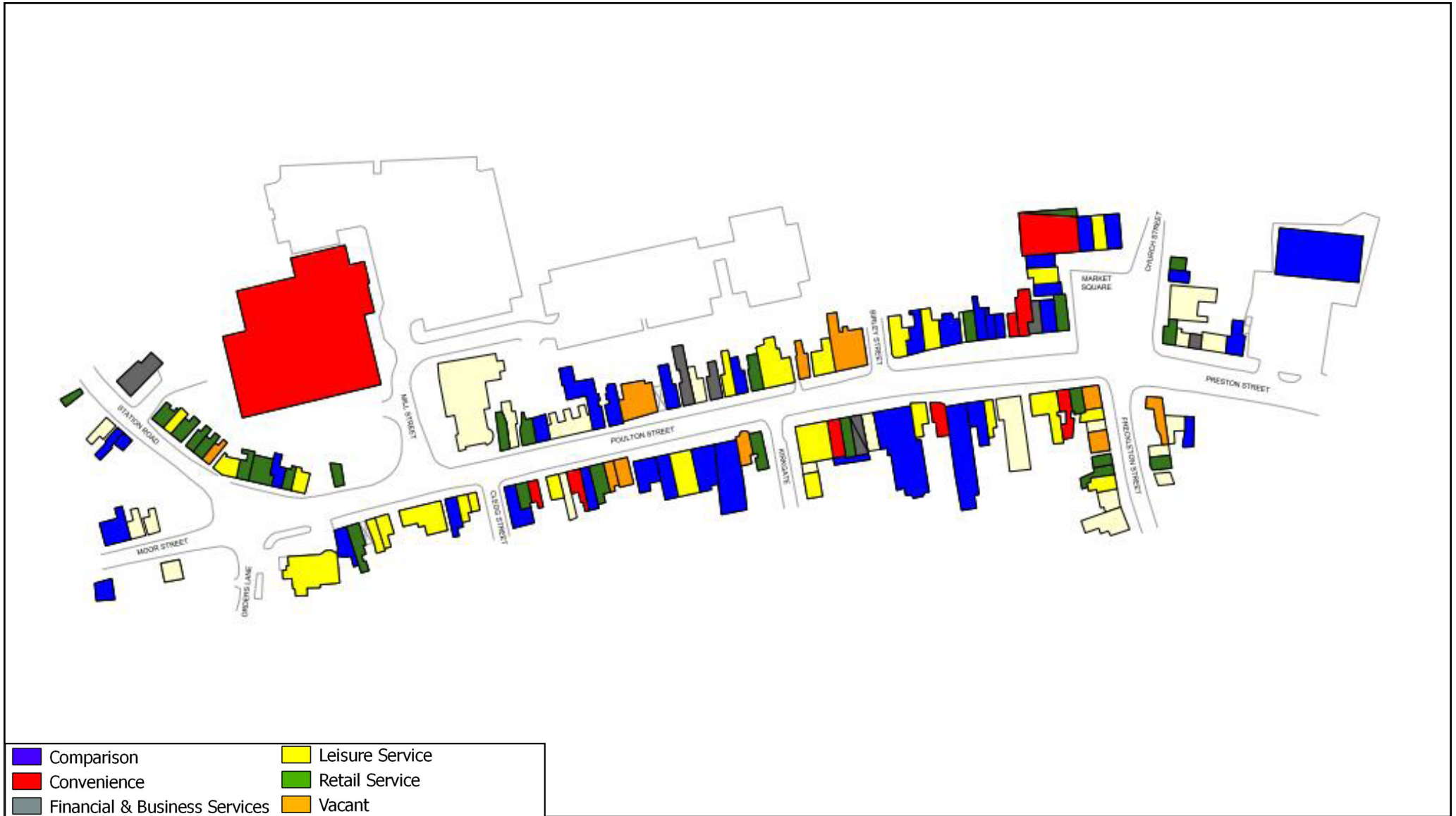
Conclusions

Kirkham is the smallest of the three town centres surveyed in the Fylde authority area, and as such primarily caters to serving day-to-day retail, leisure and service needs. The centre is anchored by a strong convenience goods offer focused around the Morrisons and Co-op, alongside which is a relatively diverse comparison offer

Kirkham's overall commercial offer is underpinned by a strong range of retail, leisure and service operators which are commensurate with the centre's role as a key service centre. This role is further strengthened by the town's frequent Market.

Kirkham's vacancy rate is lower than the current national average for both unit and floorspace composition. At the time of our visit, a vacancy rate in respect of floorspace and units of 6.9% and 8.8% respectively was recorded, compared to the commensurate UK averages at 13.8% and 13.8% respectively. This lower than average vacancy rate is a positive sign for the town centre, although these figures represent an increase on the 5.8% vacancy rate recorded at 2011. However, we do not consider that the current vacancy rates are in cause for concern, and ongoing monitoring of the centre's vacancy rate is recommended.

In light of the centre's historic nature, environmental aesthetics and overarching safety, alongside its commercial offer and lower than average vacancy rate, we consider the centre to be vital and viable and meeting its function to primarily serve the local catchment. In this regard, the centre's retail offer is anchored by the Morrisons on Mill Street Road, which seeks to meet residents' main and top-up convenience needs, alongside the wider convenience offer in the centre.



Kirkham town centre

St Annes Town Centre Strategy and Masterplan: Fylde Healthcheck and Centres Study

Survey Date - July 2022

Appendix 5 – Quantitative Capacity Assessment

Fylde Retail Study 2021
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population			Per capita expenditure (£)				
	2022	2027	2032	2022 <i>inc SFT</i>	<i>Convenience</i>			
					2022	2027	2032	2032
A	29,292	30,043	30,608	2,889	2,733	2,570	2,552	2,558
B	16,225	16,777	17,127	3,081	2,914	2,741	2,722	2,728
C	35,934	37,404	38,578	2,827	2,674	2,515	2,498	2,503
D	14,760	14,938	15,115	2,845	2,691	2,532	2,514	2,519
E	52,454	52,757	53,216	2,605	2,465	2,318	2,302	2,307
F	45,130	45,234	45,465	2,634	2,492	2,344	2,328	2,332
Total	193,795	197,153	200,109					

Notes:

a. Zones based on the following post code sectors

A: FY8 1, FY8 2, FY8 3

B: FY8 4, FY8 5

C: FY6 8, PR4 1, PR4 2, PR4 3

D: PR3 5, PR4 0

E: FY1 4, FY1 5, FY1 6, FY3 0, FY3 7, FY3 8, FY3 9

F: FY4 1, FY4 2, FY4 3, FY4 4, FY4 5.

b. Per capita expenditure derived from Experian MMG3 data (2021 report)

c. Population derived from Experian MMG3 data (2021 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 19

e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 19

2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)			Growth (£m)	
	Convenience			Convenience	
	2022	2027	2032	2022-2027	2022-2032
A	75.3	76.7	78.3	1.4	3.0
B	44.5	45.7	46.7	1.2	2.2
C	90.4	93.4	96.6	3.0	6.2
D	37.4	37.6	38.1	0.2	0.7
E	121.6	121.5	122.8	-0.2	1.2
F	105.8	105.3	106.0	-0.5	0.3
Total	474.9	480.1	488.4	5.2	13.5

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2022)		
	Main	Top-up	Total
A	56.5	18.8	75.3
B	33.4	11.1	44.5
C	67.8	22.6	90.4
D	28.0	9.3	37.4
E	91.2	30.4	121.6
F	79.3	26.4	105.8
Total	356.2	118.7	474.9

Notes:

a. Zones based on the following post code sectors

A: FY8 1, FY8 2, FY8 3

B: FY8 4, FY8 5

C: FY6 8, PR4 1, PR4 2, PR4 3

D: PR3 5, PR4 0

E: FY1 4, FY1 5, FY1 6, FY3 0, FY3 7, FY3 8, FY3 9

F: FY4 1, FY4 2, FY4 3, FY4 4, FY4 5.

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods across Fylde Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	191.7	220.8	14.4	43.4
2027	195.5	223.2	14.5	42.2
2032	195.7	227.1	14.8	46.1
Study Area Market Share (%)		46.5		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Fylde facilities of 46.5% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Fylde Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	43.4	3,200	4,400
2027	42.2	3,100	4,200
2032	46.1	3,400	4,600

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)

Table 6c: Extant convenience goods commitments in Fylde Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone F						
The Garden Place, Cropper Road, Westby with Plumpton	21/0799	Erection of 3no. retail units to provide local centre	245	233	8,000	1.9
Total			(sq m)	233		1.9

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Fylde Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	43.4	1.9	41.6	3,100	4,200
2027	42.2	1.9	40.3	2,900	4,000
2032	46.1	1.9	44.2	3,200	4,400

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2020 Prices

Table 6a: Estimated capacity for additional convenience goods across St Annes

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	59.8	69.7	5.0	14.9
2027	61.0	70.4	5.1	14.5
2032	61.0	71.6	5.2	15.8
Study Area Market Share (%)		14.7		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by St Annes facilities of 14.7% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across St Annes

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	14.9	1,100	1,500
2027	14.5	1,100	1,400
2032	15.8	1,200	1,600

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)

Table 6c: Extant convenience goods commitments in St Annes

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			(sq m)	-	-	-	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in St Annes

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	14.9	0.0	14.9	1,100	1,500
2027	14.5	0.0	14.5	1,100	1,400
2032	15.8	0.0	15.8	1,200	1,600

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2020 Prices

Table 6a: Estimated capacity for additional convenience goods across Lytham

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	32.5	39.5	2.3	9.3
2027	33.2	39.9	2.3	9.1
2032	33.2	40.6	2.4	9.8
Study Area Market Share (%)		8.3		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Lytham facilities of 8.3% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Lytham

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	9.3	700	900
2027	9.1	700	900
2032	9.8	700	1,000

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)

Table 6c: Extant convenience goods commitments in Lytham

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			(sq m)	-	-	-	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Lytham

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	9.3	0.0	9.3	700	900
2027	9.1	0.0	9.1	700	900
2032	9.8	0.0	9.8	700	1,000

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2020 Prices

Table 6a: Estimated capacity for additional convenience goods across Kirkham

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	20.6	37.5	1.8	18.7
2027	21.0	37.9	1.9	18.8
2032	21.1	38.6	1.9	19.4
Study Area Market Share (%)		7.9		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Kirkham facilities of 7.9% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Kirkham

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	18.7	1,400	1,900
2027	18.8	1,400	1,900
2032	19.4	1,400	1,900

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)

Table 6c: Extant convenience goods commitments in Kirkham

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			(sq m)	-	-	-	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Kirkham

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	18.7	0.0	18.7	1,400	1,900
2027	18.8	0.0	18.8	1,400	1,900
2032	19.4	0.0	19.4	1,400	1,900

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,994 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a (Experian Retail Planner 19 January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 7a: Population

Zone	Population		
	2022	2027	2032
A	29,292	30,043	30,608
B	16,225	16,777	17,127
C	35,934	37,404	38,578
D	14,760	14,938	15,115
E	52,454	52,757	53,216
F	45,130	45,234	45,465
Total	193,795	197,153	200,109

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2020 with STT										Comparison goods expenditure per capita (£) 2020								Comparison goods expenditure per capita (£) 2022								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
	A	943	283	409	422	677	513	334	494	4,076	702	211	304	314	504	381	249	368	3,032	747	224	324	334	536	406	265	392
B	1,088	337	472	502	741	572	405	565	4,681	810	251	351	373	551	425	302	420	3,483	862	267	373	397	587	453	321	447	3,707
C	973	303	402	511	645	572	344	500	4,249	724	225	299	380	480	426	256	372	3,161	770	240	318	405	510	453	273	396	3,364
D	1,080	349	470	575	698	645	379	535	4,731	803	260	350	428	520	480	282	398	3,520	855	276	372	455	553	511	300	424	3,746
E	806	233	356	393	496	452	231	332	3,299	600	174	265	293	369	337	172	247	2,454	638	185	282	311	393	358	183	263	2,612
F	857	248	334	447	523	515	260	367	3,552	638	185	249	333	389	383	194	273	2,643	679	196	265	354	414	408	206	291	2,813

Zone	Comparison goods expenditure per capita (£) 2027										Comparison goods expenditure per capita (£) 2032									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		
A	821	247	356	367	590	446	291	431	3,549	926	278	401	414	665	504	329	486	4,004		
B	948	293	411	437	645	498	353	492	4,077	1,069	331	463	493	728	561	398	555	4,599		
C	847	264	350	445	561	498	300	435	3,700	956	297	395	502	633	562	338	491	4,174		
D	940	304	409	501	608	562	330	466	4,120	1,060	343	462	565	686	634	372	526	4,648		
E	702	203	310	342	432	394	201	289	2,873	792	229	349	386	487	444	227	326	3,241		
F	747	216	291	390	455	449	227	319	3,093	842	244	328	439	514	506	256	360	3,490		

Notes:

a. Zones based on the following post code sectors

A: FY8 1, FY8 2, FY8 3

B: FY8 4, FY8 5

C: FY8 8, PR4 1, PR4 2, PR4 3

D: PR3 5, PR4 0

E: FY1 4, FY1 5, FY1 6, FY3 0, FY3 7, FY3 8, FY3 9

F: FY4 1, FY4 2, FY4 3, FY4 4, FY4 5.

b. Per capita expenditure derived from Experian MMG3 data (2021 report)

c. Population derived from Experian MMG3 data (2021 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 19

2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m) 2022									Comparison goods expenditure (£m) 2027								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
A	21.9	6.6	9.5	9.8	15.7	11.9	7.8	11.5	94.5	24.7	7.4	10.7	11.0	17.7	13.4	8.8	12.9	106.6
B	14.0	4.3	6.1	6.4	9.5	7.3	5.2	7.3	60.1	15.9	4.9	6.9	7.3	10.8	8.3	5.9	8.3	68.4
C	27.7	8.6	11.4	14.5	18.3	16.3	9.8	14.2	120.9	31.7	9.9	13.1	16.6	21.0	18.6	11.2	16.3	138.4
D	12.6	4.1	5.5	6.7	8.2	7.5	4.4	6.3	55.3	14.0	4.5	6.1	7.5	9.1	8.4	4.9	7.0	61.5
E	33.5	9.7	14.8	16.3	20.6	18.8	9.6	13.8	137.0	37.0	10.7	16.3	18.1	22.8	20.8	10.6	15.2	151.6
F	30.6	8.9	11.9	16.0	18.7	18.4	9.3	13.1	126.9	33.8	9.8	13.2	17.6	20.6	20.3	10.3	14.5	139.9
Total	140.3	42.1	59.2	69.8	91.0	80.2	46.1	66.1	594.8	157.1	47.2	66.3	78.2	102.0	89.9	51.7	74.1	666.4

Zone	Comparison goods expenditure (£m) 2032								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
A	28.4	8.5	12.3	12.7	20.4	15.4	10.1	14.9	122.5
B	18.3	5.7	7.9	8.4	12.5	9.6	6.8	9.5	78.8
C	36.9	11.5	15.2	19.4	24.4	21.7	13.0	18.9	161.0
D	16.0	5.2	7.0	8.5	10.4	9.6	5.6	7.9	70.2
E	42.1	12.2	18.6	20.6	25.9	23.7	12.1	17.4	172.5
F	38.3	11.1	14.9	20.0	23.4	23.0	11.6	16.4	158.7
Total	180.0	54.1	76.0	89.6	116.9	102.9	59.2	85.0	763.7

Notes:
a. Zones based on the following post code sectors
A: FY8 1, FY8 2, FY8 3
B: FY8 4, FY8 5
C: FY6 8, PR4 1, PR4 2, PR4 3
D: PR3 5, PR4 0
E: FY1 4, FY1 5, FY1 6, FY3 0, FY3 7, FY3 8, FY3 9
F: FY4 1, FY4 2, FY4 3, FY4 4, FY4 5.
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

2020 Prices

Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	4.3	1.4	1.6	0.0	0.0	0.4	0.8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	15.9	2.2	0.7	1.0	0.2	5.6	6.2
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.9	0.0	0.5	0.0	0.0	0.4	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	7.6	1.2	0.4	2.3	0.4	2.2	1.0
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	30.3	5.0	3.4	3.4	0.6	8.7	9.2
Total Study Area							
	50.7	13.1	7.7	8.8	1.7	9.2	10.3
Total Authority Area							
Destination	Total Clothing (£m)	Zone A Clothing (£m)	Zone B Clothing (£m)	Zone C Clothing (£m)	Zone D Clothing (£m)	Zone E Clothing (£m)	Zone F Clothing (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	4.3	0.2	0.5	1.5	0.2	0.8	1.1
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	1.6	0.0	0.0	0.0	0.7	0.9	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	34.4	1.8	2.1	1.6	0.2	15.8	13.0
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	1.0	0.5	0.0	0.3	0.2	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.8	0.0	0.0	0.8	0.0	0.0	0.0
Chester City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.0	0.2	0.0	0.0	0.0	0.0	0.8
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	8.8	1.7	0.2	2.3	3.6	0.9	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	1.4	0.0	0.0	0.3	0.0	0.4	0.7
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Glasgow City Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Kendal Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Leeds City Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	1.2	0.0	0.0	0.0	0.0	0.4	0.8
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	4.3	0.0	0.4	0.8	0.0	1.4	1.7
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.2	0.0	0.0	0.0	0.2	0.0	0.0

M&S, Fishergate, Preston, PR1 2BT	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	5.1	1.7	0.5	0.8	0.2	0.7	1.2
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.7	0.0	0.0	0.3	0.0	0.4	0.0
Preston City Centre	15.8	1.8	1.7	7.3	3.9	0.4	0.8
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.5	0.0	0.0	0.3	0.2	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.2	0.0	0.0	0.0	0.2	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	2.0	0.0	0.2	0.8	0.6	0.4	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.9	0.0	0.0	0.9	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Sub Total	89.6	8.8	6.2	18.9	10.9	24.3	20.3
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	89.6	8.8	6.2	18.9	10.9	24.3	20.3
Total	140.3	21.9	14.0	27.7	12.6	33.5	30.6

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	2.4	0.0	0.0	0.0	0.0	1.6	0.7
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	3.2	0.3	0.1	0.3	0.0	1.8	0.6
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.7	0.3	0.3	0.3	0.0	3.5	1.3
Total Study Area	21.3	5.6	3.2	5.6	0.7	3.8	2.5
Total Authority Area							
Destination	Total Books etc (£m)	Zone A Books etc (£m)	Zone B Books etc (£m)	Zone C Books etc (£m)	Zone D Books etc (£m)	Zone E Books etc (£m)	Zone F Books etc (£m)
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	11.0	0.8	0.0	0.7	0.0	5.1	4.4
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.7	0.0	0.0	0.7	0.0	0.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	0.6	0.0	0.0	0.4	0.2	0.0	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Fleetwood Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9B	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Preston City Centre	3.1	0.0	0.3	0.6	1.9	0.0	0.2
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HF	0.6	0.0	0.0	0.0	0.0	0.0	0.6
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5B	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.9	1.0	1.1	3.0	3.4	5.9	6.4
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	20.9	1.0	1.1	3.0	3.4	5.9	6.4
Total	42.1	6.6	4.3	8.6	4.1	9.7	8.9

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	2.7	0.0	0.0	2.5	0.0	0.0	7.9
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	2.2	0.0	0.0	0.0	0.0	0.0	7.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	29.3	24.7	22.8	11.8	0.0	33.0	39.9
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.4	0.0	0.0	0.0	0.0	0.0	1.3
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	3.3	4.2	0.0	0.0	0.0	5.8	2.8
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	1.4	2.8	0.0	3.0	0.0	1.7	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.9	0.0	0.0	0.0	0.0	0.0	2.8
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.7	1.4	0.0	0.0	0.0	1.7	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	6.1	0.0	0.0	23.1	0.0	10.0	2.5
The Range, Parkinson Way, Blackpool, FY4 2AZ	5.5	4.3	0.0	3.0	0.0	8.5	6.3
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.9	0.0	0.0	0.0	0.0	0.0	2.8
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	53.3	37.4	22.8	43.5	0.0	60.6	73.2
Total Study Area	70.0	83.6	81.1	64.1	6.7	62.3	74.5
Total Authority Area							
Destination	Total Household (%)	Zone A Household (%)	Zone B Household (%)	Zone C Household (%)	Zone D Household (%)	Zone E Household (%)	Zone F Household (%)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.2	0.0	0.0	0.0	6.7	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	11.2	10.9	0.0	0.0	0.0	19.4	11.9
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.2	0.0	3.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	2.4	0.0	5.0	2.5	6.2	4.1	1.3
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	1.5	2.8	0.0	6.2	6.7	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.1	0.0	0.0	0.0	0.0	4.1	0.0
Clitheroe Town Centre	0.1	0.0	0.0	0.0	3.1	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.4	0.0	3.0	0.0	21.6	1.7	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.7	0.0	0.0	6.5	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	4.7	0.0	0.0	6.3	0.0	8.4	5.6
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.9	0.0	0.0	0.0	0.0	0.0	2.8
IKEA, West Quay Road, Southampton, SO15 1GY	0.1	0.0	0.0	0.0	3.1	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0

John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.3	0.0	0.0	0.0	7.6	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.1	0.0	0.0	0.0	3.1	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	2.3	1.4	0.0	5.1	31.4	0.0	1.1
Queens Shopping Park, London Road, Preston, PR1 4HZ	1.1	1.4	0.0	0.0	0.0	0.0	2.8
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.3	0.0	0.0	3.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.2	0.0	2.5	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.2	0.0	2.5	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribblesdale, Preston, PR2 5BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.3	0.0	3.0	0.0	3.7	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.7	0.0	0.0	6.2	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	30.0	16.4	18.9	35.9	93.3	37.7	25.5
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	30.0	16.4	18.9	35.9	93.3	37.7	25.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.2	0.0	0.0	0.3	0.0	0.0	0.9
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.8	0.0	0.0	0.0	0.0	0.0	0.8
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	14.7	2.3	1.4	1.4	0.0	4.9	4.8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.6	0.4	0.0	0.0	0.0	0.9	0.3
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.9	0.3	0.0	0.3	0.0	0.2	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.4	0.1	0.0	0.0	0.0	0.2	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	4.4	0.0	0.0	2.6	0.0	1.5	0.3
The Range, Parkinson Way, Blackpool, FY4 2AZ	2.8	0.4	0.0	0.3	0.0	1.3	0.8
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	27.6	3.5	1.4	5.0	0.0	9.0	8.7
Total Study Area	38.6	7.9	4.9	7.3	0.4	9.2	8.9
Total Authority Area							
Destination	Total Household (£m)	Zone A Household (£m)	Zone B Household (£m)	Zone C Household (£m)	Zone D Household (£m)	Zone E Household (£m)	Zone F Household (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.4	0.0	0.0	0.0	0.4	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	5.3	1.0	0.0	0.0	0.0	2.9	1.4
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	1.7	0.0	0.3	0.3	0.3	0.6	0.2
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	1.3	0.3	0.0	0.7	0.4	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0
Clitheroe Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.6	0.0	0.2	0.0	1.2	0.2	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.7	0.0	0.0	0.7	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	2.6	0.0	0.0	0.7	0.0	1.2	0.7
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.3	0.0	0.0	0.0	0.0	0.0	0.3
IKEA, West Quay Road, Southampton, SO15 1GY	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.4	0.0	0.0	0.0	0.4	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	2.6	0.1	0.0	0.6	1.7	0.0	0.1
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.5	0.1	0.0	0.0	0.0	0.0	0.3
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.4	0.0	0.2	0.0	0.2	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.7	0.0	0.0	0.7	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.5	1.6	1.1	4.1	5.1	5.6	3.0
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	20.5	1.6	1.1	4.1	5.1	5.6	3.0
Total	59.2	9.5	6.1	11.4	5.5	14.8	11.9

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	2.5	0.0	0.0	0.0	0.0	0.0	7.7
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.5	0.0	0.0	3.4	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	11.6	19.1	15.1	0.0	0.0	9.0	15.2
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	2.1	8.9	0.0	2.9	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.5	0.0	0.0	3.4	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	35.6	8.4	28.5	20.4	0.0	55.2	47.5
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	3.4	0.0	0.0	16.1	0.0	0.0	3.4
The Range, Parkinson Way, Blackpool, FY4 2AZ	1.7	0.0	0.0	0.0	0.0	6.3	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	57.9	36.5	43.6	46.1	0.0	70.5	73.9
Total Study Area	68.2	68.1	81.2	51.8	0.0	70.5	79.6
Total Authority Area							
Destination	Total Toys etc (%)	Zone A Toys etc (%)	Zone B Toys etc (%)	Zone C Toys etc (%)	Zone D Toys etc (%)	Zone E Toys etc (%)	Zone F Toys etc (%)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.2	0.0	0.0	0.0	4.3	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.8	0.0	0.0	0.0	0.0	2.9	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.3	0.0	0.0	0.0	9.3	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilborough, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.7	0.0	0.0	0.0	0.0	2.5	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.2	0.0	5.9	0.0	0.0	0.0	0.0
Blackpool Town Centre	11.6	17.1	0.0	17.7	0.0	15.0	5.7
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.2	0.0	0.0	0.0	5.1	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.2	0.0	0.0	0.0	4.3	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.2	0.0	0.0	0.0	5.1	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	3.5	8.6	7.0	0.0	8.6	0.0	3.9
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	1.1	0.0	0.0	7.3	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Ecclestone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.2	0.0	5.9	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	4.1	4.5	0.0	12.8	23.7	0.0	1.6
Queens Shopping Park, London Road, Preston, PR1 4HZ	1.6	1.7	0.0	0.0	34.6	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.2	0.0	0.0	7.0	5.1	0.0	0.0
Rotherham Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	1.6
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	4.9	0.0	0.0	0.0	0.0	9.1	7.7
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.5	0.0	0.0	3.4	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	31.8	31.9	18.8	48.2	100.0	29.5	20.4
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	31.8	31.9	18.8	48.2	100.0	29.5	20.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.2	0.0	0.0	0.0	0.0	0.0	1.2
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.5	0.0	0.0	0.5	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	6.8	1.9	1.0	0.0	0.0	1.5	2.4
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.3	0.9	0.0	0.4	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.5	0.0	0.0	0.5	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	22.2	0.8	1.8	3.0	0.0	9.0	7.6
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	2.9	0.0	0.0	2.3	0.0	0.0	0.5
The Range, Parkinson Way, Blackpool, FY4 2AZ	1.0	0.0	0.0	0.0	0.0	1.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	36.4	3.6	2.8	6.7	0.0	11.5	11.8
Total Study Area	43.7	6.7	5.2	7.5	0.0	11.5	12.7
Total Authority Area							
Destination	Total Toys (£m)	Zone A Toys (£m)	Zone B Toys (£m)	Zone C Toys (£m)	Zone D Toys (£m)	Zone E Toys (£m)	Zone F Toys (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.4	0.0	0.0	0.0	0.0	0.4	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Blackpool Town Centre	7.6	1.7	0.0	2.6	0.0	2.4	0.9
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	2.5	0.8	0.5	0.0	0.6	0.0	0.6
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	1.1	0.0	0.0	1.1	0.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston City Centre	4.1	0.4	0.0	1.9	1.6	0.0	0.2
Queens Shopping Park, London Road, Preston, PR1 4HZ	2.5	0.2	0.0	0.0	2.3	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.4	0.0	0.0	1.0	0.3	0.0	0.0
Rotherham Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	2.7	0.0	0.0	0.0	0.0	1.5	1.2
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.5	0.0	0.0	0.5	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.1	3.1	1.2	7.0	6.7	4.8	3.3
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	26.1	3.1	1.2	7.0	6.7	4.8	3.3
Total	69.8	9.8	6.4	14.5	6.7	16.3	16.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone A Chemist (%)	Zone B Chemist (%)	Zone C Chemist (%)	Zone D Chemist (%)	Zone E Chemist (%)	Zone F Chemist (%)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.2	0.0	2.2	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.1	0.7	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.4	1.7	0.9	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	1.0	0.7	0.0	0.0	0.0	0.0	3.7
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.5	0.8	1.8	0.0	0.0	0.0	0.9
St. Annes: Alexandria Drive	1.1	5.3	0.0	1.0	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.6	3.5	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.3	1.5	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.1	0.7	0.0	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.3	1.7	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	13.3	60.9	13.5	0.0	0.0	0.0	6.4
St. Annes: Whalley Place	0.9	5.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.7	82.5	18.3	1.0	0.0	0.0	11.1
Zone B							
Ansdell Local Centre	1.0	2.4	6.1	0.0	0.0	0.0	0.0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.2	0.0	2.2	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	0.2	0.0	2.1	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	9.7	7.9	67.3	10.7	0.0	0.0	0.8
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.1	0.0	1.0	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.2	0.0	1.9	0.0	0.0	0.0	0.0
Sub Total	11.4	10.3	80.6	10.7	0.0	0.0	0.8
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.5	0.0	0.0	3.2	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	4.5	0.0	0.0	28.1	3.5	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.6	0.0	0.0	0.0	0.0	2.0	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	1.7	0.0	0.0	10.1	1.9	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.1	0.0	0.0	1.0	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.1	0.0	0.0	1.0	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.6	0.0	0.0	43.3	5.4	2.0	0.0
Zone D							
Barton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.1	0.0	0.0	0.0	2.4	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Lea Town Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	3.4	0.0	0.0
Zone E							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.4	0.0	0.0	0.0	0.0	0.0	1.9
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.8	0.0	0.0	0.0	0.0	2.1	0.9
Layton District Centre	1.3	0.0	0.0	0.0	0.0	4.6	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.3	0.0	0.0	0.0	0.0	1.0	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.2	0.0	0.0	0.0	0.0	0.8	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.2	0.0	0.0	0.0	0.0	0.8	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.5	0.0	0.0	0.0	0.0	1.8	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.8	0.0	0.0	0.0	0.0	11.0	2.8

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	5.1	1.7	0.0	0.0	0.0	3.0	16.9
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.4	0.0	0.0	0.0	0.0	0.8	0.8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.4	0.0	0.0	0.0	0.0	0.0	1.9
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.4	0.0	0.0	0.0	0.0	0.0	1.9
Common Edge Local Centre	0.7	0.0	0.0	0.0	0.0	0.0	2.8
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.9	0.8	0.0	0.0	0.0	2.8	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	3.6	3.3	1.0	0.0	0.0	0.0	12.5
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.2	0.0	0.0	1.1	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.6	0.0	0.0	0.0	0.0	0.0	2.4
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	7.4	0.7	0.0	8.5	2.4	15.6	6.1
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.1	6.5	1.0	9.6	2.4	22.2	46.1
Total Study Area	61.7	99.3	100.0	64.5	11.2	35.2	60.7
Total Authority Area							
Destination	Total Chemist (%)	Zone A Chemist (%)	Zone B Chemist (%)	Zone C Chemist (%)	Zone D Chemist (%)	Zone E Chemist (%)	Zone F Chemist (%)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.9	0.0	0.0	0.0	6.8	2.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.2	0.0	0.0	0.0	3.3	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	1.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	21.9	0.7	0.0	0.0	2.4	53.5	27.2
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.4	0.0	0.0	2.4	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.8	0.0	0.0	0.0	0.0	3.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	1.6	0.0	0.0	2.1	17.2	1.0	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.9	0.0	0.0	2.4	10.0	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.2	0.0	0.0	0.0	2.9	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.8	0.0	0.0	3.5	5.2	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.2	0.0	0.0	0.0	0.0	0.8	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.4	0.0	0.0	0.0	6.8	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.1	0.0	0.0	0.0	2.4	0.0	0.0
Liverpool City Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.9
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.2	0.0	0.0	1.1	0.0	0.0	0.0
Manchester City Centre	0.4	0.0	0.0	2.3	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.1	0.0	0.0	0.0	2.4	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.3	0.0	0.0	1.1	2.9	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	1.4	0.0	0.0	8.8	0.0	0.0	0.0
Preston City Centre	3.6	0.0	0.0	11.7	16.7	0.0	3.8
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.4	0.0	0.0	0.0	6.9	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	1.0	0.0	0.0	0.0	0.0	1.9	1.9
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.6	0.0	0.0	0.0	0.0	2.6	3.7
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5B4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	38.3	0.7	0.0	35.5	88.8	64.8	39.3
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	38.3	0.7	0.0	35.5	88.8	64.8	39.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods shopping expenditure

Destination	Total Chemist (£m)	Zone A Chemist (£m)	Zone B Chemist (£m)	Zone C Chemist (£m)	Zone D Chemist (£m)	Zone E Chemist (£m)	Zone F Chemist (£m)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.4	0.3	0.1	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.8	0.1	0.0	0.0	0.0	0.0	0.7
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.5	0.1	0.2	0.0	0.0	0.0	0.2
St. Annes: Alexandria Drive	1.0	0.8	0.0	0.2	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.5	0.5	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.2	0.2	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.1	0.1	0.0	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.3	0.3	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	12.1	9.6	1.3	0.0	0.0	0.0	1.2
St. Annes: Whalley Place	0.8	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total	17.0	13.0	1.7	0.2	0.0	0.0	2.1
Zone B							
Ansdell Local Centre	1.0	0.4	0.6	0.0	0.0	0.0	0.0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Preston Road, Saltcotes, Lytham, FY8 5AT	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	9.7	1.2	6.4	2.0	0.0	0.0	0.1
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	11.4	1.6	7.7	2.0	0.0	0.0	0.1
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.6	0.0	0.0	0.6	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	5.4	0.0	0.0	5.1	0.3	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	2.0	0.0	0.0	1.9	0.2	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.8	0.0	0.0	7.9	0.4	0.4	0.0
Zone D							
Barton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Lea Town Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Zone E							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.6	0.0	0.0	0.0	0.0	0.4	0.2
Layton District Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	0.0	0.0	0.0	0.0	2.3	0.5

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	4.0	0.3	0.0	0.0	0.0	0.6	3.2
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.3	0.0	0.0	0.0	0.0	0.2	0.1
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Common Edge Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.7	0.1	0.0	0.0	0.0	0.6	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	3.0	0.5	0.1	0.0	0.0	0.0	2.3
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	6.2	0.1	0.0	1.6	0.2	3.2	1.1
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	16.3	1.0	0.1	1.8	0.2	4.6	8.6
Total Study Area	56.5	15.6	9.5	11.8	0.9	7.2	11.3
Total Authority Area							
Destination	Total Chemist (£m)	Zone A Chemist (£m)	Zone B Chemist (£m)	Zone C Chemist (£m)	Zone D Chemist (£m)	Zone E Chemist (£m)	Zone F Chemist (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	1.0	0.0	0.0	0.0	0.6	0.4	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	16.4	0.1	0.0	0.0	0.2	11.0	5.1
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	2.0	0.0	0.0	0.4	1.4	0.2	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	1.3	0.0	0.0	0.4	0.8	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	1.1	0.0	0.0	0.6	0.4	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Liverpool City Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Manchester City Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.4	0.0	0.0	0.2	0.2	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	1.6	0.0	0.0	1.6	0.0	0.0	0.0
Preston City Centre	4.2	0.0	0.0	2.2	1.4	0.0	0.7
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.7	0.0	0.0	0.0	0.0	0.4	0.4
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.2	0.0	0.0	0.0	0.0	0.5	0.7
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	34.5	0.1	0.0	6.5	7.3	13.3	7.3
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	34.5	0.1	0.0	6.5	7.3	13.3	7.3
Total	91.0	15.7	9.5	18.3	8.2	20.6	18.7

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.4	0.0	0.0	0.0	0.0	1.9	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.8	0.0	0.0	0.0	0.0	2.2	3.9
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	1.1	0.0	1.9	0.0	2.1	1.9	1.2
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	59.2	56.7	69.8	43.1	0.0	58.5	73.5
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	1.4	0.0	0.0	0.0	0.0	0.0	4.4
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	1.2	1.3	0.0	0.0	0.0	4.6	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.2	0.0	1.6	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	4.9	1.3	1.6	10.4	0.0	8.1	3.6
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	70.1	59.3	75.0	53.5	2.1	77.1	86.6
Total Study Area	79.1	72.8	86.7	83.5	9.7	77.1	89.0
Total Authority Area							
Destination	Total Electrical (%)	Zone A Electrical (%)	Zone B Electrical (%)	Zone C Electrical (%)	Zone D Electrical (%)	Zone E Electrical (%)	Zone F Electrical (%)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.2	0.0	0.0	0.0	4.3	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.5	0.0	0.0	0.0	11.0	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.2	1.3	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.5	3.2	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	6.0	16.3	7.4	4.3	0.0	1.9	4.9
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.4	0.0	0.0	1.8	2.1	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.0	0.0	0.0	0.0	0.0	4.6	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	6.1	6.5	0.0	10.4	37.1	4.6	2.5
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.1	0.0	0.0	0.0	2.1	0.0	0.0
Fulwood Local Centre	0.2	0.0	0.0	0.0	5.2	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.3	0.0	0.0	0.0	7.4	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.4	0.0	0.0	0.0	0.0	1.9	0.0
Preston City Centre	1.3	0.0	0.0	0.0	9.5	4.1	0.0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.1	0.0	0.0	0.0	2.1	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.8	0.0	4.0	0.0	9.5	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	2.1	0.0	0.0	0.0	0.0	5.9	2.4
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.2	0.0	1.9	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.9	27.2	13.3	16.5	90.3	22.9	11.0
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	20.9	27.2	13.3	16.5	90.3	22.9	11.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.1	0.0	0.0	0.0	0.0	0.4	0.7
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.9	0.0	0.1	0.0	0.2	0.3	0.2
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	43.4	6.7	5.1	7.0	0.0	11.0	13.5
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.8	0.0	0.0	0.0	0.0	0.0	0.8
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	1.0	0.2	0.0	0.0	0.0	0.9	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	4.1	0.2	0.1	1.7	0.0	1.5	0.7
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	51.9	7.1	5.5	8.7	0.2	14.5	15.9
Total Study Area	60.2	8.7	6.4	13.6	0.7	14.5	16.4
Total Authority Area							
Destination	Total Electrical (£m)	Zone A Electrical (£m)	Zone B Electrical (£m)	Zone C Electrical (£m)	Zone D Electrical (£m)	Zone E Electrical (£m)	Zone F Electrical (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.8	0.0	0.0	0.0	0.8	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.4	0.4	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	4.4	1.9	0.5	0.7	0.0	0.3	0.9
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.4	0.0	0.0	0.3	0.2	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	6.6	0.8	0.0	1.7	2.8	0.9	0.5
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Fulwood Local Centre	0.4	0.0	0.0	0.0	0.4	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.6	0.0	0.0	0.0	0.6	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Preston City Centre	1.5	0.0	0.0	0.0	0.7	0.8	0.0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	1.0	0.0	0.3	0.0	0.7	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	1.6	0.0	0.0	0.0	0.0	1.1	0.4
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.0	3.2	1.0	2.7	6.8	4.3	2.0
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	20.0	3.2	1.0	2.7	6.8	4.3	2.0
Total	80.3	11.9	7.3	16.3	7.5	18.8	18.4

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY and gardening goods shopping patterns

Destination	Total DIY (%)	Zone A DIY (%)	Zone B DIY (%)	Zone C DIY (%)	Zone D DIY (%)	Zone E DIY (%)	Zone F DIY (%)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.8	4.3	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.3	1.9	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.3	1.9	0.0	0.0	0.0	0.0	0.0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.3	1.9	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.4	1.7	1.0	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	4.7	21.4	8.1	0.0	0.0	0.0	0.0
St. Annes: Whalley Place	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	33.3	9.1	0.0	0.0	0.0	0.0
Zone B							
Ansdel Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bennetts of Ansdel, Woodlands Road, Ansdel, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Preston Road, Saltcotes, Lytham, FY8 5AT	0.2	0.8	1.0	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.2	0.9	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	4.5	3.8	34.1	2.7	0.0	0.0	0.0
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.9	5.5	35.1	2.7	0.0	0.0	0.0
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.4	0.0	0.0	2.7	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	2.2	0.0	0.0	12.1	3.3	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.2	0.0	0.0	1.0	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	0.0	0.0	15.8	3.3	0.0	0.0
Zone D							
Barton Village Centre	0.2	0.0	0.0	1.0	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	2.2	0.8	1.0	7.9	7.9	0.0	1.0
Lea Town Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.2	0.0	0.0	0.0	4.4	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.8	1.0	9.0	12.3	0.0	1.0
Zone E							
Ansdel Road Post Office, Ansdel Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Finsbury House Carpets, Ansdel Road, Blackpool, FY1 6PY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Layton District Centre	0.6	0.0	0.0	0.0	0.0	2.4	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.3	0.0	0.0	0.0	0.0	1.3	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.3	0.0	0.0	0.0	0.0	1.1	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	2.4	0.0	0.0	2.3	0.0	8.1	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdel Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	1.8	0.0	0.0	0.0	0.0	2.2	5.0
Sub Total	5.6	0.0	0.0	2.3	0.0	15.0	5.9

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	1.1	0.8	0.0	1.2	0.0	1.1	2.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	52.2	41.9	41.1	51.3	13.1	61.7	62.8
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.4	2.0	0.0	0.0	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.7	0.0	0.0	0.0	0.0	0.0	2.9
Highfield Road District Centre	0.5	0.0	0.0	0.0	0.0	0.0	2.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.2	0.0	0.0	1.2	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.2	0.0	0.0	0.0	0.0	0.0	0.8
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	3.3	0.0	2.5	0.0	0.0	8.0	4.2
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool, FY4 2AZ	1.9	0.9	0.0	0.0	0.0	2.8	4.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	1.2	0.0	0.0	1.0	0.0	1.1	2.9
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	2.6	2.3	7.6	0.0	0.0	1.1	4.6
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	64.9	47.9	51.3	54.8	13.1	75.7	88.1
Total Study Area	87.7	87.5	96.5	84.5	28.7	90.7	95.0
Total Authority Area							
Destination	Total DIY (%)	Zone A DIY (%)	Zone B DIY (%)	Zone C DIY (%)	Zone D DIY (%)	Zone E DIY (%)	Zone F DIY (%)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.1	0.0	0.0	0.0	1.3	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 0EJ	0.2	0.9	0.0	0.0	1.3	0.0	0.0
Ashton on Ribble Local Centre	0.1	0.0	0.0	0.0	1.3	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	1.1	0.0	0.0	0.0	22.3	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0EJ	0.6	0.0	0.0	1.0	2.8	1.3	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	5.8	5.9	3.5	10.6	0.0	5.3	5.0
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.4	0.0	0.0	2.7	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.2	0.0	0.0	1.2	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.1	0.8	0.0	0.0	0.0	0.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deeppdale Shopping Park, Blackpool Road, Preston, PR1 6QY	0.5	2.0	0.0	0.0	2.8	0.0	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.1	0.0	0.0	0.0	1.5	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.1	0.0	0.0	0.0	1.5	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	1.3	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.1	0.0	0.0	0.0	1.3	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.1	0.0	0.0	0.0	1.3	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.2	0.0	0.0	0.0	3.8	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.1	0.0	0.0	0.0	1.3	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.1	0.0	0.0	0.0	1.3	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.7	0.0	0.0	0.0	0.0	2.7	0.0
Preston City Centre	0.1	0.0	0.0	0.0	2.8	0.0	0.0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.2	0.9	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.2	0.0	0.0	0.0	3.2	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	1.4	1.9	0.0	0.0	20.5	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.3	12.5	3.5	15.5	71.3	9.3	5.0
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	12.3	12.5	3.5	15.5	71.3	9.3	5.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY and gardening goods shopping expenditure

Destination	Total DIY (£m)	Zone A DIY (£m)	Zone B DIY (£m)	Zone C DIY (£m)	Zone D DIY (£m)	Zone E DIY (£m)	Zone F DIY (£m)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.2	0.2	0.0	0.0	0.0	0.0	0.0
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.1	0.1	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.2	0.1	0.1	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	2.1	1.7	0.4	0.0	0.0	0.0	0.0
St. Annes: Whalley Place	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	2.6	0.5	0.0	0.0	0.0	0.0
Zone B							
Ansdell Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Preston Road, Saltcotes, Lytham, FY8 5AT	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	2.3	0.3	1.8	0.3	0.0	0.0	0.0
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.5	0.4	1.8	0.3	0.0	0.0	0.0
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	1.3	0.0	0.0	1.2	0.1	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	0.0	0.0	1.5	0.1	0.0	0.0
Zone D							
Barton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	1.3	0.1	0.1	0.8	0.3	0.0	0.1
Lea Town Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.1	0.1	0.9	0.5	0.0	0.1
Zone E							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Layton District Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	1.0	0.0	0.0	0.2	0.0	0.8	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.7	0.0	0.0	0.0	0.0	0.2	0.5
Sub Total	2.2	0.0	0.0	0.2	0.0	1.4	0.6

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.5	0.1	0.0	0.1	0.0	0.1	0.2
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	22.8	3.3	2.1	5.0	0.6	5.9	5.8
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cherry Tree Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Highfield Road District Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	1.3	0.0	0.1	0.0	0.0	0.8	0.4
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.7	0.1	0.0	0.0	0.0	0.3	0.4
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.5	0.0	0.0	0.1	0.0	0.1	0.3
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	1.1	0.2	0.4	0.0	0.0	0.1	0.4
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	27.8	3.7	2.7	5.4	0.6	7.3	8.2
Total Study Area	38.9	6.8	5.0	8.3	1.3	8.7	8.8
Total Authority Area							
Destination	Total DIY (£m)	Zone A DIY (£m)	Zone B DIY (£m)	Zone C DIY (£m)	Zone D DIY (£m)	Zone E DIY (£m)	Zone F DIY (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 3LH	0.1	0.1	0.0	0.0	0.1	0.0	0.0
Ashton on Ribble Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	1.0	0.0	0.0	0.0	1.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.3	0.0	0.0	0.1	0.1	0.1	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	2.7	0.5	0.2	1.0	0.0	0.5	0.5
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	0.3	0.2	0.0	0.0	0.1	0.0	0.0
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Garstang Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Nantwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Preston City Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	1.1	0.1	0.0	0.0	0.9	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	1.0	0.2	1.5	3.2	0.9	0.5
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	7.2	1.0	0.2	1.5	3.2	0.9	0.5
Total	46.1	7.8	5.2	9.8	4.4	9.6	9.3

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone A Furniture (%)	Zone B Furniture (%)	Zone C Furniture (%)	Zone D Furniture (%)	Zone E Furniture (%)	Zone F Furniture (%)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.2	1.2	0.0	0.0	0.0	0.0	0.0
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	1.1	1.4	0.0	0.0	0.0	0.0	3.3
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.8	4.6	0.0	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.3	1.4	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.6	3.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	6.1	25.3	7.0	1.7	2.0	2.0	0.0
St. Annes: Whalley Place	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.1	37.0	7.0	1.7	2.0	2.0	3.3
Zone B							
Ansdeil Local Centre	0.6	0.0	7.8	0.0	0.0	0.0	0.0
Bennetts of Ansdeil, Woodlands Road, Ansdeil, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	2.8	0.0	11.3	2.0	0.0	0.0	6.4
Lidl, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	5.2	8.7	33.4	7.0	0.0	0.0	0.0
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.6	8.7	52.5	8.9	0.0	0.0	6.4
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.6	0.0	0.0	3.3	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	5.4	0.0	0.0	30.6	4.0	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.2	0.0	2.6	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.1	0.0	2.6	34.0	4.0	0.0	0.0
Zone D							
Barton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lea Town Village Centre	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Zone E							
Ansdeil Road Post Office, Ansdeil Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Finsbury House Carpets, Ansdeil Road, Blackpool, FY1 6PY	0.3	0.0	0.0	2.0	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.5	0.0	0.0	0.0	0.0	2.0	0.0
Great Marton Village Centre	0.8	0.0	0.0	0.0	0.0	0.0	3.3
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Layton District Centre	0.4	0.0	0.0	0.0	0.0	1.7	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdeil Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.8	0.0	0.0	0.0	0.0	0.0	3.3
Sub Total	3.0	0.0	0.0	2.0	0.0	3.6	6.5

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	1.1	0.0	0.0	5.7	2.0	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	1.1	1.4	0.0	0.0	0.0	0.0	3.2
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	8.6	7.4	10.2	2.0	0.0	15.6	8.1
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	3.1	5.8	0.0	0.0	0.0	7.7	0.0
Cherry Tree Road, Blackpool	0.8	0.0	0.0	0.0	0.0	0.0	3.3
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.9	0.0	2.2	0.0	0.0	0.0	6.6
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.3	0.0	0.0	0.0	0.0	0.0	1.3
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.9	0.0	0.0	0.0	0.0	3.3	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.3	0.0	0.0	2.0	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.3	0.0	0.0	1.7	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	1.0	3.1	0.0	0.0	0.0	0.0	1.6
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	10.1	11.7	0.0	1.7	0.0	4.1	25.5
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.3	0.0	0.0	0.0	0.0	0.0	1.3
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.3	0.0	0.0	0.0	0.0	0.0	1.3
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	30.4	30.6	12.4	13.0	2.0	30.7	52.1
Total Study Area	57.5	77.5	74.4	59.5	8.0	36.3	68.3
Total Authority Area							
Destination	Total Furniture (%)	Zone A Furniture (%)	Zone B Furniture (%)	Zone C Furniture (%)	Zone D Furniture (%)	Zone E Furniture (%)	Zone F Furniture (%)
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilsborrow, Preston, PR3 3DN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.5	0.0	0.0	2.0	2.4	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	11.4	2.7	11.7	7.6	6.9	25.8	6.1
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.5	0.0	2.2	1.7	2.0	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.1	0.0	0.0	0.0	2.4	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.8	0.0	0.0	4.1	2.0	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	1.1	0.0	0.0	0.0	0.0	4.1	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.1	0.0	0.0	0.0	2.4	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	5.0	0.0	2.6	4.2	6.0	9.9	4.8
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.1	0.0	0.0	0.0	2.0	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.4	0.0	0.0	0.0	7.4	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.3	0.0	0.0	0.0	0.0	0.0	1.3
Garstang Town Centre	0.2	0.0	0.0	0.0	4.0	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleson Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.3	0.0	0.0	1.7	0.0	0.0	0.0

Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	8.4	4.2	0.0	5.8	0.0	12.3	13.0
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.3	1.4	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.2	0.0	0.0	0.0	4.4	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	1.0	0.0	0.0	0.0	2.4	0.0	3.2
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	1.5	0.0	0.0	0.0	0.0	5.8	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.2	0.0	2.6	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.5	0.0	0.0	0.0	0.0	2.0	0.0
Preston City Centre	4.9	5.7	4.4	3.3	20.9	3.9	3.2
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.8	3.1	0.0	0.0	5.0	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.6	2.9	2.2	4.1	4.0	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BQ	0.5	0.0	0.0	0.0	9.0	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.5	0.0	0.0	2.0	2.4	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.2	0.0	0.0	0.0	4.4	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.1	0.0	0.0	0.0	2.0	0.0	0.0
Windermere Town Centre	0.7	0.0	0.0	4.1	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	42.5	22.5	25.6	40.5	92.0	63.7	31.7
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	42.5	22.5	25.6	40.5	92.0	63.7	31.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods shopping expenditure

Destination	Total Furniture (£m)	Zone A Furniture (£m)	Zone B Furniture (£m)	Zone C Furniture (£m)	Zone D Furniture (£m)	Zone E Furniture (£m)	Zone F Furniture (£m)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jewson, Kilnhouse Lane, St. Annes, FY8 3DT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.1	0.1	0.0	0.0	0.0	0.0	0.0
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.6	0.2	0.0	0.0	0.0	0.0	0.4
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Alexandria Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.5	0.5	0.0	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	0.2	0.2	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.3	0.3	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	4.0	2.9	0.5	0.2	0.1	0.3	0.0
St. Annes: Whalley Place	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.8	4.2	0.5	0.2	0.1	0.3	0.4
Zone B							
Ansdell Local Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	1.9	0.0	0.8	0.3	0.0	0.0	0.8
Lidl, Preston Road, Saltcotes, Lytham, FY8 5AT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	4.4	1.0	2.4	1.0	0.0	0.0	0.0
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	1.0	3.8	1.3	0.0	0.0	0.8
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	0.5	0.0	0.0	0.5	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	4.6	0.0	0.0	4.4	0.3	0.0	0.0
Kirkham Trading Park, Kirkham, PR4 3RB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	0.0	0.2	4.8	0.3	0.0	0.0
Zone D							
Barton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lea Town Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Pres	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodplumpton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Zone E							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Great Marton Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Layton District Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Preston New Road, Blackpool, FY3 9TN	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Sub Total	1.6	0.0	0.0	0.3	0.0	0.5	0.9

Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	0.9	0.0	0.0	0.8	0.1	0.0	0.0
Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.6	0.2	0.0	0.0	0.0	0.0	0.4
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	5.1	0.8	0.7	0.3	0.0	2.2	1.1
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	1.7	0.7	0.0	0.0	0.0	1.1	0.0
Cherry Tree Road, Blackpool	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	1.0	0.0	0.2	0.0	0.0	0.0	0.9
Common Edge Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4TH	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mythop Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smyths, Vicarage Lane, Blackpool, FY4 4NB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Shore District Centre	0.6	0.4	0.0	0.0	0.0	0.0	0.2
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	5.5	1.3	0.0	0.2	0.0	0.6	3.3
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, Parkinson Way, Blackpool, FY4 2AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4NC	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Vicarage Lane, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.4	3.5	0.9	1.8	0.1	4.2	6.8
Total Study Area	37.2	8.9	5.4	8.5	0.5	5.0	9.0
Total Authority Area							
Destination	Total Furniture (£m)	Zone A Furniture (£m)	Zone B Furniture (£m)	Zone C Furniture (£m)	Zone D Furniture (£m)	Zone E Furniture (£m)	Zone F Furniture (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilborrow, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashton on Ribble Local Centre	0.4	0.0	0.0	0.3	0.1	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0E	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	7.0	0.3	0.9	1.1	0.4	3.6	0.8
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	0.5	0.0	0.2	0.2	0.1	0.0	0.0
Cardiff City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9J	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.7	0.0	0.0	0.6	0.1	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0
Clitheroe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	3.2	0.0	0.2	0.6	0.4	1.4	0.6
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Edinburgh City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulwood Local Centre	0.5	0.0	0.0	0.0	0.5	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Garstang Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Glasgow City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	4.7	0.5	0.0	0.8	0.0	1.7	1.7
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.2	0.2	0.0	0.0	0.0	0.0	0.0
IKEA, West Quay Road, Southampton, SO15 1GY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingol Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Anchorholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longridge Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	0.6	0.0	0.0	0.0	0.1	0.0	0.4
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.8	0.0	0.0	0.0	0.0	0.8	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nantwich Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Preston City Centre	3.7	0.7	0.3	0.5	1.3	0.5	0.4
Queens Shopping Park, London Road, Preston, PR1 4HZ	0.7	0.4	0.0	0.0	0.3	0.0	0.0
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	1.3	0.3	0.2	0.6	0.3	0.0	0.0
Rotherham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skipton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staveley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BT	0.6	0.0	0.0	0.0	0.6	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	0.4	0.0	0.0	0.3	0.1	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Whalley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Windermere Town Centre	0.6	0.0	0.0	0.6	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	28.9	2.6	1.9	5.8	5.8	8.8	4.2
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	28.9	2.6	1.9	5.8	5.8	8.8	4.2
Total	66.1	11.5	7.3	14.2	6.3	13.8	13.1

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone A Comparison (£m)	Zone B Comparison (£m)	Zone C Comparison (£m)	Zone D Comparison (£m)	Zone E Comparison (£m)	Zone F Comparison (£m)
Study Area							
Zone A							
Aldi, Clifton Drive North, St. Annes, FY8 2NA	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Booths, Main Drive, St. Annes, FY8 3UT	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Cohens Chemist, Durham Avenue, St. Annes, FY8 2EP	0.4	0.3	0.1	0.0	0.0	0.0	0.0
Fairhaven Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadfields, St. Alban's Road, St. Annes, FY8 1UY	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Jewson, Kinhouse Lane, St. Annes, FY8 3DT	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Lidl, Squires Gate Lane, Near Blackpool Airport, FY8 2FX	0.9	0.2	0.0	0.0	0.0	0.0	0.7
One Stop, St. Albans Road, St. Annes, FY8 1UY	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Queensway Industrial Estate, Scafell Road, St. Annes, FY8 3HE	0.7	0.3	0.0	0.0	0.0	0.0	0.4
RSPB Fairhaven Lake Visitor Centre, Lytham, FY8 1BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Andrews Road North, St. Annes, FY8 2DH	2.4	1.0	0.7	0.3	0.0	0.0	0.4
St. Annes: Alexandria Drive	1.6	1.4	0.0	0.2	0.0	0.0	0.0
St. Annes: Headroomgate Road	0.7	0.7	0.0	0.0	0.0	0.0	0.0
St. Annes: Leach Lane	0.2	0.2	0.0	0.0	0.0	0.0	0.0
St. Annes: St Alban's Road	0.8	0.8	0.1	0.0	0.0	0.0	0.0
St. Annes: St David's Road North	1.0	1.0	0.0	0.0	0.0	0.0	0.0
St. Annes: St Davids Road South	0.3	0.3	0.0	0.0	0.0	0.0	0.0
St. Annes: St. Annes TOWN CENTRE	37.5	30.9	4.1	0.2	0.1	0.7	1.5
St. Annes: Whalley Place	0.8	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total	48.3	38.6	5.1	0.7	0.1	0.7	3.1
Zone B							
Ansdell Local Centre	2.3	0.6	1.7	0.0	0.0	0.0	0.0
Bennetts of Ansdell, Woodlands Road, Ansdell, FY8 4EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Haven Road, Lytham, FY8 5EG	0.3	0.0	0.3	0.0	0.0	0.0	0.0
Carpets of Lytham, Preston Road, Saltcotes, Lytham, FY8 5AT	1.9	0.0	0.8	0.3	0.0	0.0	0.8
Lidl, Preston Road, Saltcoates, Lytham, FY8 5AT	1.4	0.2	0.5	0.7	0.0	0.0	0.0
Lytham Green Drive Golf Club, Lytham, FY8 4LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham Hall, Ballam Road, Lytham, FY8 4JX	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Lytham Town Centre	38.2	5.5	21.1	9.0	0.6	0.3	1.7
Smiths Pharmacy, Warton Street, Lytham, FY8 5HA	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Windmill Pharmacy, Warton Street, Lytham, FY8 5EE	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	44.5	6.4	24.7	10.0	0.6	0.3	2.5
Zone C							
Aldi, Coronation Way, Mill Farm Sports Village, Wesham, Preston, PR4 3JZ	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Elswick Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freckleton Village Centre	1.5	0.0	0.0	1.5	0.0	0.0	0.0
Great Plumpton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkham Town Centre	22.0	0.2	0.1	18.6	2.7	0.0	0.4
Kirkham Trading Park, Kirkham, PR4 3RB	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Lidl, Clarke Street, Poulton Industrial Estate, Poulton-le-Fylde, FY6 8JW	0.8	0.0	0.0	0.4	0.0	0.4	0.0
Mill Farm Sports Village, Fleetwood Road, Wesham, Preston, PR4 3JZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, off Poulton Street, Kirkham, Preston, PR4 2AN	2.7	0.0	0.0	2.6	0.2	0.0	0.0
Newton-with-Scales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton Industrial Estate, Poulton-Le-Fylde, FY6 8JL	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Singleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lytham Road, Freckleton, PR4 1AA	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Treales Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weeton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wesham Town Centre	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Wrea Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	30.1	0.2	0.3	25.9	2.9	0.4	0.4
Zone D							
Barton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Catforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottam Local Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Dobbies Garden Centre, Blackpool Road, Clifton, Preston, PR4 0XL	2.3	0.1	0.3	1.1	0.4	0.0	0.4
Lea Town Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Ribblesdale Garden Centre, Newsham Hall Lane, Woodplumpton, Preston, PR4 0AS	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Woodplumpton Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total	3.0	0.2	0.3	1.2	0.9	0.0	0.4
Zone E							
Ansdell Road Post Office, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool South Shore Promenade, Blackpool, FY1 6BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Sports Centre, West Park Drive, Blackpool, FY3 9HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Victoria Hospital, Whinney Heys Road, Blackpool, FY3 8NP	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Finsbury House Carpets, Ansdell Road, Blackpool, FY1 6PY	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Fylde Floor Co Ltd, Central Drive, Blackpool, FY1 5JW	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Great Marton Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4
Home Bargains, Tyldesley Road, Blackpool, FY1 5DF	1.0	0.0	0.0	0.0	0.0	0.4	0.6
Layton District Centre	1.6	0.0	0.0	0.0	0.0	1.6	0.0
Layton Woodworkers, Layton Road, Blackpool, FY3 8HT	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Lidl, Bloomfield Road, Blackpool, FY1 6JW	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Lidl, Devonshire Road, Blackpool, FY3 8BL	0.3	0.0	0.0	0.0	0.0	0.3	0.0
Little Carleton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normoss Local Centre, Blackpool	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Screwfix, Mowbray Drive, Blackpool, FY3 7UN	1.0	0.0	0.0	0.2	0.0	0.8	0.0
Stanley Park, West Park Drive, Blackpool, FY3 9HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ansdell Road, Blackpool, FY1 6PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitegate Drive District Centre	1.0	0.0	0.0	0.0	0.0	0.4	0.6
Wickes, Preston New Road, Blackpool, FY3 9TN	1.1	0.0	0.0	0.0	0.0	0.2	0.9
Sub Total	7.8	0.0	0.0	0.5	0.0	4.5	2.8
Zone F							
Aldi, Blackpool Retail Park, Amy Johnson Way, Blackpool, FY4 2RP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Park Road, Oxford Square, Blackpool, FY4 4DP	0.5	0.0	0.0	0.0	0.0	0.3	0.2
Aldi, Waterloo Road, Blackpool, FY4 3AA	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Cherry Tree Road, Blackpool, FY4 4QH	11.2	0.5	0.2	0.3	0.0	2.7	7.5
Asda, Welbeck Avenue, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Vicarage Lane, Blackpool, FY4 4NG	1.8	0.1	0.0	0.6	0.0	0.1	1.0
B&Q, Whitehills Retail Park, Preston New Road, Blackpool, FY4 5LU	24.7	3.3	2.4	5.8	0.9	6.3	6.1

Berry's Beds, Waterloo Road, Blackpool, FY4 4BW	0.6	0.2	0.0	0.0	0.0	0.0	0.4
Blackpool Retail Park, Squires Gate Lane, Blackpool, FY4 3AW	74.6	13.2	9.8	8.7	0.0	20.1	22.8
Carpetright, Cherry Tree Road, Blackpool, FY4 4TH	1.7	0.7	0.0	0.0	0.0	1.1	0.0
Cherry Tree Road, Blackpool	1.3	0.0	0.0	0.0	0.0	0.0	1.3
Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	20.3	3.6	0.8	1.4	0.2	6.5	7.8
Common Edge Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Discount Furniture Warehouse, Cherry Tree Retail Park, Blackpool, FY4 4PG	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Dreams, Vicarage Lane, Blackpool, FY4 4ND	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Euronics, Preston New Road, Blackpool, FY4 4HQ	0.8	0.0	0.0	0.0	0.0	0.0	0.8
Great Marton Moss Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawes Side Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Highfield Road District Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	2.2	0.4	0.0	1.0	0.0	0.8	0.0
Iceland, South Shore Business Park, Vicarage Lane, Blackpool, FY4 4ES	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JD Gyms, Vicarage Lane, Blackpool, FY4 4XL	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Marton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marton Moss Side Local Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Morrisons, Squires Gate Lane, Blackpool, FY4 1PJ	4.3	0.5	0.6	0.0	0.0	0.4	2.7
Mythop Local Centre	1.0	0.2	0.0	0.0	0.0	0.9	0.0
Palatine Leisure Centre, St. Anne's Road, Blackpool, FY4 2AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Carpets, Clifton Road, Blackpool, FY4 4QA	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Poundland, Cherry Tree Gardens, Blackpool, FY4 4TH	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Screwfix, Vicarage Lane, Blackpool, FY4 4NG	1.3	0.0	0.1	0.0	0.0	0.8	0.4
Smyths, Vicarage Lane, Blackpool, FY4 4NB	22.2	0.8	1.8	3.0	0.0	9.0	7.6
South Shore District Centre	1.4	0.5	0.0	0.0	0.0	0.2	0.7
Squires Gate Industrial Estate, Squires Gate Lane, Blackpool, FY4 3RN	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Stephen Padgett Furniture Shop, Division Lane, Blackpool, FY4 5DZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Terry's Carpets, Burton Road, Blackpool, FY4 4NW	5.5	1.3	0.0	0.2	0.0	0.6	3.3
Tesco Extra, Clifton Retail Park, Sandhams Way, Blackpool, FY4 4UJ	28.4	1.8	0.7	10.9	0.6	10.2	4.3
The Range, Parkinson Way, Blackpool, FY4 2AZ	4.5	0.5	0.0	0.3	0.0	2.6	1.1
The Warehouse Carpets & Vinyls, Cowley Road, Blackpool, FY4 4NE	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Toolstation, The Woodman Centre, Vicarage Lane, Blackpool, FY4 4ND	0.5	0.0	0.0	0.1	0.0	0.1	0.3
Trebaron Garden Centre, Common Edge Road, Blackpool, FY4 5DY	1.3	0.2	0.4	0.0	0.0	0.1	0.6
Vicarage Lane, Blackpool	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Welcome Pet Shop, Vicarage Lane, Blackpool, FY4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	213.3	27.8	17.1	33.0	1.7	63.2	70.6
Total Study Area	347.1	73.1	47.4	71.4	6.1	69.1	79.9
Total Authority Area	129.5	45.9	30.8	37.3	4.0	2.3	9.2
Destination	Total Comparison (£m)	Zone A Comparison (£m)	Zone B Comparison (£m)	Zone C Comparison (£m)	Zone D Comparison (£m)	Zone E Comparison (£m)	Zone F Comparison (£m)
Outside Study Area							
Outside Study Area							
Affinity Outlet Lancashire, Anchorage Road, Fleetwood, FY7 6AE	4.6	0.2	0.5	1.5	0.4	0.8	1.1
Aldi, Crescent West, Cleveleys, FY5 1AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Holyoake Avenue, Blackpool, FY2 0BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Moss Lane, Garstang, Preston, PR3 1HB	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Aldi, Tithebarn Street, Poulton-le-Fylde, FY6 7BX	0.5	0.0	0.0	0.0	0.0	0.5	0.0
Ambleside Town Centre	0.9	0.0	0.3	0.0	0.6	0.0	0.0
Asda, Fulwood, Preston, PR2 9NP	4.6	0.0	0.0	0.0	3.2	1.3	0.0
Ashley Cottage Nurseries, St Michaels Road, Bilborough, Preston, PR3 0RT	0.1	0.1	0.0	0.0	0.1	0.0	0.0
Ashton on Ribble Local Centre	1.7	0.0	0.0	0.3	1.4	0.0	0.0
B&M, Fulwood Central, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Holyoake Avenue, Bispham, Blackpool, FY2 0BQ	0.4	0.0	0.0	0.0	0.0	0.4	0.0
B&M, Mariners Way, Ashton-on-Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
B&Q, Craven Drive, Bamber Bridge, Preston, PR5 6BZ	1.0	0.0	0.0	0.0	1.0	0.0	0.0
Barton Grange Garden Centre, Garstang Road, Brock, Preston, PR3 0BT	0.6	0.2	0.0	0.1	0.2	0.1	0.0
Birchwood Shopping Centre, Birchwood, Warrington, WA3 7PG	0.4	0.4	0.0	0.0	0.0	0.0	0.0
Bispham Village Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Blackpool Town Centre	88.8	8.2	3.7	7.7	0.8	41.6	27.0
Bluewater Shopping Centre, Dartford, Greenhithe, DA9 9ST	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Boundary Outlet, Vivary Way, Colne, BB8 9NW	2.7	0.5	0.3	0.6	0.5	0.6	0.2
Broadgate Cycles, Hawksbury Drive, Penwortham, Preston, PR1 9EJ	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Burnside Garden Centre, New Lane, Thornton-Cleveleys, FY5 5NH	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Capitol Centre (Capitol Retail Park), Walton le Dale, Preston, PR5 4AW	2.8	0.3	0.2	1.2	0.7	0.0	0.5
Cardiff City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Carleton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Carpetright, Mariner's Way, Riversway, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Central London	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port, CH65 9JJ	1.3	0.0	0.0	1.3	0.0	0.0	0.0
Chester City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Chorley Town Centre	1.1	0.0	0.0	0.6	0.5	0.0	0.0
Churchtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleveleys Town Centre	4.5	0.3	0.0	0.7	0.0	2.6	0.8
Clitheroe Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
David Hall Carpets, Blackpool Road, Fulwood, Preston, PR2 3AA	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Deepdale Shopping Park, Blackpool Road, Preston, PR1 6QY	25.5	3.5	1.0	5.3	10.3	3.6	1.7
Doorway To Value, Preston Road, Whittle-le-Woods, PR6 7HH	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Edinburgh City Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Fleetwood Town Centre	1.6	0.0	0.1	0.3	0.0	0.4	0.7
Fulwood Central Retail Park, Oliver's Place, Fulwood, Preston, PR2 9BQ	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Fulwood Local Centre	4.0	0.0	0.0	2.3	1.7	0.0	0.0
Furniture Warehouse, Old Trafford, Stretford, Manchester, M16 9AL	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Garstang Town Centre	0.8	0.0	0.0	0.0	0.8	0.0	0.0
Glasgow City Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0
Go Outdoors, Throstle Street, Blackburn, BB2 1TQ	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Great Eccleston Village Centre	1.1	0.0	0.0	0.6	0.4	0.0	0.0
Guild Trade Centre, Ribblesdale Lane, Preston, PR1 5DP	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Harrogate Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Highfield Industrial Estate, North Street, Chorley, PR7 1QD	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Home Bargains, Village Walks, Poulton-le-Fylde, FY6 7UR	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Homebase, Mariners Way, Ashton in Ribble, Preston, PR2 2YN	0.1	0.0	0.0	0.0	0.1	0.0	0.0
IKEA, Europa Boulevard, Westbrook, Warrington, WA5 7TY	7.3	0.5	0.0	1.5	0.0	2.9	2.4
IKEA, Wellington Road, Ashton-under-Lyne, OL6 7TE	0.5	0.2	0.0	0.0	0.0	0.0	0.3
IKEA, West Quay Road, Southampton, SO15 1GY	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Ingol Local Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0
John Lewis, Wilmslow Road, Cheadle, SK8 3BZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Keighley Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Kendal Town Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0
Lancashire Business Park, Centurion Way, Leyland, PR26 6TZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Lancaster City Centre	0.7	0.0	0.0	0.0	0.0	0.7	0.0
Leeds City Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0
Leyland Garden Centre, Southport Road, Leyland, PR26 8QL	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Lidl, Anchorsholme Lane West, Cleveleys, FY5 1LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, West Strand, Preston, PR1 8UY	0.5	0.0	0.0	0.4	0.2	0.0	0.0
Liverpool City Centre	1.6	0.0	0.0	0.0	0.0	0.4	1.1

Longridge Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0
M&S, Church Street, London Road, Blackpool, FY1 1HT	4.3	0.0	0.4	0.8	0.0	1.4	1.7
M&S, Deepdale Shopping Centre, Preston, PR1 6QY	0.2	0.0	0.0	0.0	0.2	0.0	0.0
M&S, Fishergate, Preston, PR1 2BT	0.3	0.0	0.0	0.3	0.0	0.0	0.0
Manchester Airport, Manchester, M90 1QX	0.2	0.0	0.0	0.2	0.0	0.0	0.0
Manchester City Centre	5.8	1.7	0.5	1.3	0.2	0.7	1.4
Maritime Way / Mariners Way Retail, Ashton on Ribble, PR2 2YN	1.7	0.0	0.0	0.0	1.3	0.0	0.4
Marsh Mill Shopping Village, Fleetwood Road North, Thornton, FY5 4LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, The Linkway, Horwich, Bolton, BL6 6JA	0.8	0.0	0.0	0.0	0.0	0.8	0.0
Morrisons, Riversway, Preston, PR2 2YN	0.8	0.0	0.0	0.2	0.6	0.0	0.0
Murcar Industrial Estate, Newton of, Aberdeen, AB23 8JW	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Nantwich Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Newgate Nurseries, Newgate Lane, Preston, PR4 4JU	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Oxford City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6
Penwortham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poulton-le-Fylde Town Centre	3.7	0.0	0.0	2.0	0.0	1.8	0.0
Preston City Centre	35.2	3.0	2.3	12.9	12.6	1.7	2.5
Queens Shopping Park, London Road, Preston, PR1 4HZ	3.7	0.7	0.0	0.0	2.6	0.0	0.3
Ribbleton Lane Trading Estate, Crook Street, Preston, PR1 5LS	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Riversway Retail Park, Mariners Way, Preston, PR2 2YN	3.0	0.3	0.2	1.9	0.6	0.0	0.0
Rotherham Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Sainsbury's Superstore, Flintoff Way, Preston, PR1 6PJ	2.5	0.0	0.4	0.3	1.7	0.0	0.0
Sainsbury's Superstore, Park Hill Road, Garstang, PR3 1EL	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Sainsbury's Superstore, Red Bank Road, Bispham, Blackpool, FY2 9HH	1.3	0.0	0.0	0.0	0.0	0.4	0.9
Sainsbury's Superstore, Talbot Road, Blackpool, FY1 3AJ	5.5	0.0	0.0	0.0	0.0	3.1	2.4
Screwfix, Charnley Ford, Bamber Bridge, PR5 6PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Denham Way, Fleetwood, FY7 6PR	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Guild Trade Centre, Ribbleton Lane, Preston, PR1 5DP	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Skipton Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0
St. Helens Retail Park, Peasley Cross Lane, Saint Helens, WA9 1JJ	0.2	0.0	0.2	0.0	0.0	0.0	0.0
Staveley Village Centre	0.5	0.0	0.0	0.5	0.0	0.0	0.0
Stockport Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6
The Forge Retail Park, Overdale, Telford, TF3 4TF	0.2	0.0	0.0	0.0	0.2	0.0	0.0
The Oaks Business Park, Longridge Road, Ribbleton, Preston, PR2 5BQ	0.6	0.0	0.0	0.0	0.6	0.0	0.0
The Trafford Centre, Trafford Park, Stretford, Manchester, M17 8AA	3.1	0.0	0.7	1.1	0.9	0.4	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, New Hall Lane, Preston, PR1 4SY	0.3	0.0	0.0	0.0	0.3	0.0	0.0
Whalley Village Centre	0.9	0.0	0.0	0.9	0.0	0.0	0.0
Wickes, Aqueduct Street, Preston, PR1 7RF	1.2	0.1	0.0	0.0	1.0	0.0	0.0
Windermere Town Centre	1.3	0.0	0.0	1.3	0.0	0.0	0.0
York City Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Sub Total	247.7	21.4	12.7	49.5	49.2	67.9	47.0
Others							
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	247.7	21.4	12.7	49.5	49.2	67.9	47.0
Total	594.8	94.5	60.1	120.9	55.3	137.0	126.9

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

All 2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Fylde Authority Area

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	172.2	129.5	42.7	0.0
2027	192.2	145.1	47.8	0.7
2032	218.5	166.3	54.8	2.6
Study Area Market Share (%)		21.8		

1. Allows for increased turnover efficiency as set out in Table 4b (Experian Retail Planner 19 January 2022)
2. Assumes constant market share claimed by Fylde facilities at 21.8% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Fylde Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	0.0	0	0
2027	0.7	100	200
2032	2.6	300	600

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Fylde Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Zone F						
The Garden Place, Cropper Road, Westby with Plumpton	21/0799	Erection of 3no. retail units to provide local centre	86	86	3,500	0.3
Total			86	86		0.3

Table 26d: Quantitative capacity for additional comparison goods floorspace in Fylde Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.3	-0.3	0	-100
2027	0.7	0.3	0.4	100	100
2032	2.6	0.4	2.2	300	500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2020 Prices

Table 26a: Estimated capacity for additional comparison goods floorspace in St Annes

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	47.4	47.4	0.0	0.0
2027	52.9	53.1	0.0	0.2
2032	60.1	60.8	0.0	0.7
Study Area Market Share (%)		8.0		

1. Allows for increased turnover efficiency as set out in Table 4b (Experian Retail Planner 19 January 2022)
2. Assumes constant market share claimed by St Annes facilities at 8.0% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in St Annes

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	0.0	0	0
2027	0.2	0	100
2032	0.7	100	200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in St Annes

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total							

Table 26d: Quantitative capacity for additional comparison goods floorspace in St Annes

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2027	0.2	0.0	0.2	0	100
2032	0.7	0.0	0.7	100	200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2020 Prices

Fylde Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Lytham

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	44.4	44.4	0.0	0.0
2027	49.6	49.8	0.0	0.2
2032	56.4	57.0	0.0	0.7
Study Area Market Share (%)		7.5		

1. Allows for increased turnover efficiency as set out in Table 4b (Experian Retail Planner 19 January 2022)
2. Assumes constant market share claimed by Lytham facilities at 7.5% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Lytham

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	0.0	0	0
2027	0.2	0	0
2032	0.7	100	200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Lytham

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total							

Table 26d: Quantitative capacity for additional comparison goods floorspace in Lytham

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2027	0.2	0.0	0.2	0	0
2032	0.7	0.0	0.7	100	200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2020 Prices

Table 26a: Estimated capacity for additional comparison goods floorspace in Kirkham

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	24.9	24.9	0.0	0.0
2027	27.7	27.9	0.0	0.1
2032	31.5	31.9	0.0	0.4
Study Area Market Share (%)		4.2		

1. Allows for increased turnover efficiency as set out in Table 4b (Experian Retail Planner 19 January 2022)
2. Assumes constant market share claimed by Kirkham facilities at 4.2% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Kirkham

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	0.0	0	0
2027	0.1	0	0
2032	0.4	0	100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Kirkham

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total							

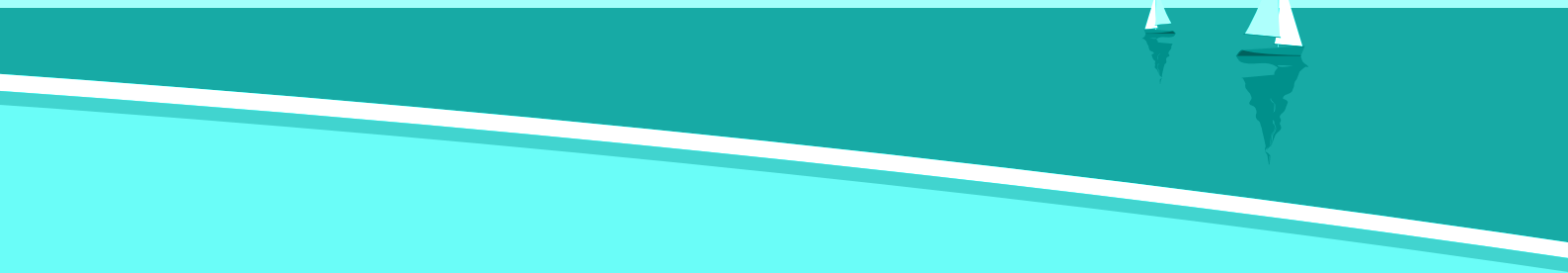
Table 26d: Quantitative capacity for additional comparison goods floorspace in Kirkham

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2027	0.1	0.0	0.1	0	0
2032	0.4	0.0	0.4	0	100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fylde
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fylde
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2020 Prices

Appendix 6 – Visitor Economy Report, Amion Consulting



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